Thank you for being part of the 2019 Victorian Seniors Festival.

Now in its 37th year, the Victorian Seniors Festival is a fun time for people to celebrate and try something new. We want people to see and experience the Festival as a great way to get out and about in their local community and further afield.

This year we have built on the brand to attract more participation and positively reflect the diversity of the Victorian community.

This Brand toolkit is designed to help us create a unified and consistent Festival brand. Using the Victorian Seniors Festival identity allows you to associate with the Festival brand. It will help you increase recognition in the long term and it will also help attract a broader audience to your event.

We hope you find the brand easy to roll out. Please don’t hesitate to get in touch if you have any questions.
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1. Brand Positioning

Clear brand positioning ensures that all brand activity has a common aim - it is guided, directed and delivered by the brand’s benefits. The following pages demonstrate the Victorian Seniors Festival’s positioning and established brand values.
1.1 Positioning Statement

Clear brand positioning ensures that all brand activity has a common aim - it is guided, directed and delivered by the brand’s benefits. The following pages demonstrate the Victorian Seniors Festival’s positioning and established brand values.

The Victorian Seniors Festival brand is relevant to every member within its community. The brand speaks to each individual. It does not stereotype, generalise or assume. The brand is conversational, open and welcoming, and most importantly – contemporary and positive in its outlook.

The Victorian Seniors Festival expresses and reflects the lives of our diverse community. It is so much more than a Festival – it is a cultural hub, gathering people together through its platform.

The Festival brand is authentic, telling honest stories that deserve to be told. Every brand experience is personal and it will be a brand that identifies and develops with its audience, earning their trust and encouraging them to feel valued and respected.
1.2 Brand Values

The basis of every strong relationship is anchored in its shared values. It is the shared experience of those values that connects audiences to brands and the organisations behind them.

If the values your brand represent are not aligned to the values of your audience, no amount of marketing will change their mind.

We assign brand values so that every branded touch-point from printed collateral through to copy direction, image making and digital platforms are guided by these values, creating a strong, emotive connection with the audience.

Heart
Caring, Warm, Human
The Victorian Seniors Festival puts people first, and our diverse audience is at the heart of everything we do.
We care about the needs of our audience and keep them at the forefront of every decision.
We speak to our audience in a language they understand and ensure we are always there to help and make sure their experience at the Festival is a positive one.

Inclusive
Authentic Diversity
With a strong ethos of inclusion, the Festival emphasises a respect for all and the embracing of difference and diversity.
We are all a vibrant, mixed bouquet of people with differing cultures, languages, backgrounds and viewpoints – and this is a strength we celebrate.

Respect
Appreciation, Support, Honesty
Respect is vital to Victorian Seniors Festival, a platform where we celebrate the rich stories and identities of older people. We value and appreciate the contribution older people have made to society and acknowledge the contribution they continue to make.

Community
Togetherness, Solidarity, Belonging
Victorian Seniors Festival is not only a festival but an opportunity for older people to come together with family and friends, to meet new people and build new friendships, and most importantly to have some fun and enjoy doing the things they love.
2. Brand Identity

The following pages will guide you through the core identity elements. They will assist you in designing and producing compelling applications with creative flexibility.
2.1 Brandmark

The Victorian Seniors Festival brandmark is a visible and valuable brand asset and should serve as the foundation for all visual communications. It is important that the brandmark is always applied consistently. The brandmark will always be supplied in master form and should never be reconstructed or redrawn.

Primary Brandmark

The primary brandmark can be used when the application is year specific.

Secondary Brandmark

The secondary brandmark can be used in the partner logo lockups shown on pg 11.

Get into it! tagline

The secondary brandmark can be used in combination with the 2019 Festival tagline Get into it!
2.2 Clearspace

To maintain the clarity, integrity and legibility of the brandmark, the following clear space has been specified. The clear space refers to the minimum surface surrounding the brandmark. This area must remain free of any other graphic elements and or text. Where possible, maintain more clear space around the brandmark than the minimum size specified.

Primary Brandmark

This space should be no less than the height and width of the 'V' in 'Victorian'.

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Victorian Seniors Festival

2019 Brand Toolkit
2.3 Minimum Size

Please ensure that the fixed brandmark is always clearly visible and legible.

Recommended Size
For consistency, a recommended brandmark size has been determined for use on printed and digital applications.

Minimum size
The minimum size may vary depending on the process or materials used. The minimum recommended sizes for the fixed brandmark are detailed on this page.

Below Minimum Size
When an application requires the brandmark at a size smaller the minimum size please use the tertiary mark to maximise legibility.

Recommended Size
Print Applications – 35mm W
Digital Applications – 125px W

Minimum Size
Print Applications – 20mm W
Digital Applications – 55px W
2.4 Co-branding
When the brandmark is required to be in a lock-up with other partner logos please adhere to the following recommendations. Please ensure the dividing line is 1pt and .5pt at minimum size.

Clearspace
This space should be no less than the height and width of the ‘V’ in the Victorian.

Clearspace – Multiple Partners
This space should be no less than the height and width of the ‘V’ in the Victorian.

Minimum Size
20mm W – Print Applications
55px W – Digital Applications
2.5 Incorrect Usage

Incorrect Contrast

Although use of the brandmark on top of background imagery is permitted, it must be done in a way that allows the brandmark appropriate contrast to be identifiable.

Brandmark Alterations

Please do not redraw any part of the brandmark. Do not change the proportions, compress, extend, slant or distort any elements of the brandmark.

Do not outline

Do not outline any elements in the brandmark.

Colour Changes

Do not change the order or arrangement of colour. When reproducing the brandmark in one colour, use the specified colours, black or white. No other colour is acceptable.

Overlaid Graphical Devices

No devices should be overlaid onto (or behind) the brandmark.

Typeface Alterations

Please do not alter the typeface in the brandmark.

Additional Elements

Please do not introduce any other graphic or pictorial elements to the brandmark.

Rotation Changes

Please do not rotate the brandmark, it is to always remain upright as per the supplied electronic files.
2.6 Colour Reproduction

The brandmark is available to suit all standard reproduction processes. The brandmark is available in the following colour formats that maximise legibility with a strong contrast between the brandmark and background.

**Black and white**

The brandmark can be reproduced in black or white.

**Coloured logos**

The brandmark can also be reproduced in white on the three coloured backgrounds from the 2019 brand colour palette.

The brandmark is also available in the three 2019 colours for use on white backgrounds.

**Black and white**

![Black and white logos](image)

**White on colour**

![White on colour logos](image)

**Colour on white background**

![Colour on white background logos](image)
3. Graphic Palette

The following pages demonstrate the core elements that make up the Victorian Seniors Festival graphic palette. In conjunction with the brand identity, these elements help to communicate the brand values and positioning, whilst also giving the festival a unique look and feel.
3.1 Colour Palette

The Victorian Seniors Festival palette consists of a system that incorporates multiple colours with equal balance, to reflect the Festival's diverse community and offering.

All colours can be printed in solid Pantone spots, 4 colour CMYK printing, or for digital application, RGB.
3.2 Typography

The Victorian Seniors Festival's professional publishing font suite is the Founders Grotesk font family in combination with Founders Grotesk Text. If you are working in professional publishing software, such as Illustrator® and InDesign®, you should use these professional publishing software fonts. If you are working in office/desktop software such as PowerPoint® or Word® and do not have access to these fonts due to specialist installation and additional licensing we have specified Arial as the free font to use as alternative.

The Founders Grotesk font types (e.g. "Light" or Medium") specified on this page will need to be purchased/downloaded from the hyperlinked font foundry here: klim.co.nz

Body Copy (up to 12pt)
Founders Grotesk Text has been specified to be used for body copy and large amounts of small text.

Founders Grotesk Text
Founders Grotesk Text Light
Founders Grotesk Text Light Italic
Founders Grotesk Text Medium
Founders Grotesk Text Medium Italic

Display Copy (larger than 12pt)
Founders Grotesk has been specified to be used for larger text and headlines.

Founders Grotesk
Founders Grotesk Regular
Founders Grotesk Medium
Founders Grotesk Semi Bold

Office/Desktop Alternative

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic
3.3 Photography and copywriting

The overall tone of photography and copywriting will be upbeat and positive with black and white photography used for its high contrast against the coloured type. The imagery and listicle explores the complexity and layers that shape the identity of older people.

Copywriting Approach

Each word represents a unique quality/characteristic that informs the identity of the subject. The words are to be stacked in a list format with each word punctuated by a full stop.
4. Templates

The following pages demonstrate the various application templates to be used across digital and print mediums. The section will establish guidelines around how to use the brand identity and graphic palette in combination to create engaging and effective communication for the Victorian Seniors Festival.
4.1 Materials and templates

Some templates have been created to help you promote your Victorian Seniors Festival events. There are advertisements and social media templates you can place on your website and poster and brochure templates that you can open and edit in Microsoft Word or InDesign before displaying or distributing in your community.

Some tips:

- When adding your own images and text into the Microsoft Word templates, try not to alter the layout of the template in any way. Keep the images the same size as those in the template and do not change font size, colour or positioning.

- Your graphic designer or communications team can use the InDesign template, as this is specially set up for them.

- To replace an image in a Microsoft Word poster or brochure template:
  - Right click on the image you wish to replace
  - Select Change Picture
  - Browse to find your desired picture file and select this file
  - Select insert
  - Once you have created your final file(s), you can save in Microsoft Word, or create a PDF of the final file

TIP: If when you right click the Change Picture option is not active, you will need to click Enable Content in the Security Warning bar below the tool bars at the top of your screen. This will activate the Change Picture option.
4.1 Materials and templates

Some templates have been created to help you promote your Victorian Seniors Festival events. There are advertisements and social media templates you can place on your website and poster and brochure templates that you can open and edit in Microsoft Word or InDesign before displaying or distributing in your community.

Some tips continued:

When you download the materials and resources available from page 30, keep in mind that the item's file type will affect how it downloads on your computer.

- For MS Word documents, you may be asked to Open or Save an item before it downloads. To ensure it downloads successfully, you may need to check you don’t already have any MS Word documents open.
- For .png files, once it displays in your internet browser, you may need to right-click on the image and Save As to download a copy to your desired location on your computer.
- Remember that ‘Rev’ images are transparent. If you do not have graphic design software, you may not be able to see the image, or it might appear like a blank internet page.
- If you do not have graphic design software on your computer, when you download .eps files, you may be asked to Open or Save an item before it downloads. Always select Save. This allows you to keep a copy of the file that you can send to your designer without corrupting it.
4.2 General Promotion
Print Posters

These posters have been created for you to use for promotion of the Victorian Seniors Festival. Download and print them today!

A4/A3 Posters
4.3 General Promotion
Digital – Facebook

The following image tiles are to be used when generic, non-specific promotional material is required.

Social Media Banners – Facebook

Facebook Event Image: 1920px x 1080px

Facebook general post: 1200px x 628px
4.4 General Promotion
Digital – Instagram

Social Media Banners – Instagram

Victorian Seniors Festival
October 2019

Get into it!

seniorsonline.vic.gov.au

#VicSeniorsFestival

Instagram Image: 1080px x 1080px
4.5 General Promotion
Digital – Twitter

Social Media Banners – Twitter

Twitter image posts: 880px x 440px
4.6 Single Event Promotion
Print Posters – A4/A3

These template posters have been created for you to be able to tailor your promotions for the events you are holding as part of the Victorian Seniors Festival. Use this template for when you have one event to promote.

Download, update and print them today!

A4/A3 Single Event Poster

Your Event Name Goes Here

Your Event Name Goes Here

Day XX Month
00:00am – 00:00pm

Presented by:
(Council Name)

Venue: Address to go here Address to go here.
Cost: $0. Plus extra information here.
Bookings essential: Call 5000 0000 or email@youremail.com.au
for more information visit yourwebsite.com.au or seniorsonline.vic.gov.au
A4 Multiple Event Poster

Your Event Name Goes Here

Your Event Name Goes Here

Day XX Month
00:00am – 00:00pm

Venue: Address to go here

Presented by:

[Council Name]

Venue: Address to go here
Address to go here.

Cost: $0. Plus extra information here.

Bookings essential:

Call 9000 0000
or email@yousremail.com.au

for more information visit yourwebsite.com.au or seniorsonline.vic.gov.au

Your Event Name Goes Here

Your Event Name Goes Here

Day XX Month
00:00am – 00:00pm

Venue: Address to go here

Your Event Name Goes Here

Your Event Name Goes Here

Day XX Month
00:00am – 00:00pm

Venue: Address to go here

Your Event Name Goes Here

Your Event Name Goes Here

Day XX Month
00:00am – 00:00pm

Venue: Address to go here

Your Event Name Goes Here

Your Event Name Goes Here

Day XX Month
00:00am – 00:00pm

Venue: Address to go here

Your Event Name Goes Here

Your Event Name Goes Here

Day XX Month
00:00am – 00:00pm

Venue: Address to go here
Thank you for being part of the 2019 Victorian Seniors Festival. We hope you find the brand easy to roll out. Please don’t hesitate to get in touch if you have any questions.
## 5.1 Downloadable Resources

Click on the relevant hyper-link to download. Please note: PNG files are to be used when publishing for the web. If you are printing an item, please use the EPS files, as these are optimised for print.

### Brandmark Downloadable Assets

<table>
<thead>
<tr>
<th>File</th>
<th>Item</th>
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<th>White</th>
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</thead>
<tbody>
<tr>
<td>EPS</td>
<td>Primary Brandmark (2019)</td>
<td>▼ Download</td>
<td>▼ Download</td>
</tr>
<tr>
<td>PNG</td>
<td>Primary Brandmark (2019)</td>
<td>▼ Download</td>
<td>▼ Download</td>
</tr>
<tr>
<td>EPS</td>
<td>Secondary Brandmark</td>
<td>▼ Download</td>
<td>▼ Download</td>
</tr>
<tr>
<td>PNG</td>
<td>Secondary Brandmark</td>
<td>▼ Download</td>
<td>▼ Download</td>
</tr>
<tr>
<td>EPS</td>
<td>VSF 2019 &amp; VIC Logo lockup</td>
<td>▼ Download</td>
<td>▼ Download</td>
</tr>
<tr>
<td>PNG</td>
<td>VSF 2019 &amp; VIC Logo lockup</td>
<td>▼ Download</td>
<td>▼ Download</td>
</tr>
<tr>
<td>EPS</td>
<td>VSF 2019 &amp; Get into it! Logo lock up</td>
<td>▼ Download</td>
<td>▼ Download</td>
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<tr>
<td>PNG</td>
<td>VSF 2019 &amp; Get into it! Logo lock up</td>
<td>▼ Download</td>
<td>▼ Download</td>
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</tbody>
</table>

### Colour Brandmarks

<table>
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<th>File</th>
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<th>Download</th>
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</thead>
<tbody>
<tr>
<td>EPS</td>
<td>Primary Brandmark (2019) Green</td>
<td>▼ Download</td>
</tr>
<tr>
<td>PNG</td>
<td>Primary Brandmark (2019) Green</td>
<td>▼ Download</td>
</tr>
<tr>
<td>EPS</td>
<td>Primary Brandmark (2019) Pink</td>
<td>▼ Download</td>
</tr>
<tr>
<td>PNG</td>
<td>Primary Brandmark (2019) Pink</td>
<td>▼ Download</td>
</tr>
<tr>
<td>EPS</td>
<td>Primary Brandmark (2019) Blue</td>
<td>▼ Download</td>
</tr>
<tr>
<td>PNG</td>
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<td>▼ Download</td>
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</tbody>
</table>

### Graphic Palette Assets

<table>
<thead>
<tr>
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<th>Item</th>
<th>Asset Download</th>
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</thead>
<tbody>
<tr>
<td>ASE</td>
<td>VSF 2018 Colour Palette</td>
<td>▼ Download</td>
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</table>
## Digital Assets (not editable)

<table>
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<th>File</th>
<th>Item</th>
<th>Asset Download</th>
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</thead>
<tbody>
<tr>
<td>JPG</td>
<td>Facebook post 1 (general post size)</td>
<td>✎ Download</td>
</tr>
<tr>
<td>JPG</td>
<td>Facebook post 2 (event post size)</td>
<td>✎ Download</td>
</tr>
<tr>
<td>JPG</td>
<td>Instagram post 1</td>
<td>✎ Download</td>
</tr>
<tr>
<td>JPG</td>
<td>Instagram post 2</td>
<td>✎ Download</td>
</tr>
<tr>
<td>JPG</td>
<td>Twitter post 1</td>
<td>✎ Download</td>
</tr>
<tr>
<td>JPG</td>
<td>Twitter post 2</td>
<td>✎ Download</td>
</tr>
</tbody>
</table>

## Posters (not editable)

<table>
<thead>
<tr>
<th>File</th>
<th>Item</th>
<th>Template</th>
</tr>
</thead>
<tbody>
<tr>
<td>PDF</td>
<td>A4 3 x full bleed posters &amp; 1 x grid poster</td>
<td>✎ Download</td>
</tr>
<tr>
<td>PDF</td>
<td>A3 3 x full bleed posters &amp; 1 x grid poster</td>
<td>✎ Download</td>
</tr>
<tr>
<td>JPG</td>
<td>Faces of the Festival with listicles</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nita</td>
<td>✎ Download</td>
</tr>
<tr>
<td></td>
<td>Helen</td>
<td>✎ Download</td>
</tr>
<tr>
<td></td>
<td>Ron</td>
<td>✎ Download</td>
</tr>
</tbody>
</table>

## Posters (editable)

<table>
<thead>
<tr>
<th>File</th>
<th>Item</th>
<th>Template</th>
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</thead>
<tbody>
<tr>
<td>DOC</td>
<td>A4 Single Event Poster</td>
<td>✎ Download</td>
</tr>
<tr>
<td>DOC</td>
<td>A4 Multiple Event Poster</td>
<td>✎ Download</td>
</tr>
<tr>
<td>INDD</td>
<td>A3 Multiple Event Poster (zipped package)</td>
<td>✎ Download</td>
</tr>
<tr>
<td>DOC</td>
<td>A5 Multiple Event Booklet</td>
<td>✎ Download</td>
</tr>
</tbody>
</table>

Click on the relevant hyper-link to download.

Please note: PNG files are to be used when publishing for the web. If you are printing an item, please use the EPS files, as these are optimised for print.
5.2 Enquiries and exceptions

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