![Coastlink - living your way]

BRAND GUIDELINES

A man wearing a red long-sleeved jumper sits in his wheelchair and chats to a smiling woman in a black jumper. She is holding a mug in her hands.

About Us

Coastlink is the Central Coast's most trusted disability and aged care provider.

Established in 1985 as a non-profit organisation, we began by providing family-based care for children living with disability.

Over the last four decades, our services have expanded. Today, we provide quality aged care, disability supports and accommodation options to people of all ages with a variety of physical, intellectual, sensory, social or age-related abilities.

But our commitment to improving the daily lives of our clients remains unchanged.

Every day, we change the lives of people living with disability by removing barriers to their success and empowering them to live a life of their choice.

A Support Worker wearing a Coastlink-branded polo shirt and a mask stands next to a smiling Coastlink client.

Brand Accessibility

Coastlink's branded materials should be created with accessibility in mind.

Following these basic guidelines will assist users in creating attractive, legible and readable materials that will engage the widest range of users.

Font and Copy

- Font size should be at least 12-point for all body copy.
- Avoid italics and all caps, as well as hyphenation where possible.
- Text should be aligned to the left, as using justified text can decrease readability.
- Ensure paragraphs have consistent letter and word spacing.

Graphic Design

- Aways use dark foreground text on a light background, or light foreground text on a dark background. Never use white or light text on a light-coloured background.
- Avoid placing text over photographs, illustrations or other busy backgrounds.

A Coastlinker playfully sticks out his tongue. He has blue and green hair, a tie-dye jumper, and his face painted.

Our Logo

Our logo depicts an abstract angel wing constructed from three separate pieces.

Each piece represents one of the three Coastlink service channels. While each piece or service is distinct, they combine into an angel wing, denoting helpfulness, care and inclusion.

Logo placement guidelines:

- The full Coastlink logo, should be used on a white or very light background.

- To ensure legibility, you should always keep the area around the logo clear.

- The Coastlink logo should be prominent and visible in all visual communications.

- It should not be placed with another graphic or edited to create a new image.

- The Coastlink logo colours can not be changed or modified for logo purposes.

A Coastlinker wearing a jumper and green pants is seated at a table, which is covered in a spotted tablecloth.

Logo Variations

Primary Logo

Reversed Black Logo

White Logo

The primary logo is to be used on all occasions, except on backgrounds where the logo will be lost.

In this case, the reversed or white logo may be used where appropriate.
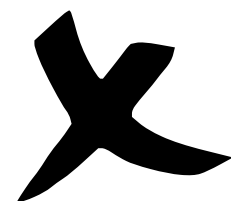
Logo Guidelines

Coastlink Logo with Tagline

Keep an exclusion zone of at least 5mm around the logo. This is the grey area depicted above.

No other objects (including text or graphics) should enter this zone.

Incorrect Logo Usage

X **Coastlink** living your way — Do not crop any elements out of the logo.

X **Coastlink** living your way — Do not angle or squash the logo in any way.

X **Coastlink** living your way — Do not change the colours on any part of the logo.

X **Coastlink** living your way — Use the right version for the right background.

The examples on this page illustrate how NOT to use the Coastlink logo.

Remember: the Coastlink logo should never be recreated or modified in any way.

Our Brand Colours

The existing logo colour palette consists of three colours which are no longer accessible for print and online use.

For now, these colours can remain in the logo elements, but due to accessibility requirements, a modified primary colour palette should be used for all other headings, graphic elements, print and online collateral.

This updated colour palette is available on the next page.

Future recommendation: an updated logo be created using the modified primary colour palette and font selection to ensure accessibility across all Coastlink collateral.

In most instances, body text should be in a standard, black colour, for legibility and accessibility purposes.
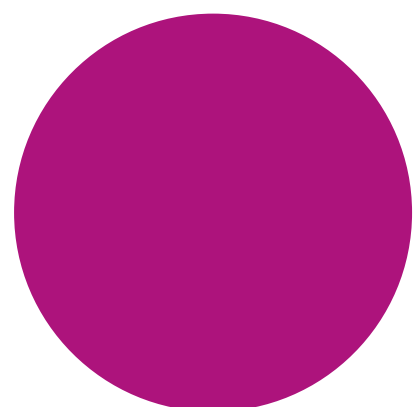

A close-up image of two hands clasped together.

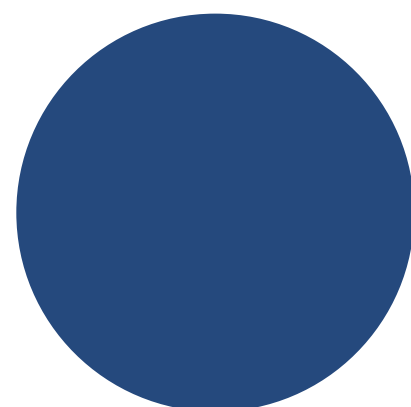# Primary Palette
(For All Print and Online)

Coastlink Dark Pink

HEX Code:
#AD137C
CMYK:
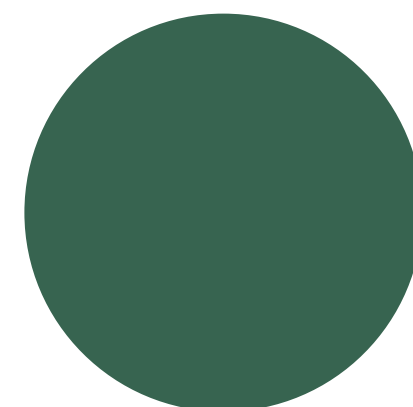35, 100, 15, 1
RGB:
173, 19, 124

Coastlink Dark Blue

HEX Code:
#25497D
CMYK:
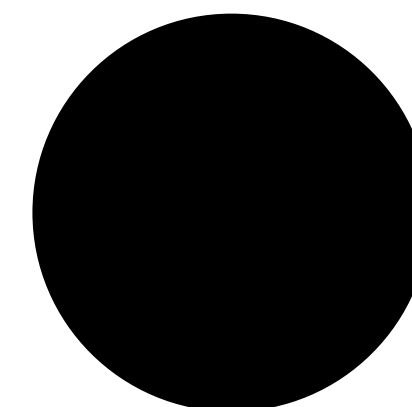96, 78, 25, 9
RGB:
37, 73, 125

Coastlink Dark Green

HEX Code:
#376450
CMYK:
78, 40, 71, 28
RGB:
55, 100, 80

Coastlink Black

HEX Code:
#000000
CMYK:
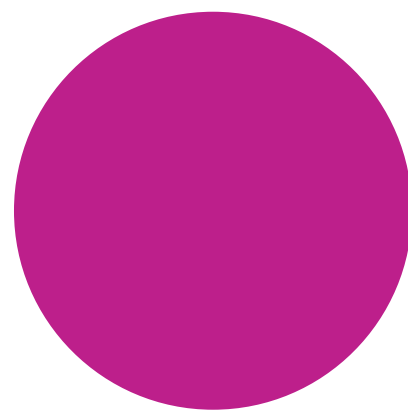0, 0, 0, 100
RGB:
0, 0, 0, 1

Logo Palette
(For Logo Use Only)

Coastlink Pink

HEX Code:
#BD1F8B
CMYK:
0, 84, 26, 26
RGB:
189, 31, 139, 1
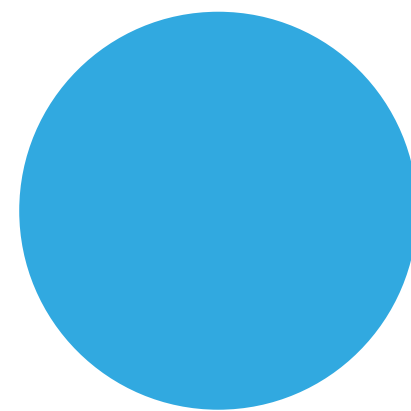
Coastlink Blue

HEX Code:
#31A9E0
CMYK:
78, 25, 0, 12
RGB:
49, 169, 224, 1
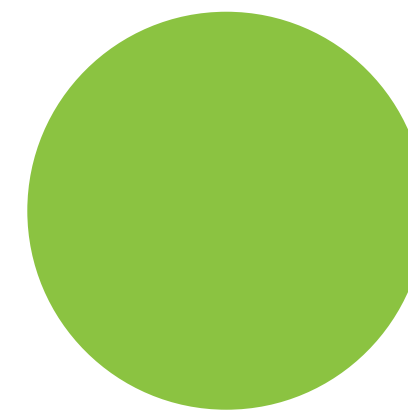
Coastlink Green

HEX Code:
#8BC341
CMYK:
29, 0, 67, 24
RGB:
139, 195, 65, 1

Our Typography

Headings

The font 'Helvetica Bold' should be used for all headings.

NOTE: For most documents, subheading text size should be at least 16 point.

Subheadings

The font 'Helvetica Bold' should be used for all subheadings.

NOTE: For most documents, subheading text size should be around 14 point.

Body

The font 'Helvetica Regular' should be used for body copy.

NOTE: For most documents, body text size should be around 12 point.

PLEASE NOTE: the font 'Patrick Hand Regular' can be used as part of the logo, until a new logo is created. In future iterations of these brand guidelines, it's recommended that this font be replaced.

A Coastlinker stands on stage and holds a microphone. He is wearing sunglasses, a white shirt and a red tie.

Design Elements

Coastlink Pink Swoosh

Coastlink Green Swoosh

Coastlink Blue Swoosh

These updated 'swoosh' design elements are complementary tools to support and enhance our corporate branding.

The main elements used are shown here, and can be applied across a range of print and online material.

The 'swoosh' elements are for design use only, and for accessibility purposes, should not contain text overlay.

Design Elements

Coastlink Angel Wings

The 'angel wings' design element is infrequently used in our corporate branding.

However, it is always preferable to use the entire Coastlink logo, including the 'Living Your Way' tagline.

Design Elements

Coastlink Strip

The 'Coastlink Strip' design element is often used in our corporate branding.

It can be used as a footer or as a single-side border on a page.

Our Collateral

Our suite of Coastlink-branded templates ensure we can all communicate to our audience professionally and consistently.

All Coastlink collateral must adhere to this Branding Style Guide.

The following frequently used templates have been generated for your use:

- Letterhead
- Microsoft Office document
- Business card
- Email signature
- Promotional poster
- PowerPoint presentation

The templates available in this folder should be utilised when creating your communications.

As these templates have been developed specifically for use across a variety of mediums, it's essential that you do not alter, change or remove any elements from the template.

A Coastlinker sits in his wheelchair on a wharf on a sunny day. He is holding a blue and yellow fishing rod.

Printed Letterhead

Our letterhead has been created in both a digital and print-ready version, to allow you to easily create engaging, professional communications.

It is recommended that all printed letterhead be printed professionally by an external printer.

This will ensure that our corporate colours are strong and crisp, and that the design is aligned correctly on the page.

Coastlink
living your way

To Whom It May Concern:

A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern.

The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading.

Many companies and individuals prefer to create a letterhead template in a word processor or other software application.

This generally includes the same information as pre-printed stationery but without the additional costs involved. Letterhead can then be printed on stationery (or plain paper) as needed on a local output device or sent electronically.

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Regards,

John Davis
CEO - Coastlink

NDIS Provider Number 4-3LLO-807.   Aged Care Organisation ID 1-182J0X.   Central Coast Alternative Care Group Ltd, Trading As Coastlink.   ABN: 93 002 951 868

Digital Letterhead

Our digital letterhead has been developed for use across all of Coastlink's internal and external online communications.

It has been created with the user in mind, and includes a branded header and footer which should not be manipulated or altered in any way.

This template will be saved in Coastlink's document register, and no changes are allowed to the original version.

Using this template will help us to ensure our communications are consistent and on-brand.

Business Cards

Our business cards are an important part of our brand stationery.

Their visual identity is an extension of our brand identity, combining a sense of professionalism and personal connection.

Business cards can be ordered through professional stationery suppliers.

Examples of our accepted business card variations can be found on the next page.

Front: Option 1

Front: Option 2

Front: Option 3

Back

Email Signature

Whether we are emailing someone internally or externally, our email signatures are another significant part of our brand.

It's important that every Coastlink staff member has a consistent email signature design, which uses the same font, colours, styles and wording.

Please remember that no additional logos or images are to be added to our email signature.

Signature codes will be provided to our IT supplier for application across our organisation.

John Davis
CEO

✉ john.davis@coastlink.org.au
▫ 0438 982 960
📞 (02) 4321 1022
🖨 (02) 4321 1077
🌐 coastlink.org.au

NDIS Provider Number 4-3LLO-80T · Aged Care Organisation ID 1-16SJ0X · Central Coast Alternative Care Group Ltd, Trading As Coastlink · ABN 93 002 001 868

Promotional Posters and Flyers

By using Coastlink's templates for A4 promotional posters and flyers, we can raise brand awareness and promote our events and initiatives in key locations.

Use of these templates will build recognition and trust by ensuring consistent use of brand logo, colours and imagery.

With their vibrant, eye-catching colours and clear layout, these posters and flyers are a great way for us to take our message to the community.

On the following page, you will find examples of how the templates can be used for your promotions.

Two people wearing masks pose playfully behind a statue of a meerkat.

Coastlink
living your way

KARAOKE
DISCO PARTY

5.30PM TO 10PM
$10 PER PERSON
BERKELEY VALE HUB

TO BOOK, VISIT COASTLINK.ORG.AU/EVENTS
OR CALL US ON (02) 4321 1022

Coastlink
living your way

KARAOKE
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5.30PM TO 10PM
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OR CALL US ON (02) 4321 1022

PowerPoint Template

Our PowerPoint Template can be used for both internal and external audiences.

It is intended to be used as the base for all manner of presentations.

These templates have been designed with the user in mind, providing them with the assets to help you get creative while staying on-brand.

Coastlink living your way

PowerPoint Presentation Template

First Slide

Body text body text body text body text body text body text body text body text body text body text body text body text body text body text body text body text body text body text body text body text

Body text body text body text body text body text body text body text body text body text body text body text

- Dot point
- Dot point
- Dot point
- Dot point
- Dot point
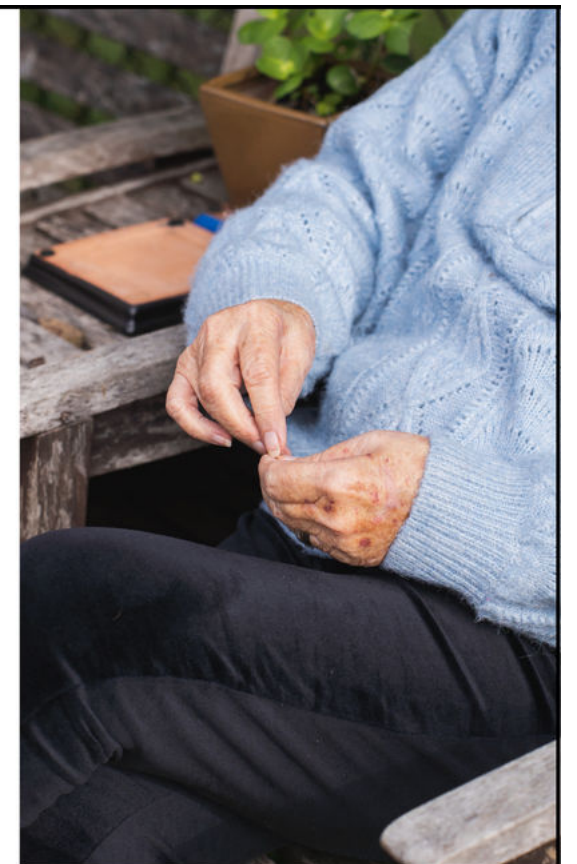
Our Photography

Coastlink's photography suite should be a reflection of the engaging, positive, affirming services we provide for our clients and their families.

Our imagery is human and real, and for this reason, we prefer to use non-stock photos.

Alongside Coastlink's branding, photography should be a key element in all print and online material. Professional imagery is regularly captured for our corporate image library, and photos are also taken by Coastlink staff during their day-to-day work.

It is imperative that consent is obtained from all clients captured in photos or video content. This must be expressly recorded prior to the image being distributed. If in doubt, do not capture the image or video, or promptly delete the selection.

All images need to be people-focused, well-lit, clear, and show positive depictions of our services, assets, clients and colleagues. Please do not crop photos unless necessary.

Examples of appropriate images are shown on the following page.

A Coastlinker wearing a black vest and gold-coloured glasses. There is a glow-stick bracelet on his left hand.

A collage featuring five images of Coastlinkers and Support Workers at a variety of locations.

Accessibility Tools

'Alt text' tells people the basic essential details of what is in an image. If an image fails to load on our website, alt text will also display in its place.

An image description gives more details than alt text, and allows someone to learn more about what is in an image.

By including image descriptions and alt text on all images in our online communications, we can help to ensure they are accessible to people with blindness and low vision, those who use a screen reader, or those who want the image described to them.

The recommend sequence to describe an image is: object, action, context.

Examples of these image descriptions can be found underneath the images throughout this document.

Wherever possible, we should also ensure that accessibility tools are utilised across all of our communications platforms.

A Coastlinker poses with a large statue of 'Simon, The Chipmunk' in holiday attire at Amazement Farm and Fun Park.

Contact Us

✉ info@coastlink.org.au

📞 (02) 4321 1022

🌐 coastlink.org.au

Created by WOW Agency 2022

For questions regarding these Brand Guidelines, please contact WOW Agency on:

WOW AGENCY

hello@wowagency.com.au

wowagency.com.au

Two Coastlinkers stand on a wharf on a sunny day. They are each wearing dresses and smiling with their arms around each other.