



Mentally Healthy WA

# Brand Style Guide

Last updated April 2022

# Campaign Overview

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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.

First developed in 2002, Act Belong Commit is Australia's longest running mental health promotion campaign. 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 was revitalised in 2020 so that it continues to resonate and motivate in this new and challenging era that we are living in.

## Objectives

The campaign aims to:

- Encourage people to prioritise mental health
- Motivate and inspire people to take action to improve their mental health
- Encourage and support organisations to provide opportunities for people to take action to be mentally healthy.

## 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

Preference should always be given to using the portrait Corporate or Campaign version of the logo (not the Horizontal Logo), where possible. However in instances where space is limited the Horizontal Logo may be used, with or without the organisation name 'Mentally Healthy WA' as appropriate.



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:

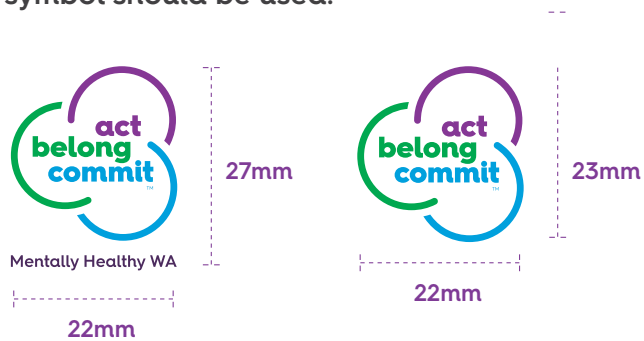
You may not skew, rotate or adjust the proportions of the logo. You may not change the colours of the logo or use on a background that hinders legibility.



# Usage Guidelines

## Minimum Size

The logo has a Trademark (TM) symbol and may not be scaled with dimensions smaller than 22mm wide. **Although not preferred, if the logo is required to appear smaller than 22mm wide the version without the TM symbol should be used.**



## 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

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## 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.



# Brand Elements



## Clouds

The clouds have been developed to provide an alternative background.

## Lozenge

This device can be used individually (like the footer in the Style Guide) or groups (like the examples on this page). It can be used as a device to include core campaign messages like the examples on this page and on page 14. It is preferred the lozenge device has one edge cropped by the page, like the top example on this page, however this may not always be achievable.

**Act**

Do something.

**Belong**

Do something with someone.

**Commit**

Do something meaningful.

**Act** Do something.

**Belong** Do something with someone.

**Commit** Do something meaningful.

# Co-branding

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## 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.

## Naming Rights Sponsorships

Where Act Belong Commit has naming rights to a sponsored event, a text version of the **Act Belong Commit** logo is preferred when used with the event logo. Act Belong Commit will provide a text only logo as required. The colour of the text only logo does not need to be in Act Belong Commit colours but can appear in a colour complimentary to the events' brand.

**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, and to seek approval prior to using the Act Belong Commit logo.



# Colours

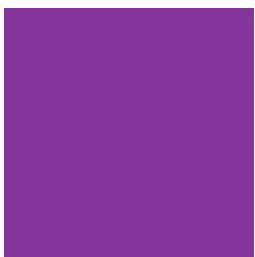
## Primary Colours

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. As seen in the logo, each colour can be used in association with a particular domain, but this is not mandated nor is a requirement to consider when selecting which colour for use as headlines or other graphic devices. **Do not use tints of these colours.**

## 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. **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

# Typography

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## 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

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## Campaign Name

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

The acronym ABC should not be used to refer to the campaign. Please always write out the campaign name in full as it has been done throughout the Brand Style Guide.

## Website URL

When referring to the Act Belong Commit website, remove the 'www' from 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

# Core Campaign Message

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Act Belong Commit encourages people to take action to improve and protect their mental health and wellbeing by promoting protective behaviours known to increase mental wellbeing at the individual and community level. The core message is as follows:

## **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, and your community. 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

To maintain message consistency the following succinct messages have been developed to support stakeholders and partners to extend the campaign message within their settings to ensure consistent promotion of the message. We have provided a few options for each key message theme.

## Promoting the benefits of prioritising mental health and wellbeing

- Being mentally healthy is when each of us are able to realise our own abilities, can cope with the normal stresses of life, can work productively and are able to contribute to our community.
- Being mentally healthy is essential for overall wellbeing. Good mental health is more than just the absence of mental illness. It's about being able to deal with life's challenges, maintain relationships, contribute to the community, and take pleasure and satisfaction from life.
- Prioritise your mental health today. The good news is there are lots of things we can all do to promote good mental health and take control of our mental wellbeing.
- Engaging in activities that keep us mentally healthy is the most effective way to improve individual and community mental health and wellbeing.

## Promoting Act Belong Commit

- Being active, having a sense of belonging and having a purpose in life all contribute to good mental health and wellbeing, and builds stronger communities.
- Being proactive and prioritising our mental health and wellbeing is key. The most effective way to promote and support your mental health is found in the principles of Act Belong Commit.
- For good mental health: Act – do something! Belong – do something with someone. Commit – do something meaningful.
- **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, and your community. Join a book club, join a sports team, take a cooking class, go to community events.
- **Commit.** Do something meaningful, important and valuable to you. Volunteer, learn something new, take on a challenge, take up a cause, help a neighbour.

## Call to action including promotion of website

- You can look after your mental health and wellbeing by making Act, Belong and Commit a part of your everyday. Learn more at [actbelongcommit.org.au](https://actbelongcommit.org.au)
- Get on the front foot with your mental health. Discover how at [actbelongcommit.org.au](https://actbelongcommit.org.au)
- Being mentally healthy feels good! Find out how at [actbelongcommit.org.au](https://actbelongcommit.org.au)
- Act Belong Commit has hundreds of fun, free or low-cost activities to help you improve your mental health and wellbeing. From local clubs to learning a new skill, there's something for everyone. Search the **Activity Finder** now at [actbelongcommit.org.au](https://actbelongcommit.org.au)
- Boost your mental wellbeing by completing the interactive Mental Wellbeing Quiz. At the end you will receive an overall wellbeing score and Act Belong Commit scores and suggestions. Complete the **Mental Wellbeing Quiz** now at [actbelongcommit.org.au](https://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 Jasmina 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 12) but more culturally significant colours have been used (page 17).





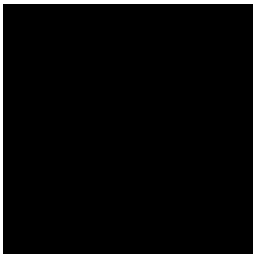
# Aboriginal Colours

## 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

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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

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If you have any questions in relation to the Brand Style Guide or to discuss how your organisation could support Act Belong Commit please feel free to contact us:

[actbelongcommit@curtin.edu.au](mailto: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/wp-content/uploads/2022/05/2022\\_ActBelongCommit\\_CommunityKit.pdf](https://www.actbelongcommit.org.au/wp-content/uploads/2022/05/2022_ActBelongCommit_CommunityKit.pdf)

## Resources

We offer a range of resources which are available to our partners and the wider community. View the wide range of resources on our website and download the campaign print resources for free. Over time many more resources will become available so check in regularly.

<https://www.actbelongcommit.org.au/media-campaign/>



**Mentally Healthy WA**

(08) 9266 1705 | [actbelongcommit@curtin.edu.au](mailto:actbelongcommit@curtin.edu.au) | [actbelongcommit.org.au](http://actbelongcommit.org.au)