

# brand guidelines

01/2018

The SSI brand is also our visual identity and it plays a key part in positioning the organisation in the public domain.

A strong, recognisable brand gives SSI a solid and trusted identity which is vital for building relationships with our partners and the people we support.

The SSI Brand Guidelines should be applied consistently to all design, marketing, promotional, internal, corporate and public communications.



# contents

- 4 logo
- 6 logo/co-branding
- 7 colour
- 9 typography
- 10 photography
- 11 internal communications / templates
- 14 brand architecture
- 15 • level 1
- 17 • level 2
- 19 • level 3
- 20 • level 4
- 21 • level 5

## our vision

To achieve a society that values diversity of its people and actively provides support to ensure meaningful social and economic participation and to assist individuals and families to reach their potential. Our vision is also captured in our brand:

settlement • support • independence

## our values

At SSI we value....

### **Social Justice**

Equity and access for all

### **Diversity**

Respecting diversity and being non-discriminatory

### **Compassion**

Caring, empathy and respect for the dignity of others

### **Respect**

Co-operation and mutual respect

## In delivering our services, we value...

### **Quality**

Dynamic, flexible and responsive service

### **Ethics**

Professional practices and accountability

### **Innovation**

Commitment to partnerships and excellence



The SSI logo draws on the image of a dandelion.

The dandelion represents hope and change.

When the plant's seeds are scattered by the wind they begin a new life.

The plant starts again, sometimes very far from where it started.

The many seeds represent a community, a society.

The multi-colour palette reflects the multicultural nature of Australia.

## 04 logo

The SSI logo is the most visible part of our brand – used across all communications, it identifies us as a trusted organisation delivering quality services to vulnerable communities.

It unifies our many services and initiatives under one unique symbol.

Because of the important role it plays in brand recognition, it is vital that the SSI logo is always applied consistently.

### guidelines

- Use the original logo files. These files are not to be altered in any way
- ensure that correct proportions are maintained if adjusting logo size
- Use the full colour version wherever possible. It may appear only on a white or 10% PMS 431 background
- Keep an area of clear space around the logo. The height of the 'ssi' shows the minimum clear space required
- Ensure the logo is at least 25mm wide wherever it appears. This helps ensure that it remains legible and recognisable
- The reversed logo may appear on a solid colour background, or over an photograph if there is a suitable uncluttered background.
- The full colour reversed logo may only appear on a background of PMS 432

full colour logo only appears on white or 10% PMS 431



**SSI**  
settlementservices  
international

full colour reversed logo only appears on PMS 432



**SSI**  
settlementservices  
international

reversed logo only appears on a solid colour background



**SSI**  
settlementservices  
international



**SSI**  
settlementservices  
international

correct use of logo



clear space



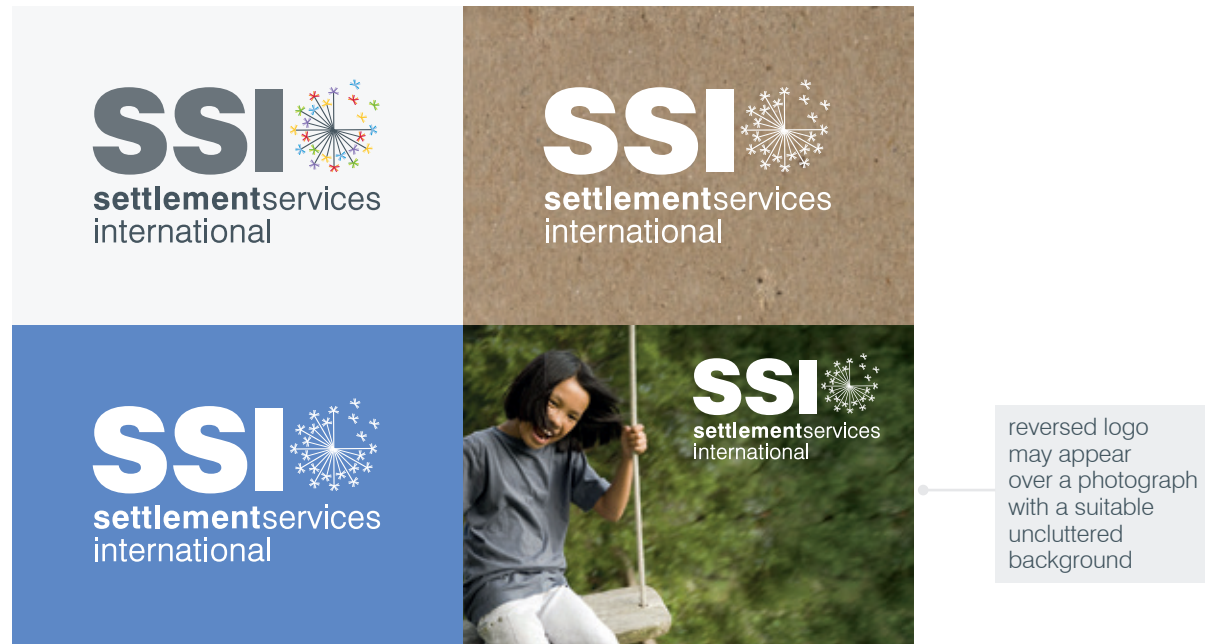
**SSI**  
settlementservices  
international

minimum size –  
25mm wide

## 05 logo

### file formats

- **eps logo**  
The eps file version of the logo should always be used for print. It is a vector graphic which can be re-sized infinitely without any loss of quality.
- **jpg logo**  
The jpg file version of the logo is suitable for web or on-screen use. It is a raster [pixel] graphic, but cannot be enlarged without loss of image quality.



correct use of logo

### incorrect use of logo



stretched

full colour logo on coloured background

unsuitable placement

rotated

changed colour



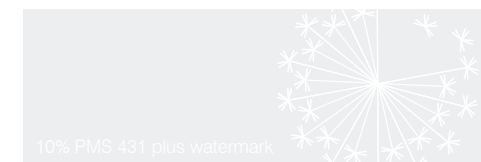
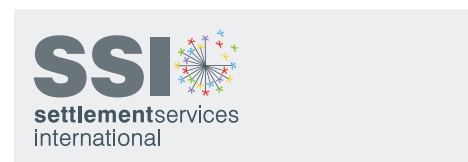
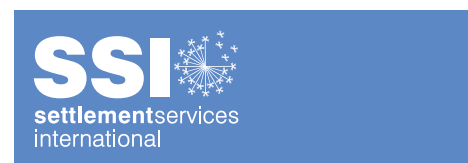
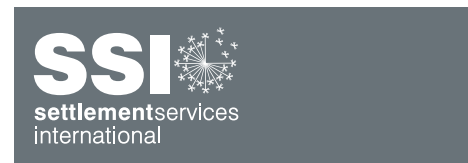
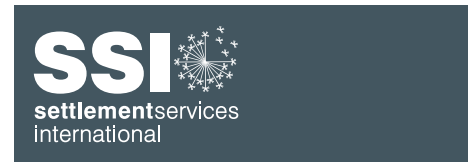
## 07 colour –

### primary palette

Our colour palette is an important element of our identity. In addition to our full colour logo we have a primary palette of preferred brand colours.

These colours achieve a good visual harmony and are distinctive when used together.

Use of the primary palette as the basis for all communications strengthens recognition of the SSI brand.



PMS colours are indicative.  
Please use the CMYK and  
HEX values provided.

## 08 colour –

### secondary palette

Our secondary palette derives from our full colour logo and enables us to bring a vibrant range of colours to our communications, however the primary palette should always be predominant.

But remember black is primarily used for text and white is always an important ingredient in keeping the communication clean and contemporary.

### guidelines

- Use the primary palette as the basis for all communications.
- Avoid using more than three colours on individual pieces.
- Use of tints of our colours is not recommended, except where necessary for graphs and charts.





## 09 typography

The SSI font is **Swiss**; it is a licenced font so where this is not available **Arial** can be used as a substitute.

These typefaces are clean, easy to read and approachable. By using only these we create a consistent look and feel for all communications.

Swiss is used for all external communication materials.

Arial is used for internal communications [as it is a font standard and compatible with Windows and Mac OSs].

### guidelines

- SSI typography is always ranged left. This provides the eye with a constant starting point for each line, making text easier to read.
- Use sentence case and never set sentences solely in capitals.
- Never use drop shadow, outline or other treatments to text.
- Italics should be used sparingly, if at all.

### swiss

swiss light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

*swiss light italic*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

**swiss bold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

***swiss bold italic***  
***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890***

### arial

arial regular  
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*1234567890*

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**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

***arial bold italic***  
***abcdefghijklmnopqrstuvwxyz***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

## 10 photography

We use photography to tell a visual story about our organisation, employees and the people we support. Our images are also selected in line with our vision '...that values the diversity of its people.' They reflect our values and convey respect, compassion and an ethical approach to our work.

### guidelines

- All photographs used in SSI communications must have written consent from the person whose image is being used, or their guardian or carer.
- Photographs are also subject to copyright and so must be purchased or used with the consent of the photographer/owner of the copyright. A credit for the photographer must be included, if the image has not been purchased with copyright.
- Selected images must be consistent with the photography brief.
- Never use a poor quality image – ie. 'happy snaps', low resolution pics, badly framed images, poorly lit images, or images with too many people.

preferred photolibrary images



commissioned photography examples



Be on eye level and get close-up. We want to be face to face with people.



Ensure the subjects are well lit – preferably outdoors or in a room with lots of natural light



Ensure that the background is not too busy or inappropriate



Capture real moments. Avoid contrived or staged poses

# 11 internal communications

## templates

Stationery and word documents may seem commonplace, but are, in fact, a huge part of our identity. Through the use of these documents we communicate frequently with our stakeholders. We provide templates for internal use so our communications remain visually consistent.

SSI templates should not be changed in order to maintain a consistent look and feel across the organisation.

Microsoft Word templates have been produced for letterhead, policies, invitations, proposals, reports and certificates.

## how to use a Word template

To create a new document:

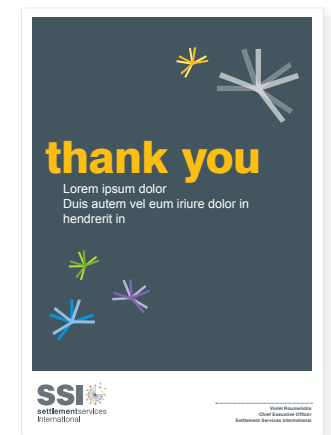
- open the *File* menu: *Word/File/New from Template*, OR
- from a browser window, double click on the SSI word template file.

The Word templates have many styles specified that refer to the text size, colour, font, spacing etc, eg: SSI\_title, SSI\_heading1 < SSI\_bodycopy.

The default style is SSI\_bodycopy.

To apply a different style select the required text and click on the preferred style in *Styles* menu.

The *Styles* menu should appear under the *Home* tab [alongside Font, Paragraph]



## 12 internal communications

### creating your own

There are many templates available in the SSI Published folder on the shared drive, however, you may have need for additional layout or formatting.

Use this style guide to help you create your document.

### guidelines

- Always use the SSI logo and ensure it has clear space around.
- Use the Arial font family.
- Use the SSI primary colour palette before introducing colours from secondary palette.
- Please use sample on this page as a guide for type styles, graphics and tables.

#### Note:

When creating a Word document please do not use PMS 123 [yellow] for any type elements. As most Word docs will be printed on office printers or saved as pdfs yellow type will be illegible.

PMS 123 may, however, be used on a PMS 432 [charcoal] background.

Use Arial font family

For highlight text or headings the preferred colours, are PMS 2718 [blue] or PMS 021 [orange]

When creating information graphics, use only the SSI colour palette



Always place logo on right side of page

make sure you use the correct SSI logo

**title of your document here**  
SSI\_title / 24 point in bold or regular

**SSI\_heading 1 / Arial bold. 14 point**

SSI\_body copy / Arial light. 10 point.

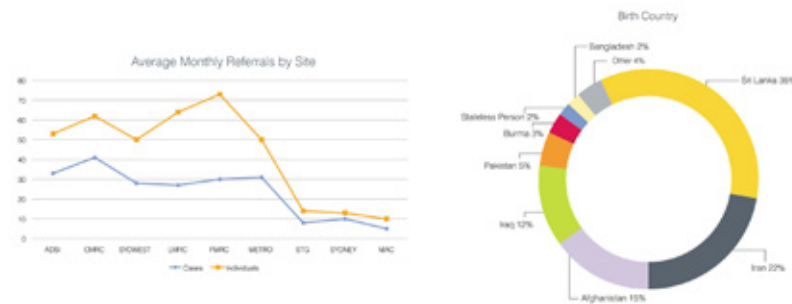
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Table-heading. 9 point Arial bold

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When creating information graphics, use only the SSI colour palette



You may use a format which best suits your document, in this case it is two column.

## 14 brand architecture

For our growing organisation a well-defined brand architecture system is essential to ensure employees, partners and the people we support, understand the relationships between SSI and its program areas.

Brand architecture provides a logical system of organising all levels in a way that helps stakeholders form an understanding about each unique offering.

Failing to define and use brand architecture can erode the integrity of the SSI brand and its programs, including brand understanding, clarity, credibility, relevance and brand consideration.

The benefits of using brand architecture are many. Internally, employees benefit from understanding the strategic direction of the organisation, and they will also understand how to promote different areas to deepen current stakeholder relationships.

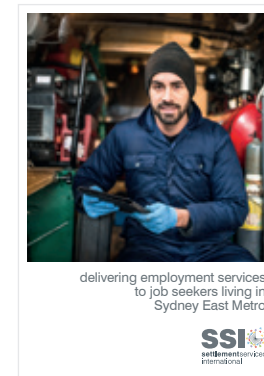
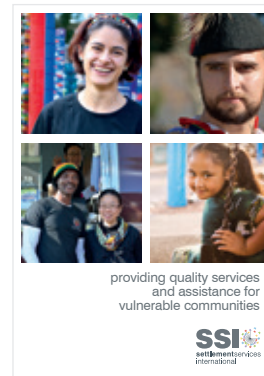
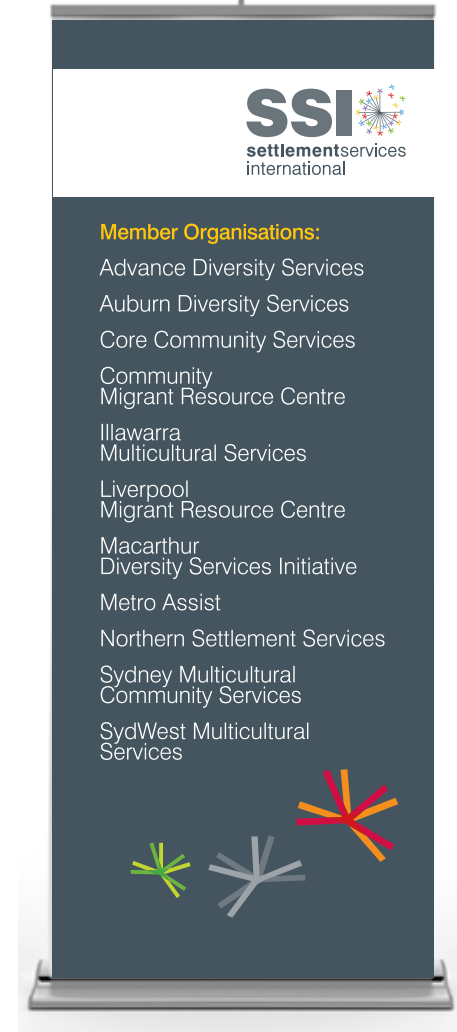
Level One	SSI Corporate
Level Two	Humanitarian Services
	Housing
	Employment
	Multicultural Foster Care
	Child & Family
	Arts & Culture
	Community Engagement
	Youth
Level Three	FutureAbility
	Youth@Work
	Volunteers
Level Four	ParentsNext
	Ability Links NSW
	CoAct Jobactive
	Friendship Garden
	NSW Settlement Partnership
	Community Hubs
	Ignite Small-Business Start ups
Level Five	Humble Creatives
	The Staples Bag
	Community Kitchen
	Playtime
	Youth Collective

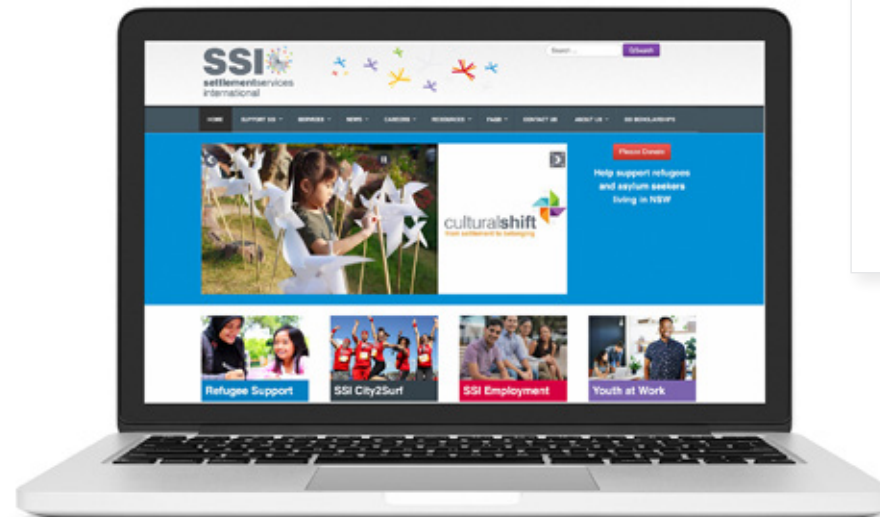
15  
brand architecture  
level 1 – corporate

Features the SSI logo as the chief symbol representing the visual identity of the organisation. It is used across all corporate printed and online communications, publications and collateral, without additional taglines, colours or creative treatments.

**Please note:**

Branding from Level 2 and beyond is only for specific types of initiatives and programs, that do not automatically fall under the main corporate brand.







17  
brand architecture  
level 2

Features the name in a colour strapline, it covers SSI's divisions which are broad areas of specialisation such as humanitarian services, employment, child and family.

The colour strapline may only be used in specific ways and is always secondary to the SSI logo.

- colour strapline is always rotated up to  $\pm 10^\circ$
- colour strapline must be selected from the SSI primary or secondary palette
- height of strapline is equal to the height of 'S' in SSI logo

The colour strapline may only be incorporated into communication pieces by the Corporate Communications team to ensure appropriate and consistent use.

**Multicultural Care Planning**

**About SSI**  
Settlements International (SSI) is a community-based, not-for-profit humanitarian organisation providing a range of services in the areas of refugee and migrant settlement, accommodation, asylum seeker assistance, multicultural foster care, disability support, employment services, and youth support in NSW.

**SSI Multicultural Foster Care**  
is a specialised out-of-home care service for children and young people from CALD backgrounds. It specialises in cultural care matching and working with children and families to achieve permanency outcomes including family reunification, foster, bilingual and tricultural careworkers who work with a range of communities including the Arabic, Vietnamese, Turkish, African, Italian and Greek speaking communities.

**SSI multicultural foster care**  
strengthening children through culture

**SSI**  
settlementservices international

Contact us:  
SSI Multicultural Foster Care  
t: 002 9713 9000  
e: [fostercare@ssi.org.au](mailto:fostercare@ssi.org.au)  
[www.ssi.org.au](http://www.ssi.org.au)

SSI Multicultural Foster Care is funded by NSW Family and Community Services

**SSI Multicultural Care Planning** provides specialist practice support to out-of-home care caseworkers to develop multicultural care plans for individual children or young people from migrant and refugee backgrounds.

**How the service works?**

**Intake** → **Preparation** → **Coaching** → **Feedback**

Contact us by email  
Complete and return a Service Request form and attach a copy of the child/young person's most multicultural care plan if available

Our consultant will contact you to book time for coaching session  
Our consultant completes cultural research as relevant to your case

Up to two hours face-to-face or phone coaching session to assist in:  
Assessing the cultural needs of a child or young person  
Identifying suitable cultural, religious and linguistic activities  
Developing a multicultural care plan  
Accessing links to the child's community

You send your completed multicultural care plan to our consultant for review (optional)  
Our consultant provides feedback as requested

Good cultural care planning supports children and young people develop and stay connected to their culture, language and religion. These connections lead to better outcomes by helping children to develop their sense of belonging and identity and achieve permanency.

Our culturally diverse staff can assist you to:  
Assess the cultural needs of a child or young person  
Identify suitable cultural, religious and linguistic activities  
Develop a cultural care plan  
Access links to the child's community

We will conduct preparatory research, provide face to face or over the phone case discussion/coaching and review and give feedback on the cultural care plan you develop.

For more information about the service and fee structure contact SSI Multicultural Foster Care at [fostercare@ssi.org.au](mailto:fostercare@ssi.org.au)

Level 2  
colour strapline

**SSI youth**  
skills, support and connection

**SSI**  
settlementservices international

**SSI housing**  
providing quality services and assistance for vulnerable communities

**SSI**  
settlementservices international

**SSI employment**  
delivering employment services to job seekers living in Sydney East Metro

**SSI**  
settlementservices international

**SSI arts & culture**  
enriching people through creative expression and connecting people to community

**SSI**  
settlementservices international



**SSI multicultural foster care**  
Helping refugees and migrants settle in Australia

**SSI**  
settlementservices  
international



**SSI multicultural foster care**  
Helping refugees and migrants settle in Australia

**SSI**  
settlementservices  
international

strengthening children  
through culture

**SSI multicultural foster care**  
Helping refugees and migrants settle in Australia

**SSI**  
settlementservices  
international

**About Settlement Services International**  
SSI is a not-for-profit, not-for-profit international organisation providing a range of services in the areas of refuge and migrant settlement, housing, welfare, social assistance, multicultural foster care, stability support, employment services, and youth support in NSW. SSI is committed to ensuring that people in vulnerable communities in NSW are supported and welcomed to fulfil their potential as members of the Australian community.

**About SSI Housing**  
As well as the provision of EHA, SSI Housing supports newly arrived refugees and people seeking asylum status, and long-term accommodation. Since 2011, through partnerships with real estate agents, landlords and commercial property managers, SSI has supported more than 21,000 people with their housing needs. Through this work, SSI Housing has developed close working relationships with real estate agents, private landlords, community housing providers and commercial operators. With this experience and expertise, SSI has become a registered Community Housing Provider and can now offer complete property management services to investment property owners, which helps increase affordable housing options for people in vulnerable communities in Sydney.

**Contact**  
**SSI Emergency Housing Assistance**  
For further information, please contact:  
**SSI Housing**  
t: 02 9592 9300 or 0432 076 374  
e: eha@ssi.org.au  
ssi.org.au/services/housing

**Emergency Housing Assistance**

**SSI housing**

**SSI**  
settlementservices  
international

© Settlement Services International 2017


**About Emergency Housing Assistance**  
In response to the increasing demand for crisis accommodation in NSW, SSI has established a self-funded Emergency Housing Assistance (EHA) initiative to assist vulnerable people in need of crisis accommodation. Results of the 2016 Anglican Rental Affordability Snapshot show how difficult it is to secure affordable housing and the resulting stress it creates. Homelessness is affecting a wide proportion of the community and SSI is committed to strengthening its partnerships with other specialist homelessness services, government and non-government organisations, to the sustainability of EHA and to increase options of appropriate, affordable, well-maintained and accessible crisis accommodation.

**How does SSI EHA work?**  
EHA provides fully furnished properties - including studios - throughout Western and South-Western Sydney at competitive rates. Property sizes include:  
• studios  
• 2+ bedroom dwellings  
• self-contained apartments  
Accessible properties for people with disability are also available.  
EHA can be provided in two ways:  
1. **Fee for service**  
A fee for service arrangement on SSI properties can be negotiated for greater flexibility in responding to clients' needs. This option gives the service partner the freedom to choose who stays in the property and for how long, with SSI still providing property management services. This is a more cost-effective model than using, for example, hotels or serviced apartments.  
2. **EHA for clients referred to SSI**  
SSI provides short-term crisis accommodation and property management services for clients referred to EHA. Eligible clients continue to be linked with on-going support and case management from their referring service provider.  
A fee schedule is available on request.

**Client exit assistance**  
While clients are in crisis accommodation, SSI Housing can offer a Tenancy Brokerage service to assist organisations to secure long-term affordable housing for their clients as a once-off fee for service. The service includes:  
• assistance in finding and applying for a property  
• assistance with applying for bond and advance rent through NSW Tenants (for eligible clients) and assistance in contacting utility  
• support to negotiate initial repairs, terms of lease, and other reasonable terms and conditions in accordance with the Residential Tenancy Act.  
• assistance in completing and returning incoming property Condition Reports  
If a property with a minimum six-month lease is not secured within a mutually agreed time frame, the service fee will not be charged.

**SSI**  
settlementservices  
international

**SSI multicultural foster care**



19  
brand architecture  
level 3

Features the program name in plain text in upper and lower case but does not dominate the SSI logo. It can be used in unison with the Level 2 colour strapline, if appropriate. It is not a logo.

This level covers programs developed by SSI and that come under the organisation's banner such as Volunteers, Youth@Work and FutureAbility. These do not include Government named programs such as Ability Links NSW, HSS, SSP.

Level 3  
plain text u/lc

Youth@Work  
**speed mentoring event**

Get career advice from successful professionals and find out how a mentor can help you to reach your employment goals at this speed mentoring event.

There will be food, drinks and giveaways. You'll also have the opportunity to sign up for ongoing career support through Youth@Work - a free mentoring initiative.

**What:** One-on-one meetings with experienced professionals

**When:** April 12, 5.30pm to 8.30pm

**Where:** Auburn Townhall - Somerville room, 1 Susan Street, AUBURN, NSW

**Cost:** Free!

**Who:** Young people who:

- Are aged 15 to 24 years
- Are living in the Greater Western Sydney and South Western Sydney area
- Are employed or completing an apprenticeship or traineeship
- Have lived in Australia for less than 10 years

SSI youth

SSI  
settlementservices  
international

For RSVP or more information, contact Zac on zfaizi@ssi.org.au or 0423 310 976

NATIONAL VOLUNTEER WEEK  
11-17 MAY 2015

**volunteers make a difference**

SSI  
settlementservices  
international

Youth@Work

SSI youth

Youth@Work is a mentoring support program for working migrant and refugee youth in Greater Western and South Western Sydney  
a resource for providers

SSI  
settlementservices  
international

Youth@Work  
a resource for employers

SSI youth

SSI  
settlementservices  
international

Youth@Work

Kick start your career

SSI  
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international

SSI youth

20  
brand architecture  
level 4

Features the SSI logo alongside the partner or Government logo. Covers programs delivered by SSI on behalf of Government or in collaboration with partners such as ParentsNext, Ability Links NSW, NSW Settlement Partnership and Community Hubs.



## Helping parents with future goals

personal, education and employment aspirations

We understand that even though you are busy being a parent, you still have personal and professional goals you would like to achieve.

Here at ParentsNext we have the tools and resources to help you with:

- Your day-to-day parenting needs and challenges
- Enrolment into fee-free courses
- Career-mapping
- Job up-skilling and employment preparation

We also tailor our programs and services to meet the needs of our parents, so if there is something else we can be doing to help you, simply let us know.

**Contact us:**  
 p (02) 8713 9200  
 e parentsnext@ssi.org.au  
 www.ssi.org.au or  
 www.metroassist.org.au






A member of



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an Australian Government Initiative

Lorem Ipsum  
 Manager  
 Employment & Enterprise Services

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# ABILITY LINKS

NEW SOUTH WALES

## Supporting businesses to diversify their customer base

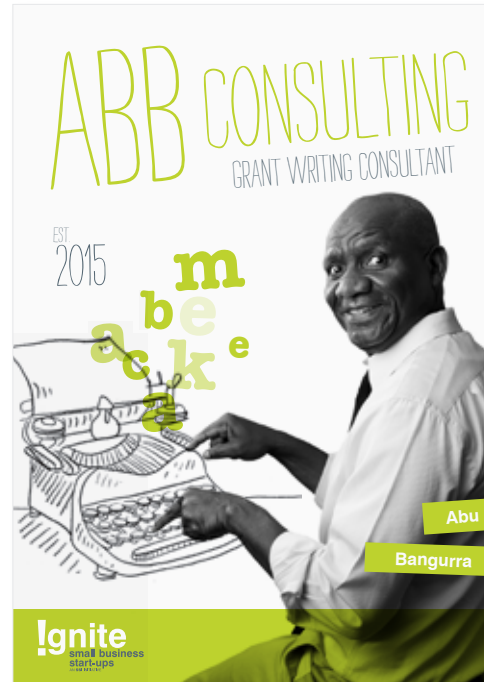






21  
brand architecture  
level 5

Features program specific logos with acknowledgement in a tagline of SSI as the owner of the initiative. Covers SSI initiatives and stand-alone programs such as Ignite, The Staples Bag, and Youth Collective.



For further information contact  
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