

DRUG | AWARE

BRAND GUIDELINES 2020

INTRODUCTION

Drug Aware was established in 1996 and is the only comprehensive, on-going government program on illicit drug education (outside of schools) undertaken in Australia.

Drug Aware is one of the key initiatives in the state framework of educational strategies forming part of a comprehensive approach to address illicit drug use in Western Australia. The program aims to prevent, delay and reduce drug use and related harm, by providing credible and evidence-based information to Western Australians, to help them make informed decisions about their drug use and related behaviour.

Drug Aware program contributes to behaviour change by implementing campaigns using targeted mass reach education strategies and supports and develops strategies to create safer environments to reduce the incidence and risk of harm from illicit drug use.

The program is managed by the Public Education and Health Promotion team of the Prevention division at the Mental Health Commission in partnership with Cancer Council WA.

This style guide is a reference guide detailing the use of the Drug Aware logo. It is designed to clearly outline the correct guidelines when using the logo.

It is an essential reference tool for presenting the Drug Aware brand to maximum effect both within the organisation and to the public.

The logo must be correctly used at all times.

Consistent and clear use of the logo strengthens positive public recognition and respect of the brand. Under no circumstances should the logo be modified in any way, or typefaces and colours used other than those specified in this document.

The letters and spacing of the logo should not be modified, redrawn or retraced in any form.

Drug Aware is a registered trade mark under the Trade Marks Act 1995. The Drug Aware team must approve all applications of the logo, but are happy for any queries to be raised relating to the use of the Drug Aware logo.

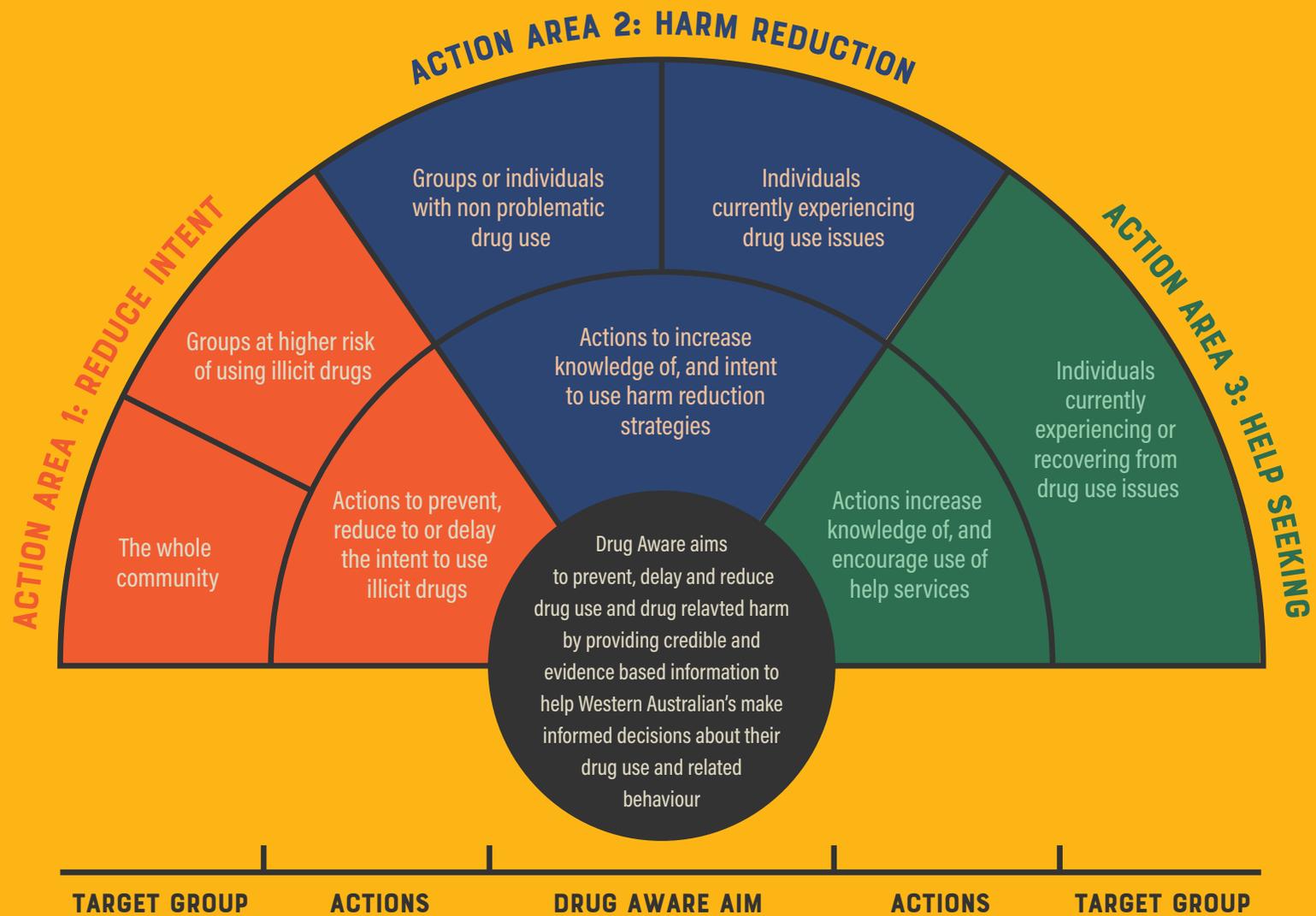
All artwork and documents containing the Drug Aware logo must be sent to the Drug Aware team for approval. It is recommended that this is done early in the design or development process.

Please send all artwork to the attention of the Public Education and Health Promotion team of the Prevention division at the Mental Health Commission.

Telephone: 08 6553 0600

Email: campaigns@mhc.wa.gov.au

Address: 1/1 Nash St, Perth WA 6000



BRAND GUIDELINE NOTES

COLOUR ACCURACY

The colours displayed in this manual are as a guide only. Colour accuracy is achieved by matching with Pantone and CMYK references provided.

DIGITAL ARTWORK

Drug Aware logos are available as JPG, PDF, Illustrator AI and EPS formats. AI or EPS formats are the preferred format used by designers and printers who use professional standard graphic software. (These files may not open on computers that do not have compatible software).

For all high resolution reproduction, vector based artwork (AI or EPS) is recommended.

APPROVAL

Approval to use the logo, tagline and graphic devices must be obtained by Drug Aware. Any deviation from the specification outlined in this style guide must receive direct approval from Drug Aware and final artwork carrying the logo or branding elements must be approved before production.

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1.0 TONE OF VOICE

1.1 TONE OF VOICE

Our tone of voice is critical to our success in connecting with our audience. It helps us remain relevant and trustworthy. It's the difference between being a source of useful information, and a finger waver.

With a friendly and reassuring tone of voice, we are there for you, not against you. Our language is positive and clear so that when you do engage with us, it is with confidence.

WE ARE...

WISE

We're happy to share our knowledge and believe you are better off knowing what we know.

APPROACHABLE

We are easy to engage with. We won't bamboozle our audience with language that's hard to understand.

UNDERSTANDING

We will never speak down to our audience. We understand where they are in their lives right now, so we're not trying to be hip for them, we're trying to be there for them.

SUPPORTIVE

Everyone deserves a chance to uplift themselves. So we support anyone who comes to us for support.

HONEST

Sometimes the truth is hard to hear. But we deliver it with empathy for positive outcomes.

2.0 DRUG AWARE BRANDMARKS

2.1 PRIMARY LOGO

SUPPLIED FILE:
Drug_Aware_Logo_CMYK.ai



2.2 PRIMARY LOGO: REVERSED

SUPPLIED FILE:
Drug_Aware_Logo_CMYK_REV.ai



2.3 VERTICAL LOGO

SUPPLIED FILE:

Drug_Aware_Logo_Vertical_CMYK.ai
Drug_Aware_Logo_Vertical_CMYK_REV.ai



2.4 LOGO WITH WEBSITE

SUPPLIED FILE:
Drug_Aware_Logo_Website_CMYK.ai

DRUG AWARE

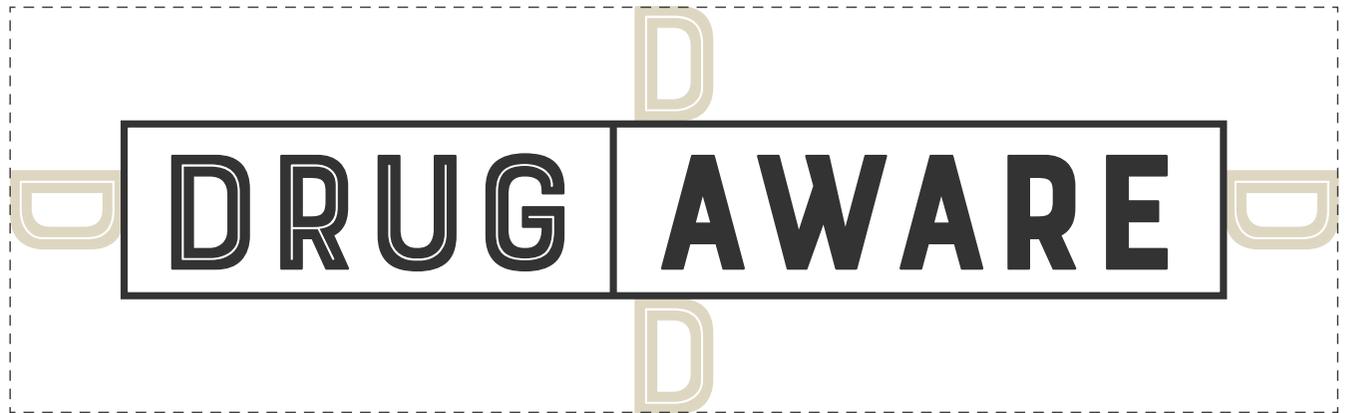
DRUGAWARE.COM.AU

2.5 LOGO RESTRICTIONS

To allow the master logo to sit proudly there is an area of clear space in which no other design elements can enter. This space is equal to the size on the 'D'. The minimum size is 25mm width.

DRUG AWARE

25mm



2.6 LOGO WITH PARTNER

Our logo will sometimes need to be partnered with other brands. If this is the case, stick to the minimum width spacing in between and line up on the baseline. Here we have shown both horizontal and stacked versions. Please use whichever is appropriate for the space.



DRUG AWARE

The image shows the words "DRUG" and "AWARE" in a bold, black, sans-serif font. Each word is contained within its own rectangular box with a thin black border. The two boxes are placed side-by-side on a horizontal dashed baseline.



DRUG
AWARE

The image shows the words "DRUG" and "AWARE" in a bold, black, sans-serif font. Each word is contained within its own rectangular box with a thin black border. The boxes are stacked vertically, with "DRUG" on top and "AWARE" below it, both aligned to the left on a horizontal dashed baseline.



2.7 LOGO WITH MULTIPLE

There are times when the logo will need to be modified to fit in with multiple brands for campaigns. As long as the logo is sized with the others in mind, has the appropriate clear space and is lined up on the baseline, it is fine to change the colour if needed.



2.8 LOGO ON MEDIA WALL

If our logo needs to be patterned with supporting logos, this variation should be used as it will stand proud amongst other brands.



2.9 USE OF THE KEYLINE

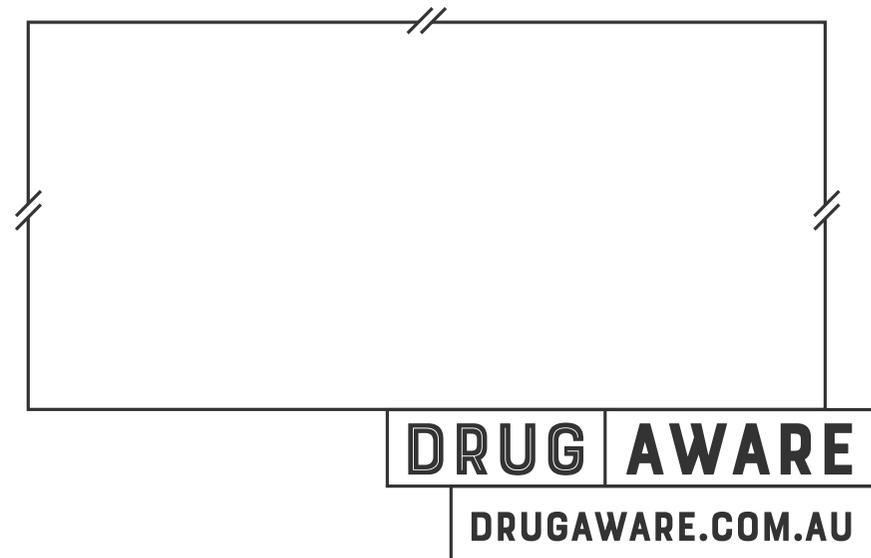
The keyline border is used in the Drug Aware brand to anchor the logo. It draws the focus to the content and can be used over imagery to help integrate the different campaigns that will be run under the Drug Aware brand. Keyline weight to be determined by size of the logo in the collateral.

There is some flexibility in the way the logo lines up with the border.

Examples shown in section 5.



Symbol indicates line lengths can vary



3.0 COLOUR

3.1 COLOURS PRIMARY

CMYK 69.63.62.58
RGB 52.51.51
PMS 447
#343333

CMYK 0.32.100.0
RGB 252.180.21
PMS 1235
#FDB415

CMYK 13.11.24.0
RGB 221.215.194
PMS 7527
#DDD7C2

3.2 COLOURS SECONDARY

These colours work in harmony with the primary colour palette and can be used to colour the Drug Aware landmark or logotype (shown on the next page). They were created with the action areas in mind, to give those a look and feel in their own right.

Please Note: There may be additional colour combinations utilising primary and secondary colours (other than what is shown here). Please ensure the selected combination of colours has appropriate legibility and is approved by the marketing team.

REDUCE INTENT

CMYK 98,83,53,40
RGB 21,45,69
PMS 539
#152D45

CMYK 0,80,90,0
RGB 241,90,49
PMS 7579
#F15A31

CMYK 13,11,24,0
RGB 221,215,194
PMS 7527
#DDD7C2

HARM REDUCTION

CMYK 2,99,67,0
RGB 232,32,75
PMS 192
#E8204B

CMYK 93,79,30,15
RGB 44,69,114
PMS 534
#2C4572

CMYK 6,26,39,0
RGB 239,192,156
PMS 473
#EDC09C

SEEK HELP

CMYK 82,35,76,23
RGB 45,109,80
PMS 555
#2D6D50

CMYK 91,46,68,43
RGB 0,76,68
PMS 3305
#004C44

CMYK 42,1,40,0
RGB 150,206,172
PMS 344
#97CEAC

3.3 LOGO COLOURWAYS

The logo has the flexibility to be recoloured within the primary and secondary colour palette range to allow the brand to be unique across the action areas.

REDUCE INTENT

DRUG AWARE

HARM REDUCTION

DRUG AWARE

SEEK HELP

DRUG AWARE

DRUG AWARE

DRUG AWARE

DRUG AWARE

3.4 COLOUR ACCESSIBILITY

The colour palette has been developed with a mix of contrasting and complimenting colours that can work with illustrations and text over the top. That being said, the Drug Aware brand needs to be represented equally well online as offline and legibility is the most important thing, so all text needs to use the following accessibility rules. This guide shows the text / background colour and the text size that can be used to pass accessibility guidelines.

Please note: this is a reference for ONLINE USE only.

This link explains the ratios in more detail:

<https://hexnaw.com/hex/FBB516/ffffff/333333/DED8C2/F15B30/142D45/ECC09C/2D4573/2D6D50/95CDAC/004C43/E81D4A>

A_A Indicates acceptable use for small and large text

A Indicates acceptable use for large text only



4.0 OUR TYPOGRAPHY

4.1 LOGOTYPE FONT

Bourton is the family font for Drug Aware. It has a variety of weights and styles so therefore has a variety of purposes within marketing, which you will see on the next page.

The logo is simply made out of 2 styles of the bourton family.

BOURTON INLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOURTON BASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

4.2 OUR ASSISTING FONTS

There are many individual styles of the Bourton family that can assist in building key messages. These styles have been integrated into our communications to allow for brand flexibility and to build on our base. These styles are coupled with clean iconography and with the help of our colour palette, help expand the brand into the different action areas.

Examples of these are shown in illustration style.

This font should not be used as body copy or at too small a scale.

BOURTON FAMILY

DROPLINE

OUTLINE

STRIPES

4.3 OUR BODY COPY FONTS

Acumin is our body copy font for Drug Aware. Most commonly used will be the medium weight.

In terms of long copy, there are bold and light weights that can be used.

Acumin Condensed Medium
abcdefghijklmnopqrstuvwxy

Acumin Condensed
Bold

Acumin Condensed
Light

5.0 OUR ICONOGRAPHY

5.1 OUR ICONOGRAPHY & TEXT

Icons help convey the personality and approachable nature of our brand. They can appear on both digital and print applications.

The following icons are influenced by the reassuring nature of camping signs. Informative, minimal with a sense of adventure but not concerning. It has a sense of trust and guidance.

They are coupled with our typography styles to create messages that are bespoke to the brand. Turning informative statements into something more enticing.



HOW DO I
GET HELP?



GETTING THE
FACTS



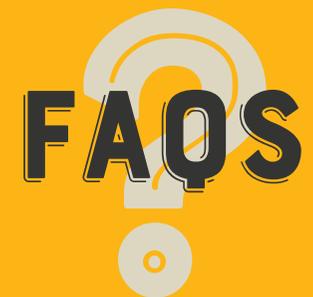
STAYING
SAFE!



TIPS TO
STAY
SAFE



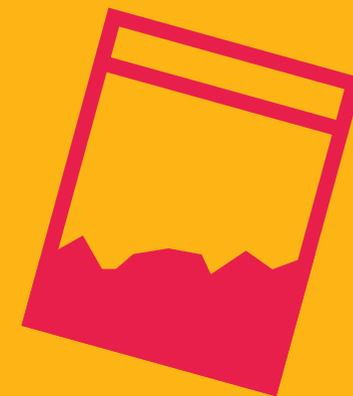
METH
HELP
TOOL



FAQS

5.2 OUR ICONOGRAPHY ILLUSTRATIONS

Our illustrations are always paired with text so they are designed to compliment our typography. Making them block colours means that our typography can appear over the top of them without losing legibility.



5.3 OUR ICONOGRAPHY **TYPOGRAPHY**

The typography is a combination of our Bourton Styles. Here are some examples without the use of iconography.

**HOW TO
GET HELP**

**GETTING THE
FACTS**

**TIPS TO
REDUCE
YOUR
RISK
IF USING MDMA**

**TIPS TO
STAY
SAFE**

**WHAT'S IN YOUR
MDMA?**

**HOW DO I
GET HELP?**

FAQS

5.4 OUR ICONOGRAPHY METHOD

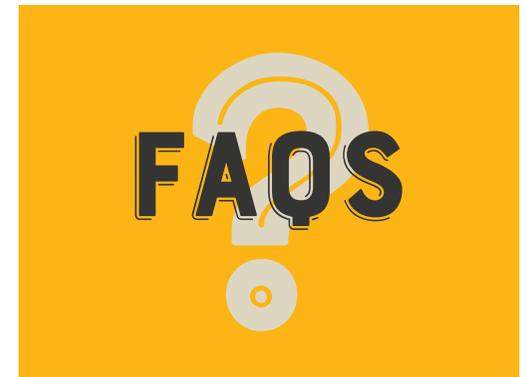
Shown here are examples of how to layer iconography and typography to create a Drug Aware branded design.

1. The background and iconography colours chosen are purposefully similar in tone so each are visible, but both form a strong background foundation
2. The text (which will be the top layer) is always written in the highest contrasting colour possible so it stands out when placed over the background.
3. The end result is meant to add interest to the text, not complicate it. The job of the icon is to entice the viewer and aid in delivering the message.

Example One



Example Two



1.

2.

3.

6.0 OUR PHOTOGRAPHY

6.1 OUR PHOTOGRAPHY

A strong genuine connection comes through with all our photography choices.

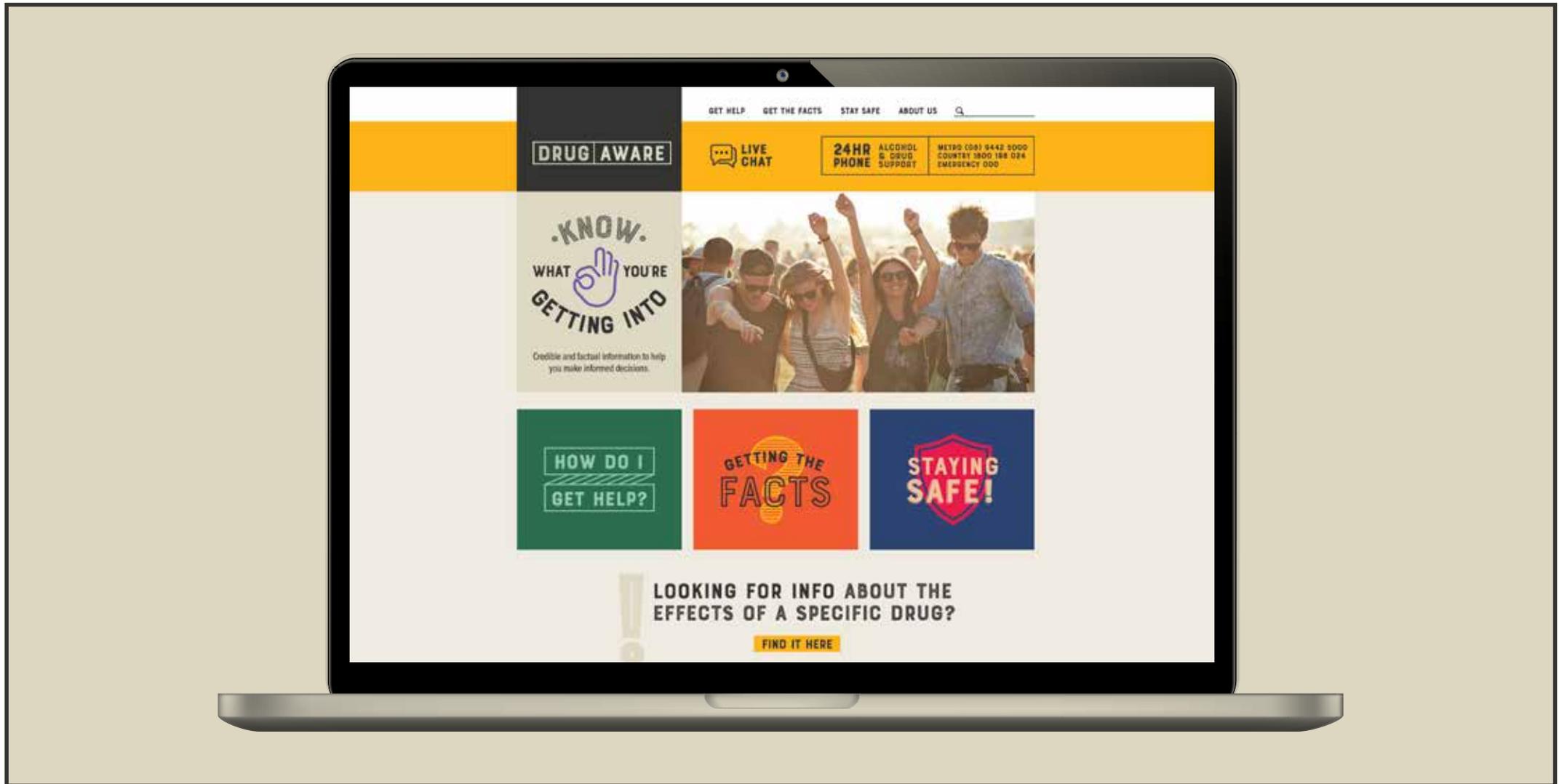
As this brand has to cover a range of subjects and actions, it is important to make sure they have a consistent look and feel. Keeping the style warm and bright and the subjects natural is the most important rule.

Try for honest photography, even when the subject falls more into the help seeking category. It shows we are trustworthy and come from a place of honesty.

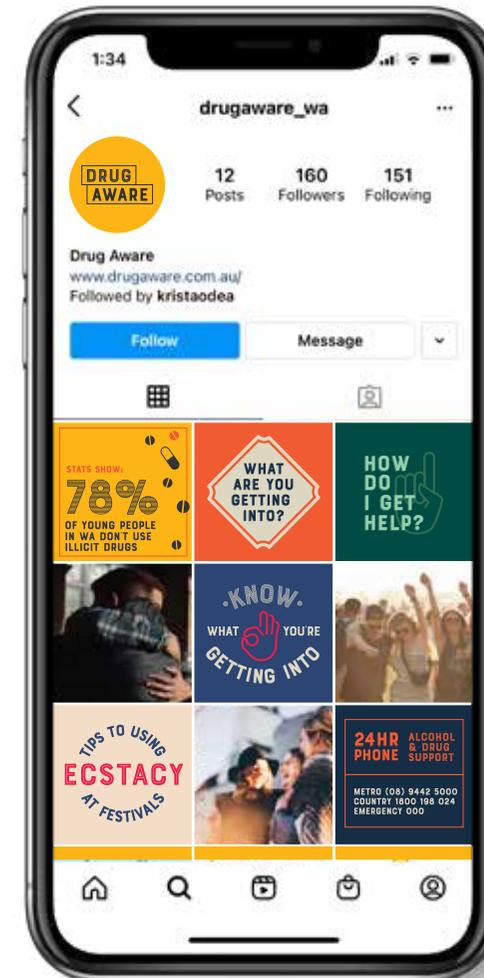


7.0 OUR BRAND IN ACTION

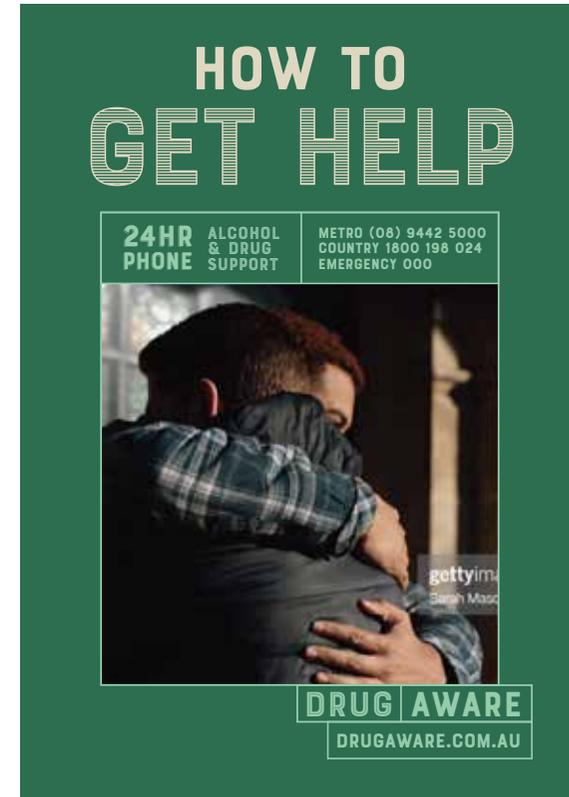
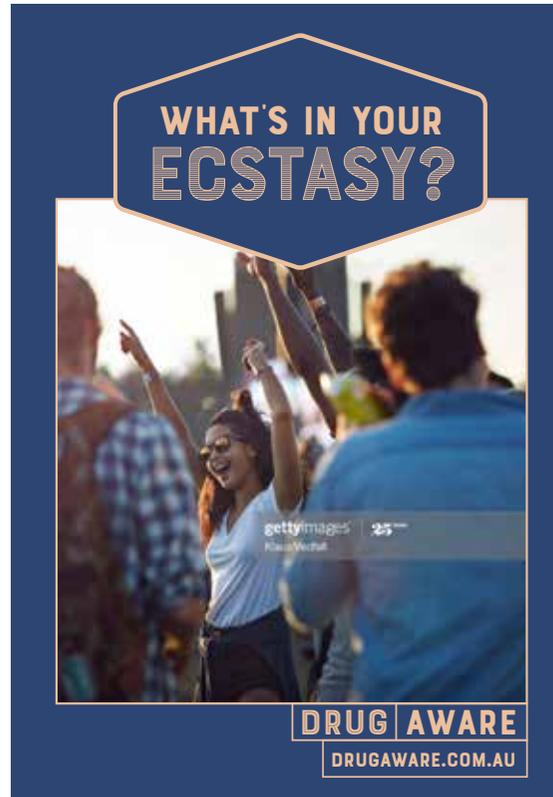
7.1 WEBSITE



7.2 INSTAGRAM



7.3 POSTER ALL 3 ACTION AREAS



7.4 POSTER SEEK HELP

**DOES
METH
AFFECT YOUR
LIFE?**

The Meth Help Tool will help you reflect on the impact that meth has on your life and give you information and advice on how to make some changes. You can learn how to reduce your use, seek help, or find out how to assist someone you care about.

REAL LIFE STORIES

SAFER USE

SELF-HELP STRATEGIES

HOW DO I GET HELP?

If meth is affecting you or someone you care about go to the Meth Help Tool at drugaware.com.au/methhelptool

24 HR ALCOHOL & DRUG PHONE SUPPORT

**PROFESSIONAL COUNSELLORS:
METRO (08) 9442 5000
COUNTRY 1800 198 024**

DRUG AWARE

7.5 CAMPAIGN APPLICATION

A key part of our identity is that Drug Aware has to be integrated into artwork with differing designs based on the campaign creative. The Brand has to stand out to reassure the source of the campaign, but not to overpower the campaign message.

There are 2 ways of creating this:

One: Logo border

As mentioned on page 9, a border will house the artwork and anchor the logo.

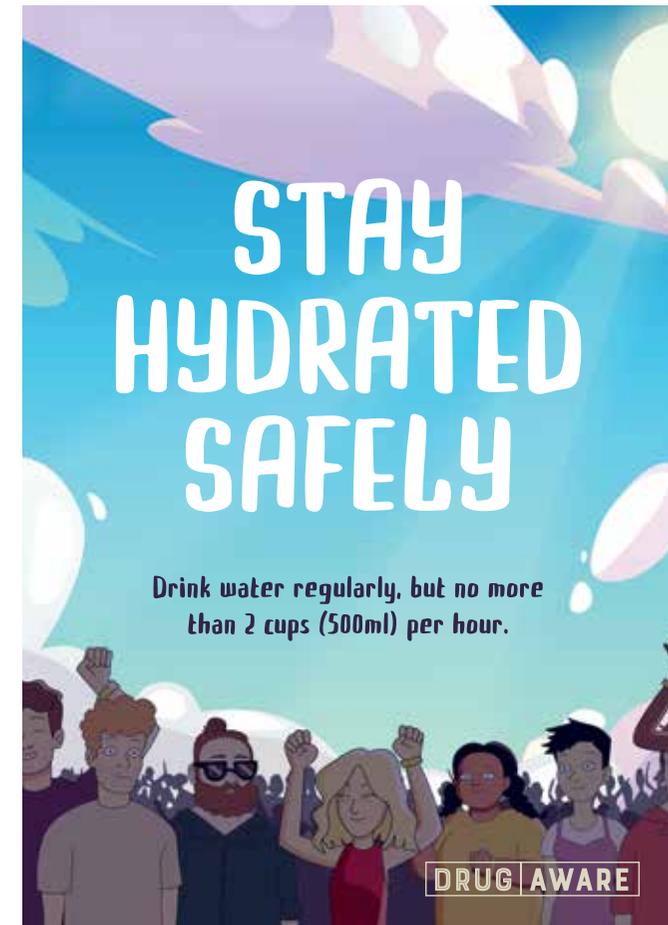
Note: Keyline weight to be determined by size of the logo in the collateral.

There is a baseplate added here. When the campaign has it's own lockup created, this baseplate helps to separate the two logos.

Two: Logo footer

Always position in the bottom 5th of the page, with flexible positioning on creative so it intergrates with the artwork.

Note: The logo must adhere to clear space rules set out on page 8.



**FOR MORE INFORMATION, PLEASE
CONTACT THE PUBLIC EDUCATION
AND HEALTH PROMOTION TEAM**