



Telstra Foundation

Toolkit 2024

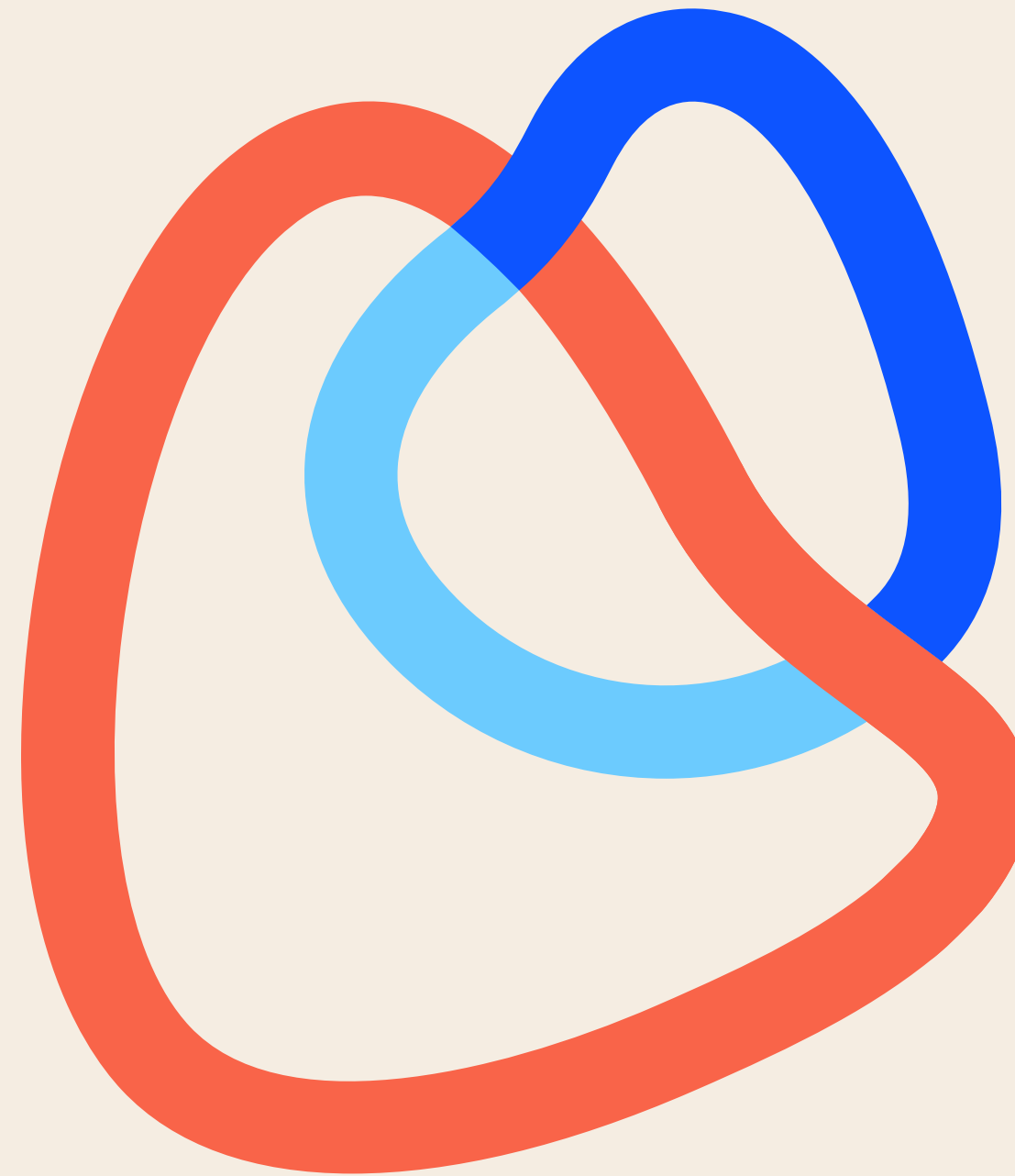
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Logo

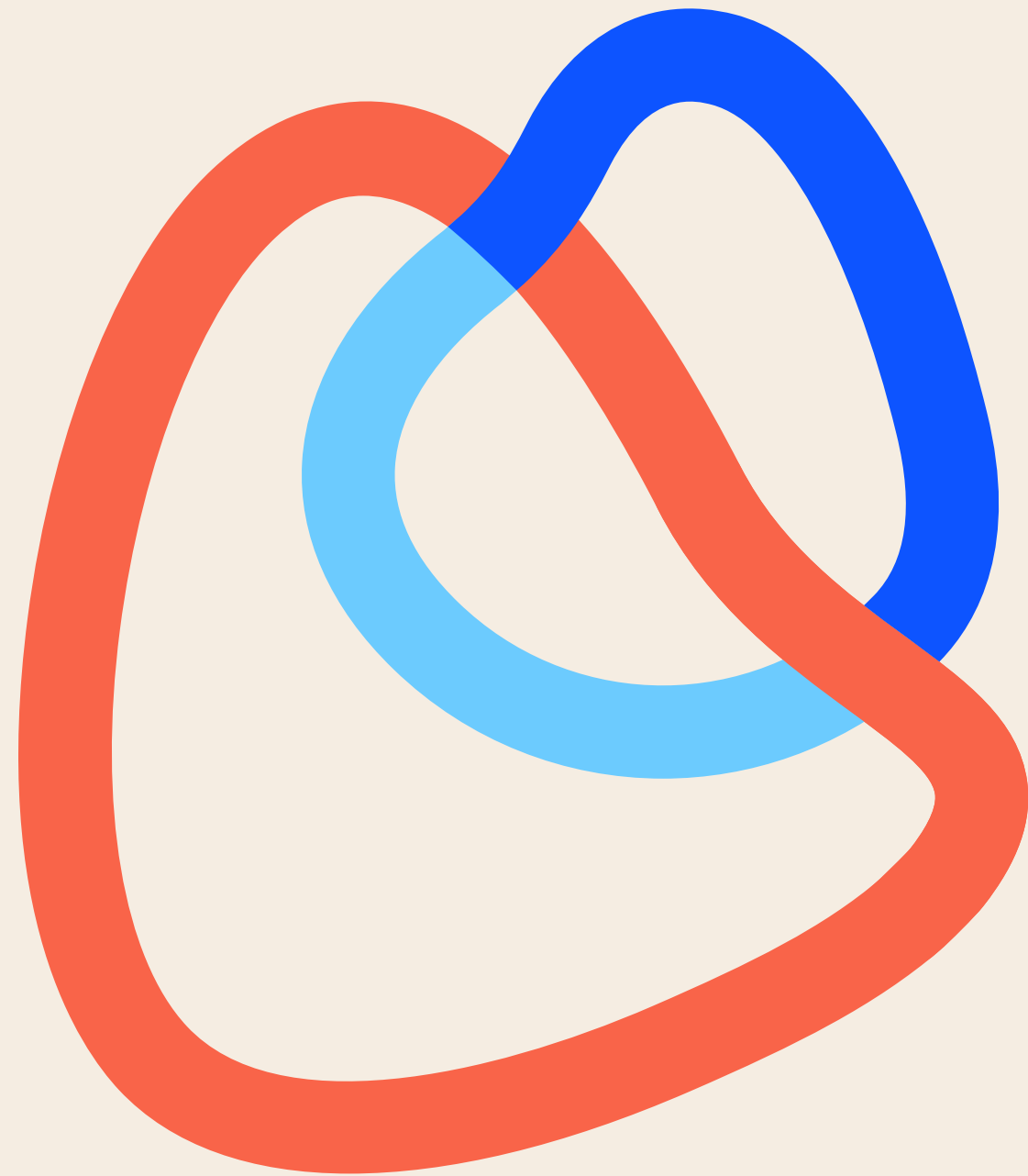
1 Logo

1.1 Primary symbol



1 Logo

1.2 Primary symbol colour



Primary symbol A



Primary symbol B



Primary symbol C

1 Logo

1.3 Primary logo



Primary logo A



Primary logo B



Primary logo C

1 Logo

1.4 Primary logo stacked



Primary stack logo A



Primary stack logo B



Primary stack logo C

1 Logo

1.5 Mono logo

Usage TBC.



Mono logo black



Mono logo white

1 Logo

1.6 Size



1 Logo

1.7 Exclusion zone

The exclusion zone is a clear space margin that ensures the logo remains unobstructed by other visual elements.

Note: when applying the logo within layout on the layout grid, a clear space margin of two grid units should be present.



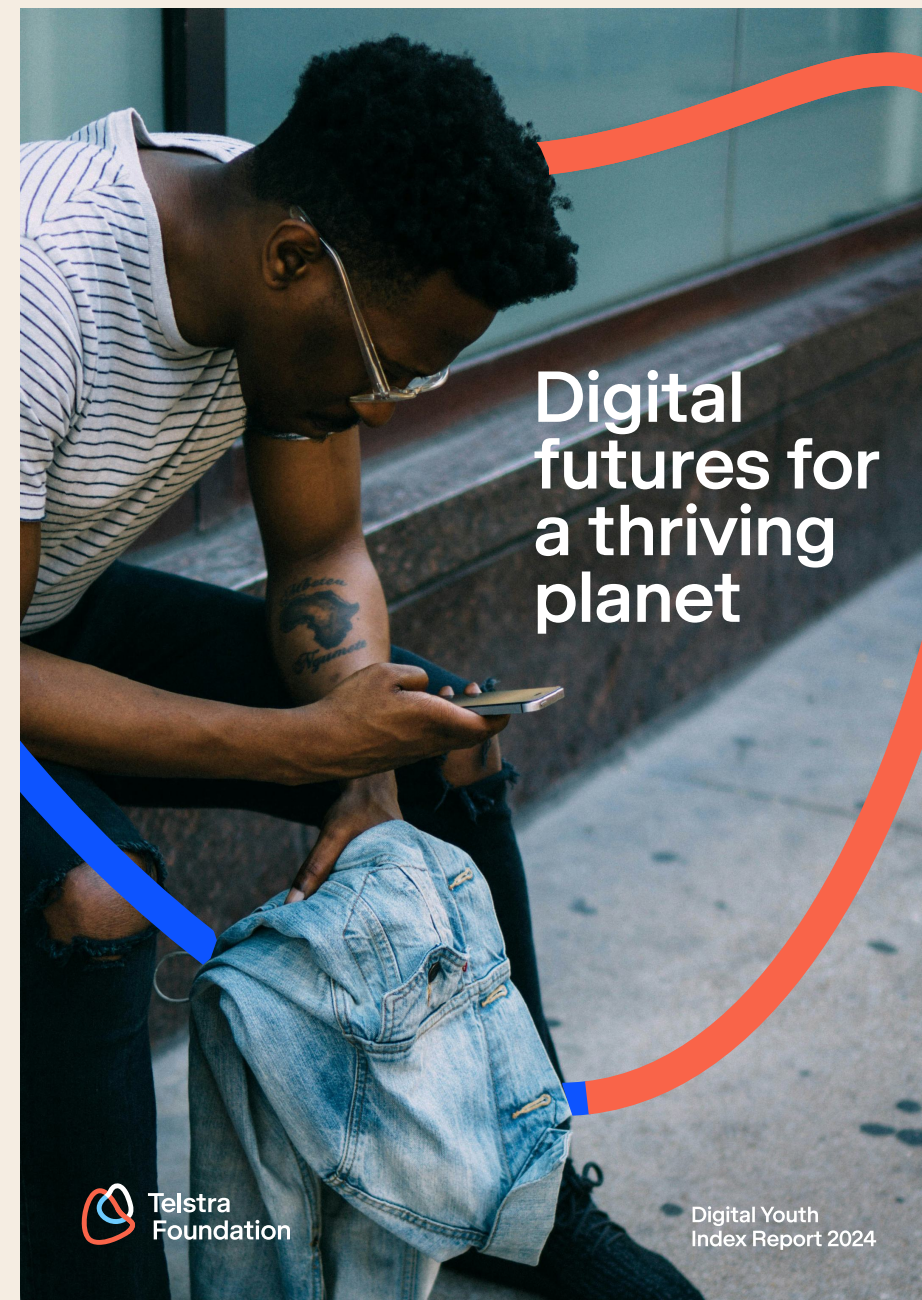
1 Logo

1.8 Placement

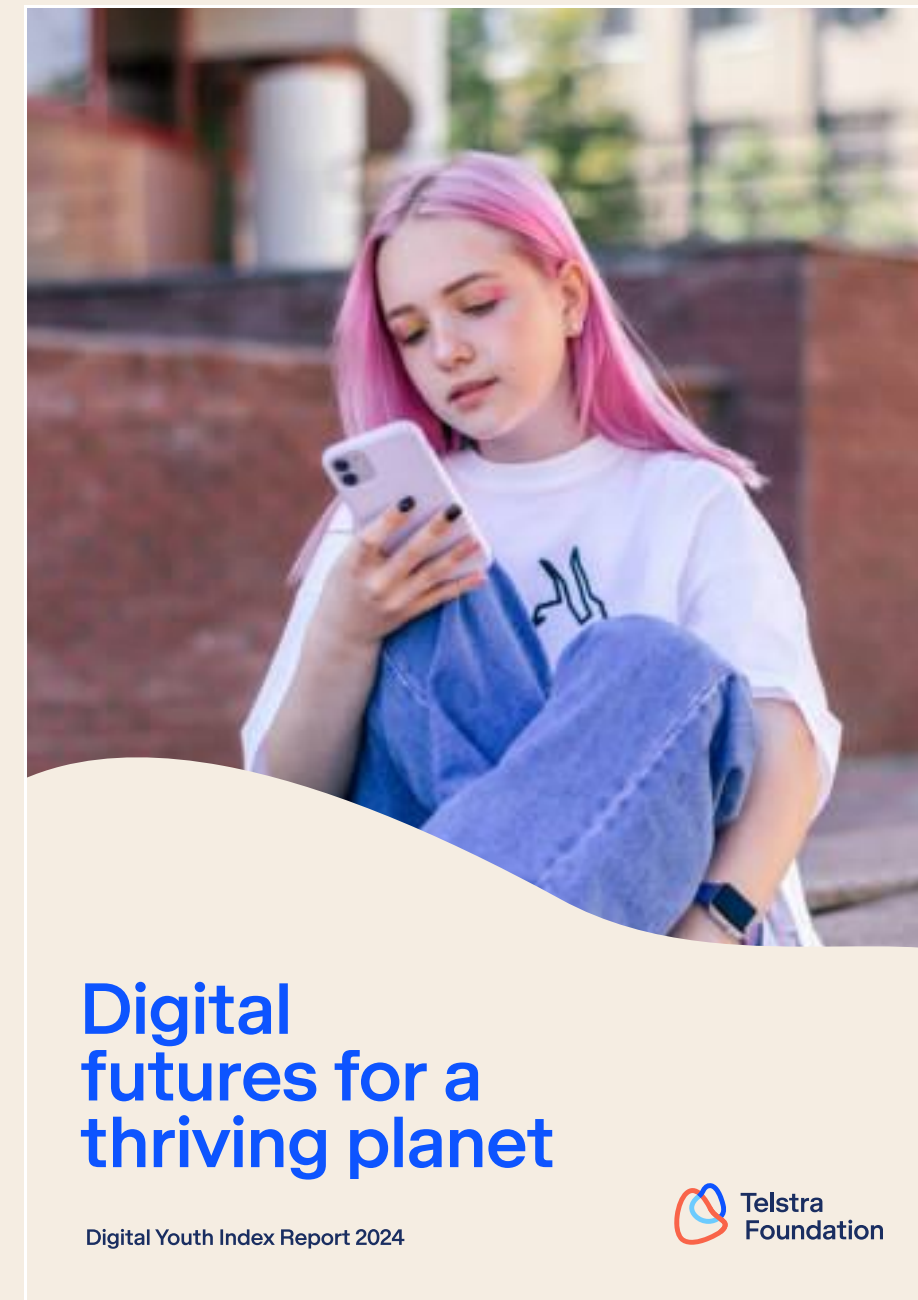
Within this rule there are a variety of placement configurations that can be applied across both vertical and horizontal formats/applications to account for different amounts of content and other brand identity assets.

When deciding the location of the logo, the relationship with other elements should be considered first and foremost.

1. Bottom placement:
 - a. Aligned bottom left.
 - b. Aligned bottom right.
2. Top placement:
 - a. Aligned top left.
 - b. Aligned top right.



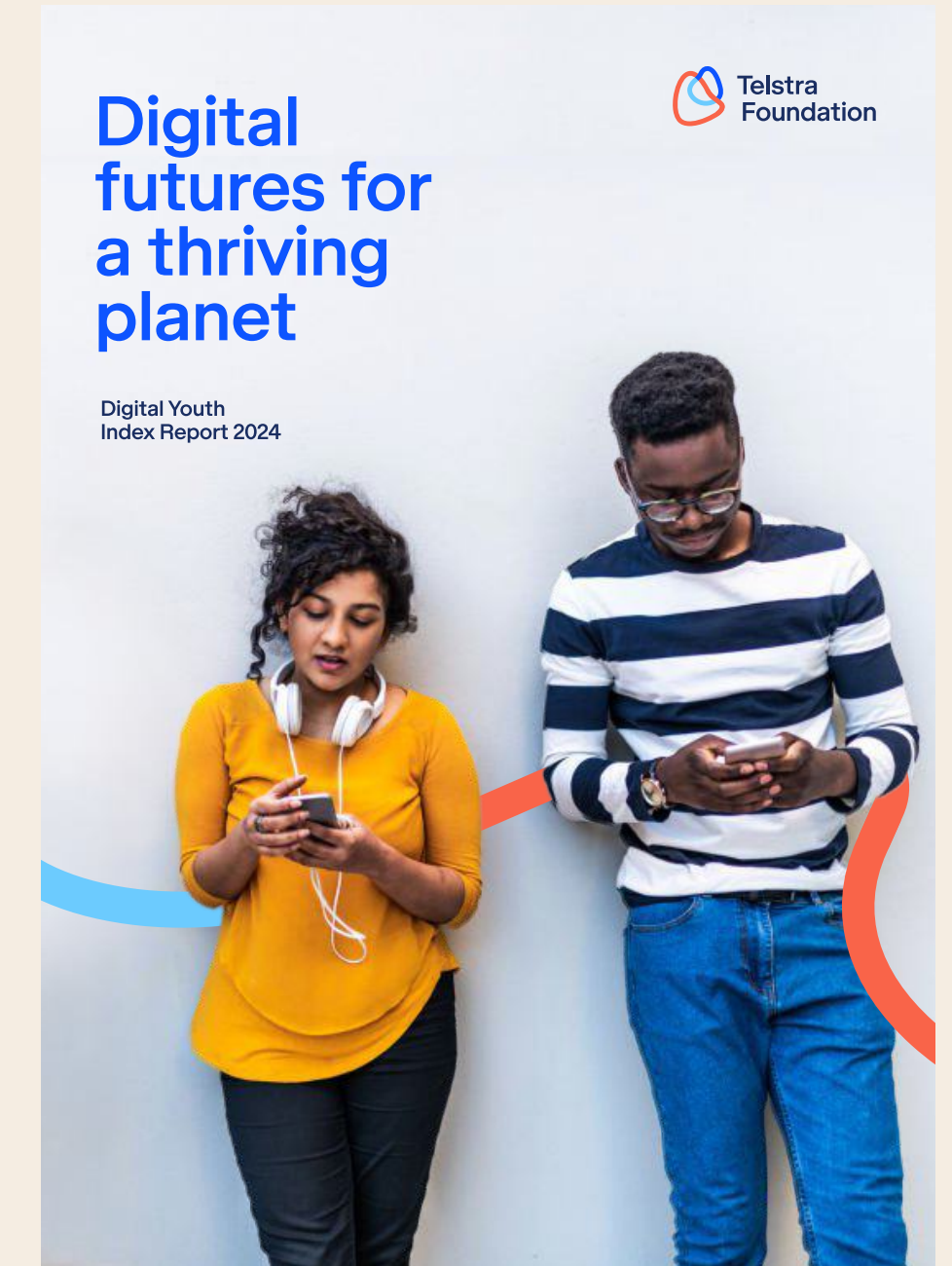
1. (a) Bottom left placement



1. (b) Bottom right placement



2. (a) Top left placement



2. (b) Top right placement

1 Logo

1.9 Incorrect usage

These examples show some of the treatments that must be avoided when using our lock-up. Ensure that you have the correct artwork and that it is not altered or treated in any way.

1. Do not reposition or adjust elements



2. Do not outline



3. Do not recolour



4. Do not rotate



5. Do not apply effects

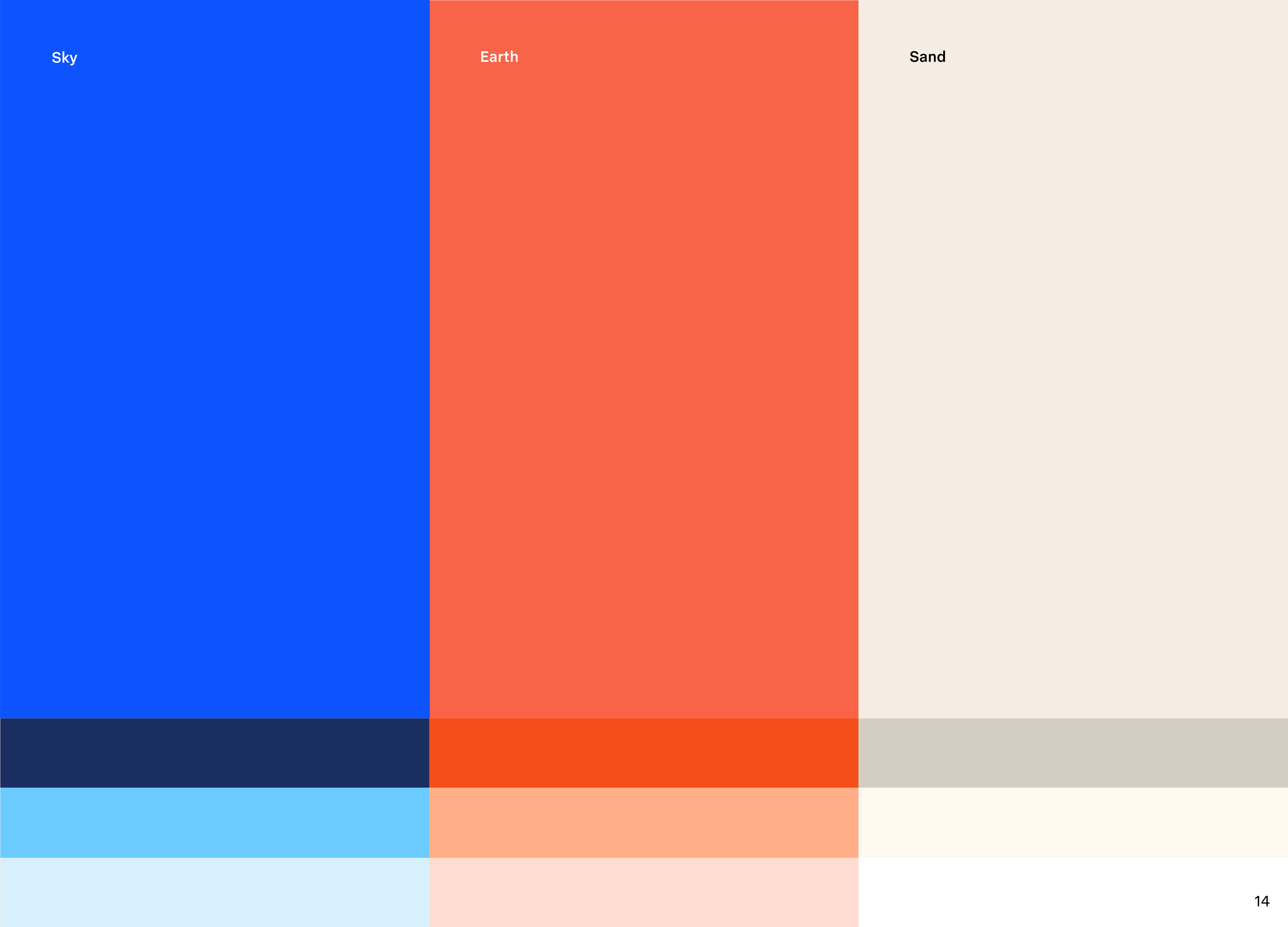


Colour

2 Colour

2.1 Introduction

The Telstra Foundation colour palette leverages the Telstra master brand legacy colours, as well as being inspired by the Australian environment: the sky, sand and earth. Telstra is primarily a blue (sky) and orange (earth) brand supported by secondary neutral warm tones (sand).



2 Colour

2.2 Swatches

Sky 100
R:19 G:26 B:53
HEX: 131A35
C:100 M:90 Y:0 K:75
PMS: 282C

Sky 80
R:26 G:46 B:97
HEX: 1a2e61
C:100 M:78 Y:0 K:18
PMS: 7687C

Sky 60
R:13 G:84 B:255
HEX: 0d54ff
C:86 M:44 Y:0 K:0
PMS: 285C

Sky 40
R:108 G:203 B:254
HEX: 6ccbfe
C:52 M:0 Y:0 K:0
PMS: 297C

Sky 20
R:216 G:240 B:254
HEX: d8f0fe
C:23 M:0 Y:0 K:0
PMS: 290C

Earth 80
R:244 G:78 B:26
HEX: f44e1a
C:0 M:86 Y:100 K:0
PMS: 166C

Earth 60
R:249 G:100 B:73
HEX: f96449
C:0 M:70 Y:72 K:0
PMS: 2026C

Earth 40
R:255 G:174 B:135
HEX: ffae87
C:0 M:38 Y:44 K:0
PMS: 2022C

Earth 20
R:255 G:221 B:209
HEX: ffddd1
C:0 M:20 Y:21 K:0
PMS: 489C

White
R:255 G:255 B:255
HEX: ffffff
CMYK: NA
PMS: NA

Sand 60
R:212 G:205 B:195
HEX: d4cdc3
C:12 M:13 Y:18 K:8
PMS: Warm Grey 2C

Sand 40
R:245 G:237 B:226
HEX: f5ede2
C:0 M:5 Y:9 K:5
PMS: Warm Grey 2C (50%)

Sand 20
R:254 G:249 B:239
HEX: fef9ef
C:0 M:1 Y:5 K:2
PMS: Warm Grey 2C (25%)

Wave shape colours

2 Colour

2.3 Palette overview

Choose the colour combination that speaks to and complements the subject.

On the right, each colour palette has been broken down with correct colour/ logo use, along with an example layout.

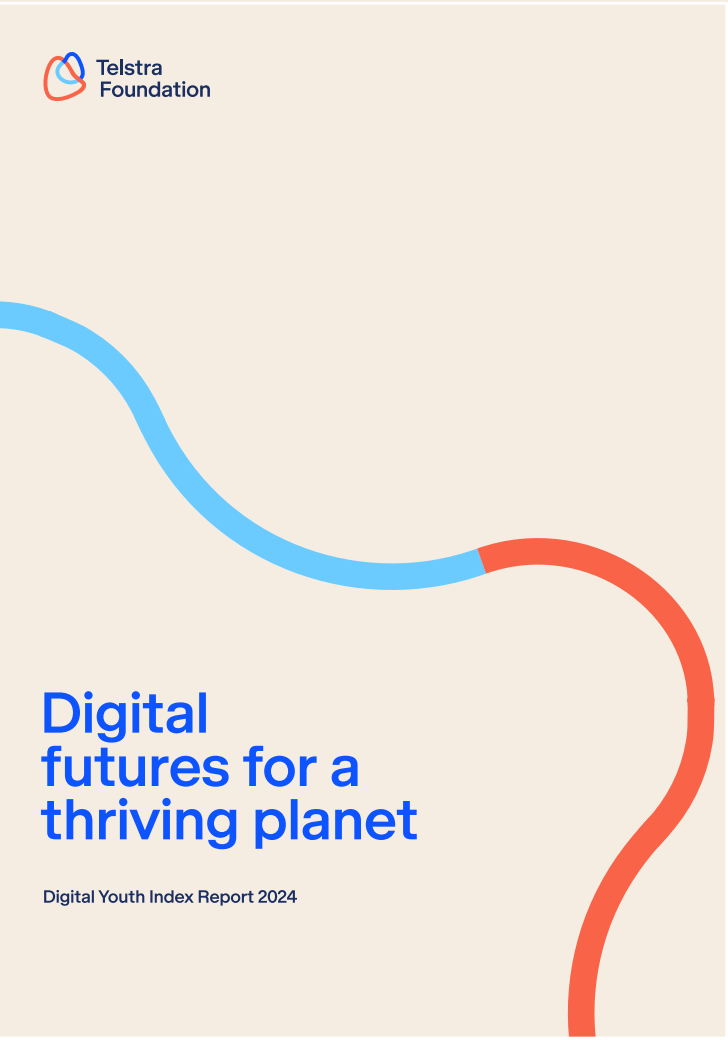
Sand 40

Headline

Sky 60 or
Earth 80

Sub

Sky 80



Sky 60

Headline

White

Sub

White



Earth 60

Headline

White

Sub

Sky 100



2 Colour

2.4 Accessibility

Digital colour contrast standards between text/object colour and background colour have been developed by The World Wide Web Consortium to ensure people with visual impairments can easily interact with digital experiences.

The colour combinations shown opposite for each palette meet the minimum standards for AA+ which includes (4.5:1) colour contrast for regular scale text and (3:1) for large scale text and non-text graphical objects. These combinations should be taken into consideration when creating any application viewed on a mobile phone or personal computer screen.

AA accessibility:
do not use combinations that are not AA compliant in digital touch points.

Sand 40 palette

- AA

Earth 80: Large type (18pt+)

✓
- AA

Earth 80: Small type (8pt+)

✗
- AA

Sky 60: Large type (18pt+)

✓
- AA

Sky 60: Small type (8pt+)

✓
- AA

Sky 80: Large type (18pt+)

✓
- AA

Sky 80: Small type (8pt+)

✓
- AA

Sky 100: Large type (18pt+)

✓
- AA

Sky 100: Small type (8pt+)

✓

Sky 60 palette

- AA

White: Large type (18pt+)

✓
- AA

White: Small type (8pt+)

✓

Earth 60 palette

- AA

Sky 100: Large type (18pt+)

✓
- AA

Sky 100: Small type (8pt+)

✓
- AA

Sky 80: Large type (18pt+)

✓
- AA

White: Small type (8pt+)

✗

Tone of Voice

3 Tone of Voice

3.1 Intro

The characteristics of our brand voice are shown on the right.

Optimistic

Energised

Straight-talking

Inclusive

3 Tone of Voice

3.2 Phrases

We use phrases like:

- Supporting children and young people
- Being kind, fun and safe online
- Breaking down barriers
- Supporting under-resourced/served groups and communities
- Having equal access to digital careers
- Overcoming biases
- Building digital capacity
- Living a digital life

3 Tone of Voice

3.3 Words

We use words like:

- Success
- Trust
- Comprehensive
- Equality
- Representation
- Kind
- Honest
- Ethical
- Connected
- Resilient
- Vibrant
- Outstanding
- Empowered
- Understanding
- Versatile
- Safe
- Fair
- Included
- Insightful
- Great
- Impressive
- Inspiring
- Hopeful
- Youth-led
- Visionary
- Ground-breaking
- Smart
- Proactive
- Fun
- Promising
- Authentic
- Lively
- Confident
- Tenacious
- Timely
- Support
- Unique
- Open-minded

Typography

4 Typography

4.1 Overview

Within the Telstra brand identity there are two specific variations of the Telstra typeface:

- Telstra Display (headlines)
- Telstra Text (body copy)

The following pages detail the various features of the typeface and also introduce some fundamentals for typesetting and typography.

Telstra Display
Designed to work at scale

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Telstra Text
Designed to be read at small sizes

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

4 Typography

4.2 Settings

The settings chart helps determine the best possible settings when applying the typefaces at different sizes within the hierarchy. Please note the opposite settings have been created as a ideal approximate starting point, however designer discretion is advised depending on content and context.

Font weight:
The weight of the font.

Leading:
The vertical space between lines of type, calculated as a percentage of the font size e.g. 110%

Tracking:
The space between an entire group of letters.

Kerning:
The space between individual letters.

Style	Font weight	Font size	Leading	Tracking	Kerning
Headline	Telstra Display: Medium	Dynamic	90-100%	0	Metrics
Subheading/Introduction	Telstra Display: Medium	100% (Set for deliverable)	110%	0	Metrics
Body text subheading	Telstra Text: Medium/Bold	80%	120%	0	Metrics
Body text	Telstra Text: Regular	80%	120%	0	Metrics
Body text lists and bullets	Telstra Text: Regular	80%	120%	0	Metrics
Legalese	Telstra Text: Regular	50% (or set for deliverable)	120%	-5 to 0	Metrics
CTA/Pill	Telstra Text: Medium	80%	110%	0	Metrics

4 Typography

4.3 Spacing

The paragraph spacing between a headline and subheading should be equal to 2 x grid modules. The paragraph spacing between the subheading and body text should be 1.5 x grid modules. The spacing between a CTA and any other form of text is 2 x grid modules.

See the example on this page that demonstrates this spacing.

Telstra Display
Headline size =
Dynamic

⌋

Digital futures
for a thriving planet

⌋

2 modules

Telstra Display
Subhead size =
Set per deliverable (Xpt)

⌋

We want all children and young
people to thrive in our digital world.

⌋

1.5 modules

Telstra Text
Body copy size =
80% of subhead (Xpt x 0.8)

⌋

Lorem ipsum dolor sum.

⌋

2 modules

Telstra Text
CTA size =
80% of subhead

⌋

Read our stories >

Telstra Text
Legalese size =
Set per deliverable

⌋

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in.

⌋

Bottom
of layout

Wave shape

5 Wave shape

5.1 Overview

The ‘waveshape’ is a fundamental part of the Telstra Foundation brand identity. It is the one visual asset in our brand toolkit that distinguishes our brand from others. However, it’s important to understand it’s role and make sure it has purpose and not just decorative.

The waveshape is a very flexible asset and can be used in so many different ways because of it’s fluid, non-linear nature. To demonstrate purpose, this section lays out some good examples of best practice plus some guidelines on how and where. It can be used to visually show a connection between young people and their technology. It can show unity, visually connecting people from different demographics and backgrounds. It can be used as a container around an individual to show safety or protection. It can be used to simply create a shape to house a headline for example.

It doesn’t necessarily need to be added everywhere, so remember when using it, incorporate it into your designs with purpose.



5 Wave shape

5.2 Use

Wave shapes are to be used with purpose only.

Use them as per the below:

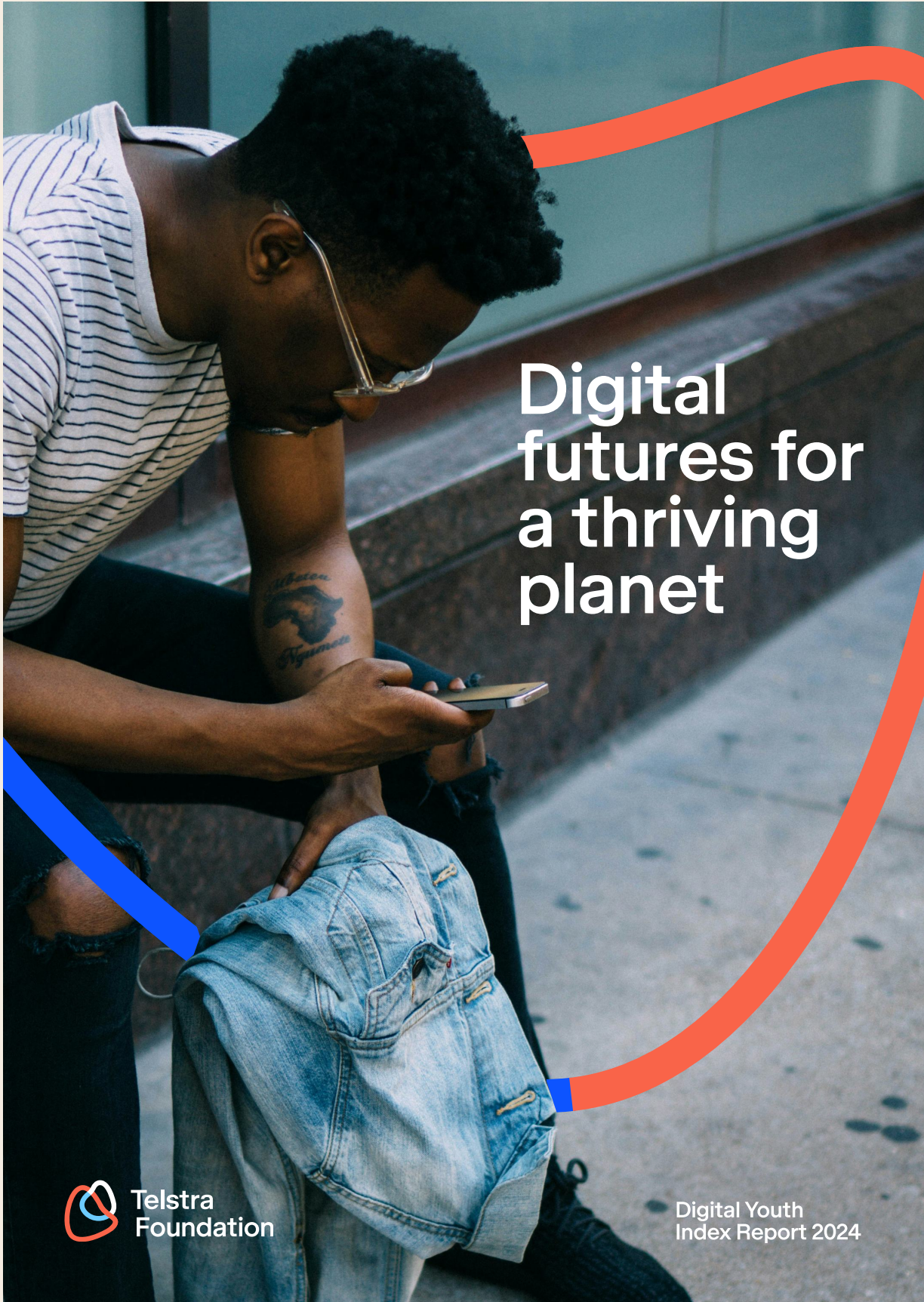
- 1. Create a connection between subjects eg. people or information or technology.
- 2. Highlight an area within an image as a visual framing device.
- 3. House type and work as a visual container.

Use a max of 2 colours within the same Wave shape on a layout.

When choosing a Wave shape colour, be sure to create the third colour of the Foundation logo with the headline.



1. Create a connection



2. Highlight an area with a framing device



3. House type with a visual container

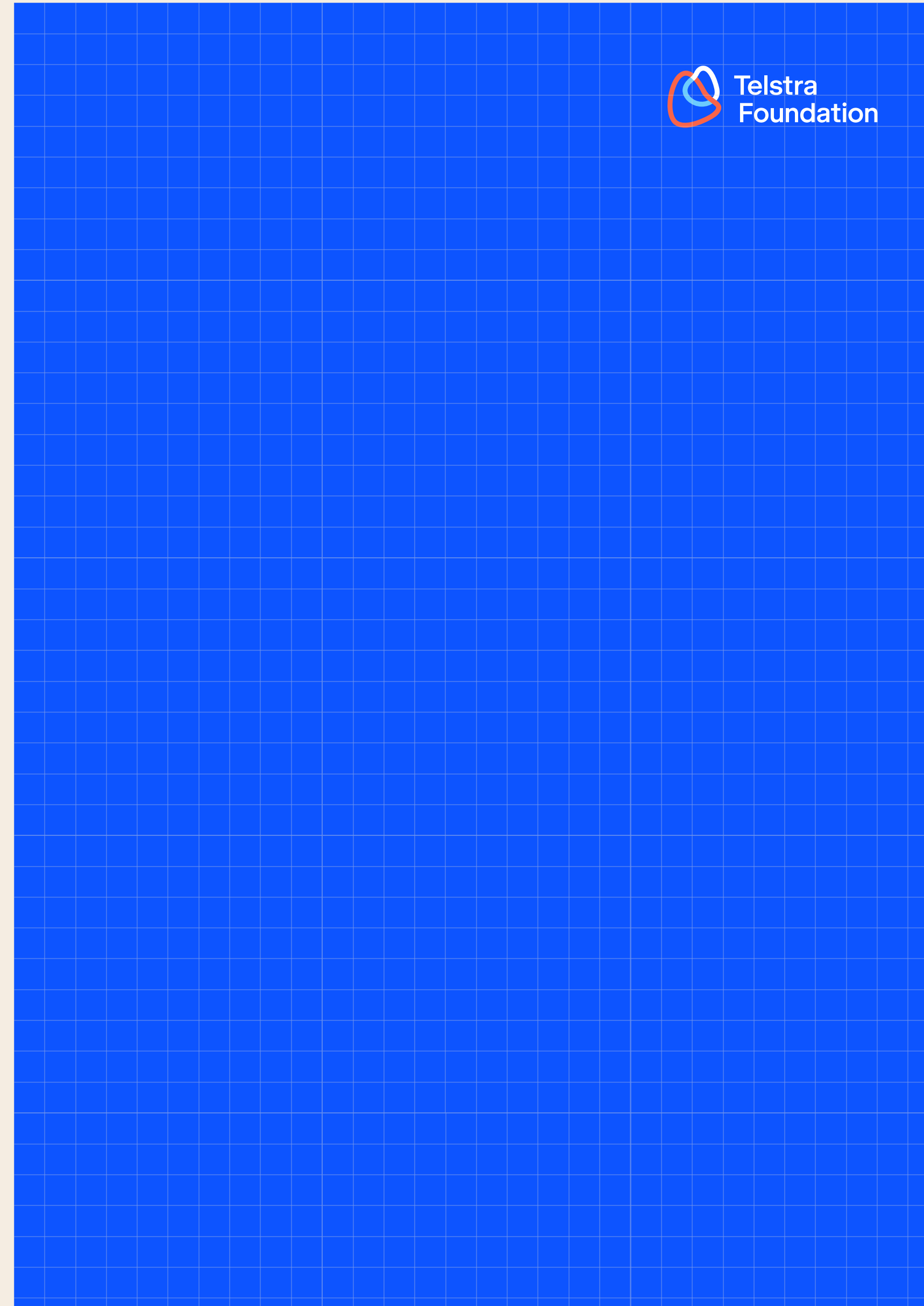
5 Wave shape

5.3 Create with colour

Hand-draw the Wave shape with the pen tool in either Illustrator or Figma, ensuring you can toggle the curves and get a nice, smooth look.

Instructions:

1. Think about your overall design layout. Use a solid colour or image as a background. Always ensure enough contrast is achieved through colour choice. On the right, we are using a Wave shape to house type with a visual container.



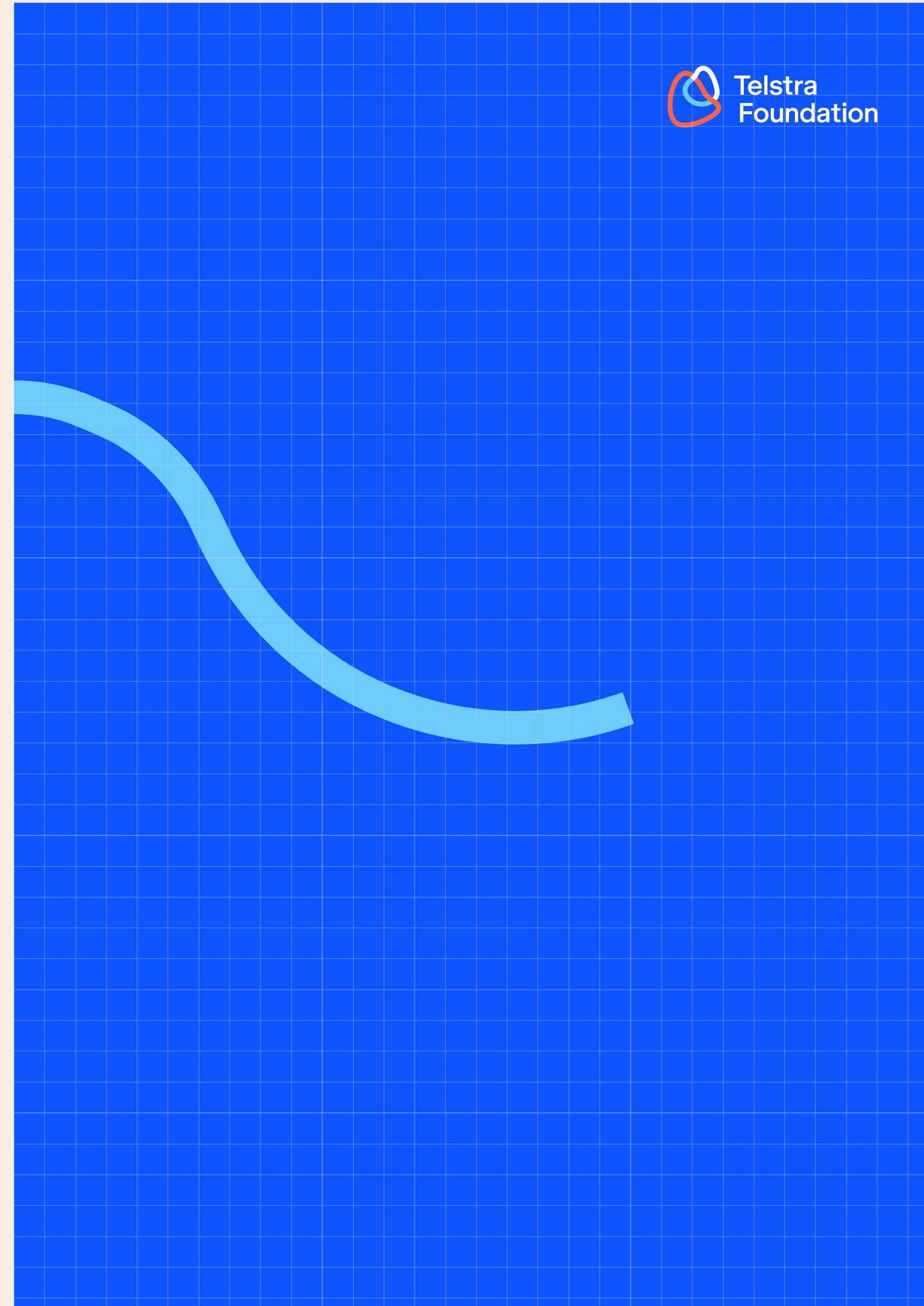
5 Wave shape

5.3 Create with colour

Hand-draw the Wave shape with the pen tool in either Illustrator or Figma, ensuring you can toggle the curves and get a nice, smooth look.

Instructions:

1. Think about your overall design layout. Use a solid colour or image as a background. Always ensure enough contrast is achieved through colour choice. On the right, we are using a Wave shape to house type with a visual container.
2. Draw a Wave shape that ensures it has purpose for its use as shown on page 28. Start drawing each point to create a loose fluid formation. Choose a colour that ensures enough contrast against the background.



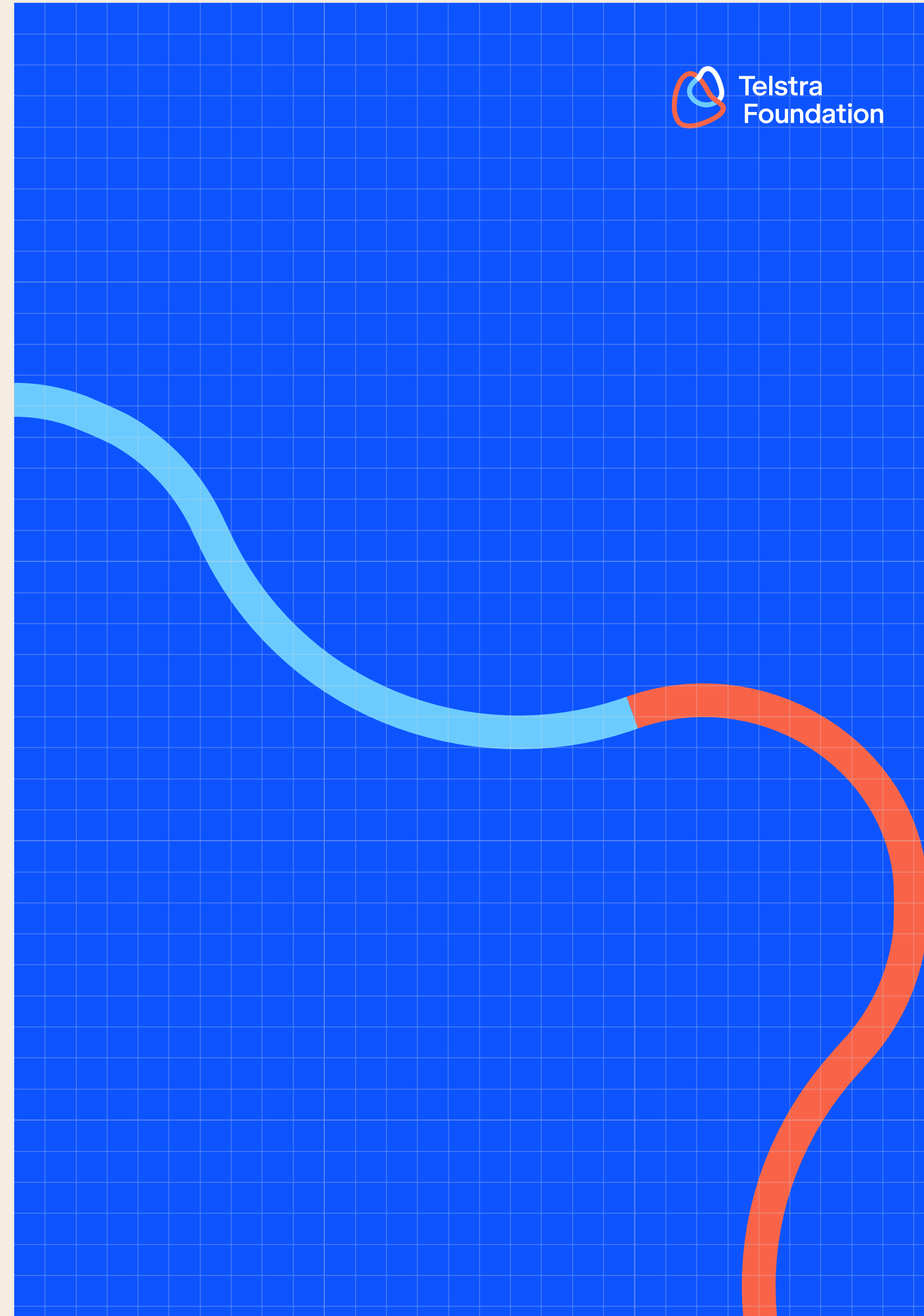
5 Wave shape

5.3 Create with colour

Hand-draw the Wave shape with the pen tool in either Illustrator or Figma, ensuring you can toggle the curves and get a nice, smooth look.

Instructions:

1. Think about your overall design layout. Use a solid colour or image as a background. Always ensure enough contrast is achieved through colour choice. On the right, we are using a Wave shape to house type with a visual container.
2. Draw a Wave shape that ensures it has purpose for its use as shown on page 28. Start drawing each point to create a loose fluid formation. Choose a colour that ensures enough contrast against the background.
3. Continue to add another point that connects to the previous point and choose another Wave shape colour. Use a max of 2 colours for a Wave shape. Always ensure you have consistent line weights throughout.



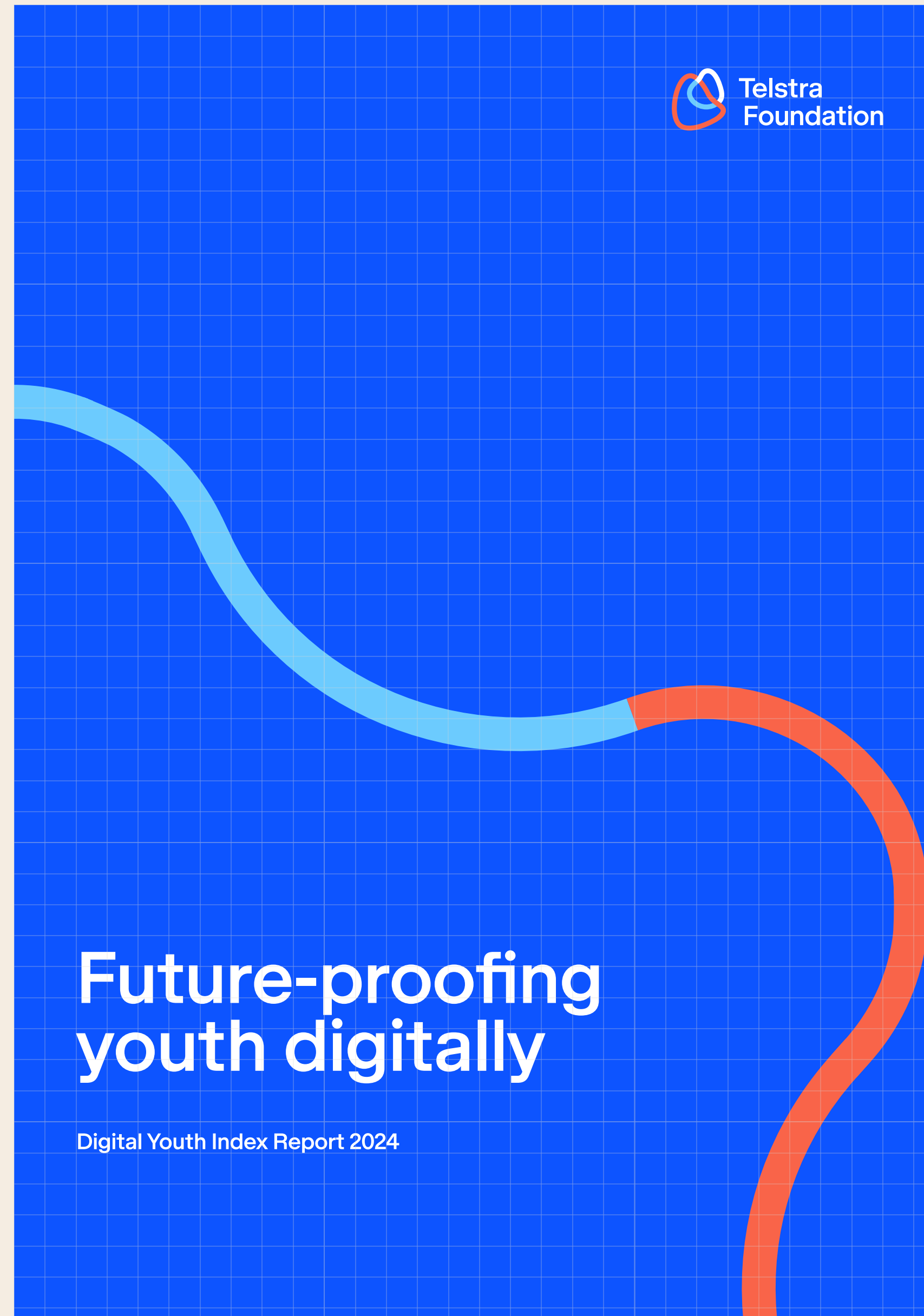
5 Wave shape

5.3 Create with colour

Hand-draw the Wave shape with the pen tool in either Illustrator or Figma, ensuring you can toggle the curves and get a nice, smooth look.

Instructions:

1. Think about your overall design layout. Use a solid colour or image as a background. Always ensure enough contrast is achieved through colour choice. On the right, we are using a Wave shape to house type with a visual container.
2. Draw a Wave shape that ensures it has purpose for its use as shown on page 28. Start drawing each point to create a loose fluid formation. Choose a colour that ensures enough contrast against the background.
3. Continue to add another point that connects to the previous point and choose another Wave shape colour. Use a max of 2 colours for a Wave shape. Always ensure you have consistent line weights throughout.
4. Add your copy.



5 Wave shape

5.4 Create with image

Hand-draw the Wave shape with the pen tool in either Illustrator or Figma, ensuring you can toggle the curves and get a nice, smooth look.

Instructions:

1. Think about your overall design layout. Use a solid colour or image as a background. Always ensure enough contrast is achieved through colour choice. On the right, we are using a Wave shape to create a connection between the subject and technology. The background contrast has been adjusted.



5 Wave shape

5.4 Create with image

Hand-draw the Wave shape with the pen tool in either Illustrator or Figma, ensuring you can toggle the curves and get a nice, smooth look.

Instructions:

1. Think about your overall design layout. Use a solid colour or image as a background. Always ensure enough contrast is achieved through colour choice. On the right, we are using a Wave shape to create a connection between the subject and technology. The background contrast has been adjusted.
2. Deep etch your subject using Photoshop and save out a layer of the deep etch.



5 Wave shape

5.4 Create with image

Hand-draw the Wave shape with the pen tool in either Illustrator or Figma, ensuring you can toggle the curves and get a nice, smooth look.

Instructions:

1. Think about your overall design layout. Use a solid colour or image as a background. Always ensure enough contrast is achieved through colour choice. On the right, we are using a Wave shape to create a connection between the subject and technology. The background contrast has been adjusted.
2. Deep etch your subjects using Photoshop and save out a layer of the deep etch.
3. Draw your Wave shape using two colours only. Ensure you evaluate the positioning of the Wave shape.



5 Wave shape

5.4 Create with image

Hand-draw the Wave shape with the pen tool in either Illustrator or Figma, ensuring you can toggle the curves and get a nice, smooth look.

Instructions:

1. Think about your overall design layout. Use a solid colour or image as a background. Always ensure enough contrast is achieved through colour choice. On the right, we are using a Wave shape to create a connection between the subject and technology. The background contrast has been adjusted.
2. Deep etch your subjects using Photoshop and save out a layer of the deep etch.
3. Draw your Wave shape using two colours only. Ensure you evaluate the positioning of the Wave shape.
4. Drop the deep etch layer into the foreground at the same position.



5 Wave shape

5.4 Create with image

Hand-draw the Wave shape with the pen tool in either Illustrator or Figma, ensuring you can toggle the curves and get a nice, smooth look.

Instructions:

1. Think about your overall design layout. Use a solid colour or image as a background. Always ensure enough contrast is achieved through colour choice. On the right, we are using a Wave shape to create a connection between the subject and technology. The background contrast has been adjusted.
2. Deep etch your subjects using Photoshop and save out a layer of the deep etch.
3. Draw your Wave shape using two colours only. Ensure you evaluate the positioning of the Wave shape.
4. Drop the deep etch layer into the foreground at the same position.
5. Add your copy. Look at placement of copy. Can it be placed in an area where the subject can slightly overlay? Try to look for opportunities to do so to create a more dynamic layout.



Free-form Shapes

6 Free-form Shapes

6.1 Overview

Free-form shapes are also hand-drawn, ensuring you can create the right shape for your layout.

- 1. Visual containers
- 2. Sectioning of areas
- 3. Highlight a area or subject.

The following colours can be used for the free-form shapes:

- 1. Sand 40 or 20
- 2. Earth 60
- 3. Sky 60

Always ensure sufficient contrast between elements.



6 Free-form Shapes (dynamic)

6.2 Overview

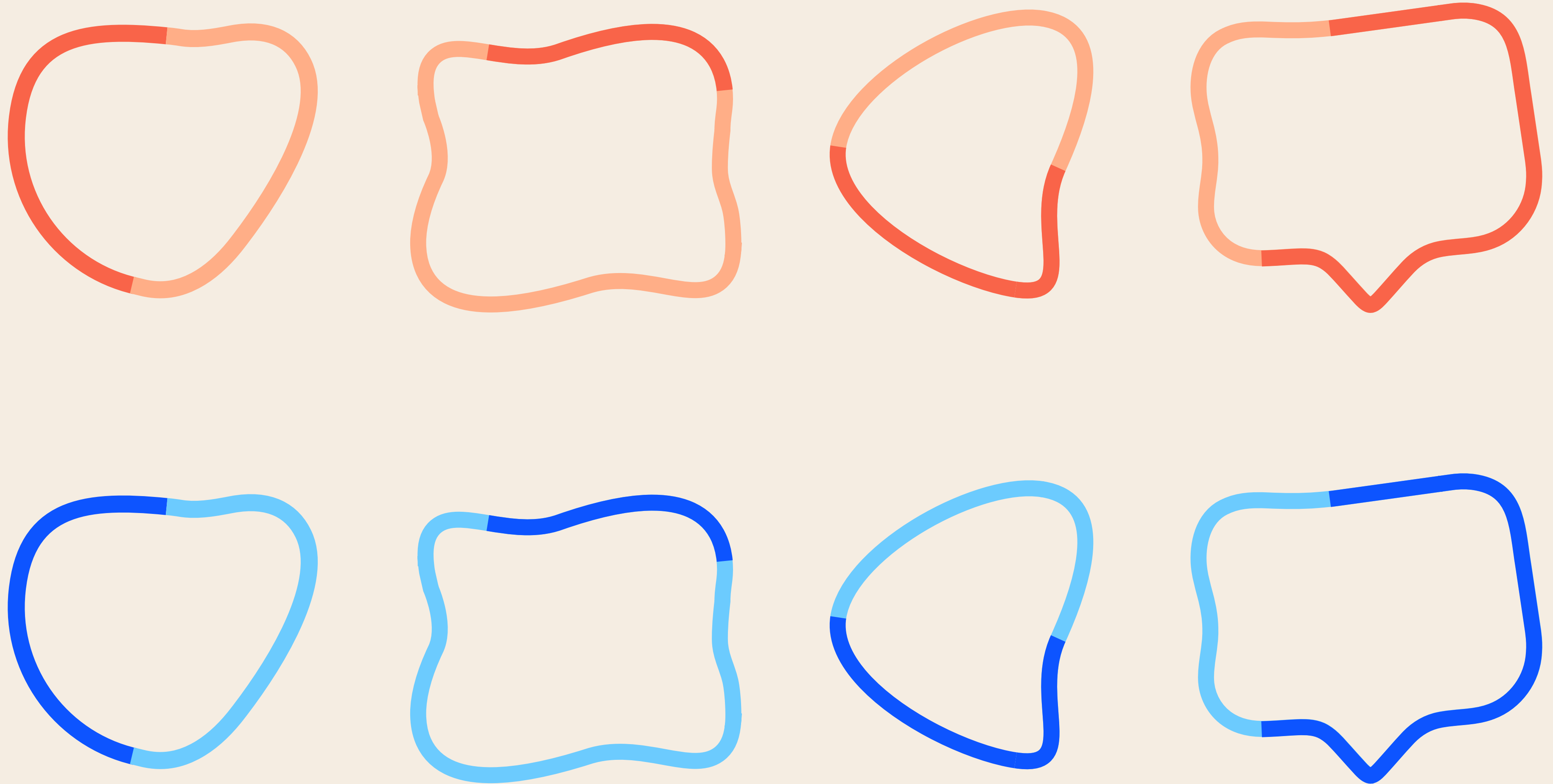
Free-form shapes (dynamic) take form from the basis of the Wave shape are also hand-drawn, ensuring you can create the right shape for your layout.

Use them as per the below:

1. Pair with Illustration
2. Playful instances that need a secondary visual element.

Only to be used in isolation
e.g. do not pair with a Wave
shape formation.

Examples of use can be found
in Illustration on page 49.



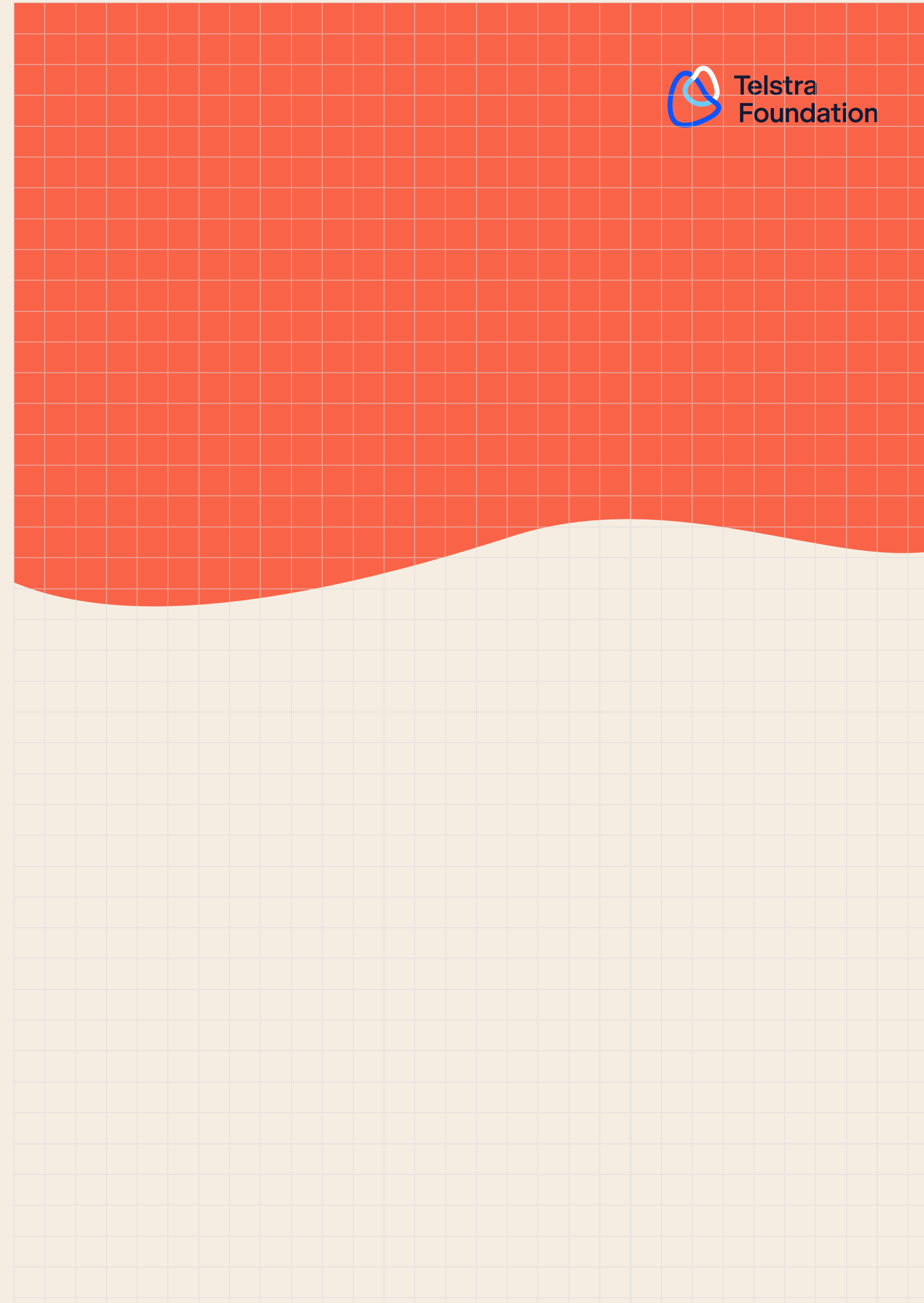
6 Free-form Shapes

6.3 Create

Draw the free-form shapes with the pen tool in either Illustrator or Figma, ensuring you can toggle the curves and get a nice smooth look. The curves should feel natural and fluid.

Instructions:

1. Think about your overall design layout. On the right, we are sectioning off the copy with a fluid, free-form shape. Always ensure enough contrast is achieved through colour choice.



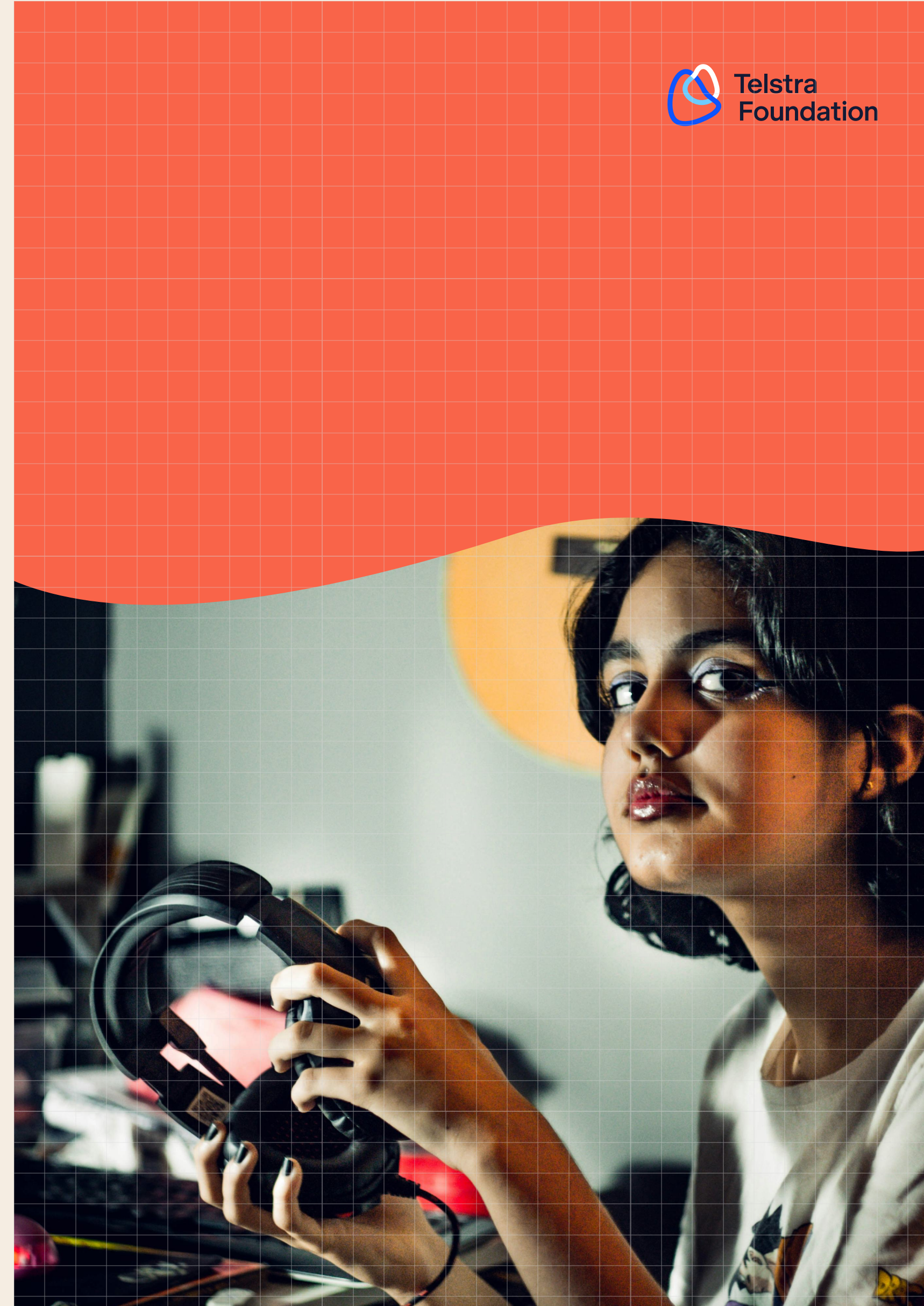
6 Free-form Shapes

6.3 Create

Draw the free-form shapes with the pen tool in either Illustrator or Figma, ensuring you can toggle the curves and get a nice smooth look. The curves should feel natural and fluid.

Instructions:

1. Think about your overall design layout. On the right, we are sectioning off the copy with a fluid, free-form shape. Always ensure enough contrast is achieved through colour choice.
2. Add an image. If there are elements that can be deep etched to create a more dynamic layout, deep etch the areas required for the overlap.



6 Free-form Shapes

6.3 Create

Draw the free-form shapes with the pen tool in either Illustrator or Figma, ensuring you can toggle the curves and get a nice smooth look. The curves should feel natural and fluid.

Instructions:

1. Think about your overall design layout. On the right, we are sectioning off the copy with a fluid, free-form shape. Always ensure enough contrast is achieved through colour choice.
2. Add an image. If there are elements that can be deep etched to create a more dynamic layout, deep etch the areas required for the overlap.
3. Drop in the deep etched area.



6 Free-form Shapes

6.3 Create

Draw the free-form shapes with the pen tool in either Illustrator or Figma, ensuring you can toggle the curves and get a nice smooth look. The curves should feel natural and fluid.

Instructions:

1. Think about your overall design layout. On the right, we are sectioning off the copy with a fluid, free-form shape. Always ensure enough contrast is achieved through colour choice.
2. Add an image. If there are elements that can be deep etched to create a more dynamic layout, deep etch the areas required for the overlap.
3. Drop in the deep-etched area.
4. Add your copy.



Illustration

7 Illustration

7.1 Overview

Designed to tell more complex visual stories.

Use them as per below:

1. Isolated on background.
2. Within a free-form shape container.



1. Isolated on background



2. Within a free-form shape container

7 Illustration

7.2 Colour

When injecting colour, choose the palette to best complement the work.

Background colours can be full bleed or within a free-form shape container in the following colours:

- 1. Sand 40
- 2. Earth 60
- 3. Sky 60

Colours are not to be mixed, choose a palette on the right that works best with your layout.

Bespoke illustrations can be briefed in and added to the toolkit as needed.

See briefing example on page 50.

Sand 40



Earth 60



Sky 60



7 Illustration

7.3 Use

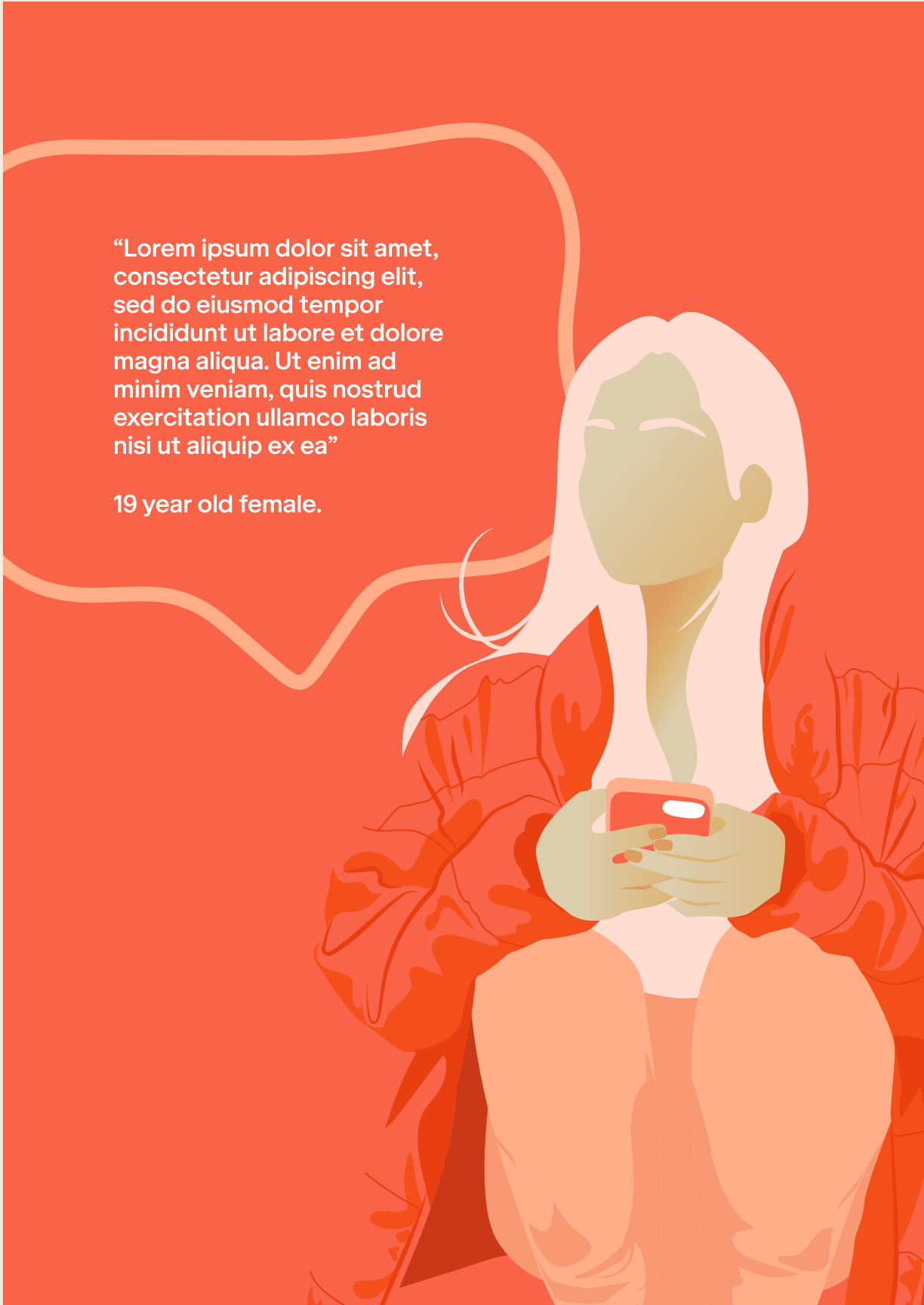
There are a couple of ways you can use illustration:

- 1. Isolated with background colour fill.
- 2. Paired with free-form shapes (dynamic):
 - a. Visual container to house type.
 - b. Visual device to help tell the story.

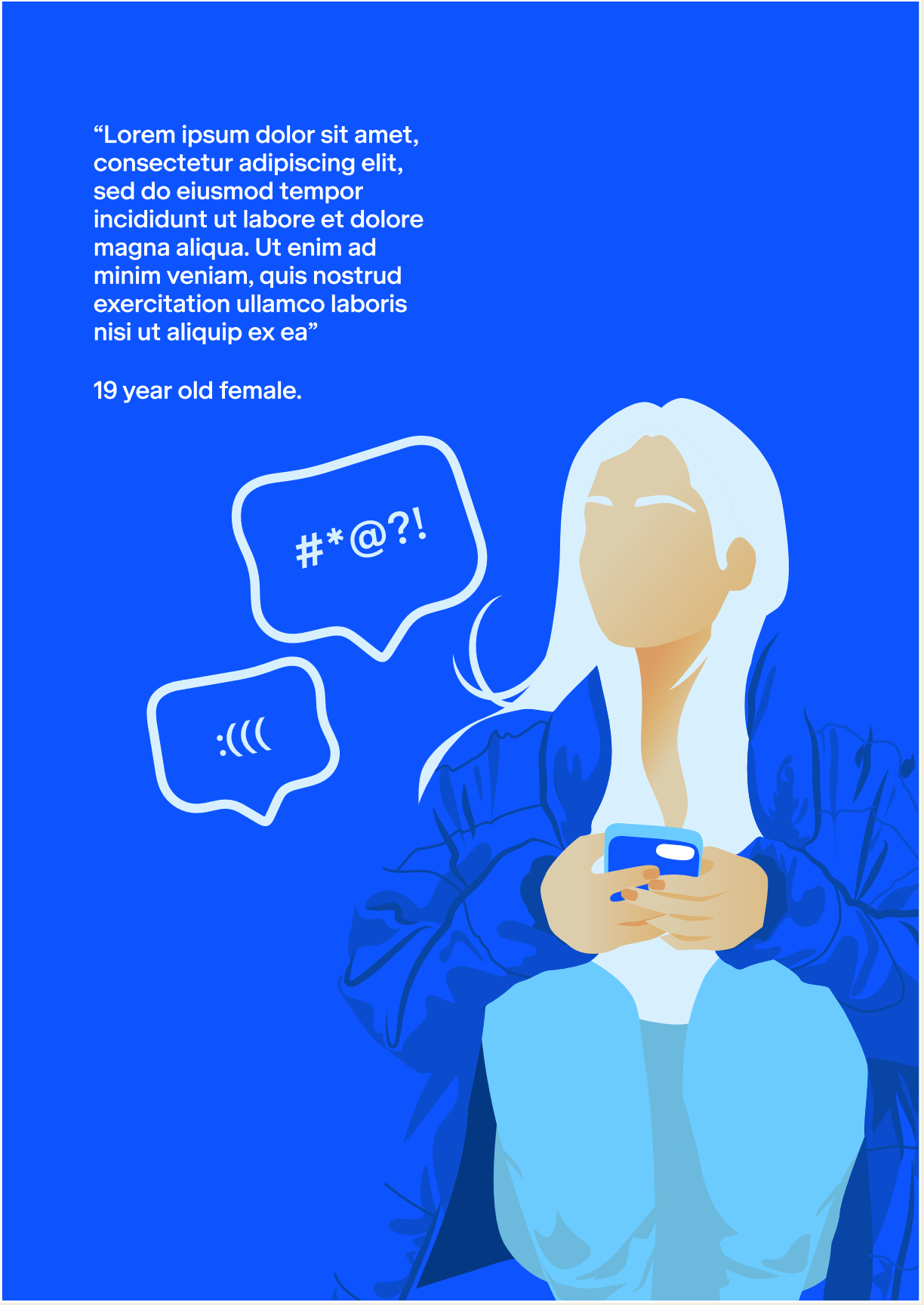
When pairing illustration with a free-form shape (dynamic), choose only one colour for the shape itself. Be mindful to not overpower the scene.



1. Isolated with background colour fill



2. (a) Visual container to house type



2. (b) Visual device to help tell the story

7 Illustration

7.4 How to brief

When briefing in a bespoke illustration, make sure to include some context around the scene required.

On the right, an example brief has been created.

Purpose:

The illustration is for the cover of a new presentation booklet to be handed out at our annual event.

Description:

The cover should depict a sense of adventure and excitement as the teens prepare to launch their latest technological marvel.

Technical Specifications:

Dimensions: A4, portrait orientation.
Format: Ai and PNG.

References and Inspiration:

[www.weburlgoeshere.com](#)
See examples attached to email.

Subject:

A group of teens (diverse in appearance) hovered around a drone. One of the teens is holding the drone controls in their hand, poised to launch it.

Mood and Tone:

The illustration should convey an adventurous and optimistic atmosphere, highlighting the excitement and camaraderie among the teens.

Icons

8 Icons

8.1 Overview

Icons are used for informative pieces of work. They feature a hand-drawn Earth 60 outer line with the addition of a solid Sky 60 colour to help tell the story.

They are intended for use in contexts and subjects with broader meanings. For instance, the icon on the left shows a face with a cog, symbolising digital inclusion through learning and skill development.

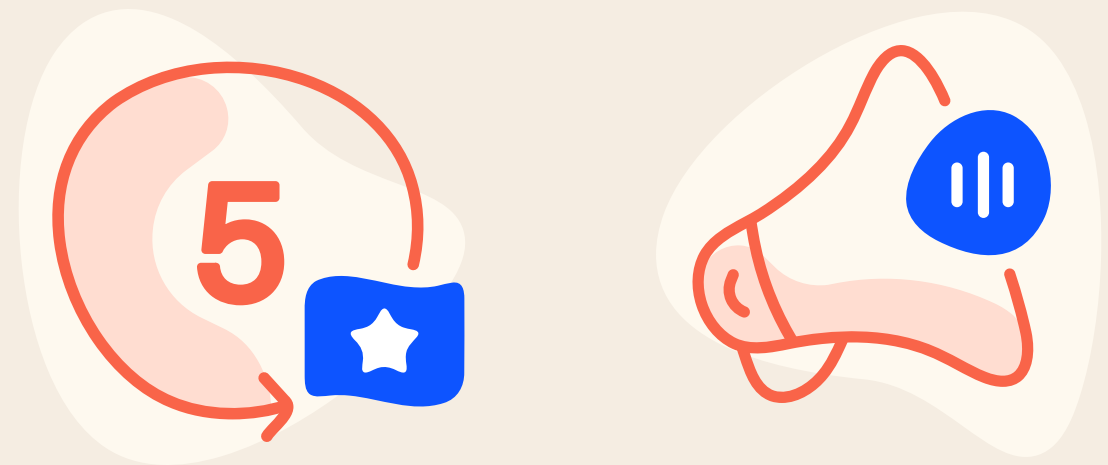
Use them as per below:

- 1. Icons can be used with a Sand 20 free-form background shape.
- 2. Without background free-form shape. Use a Sand 20 fill behind the Earth 60 outer line.

Three Pillars



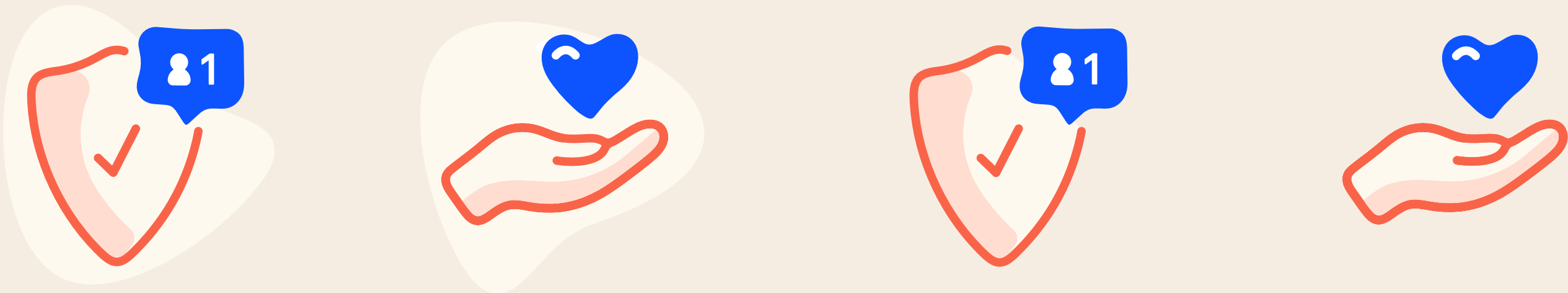
Icons



Five year goal

Amplify young voices

Additional icons



With background free-form shape

Without background free-form shape

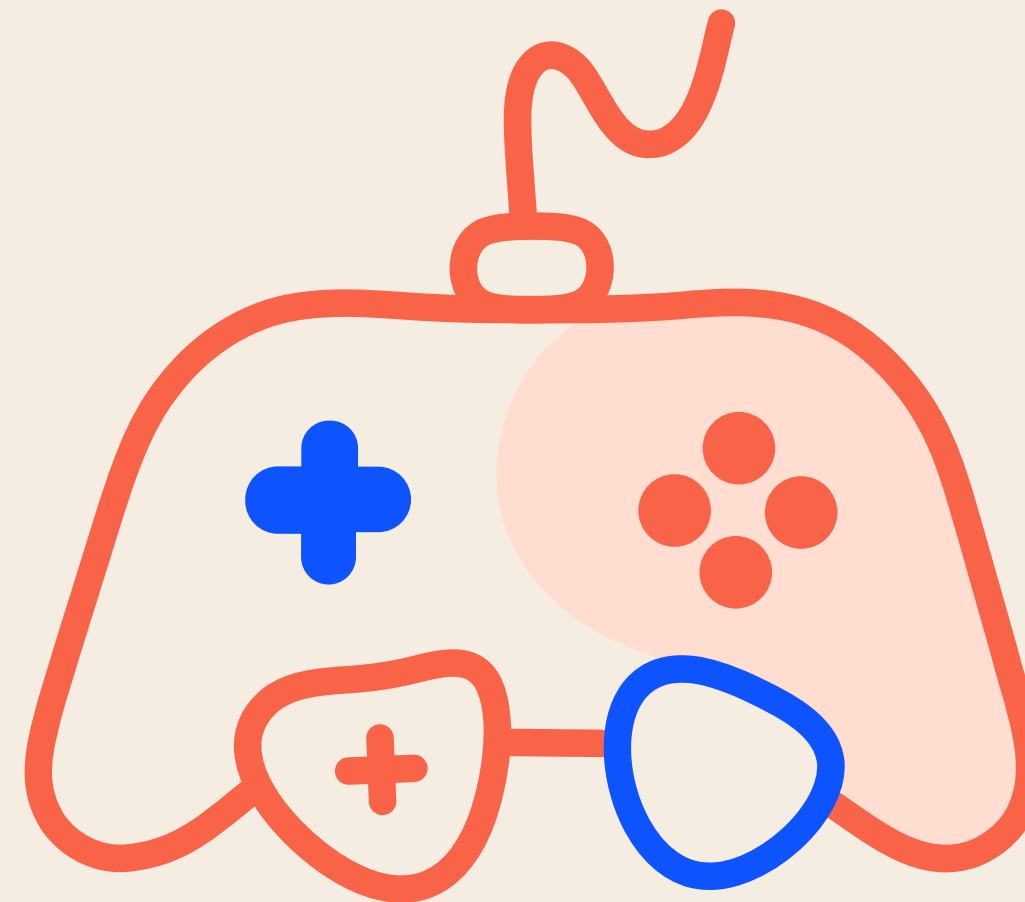
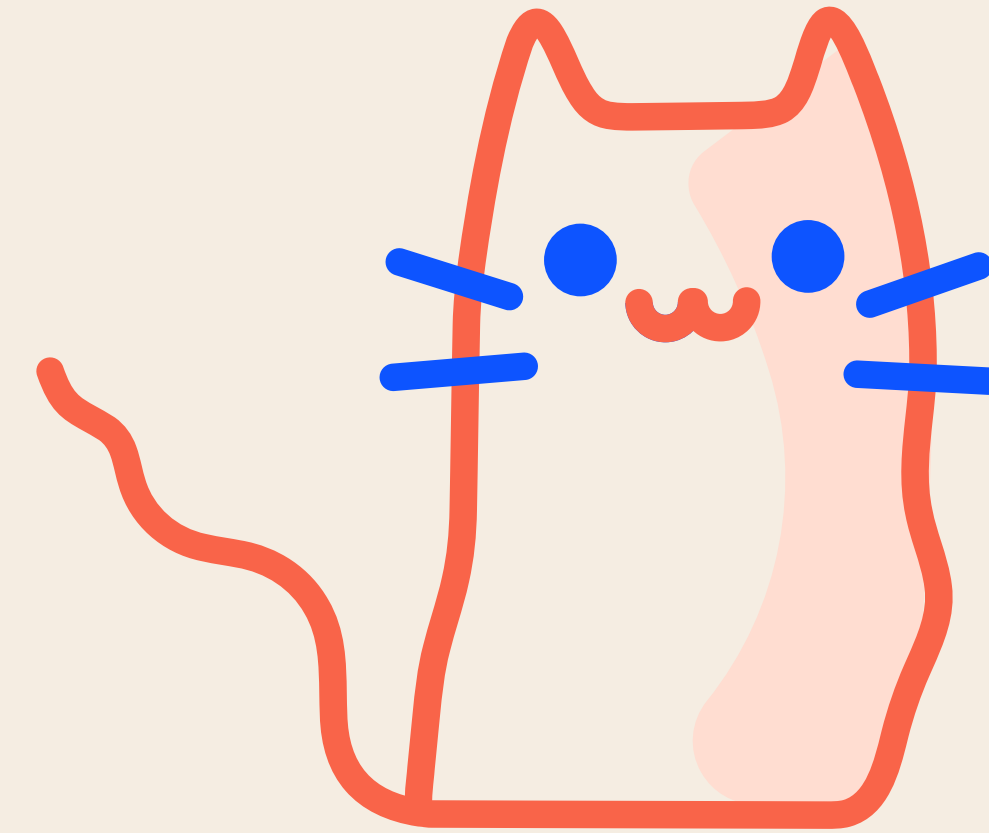
8 Bio Icons

8.2 Overview

Bio icons are used for playful pieces of work. These are more single minded and talk to a single idea or subject.

Use them as per below:

1. Pull out individual personality traits for Foundation council members.
2. At large scale on more playful pieces of work that require some visuals to help tell the story.



8 Icons

8.3 Use

Icons and bio icons can be used in the following ways:

- 1. Informative pieces of work. On the right, is an inside page to a document.
- 2. Paired with images for Foundation council members.



1. Informative pieces of work



2. Paired with images for Foundation council members

8 Icons

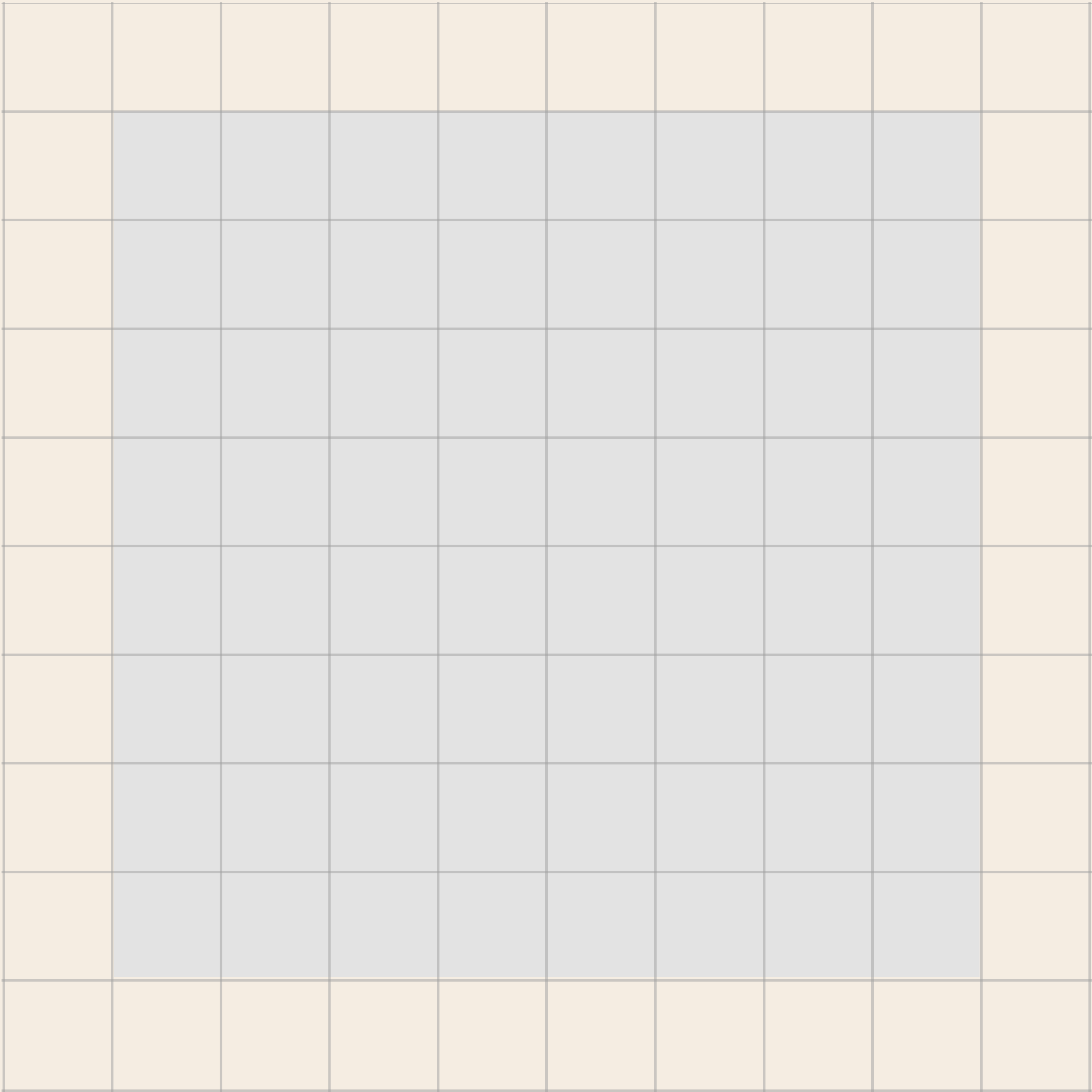
8.4 Create

On the right is an instructive guide that has been developed to ensure correct construction and application of the icons.

Instructions:

- 1. Start by thinking about the desired icon and how it will work within your layout. Is it to be used at small or large scale? Is it talking to multiple subjects or just the one?

Please see template **_Icon_Template_RGB.ai** in toolkit.



8 Icons

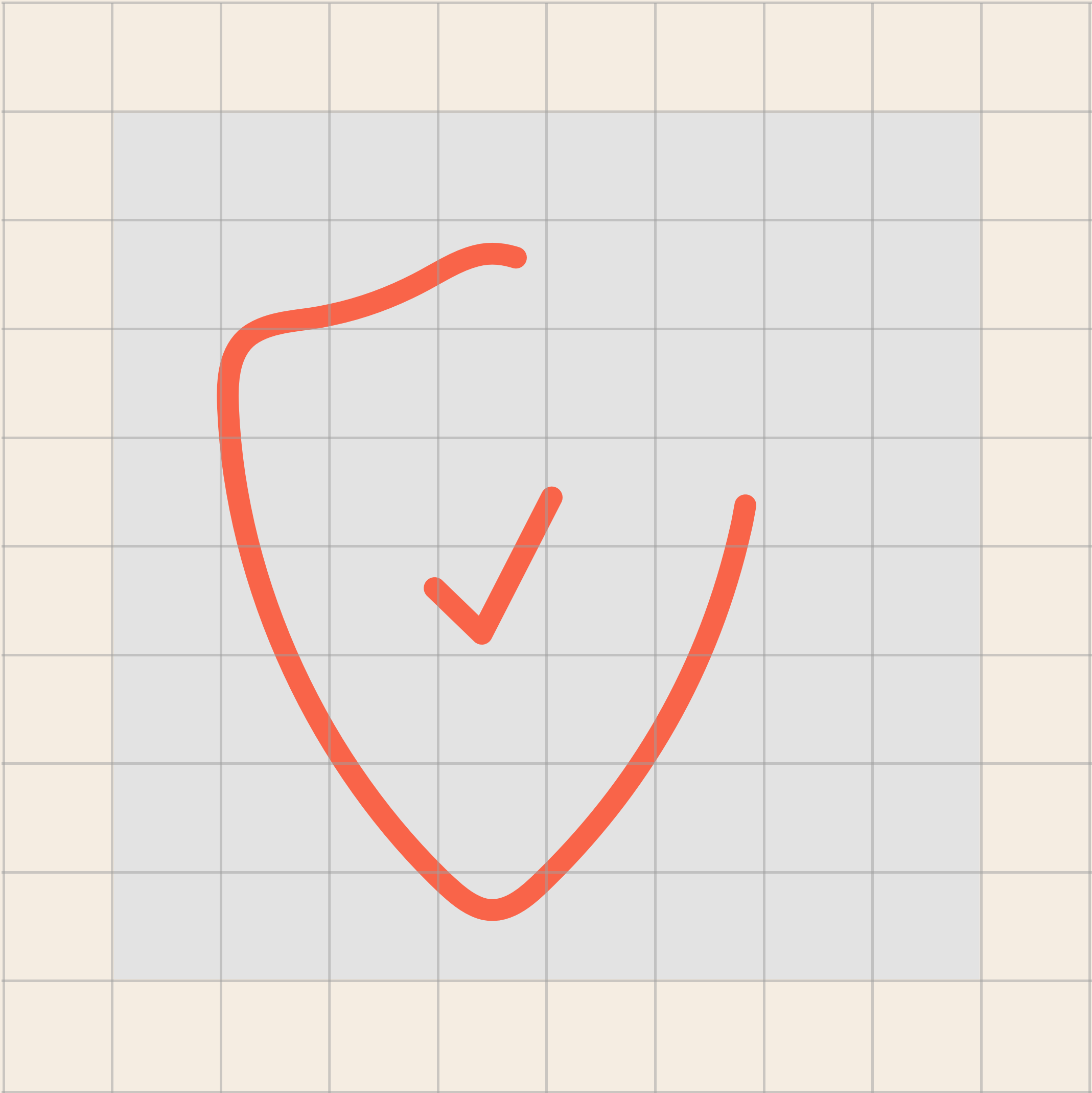
8.4 Create

On the right is an instructive guide that has been developed to ensure correct construction and application of the icons.

Instructions:

- 1. Start by thinking about the desired icon and how it will work within your layout. Is it to be used at small or large scale? Is it talking to multiple subjects or just the one?
- 2. Use the template to draw your icon. Start with your Earth 60 outer line.

Please see template **_Icon_Template_RGB.ai** in toolkit.



8 Icons

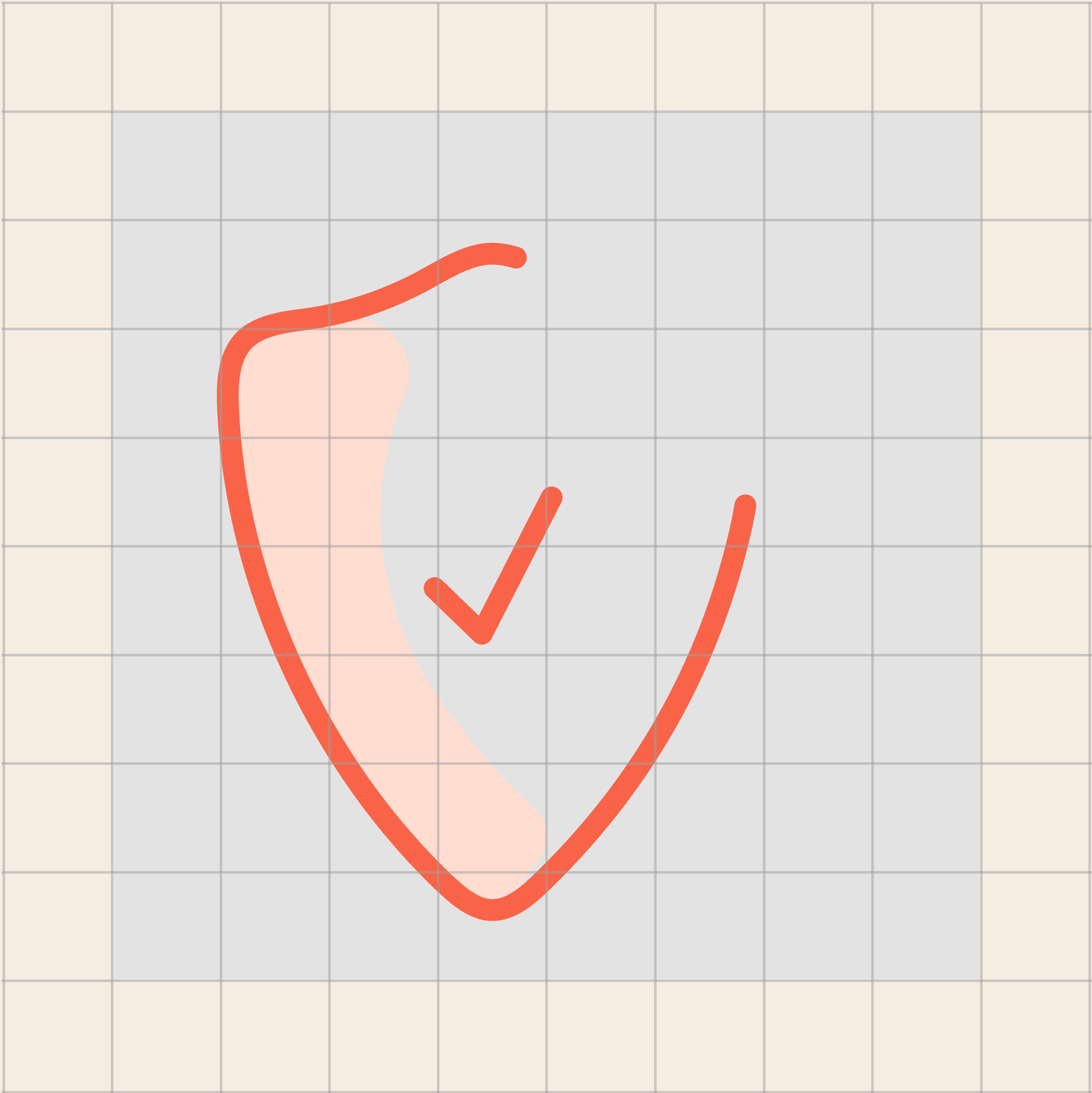
8.4 Create

On the right is an instructive guide that has been developed to ensure correct construction and application of the icons.

Instructions:

- 1. Start by thinking about the desired icon and how it will work within your layout. Is it to be used at small or large scale? Is it talking to multiple subjects or just the one?
- 2. Use the template to draw your icon. Start with your Earth 60 outer line.
- 3. Add your Earth 20 shadow to add some depth to your icon.

Please see template **_Icon_Template_RGB.ai** in toolkit.



8 Icons

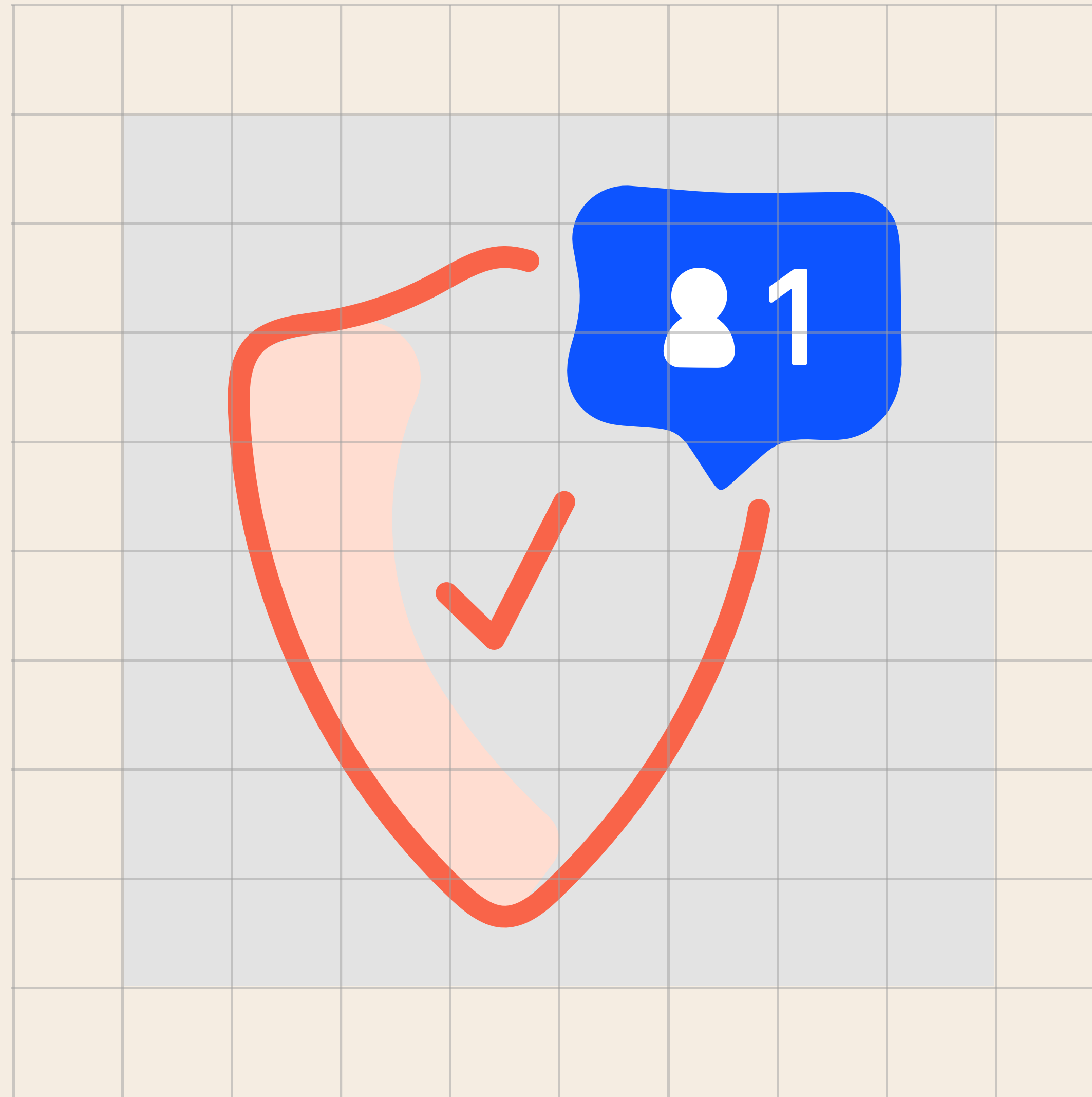
8.4 Create

On the right, is an instructive guide that has been developed to ensure correct construction and application of the icons.

Instructions:

1. Start by thinking about the desired icon and how it will work within your layout. Is it to be used at small or large scale? Is it talking to multiple subjects or just the one?
2. Use the template to draw your icon. Start with your Earth 60 outer line.
3. Add your Earth 20 shadow to add some depth to your icon.
4. Then, construct the secondary solid icon in Sky 60. This element is to help tell more of the story.

Please see template
_Icon_Template_RGB.ai
in toolkit.



8 Icons

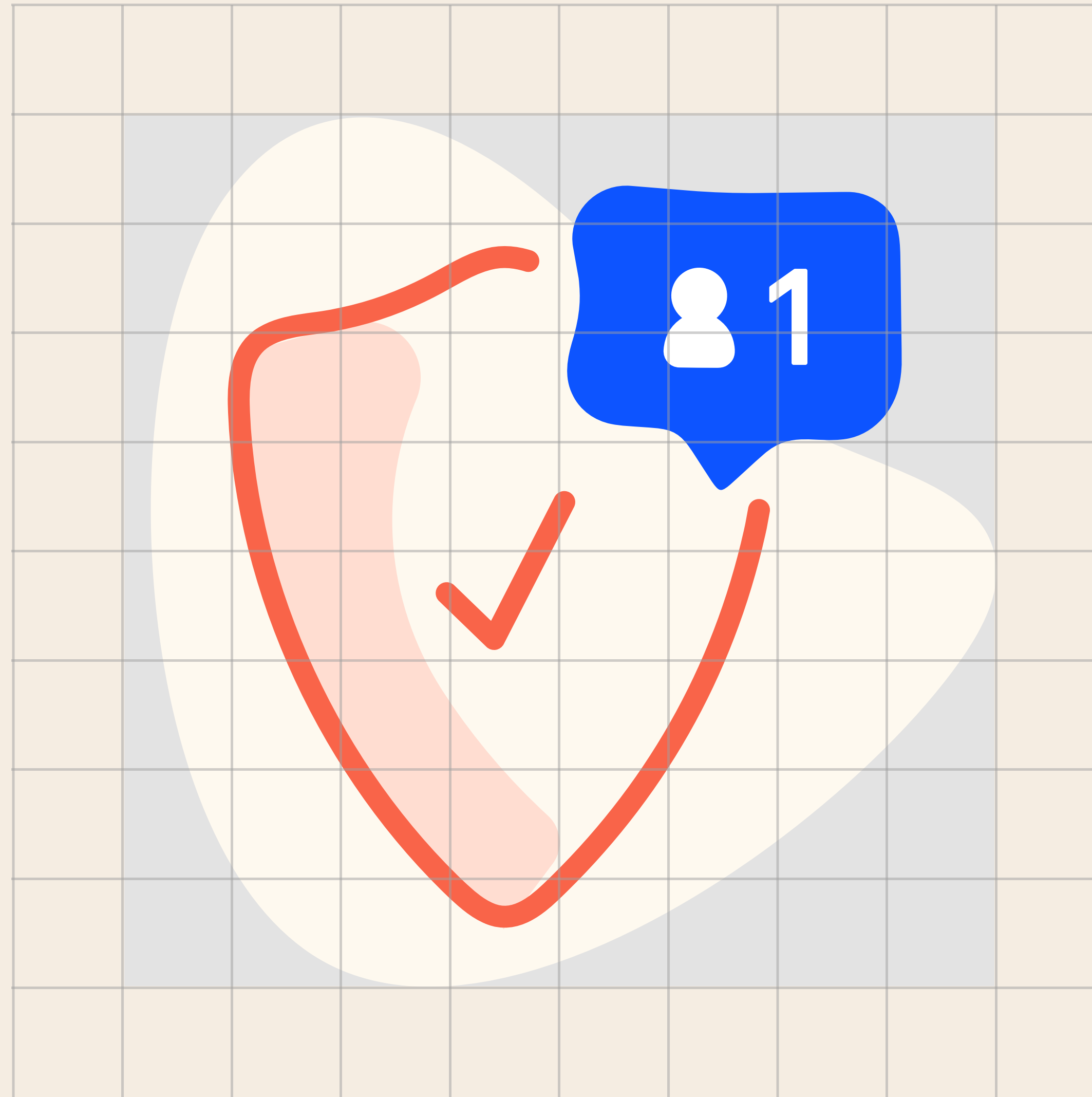
8.4 Create

On the right, is an instructive guide that has been developed to ensure correct construction and application of the icons.

Instructions:

1. Start by thinking about the desired icon and how it will work within your layout. Is it to be used at small or large scale? Is it talking to multiple subjects or just the one?
2. Use the template to draw your icon. Start with your Earth 60 outer line.
3. Add your Earth 20 shadow to add some depth to your icon.
4. Then, construct the secondary solid icon in Sky 60. This element is to help tell more of the story.
5. Add your fluid shape container if required.

Please see template
_Icon_Template_RGB.ai
in toolkit.



Stock Photo Guide

9 Stock Photo Guide

9.1 Overview

On the right is a guide on how to pick the correct images for your layout.

Tips:

Search for keywords like:

- youth culture
- vibrant teens
- colourful youth
- edgy youth
- alternative youth fashion
- vibrant youth
- digital creativity
- alternative style
- diverse teens
- teens tech
- youth using tech
- gen z tech

Key things to look for:

- **Diversity:** The Telstra Foundation brand celebrates all forms of diversity. Choose images that represent a wide range of ethnicities, body types, gender identities, and personal styles.
- **Dynamism:** Our audience is active and engaged in the digital world. Find images that show people using technology, creating content, or participating in digital communities.
- **Authenticity:** Authenticity is key to connecting with our audience. Look for candid, natural shots that feel genuine and relatable, avoiding overly posed or staged photos.

Selecting the best photos:

- **Use keywords effectively:** when searching for images, use specific keywords that reflect the Telstra Foundation brand’s values and aesthetics.
- **Pay attention to composition:** Look for well-composed images with clear focal points. Dynamic angles and interesting perspectives can add an extra edge to the photos.
- **Consider the context:** Ensure the images align with the message and context of your content. A photo should not only look good but also make sense for the narrative.

1 . Unsplash:

<https://unsplash.com>

- Offers a wide range of royalty free, high-quality images.

2 . iStock:

<https://www.istockphoto.com>

3 . Adobe stock:

<https://stock.adobe.com>

- While both of the above require a subscription, they have an extensive library of images. Use their advanced search filters to find photos that match the Telstra Foundation brand's criteria.

9 Stock Photo Guide

9.2 Examples

On the right are some example images.

[derick-anies-hDJT_ERrB-w-unsplash](#)



[istockphoto-1328935263](#)



[AdobeStock_271487528](#)



[AdobeStock_886398471](#)



[AdobeStock_906164273](#)



[istockphoto-1202519075](#)



[AdobeStock_137087825](#)



[jonas-kakaroto-JBPT4CwQ5co-unsplash](#)



[AdobeStock_83675797](#)



Photography

10 Photography

10.1 Instructions

The goal of this shoot is to capture professional bio images that will be used as profiles for the Telstra Foundation.

On the right are instructions and requirements for the shoot.

Pro Tips:

- Wipe your lens.
- Leave room to crop (don't zoom in too close!).
- Find the natural light. Don't use flash.
- Avoid shadows and background distractions.
- Use a tripod, if you have access to one.

1. Background:

- Find a well-lit area and ensure you have a completely white background with no distractions. Use a plain white wall or a white backdrop.

2. Framing & Camera Setup:

- Position the camera at eye level to ensure a natural and flattering angle.
- Frame the shot from your waist up, make sure to include the top of your head and shoulders.
- Make sure you are centred in the frame.

3. Lighting Check:

- Use soft, even lighting to avoid harsh shadows. Natural light from a window is ideal.
- Make sure your face is well lit. Avoid direct overhead or under lighting. Make sure to face the window to prevent shadows.

4. Posing and Expression:

- Stand comfortably with a natural, relaxed posture. Relax your shoulders.
- Aim for a neutral, friendly expression. A slight smile is fine, but avoid big, toothy grins. Your expression should convey confidence and approachability. Try some different options: looking away or looking at camera.

5. Clothing:

- Wear something that expresses your unique personality. Something that contrasts well with a white background.

6. Taking the Photo:

- Ensure the camera is stable (use a tripod or a stable surface), or get someone else to take the shot.
- Use a timer to avoid camera shake.
- Take multiple shots to have a variety of options.

7. Review and Adjust:

- Review the images for framing, lighting, and expression.
- Make any necessary adjustments and retake as needed.



10 Photography

10.2 Do's and dont's

On the right are some instructional visuals of what to do and what not to do.

Pro Tips:

- Wipe your lens.
- Leave room to crop (don't zoom in too close!).
- Find the natural light. Don't use flash.
- Avoid shadows and background distractions.
- Use a tripod, if you have access to one.



- Use a plain white background with no distractions.
- Shoot from the waist up. Make sure head, shoulders and arms are in the shot.
- Use a natural pose. Looking away or at camera with a slight smile.
- Use a tripod or get someone else to take the shot.



- No selfie's please.
- No backgrounds with distractions.
- No pouts or toothy grins.
- No white clothing and no sunglasses.

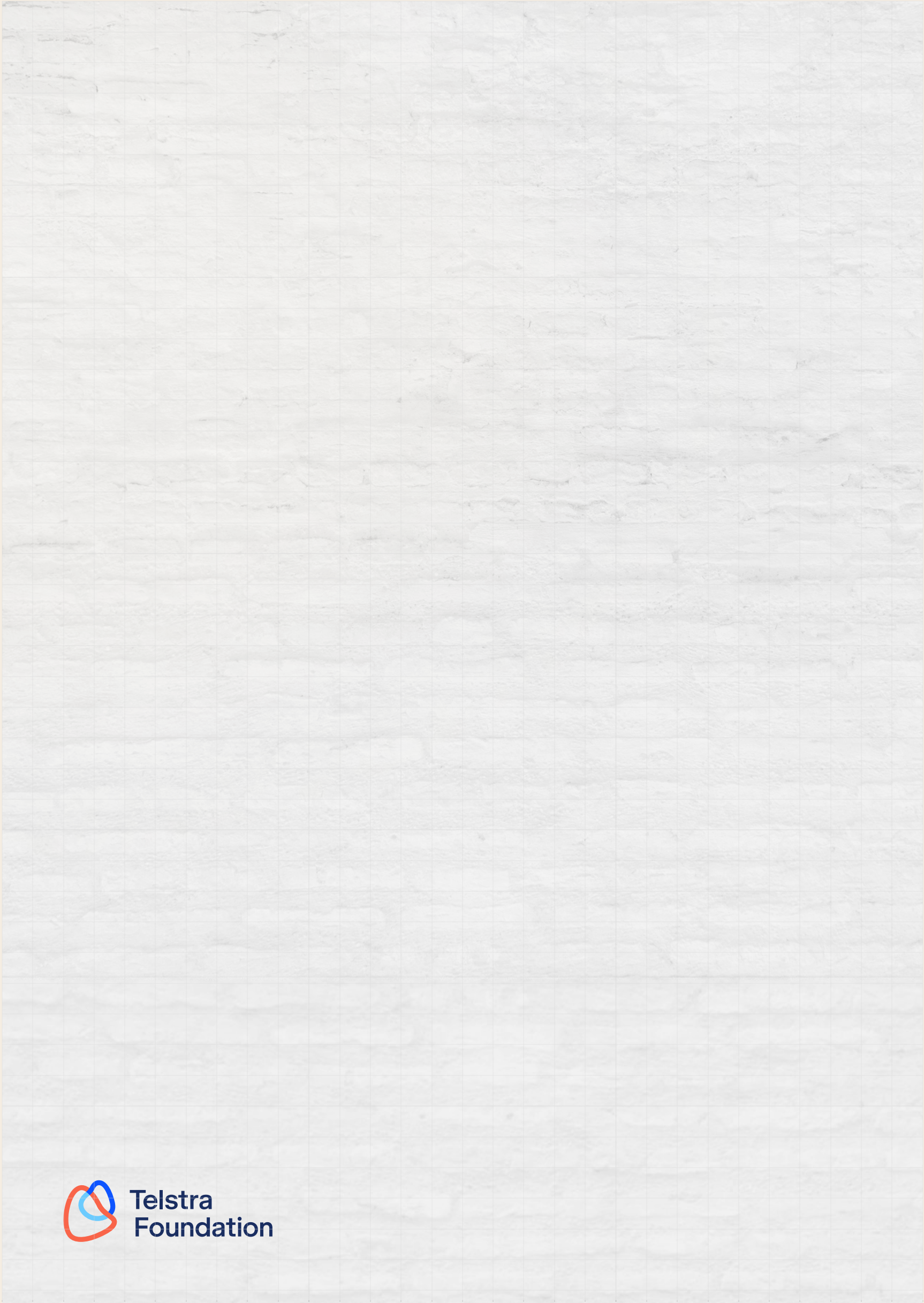
10 Photography

10.3 Use

On the right is a used case for the bio images.

Use them as per the below:

- 1. Choose a background surface. Ensure the surface is white with some slight texture.



10 Photography

10.3 Use

On the right is a used case for the bio images.

Use them as per the below:

1. Choose a background surface.
Ensure the surface is white with some slight texture.
2. Deep etch the subject in Photoshop and save out as a separate layer.



10 Photography

10.3 Use

On the right is a used case for the bio images.

Use them as per the below:

1. Choose a background surface. Ensure the surface is white with some slight texture.
2. Deep etch the subject in Photoshop and save out as a separate layer.
3. Place the subject into layout from the waist up. Add a slight shadow behind the subject. Think about where the light source comes from and the direction, so you can determine where the shadow should be placed. Adjust the layer to 'Multiply'.



10 Photography

10.3 Use

On the right is a used case for the bio images.

Use them as per the below:

1. Choose a background surface. Ensure the surface is white with some slight texture.
2. Deep etch the subject in Photoshop and save out as a separate layer.
3. Place the subject into layout from the waist up. Add a slight shadow behind the subject. Think about where the light source comes from and the direction, so you can determine where the shadow should be placed. Adjust the layer to 'Multiply'.
4. Add your bio icons into your layout, each representing an individual personality. Then, adjust the layer to 'Multiply' so you can see some of the texture.



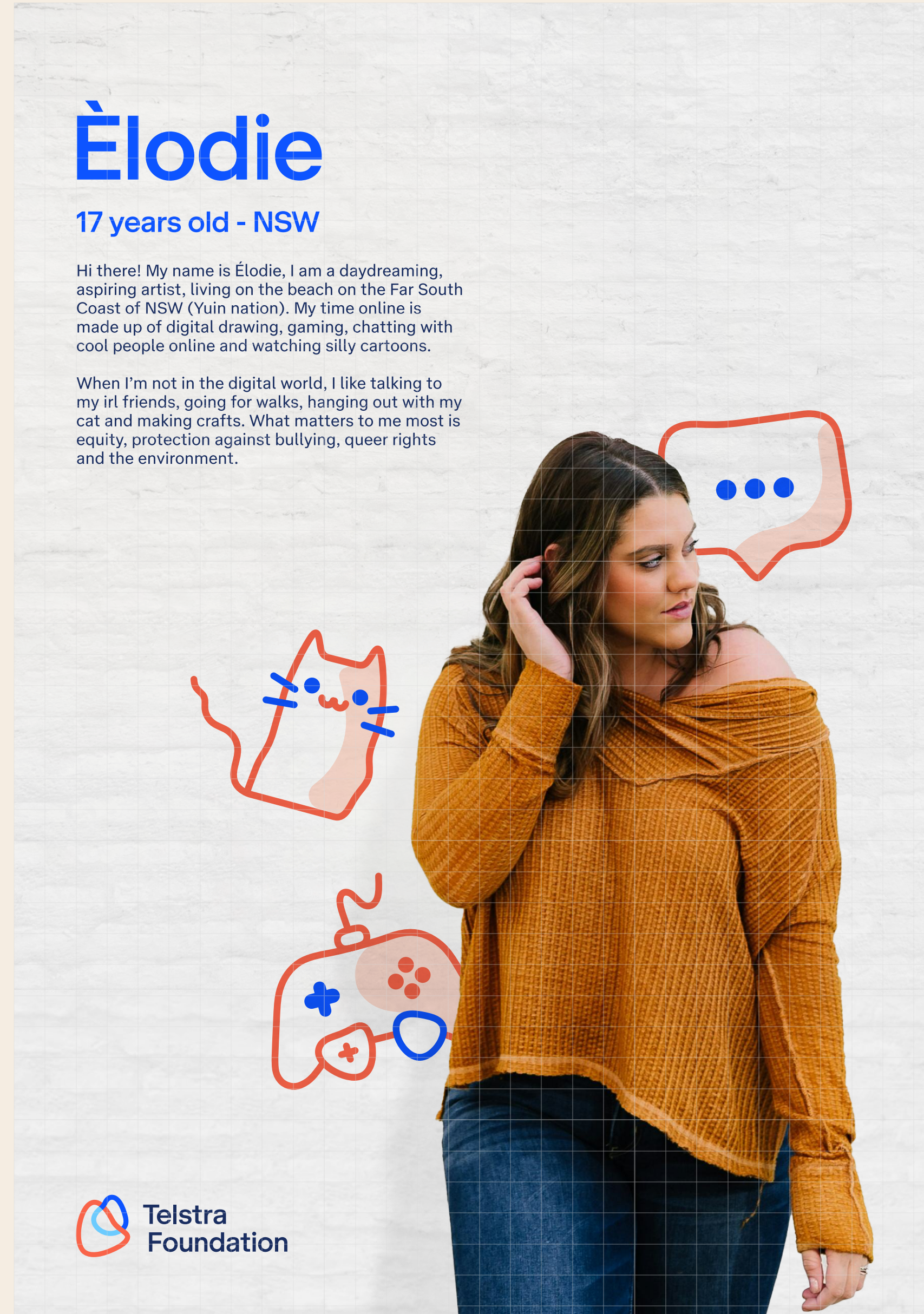
10 Photography

10.3 Use

On the right is a used case for the bio images.

Use them as per the below:

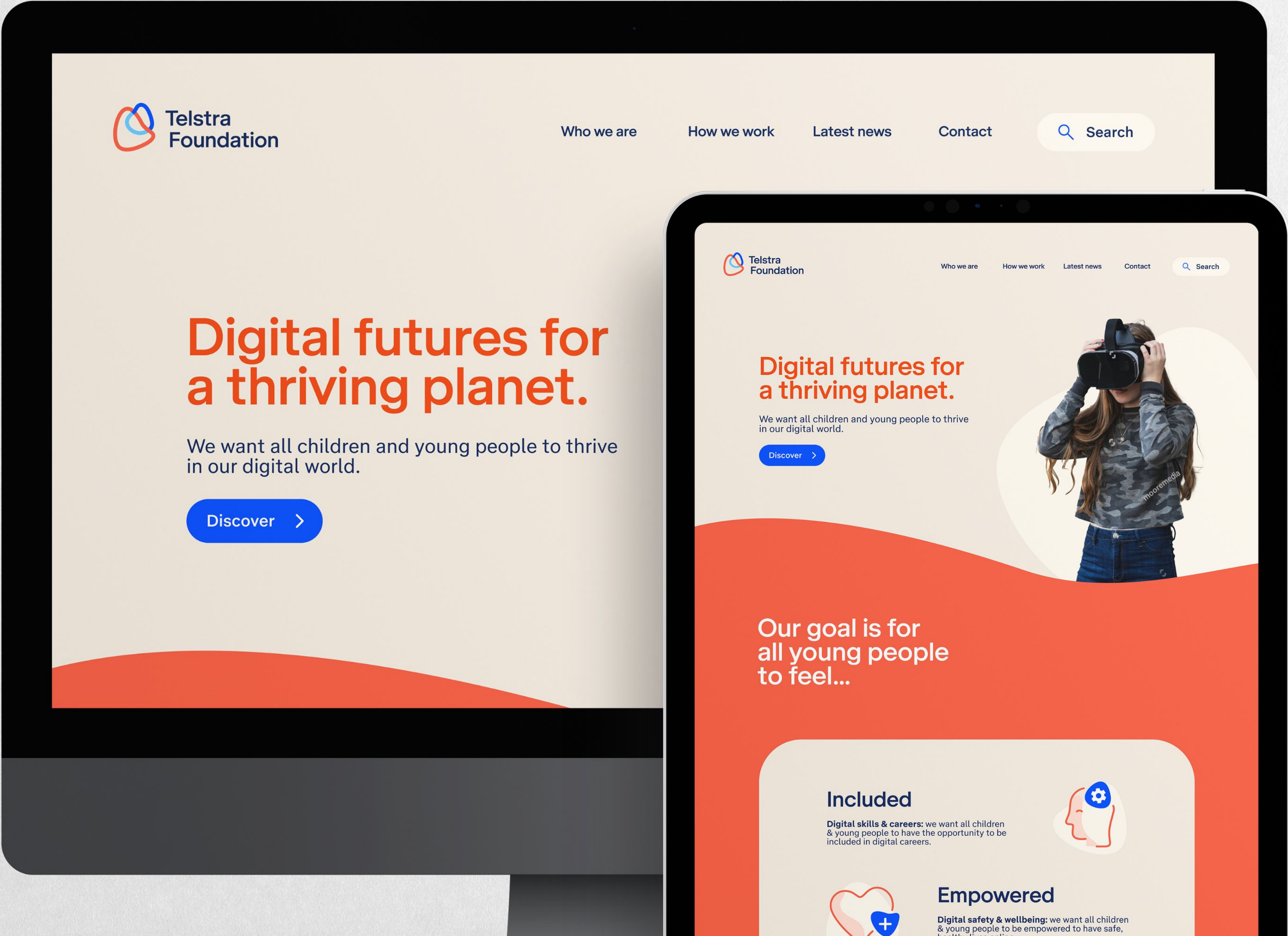
1. Choose a background surface.
Ensure the surface is white with some slight texture.
2. Deep etch the subject in Photoshop and save out as a separate layer.
3. Place the subject into layout from the waist up. Add a slight shadow behind the subject. Think about where the light source comes from and the direction, so you can determine where the shadow should be placed. Adjust the layer to 'Multiply'.
4. Add your bio icons into your layout, each representing an individual personality. Then, adjust the layer to 'Multiply' so you can see some of the texture.
5. Add in your copy.



Showcase

11 Showcase

11.1 Website



11 Showcase

11.2 T-shirt







Safety



Most young people feel safe online (94%)

Most young people feel safe online (94%). They feel that they understand what 'internet safety' means, they are aware of key risks, and they know how to implement basic measures to keep themselves safe online.

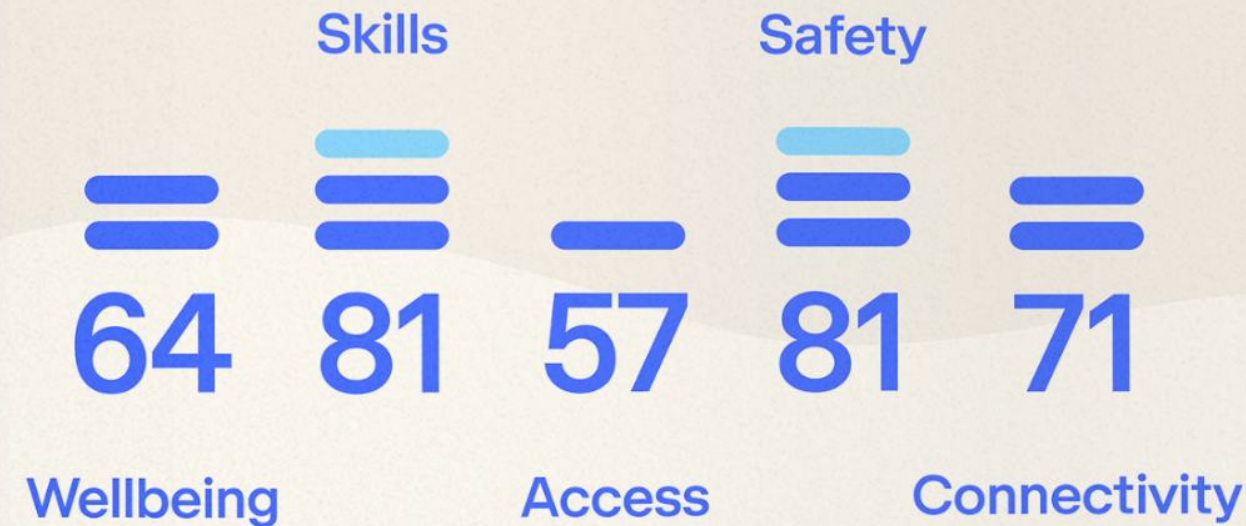
However, the percentage of young people (76%) who have had upsetting online experiences is up 7 percentage points on 2022. Exposure to fake news (up 4% points since 2022), hate speech (up 4% points), sexual content (up 6% points) and being asked to share inappropriate sexual images (up 5% points) have all increased.

Are online harms being normalised?

Data from this year's Safety pillar shows young people are exposed to an increasing range of potential harms. Young people are seeing a high prevalence of distressing content on social media. Most young people who use X (Twitter), Reddit, TikTok, Tumblr, YouTube, Facebook, Instagram, Telegram, Snapchat or Discord have come across distressing content on the platform they're using. X (Twitter) tops the list – 77% of young people report they've seen distressing content on the platform. This is a rise of 7% compared to 2022.

Key findings

Overall, the Index score is in line with last year; however, Access has seen a decline and Connectivity and Safety an increase.



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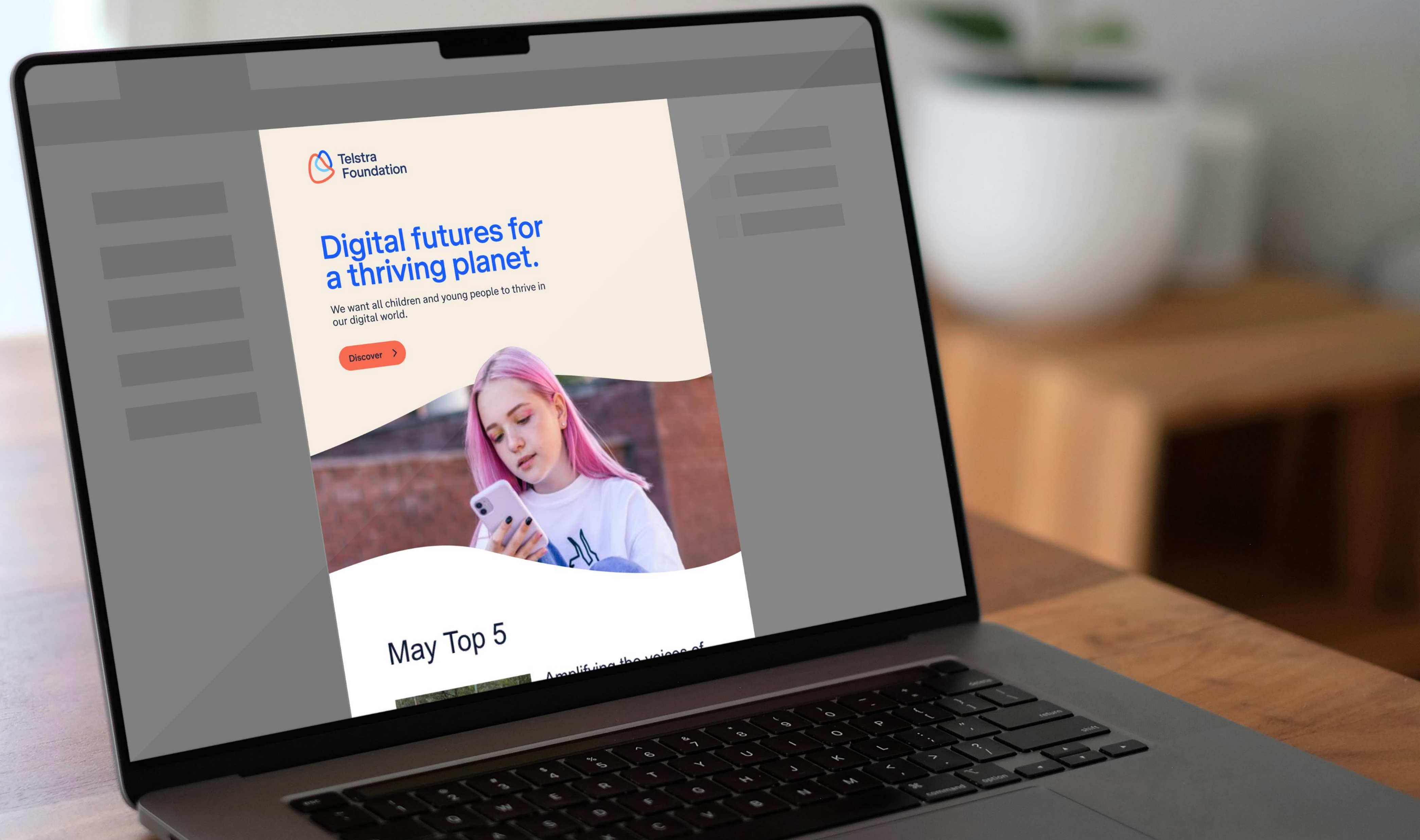
11 Showcase

11.4 Bracelet



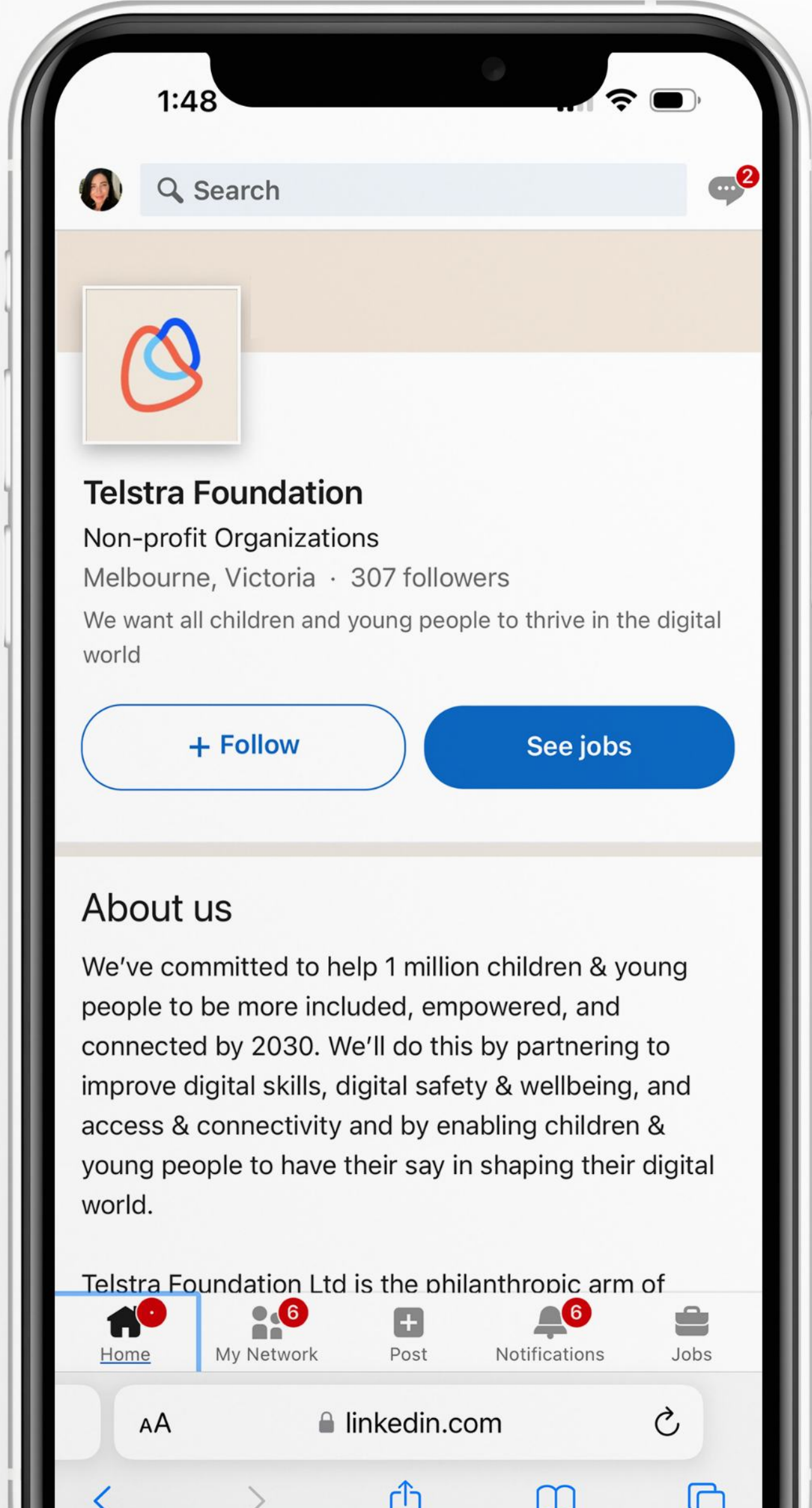
11 Showcase

11.5 eDM header



11 Showcase

11.6 LinkedIn banner TBC



11 Showcase

11.7 Tote bag



11 Showcase

11.8 Signage

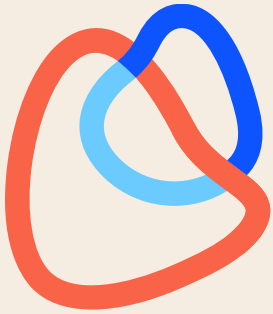


Contact Sheet

12 Contact Sheet

12.1 Logo

Both Ai and SVGs supplied.
CMYK breakdowns are
labelled with_CMYK.



Primary_symbol_A_RGB



Primary_symbol_B_RGB



Primary_symbol_C_RGB



Primary_logo_A_RGB



Primary_logo_B_RGB



Primary_logo_C_RGB



Mono_logo_black_RGB



Mono_logo_white_RGB



Primary_stack_logo_A_RGB



Primary_stack_logo_B_RGB



Primary_stack_logo_C_RGB

12 Contact Sheet

12.2 Icons

Please see template **_Icon_Template_RGB.ai** in toolkit. CMYK template also available.

Both Ai and SVGs supplied.

CMYK icons are labelled with **_CMYK**.



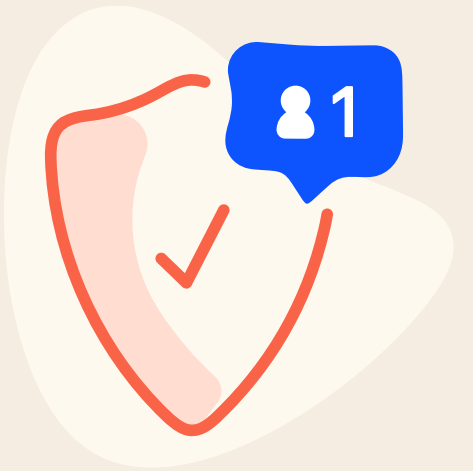
Connected_icon_RGB



Empowered_icon_RGB



Included_icon_RGB



Safety_icon_RGB



Wellbeing_icon_RGB



5yeargoal_icon_RGB



Amplify_voices_icon_RGB

12 Contact Sheet

12.3 Illustration

Ai files supplied.
CMYK breakdowns are
labelled with_CMYK.

Teengirl holdingdevice_illustration_Earth_RGB



Teengirl holdingdevice_illustration_Earth_RGB



Teengirl holdingdevice_illustration_Sky_RGB



12 Contact Sheet

12.3 Illustration

Ai files supplied.
CMYK breakdowns are
labelled with_CMYK.

Teen Group Tech_Illustration_Earth_RGB



Teen Group Tech_Illustration_Earth_RGB



Teen Group Tech_Illustration_Sky_RGB



12 Contact Sheet

12.3 Illustration

Ai files supplied.
CMYK breakdowns are
labelled with_CMYK.

Teen using drone_illustration_Earth_RGB



Teen using drone_illustration_Earth_RGB



Teen using drone_illustration_Sky_RGB



12 Contact Sheet

12.3 Illustration

Ai files supplied.
CMYK breakdowns are
labelled with_CMYK.

Teens using tech_Illustration_Earth_RGB

Teens using tech_Illustration_Earth_RGB

Teens using tech_Illustration_Sky_RGB



12 Contact Sheet

12.3 Illustration

Ai files supplied.
CMYK breakdowns are
labelled with_CMYK.

Teen boy gaming_Illustration_Earth_RGB

Teen boy gaming_Illustration_Earth_RGB

Teen boy gaming_Illustration_Sky_RGB



12 Contact Sheet

12.3 Illustration

Ai files supplied.
CMYK breakdowns are
labelled with_CMYK.

Teens Coding_Illustration_Earth_RGB

Teens Coding_Illustration_Earth_RGB

Teens Coding_Illustration_Sky_RGB





Thank you!