



sleepbus

BRAND
BOOK

VERSION 01

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WELCOME TO THE FAMILY!

When people work together, their strengths magnify. Family bestows them with a collective power to withstand all kinds of hardship. This is why family is extremely important.

sleepbus is a non-profit organisation bringing safe overnight accommodation to people sleeping rough in Australia.

Our accommodation is not a long-term solution; we don't offer counseling; we don't give money; we don't provide the Ritz, what we do provide is a safe night's sleep; we get people off the street.

sleepbus is distinct, yet complementary, to existing efforts from other organisations supporting Australians experiencing or at risk of homelessness. Our work aims to fill a 'gap', rather than overlap or replicate activities that support the urgent needs of people in Australia.

The following pages of this Brand Book aim to convey our brand's core attributes whilst giving you a license to be creative at the same time.

If you have any questions when working with our brand, please contact us: info@sleepbus.org

AT THE HEART

Our Mantra

Sleep changes everything

Our Mission

To bring safe overnight accommodation to people sleeping rough in Australia

Our Vision

To end the need for people sleeping rough in Australia

Our Family

Will use its collective power to help people find pathways out of homelessness

BRAND TONE

We want our brand to be inspirational. Whether we're talking to corporate sponsors or a ten-year-old campaigner, our goal is that every interaction with sleepbus feels exciting and filled with possibility.

We also want our brand to feel clear, in both message and design. We believe in transparency, and that applies too more than financials. It means we work hard to make sure language is understandable and visuals feel spacious.

We love simplicity.

MANTRA



Sleep plays a vital role in good health and wellbeing; and getting enough quality sleep can help protect a person's mental health, physical health, and safety. For those sleeping rough, getting a good nights sleep is near impossible and can contribute to long-term homelessness and more.

We believe that sleep changes everything, with a good nights sleep, we think the pathway out of homelessness will be a little easier to find.

LOGO

Our logo has been designed to appeal to everyone who gets involved with our brand, from our Corporate sponsors to school children and Mum's & Dad's donating to the cause.

sleepbus is all about providing safe sleeps to people sleeping rough, so our bus icon has been designed to convey peaceful sleep.



LOGO ELEMENTS



Bus icon



sleepbus wordmark

Our logo is made of two elements: our Bus icon and our sleepbus wordmark set in Museo Sans.



sleepbus



Our icon and wordmark can be set horizontally or vertically, whichever works best with your design.

LOGO COLOUR

The wordmark can be black or white, whichever is most clear on your background colour or design. The Bus icon can be blue, black, or white.

This applies to all versions of our horizontal and vertical logos.



LOGO VERSIONS

The next 3 pages outline the complete suite of sleepbus logos.
All of our logos are available on request: info@sleepbus.org



LOGO TAGLINE VERSIONS

All of our logos are available on request: info@sleepbus.org



LOGO SUBSET MARKS

All of our logo subset marks are available on request: info@sleepbus.org



MIND THE DETAILS

Consistent application of our logo will reinforce the sleepbus brand. The logo was designed as a unit and must not be recreated.

1. Don't capitalise our name or add a space
2. Don't change the orientation
3. Don't stretch or squeeze our logo
4. Don't change the font
5. Don't make the Bus too small for our name
6. Don't add a drop shadow, outline or glow effects
7. Don't modify or crop our logo
8. Don't place our logo on a cluttered background

Put simply, please do not change, add to or alter our logo in any way. We've made it easy for you by making all the logos accessible on our website.

There is no need to recreate our logo. All of our logos are available on request: info@sleepbus.org

SIZE & SPACE

To preserve the integrity of the sleepbus logo, a minimum clear space around the logo must be maintained. This clear space isolates the logo from competing graphic elements such as copy, photography and background patterns, which may divert attention.

The width of the clear space on all sides of the logo is the 'x' height. Above all, we like our logo to be easy to read. Keep the size legible and always give it breathing room.

Clearspace



Minimum size



COLOURS

Our colour palette is inspired by neon city lights. During sleepbus events (campcardboard & springcinema) and at particular times of the year (Christmas) we will call on our secondary colours to get in the spirit of the theme.

In the spirit of keeping what we do simple, the ink colours that all printers use (CMYK: Cyan, Magenta, Yellow and Black) make a striking combination on their own, similar to the neon and illuminated signs of a big city at night, the same cities where many people are sleeping rough.



CMYK: 64 / 0 / 0 / 0
RGB: 0 / 197 / 255
HEX: #2AC5F4
Pantone: 2985 U



CMYK: 30 / 25 / 25 / 100
RGB: 0 / 0 / 0
HEX: #000000
Pantone: Process Black U



CMYK: 50 / 0 / 100 / 0
RGB: 142 / 198 / 64
HEX: #8DC63F
Pantone: 382 U



CMYK: 0 / 100 / 74 / 0
RGB: 238 / 36 / 67
HEX: #EE2443
Pantone: 192 U



CMYK: 0 / 25 / 100 / 0
RGB: 255 / 192 / 0
HEX: #FCC014
Pantone: 115 U

TYPOGRAPHY

Our primary brand font is Avenir Next.

We use it in print and on the web - and we really like the Ultra Light weight. Try using All Caps headings, set in Avenir Next Ultra Light, in our sleepbus blue, for a nice consistent style.

When Avenir Next is not available, we use Helvetica. We don't use serif fonts often, but sometimes we use Georgia for body copy, especially on the web.

Use the font that works best with your design, and always be consistent throughout whatever you're working on.

Avenir Next Ultra Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789()@&?!

tone of voice

Our tone of voice is an expression of sleepbus' values and way of thinking. We never want our sleepbus family to forget that there are real live people behind our brand and our words.

When someone reads a sleepbus communication, they should feel like there's a person on the other end.

Our tone of voice is:

Friendly
Fun
Thoughtful
Authentic
Dependable
Conversational
Simple

If sleepbus was a person, we'd be: warm, helpful, friendly and dependable. And the words we use should be the same.

We like to keep things casual, light and curse-free.

MEDIA KIT

Visit our website to view available images
sleepbus.org/toolbox



CONTACT



sleepbus.org



facebook.com/sleepbusaustralia



twitter.com/sleepbus



info@sleepbus.org