



**Ronald
McDonald
House**
South & Central
Australia

Behind the Heart: Brand Session

For Volunteers - May 2026

What we'll cover today

What is brand?

**Our brand
journey & goals**

**Our new identity
& name**

What is brand?

What comes to mind when you see each of these logos?



What do you associate when you see this brand?



HAIGH'S
CHOCOLATES

The logo for Haigh's Chocolates features the brand name in a classic serif font. 'HAIGH'S' is in a larger, bold font with a thin underline, and 'CHOCOLATES' is in a smaller font directly below it.

Cadbury 

The Cadbury logo consists of the brand name in a gold-colored, elegant cursive script. To the right of the name is a white icon of a milkmaid carrying two buckets, one in each hand.

Lindt 
MASTER CHOCOLATIER
SINCE 1845

The Lindt logo features the brand name in a gold-colored, elegant cursive script. To the right of the name is a gold-colored icon of a dragon or griffin. Below the name and icon is a thin gold horizontal line, followed by the text 'MASTER CHOCOLATIER' and 'SINCE 1845' in a gold-colored, all-caps serif font.



A BRAND IS NOT YOUR LOGO.





**IT'S A SET OF ASSOCIATIONS
THAT ENHANCE THE ORGANISATION**

IT'S THE MAIN SOURCE OF EMOTIONAL CONNECTION WITH PEOPLE





**IT DRIVES THE 'DESIGN' OF THE
TOTAL PEOPLE EXPERIENCE**

A brand is the total experience people have with us.

It's how we show up, how we speak, how we treat people and each other, and the promises that we consistently deliver. Every interaction shapes our brand.



The power of brand

**Customers /
Partners**

Price / Donor \$

Competition

Strong brands benefit customers and you

Direction

Staff

Brand equity

Our goals for our modernised brand

Clarify and refocus brand messaging for our audiences

Drive greater trust and understanding

Stand out in a crowded nonprofit space & consistently show up

Become more attractive to supporters and partners





Visual Identity + Language



**Ronald
McDonald
House[®]**
South & Central
Australia



**Ronald
McDonald
House[®]**
South & Central
Australia

Look and feel in our marketing



Our brand tone is:

- human
- empowering
- resilient
- full of promise



House + Program Naming Conventions



From

Ronald McDonald House Charities
Ronald McDonald Hospitality Cart
Ronald McDonald Learning Program

To

Ronald McDonald House
Ronald McDonald House Hospitality Cart
Ronald McDonald House Learning Program

**Most importantly no more use of the acronym externally
when referencing or communicating who we are and what we do.**

Ronnie Mac is an affectionate internal name only.



Brand Position + Campaign

Families remain at the heart of our comms

Brand Belief:

A sick child is a sick family, and both deserve to be surrounded by care.

Brand Point of View:

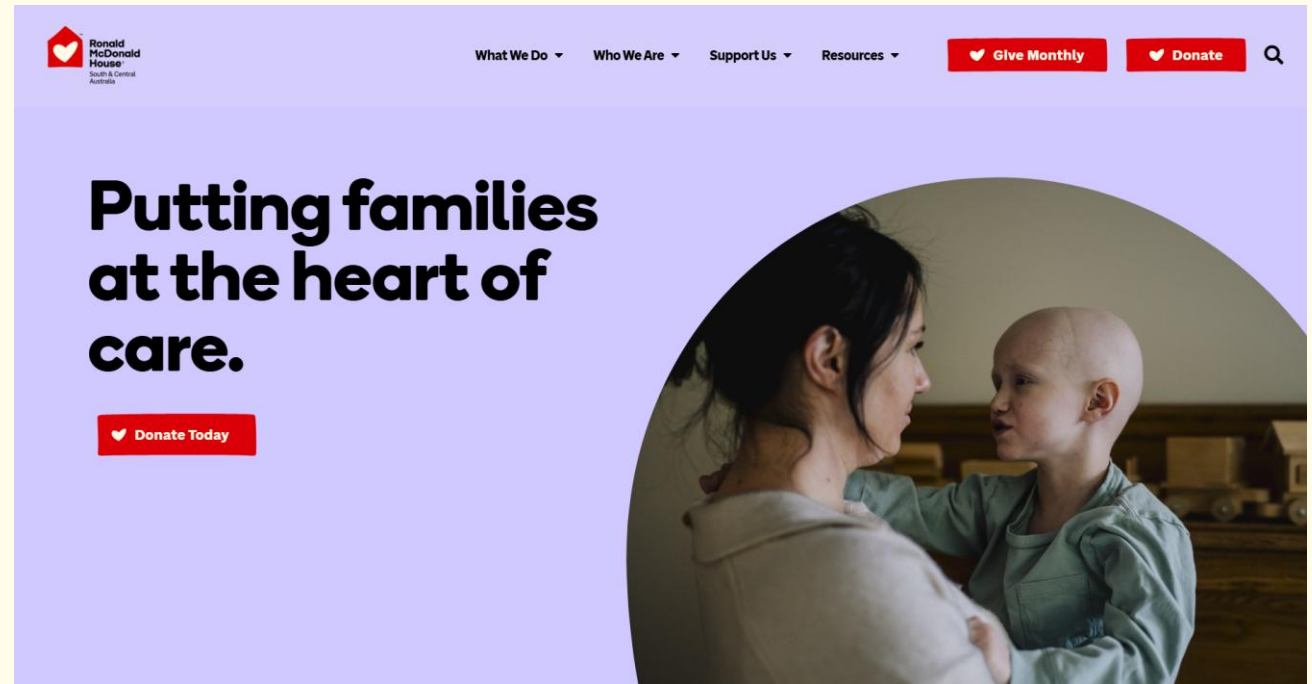
Putting families at the heart of care.

Brand Campaign Tagline:

Family Stays

Australia Campaign:

Feature family stories from across Australia.



Brand manifesto

There's a difference between someone who stops by and someone who stays.

Visitors come to say hello.

They check the time. They park in short-term.

They arrive with balloons, cards, and carefully chosen words.

They smile, hold hands, maybe cry a little.

And when visiting hours are over, they go.

Family is not a visitor.

Family stays.

Family stays in every hard conversation, every impossible decision.

They don't glance at the time...they lose track of it.

They sleep in chairs, in cars, in hallways.

They miss work. They miss paychecks. They miss meals.

They put their entire lives on hold just to be close to the one who needs them most.

At Ronald McDonald House, we believe no family should have to choose between being there for their child and having a place to stay.

So we give them more than just a room.

We give them rest. Warmth. A hot meal. A shoulder.

We give them something that feels like normal, even when nothing else is.

Because when a child is in the hospital, family stays. And we stay with them.



**Brand ambassadors &
rolling this out together**

We are all brand ambassadors

- Ronald McDonald House South & Central Australia is the success it is because of all of you
- We are all brand ambassadors; living the values, supporting families, building the brand everyday
- What can you do?
 - Wear our new uniform with pride 😊
 - Refer to us as “Ronald McDonald House”
 - Call out if you see something that needs changing
 - Hospitality Carts & Hercules Van rebranding coming
 - Continue being our brand ambassadors



Timeline of our brand modernisation



17 March

Soft launch

Transition our IT & digital platforms

- Website – new look + URL:
www.ronaldmcdonaldhousesca.org.au
- Social media – new look + handles
- New email addresses

Firstname.surname@ronaldmcdonaldhouse.org.au

- Warm our database
- Signage at front of building

11 May

Public launch

Transition our internal legal and governance systems and physical assets like uniforms, merchandise, marketing, documentation and other signage for public launch.

‘Family Stays’ brand campaign.



Live in market

Update remaining physical assets (we have until 2027).

Consistently living our brand & grow awareness, support & funding.

Brand embedded across our organisation.

Living the brand

- What are we doing that we **change or start** doing to live the Ronald McDonald House South & Central Australia brand?
- What are we doing that we **stop** doing?
- What are we doing that we **keep** doing?



**Ronald
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Thank you.



Questions?