



**Abridged Brand Style Guide for Mind Blank Partners**  
Updated February 2024

# History

Established in 2011 with the aim of building a better future where no one faces mental health challenges alone, Mind Blank adopted a unique approach to prevention and early intervention mental health education. Instead of using traditional lecture techniques and presenting statistics about nameless victims, Mind Blank incorporates storytelling and creative arts to showcase examples of lived experience.



## Vision

To build a better future where no one faces mental health challenges alone.



## Mission

We use a creative and preventative approach to educate people about mental and emotional wellbeing strategies.

## Core Values



**Creativity**



**Commitment**



**Mindfulness**



**Integrity**



**Community**

# 1.1 Mind Blank Logo



Treat our logo with respect and give it room to breathe. Use a minimum space surrounding the logo equivalent to the height of the 'B' letter from the logotype.



**Don't rearrange or move elements of the logo.**



**Don't distort or stretch the logo.** Take care to retain the original proportions of the logo.



**Don't make changes to the logotype, logo symbol, or brand colours.**

## Reference to Mind Blank

Please reference Mind Blank (two words) on all communications (not Mindblank or MindBlank).

## Logo

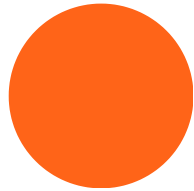
Our logo is a visual representation of our brand, and its integrity must be maintained at all times.

## Logo Don'ts

The logo should not be altered or modified. Proportions, colours and fonts should be adhered to as outlined in this guide.

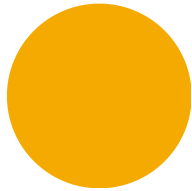
# 1.2 Mind Blank Colour Palette

## Primary Brand Colours



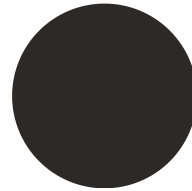
### Orange Dark

C:0 M:61 Y:91 K:0  
R:255 G:100 B:24  
HEX: #FF6418  
PANTONE ORANGE



### Orange Light

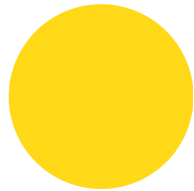
C:41 M:30 Y:100 K:4  
R:244 G:170 B:0  
HEX: #F4AA00  
PANTONE HARVEST GOLD



### Black

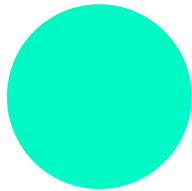
C:0 M:9 Y:16 K:82  
R:45 G:41 B:38  
HEX: #2D2926  
PANTONE 4625 C

## Extended Colour Palette



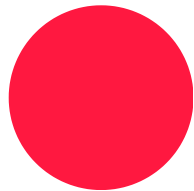
### Yellow

C:0 M:15 Y:91 K:0  
R:255 G:216 B:24  
HEX: #FFD818  
PANTONE SCHOOL BUS YELLOW



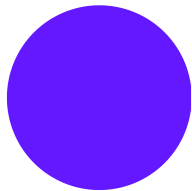
### Bright Teal

C :100 M:0 Y:20 K:2  
R:1 G:249 B:198  
HEX:#01F9C6  
PANTONE TEACUP TEAL



### Red

C:0 M:91 Y:75 K:0  
R:255 G:24 B:64  
HEX: #FF1840  
PANTONE RED (MUNSHELL)



### Purple

C:61 M:91 Y:0 K:0  
R:100 G:24 B:255  
HEX: #6418FF  
PANTONE ELECTRIC INDIGO

Consistent use of the Mind Blank brand colours is important to achieve a strong and recognisable visual identity. Please use the following colours in Mind Blank branding applications.

Orange is Mind Blank's primary colour because it represents two of our leading values: **CREATIVITY & COMMUNITY.**

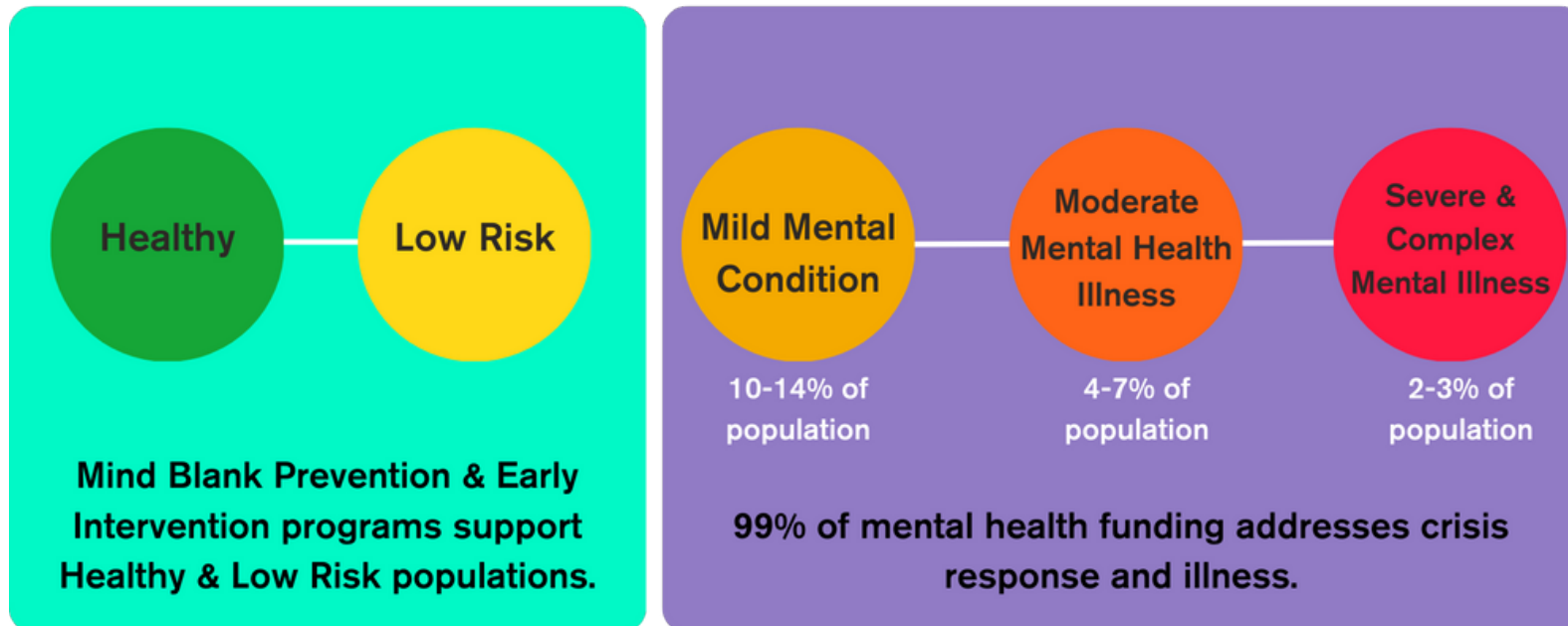
Purple and Teal are secondary colours because they represent suicide awareness.

## 2.1 Words We Love



Mind Blank emphasises the importance of mental health and showcases it in a positive light. We do not refer to mental illness, disorders or victims in our communications.

## 2.2 Mind Blank's Mental Health Continuum



Mind Blank developed a mental health continuum to demonstrate our dedication to preventative and early intervention. The continuum shows the majority of funding is spent on crisis response. Our programs aim to educate people so they avoid advancing to a crisis state.

## 2.3 Photography

- Photo composition is crucial to maintaining the Mind Blank brand aesthetic. Our brand partners are welcome and permitted to utilise photos taken alongside Mind Blank staff. Partners are also welcome to access and post photos provided by the Mind Blank Marketing Team.
- To maintain Mind Blank's brand integrity, please cover minors' faces (using a smiley face or similar) if the child can be identified and permission has not been obtained. Also, no alcohol or signage referring to alcohol or gaming may appear in any photo (including t-shirts worn in photos).

