

NATIONAL CORE BRAND GUIDELINES

Version 1 – 2025



St John

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INTRODUCTION



St John

INTRODUCTION

OUR SHARED BRAND ESSENCE

Together, prepared to help.

We are a for-purpose organisation, creating an outcome that is bigger and more powerful than any one of us.

We exist to create the critical eco-system of human and physical infrastructure to ensure that the highest quality of first aid, health and medical response, and community care, is within arm's reach for every person across this vast land.

We enable a nationwide team of volunteers, staff, members and wider community who embody the courage, skills, and equipment to save a life or restore health.

We are here, for when someone needs a person nearby prepared to say, “I’ll help”, and to step in and take action.

INTRODUCTION

OUR NATIONAL BRAND GUIDELINES

Embracing unity

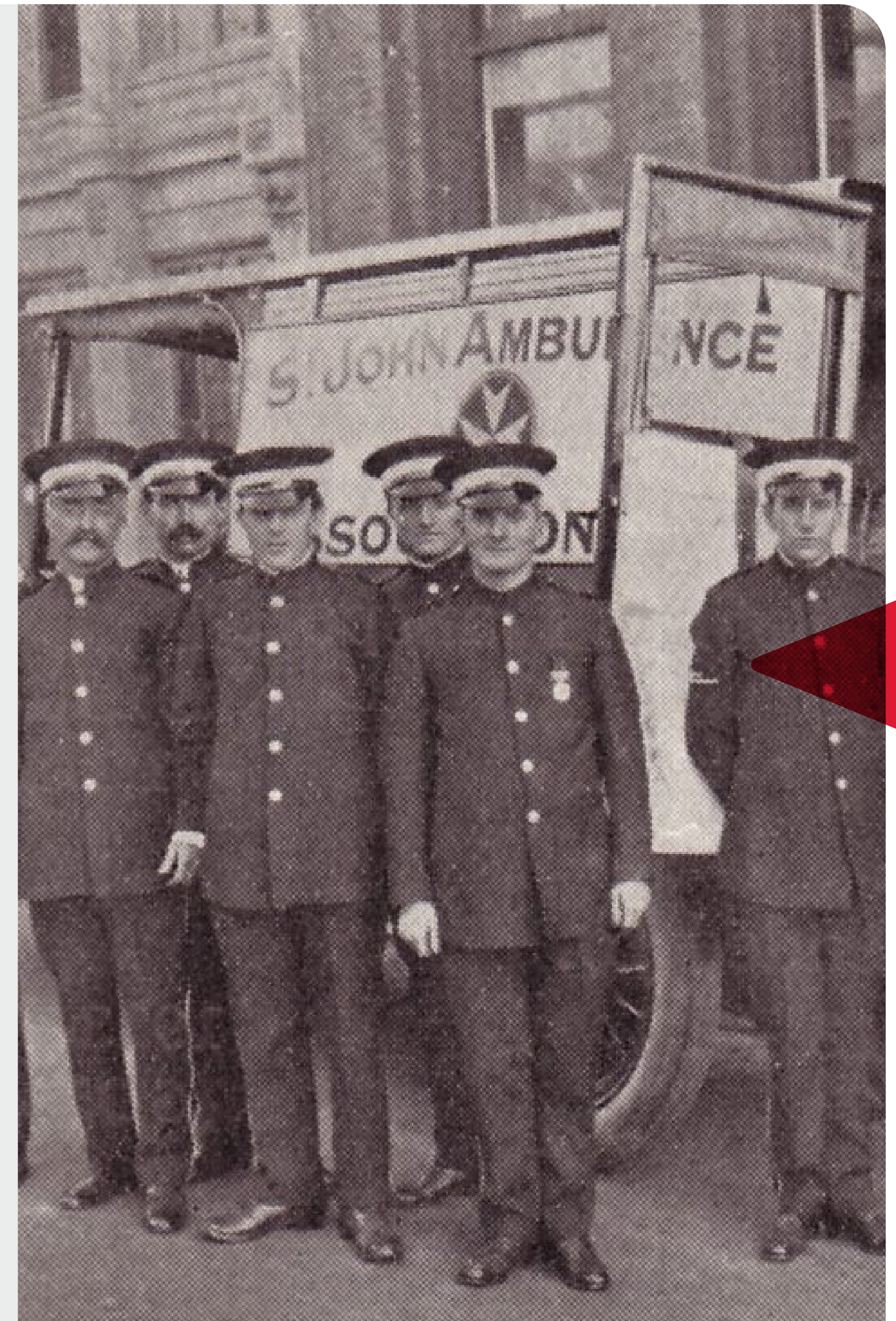
St John is one of Australia's most highly recognised and respected brands. We are iconic as an organisation that embodies trust. We earn this position through our commitment, quality and impact.

Our brand is the culmination of our people, services, programs, and products, which touch the lives of millions of people every year. Our brand embraces our history and heritage within a global network, whilst being grounded in present Australian community needs.

A brand is more than simply logos or words. It lives in how we 'show up' together, and how we inspire people to think and feel about us. It reinforces our culture and the way we work together.

Our National Brand Unity Initiative is about embracing and growing our brand equity. It strives to find a commonality through shared, core identity, whilst celebrating our uniqueness and diversity. It accepts the need for local community tailoring amidst a national, amplified voice.

These National Brand Guidelines support this shared identity – unifying us at our core so that we can be stronger together.



INTRODUCTION

USE OF GUIDELINES

These National Brand Guidelines are produced and distributed by St John Ambulance Australia Ltd as the licensed owners and stewards of the St John brand in Australia (as the Australian Priory within The Most Venerable Order of St John of Jerusalem).

These guidelines are reinforced by our National Strategic Frameworks and Trademark Licence Agreement. Their direction has been endorsed by the Australian Office, All States and Territories, and St John International in 2024/2025.

We encourage users to adhere to the core, foundational guidelines within this document – working on the operational principle of ‘philosophically tight, yet locally flexible.’



CORE ELEMENTS: Use of brand wheel positioning, logo marks, colour palette, and typefaces is intended to be consistent and unified across all St John entities in Australia. It is anticipated the implementation of these core brand elements will take time.



FLEXIBLE ELEMENTS: Additional flexible elements for visual style will be offered for optional use. The use and direction of these is open to reasonable interpretation. We ask that those interpreting the guidelines maintain core brand integrity, and support the efforts to promote unity and cohesion.



VERSION CONTROL: St John National Brand Guidelines will be organic and subject to change (through consultation and co-design) as our brand strategy evolves.

Please refer to the latest Version available on the National Brand Hub.



National Brand Guidelines

Version 1 – 2025

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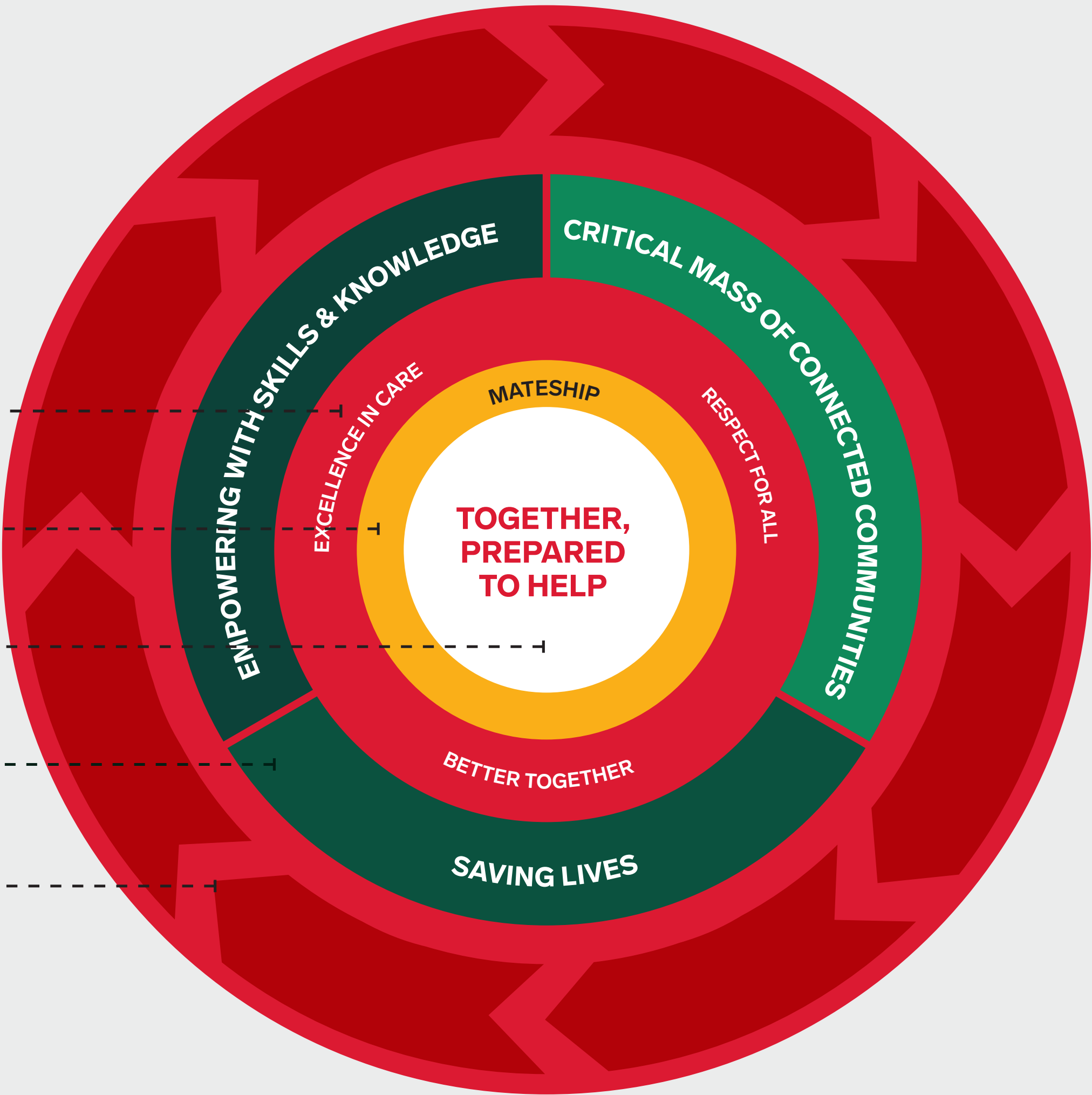
BRAND POSITIONING

UNIFYING BRAND WHEEL

Our brand wheel captures the core positioning elements of our unified identity. The sum of all of the parts is bigger and more powerful than an individual element, yet every component is important.

The arrows circling our brand wheel are intended to capture our network – contributing, collaborating and gravitating around our core brand. They demonstrate the ability for our St John Entities to work both locally and nationally in a unified way.

- Group Brand Principles
- Cultural Relevance
- Group Brand Essence
- Group Brand Pillars
- Group (shared) visual identity



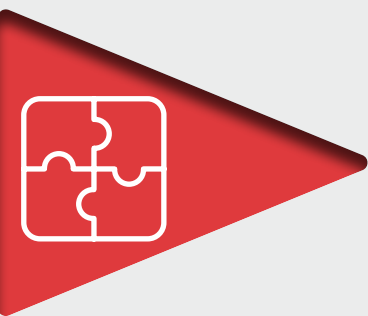
This positioning is beginning to take shape through the developing creative expression of

HERE TO HELP

BRAND POSITIONING

NATIONAL BRAND PRINCIPLES

These are the principles that unite us, that are common across all our organisations and should drive our behaviour, approach to product development, and be visible to community and stakeholders alike.



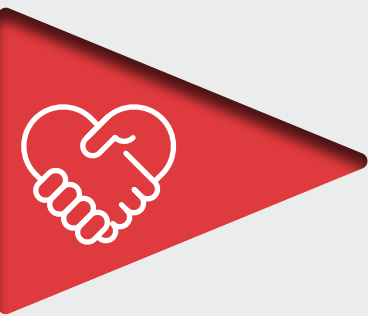
BETTER TOGETHER

Working together informs all aspects of how and where we work. From within communities, with volunteers, across teams, and across borders, we can create safer communities, develop better ideas, and scale our impact, when we work together.



EXCELLENCE IN CARE

Maintaining an attitude of excellence leads to outcomes that ensure incredible client, community and patient experience, so that our whole network can deliver excellence in care.



RESPECT FOR ALL

We are committed to fostering an inclusive community where respect is the foundation of all interactions. This drives us to act with integrity and to deliver compassionate service in every aspect of our work.



BRAND POSITIONING
BRAND PILLARS

Brand pillars show our shared belief in the impact we are having in the world.

**EMPOWERED AND
CAPABLE PEOPLE**



Building First Aid and response-ready people by equipping them with excellent knowledge, training, products and equipment.



**ACHIEVING A CRITICAL
MASS FOR CONNECTED
COMMUNITIES**



Engaging communities around direct care, First Aid, preventative health, and wellbeing supports, so all Australians have the critical network of 'on-hand' responders and equipment, only an arm's reach away.



SAVING LIVES



Being the front-line response and providing emergency, health and medical care.

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LOGOS & LOCKUPS

LOGOS & LOCKUPS

ELEMENTS OF ROUNDEL

The core logo for St John in Australia is derived from the logo mark utilised by St John International. We have maintained our nation’s uniqueness through our use of St John red.

St John is the only charity in the world within a Working Order of Chivalry. Our mark relates to our role within the Most Venerable Order of St John of Jerusalem (The Order) and speaks to a rich, 900+ year old history.

The modern Order is steeped in a legacy of humanitarian aid. This mark carries with it an immense sense of belonging and pride within our membership, staff and volunteer network. It should be treated with due reverence and respect.

Amalfi Cross

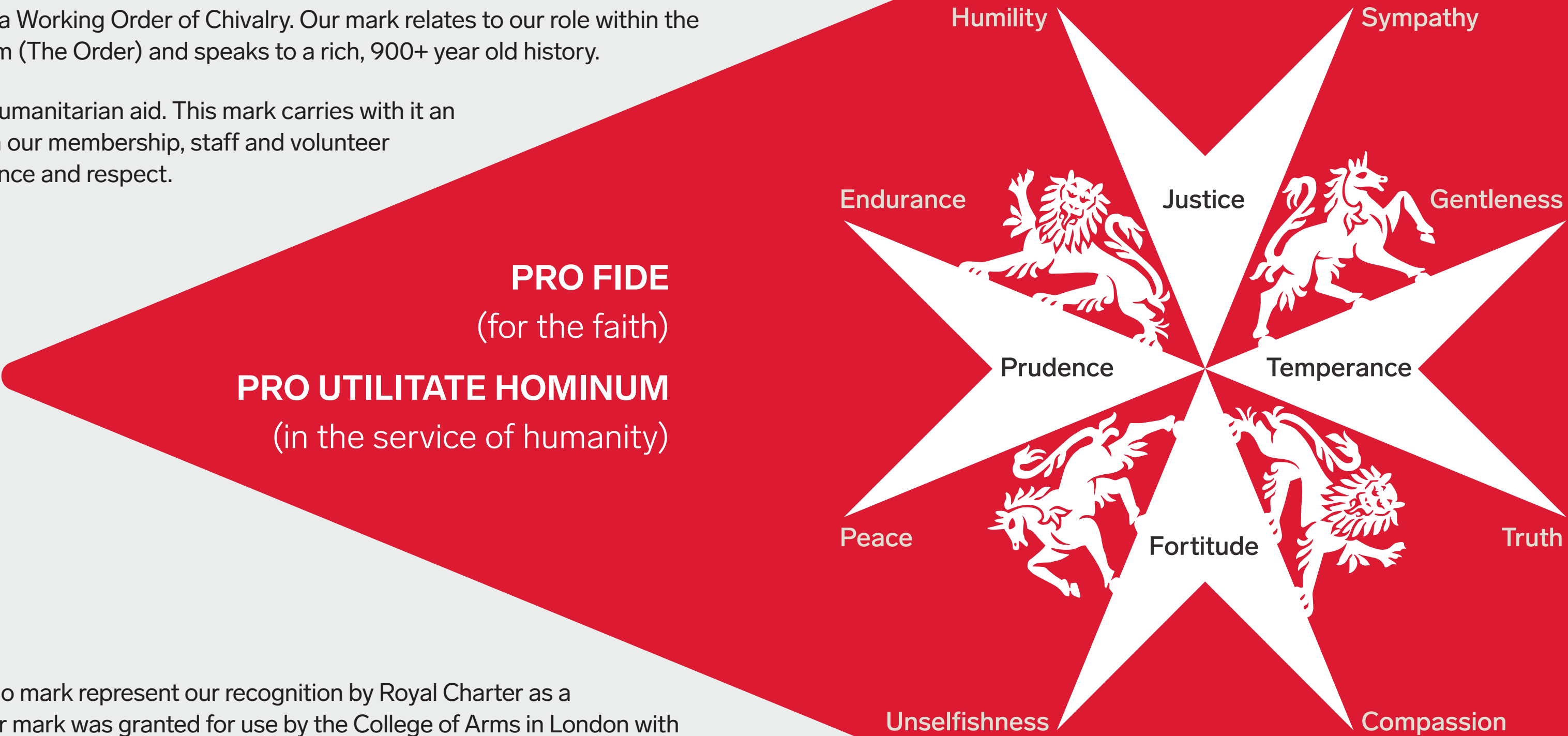
The Amalfi Cross represents the symbol of the Hospitaller. Each of the four arms of the white cross represents the virtues of the modern Order of St John: Justice, Temperance, Fortitude, and Prudence. The eight points represent the qualities of a good First Aider: Sympathy, Gentleness, Truth, Compassion, Unselfishness, Peace, Endurance, and Humility.

The Royal (Heraldic) Beasts

The Lions and Unicorns that appear in our logo mark represent our recognition by Royal Charter as a Royal Order. Unlike logos for other brands, our mark was granted for use by the College of Arms in London with our Beasts gifted for use by Queen Victoria. Use of the heraldic beasts in St John logos is restricted to the compositions and colours displayed in these guidelines, unless by express approval. This is overseen by the Garter King of Arms.

Note: Under only exceptional circumstances, an Establishment or individual may have a requirement to colour the beasts in St John Gold, within the pictorial logo. This relates only to official uses regarding The Order. This application should never be undertaken without express permission and guidance – please consult with the Australian Priory (Australian Office) in the first instance, who will submit the proposal to St John International.

Furthermore, do not use the beasts in isolation of their position with the Amalfi cross.



LOGOS & LOCKUPS

OUR LOGO

Our logo is an extremely important core asset used in communicating our identity. Our logo is subject to trademark licensing and copyright. It must be used correctly at all times to maintain its integrity, equity, and protection.

St John at a national level in Australia has utilised various versions of the roundel in recent decades. We now encourage all St John entities in Australia to coalesce around our shared national logo.

ADVICE: Where possible always use the core logo mark as first choice. This is available in both a ‘inline’ (horizontal) and ‘stacked’ (vertical) option.

This page represents the core logos of choice for St John in Australia. Please refer to subsequent pages for alternate applications that may be necessary based on localised needs, or different stylistic applications.

Which logo file do I choose?

- CMYK logos should be used when the final output is to be printed.
- RGB logos should be used when the final output is to be displayed on screen – web, app, digital, etc.
- Pantone logos should only be used in specific print circumstances.



St John

St John Primary Logo – Vertical



St John

St John Primary Logo – Horizontal

LOGOS & LOCKUPS

CORE LOGO

Our logo may be used in red, black and white. You should be aiming for contrast, clarity and integrity of logo.

ADVICE: When choosing which colour logo to use, consider the other elements in your communication or design.

A light background should attract first and foremost the red logo. A dark background may constitute the use of the white (or keyline) logo – enabling a ‘reversed out’ appearance.

The black logo can be used for striking contrast on pale background, or when greyscale or monochrome colour is used. It may also be the logo of choice when working with designers/printers on inversed or textured prints on materials such as wood or glass (e.g. merchandise).

On photography, the red logo can be used, but please ensure contrast and clarity or adjust to an alternate colour accordingly.

Please do not use the logo in any other unapproved colours.

 **Download the full suite of St John logos**



Primary Logo – Horizontal



Mono



Reverse



Primary Logo – Vertical



Mono



Reverse

LOGOS & LOCKUPS

AMBULANCE LOGO

Sometimes, we may need to lockup our logo with our specific region, or service.

We separate our logo and service name by using a red panel bar beneath or utilising our secondary font Aurelly Signature.

 Download the full suite of St John Ambulance Logos



St John Ambulance – Vertical



St John Ambulance – Horizontal

For States/Territories/Entities that require a recognition of the word ‘Ambulance’ within the logo mark. Some States and Territories may need to use a St John Ambulance variation of the logo. This is optional.



St John + Place Name – Vertical



St John + Place Name – Horizontal

For instances where localised or regional entities should be acknowledged, such as clothing or signage relating to a divisional area.

LOGOS & LOCKUPS

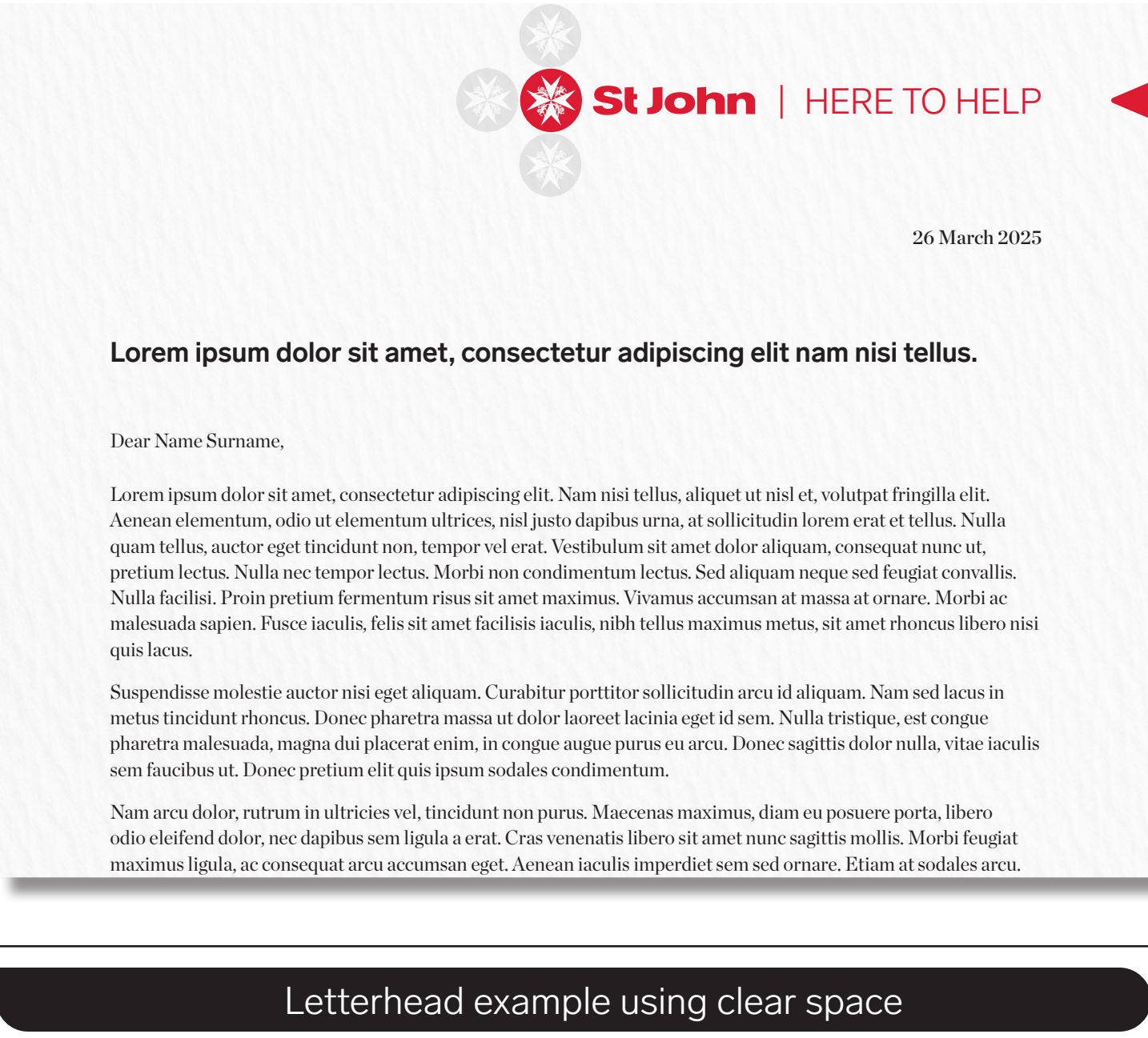
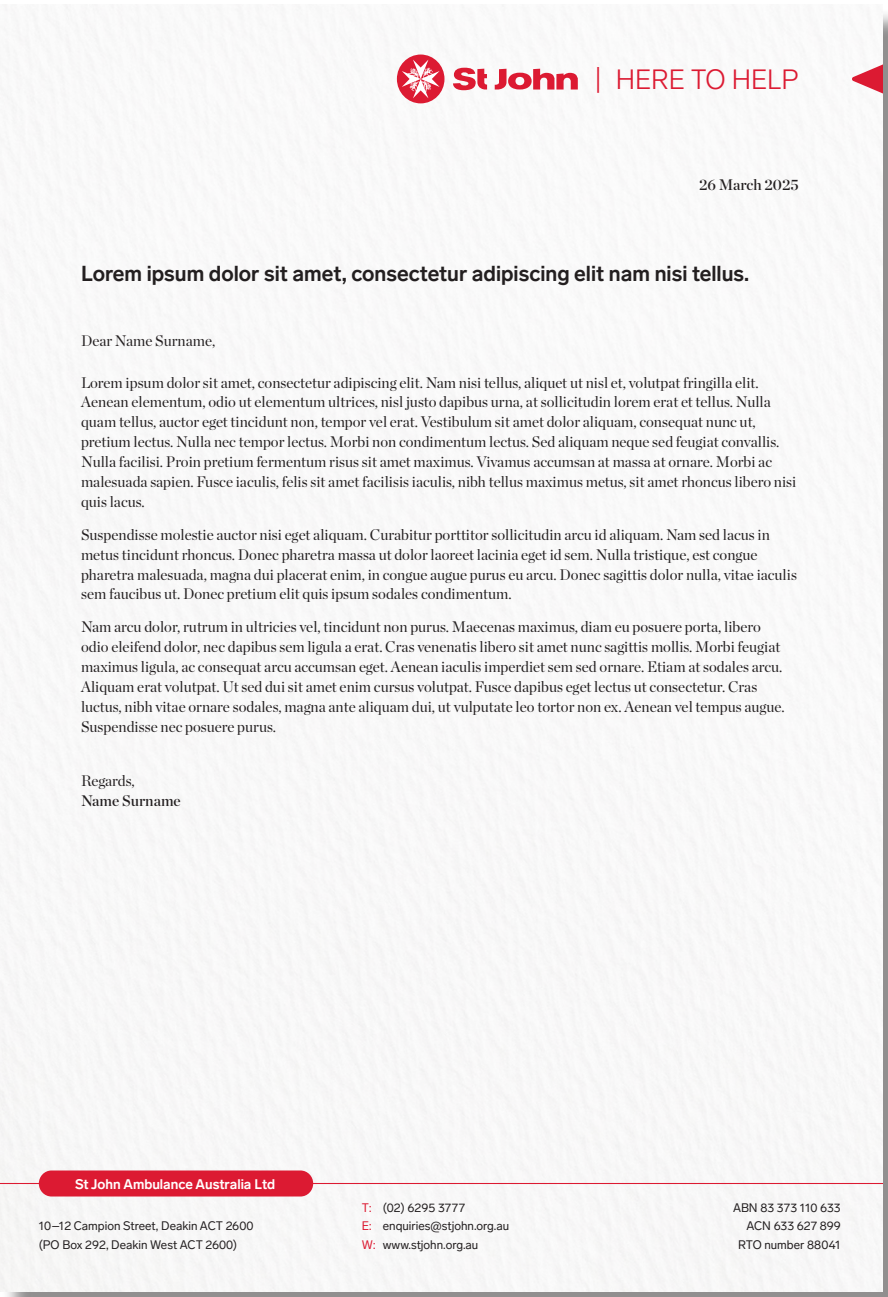
CLEAR SPACE

MINIMUM SIZE

For clarity across digital and print applications our logo should never be reproduced at any size below the adjacent guidance.

CLEAR SPACE

To look its best, our logo needs space to stand out. We have defined parameters to make sure no other elements encroach on this clear space.



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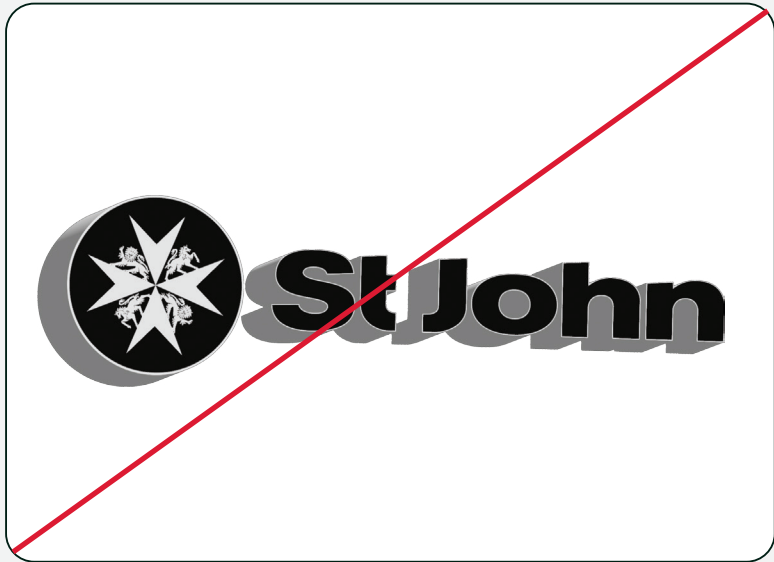
LOGOS & LOCKUPS
INCORRECT USES

Our logo is our most sacred asset.
Please treat it with the utmost respect.

Thank you.



Don't place it on an angle



Don't make it 3D



Don't stretch it



Don't move the crest



Don't change the colour of the crest



Don't stroke/outline it



Don't change the colour



Don't cram it in or allow no buffer/padding



Don't print it eligible or low res

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COLOUR
PRIMARY
PALETTE

Our St John colour palette has been carefully curated through our experience and evolution within both the Australian community and internationally. It retains our hero colour, St John Red, a bold hue that symbolises vibrancy and instant recognisability.

St John Red is complemented by three key greens: Global Green, which supports visibility, safety, and strong contrast; St John Green, a rich and calming nod to our spirit of volunteerism; and St John Mid Green, which strikes a balance between the lighter Global Green and the deeper St John Green.

Our complementary colours are designed to enable combinations that convey sophistication, contrast, and clarity. International Gold connects us to St John International and The Order.

PANTONE C PMS 186 CMYK 2/100/85/6 RGB 200/16/46 HEX C8102E COLOUR St John Red 80% 60% 40% 20%	PANTONE C PMS 341 CMYK 85/23/81/8 RGB 11/132/82 HEX 0B8452 COLOUR Global Green 80% 60% 40% 20%	PANTONE C PMS 187 CMYK 90/42/76/40 RGB 0/82/63 HEX 00523F COLOUR St John Mid Green 80% 60% 40% 20%	PANTONE C PMS 627 CMYK 93/33/68/85 RGB 19/50/43 HEX 13322B COLOUR St John Green 80% 60% 40% 20%	PANTONE C PMS Warm Gray 1 CMYK 11/9/15/0 RGB 232/228/219 HEX E8E4DB COLOUR Desert 80% 60% 40% 20%	PANTONE C PMS 424 CMYK 37/28/29/7 RGB 116/116/116 HEX 747474 COLOUR Light Slate 80% 60% 40% 20%	PANTONE C PMS 7409 C CMYK 0/35/100/0 RGB 229/184/11 HEX E5B80B COLOUR INT Gold 80% 60% 40% 20%	PANTONE C PMS Black CMYK 0/0/0/100 RGB 0/0/0 HEX 000000 COLOUR INT Gold 80% 60% 40% 20%
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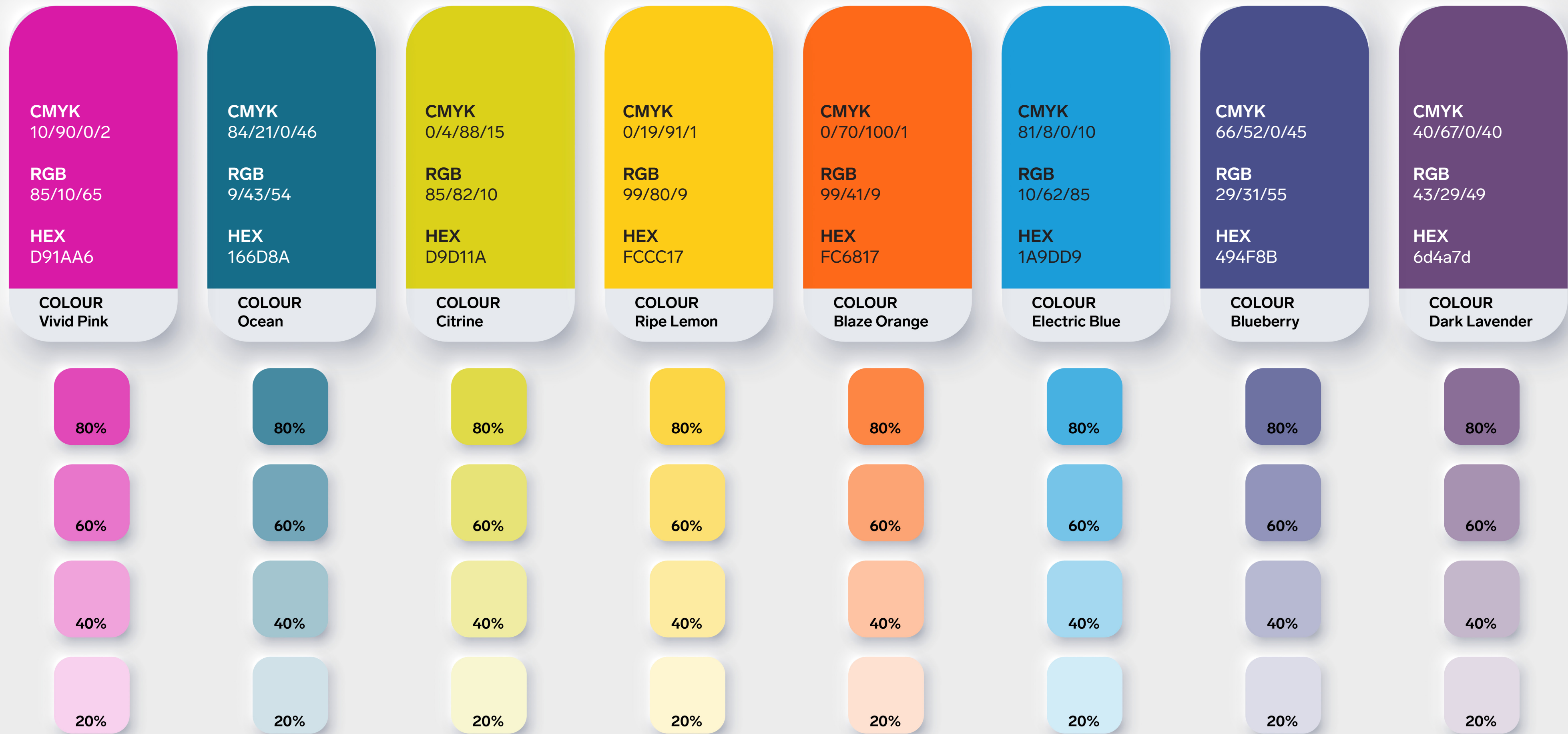
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Brand in Application

COLOUR SECONDARY PALETTE

Our secondary colours provide additional flexibility to support the St John brand across a variety of applications. They are designed to complement — not overpower — the primary palette, ensuring that St John Red and the key greens always remain the dominant brand identifiers. These colours were selected based on the colour theory agreed upon by CCOP.

- Usage Guidance:
- Use secondary colours sparingly — no more than 10% of a layout.
 - Apply for backgrounds, infographics, accents, and highlights.
 - Never use secondary colours for logos, headings, or call-to-action buttons.
 - Ensure strong contrast for accessibility and readability.



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TYPEFACES

PRIMARY TYPE

Our primary corporate typeface is Lab Grotesque. It is recommended for use across most applications of the brand such as branded collateral, signage, campaign materials, websites, etc.

In the landscape of grotesque typefaces, the subtlest of differences can bear great weight in the tone. Lab Grotesque was selected for its modern interpretation of Helvetica, with more humanist forms and flexible weights.

We use Lab Grotesque thin, light, regular, medium, bold, black and their italic variants. Italic variants should only be used to accentuate specific words or phrases.

Note: All three corporate fonts must be utilised in accordance with a National licences held with Australian Office and the font provider. This enables certain users and uses. Additional licences beyond this agreement may be purchased locally. Please check in with the font guidelines or Australian Office if you are unsure.

Lab Grotesque

AaBbCc

Together we support
our communities.

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJK
LNOPQRSTUVWXYZ

Lab Grotesque Bold

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJK
LNOPQRSTUVWXYZ

Lab Grotesque Regular

TYPEFACES

SECONDARY TYPE 01

Chronicle Display is a supporting typeface that adds layers of credibility and tradition to the St John brand. This typeface can be used for headings or large text.

The intention is for Chronicle to be paired with the brand font, (Lab Grotesque as the body copy font) to add variance to page layouts, creating a more dynamic and nuanced design.

The preferred weight (as seen here) is Chronicle Display Roman, but all weights are available to use in the Chronicle Display family for flexibility of use.

Chronicle can be used on print and digital channels. Legibility and readability should always be considered when used.

Chronicle Display

AaBbCc

Together we support
our communities.

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJK
NOPQRSTUVWXYZ

Chronicle Display Semibold

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJK
NOPQRSTUVWXYZ

Chronicle Display Roman

TYPEFACES
SECONDARY TYPE 02

The purpose of Aurelly Signature is to introduce a dash of ‘human’ into the St John typography styles. It is a supporting typeface, like Chronicle and is to be used with the corporate typeface, Lab Grotesque.

This typeface is to be used predominantly as break outs and may be used as a headline font across social media.

Alternatively, it can also be used for peoples names to provide the personal feeling that it has been written by hand.

Aurelly Signature

AaBbCc

Together we support our communities.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aurelly Signature

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TYPEFACES
SYSTEMS (FREE) FONT

To maintain consistency and accessibility across platforms where licensed fonts are unavailable, we use two approved system fonts:

- **Aptos** – our preferred system font for modern environments (Windows 11, Microsoft 365). Clean, legible, and closer in tone to our primary brand typeface. Use Aptos for all internal documents, presentations, and digital communications where supported.
- **Arial** – our fallback system font, compatible with all devices and operating systems. Use Arial where Aptos is not available.

Both fonts ensure brand legibility and are universally accessible, allowing seamless communication across all teams and external stakeholders.

Aptos

AaBbCc

Together we support
our communities.

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJK
LNOPQRSTUVWXYZ

Aptos Bold

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJK
LNOPQRSTUVWXYZ

Aptos Regular

TYPEFACES SYSTEMS (FREE) FONT

To maintain consistency and accessibility across platforms where licensed fonts are unavailable, we use two approved system fonts:

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- **Arial** – our fallback system font, compatible with all devices and operating systems. Use Arial where Aptos is not available.

Both fonts ensure brand legibility and are universally accessible, allowing seamless communication across all teams and external stakeholders.

Arial

AaBbCc

Together we support
our communities.

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJK
LNOPQRSTUVWXYZ

Arial Bold

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJK
LNOPQRSTUVWXYZ

Arial Regular

TYPEFACES
TYPE HIERARCHY

Whenever we write and design copy, please ensure to use the following examples as guidance.

Our Mission.

Headline: Lab Grotesque Bold

To make first aid a part of everybody's life.

Headline: Lab Grotesque Medium

St John is a charitable, non-profit, humanitarian organisation whose primary focus is teaching first aid. St John has been helping the Australian community for more than 138 years, and our members and volunteers continue to be passionate about their service to humanity, and building resilient communities through relief of sickness, distress, suffering and danger.

Body Copy: Lab Grotesque Regular

Visit www.stjohn.org.au

Body Copy: Lab Grotesque Light

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TYPEFACES
COMBINING TYPE

We can use our supporting typefaces to highlight words in our headlines.

When we are creating content that is meant to be assertive and in a serious tone of voice (TOV) we can use Chronicle Display to highlight words.

When we are creating content that is supportive and friendly we can use Aurelly Signature to highlight relevant words.

Together we
support our
communities

Lab Grotesque Bold

Chronicle Display Semibold

Serious Tone of Voice Headline Style

Local Heroes

Lab Grotesque Bold

Aurelly Signature

Friendly Tone of Voice Headline Style

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BRAND IN APPLICATION

BRAND IN APPLICATION CREATIVE DEVELOPMENT

This document outlines Version 1 of the Core Brand Guidelines for St John nationally.

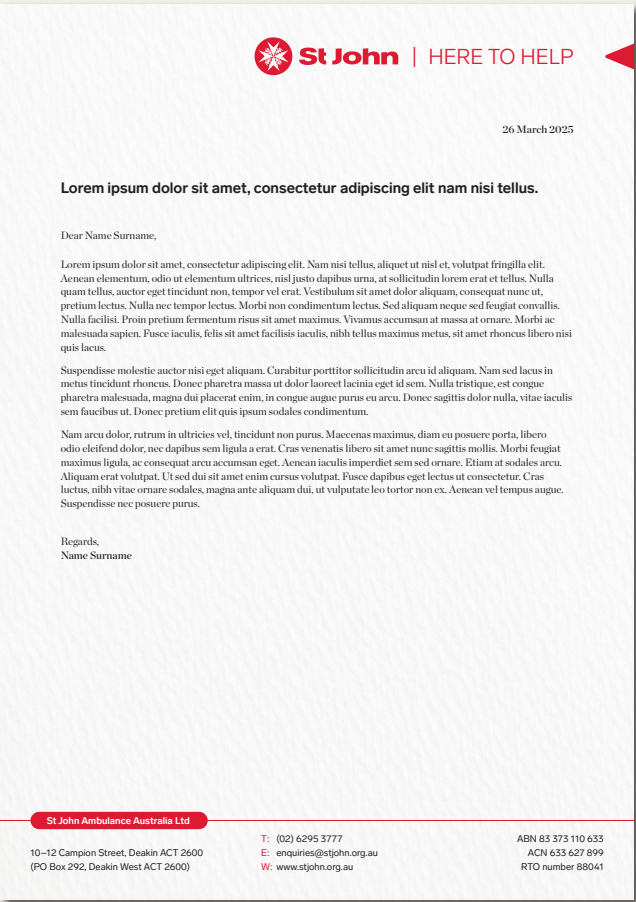
Work is continuing to develop the next phase: **Brand in Application**. This includes the introduction of flexible visual elements designed to add depth and versatility to our brand across a wide range of mediums.

These elements will be optional and adaptable, helping to bring the brand to life in ways that suit specific contexts while remaining aligned with our core identity.

Detailed guidance on Brand in Application will be provided in upcoming documents, and a **National Brand Hub** will offer easy-to-use, shared templates for consistent national implementation.

For any questions, please reach out to your local Marketing Team or contact the Australian Office at **media@stjohn.org.au**

These are examples only and reflect the initial design direction endorsed by the CCOP meeting and represent the agreed creative route for national rollout.



Letterhead



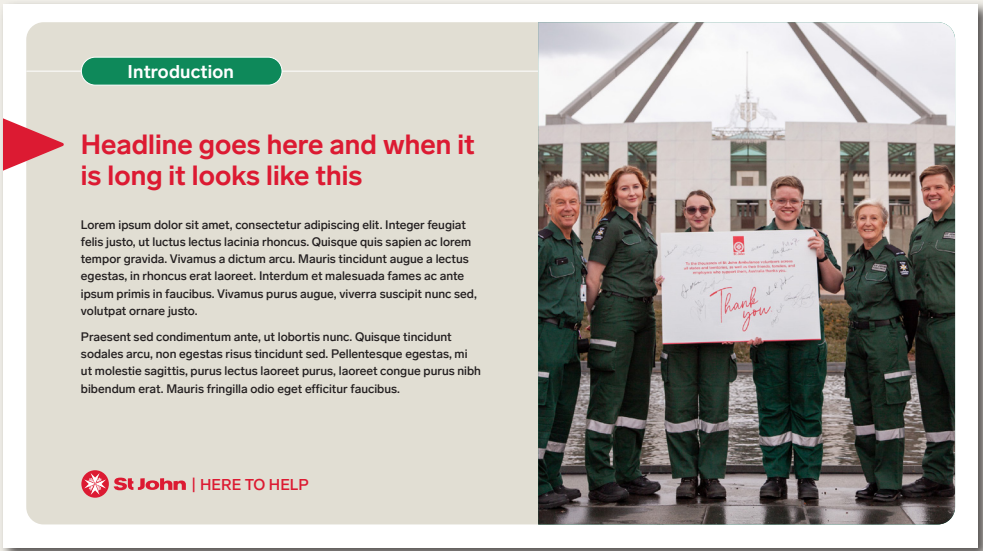
Advert



Pull up banners



PowerPoint template





St John

Thank you