

# **Active Neighbourhoods for older Australians**

## **Brand Toolkit**

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Musculoskeletal Australia (MSK) have been successful in securing an Australian government grant through the Sport Australia 'Move it AUS- Better Ageing' initiative. Musculoskeletal Australia will be working with the University of Sydney to oversee and implement the Project.

The 'Active Neighbourhoods for Older Australians' project will aim to:

1. enhance older people's understanding of the benefits of regular physical activity (PA);
2. improve access to PA amongst older people (especially those who are socially isolated and disadvantaged and currently not engaged in PA) through Neighbourhood Houses providing more age-appropriate PA opportunities;
3. enable PA to be a regular component of the participants' lives;
4. support older people's engagement in PA at Neighbourhood houses by developing a peer support program; and
5. improve the knowledge and skills of Neighbourhood House staff and volunteers involved in planning and delivering age-appropriate PA activities to older people.

The 'Active Neighbourhoods for Older Australians' project will support the expansion of PA programs for older people in all Neighbourhood Houses and Centres across Australia through capacity building, partnership development, awareness raising, and activation of peer support for program participants.

## Primary Logo

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This is the primary logo for Active Neighbourhoods for Older Australians. (ANOA)

This logo should be employed as often as possible, except for when the background colours make it illegible. Please utilise this logo where appropriate.

The logo uses elements from the Musculoskeletal Australia (MSK) logo and thus should never be altered or distorted. The circle icon should always be used in combination with the text. This will ensure a consistent identity throughout all ANOA program icons.



**Active Neighbourhoods**  
for Older Australians

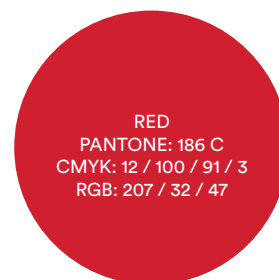
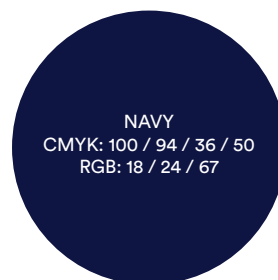
PRIMARY LOGO



MONO



### Primary

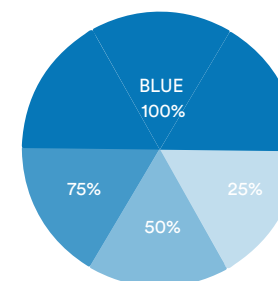
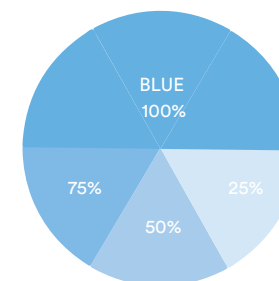
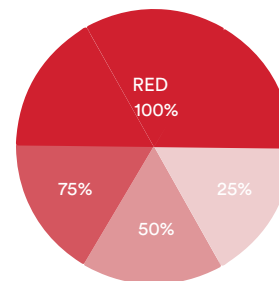
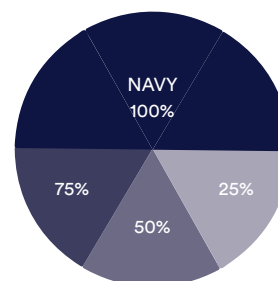


### Colours

The ANOA logo is made up of four colours (referred to as primary colours). These colours reflect back to the MSK branding with the addition of the new blue.

### Colour Tints

Black and white can be used supportively depending on the layout of the document. Alternatively colour variation of the primary colours can be used to support documents.



The primary brand colours and black can be used in tints to create variation, at 25% intervals.

### How business and marketing materials should appear

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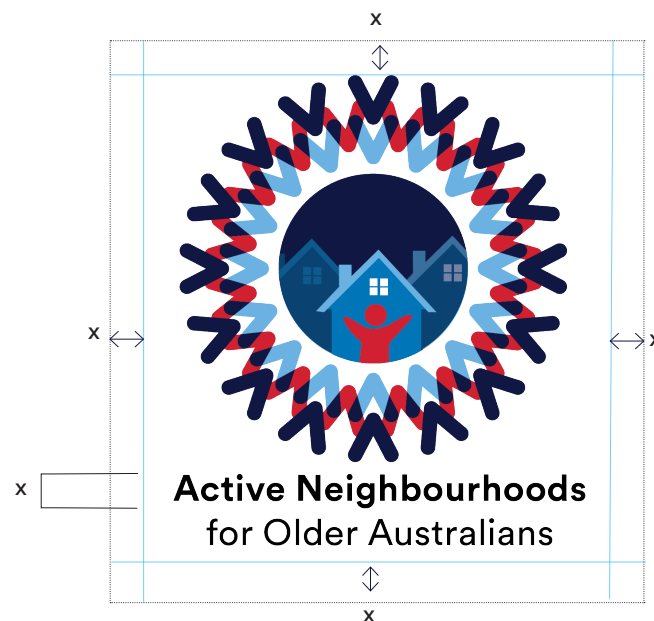
The following show examples on how the ANOA logo can be applied to third party co-branded materials.

- Both the ANOA logo and Sports Australia logo should appear on any relevant communications and materials.
- Logos should appear to have the same size proportions to one another.
- When using the ANOA logo with third party logos, clear space, positioning and background rules should apply.
- It's important to consider how the co-branded products or services sit with other ANOA products or services for cross selling, building brand awareness and recognition.
- Creating completely new visual identity ( e.g. logo, event logo) is not permitted.

## Logo Usage

### Clear Space

For legibility, it's important to avoid putting any text or graphics directly next to the ANOA logo. Allowing this space maintains the clarity of the logo and establishes its importance in the communication hierarchy. The below example shows how much space should be left around the ANOA logo



### Minimum Size

This will depend on the process or material used. The minimum recommended size for the logo should be 30mm. Please carry out testing where necessary to establish the right size for your use.



### Logo Usage

#### Background

The preferred background colour when using the ANOA logo is white. Alternatively the logo can be placed on a white strip in horizontal alignment.

#### Positioning

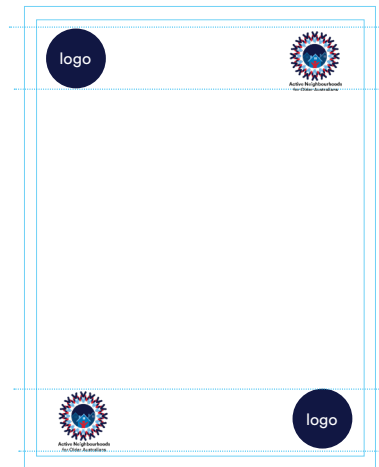
Preferred placement of logo is either the top right corner or bottom left corner of a document. ANOA logo must maintain a strong vertical/horizontal relationship with any other logo used.

#### Proportions

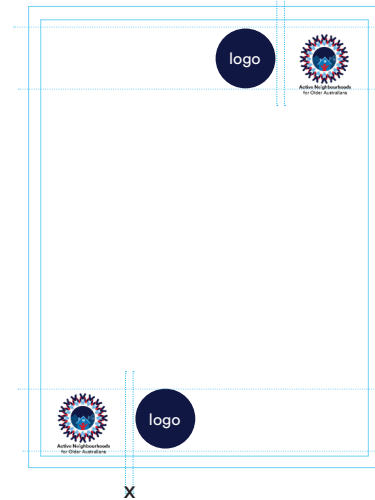
Each logo should appear to be the same size in proportion to one another. The clear space rule should apply.

### Do's

(preferred: horizontal positionings)



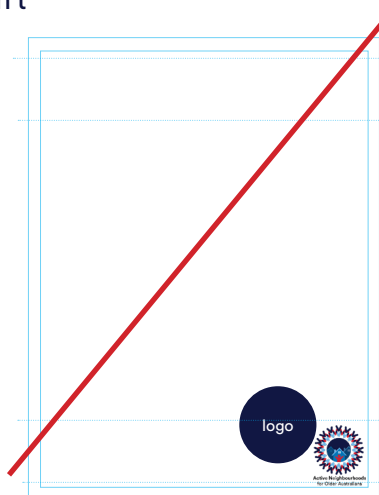
clear space guide



white horizontal strip added



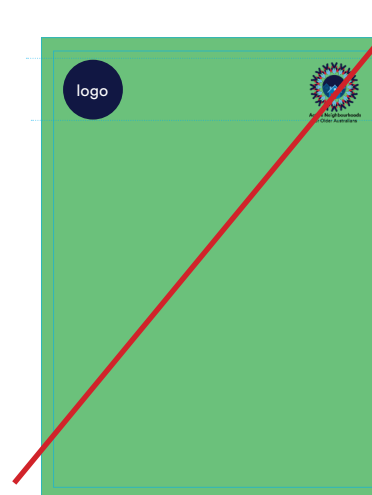
### Don't



logos should have the same proportions and clear space between them



do not place logo within a box



do not place logo on top of colour that ruins the integrity of logo

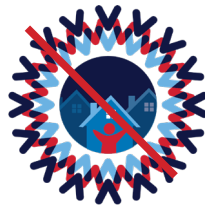


## Logo Don'ts

In order to maintain the legibility, clarity and integrity of the ANOA logo, please follow the following:

- a. Don't separate the icon from the wordmark
- b. Don't frame or box the logo
- c. Don't use the colour version on any other colour background
- d. Don't change the colours in the logo
- e. Don't change the configuration of the logo
- f. Don't angle, distort or stretch the logo
- g. Alter the proportions of the logo

a.



b.



c.



d.



e.



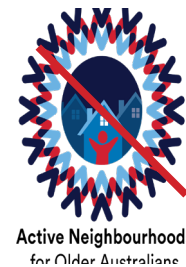
f.



f.



f.



g.



## Social media

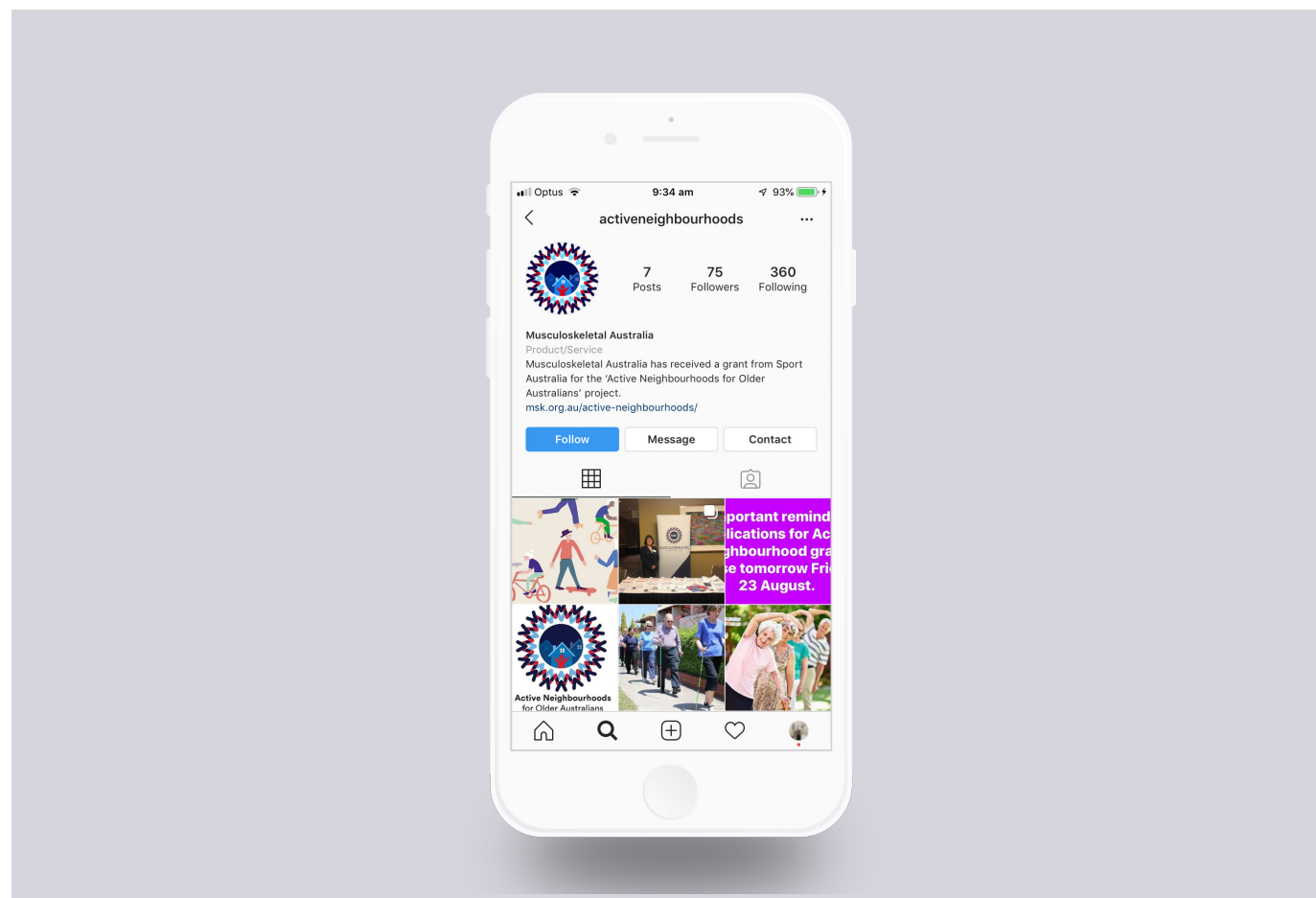
ANOA uses social media channels such as Facebook and Instagram to connect daily with supports.

When interacting or referencing ANOA in your social media please tag us with our handle **@activeolderpeople** (instagram) or **@activeolderpeople** (facebook) along side with the hashtag **#moveitausgrants** and **#activenighbourhoods**

Alternatively you can find more information on the Musculoskeletal Australia website at [msk.org.au/active-neighbourhoods/](https://msk.org.au/active-neighbourhoods/)

 [facebook.com/activeolderpeople](https://facebook.com/activeolderpeople)

 [instagram.com/activeolderpeople](https://instagram.com/activeolderpeople)



For more information on the Brand Toolkit for Active Neighbourhoods for Older Australians please call the project staff on 03 8531 8020 or email [anoa@msk.org.au](mailto:anoa@msk.org.au)



MUSCULOSKELETAL  
AUSTRALIA

263-265 Kooyong Road  
Elsternwick VIC 3185  
03 8531 8000  
1800 263 265 (Help Line)  
[www.msk.org.au](http://www.msk.org.au)  
[info@msk.org.au](mailto:info@msk.org.au)