

# THINK X TALKS BRAND GUIDELINES

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# 01 Introduction

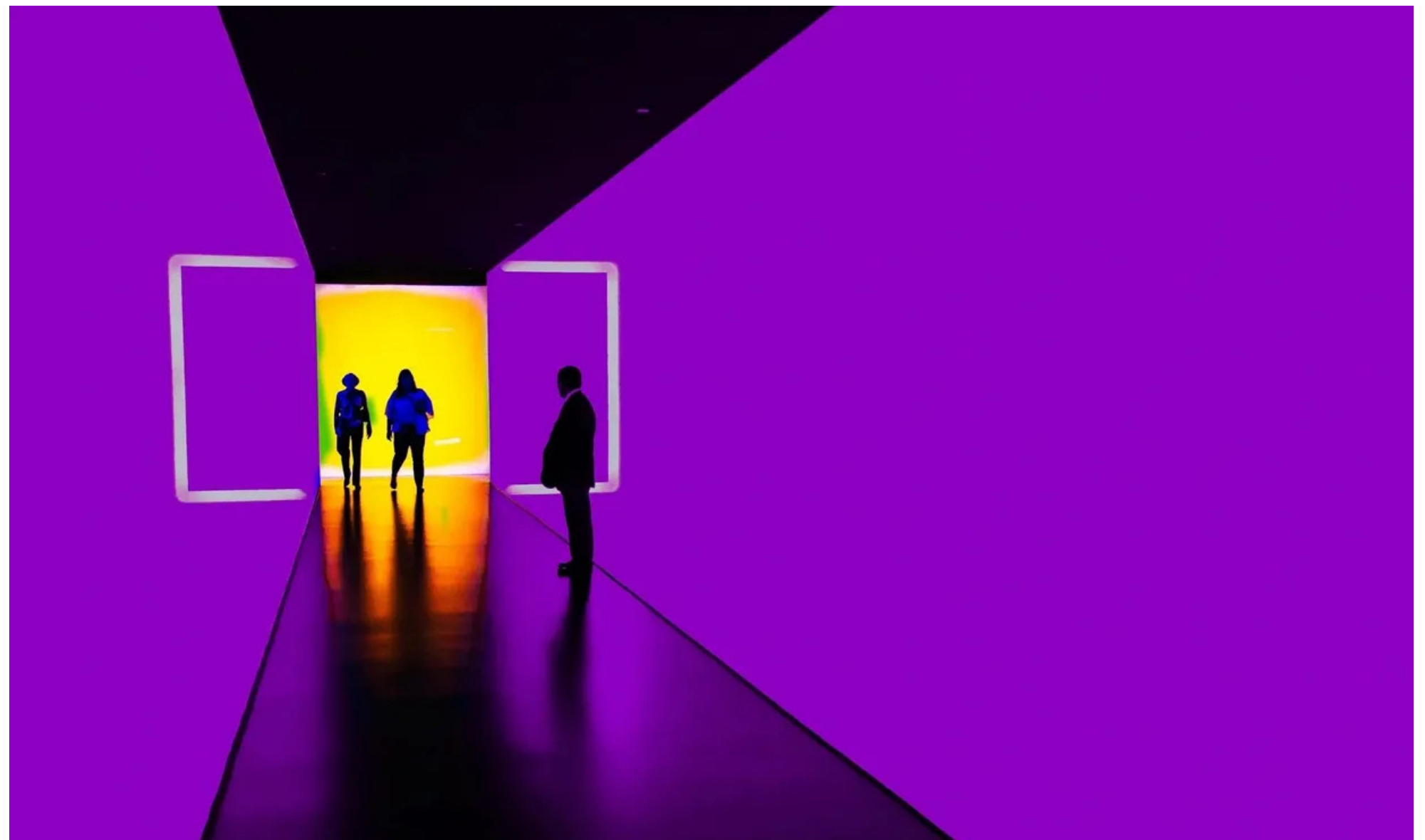
Just Gold is a social enterprise and consultancy dedicated to amplifying the voices of the social sector, empowering individuals, and dismantling social barriers. We partner with organisations, government bodies, businesses, and other social enterprises to deliver management consultancy, strategic communications, production, and creative commercial solutions, all while enhancing their ethical footprint.

Our services include management consulting, diversity and inclusion and social impact advisory, marketing plan development, video and podcast production, e-learning solutions, website creation, social media campaigns, logo design, hybrid events, among others.

We employ highly skilled professionals from vulnerable groups, including LGBTQIA+, women, migrants, refugees, people with disabilities, and carers. This diverse team collaborates to provide informed and bespoke services to our clients.

In addition to our commercial endeavours, we reinvest our profits to offer pro-bono services to individuals and organisations striving to address social issues but facing barriers in accessing effective programs or funding for their ventures.

Think Talks, our social change content platform, embodies our commitment to driving positive societal transformation through meaningful and impactful dialogue.





# 02 Brand Overview

Think Talks is Just Gold’s social change content platform, committed to fostering meaningful dialogue and driving positive social impact. Our mission is to amplify diverse voices and inspire action towards creating a just world where everyone has access to opportunity.

We prioritise people and embrace diversity, producing content that is inclusive and caring. Our approach is bold and innovative, offering a variety of content formats: engaging podcasts with thought leaders, interactive webinars on social issues, in-depth articles and blogs, dynamic social media campaigns, and hybrid events that combine in-person and virtual elements.

We communicate openly, honestly, and constructively, maintaining integrity in all our interactions. Our focus is on generosity and impact, ensuring our efforts lead to meaningful change.

Think Talks is for individuals passionate about social justice, including activists, academics, policymakers, and anyone committed to making a difference. Just Gold continues to provide a space for essential conversations and impactful voices, driving the change we aim to achieve.



**How we belong:**  
We are uncompromising about people. We look after each other and we embrace diversity.

**How we work:**  
We think big and take intelligent risks. We are bold, creative and innovative.

**How we communicate:**  
We are open, honest and constructive. Integrity is at the core of our system.

**How we manage our enterprise:**  
We are generous and impact focused.



## 03 Exclusion Zone

### THINK X TALKS

This exclusion zone demonstrates logo sizing conventions regarding spacing between letters and the minimum external spacing around the logo.

Please avoid common mistakes like stretching, changing colors, or placing the logo on conflicting backgrounds.

By adhering to these guidelines, everyone from our internal teams to external partners can present our brand uniformly and professionally.

This consistency strengthens our brand recognition and trust among consumers, reinforcing our brand's identity and values across all of THINK X TALKS' platforms.



Demonstrated by the logo and exclusion zone above, it is clear that the logo is sitting comfortably on a white background with ample spacing around itself along including correct colour use, iconography placement, kerning and leading.

Please see on the next page ways that the logo cannot be used and also please refer to this example when unsure about proximity and spacing conventions when applying the THINK X TALKS logo.

## 04

## Incorrect Logo Use

THINK X TALKS



Please ensure that the correct colour is always used for the "X" logo.



Please ensure that the correct iconography is used for the THINK "X" TALKS logo.



Please ensure that the iconography element is never sitting above "TALKS" on the right of "THINK"



Please ensure that the logo is never squashed or compressed in any way.



Please ensure kerning is never changed as adequate spacing has been applied to the logo already.



Please ensure that the logo is always sitting flat and never rotated.

## 05

## Black and White Logo


## THINK X TALKS

Visual clarity with black and white logos is paramount for maintaining consistent brand representation across diverse platforms and mediums. These monochromatic versions ensure legibility and recognition in scenarios where color reproduction may be limited, such as print materials or grayscale environments.

By prioritizing clear lines, shapes, and contrast, black and white logos uphold the brand's visual integrity and professionalism, facilitating seamless communication and enhancing brand recognition across various channels and touchpoints.

The logo consists of the words "THINK" and "XTALKS" stacked vertically in a bold, sans-serif font. The letters are black and have a slightly irregular, hand-drawn feel.The logo is the same as the previous one, but the background is a solid light gray, providing a different level of contrast.

If a document (printed or digital) has no colour and a white or light background, the THINK X TALKS' black shade can be used to ensure visibility and legibility of the logo.

The logo is the same as the previous ones, but the letters are white and the background is a solid black, creating high contrast.The logo is the same as the previous ones, but the letters are white and the background is a solid dark gray, providing another level of contrast.

If a document (printed or digital) has no colour and a black or dark background, the THINK X TALKS' white shade can be used to ensure visibility and legibility of the logo.



## 06

## Exclusion Zone

### Just Gold

Considering an exclusion zone around the Just Gold logo is also crucial to maintain its visual clarity and impact. The exclusion zone again prevents other design elements from crowding the logo, ensuring that both the logotype and figuremark are easily readable and distinct. This clear space around the logo again assists to preserve its integrity, making sure it stands out and effectively communicates the brand identity in any context.



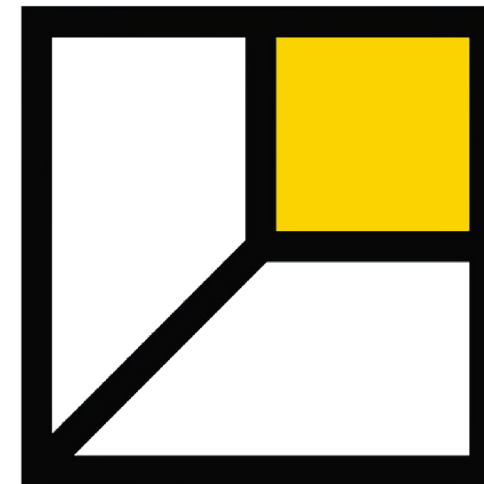
## 07

## Dynamic Elements

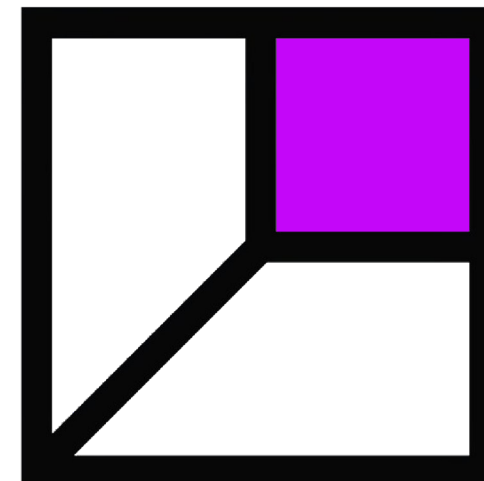
### Just Gold

In collaboration with partner companies, Just Gold's brand guidelines emphasise the importance of dynamic colour choices that can be seamlessly interchanged within their logo. This flexibility ensures that their visual identity remains cohesive while accommodating the branding elements of their partners. By allowing for interchangeable colours, they maintain a unified brand presence across collaborative efforts, while also respecting the individual identities of their partners. This approach promotes synergy, strengthens brand relationships, and enhances the overall impact of our joint initiatives.

# Just Gold



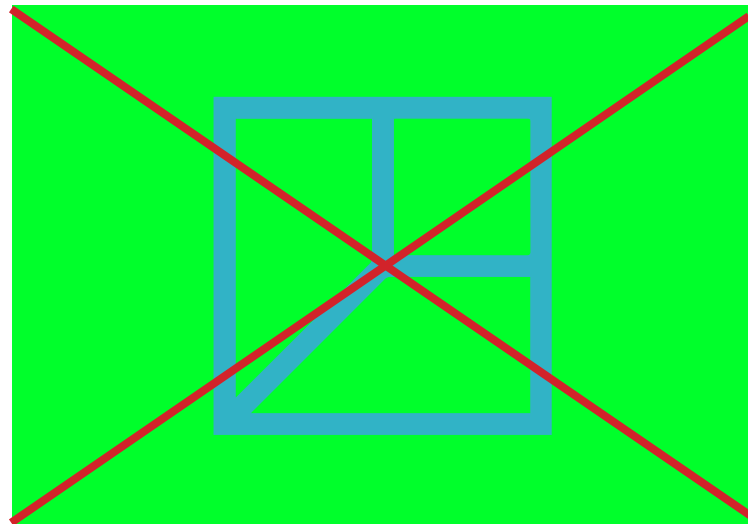
# Just Gold



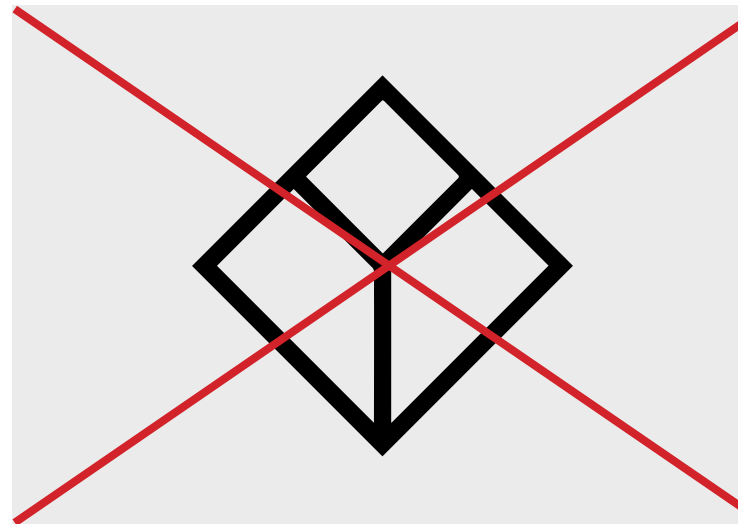
## 08

## Incorrect Logo Use

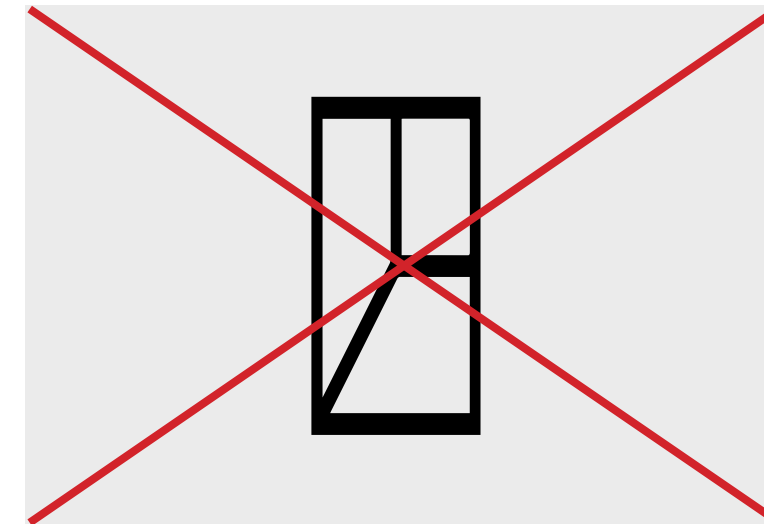
Just Gold



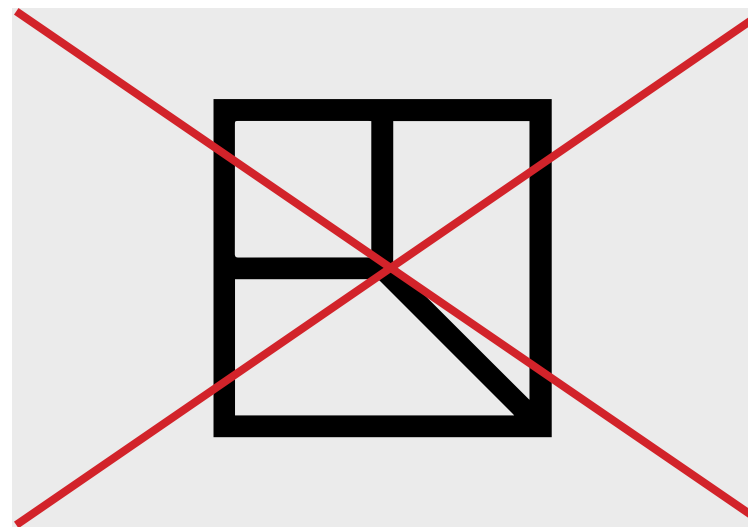
Do not use unapproved colours



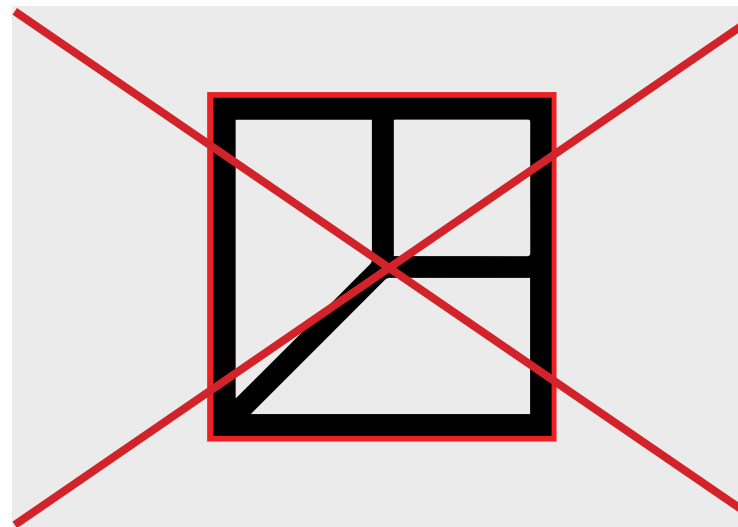
Do not squash or compress



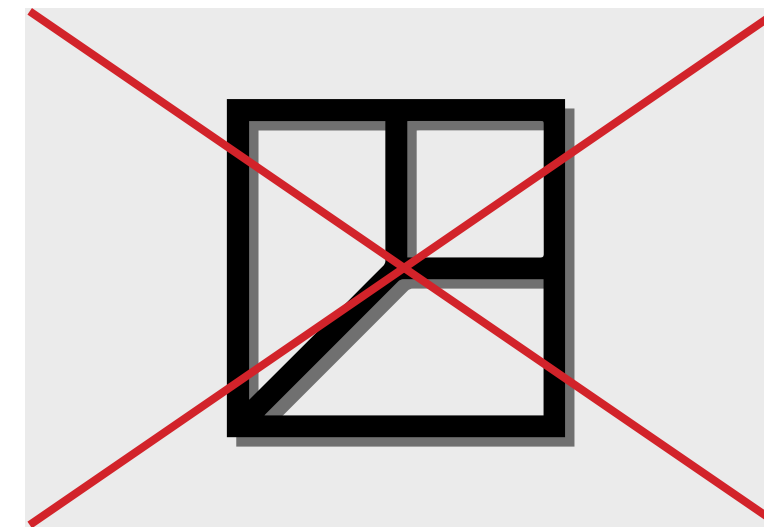
Do not rotate



Do not mirror or flip



Do not introduce a keyline



Do not include a drop shadow

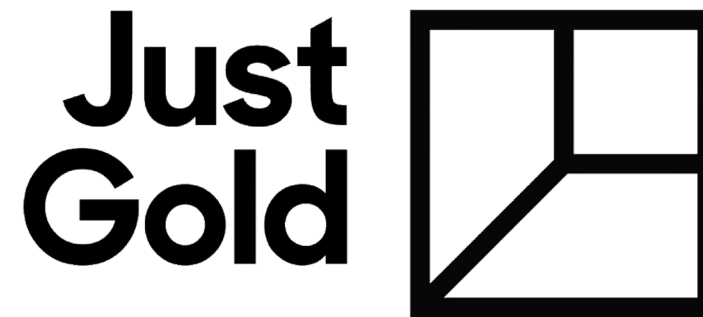


## 09

## Black and White Logo

### Just Gold

The previous touchpoints also remain true for the Just Gold logo ensuring it's visibility and visual clarity.



If a document (printed or digital) has no colour and a white or light background, the Just Gold black shade can be used to ensure visibility and legibility of the logo.



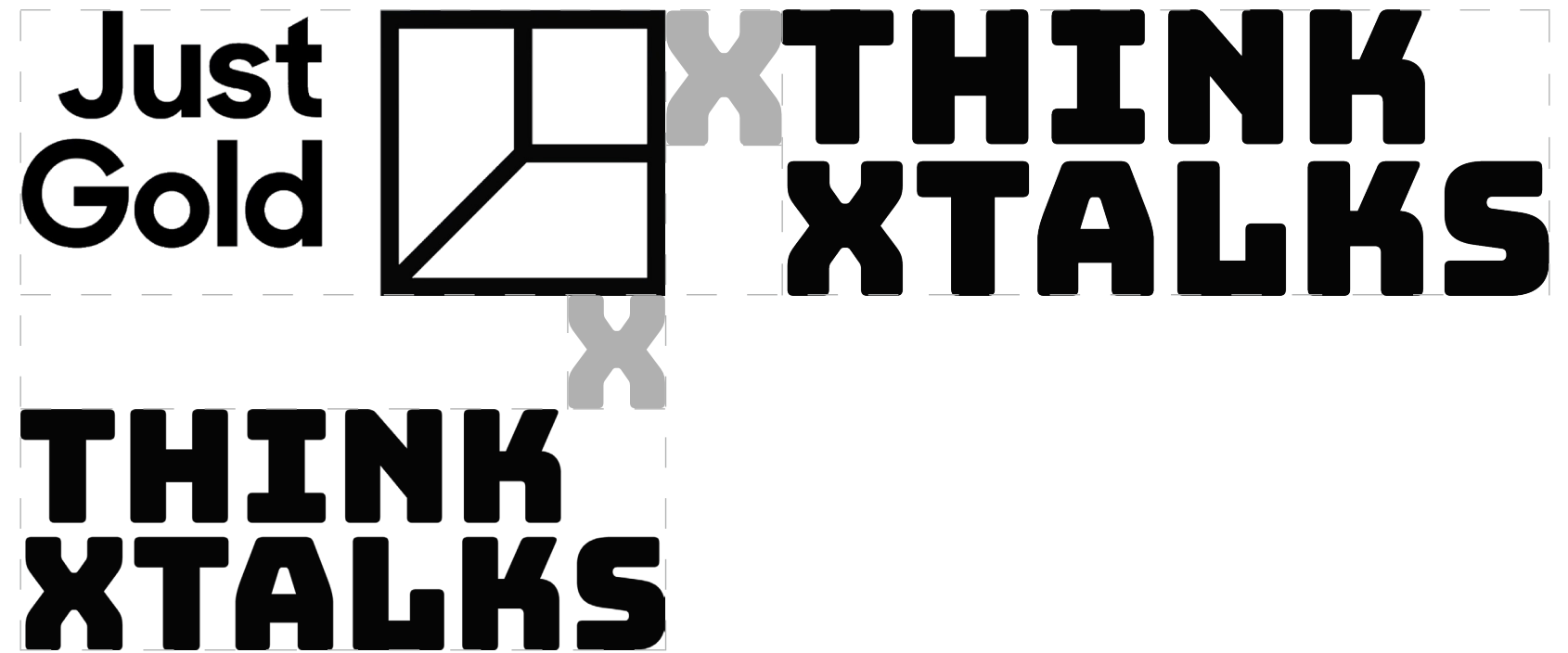
If a document (printed or digital) has no colour and a black or dark background, the Just Gold white shade can be used to ensure visibility and legibility of the logo.

## 10 Partner Branding Conventions

The THINKXTALKS logo must be the same height as its partner branding when the logos are aligned horizontally.

The THINKXTALKS logo needs to be the same width as its partner when the logos are stacked vertically.

Spacing for the THINK X TALKS logo should simply be a minimum of its exclusion zone as demonstrated on page 3 however if the partner logo has a larger exclusion zone then that is acceptable also. The spacing convention applies both horizontally and vertically.



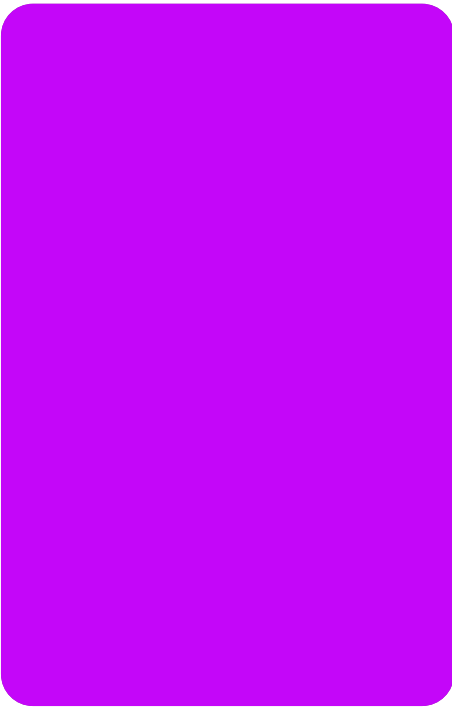
# 11 Primary Colours

Colour plays a significant role in the representation of the logo, crucially impacting THINK X TALKS’ brand recognition and perception.

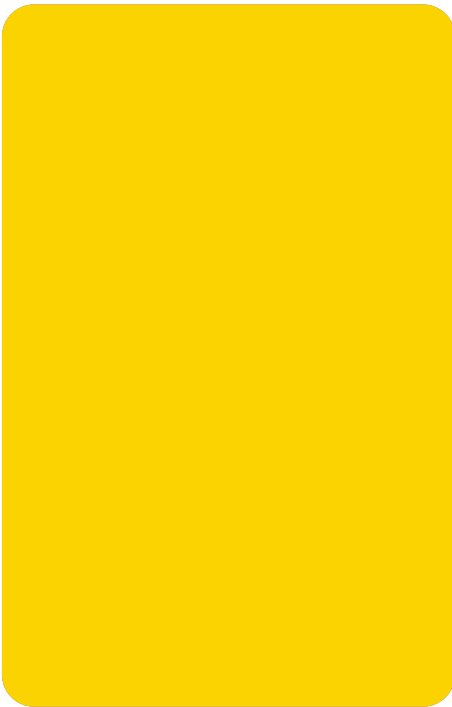
This colour guide specifies the exact palette that is to be used, including primary and secondary colours.

It is imperative to ensure consistency across all applications with the inclusion of digital or print formats.

Deviating from the established colour palette can cause a diluted brand identity. By consistently using the designated colours, THINK X TALKS’ image is reinforced through visual coherence and maintains a strengthened presence directed toward the target audience.



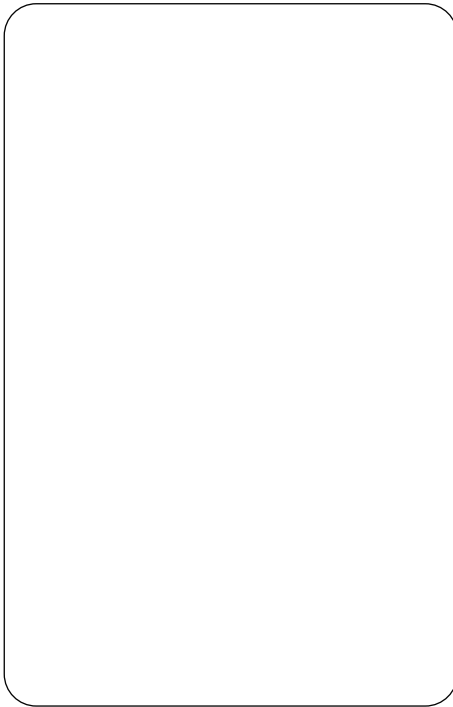
#C406F9  
THINK X TALKS  
Primary Brand Colour



#FBD301  
Just Gold  
Primary Brand Colour



#050505  
THINK X TALKS  
Primary Typeface Colour



#FFFFFF  
THINK X TALKS  
Secondary Colour



# 12      Secondary Colours

Introducing a secondary color palette not only enhances visual versatility but also allows for nuanced representation across different campaigns and partnerships. Each campaign or collaboration may carry unique themes, audiences, and objectives, and the secondary color palette can be tailored to align with these specific contexts.

By aligning the secondary color palette with the values and messaging of partner organizations, THINK X TALKS can strengthen their partnerships, convey shared objectives, and resonate more effectively with the target audience.

This strategic use of color not only enhances visual communication but also reinforces the brand’s commitment to collaboration and community impact across diverse campaigns and partnerships.



#E60028  
RMIT x THINK3000  
Partnership Brand Colour



#E6007F  
THINKWOMEN  
Iconography Colour



#FCAFC6  
THINKPRIDE  
Iconography Colour

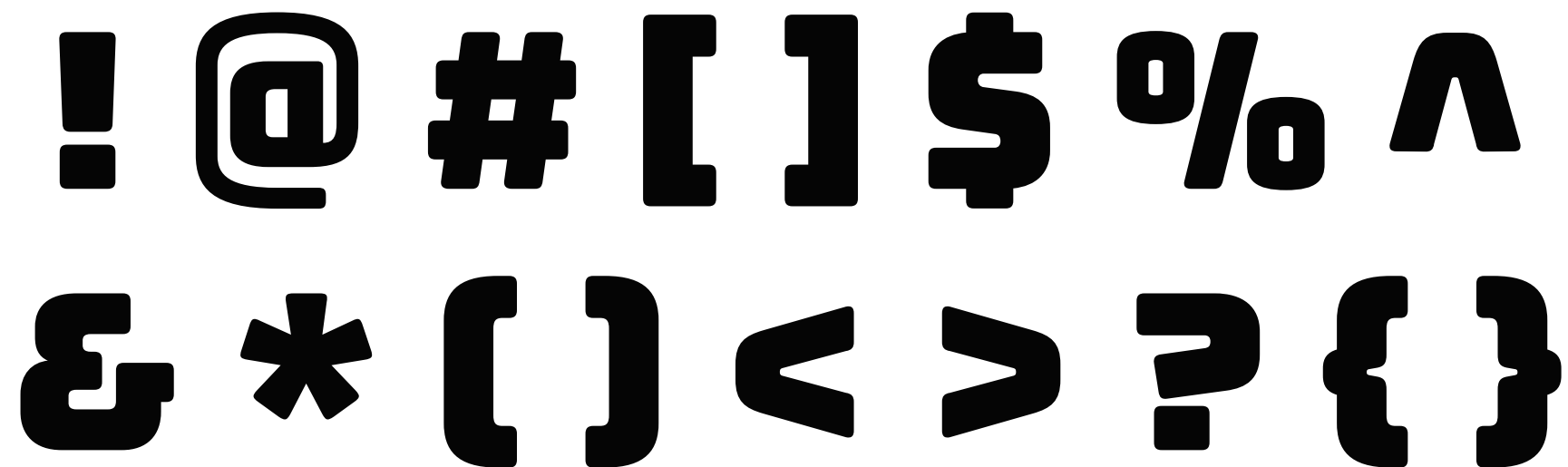


#0043FF  
THINKPEOPLE  
Iconography Colour

## 13 Logo Iconography

Customized logo iconography serves as a powerful tool in conveying the essence and objectives of a campaign. By carefully selecting symbols that align with the campaign's themes and messaging, organizations can evoke specific emotions, values, and associations in their audience.

These symbols act as visual shorthand, instantly communicating the campaign's purpose and values to viewers, facilitating quick recognition and connection. Moreover, by consistently using these symbols across various campaign materials and channels, organisations can reinforce brand identity and create a cohesive brand experience for their audience, ultimately driving engagement and support for the campaign.



## 14 Logo Components

A unique aspect of the THINK X TALKS logo is its adaptable character element, designed to be interchangeable based on the various application requirements.

This flexibility ensures that while the core identity of our brand remains consistent due to the cohesive use of THINK X TALKS' purple colour, the logo can align harmoniously with multiple initiatives and campaigns.

For example, the ">" character appears in the RMIT program, ensuring clarity and recognisability for students, lecturers and council members. Alternatively, for community driven initiatives, a more detailed version of the character could be utilised to capture the public's attention, or to suggest a feeling of collaboration.

**THINK  
XTALKS**

**THINK  
\*PRIDE**

**THINK  
♀WOMEN**

**THINK  
>3000**

**THINK  
#PEOPLE**

**THINK  
!IDEAS**



15 Primary Typeface

HAIRLINE

INLINE

OUTLINE

REGULAR

SHADE

Please note that the Bungee Regular typeface is to only be used for the THINK X TALKS' logo .



## 16

## Secondary Typeface

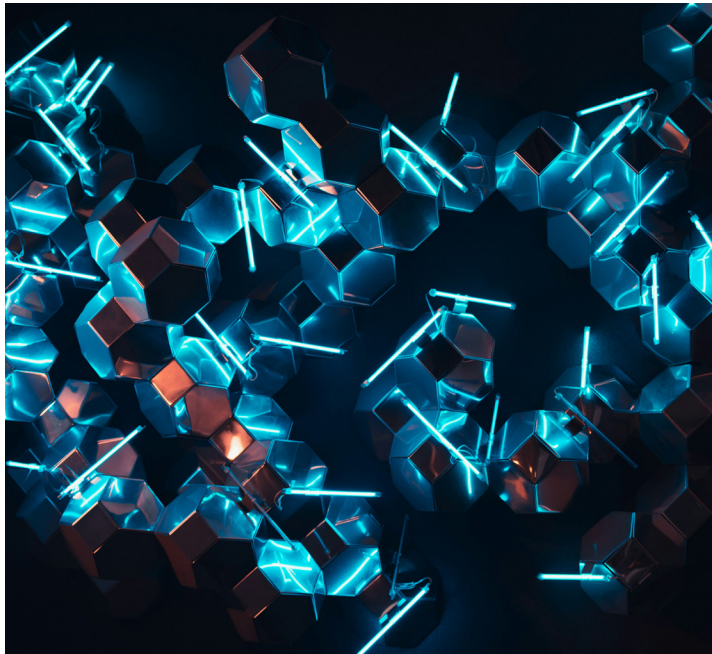
Thin  
Regular  
**SemiBold**  
**Bold**  
**ExtraBold**  
**Black**

Please note that the secondary typeface is to be used for all header, sub-header and paragraph text involved with the THINK X TALKS campaigns.

AREA NORMAL  
AREA NORMAL  
AREA NORMAL  
AREA NORMAL  
AREA NORMAL  
AREA NORMAL  
AREA NORMAL  
AREA NORMAL  
AREA NORMAL

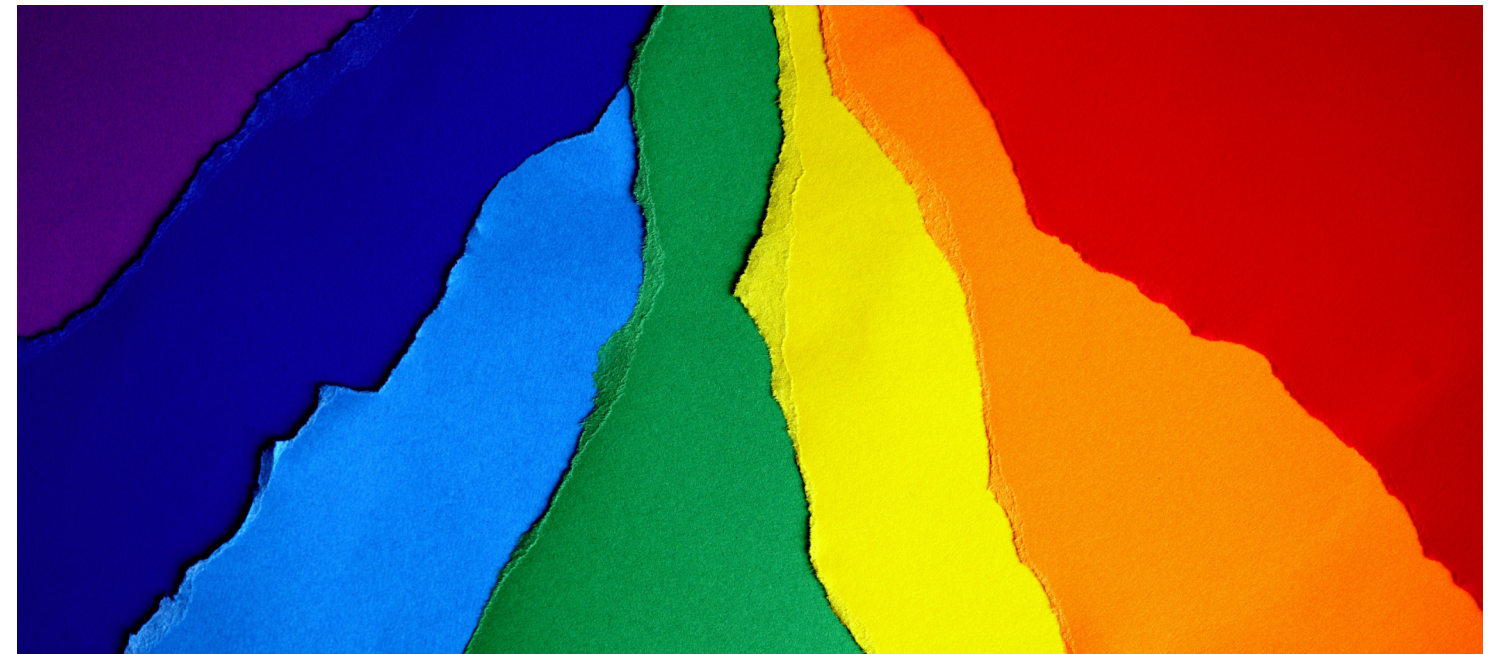


17 Brand Imagery





## 18 Brand Imagery





19 Social Media Tiles



THINK>3000 Caption

“A culmination of years of dedication, growth, and achievement signifying not just academic success, but also personal and professional development. #Classof2024 #THINK3000”



THINK#PRIDE Caption

“Strength in unity. Together, we rise. #Unity #TogetherStronger #THINKPEOPLE”




THINK!IDEAS Caption

“Lost in thought, but never short on ideas. #InnovationInProgress #THINKIDEAS”



20 Poster Templates

Student innovation is the creative use of skills to solve real-world problems, supported by technology, mentors, and collaborative projects, turning ideas into impactful solutions.



The future holds limitless potential for transformative innovation and progress.

# STUDENT INNOVATION

University students are the catalysts of innovation, bringing fresh ideas and perspectives that drive progress and transformation. In an environment that fosters creativity and critical thinking, these young minds challenge the status quo and explore uncharted territories.

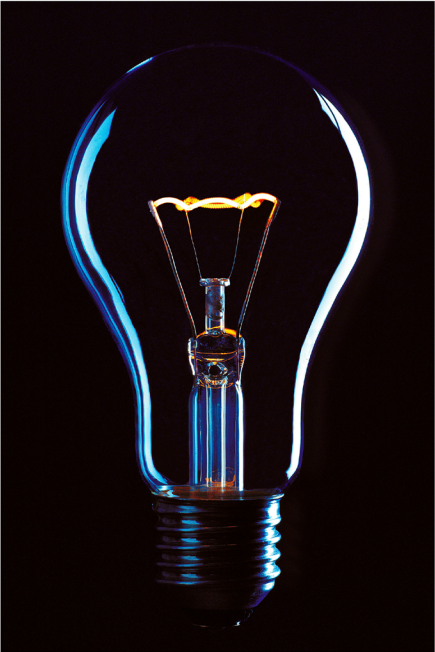
Universities provide the resources, mentorship, and collaborative spaces necessary for students to develop groundbreaking solutions to real-world problems. By supporting student-led research, entrepreneurial ventures, and interdisciplinary projects, we can harness their potential to create cutting-edge technologies and innovative practices.

Together, let's empower university students to become the innovators of tomorrow, shaping a future that is both dynamic and forward-thinking.

THINK  
3000

Just Gold

Empowering the future involves providing individuals with the necessary tools, knowledge, and confidence to drive positive change and create a better world for the generations to come.



Empowerment enables individuals to confidently effect positive change.

# EMPOWERING THE FUTURE

Empowering the future is a commitment to ensuring that the next generation inherits a world filled with opportunities and hope.

It involves investing in education to unlock potential, fostering innovation to drive progress, and promoting inclusivity to ensure that everyone has a fair chance to succeed. By equipping young minds with the knowledge, skills, and confidence they need, we can inspire them to tackle the challenges of tomorrow and shape a brighter, more equitable world.

Together, let's build a future where every individual can realize their dreams and contribute to the betterment of society.

THINK  
IDEAS

Just Gold

Embracing diversity is essential for fostering a rich tapestry of perspectives, backgrounds, and cultures within our communities. By recognizing and celebrating the unique contributions of each individual, we create an environment of inclusion, respect, and understanding.



Embracing diversity enriches communities through inclusion and respect.

# EMBRACING DIVERSITY

Diversity is the cornerstone of a vibrant and dynamic society. It brings together different perspectives, experiences, and ideas, fostering innovation and creativity.

Embracing diversity means celebrating our differences and recognizing the unique contributions each person brings. It involves creating inclusive environments where everyone feels valued and respected, regardless of their background, ethnicity, gender, or beliefs. By championing diversity, we can break down barriers, build stronger communities, and drive social and economic progress.

Together, let's commit to a future where diversity is not just accepted, but embraced and celebrated, enriching our lives and shaping a more equitable world.

THINK  
\*PRIDE

Just Gold



## 21 Document Template

THINK  
XTALKS

Name  
Surname

Enhancing Inclusivity at Universities

By fostering inclusive policies, enhancing support services, and promoting a culture of respect, universities can ensure all students have the opportunity to thrive and contribute to a vibrant academic community.

Inclusivity at universities ensures all students feel valued, respected, and empowered to succeed. This report examines the current state of inclusivity, challenges, and initiatives to create a more inclusive academic environment.

Universities are increasingly prioritizing inclusivity through revised admission policies, support services, and campus organizations. However, challenges remain in achieving true inclusivity.

**Challenges**

Systemic Barriers: Marginalized students face financial difficulties, lack of representation, and historical biases.  
Campus Climate: Some students experience discrimination, microaggressions, and a lack of belonging.  
Resource Allocation: Limited resources hinder the development of inclusive programs.

**Initiatives and Best Practices**

Diversity and Inclusion Offices: Create policies, provide training, and support diverse students.  
Scholarships and Financial Aid: Targeted at underrepresented groups to address economic barriers.  
Inclusive Curricula: Reflect diverse perspectives and experiences.  
Support Services: Counseling, mentorship, and student organizations for underrepresented groups.  
Training and Workshops: On unconscious bias, cultural competency, and allyship.

Significant strides have been made, but ongoing efforts are needed. By fostering inclusive policies, enhancing support, and promoting a culture of respect, universities can ensure all students thrive and enrich the academic community. Commitment to inclusivity benefits individuals and the institution as a whole, promoting innovation and collaboration.

Just Gold

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Melbourne 3000 VIC Australia

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name@justgold.net

## Importance of Using a Document Template

## Consistency and Professionalism

Uniformity: A template ensures that all documents adhere to a consistent format, which enhances readability and professionalism.

Branding: Consistent use of logos, colours and fonts reinforces brand identity.

### Time and Efficiency

Time-Saving: Templates provide a predefined structure, reducing the time spent on formatting.

Efficiency: Streamlines the document creation process, allowing users to focus on content rather than design.

## Accuracy and Compliance

Standardisation: Ensures that all necessary sections are included and correctly formatted.

Compliance: Helps maintain adherence to organisational standards and legal requirements.

### Ease of Use

User-Friendly: Templates are designed to be easy to use, even for those with limited design skills.  
Guidance: Provides a clear structure and prompts for required information, aiding in thorough and accurate completion.

## Collaboration

Consistency Across Teams:  
Ensures all team members  
produce documents that look  
and feel the same, facilitating  
collaboration and coherence.

Version Control: Reduces the risk  
of discrepancies and errors in  
collaborative documents.

## Quality Control

Error Reduction: Minimises formatting errors and omissions by providing a standardised structure.

Professional Appearance: Consistently high-quality documents enhance the organisation's professional image.

Using a document template is essential for maintaining consistency, efficiency, and professionalism in any organisation. It streamlines the document creation process, ensuring accuracy and compliance while facilitating collaboration and maintaining a high standard of quality.

**THINK  
XTALKS**