

## Neighbours Every Day Brand Use FAQs

### When can we use NED branding?

Please use NED branding in your own communications when it aligns with our visions and goals. All use is subject to the conditions in the brand use guidelines and the name and logos must not be altered in any way.

### Is it ok if I/we use the old Neighbour Day logos, copy and assets from before October 2021?

Neighbour Day rebranded in October 2021 to Neighbours Every Day, while keeping Neighbour Day as our annual day of action.

We ask that NED and Neighbour Day supporters use our current branding, logos, key messages, and resources as provided.

We have new logos and an updated look for all resources. It is important to ensure that our brand materials are consistent across all platforms. This consistency reinforces our brand identity and makes it easier for everyone to recognise the campaign and join in.

### Where can I find official logos, images, resources, and other brand assets?

These are provided for download in the Neighbours Every Day resources section [here](#); and Day Of Action resources section [here](#).

### What are your brand use guidelines?

Relationships Australia acknowledges the support of many organisations in helping to achieve the vision of Neighbours Every Day. However, any use that extends beyond those outlined in Relationships Australia's brand use guidelines for Neighbours Every Day [October 2023] are only permitted with the prior written approval of Relationships Australia. You can find our brand use guidelines in the NED Resources section [here](#).

If you wish to obtain approval, or have any questions about your use of these trademarks, please contact us at [srobinson@relationships.org.au](mailto:srobinson@relationships.org.au)

### Can we 'rip' your logo and images from the NED website?

No. Approved logos, branding and assets are available for download from the website. You are welcome to use these in the formats and designs provided.

### Can we make modifications to the NED and Neighbour Day branding and materials?

Please do not alter or modify our brand assets, including resizing, recolouring, or changing fonts. Use them exactly as provided.

### What if we want to do something different or unique with your assets/resources branding-wise?

If you have a unique brand usage idea or collaboration, please contact [srobinson@relationships.org.au](mailto:srobinson@relationships.org.au) to share your idea for review, and to seek approval and guidance.

### When permission is given to do something different or unique, what next?

You will then need to submit the final proof to [srobinson@relationships.org.au](mailto:srobinson@relationships.org.au) for review and approval for use.

### Can we adjust the sizing of your logos?

Please do not alter or modify our brand assets, including resizing, recolouring, or changing fonts. Use them exactly as provided.

If special permission is given, we will provide specific guidelines to follow. You must ensure the clear space and size requirements as outlined in our detailed brand guidelines (which we will provide you with) to maintain its legibility and impact.

### What about using our images with your branding?

Please use high-resolution images and graphics to ensure the quality of our brand representation in your materials.

### Can we change the colours of your materials?

If special permission is given to do something unique, we ask that you use our designated colour palette for all materials. We can provide RGB, CMYK, and HEX codes.

### What if I/we see someone misusing your brand?

If you come across any instances of our brand being used incorrectly or without authorisation, please report them to [srobinson@relationships.org.au](mailto:srobinson@relationships.org.au) promptly.

### How can I help?

Encourage others who support our organisation to also follow these brand guidelines. Educating everyone ensures consistent brand representation. Promote responsible and ethical use of our brand and encourage others to use our brand with respect and integrity.

### How do I stay current with branding use guidelines?

Periodically check for updates to our brand guidelines. Branding standards may evolve, and it's important to stay current.

If you have any questions or require further guidance on using our brand, don't hesitate to contact us at [srobinson@relationships.org.au](mailto:srobinson@relationships.org.au)

We're here to assist you.