External Use Media Kit

› Version updated September 2022

Good360
BRINGING GOOD TOGETHER

At Good360 we are connectors. We connect charities, schools and society's most vulnerable with businesses willing to donate unsold or surplus goods, services and disaster recovery essentials.

The result is a Circle of Good that reduces need and waste in our communities at the same time so everyone benefits – from people to the planet.

Logo & word marks

These are the Good360 primary logos, in stacked and horizontal. These versions of the logo should be used wherever possible. It is preferred where possible that the elements (picturemark, wordmark & tagline) are not separated and/or used in isolation.

When writing the brand name in copy please always use title case (capital G) and as one word (no space between d & 3) **Good360** NOT Good 360. You can access our logos here.

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Colour variations

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PRIMARY LOGO (DARK)

Use on light-coloured backgrounds for all primary collateral.

PRIMARY LOGO (LIGHT)

Use on dark-coloured backgrounds for all primary collateral.

PRIMARY LOGO (GREEN)

Use when only doing single colour printing or over images where appropriate.

PRIMARY LOGO (WHITE)

Use on brand approved colours (blue, orange, green) or over images where appropriate.

Incorrect usage

DO NOT
· Distort or crop the logo
· Use the logo over difficult to read background
· Use effects or shadows
· Place logo over non approved colours
· Change the colour of the logo itself
· Separate the elements of the logo
* If unsure ask Good360 team for approval

Size and space

Ensure there is clear space around the logo. This is equal to the height of the 'G' in the logo, as shown left.

Minimum size for print is 15mm. (as shown right)

15mm

Co-branding

When creating partnership logo lockups using the Good360 logo please ensure that all logos are the same size.

Clear-space guidelines still apply for co-branded lockups, as they do for using the Good360 logo in any circumstance.

It is preferred that there is at least one X space (equal to the G in Good360) between logos and 2x spaces if there is a line dividing the two logos.

You may create logos in a landscape (horizontal) or portrait (vertical) format and the Good360 logo can go before or after the partner logo.

If justifying lockups please top justify landscape versions and centre justify portrait versions.

DO:
· Ensure clear space between and around the logos
· Make both logos the same height and/ or width
DO NOT:
· Modify the logos or text.
· Present one logo much bigger or smaller than its counterpart.

Brand colours

PANTONE 375	PANTONE Process Cyan C	PANTONE 2935	PANTONE 151
C 50, M 0, Y 100, K 0	C 100, M 0, Y 0, K 0	C 100, M 70, Y 4, K 0	C 0, M 49, Y 100, K 5
R 149, G 214, B 0	R 0, G 156, B 223	R 0, G 91, B 165	R 242, G 123, B 33
#94d60a	#009cdf	#0056b8	#f27b21

Typography

Good360 primary font is Maison Neue
(first font)

where this font is unavaialable
Arial Nova may be used
(second font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Impact stories

You can find additional impact stories on our Dropbox. You can also see impact stories on our website at
www.good360.org.au/impact-stories

Full of Joy (SA)

A very big thank you to Good360 and Linen House for giving us all the beautiful linen (sheets and towels). Our elders are overjoyed with the sheets & quilt cover sets. Their smiles say it all.

Quote from one of our elders, "Beautiful sheets. Feels like I am sleeping in a hotel with soft sheets."

Putting a smile on their faces is our main objective. They have been neglected for so long and it's all thanks to Good360 and Linen House that made it possible.

These ladies are from Indulkana community in the APY lands.

100	$0	$53,578
Lives Impacted	Total Paid	RRP Goods Received

Imagery

Approved imagery is available to download from our Dropbox.

If you would like access to additional or higher-resolution images, please contact Good360. Please note we cannot provide you access to used stock images, however can provide you details if you would like to purchase yourself.

Good360 also has a suite of brand iconography used to demonstrate our impact, if you would like to utilise this it is available upon request.

Contact

If you would like to get in contact with the Good360 team for a quote or any assistance, please phone 02 8594 3600 or contact@good360.org.au

Calls to action

Donate the goods

Our goal is for nothing useful to lie unused. If you have brand new surplus or end of season stock contact Good360 at corporatepartnerships@good360.org.au

Donate your time

Looking for a team building activity to engage your staff and do good at the same time?

Contact Good360 on (02) 8594 3600 or email volunteer@good360.org.au to find out how your team can get involved at our Smithfield ReDistribution Centre.

Donate your money

If you would like to help Good360 get the right goods, to the right people, at the right time donate today at

https://give.good360.org.au/

Not for Profit/School

If you are a NFP registered with the ACNC or School with an ICSEA ranking below 1,000 you can register as a Good360 member for FREE! Go to www.good360.org.au to access brand new products Australia wide, like LEGO, BIG W and many more..