

BRAND GUIDE

Thrive

NATIONAL LIVED EXPERIENCE IN
MENTAL HEALTH ALLIANCE

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2.0 BRAND OVERVIEW

VISION AND MISSION

Thrive 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 Thrive 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.

PERSONALITY

Thrive Mental Health, to be referred to as 'Thrive' is a bold, positive, energetic name with a direct link to health. As a verb it is active and instinctively optimistic.

The Thrive brand is optimistic, inspiring and empowered. The brand seeks to reflect a sense of active participation, and positive change through collective action. The organisation is owned and governed by people with lived experience, and therefore the brand does not focus on the word 'consumer'.

The Thrive personality has three key personality 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



3.0 INTRODUCTION

THRIVE BRAND GUIDE

This easy-to-use document enables the Thrive 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 Thrive 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 Thrive brand comprises a range of design elements that can be combined in a variety of ways.

These include

- Brand mark (logotype and positioning name)
- 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

CONCEPT AND ELEMENTS

The Thrive brand mark is an important asset of the organisation. It is a symbol of the values of the organisation.

The Thrive brand mark consists of the 'Thrive' logotype—the core name; and the positioning name 'National Lived Experience in Mental Health Alliance'.

The courage, energy and familiarity of the organisation are reflected in the simplicity and strength of the typographic design, and bold colour palette. The unique treatment of the 'Thrive' logotype, which includes the brush mark 'v', creates a dynamic upward movement and reflects the sense of diversity, active participation, hope and positive change.

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



Thrive
NATIONAL LIVED EXPERIENCE IN
MENTAL HEALTH ALLIANCE

Thrive

Colour – with and without tag

Thrive
NATIONAL LIVED EXPERIENCE IN
MENTAL HEALTH ALLIANCE

Thrive

Greyscale – with and without tag

Thrive
NATIONAL LIVED EXPERIENCE IN
MENTAL HEALTH ALLIANCE

Thrive

Reverse – with and without tag

4.3 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 r in 'Thrive'.

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.



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



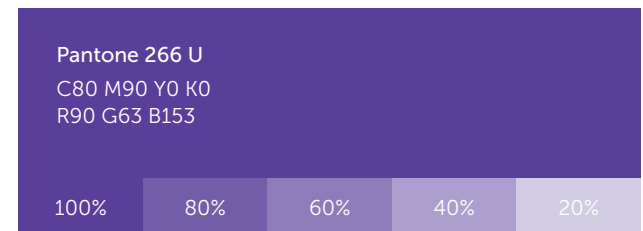
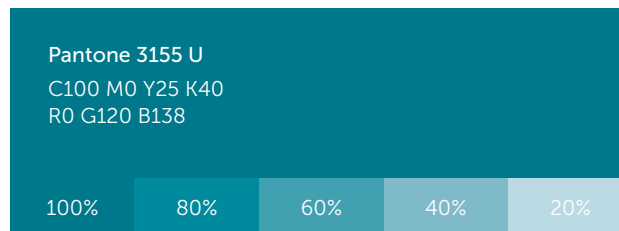
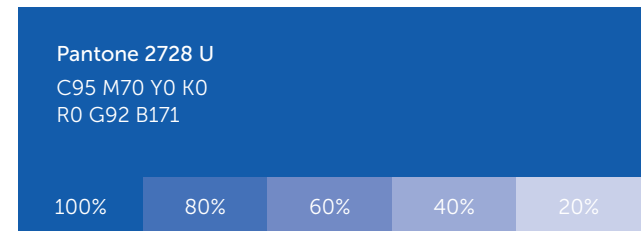
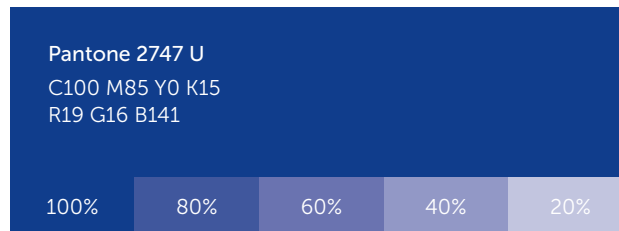
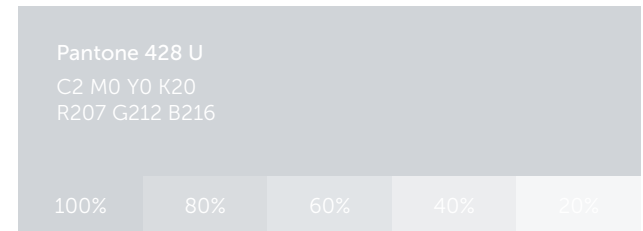
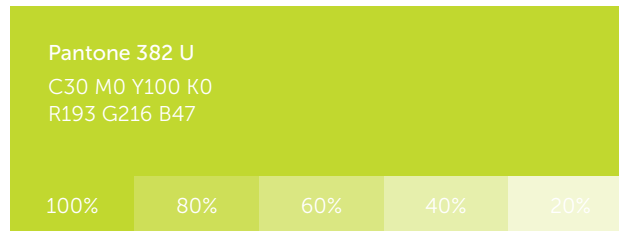
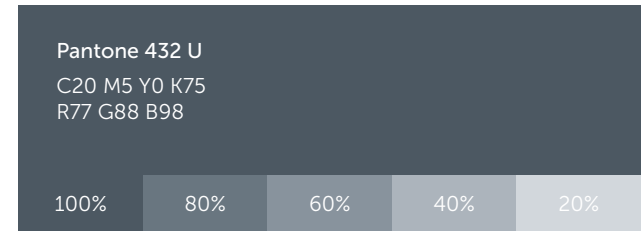
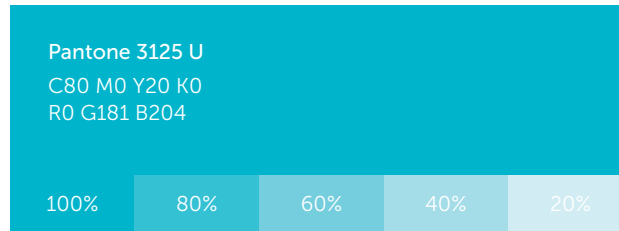
change typeface

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

MUSEO SANS

The primary font, Museo Sans, is to be used on all external communication material. Museo Sans 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

Museo Sans 100

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

Museo Sans 100 Italic

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

Museo Sans 300

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

Museo Sans 300 Italic

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

Museo Sans 500

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

Museo Sans 500 Italic

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

Museo Sans 700

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

Museo Sans 700 Italic

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

ARIAL

The secondary font, Arial, may be used on all internal communication material, when Museo Sans 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

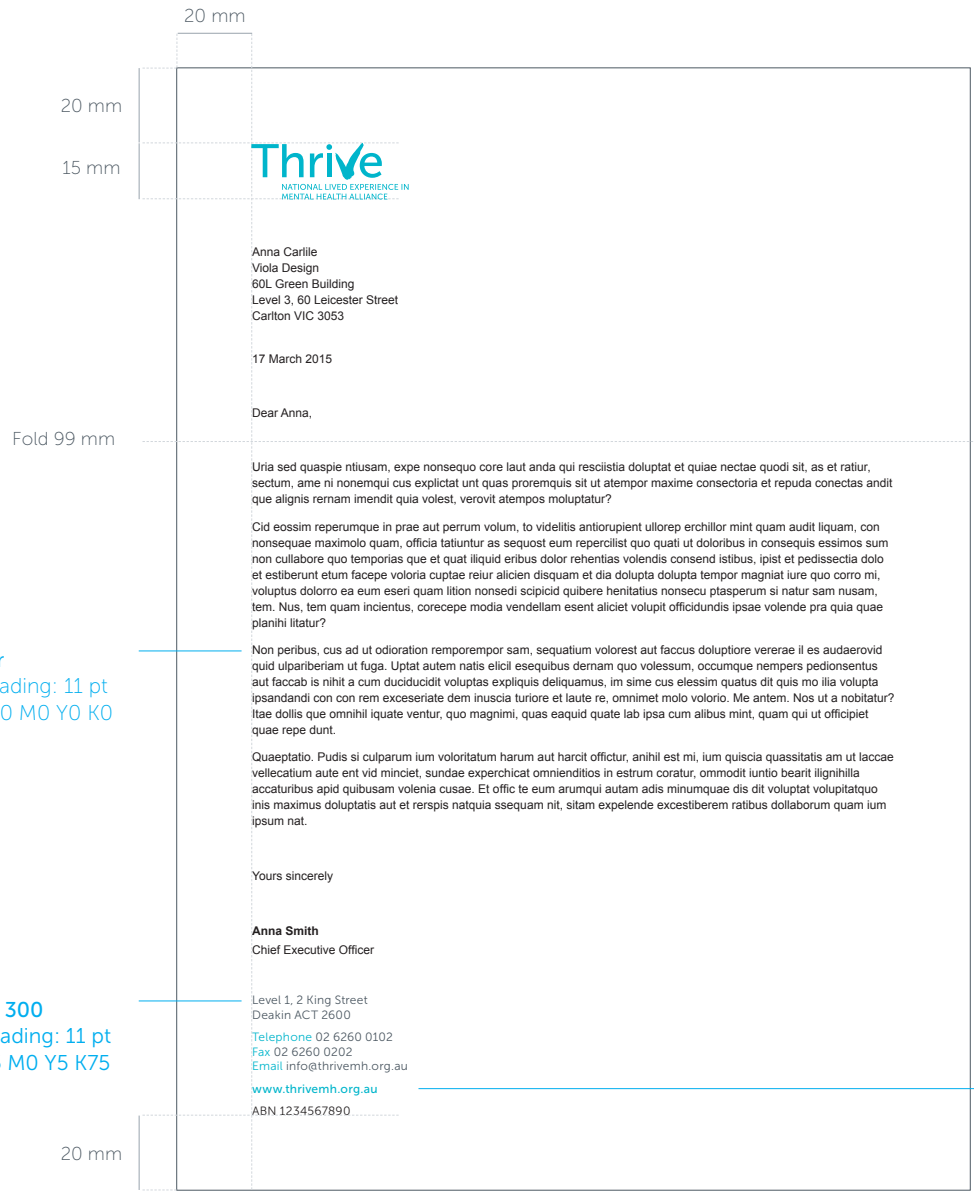
7.1 LETTERHEAD

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

Museo Sans 300
Size: 9 pt Leading: 11 pt
Colour: C25 M0 Y5 K75

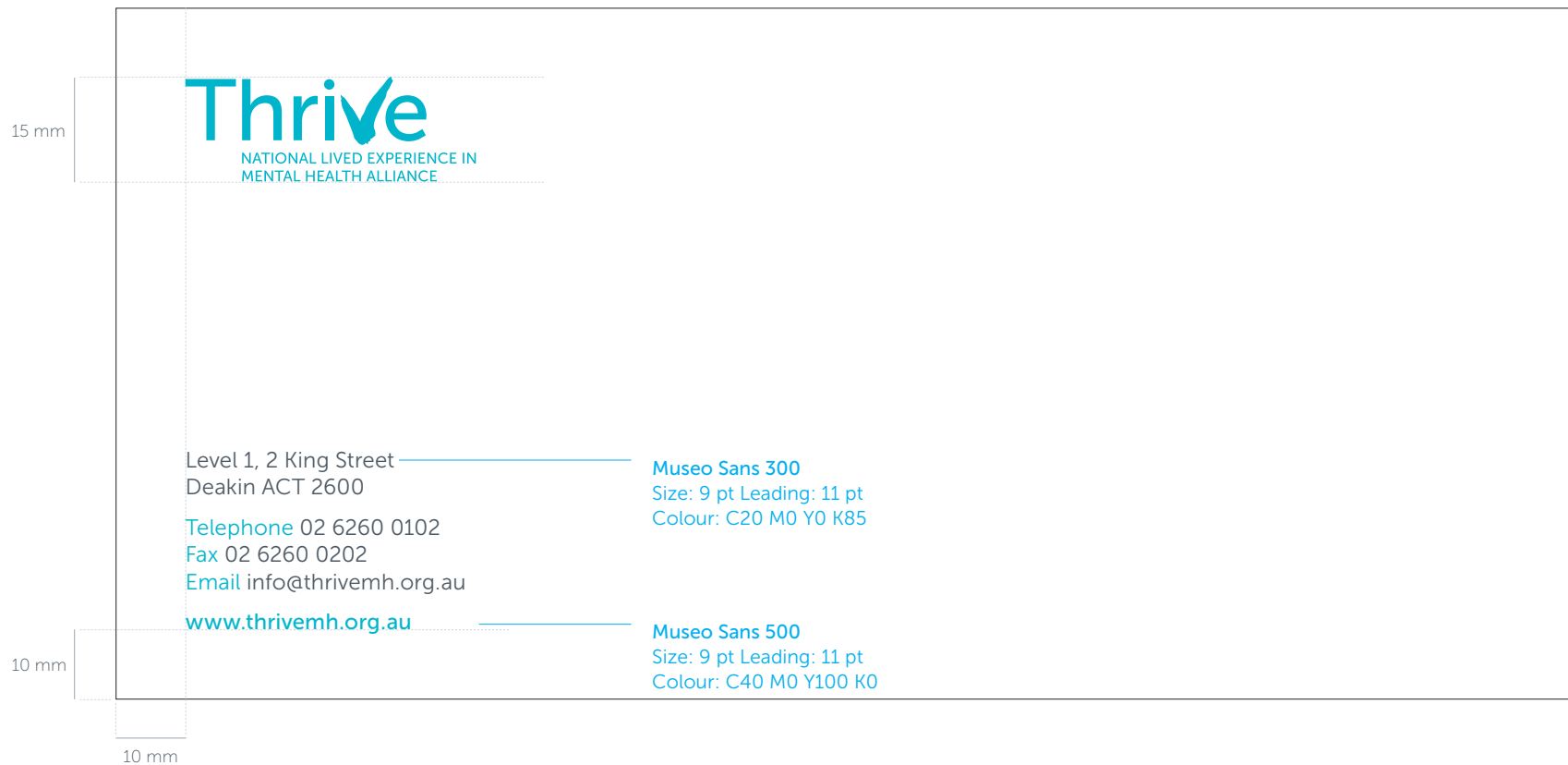
Museo Sans 500
Size: 9 pt Leading: 11 pt
Colour: C40 M0 Y100 K0

7.2 WITH COMPLIMENTS

SPECIFICATIONS

Size: 210 x 99 mm

Colour: CMYK



7.3 BUSINESS CARD

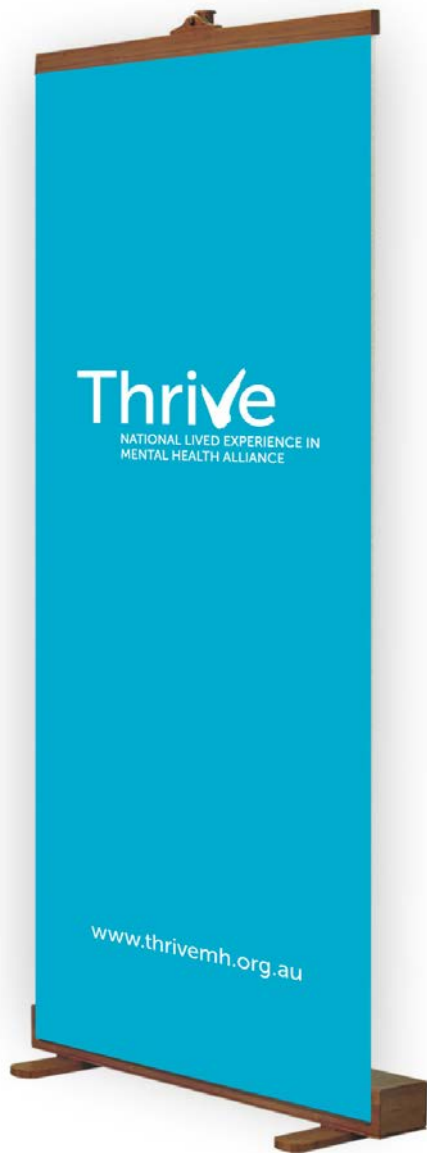
SPECIFICATIONS

Size: 90 x 50 mm

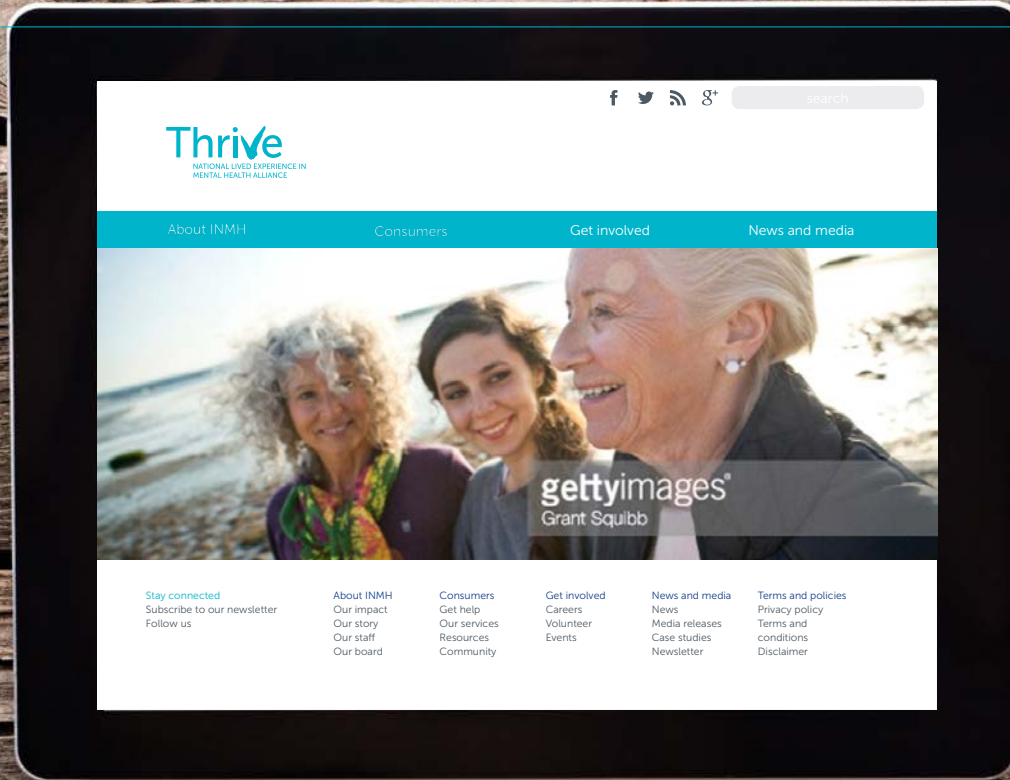
Colour: CMYK

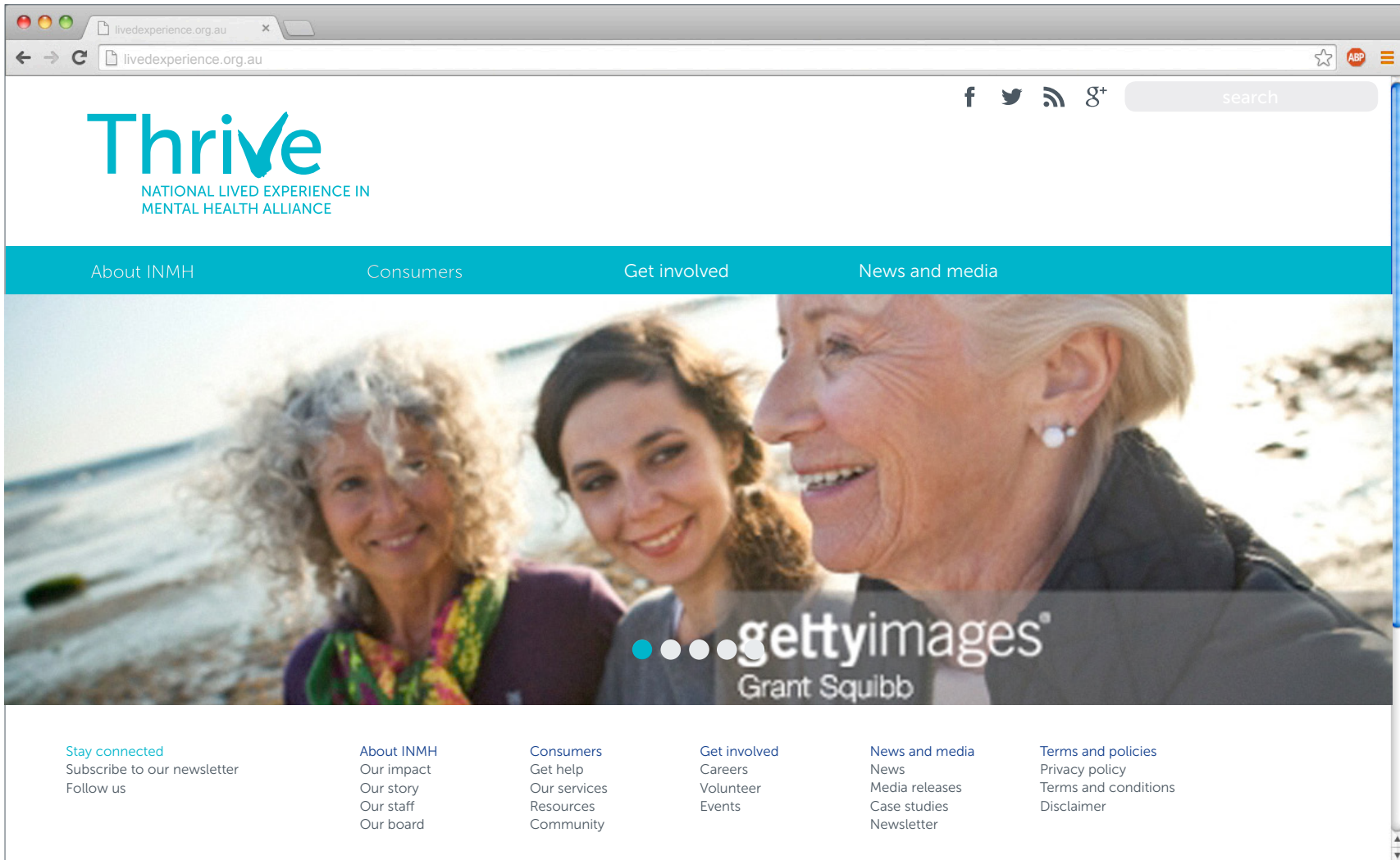


7.4 PROMOTIONAL MATERIAL



7.5 DIGITAL





8.0 BRAND LANGUAGE

8.1 IMAGE LIBRARY

