

## Relationships Australia's Brand Use Guidelines for Neighbours Every Day [October 2023]

**The Neighbours Every Day and Neighbour Day names and logos are trademarks owned by Relationships Australia Inc.**

They are available to be used by supporters engaging in Neighbours Every Day activities and actions in accordance with the conditions outlined below.

All use is subject to these conditions and the name and logos must not be altered in any way.

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 below are only permitted with the prior written approval of Relationships Australia.

You can also review our FAQs for Brand Use. 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)

### Sharing the Neighbours Every Day message

If you are sharing our brand messaging in your organisation, we encourage the use of our free assets and resources.

**However, except where expressly permitted, these assets should not be co-branded or altered in any way.**

We also ask that you:

- Do not imply a partnership with Neighbours Every Day and/or Relationships Australia unless such partnership otherwise exists.
- Acknowledge that the content and/or resources have been provided by Neighbours Every Day.
- Refer people to our website for further information.
- Do not use our logo and brand elements for commercial gain, or in pursuit of activities and messages that do not align with our work.

Further information about the resources we have made available, and their permitted uses, is found below.

### Neighbours Every Day resources (standard)

A number of resources and devices are made available free of charge on the Neighbours Every Day website and we encourage use by supporters of the campaign.

The available devices include:

- Posters, Flyers, Connection Conversation Cards, Connection Cards, and other similar materials which are provided in PDF format and restrict editing.
- Social media tiles and images which are provided in JPG/PNG format restrict editing.
- Neighbours Every Day and Neighbour Day key messaging.

## Permitted Uses

Any organisation, council or business who seeks to promote the key themes of Neighbours Every Day may make use of the above standard devices and resources.

Such uses must align with the mission and aims of our campaign, must comply with these Guidelines, and can include:

- Printing and displaying items.
- Sharing items on websites and on social media.
- Public announcements, media engagement and other published content.

Where a resource is provided with no capacity for edits, it is provided “as is” and no alterations or amendments are permitted.

## Neighbours Every Day resources (co-brandable)

A number of additional resources and devices are made available free of charge on the Neighbours Every Day website as “co-brandable” resources for use by Councils and Community Organisations.

The available devices include:

- Co-brandable materials that are provided in PDF format, but which allow addition of relevant information including a logo. (These resources are clearly labelled as ‘co-brandable’ and only those which are labelled in such a way should be used for this purpose).

Co-brandable social media tiles and images which are provided in JPG/PNG format, but which allow space for, or addition to, an organisation’s own imagery and resources. (These resources are clearly labelled as ‘co-brandable’ and only those which are labelled in such a way should be used for this purpose).

## Permitted Uses

Where a resource is provided as ‘co-brandable’ and in an editable format, or where it is clearly intended to allow for additions of, or to be added to, a council or community organisation’s own imagery and resources, the integrity of the resource must be preserved, but it may be used alongside the organisation’s own content. Any such use must also comply with the standard permitted uses outlined above.

## Neighbours Every Day and Neighbour Day logos

Where an organisation seeks to use the Neighbours Every Day and/or Neighbour day logos, including by applying them to the organisation’s own materials, website and other publications, we request that you first seek permission in writing from Relationships Australia by emailing your request to us at [srobinson@relationships.org.au](mailto:srobinson@relationships.org.au).

We encourage building positive and sustainable social connections and respectful relationships and believe that by sharing our resources and devices for the above permitted uses can assist in this mission.

**We all need each other to belong.**

