

CADDYSHACK PROJECT

MEDIA KIT

caddyshack
share affection, not infection

WWW.CADDYSHACKPROJECT.COM



Thanks for sharing our work.

We are passionate about what we do & appreciate your interest in our content.

WELCOME!

This media kit will give you all the tools you need to promote our content.

Got a question? Get in touch

jennifer.farinella@health.nsw.gov.au

caddyshack
share affection, not infection

ABOUT CADDYSHACK PROJECT

Find out more about our story

www.caddyshackproject.com

Caddyshack Project is a sexual health program which promotes a positive approach to sex & sexuality for young people & the broader community.

Covering the Illawarra & Shoalhaven on the South Coast of NSW, Australia.

We work with people, like non-profit organisations, councils & community services, who work with people.

SOCIAL MEDIA

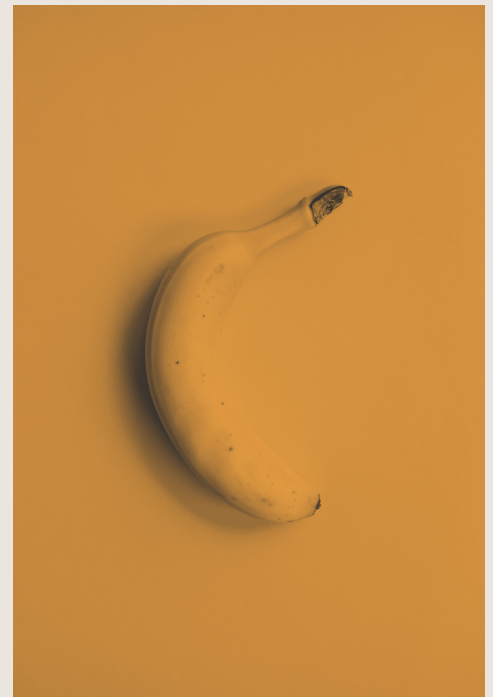


Share our social media hashtags

#caddyshackproject

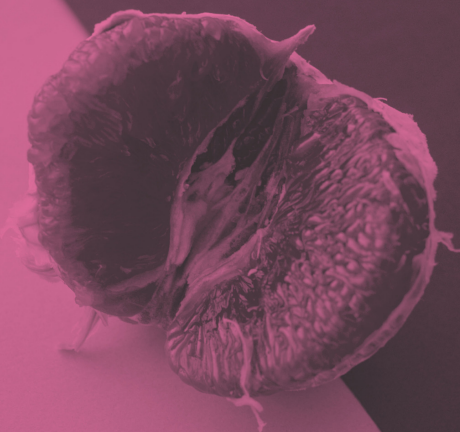
#ShareAffectionNotInfection

**Our iconic tagline is
Share Affection
Not Infection**



CADDYSHACK PROJECT

BRAND GUIDELINES



COLOURS

Our brand colours include;

Three main colours & three supporting shades.

MAIN BRAND & SUPPORTING COLOUR CODES

HEX & RGB



MYSTIC

#ED73A6
R 237
G 115
B 166



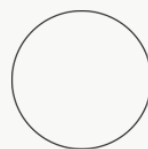
MARINE

#5EC2B6
R 94
G 194
B 182



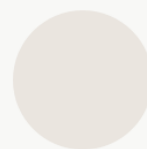
DESERT

#F1A342
R 241
G 163
B 66



LIGHT

#F8F8F6
R 248
G 248
B 246



MEDIUM

#EAE5DF
R 234
G 229
B 223



DARK

#292929
R 41
G 41
B 41

CADDYSHACK PROJECT

BRAND GUIDELINES



IMAGES

Our duo-toned imagery can be used in social media posts, flyers & other promotional material.

[Download full size duo-toned images here.](#)

FONTS

Our brand font family is Montserrat.

The alternative font family is Calibri.

LOGOS

Our logo & tagline can be used on promotional material or partnership projects.

[Download logo & tagline here.](#)

CADDYSHACK PROJECT

SUGGESTED TEXT FOR PROMOTION

Caddyshack Project is a health promotion team who are empowering community to understand and access more information about sexual health.

Our goal is to encourage positive environments where individuals and communities feel comfortable to approach and discuss sexual health confidently.

We work towards creating environments where sexual health is accepted, discussed and prevented without fear, myth, stigma or discrimination.

To find out about Caddyshack Project work visit:

www.caddyshackproject.com

www.linktr.ee/CaddyshackProject

caddyshack
share affection, not infection

