



A clearer identity for meaningful impact.

Approved identity: The Living Tree - Version 1.0 / October 2026

How to use this manual

A practical system for keeping ASB Impact clear, recognisable and consistent across every touchpoint.

This manual protects the approved identity while giving the team enough flexibility to use it confidently. Consistency is not about making every application identical; it is about making every application feel unmistakably ASB Impact.

CLARITY FIRST

The name should be effortless to read. The symbol can reward closer attention with deeper meaning.

CONSISTENCY BUILDS TRUST

Use the approved artwork, colours and spacing rather than recreating or approximating them.

DESIGNED TO FLEX

Choose the logo configuration that best fits the available space without changing its proportions.

IMPACT STAYS HUMAN

Communications should feel knowledgeable, calm, practical and approachable - never cold or institutional.

The Living Tree

The approved mark brings the organisation's heritage forward while making "Impact" clearer and more ownable.



THE HIDDEN I

The central trunk and matching dot form a subtle lowercase "i" for Impact. It is a discovery within the symbol, not something that should be exaggerated.

THE FRUITS

Circular forms represent positive outcomes made visible - the results that emerge when knowledge, collaboration and practical expertise work together.

THE RING

The enclosing ring holds the system together: people, organisations and communities connected around safer, stronger environments.

Approved configurations

Use the configuration that gives the identity the clearest presence in the available space.



PRIMARY LOGO

Preferred for headers, websites, reports and wide applications.



SECONDARY LOGO

Use when a more compact or vertically balanced signature works better.



BRANDMARK

Use for avatars, favicons, merchandise details and compact applications.

Clear space

Give the logo room to breathe. No text, imagery, borders or competing marks should enter the protected area.



CLEAR-SPACE UNIT X

Use X = half the diameter of one circular fruit in the Living Tree or the length of the first letter A. Maintain at least 1X of clear space on every side of the complete logo.

Minimum size

Below these recommendations, use the brandmark rather than forcing the full signature into an unreadable space.



PRIMARY LOGO

Digital: 180 px wide minimum

Print: 38 mm wide minimum



SECONDARY LOGO

Digital: 120 px wide minimum

Print: 28 mm wide minimum



BRANDMARK

Digital: 32 px minimum

Print: 10 mm minimum

These are recommended working minimums, not a substitute for judgement. For embroidery, engraving or low-resolution reproduction, test a physical sample and increase size when needed.

Approved colour modes

Use the full-colour identity whenever reproduction allows. Inverted and monochrome versions exist for specific contrast and production needs.



FULL COLOUR

Default choice on light, quiet backgrounds.



INVERTED

Use approved inverted artwork on dark fields.



BLACK & WHITE

Use when production is limited to one colour.

Do / don't

Protect recognition by using the supplied master artwork exactly as designed.

✓ Use approved artwork

Choose the correct supplied configuration.

✓ Maintain clear space

Keep surrounding content outside the safe area.

✓ Protect contrast

Use a version that remains clearly legible.

✗ Do not distort

Never stretch, squash, rotate or skew the logo.



✗ Do not recolour

Do not invent colour combinations or gradients.



✗ Do not rebuild

Never retype the wordmark or redraw the tree.



Variation 3 palette

A grounded natural palette balancing experience, growth and calm confidence.



GROUNDED TAUPE

#9B907C

RGB 155 / 144 / 124

Foundation / experience

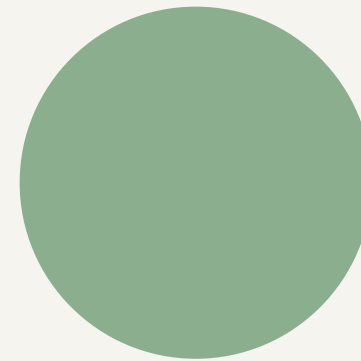


BOTANICAL GREEN

#3F6E5E

RGB 63 / 110 / 94

Growth / balance



SOFT RING GREEN

#8BAF8E

RGB 139 / 175 / 142

Connection / optimism

SUPPORTING NEUTRALS



Ink #23322D

Warm paper #F6F4EE



White #FFFFFF

A clear supporting type system

The logo lettering is fixed artwork. For everyday brand communications, use Inter as the recommended supporting family.

RECOMMENDED FAMILY

Inter

Open, contemporary and highly legible across reports, websites, presentations and social content.

DISPLAY / H1	Inter Bold	44-56 px / 32-42 pt	LH 1.05-1.15
H2	Inter SemiBold	30-36 px / 22-28 pt	LH 1.15-1.25
H3	Inter SemiBold	22-26 px / 16-20 pt	LH 1.2-1.3
BODY	Inter Regular	16-18 px / 10.5-12 pt	LH 1.5-1.65
SMALL / CAPTION	Inter Regular	13-14 px / 8.5-9.5 pt	LH 1.4-1.55

Digital accessibility note: keep normal body copy at 16 px or larger where practical. Avoid long passages in all caps, very light weights or low-contrast green-on-green combinations.

Hierarchy in practice

Use scale, weight and spacing before adding decoration. The system should feel calm, confident and easy to scan.

EYEBROW / SECTION LABEL

Improving practice. Reducing harm.

Practical expertise that creates meaningful impact.

ASB Impact supports professionals and organisations with the knowledge, tools and confidence to create positive, lasting change.

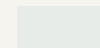
SPACING RHYTHM



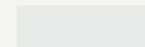
XS / 4 units



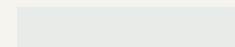
S / 8 units



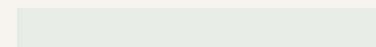
M / 16 units



L / 24 units



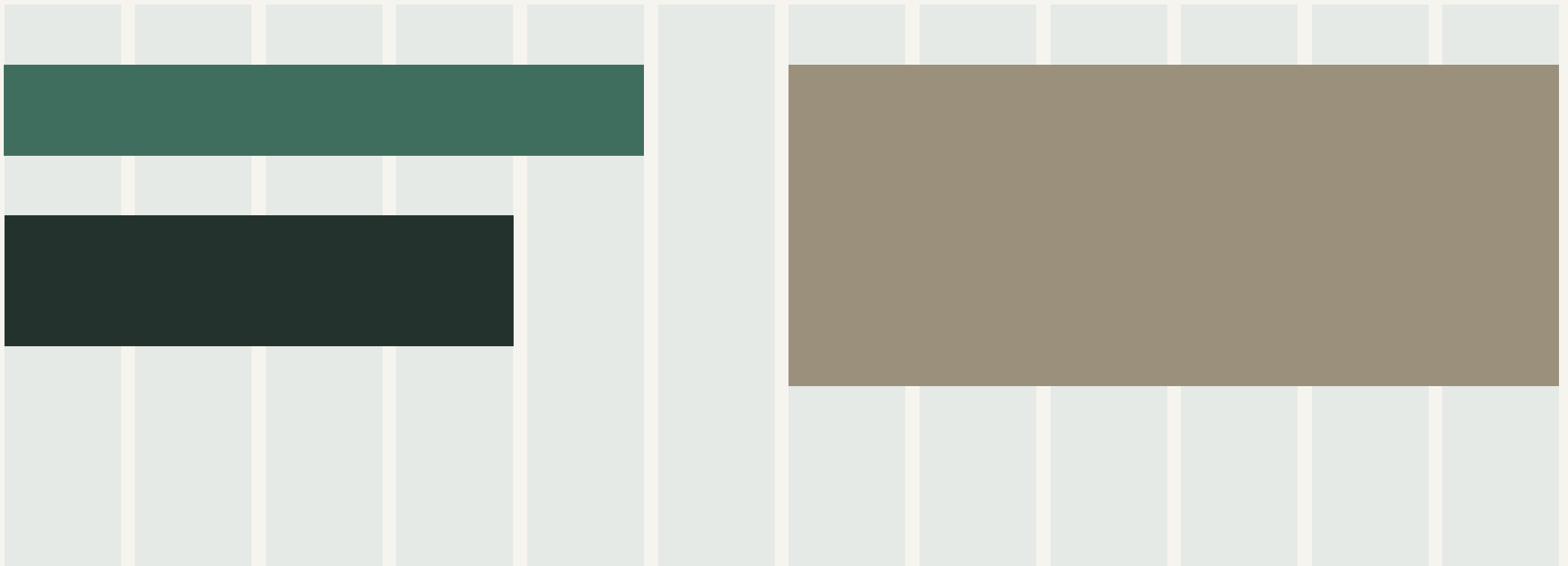
XL / 40 units



XXL / 64 units

Quiet structure, purposeful space

Use a simple grid, generous margins and strong alignment. Let the identity feel organised rather than decorated.



RECOMMENDATION

12-column digital grid / 6-column print grid / generous outer margins / consistent left edges / avoid unnecessary boxes and visual clutter.

Human, calm and real

When photography is used, favour credible real-world environments and genuine human interaction over staged corporate imagery.



PEOPLE IN CONTEXT

Show professionals listening, collaborating, learning and working - not generic handshakes.



POSITIVE ENVIRONMENTS

Use natural light, community settings and calm spaces. Avoid imagery that sensationalises ASB or victims.



DETAILS WITH PURPOSE

Documents, training materials, places and subtle natural textures can support the story without becoming decorative stock imagery.

Profile image

At small sizes, recognition matters more than information. Use the standalone Living Tree landmark for profile avatars.



LIGHT AVATAR



DARK AVATAR

PROFILE RULES

- ✓ Use the landmark, not the full wordmark.
- ✓ Keep generous breathing room inside the crop.
- ✓ Check at 32 px before publishing.
- ✓ Do not add taglines or text inside the avatar.

Cover / banner system

Covers should create recognition at a glance: one strong message, one logo, generous space.



**Improving practice.
Reducing harm.**

Practical expertise. Positive impact.

SAFE CONTENT ZONE

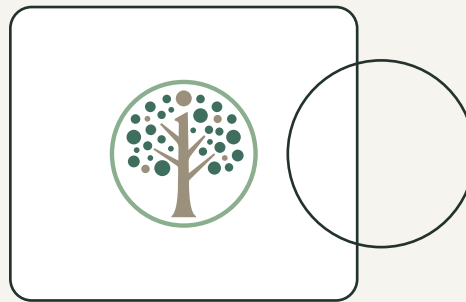
Keep essential text and logos away from extreme edges and profile-image overlap areas. Platform crops change, so preview on desktop and mobile before publishing.

Merchandise

Keep branded items restrained. The mark should feel intentional, not oversized simply because space is available.



TOTE / BRANDMARK



MUG / BRANDMARK



APPAREL / LEFT CHEST

Embroidery and small-format production may require simplification by the supplier. Always approve a physical sample and preserve the overall proportions of the mark.

Conference & event use

Prioritise distance legibility. Use the primary logo on wide surfaces and the landmark where space is compact.



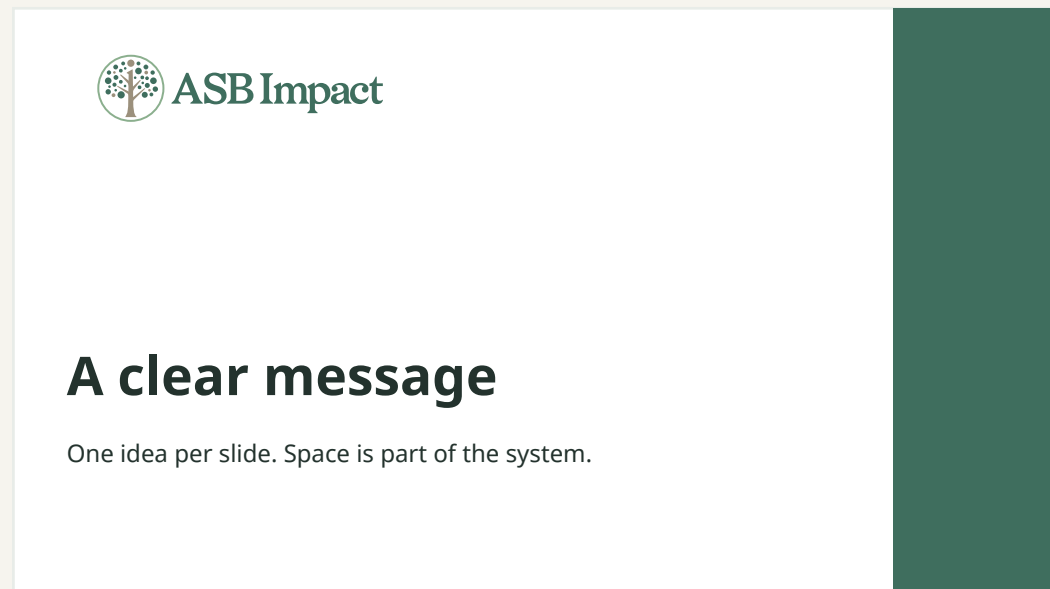
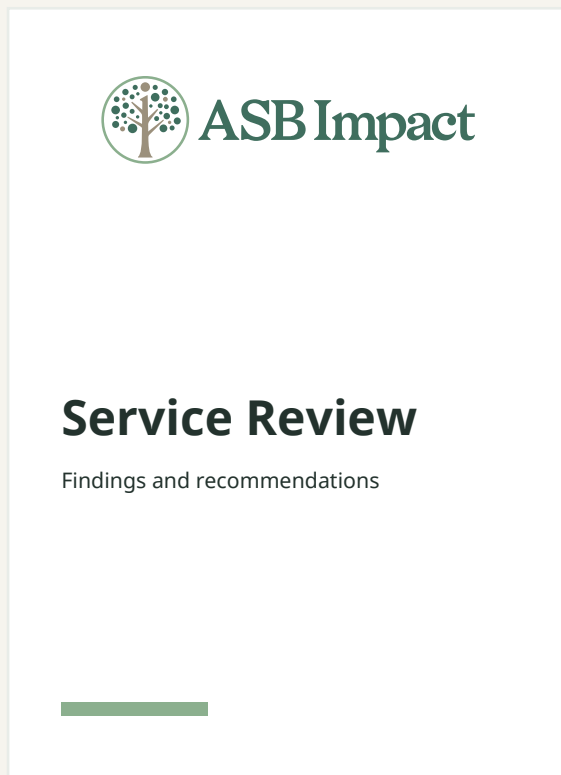
TABLECLOTH / CENTRED PRIMARY LOGO



ROLLER BANNER / SECONDARY LOGO

Documents & presentations

Build recognition through repetition: consistent headers, typography, margins and restrained colour use.



File formats

Use the right master for the job. Never pull a logo from a screenshot or social-media post.

AI	Editable master / archive	Designer use
SVG	Web and scalable digital	Websites, UI, digital
PDF	Vector sharing / print	Printers, documents
EPS	Legacy production vector	Signage, embroidery, merchandise
PNG	Everyday raster use	Office, social, presentations

Colour-critical print: use the supplied CMYK-oriented production artwork and request a physical proof. Exact output depends on the printer, ink, material and colour profile.

Before anything goes live

Five checks protect the identity better than adding more rules.

- ✓ Am I using an approved master logo file?
- ✓ Is the logo configuration appropriate for the available space?
- ✓ Does it have enough clear space and contrast?
- ✓ Is the typography readable at the final viewing size?
- ✓ For physical production, has a proof or sample been approved?



**Same roots.
Clearer impact.**



Improving practice. Reducing harm.

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