Brand Strategy On A Page

Brand position:

For people who care about our country and its nature, we are the most passionate and most practical charity to support.

Objectives:

- Increase cause awareness through a digital footprint of at least 5,000 people by 2027
- Grow our community footprint by recruiting 30% more advocates by EOFY 2026
- Align our brand with traditional Australian cues and an authentic link to First Nations people
- Create an association between our brand and hands-on, enjoyable conservation work

Values

- Integrity: We mean what we say
- Action: We get stuff done
- Environmental: Nature comes first
- Learning: We learn and we share
- Transparency: We are honest and op
- People: We work in harmony

Brand Associations:

- Australiana
- Rescue and rehabilitatio
- Environment and sustaiil
- Community involvement
- Trust and transparency
- Wombat conservation
- Education and awarene
- First Nations people

Other consistent visuals:

Photography of wombats in natural habitat and volunteer carers in the field. Indigenous artwork incorporated as design elements across all materials. Consistent red and green branding on merchandise, signage, and digital assets.

Fonts:

- Roboto Condensed Bold (headings and display text)
- Merriweather (body text)

Colour codes:

- #955251
- #4A7856
- #D9CAB3
- #FFFFFF
- #2D2D2D