Brand strategy

Mission: To make our mission a true Aussie cause that people feel passionate about supporting

Values:

- Integrity - We mean what we say
- Action - We get stuff done
- Environmental - Nature comes first
- Learning - We learn and we share
- Transparency - We're honest & open
- People - We work in harmony

Key audiences:

- Schools and Education
- Veterinarians
- Local people in Wombat zones
- Corporate partners
- Government
- Volunteers / Community activists

Objectives:

- To increase cause awareness through a digital footprint of at least 10,000 people by 2026
- To increase our community communications footprint through recruitment of 30% more advocates by EOFY 2026
- Align our brand with traditional Australian cues and a deep and authentic link to our first nations people.
- To create an association with our brand and enjoyable fundraising

Brand position: For people who care about our country and it's nature, we are the most fun and most important charity to support.

Brand strategy

Associations:

Wombat coonservation	Australiana	First nations people
Partnerships and collaboration	Trust and transparency	Education and Awareness
Community Involvement	Research and Innovation	Donations and fundraising
Environment and sustainability	Rescue and rehabilitation	Inspiration and Empowerment

Cues and codes:

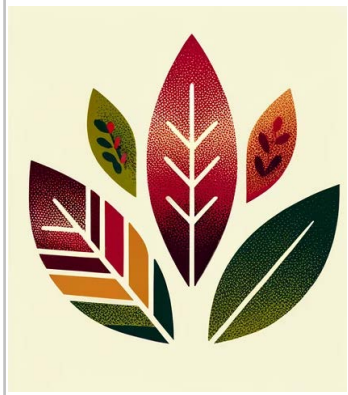
Fonts: Roboto condensed bold | Merriweather

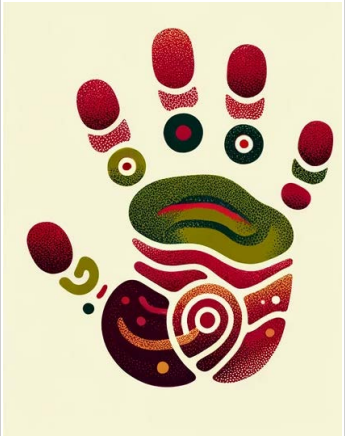
Colour codes: #955251 | #4A7856 | #D9CAB3

Describe any other consistent visuals:

We incoporate indigenous artwork and symbolism into our brand identity. Gold is an accent colour and should not be used as the primary colour. Marsala red should always be the focus colour.

Graphics, colours, images and patterns:





Brand strategy on a page

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To create an association with our brand and enjoyable fundraising

Brand associations

Australiana

Rescue and rehabilitation

Environment and sustainability

Community Involvement

Trust and transparency

Partnerships and collaboration

Additional cue and code information:

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