

Friends of the Koala

BRAND GUIDE

LOGOS



FONTS

PRIMARY

Aa

PARAGRAPH

Josefin Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

HEADER

Josefin Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEBSITE

Aa

PARAGRAPH (BOLD FOR HIGHLIGHTS)

Open Sans regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

TITLES

Open Sans extra-bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WHITE PARAGRAPHS ON DARK BACKGROUNDS (AND EXTRA BOLD FOR HIGHLIGHTS)

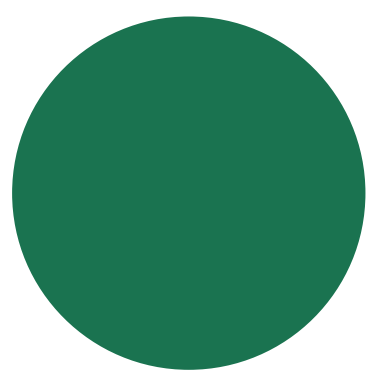
Aa

Open Sans semi-bold

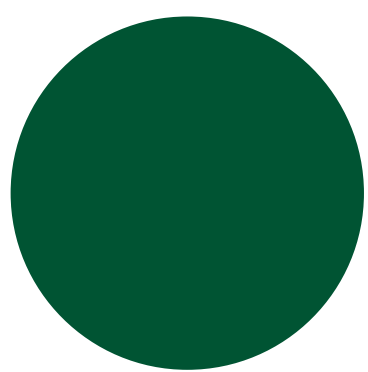
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abcdefghijklmnopqrstuvwxyz
1234567890

COLOR PALETTE

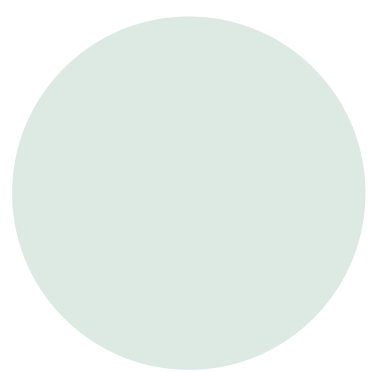
PRIMARY



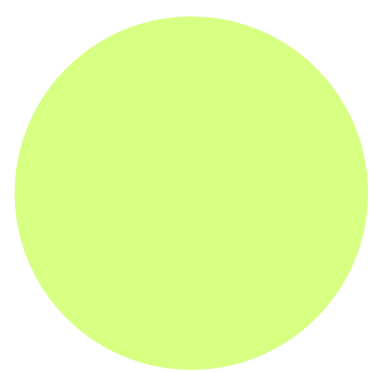
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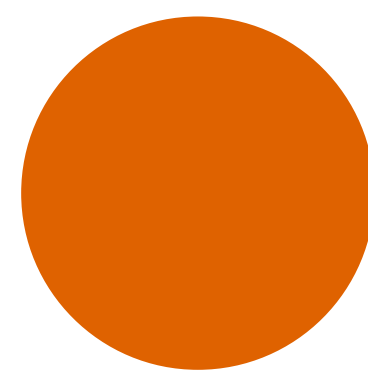
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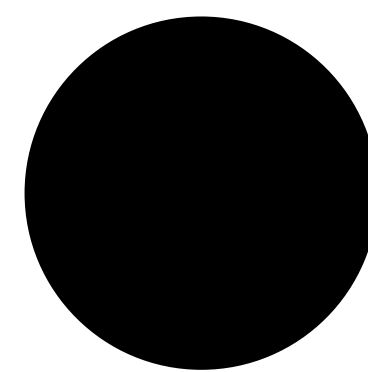
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#D7FF82



#DF6200



#000000



#F2F2F2

INSPIRATION



Friends of the Koala

B R A N D G U I D E L I N E S

Friends of the Koala content is important and represents our work, our people and what we stand for.

Some general principles that we ask you to follow are:

Attribution for Media Use:

Preferred: Friends of the Koala are a grassroots organisation with over 35 years of experience working on critical, on-the-ground activities to conserve habitat and protect koalas individually and as a species.

- ✓ Please use our original unmodified content.
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- ✓ When sharing our content please use embeds, quote and tag Friends of the Koala where possible.
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