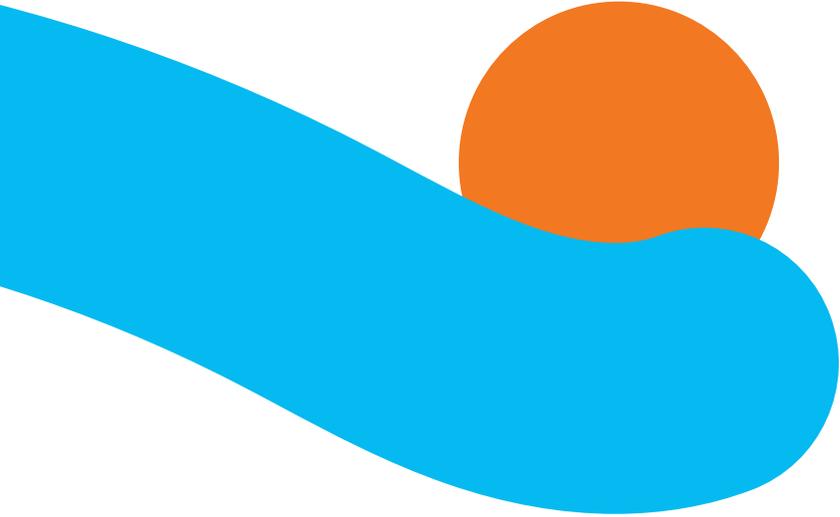


Brand Guidelines





The future of Mentell is in our hands

These guidelines have been created to make sure that everyone involved with Mentell is aligned in their thinking and understanding of what it is, and of what it isn't.

Please read through these guidelines to help ensure that both the message and visual presentation stay on-brand.

If at any point you are unsure or need more clarity, please contact brand@mentell.org.uk.

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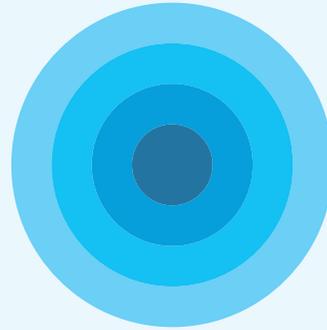
Logo

Typography

Colour

Illustrations

The Brand



Mentell is not something that any individual can own, touch or see. Mentell has no views, gives no advice and takes no credit.



Mission



Why Mentell began

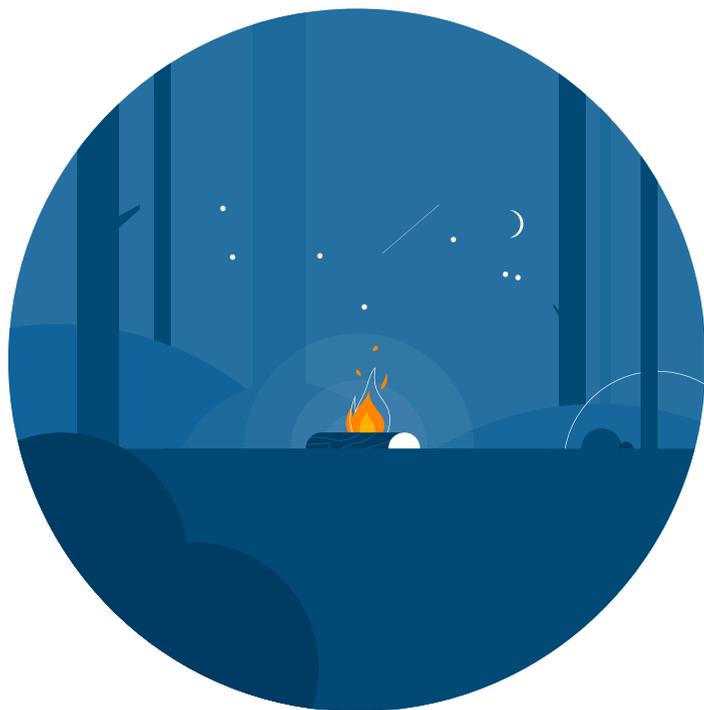
The first ever “unofficial” Mentell circle was formed by a group of friends who recognised that there was an urgent and immediate need to make support available for men.

3 years later, Mentell is now an officially registered charity that has raised tens of thousands in funding and huge amounts of support from local communities and volunteers across the country.

It is essential that all of the hard work that has gone into building what exists today is protected, so that Mentell can continue to grow and help to prevent suicide.



Vision

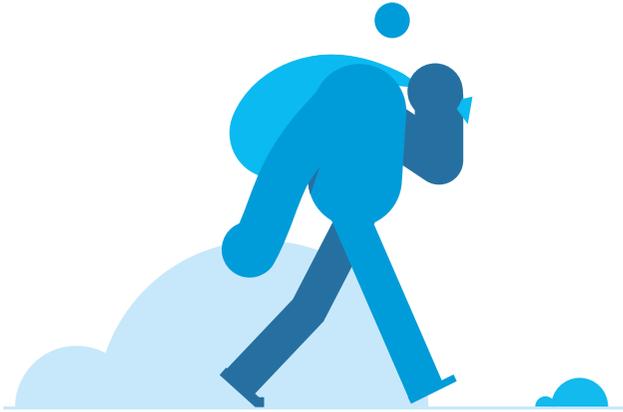


Save lives worldwide

The ultimate goal is to take Mentell circles across the world, to every country and community that is willing or interested to support the cause.

To do this, it's absolutely critical that every person on-board is aligned with the the vision and values of Mentell as a brand and organisation.

It is our shared responsibility to defend it's integrity and ensure that it stays true to it's purpose and cause.



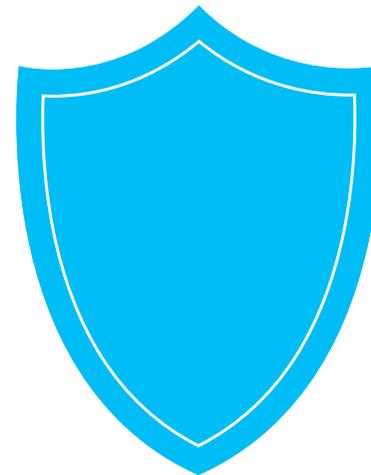
With great power comes...

As Mentell's influence grows and it's voice is heard by more people, everyone involved with it has greater responsibility to make sure that it's principles and message are looked after and remain free of our own personal opinions and desires.

Nobody has ownership

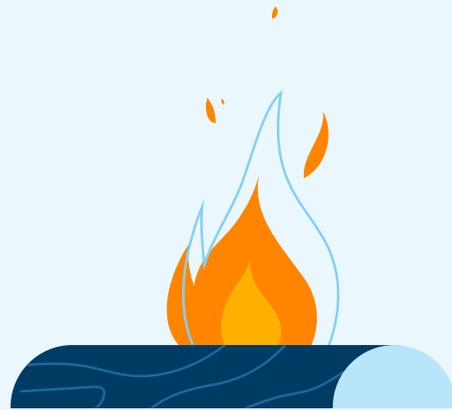
It was agreed and understood during the creation of Mentell as it is today, that nobody and no thing will ever have ownership over it.

As such, the leadership team (Trustees) can be voted out each year if it is determined that an individual's interests are no longer aligned or beneficial



Every word that you speak or write about Mentell can either bring men closer or push them further away from the help that they are looking for.





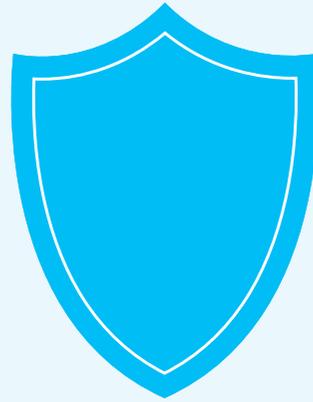
The Circle

Why a Circle?

For thousands of years, communities and tribes across the world have gathered in circles and around fires to discuss what is important to them. This format works so well as there is no hierarchy within it.

In a Mentell circle, every man is sat the same distance away from the ball in the centre, symbolic of the fire, that is then passed around as they each have an opportunity to share.





7 Principles

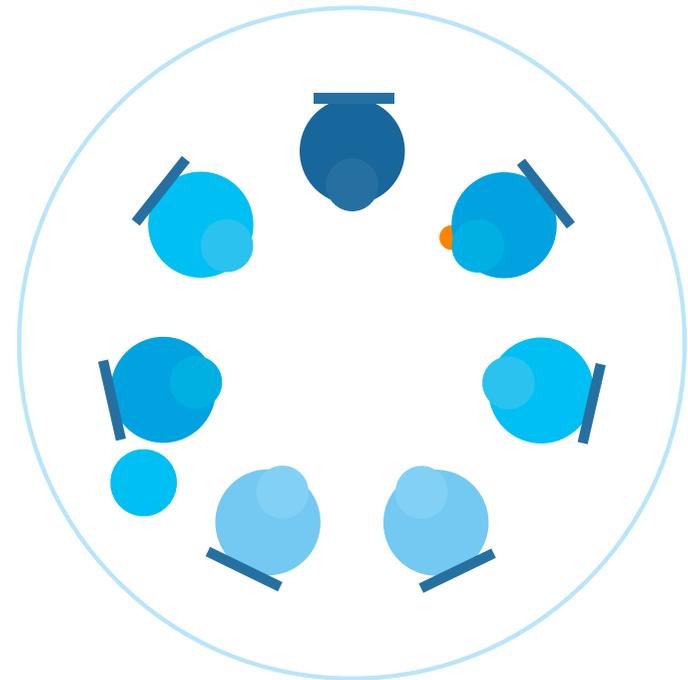
Creating a safe space

The principles are fundamental to running a successful circle.

These have been created to allow for a safe and open space for any man to share anything that matters to them.

Every man in the circle has a shared responsibility to make sure that these principles are upheld throughout the duration of the circle.

Any perceived breaches of principles can be reported directly to principles@mentell.org.uk.





Safety

Every member in the circle has the right to a safe space, free from any form of abuse or intimidation.



Confidentiality

Your personal details and the information that you share within the circle, stays within the circle.



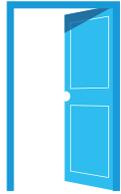
Respect

Regardless of background, faith, beliefs or appearance, every member has the right to be respected for who they are.



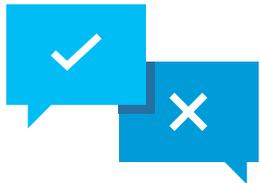
Free of Judgement

The circle is a space for people to share sensitive thoughts and feelings, you are invited to do so free from any judgement.



Free of Commitment

You are free to come to Mentell's circles as and when you choose. You will never be asked to make any formal commitments. Members have free access for life.



Freedom to Share or Listen

Everybody has the right to share within the circle, equally there is no obligation to share. The choice is always yours.



Free of Advice

Members share their personal experiences without directing thoughts, feelings or beliefs to any other member within the circle.

Communications

If you are communicating on behalf of Mentell, please keep the following in mind. If you are not sure, please contact brand@mentell.org.uk.





Confidentiality

Why is confidentiality essential?

Preserving confidentiality creates trust and confidence within the circle so that members can feel free to share personal thoughts and feelings without apprehension.

Preserving confidentiality helps men to feel confident in choosing to sign up for the service.





Do's & Dont's

Don't Reveal Identities

Do not reveal any personal details of members and use first names only, i.e. "Gary, Member of Mentell".

Don't Make Associations

Mentell does not endorse or have any views on outside organisation, movement or cause.

Don't Use Photography

When using images, please avoid using any photos that expose the circle, identity of those within it and any support team members.

Stick to the Facts

Mentell does not have or express any views of it's own. Any information of statements made must be backed up with facts and sources.

Write from Mentell's perspective

When writing for our about Mentell, always frame it from the perspective of the charity and not of an individual, person or 3rd party organisation or business.

Keep it Simple

Avoid using overly expressive language or more complicated vocabulary.

DON'T USE CAPS

At no point should any written communications use all-caps. Whilst this can in some cases highlight certain bits of information, it can come across as being too loud.

Don't Offer Advice

Wherever possible all members and volunteers are asked not to give any advice. If someone is in need of immediate or urgent help, direct them to the Samaritans, Mind or Emergency Services if necessary.

Don't make it Political

At all costs, avoid making any political references or associations as these can be highly damaging to any brand and immediately alienate large numbers of people.



Bad Example

John Fisher, who tragically lost his son to suicide last April **has set up** a newly established support group called Mentell within the local community. **Help John** raise awareness by showing your support and getting local men who need help to sign up at www.mentell.org.uk.



Good Example

John Fisher, a father who has experienced the loss of losing his son to suicide, is now **helping Mentell setup** Congelton's first male support group. **Help Mentell** reach local men who need support by sharing the signup link www.mentell.org.uk.



Bad Example

"**We are** an amazing charity that gives Men a chance to talk about their problems, depression, anxiety and offload emotional baggage. You can come to **our Circles** whenever you want. You should really get involved and **support us.**"



Good Example

"**Mentell offers** Men over the age of 18+ the opportunity to talk in a safe and confidential space. **Circles are free** to attend, **for more information**, go to www.mentell.org.uk."

Visual Guidelines

Less is more

Mentell's identity as a whole has been stripped back of any personality. The general tone and presentation is neutral, informative and to the point. This entire booklet serves as an example as to how to use the fonts, colours and illustrations to communicate visually.

Use white space

Help to reduce anxiety by taking advantage of white space. Allow text, illustrations and content room to breathe.

Feeling blue

Several shades of blue are used to help achieve this neutral tone, with highlights of orange and green used sparingly to draw attention to important information.

No photography

Mentell does not use any photography anywhere in it's communications with the public.

Logo



In almost every situation, the text should appear alongside the icon, as the brand is not yet widely enough known to be recognised by it.

In the majority of cases, the logo will be displayed in either white, or as it is here in **Blue #8**.

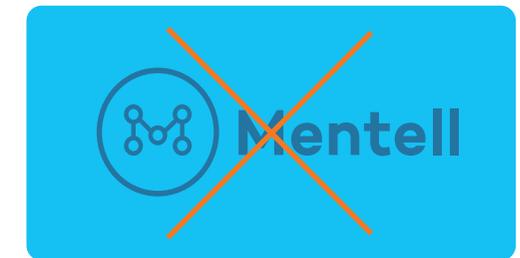
As mentioned in the previous section, white space applies in leaving enough room around the logo and not having it overlapping any other elements.



The minimum width of the logo should never drop below 22mm.

When using the logo at smaller sizes, we recommend using it only in white or dark blue for maximum contrast.

Acceptable colours



Typography

Font Family

Campton

Weights Used

Book Medium

If you need a copy of Campton that has been provided by Rene Bieder for use by Mentell, please contact brand@mentell.org.uk.

Hierarchy

Body copy on print will vary between 9 - 16pt. This line is set at 16pt with 24pt leading.

Clear Hierarchy

Regardless of whether you are laying something out for print or digital use, it's important that hierarchy is always clear. This can be achieved through using different shades of blue (darker for headings), or through size.

How small can I go?

We would advise against reducing body copy below 9pt. This paragraph here is set at 9pt with 13pt leading.

Sizing and scale

There is no strict typographic scale set in place. Point sizes however do fit into multiples of 4, and leading is generally at least +4pt of the font size.

Leading also generally increased in multiples of 4. This is mainly for use in designing for print where we use a baseline grid of 12pt.

20pt heading

Followed by 12pt body text with 16pt leading.

16pt heading

Followed by 12pt body text with 16 pt leading.

12pt heading

Followed by 9pt body text with 13 pt leading. Notice how the spacing between the heading and body text is reduced in relationship to the size of the heading / body copy.

12pt Baseline Grid

The baseline grid is not strict and how it's used will depend on the type of document that is being created.

16pt Heading

12pt text set to 16pt leading, which means that every 4th line will align with the grid. This is because the grid is set to 12pt, and there is 12+4pt leading. The first line of this paragraph aligns, $3 \times 4 = 12$ pt, so 3 lines later the next one will.

Less is always more

Colour



Blue 1
#EBF9FE
7 / 0 / 0 / 0



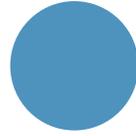
Blue 6
#1FA8DF
80 / 20 / 0 / 0



Green
#5EBF48
65 / 0 / 100 / 0



Blue 3
#B7EBFB
25 / 0 / 0 / 0



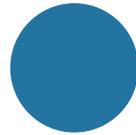
Blue 7
#479BC4
68 / 30 / 11 / 1



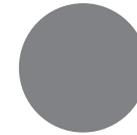
Orange
#FF7321
0 / 65 / 100 / 0



Blue 4
#6FD9F8
50 / 0 / 0 / 0



Blue 8
#2476A6
85 / 50 / 20 / 0



Grey
#85868A
0 / 0 / 0 / 60



Blue 5
#35CBF5
70 / 0 / 0 / 0



Blue 9
#0E3962
100 / 78 / 36 / 26

Guidance

Things to consider when choosing colours.

Background Colours

Mentell generally tries to choose lighter colours for use as backgrounds, as too much dark can come across as oppressive and heavy.

Orange & Green

These should be used as sparingly as possible and will almost always indicate either a call to action or highlight a key piece of information.

Contrast

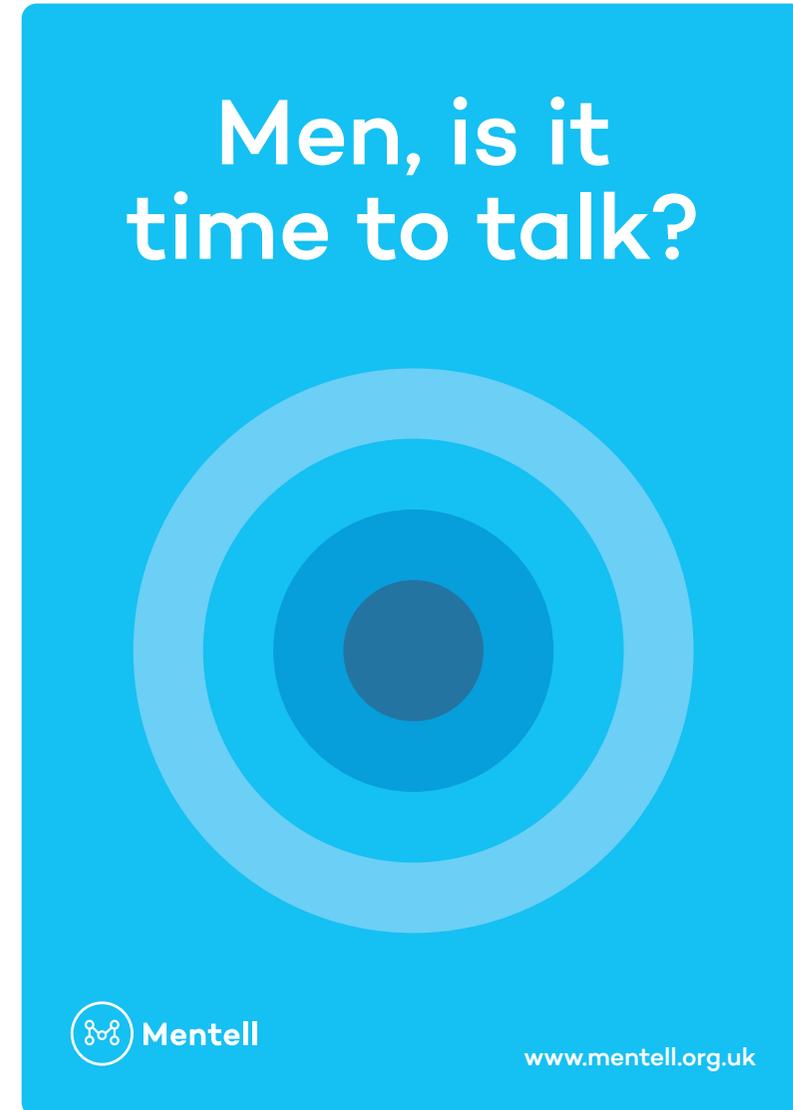
Make sure that the colours picked sit next to each other or on top of each other and can clearly be distinguished from one another.

Examples

Mentell A5 Flier

On most of the printed material that Mentell circulates, **Blue 5** is used as the main background colour. This is because it is bright and high-impact.

Blue 5 is used much less on screen and non-promotional materials.



TYBB Calendar

Here is a good example of how orange has been used to highlight a key piece of information.

It also demonstrates using several different shades of blue simultaneously whilst maintaining good readability.

Monthly Reminder

Turn Your Bar Blue

Beer Mat Changeover Dates

2020		2021	
September	7th - 13th	January	4th - 9th
October	5th - 10th	February	1st - 7th
November	2nd - 8th	March	1st - 7th
December	7th - 13th	April	5th - 11th
		May	3rd - 9th

Is it time to talk?

Mentell

www.mentell.org.uk
community@mentell.org.uk

TYBB Drop Off Letter

Here is a good example of how orange has been used to highlight a key piece of information.

It also demonstrates using several different shades of blue simultaneously whilst maintaining good readability.



For at

Community Pack

Useful Info

Q. What is Mentell?
Mentell provides the opportunity for men aged 18+ to talk in a safe and confidential space, free from advice and judgement.

Q. How much does it cost?
Mentell Circles are free of charge, forever.

Q. How does a person access the service?
Sign up online at www.mentell.org.uk

Housekeeping

Each display stand costs the charity approx £5 per unit. Please help Mentell become sustainable by asking your staff to be mindful of the following:

Display Units – Please ensure that the display units only contain Mentell material.

Restock – Please email community@mentell.org.uk if you need to restock current display units.

Discontinuing – Please email community@mentell.org.uk and ask for the collection of display units and stock.

Marketing Inventory

A5 Display Unit(s)

Poster Display Frame(s)

Business Card Stand(s)

A5 Leaflets

A3 Poster(s)

Business Card(s)

Mentell Pin Badge(s)

Thank you for your support

Visit www.mentell.org.uk to learn more

Men, is it time to talk?
talkto@mentell.org.uk www.mentell.org.uk



Mentell provides the opportunity for men aged 18+ to talk in a safe and confidential space, free from advice and judgement.



Mentell

**Every donation
makes a difference**

Thank you for your support

Mentell provides circles for men aged 18+ to talk in a safe and confidential space, free from advice and judgement.

Learn more at www.mentell.org.uk



Donation Bucket

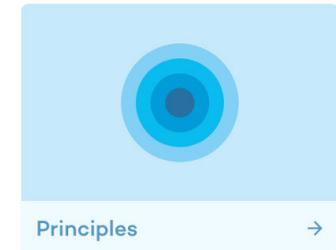
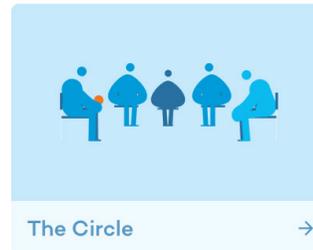
We wanted to use Blue 5 on the donation bucket, but also needed to section off an area with enough contrast that had additional information on.

Website

A great example of how to best use colours, typography and layout on-screen, with minimal usage of **Blue 5**, except for the illustrations.

The colours are intentionally lighter / less intense to help people feel as calm as possible when they are browsing the site, and to help the illustrations and call to actions stand out better.

Learn more about Mentell



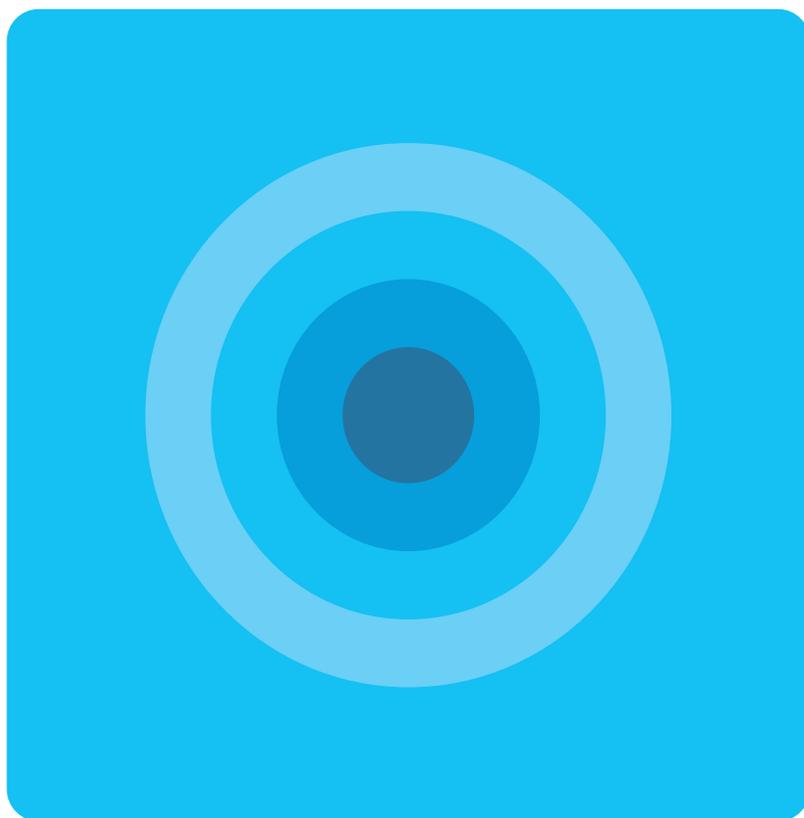
Keep Learning →

Support Mentell



News Feed

Beer Mat



Illustrations

