



inclusiongroup

every milestone matters



Branding Guideline



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01 Introduction

Introduction

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Core Values



Introduction

The following document has been designed as a guideline for Inclusion Group's visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency. The Inclusion Group logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

Core Values

Respect

We create spaces where people feel safe, valued, and at home. Everyone deserves to feel like they truly belong—not just included, but embraced. We nurture community, connection, and a sense of place.

Connection

Meaningful relationships are at the core of what we do. We build trust through empathy, honesty, and shared moments. True support begins with a genuine human bond.

Empowerment

We support people to grow, thrive, and shape their own path. By focusing on abilities, not barriers, we help individuals take confident steps toward their personal goals.

Celebration

Every milestone—big or small—is worth celebrating. We shine a light on progress, recognising the strength it takes to keep moving forward. Joy is part of the journey.

Respect

Safe Spaces

Connection

Meaningful relationships

Empowerment

Shape Your Own Path

Celebration

Every Milestone

02 Logo

Primary Logo

Secondary Logo

Logo Principals





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Primary Logo

The primary logo for Inclusion Group combines the symbol, wordmark, and tagline “every milestone matters”, to represent the full spirit of the Inclusion Group. The soft, rounded letterforms in the wordmark create a sense of warmth and approachability, while the deep green colour communicates stability and trust. The symbol above, formed of four curved shapes in earthy orange and calming teal, suggests unity, growth, and collaboration - qualities central to a supportive and inclusive environment. Overall, this logo conveys professionalism with heart.

Secondary Logo

The secondary logo features the same symbol and wordmark but omits the tagline for a more streamlined presence. It maintains the visual integrity of the brand while allowing for greater flexibility in tighter spaces or more informal contexts. The balance between the friendly typography and the grounded colour palette continues to communicate a sense of openness and reliability.



Icon

The icon is the most recognisable part of this logo and strongly communicates the brand as a standalone graphic. Each shape gently leans inward, visually representing connection and support. The alternating colours bring a sense of harmony and warmth as well as suggest diversity and inclusion, aligning with the organisation's values. Used on its own, it remains distinct and memorable, making it perfect for app icons and social



Logo Application

The Inclusion Group logo works on a range of coloured backgrounds as shown. These options have been selected to complement the brand palette while maintaining legibility and visual impact. The logo continues to reinforce the brand's warm and welcoming personality, ensuring the logo always feels approachable and grounded.



Logo Principals

To ensure the logo remains clear and impactful, always maintain sufficient clearspace around it and follow the minimum size requirements for print and digital use. These guidelines protect legibility and preserve the logo's professional appearance across all applications.

Clearspace



Minimum Size



03

Typography

Typefaces

Font Hierarchy



Typefaces

Typography helps shape the voice and personality of the Inclusion Group brand. It supports clear communication while also expressing warmth, professionalism, and trust.

Area Normal was chosen for its clean and friendly look. Its soft curves and balanced design make it ideal for headings and key messages, helping the brand feel open and approachable.

Gelica adds a gentle, personal touch with its light italic style. It's great for quotes or highlighting important text, bringing warmth and elegance to the brand.

Outfit is used for body text. Its simple, modern design makes it easy to read and supports a clear and professional tone.

Area Normal

Extra Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Gelica

Light Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Outfit

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Font Hierarchy

Headlines

Aream Normal

Extra Bold

Sentence Case

Subheadings

Gelica

Light Italic

Sentence Case

Body Copy

Outfit

Light

Sentence Case

Leading 16pt

Tracking 10

Heading

Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

04 Colours

Colour Palette



Off White

CMYK: 4,3,7,0
HEX: #F3F0E9
HSB: 42, 4%, 95%
RGB: 243, 240, 233

Teal

CMYK: 50, 41, 0
HEX: #83BFA6
HSB: 155, 31%, 75%
RGB: 131, 191, 166

Sea Foam

CMYK: 24, 3, 24, 0
HEX: #C2DCC8
HSB: 134, 12%, 86%
RGB: 194, 220, 200

Dark Sage

CMYK: 65, 36, 65, 16
HEX: #5D7A62
HSB: 130, 24%, 48%
RGB: 93, 122, 98

Orange

CMYK: 19, 50, 97, 2
HEX: #CB882E
HSB: 34, 77%, 80%
RGB: 203, 136, 46

Daffodil

CMYK: 6, 10, 63, 0
HEX: #F2DA7B
HSB: 48, 49%, 95%
RGB: 242, 218, 123

Colour Palette

The colour palette for Inclusion Group has been carefully chosen to reflect the brand's warm, supportive, and approachable nature. The shades of green symbolises growth, calm, and inclusivity, while the orange and yellow hues convey energy, optimism, and a sense of care. Together, these colours create a balanced and inviting visual identity that feels both professional and personable.

05

Brand Elements

Graphic Device
Icons



Graphic Element

The Inclusion Group icon can be used as a graphic device to subtly enhance layouts and reinforce brand recognition. When applied at a low opacity, adding visual interest without distracting from the main content. Placing the icon along the side or background of pages creates a sense of continuity and professionalism, while still maintaining the brand's warm and welcoming tone. This treatment helps tie visual elements together across various materials in a gentle, unobtrusive way.





Iconography

A set of abstract shapes has been developed to support Inclusion Group's visual identity. These shapes, drawn from the brand's colour palette, combine both sharp and rounded corners to reflect the balance between strength and softness – key values of the brand. Their overlapping and interconnected forms symbolise unity, support, and a sense of community. Whether used as background elements, overlays, or subtle accents, these shapes help create a warm, inclusive atmosphere while reinforcing the brand's message in a visually engaging and flexible way.

06 Brand Application

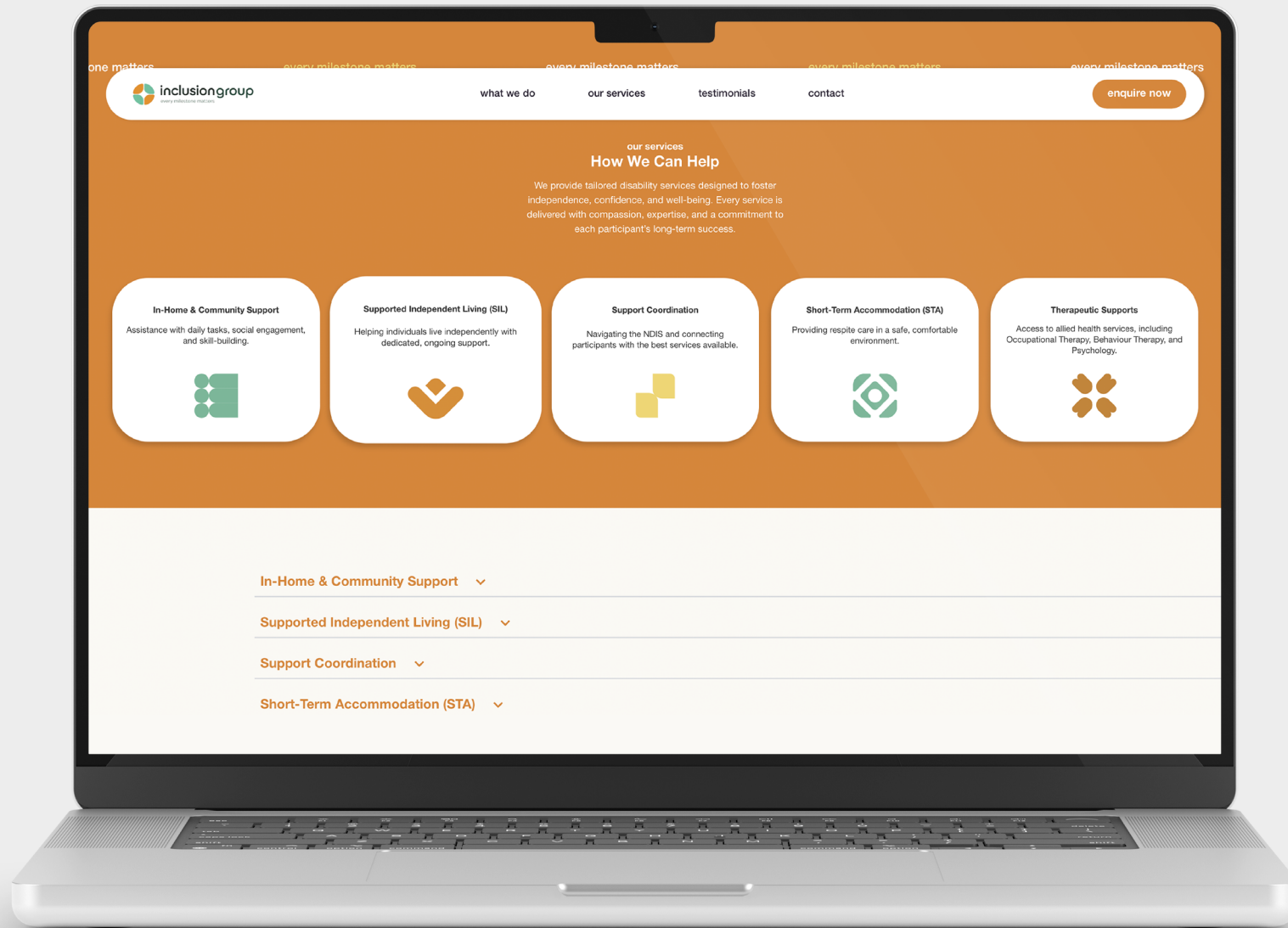
Mockups







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what we do

our services

testimonials

contact

enquire now

our services

How We Can Help

We provide tailored disability services designed to foster independence, confidence, and well-being. Every service is delivered with compassion, expertise, and a commitment to each participant's long-term success.

In-Home & Community Support

Assistance with daily tasks, social engagement, and skill-building.



Supported Independent Living (SIL)

Helping individuals live independently with dedicated, ongoing support.



Support Coordination

Navigating the NDIS and connecting participants with the best services available.



Short-Term Accommodation (STA)

Providing respite care in a safe, comfortable environment.



Therapeutic Supports

Access to allied health services, including Occupational Therapy, Behaviour Therapy, and Psychology.



In-Home & Community Support ▾

Supported Independent Living (SIL) ▾

Support Coordination ▾

Short-Term Accommodation (STA) ▾

This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

