

PROUDLY SUPPORTING
sharethedignity

SUB-BRAND GUIDELINES FOR THE PROUDLY SUPPORTING LOGOS

This document outlines the key elements that bring the Proudly Supporting Share the Dignity badges and text lock-ups to life. While it sits within the broader Share the Dignity brand, this guide is designed specifically to support those producing materials to promote their fundraising efforts in support of our mission.

Community groups, individuals, and businesses undertaking private or independent fundraising activities are not permitted to use the Share the Dignity standalone logo or lockup on any event or marketing collateral. To help recognise and promote your support appropriately, we've created a "Proudly Supporting" badge or "Proudly Supporting" text logo for use on approved materials.

Thank you for your support - we hope these guidelines help you share the message with confidence and clarity.



Hot Pink Badge



Candy Pink Badge



White Badge



Black Badge

The badge must always be displayed in the circle shape, in either the hot pink, candy pink, white or black background options. The badge must always be circular, and resized in equal proportions. No use of a transparent background is permitted (IE text only).

Badges are available for web (RGB) and print (CMYK) use, in .pdf, .eps, .jpg, .png & .svg formats. Please speak to our comms team if you have any questions regarding the use of the Share the Dignity supporter badge.
comms@sharethedignity.org.au

Minimum Size
· Print: 44 mm height
· Digital: 96 px height (at 72dpi)

Proudly Supporting In-Line Text Logo

Proudly Supporting Stacked Text Logo



PROUDLY SUPPORTING share*the*dignity

PROUDLY SUPPORTING
share*the*dignity

PROUDLY SUPPORTING share*the*dignity

PROUDLY SUPPORTING
share*the*dignity



To keep the badge easy to read and instantly recognisable, it must always have room to breathe. Clearspace is the minimum area of empty space that surrounds the badge on all sides. This buffer zone prevents other text, logos, or design elements from

crowding it, ensuring the badge remains prominent and uncluttered. The minimum clearspace is defined by the height of the lowercase **g** in the Share The Dignity Logo element of the lock-ups and should be applied equally on every side as shown above.

Community groups, individuals and businesses who undertake private or individual fundraising activities to raise funds for Share the Dignity are not permitted to use the Share the Dignity standalone or lockup logos on their event/activity marketing collateral.

Instead, we have developed a "Proudly supporting" badge for their use to highlight their support of our charity. The Proudly Supporting logo must always be displayed using one of the approved logo formats. The circular badge is available with white, light pink, hot pink, or black backgrounds. The stacked logo is available in hot pink, black, or white.



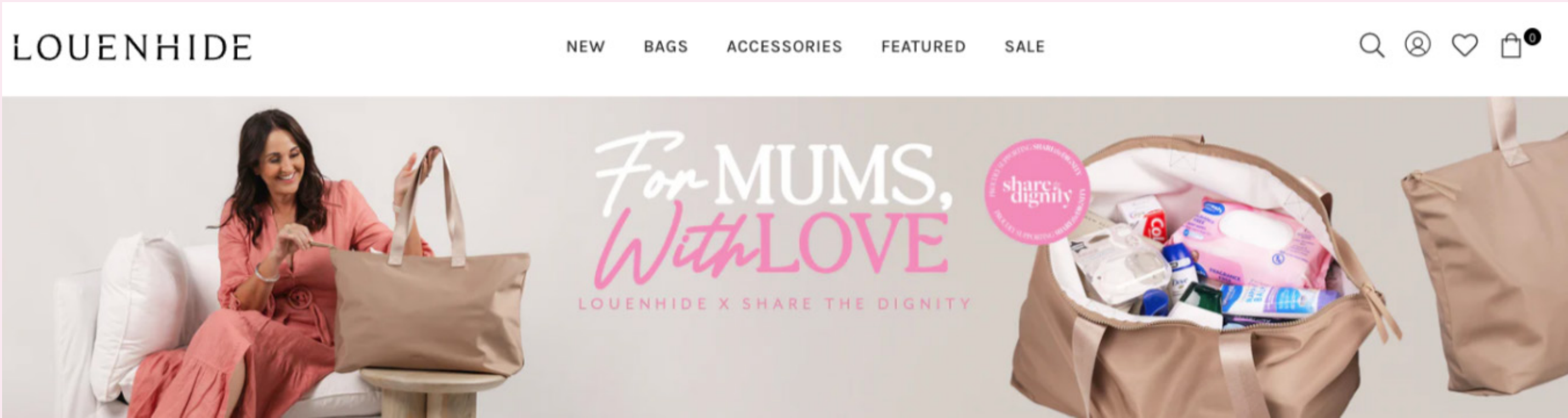
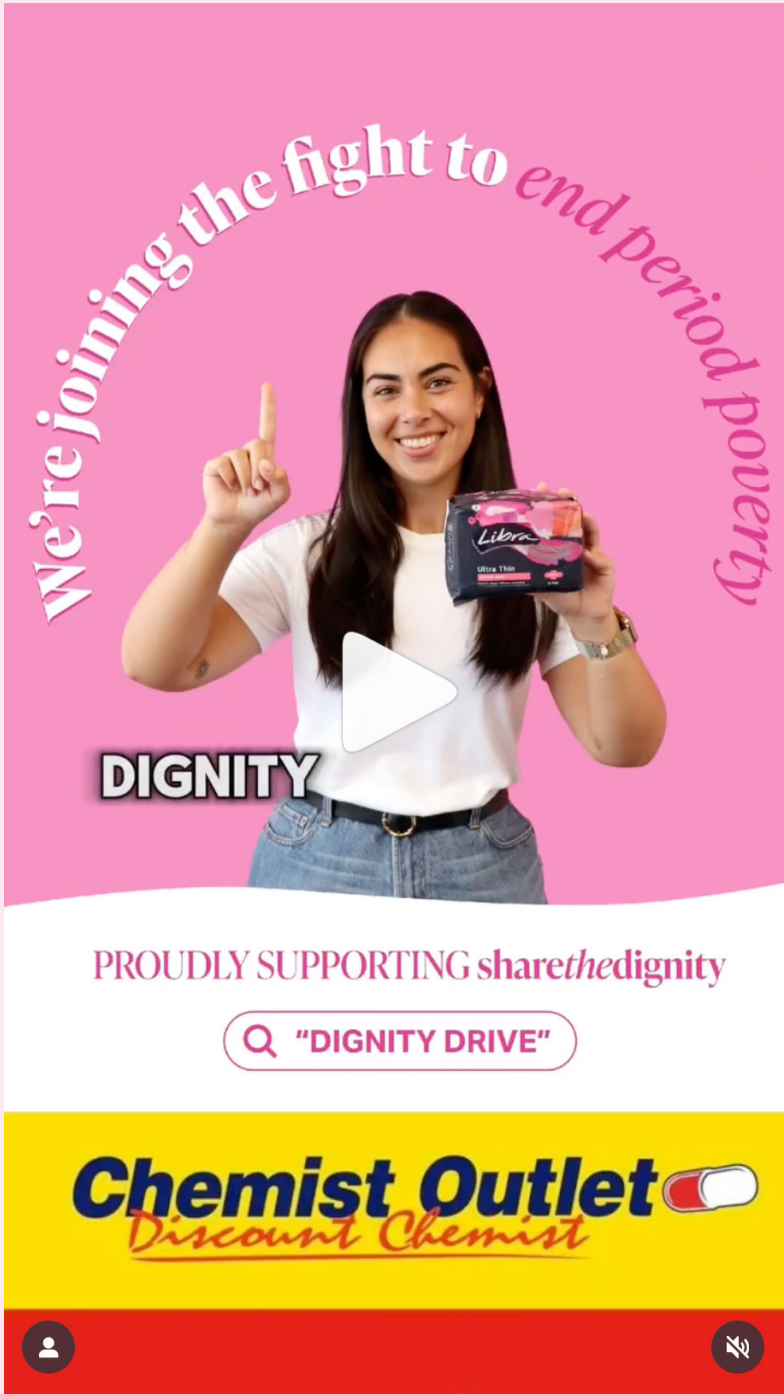
PROUDLY SUPPORTING
share*the***dignity**

PROUDLY SUPPORTING
share*the***dignity**

Minimum Size

The proudly supporting badge should not appear smaller than 30mm in height or 85px @72dpi on screen. The text only supported by logo should not be smaller than 15mm in height or 40px @72dpi on screen.





Contact

For further information please contact
the Comms Team at
comms@sharethedignity.org.au

