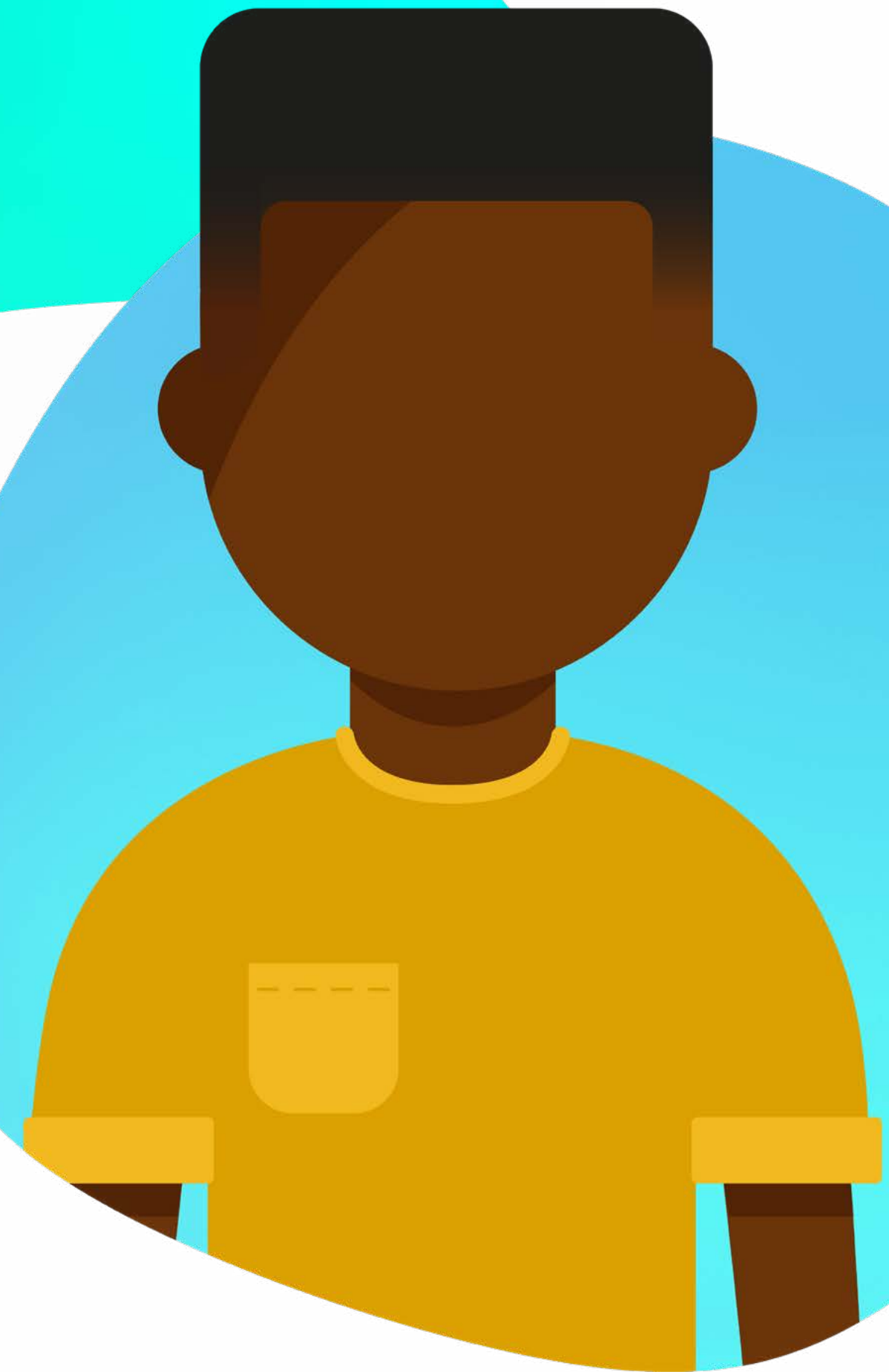


MindMate®

Visual identity guidelines



What's inside

| | |
|--|-----------|
| The MindMate identity: what it's for | 03 |
| Our guiding principles | 04 |
| Representation | 05 |
| Our logo | 06 |
| About our logo | 07 |
| What to avoid | 08 |
| Positioning our logo | 09 |
| Our typography | 10 |
| Our colours | 11 |
| Base colour palette | 11 |
| Supporting colour palette | 12 |
| Our Thoughts | 13 |
| Thought assets | 14 |
| Our illustrations | 15 |
| Our MindMate characters | 16 |
| How to use our MindMate characters | 17 |
| Illustration assets | 18 |
| Creating a MindMate branded asset | 22 |
| What it looks like when we pull it together | 25 |
| Contact | 26 |

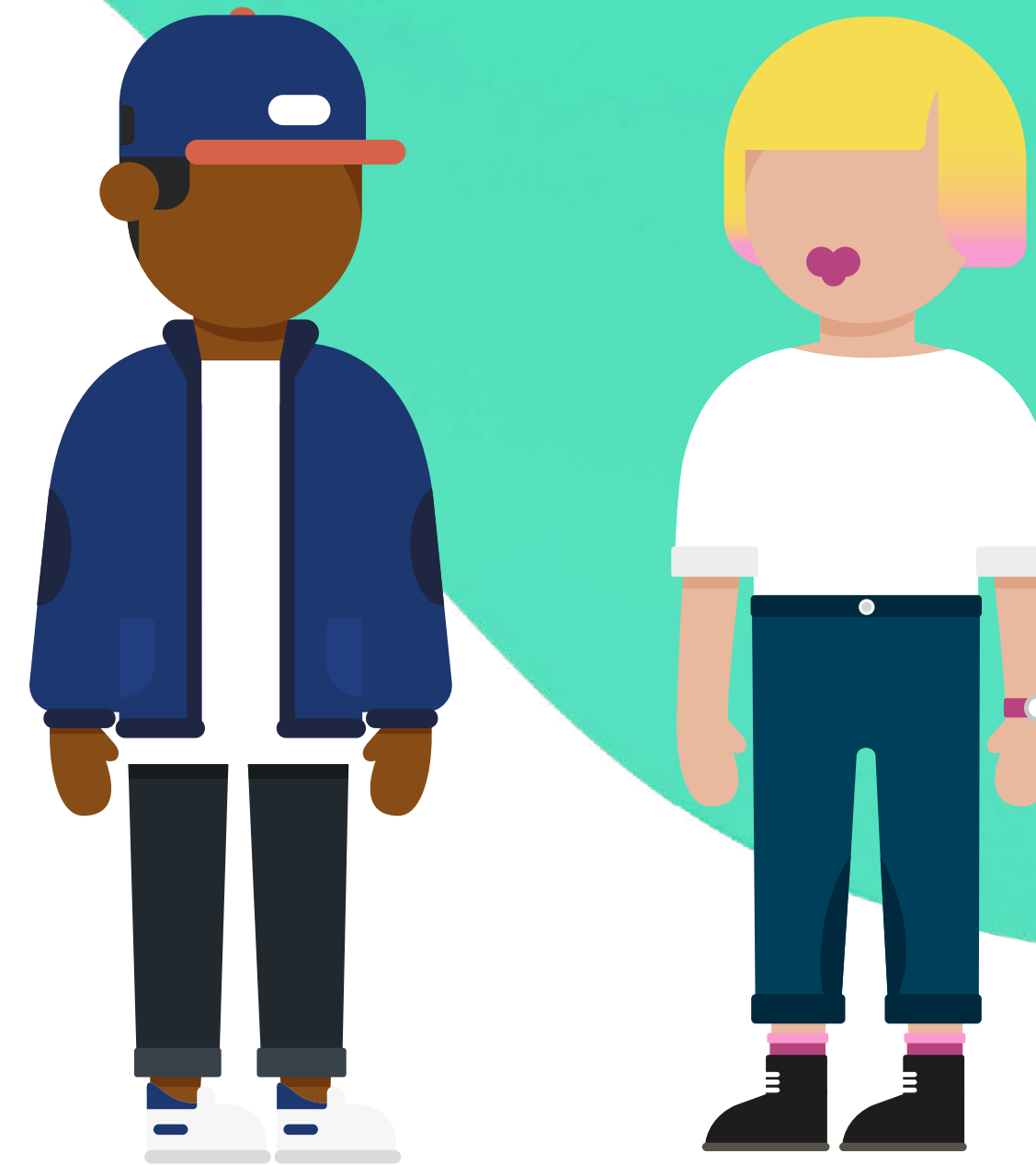
Our guidelines are here to help us to apply the MindMate identity easily and consistently.

Published: July 2021
To be reviewed on a yearly basis



The MindMate identity: what it's for

Our identity is here to bring together the various touchpoints we have for children and young people's social, emotional and mental wellbeing across Leeds. It helps us to be consistent and easily recognised.



We've created our identity with the help of young people, parents, carers and professionals in Leeds. They fed into everything from the name to the content and design. We also have three 'user panels', which are groups of representatives from young people, parents and carers and professionals in Leeds. Everything we do is seen and approved by them too.

When designing something using the MindMate identity, these guidelines will help you to apply our brand consistently.

Our guiding principles

As well as using the right colours and fonts, there are some other things that you should keep in mind to make sure your designs will feel right for MindMate.



Consider the following...

Straightforward and clear

We're professional but we avoid jargon or clinical language so everyone understands what we mean. We get straight to the point and don't use 10 words when two will do.

The way we present information is clear. We support words with graphics that help to explain our meaning and bring it to life.

Appropriate and considerate

We deal with important stuff but that doesn't mean we have to be boring. Everything that uses the MindMate brand should have a bit of joy and lightness about it.

That said, we're always careful not to be silly or to make light of serious subjects.

Current

The MindMate brand is deliberately up to date in order to resonate with our younger audience. However, we're definitely not too cool, we're always approachable and down to earth.

Friendly and welcoming

We're here for everyone. Our visual style is warm and our tone of voice is always informative but friendly.

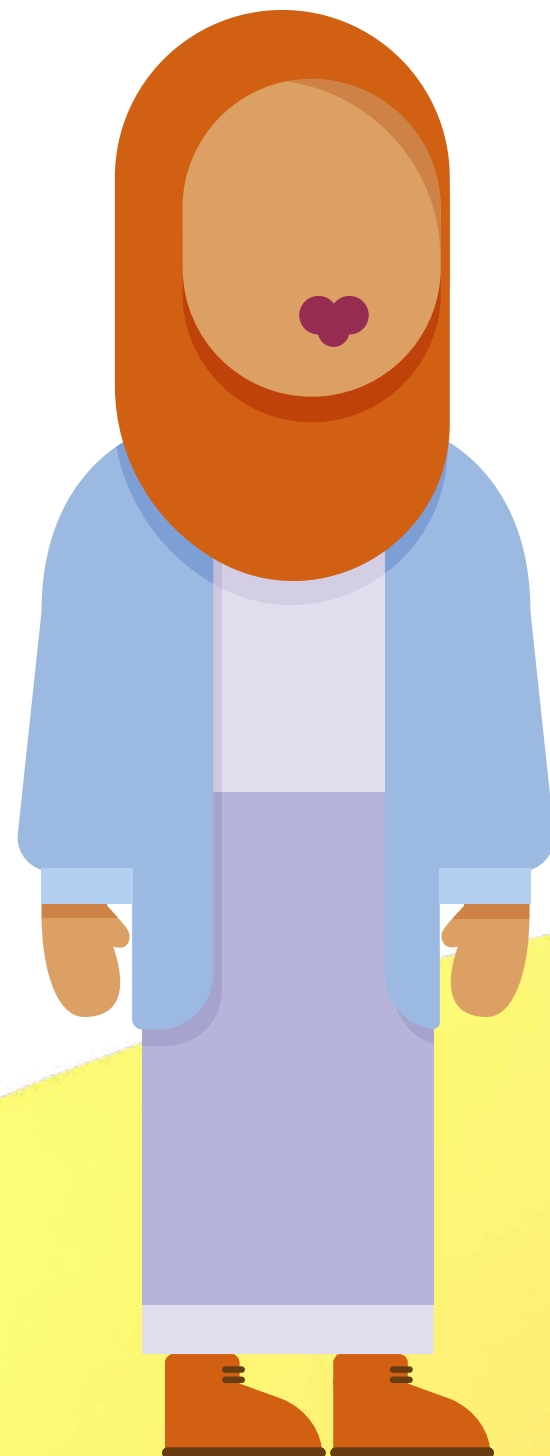
NHS

As a service of the NHS, MindMate echoes the NHS brand. We leverage the NHS brand to reassure our audience that they can rely on the quality of service being provided.

Representation

The young people that we want to talk to come from a huge variety of religions, ethnicities, genders, abilities, socio-economic classes and levels of literacy. As a brand we consider this throughout any piece of communication we create.

We make sure all of our language and imagery is inclusive. It's important we represent a cross-section of Leeds' people, to help everyone feel like they're in the right place and that the information we're giving is suitable for them.



Our logo

MindMate 

About our logo

The MindMate logo is made up of two parts: the wordmark and the smile icon.

When used on a light coloured background the wordmark should appear in NHS Blue with the smile icon in NHS Light Blue.

When used on a dark coloured background the wordmark should appear in white and the smile icon in NHS Light Blue.

MindMate 

MindMate 

What to avoid

The word MindMate should only ever appear as a single word with two capital 'M's.

- ✓ MindMate
- ✗ Mindmate
- ✗ mindmate
- ✗ Mind Mate
- ✗ Mind mate
- ✗ mind mate

✓ Use the supplied logo.

MindMate 😊

✗ Don't remove the smile icon.

MindMate

✗ Don't change the colours.

MindMate 😊

✗ Don't change the typeface.

MindMate 😊

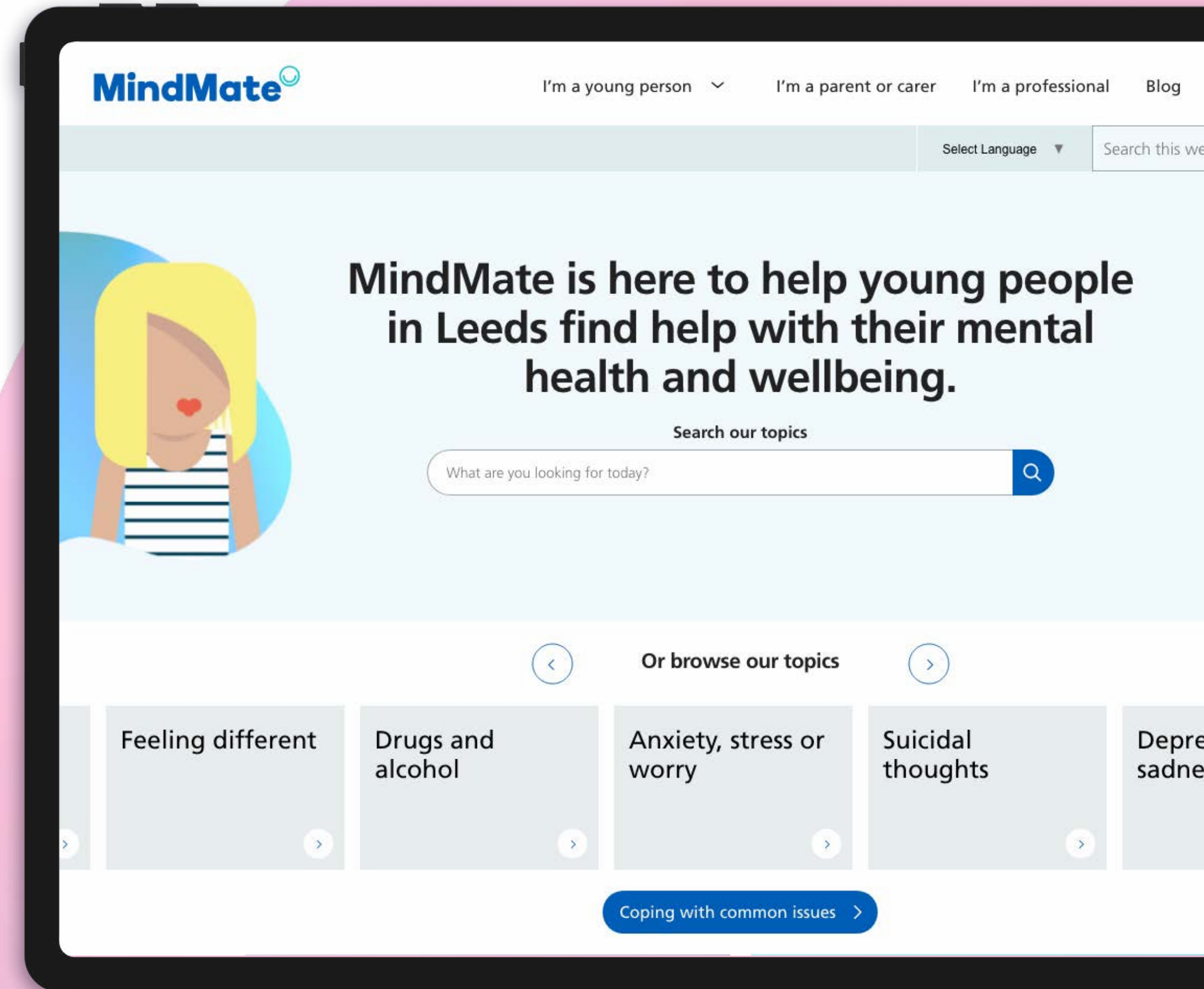
Positioning our logo

The logo should appear in the top left corner where possible. When positioning the logo make sure that nothing interferes with the clearance area.

Clearance area:



Positioning:



Our typography

Our primary typeface is Frutiger. It's available in two weights so we can create an effective hierarchy.

Frutiger 65 Bold

Typography guidance:

Frutiger 65 Bold is used for headings, subheadings and introduction copy.

- Leading: 120% of pt size. E.g. font size 60pt = leading 72pt
- Tracking: Metric, -15
- Sentence case
- Priority left alignment
- No fullstops are used on headings
- Headings should mostly appear in NHS Black 85% tint. However NHS Black and NHS Blue are also allowed
- Subheadings and introduction copy should mostly appear in NHS Blue

Frutiger 55 Roman

Typography guidance:

Frutiger 55 Roman is used for body copy.

- Leading: +4. E.g. font size 20pt = leading 24pt
- Tracking: Metric, -10
- Sentence case
- Priority left alignment
- Body copy should mostly appear in NHS Black 85% tint. You can also use NHS Black when more contrast is needed e.g. online

Base colour palette

As an NHS brand, the base colour palette is still predominantly white with NHS blue.

NHS Blue
Pantone: 300
CMYK: 99/50/0/0
RGB: 0/94/184
#005EB8

White
CMYK: 0/0/0/0
RGB: 255/255/255
#FFFFFF

NHS Blue tint
10%

NHS Black
Pantone: Black 6
CMYK: 100k
RGB: 35/31/32
#231f20

NHS Light Blue
Pantone: 298
CMYK: 67/2/0/0
RGB: 65/182/230
#41B6E6

NHS Mid Grey
Pantone: 7544
CMYK: 35/14/11/34
RGB: 118/134/146
#768692

Emergency Services Red
Pantone: 485
CMYK: 0/95/100/0
RGB: 218/41/28
#DA291C

NHS Black tint
85%

Supporting colour palette

The supporting colour palette is mostly derived from the NHS England palette. However, the way we use them makes the palette ownable by MindMate.

This palette features gradients and solid colours that are used for Thought graphics and background colours.



Our Thoughts

A key part of the MindMate visual style are the 'Thought' graphics (see the next page for more examples of these). These represent the idea of feelings, emotions and the brain, but are heavily abstract so that we can use them in lots of different ways.



Using the Thoughts

- They represent the idea of feelings, emotions, so design with fluidity in mind
- We mostly use them with characters or illustrations, never alone
- They look best when they are scaled big. This continues our abstract interpretation of the mind
- Use multiple Thoughts where possible. You can rotate and flip them if needed to keep them varied. This keeps your designs dynamic and adds depth
- Check that they don't form strange shapes and especially that they don't look like worms or genitalia

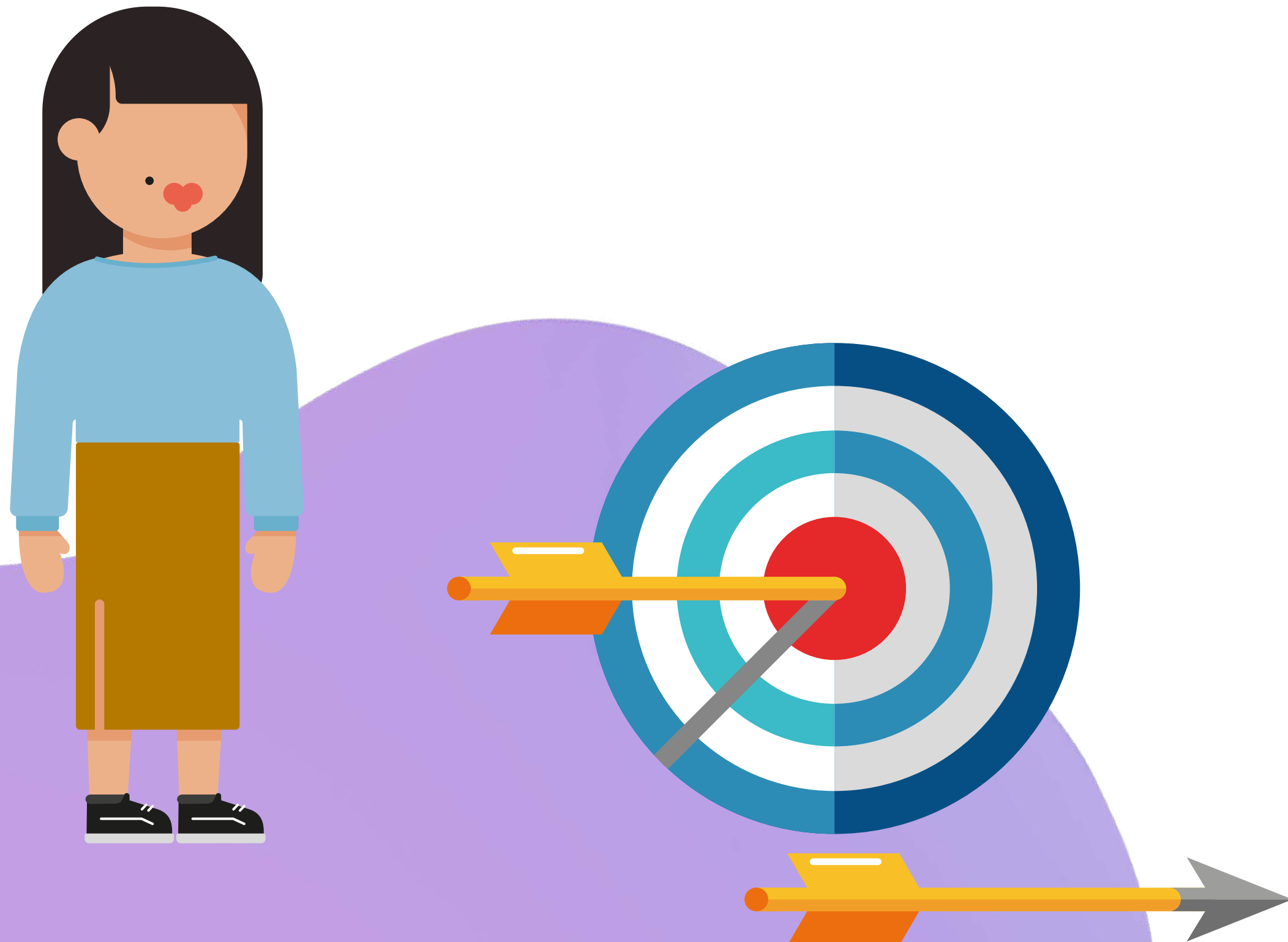
Thought assets

There are a variety of Thought graphic assets to use so no need to make your own.



Our illustrations

Our illustration style is a key asset in our visual identity. The style is simple, bold and geometric. The illustrations have rounded corners and solid colour fills. When designing a new illustration always make sure it is simple and representative of our diverse users.



Our illustration world is abstract and graphic. You will see our characters within a conceptual space that reflects the mind rather than a literal world.

Our MindMate characters

The MindMate characters, or 'MindMates' as we like to call them, are integral to any piece of communication that we send out.

The style of our MindMates has been created with young people in mind to get a good balance of personality and anonymity.

Each character has been specifically designed in collaboration with children and young people. Please do not create new MindMates or make adjustments to existing MindMates. If you feel you have a specific requirement or would like to make a change, this may be possible (eg. to change hair colour or add an accessory). Please contact leedscg.comms@nhs.net and we may agree that you can tweak an existing character in line with these guidelines. Any changes must be fully approved before use on an asset.



How to use our MindMate characters

Do:



- Use a variety of ethnicities, genders & abilities
- Use multiple MindMates where possible to show diversity
- Place them on backgrounds that don't clash or blend with their skin colour or clothing
- Use the Thought graphics with MindMates where possible. This will help the MindMates feel grounded and less floaty

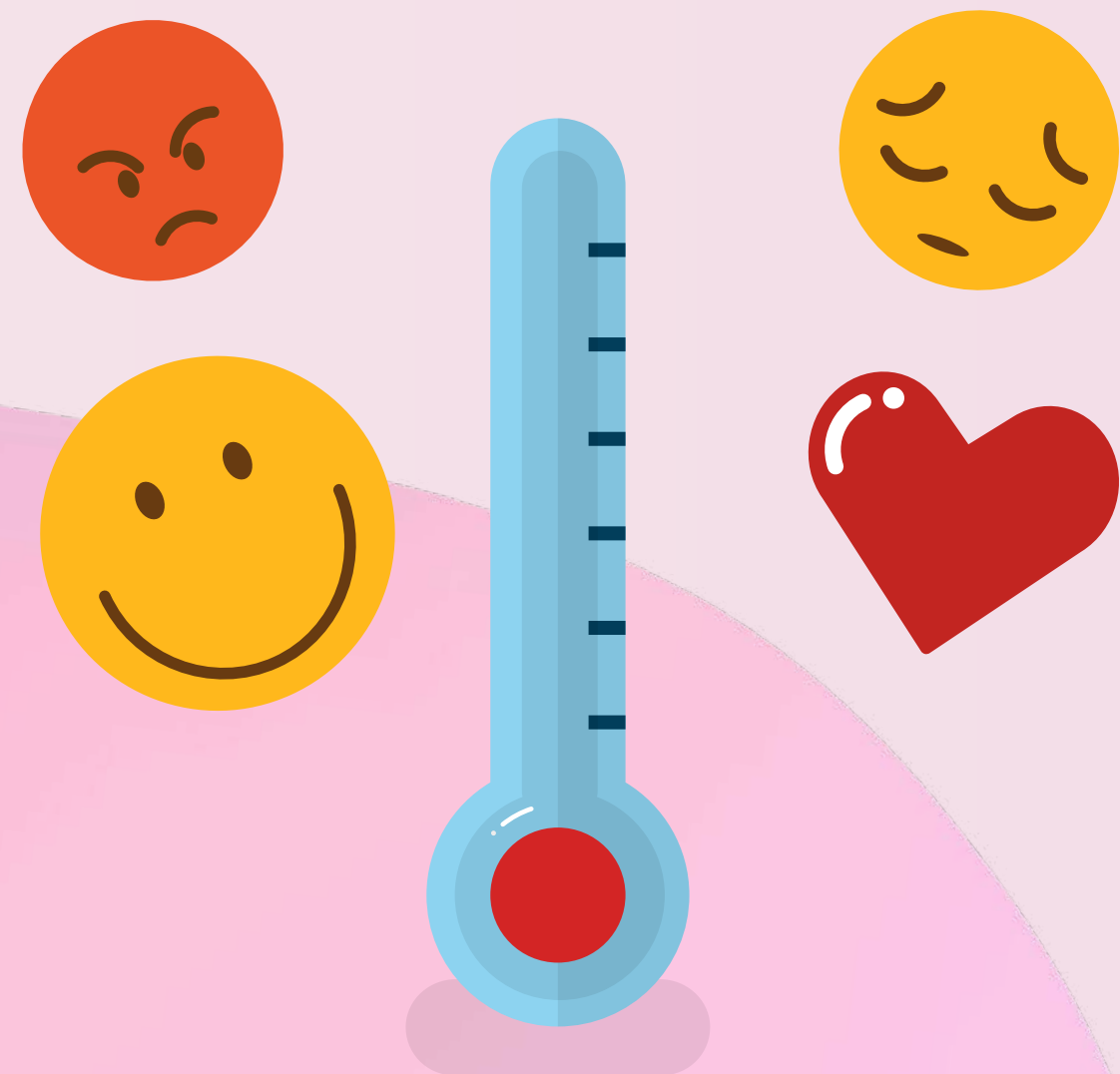
Don't:



- Use a single MindMate when there is plenty of space to put two or three
- Clutter your design with too many MindMates and objects. In most cases they are supposed to support your content rather than distract from it

Illustration assets

As well as our MindMates we can also use supporting illustrations, which are always made of simple shapes. Shadows can be created using tints or by multiplying a light grey over the top. Gradients and unnecessary details should be avoided.

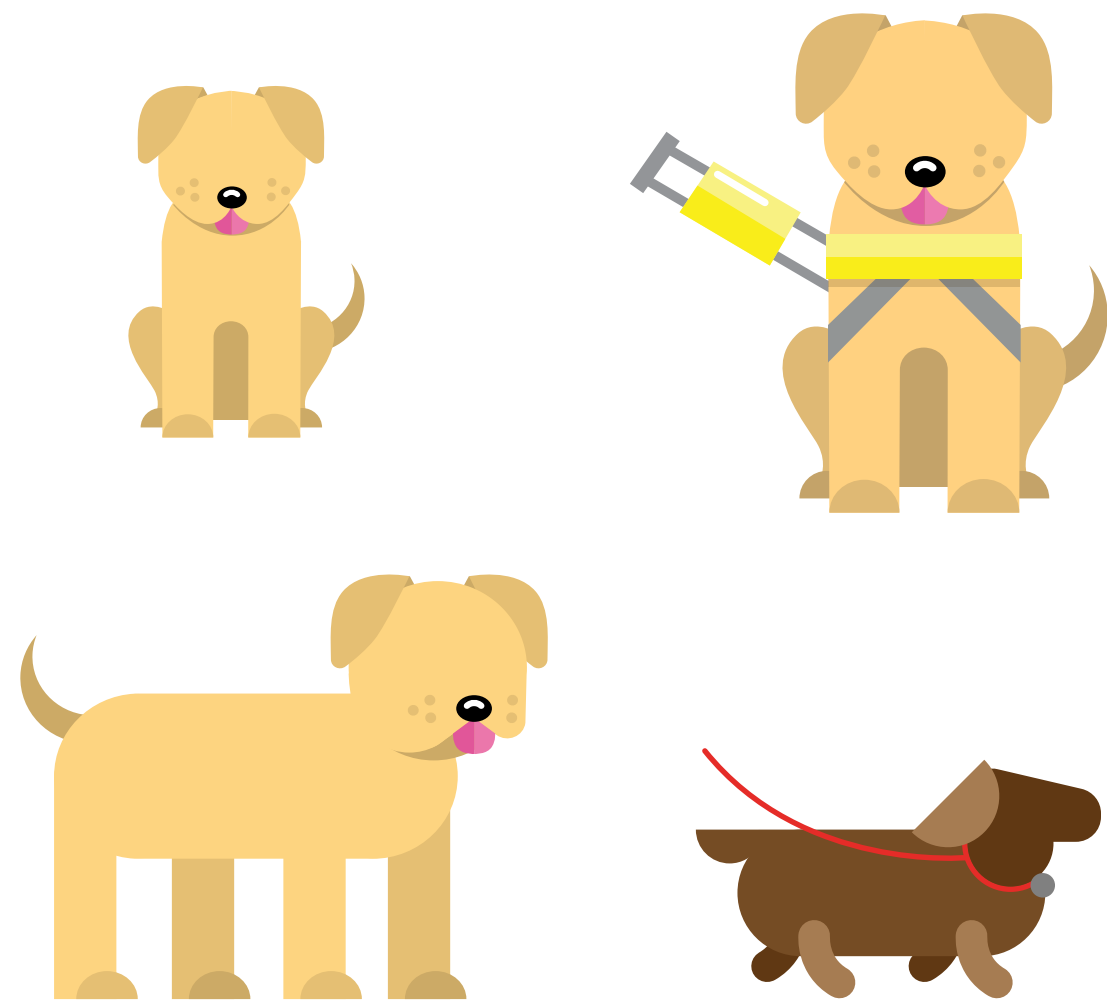


Environmental and emotive objects can be used to add visual context or texture to the materials that you create. For example, the fruit and vegetables should only be used when referencing healthy eating and the thumbs-up / down can be applied in a places with positive or negative messaging.

There are a variety of illustration assets available to use...

Illustration assets

Animals



School



Illustration assets

Food

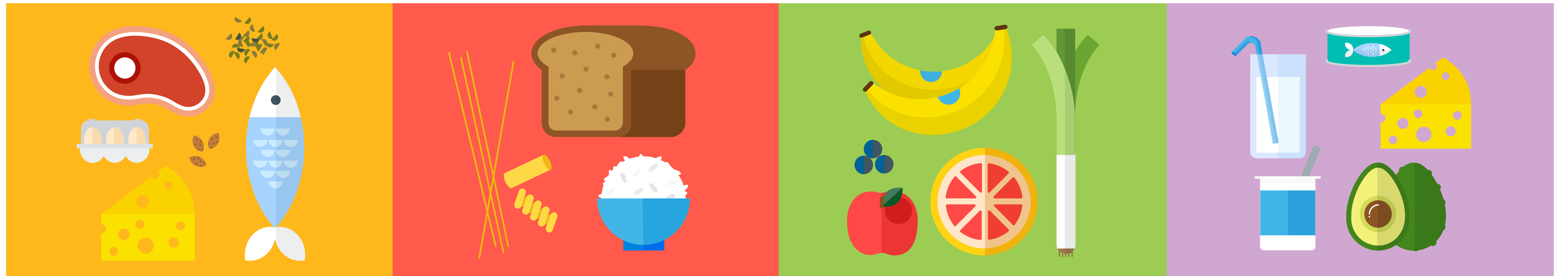
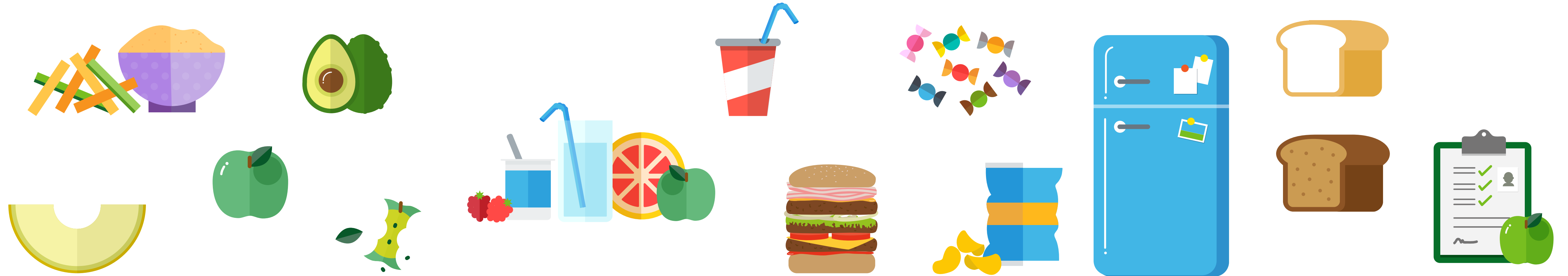
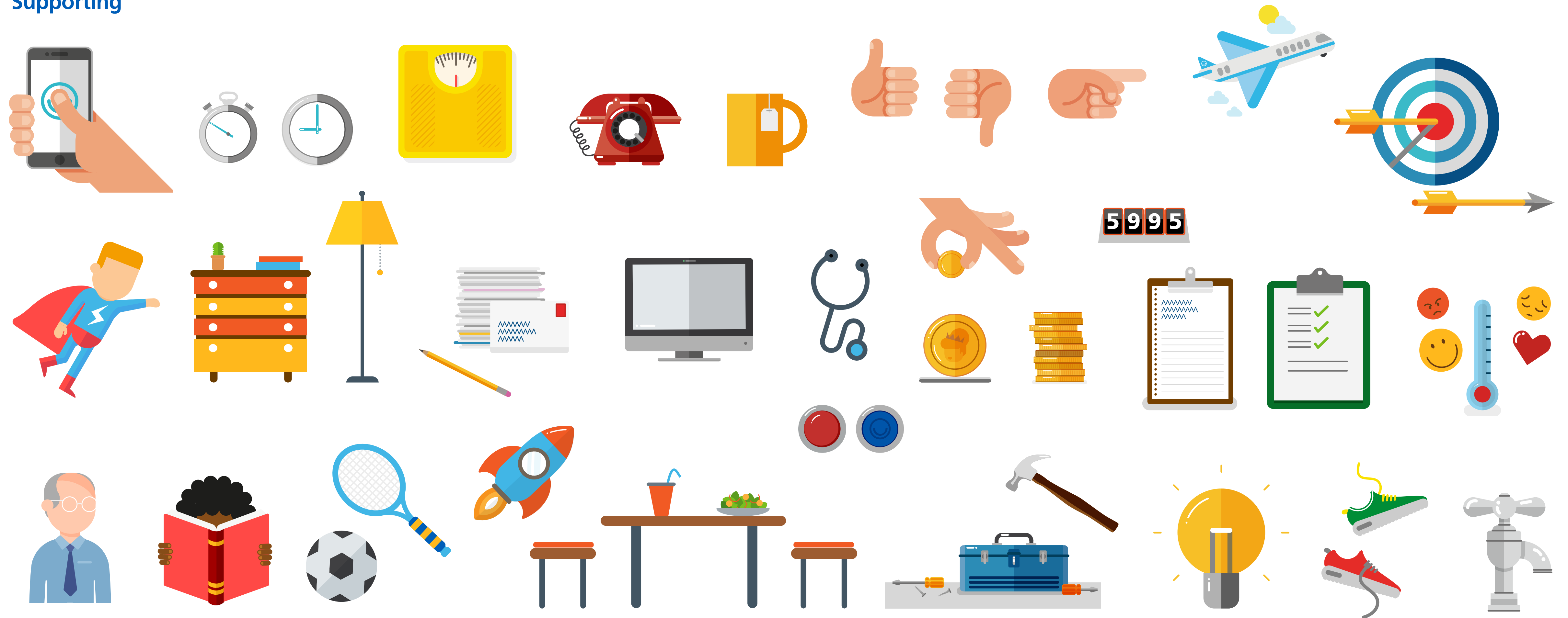


Illustration assets

Supporting



Creating a MindMate branded asset

MindMate often works with partner organisations, who will use the MindMate brand to create their own branded assets. As well as the creative guidance provided in this document on how to use the brand effectively, there are key checkpoints on the process to go through before finalising a branded asset.

MindMate is a brand made specifically for young people in Leeds, the brand and name cannot be used by organisations outside of Leeds.

MindMate is also only usable by organisations who are supporting the delivery of NHS work, being member organisations of the Future in Mind Partnership and associated commissioned services.

If you need access to existing MindMate branding resources or assets, please email leedscg.comms@nhs.net who will be able to supply what you need.



Creating a MindMate branded asset

Things to consider:

- **Have you consulted with young people?**

It is vital that we develop resources hand in hand with children and young people. Common Room North support us to engage and coproduce information with young people across the city, including facilitating a formal approval process for MindMate-branded resources.

For example, everything we write and link to on the MindMate website has young people's input and stamp of approval. Common Room manage a team of MindMate Ambassadors and volunteers and work closely with partners and youth groups across the city (such as YouthWatch) in all aspects of MindMate engagement. Please contact us to make use of these networks and to help you review your resource.

- **Have you included the MindMate URL?**

All materials should include the MindMate website address [mindmate.org.uk](https://www.mindmate.org.uk)

- **Have you included the NHS logo?**

The NHS logo should be included on all assets that use the MindMate brand. You can download the NHS logo and follow instructions for use on the following webpage <https://www.england.nhs.uk/nhsidentity/identity-guidelines/nhs-logo/>

- **Has the resource had professional sign off?**

All resources require professional sign off. It is best practice to share with partners across the system, not just with professionals in your organisation. Please get in touch with leedsccg.comms@nhs.net at the beginning of the process so we can link you up with colleagues who can offer input, potentially drawing on different expertise and experience which could benefit your project.

- **Please consider accessibility**

All government websites must adhere to accessibility standards. For more information visit <https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps>

- **Have you promoted the support available in Leeds?**

It is best practice to highlight the services on offer in Leeds (please see the MindMate website <https://www.mindmate.org.uk/im-a-young-person/whats-in-leeds-for-me/> for up to date details).

Creating a MindMate branded asset


Approval process

Once you have considered the points on the previous page and your resource is ready for print / publishing, please email to leedscg.comms@nhs.net for formal sign off.



What it looks like when we put it together

Confused about how to get support? Visit mindmate.org.uk



MindMate

Which services can I go to myself?

There are lots of services in Leeds that you can contact yourself without needing an adult to be involved.

- 10–18 year olds can have free anonymous online counselling or live chat at: www.kooth.com
- 11–25 years olds can visit The Market Place in the city centre for free, confidential one-to-one support, group work and counselling. 0113 246 1659 www.themarketplaceleeds.org.uk

Search 'what's in Leeds' on MindMate for a full list of services

Who can help me find the right support?

If you're unsure how to get the support you need, you can contact the MindMate SPA (Single Point of Access), so they can help you to find the most suitable service in Leeds.

If you're aged 13 to 17 years old with a Leeds GP you can self-refer on the MindMate website or call 0300 555 0324 (Mon–Fri, 9am–5pm). Parents of children aged 5 to 17 can also refer their child.

There are lots of specialist support services that you might be referred onto, such as school or college-based support or counselling at The Market Place or Kooth. Or you might be referred onto CAMHS (Child and Adolescent Mental Health Service) if this is the right service for you.

Search 'single point' on MindMate to find out more or to self-refer

You can also talk to your GP about support available, or if you want help with a referral to MindMate SPA.

I'm in a crisis and need help right now

- 11 to 18 year olds can call or access online chat via Teen Connect helpline.
 - Open Mon–Fri 3.30pm–2am & Sat–Sun 6pm–2am
 - Call 0808 800 1212 or text 07715 661 559
- 11 to 17 year olds can get urgent face-to-face support at Safe Zone.
 - Open Mon, Thurs & Sun 6pm–9pm

- 16+ year olds can get urgent help at Dial House.
 - Open Mon, Weds, Fri, Sat, Sun 6pm–2am
 - Call 0113 260 9328 or text 07922 249 452
- 16+ year olds from Black & Minority Ethnic backgrounds can get urgent help at Dial House @ Touchstone.
 - Open Tues and Thurs 6pm–12am
 - Call 0113 249 4675 or text 07763 581 853

16+ year olds can visit the Well-bean Crisis Café. Open 7 nights a week 6pm–12am Call 07760 173 476

Download the Calm Harm app to manage or resist the urge to self-harm.

Support in schools

Talk to a teacher about getting mental health support. All schools in Leeds offer support such as counselling or family support, via teams called MindMate Wellbeing or Cluster Support.

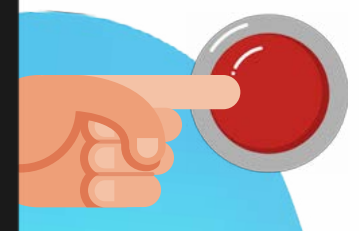
Search 'help from school' on MindMate

Support in colleges

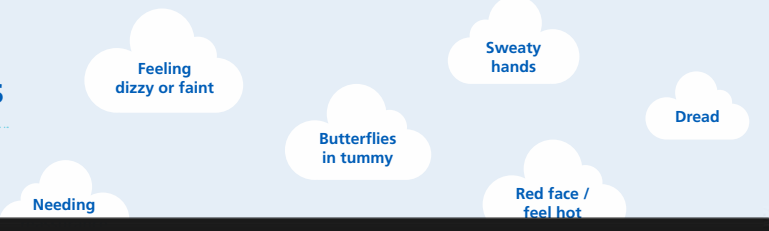
Some colleges are linked to a service called MindMate Support Teams. If your college doesn't have this available, you can refer yourself to the MindMate SPA instead (see above).

Search 'support team' on MindMate

Most young people don't find teenage years easy! Cast your mind back – did you? Try to remind yourself though, that their brains are busy undergoing important changes and that they need to break away from the family to grow into an independent adult.



Understanding what anxiety is and how it affects our bodies



Not everyone will experience all of these feelings and they usually last no more than 15 minutes. When these feelings are related to your cat, you can be...

MindMate | I'm a young person | I'm a parent or carer | I'm a professional | Blog | Real Stories | **NHS**

Select Language | Search this website...

MindMate is here to help young people in Leeds find help with their mental health and wellbeing.

Search our topics:

What are you looking for?

Or browse our topics:

- Drugs and alcohol
- Anxiety, stress or worry
- Suicidal thoughts
- Depression and sadness
- Sleep

Coping with common issues

Need urgent help? Thinking of suicide?

If you've injured yourself or taken an overdose dial 999 or go to A&E.

Get help NOW

Find support

Find out what support services are available for young people in Leeds, from help at school to local drop-in centres.

Support in Leeds for young people

Coronavirus information

Find out how to look after your wellbeing during the coronavirus outbreak. Or for more information on the outbreak please go to the page on coronavirus on NHS.UK or the information on Gov.UK

Get help NOW

Coping with common issues

Whether you're feeling stressed or sad, struggling with bullying, or worried about drinking and self-harm, we can help.

Help with common issues

Mental health support for adults

If you've injured yourself or taken an overdose dial 999 or go to A&E.

MindWell

Find support

Find out what support services are available for young people in Leeds, from help at school to local drop-in centres.

Support in Leeds for young people



Need more help? Just ask...

Contact NHS Leeds CCG Communications:
leedscg.comms@nhs.net

For further information on NHS guidelines please visit:
www.england.nhs.uk/nhsidentity/