

# Brand Playbook



Our Vision

**To create a world where every  
individual can access  
opportunities and experiences  
*without limitation.***



Our Purpose

**To provide innovative tools and  
services that empower  
independence, inclusion and  
*equal opportunity.***



Our Values 1 / 4

# Boundless

We envision a world of limitless possibilities for every individual.



Our Values 2 / 4

# Borderless

We strive to remove obstacles through innovative and proactive solutions, promoting accessibility for all.



Our Values 3 / 4

# Belonging

We build a unified, inclusive community where everyone is valued and no one is left out.



Our Values 4 / 4

# Bravery

We boldly embrace new ideas and lead change with creativity and courage.

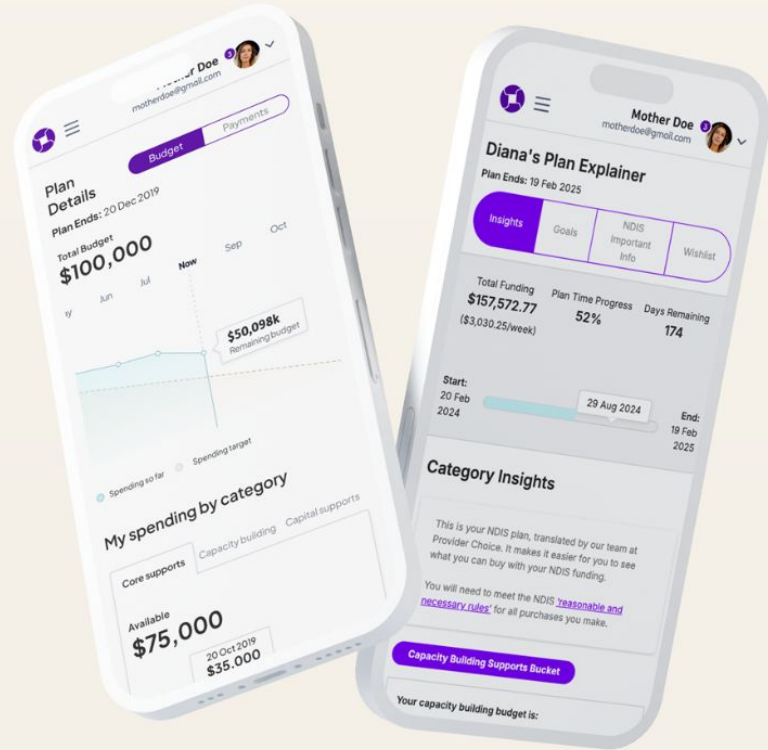


# Brand Applications

# Participant portal

Our easy-to-use participant dashboard includes budgeting tools to let participants and support coordinators monitor NDIS funding in real time.

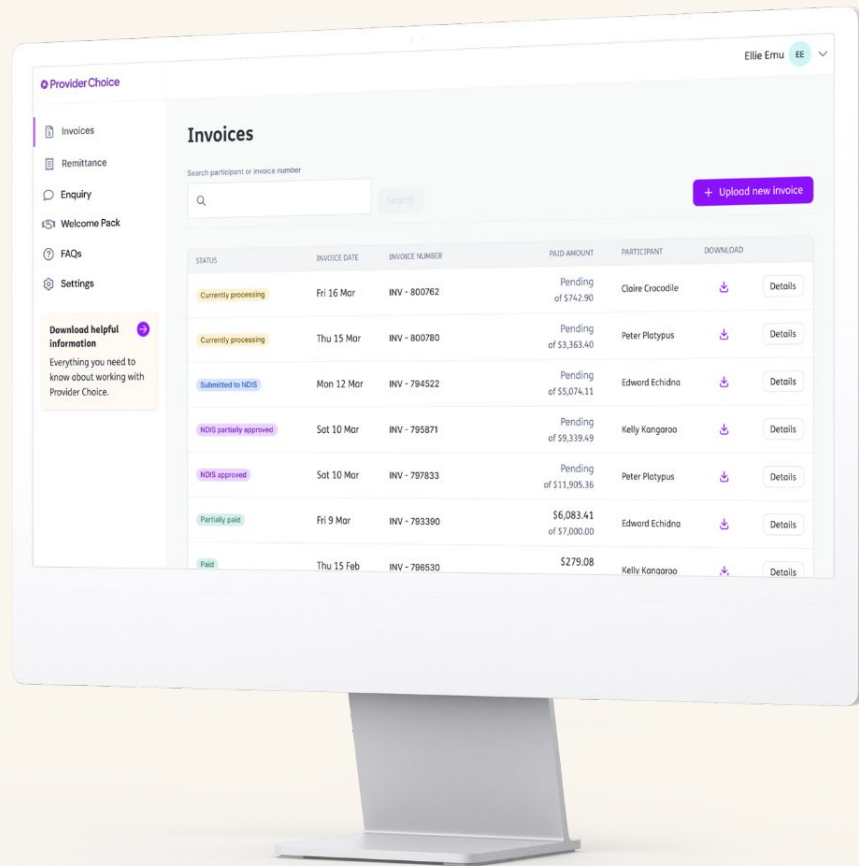
[Visit](#)



# Provider portal

Our dedicated Provider dashboard gives providers full visibility over invoices and remittances, as well as tips for formatting invoices and troubleshooting issues.

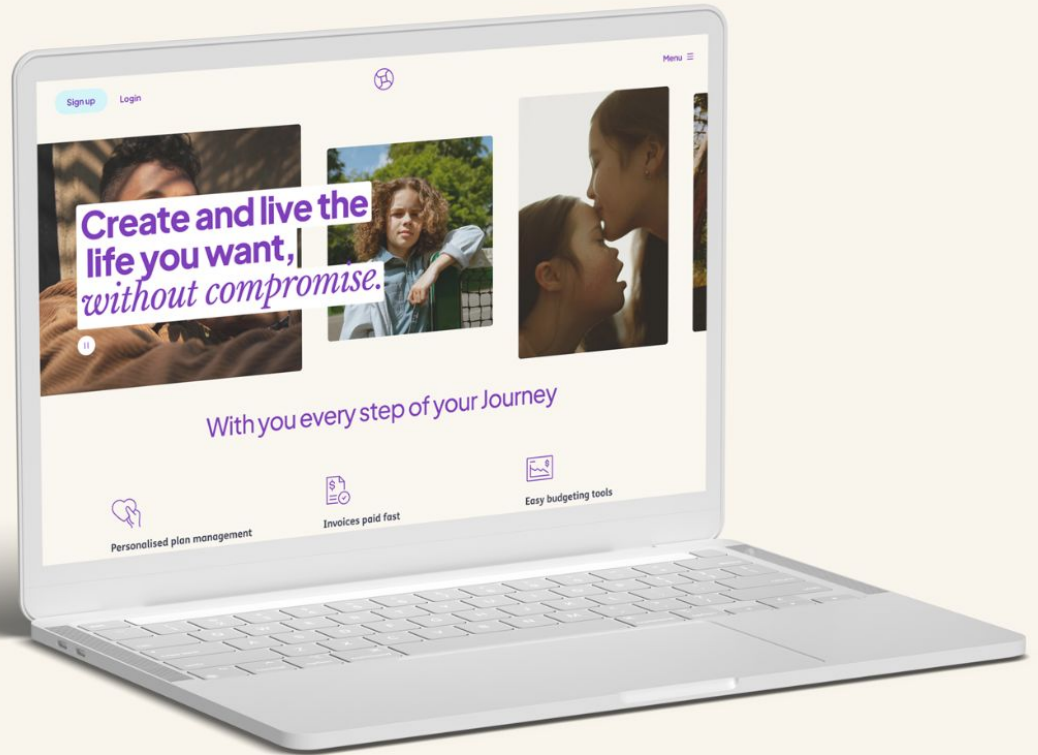
[Visit](#)



## Our company front door

Our website provides information about what we do, along with free resources such as tools and webinars to support our customers.

[Visit](#)





# Designers Kit

Logo  
Colour



Icons



Primary logo with tagline



Primary logo

Logo  
Mono



 **Provider Choice**  
Plan Management

 **Provider Choice**

Icons

Primary logo with tagline

Primary logo

## Colour palette

### Primary

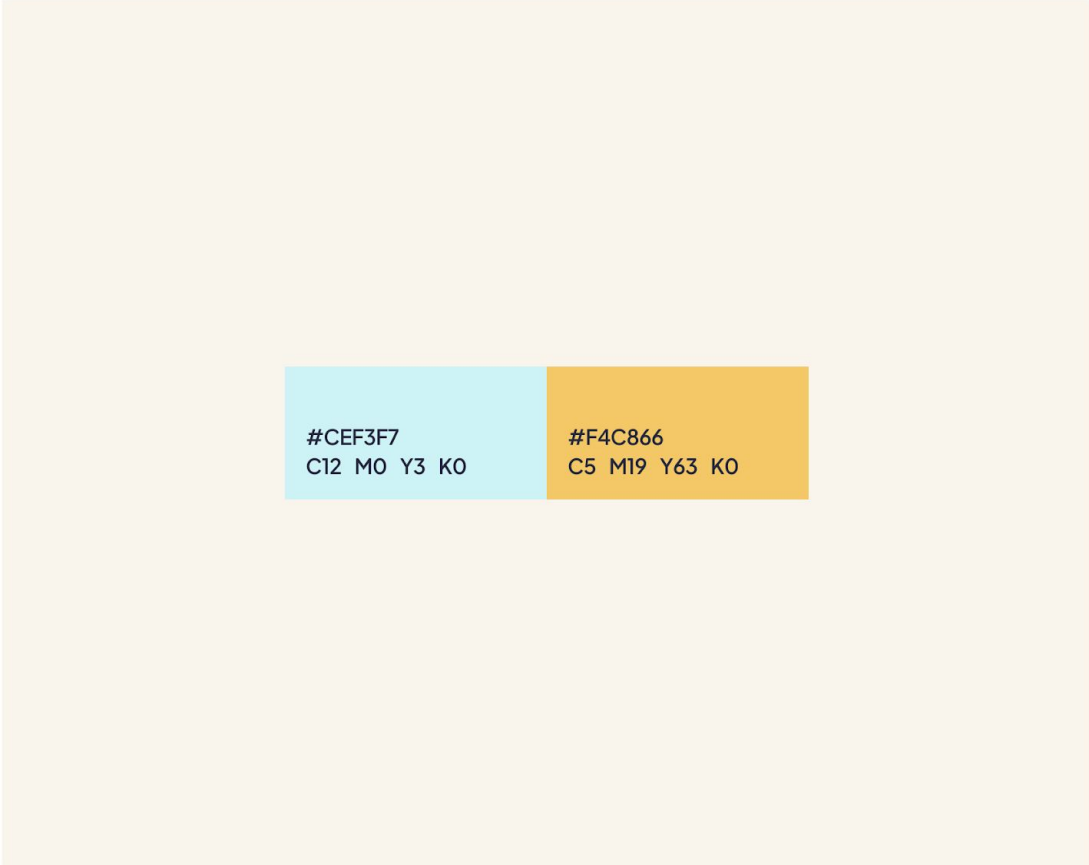
The primary colours can be used generously in backgrounds, type or UI. They are core representatives of our brand.



## Colour palette

### Highlights

Highlight colors should be used sparingly. They can be used as an accent or to highlight UI such as buttons or links.



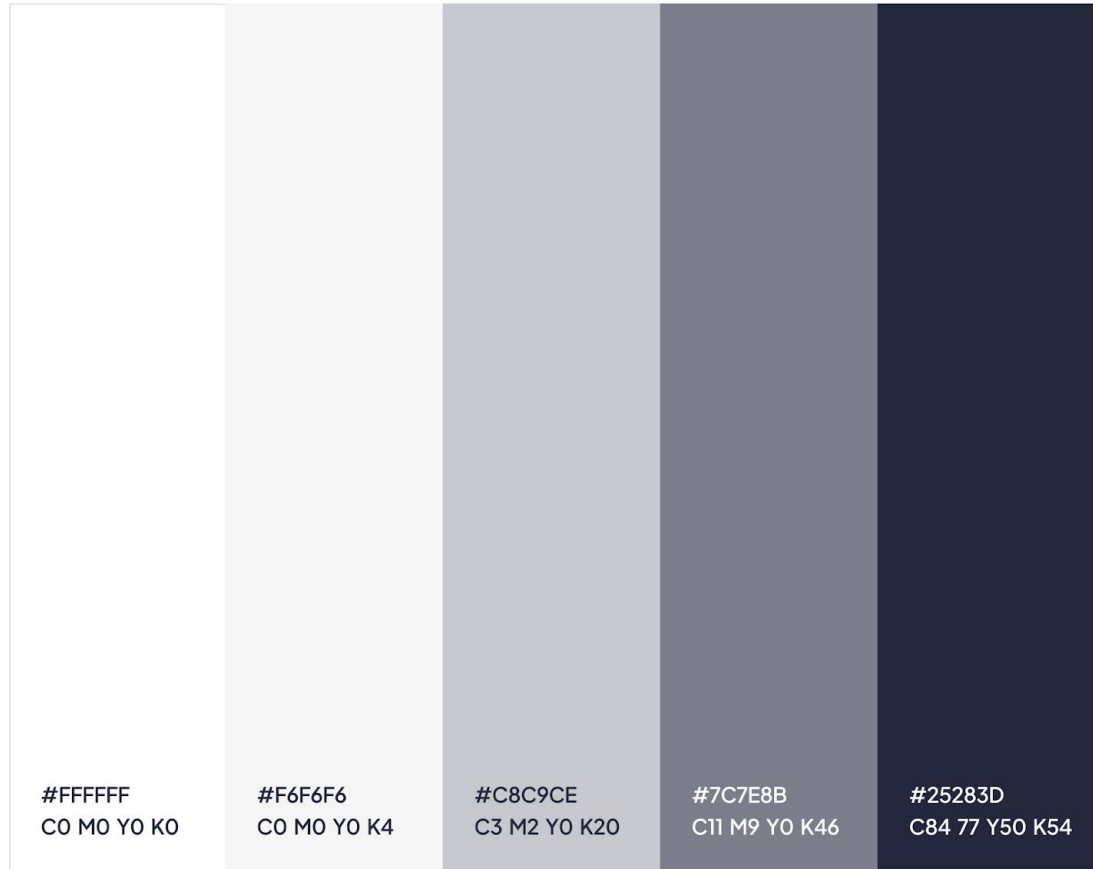
#CEF3F7  
C12 M0 Y3 K0

#F4C866  
C5 M19 Y63 K0

## Colour palette

### Neutrals

Neutral colors apply to most backgrounds and text within our experiences.




## Accessibility

### Accessible colour combinations

 #FFFFFF AAA


 #F9F5ED AAA

 #F4C866 AA

 #CEF3F7 AAA

#6A21B0

 #25283D AAA

 #6A21B0 AAA

#F9F5ED

 #FFFFFF AAA

 #F9F5ED AAA

 #F4C866 AAA

 #CEF3F7 AAA

#25283D

## Typography

### Primary display font

The primary display font should be used for headings within product or marketing.

A large, dark blue, bold sans-serif font sample showing the uppercase letter 'A' and the lowercase letter 'a' side-by-side. The letters are thick and have a clean, modern appearance.

Plus Jakarta Sans | ExtraBold

*Different weights may be used to ensure visual hierarchy.*

**abcdefghijklmnopqrstuvwxy**

**1234567890**

**@#\$%^&**

## Typography

### Body font

The body font should be used for all paragraph copy. This font was designed with legibility in mind. Created especially for those with learning disabilities.

Aa

FSMe | All weights

*Different weights may be used to ensure visual hierarchy.*

abcdefghijklmnopqrstuvwxy

1234567890

@#\$%^&

## Typography

### Secondary display fonts

Secondary display fonts can be used in marketing or campaigns to portray different 'voices' of our customers. An element of our brand is around the journey of different individuals so contrasting display fonts allow us to add personality. They can be used with or without the primary display font.



Impact | Uppercase | Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

**@#\$%^&**



Libre Baskerville | Regular, italic

abcdefghijklmnopqrst

vwxyz 1234567890

@#\$%^&

## Photography

Our photography should evoke feelings of empowerment and independence. It should represent our customers through both visible and non-visible disabilities and through various races and genders.

