

Our brand

A mini style reference



WA charity direct

giving 100% to charity

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Our corporate logo

We have two versions of our corporate logo.
Please do not alter them or use any other versions.



WA charity direct
giving 100% to charity

Positive logo for use on light backgrounds



Reversed logo for use on dark backgrounds

How to use our logo

For legibility, avoid placing on patterned backgrounds and try to allow a clear surrounding space, using the WA element of the logo as a guide.



Avoid reproducing our logo smaller than 25mm (width).



Our colours

We have three corporate colours.
Secondary colours may also be
used where appropriate.



PMS 143
CO M30 Y85 K0



PMS 1815
C15 M95 Y80 K55



White

Our hand element

This can be used as a design element
to support brand applications.



Our typeface

Our corporate typeface is Futura.
Several weights and styles are
available for use.

Futura Book is preferred
for body copy text.

Futura Light

Futura Light Oblique

Futura Book

Futura Book Oblique

Futura Medium

Futura Medium Oblique

Futura Demi

Futura Demi Oblique

Futura Bold

Futura Bold Oblique

Futura Extra Bold

Futura Extra Bold Oblique

Our positioning line

Our positioning line may be reproduced as a stand alone element when used in any WA Charity Direct material.

giving 100% to charity

Acknowledgement

Please use the following wording
and format when attaching
our logo to other brands.

A PROUD MEMBER OF



WA charity direct
giving 100% to charity

Reciprocal links

For search engine optimisation purposes, when adding our logo to your website, please ensure that you also include a link to www.wacharitydirect.com.au either via our logo or web address.

If you would like our website to link to yours, please email info@wacharitydirect.com.au and we can add your logo and web address to our Corporate Members page.

Need to know more?

This mini style reference is intended
as a brief guideline only.

If you would like further details or
clarification, please contact our
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