

MHCC Membership Badge

Usage Guidelines

The Mental Health Coordinating Council Member Badge is a graphic representation of Mental Health Coordinating Council, 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 Mental Health Coordinating Council 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 Mental Health Coordinating Council 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.



Mental Health Coordinating Council
Member Badge Size
Width - 30mm



Mental Health Coordinating Council
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

