Umbrella
Brand
Guidelines

Umbrella
Multicultural Community Care

For any brand enquiries, please email
marketing@umbrellacommunitycare.com.au

Naming convention

Our name is important to us.

In official documents, when referring to the organisation, please use **Umbrella Multicultural Community Care Services Inc.** or **Umbrella Inc.**

Umbrella Community Care is used for our social media.

Background

Australia is one of the most ethnically diverse nations, with recent data projections demonstrating that migrant communities are ageing at a significantly faster rate than the general population.

By 2050, one quarter of all Australians will be 65 years and older.

People from ethnically diverse communities remain under-represented in aged care services and reports suggest that they struggle to find appropriate aged care services that can be highly responsive to specific cultural needs.

For a long time, ethnically diverse community members advocated for grassroots, bottom-up solutions to the issues experienced in their communities. This unmet need gave rise to the formation of Umbrella Multicultural Community Care Services Inc. by Anna Harrison AM JP in 2000. The original Umbrella Inc. home care program commenced on 1 July 2000, and the organisation was officially incorporated in April 2004.

Anna knew that the mainstream services provided at the time were not suitable for all vulnerable seniors. Her dream was to have everyone under one umbrella of quality care services, no matter what language they spoke or where they called home.

Today Umbrella Inc. is an award-winning, not-for-profit organisation that delivers the Commonwealth Home Support Program (CHSP), Home Care Packages (HCP), the care finder program and the Aged Care Volunteer Visitors Scheme (ACVVS) to over 1,000 clients from 70 different places of birth including seniors from LGBTIQ+ backgrounds.

Overview

Umbrella Inc.'s services are provided by trained, bilingual staff who are from culturally diverse backgrounds and speak over 40 different languages.

Umbrella Inc. also has a large multicultural volunteer team that consists of over 100 people who speak 27 different languages. One of the unique features of Umbrella Inc. is the fact that clients are matched with support workers based on language, cultural, religious or gender identity. These matches are built on trust and mutual respect.

Additionally Umbrella Inc. has successfully delivered many community development projects for culturally and linguistically diverse groups such as the Mobile Information and Support Van, drop-in computer sessions to increase digital literacy skills and seminars/workshops in different languages.

Recent projects include the Multicultural Village Hub, Rainbow Migrants and the CaLD Elder Rights Project.

Umbrella Inc. also has representatives serving as experts on national and state advisory groups and has maintained an active profile in local community initiatives. Umbrella Inc. is committed to, and passionate about, improving care and services for people, particularly those who are disadvantaged or facing adversity.

Umbrella Inc. has serviced thousands of seniors from CaLD backgrounds in the last 24 years. As a result, the communities it works with have a much better understanding of the Australian aged care system and they can access services in a timely manner.

Brand assets

Enhancing our brand identity

Together, these visual elements not only establish a strong, memorable presence, but also foster trust and credibility, ensuring that every interaction reflects our brand values.

Master logo
& variations

Primary Logo

Reverse

White

Important

Do not modify the logo in any way (this includes stretching the logo).

In documents, please use the logo in the top left corner.
On letterheads, the logo is used in the top right corner.

The logo is available in the following formats: EPS, JPEG, PNG, SVG.

For general use, please use PNG format.

Logo
applications

Logo versions

Primary logo

Black logo

Whte logo

Primary logo (no tagline)

Black logo (no tagline)

White logo (no tagline)

Specifications

PNG & JPEG
Image files for documents and digital platfom

CMYK
File format for offset and digital printing

RGB
File format for digital use

Charity
logos

Charity status registration

Coloured icon

Reversed icon

Black icon

Brand typography

All wording in Umbrella Inc. documents should be in a minimum font size of 12 and, where possible, in a font size of 14 to meet accessibility guidelines.

Open Sans   Bold, Bold Italic, Regular, Regular Italic

abcdefghijklmnop
ABCDEFGHIJKLMNOP
1234567890

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Aptos   Bold, Bold Italic, Regular, Regular Italic

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Calibri   Bold, Bold Italic, Regular, Regular Italic

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Arial   Bold, Bold Italic, Regular, Regular Italic

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Brand
colours

Pantone® reference numbers can be used to aid colour selection of materials such as cut vinyl, automotive paint and embroidery thread.

100%	90%
80%	70%
60%	50%
40%	30%

RED
Pantone® 711
C: 0 M: 90 Y: 65 K: 0
R: 239 G: 63 B: 80
#ef4050

YELLOW
Pantone® 108
C: 0 M: 5 Y: 100 K: 0
R: 255 G: 232 B: 0
#ffe600

GREEN
Pantone® 7489
C: 65 M: 0 Y: 100 K: 0
R: 96 G: 187 B: 70
#61bb46

TEAL
Pantone® 7704
C: 90 M: 20 Y: 30 K: 0
R: 0 G: 152 B: 173
#7d489c

PURPLE
Pantone® 2603
C: 60 M: 85 Y: 0 K: 0
R: 126 G: 72 B: 156
#7d489c

DARK GRAY
Pantone® 432
C: 20 M: 10 Y: 0 K: 85
R: 58 G: 63 B: 74
#3a3f49

Our programs

Care and support for multicultural seniors

Our programs Include Home Support Services, Social Support Group, Aged Care Volunteer Visitors Scheme and care finder. All these programs are fully funded by the Australian Department of Health and Aged Care.

Icon
variations

Program icons

Home support   Day centre   Excursions   Wellness   Social groups
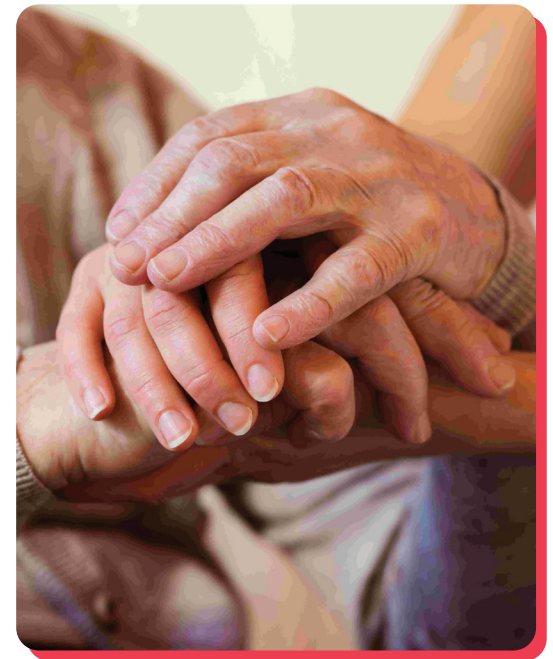
Contact icons

Address   Facebook   Phone   Website/Email

Program
icons

Home Support

- Housekeeping
- Personal care
- Nursing care (HCP only)
- Shopping
- Transport to appointments
- Home and garden maintenance
- Respite
- Aids and equipment hire (HCP only)
- Medication prompts (HCP only)

Home Support icon

Social Support

- Day centre
- Cultural groups
- Interest groups
- Internet café
- Dementia support
- Seniors' disco parties
- Multicultural library
- One-on-one digital support

Social Support Group icons

Icon
usage

Services Icons

At Home Care
Domestic assistance, cleaning, shopping, transport, social support, gardening respite, personal care, showering, medication prompts, and much more

Day Centre
An opportunity for people to get together at a fixed location on a regular basis

Social Support Group
Small social gatherings, transport, internet café

Excursions
Outings to a wide variety of places and events including concerts, expos, fairs and regional visits

Health & Fitness
Fun programs provide modified, low-impact movements and easy-to-follow steps for healthy, active lifestyles

Contact Icons

Address
39 Abernethey Road, Belmont, WA 6104

General enquiries (08) 9275 4411
Social Support Services (08) 6155 6793

Email
enquiries@umbrellacommunitycare.com.au

Website
umbrellacommunitycare.com.au

Like us on Facebook
facebook.com/umbrellamulticultural

Follow us on LinkedIn
linkedin.com/company/umbrellacommunitycare

Follow us on Instagram
instagram.com/umbrellacommunitycare

Sizing

On an A4 document the minimum size for icons is:

Service icons
Minimum height: 15mm

Contact icons
Minimum width: 7mm

Phone:
(08) 9275 4411 General enquiries
(08) 6155 6793 Social Support Services

Email: enquiries@umbrellacommunitycare.com.au

Admin: 39 Abernethy Road, Belmont WA 6104
Home Support Services: 234 Great Eastern Highway Ascot WA 6104
Postal: PO Box 311, Belmont WA 6984

facebook.com/umbrellamulticultural

linkedin.com/company/umbrellacommunitycare

instagram.com/umbrellacommunitycare

umbrellacommunitycare.com.au

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