

# MHCC Membership Badge

## Usage Guidelines

The MHCC Member Badge is a graphic representation of MHCC, and is about recognising and celebrating the work of our members in the Community Managed Mental Health Sector.

### Specifications

#### Badge Usage and Guidelines

**Placement:** The MHCC Member Badge is central to the organisation's visual identity. As a member of our organisation, you can use this for your communications and branding materials such as your website, collaterals and marketing materials.

**Size and Proportion:** The MHCC Member Badge must always be scaled proportionally, so it does not stretch either vertically or horizontally.

The logo must also always be at least 30mm wide on any print form.

**Clear Space Requirements:** To ensure the impact of the mark, a certain amount of white space is required around the logo on all sides. A space of "x" (marked on the example provided), which is measured from the height of the logotype, should be given on all sides of the logo.



MHCC Member Badge Size  
Width - 30mm



MHCC Member Badge  
Clear Space Requirements

# MHCC Membership Badge Usage Guidelines

## Unacceptable Logo Treatments

DO NOT STRETCH



DO NOT DISTORT



DO NOT CHANGE THE TYPEFACE



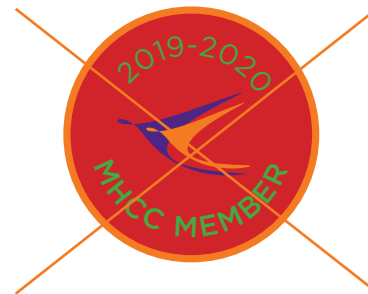
DO NOT ADD A STROKE



DO NOT ADD A DROP SHADOW



DO NOT PLACE A NON-MHCC COLOUR



DO NOT ALTER SPACING



DO NOT MAKE NEW SHAPES



DO NOT ADD PHOTOS OR GRAPHICS

