



Mentally Healthy WA

Brand Style Guide

Last updated Jan 2023

Campaign Overview

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 in a contemporary context but still draws on brand legacy.

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

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.

Campaign Logo

The Campaign Logo is the preferred logo. It is to be used where the logo is the prominent brand or message featured on promotional material. The Campaign Logo can be used when co-branding with one or multiple partner brands. The Act Belong Commit® Campaign Logo can be given prominence over other brands or can be used in isolation in some settings, depending on the circumstances. Refer to the Co-branding section (page 10) for further guidance.

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



Corporate Logo

The Corporate Logo (with the Mentally Healthy WA name included) is to be used when identification of Mentally Healthy WA, as an entity, is important eg. corporate and stakeholder communications. The Corporate Logo is also 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



Horizontal Logo

Preference should always be given to using the portrait Campaign or Corporate 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:

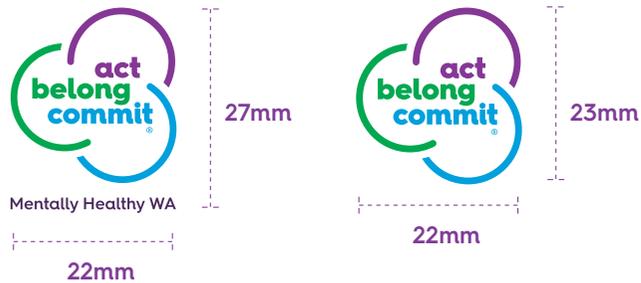
You may not skew, rotate or adjust the proportions of the logo. You may not change the colours of the logo or use on a background that hinders legibility.



Usage Guidelines

Minimum Size

The logo has a trademark registration ® symbol and 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



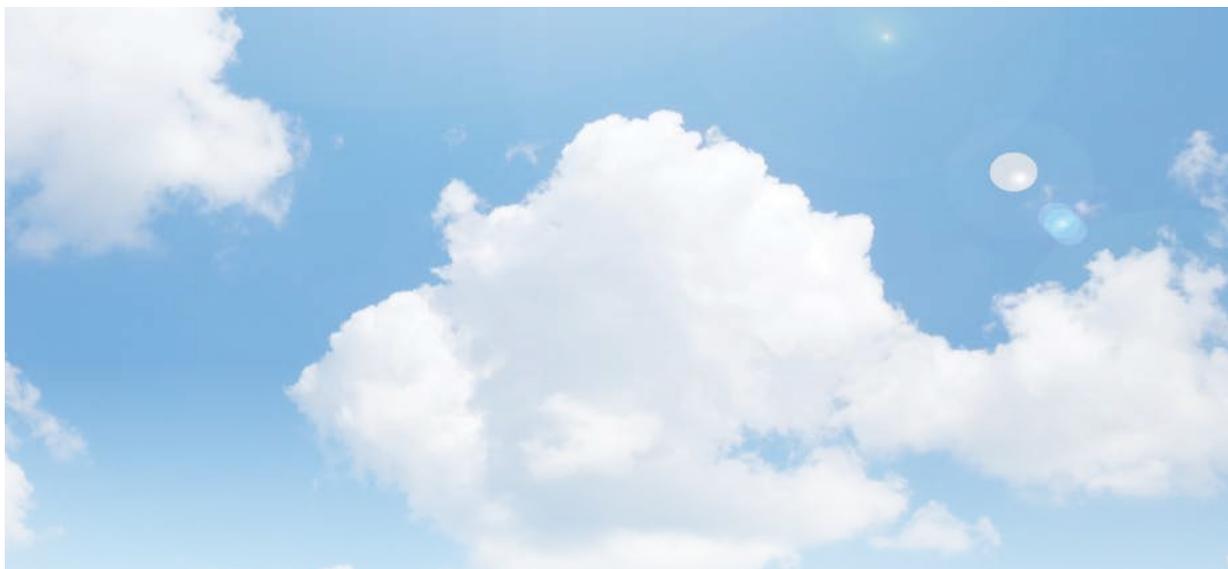
Graphic Devices

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 constantly in development. Please contact the 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 Brand 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 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:

- Where promotion is concentrated on mental health and wellbeing it is preferred that prominence is given to the Act Belong Commit® Campaign Logo above other brands. This is the case where Act Belong Commit® is the primary message or when Act Belong Commit® has naming rights to a promotion.



- In circumstances where other brands have equal prominence, it is preferred 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



- In some circumstances it is appropriate to feature the Campaign Logo in isolation. For example, Act Belong Commit® television commercials and many social posts only feature the Campaign Logo to maximise message take-out of Act Belong Commit®. Reference to other stakeholders, funder or partner organisations can be acknowledged in other ways eg. hashtags.



Please contact the Act Belong Commit® team should you need assistance when co-branding or to seek approval prior to using the Act Belong Commit® logo.



Colours

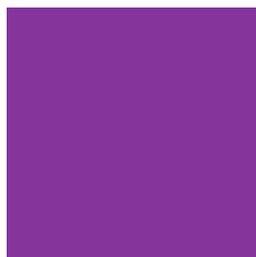
Primary Colours

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

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



Written Form Guidelines

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 appropriate the campaign title can be bolded.

The acronym ABC should not be used to refer to the campaign, unless approval has been provided from the Act Belong Commit[®] team. Please always write out the campaign name in full as it has been done throughout the Brand Style Guide so that as much explanation of the message is provided.

Trademarks

Act Belong Commit[®] is a trademark registered in Australia. As such, the [®] symbol is incorporated within all logos, but should also be applied when Act Belong Commit[®] is written. To insert the registered trademark symbol press Ctrl+Alt+R.

The campaign slogan Do something. Do something with someone. Do something meaningful.[™] is also a trademark of the campaign. To insert the trademark symbol, press Ctrl+Alt+T.

Naming Rights Sponsorship

Where Act Belong Commit[®] has naming rights to a sponsored event, a text version of the Act Belong Commit[®] logo can be used with the event logo. It is preferred the use of colour and typography is consistent with this Brand Style Guide. Please contact your Act Belong Commit[®] team should you need assistance or to seek approval.

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

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

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
- Get on the front foot with your mental health. Discover how at actbelongcommit.org.au
- Being mentally healthy feels good! Find out how at 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
- 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

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 Campaign logos and Corporate 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 Campaign and Corporate 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).



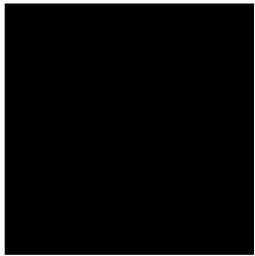
Aboriginal Colours

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.

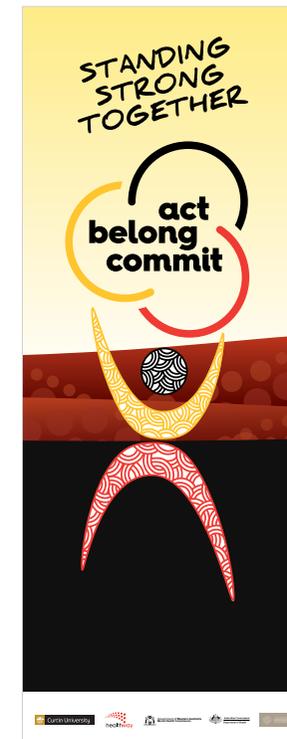
Slogan

STANDING
STRONG
TOGETHER

STANDING
STRONG
TOGETHER
in Roebourne

Example of slogan with area

Branding example



Aboriginal Key Messages

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.

Acknowledging Ownership & Support

Intellectual Property Acknowledgment

Where organisations are required to acknowledge the intellectual ownership of the campaign and its message eg. in a conference presentation or corporate report, this can be done in written form or visually using logos and typography.

Written:

[Insert Your Organisation Name] acknowledges Curtin University as the intellectual owner of Act Belong Commit®

Visually using logos:

Version A - Generic

We acknowledge Curtin University as the intellectual owner of Act Belong Commit®



Version B - Naming Your Organisation

Volunteering WA acknowledges Curtin University as the intellectual owner of Act Belong Commit®



Size of acknowledgement

Font size of the acknowledgement should match with the Act Belong Commit® logo.



Funding and Support Acknowledgement

Where organisations want to visually show how the Act Belong Commit® campaign is supported and funded, the below Funders & Supporters Logo Lock-up can be used:



Where the Act Belong Commit® Campaign Logo is already prominently featured, a version excluding the Campaign Logo is available:



Please note, funding arrangements change regularly so we ask you to reference this Brand Style Guide regularly to ensure the most current Funders & Supporters Logo Lock-up is used. For assistance or to seek approval contact the Act Belong Commit® team.



Contact Us

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 | (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

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 | actbelongcommit.org.au