



MindWell

Brand guidelines

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v 1.0

Introduction

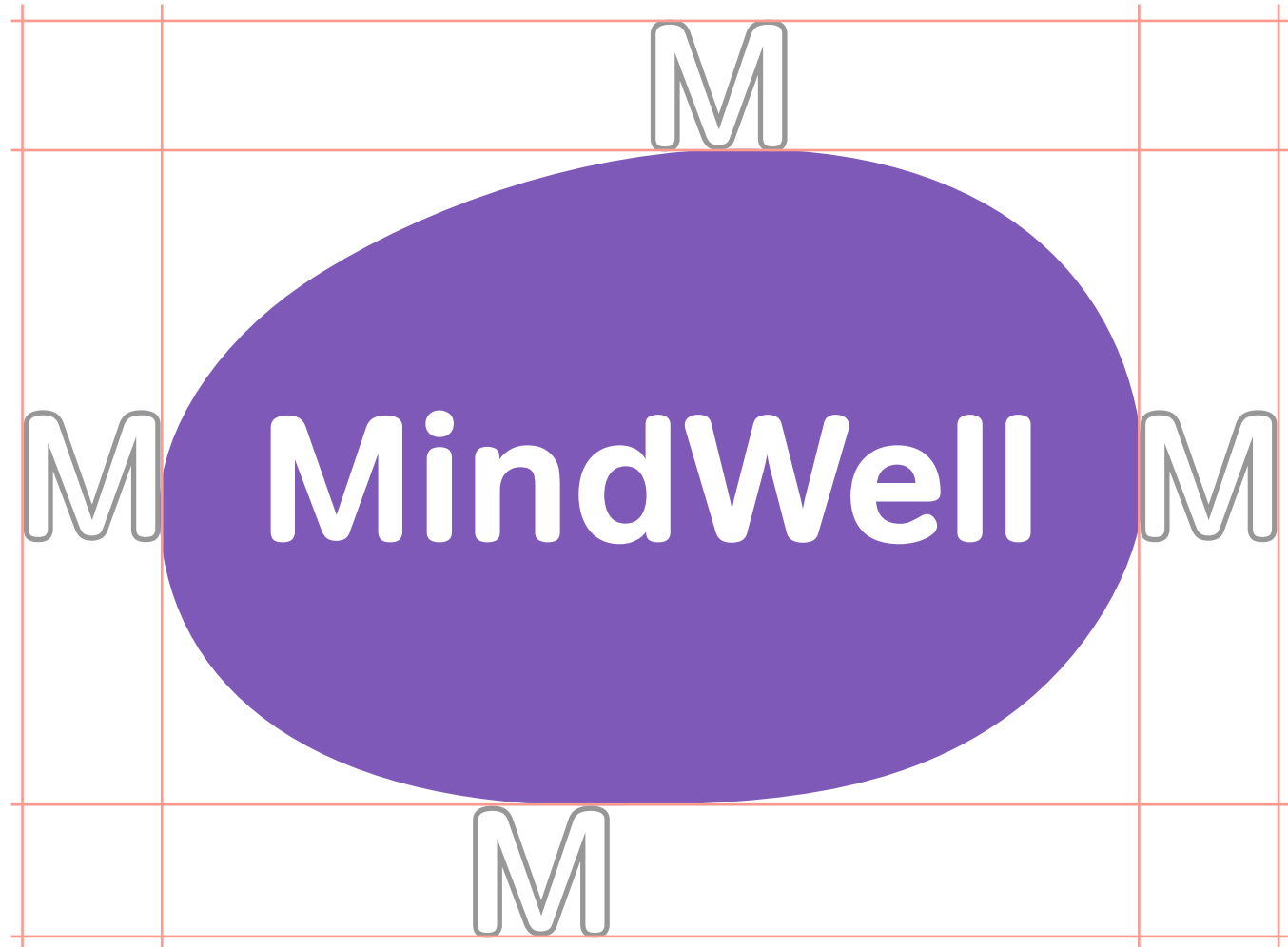
The MindWell brand has been developed to be versatile while maintaining it's distinctive and memorable 'button-style' logo that will become a recognisable mark for Mental Health in Leeds.



**Mental health information
for everyone in Leeds**

Placing the logo

The exclusion zone for the logo should be at least the width / height of the capital M used in the logo.



The strapline

The logo can be used with or without the strapline.



**Mental health information
for everyone in Leeds**

Placing the strapline

The strapline should adhere to the exclusion zone.



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Typography

This is a font called Tondo. It is warm and friendly, great for titles

This is a font called Soleil. It is simple, clean and readable, perfect for body text and interfaces

We are in the process of making a custom handwritten font for quotes, to add some personality to a brand that could otherwise seem a bit too clinical

The handwritten font comes in two weights, **BOLD** and **REGULAR** which can be used to create emphasis to key areas of content.

Primary colours

Primary colour palette that can be used in different hues where relevant to provide either a relaxing or energetic feel.

Simple, unoffensive. Calming but positive, not garish but also not too washed out.

Avoiding primary yellow and navy to give some distance between MindWell and Mind.



Using brand colours

The primary logo colour is dark purple (7E59B8).

Using a secondary colour for the logo should be agreed with the MindWell team before being used in the public domain.



Linking to the website

Links to the website should be used alongside the logo in the primary colour.



**Mental health information
for everyone in Leeds**

www.mindwell-leeds.org.uk/help