

# Style Guide

**NATIONAL** 18-24 MAY 2020  
**VOLUNTEER**  
**CHANGING COMMUNITIES.** **WEEK**  
**CHANGING LIVES.**

Volunteering Australia  
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# Celebrating National Volunteer Week 2020

National Volunteer Week (NVW) is the annual celebration to acknowledge the generous contribution of our nation's volunteers.

National Volunteer Week celebrates, recognises and promotes the value of volunteers and volunteering.

During National Volunteer Week thousands of events are held across the country to say thank you to the millions of Australians who volunteer their time. The week-long celebration includes breakfasts, morning and afternoon teas, and lunches, as well as open days, award ceremonies, forums and training sessions.

NVW celebrations and events play an integral role in facilitating important discussions on volunteering and informing Government policies and programs.

Volunteering Australia coordinates National Volunteer Week in consultation with the State and Territory volunteering peak bodies.

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The theme for National Volunteer Week 2020 is:

## Changing Communities. Changing Lives.

The theme is reflective of the impact volunteers have on communities. The wide variety and enormous hours volunteers commit to communities across the nation help to change communities and the lives of those in the communities.

We encourage all volunteer involving organisations to proudly promote the upcoming celebrations and use the resources widely to help increase the awareness of the good work of volunteers.

A suite of resources are available for everyone to use leading up to and during NVW. Be sure to review these when you are planning your events. With a unified voice we can amplify the benefits of volunteering and encourage participation for the future.

NVW2020 resources will include:

- Logos
- Social media tiles
- Email signature banner
- Posters
- Factsheets
- Certificates of appreciation
- Event Invitations

Download all resources at: [www.volunteeringaustralia.org/nvw](http://www.volunteeringaustralia.org/nvw)

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# NVW Logo

The logo design for NVW2020 is simple, modern and easy to incorporate into templates and existing literature.

It can be used in colour or black & white, on a white background or black background as per the examples shown opposite.

If you have any other questions on the use of the logo or require the logo in any other format, please email: [media@volunteeringaustralia.org](mailto:media@volunteeringaustralia.org)



# Clear space

To ensure clarity and readability, the logo should never be reproduced smaller than 40mm, regardless of if it is on a colour or white background.

Clear space denotes the area around the logo in which no other type, graphic and/or photographic elements must encroach.

The amount of minimum clear space is measured by the distance of 'X' where 'X' is equal to the height of the word VOLUNTEER in the logo and must be consistent around the perimeter of the logo.

When on a black background bordered by the background, the clear space area is the black background.



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# Colour palette



**Pantone**

Pantone 1795 C

**CMYK**

C 10  
M 98  
Y 93  
K 1

**RGB**

R 215  
G 39  
B 46

**Hex**

#D7272



**Pantone**

Pantone 709 C

**CMYK**

C 0  
M 77  
Y 37  
K 0

**RGB**

R 241  
G 98  
B 120

**Hex**

#F16278



**Pantone**

Pantone 1795 C Tint 80%

**CMYK**

C 7  
M 82  
Y 62  
K 0

**RGB**

R 225  
G 85  
B 89

**Hex**

#F16278

# Incorrect use of logo

Please take care not to use the logo incorrectly.

- Do not change the relationship or proportions of the logo elements
- Do not change the colour order
- Do not keyline any elements of the logo
- Do not change the orientation of the logo ie turn on an angle
- Do not alter the logotype or use a substitute typeface
- Do not crop the logo. Always use the logo in its entirety
- Do not blend any other corporate name, trade mark, text or logo with the logo
- Do not use any part of the logo in isolation
- Do not add any effect ie drop shadows or gradients

## Examples of incorrect usage



# Examples in use



Certificate



Email Signatures



Social Media Tiles

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# Aon Australia: National Volunteer Week 2020 Exclusive National Sponsor



National Volunteer Week 2020  
Exclusive National Sponsor

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Volunteering Australia continues to work with supporting partner Aon Australia in 2020 with Aon staying on as National Volunteer Week Exclusive Sponsor.

As the approved insurance provider for Volunteering Australia, Aon understands the value of volunteering and that organising insurance can be a daunting experience for a Volunteer Involving Organisation. Aon's Volunteering Australia Resource Centre delivers educational material and tools as well as general advice to ensure Volunteer Involving Organisations have the right insurance to protect their volunteers.

Aon's support helps Volunteering Australia facilitate this important celebration acknowledging the generous contribution of our nation's volunteers. Working with Aon on National Volunteer Week will also allow more Volunteering Involving Organisations to learn about Aon and how their expertise in the volunteer space can assist them to ensure their volunteer programs are safe.

[www.aon.com.au](http://www.aon.com.au)