



mhcc
mental health coordinating council

Brand Guidelines
MAY 2011

“No bird soars too high if he soars
with his own wings.”

William Blake

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About Us

The **Mental Health Coordinating Council (MHCC)** is the peak body for community mental health organisations in New South Wales.

Our membership is primarily comprised of not-for-profit Community Managed Organisations (CMOs) whose business or activity is wholly or in part, related to the promotion or delivery of services for the wellbeing and recovery of people with mental health problems and organisations that support carers and families of people with a mental health problem. Membership also includes Associate Members such as Area Health Services, legal or medical organisations, disability, housing, employment and education who have an interest in mental health education, promotion and recovery oriented service delivery. Individuals not representing a specific organisation may become subscription members.

MHCC established the Learning and Development Unit (LDU) in 2007 in recognition of the need for mental health specific training and other workforce development products and services to member organisations and others interested in improving their responsiveness to mental health issues. The LDU is now an accredited Registered Training Organisation which delivers nationally recognised qualifications including the Certificate IV in Mental Health Work, and courses specifically to meet the needs of the Community Mental Health workforce.

A word from the Graphic Designer

Design Rationale

The bird species symbolise freedom, individuality, the grace and playfulness of dance, inner and outer beauty and strength. I see these as just some of the key goals that those of us who strive to maintain good mental health aim to achieve, every day.

The animate nature of this illustration is intended to convey the interrelationship between people and nature. It portrays a sense of fluidity and evolution, and affirms the idea that we can gain inspiration and solace from nature for our overall health. I see these as key goals/core values of MHCC.

Kylie Clifton

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The Logo

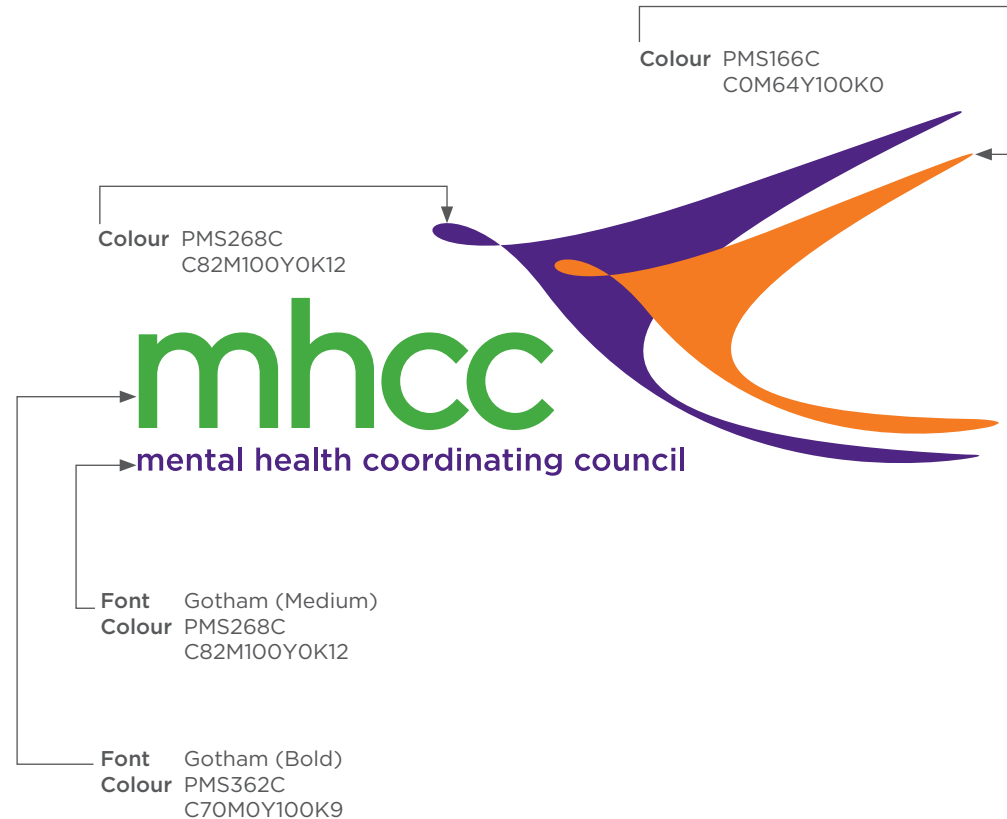
Specifications

MHCC have been supplied with various electronic file formats of the logo. **Please** only use these file formats and **do not** attempt to re-create the logo from the specifications below.

To achieve maximum reproduction results, ensure that the electronic file format of the logo that you have requested corresponds with the end use. That is, Adobe Illustrator EPS files only for all print work and JPGS for internet, video or other on-screen applications. Please ask an industry professional for advice on correct file formats or contact the Graphic Designer (Kylie Clifton Mobile 0420 927 607) should you have any questions.

Coca-Cola do not allow their logo to appear in the incorrect font, colours or low resolution and nor should we. Please see page 15 for the 'do's and don'ts' of logo reproduction and examples of incorrect file formats.

Be proud of your brand and only allow it to be seen in all its glory.



The Logo

Minimum Size Requirements

The MHCC logo **with** 'mental health coordinating council' in situ is NOT to be represented at a size smaller than that illustrated. This is the size of the logo on the MHCC letterhead.

This applies to both the colour, mono and the Learning and Development Unit version of the logo also.

The MHCC logo **without** 'mental health coordinating council' in situ is NOT to be represented at a size smaller than that illustrated below. This applies to both the colour and mono versions of the logo.

Please do not hesitate to contact the Graphic Designer direct at kylie@thankyourluckystarsdesign.com.au should you have any further queries.



MHCC Minimum Size Logo
As per MHCC A4 Letterhead
Width = 55mm



MHCC Minimum Size Logo
Width = 43mm



MHCC Minimum Size Logo
Width = 36mm

Typefaces

Print and electronic applications

Print Applications (External)

All externally printed documents (including Stationery, Posters, Award Certificates etc.) are to use the corporate typeface for MHCC, which is **Gotham** (Light, Book, Medium and Bold). This typeface is to be used as per the following specifications:

Large or Main Headings	Gotham Medium or Bold
Sub Headings	Gotham Medium
Body Copy/Text	Gotham Book
Small Headings	Gotham Thin

Print and Electronic Applications (Internal)

Arial is the typeface that is to be used for 'body text' on all internal communications and those communications which appear externally but are prepared internally. Please ensure that body text is set to 11 points with 13 points of leading as a minimum.

Note to Printer: Where 'Gotham' is unavailable or there is an electronic requirement for the MHCC typeface, **Arial** is the preferred typeface (Regular or Bold).

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Colour Palette

Full Colour

The MHCC colour palette stems from the purple (PMS268C) and this colour should be considered the ‘master’ or ‘predominant’ colour of the MHCC colour palette.

Using tints of the three colours is only permissible by following the designated tints of the three colours from the secondary colour palette on page 10. It is not recommended to use tints of the three colours on a regular basis as it weakens the strength of the brand and is a ‘style’ that contradicts the modern, strong ethos of the new brand.

Please follow these directions when specifying colour to print and internet professionals for your project. PMS and CMYK colour specifications have several alternate names - please see the alternate names below.

PMS Pantone Spot Colour	Offset Printing
CMYK Four Colour Process Colour Full Colour	Digital Printing
RGB Red Green Blue Screen Colour	Internet and Video Applications
Web Screen Colour	Internet Applications



PMS268C
C82M100Y0K12
R79G38B131
Web 502d7f



PMS166C
C0M64Y100K0
R244G123B32
Web e55302



PMS362C
C70M0Y100K9
R74G170B66
Web 3d9b35

Secondary Colour Palette

Full Colour

The colours illustrated on this page indicate a secondary colour palette for the MHCC brand.

There are five solid secondary colours and four tints.

Using tints of the three colours is only permissible by following the designated tints of the three colours from this secondary colour palette. It is not recommended to use tints of the three colours on a regular basis as it weakens the strength of the brand and is a 'style' that contradicts the modern, strong ethos of the new brand.

A grey has also been provided as a part of the secondary colour palette; however it is to be used sparingly.



PMS 381
C26M0Y100K0
R201G221B10
Web c9dd0a



PMS 214
C15M100Y42K0
R209G29B100
Web d11d64



PMS 3145
C100M33Y36K5
ROG122B148
Web 007a94



PMS 279
C70M35Y0K0
R72G145B220
Web 4891dc



PMS 7409
COM35Y100K0
R252G175B23
Web fcdf17

Tints



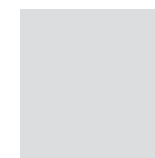
PMS263C
C10M14Y0K0
R223G215B235
Web decee5



PMS365C
C12M0Y29K0
R225G237B195
Web c9e39c



PMS155C
COM12Y28K0
R255G225B187
Web f0d5a6



PMS420C
COM0Y0K15
R220G221B222
Web d0cfc6

Colour Palette

Mono and Reversed

Mono

The logo may need to appear in Mono (black and white, as pictured) for newspaper advertising or in-house communications. As with the full colour logos, please use those electronic files that have been supplied.

Reversed

The logo may need to appear in reverse (as pictured). In this case, please use those electronic files that have been supplied.

Due to the strong nature of the colours in the full colour version of the logo, it is not recommended for this logo to be reversed on black at small sizes. If the logo is used in this manner, the words 'mental health coordinating council' is to appear in white, as pictured.



Clear Space Requirements

'Clear Space' refers to the negative space that must be around a logo so that any text, photographs, or other logos do not compete with a logo and make a layout appear cluttered.

While many Designers use their own discretion with regard to **Clear Space** and the trained eye is generally correct, please use the guide here to judge the appropriate amount of clear or 'breathing space' that the mhcc logo requires.

The same **Clear Space Requirements** that apply to the complete MHCC logo apply to the text only version of the MHCC logo.

Partnership Collaboration

In all instances where the MHCC logo appears with logos belonging to other organisations or companies, please ensure that the **Clear Space Requirements** are honoured.

The MHCC logo is not to be altered to include the logos of other organisations or companies. Partner logos are to appear with the MHCC logo and in line with the **Clear Space Requirements** shown here.



Department Logos + Alternative Logo Layout Options

The MHCC have several departments and divisions which need to be represented simultaneously with the MHCC logo. These departments are to be represented only as illustrated.

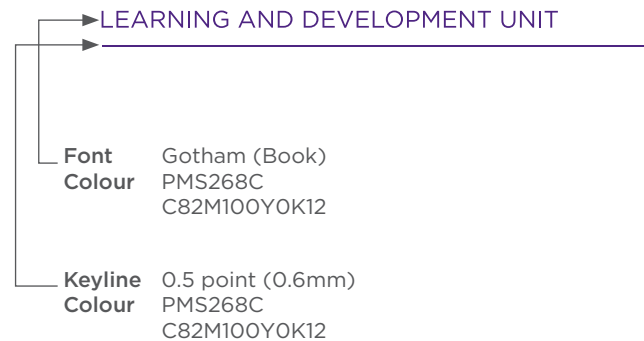
MHCC have been supplied with various electronic file formats of the logo illustrated here. **Please** only use these file formats and **do not** attempt to re-create the logo from the specifications you see here.

The MHCC logo is allowed to be presented in the formats illustrated below. Please note that these formats are to be used **only** if it is highly unsuitable to use the logo in its master form, as illustrated on page 6 of this Brand Guidelines.



mental health coordinating council

LEARNING AND DEVELOPMENT UNIT



Font Gotham (Book)
 Colour PMS268C
 C82M100Y0K12

Keyline 0.5 point (0.6mm)
 Colour PMS268C
 C82M100Y0K12

Corporate Identity

Letterhead, Business Card, With Compliments.

The identity

Clean, clear and simple like the logo itself, the MHCC corporate identity is intended to act as an extension of this over-arching idea for the entire new brand.

Reproduction

Please only use the electronic files supplied by mhcc for all stationery printing. Please do not scan or photocopy printed stationery.

It is preferred that the stationery be printed to the following paper stocks with this finishing:

- | | |
|----------------------|--|
| Business Card | <ul style="list-style-type: none">• 350gsm brilliant white, uncoated• Recommend KW Doggett's 'Knight' Range for quality and economy.• Matt Celloglaze to rear face |
| Letterhead | <ul style="list-style-type: none">• 100-120gsm brilliant white, uncoated• Recommend KW Doggett's 'Knight' Range for quality and economy. |



Basic Presentation Layouts

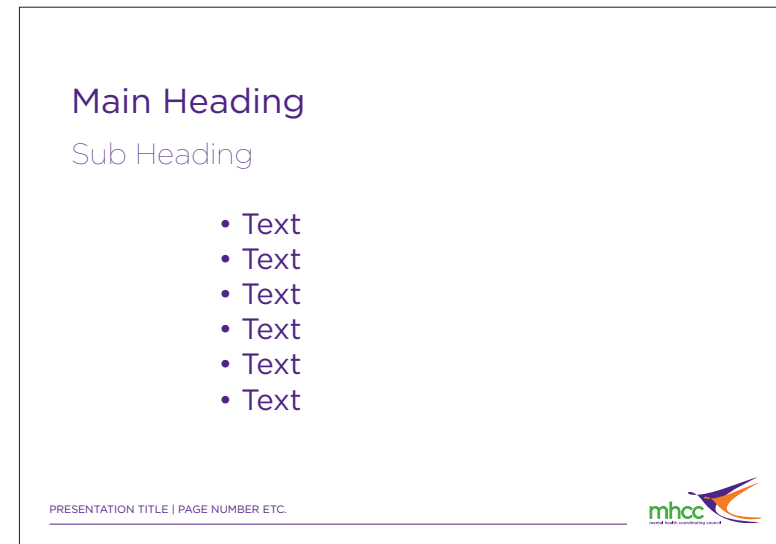
Powerpoint and similar

The key word to remember for all MHCC presentation layouts is 'simplicity'. The brand is clean, simple and accessible and therefore all associated materials which are extensions of the brand or represent the brand must also have this 'look'.

Please refer to the various Powerpoint layouts supplied on disc or follow the illustrated layout closely.



Title Page
(indicative Powerpoint/Adobe Illustrator layout size - image above not to scale)



Text Page
(indicative Powerpoint/Adobe Illustrator layout size - image above not to scale)

Logos and Graphic Devices

Incorrect Usage

Some examples of incorrect usage of the MHCC logo and Social Inclusion logo are illustrated here. Please take care to avoid the following layouts, and discuss with the Communications Team if you have any queries in this area. for the MHCC Logo and the Social Inclusion Logo.



Signage Applications

MHCC will have a requirement for temporary signage predominantly for Expo's, Careers Fairs and the like.

The designs for each type of sign will vary according to dimensions, substrates etc., however the overall layout is to be based on the examples shown here.

Similarly, for permanent signage applications (such as building or vehicle graphics), layouts are to be based on the examples shown here.

Lucky Stars Design have preferred suppliers for such projects should the mhcc require a recommendation. Please consult with Lucky Stars Design prior to ordering all signage materials.

Temporary Signage

- Pull Up Banners
- Acrylic Banners with Ropes
- Freestanding Corflute Signage
- Vertical Flag/Banners

Permanent Signage

- Building Signage
- Building Utility Signage (Amenities etc.)
- Vehicle Graphics



Acrylic/Fabric Banner

(indicative 2000mm W x 500mm H - image above not to scale)

This layout to be applied to Horizontal Banners, free-standing (landscape orientation) Corflute signage etc.



Building/Front of House Signage

(indicative 500mm W x 300mm H - image above not to scale)

This layout to be applied to horizontal permanent signage.

Signage to be preferably etched anodised aluminium or similar (suitable for outdoor and vandal proof), coloured areas finished in 2PAC matt outdoor grade in matching Pantones.

Pull Up Banner

(indicative 850mm W x 2000mm H - image above not to scale)

This layout to be applied to Vertical Banners, free-standing (portrait orientation) Corflute signage etc.

Merchandising Applications

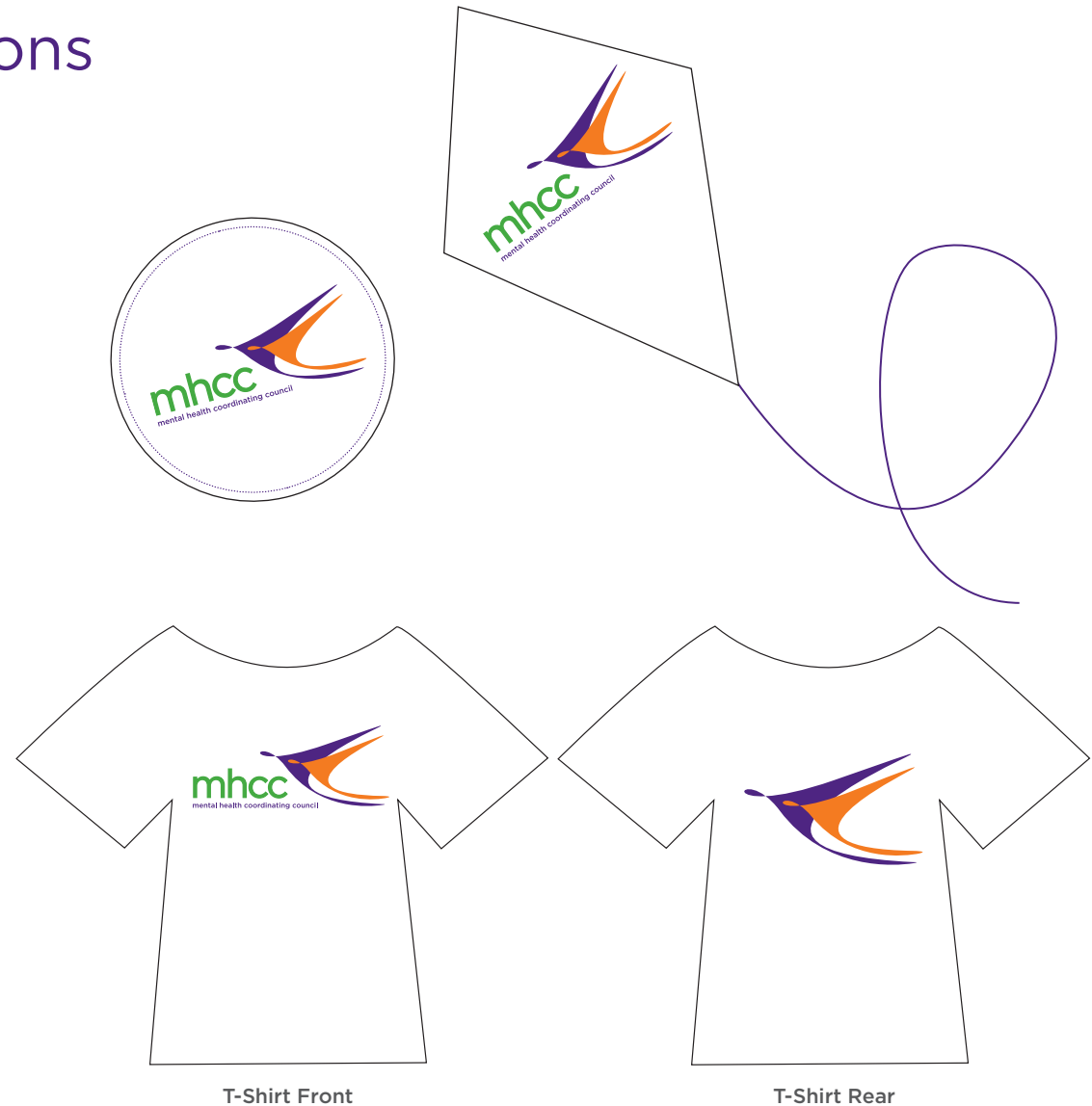
MHCC will have a requirement for merchandising materials for expo's, conferences and the like. Body copy Body copy Body copy The designs for each type of merchandising will vary according to dimensions, substrates etc., however the overall layouts are to be based on the examples shown here.

Merchandising is a good opportunity to extend the meaning of a brand. For example, the frisbee or a kite is a perfect extension of the bird/freedom ethos of the new MHCC brand.

Lucky Stars Design have preferred suppliers for such projects should the mhcc require a recommendation.

Merchandising Materials

- Frisbees
- Kites
- Note pads / Stikki Notes
- Enviro Bags
- T Shirts and Caps
- Postcards (eg. Avant Card)
- Relaxtion / Meditation Balls





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