

Brand identity guidelines



Mental Health and Wellbeing Connect

Mental Health and Wellbeing Connect delivers on a key recommendation of the Royal Commission into Victoria’s Mental Health System. Other parts of the mental health system are also expanding and changing, and the **Mental Health and Wellbeing Connect** centres play an important role in Victoria’s reformed mental health system.

Mental Health and Wellbeing Connect is dedicated to those who are supporting people living with mental health and substance challenges or psychological distress. The **Mental Health and Wellbeing Connect** centres provide support and services that are responsive and tailored to the needs of families, carers and supporters, including information, networks, resources and access to hardship funds.

The **Mental Health and Wellbeing Connect** brand identity embodies the idea of interconnectedness with many elements connected to a central hub. The family, carers and supporters are represented by a range of circle-shapes (diversity) with mental health and wellbeing connect represented by a larger circle-shape in the centre. The colours reflect the warm and welcoming space of the centres and are consistent with other mental health and wellbeing services.

A new brand identity has been created for **Mental Health and Wellbeing Connect**. It includes a logo and colour palette. These guidelines have been designed to ensure the **Mental Health and Wellbeing Connect** identity is used in a correct and consistent way, and to provide a cohesive and easy to understand design system for our audiences.

Logomark

We need to ensure that the logomark is used correctly and used consistently.

The logomark has been designed to be across a variety of mediums.

Primary logo

The primary logomark should be used for all collateral where the tagline is clearly legible.

Landscape logo

The landscape logomark is used for landscape formats where there is limited vertical space.

Always use the final logo files supplied.



Primary logomark



Landscape logomark

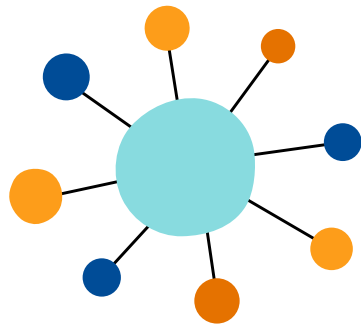
Logo colour variation

The logo colours have been set for legibility purposes and can be used across placements in these supplied colourways.

The full-colour version should be the primary logo of choice followed by full-colour reverse. Blue backgrounds may be used across a variety of collateral, using the full colour reverse will ensure legibility.

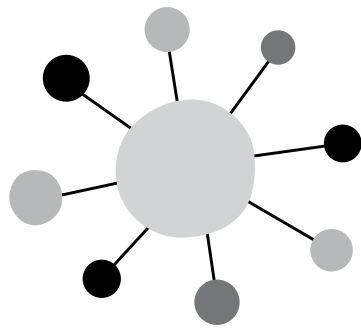
If colour is not available, for a certain collateral, the black and white versions can then be implemented.

Always use the final logo files supplied.



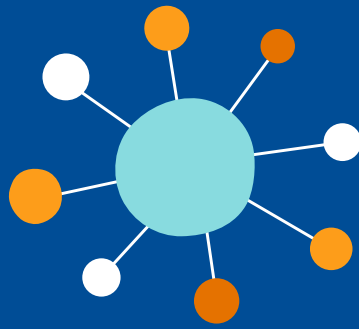
**mental health &
wellbeing connect**
Free for family, carers and supporters

Full colour



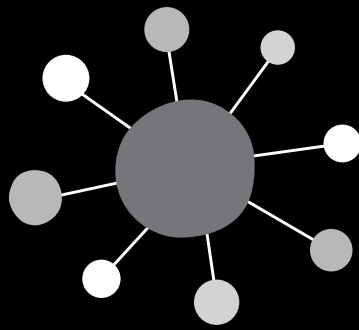
**mental health &
wellbeing connect**
Free for family, carers and supporters

Mono



**mental health &
wellbeing connect**
Free for family, carers and supporters

Full colour reverse



**mental health &
wellbeing connect**
Free for family, carers and supporters

Mono reverse

Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of the logo.

No graphic elements should encroach on the border around the logo mark.

This space is determined by 200% height of the logo's ampersand sign on each side.



Primary logomark



Landscape logomark

Minimum size

Careful consideration should be given when determining the size of the logos. If they are too small, they will be illegible.

The words 'wellbeing connect' should not appear any smaller than 30mm (150px) in width.



Minimum size of brand logomark



Logo misuse

To maintain the integrity and consistency of the brand, the logo lockups must only be used in their original format and colours. They should not be altered in any way.

Always use the master logo files when using the logos.

Here are some examples of what would be considered misuse of our logos.

Do Not: Logomark

Do not resize or change the position of the logomark.

Do not remove any elements, including the tagline.

Do Not: Tagline

Do not use without tagline or with the location name and no tagline under Mental Health and Wellbeing Connect

Do Not: Fonts

Do not use any other font, no matter how close it might look to Filson Soft.

Do Not: Sizing

Do not stretch or condense the logomark. Any resizing must be in proportion.

Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.




Colour pallete

Primary colours


The primary colours are AAA-compliant for large text and AA-compliant for regular text with WCAG standards. They only work with a white background.

Secondary colours

The secondary colours are mainly used in support of the primary colours.




PMS - 152 C
CMYK - 0, 66, 100, 0
RGB - 229, 114, 0
WEBSAFE - #cc6600
HEX - #e57200

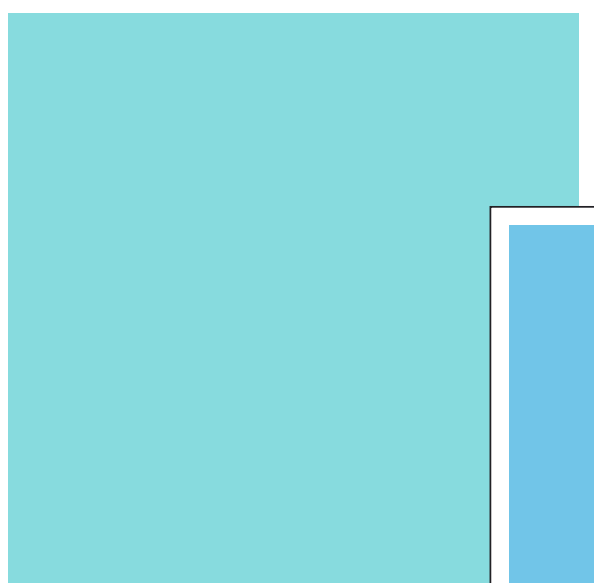


PMS - 2945 C
CMYK - 100, 50, 0, 15
RGB - 0, 76, 151
WEBSAFE - #003399
HEX - #004c97

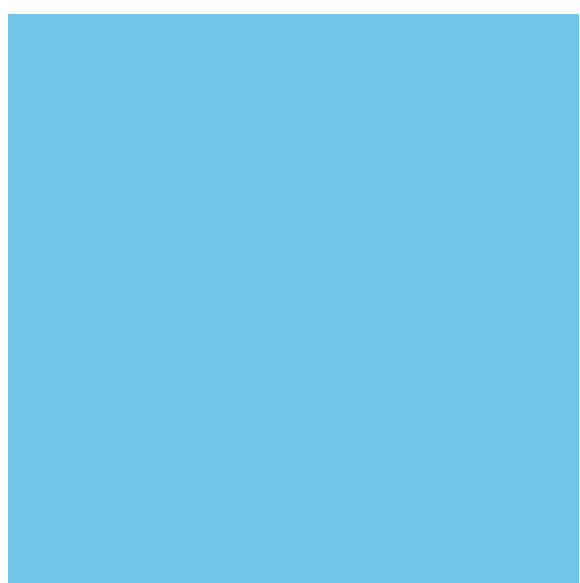
Primary colours



PMS - 1375 C
CMYK - 0, 48, 99, 0
RGB - 255, 158, 27
WEBSAFE - #ff9933
HEX - #ff9e1b



PMS - 318 C
CMYK - 40, 0, 14, 0
RGB - 136, 219, 223
WEBSAFE - #99cccc
HEX - #88dbdf



PMS - 297 C
CMYK - 92, 24, 0, 0
RGB - 113, 197, 232
WEBSAFE - #66ccff
HEX - #71c5e8

Secondary colours

Colour Accessibility

Contrast and colour use are vital to accessibility. The purpose is for users to be able to perceive all content on a page.

Web Content Accessibility (WCAG) refers to the contrast between colours for optimal accessibility and overall legibility.

Displayed here are the levels in which the Mental Health and Wellbeing Connect colours with text pass the accessibility guidelines.

AAA compliance is viewed as the gold standard level of accessibility, followed by AA. There are specific criteria and contrast requirements that the colours need to meet to be deemed AA or AAA-compliant.

Text size

This is only an indication. Recommended text size can vary depending on the display.

Large Text – 18pt Regular/14pt Bold
24px Regular/19px Bold

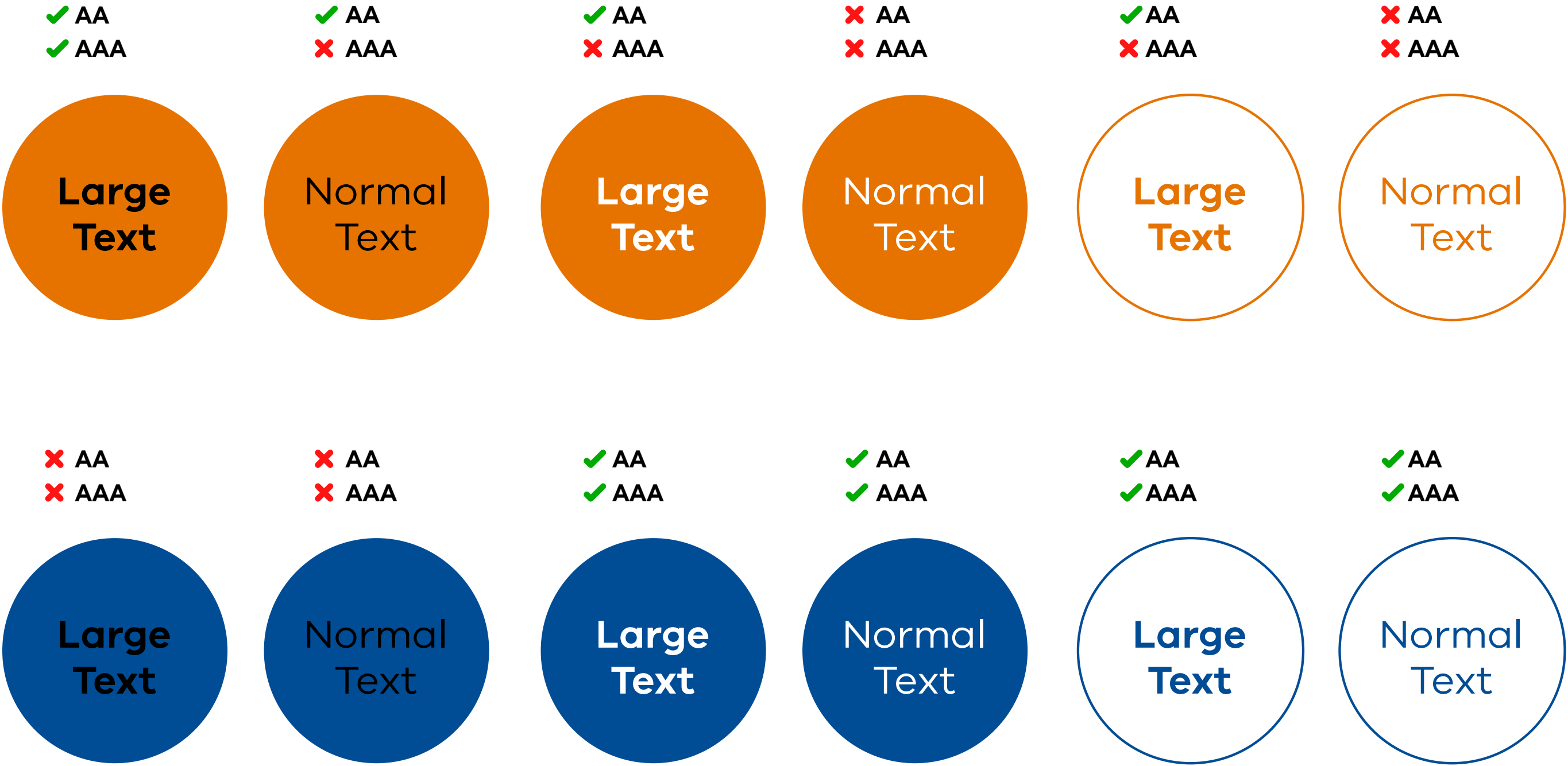
Normal Text – 12pt Regular/
16px Regular

Primary colour

PMS - 152 C
CMYK - 0, 66, 100, 0
RGB - 229, 114, 0
WEBSAFE - #cc6600
HEX - #e57200

Primary colour

PMS - 2945 C
CMYK - 100, 50, 0, 15
RGB - 0, 76, 151
WEBSAFE - #003399
HEX - #004c97



Use of location names

Location aligned to logo

It is vital that the Mental Health and Wellbeing Connect logo is used correctly in its primary form.

When there is a need to include the location of the Mental Health and Wellbeing Connect centre, the location name must sit below the logo and be in black text.

Location used in text

Locality names should follow the service name in text.

E.g. ‘Mental Health and Wellbeing Connect – Hume.’

Services with multiple locations should use commas to separate the locations. Note: The order of names is fixed and should not move around based on the location of services.

E.g. ‘Mental Health and Wellbeing Connect – Barwon South Western.’



Hume

Right aligned for single/shorter names



Barwon South Western

Centred for longer/multiple names

Branding with service providers

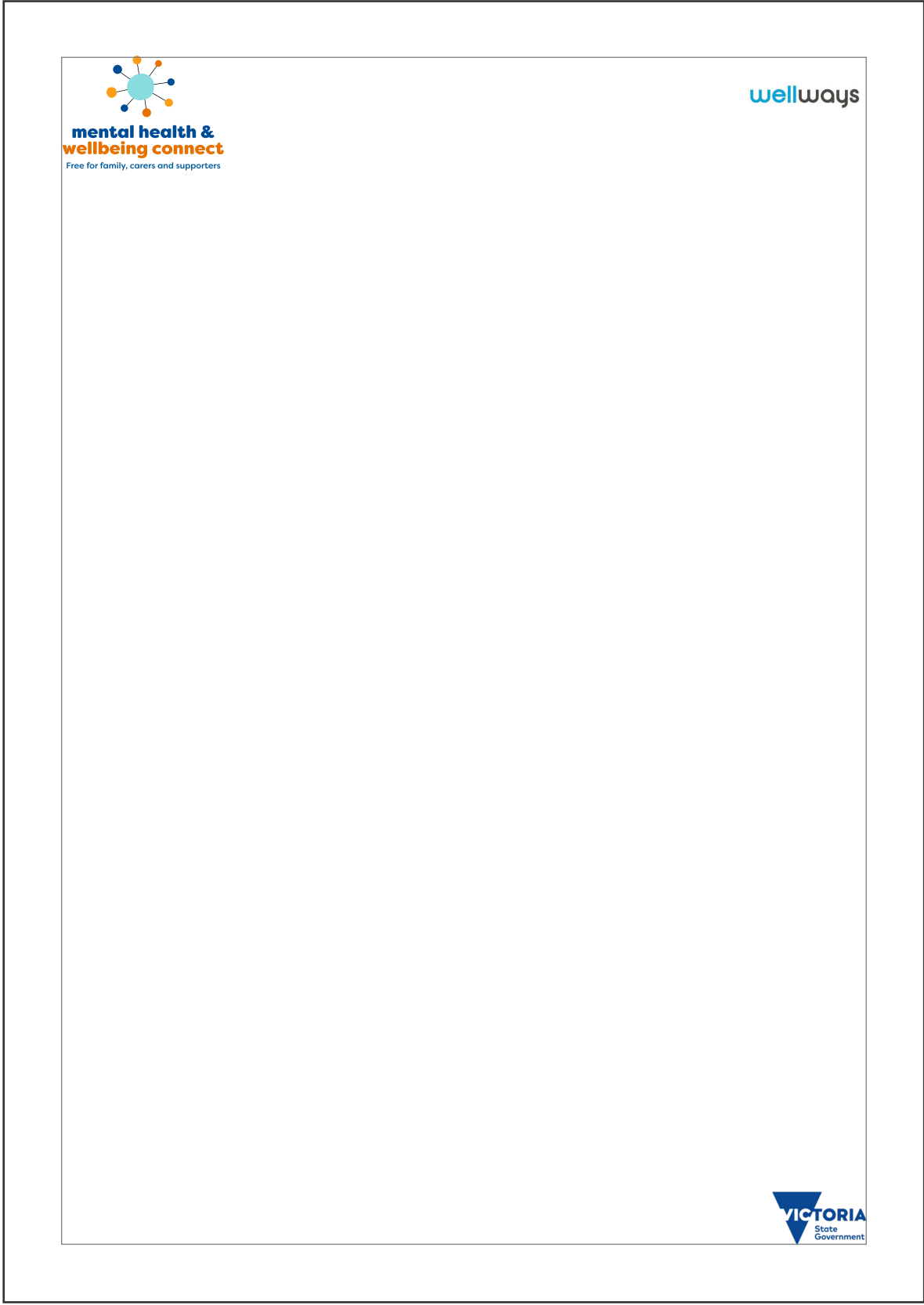
It is important that logos are consistently placed and that materials are not cluttered and easy to read. Please use discretion and consult with partnerships or consortium groups to establish consistency, The preferred location for logos is in the top left of all material.

Single partner

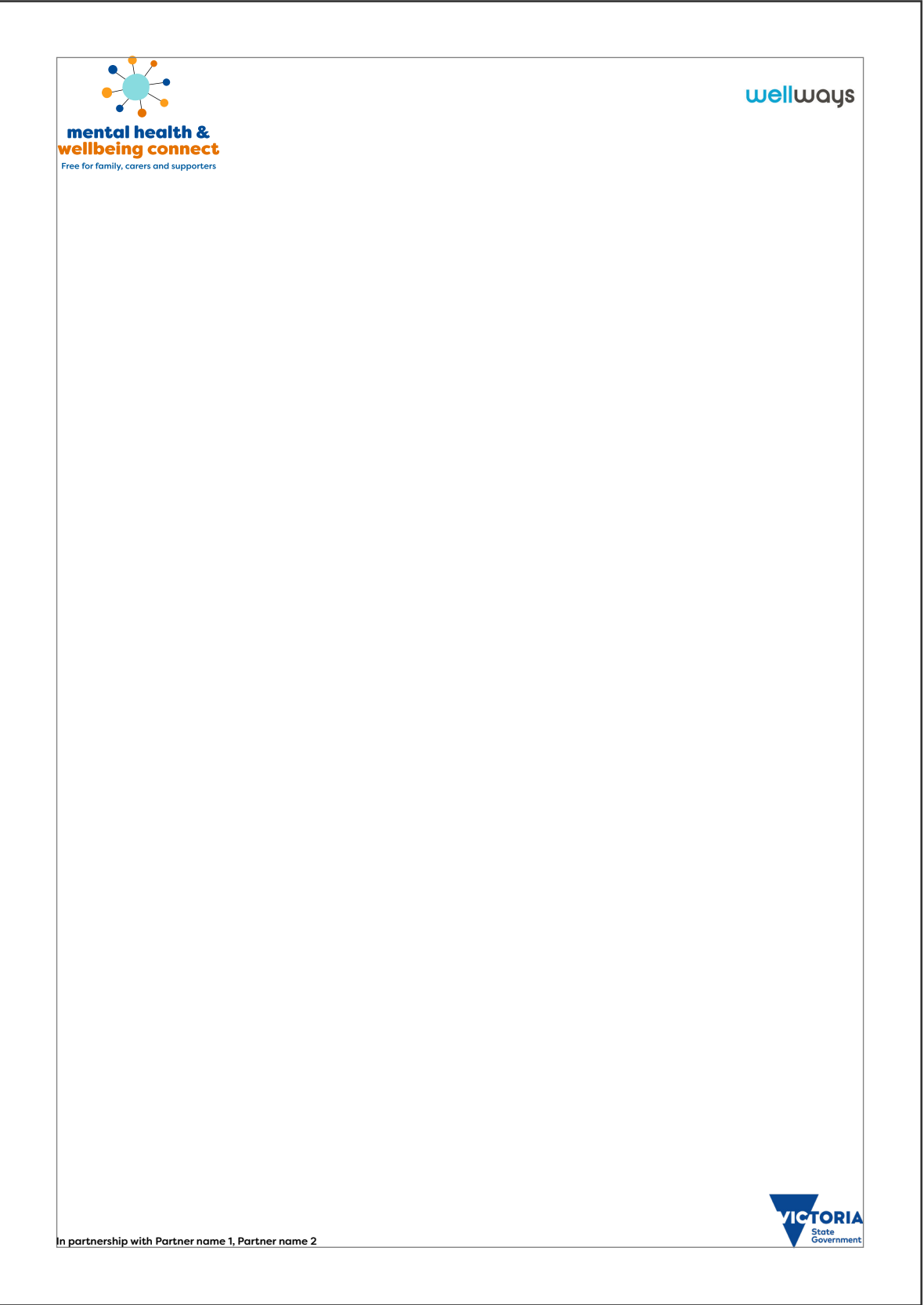
The appropriate partner logo (usually the lead partner) should be placed to the right of the Mental Health and Wellbeing Connect logo.

Multiple partners

The appropriate partner logo (usually the lead partner) should be placed to the right of the Mental Health and Wellbeing Connect logo. Names of other partner organisations should be written out at the bottom of the material.



Single partner



Multiple partners

For more information about how to use the Mental Health and Wellbeing Connect brand, please contact creative@health.vic.gov.au

Thank you.