



INMH

**Lived Experience
In Mental Health**

Brand guide

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2.0 BRAND OVERVIEW

Vision and mission

INMH 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 INMH 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

Personality

'INMH: Lived Experience in Mental Health' is a bold, positive, energetic name with a direct link to health.

The INMH 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 INMH 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

3.1 BRAND GUIDE AND BRAND

INMH brand guide

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

These include

- Brand mark (logotype, positioning name 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 INMH brand mark is an important asset of the organisation. It is a symbol of the values and personality of the organisation.

The INMH brand mark consists of the logotype—the acronym 'INMH'; the positioning name 'Lived Experience in Mental Health', and the 'community' icon.

The optimism, inspiration and support of the organisation are reflected in the strength of the typographic design, and bold colour palette. The 'community' icon and logotype reflect the sense of togetherness, social inclusion, and diversity.

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

4.3 PORTRAIT FORMAT



Colour - with and without tag



Greyscale - with and without tag



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 half the height of the words 'INMH'.

Minimum size

There are size restrictions on how small the brand mark 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 10 mm. The minimum height of the brand mark without tag is 5 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



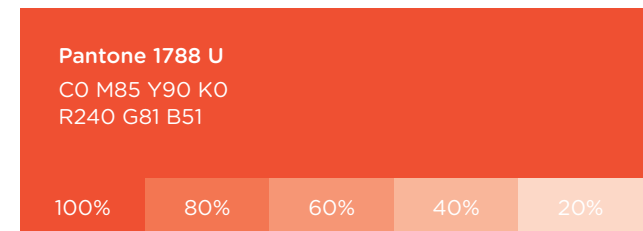
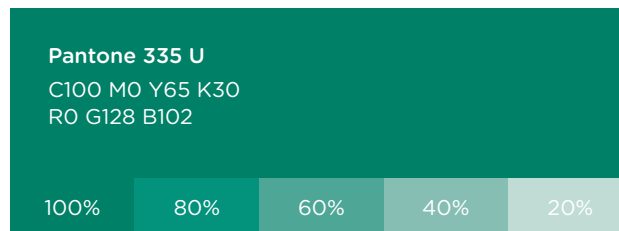
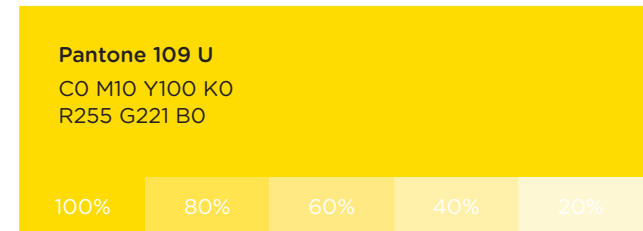
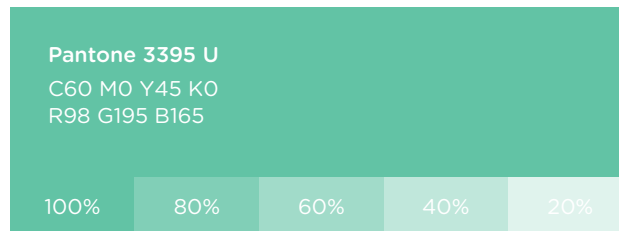
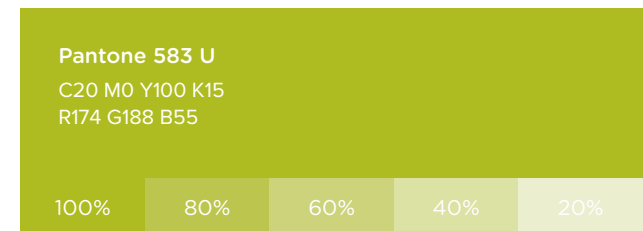
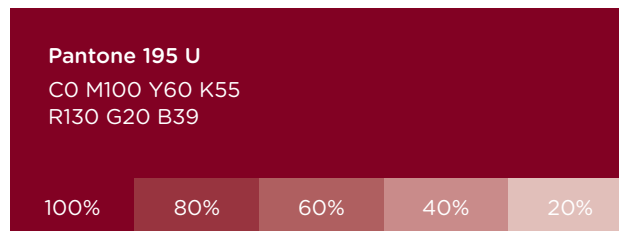
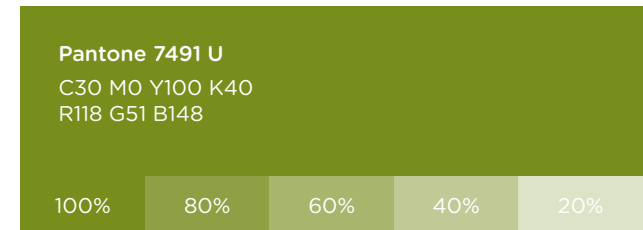
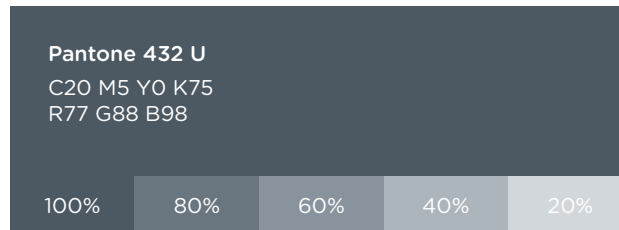
change typeface

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

6.1 EXTERNAL COMMUNICATION

Gotham Rounded

The primary font, Gotham Rounded, is to be used on all external communication material. Gotham Rounded 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

Gotham Rounded Light

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

Gotham Rounded Light Italic

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

Gotham Rounded Book

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

Gotham Rounded Book Italic

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

Gotham Rounded Medium

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

Gotham Rounded Medium Italic

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

Gotham Rounded Bold 700

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

Gotham Rounded Bold Italic

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

6.2 INTERNAL COMMUNICATION

Arial

The secondary font, Arial, may be used on all internal communication material, when Gotham Rounded 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!@#\$%^&*(){}|?><

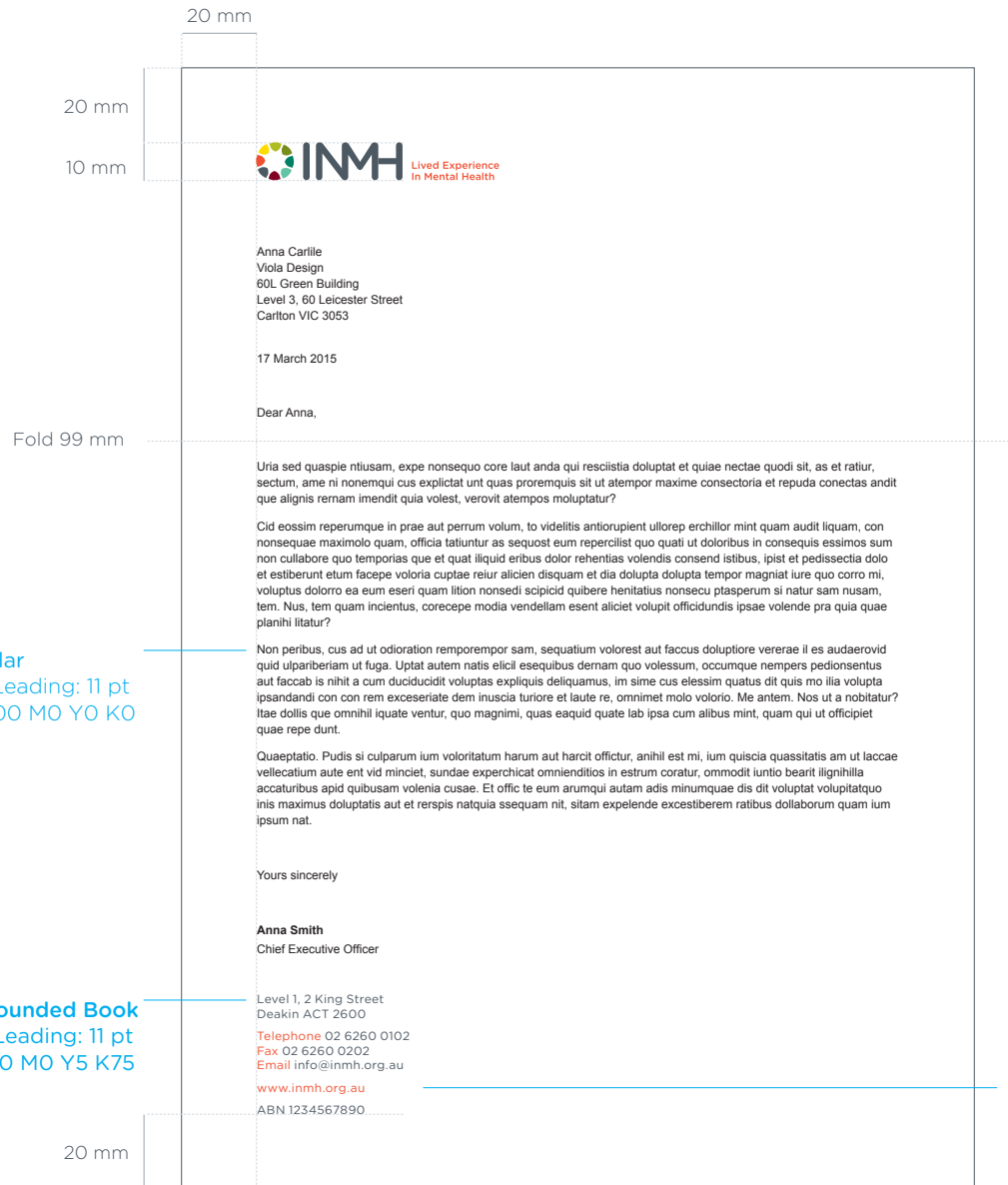
7.0 APPLICATION

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

Gotham Rounded Book
Size: 9 pt Leading: 11 pt
Colour: C20 M0 Y5 K75

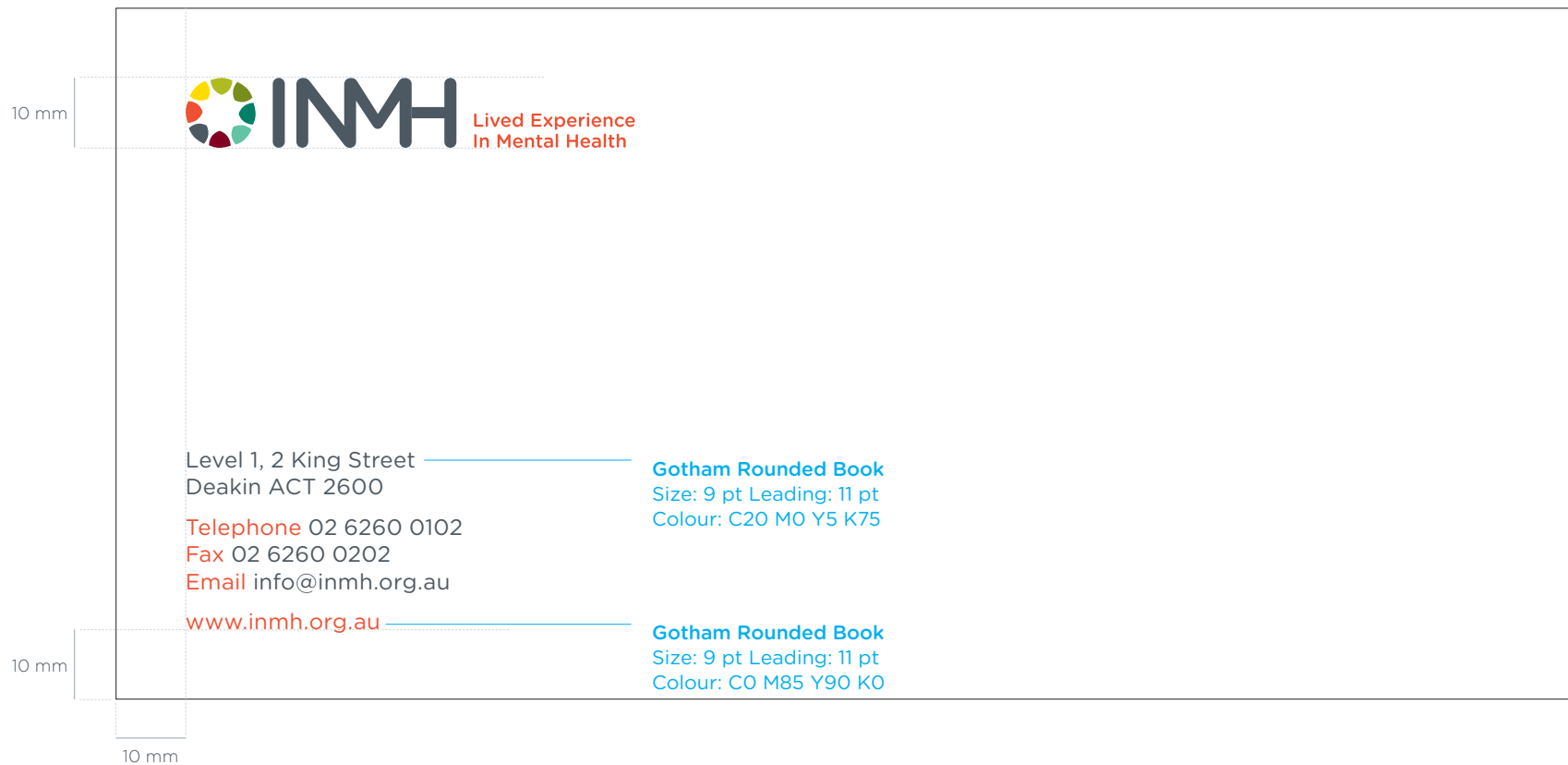
Gotham Rounded Book
Size: 9 pt Leading: 11 pt
Colour: C0 M85 Y90 K10

7.2 WITH COMPLIMENTS

Specifications

Size: 210 x 99 mm

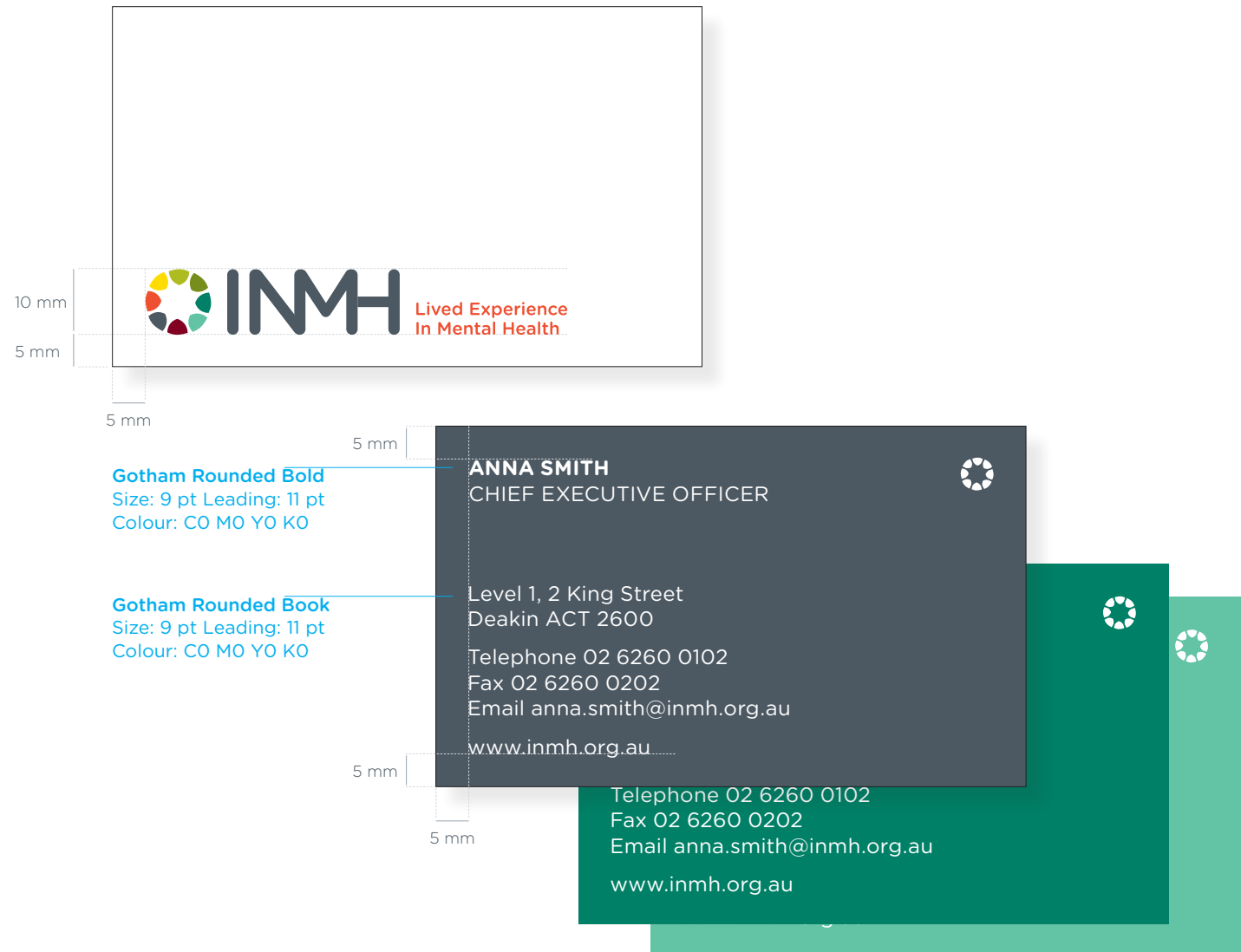
Colour: CMYK



7.3 BUSINESS CARD

Specifications

Size: 90 x 50 mm
Colour: CMYK



7.4 PROMOTIONAL MATERIAL



7.5 DIGITAL



7.5 DIGITAL

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The screenshot displays the website livedexperience.org.au. At the top, the browser address bar shows the URL. The INMH logo, consisting of a colorful circular icon and the text "INMH Lived Experience In Mental Health", is prominently featured. A navigation bar below the logo contains links for "About INMH", "Consumers", "Get involved", and "News and media". The main content area features a large hero image of a diverse group of young people smiling and laughing together. A "gettyimages" watermark and the name "David Lees" are visible on the image. The footer is organized into several columns: "Stay connected" with links to subscribe to the newsletter and follow on social media; "About INMH" with links to impact, story, staff, and board; "Consumers" with links to help, services, resources, and community; "Get involved" with links to careers, volunteer, and events; "News and media" with links to news, releases, case studies, and newsletter; and "Terms and policies" with links to privacy policy, terms and conditions, and disclaimer.

livedexperience.org.au

livedexperience.org.au

f t r g+ search

INMH Lived Experience In Mental Health

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gettyimages®
David Lees

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Follow us

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Our story
Our staff
Our board

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Our services
Resources
Community

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Careers
Volunteer
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8.0 BRAND LANGUAGE

8.1 IMAGE LIBRARY

