



variety
the children's charity[®]







Our Brand & You

From the inspiration and motivation of a single child, one of the worlds most trusted and effective children's charities developed globally.

Our brand is more than a name, a logo or a color.

It is our identity, defines our vision and mission and expresses the qualities, beliefs and values that make us relevant and worthy of support.

It is how we see ourselves and how we want to be seen, which is trusted, active, effective and focused on the children we help.

It is one clear consistent voice and message.

It is helping locally and being part of an international partnership of chapters each delivering vital lifesaving, life changing and life enriching equipment and services globally that enable children who are sick, disadvantaged or live with special needs to achieve their full potential and a better future.



Our Attributes

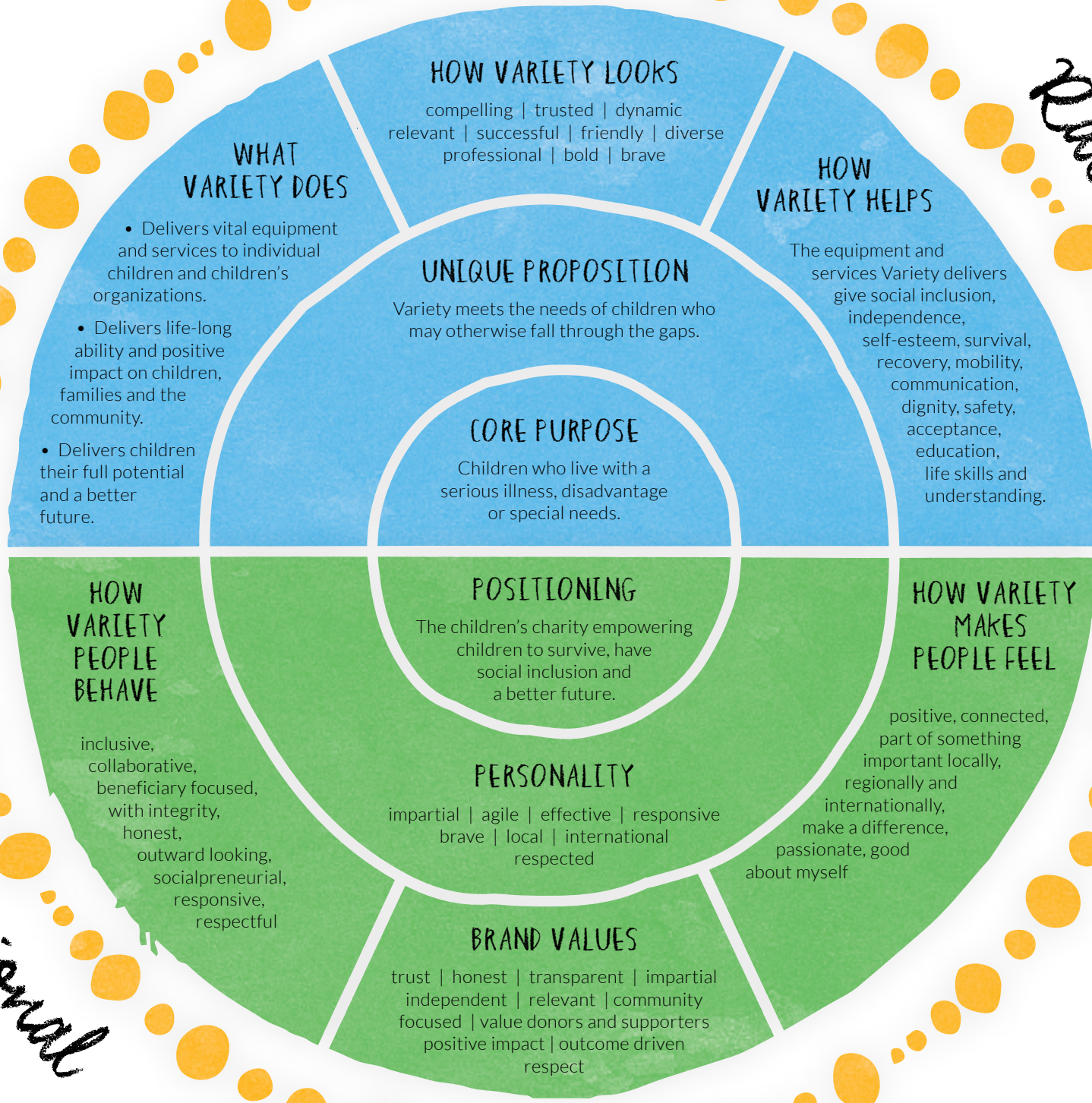
We are relevant, responsive, effective and focused on the children we help.

Our positive personality and impact is reflected in the high quality photos, graphics and video we use that focus on the happy outcomes of the children we help. People are visual. Use only high quality photos, graphics and videos.

Our journalistic style reinforces and reminds people of the positive social impact their donations and support delivers to children, families and the community.

Our use of only high quality materials is symbolic of the care and professionalism we embody to be the most trusted and effective children's charity in the world.

Practical



Emotional

Our Ethos

The following is our Ethos and should be used, wherever possible, to explain what we do. It is an expansion of our belief “that every child deserves a limitless future.”

Variety is about increased ability and social inclusion for children who are sick, disadvantaged or live with special needs by delivering grants of crucial equipment and services that deliver health and wellness, independence, self-esteem, achievement and dignity.

Variety plays a key role in building a child’s abilities, changing their circumstance and reducing the financial burden on families with a child living with a serious illness or disability.

Variety is not about research, crisis or preventing drama; it is about practical help in delivering vital equipment, services and experiences to children who are sick, disadvantaged or living with special needs.

Written Format of the Name

The correct written format of the organization name is:

Variety – the Children’s Charity

Variety – the Children’s Charity of (territory)

Variety has an uppercase V, a dash is used between the words Variety and the, the has a lower case t, Children’s and Charity have an upper case C.

EXAMPLES:

Variety – the Children’s Charity of Texas

Variety – the Children’s Charity of Great Britain

Variety – the Children’s Charity of Australia

Variety – the Children’s Charity of the United States

Variety – the Children’s Charity of Quebec (Variety – la charité des enfants du Québec)

Our Vision

To be the most trusted and effective children's charity in the world delivering every child equality and a future without limits.

Our Mission

To fund and deliver effective programs that address the needs of all children locally and internationally.

Our Promise

Variety is not the cause, children are the cause. Variety is the solution. Through best practices and professional stewardship, our solutions result in a lifelong positive impact for children, their families and the community.

Our Programs

To explain the wide range of work delivered by each Variety chapter quickly and easily, Variety allocates all work under four Core Programs: Care, Freedom, Future and the Variety International Children's Fund.

Variety's **Care** Program delivers critical **life-saving** medical equipment and services, healthcare and well-being to individual children and children's health organizations.

Variety's **Freedom** Program delivers vital **life-changing** equipment and services for mobility, independence and social inclusion to individual children and children's organizations.

Variety's **Future** Program delivers crucial **life-enriching** communication equipment and services, education and self-esteem to individual children and children's organizations.

Variety's **International Children's Fund** delivers **imperative mobility equipment** for children in developing countries.

Why is Variety Work Important?

1. The World Health Organization estimates that there are 93 million children aged 0 to 14 living with a moderate to severe disability worldwide.
2. Of the 93 million, 13 million live with severe difficulties.
3. Children with disabilities often have poorer health outcomes, a lower education achievement and higher levels of poverty.
4. The functioning of a child should not be seen in isolation but in the context of the family and community. The economic and social costs borne by the family and society are high.
5. According to the World Health Organization, the unmet need for vital children's assistive and medical devices, educational opportunities and social inclusion is extremely high.





The Variety Logo

Variety has two logo versions; stacked and horizontal.

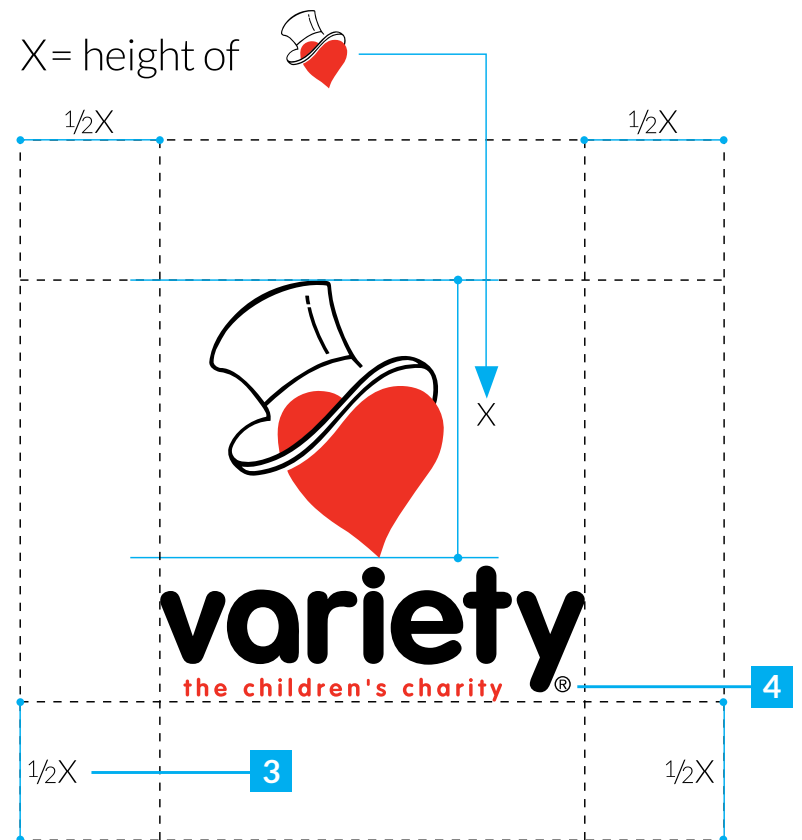


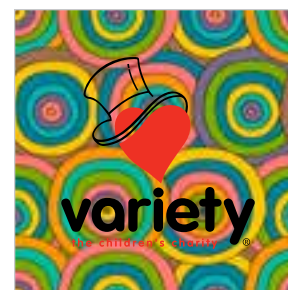
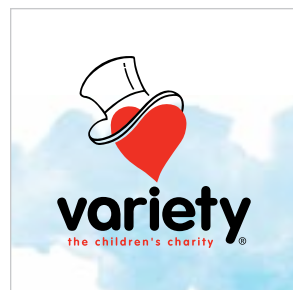
The logo should primarily appear in full color and a white background. A white box is employed for use on multi-colored backgrounds or photos wherever possible. The logos must never be redrawn or modified.

THE STACKED LOGO

The stacked logo is the standard Variety logo and should be used as the first preference on the majority of communications and materials.

1. Minimum logo size is 10mm, measured from the tip of the hat to the bottom of the heart. Always maintain the minimum logo size for legibility and to build brand equity.
2. The X measurement is based on the height of the heart/top hat icon.
3. Do not encroach the exclusion zone. An area around the logo equal to one half the X height should remain free of graphic elements.
4. Register mark does not need print when logo height is less than 10mm.

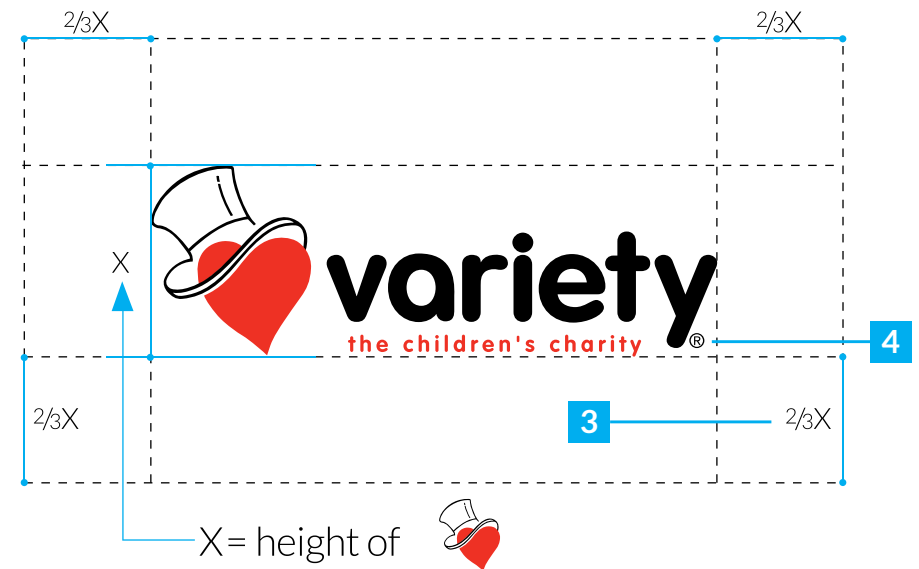




THE HORIZONTAL LOGO

In some circumstances, the available space may not allow a stacked logo. In that situation a horizontal logo may be used

1. Minimum logo size is 10mm, measured from the tip of the hat to the bottom of the heart. Always maintain the minimum logo size for legibility and to build brand equity.
2. The X measurement is based on the height of the heart/top hat icon.
3. Do not encroach the exclusion zone.
An area around the logo equal to two thirds the X height should remain free of graphic elements.
4. Register mark does not need print when logo height is less than 10mm.





LOGO WITH LOCATION

1. When needed, a chapter's location should always appear below the logo.
2. Please use the primary logo with no location as the prominent branding on your collateral. The location is offered as an option when needed but is not a requirement.

SHORT NAME LOCATION



Location name below 10 characters, use 12pt. Center below tagline.

LONG NAME LOCATION



Location name should not exceed tagline width with some exceptions.

Location name from 11 to 20 characters, use 11pt. Center below tagline.



LOGO APPLICATION EXAMPLES



Elizabeth O'Neil
Executive Director

**Variety - the Children's Charity
of Southern California**
4601 Wilshire Blvd., Suite 260
Los Angeles, CA 90010
P. +1.323.655.1547 | F. +1.323.658.8789
E. elizabeth@varietyocal.org
www.varietyocal.org



Variety - the Children's Charity of Southern California | 4601 Wilshire Blvd., Ste. 260, LA, CA 90010 | P 323.655.1547 | F 323.658.8789 | varietyocal.org



Donor & Friend
GUIDE

Delivering Life Saving, Changing
And Enriching Equipment
And Services To Children

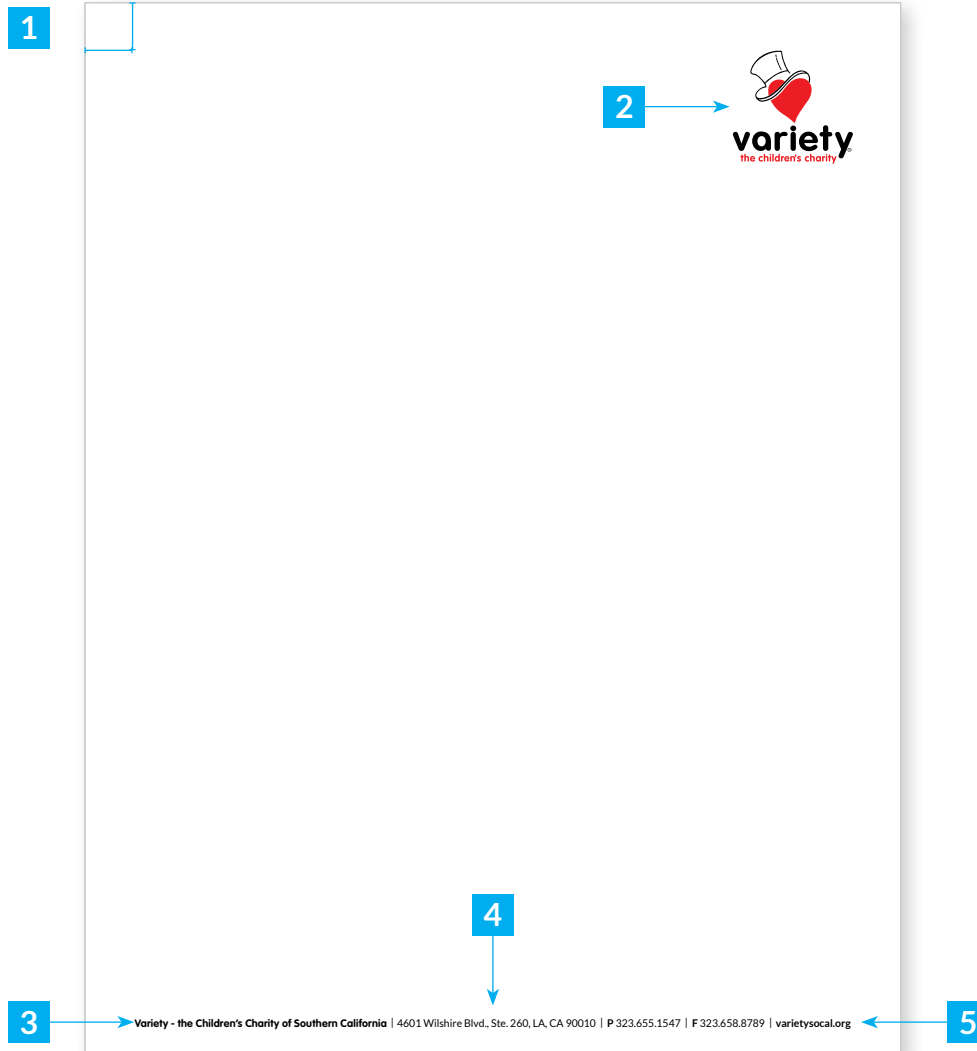


BUSINESS CARDS



1. Business card should be contained with a 18 point or 0.25 inch margin on each side.
2. Use Variety stacked logo. The logo prints PANTONE® 485 and 100% Black. Width of logo should be 60 pt or 0.8333 in.
3. Employee name prints PANTONE® 485 typeset using Hapole Pencil at 14 pt.
4. Employee title prints 100% Black typeset using Lato Regular at 7 pt and 9.5 pt leading.
5. Variety name with location prints 100% Black typeset using VAG Rounded Std Bold at 7.5 pt and 9.5 pt leading.
6. Contact info prints 100% Black typeset using Lato Regular at 6.5 pt and 9.5 pt leading.
7. Optional website address prints PANTONE® 485 typeset using Lato Bold at 6.5 pt and 9.5 pt leading.
8. Printing on back of card is optional. Feel free to design it to fit your needs.

LETTERHEAD



1. Letterhead should be contained with a 36 point or 0.5 inch margin on the top, left & right and a 18 point or 0.25 inch margin at the bottom.
2. Use Variety stacked logo. The logo prints PANTONE® 485 and 100% Black. Width of logo should be 90 pt or 1.25 in.
3. Variety name with location prints 100% Black typeset using VAG Rounded Std Bold at 8 pt and 11 pt leading.
4. Contact info prints 100% Black typeset using Lato Regular at 8 pt and 11 pt leading.
5. Optional website address prints 100% Black typeset using Lato Bold at 8 pt and 11 pt leading.
6. Additional info can be stacked below if needed, all info should be centered across the sheet.

VEHICLE SIGNAGE

VANS



Vans should have the stacked logo on front drivers, passenger and rear doors.

SEDANS



Sedans should have the stacked logo on front drivers and passenger doors.

INTERNAL/EXTERNAL SIGNAGE

3D MOUNTED LETTERING



INTERNAL/EXTERNAL DOORS



Glass door: Apply adhesive backed decal centered.



Wood or other style door:
Print logo on a white panel

EXTERNAL SIGNAGE



Narrow Wall: Use vertical logo

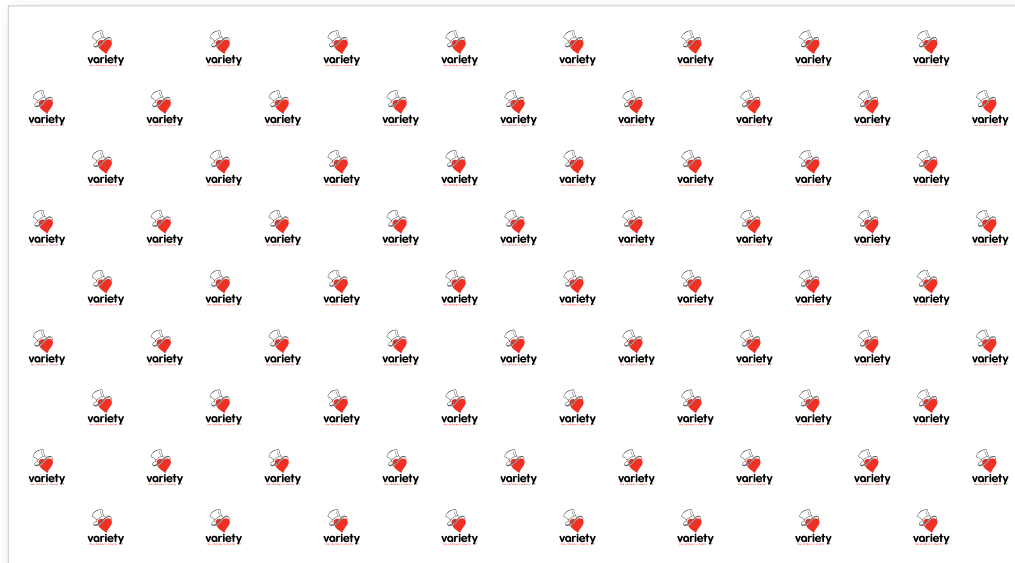


Corner: Use horizontal logo

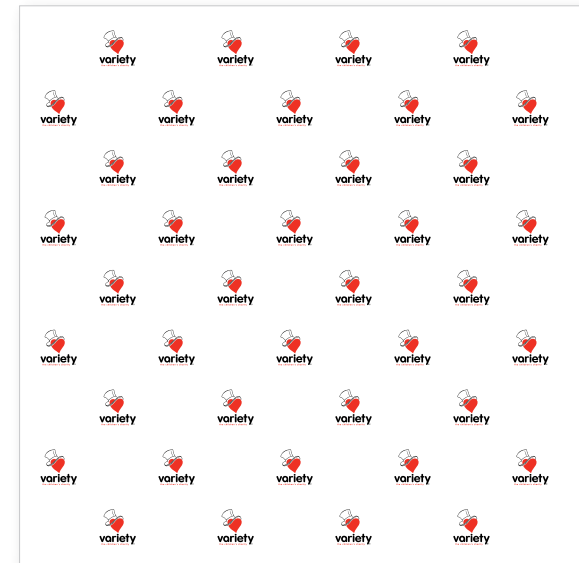
MEDIA WALLS

For Media Walls please use the stacked logo with a minimum of 8" or 200mm in height

20' x 8' Media Wall



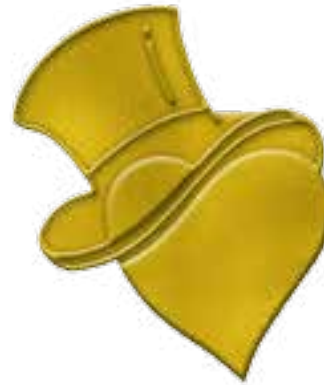
8' x 8' Media Wall



OTHER APPLICATIONS



Buttons



Lapel Pins



Young Variety

Young Variety has two logo versions; stacked and horizontal. The Young Variety logo should always be clear and recognizable every time it is used. Clearspace is the “breathing room” maintained around the logo. The recommended minimum clearspace for the Young Variety logo is 1/3 of the logo mark vertical height.



STACKED LOGO



HORIZONTAL LOGO

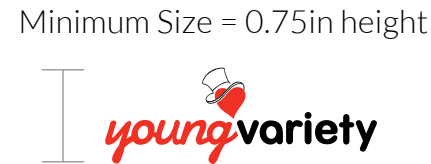
1/3 of Mark Height



YOUNG VARIETY CONTINUED

MINIMUM SIZES

The size specifications shown below are appropriate for print. Size minimums are specified to ensure legibility in various media. Larger minimum sizes may be necessary for other media such as video and film. There may be situations where the Young Variety logo will need to appear smaller than the minimum shown here.



RESIZING

If the logotype is scaled to X% horizontally, constrain the scale X% vertically.

SIZE & POSITION

The size relationships and positions between the icons within the logotype have all been carefully set and should not be changed. To avoid problems, always use the mark as it was designed.

COLOR

The Young Variety logo should primarily appear in full colour and a white background. A white box is employed for use on multi-colored backgrounds or photos wherever possible. The Young Variety logo must never be redrawn or modified. The same primary and secondary color palettes used with the Variety – the Children's Charity logo are also used with the Young Variety logo.





Brand Hierarchy

Variety – the Children’s Charity produces many high quality events, activities and programs. Many of these initiatives require their own sub branding, however, all belong to Variety as the overarching parent / family brand.

All Variety events and programs are positioned as sub brands and therefore must sit alongside the parent brand in all communications. The standard Variety logo should be equal or larger than the event or sub brand logo and never smaller. To reinforce this relationship, the standard Variety logo must always appear either stacked or horizontally opposite the event or program logo and cannot be separated.

BRAND HIERARCHY



Protecting the parent brand: Examples of event logos which demonstrate the positioning of the Variety parent brand in relation to event / program logos.



Care Program
critical life saving equipment and services



4WD CHARITY ADVENTURE



Freedom Program
vital life changing equipment and services



THE VARIETY CYCLE



Future Program
crucial life enriching equipment and services



KIDS 4 KIDS CARNIVAL
A COMMUNITY FUNDRAISER
SUPPORTING LOCAL KIDS IN NEED



International Children's Fund
imperative mobility equipment and services in developing countries



A Night at the Derby
GALA
Benefiting Variety's Pledgeable Kingdom Project for Children

BRAND HIERARCHY



Event / program logo cannot appear without the standard Variety logo.

Event / program logo cannot be combined with the standard Variety logo.





Typography

Font style is a key feature that increases recognition of our brand. It is important to keep the font styles and sizes as consistent as possible in headings, sub-headings and body text.

Two categories of typefaces have been chosen for headings, sub-headings and body text across a range of materials and collateral. Variety is a children's charity, however, our audience is mainly adult. These fonts have been chosen as they are readily available, work well in both traditional media and on line and provide a fun, youthful, recognisable, contemporary and clean feel to our communications.

Through consistent use, these typefaces will help establish a cohesive look and reinforce our identity.

HEADINGS

The font of choice for headings is CoalhandLuke. CoalhandLuke is a handwritten font made by using a piece of charcoal. Heading fonts should be used sparingly, and as a general rule, should only appear once per page or frame. The sub-heading font should be used in subsequent circumstances.

Coalhand Luke

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ? ' * ()
+ , - . / : ; " ' _ { } ^ & \ | ~

AaBbCcDd

SUB-HEADINGS

The font of choice for sub-headings is Hapole Pencil. This font can also be used for headings but only once per page or frame. Designers must select the one most appropriate for the material. The sub-heading font should be used when the heading font has already been used once and attention needs to be called out to sections or special information.

Hapole Pencil

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$/%&?™®

*()[]{| }/|<>,.:;-=_+`

AaBbCcDdEeFf

PRIMARY FONT

Lato is a clean modern sans serif family font available in various weights from Hairline, thin and light through medium to heavy and black in both regular and italics. Lato is a web safe Google open source font available free. It was chosen as it works for both on line and traditional media.

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&?™®

*()[{}|<>,:;-=_+

Aa Bb Cc Dd Ee

THE DYSLEXIE FONT

Graphic designer Christian Boer has dyslexia himself and designed the Dyslexie font to improve his reading. This font is ideal if you are working with children who have dyslexia.

Children with dyslexia often swap, rotate and flip letters without noticing. The problem is the letters are too similar to each other.

Dyslexie font is designed so that every letter is unique in its own form. This counters the rotation, flipping and reversal of the letters. Sometimes normal fonts have a 'crowding affect' (the apparent fusion of letters) because they are too close to each other. The Dyslexie font has extra distance between the letters and space between the words to overcome any crowding.

Dyslexic children may also overlook the beginning of a sentence and read two sentences as one. Therefore the capital letters are bolder so the reader will easily identify the beginning of a new sentence.

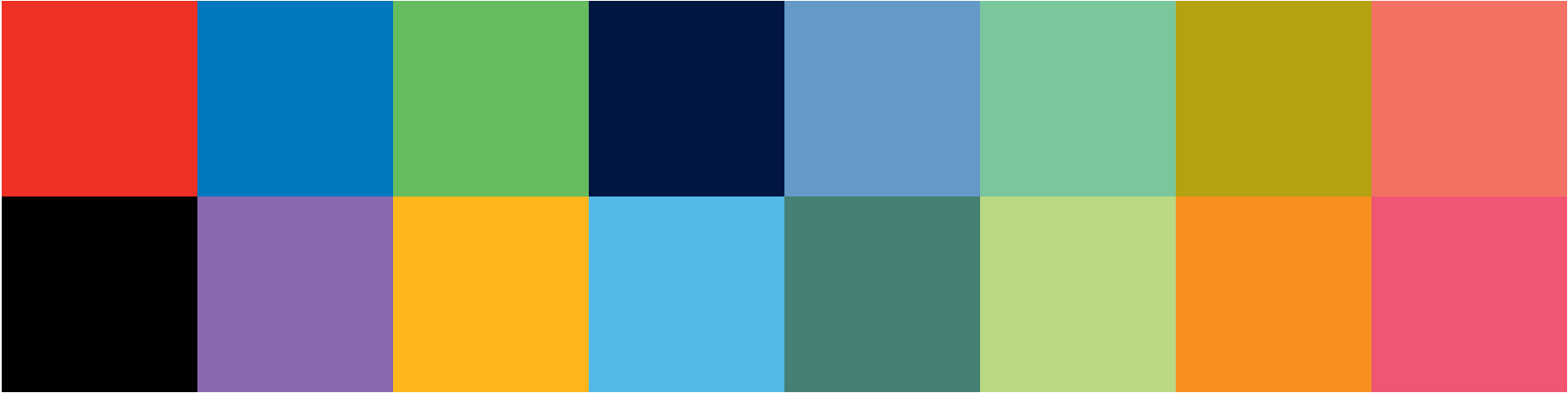
Christian's Dyslexie font is available from www.dyslexiefont.com

His font has helped thousands of children (people) around the world, is easy to install and can display all types of text on computers and the internet.

Dyslexie

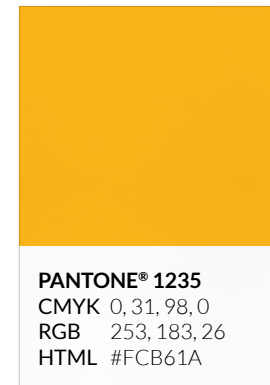
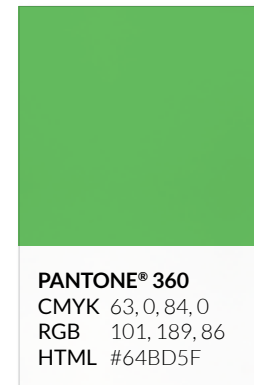
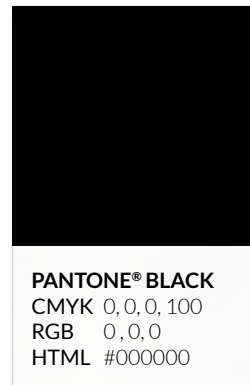
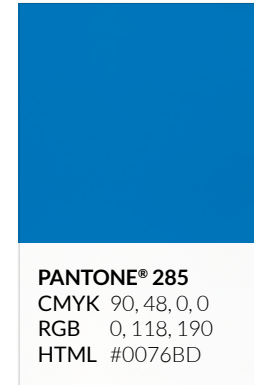
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$
%&?™®*()[]{|}/|<>,.;:-=_+





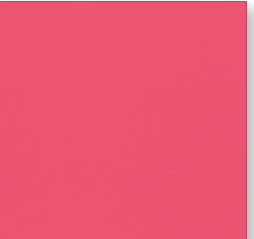
PRIMARY COLOR PALETTE

To complement the Variety brand colors in various communication mediums, primary and secondary palettes have been created. These colors will help cut through competitive noise in different markets and at the same time give Variety consistency. It is important to specify our brand colors, primary palette and secondary colors to any agency or design consultant from the beginning in your brief. These palettes have been developed to give your communications a vibrant and friendly look. The secondary palette is to be used for accent colors. The primary and secondary palettes should be used as two distinct palettes, never mixed together. Try to limit the number of colors in a single publication – a good guide is four colors plus black.



As a general rule, colors should appear solid and colored text should not be used on colored background. Remember that white space is important and whenever possible you should avoid cluttering the area around the corporate logo with unnecessary colors or images.

SECONDARY COLOR PALETTE

 PANTONE® 285 CMYK 100, 76, 12, 70 RGB 0, 22, 65 HTML #001541	 PANTONE® 652 CMYK 58, 26, 2, 5 RGB 101, 153, 200 HTML #6499C7	 PANTONE® 2915 CMYK 60, 9, 0, 0 RGB 82, 185, 233 HTML #51B8E9	 PANTONE® 625 CMYK 64, 16, 45, 30 RGB 70, 128, 116 HTML #468074	 PANTONE® 346 CMYK 53, 0, 51, 0 RGB 122, 199, 155 HTML #79C79A
 PANTONE® 374 CMYK 30, 0, 64, 0 RGB 186, 217, 130 HTML #B9D981	 PANTONE® 613 CMYK 8, 11, 100, 28 RGB 180, 162, 16 HTML #B4A210	 PANTONE® 138 CMYK 0, 52, 100, 0 RGB 247, 144, 30 HTML #F7901D	 PANTONE® 178 CMYK 0, 70, 58, 0 RGB 243, 113, 99 HTML #F27062	 PANTONE® 198 CMYK 0, 82, 37, 0 RGB 240, 86, 116 HTML #EF5573

The secondary palette is to be used for accent colors. Secondary colors are great for color coding, adding impact and in charts and other information graphics. The brand colors should be a minimum of 60% of your color work, the primary palette can be up to 35% and the secondary palette no more than 15%.



Photography & Video

Vivid high resolution photos and video with a focus on the joy a child receives from the Variety grant received will bring our brand and impact to life. Every photo or video should portray the values of Variety.

Ensure all media has a signed release for use in publications, web sites, social media and other applications before the image or video is used.



PHOTOGRAPHY DO'S

Where possible, please include Variety branding or recognition via backdrops, clothing or caps.



Empowering: Children should appear happy, confident and have good eye contact.



Vivid Colors: Photographs should feature vivid colors.



Diversity: Vary the age, gender, race and disadvantage of featured children.



Action: Subjects should be shown 'in action' rather than staged, and with children.



Appropriate: Subjects should only be engaged in responsible, non-offensive behaviour.



Diversity: Where possible, aim to represent gender and age groups equally.

Use only approved photos from local/national image libraries.
Ensure the necessary media consent forms have been signed before publishing any new images.

PHOTOGRAPHY DON'TS



Child appears sad, not looking at camera.



Black and white should not be used for everyday imagery.



Volunteers are shown without any context of children or task.



Inappropriate imagery such as alcohol, smoking, speeding etc should be avoided.

Official media consent is still required before publishing images of adults. This includes posting event images to social media.



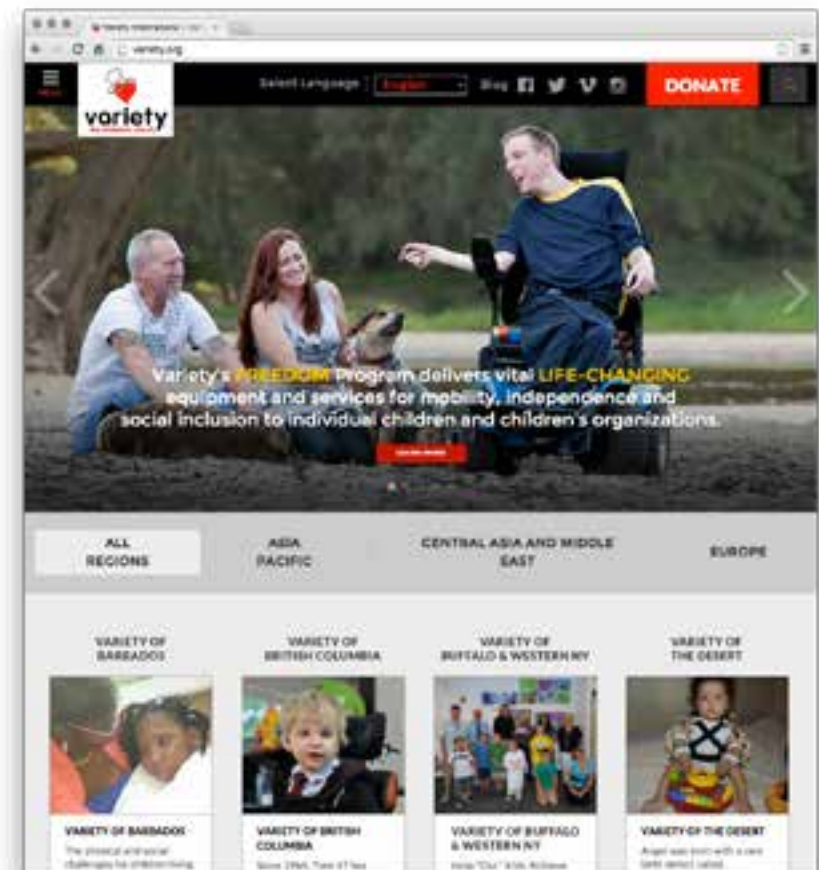
Websites

MAKE A GREAT FIRST IMPRESSION

Your website represents who we are and what we offer. When people see it for the first time, they're thinking:

- Is this site credible?
- Is it trustworthy?
- Does it look professional?
- How can I find what I want or need?
- Does this site make me feel welcome?
- Am I in the right place?

You need to ask yourself all of these questions when designing your website. Now, design may not be the most important factor in a website overall, and often-times too much emphasis is placed on how a site looks instead of how it works, but it does play an important role in making a good first impression.



Consistent design elements such as logo, donate button, colors and navigation between home page and sub pages.

WEBSITES CONTINUED

MAINTAIN CONSISTENCY

It is critical that consistency be maintained between all Variety web sites and on line presence. To portray professionalism, trust and make people feel comfortable, they need to see familiar design, navigation and content as they move from one Variety web site to another.

It's best to keep elements on your site fairly consistent from page to page and in line with the Variety Brand Guide. Elements include colors, sizes, layout, and placement of those elements. Your site needs to have a good flow from page to page. This means colors are primarily the same as well as fonts and layout structure. Navigation should remain in the same location of the layout throughout your website. A consistent brand, look and feel across all web sites matters. This will help keep your visitors from feeling lost.

Proper Use of Colors: Use the right colors for your audience to draw attention to select elements. Don't try to make everything jump out. The result will be just the opposite – nothing will stand out. Avoid a chaotic mix of colors on your website, and instead, pick two to four colors for your template and marketing materials.

Animations, Gadgets, and Media: Avoid anything unnecessary. Using Flash animations because they look cool is the wrong strategy. In most cases, it's best not to use animated backgrounds or background music. Only use media and animations to help support content and information. If you're in love with Flash or require animations, consider moving to HTML5 instead. It's a great alternative to Flash.

Typography: Make sure your website is legible. Use fonts, font sizes, and font colors that are easy to read. For easier page scanning, use bullet lists, section headers, and short paragraphs. If your site is English language-based, make sure information flows from left to right and top to bottom. It is almost always best to have white or very light background with black or dark text.

Layout: Create a clear navigation structure and organize page elements in a grid fashion (as opposed to randomly scattered). Also, don't be afraid of white space and avoid clutter!

Photos and Video: People are visual, ensure all photos are of high quality and relate to the content they are used with. Children and volunteers in context should be the emphasis. Video will be high resolution and also housed on video services such as YouTube and Vimeo.

Tests comparing the use of stock photography versus real imagery on a website and their effects on lead generation found that photos of real people out-performed stock photos by 95%. Why? Because stock images tend to be irrelevant and obvious. Resist the temptation to use stock photos and create your own high quality photo and story library.

As a result, take care to place meaningful images on your site. Every image is transmitting a subconscious message to your audience, and sometimes the result is different from what you might expect.

While design is important, don't forget that great content is what your visitors are ultimately after. A well-designed website might convince visitors to take a closer look, but they won't look twice if the content isn't useful and well organized. You never get a second chance to make a great first impression.

CREATE A SOLID NAVIGATION SYSTEM

Perhaps one of the biggest factors to keep visitors on your website is having a good, solid navigation system that supports all search preferences. In fact, more than three-quarters of survey respondents from a study say the most important element in website design is ease of finding information. If people can't find what they're looking for, they will give up and leave.

Important Factors in a Site's Navigation:

- Keep the structure of your primary navigation simple (and near the top of your page).
- Include navigation in the footer of your site.
- Use breadcrumbs on every page (except for the homepage) so people are aware of their navigation trail.
- Include a search box near the top of your site so visitors can search by keywords.
- Don't offer too many navigation options on a page.
- Don't dig too deep. In most cases, it's best to keep your navigation to no more than three levels deep.
- Include links within your page copy, and make it clear where those links lead to. This is also great for SEO!
- Avoid use of complicated JavaScript -- especially Flash -- for your navigation. Many mobile phones can't see Flash (yet); thus, they won't be able to navigate your website. Same applies to web browsers that don't have an updated version of Flash installed.
- Think about every constituent in your audience. Ask if it's obvious where they should go to find what they want and need.
- If linking to an external page, open it in a new window so people do not lose your site.

The overall rule with a proper navigation structure is simple: don't require visitors to think about where they need to go and how to get there. Make it easy for them.

MAKE IT ACCESSIBLE

Make sure that anyone visiting your website can view it no matter what browser or application they're using. In order to gain significant traffic, your site needs to be compatible with multiple browsers and devices. With growth in mobile phones and tablet devices, people are surfing the internet more than ever before. Make sure you get those views by allowing everyone to view your site no matter what kind of system, device or browser they use.

WEBSITES CONTINUED

WEB SITE URLS

Web site addresses should be kept as short as possible and where possible have both the primary (dot) org and secondary (dot) com or (dot) co versions (plus any country extension) registered and directed to the web site. As a non profit charity organization, our primary extension should be (dot) org but people will often enter (dot) com or (dot) co and having both ensures the person looking for your web site finds it easily.

For example:

www.varietytexas.org and www.varietytexas.com

www.variety.org.uk and www.variety.co.uk

www.variety.org.au and www.variety.com.au

www.varietycanada.org and www.varietycanada.com

www.varietymanitoba.org and www.varietymanitoba.com

There different extension protocols in various countries will mean exceptions.

For example:

www.variety.bc.ca should partner with www.varietybc.org and www.varietybc.com

EMAIL ADDRESS FORMAT

As a professional email address, the format will be the persons first name (dot) second name (at) the chapter name (dot) org and if applicable (dot) country extension. Please refer to the examples below.

As a non profit charity organization the extension (dot) org (followed by a country extension if applicable) will be used.

The persons email address will match the chapter's main web site address. For example, if the main web site address is www.variety.org.uk, the email address should be john.example@variety.org.uk.

As examples:

United States: john.example@varietycity.org
Canada: john.example@varietycity.org
New Zealand: john.example@variety.org.nz
Australia: john.example@varietystate.org.au
Great Britain: john.example@variety.org.uk
Hong Kong: john.example@variety.org.hk
Singapore: john.example@variety.sg
Ireland: john.example@varietyireland.org
Barbados: john.example@varietybarbados.org
Israel: john.example@varietyisrael.org
Japan: john.example@varietyjp.org
Jersey: john.example@varietyjersey.org.je

Email Signature without logo: *Helvetica or Arial – size 12*

Name | Position | **Variety - the Children's Charity [Territory]**
Address | Suite If Applicable | City | State | Zip/Post Code
P: Phone Number | **F:** Fax Number | **M:** Cell Phone If Applicable
E: Email Address | **W:** Web Site Address

Email Signature with logo: *Helvetica or Arial – size 12*

Name | Position | **Variety - the Children's Charity [Territory]**
Address | Suite If Applicable | City | State | Zip/Post Code
P: Phone Number | **F:** Fax Number | **M:** Cell Phone If Applicable
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Social Media

The Stacked Variety logo (with or without location) will always be the profile picture for any social media or on line account. The stacked logo used for the profile picture must never be redrawn or modified in any way.

Relevant pictures portraying the positive outcomes of Variety's assistance should always be used as cover photos, headers and banners. Photos should be of high quality and maintain their information when sized to fit the available space.

The social media account should be named: Variety – the Children's Charity of (territory) and the listing category as a "Charity Organization" or if that option is not available, "Non-Profit Organization"



POSTING

Speak in the first person, use your own voice, be real and bring personality to the forefront. When engaged in conversations participate and don't simply broadcast messages. Be sensitive to the expectations of your followers and existing users on your own and other sites. Separate opinions from facts and ensure your audience can see the difference. Don't engage in on line disagreements, offer to speak with the person by phone or private method.

Always pause and think before posting. Does the post or reply portray Variety in a positive way? Try and add value to any conversation or with a new post – be informative. Perception is reality so be sure you are consistent and reflect Variety's values and professional standards. Be informed and engaged, participation is the fuel of social media.

Don't be afraid to be external, use hash tags and links to other relevant information or posts to create greater awareness and exposure. Post relevant information on

the children and conditions Variety assists – become a resource for the families of children living with these conditions. Be diverse, don't make your posts always about events or fundraising, post information and children's stories that show why a person should attend the event or engage in fundraising for Variety.

Post regularly but aim for quality over quantity – give people a reason to like or follow you. Actively share posts and information from around the Variety world.

In summary, be real and use your best judgement.

To ensure trending coverage and a wide following, all offices should use the following hash tags with their social media. You can add your own hash tags in addition to the 3 universal ones.

#supportvarietykids

#varietykidscan

#helpvarietykids



Language

The Variety brand personality is wholehearted, generous, caring and entertaining. Use an honest and genuine tone and remain true to this personality at all times.

STANDARD VARIETY NAME

In all text, refer to 'Variety - the Children's Charity' in the first instance. After the first reference, the name may be abbreviated to Variety or Variety of (location).

Variety should never be abbreviated to VI (Variety International), VA (Variety Australia) or VWA (Variety WA etc) in any external communications.

LOCALIZING BY STATE / TERRITORY

When communicating as part of a national campaign and across borders, the generic 'Variety - the Children's Charity' name should be used at all times.

When communicating at a local level, the Variety name may be customized to the State, Territory or region. For example, 'Variety - the Children's Charity of New South Wales' or 'Variety Queensland'.

CORRECTING THE 'CLUB'

Under no circumstances should the name 'Variety Club' be used. Any instances of external use of the name 'Variety Club' should be corrected immediately.

LANGUAGE CONTINUED

EMPOWERING CHILDREN IN NEED

When communicating about the children we assist, it's important to put the child first, and the need second.

- Children with special needs - not special needs children
- Avoid disempowering terms like 'suffering' and instead use phrases such as 'living with' or 'diagnosed with'
- Never define a child solely by their need - their personality, likes, dislikes etc are unique and this is how readers relate
- Our tone should be empathetic, not sympathetic
- Grant families often have emotional and traumatic stories to tell. Capturing this emotion is critical to help create a sense of urgency and need in our communications. However, their story should be told with sensitivity, respect, and in keeping with the Variety spirit of 'empowering'
- As a general rule our communications should make stakeholders feel inspired, moved, proud and empowered to assist Variety help children in need. There should be no sense of guilt, shame or helplessness.

It's important to put the child first, and the need second...
Our tone should be one of empathy, not sympathy. Donors should feel inspired and proud to help make a difference
— never guilty or helpless.

NEVER APOSTROPHIZE VARIETY

The name Variety or Variety - the Children's Charity should never have an apostrophe affixed.

- Our Variety programs empower children in need to live, laugh and learn (correct)
- Variety's programs empower children in need to live, laugh and learn (incorrect)
- There are many Variety sponsors and volunteers that play an important role (correct)
- Variety's sponsors and volunteers play an important role (incorrect)

This rule can be broken if absolutely necessary, only when using the abbreviated Variety name localized to a State or Territory. For example, 'Variety NT's Goanna Park'.

WRITE IN ACTIVE SENTENCES

Write in the active voice to keep sentences short, crisp and engaging. In active sentences, the subject of the sentence undertakes the action. In passive sentences, the subject of the sentence is acted upon. For example:

- Variety operates three core programs (active)
- Three core programs are operated by Variety (passive)
- Variety needs your help (active)
- Your help is needed by Variety (passive)

LAST BUT MOST IMPORTANTLY – IT'S ABOUT THE KIDS!

The children and families we assist are the reason we exist. They should be at the heart of every Variety communication.



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 323.934.4688

 variety.org

 info@variety.org

 [varietythechildrenscharity](https://www.facebook.com/varietythechildrenscharity)

 [VarietyIntl](https://twitter.com/VarietyIntl)