



# **Rethink Mental Illness**

**Brand Guidelines**

January 2025.

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# **We're Rethink Mental Illness. No matter how bad things are, we can help people severely affected by mental illness improve their lives.**

**Welcome to the Brand Guidelines for Rethink Mental Illness. This guide provides a summary of how we as a charity look and feel.**

Our brand has a collective look, feel and voice. It allows us the flexibility to dial up and down, to be more inclusive, and to reach those who might need our support through one of our groups and services. And to speak to more people who might want to raise money for us. And to influence politicians, policy makers and NHS commissioners. When we all unite behind the Rethink Mental Illness brand we can continue to push for change and improve the lives of people severely affected by mental illness.

The elements of our brand, from our logo and colour palette to the fonts, are covered in the following pages with guidance on how to use them and where you can find support.

Consistency is key so we ask you to follow the guidelines closely. If you need to quickly check a document, please use our '**Checklist: How to be on brand**'. We also have templates available which you can find quick links to on the back page.

**The Brand, Communications and Marketing team can support you with any brand questions. Please email us on [communications.support@rethink.org](mailto:communications.support@rethink.org)**

# Who we are

As a leading charity provider of mental health services in England, we're on a mission to bring about meaningful change: to our health and social care system, to the way society views mental illness, and to people's lives across the country.

*People affected by mental illness are at the heart of everything we do.*

Their insight shapes our advice, information, and around 200 groups and services – from housing to employment, carer support to legal advice. Their passion and courage drive our campaigns to change the law and tackle discrimination. And the rich diversity of their experience helps us make sure that our services are accessible to everyone – whatever their background or identity.

We know people severely affected by mental illness can have a good quality of life. With your support, we will make that possible.

Our language as a charity reflects the way people see themselves and describe their own experiences.

Whilst this guide focuses on how we look, we also have our tone of voice which lays out how we talk about what we do and what we talk about. Our tone is how we use language to create feelings amongst our audience, while making sure that we always sound uniquely and unmistakably like us.

The Rethink voice is made up of four qualities:

- 1. Personal**
- 2. Hopeful**
- 3. Passionate**
- 4. Inclusive**

**Read our Tone of Voice guidance, along with other language guides.**

# Our Logo

Our logo is our primary asset and often the element of our brand which people are most likely to see and remember. It is designed to be *clear, impactful and warm*.

The rules we put in place ensure that our logo is **used consistently, clearly and prominently** across all materials. This will help generate familiarity with it.



## Solid logo

Wherever possible our solid purple primary logo should be used as it is the clearest representation of our logo.



## Outline logo

When the contrast of the logo and the background is not clear enough, please use the white outline version.



## Mono logo

Only when colour is limited, this versions can be used. If unsure, please email **communications.support@rethink.org**

## *Things to look out for when using our logo:*

Have you used the correct logo file to ensure the quality isn't lost?

Have you made sure not to resize the logo into a different shape?

# Using our logo

## Core logo

Our logo should always be **legible and impactful**. Always **apply the exclusion zone** around the logo to isolate the logo from competing visual elements such as a busy area of an image, low contrast areas where legibility is compromised, or on top of text or supporting graphics. The exclusion zone is equal to the 'ink' in the logo.

**Placement of the logo:** keep logo in proportion to the document that you are creating and so not to overpower the other content.

**The preferred placement is in a corner with equal spacing around it** (depending on the type of your document the logo can be enlarged and placed in the centre)



A3/A4/A5  
**Recommended  
size H 33mm**



The logo should **never be smaller than H 57px in digital or H 15mm in print.**

# Using our logo

## Long logo (footer logo)

We have created a long format of our logo to be used when space is limited and for social cards

This logo can be used as a footer logo but always after the core logo has been shown first and never on its own.

If you wish to use this logo as an alternative to the core logo when space is limited, please contact the Brand, Communications and Marketing team on [communications.support@rethink.org](mailto:communications.support@rethink.org)



## Solid logo

**Rethink Mental Illness**

## Outline logo

**Rethink Mental Illness**

## Exclusion zone



The exclusion zone is equal to the 'ink' in the logo.



The logo should **never be smaller than H 18px in digital or H 6mm in print.**



# Using the logo

## Just Rethink (Short logo)

Much like in our tone of voice we have made a deliberate decision to remain Rethink Mental Illness. However, we understand that there are specific circumstances where it can be helpful to shorten our name to Rethink and use the shortened logo.

For our place-based services when using our full charity name might not be appropriate (for example as requested by the local community), we will be able to grant access to use this logo. If you wish to use this logo as an alternative, please contact the Brand, Communications and Marketing team on [communications.support@rethink.org](mailto:communications.support@rethink.org)

## Solid logo



## Outline logo



## Exclusion zone



The exclusion zone is equal to the 'ink' in the logo.

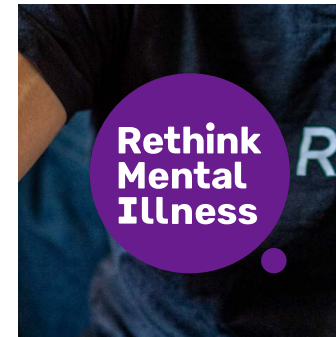
## Things to remember



**Don't** stretch or distort the logo



**Ensure** the background behind the logo has a high contrast **use the outline version instead**



**Don't** add extra copy around the logo



**Don't** change the colour of the logo or the font inside it



**Don't** use a pixelated or low-resolution version of the logo



**Don't** change the proportions or layout of the logo



**Don't** surround the logo with an effect (for example a shadow or border)

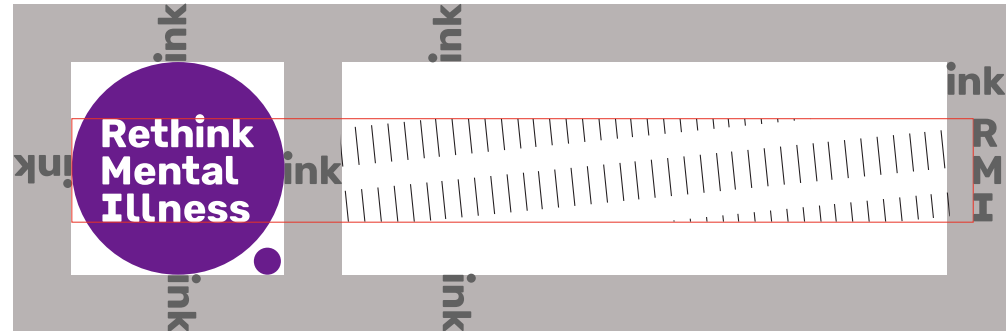
# Using the logo

## with a partner

When partnering with other organisations as an equal partner, please adhere to our logo size guidelines outlined on page 7. To ensure both logos maintain equal prominence regardless of shape, the partner's logo should fit within the designated space shown in the diagram. This approach helps keep our name and our partner's name balanced and visually aligned.

For any questions or further guidance, please reach out to the Brand, Communications, and Marketing team at [communications.support@rethink.org](mailto:communications.support@rethink.org)

Service lock ups should not be used. Please use the main logo only. We will be developing guidelines for further lockup ups in 2025



## Example usage



**WE ARE  
UNDEFEATABLE**



# Colour

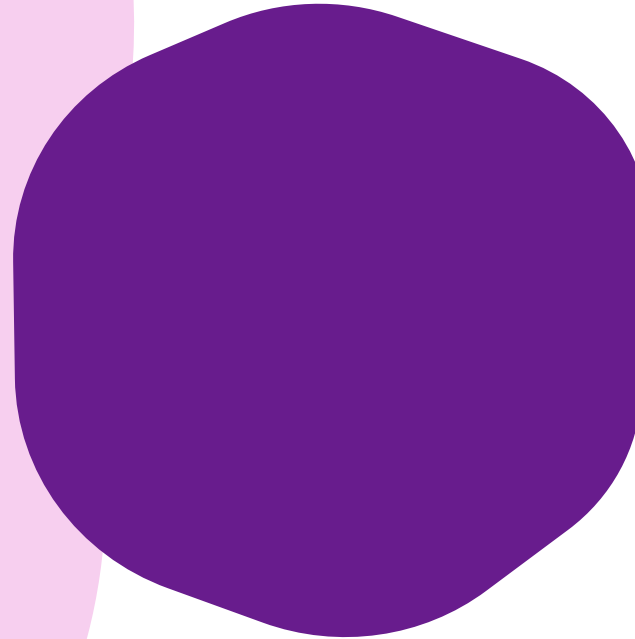
# Our colours

The colours we use are essential and help us to communicate the warmth and energy of our brand.

**Our primary colour is purple**, selected because it is warm and inviting.

It is designed to be calming and welcoming. The purple can also be easily be paired with other colours to be more impactful.

We know that our audiences vary from people accessing our services, wanting to raise money, to people that we want to influence. It is important that our colour palette is engaging and impactful with enough variety to do this.



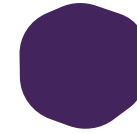
## Core Purple

Hex: #681C8D

RGB: 103, 44, 138

CMYK: 74, 100, 4, 1

Pantone 2613



### Dark

Hex: #46125E

RGB: 70, 18, 94

CMYK: 83, 100, 28, 25



### Medium

Hex: #8B25BC

RGB: 139, 37, 188

CMYK: 60, 88, 0, 0



### Light

Hex: #BA7CD7

RGB: 186, 124, 215

CMYK: 33, 57, 0, 0



### Ultra light

Hex: #D1A8E4

RGB: 209, 168, 228


CMYK: 18, 36, 0, 0


# Our secondary colour palette


The supporting colours can be used alongside the purple.


## Secondary Pink

Hex: #D711A8  
RGB: 215, 17, 168  
CMYK: 20, 92, 0, 0

 Dark  
Hex: #6C0954  
RGB: 108, 9, 84  
CMYK: 59, 100, 27, 28


 Medium  
Hex: #A10D7E  
RGB: 161, 13, 126  
CMYK: 44, 100, 3, 1


 Light  
Hex: #EFA0DC  
RGB: 239, 160, 220  
CMYK: 11, 47, 0, 0


 Ultra light  
Hex: #F7CFEF  
RGB: 247, 207, 239  
CMYK: 4, 25, 0, 0


## Secondary Blue

Hex: #356AE8  
RGB: 53, 106, 232  
CMYK: 100, 28, 0, 0

 Dark  
Hex: #1B3574  
RGB: 27, 53, 116  
CMYK: 100, 86, 26, 10


 Medium  
Hex: #2850AE  
RGB: 40, 80, 174  
CMYK: 90, 70, 0, 0


 Light  
Hex: #86A6F1  
RGB: 134, 166, 241  
CMYK: 51, 31, 0, 0


 Ultra light  
Hex: #AEC3F6  
RGB: 174, 195, 246  
CMYK: 35, 19, 0, 0


## Secondary Green

Hex: #4FAF98  
RGB: 79, 175, 152  
CMYK: 68, 7, 48, 0

 Dark  
Hex: #1A4A3E  
RGB: 26, 74, 62  
CMYK: 86, 43, 68, 50


 Medium  
Hex: #3B8372  
RGB: 59, 131, 114  
CMYK: 76, 28, 57, 12

 Light  
Hex: #95CFC1  
RGB: 149, 207, 193  
CMYK: 46, 0, 30, 0

 Ultra light  
Hex: #B9DFD6  
RGB: 185, 223, 214  
CMYK: 32, 0, 20, 0

## Secondary Orange

Hex: #FF9800  
RGB: 255, 152, 0  
CMYK: 0, 48, 93, 0

 Dark  
Hex: #C46006  
RGB: 196, 96, 6  
CMYK: 18, 69, 100, 7

 Medium  
Hex: #ED8D3C  
RGB: 237, 141, 60  
CMYK: 3, 53, 82, 0

 Light  
Hex: #FFC166  
RGB: 255, 193, 102  
CMYK: 0, 29, 66, 0

 Ultra light  
Hex: #FFD699  
RGB: 255, 214, 153  
CMYK: 0, 19, 46, 0

## Using our colours:

- **Don't** introduce new colours outside our brand palette
- **Avoid** rainbows - minimal colour usage is often the most effective to not overpower the design
- The colours within our palette are designed to **work together**. They can be used individually or in **combinations of two shades from one colour and one shade of another colour**.
- **Try not** to over-complicate your designs. Less can be more impactful.

Some recommended options are shown opposite. This is not a definitive guide as your final choices will be dependent on the media and content you are communicating.

Use these to create subtle interactions between our graphics, images or areas of solid colour and gradients.

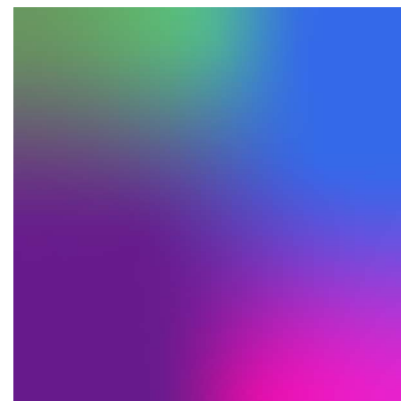
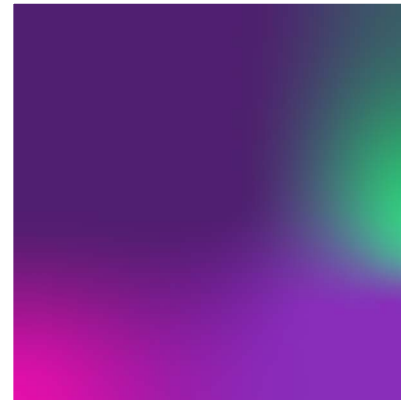
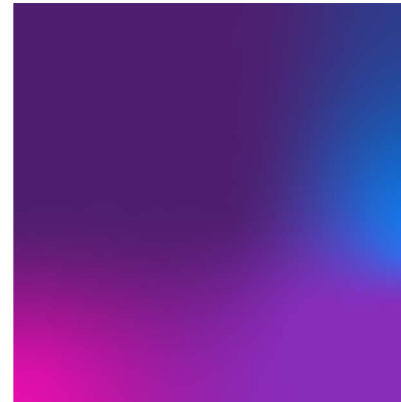
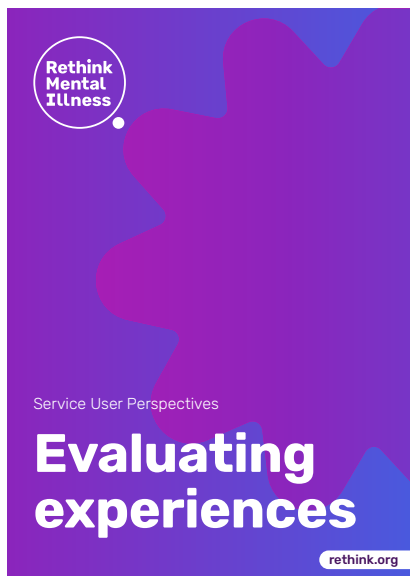


**For more guidance on colour combinations** which work best and how to use our colours, email [communications.support@rethink.org](mailto:communications.support@rethink.org)

# Gradients

We also have a number of gradients included in our colour palette. These allow us to use colour in more of a flexible way and add a level of softness to the backgrounds of our designs. Using blue tones for example can look more authoritative and determined so would be more appropriate for our policy influencing. Whereas the pink hues are warm and friendly so might be more suitable for our services or fundraising activities.

**Gradients can be tricky to get right so we have created a library of gradients for you to use.**





# Typeface

If the words and language we choose express what we communicate, our fonts reflect how they are conveyed to the reader.

Our primary brand font is

# Rubik

We selected Rubik for its legibility and simplicity. The font is clear and can be downloaded in multiple languages. The font is bold but has a degree of softness with its rounded edges.

**We use the font in two weights. They are regular and bold**

Rubik can be downloaded for free via Google fonts. If for any reason it is unavailable, you can use Arial as a substitute.

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**Rubik Headings / subheading**

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*()\_+=?.,'**

---

**Body copy**

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*()\_+=?.,'**

# How to use Rubik

When using Rubik on the cover page of a report or document we would recommend using our charity name in the logo and not in the title to avoid repetition and so our charity name appears clearly.

**The way we use fonts is relatively straightforward: big headline, smaller subline, even smaller body copy. There is some guidance on size usage but use it proportionally depending on the size of the format.**

- Minimum font size 12pt
- Underlining for weblinks only
- Bold and italics should be used for emphasis on the occasional word, as full sentences in italics are not accessible.
- Unless it is an acronym, we do not use all capital letters in words as this can appear 'shouty'.

**Copy colour:** We use the dark purple as our core font colour. This should be used anywhere where you would typically use black copy. White copy can be used on any of dark variations from our pallet

**Title and subtitle colour:** Stick to any of the colours within our palette but ensure there is a high contrast.

Big headline

# We help people severely affected by mental illness.

Smaller subline

## About Rethink Mental Illness

Even smaller body copy (minimum size 12pt)

We're Rethink Mental Illness and no matter how bad things are, we can help people severely affected by mental illness to improve their lives. We're on a mission to bring about meaningful change, through our services, groups and groundbreaking campaigns.

Our secondary brand font is

# Kalam

Kalam was selected to be engaging and impactful and add a personal handwritten style to our font.

Kalam can be downloaded for free via [Google fonts](#) and is available in multiple languages.

## How to use Kalam:

We use the Kalam font in regular and bold options for impact and light for handwritten notes but used sparingly for guidance. Please email [communications.support@rethink.org](mailto:communications.support@rethink.org)

## Minium font size 19pt

We limit the use of Kalam to short statements so it can be more impactful. It can be used to complement Rubik within the same sentence.

## Kalam Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*()\_+=?.,'

## Kalam Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*()\_+=?.,'

## Kalam Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*()\_+=?.,'

# Quote marks

Sharing the stories and quotes of people with lived experience is central to our work, and we have our own unique style of quotation marks.

We use quotation marks as styled here. They do not come from one of our regular typefaces but are designed to be circular in appearance to fit alongside other elements of our brand identity.

We tend to use them as an opening and closing pair alongside our quotes.



“  
I didn't realise I  
was experiencing  
anxiety or  
depression”

Helen, 22, Somerset

“I didn't realise I was  
experiencing anxiety  
or depression”

Helen, 22, Somerset

“  
I didn't realise I  
was experiencing  
anxiety or  
depression”

Helen, 22, Somerset

“  
I didn't realise I was  
experiencing anxiety  
or depression”

Helen, 22, Somerset

## QR codes and links

QR codes only work well on printed materials. When producing digital content, use links instead as these can click through to web pages.

# Accessibility

It is important that we design materials that can be **accessed by everyone**. On our website we comply with the WCAG standards and for print we have some guidance below:

- **Text and Layout:** Use simple language, left-aligned text, and clear headings for easier reading.
- **Font Size:** Our minimum font sizes are Rubik 12pt, Kalam 16pt.
- **Font Colour:** We use dark purple as our font colour. This should be used anywhere where you would typically use a black copy.
- **Colour Contrast:** Ensure colours have high contrast for readability.
- **Images:** Use images that support content without overcrowding, and ensure they have proper permissions.

If you are concerned about your document not meeting accessibility, please feel free to email us at [communications.support@rethink.org](mailto:communications.support@rethink.org) and someone will be able to support you.



## Who we are

We are Rethink Mental Illness. No matter how bad things are, we can help people severely affected by mental illness **improve their lives**.



**We place individuals with lived experience of mental illness at the core of our work.**



We are *Rethink Mental Illness*. Regardless of how dire the circumstances may seem, we are dedicated to supporting those profoundly impacted by mental illness, helping them to transform and enhance their lives.



*We place individuals with lived experience of mental illness at the core of our work.*

# Photography

Our charity image style uses  
*photography first.*



# Rethink photography

Our photos illustrate quality of life and our values of passion and hope. Where possible we use imagery of people with lived experience of mental illness or who are connected to our work. This gives our audience a better insight into our work and the reality of being severely affected by mental illness. It also helps us to continue to break down the stigma that exists around mental illness.

**We aim to represent the diverse range of services we offer and people we support.**



Our charity image style uses  
*photography first.*





### Our images should:

- ✓ **depict wellness/ recovery**, not illness, and **should not** have a 'head in hands' style, nor be unduly or inappropriately upbeat and staged
- ✓ **show people in action** in a reportage style
- ✓ should always **convey hope**
- ✓ always **look engaging** and not passive
- ✓ have **people as the focus** of the image



### Photography or illustrations?

When designing a layout, using a photograph or an illustration can evoke differing tones and energy. **Photographs are great for capturing high-energy moments and rousing emotion.** Using photographs can also provide authentic insight into what Rethink is like as an organisation.

#### Please ensure any photograph you use:

- is the appropriate resolution for screen or print.
- has the correct permissions to use before publishing.
- is captioned/credited where required.
- includes a signed consent form and that the consent hasn't expired.

We have a full image library available please email [communications.support@rethink.org](mailto:communications.support@rethink.org)

**We never use an image just to fill space. It should always have a purpose.**

## Copyright

An original work can take various forms: text, image, audio recording, video recording, computer software, website, etc. Copyright is immediately effective upon the creation of an original work. The creator of an original work does not have to register his/her copyright in the work before it is protected.

Copyright automatically belongs to the author or creator (though where it's created in the course of employment, it will belong to their employer unless their contract of employment says otherwise) - but it may also be assigned to a third party, for example a publishing business (assignments must be in writing to be valid).

The copyright owner has the exclusive right to prevent any third party from copying and doing other things with the work - which includes photocopying, scanning in texts or images and reproducing them in electronic format, and duplicating audio and video recordings without permission, as well as distributing copies of the work, renting or lending copies, performing, showing or playing the work in public, adapting the work or putting the work on the internet.

**You should never copy an image into any work, whether you intend to disseminate it or not**, without securing the owner's/author's prior written permission. Materials should only be used and shared with the permission of Rethink Mental Illness.

# Graphic assets

We have a suite of bespoke shapes, icons and illustrations used to help visually represent our messages when images are not appropriate and to bring a section of copy to life. They can be used to represent elements of our work, statistics and people.

These consist of:

- Rethink shapes
- Rethink icons
- Rethink illustrations

# Rethink shapes

Alongside the use of images, we also have several Rethink shapes which can be incorporated into designs to add dimension and enhance our brand identity.

These shapes were created to support the circle of our logo and to loosely represent mental states which people may experience. We can use these shapes in select circumstances to enhance a design or to draw the eye to specific information. Be careful not to overuse these shapes, as it can make a layout busy.



# How to use these shapes

1. Communicate **don't decorate** – our shapes should never feel intrusive
2. **Keep it simple.** Avoid overcomplicated, overpowering and disjointed designs
3. **Connect graphics** in a structured format and radiate naturally. Ensure the key part of an image or the subject's face isn't obscured by our visual system.
4. **Only use** colours from our palette for graphics and choose them carefully.

Our visual system has great flexibility but it's important we get the balance right to create coherent communications.

## Rethink shapes in action

Placed over imagery



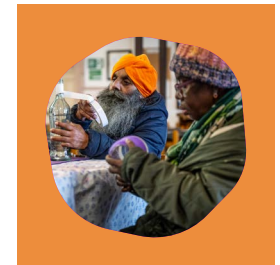
Incorporated within photography



Pullout text and stats



Image containers



# Rethink icons

We have a collection of icons available email [communications.support@rethink.org](mailto:communications.support@rethink.org)

Our icon style visually connects with our core logo and **Rethink shapes**.

- They **enhance, highlight and signpost** information across all channels. Use them to aid navigation and build a greater level of understanding.
- They can also **help illustrate** certain subject areas when photography isn't available or appropriate.
- Use **any of our brand colours** to create your icons. Ensure they have good contrast with the background to enhance accessibility.

**If you need a new icon creating that isn't available please email us.**



## Creating icons:

- Follow our style when creating new illustrative icons – **they must always work as a coherent set.**
- Keep them **simple as possible**, using universal metaphors so people can easily understand their function and meaning.
- **Avoid creating complex or detailed icons** if they need to appear in small sizes.
- **Consider the platform on which they will be viewed.**



# How to use these icons

Incorporating icons into your content is an effective way to elevate your text and increase its visual appeal.

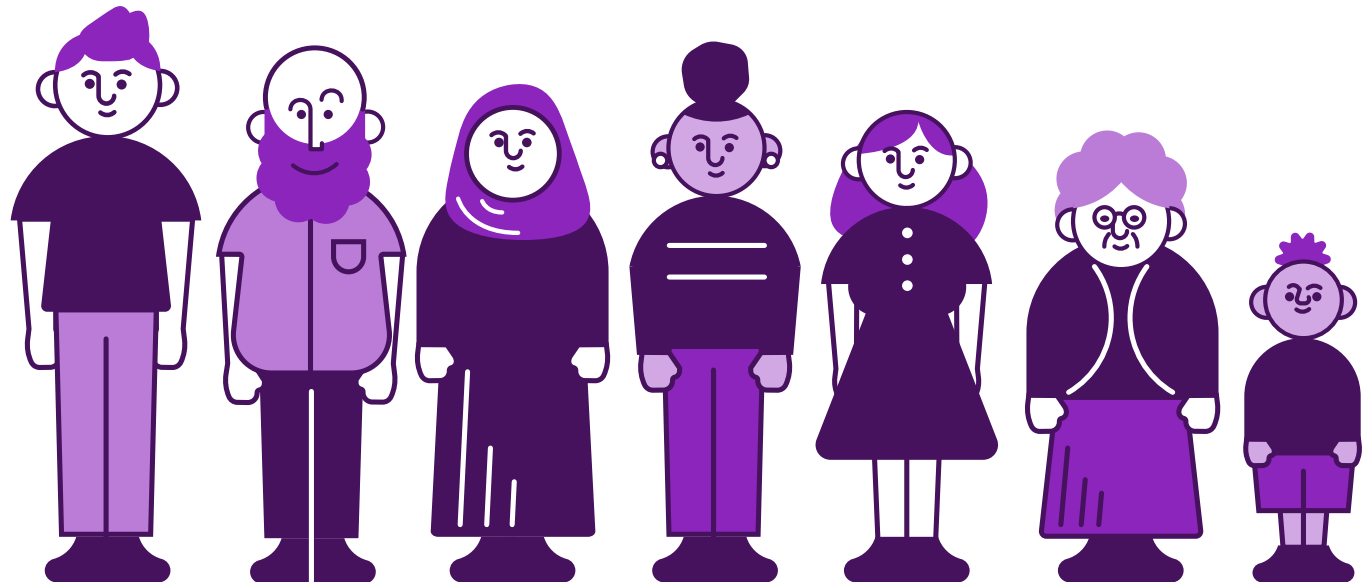
- Use icons to **enhance understanding and reinforce key messages**. Select icons from our approved library to maintain consistency and brand recognition. Aim for a balance of icons that complement rather than overwhelm a page
- Ensure that icons are used consistently and throughout your content. **Stick to our rethink style, and use icons in one colour way and size**. However, feel free to adjust size to fit the context while ensuring readability.
- Finally, **prioritise accessibility and inclusivity** when using icons; ensure they are visible, legible, and easily understood by all members of your audience.



You can access the full bank of icons in **our library**. If you are looking for a specific icon that is missing, please email [communications.support@rethink.org](mailto:communications.support@rethink.org) and we can create it for you.

# Rethink illustrations

Our illustration style is based on our Rethink shapes, for example using the wavy shape from the petals of the flower to make a person's hair. These illustrations of people create a **variety of inclusive and diverse images** when a photo might not be appropriate.





# How to use these illustrations

- **Keep colour usage simple and from our palette.** When it comes to colour combinations, we strive to keep the colour selection minimal to ensure simplicity and proper contrast. The illustrations are available in multiple colourways. We suggest choosing one of these per document.
- They should be used to **create impact so keep the size large** (if you need to use a smaller icon size please refer back to the icons.)
- They should be used sparingly, **do not overcrowd illustrations** on one single page layout.

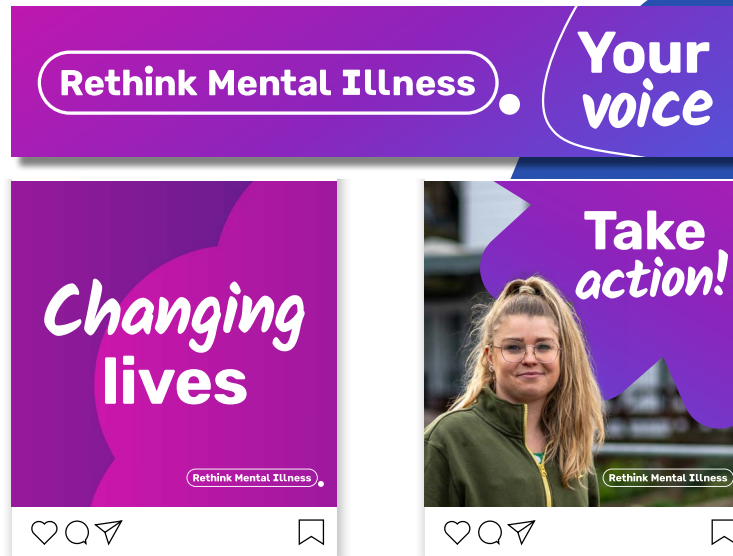
You can access the full bank of illustrations in our [library](#). We are always looking to develop new illustrations so if there is one missing from the bank please email [communications.support@rethink.org](mailto:communications.support@rethink.org) and we can create it for you.



# Bringing it all together

To increase the chances of people recognising and understanding our brand it is important we have a consistent look and feel across all the materials we create in our name.

**You can access the Checklist: How to be on brand? to ensure you have all the correct components.**



## Printing guidance

Whilst a lot of our content is designed to be hosted digitally, on our website or shared on social media, we know how useful printed materials can be. Whether you are printing leaflets, reports or marketing materials, use the below as a guide when printing.

The Brand, Communications and Marketing team can also help you to order materials, please fill out our form.

**We recommend printing on 170 GSM uncoated stock printing for items like magazines, service leaflets and with booklets /reports you can reduce the inner pages to 120 GSM**

## Rethink Mental Illness

We are Rethink Mental Illness. The charity for people severely affected by mental illness, no matter what they're going through.

For further information  
on Rethink Mental Illness  
Phone: **0121 522 7007**  
Email: **info@rethink.org**

**rethink.org**

If you have questions about the  
contents of this guide or our  
branding, please email:  
**[communications.support@rethink.org](mailto:communications.support@rethink.org)**



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