

be kind
BALLARAT

be kind

BALLARAT

Replace with your Council's name



Use your own colours if you wish

Style Guide

Colours



PMS 321 C
CMYK 80, 10, 45, 0
RGB 0, 169, 181
HEX 00A79D



PMS Orange 021 C
CMYK 0, 65, 100, 0
RGB 244, 121, 32
HEX f47920



PMS Violet C
CMYK 73, 75, 0, 0
RGB 96, 88, 166
HEX 6058a6



PMS Process Blue C
CMYK 100, 10, 0, 0
RGB 0, 161, 288
HEX 00a1e4

Fonts

BALLARAT

Gotham Bold (100 tracking)

TO OTHERS

Gotham Book (100 tracking)

If Gotham is unavailable we suggest using
Arial

BALLARAT

Arial Bold (100 tracking)

TO OTHERS

Arial Regular (100 tracking)

Logo base

be kind
BALLARAT



Replace with your
Council's logo

Sub brands

be kind
TO YOURSELF
BALLARAT

be kind
TO OTHERS
BALLARAT

be kind
TO BUSINESS
BALLARAT











be kind
BE SAFE
BALLARAT

Logo size

be kind
BALLARAT

Minimum logo size
25mm



<p>Be kind to yourself</p> 	<p><i>be kind</i> BALLARAT</p>  <p>These are unprecedented times, and they are tough ones. Let's band together as a community and show a little kindness.</p>	<p>Be kind to yourself</p> 
<p>Be kind to others</p> 	<p><i>be kind</i> BALLARAT</p> 	<p>Be kind to others</p> 
<p>Be kind to business</p> 		<p>Be kind to business</p> 
<p>CITY OF BALLARAT </p>		<p>CITY OF BALLARAT </p>

be kind
BALLARAT



be kind
BALLARAT



CITY OF BALLARAT 

Be kind to **yourself**



Be kind to **others**



Be kind to **business**



CITY OF BALLARAT 



be kind BALLARAT

These are unprecedented times, and they are tough ones. But in tough times, the one thing Ballarat can do is to band together as a community and show a little kindness.

Be kind to others, be kind to those most in need and be kind to yourself.

Keep reading for more tips on how to **Be Kind Ballarat**.

ballarat.vic.gov.au

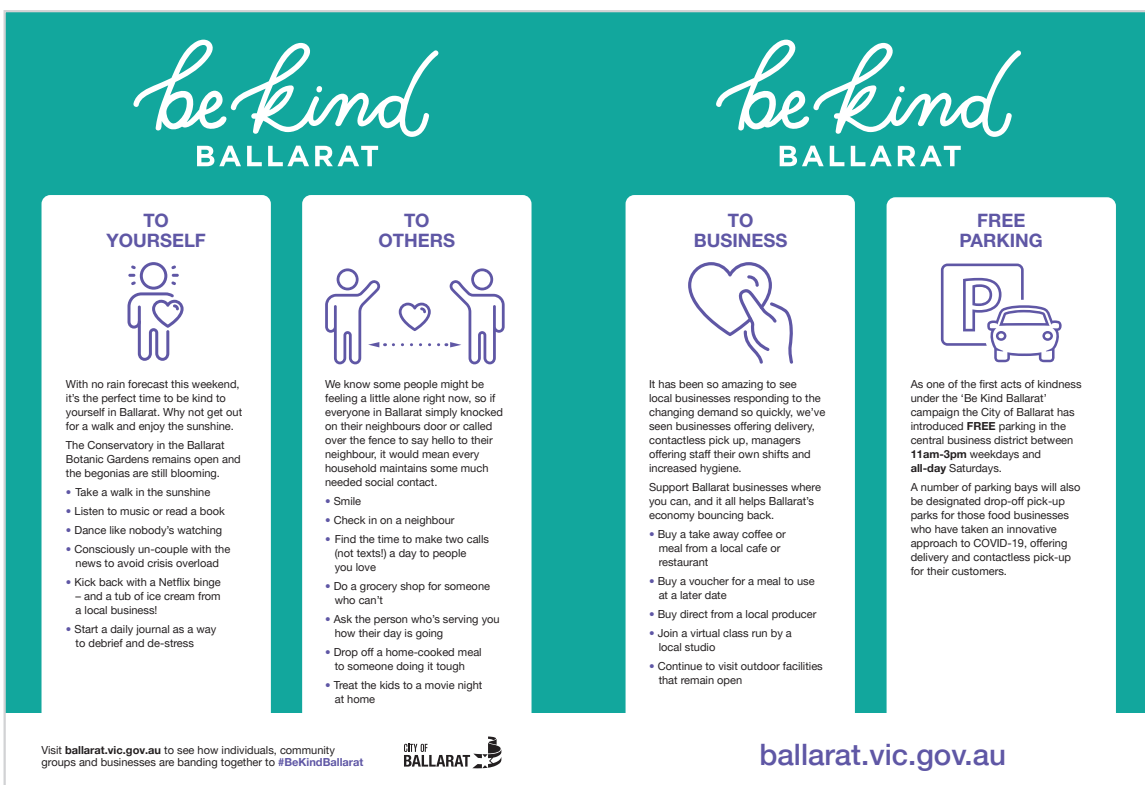



Anne Wallace, Popones, 2015. Oil on linen. © the artist

Our exhibitions may be temporarily out of sight while the Art Gallery of Ballarat is closed, so we're bringing the Gallery to you.


Love, the Art Gallery of Ballarat

ballarat.vic.gov.au

be kind BALLARAT


TO YOURSELF



With no rain forecast this weekend, it's the perfect time to be kind to yourself in Ballarat. Why not get out for a walk and enjoy the sunshine. The Conservatory in the Ballarat Botanic Gardens remains open and the begonias are still blooming.

- Take a walk in the sunshine
- Listen to music or read a book
- Dance like nobody's watching
- Consciously un-couple with the news to avoid crisis overload
- Kick back with a Netflix binge – and a tub of ice cream from a local business!
- Start a daily journal as a way to debrief and de-stress


TO OTHERS



We know some people might be feeling a little alone right now, so if everyone in Ballarat simply knocked on their neighbour's door or called over the fence to say hello to their neighbour, it would mean every household maintains some much needed social contact.

- Smile
- Check in on a neighbour
- Find the time to make two calls (not texts!) a day to people you love
- Do a grocery shop for someone who can't
- Ask the person who's serving you how their day is going
- Drop off a home-cooked meal to someone doing it tough
- Treat the kids to a movie night at home

TO BUSINESS




It has been so amazing to see local businesses responding to the changing demand so quickly, we've seen businesses offering delivery, contactless pick up, managers offering staff their own shifts and increased hygiene.

Support Ballarat businesses where you can, and it all helps Ballarat's economy bouncing back.

- Buy a take away coffee or meal from a local cafe or restaurant
- Buy a voucher for a meal to use at a later date
- Buy direct from a local producer
- Join a virtual class run by a local studio
- Continue to visit outdoor facilities that remain open


FREE PARKING



As one of the first acts of kindness under the 'Be Kind Ballarat' campaign the City of Ballarat has introduced **FREE** parking in the central business district between **11am-3pm** weekdays and **all-day** Saturdays.

A number of parking bays will also be designated drop-off pick-up parks for those food businesses who have taken an innovative approach to COVID-19, offering delivery and contactless pick-up for their customers.

Visit ballarat.vic.gov.au to see how individuals, community groups and businesses are banding together to #BeKindBallarat



ballarat.vic.gov.au

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ballarat.vic.gov.au CITY OF BALLARAT 



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TO BUSINESS
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ballarat.vic.gov.au CITY OF BALLARAT 

Ballarat businesses are doing their best to help us during these unprecedented, tough times.
Support them where you can - they need your kindness now more than ever.



Hello! I am your neighbour and I would like to help.

My name is:

I live locally at:

My phone number is:

If you need support I can help with:

- | | |
|--|--|
| <input type="checkbox"/> Picking up shopping | <input type="checkbox"/> Posting mail |
| <input type="checkbox"/> A friendly phone call | <input type="checkbox"/> Urgent supplies |

Other:

COVID-19 is contagious. Please take every precaution to ensure you are spreading only kindness. Avoid physical contact (1.5m distance). Wash your hands regularly. Items should be left on your doorstep. Care for one another and share your stories.





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ballarat.vic.gov.au #sharethecare #bekindballarat

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Find out more ballarat.vic.gov.au

leadership ballarat 
+ western region

CITY OF BALLARAT 

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Email Signature



Send Attach Encrypt Discard ...

To

Cc

Add a subject

Kind regards,
John Smith
M. 1234 456 789

ballarat.vic.gov.au | [Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#) | [mySay](#) | [myNews](#)
Please consider the environment before printing this email.

Send Discard Attach Image Smile Face Link ...

A rich text editor interface for composing an email. It includes a top toolbar with 'Send', 'Attach', 'Encrypt', and 'Discard'. Below are fields for 'To', 'Cc', and 'Add a subject'. The main body contains a signature block with the text 'Kind regards, John Smith, M. 1234 456 789'. Below the signature is a smaller version of the 'be kind BALLARAT' banner. Further down are social media links and an environmental notice. At the bottom is another toolbar with 'Send', 'Discard', and various icons for attachments, images, emojis, and links.