



Meals on WheelsTM
Queensland

Brand Identity Guidelines

About Meals on Wheels

Meals on Wheels is a name familiar to Australians and has been at the heart of many communities for more than 50 years.

The brand identity represents helping hands, teamwork and care. It is about people in the community joining forces to help others in need.

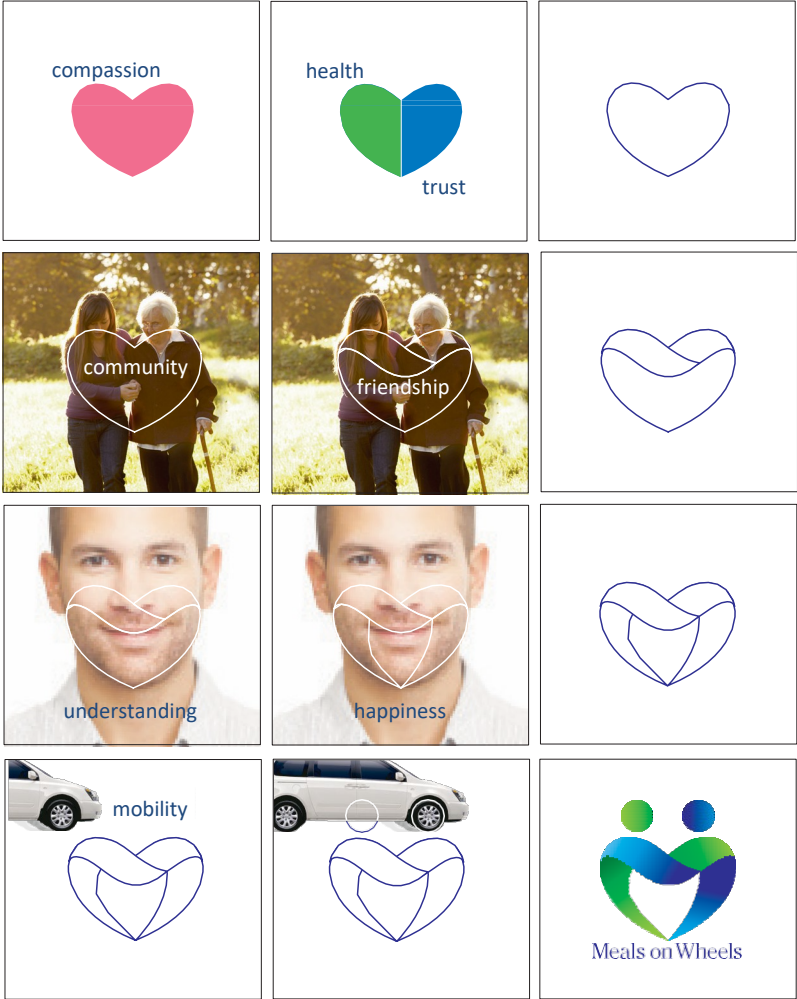
An identity needs to be truly representative of what is at the heart of the matter and to communicate the core values of a company or organisation. We believe the new identity expresses these important aspects of Meals on Wheels.

These Guidelines are provided to assist Services and their agencies with expressing the Meals on Wheels brand in any or all aspects of its use. It is vital that these Guidelines are followed.

Thank you for supporting the Meals on Wheels brand and associated elements. It is essential to reflect this in a consistent and streamlined approach.

Brand Identity Rationale

The Meals on Wheels logo symbolises everything the brand is and does in one simple icon. The storyboard below demonstrates how each of these components come together.



Logo Orientation

The logo is primarily used in the horizontal orientation. When space does not permit, then the vertical logo is used.



Horizontal
(Primary Orientation)



Vertical

Brand Tier

The logo can be specified for three different levels: National, State, and Service.

The appropriate logo should be used when identifying a particular Service or area.



Masterbrand



National

State specific logo



State

service specific logo



Service

Meals on Wheels: Brand Identity Guidelines

Co-Branding

Meals on Wheels partners with many organisations and government groups across Australia. The following system shows how these joint brandings should appear.

Local council supported or operated MOW program.



+



=



or



Community Centre supported or operated MOW program.



+



=



Partnership or endorsement of organisation with MOW.



+

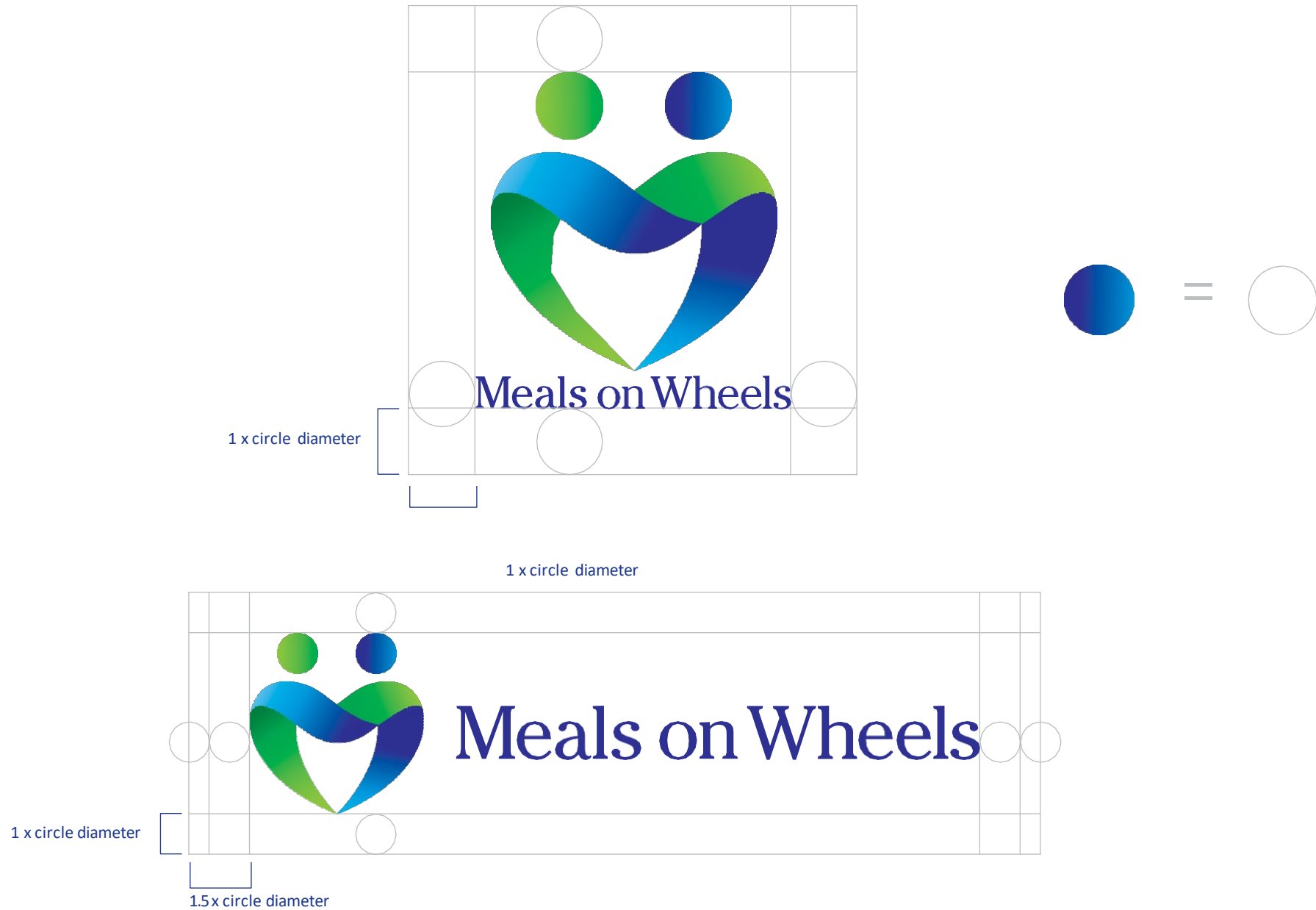


=



Logo Clearance : Vertical and Horizontal

When using the logo, a surrounding area of clear space will ensure visibility and impact. The space measurement marker is the circle taken from the icon.



Logo Scaling

To ensure the brandmark always maintains legibility, there is a limit to how small it can be scaled down to.



Minimum width : Masterbrand vertical



Minimum width : Masterbrand horizontal



Minimum width : State and Service Logos

Logo Colourways

For print applications, there are three different colour options as featured below.
Full colour logo should always be used unless there are print limitations.



Full colour
CMYK



Mono
Black : K 100



Mono
White



Logo Mis-use

The brandmark has been designed so all the elements work together in harmony. To maintain brand consistency and integrity it is essential that the logo and it's application is not compromised. The logo executions below demonstrate what NOT to do.



Do not change logo font



Do not skew the logo



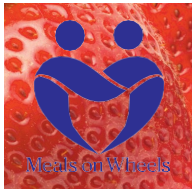
Do not distort the logo



Do not add an outline



Do not place onto a non-guideline coloured background



Do not place over photography



Do not change the logo colours



Do not place the logo inside a shape



Do not remove elements of the logo

*For any logo executions/questions that aren't covered above, please contact Kathryn Dowling, Marketing Manager NSW Meals on Wheels.



Supporting Device

Supporting Device The tagline 'More than just a meal' appears as a supporting graphic element for the logo. It features in a National and State colour scheme. Unless specified, the “More than just a meal” slogan should never appear in any other arrangement.



PMS 2748



Black : K 100



PMS 2748 : 80% opacity



Icon white with PMS 2748 text

Colour Palette and Typeface

A specific colour palette is provided for the Meals on Wheels national brand, as well as each State/Territory, to differentiate their identities.

Arial : Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

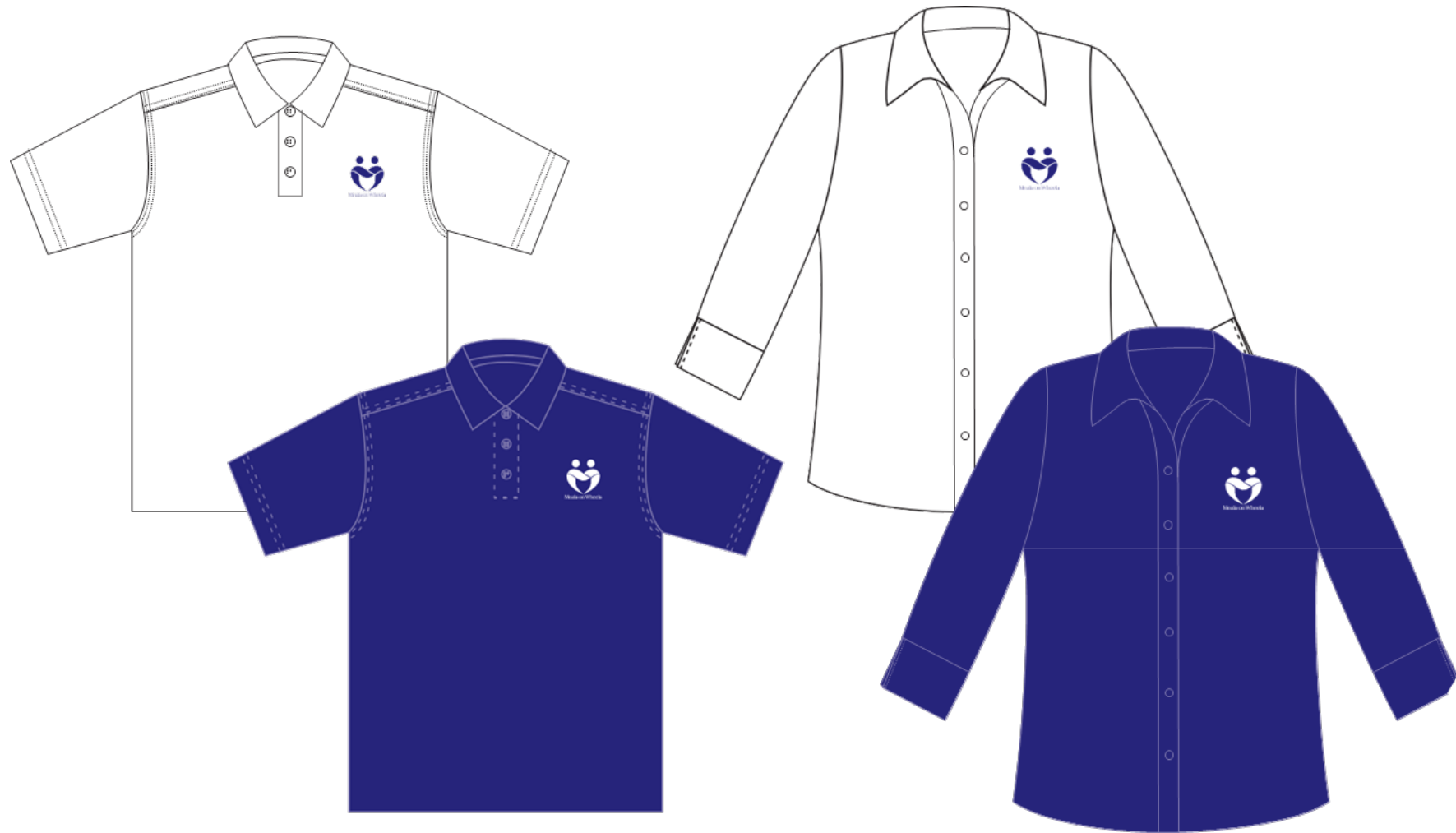
Arial : Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colour Palette

			White
PMS 2748	PMS 2995	PMS 361	
C 100 M 90 Y 0 K 12 R 3 G 31 B 115	C 87 M 0 Y 0 K 0 R 0 G 169 B 224	C 75 M 0 Y 100 K 0 R 52 G 178 B 51	

Logo Colourways : Clothing and Merchandise Example



Logo Colourways : Clothing and Merchandise Example



Marketing Collateral



Headline Font
Alternate Gothic No1 D



Body copy: Arial,
usually in dark blue
(PMS 2748)



Contact

For questions or more information on any of the content in these guidelines please contact the Marketing Manager.

Jordan Reimers

Marketing Officer QLD Meals on Wheels

0428 541 883

jordan.reimers@qmow.org

Meals On Wheels, Queensland Office

Unit 16, 27 South Pine Road, Brendale, QLD, 4500

PO BOX 2393, Straphine Centre, QLD, 4500

3205 5588