always care
support services when you need them

Brand guidelines

external edition

About this guide

These brand guidelines provide staff and suppliers with the information, parameters and standards to maintain the correct use of the Always Care Services style and brand.

It explains how you can use the logo, type fonts, colours and imagery to create a distinct Always Care Services look and feel for print, digital and presentation purposes, and also refers to supporting collateral.

Following this guide will ensure the Always Care Services corporate identity is consistent throughout the company and across all mediums so that a professional and well presented identity is delivered to the public, participants and other businesses.

Our values

Quality
We will provide quality and value in all our services and solutions.

Respect
Our service delivery is based on respect for and recognition of our client's unique strengths and desires.

Excellence
We provide superior quality services based on compliance and a continuous improvement approach to client care.

Dignity
We will deliver our services in a manner which always respects your dignity.

Trust
We will deliver our services professionally, reliably and sensitively, giving our clients confidence in our service.

Inclusiveness
We create and enable a strong, connected and multicultural community.

Always Care

We are a privately-owned company and we provide quality support and services for people who need care, to make life more enjoyable and fulfilling. The level of support we offer varies, depending on individual needs.

Our team of qualified Support Workers, Registered Nurses and Social Workers are dedicated professionals who are known for their empathy and warmth, as well as their professional reliability.

We are proud of the services we provide and find it rewarding helping those we support to live independently in their own homes and enjoy quality of life.

Our brand

Primary logo

Our logo is the most visible element of our identity and it represents the brand that people recognise.

The Primary logo was designed using three Colours – Dark Blue, Dark Pink and Mint. A breakdown of these colours in CMYK and PMS for print, RGB for digital and HEX for web is provided on page 11 of this guide.

When using the Primary logo, use it at a minimum overall size of 30mm wide. In some circumstances, if that is not possible, use the Logo without sub-text instead.

The Logo without sub-text can also be used on other approved marketing materials.

When using the Always Care logo, there must be sufficient clear space around the logo with no other graphic or typographic elements intruding on this space.

Primary logo

Logo (without sub-text)

Minimum Size

30 mm wide

Clear space around logo

Logo variants

The logo can be used in full colour, partial colour or white mono on a contrasting colour.

The preferred use across all collateral is the Primary logo on a white background, or the Primary logo reversed on ACS Dark Blue.

In some instances, a colour logo may not be possible due to printing or production limitations and a single (mono) colour logo will be required. In those instances, the Primary logo or logo without sub-text may be used in white on a contrasting background.

The Primary logo and logo variants can be accessed here.

Primary logo reversed

Logo reversed (without sub-text)

Please note the hands remain coloured while all the text is white.

Mono logo reversed

Mono logo reversed (without sub-text)

Please note the entire logo is white on a contrasting background colour.

Logo sub-branding

As our company grows, Always Care has developed sub-brands for the various services we provide.

These sub-brands operate under the Primary brand, but may have their own unique logo colour scheme and sub-text.

It is important you contact our Brand Ambassador if you are not sure which sub-brand logo to use.

always care
disability services

always care
veteran services

Co-branding

Always Care Services may partner with other companies, organisations or departments for the delivery of projects and services. This may result in an agreement to co-brand and use both organisations' logos on print, online or in marketing collateral.

The size and placement of logos is dependant on the importance of each brand as determined by the project collaboration.

Ensure the a 'safe zone' is applied to the Always Care Services logo when it is placed next to other logos and it is given adequate clear space. This space should be the height of the letter 'l' in the Always Care logo as seen on page 6 of this guide.

Permission is required from our Brand Ambassador in Head Office before you use a partner company, organisation or department logo.

Example of co-branding with NDIS

The space between logos should be the height of the letter 'l' in 'always'.

Example of co-branding with Business SA

The space between logos should be the height of the letter 'l' in 'always'.

Logo application

It is very important that the Always Care logo is used correctly from supplied electronic files in jpeg, eps or png formats. The logo must not be altered or distorted in any way and special effects should not be applied to the logo.

All parts of the Always Care logo should be easily visible when placed in any documents, used online or on any marketing collateral. The desired background for the logo is white, however it can placed over a light coloured background with sufficient contrast and 'clear space' or a dark coloured background if the logo is reversed. The logo should be seen easily without the clutter of borders, type or other graphics.

When placing the logo over a photograph, look for plain areas in the photograph where all parts of the logo can be easily visible. Examples might be an area of sky or a background in the photograph. This will give you the best contrast with the logo.

Correct application

Incorrect application

Do not apply special effects to the logo, such as a drop shadow.

Do not distort the logo in any way.

All parts of the logo should be visible at all times with sufficient contrast with the background.

The logo should not be placed on top of a background where all parts of the logo cannot be seen clearly.

Primary colours

The Primary logo was designed using three Colours – Dark Blue, Dark Pink and Mint.

These three colours form the Primary colour palette and, where possible, these should be your first colour choices in documents, online and in marketing collateral.

You can also use tints of the Primary colours when a lighter background is needed.

These colours have been carefully chosen to work together in harmony and the use of other unsuitable colours in documents or marketing should be avoided.

As our company grows, Always Care will introduce secondary colours which may also be used in the future.
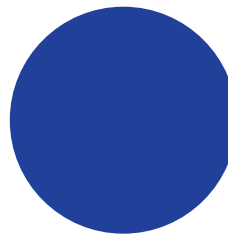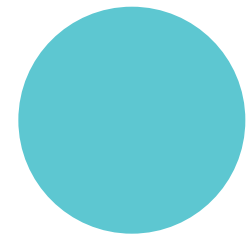
ACS Dark Blue

PMS 7687
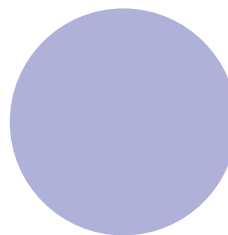C: 100, M: 90, Y: 0, K: 0
R: 33, G: 64, B: 154
Hex: #21409a
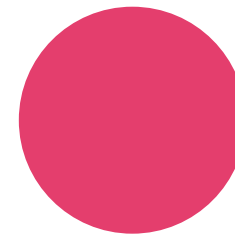
ACS Dark Pink

PMS 205
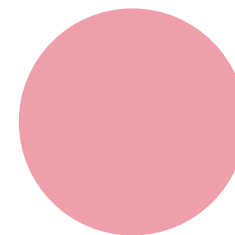C: 3, M: 90, Y: 37, K: 1
R: 228, G: 62, B: 109
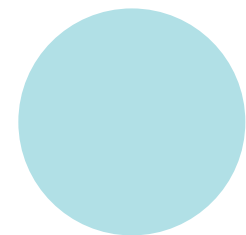Hex: #e43e6d

ACS Mint

PMS 7465
C: 58, M: 0, Y: 19, K: 0
R: 93, G: 199, B: 209
Hex: #5cc6d1

Tint at 30%

Tint at 50%

Tint at 50%

Typefaces

Type fonts are an important part of the Always Care brand identity. Using these chosen fonts will maintain consistency of the brand in documents and marketing collateral across the company both internally and externally.

The Primary font for headings, sub-headings, quotes and body text body text is Monserrat. On some documents, Arial can be used as an alternative font.

Try not to use too many bold and italic versions of the body text fonts. They should be kept for emphasis when needed. Avoid adding underlines and other effects to the text.

All body text should be ideally 9pt in size and your text settings should be simple and easy to read.

Headings, sub-headings and pull-out quotes should be displayed in the Google font Monserrat which you can download **here**

Primary font for headings, sub-headings and quotes

Montserrat Semi-Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 !

Primary font for body text

Montserrat Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 !

Alternative font for headings, sub-headings and quotes

Arial Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 !

Alternative font for body text

Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 !

Type usage

Predominantly, text should be left aligned. In some instances, headings may be displayed centrally aligned when the design is suitable for the document or marketing collateral. **Do not** justify type as large gaps can appear between the words.

Avoid using too many unnecessary capitals in your text and headlines. Text should always be lowercase apart from the opening letter of a sentence, acronyms, proper names and nouns.

All capitals can sometimes be used for headlines, but remember not to 'shout' with your text.

In most cases, the body text should be dark blue or black on a white background. This will ensure the text is easy to read. If the text is used in colour, or on a different coloured background, it must have a sufficient contrast with its background colour.

Correct application

We will always be there.

We will always be there.

We will always be there.

We will always be there.

We will always be there. We will always be there.

Incorrect application

We will always be there.

We will always be there.

We Will Always Be There.

WE WILL ALWAYS BE THERE.

We will always be there. We will always be there.

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