



MENTAL HEALTH MONTH ACT

Style Guide

LOGO USAGE

SG.2
USE THIS LOGO GUIDE WHEN APPLYING THE MHM LOGO TO YOUR BRANDED COLLATERAL

When you use our logo please ensure you follow this simple usage guide.

1. Use either version of logo.
2. Use logo at minimum size or larger.
3. Maintain specified clear space.
4. Use logo correctly and do not modify logo in any way.



#mentalhealthmonthact



1. LOGO

The MHM LOGO can be used in one of three formats: stack, inline or inline single.

2. MINIMUM SIZE

The MHM STAR must not appear smaller than 8mm in height.



MINIMUM HEIGHT
8mm

3. CLEAR SPACE

The required minimum clear space surrounding the logo is defined as the height of the letter M in the logo.

4. USAGE

When using the logo, please consider MHM brand ideals of respect, inclusivity and connectivity. Always ensure logo is presented legibly and with clarity.

Please do not modify logo in any way.

The logo should always be used in full colour. If this is not possible, then solid black or reversed out to white usage is permitted—see Guide SG.2a.

STACK



MINIMUM HEIGHT
24mm

INLINE



MINIMUM HEIGHT
13mm

INLINE SINGLE



MINIMUM HEIGHT
8mm

The minimum size at which the **stacked logo** can be reproduced is **24mm** in height.

The minimum size at which the **inline logo** can be reproduced is **13mm** in height.

The minimum size at which the **inline single logo** can be reproduced is **8mm** in height.



- DO** use the full colour logo.
- DO** use logo on a white background.
- DO** use logo on a black background.

- DO NOT** use logo on a complex or colourful background.
- DO NOT** recreate or modify the logo.
- DO NOT** alter the colours of the logo.
- DO NOT** distort or rotate the logo.

Mental Health Month ACT is coordinated by the Mental Health Community Coalition ACT www.mentalhealthmonthact.org
Find Mental Health Month ACT on social media. Join the conversation [#mentalhealthmonthact](https://twitter.com/mentalhealthmonthact)