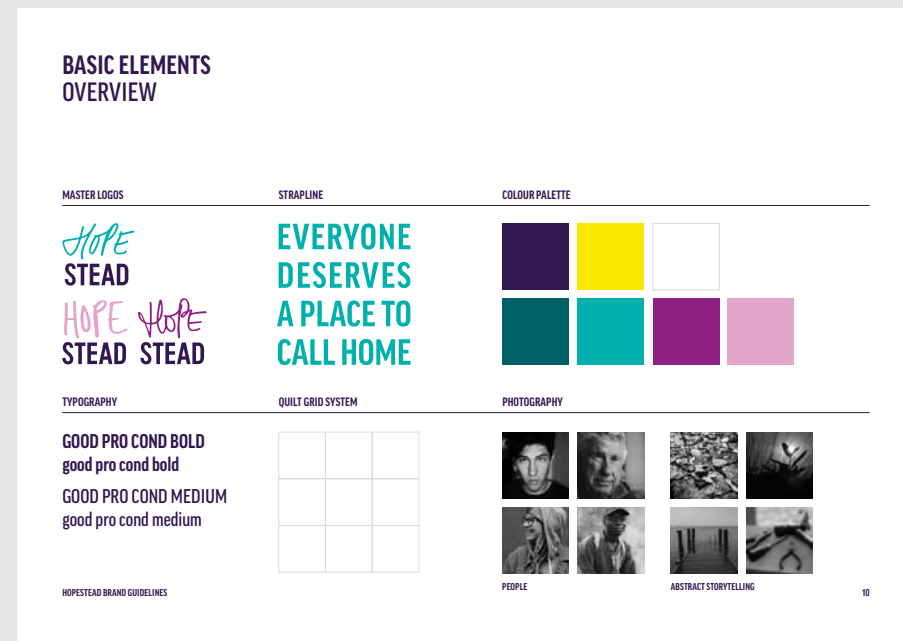
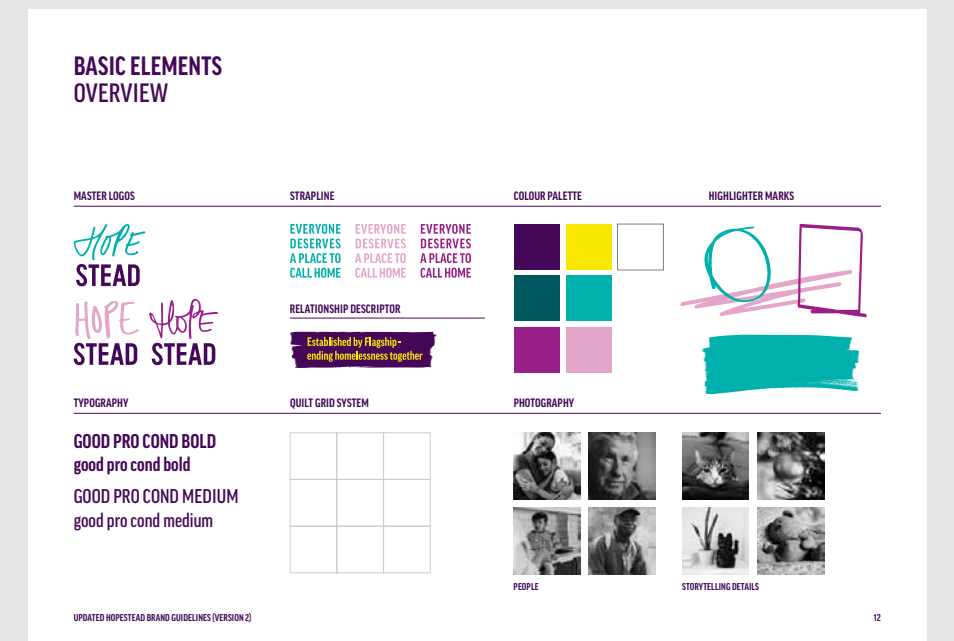


Before refinements

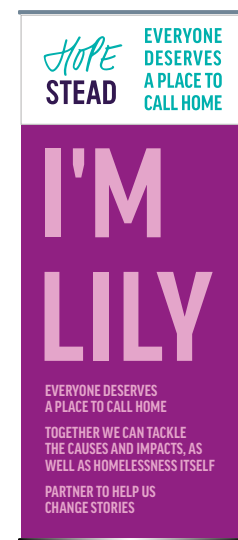
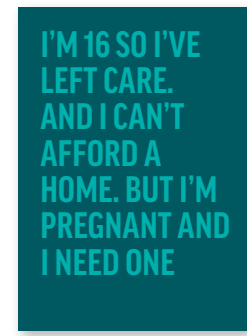
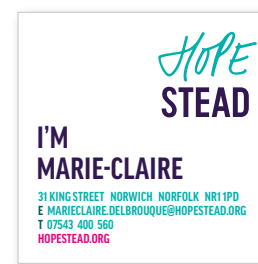


After refinements



BRAND OVERVIEW

Our visual brand brings to life the idea of storytelling through the creation of story quilts. Story quilts bring communities together, they allow people to tell their individual stories in a bold and creative way. Our visual brand is brave using colour, capitalised typography and honest black and white imagery. Our verbal brand tells the stories of the people we help and challenges preconceived ideas of what homelessness means.



BRAND OVERVIEW

There are many ways we can tell stories with our visual brand, whether that's telling an individual story or the broader story of who we are and what we do. Enabling our brand to stay fresh is about using the different visual techniques within our brand assets. Creating a look and feel that feels consistent yet flexible, adapting to our diverse range of communications. Shown here are some of the ways we can bring our applications to life, this is a good page to refer to when creating a new communication.

