

alcoholthinkagain

# Style Guide

June 2020

# Purpose

The Alcohol.Think Again program aims to reduce the level of alcohol-related harm and ill-health in Western Australia. Its objectives are to:

- Implement evidence-based social marketing campaigns that promote the National Health and Medical Research Council Australian Drinking Guidelines to Reduce Health Risks from Drinking Alcohol.
- Contribute to the development of culture in Western Australia that is supportive of low-risk drinking.
- Increase public support for alcohol-related, evidence-based healthy public policy.

Communicating a consistent visual representation of the Alcohol.Think Again brand is essential to maintaining its strength and identity in keeping with the objectives of the Alcohol.Think Again brand.

The Alcohol.Think Again branding and style as outlined in this document provides graphic standards to ensure the Alcohol.Think Again brand is promoted in a consistent manner that reinforces the Alcohol.Think Again brand.

While the standards provide flexibility for co-branding where justified and approved in advance, adherence to the Alcohol.Think Again's brand guidelines is an expectation of the Mental Health Commission.

Any use of the Alcohol.Think Again brand outside of statewide campaign materials requires approval from the Mental Health Commission. Please see page 12 for advice regarding how to obtain approval in a timely manner.

Please always consider these guidelines and apply brand elements accordingly.

# Logo

The Alcohol.Think Again logo should:

- only be used with permission from the Mental Health Commission;
- never be amended, redrawn or scanned; and/or
- be reproduced from an original file obtained by the Mental Health Commission.

When referring to Alcohol.Think Again, always include a fullstop with no spacing between 'Alcohol' and 'Think'. For example:

- Alcohol.Think Again = correct
- Alcohol Think Again = incorrect
- Alcohol . Think Again = incorrect

## Primary logo

This is the primary Alcohol.Think Again logo. Use this logo when placed on a white or light coloured background.

Keep a clear space around the logo

The primary logo consists of the word 'alcohol' in black lowercase letters, followed by 'thinkagain' in orange lowercase letters. The 'i' in 'think' has a dot. The entire logo is enclosed in a dashed rectangular border.

## Stacked primary logo

This logo is best used when less space is available, and it is to be placed on a white or light coloured background.

The stacked primary logo shows 'alcohol' in black and 'thinkagain' in orange, with the 'i' in 'think' having a dot. The words are stacked vertically.

## Mono logo

Use the mono logo if only black and white is permitted.

The mono logo shows 'alcohol' in black and 'thinkagain' in grey, with the 'i' in 'think' having a dot. The words are stacked vertically.



# Logo

## Primary reversed logo

This is an inverse version of the primary Alcohol.Think Again logo. Use this version as a substitute when the logo needs to appear on a black or darker coloured background, or on photography.

**alcoholthinkagain**

## Stacked primary reversed logo

Use this logo when less space is available, and when the logo needs to appear on a black or darker coloured background or on photography.

This is the logo most commonly recommended for use when co-branding.

**alcohol  
thinkagain**



# Colour palette

## Primary logo colours



### Yellow

C	0	R	250
M	40	G	166
Y	90	B	52
K	0		



### Orange

C	0	R	245
M	61	G	128
Y	97	B	37
K	0		

# Primary font

Kozuka Gothic - Extra Light

Kozuka Gothic Pr6N - Extra Light is used in all publications and campaign work. Extra Light is the primary weight to use for all headlines such as in posters and advertisements. It is always used in sentence case. Never all capitals.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,?!\$&@) 0123456789



# Secondary fonts

## **Kozuka Gothic - Bold**

Bold is used on a limited basis and often only in the case of outdoor advertising.

**Aa**

**CDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,?!\$&@)  
0123456789**

## **Kozuka Gothic - Regular**

Bold is used on a limited basis and often only in the case of outdoor advertising.

**Aa**

**CDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,?!\$&@)  
0123456789**



# Co-branding application

Alcohol.Think Again is the key education and persuasion component of the Western Australian prevention strategy to reduce alcohol-related harm and ill-health in the community. Alcohol.Think Again provides an umbrella for a suite of mass media and other communication strategies to further build community awareness and support positive behaviour change in relation to alcohol use.

It is often common for community groups and other organisations to promote the Alcohol.Think Again brand and related campaigns as part of local alcohol prevention strategies and activities. It is important to use these guidelines to ensure the Alcohol.Think Again brand is portrayed in a consistent manner to maintain brand recognition and awareness, and that upholds the objectives of the brand.

The Alcohol.Think Again logo and/or Alcohol.Think Again branded materials and publications should only be used to support community based activities, when these activities align with the brand objectives.

The Alcohol.Think Again logo and/or Alcohol.Think Again branded materials and publications should not be used in such a way or associated with a brand, service, organisation, event or initiative that may reduce the effectiveness and/or integrity of the materials and publications; may damage the reputation of

the Alcohol.Think Again brand; or that supports, promotes or utilises sponsorship or other active participation by companies that produce or promote alcohol products or brands. The Mental Health Commission does not support the Alcohol.Think Again brand being represented in the instance where alcohol consumption is permitted or promoted in association with an event.

It is not possible to predict the many different scenarios in which the Alcohol.Think Again brand could be used to support community based activities. As such, approval for use of the Alcohol.Think Again brand in conjunction with community based activities will be considered on a case-by-case basis.

Adding the Alcohol.Think Again logo to your print or online communications, where approved, adds the benefit of the Alcohol.Think Again brand and its related high level of community awareness and value to your brand without disrupting the ability to use your brand's own look and feel. The two should work in balance to create the most impact that are consistent with the objectives of your communication and Alcohol.Think Again.



# Co- branding application

Where the intention is that another organisation's logo is to be placed on Alcohol.Think Again materials and resources, the right is reserved for the Alcohol.Think Again brand to be the dominant brand over other partnering organisations. This is to ensure community awareness and recognition of the Alcohol.Think Again brand and its related materials is maintained but also to enable any community queries or concerns can be appropriately addressed by the Mental Health Commission.

While the Alcohol.Think Again branding allows flexibility for co-branding, consistency remains of upmost importance. This includes consistency in relation to the look and feel of Alcohol.Think Again branded materials, including between co-branded materials. The right is reserved to adopt co-branding templates to assist with consistency and efficiencies.

Any use of the Alcohol.Think Again brand outside of the Western Australian statewide campaign materials are to be approved by the Mental Health Commission before release. Please see page 12 for advice regarding how to obtain approval in a timely manner.

# Co-branding examples

As can be seen from the above examples, where organisations seek to co-brand Alcohol.Think Again campaign materials, the materials retain the look and feel of the Alcohol.Think Again brand, with the secondary organisation logo placed in a white banner, left-justified at the bottom of the publication. This ensures co-branded materials distributed in communities across the State are easily identified as Alcohol.Think Again, are uniform in nature and assist in development and distribution efficiencies.

## A3 Posters



**LDAG** Knowledge • Learning • Growth  
Local Drug ACTION Group



**LDAG** Knowledge • Learning • Growth  
Local Drug ACTION Group



# Co-branding examples

Rectangle banner



**LDAG** Laverton  
Local Drug ACTION Group



# Use of the Alcohol. Think Again brand

Any communications seeking to use the Alcohol.Think Again brand must gain approval from the Mental Health Commission.

For timely approval and to help the Mental Health Commission to support you in your prevention initiatives, please provide the following information to [campaigns@mhc.wa.gov.au](mailto:campaigns@mhc.wa.gov.au):

1. The purpose of the publication/material(s) and whether it aligns with any strategic alcohol prevention plan.
2. The target audience.
3. The key message you are intending to communicate.
4. Where/how the publication/material(s) will be used or disseminated.
5. How long will it be used for.
6. When you need approval by.





Brand Style Guide

June 2020