

# The Pyjama Foundation

Branding Guidelines

# Brand Identity

## Our Purpose

The Pyjama Foundation exists to change the life trajectory of children in care.

We empower children in care to reach their full potential with learning, life skills and confidence

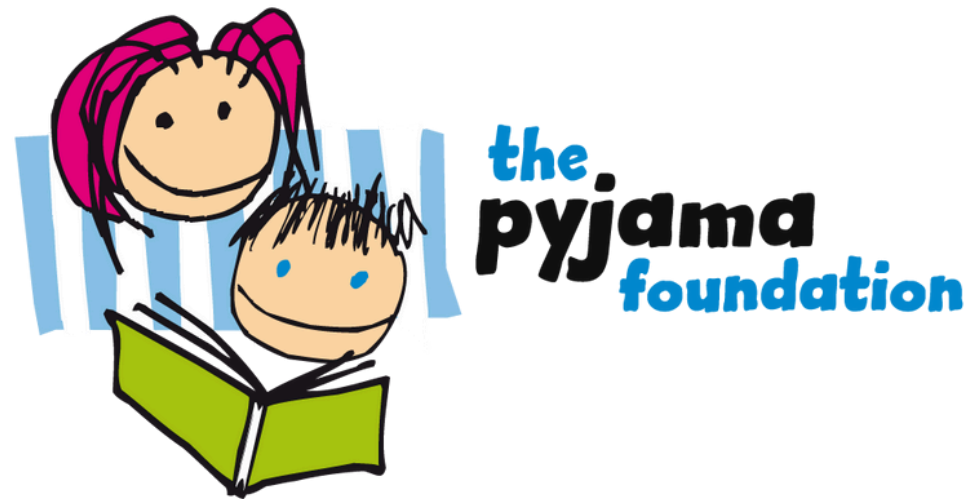
## Our Vision

A world of unlimited opportunity for ALL children.

## Our Mission

Creating positive relationships for every Australian child in care; empowering them with learning, life skills and confidence.





# Logo Layout

## Guidelines

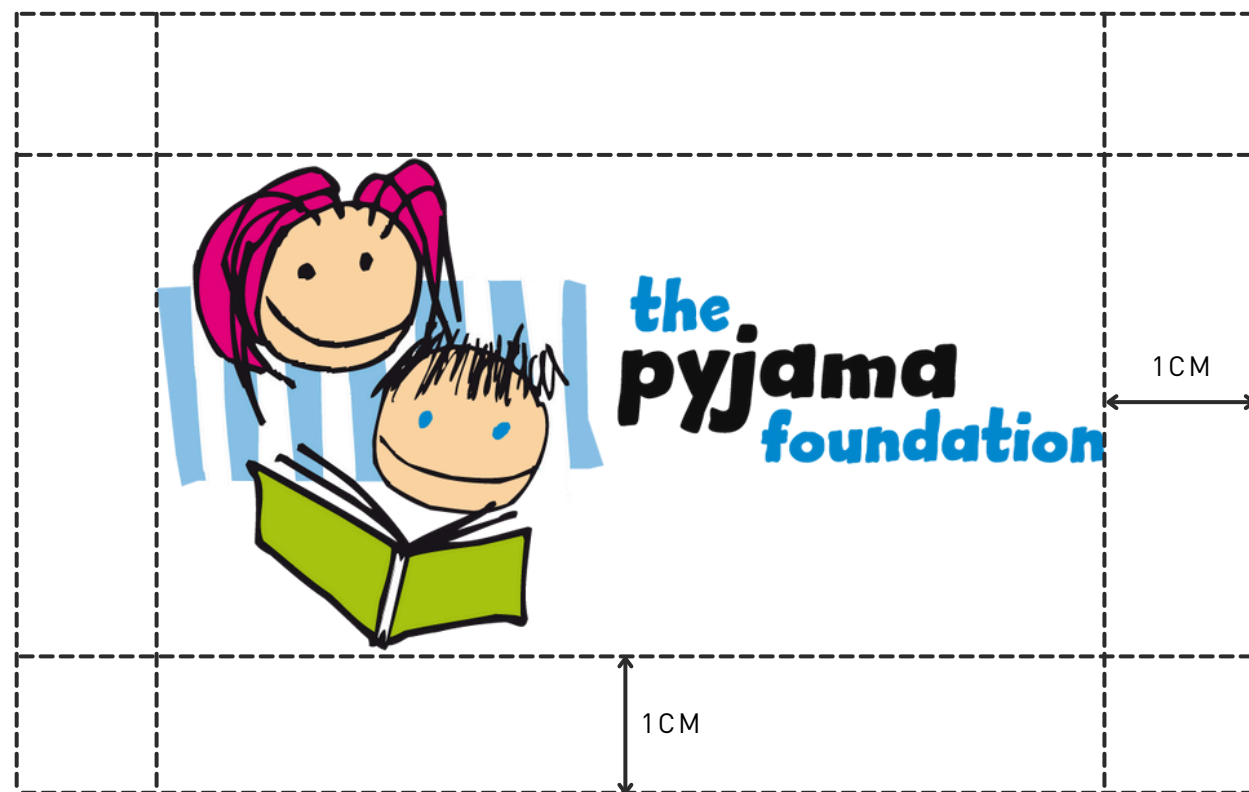
The following logo usage guides must be observed when preparing any kind of marketing materials.

### Spacing

Ensure there is ample white space around The Pyjama Foundation's logo. There should be a minimum of 1cm gap between The Pyjama Foundation's logo and another logo.

### Variations

The use of The Pyjama Foundation's landscape logo is preferred. However, where a design or document warrants a compact look, the stacked logo can be applied.

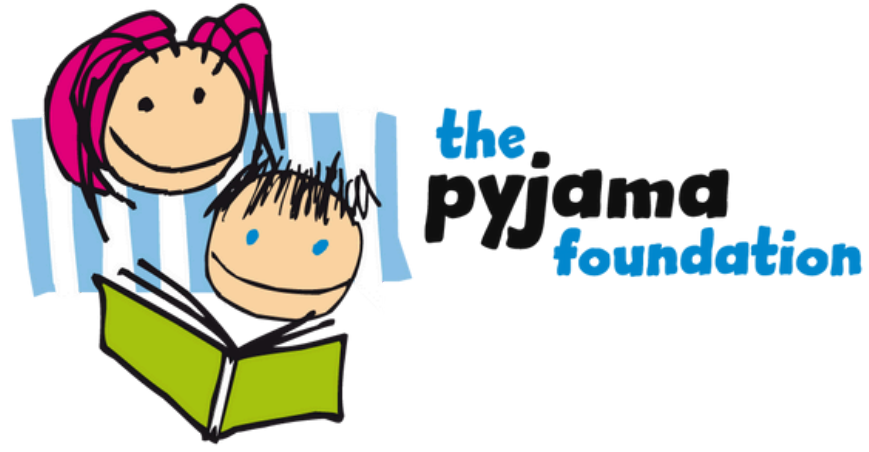


Landscape logo



Stacked logo

Proudly Supporting



\*This is our preferred logo



Proudly Supporting



# 'Proudly supporting' Logo Guide

## Guidelines

There are two versions of our 'proudly supporting' logo to choose from: landscape and stacked, both of which come with light and dark writing.

- The dark text, on a white background is our preferred version\*.
- The Pyjama Foundation's 'Proudly supporting' logo with white text should be used when it is not possible to place the logo on a white or light coloured backgrounds that provide sufficient contrast for the white text to be legible.
- The Proudly Supporting text should be no smaller than 10pt

# Logo Use

## Guidelines

The following logo usage guides must be observed when preparing any kind of marketing materials.

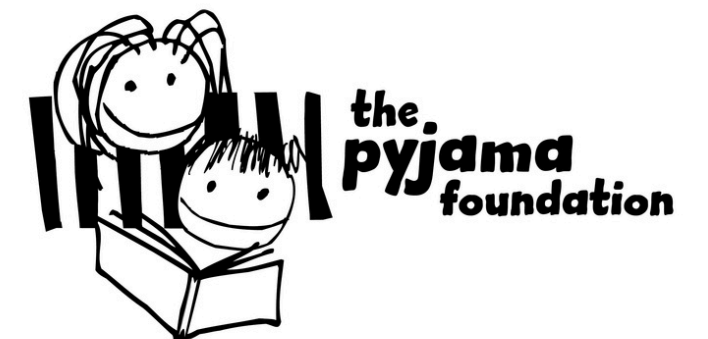
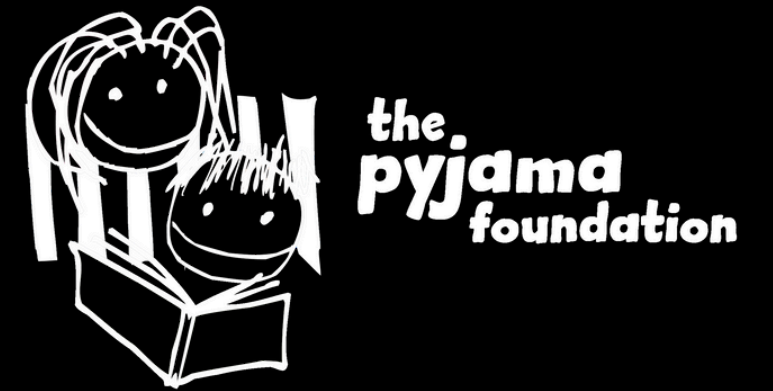
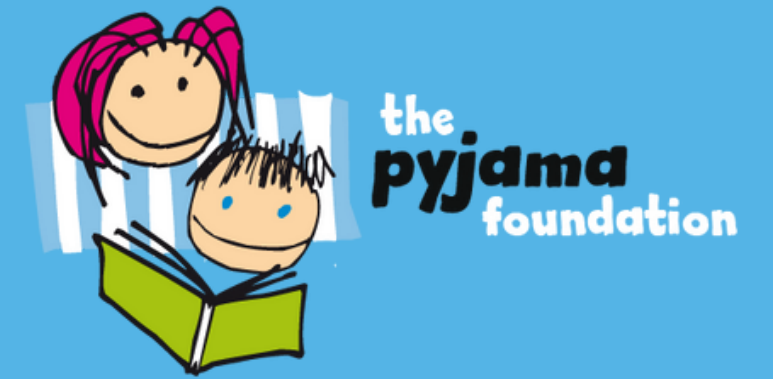
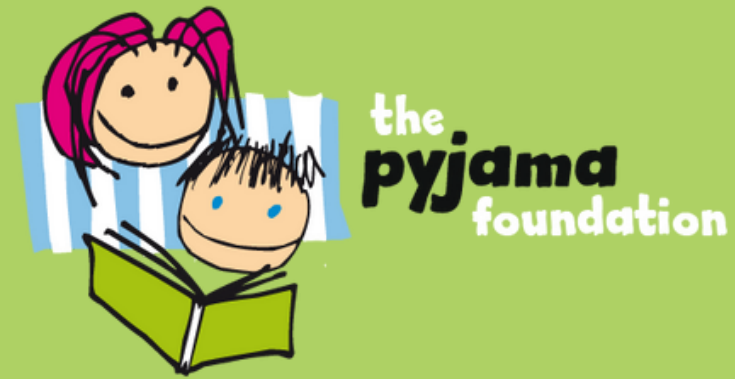
### Coloured Backgrounds

The Pyjama Foundation has alternate logos for coloured backgrounds. The 'the' and 'foundation' are in white to create more contrast in design documents and materials.

The Pyjama Foundation also has a white logo, to be used where colours may clash with another corporate logo or branding, on websites, or for black backgrounds.

Don't do:

- Distort, condense or stretch logo
- Crop logo without prior permission
- Change colours without prior permission
- Place logo diagonally
- Place logo on top of images where the logo text is not legible



## PJF Blue

HEX: #00A3DF  
RGB: 0 | 163 | 223  
CMYK: 1 | 27 | 0 | 13

HEX: #54B4E6  
RGB: 84 | 180 | 230  
CMYK: 63 | 22 | 0 | 10

## PJF Pink

HEX: #EC008C  
RGB: 236 | 0 | 140  
CMYK: 0 | 100 | 41 | 7

HEX: #EF59A1  
RGB: 239 | 89 | 161  
CMYK: 0 | 63 | 33 | 6

## PJF Green

HEX: #9CC83F  
RGB: 156 | 200 | 63  
CMYK: 22 | 0 | 69 | 22

HEX: #AED164  
RGB: 174 | 209 | 100  
CMYK: 17 | 0 | 52 | 18

## White

HEX: #FFFFFF  
RGB: 255 | 255 | 255  
CMYK: 0 | 0 | 0 | 0

## Black

HEX: #000000  
RGB: 0 | 0 | 0  
CMYK: 0 | 0 | 0 | 100

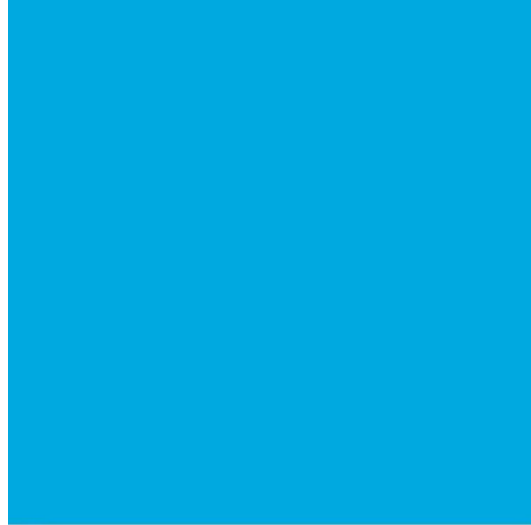
# Our Colour Palette

We work with 5 key colours; blue, pink, green, white and black.

There are also 3 lighter secondary shades we often use in our designs.

The Pyjama Foundation prefers documents and designs with ample white space so that other elements and decorative/illustrative devices can stand out and are not too overwhelming on the eyes.

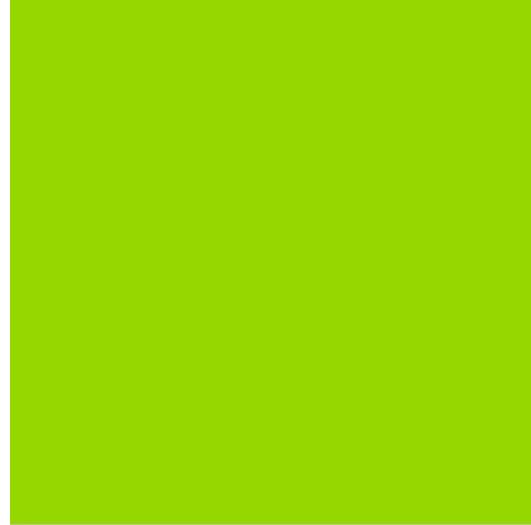
# Pantone Matching System (PMS)



**PANTONE®**  
2995 C

**Guide:**

This colour is to be used for 'the' and 'foundation' in our logo as well as the child's eyes. This is also suitable for t-shirt colours.



**PANTONE®**  
375 C

**Guide:**

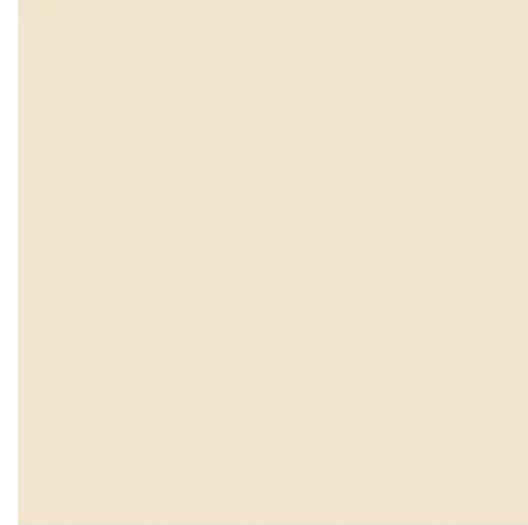
This colour is to be used for the green book in our logo.



**PANTONE®**  
219 C

**Guide:**

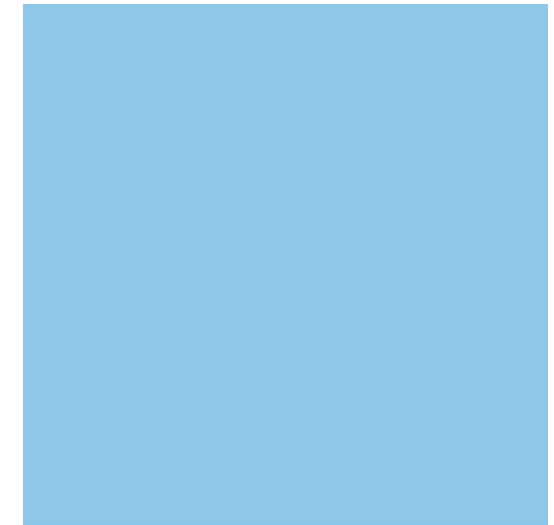
This colour is to be used for the Pyjama Angel's pink hair in our logo.



**PANTONE®**  
9180 C

**Guide:**

This colour is to be used for the skin tone of our Pyjama Angel and child in our logo.



**PANTONE®**  
2905 C

**Guide:**

This shade of blue is to be used for the signature stripes in our logo.

Our brand's top 3 key Pantone colors are:

**Pantone 2995 C:** A vibrant shade of blue symbolising trust and reliability.

**Pantone 375 C:** A fresh and lively green reflecting growth and sustainability.

**Pantone 219 C:** A bold magenta representing creativity and passion.

These colors can be effectively used across printing and merchandise, ensuring brand coherence and recognition. Whether it's designing marketing collateral, packaging, or merchandise, our team can confidently apply these Pantone colors to maintain brand consistency.

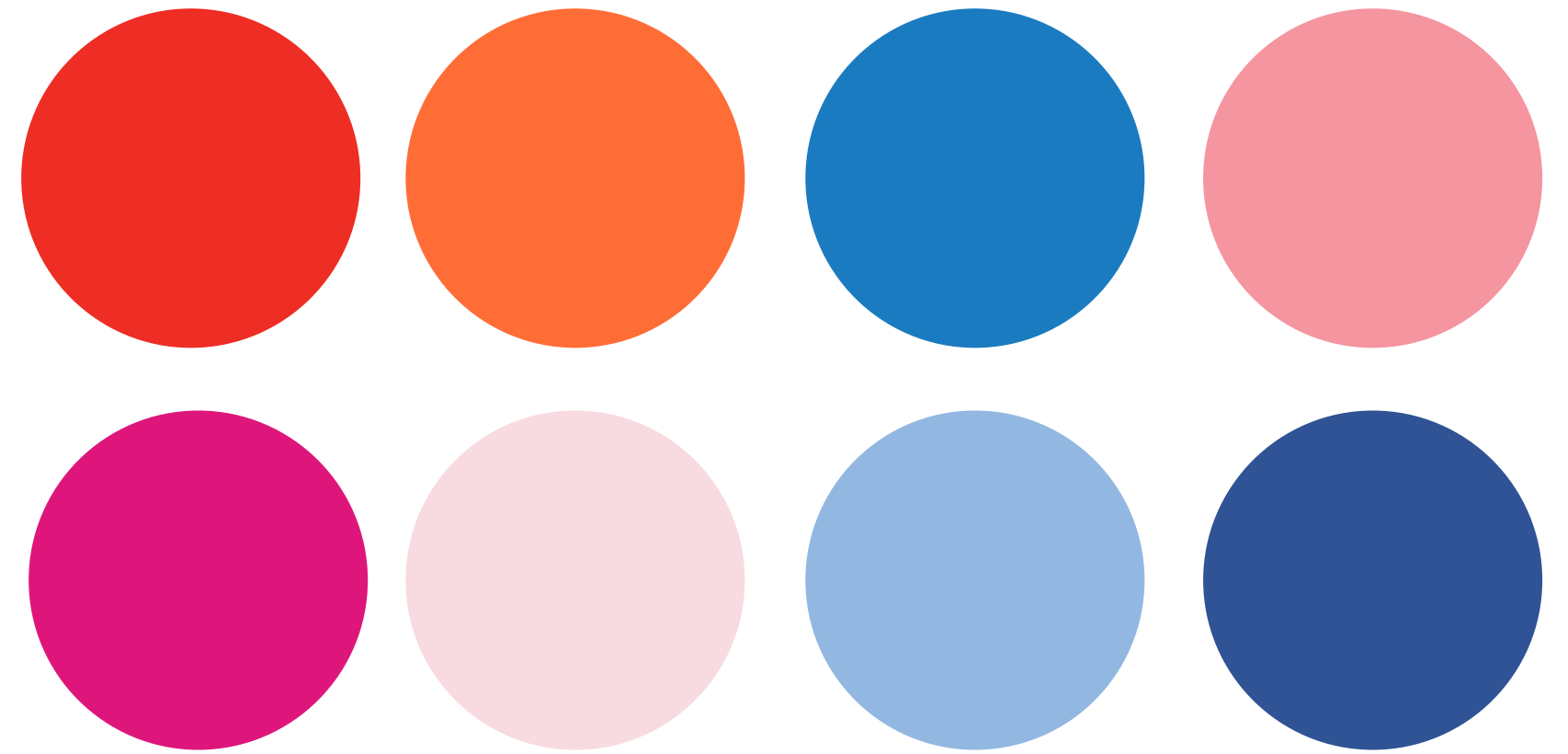
# Rachael Sarra x The Pyjama Foundation

Where appropriate, the Rachael Sarra x The Pyjama Foundation artwork elements and colours can be used for collateral where there is reference to First Nations children and people.

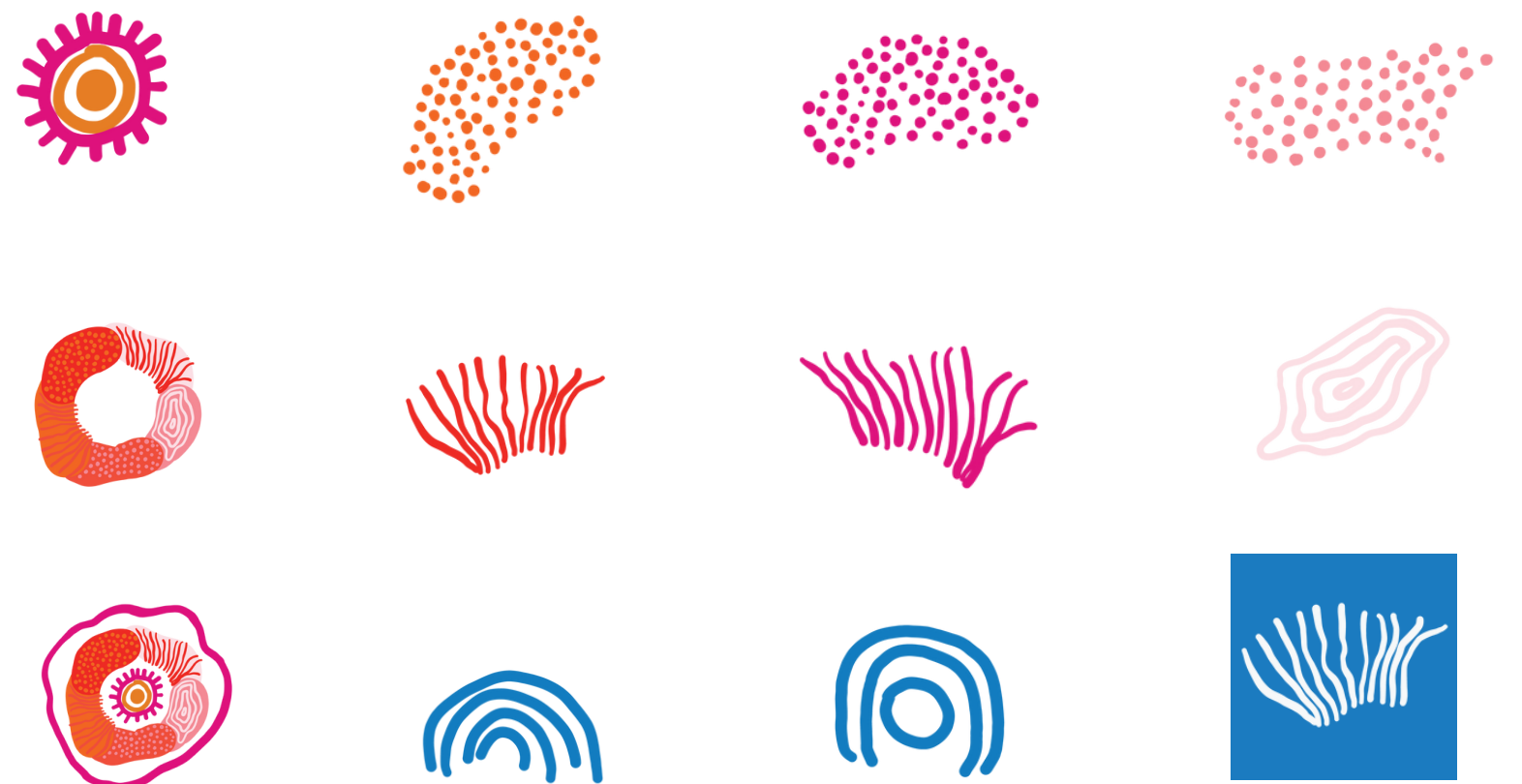
Examples include: invitations, prospectus documents, flyers and certificates.

The following colours are strictly to be used for the above purposes and cannot be mixed with any of The Pyjama Foundation's signature colours.

## COLOUR PALETTE



## INDIGENOUS ELEMENTS





# Primary Typography

## Chelsea Market

Chelsea Market is our favourite font. We use this font on all title pages, headings and text that need to stand out.

Do:

- Use the font in headings and title pages
- Apply font to quotes and testimonials
- Use font online and on websites

Don't:

- Stretch the Chelsea Market font in anyway.

## Futura

Futura is our go-to font for all body copy/paragraphs. We use this font for everything, everywhere.

No other font can be used for text-heavy documents like our annual report or proposals without prior permission. Futura can also be used in different variations including: Book and Bold.

CHELSEA MARKET

AaBbCcDdEe

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

FUTURA

AaBbCcDdEe

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

Volunteer

Donate

Get involved

## Variation of Typography

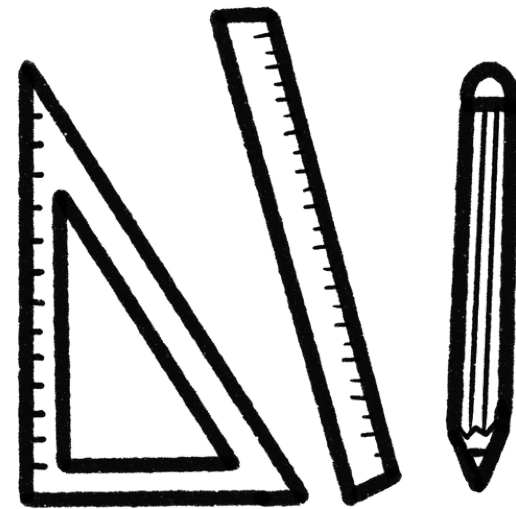
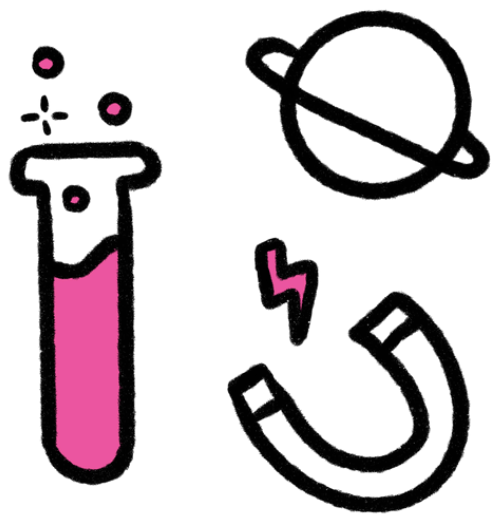
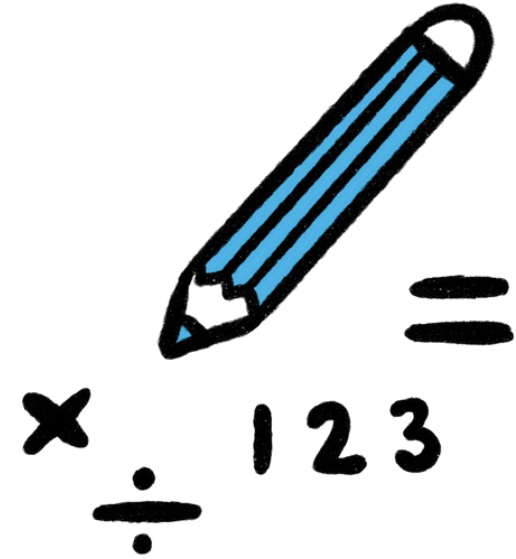
Typography is an extension of our branding. How we display our signature fonts communicates a lot about our brand. The Pyjama Foundation is bright, hopeful and child-centric.

To emphasise on our playful branding, a splice effect can be applied to the Chelsea Market font (as displayed).

The direction of the splice can be off-centered to make it appear more childish and innocent.

To make the Chelsea Market font stand out more we can do the following:

- Place font in a wave alignment
- Enlarge letters (e.g. vowels, like the letter O for more emphasis)
- Apply splice effect with different directions (but same thickness in outline)
- Apply adequate letter spacing so that letters and words don't seem cramped.



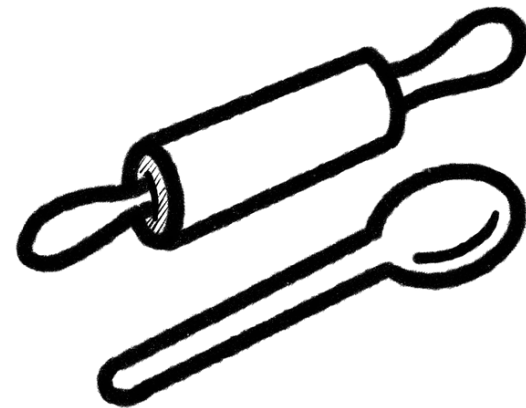
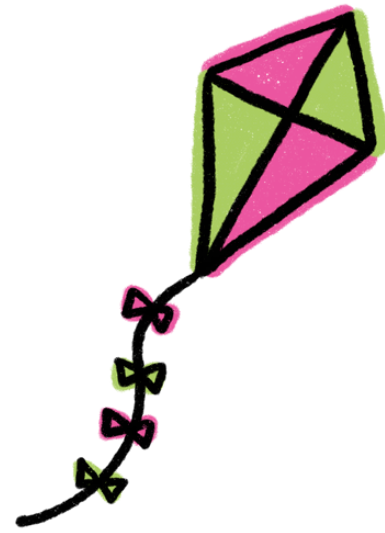
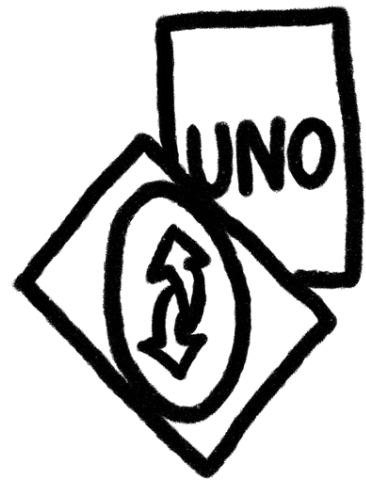
# Illustration Devices

The following hand-drawn, crayon/chalky child-like icons and illustrations are encouraged to be used where possible.

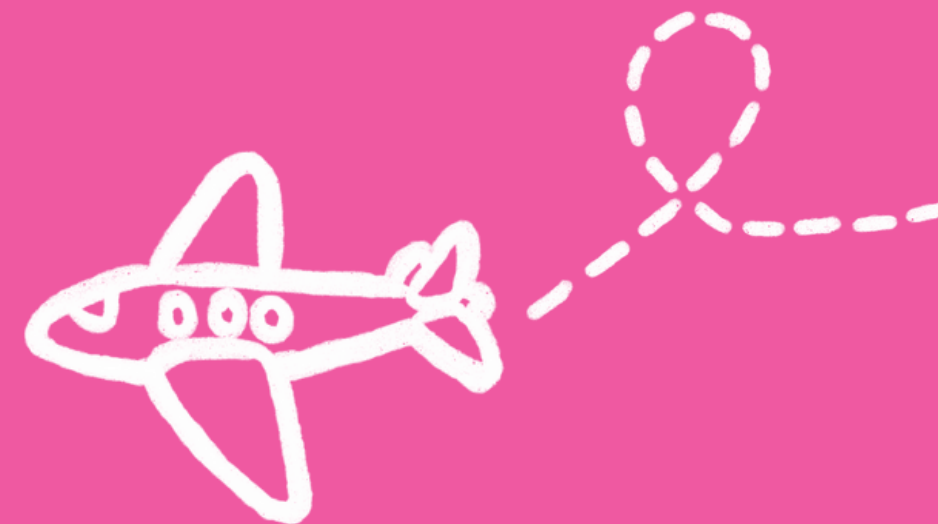
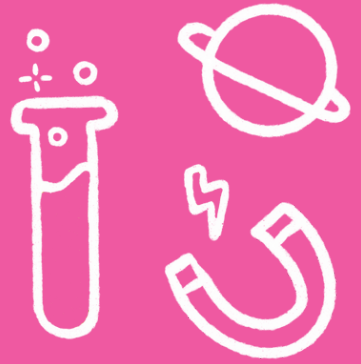
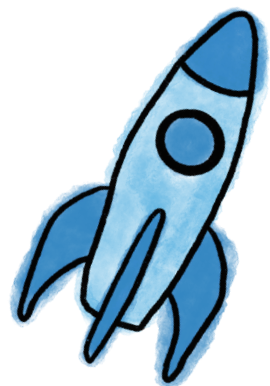
These educational illustrations should feature in all marketing material where there is a reference to the Love of Learning Program or Teen Life Skills.

The illustrations are best placed on white or blue backgrounds.

## Recreational and Games



## Decorative and Dream Assets



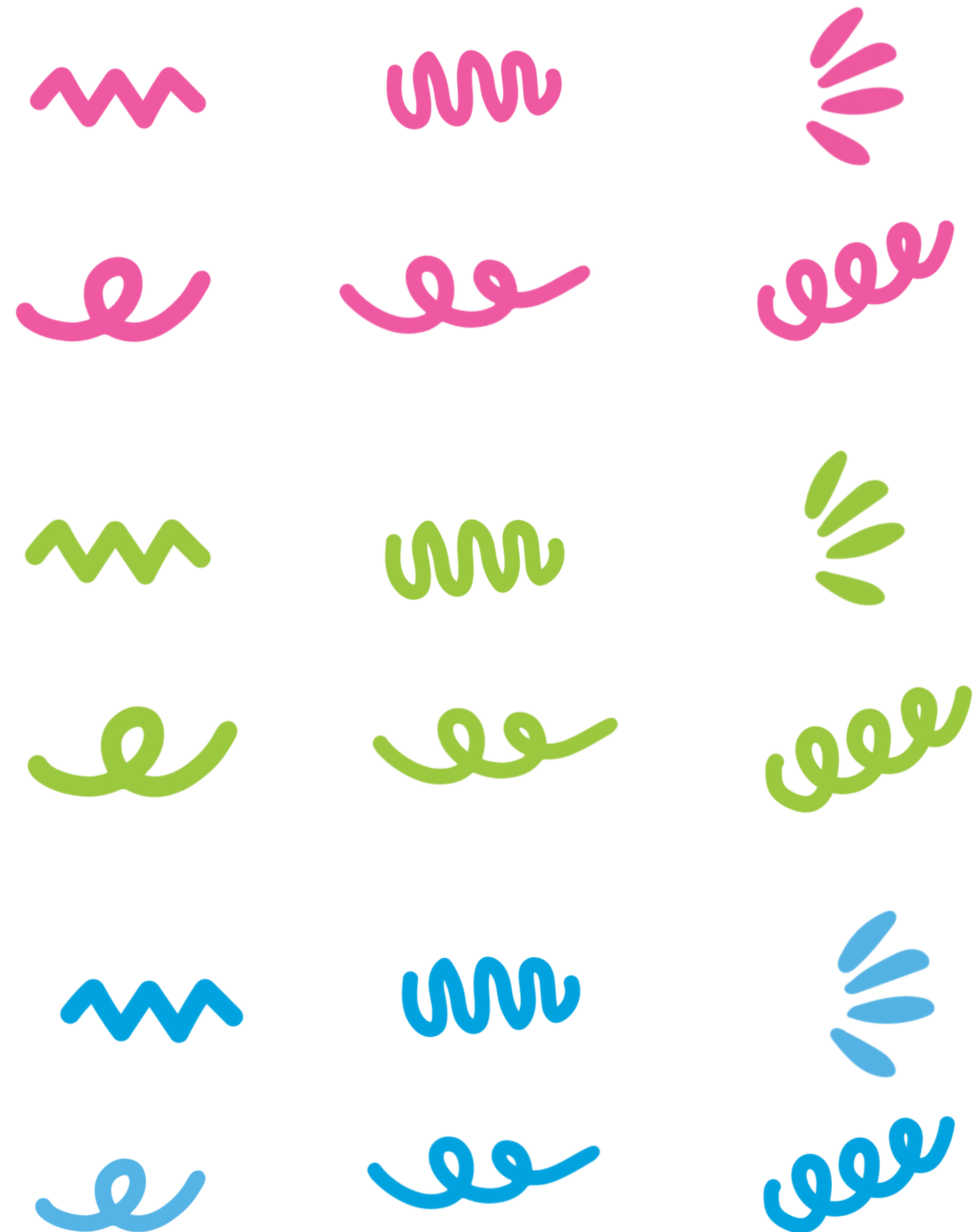
# Decorative assets

In The Pyjama Foundation's branding, the playful charm of decorative devices bridges functionality and emotion.

These fun elements add personality into our marketing material and/or spaces, fostering warmth and approachability.

By infusing joy into our design language, we hope to resonate on a deeper, emotional level, fostering loyalty and securing a lasting place in supporter's hearts.

These decorative devices are encouraged to be used online/web, on social media tiles and on marketing materials including flyers, brochures, posters, powerpoints and in the Love of Learning Program manual.



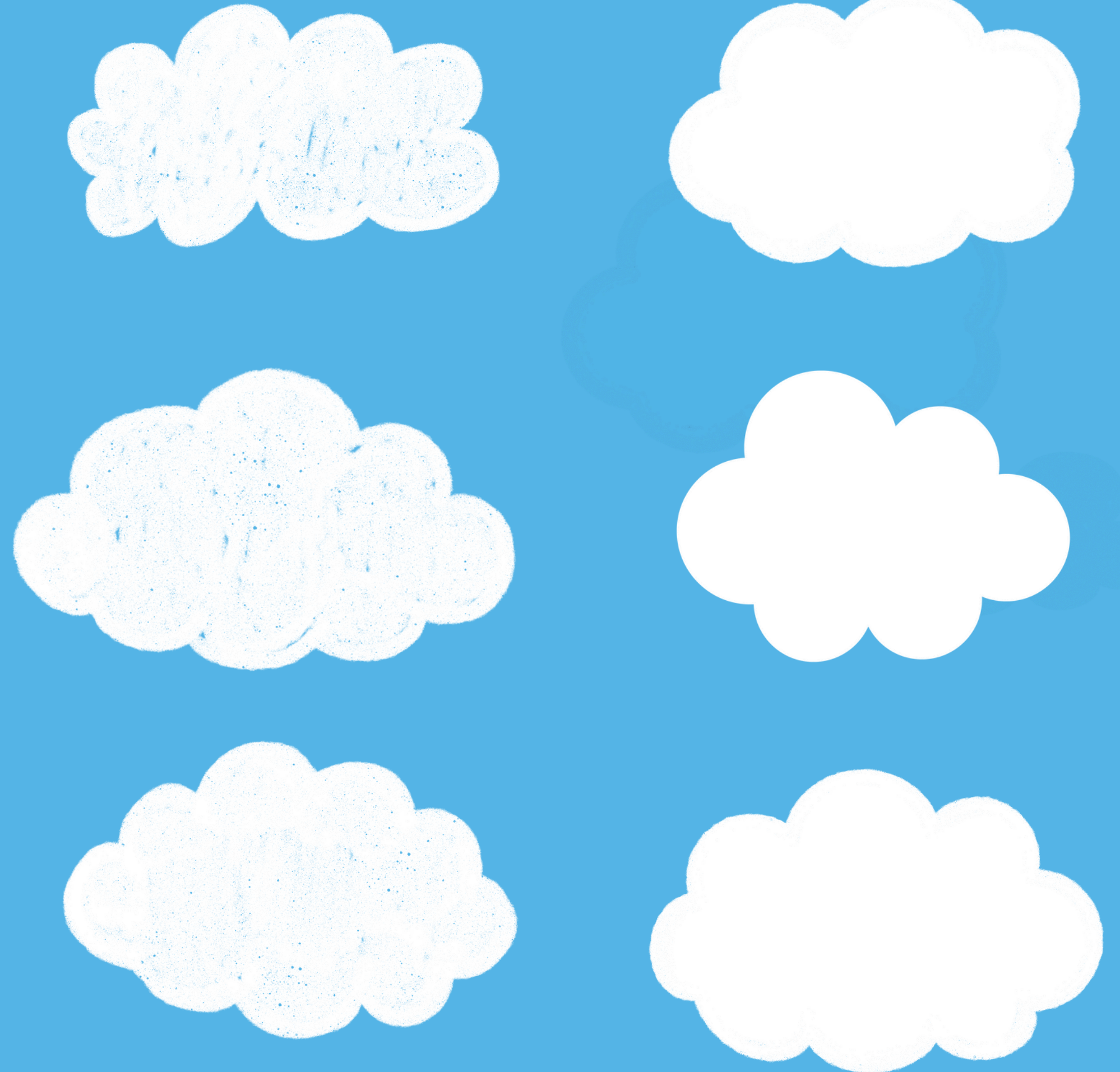
# Cloud and Stars

We have a wide range of cloud and star illustrations available to use (not all pictured on this page but can be found scattered throughout this brand document).

The stars and clouds are mainly used for decorative purposes, and can be used to highlight quotes and headings.

In almost all of The Pyjama Foundation's marketing material and documents, you will spot a cloud or star or both.

Our clouds and stars come in different styles including our signature chalky hand drawn style, block colour style and messy outline style.



# Photography and Images

## Inspire and ignite hope

We exist to change the life trajectory of children living in foster care. We aim to be the light and joy in a sector where there is often gloom, heartbreak and gut-wrenching stories.

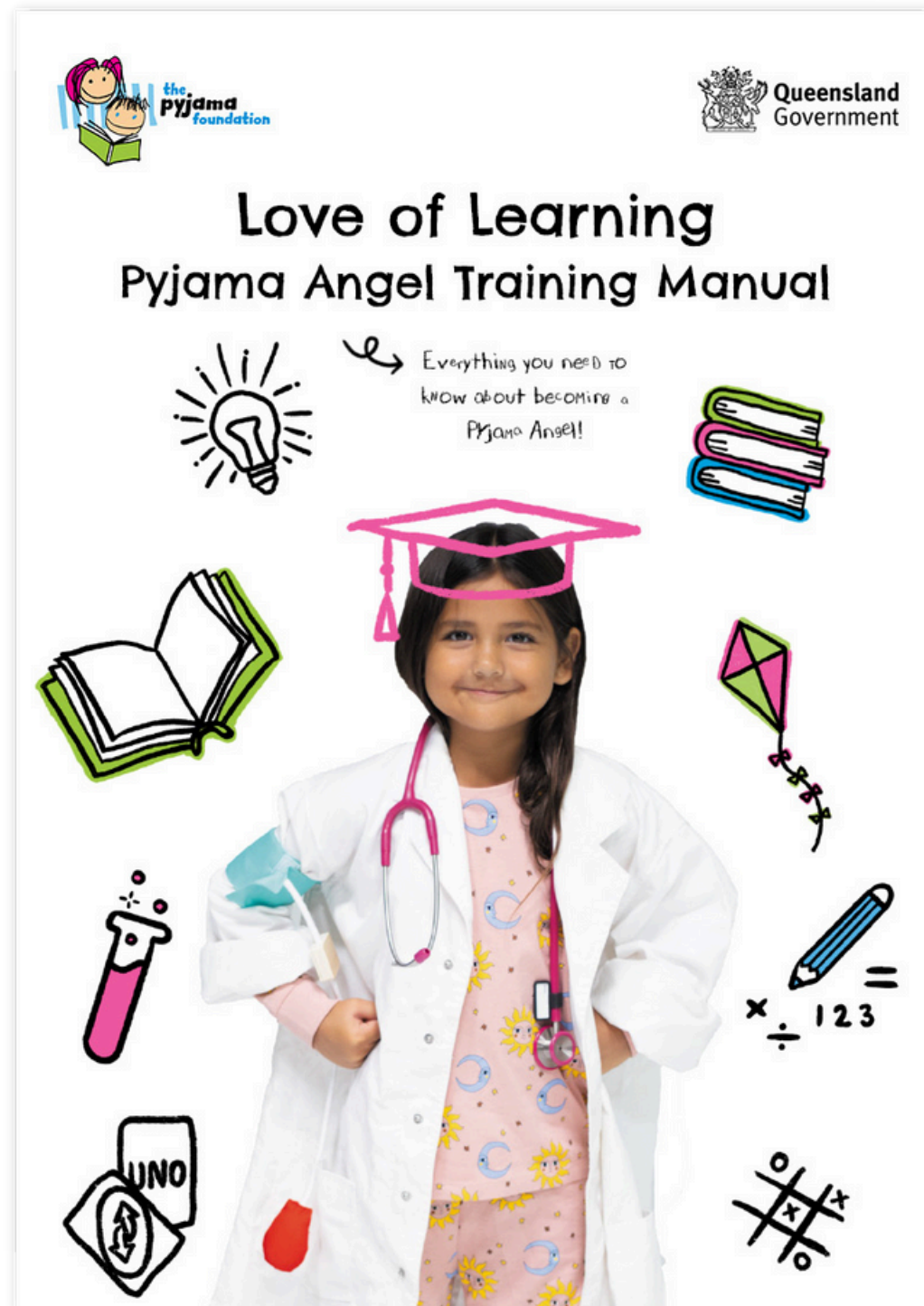
When supporters and the wider audience see The Pyjama Foundation, we want to inspire, to encourage change and call for support.

Photography and images need to be bright, fun and playful. Images will need to depict the Love of Learning Program as warm, friendly and inviting.

The Pyjama Foundation is inclusive of all races, religions, genders and sexualities, and where possible, we will display this in our photographs and images.



# Branding Examples



The Pyjama Foundation's Love of Learning Program Manual 2022



Footer design example for our letters, receipts and documents



2022 PowerPoint Deck - PyjamaRama



One-page design for iPad POS system



# Branding Examples



## About The Pyjama Foundation

- The Pyjama Foundation is a not-for-profit organisation that supports the educational outcomes of children in the foster care system.
- They recruit volunteers, known as Pyjama Angels, who are matched with a child in care with the goal of building a consistent relationship and ultimately helping change the direction of their life path.
- Pyjama Angels spend one hour a week visiting their Pyjama Child, playing educational games, reading aloud, and most importantly, having fun!
- The volunteers are mentors, friends and are sometimes the only consistent relationship in the child's life



## The Statistics

- 48,000+**  
Kids are currently in out-of-home care in Australia
- 10,000+**  
Children in out-of-home care in Queensland
- 75%**  
Of children in care are below the average reading level at age 7
- 42%**  
Of children in care will experience 5 or more foster carers in their lifetimes

## How Your Donation Can Help

There are 1,400 children in care being read to **each week** with this program, but still extensive lists of children awaiting the arrival of their own special friend. Our goal is to create lasting relationships for all children living in foster care.

### The difference:

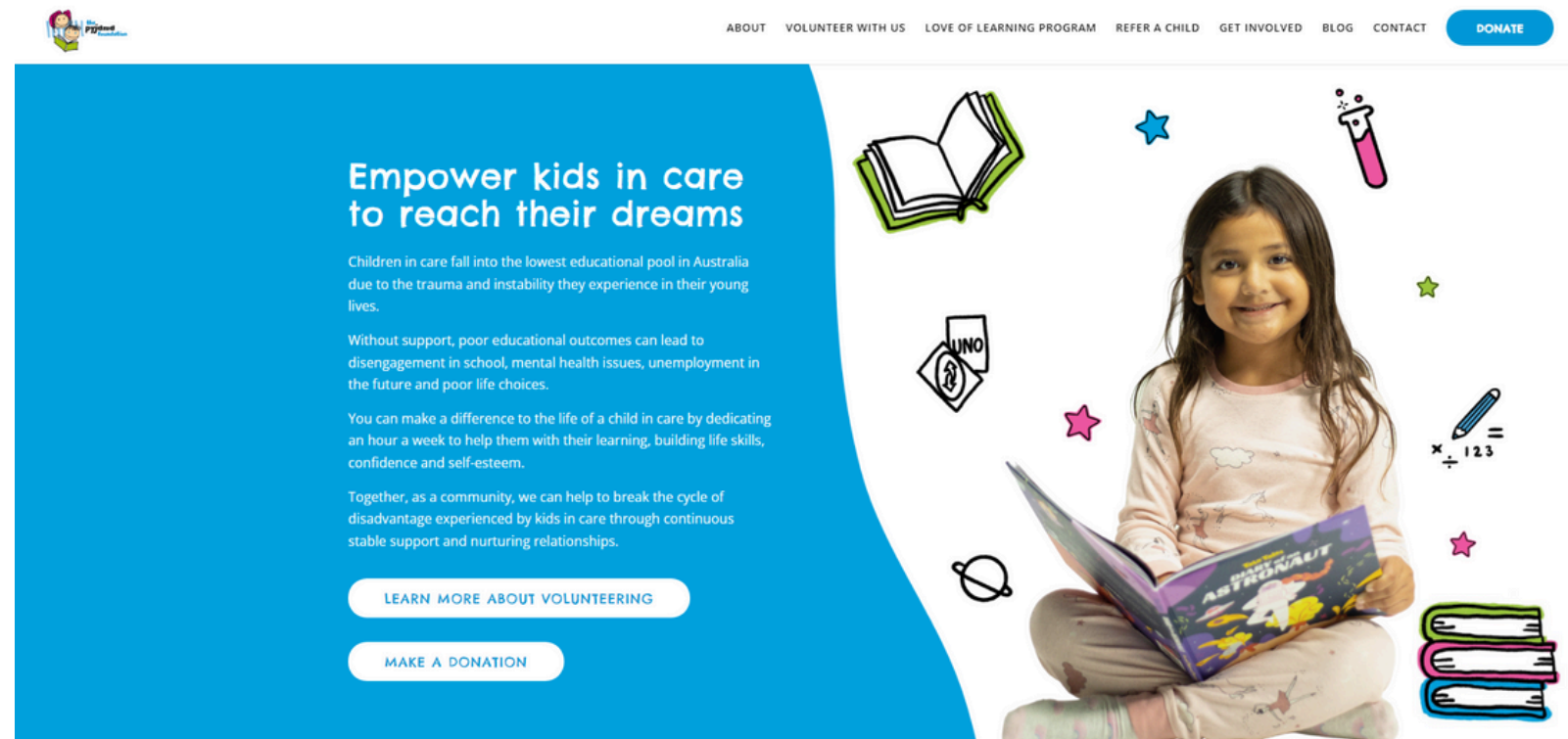
- Volunteers are reading 100,000+ books to our community's lowest educational pool every year
- 90% of foster carers have seen the child's literacy skills improve
- Over 84% of our volunteers believe the most positive change since mentoring, has been the child's general positive attitude towards learning

thepyjamafoundation.com // @thepyjamafoundation

Fact Sheet Flyer 2022



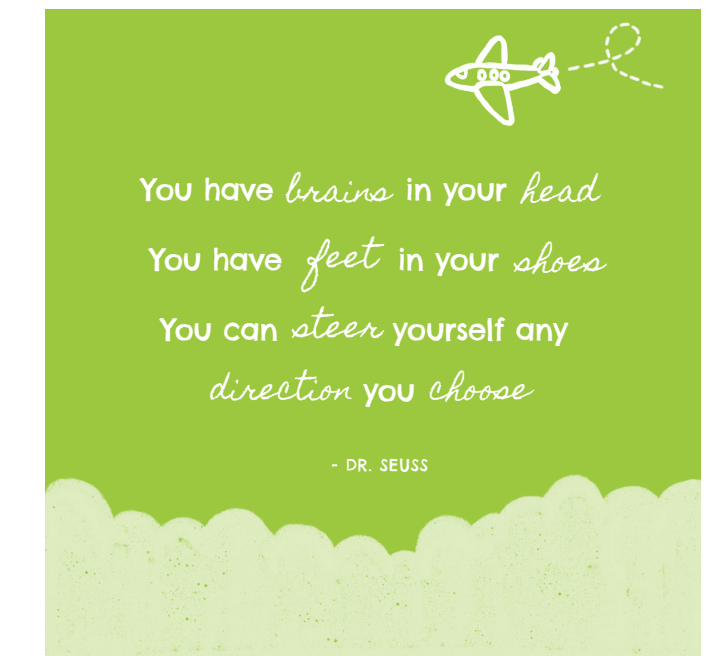
Sticker Design



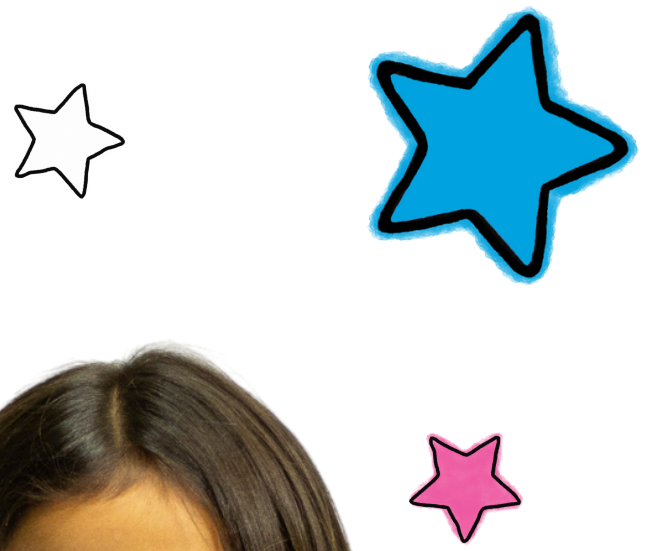
Website Landing Page



Proposal Document

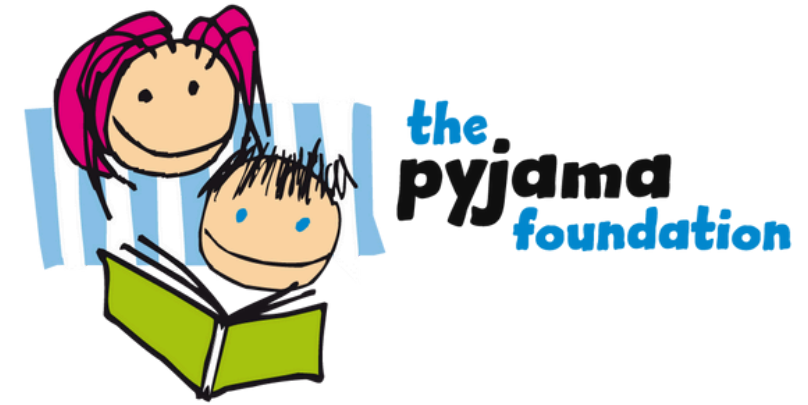


Social media tile



When you can read  
your world opens up





WE ARE....

CONNECTION dreams Bright **FUN**

**Child Centric**

**Education** RELIABLE Playful

Supportive Optimistic Compassionate Cheerful

friendly **EMPOWERING**

# National Pyjama Day

## Brand Overview

National Pyjama Day is our flagship fundraising campaign that brings people together in their cosiest PJs to support children in care. The brand embodies fun, joy, and cosiness, using playful and inviting colours that reflect the essence of 'bedtime' stories, dreams, and making a real difference.

## Tone and Voice

The National Pyjama Day brand is fun, playful, and compassionate. It encourages participation through kindness and inclusivity, creating a sense of togetherness. The messaging is uplifting and supportive, inspiring people to take part in a way that feels effortless and enjoyable, all while making a impact on children's lives.

NPD ROYAL BLUE  
#3588C8 | RGB: 53, 136, 200

NPD PINK  
#FACDE2 | RGB: 250, 205, 225

PJF PINK  
#EF59A1 | RGB: 239, 89, 161

PJF SKY BLUE  
#AEDBF0 | RGB: 174, 219, 240

WHITE  
#FFFFFF | RGB: 255, 255, 255

# Logo Usage Guide

## Guidelines

The following logo usage guides must be observed when preparing any kind of marketing materials.

### Spacing

Ensure there is ample white space around The National Pyjama Day logo. There should be a minimum of 1cm gap (where possible) between our National Pyjama Day Logo and other logos.

### Logo use and preferences

Our default logo combines the National Pyjama Day and The Pyjama Foundation logos together (example 1, top left) and is used for our main campaign poster.

If The Pyjama Foundation logo becomes illegible, the side-by-side logo format is preferred to ensure clarity and strong brand recognition.

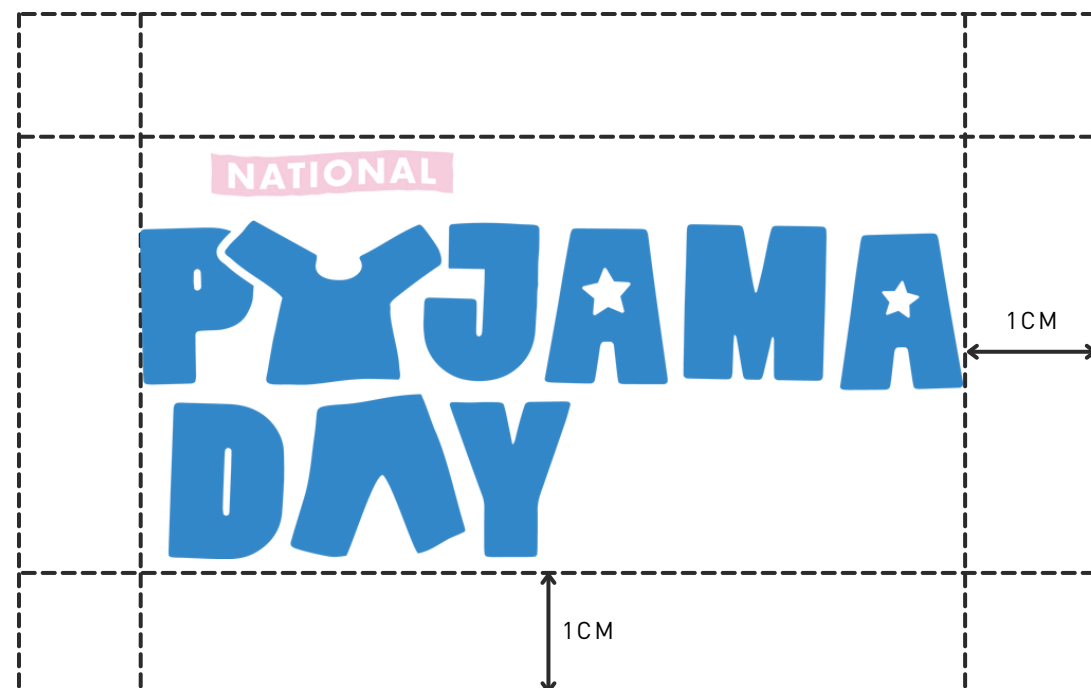
Our Badge logo is to be used for merchandise, stickers and where other corporate stacked logos are used.



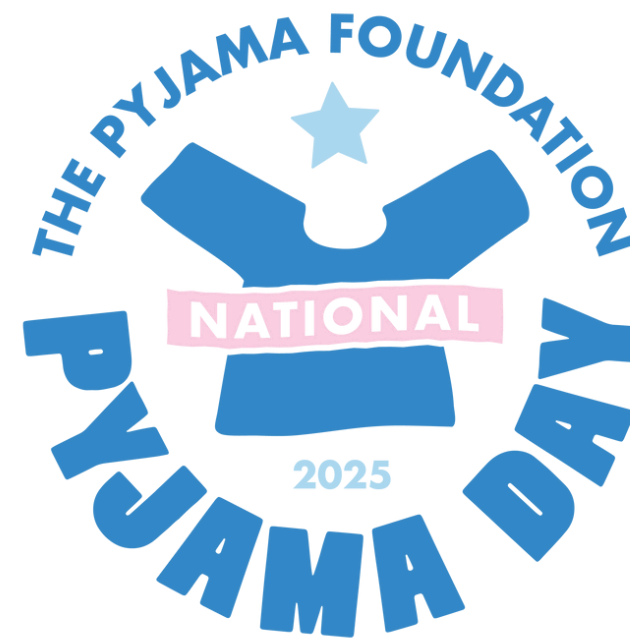
Duo Logos: NPD and TPF Logo



NPD Full colour Logo  
beside TPF Logo



Landscape logo



Badge Logo

# Logo Use

## Guidelines

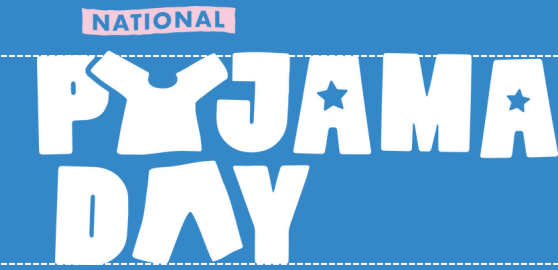
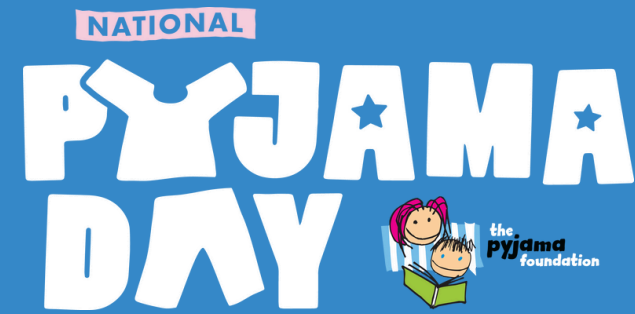
The following logo usage guides must be observed when preparing all National Pyjama Day-related Marketing materials.

### Logo Variations

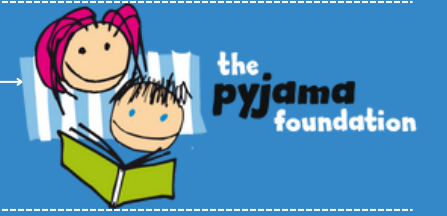
- Full-colour logo: Use only on white backgrounds.
- White logo: Use on dark-coloured backgrounds (e.g., #3588C8).
- Badge-style logo: Reserved for merchandise or when placed alongside corporate logos in a stacked format.
- Co-branding: The Pyjama Foundation logo may sit beside the National Pyjama Day logo (separated by a line) or below it if space allows (as per campaign poster example).

Don't do:

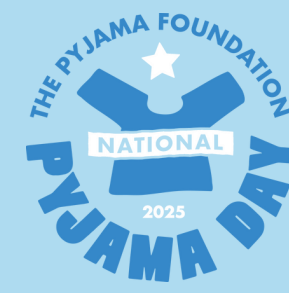
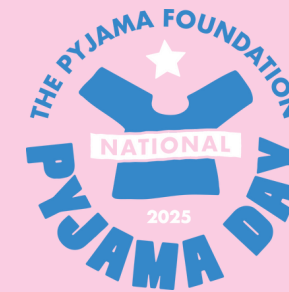
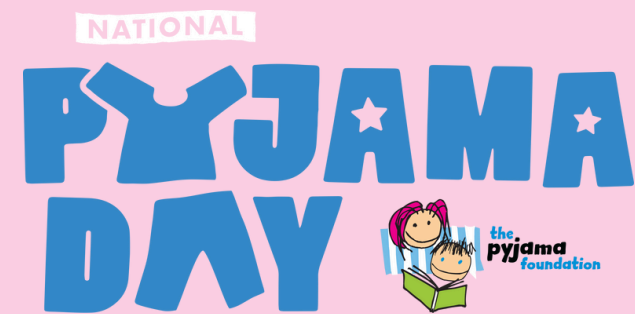
- Distort, condense or stretch logo
- Crop logo without prior permission
- Change colours without prior permission
- Place logo diagonally
- Place logo on top of images where the logo text is not legible



There needs to be the amount of space between the lines and the two logos



The National Pyjama Day logo should be in alignment with the height of The Pyjama Foundation logo. See dashed lines for guidance.



# Primary Typography

## Futura Extra Bold

Futura Extra Bold is our go-to heading font for National Pyjama Day. We use this font on all title pages, headings and text that need to stand out.

Do:

- Use the font in headings and title pages
- Apply font to quotes and testimonials
- Use font online and on websites

Don't:

- Stretch the Chelsea Market font in anyway.

## Futura

Futura is our go-to font for all body copy/paragraphs. We use this font for everything, everywhere.

No other font can be used for text-heavy documents like our annual report or proposals without prior permission. Futura can also be used in different variations including: Book and Bold.

FUTURA EXTRA BOLD

AaBbCcDdEe

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

FUTURA

AaBbCcDdEe

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

# Photography and Images

## Cosy, comfy and FUN!

The imagery for National Pyjama Day is bright, fun, and professional, featuring children in cosy winter pyjamas against a clean white background.

This allows for seamless background removal in post-production, allowing us to place the kids in front of vibrant campaign colours like our signature NPD blue and pink.

Each child poses as a different dream profession, embodying a “when I grow up” theme.

Playful illustrations are added above their heads to enhance the storytelling element.

These high-quality images are designed for use across all campaign materials, including the website, social media, advertising, and marketing collateral, ensuring a cohesive and engaging brand presence.

