the missed foundation

Our purpose

Since 2013, our organisation has built the foundation for missing persons – the individuals *and* the cause – to be seen differently. To continue achieving this, May 2023 marked the launch of a redesign and rebrand, where The Missed Foundation was born.

This guide is a helpful tool to grow and maintain the value of The Missed Foundation's identity through the lens of our audiences: the families we support, the police, media, potential corporate partners and the community more broadly.

In this guide, you'll find rules, directions and tips to help you set and protect our design and content standards.

For further guidance or questions, please contact us at hello@missed.org.au.

Our values

Integrity

Honour the missing, support the families in solidarity and unite key stakeholders. Be dependable.

Trust

Fairness, honesty and respect. We rely on experience and expertise to guide decision-making.

Authenticity

Stay true to the originality of the organisation and take pride in our uniqueness.

Impact

Everything we do has the purpose of effecting positive change.

Perseverance

We expect hurdles – this is a complex issue that requires cross-sector collaboration – **but we never give up.**

Tone of voice

Genuine

Fostering communities and trust with the families we work with, our tone reflects the care and sincerity in building these connections.

Language: Inclusive, community not corporate, friendly and honest.

Informative

Our tone accommodates everyone in the community by using easy-to-understand language that offers useful and insightful information.

Language: Simple, clear and coherent with explanations.

Action-oriented

Although the space we operate in is full of sad stories, our tone is expressed with positive and energised wording. We want to focus on what we *can* do as opposed to what we cannot do or change.

Language: Active, encouraging and hopeful.

Primary brandmark

Our name and main logo is our most vital asset. To maintain its integrity, it must be used consistently and correctly across all applications.

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the missed found ation

Secondary brandmark

When the primary logo is not applicable, due to limited spacing, web formatting, or if the shorter version of our name is relevant, apply the secondary brandmark.

missed

missed

How to use the brandmark

Clear space

The minimum space around the brandmark is measured by the 'X' average height of the lowercases in the name.

Responsive brandmark

Digital devices come in different sizes and shapes, so it's important that our logo adapts for legibility.

A. We should always aim to show the full primary logo online

B. For instance, where there is a limited amount of space or the logo appears very small

C. Only use this version for favicons or when size is extremely restricted.

the missed foundation

The average height of our characters defines the minimum amount of clear space

the missed found ation

A.

missed

B.

m

C.

Dos and don'ts

It's essential that our brandmarks are always used correctly. Any misuse weakens the visual impact and integrity of our charity.

The brandmarks to the right are a few examples of how the brandmark should **not** be treated.

No changes should be made to the brandmark without consulting The Missed Foundation. If you have any questions about how to treat our brandmark, contact the charity at **hello@missed.org.au.**

Do not change the colour

the missed found ation

Do not rearrange elements

the missed found ation

Do not add any effects

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Do not change the fonts

the missed found ation

Colour palette

Primary

These are the main colours for The Missed Foundation. They stay consistent and are always used through our branding and in all touchpoints.

Secondary

These are our supporting colours, they can be used in combination with the primary colours or on their own for special design accents.

Pop blue should only be used in the dark background logo composition to highlight the missed word.

Shades and tints

All our colours can be used in tints between 5-100% of their full colour value.

Primary colours

Midnight
CMYK: 100. 18. 0. 60
PMS: 114-16 U
#19383E

Dark
CMYK: 100. 0. 0. 48
PMS: 117-8 U
#2D5566

Mid
CMYK: 58. 0. 0. 35
PMS: 117-13 U
#508098

Secondary colours

Pop
CMYK: 97. 0. 0. 16
PMS: 116-5 U
#5C91B4

Baby
CMYK: 21. 0. 3. 3
PMS: 118-10 U
#CEE2EC

Grey
CMYK: 0. 0. 0. 4
PMS: 179-1 U
#ECF0F3

DM Serif
Regular
Italic

Primary typeface

DM Serif Display Regular is our primary font; it is seen in our brandmarks. DM Serif Display is a good title font and should not be used in body copy. The Italics version is also to be used scarcely to highlight special words on specific collateral.

Poppins
Light *Italic*
Black

Supportive typeface

Poppins typeface is used to support our primary typeface and can be used for larger parts of copy blocks or body copy. It comes from a large font family and includes many variations, all are available to use for The Missed Foundation collateral, both in print and digital. It is also the main font family for the website.

Arial

System typeface

Arial is our internal typeface and should not be used for any brand or marketing communications.

Image usage

Photography

Such a complex and serious space requires visuals that convey the emotions but also conjure hope and the empathy families living this predicament so desperately need.

Along the years, The Missed Foundation has gathered some moving images as well as still photography of some of the families they work with that assist in putting collateral together for the charity.

Any usage has the families' wellbeing at heart, respecting their grief and their stories.
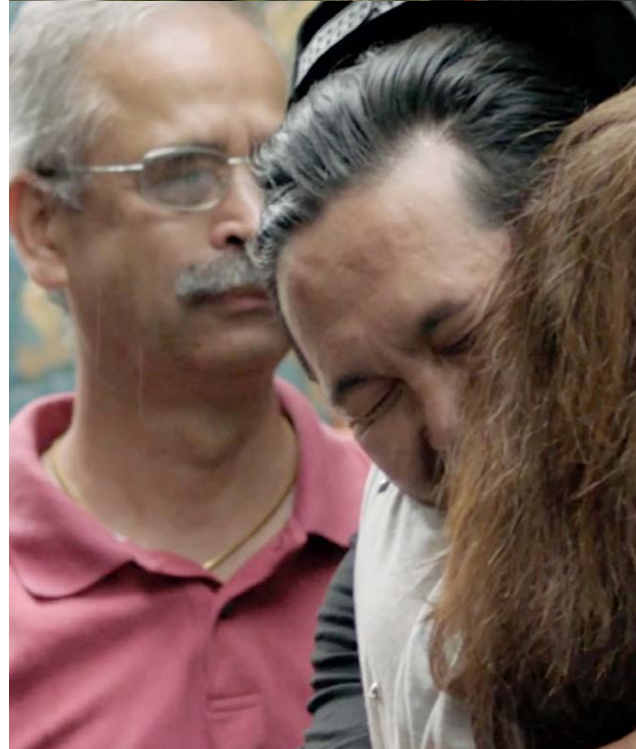
For further guidance, please contact
The Missed Foundation at **hello@missed.org.au**

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