



**THE SUDSY
CHALLENGE**

STYLE GUIDE

Our Mission

To positively connect communities.

Our Values

Passion and Focus
Imagination and Innovation
Collaborative Partnerships
Energy and Drive.

What We Do

Orange Sky is a not-for-profit organisation providing free mobile laundry and shower services to people experiencing homelessness. In locations all over Australia, volunteers put their lives on hold for a few hours each week to positively connect with people doing it tough through genuine and non-judgemental conversation. We focus on creating a safe, positive and supportive environment for people who are too often ignored or feel disconnected from community. Although COVID-19 has forced us to innovate and do things differently, we're more committed than ever to continue supporting our friends doing it tough by providing access to free laundry, warm showers and genuine connection.





The Sudsy Challenge Logo

Our logo is made up of two elements: 'Sudsy' the van and our 'The Sudsy Challenge' Wordmark.



Logo Usage

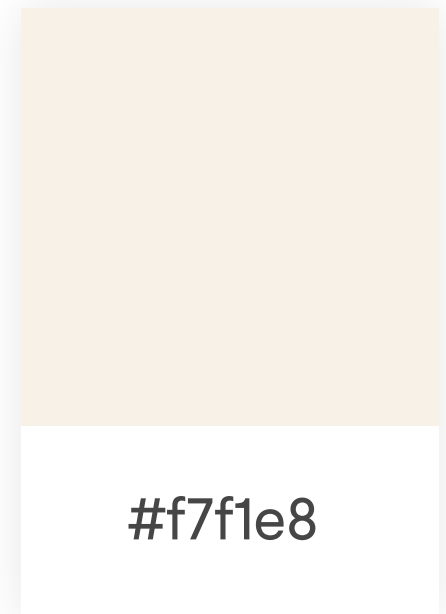
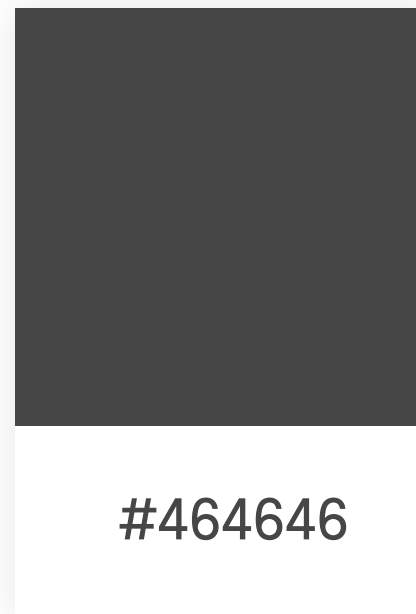
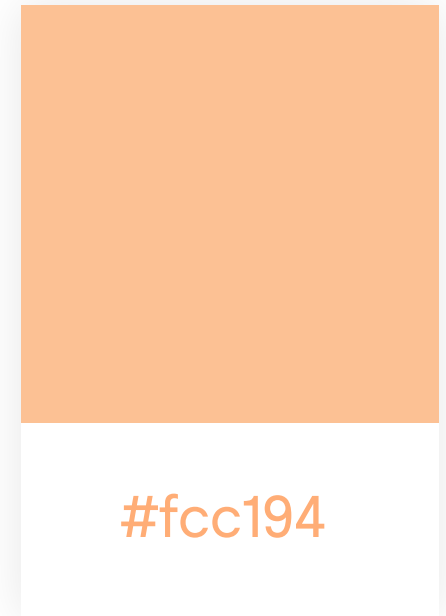
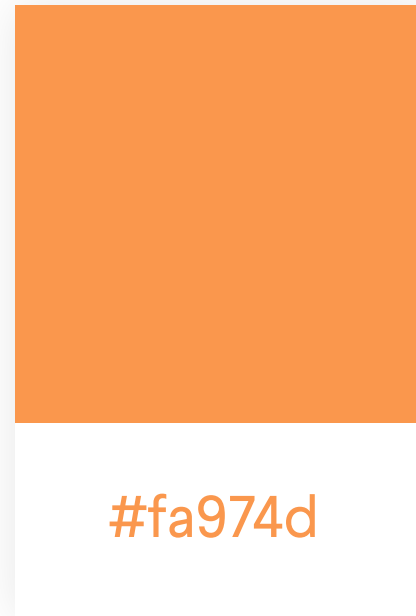
DO:

- Use the logo in its original/un-edited form
- Use the inverse logo on dark or image backgrounds

DO NOT:

- Use the van icon or wordmark on it's own
- Stretch or skew the logo
- Re-colour the logo
- Rotate the logo
- Add custom text to the logo





Colour

PRIMARY:

Orange: #fa974d

Charcoal: #464646

SECONDARY:

Light Orange: #fcc194

Navy Blue: #374d68



Typography

Orange Sky's choice of font is Poppins. Three weights are used: Regular, Medium and Bold. Bold and Medium are usually used for headings/sub-headings, whilst Regular is used for body text.

Poppins Bold

abcdefghijklmnopqrstuvwxyz

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

Poppins Medium

abcdefghijklmnopqrstuvwxyz

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

Poppins Regular

abcdefghijklmnopqrstuvwxyz

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna



How We Talk

At Orange Sky, conversations are what we do best and this is reflected in the way we talk. We always aim to be passionate, fun and simple. We know that the issue of homelessness around Australia is a serious one, but we like to focus on what we can practically do to help; provide friends with clean clothes, warm showers and non-judgemental conversation. Not all people who are experiencing homelessness are sleeping on the street – in fact, it's about 7% of the 116,000 Australians doing it tough. The majority of friends who we help are living in shelters, boarding houses, temporary accommodation or severely crowded homes.

Our mission is to Positively Connecting Communities

We provide laundry and shower services, but above all, our mission is to positively connect people through genuine and non-judgemental conversation.

No labels

For most people, homelessness is a temporary experience and not a definitive label. We prefer to say 'people experiencing homelessness' or 'people doing it tough' in place of 'homeless people'.

Not everyone is 'sleeping rough'

Not all people who are experiencing homelessness are sleeping on the street – in fact, it's at about five percent. The majority of friends whom we help are living in shelters, boarding houses, temporary accommodation or severely crowded homes.

Focus on the positives

We don't pretend to have all the answers. We know that clean clothes and a shower won't end homelessness, but it's a start towards helping a person get back on their feet. We try to focus on how we're helping friends feel positively connected through genuine and non-judgemental conversation.

Orange Sky Australia or Orange Sky

Many of our supporters know us as Orange Sky Laundry, and rightfully so, as it used to be our name. Laundry is just a small part of what we do today, so we've dropped the 'laundry' and are now Orange Sky Australia or Orange Sky.

Talking Points

We love a good chat – that's why we carry six orange chairs in every van so we can sit down for a yarn. We don't attempt to preach anything or discuss politics and this is the same for our brand.

We don't like the 'C' word but we love the 'F' word

We steer clear of words like client, customer and consumer. The people who use our services are friends or friends on the street.

Let's Get Social

Our social media is a place where we get to share the incredible stories of our friends, volunteers and supporters. We try to be upbeat, informative and genuine when telling stories – but less is usually more. Be direct, keep it simple and focus on one call to action or message per post.

#hashtags

Use #thesudsychallenge or #keepyourkiton to raise awareness about the challenge and your fundraising efforts, #chooseyourconversation when talking about the importance of connection, and #116000 when referring to the number of Australians experiencing homelessness.

**Our favourite platforms are
Facebook, Instagram & Twitter**

