



Belonggrove
COUNSELLING

BRAND GUIDELINES

Belonggrove Counselling

A place to belong. Space to grow.

Version 1 · October 2026 · belonggrove.com.au

The Belongrove logo

Three connected, organic shapes in the six Pride colours, with the Belongrove name in dark lettering. The shapes suggest people and families growing together. Always use the supplied artwork.



Minimum size

120 px wide on screen; 30 mm wide in print.

Below this, use the square icon.

Backgrounds

White, Mist or Lilac. The rainbow needs a light background to stay vivid and legible.

Files

Transparent PNG for most uses;

white-background PNG for tools that do not

support transparency; SVG icon for favicons and avatars.

Clear space. Keep at least 10% of the logo's width clear on every side (dashed line).

APPROVED BACKGROUNDS



White



Mist



Lilac

PLEASE DON'T

- ✗ Recolour the logo or change the order of the Pride colours.
- ✗ Stretch, squash, rotate or crop the artwork.
- ✗ Add outlines, shadows, glows or other effects.
- ✗ Place it on busy photos, patterns or dark backgrounds.
- ✗ Separate the shapes from the name, or set the name in a different typeface.
- ✗ Use the logo in a way that suggests Belongrove endorses another organisation.

Calm teal, light grounds, Pride accents

Grove Teal carries the brand. Mist and Lilac give sections room to breathe. The Pride colours are accents, used together and in order, never as text colours.



Grove Teal
#234E4B · RGB 35 78 75
Primary. Headings, buttons, links, wordmark.



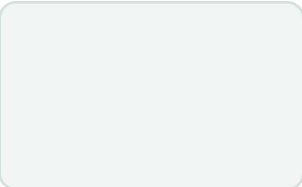
Deep Teal
#163D3A · RGB 22 61 58
Hover and pressed states, dark panels.



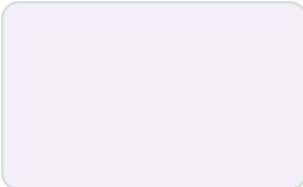
Ink
#203432 · RGB 32 52 50
Body text.



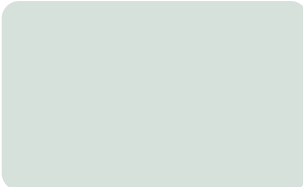
Muted
#52645F · RGB 82 100 95
Secondary text, captions.



Mist
#F1F6F4 · RGB 241 246 244
Section background.



Lilac
#F3EFF8 · RGB 243 239 248
Section background, cards.



Line
#D7E1DC · RGB 215 225 220
Borders and dividers.

PRIDE ACCENTS



Red #E40303	Orange #FF8C00	Yellow #FFED00	Green #008026	Blue #004DFF	Violet #750787
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ACCESSIBLE TEXT PAIRINGS (WCAG 2.2)

Aa	Ink on White	13.1:1 · AAA
Aa	Grove Teal on White	9.3:1 · AAA
Aa	Grove Teal on Mist	8.5:1 · AAA
Aa	Muted on White	6.3:1 · AA
Aa	White on Grove Teal	9.3:1 · AAA

Two typefaces, one warm voice

Space to be yourself.

Lora Headings and short statements

Support for your life.

DM Sans Body text, navigation, buttons and labels

Both are free Google Fonts under the SIL Open Font License. Use Lora Regular for headings (sentence case, no bold); DM Sans Regular for text and SemiBold for labels. Fallbacks: Georgia for Lora, Arial for DM Sans. Small labels may be set in DM Sans SemiBold capitals with wide letter-spacing.

04 · VOICE AND TONE

Warm, plain and honest

We write as a calm, respectful guide. Short sentences, everyday words, and no pressure. We never promise outcomes and we are clear about what is and is not available.

	WE SAY	WE AVOID
Speak to the person	"You do not need all the answers."	"Clients are required to provide a full history."
Respect every family	"Family may include partners, children, carers and chosen family."	"For mums and dads."
Be clear, not clinical	"Understand the support before you begin."	"Evidence-based modalities guarantee results."
Be honest about status	"Enquiries opening soon."	"Book now!" (until bookings open)

Naming. Write **Belongrove Counselling** in full on first mention, then **Belongrove**. Use **LGBTIQA+** for the community, Australian spelling (counselling, colour, organise) and sentence case for headings.