

# BEING: Visual Brand Identity Guidelines

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July 2020 – Volume 1



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# Bridging the gap through systemic change.



## Our Brand Story

BEING is the independent, state-wide peak organisation for people with lived/living experience of mental health issues (consumers).

We work with consumers to achieve and support systemic change.

The name BEING itself speaks to a focus on real people – human beings – but is primarily trying to re-frame, de-stigmatise different states of being.

That it's valid to live life in many different ways, no matter if someone's life is calm or if they inhabit a place of relative chaos.

### **BEING's vision and purpose**

Our vision is for all people with a lived experience of mental health issues to engage as valued members in the communities they choose without stigma or discrimination.

Our purpose is to ensure that the voices of people with lived/living experience of mental health issues are heard by decision makers, service providers and the community with a focus on systemic advocacy.

**In that regard, we speak on behalf of the consumers we advocate for.**

The lived experience of people is fundamental to all that Being does and our work is underpinned by a commitment to upholding international human rights.

# The Logo

## The word BEING IS the logo:

'e' is a person talking = the communication and collaboration that is integral to BEING's purpose.

'i' is a person = the mental health consumer, a human being.

'g' is a speech bubble with two circles = BEING and consumers, BEING and the services = the cycle of communication, teamwork and collaboration.

The brand is very versatile with purple, blue and orange chosen for their vibrancy and positive colour psychology and to convey a sense of multiculturalism.

The outline, vertical, reversed outline and mono colour versions make up the suite of logo versions.

### Primary Logo

The primary logo to be used as a first choice, however there is flexibility to use the other versions based on overall layout.



### Outline Logo

Usage based on design and layout. For example when a more subtle display of the colours creates a better colour balance.



# The Logo

## Outline Reversed Logo

The top logo is the preferred reversed logo to be used on dark backgrounds (colours and imagery).



If reversing on BEING Blue or orange, will need to adjust those outline letter colours as shown here.



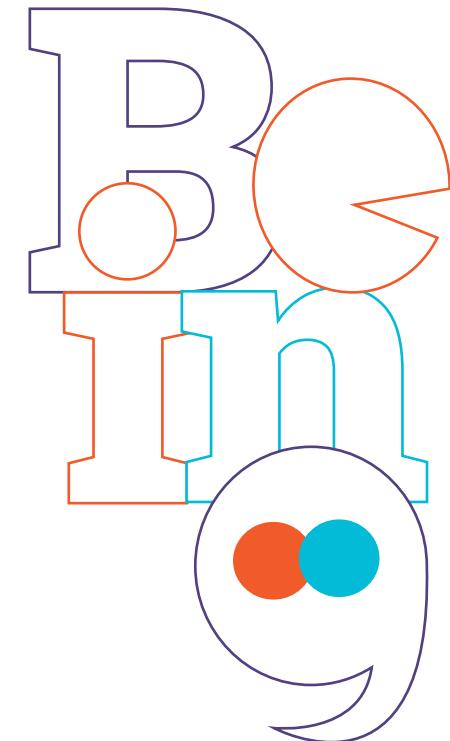
## Mono Colour Logo

Solid and outline versions. Sometimes you just have to use black and white for technical or production purposes.



## Vertical Logo

Use this vertical logo for an audience familiar with the BEING brand as it does not have the mental health consumer text. In solid, outline and reversed versions, it can also be used as a graphic element.



# The Logo: Dos and Don'ts

To maintain the integrity of the brand it is important not to distort or manipulate any of the logo versions in any way.

This includes changing the colour, squashing, stretching, rotating or realigning elements, or adding elements, for example – a drop shadow or a party hat!?

The colours can only be changed by the brand designer and approved by BEING.

## Minimum Size

The logo must not appear smaller than indicated. The cap size of the 'B' must be at least 10mm.

## Clear Space

The logo must appear with a minimum of the cap height of the letter 'B' on all sides as shown below.

The above rules apply to BEING's sub brands as well.



Minimum Size



Clear Space



# Sub Brands and Co-Branding

BEING has expanded its offering to the mental health consumers it serves.

These are the current sub brands and how they should appear.

The colour for each sub brand name will then be its predominant colour.

For example, BEING Supported will have BEING purple as main colour in a social media post, Leadership Academy will have BEING Blue, Peer Workforce = BEING Magenta, Lived Experience = BEING Orange.

Vertical versions are to be used when there is not adequate space for the horizontal versions.

Vertical versions

## Being Supported.

## Being Leadership Academy.

## Being Peer Workforce Network.

## Being Lived Experience Network.

### Co-Branding

Use the clear space rule when co-branding with another organisation. Ensure the logos appear the same size.



## Being Supported.

## Being Leadership Academy.

## Being Peer Workforce Network.

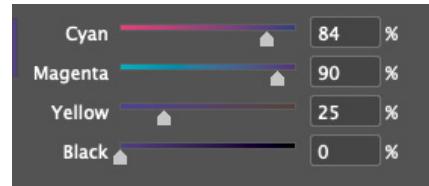
## Being Lived Experience Network.

# Primary Brand Colours

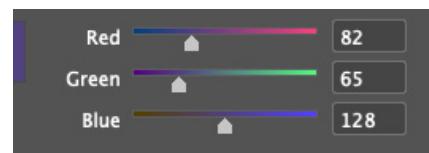
BEING's brand colours have been chosen carefully for their positive colour psychology.



CMYK



RGB



HEX

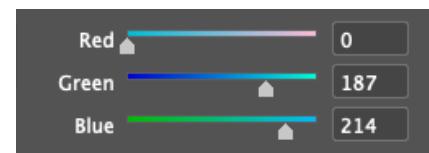
#524180



CMYK



RGB

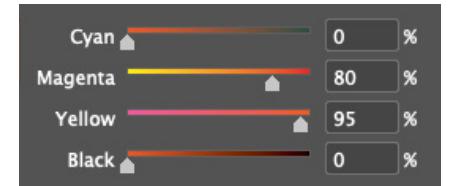


HEX

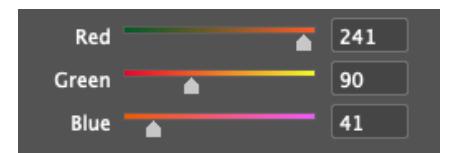
#00bbd6



CMYK



RGB



HEX

#f15a29

# Secondary Brand Colours

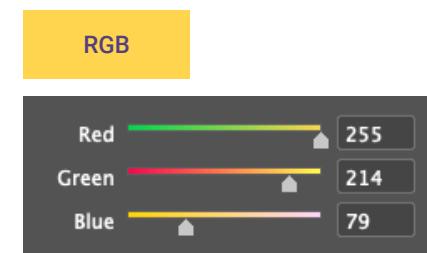
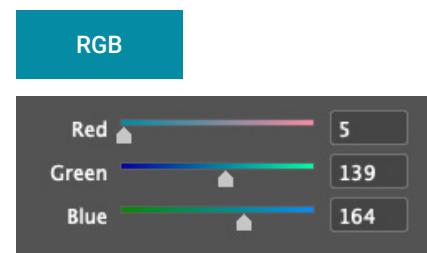
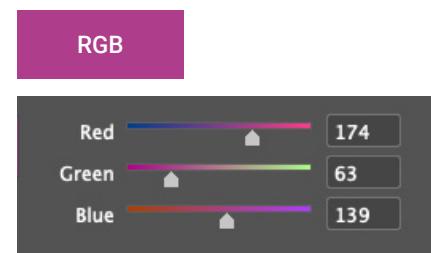
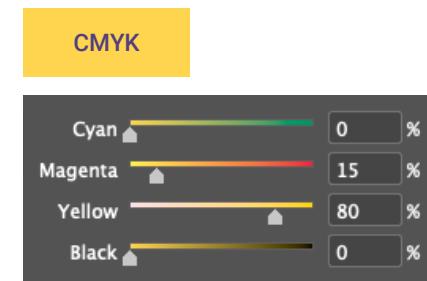
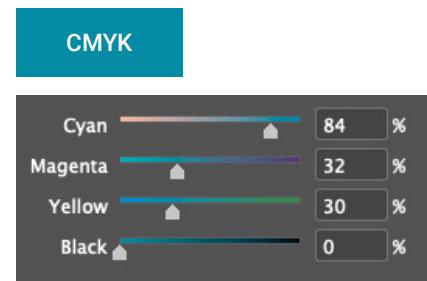
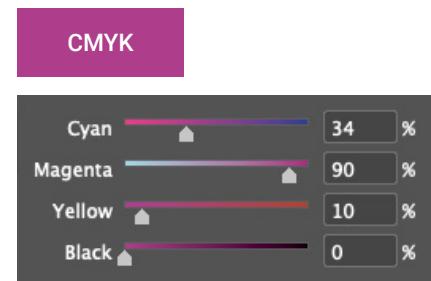
Sometimes you need more colours. Graphs and infographics are a few examples that may require more than three colours to display information.

These are to not be used as primary design colours.

The magenta colour is to be used for the sub brand for Peer Workforce Network (see page 6).

The use of secondary colours must be approved by BEING.

BEING Yellow can be as a background colour of the other brand colours.



HEX

#ae3f86

HEX

#058ba4

HEX

#ffd64f

# Primary Brand Colour Contrast Check (WCAG AA)

This page indicates primary brand colour combinations and if they meet the WCAG AA accessibility guidelines.

These colours were checked on accessible-colors.com

This website offers modifications to make the combinations meet WCAG AA. Using these modifications must be approved by BEING.

White text on BEING purple is WCAG AA compliant

BEING Orange text on BEING Purple is NOT WCAG AA compliant

BEING Blue text on BEING Purple is NOT WCAG AA compliant

BEING Purple text on white is WCAG AA compliant

BEING Purple bold text on BEING Blue is WCAG AA compliant

BEING Purple regular text on BEING Blue is NOT WCAG AA compliant

White text on BEING Blue is NOT WCAG AA compliant

BEING Orange text on BEING Blue is NOT WCAG AA compliant

Black text on BEING Blue is WCAG AA compliant

BEING Blue text on white is NOT WCAG AA compliant

White bold text on BEING Orange is WCAG AA compliant

White text on BEING Orange is NOT WCAG AA compliant

BEING Purple text on BEING Orange is NOT WCAG AA compliant

BEING Blue text on BEING Orange is NOT WCAG AA compliant

Black text on BEING Orange is WCAG AA compliant

BEING Orange on white is NOT WCAG AA compliant

# Typography

The corporate fonts are Roboto and Roboto Slab.

The logo is based on Roboto Slab Black.

This is a versatile font with the san serif and serif (slab) version and is a free Google font, easily accessed.

## ALL Caps Rule

When referring to BEING in text the company name must be in all capital letters in the same weight of font as the containing sentence (do not bold it if sentence is not in bold).

'Being' is a commonly used word. For this reason, this is an important rule to follow.

### ROBOTO

Roboto Light

*Roboto Light Italic*

Roboto Regular

*Roboto Italic*

Roboto Medium

*Roboto Medium Italic*

Roboto Bold

*Roboto Bold Italic*

Roboto Black

*Roboto Black Italic*

### ROBOTO SLAB

Roboto Slab Extra Light

Roboto Slab Light

Roboto Slab Regular

Roboto Slab Medium

Roboto Slab SemiBold

Roboto Slab Bold

Roboto Slab Extra Bold

Roboto Slab Black

## ALL CAPS RULE

For example, BEING is in all capital letters and in Roboto Bold here.

For example, BEING is in all capital letters and in Roboto Regular here.

For example, BEING is in all capital letters and in Roboto Slab Bold here.

# Graphic Elements

This is where the personality and versatility of BEING's Brand Identity will come to life using the letter-shapes and their combinations in the brand colours as graphic elements.

The graphic elements can be enlarged, bleed-off the design, be used as watermarks, overlay images and their opacity and can be changed (examples on page 16-17).

## Dos and Don'ts

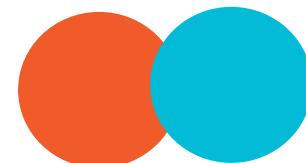
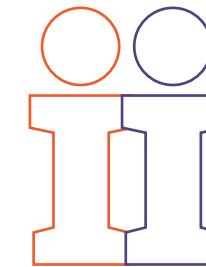
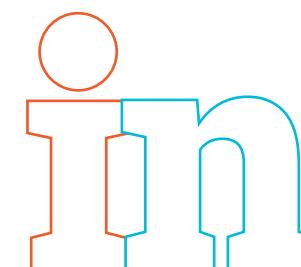
As with the logo, do not distort by stretching, rotating, or adding elements.

Only use the combinations of the letter-shapes shown here – not 'B' or 'n' by itself. 'Be' is the message – Be yourself; 'in' is the message – inclusive.

Only use primary brand colours, not all variations are shown here. Always use the BEING Purple for the 'B' letter. You can use solid or outline as shown.

Do not put other letter-shapes with the speech bubble 'g'. You can use the circles inside as separate elements.

The speech bubble 'g' can use the icon style with offset stroke (refer to Iconography on page 17); can be used without the two inner circles and use the rough brush stroke shown on the far right.



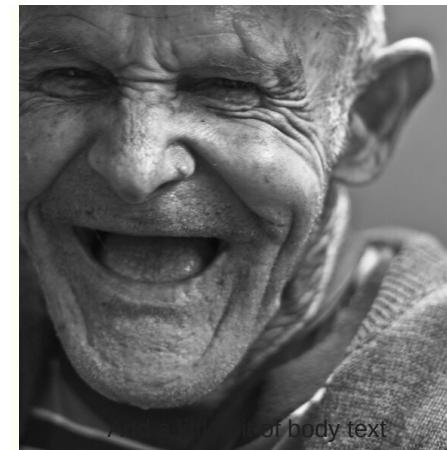
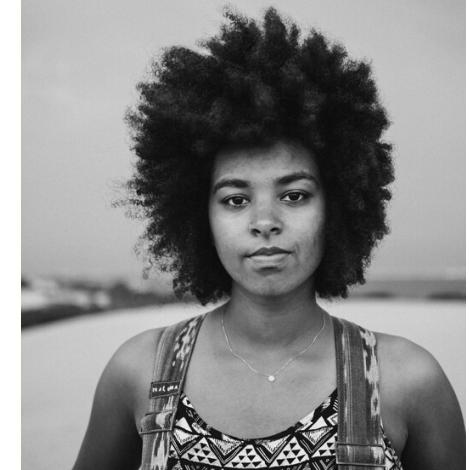
# Imagery

## Being Human

The bold black and white photography, brings it back to basics – we are ALL Human Beings.

With all the images bombarding our senses daily, using black and white imagery stands out.

These black and white portraits will be the predominant brand imagery.



# Imagery: Dos and Don'ts

Imagery should be of everyday people.

Subjects should show a range of emotions – they do not have to be happy and smiling at all times, or all look sad. They should show a range of cultural backgrounds and if showing location be in New South Wales.

Use black and white photography as the predominant choice for brand material.

Colour photography can be used for photography where suitable, for example – staff photos, events, location shots, art, other organisation's supplied photos and at the discretion of BEING.

Avoid stereotypical stock library shots – cheesy, smiling and overly posed photographs of models. Do not feature medical shots, unless it is directly relevant to the subject at hand. Avoid overly negative images, especially any connotations of suicide or self-harm, and avoid dramatising sadness or mental illness in ways that are not genuine.



# Imagery with Brand Colour Accents and Graphic Elements

## The Brand comes to Life

Combining the black and white photography with accents in the primary brand colours and graphic elements brings the BEING brand to life.

In this example, the black and white photography, with the logo, the letter-shape graphic element 'i' and, to add an extra touch of brand personality – a colour accent in BEING Blue on the man's zipper.

The 'i' taking on multiple meanings:  
I am me. I am human. I am myself.

The 'i' shape itself represents a person, the consumer.

The colour accent conveys hope and the consumer 'being' seen.

The logo and colours jump out with contrast to the monochrome image.

See further examples on the following pages.



## Imagery with Brand Colour Accents and Graphic Elements



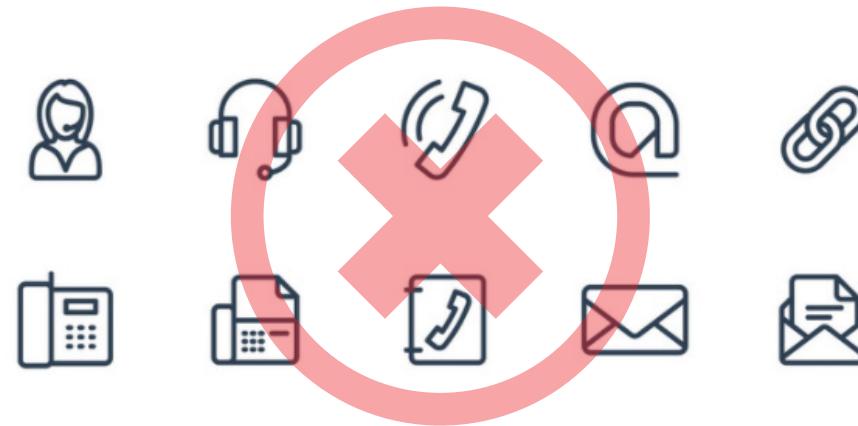
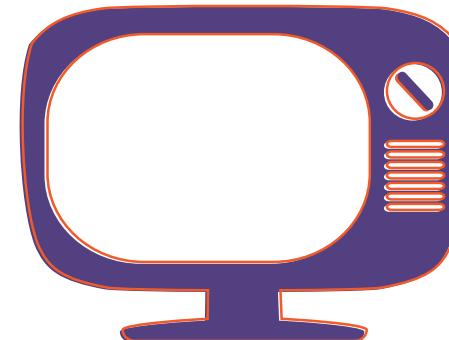
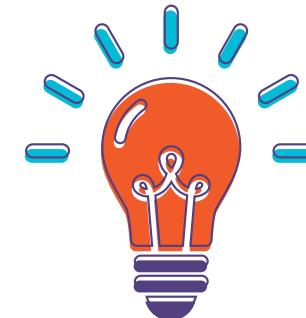
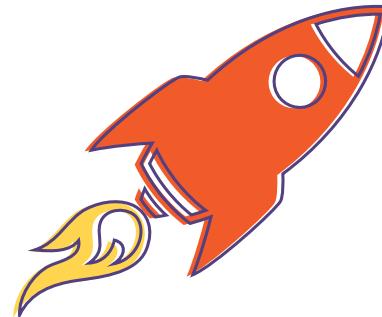
# Imagery with Brand Colour Accents and Graphic Elements



# Iconography

BEING's icons have a distinct style. Solid blocks of brand colour with an offset stroke build on the positivity and uniqueness of the brand.

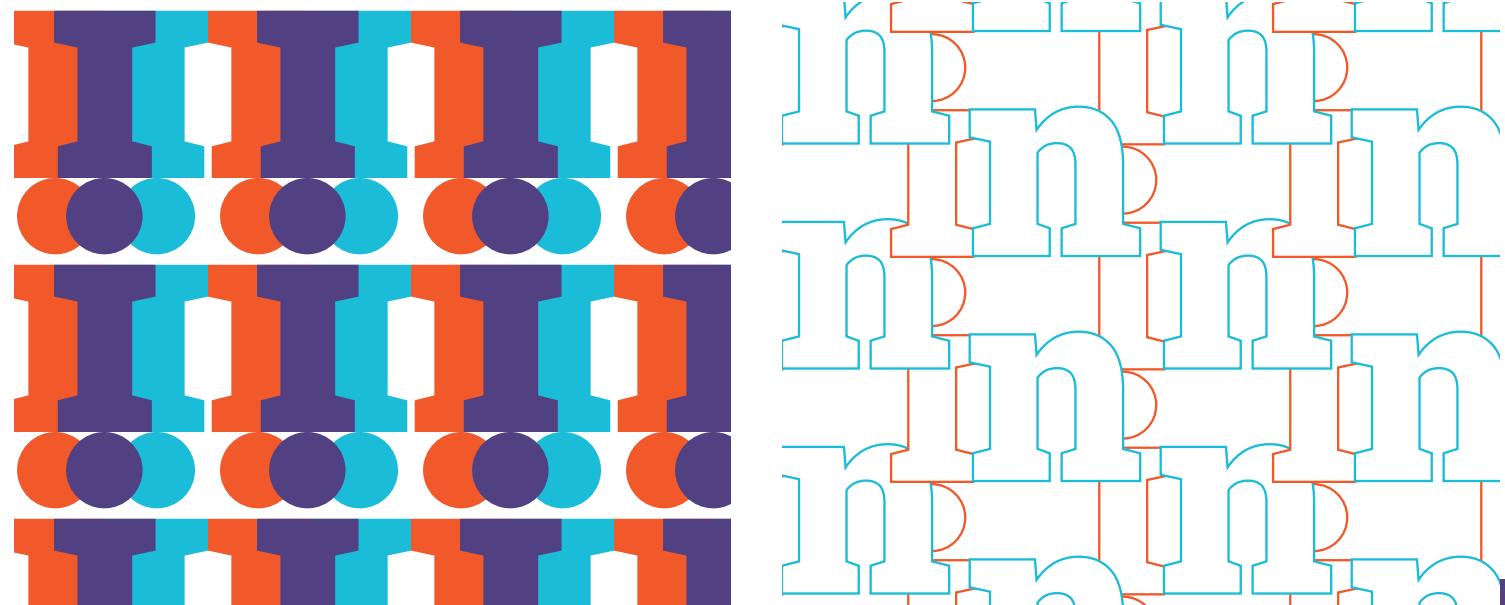
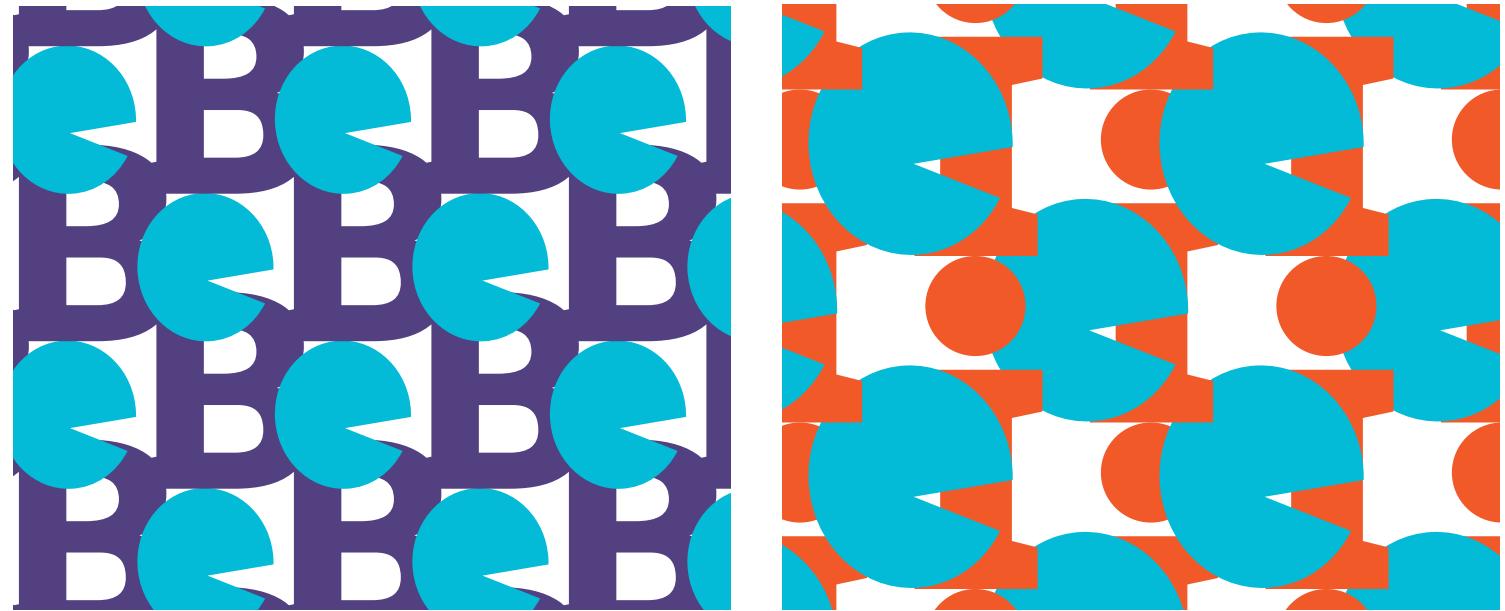
Icons should utilise solid block primary brand colours. Do not use thin line icons as shown below.

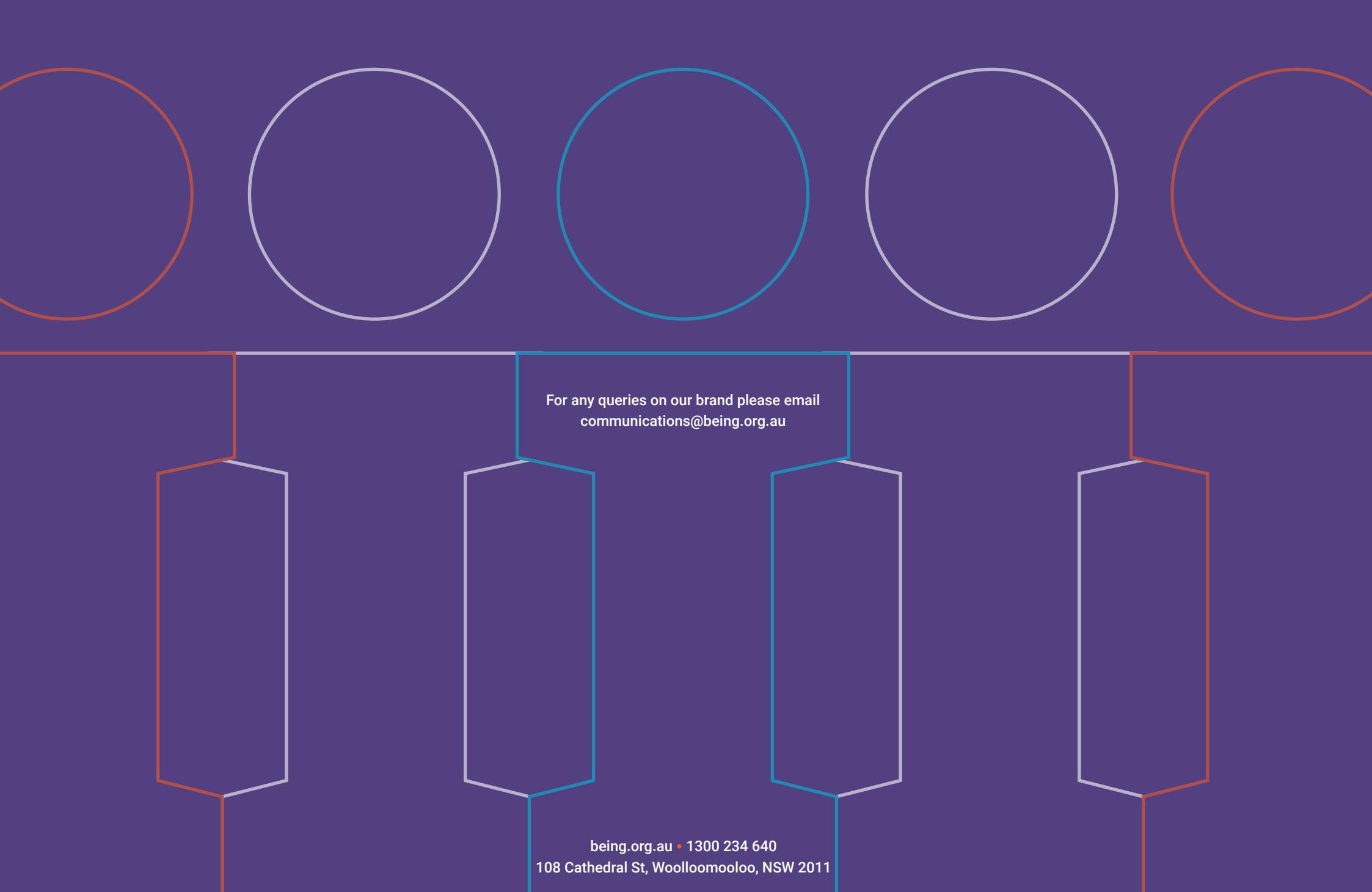


# Patterns

The letter-shapes create patterns that can be used as graphic elements to enhance the brand.

Watch this brand space and see how we use these!





For any queries on our brand please email  
[communications@being.org.au](mailto:communications@being.org.au)

[being.org.au](http://being.org.au) • 1300 234 640  
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