

# LIVED EXPERIENCE AUSTRALIA

Advocacy, hope, change in mental health

Brand guide

# 1.0 CONTENTS

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## 2.0 BRAND OVERVIEW

### VISION AND MISSION

Lived Experience Australia seeks to bring together a diversity of people with lived experience of mental illness and mental health issues, and mental health consumer organisations and groups, enabling them to work collaboratively towards achieving a shared vision leading to improved quality of life, social justice and inclusion.

The proposed vision and mission statements for the new organisation are:

**Vision:** Improving lives and inspiring hope together.

**Mission:** To improve lives, inspire hope and promote mental health and wellbeing through advocacy, cultural change, participation and leadership.

### PRIMARY OBJECTS

The primary objects of Lived Experience Australia are to:

- (a) promote, influence and facilitate the rights of mental health consumers to enable improvements in mental health, wellbeing and quality of life of all people with lived experience of mental health issues;
- (b) promote and facilitate community education and awareness of mental health issues, including targeted campaigns and initiatives, to improve the mental health and wellbeing of mental health consumers, and all Australians;
- (c) provide national Mental Health Consumer leadership, increase the effectiveness and enhance the long term viability of mental health consumer charities, not-for-profit and other organisations by promoting partnerships and a coordinated approach to improving social inclusion, realising potential and respect for people who live with mental health issues;
- (d) promote the needs of all people at risk of mental illness through a systems approach to prevention, treatment/ support, recovery and peer lead intervention; and
- (e) provide national leadership on Mental Health Consumer matters.

## 2.2 PERSONALITY

Lived Experience Australia is a bold, positive, energetic name with a direct link to health.

The Lived Experience Australia brand is optimistic, inspiring and empowered. The brand seeks to reflect a sense of community, support and togetherness. The organisation is owned and governed by people with lived experience, and therefore the brand does not focus on the word 'consumer'.

The Lived Experience Australia personality has three key traits consistent with the organisation's values.

### **BOLD**

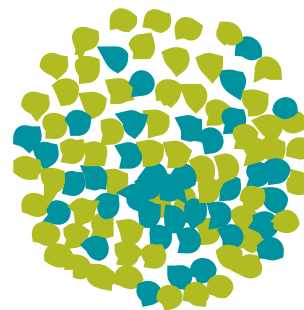
Confident  
Bright  
Inspiring  
Simple  
Courageous  
Strength  
Respect  
Capability  
Optimistic  
Positive  
Energetic

### **FAMILIAR**

Safe  
Attached  
Belonging  
Recognition  
Support

### **COMMUNITY**

Social inclusion  
Active participation  
Action-orientated  
Positive change through collective action  
Constructive  
Informed  
Hope  
Togetherness



**LIVED EXPERIENCE  
AUSTRALIA**

Advocacy, hope, change in mental health

Core name

Tagline, presents an opportunity to communicate a wider range of the organisation's core values

## 3.0 INTRODUCTION

## 3.1 BRAND GUIDE AND BRAND

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### LIVED EXPERIENCE AUSTRALIA BRAND GUIDE

This easy-to-use document enables the Lived Experience Australia brand to be communicated effectively and consistently across a broad range of print materials and digital media. The brand guide is a source of guidance for creating communications that connect with the audience of the organisation.

The Lived Experience Australia brand conveys the professionalism and diversity of the organisation, projecting a friendly, dynamic and credible image to staff, partners, stakeholders and clients, in the Australian and international communities.

The brand guide has been designed to be as flexible as possible, allowing for a degree of creative freedom within a structured framework.

### DESIGN OVERVIEW

The Lived Experience Australia brand comprises a range of design elements that can be combined in a variety of ways.

These include

- Brand mark (logotype, tagline and icon)
- Colour palette
- Brand fonts
- Photography

The elements can be adapted to suit the required application. At a minimum, the brand mark, the colour palette and the appropriate typeface should be used.

## 4.0 MASTER BRAND



## 4.1 BRAND MARK CONCEPT AND ELEMENTS

### CONCEPT AND ELEMENTS

The Lived Experience Australia brand mark is an important asset of the organisation. It is a symbol of the values and personality of the organisation.

The Lived Experience Australia brand mark consists of logotype—the core name, 'Lived Experience Australia'; the tagline 'Advocacy, hope, change in mental health'; and the 'community' icon.

The boldness, confidence and support of the organisation are reflected in the strength of the typographic design, and the soothing colour palette. The 'community' icon reflects the bringing together of a diversity of people, and positive change through collective action. The highlight colour within the icon symbolises the powerful statistic that 1 in 5 people have lived experience in mental health.

This is the standard brand mark that is to be used on internal and external communications. Whenever possible, the colour version should be used.



## 4.2 LANDSCAPE FORMAT



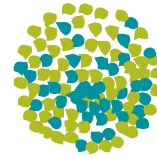
Colour – with and without tag



Greyscale – with and without tag

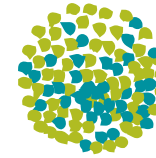


Reverse – with and without tag



**LIVED EXPERIENCE  
AUSTRALIA**

Advocacy, hope, change in mental health



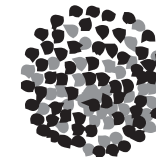
**LIVED EXPERIENCE  
AUSTRALIA**

Colour – with and without tag



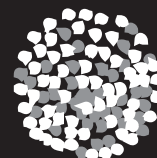
**LIVED EXPERIENCE  
AUSTRALIA**

Advocacy, hope, change in mental health



**LIVED EXPERIENCE  
AUSTRALIA**

Greyscale – with and without tag



**LIVED EXPERIENCE  
AUSTRALIA**

Advocacy, hope, change in mental health



**LIVED EXPERIENCE  
AUSTRALIA**

Reverse – with and without tag

## 4.4 EXCLUSION ZONE AND MINIMUM SIZE

### EXCLUSION ZONE

The 'exclusion zone' is the clear area that surrounds the brand mark. Ensuring that no text or image encroaches into the clear area will retain the integrity of the brand mark. The minimum exclusion zone is equal to the height of the letter L in 'Lived'.

### MINIMUM SIZE

There are size restrictions on how small the brand can be reproduced. Minimum size specifications ensure that the brand mark remains clearly legible in all applications and methods of reproduction.

The minimum height of the brand mark with tag is 15 mm.  
The minimum height of the brand mark without tag is 10 mm.



## 4.5 PLEASE DON'TS

### BRAND MARK INCORRECT USE

The following are examples of how the brand mark may not be used. To ensure that the brand mark is used consistently, always use the supplied master files.

Please don't

- distort the brand mark in any way
- crop the brand mark
- reconfigure parts of the brand mark
- change individual parts of the brand mark
- rotate the brand mark
- adjust the typeface weight of the brand mark
- recolour parts of the brand mark
- resize individual parts of the brand mark
- add extra graphics to the brand mark, such as borders or replace parts of the brand mark
- redraw the brand mark or replace the logotype with another typeface



stretch or squeeze



skew



crop



reconfigure



adjust spacing



rotate



change typeface weight



recolour



resize parts



recreate



replace



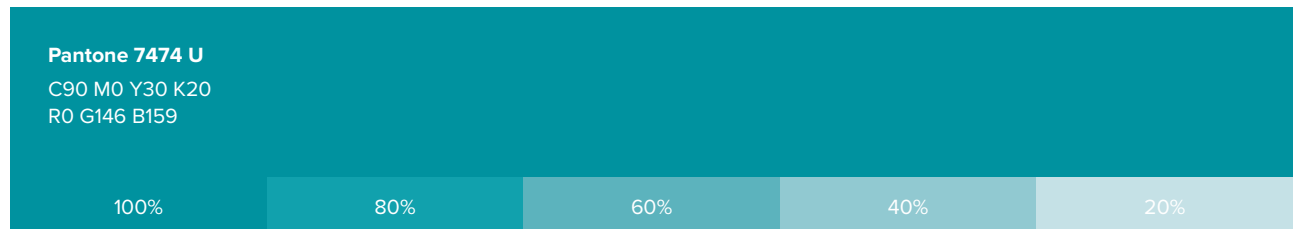
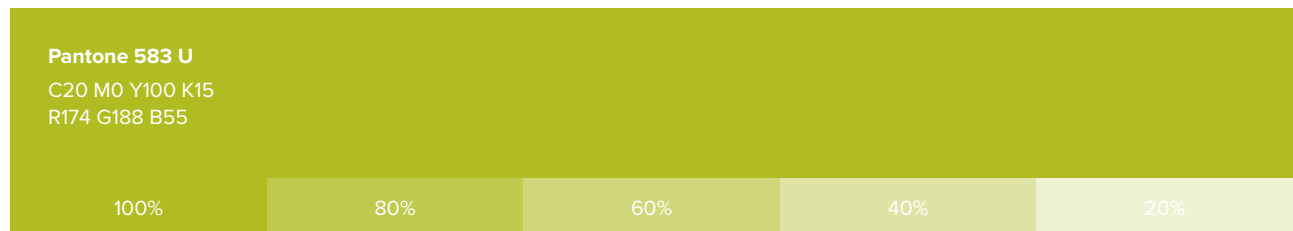
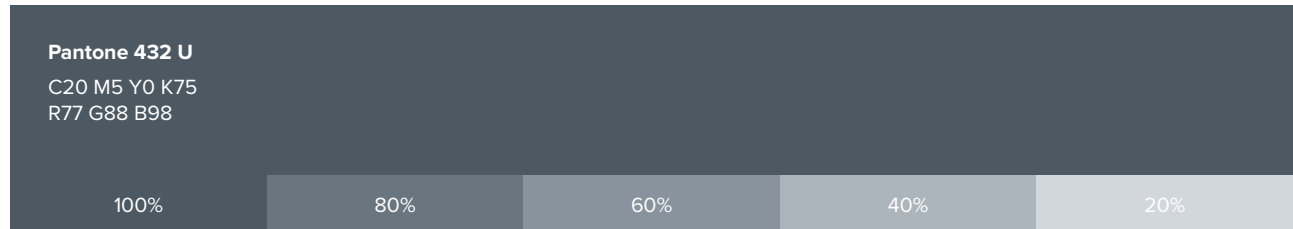
change typeface

## 5.0 COLOUR

# 5.1 COLOUR SPECIFICATIONS

## COLOUR PALETTE

Successful branding requires consistent application and easy recognition. Colour is one of the strongest visual reminders. When an audience sees the same colours over and over, in conjunction with a particular identity, they begin to associate those colours with the brand. Utilising the primary colour palette is a must.



## 6.0 TYPOGRAPHY



### PROXIMA NOVA

The primary font, Proxima Nova, is to be used on all external communication material. Proxima Nova offers a range of typographic expressions and is timeless and professional. Its wide range of weights allow it to adapt to various heading levels.

AaBbCc0123

#### Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!@#%^&\*()|?><

#### Proxima Nova Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!@#%^&\*()|?><

#### Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!@#%^&\*()|?><

#### Proxima Nova Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!@#%^&\*()|?><

#### Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!@#%^&\*()|?><

#### Proxima Nova Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!@#%^&\*()|?><

#### Proxima Nova Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!@#%^&\*()|?><

#### Proxima Nova Extrabold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!@#%^&\*()|?><

### ARIAL

The secondary font, Arial, may be used on all internal communication material, when Proxima Nova is unavailable.

AaBbCc0123

#### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*(){}|?><

#### Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*(){}|?><

#### Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*(){}|?><

#### Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*(){}|?><

## 7.0 APPLICATION

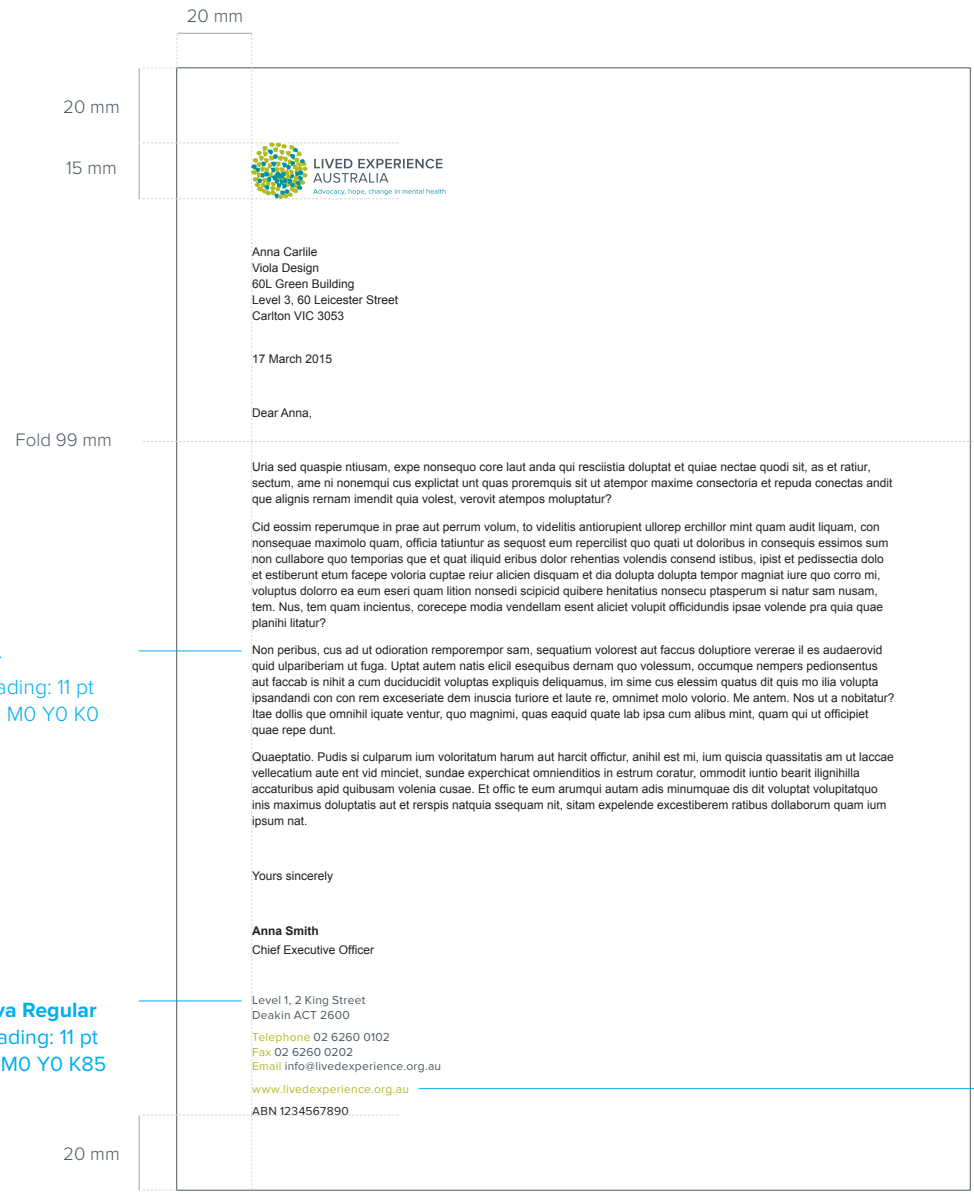
# 7.1 LETTERHEAD

## SPECIFICATIONS

Size: 210 x 297 mm

Colour: CMYK

Note: Artwork is shown at 50%



**Arial Regular**  
Size: 9 pt Leading: 11 pt  
Colour: C100 M0 Y0 K0

**Proxima Nova Regular**  
Size: 9 pt Leading: 11 pt  
Colour: C20 M0 Y0 K85

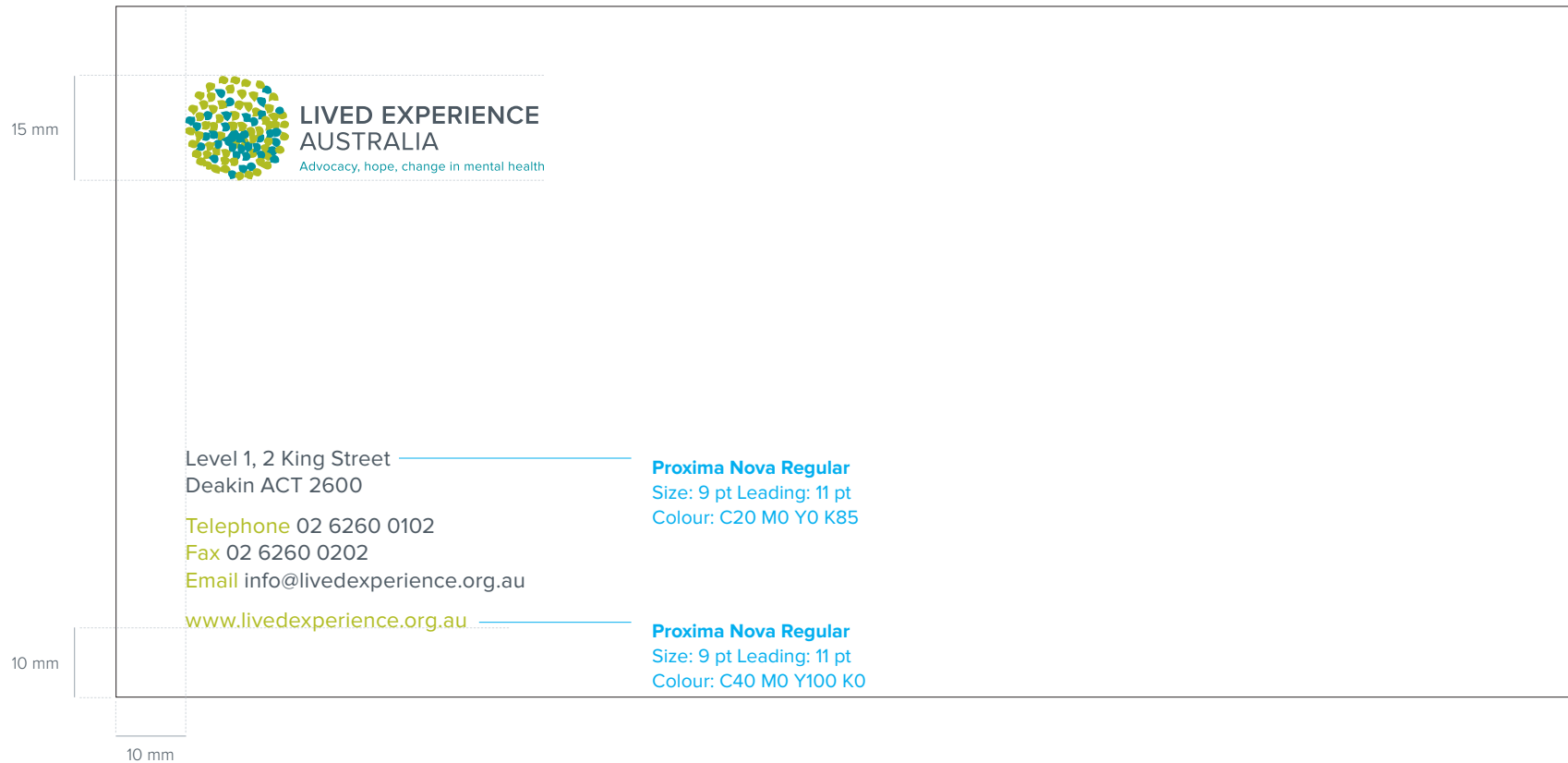
**Proxima Nova Regular**  
Size: 9 pt Leading: 11 pt  
Colour: C40 M0 Y100 K0

## 7.2 WITH COMPLIMENTS

### SPECIFICATIONS

Size: 210 x 99 mm

Colour: CMYK

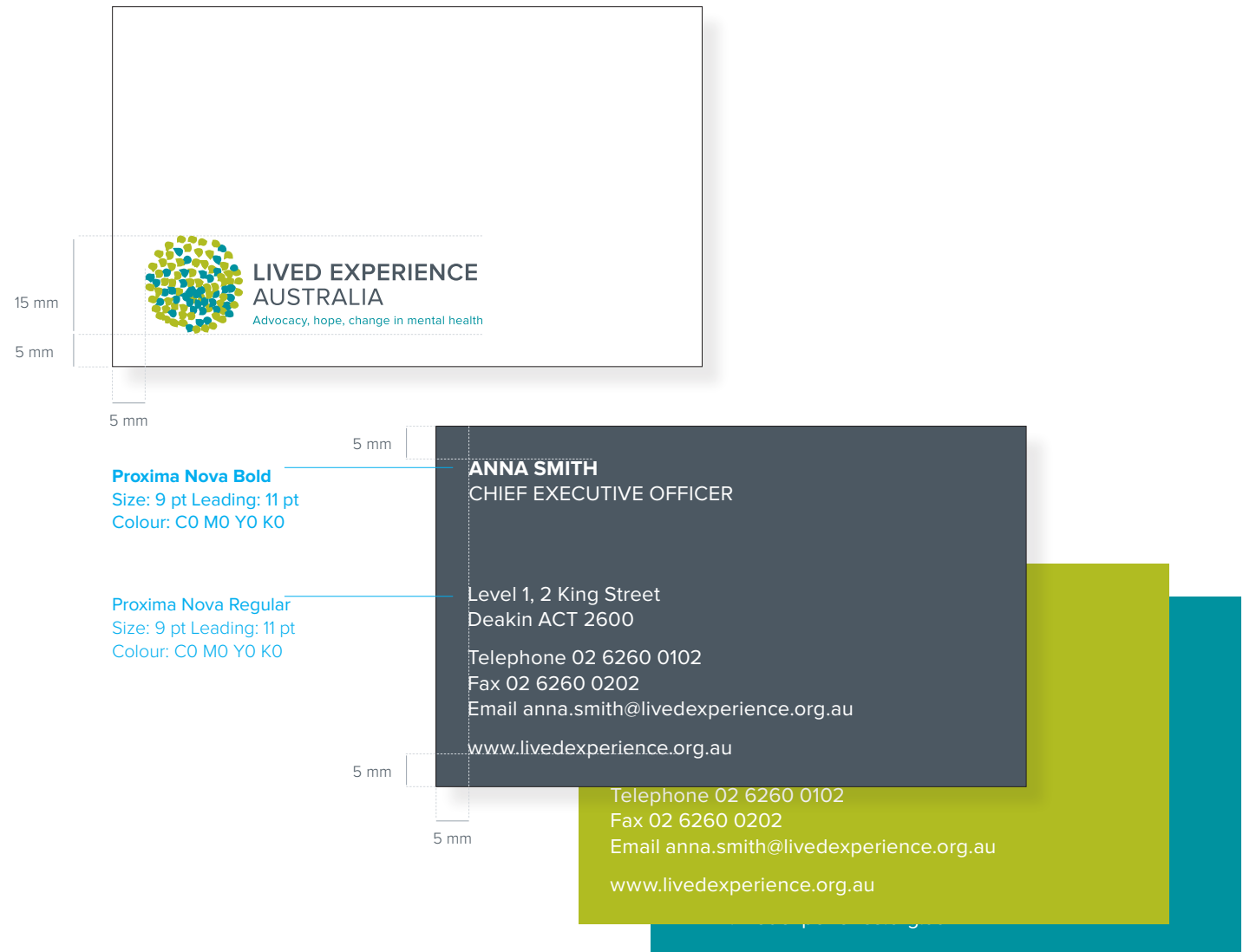


## 7.3 BUSINESS CARD

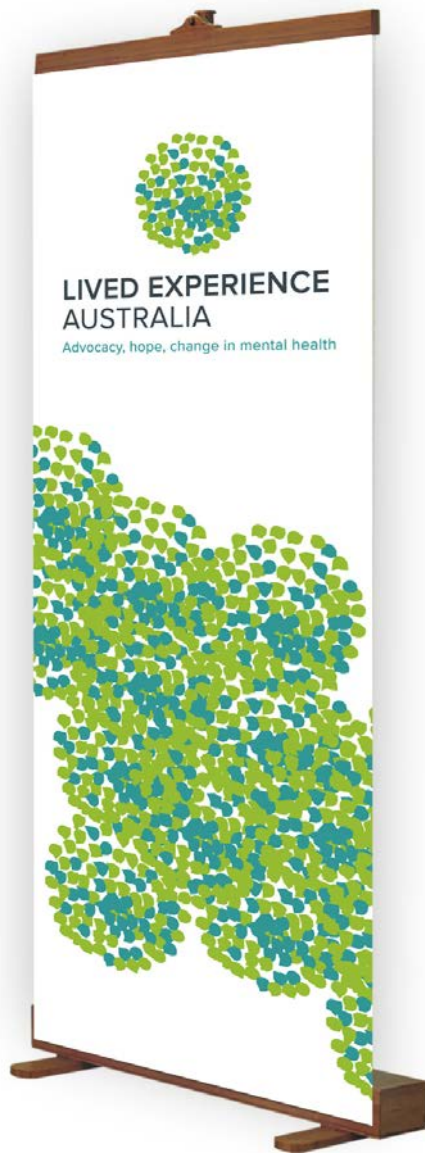
### SPECIFICATIONS

Size: 90 x 50 mm

Colour: CMYK

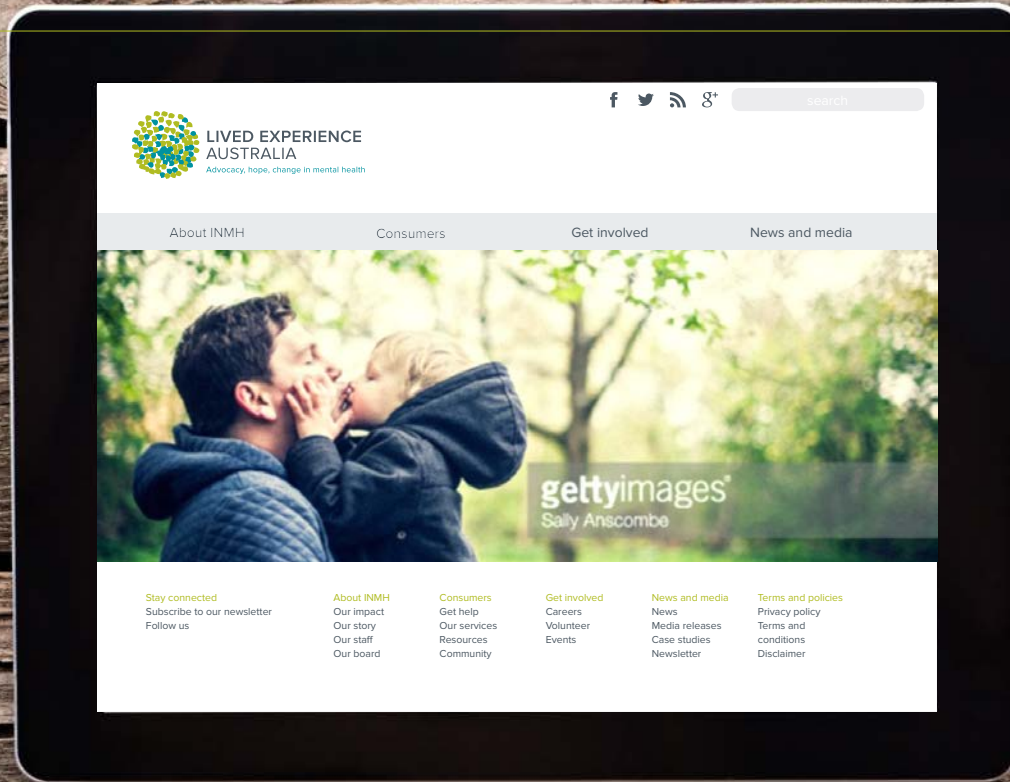


## 7.4 PROMOTIONAL MATERIAL

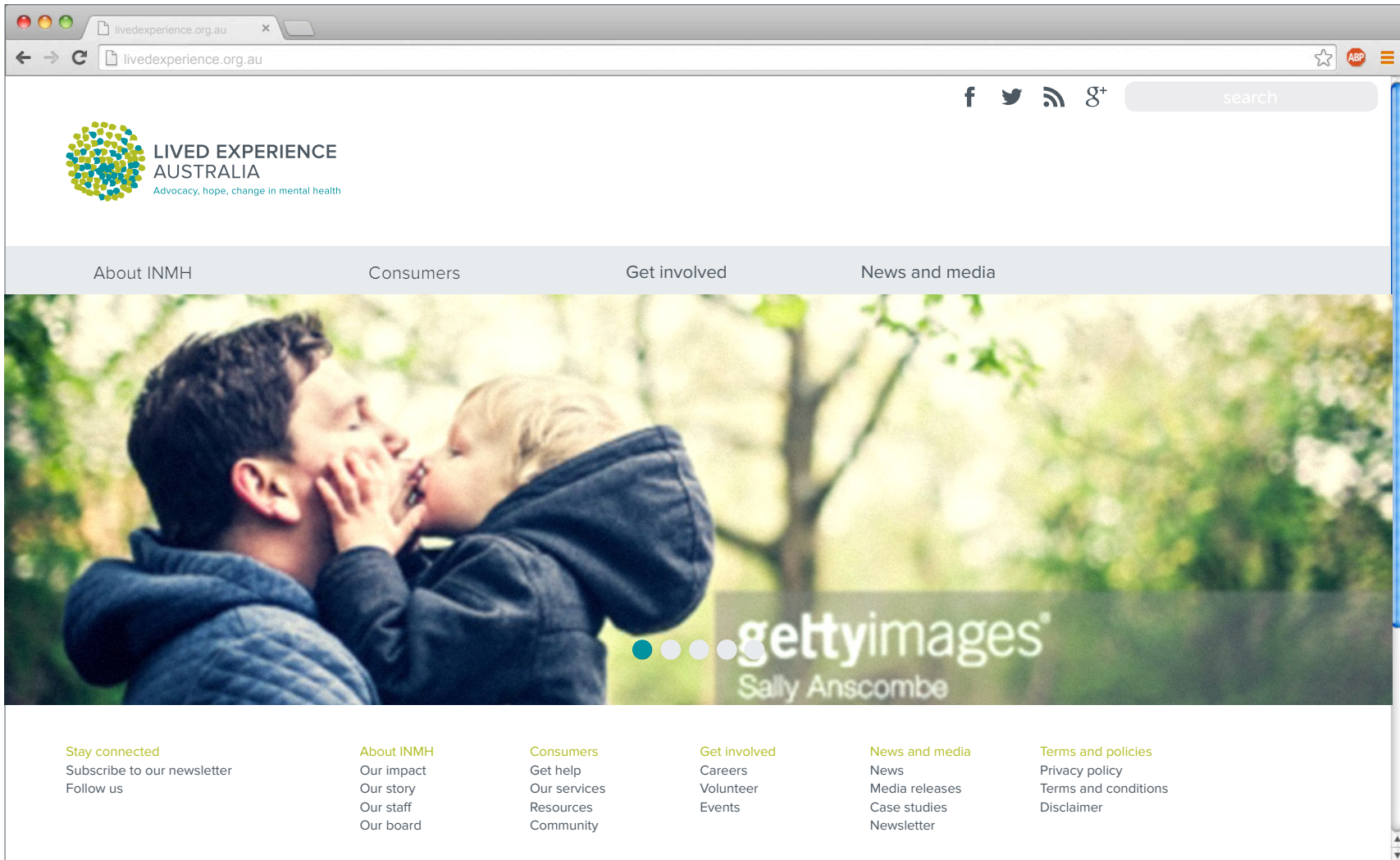




# 7.5 DIGITAL







## 8.0 BRAND LANGUAGE

## 8.1 IMAGE LIBRARY

