SUPPORTING FAMILIES
in Mental Illness
Auckland

STYLE GUIDE
2010

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First impressions are crucial.

Supporting Families in Mental Illness Auckland Inc. (SFMI) logo is the most important visual statement of our brand; it is our public 'face', with a distinctive shape and colours that combine to give us a recognisable presence.

Inconsistent imagery or mixed messages, and a drab, disinterested "face" can all add up to unfavourable public perceptions.

Having a strong and relevant brand and image can influence the way our families, funding decison-makers, politicans and the general public respond to us.

Those who access our service need to be assured that they will receive a consistently high standard of care. Presenting a first impression that is solid, professional, credible, and consistent is therefore extremely important.

These Brand Guidelines has been compiled to provide a set of specific information about the use and application of SFMI's logo in order to meet this standard through the use of a series of templates designed to meet our unique requirements.

2   THE LOGO

The logo consists of two elements:

> **The Family - Identifies principle stakeholders; the blue 'family' with the golden 'one in 5' which alludes to the 20% rate for individuals who will experience a mental illness.**

> **The Brand Name - 'Supporting Families in Mental Illness ~ Auckland'.**

The Family and the Name are always used together - never in isolation from one another.

The logo is available in two formats, horizontal and stacked. This is to enable flexibility to suit a wide variety of applications. Wherever possible, the logo should be used in the horizontal format - this is the preferred option. The physical relationship between the elements should never change and the logo must never be altered or redrawn in any way.

A full range of digital formats, including reversed out, single and two colour options of the logo are also provided.

SFMI FAMILY   SFMI NAME/ BRAND NAME

HORIZONTAL
LOGO FORMAT
(Primary)

STACKED
LOGO FORMAT
(Secondary)

SFMI NAME/ BRAND NAME

Sunflower Logo

The sunflower is used as a linked image in pamphlets, posters and other promotional materials. It relates to SF's message: 'Out of the darkness; into the sun,' that alludes to the 'darkness' of depression and other mental illnesses, and represents the hope and growth that comes from support.

Minumum Size

To ensure clarity and legibility the logo should not be reproduced smaller than 30mm and 15mm in width.

30mm

15mm

Colour Reversed

Black and White

Black and White Reversed

Pantone

Pantone 293   Pantone 109

Pantone Matching System or PMS is a trademarked-name of a standard system for specifying over a thousand printing ink colours by number. PMS is used in all (commercial and desktop) printing processes, and comprises of (1) Pantone spot colours, each with a unique reference number, and (2) Pantone process colours, based on CMYK color model.

CMYK

CMYK
100/ 60/ 0/ 0
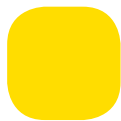
CMYK
0/ 9/ 100/ 0

CMYK logo colour reproduction: 'Four colour process printing' is the process used for reproducing colour images. This is often know as 'CMYK' where C = Cyan,
M = Magenta, Y = Yellow and K = Black.
This process can also be used to reproduce the SFMI logo.

RGB

RGB
0/ 104/ 179

RGB
255/ 222/ 0

RGB logo colour reproduction: The SFMI logo also has colour specifications for on-screen uses. A 'Red, Green, Blue' (RGB) system is used to define colours on computer monitors and LCD screens. Using the 'RGB' version will ensure that the logo appears in correct colours when viewed on screen. The 'RGB' version should only be used when the primary use of the logo is for an on-screen application.

Black and White

100% Black   40% Black

When using only 1 colour, replace Yellow with 40% black.

Digital printing:

When using digital printing technology such as laser printers and ink jet printer the colours specified here may not be accurately reproduced. This is because these printers use toners that differ from the inks the files have been designed for use with.
For accurate colour reproduction on digital printers use the CMYK version of the logo and run colour test on the actual printer you are using.
Adjustments can then be made to the printer settings of the logo files if necessary.

5   CLEAR SPACE REQUIREMENTS

All formats of the SFMI logo have been designed with 'clear space' allowance - this allows the logo to be clearly seen, giving it maximum impact.
Other graphics, such as photographs, text or illustrations, should not encroach on this clear space.

The dotted lines show the minimum clear space required.
This measure is derived from using a square that is the height of the yellow head in the SFMI Family.