



Mentally Healthy WA

Brand Style Guide

Last updated February 2021

Campaign Overview

About the Act Belong Commit campaign

The evidence-based Act Belong Commit campaign is a comprehensive, population wide, community-based preventative mental health promotion campaign that is directed by Curtin University's Mentally Healthy WA and is funded by Healthway and the Mental Health Commission.

Introduced statewide 12 years ago, Act Belong Commit encourages people to take action to improve and protect their mental health and wellbeing, promotes good mental health strategies at the individual and community level, and encourages the creation of supportive environments for good mental health across a variety of settings.

The Act Belong Commit campaign has two key elements:

1. A statewide mass-media led social marketing campaign;
2. Supportive strategies that build the capacity of the community, across a range of sectors including health services, local governments, schools, workplaces, community organisations and local clubs.

In response to an evolved audience and environment, the Act Belong Commit campaign and brand has been revitalised so that it continues to resonate and motivate in this new and challenging era that we are living in.

Objectives

Communication objectives of the campaign can be summarised as follows:

- Encourage people to prioritise mental health
- Motivate and inspire people to proactively improve their mental health

Brand evolution

Informed by audience and stakeholder research, the new, evolved Act Belong Commit brand has been made more contemporary but also draws on the high awareness of the existing logo and its valuable brand equity.

Efforts were also made to address the accessibility of the brand – to improve legibility and comprehension for a range of audience groups.

Help us help Western Australians Act Belong Commit

Integration of the Act Belong Commit message in the community has always been one of the campaign's major success stories.

We ask that key stakeholders and partners continue to help promote Act Belong Commit where relevant and appropriate.

This Brand Style Guide helps them do so.



Corporate Logo

The Corporate Logo is the preferred logo. It is to be used where the logo is a prominent brand feature on promotional material. This logo is useful in settings where awareness of the mental health context is low.

Please ensure this logo is used where space permits – the organisation name ‘Mentally Healthy WA’ must be clearly legible.

Preference should always be given to using the Full Colour version of the Corporate Logo, appearing on a white background where possible.




Full Colour Portrait




Mono Portrait




Reversed Portrait



Campaign Logo

The Campaign Logo (without Mentally Healthy WA) is acceptable for general use. This logo is useful when co-branding and several/partner logos are to appear in close proximity with limited space.

Preference should always be given to using the Full Colour version of the Campaign Logo, appearing on a white background where possible.



Full Colour Portrait



Mono Portrait



Reversed Portrait



Horizontal Logo

Where space dictates, the Horizontal Logo may be used, with or without the organisation name 'Mentally Healthy WA' as appropriate.

Preference should always be given to using the portrait Corporate or Campaign version of the logo (not the Horizontal Logo), where possible.



Full Colour Corporate Horizontal with MHWA



Mono Corporate Horizontal with MHWA



Reversed Corporate Horizontal with MHWA



Full Colour Campaign Horizontal



Mono Campaign Horizontal



Reversed Campaign Horizontal



Usage Guidelines

You may use the logo:

The logo may be used against white, brand colours or images as long as legibility is not sacrificed. Where possible, preference should be given to using the full colour logo on a white background.



You may NOT use the logo:

You may not skew, rotate or adjust the proportions of the logo. You may not change the colours of the logo or use on a background that hinders legibility.



Usage Guidelines

Minimum Size

The logo may not be scaled with dimensions smaller than 22mm wide.



Exclusion Zone

The exclusion zone is calculated using the radius of one of the circle elements in the logo. This measurement is the minimum distance the logo may be placed next to other elements or the edge of the document.



Brand Elements



Graphic Devices

Additional graphic devices have been developed in the new campaign style as secondary brand elements. These may be used flexibly to communicate the three domains of Act Belong Commit as appropriate for your purposes.

These brand elements are not to be used in isolation and they must be used in visual partnership with the Campaign Logo.

Please note: New brand elements and design style are in development and this section is being updated. Please contact your Act Belong Commit team should you need assistance in this area.

Co-branding



Co-branding Guidelines

Co-branding is used where Act Belong Commit has a direct relationship with an external organisation including Partners and Sponsorships. It is important when co-branding to ensure that the Act Belong Commit visual representation is consistent and strong.

The following guidelines apply to co-brands:

- The external organisation's logo/s should appear to the right of the Act Belong Commit logo - a vertical line can be used if required.
- All logos to be of equal size/height with the Act Belong Commit logo meeting minimum size requirements.

Naming Rights Sponsorships

Where Act Belong Commit has naming rights to a sponsored event, the logotype **Act Belong Commit** is preferred to be used (words only) with the event name rather than the logo. The words can be in the logo colours or in black and white and the font can be consistent with the font used for the event name.

Please note: New co-branding guidelines are in development and this section is being updated. Please contact your Act Belong Commit team should you need assistance in this area.



Colours

Primary Colours

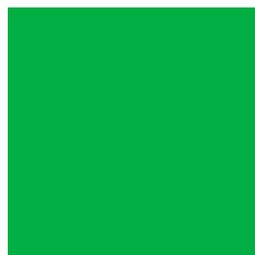
The primary colours of Act Belong Commit are bold and saturated. This should be kept in mind when pairing the brand colours with other colours and visual styles. **Do not use tints of these colours.**

Purple



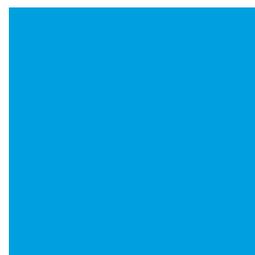
PMS 2593 C
R127, G59, B150
C57, M94, Y00, K00
HEX #7f3b96

Green



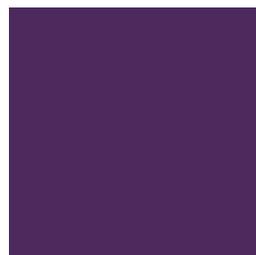
PMS 354 C
R14, G170, B84
C95, M0, Y100, K0
HEX #0eaa54

Blue



PMS 299 C
R7, G158, B218
C81, M18, Y0, K0
HEX #079eda

MHWA Purple



PMS 7680 C
R76, G42, B94
C79, M94, Y33, K24
HEX #4c2a5e

Accessibility

Note these colours have been tested for Accessibility and the primary green has been updated from our historical green colour to better meet Accessibility Standards. We recommend these colours are used on white backgrounds.

Typography

Primary Font

The Act Belong Commit primary font is Hurme Geometric Sans No 4 Family. Please note: Hurme is a licensed purchased font. We do not require mandatory use of this font. If Hurme Geometric is not available, ABeeZee or Arial are an acceptable replacement.

Headline Font:
Hurme Geometric
Sans No 4

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The Hurme font is available here:
<https://www.myfonts.com/pack/554730>

Body:
Hurme Geometric
Sans No 4

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Alternative
Free Font:
ABeeZee

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

This ABeeZee is available here:
<https://fonts.google.com/specimen/ABeeZee>

Alternative: Arial



Writing Guidelines

Campaign Name

In writing the campaign name (in all body copy, text, articles, media releases and documents) always use capital letters, without hyphens, eg. the **Act Belong Commit** campaign. Where possible the campaign title should be bolded.

Lowercase use of **act belong commit** is acceptable for branding purposes for some applications.

The acronym ABC should not be used to refer to the campaign. Please always write out the campaign name in full eg. It's as simple as Act Belong Commit.

Website URL

When referring to the Act Belong Commit website, remove the 'www' off the start of the URL so the website is always displayed as: **actbelongcommit.org.au**

Social Media

When posting on social media please tag relevant Act Belong Commit accounts and use the hashtag #actbelongcommit

Facebook: facebook.com/ActBelongCommit

Instagram/Twitter: @actbelongcommit

Youtube: youtube.com/ActBelongCommit



Key Messages

The Act Belong Commit campaign is designed to encourage people to take action to improve and protect their mental health and wellbeing. It promotes good mental health strategies at both the individual and community level. Being active, having a sense of belonging and having a purpose in life all contribute to good mental health. The core message of the campaign remains unchanged:

Act Do something.

Keep active - mentally, physically, socially, spiritually, culturally... Go for a walk, say hello, read a book, meditate or pray.

Belong Do something with someone.

Keep connected - to friends, family, community and your culture. Join a book club, join a sports team, take a cooking class, go to community events.

Commit Do something meaningful.

Do something meaningful, important and valuable to you. Volunteer, learn something new, take on a challenge, take up a cause, help a neighbour.



Key Messages

Message Takeouts

For campaign language consistency of messaging, the following succinct message takeouts reflect the newly developed campaign materials. They can be used where relevant in your own communities.

- Prioritise your mental health today.
- Being mentally healthy feels good.
- For good mental health: Act – do something! Belong – do something with someone. Commit – do something meaningful.
- Being active, having a sense of belonging and having a purpose in life all contribute to good mental health.
- Get on the front foot with your mental health. It's as simple as Act Belong Commit.
- When you Act Belong Commit, it feels really good.
- Connecting with family and friends is good for your mental health. Catch up with your support network today.
- Being mentally healthy is when each of us are able to realise our potential, cope with day-to-day stresses, work productively, and make a contribution to our community.

All of the above message takeouts can be tagged with promotion of the actbelongcommit.org.au website which houses the Activity Finder featuring hundreds of fun, free and low cost activities, ideas, clubs, organisations and events for people to Act Belong Commit.

- Prioritise your mental health today. Discover how you can improve your mental health at actbelongcommit.org.au
- Being mentally healthy feels good. Find out how at actbelongcommit.org.au
- Want to get involved and find a sense of belonging? Find hundreds of ideas at actbelongcommit.org.au
- Find your people! Act Belong Commit has hundreds of fun, free or low-cost activities to connect with others.
- Get started today at actbelongcommit.org.au
- Want to do something meaningful, or looking for a purpose in life? Commit to a cause at actbelongcommit.org.au
- Be proactive about your mental health. Find out how at actbelongcommit.org.au

Aboriginal Branding

Act Belong Commit branding and messaging specifically addressing the social and emotional wellbeing of Aboriginal people was instigated with the development of a pilot program in the Pilbara town of Roebourne, the traditional country of the Ngarluma People (2014-18).

The logos and slogan were developed alongside Elders, local Aboriginal and non-Aboriginal people. With the release of the evolved Act Belong Commit brand, depicted in this style guide, the two Aboriginal Logo versions have been updated accordingly. The concept for the Aboriginal Logo with Person was originally designed by Jasminda Stevens, who was 11 at the time.



Standard Logo



Logo with Person

The Aboriginal Logo

Where appropriate, the Aboriginal Logos can be used in place of the Corporate Logo and Campaign Logos (page 3 - 5). This may be for messaging in Aboriginal communities, for events targeting Aboriginal people or for events addressing the wider Aboriginal context such as NAIDOC Week, Sorry Day or Reconciliation Day.

The same Usage Guidelines (pages 6 and 7) as the Corporate and Campaign Logos apply eg. allowed backgrounds, adjustments, exclusion zones and minimum size. Typography is also the same (page 11) but more culturally significant colours have been used (page 17).



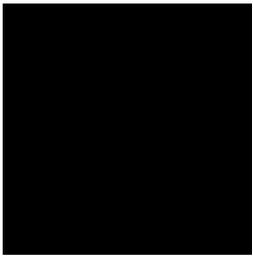
Aboriginal Colours

Colours

The Aboriginal Logos use more culturally significant colours, which can also be applied to other messaging if desired.

Do not use tints of these colours.

Black



PMS Black C
R35, G31, B32
C0, M0, Y0, K100
HEX #000000

Yellow



PMS 123 C
R255, G197 B47
C0, M24, Y91, K0
HEX #ffc52f

Red



PMS 1795 C
R239, G58, B54
C0, M92, Y87, K0
HEX #ef3a34



Accessibility

Note for the Aboriginal Logos, the words Act Belong Commit are written in black to improve accessibility.

We recommend Logos are used on white backgrounds.



Aboriginal Branding

Slogan

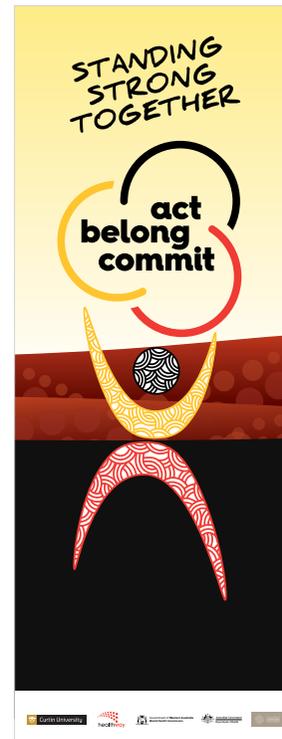
Where appropriate, the additional slogan 'Standing Strong Together' can be used alongside either of the Aboriginal Logos. The slogan can be modified using the depicted typography, for other geographical areas, for example, 'Standing Strong Together in Narrogin, Wingellina, Bunbury' etc.

Slogan

STANDING
STRONG
TOGETHER

STANDING
STRONG
TOGETHER
in Roebourne

Example of slogan with area



Branding example



Aboriginal Key Messages

Act Belong Commit messaging has been developed addressing the social and emotional wellbeing of Aboriginal people:

Act Do something.

Keep mentally, socially, spiritually, physically and culturally active.

Belong Do something with someone.

Build and maintain a strong Aboriginal identity by keeping connected to family and language groups, and by getting together with others at cultural events and visits to Country.

Commit Do something meaningful.

Commit to caring for Country, to teaching the young ones about culture and language or re-learning culture and language yourself, support family and community, take part in cultural ceremonies and express culture in art, song, music, dance or stories.

Contact Us

If you have any questions in relation to the Brand Style Guide please feel free to contact us:

actbelongcommit@curtin.edu.au | (08) 9266 1705

Community Toolkit

Find campaign assets and resources for you to use in your community here -

<https://www.actbelongcommit.org.au/assets/resources/2020-campaign/community-toolkit/like4737-community-toolkit-compilation-final-v2.pdf>

Resources

We offer a range of resources which are available to our partners and the wider community. Click to view and download our print resources for free.

Over time many more resources will become available so check in regularly.

<https://www.actbelongcommit.org.au/resources/general-resources>



Mentally Healthy WA

(08) 9266 1705 actbelongcommit@curtin.edu.au | actbelongcommit.org.au