

Mental Health and Wellbeing Connect

Brand guidelines



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Mental Health and Wellbeing Connect overview

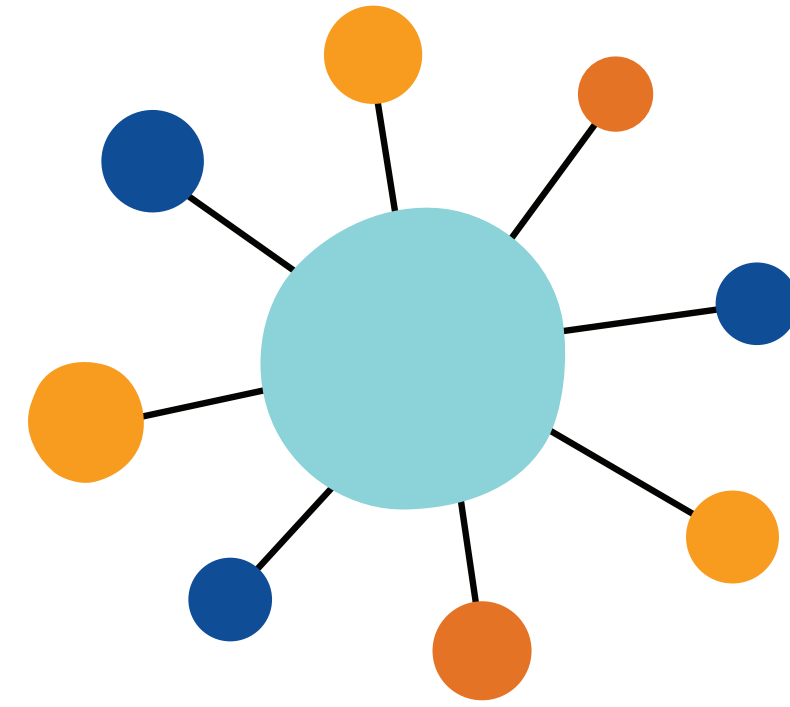
Mental Health and Wellbeing Connect delivers on a key recommendation of the Royal Commission into Victoria’s Mental Health System. Other parts of the mental health system are also expanding and changing, and the **Mental Health and Wellbeing Connect** centres play an important role in Victoria’s reformed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

Visual identity



mental health & wellbeing connect

Free for family, carers and supporters

Logo

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

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

Logo variations

Always use the final logo files supplied.

Primary logo

The primary logo should always be the first preference and used whenever possible.

Secondary logo

The primary logo must be used in all instances unless there is limited space and the logo needs to sit in a vertical format.

This secondary logo may only be used with the department’s approval.

Location

The location of the service is never to be locked up with the logo.



Primary logo



Secondary logo

Logo colour variation

Full-colour logo on a white background

This is the preferred logo and should be used whenever possible.

Full-colour reversed logo on blue

The full-colour logo version is preferred, but in instances where the logo needs to sit on a blue background, this version can be used

Mono logo on a white background

This mono version of the logo is for use when colour is restricted to black and white.



Full colour



Full colour reverse



Greyscale



Mono



Mono reverse

Clear space requirements

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logo.

Minimum clear space is determined by 200% height of the logo’s ampersand sign on each side.



Primary logo



Secondary logo

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: Logo

Do not resize or change the position of the logo.



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 logo. Any resizing must be in proportion.



Do Not: Colour

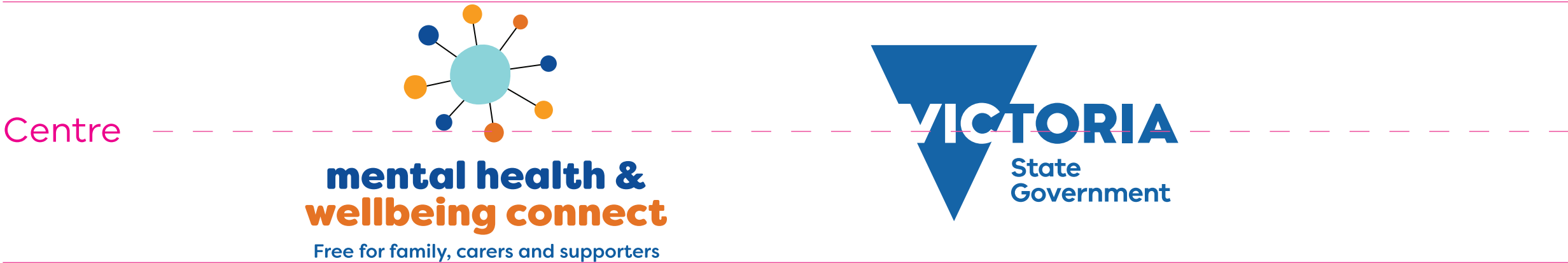
Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.



Size relationship

When using the Victoria State Government logo as an endorsement, careful consideration must be given to sizing and balance. The size relationship of the Victoria State Government logo and the logo of the organisation to be endorsed must appear visually balanced.

Balanced relationship



Branding with service providers

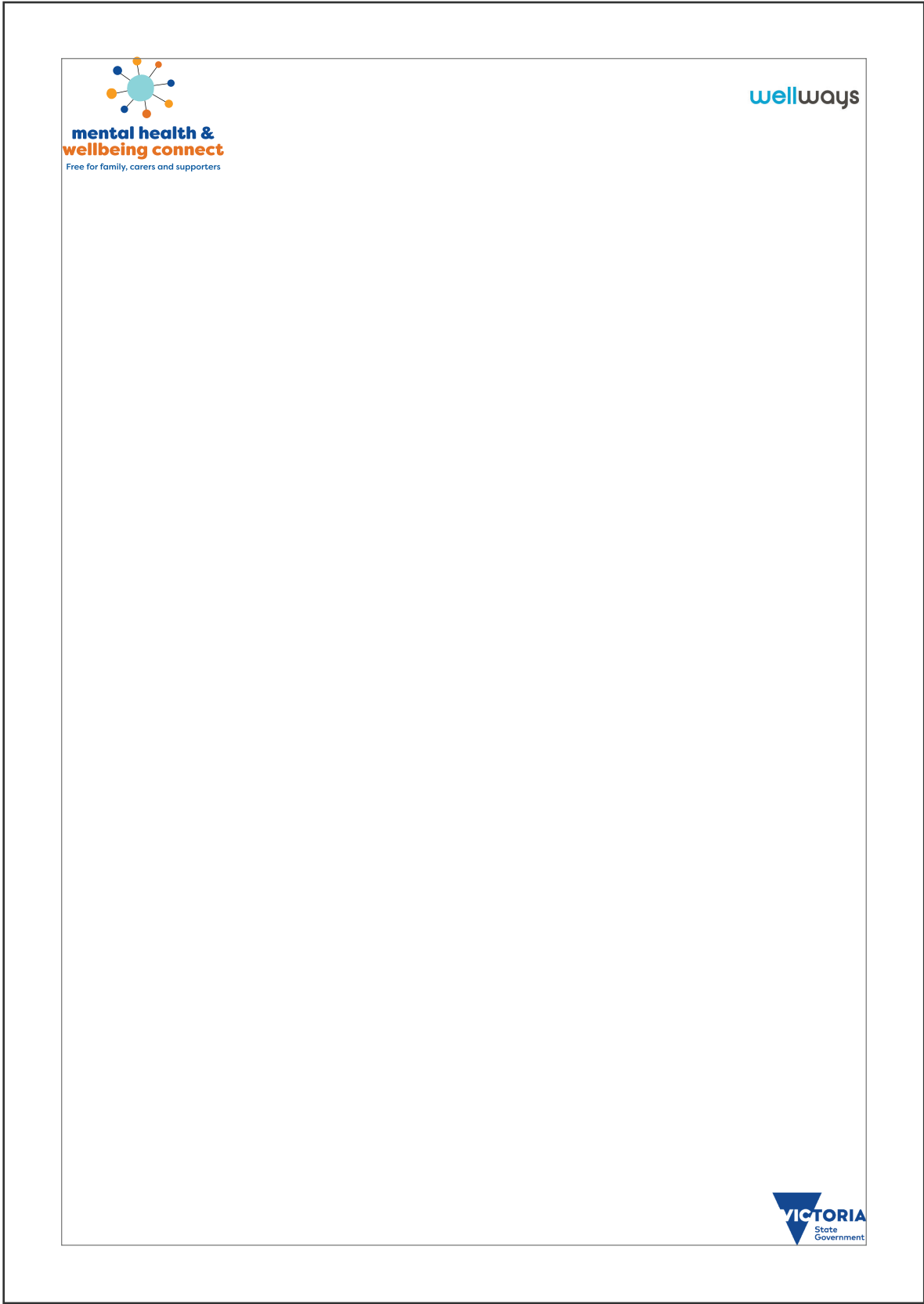
It is important that logos are consistently placed and that materials are not cluttered and easy to read. Please use discretion and consult with partnerships or consortium groups to establish consistency. The preferred location for logos is in the top left of all material.

Single partner

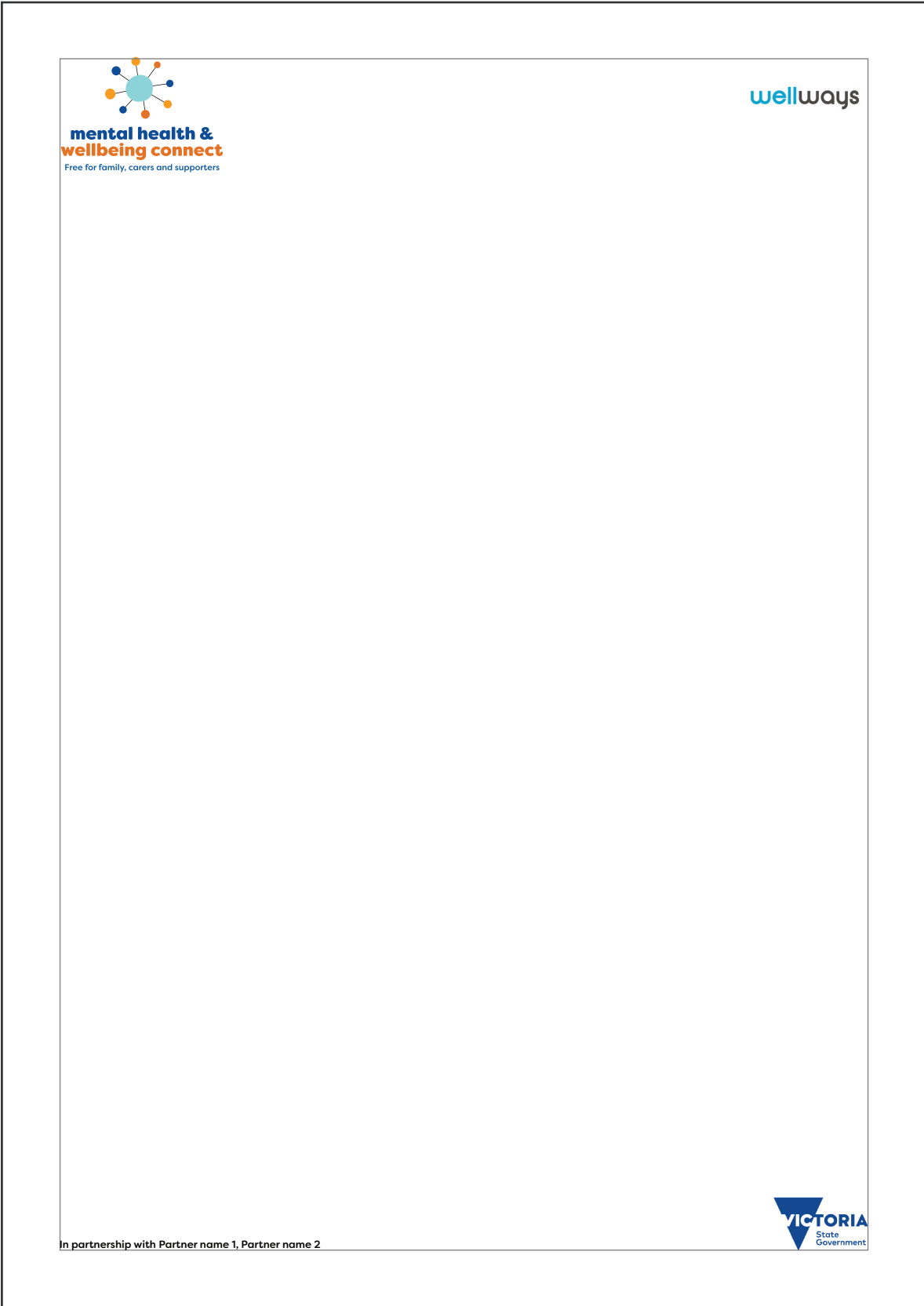
The appropriate partner logo (usually the lead partner) should be placed to the right of the Mental Health and Wellbeing Connect logo.

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



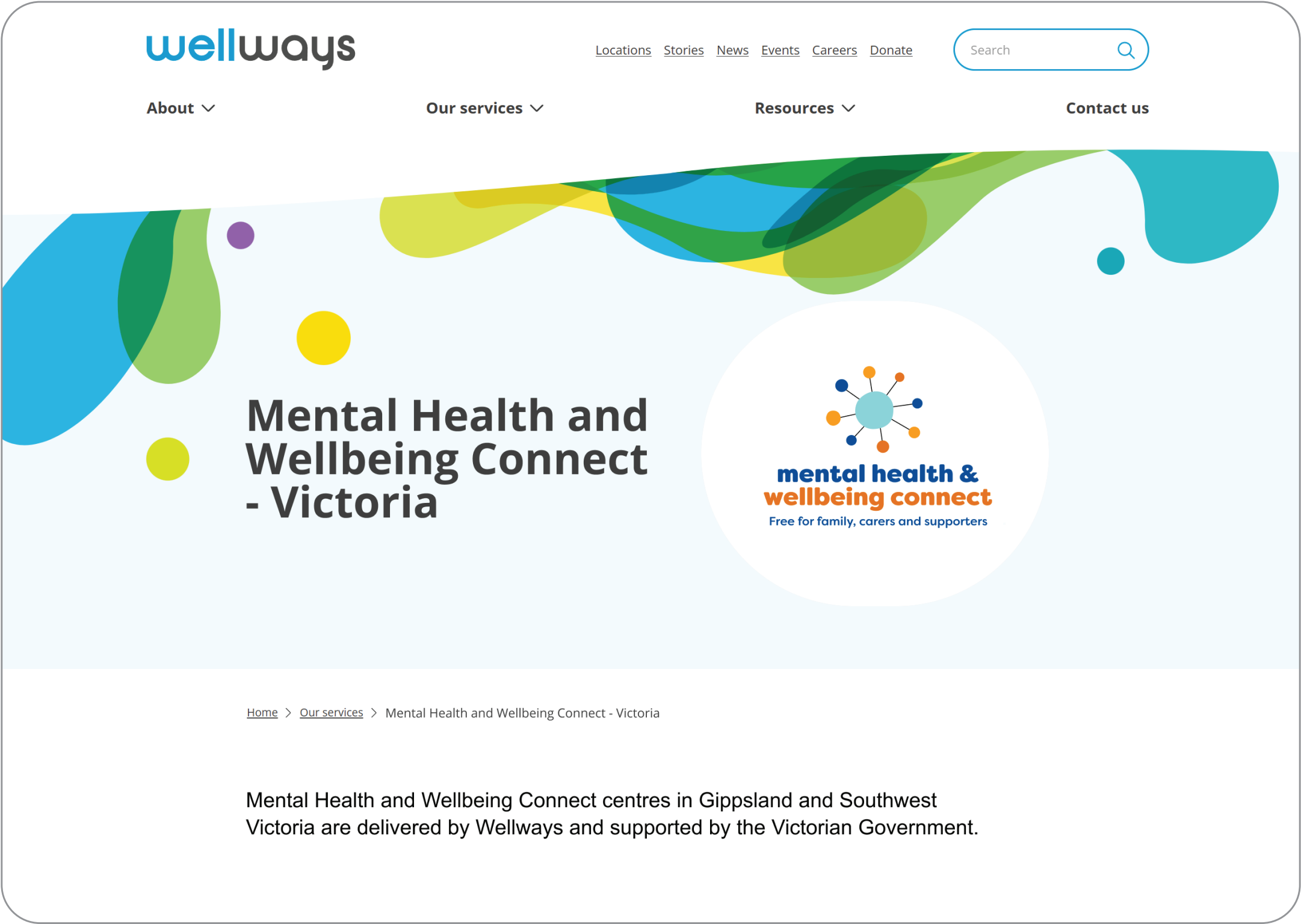
Multiple partners

Logo use by partners

When using the Mental Health and Wellbeing Connect logo on partner communications or website, please ensure written acknowledgement of the Victorian Government is included on the page.

i.e. Mental Health and Wellbeing Connect is supported by the Victorian Government.

Please note: Organisations must acknowledge the Victorian Government, not the individual department.



Partner website location


Colour palette

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

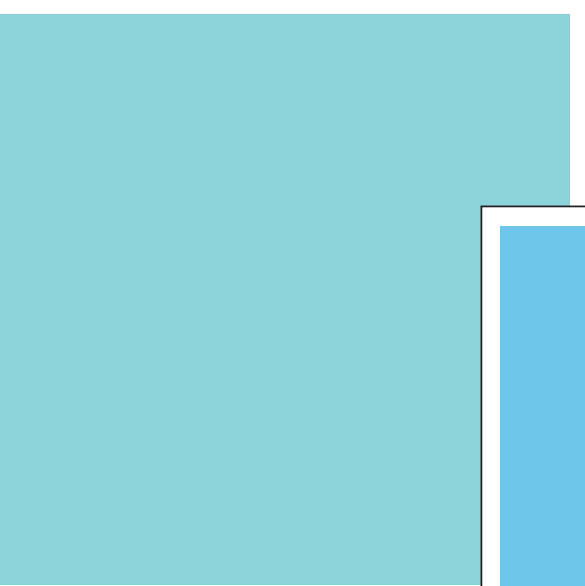


PMS - 2945 C
CMYK - 100, 50, 0, 15
RGB - 0, 76, 151
WEBSAFE - #003399
HEX - #004c97


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

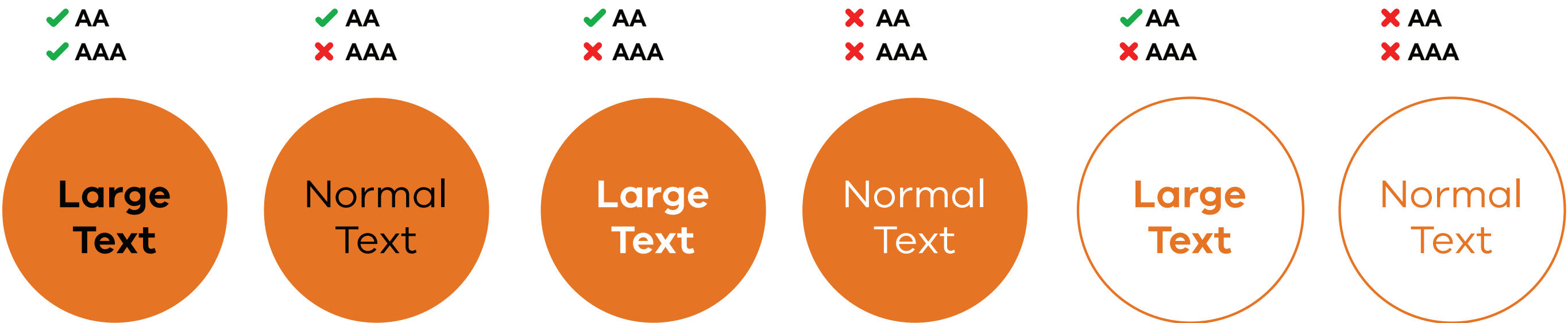
This is only an indication. Recommended text size can vary depending on the display.

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

Normal Text – 12pt Regular/
16px Regular

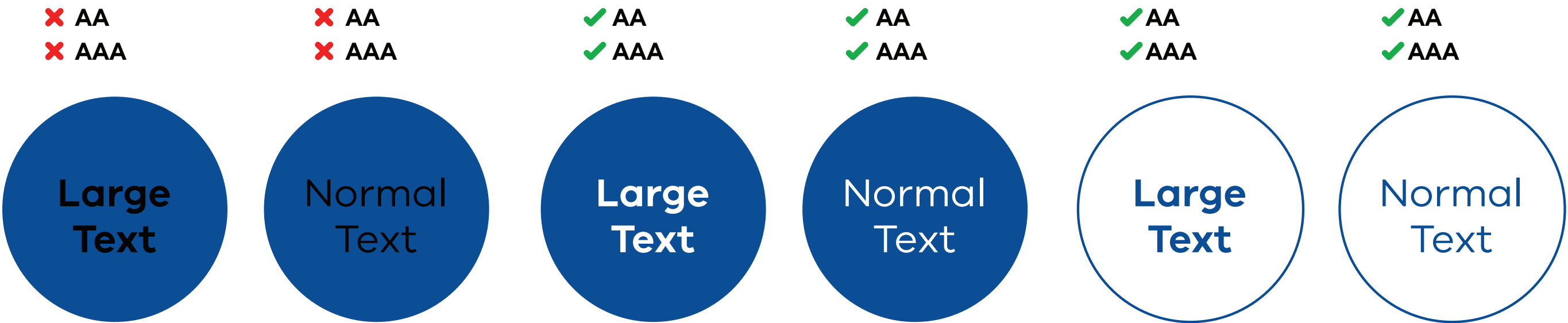
Primary colour

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



Imagery

Our imagery captures the rich diversity of the Australian population. A paramount goal of our photography is to evoke a sense of safety and security.

Image subjects are:

- Authentic representations of Victorians, particularly localised images reflecting the local service area.
- Depicting a child or children accompanied by their parents/carers or other children.
- Exhibiting a spectrum of positive emotions.
- Presenting both posed and candid shots, while always capturing natural, everyday moments or scenes within a service setting.

It is not:

- Excessive staging and inauthentic setups.
- Children portrayed as being isolated or alone.
- Children/Parents who are sad or distressed.
- Refrain from using overly photoshopped or heavily saturated imagery to maintain authenticity.



Lifestyle



Services

Graphic elements

The coloured dots and colour palette can be used as a graphic element to aid design.

For examples of applications, see Section 5.



The typeface family

Filson font family is the primary typeface used for the Mental Health and Wellbeing Connect branding. It is available for download via the Adobe Creative Cloud font suite.

Leading - 120% the size of the type
Kerning - Optimal

Secondary typeface

For a secondary typeface the Victorian Government approved typeface should be used. Please refer to the Brand Victoria guidelines for a further breakdown. The guidelines and VIC regular font can be found at the Vic Gov website www.vic.gov.au/brand-victoria-guidelines-logos

When to use

Filson Soft (Black) is the primary font used for the logotype/logo wording.

When to use

VIC (Bold) is to be used for taglines within the lockup and can be used as a headline font for all types of communication.

When to use

VIC (Regular) is the preferred font for all body copy across print and digital media.

Filson Soft (Black)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

VIC (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

VIC (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Alternative font

Where VIC Regular fonts aren’t available, for example with on-screen presentations or internal Microsoft Office templates, then Arial should be used to replace the fonts.

When to use

Arial Black, Bold and Bold Italic are the primary fonts used for headings and sub-headings when VIC is not available for use.

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

When to use

Arial Regular and Regular Italic are the preferred fonts for all body copy when VIC is not available for use.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Arial Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&()*

Language

The language

It is important that all Mental Health and Wellbeing Connect communications strongly deliver on our vision of putting people first.

At all times, our language should:

- be optimistic
- give a sense of warmth and personality
- use language that is clear, simple and easy to understand

How we speak

Tone of voice:

When we speak we are human, approachable and positive.

How we come across:

Empathetic
Professional
Collaborative

How we communicate:

Conversational
Simply
Without judgement

Call to action

It's important that consistent call to action information is provided at all touch points. It's critical that people who need support are provided with accurate and timely information, therefore the correct call to actions must be used.

Correct call to action information

Phone:

For free support, call XXXX XXX XXX

Website:

For free support, go to XXX.XXX

Combined call to action:

For free support in your local area, call XXXX XXX XXX
or visit XXX.XXX

Naming convention

It is also important we refer to the Mental Health and Wellbeing Connect name in a consistent manner.

As this is a public facing brand, it is our preference to always use the full brand name in external communications.

We do not shorten or abbreviate the name, or write it as an acronym.

To help the public understand where the centres are physically located, we prefer the actual suburb location is used rather than the region. For centres with multiple locations, the region may be used.

✔ Correct written use

Mental Health and Wellbeing Connect

✔ Correct plural use

Mental Health and Wellbeing Connect centres

✔ Correct written use with a single location

Mental Health and Wellbeing Connect centre in Sunshine

✔ Correct written use with multiple locations

Mental Health and Wellbeing Connect centres in Gippsland

✘ **Incorrect written use** - (Do not use an ampersand in place of the word 'and' when writing the name)

Mental Health & Wellbeing Connect centres

✘ **Incorrect written use** - (Do not shorten or abbreviate the name)

Connect centres

Physical centre examples

Physical centre branding

We will be broadening the Mental Health and Wellbeing Connect by opening physical services across Victoria.

These physical services could be co-located with different organisations or providers, so we need to provide clear directional signage and graphics wherever possible.

We have designed an end-to-end visitor journey to demonstrate how a visitor should be guided through the physical location from exterior building signage to consulting rooms.

Please use this as a guide only, as every physical location will be different.

Localisation of the physical centre can be added if required. See the localisation examples in this guide.



Building exterior signage

Where the Mental Health and Wellbeing Connect logo is used as signage on the building exterior.

The Victorian State Govenment logo should be included on all external signage.



Full wall
Full Mental Health and Wellbeing Connect brand to appear.



Decal
Full Mental Health and Wellbeing Connect brand to appear.



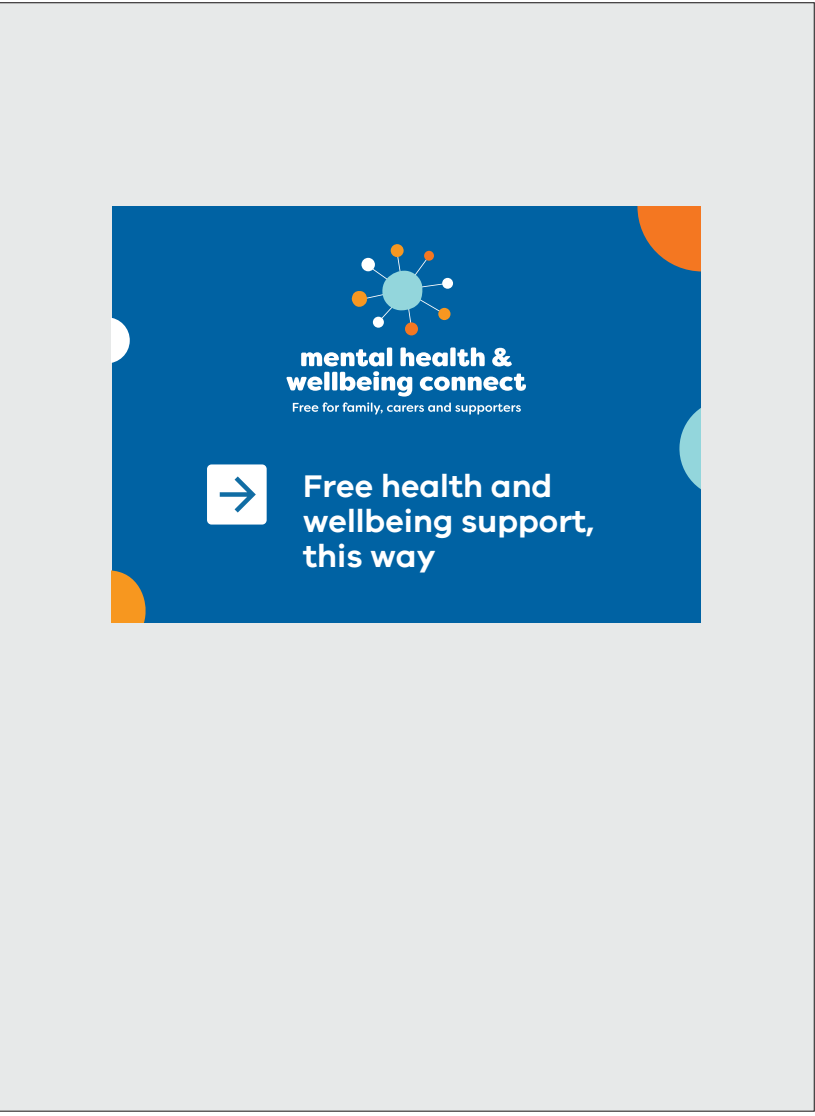
Poster and/or sticker
Full Mental Health and Wellbeing Connect brand to appear.

High ————— Available space ————— Low

Directional signage

If the Mental Health and Wellbeing Connect is located within a commercial building we need to make it simple and clear to navigate and arrive.

Arriving at a place for the first time can be stressful, so providing clear and directional signage is very important to make people feel welcome.



Freestanding poster
Full Mental Health and Wellbeing Connect brand to appear guiding the guest to the correct location.

Directional pull up banner
Full Mental Health and Wellbeing Connect brand to appear guiding the guest to the correct location.

Foam Board poster
Full Mental Health and Wellbeing Connect brand to appear guiding the guest to the correct location.



Local practice / waiting area

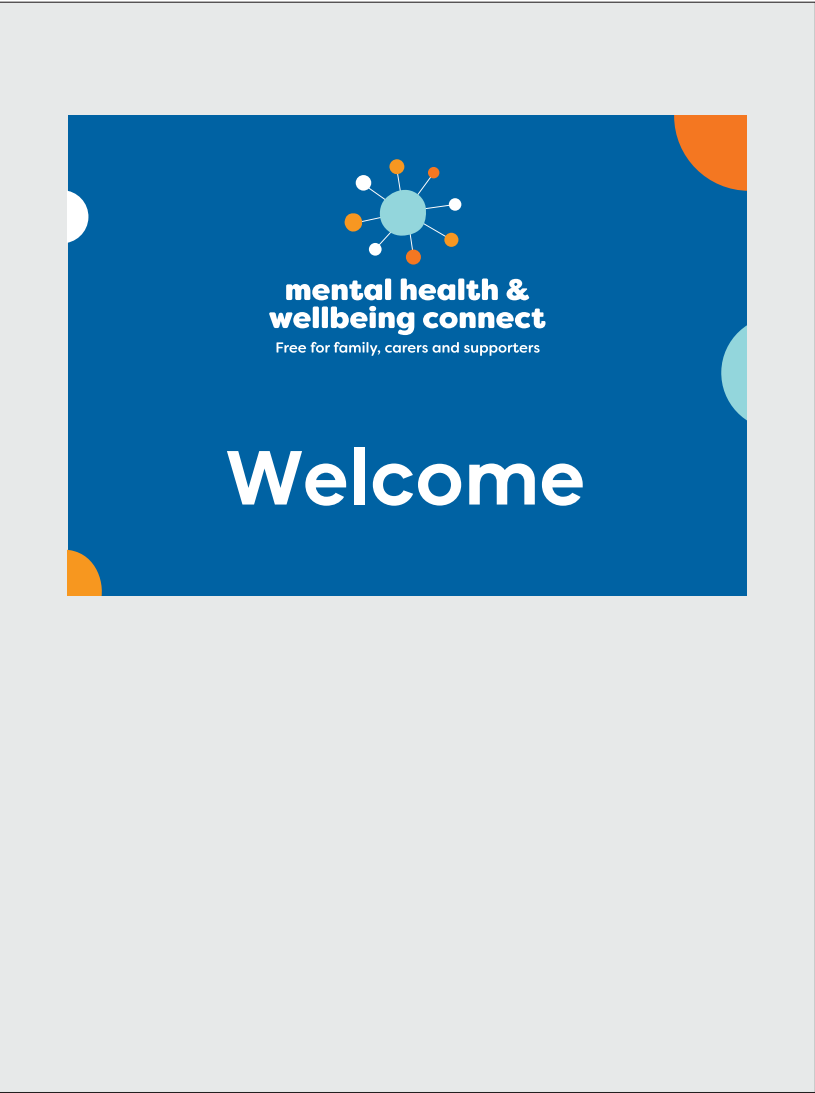
When the guest arrives at the Mental Health and Wellbeing Connect we need to communicate to the guest that they are in the right place and that they are welcomed.



Full wall
Full Mental Health and Wellbeing Connect brand appears with welcoming message.



Decal
Mental Health and Wellbeing Connect logo to appear prominent and visible.



Foam board poster
Mental Health and Wellbeing Connect brand appears with welcoming message.



Reception

The reception area should be, when possible, uncluttered, while promoting the service and creating that initial warm and welcoming connection with visitors.



Reception desk
Full Mental Health and Wellbeing Connect brand appears



Shared space – Poster/Sticker
When space is very limited, use a Mental Health and Wellbeing Connect sticker and/or poster(s) with supporting information.

Service Providers
Mental Health and Wellbeing Connect brand to appear in parity alongside service provider.

Brand application examples

Social media

When creating social media tiles and other assets, always endorse back to the Victoria State Government, to show is a government owned and funded health service.

The logo and information on its use can befound on this webpage:

www.vic.gov.au/brand-victoria-using-our-logos



Owned social channel



Paid social ad



Web tiles

The logo in both full colour and full colour reverse can be used as web tiles.

When used on partner’s websites, the full logo should be visible and clear space requirements adhered to.

Please also refer to the ‘Logo use by partner’ on pg. 12 of these guidelines.



700 x 394 - full colour



700 x 394 - full colour reverse

Posters



Window decal



Pull up banner



Option 1



Option 2

A-frame poster



Floor decal



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

Thank you.