



**STOP  
MENTAL  
ILLNESS  
STIGMA**

**STYLE GUIDE**

# STOP MENTAL ILLNESS STIGMA

The Stop Mental Illness Stigma Charter is about working towards reducing mental illness stigma through a series of commitments which are seen as the major components to address in reducing stigma. The Charter was developed through a joint project with the Hume and Loddon Mallee Murray Partners in Recovery (PIR) programs, led by Murray PHN.

- We will be informed
- We will listen
- We will be mindful of our language
- We will be inclusive
- We will challenge the stereotypes
- We will be supportive
- We will promote recovery

Murray PHN is acutely aware of the impact that stigma can have on people with a mental illness and adopted the Charter by signing the pledge to Stop Mental Illness Stigma on 13 May 2016.

By implementing the Charter and joining other organisations in reducing stigma, you can become a part of a movement that is actively working towards stopping mental illness stigma.

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## ABOUT THIS DOCUMENT

This document is a guide to using the Stop Stigma logo and branding correctly. This ensures the identity of Stop Stigma, as well as keeping a consistent brand that holds strength and value for its purpose.

For all external and professionally printed work and marketing materials, artwork must be prepared and proofed by the Murray PHN Communications and Marketing team. Questions about the guidelines or for further information, contact Murray PHN Communications and Marketing:

### Communication Team

communications@murrayphn.org.au

For more information and downloadable resources for the Stop Mental Illness Stigma Charter visit:

[murrayphn.org.au/stopstigma](http://murrayphn.org.au/stopstigma)

Alternatively contact:

**Jo Rasmussen** PIR Project Coordinator

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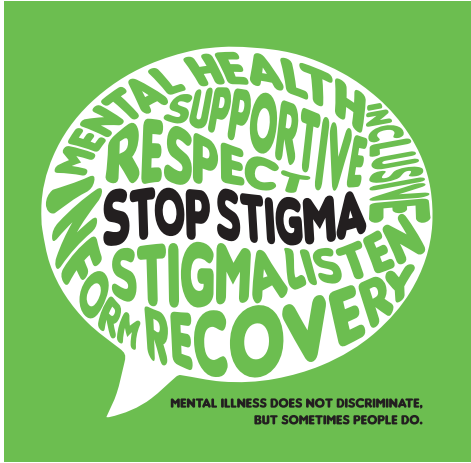


An Australian Government Initiative



# LOGO

The Stop Stigma primary logo is a white speech bubble on a green background, the text is in the same green as the background except for the 'Stop Stigma' which is black. The tagline underneath is black. The secondary logo is used with the background is white, the speech bubble is green with white text. 'Stop Stigma' and the tagline is always black.



The following are incorrect representations of the Stop Stigma logo.



Do not skew the logo



Do not recolour the tagline



Do not recolour the logo text



Do not change the tagline font



Do not use different greens. Only Stigma Green is acceptable



Do not recolour the speech bubble. Stigma Green and white are the only acceptable colours



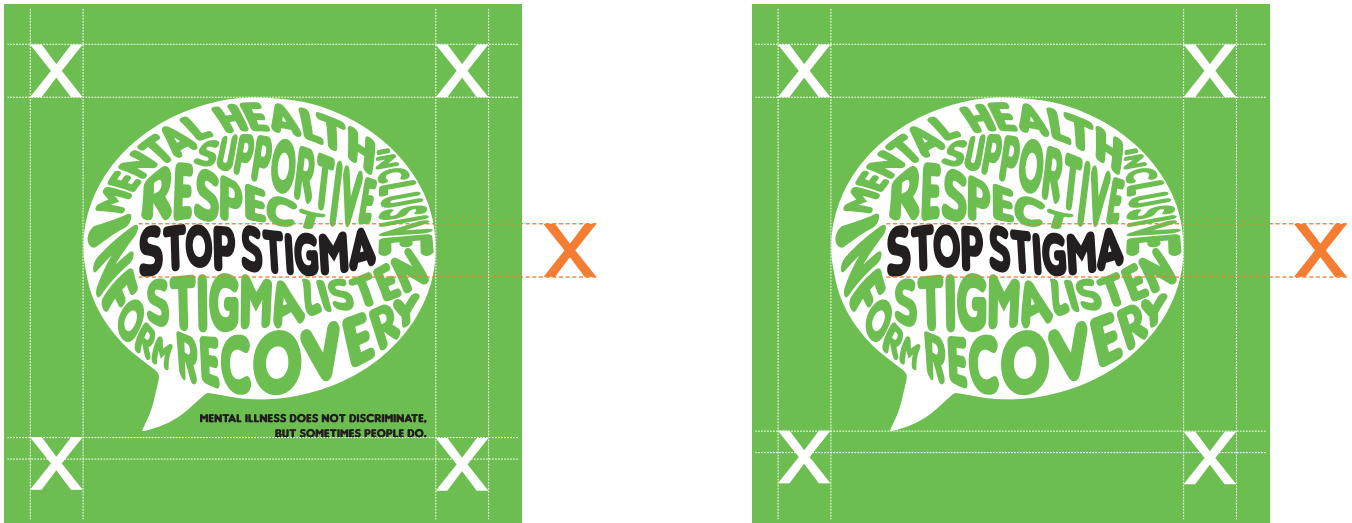
Do not make the speech bubble the same colour as the background



Do not make the background black.

# CLEARSPACE

The amount of clearspace is dependent on the x value measured from the top and bottom of the text 'Stop Stigma'. No other graphic elements or text should interrupt this space besides other Stop Stigma elements (see below).



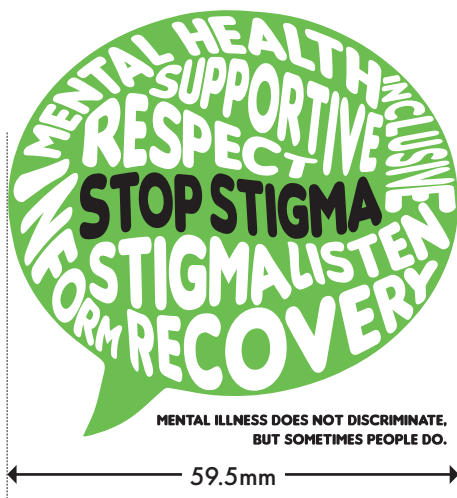
An exception to the clearspace rule is when placing the logo to the green background with curved corners creating a white border. The logo is close to the edges so the white of the speech bubble blends with the white border.

Please consult Murray PHN Communications team before doing this.



# MINIMUM SIZE

The following are the minimum size requirements for the Stop Stigma logos with and without the tagline. This ensures text is legible.



With tagline



Without tagline

## COLOUR PALETTE



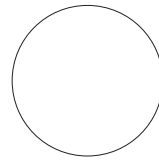
### Stigma Green

CMYK 61-0-93-0  
RGB 109-191-79  
Hex #6DBE4F  
Pantone 369C



### Black

CMYK 0-0-0-100  
RGB 0-0-0  
Hex #000000



### White

CMYK 0-0-0-0  
RGB 255-255-255  
Hex #FFFFFF

## TYPEFACE

Below are the typefaces used for Stop Stigma. Where Futura PT is unavailable for body text, Arial may be used.

### INSANIBURGER (HEADINGS/TAGLINE)

### Futura PT font family

Book (body text)  
Medium  
Demi  
Heavy  
Bold

*Book Oblique*  
*Medium Oblique*  
*Demi Oblique*  
*Heavy Oblique*  
*Bold Oblique*

## TAGLINE

The Stop Stigma tagline is 'Mental illness does not discriminate, but sometimes people do.' The font is Insaniburger. Under no circumstances should the tagline be written in a different font or as text. Use the image of the tagline instead of typing it out.

**MENTAL ILLNESS DOES NOT DISCRIMINATE,  
BUT SOMETIMES PEOPLE DO.**



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