

# BRAND GUIDELINES



# INTRODUCTION

A cohesive and consistent brand identity is vital for organisations to present themselves to their public, staff and service users in a memorable and effective way. SAMH has a flexible identity which can be used across a variety of publications and materials which reflects a strong and unified brand voice, the following pages give guidance and advice to staff and external agencies in how to apply SAMH visual branding consistently and effectively to communications materials.

A BRAND IDENTITY  
IS NOT JUST A  
LOGO, IT IS THE  
SUM OF ALL THOSE  
PARTS WHICH HELP  
TO COMMUNICATE  
SAMH AND OUR  
VALUES TO THE  
WIDER WORLD.



# OUR LOGO

## PRIMARY LOGO

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## POSITIONING – ALWAYS POSITION THE LOGO TOP RIGHT

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## ALTERNATIVE LOGO VERSIONS

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Mono Logo Style



Reverse Logo Style



Minimum Logo Width – 30mm



# OUR LOGO - IN AID OF

## PRIMARY LOGO

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## POSITIONING - ALWAYS POSITION THE LOGO TOP RIGHT

---



## ALTERNATIVE LOGO VERSIONS

---

Mono Logo Style



Reverse Logo Style



Minimum Logo Width - 30mm

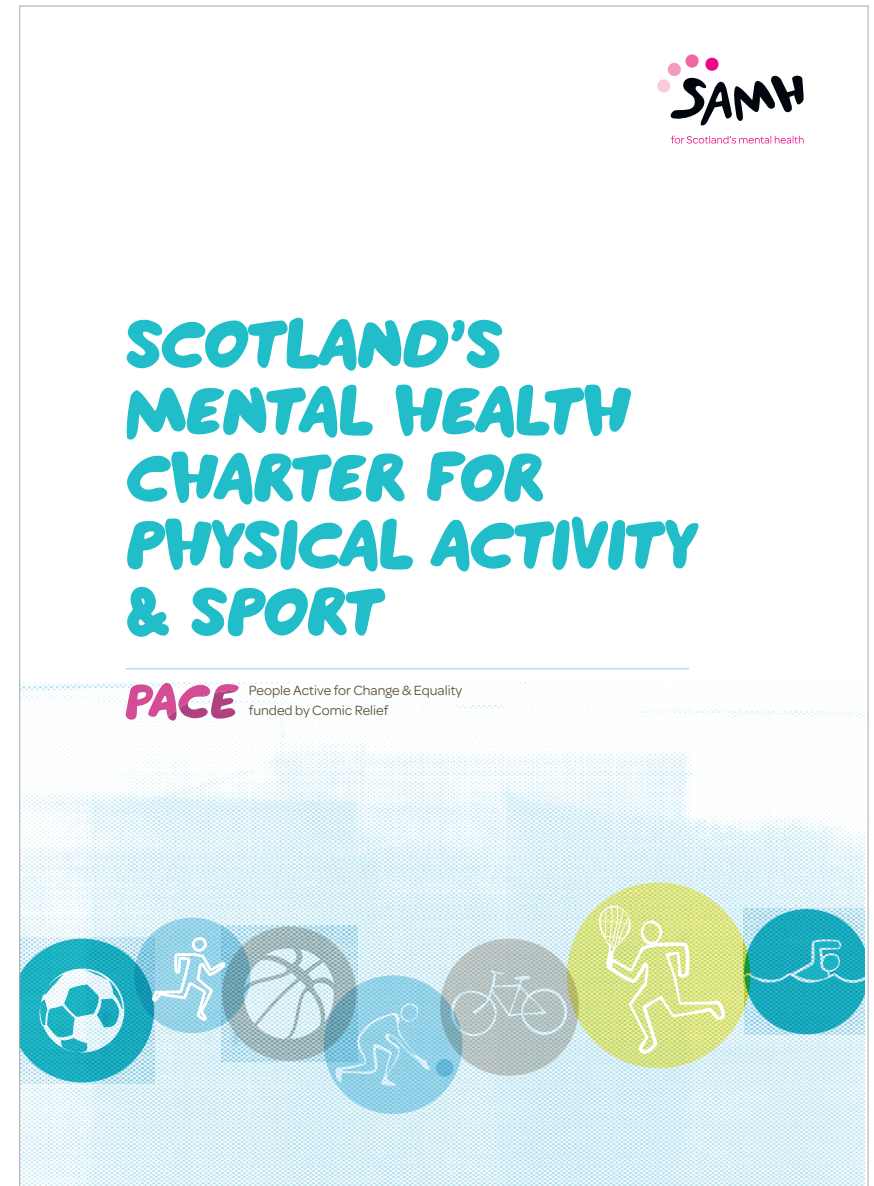




# OUR LOGO - HIERARCHY

The SAMH logo should always be the most prominent logo and always be positioned in the top right corner.

At times and when appropriate we might develop an identity for a service or project specific work. The positioning of such identities will be secondary to the SAMH brand and directions over placement should be discussed with the Communications Team.



# TYPOGRAPHY

A custom designed typeface has been created for us based on the hand-drawn lettering in our logo. The typeface is called SAMH. This should be used for headlines, calls to action and quotes in documents and any areas of large text.

The SAMH typeface should not be used to create the main body of text in a document.

**INDESIGN/QUARK USERS:**  
Please set kerning to 'Optical.' Some element of manual kerning will be required when setting display type.

**SAMH**  
**A CUSTOM BUILT TYPEFACE**  
**BASED ON THE CURRENT**  
**HAND-DRAWN LETTERING**  
**WITHIN THE SAMH LOGO.**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789!@£%&\*()\_--=+<>,.:;'"|\/?#©™**

# TYPOGRAPHY

The SAMH typeface should be restricted to display copy. Our corporate typeface for main body copy is Omnes.

Where Omnes is not available or suitable, for example, on the web or internal documents then Arial rounded should be used.

## Omnes

# Our corporate typeface for main body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!**

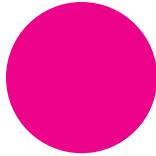
### ARIAL ROUNDED

Where Omnes is not available or suitable, for example, on the web or internal documents then Arial rounded should be used.

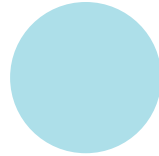


# COLOUR PALETTE

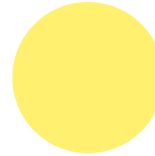
These are the only colours which should be used in our communications materials. Colour breakdowns are given for printing and for web use.



Pantone 226  
C0 M100 Y2 K0  
R207 G0 B114  
#CF0072



Pantone 2975  
C34 M0 Y5 K0  
R163 G219 B232  
A3DBE8



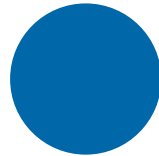
Pantone 106  
C0 M0 Y73 K0  
R247 G230 B84  
F7E654



Pantone 381  
C29 M0 Y96 K0  
R201 G221 B3  
C9DD03



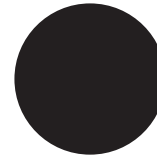
Pantone 7466  
C88 M0 Y29 K0  
R0 G179 B190  
00B3BE



Pantone 2945  
C100 M52 Y2 K15  
R0 G84 B159  
00549F



Warm Gray 3  
C9 M12 Y12 K20  
R199 G194 B186  
C7C2BA



Pantone Black  
C0 M0 Y0 K100  
R30 G30 B30  
1E1E1E

## Good to know!

You can use these colours in microsoft word by clicking on 'more colours' under the colour tab and changing the sliders to the values printed here.

# PHOTOGRAPHY

We commission photography for use throughout our communications. Photography has a key role to play in challenging stigma surrounding mental health. If you require photography for a presentation or something you are working on please contact [communications@samh.org.uk](mailto:communications@samh.org.uk) who will be happy to help.



# DISTRESSED CIRCLE

The distressed circle can be used to either display copy headlines of no more than **5 words** or it may also be used as a placeholder for images

The distressed circle can also be used as polka dots to create texture or pattern.





# DISTRESSED CIRCLE

The circles can also be used as polka dots to create texture or pattern throughout materials. Distressed lines can also be used. You can view more examples of this in use on our website:

[www.samh.org.uk/get-involved](http://www.samh.org.uk/get-involved)

## CHRIS' STORY

Chris is taking on a mighty challenge to support SAMH - running up and down the West Highland Way and climbing Ben Nevis! Read about his personal motivations.

[Read Chris' story →](#)



## THE BEST FUN YOU WILL HAVE ALL YEAR

Whether you're up for running, flying, cycling, drinking coffee, eating cake or getting muddy while raising money for the mental health cause, we have something for you. Join our growing band of SAMH Superheroes (capas not included!)

[Start fundraising →](#)



## SAMH STOMP

Are you ready to step up to the challenge?

Take on one of two routes and challenge yourself in a whole new way and experience BT Murrayfield like you've never seen before, all while raising vital funds for Scotland's mental health.

[Sign up now](#)

# ILLUSTRATIONS

We have developed a suite of illustrations in the style of pictograms which can be used on our communications materials to help to illustrate text. This can be added to over time.

They can be used in a range of colours and ways to suit the materials.



Facebook



Email



Twitter



Youtube



Support



Gardening



Fundraising



Gift



House



Information



People



Star



Ideas



Mindfulness



Forms



Movies



One to One



Health



Speech



Talking



Phone



Tea



Volunteer



Pencil



Exclamation



Caring



Car



Arrow



Healthy Eating



Cycle



Time



Charity Event



Group Support



Music



Volunteers



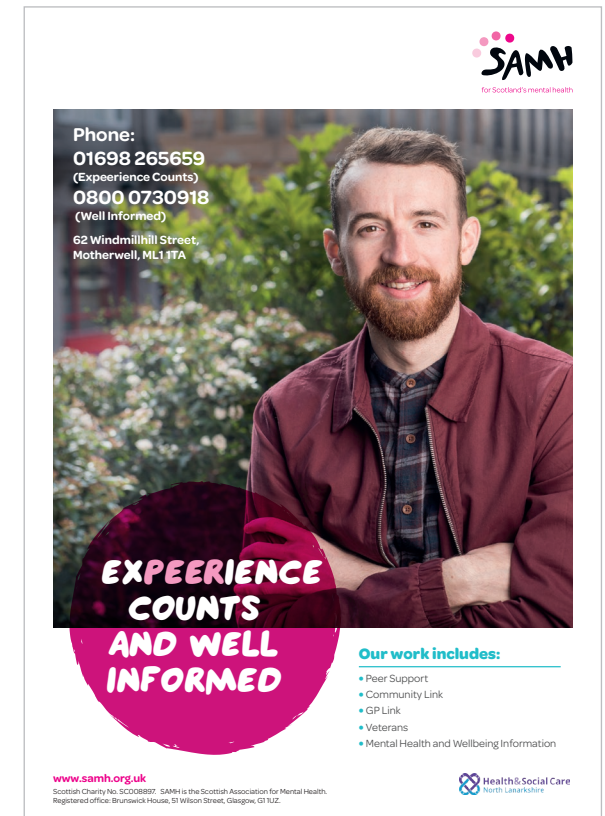
Superhero

# EXAMPLES - PUBLICATIONS AND POSTERS

## PUBLICATIONS



## POSTERS





## LEAFLETS



**HOW TO HELP A FRIEND**

Half of mental health problems in adulthood begin by the age of 14, and three quarters by the age of 24.

As a friend, you're likely to be one of the first people to notice if someone is acting differently. If you're concerned about a friend, don't be afraid to ask them how they're feeling.

There are many barriers that stop people from talking about their mental health, but talking about the problem is the first step to being able to get help.



**STARTING THE CONVERSATION**

- Make the time and space to listen and support your friend.
- Ask open-ended questions that go deeper than "yes" or "no" answers.
- Avoid giving advice and focus on listening to what's going on for them.
- Reassure them that they did the right thing by talking.
- Be non-judgemental; try not to assume you know what caused their problem or that you know how to fix it.
- Don't dismiss their problems.

Remember, talking about what's going on can be hard. There are many reasons why people don't talk about their mental health. If they're not ready, just remind them that you're there when they need you.



**IT'S NOT ALWAYS POSSIBLE TO PROVIDE YOUR FRIEND WITH THE SUPPORT THEY NEED, ESPECIALLY IF THE PROBLEM IS SERIOUS. IT'S IMPORTANT TO SPEAK TO SOMEONE ELSE IF YOU NEED TO – AN ADULT YOU TRUST, OR A HELPLINE LIKE CHILDLINE.**



**OKAY, NOW WHAT?**

So you listened to your friend... Now what? Although there is no "one size fits all" way to support someone, but here are some tips on how to be there for your friend.

- Sometimes a chat and a hug is enough, but if you're still worried after you've spoken, encourage them to seek help – perhaps booking an appointment with their GP.
- Remind them that you'll be there to support them.
- Keep in contact, even if they don't feel like socialising as much as they used to.
- Keep inviting them to do the usual fun stuff you do together.
- Encourage them to join in everyday activities.
- Don't do things to show you care – like sending them a thoughtful text or making them a cup of tea.
- Come up with a plan for what to do on their "bad days" (e.g. people they can talk to, self-care techniques they can try).
- Be patient: there will be good days and bad days, and motivation to change can fluctuate over time.

Sometimes people who are distressed may say hurtful things that they don't mean – try not to take it personally. Be realistic about what you can do, and don't try to fix them.



**EVERGREEN PROJECT**

By taking part in structured activity people can improve on time keeping, social skills and community involvement. All of this can help enhance employability or educational prospects.



**"GARDENING IS GOOD FOR YOUR MENTAL HEALTH"**

**EVERGREEN**

At our service based in Barnet Crescent, Kirkcaldy we offer people with mental health issues the opportunity to take part in a 2 year gardening programme.

SAMH's staff are trained horticulturalists and experienced in mental health, with:

- support people with mental health issues towards self management;
- promote health and wellbeing;
- enhance people's employability skills;
- provide education and training.

At Evergreen we also offer the following:

- safe environment;
- wildlife focused model;
- individualised personal development plans.

At Evergreen, is a horticulture training service. We train people in horticulture to SVQ standards as well as delivering the John Muir Award in Conservation.

A Personal Development programme is individually tailored to each trainee. This includes:

- addressing barriers that prevent people from progressing towards further education or employment;
- working on self-esteem and confidence;
- employment skills;
- access to the SAMH Employment Pathway; welfare for college, volunteering or employment.

**SUPPORTING PEOPLE**

Using therapeutic gardening we help people build confidence and self-esteem and increase their motivation. By using a range of therapeutic interventions such as distraction therapy and guided exposure we can support people towards self-management.

Our staff will teach people coping strategies and use motivational interviewing techniques as well as using peer support to help people on their recovery journey.

**NEED INFORMATION?**

Evergreen also has a SAMH information Point where members of the public can pick up a range of leaflets about Mental Health and learn about SAMH, the work we do, how you can get involved and how we can support you.

**PROMOTING GOOD HEALTH AND WELLBEING**

Gardening offers a whole range of therapeutic benefits, including physical activity and mental wellbeing. Evergreen is open to the public, so we are increasing social inclusion and community integration. We offer small allotment plots for each person attending the service. These are used to grow food produce, grown on organic principles, that encourages aspects of healthy living.

Evergreen offers the opportunity to be signposted to other services using our planned exit strategy.

During this programme the opportunity to join the John Muir Award "Conservator" levels is available.

The John Muir Award is a conservation based award challenge which encourages people to engage with wild spaces in their neighbourhood and further afield. Although the John Muir Award is non-vocational it is recognised nationally by conservation organisations.

A SAMH guide for young people

## POSTCARDS



**GOT A  
MOMENT?**



**THINKING  
OF YOU**



**GOING  
TO BE**

Three children in every class will have experienced mental health problems by the time they're 16. And thousands will struggle to get the help they need.

**JOIN THE CAMPAIGN.**

**SHARE**  
Join us on Facebook and share our page with your friends and family. Go to facebook.com/SAMHmentalhealth

**VISIT**  
Visit samh.org.uk to find out how you can join the 'Going To Be' campaign and why it's important that you do

**TELL**  
Please tell all your friends and family about 'Going To Be'. We need everyone in Scotland to get talking about it.

**SHOW**  
Show your support by wearing a 'Going To Be' wristband or putting up a campaign poster in your community. Contact goingtobe@samh.org.uk to get your kit

**TWEET**  
Follow us on twitter @SAMHTweets and tell us what you were 'Going To Be' when you were younger or help us get #itsgottochangetrending

Thank you for supporting 'Going To Be'  
[www.samh.org.uk](http://www.samh.org.uk)

SAMH is the Scottish Association for Mental Health, Scottish Charity No. SC008897

**GOING  
TO BE**

# 5 STEPS TO A CONSISTENT VISUAL BRAND

**When designing communications materials or commissioning designed materials for SAMH these are the key things to check:**

- ❶ Use only commissioned photography from the central library
- ❷ Use the SAMH typeface for display type and Omnes for all other copy
- ❸ Use only colours from the approved colour palette
- ❹ Use the circle device with no more than 5 words as shown in the example
- ❺ Always place the logo top right



for Scotland's mental health

If you have any questions about the SAMH brand  
please contact [communications@samh.org.uk](mailto:communications@samh.org.uk)  
who will be happy to help.

SAMH is the Scottish Association for Mental Health. Scottish Charity No. SC008897

Registered Office: Brunswick House, 51 Wilson Street Glasgow G1 1UZ

SAMH is a company limited by guarantee registered in Scotland No 82340.

**[www.samh.org.uk](http://www.samh.org.uk)**

Follow us on Twitter: [@samhtweets](https://twitter.com/samhtweets)

Find us on Facebook: [facebook.com/SAMHmentalhealth](https://facebook.com/SAMHmentalhealth)

Find us on Instagram: [samhscotland](https://www.instagram.com/samhscotland)