



Brand Guidelines

Introduction

This Brand Guidelines document is designed to help you successfully manage your brand into the future. The correct application of your logo and visual elements will help present a consistent image and ensure your brand communicates a strong and accurate message to your target audience.

Managing the integrity of a brand identity system requires guidelines that are comprehensive enough to provide quality control, but not so restrictive that they inhibit creative expression. By following these guidelines and consistently applying the visual style at every opportunity, you can build a strong and recognisable brand and maximise recognition across all touchpoints.

All the examples in this document have been provided in the interest of accurate, well-executed design.

Some Handy Hints

- Don't attempt to redraw or modify the logo in any way
- Only the correct logo versions shown in this guide should be used
- Always use the brand colours specified and don't attempt to adjust them
- For complicated and detailed documents such as brochures and company profiles that require extensive creative and strategic design input, please consult the services of a qualified and experienced design professional

Important

Make sure you keep your Brand Guidelines in a safe place because requests for replacement files may incur a fee.

A brand will constantly evolve and develop, so when using these guidelines, please check that you are referencing the most recent resources and tools.

Some items may require specific attention and may not fall into the categories outlined in this manual. If you are confused about how to apply your logo to a particular item please contact

cmha.admin@cmha.org.au

Logo Variations

To keep the brand looking consistent across all touchpoints, we've included a set of logo variations. Each version is designed for different uses, from print to digital, large formats to small spaces. Use the version that best fits the context, and always keep proportions and colours intact.



Primary Logo



Secondary Logo

Typography Guide

Use these brand fonts in all professionally designed materials. They've been chosen for their clarity and modern feel, helping us maintain a consistent, polished look across all branded content, both in print and digital.

Headline

Gill Sans Semi-Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, eiusmod tempor incididunt ut labore et dolore magna aliqua, ut enim ad minim veniam.

Intro

Gill Sans Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, eiusmod tempor incididunt ut labore et dolore magna aliqua, ut enim ad minim veniam.

Body

Gill Sans Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Featured Text

Belladio

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.”

Typography – Office Use Only

For internal documents where brand fonts aren't available, use the Arial family. It's clear, accessible and supported across programs like Microsoft Office, keeping everyday materials consistent and easy to read.

Headline

Arial Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, eiusmod tempor incididunt ut labore et dolore magna aliqua, ut enim ad minim veniam.

Intro

Arial Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, eiusmod tempor incididunt ut labore et dolore magna aliqua, ut enim ad minim veniam.

Body

Arial Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Feature

Arial Italic

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.”

Icons

The following icons can be used. Any newly developed icons need to match this style.



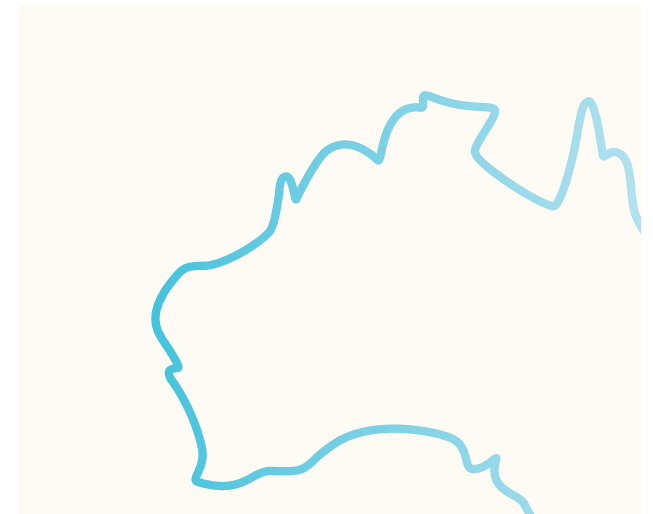
Colour Blends

Colours can be blended to create interest, and still remain within the brand. See below examples.



Design Elements

Design elements can be drawn from the logo to create interest and still remain within the brand. See below the icon used as a solid CMHA blue colour, complete CMHA orange outline and outline section with colour blend as examples.



Imagery

Real photographs are to be used in the first instance, in natural, well-lit formats. Where real people are not possible (perhaps due to privacy), then stock images may be used. Examples of the tone, colour, warmth and quality are below.



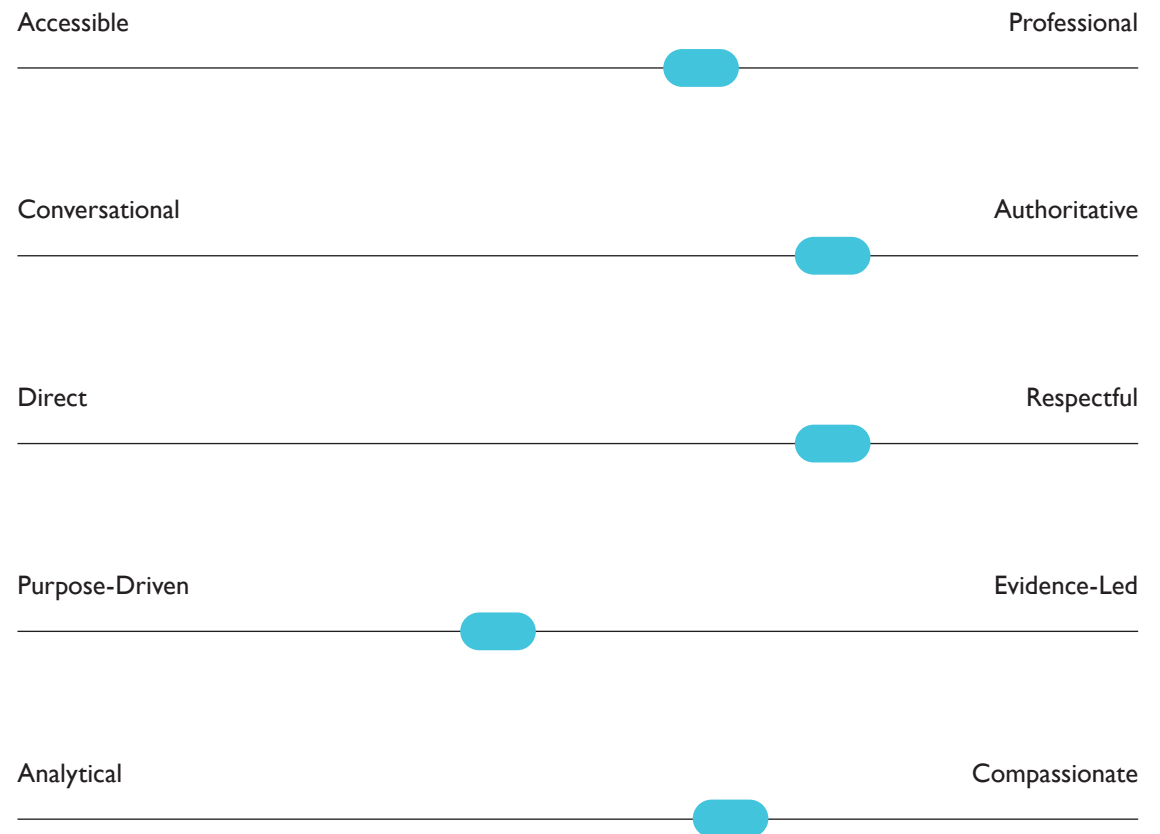
Tone of Voice

At Community Mental Health Australia (CMHA) we aim to achieve a balance of writing in an accessible and approachable style, whilst still maintaining professionalism.

Where suitable, we will write in first person, as if talking with our audience. When more formal tone of voice is required, then we will revert to writing in third person.

We will try to avoid the use of jargon, or explain what it is if required.

We will be positive and clear, using direct English language.



Minimum Size & Clear Space

Keep the logo large enough to stay clear and legible, and always give it room to breathe. Follow the minimum size shown and maintain the clear space around it to protect its visibility.



Minimum size: 30mm or 85px



Clear space example when the logo width = 65mm

Logo Incorrect Usage

To maintain design integrity, always apply the logo appropriately. It can be tempting to add effects or extra elements, but less is more for a professional and credible image. Here are some examples of what not to do.



Don't place inappropriate brand colours behind your logo



Don't place other elements within the logo's Clear space zone



Don't apply special effects to your logo.
E.g. drop shadows or gradients



Don't stretch, distort, warp or skew your logo



Don't place your logo on a pattern



Don't place your logo on an angle

Colour Guide

Each colour comes with values for print and digital use, make sure to stick to these for the best results.

Hex	#XXXXXX	Hex: A version of RGB, used mainly in web design and digital platforms.
Pantone®	XXXX	Best for signage, packaging, and anything that needs exact colour matching.
RGB	XXX, XXX, XXX	For digital use. Websites, social media, and anything on screens.
CMYK	XX, XX, XX, XX	For printed materials like flyers, brochures and business cards.

File Type Guide

Your logo files come in different formats, each for a specific use. Here's a quick overview:



PDF

Best all-round format. Great for printing, digital use, or sharing with others.



JPEG

Used mostly for print if needed, but not ideal for logos as it doesn't support transparency.



PNG

For digital use like websites or presentations. Supports transparent backgrounds but not suitable for print.



EPS & AI

These are vector files. Best for signage, large-scale printing, or when a designer needs to edit the logo.

