





## Brand guidelines

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## Our brand

We have developed these guidelines to ensure our global brand identity is consistent and effective over all written and visual communications. This guide will help you when developing any communications for the City Mental Health Alliance – and ensure we work together to produce the highest quality representation of City Mental Health Alliance brand.

**Questions about marketing and branding should be directed to [cmha@citymha.org.uk](mailto:cmha@citymha.org.uk)**

2.0

## About CMHA

# Our story

The City Mental Health Alliance (CMHA) is a membership organisation that works with senior leaders in large corporate businesses typically from financial, legal, professional services and technology sector to help transform workplaces into mentally healthy environments. The CMHA is established in the UK, Hong Kong and Australia.

## Our origins

In 2011, during an informal conversation, three senior business leaders agreed to collaborate and bring together a cohort of business leaders from across the City of London to address the increasing levels of stress in the workplace and to challenge existing work practices that they felt were counterproductive to the quality of client service, profitability and health of employees. It was clear from this first meeting of leaders that culture change was needed and welcomed. From there they set out to raise awareness, challenge stigma and improve the way mental health was being addressed in the workplace. Poppy Jaman OBE, the co-founder of Mental Health First Aid England came on board as Program Director and is now the CMHA's CEO. With seed funding from their respective organisations, the three senior business leaders launched CMHA in the UK with 10 participating firms in October 2012.

CMHA since launched operations in Hong Kong in 2017 and in Australia in 2019.

## What does the CMHA do?

The CMHA works hand in hand with members, at a leadership and operational level, to facilitate change and embed good mental health practice within workplaces in a sustainable and measurable way.

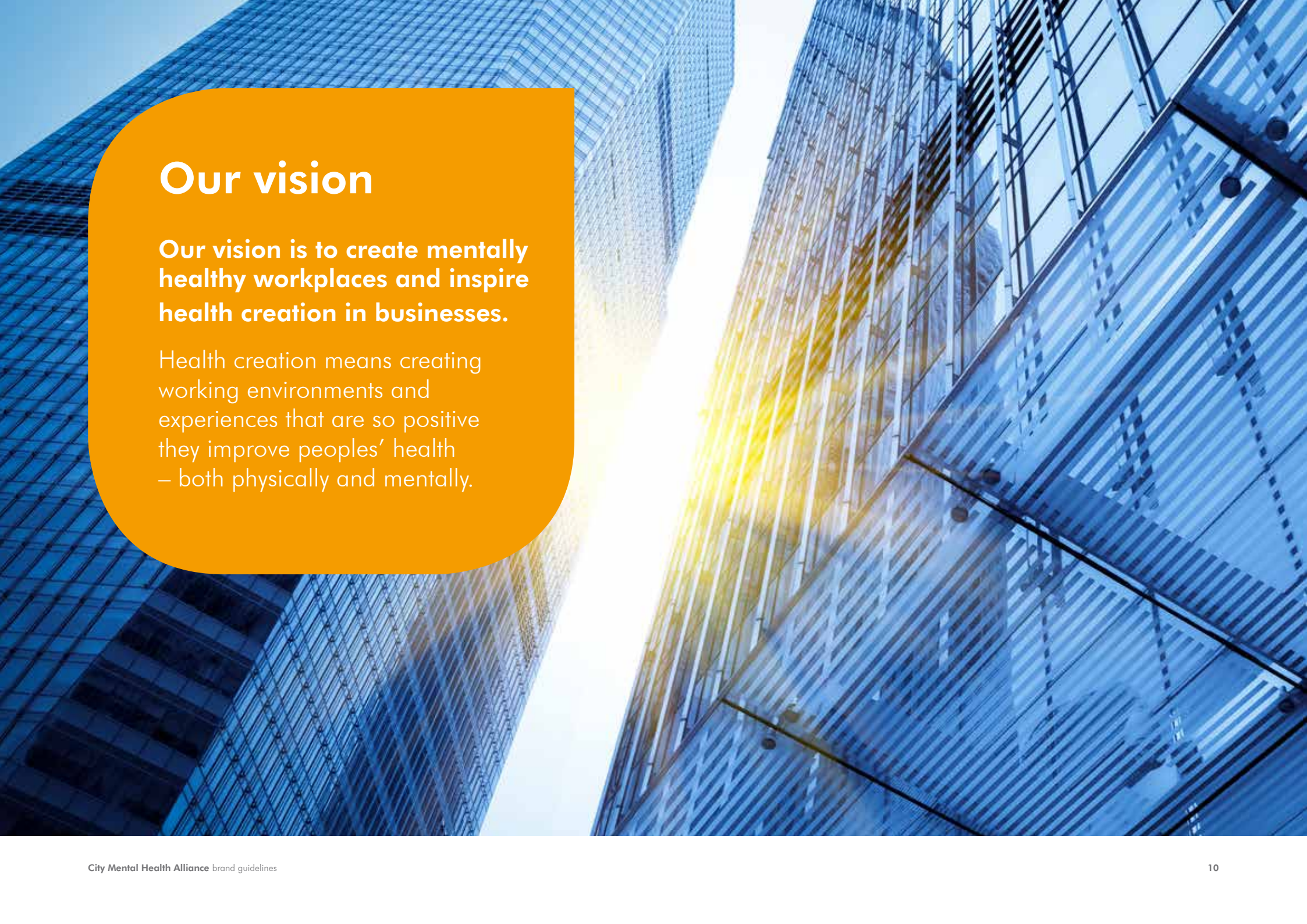
We are a solutions-focused organisation. Our strength lies in the unique collaboration of our members, working together to draw upon the vast pool of knowledge and experience from across business, and with guidance from our expert advisory board, to find, test and deliver solutions that work for our members.

## Who are we working with?

The CMHA works directly with senior business leaders and HR and wellbeing professionals to embed good mental health practice within their organisations in a sustainable way.

We have also developed a number of strategic partnerships with organisations, regulators, policy and law makers who have influence over the direction of mental health in the workplace e.g. National Governments, World Health Organisation, World Economic Forum, regulators, industry bodies, and relevant charities.

We do not promote or endorse commercial products and services from other organisations.



# Our vision

**Our vision is to create mentally healthy workplaces and inspire health creation in businesses.**

Health creation means creating working environments and experiences that are so positive they improve peoples' health – both physically and mentally.

## Our guiding principles

- We are business led and expert guided to lead the global business health agenda
- We identify gaps and opportunities through careful and broad consultation
- We partner with businesses to develop healthy workplace and city cultures
- We create tools and resources with members to achieve sustainable improvement for mental health in the workplace
- We share our successes widely with others to accelerate learning and enhance people's experiences in the workplace

# Our values

## Trustworthy

- Providing an authoritative, evidence based voice on mental health in the workplace
- Led by a highly skilled executive team and governed by a board of senior business leaders
- Supported and guided by an advisory group made up of experts in the field of mental health

## Collaborative

- Bringing businesses together to work collaboratively to develop solutions and share best practice
- Collaborating with other organisations who are working to improve and influence the direction of mental health in the workplace

## Our values cont.

### Sharing

- Facilitating the sharing of good practice across the CMHA community
- Running events to support learning, share knowledge and develop skills across our membership

### Leading

- Setting the bar for industry standards on mental health in the workplace
- Encouraging our members to lead the way and be exemplar employers
- Helping businesses become health creators

### Coaching

- Helping to facilitate change within organisations
- Working hand in hand with members to create mentally healthy workplaces
- Providing guidance and best practice tools

3.0

## How we communicate

# Tone of voice

- We use language that is solutions focused and easy to understand. We want language around mental health to be accessible and understood
- We are led by business for business. Our Board is made up of senior business leaders who set the strategy for the CMHA. We speak in a way that is business professional and evidence-based. We do not sensationalise mental health or mental illness
- We lead with the human cost and moral case for supporting mental health in the workplace, then the business and financial imperatives

# How we speak

| Instead of:                                                   | Preferred language:                                                                                           | Explanation:                                                                                                                                                                                  |
|---------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| He/she is mentally ill                                        | He/she is experiencing or has experienced a mental illness                                                    | A person's mental health is only one aspect of who the person is. It doesn't define them                                                                                                      |
| Addict, substance abuser, junkie                              | He/she has a substance use disorder/ experiencing an alcohol/drug problem                                     | This focuses more on the medical condition and can increase perceptions of a need for treatment                                                                                               |
| Suffering with, or a victim of mental illness                 | Experiencing/ being treated for/ in recovery from/ has a diagnosis of/ a history of/lives with mental illness | Using the word 'suffer' can be demeaning. The preferred language is positive. With the right treatment and interventions the likelihood of recovery from a mental ill health condition is 75% |
| Crazy/psycho/ insane/schizo/ nuts/OCD                         | Avoid using these words when describing a situation, behaviour or person                                      | These terms can be hurtful and have negative and inaccurate connotations associated with them                                                                                                 |
| Happy pills, uppers, downers                                  | Prescription drugs, medication, anti-depressants                                                              | This can trivialize or belittle the condition                                                                                                                                                 |
| Committed suicide                                             | Died by suicide/took their own life                                                                           | Suicide is no longer considered a criminal offence, so we should stop saying that people "commit" suicide                                                                                     |
| I'm so depressed (when used casually or in a flippant manner) | I am feeling unhappy or down or have a low mood                                                               | This language usage can trivialize the condition                                                                                                                                              |

## Our strapline

The CMHA strapline is...

“Creating health in the workplace”

An alternative strapline that can be used:

“Mental health is everyone’s business”

This strapline may be used on promotional material such as banners, business cards, flyers and websites

# Key messages

The “key messages” are the main points which we want our target audience to hear and to remember about the CMHA. They allow us to control the direction of communications and are an important feature of any PR and communication campaign. Key messages will vary a bit from specific campaign to campaign, and will need to be tailored to specific regions, but the main ones which run through our external facing content are:

- The CMHA is a business led and expert guided Alliance, which aims to create a culture of good mental health for workers, where everyone can talk openly about mental health without fear of stigma, and share good practice
- CMHA members believe that the health and wellbeing of employees, including mental health and wellbeing, should be a boardroom priority
- Every employee has mental health in the same way that everyone has physical health, and as with physical health – prevention, intervention and support in recovery is important

## Key messages cont.

- The collective effort, shared vision and collaboration of members is the key to the Alliance's success. Working together, the CMHA is creating a movement for positive change
- The CMHA believes that the workplace can be part of the solution to mental health issues faced across the world – a health creator. A mentally healthy employer can provide a supportive space that encourages ongoing positive mental health, prevents issues arising and supports recovery

## When communicating with the media

- We do not push hard on mental health awareness days. For us mental health awareness day is everyday
- We tell personal stories to raise awareness and break down stigma
- Our initiatives and stories always lead with either a personal story, member case study or research evidence and always include expert guidance. Experts may include CMHA spokespeople, academics, business leaders, wellbeing/HR professionals or people with lived experience
- We use our social media channels to promote CMHA media coverage, post blogs and other articles

# Example stories

## Links to example articles

### Personal story:



[https://www.huffingtonpost.co.uk/entry/for-most-staff-mental-health-is-still-a-taboo-these-big-city-firms-want-to-change-that\\_uk\\_5cb84837e4b081fd1693a380?guccounter=1](https://www.huffingtonpost.co.uk/entry/for-most-staff-mental-health-is-still-a-taboo-these-big-city-firms-want-to-change-that_uk_5cb84837e4b081fd1693a380?guccounter=1)

### Case study and research:



<https://www.raconteur.net/hr/mental-health-performance>

### Research:



[http://citymha.org.uk/wp-content/uploads/2018/10/CMHA\\_Making-it-Work\\_Final.pdf](http://citymha.org.uk/wp-content/uploads/2018/10/CMHA_Making-it-Work_Final.pdf)

## Example stories cont.

### Personal story and profile:

**THE  TIMES** <https://www.thetimes.co.uk/article/poppy-jaman-city-mental-health-should-disclose-issues-work-career-what-she-said-dvg78tdbq>

### Profile:

**THE REVIEW** <https://www.cisi.org/cisiweb2/cisi-news/the-review-article/previewing-the-july-2019-print-edition-nigel-jones>

### Thought leadership:

**CITYA.M.** <https://www.cityam.com/mental-health-and-wellbeing-should-top-business-agenda/>

### Podcasts:



<https://www.everywoman.com/podcast-poppy-jaman-mental-health-workplace>

4.0

**Our logo**

# The mark

Our new mark encompasses our core values and expresses our dedication in partnering with global businesses to develop healthy workplaces and lead change in workplace mental health. Graphically the 'c' and 'a' encompass 'm,h' -mental health.

Our new logo is made up of three elements

1. our mark
2. our name
3. our country specific location



# Logo clear zone and minimum size

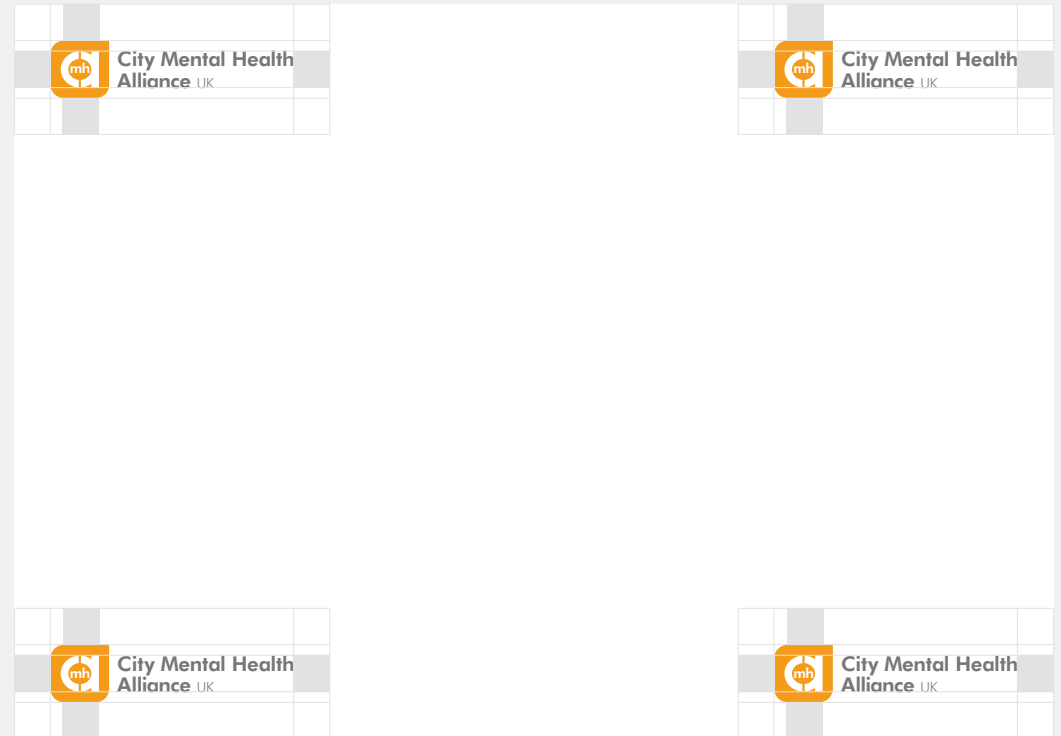
## Clear space



## Minimum size



# Logo position



The logo should appear in a corner with sufficient clear space around it.

Never centre the logo on a document.  
(Please see page x for alignment of our mark when used on its own)

# Logo rules



**Don't** change the colour of the logo



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



**Don't** distort the logo



**Don't** use the logo over busy photography



**Don't** rotate the logo

# Single colour logos



Black only logo



Reversed out logo



# When to use the mark

The logo mark can be used on its own, within its' box or stand alone.

The logo mark can be used where the full landscape version is not practical for instance on social media profile images such as Twitter, YouTube and LinkedIn where the format dictates it should be in a circle and is seen fairly small and the supporting text would be illegible.

They can also be used on documents as a supporting graphic element where the full version appears elsewhere.



# 4.1

## Our typeface

## Main typeface

Our logo is set in Futura Heavy and Futura Light

**Headings should be set in Futura Heavy**

Body copy should be set in Futura Light  
at 10 point minimum

*Pull quotes should be set in Futura Light italic*

**This is Futura Heavy**

This is Futura Light

**Headings**

Body copy

*Pull quotes*

# Our alternate typeface

This is for use when Futura is not available for instance on word documents etc.

**Headings should be set in Arial Bold**

Body copy should be set in Arial Regular  
at 10 point minimum

*Pull quotes should be set in Arial Italic*

## Headings

Body copy

*Pull quotes*

# 4.2

## Our colours

# Primary colour palette



PMS 2012  
C0 M45 Y100 K0  
#f59c00



PMS Cool Gray 9  
C30 M22 Y17 K57  
#6a6c71

# Secondary colour palette



PMS 173  
C0 M82 Y92 K2  
#e4481c



PMS 220  
C5 M100 Y25 K24  
#b60056



PMS 3145  
C100 M10 Y29 K20  
#007e96



PMS 376  
C54 M0 Y100 K0  
#89bd23

# 4.3

## Our images

# Primary images

Dynamic engaging cityscapes form the primary base for telling the story of the organisation, setting the tone for the environment we operate in.



# Positive workplace images

When choosing or commissioning photography please take into consideration that a positive workplace image is important.



# People interacting and reflecting



# Difficult/serious issues photography



# Images to avoid



**Dark/bleak images**



**Overtly negative images**



**Cityscapes that are recognisable\***



**The backs of people**



**Cliché images**



**People on their own**

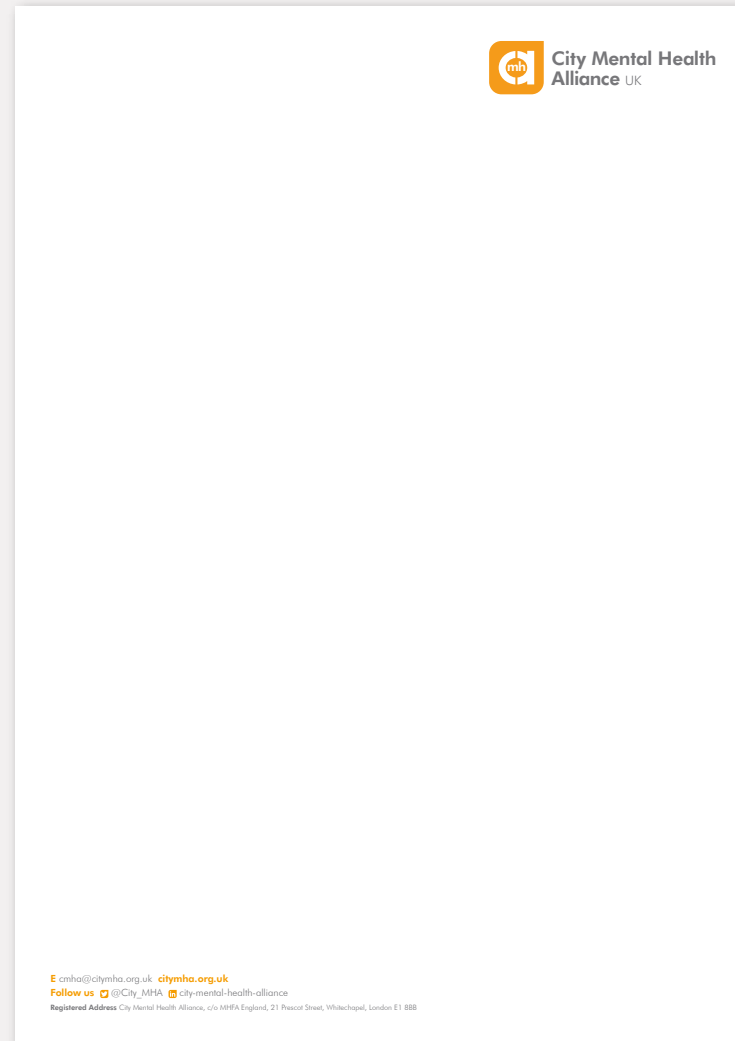
Cityscapes for general documents should be non distinctive and suggestive of one particular location. However when marketing material is directed towards events and topics in specific locations appropriate photography illustrating this can be utilised.

## Our materials

# Business cards



# Letterhead



# Email signatures

**Vicki Haxton**

Event & Membership Engagement Manager

M 07958 751526

[www.citymha.org.uk](http://www.citymha.org.uk)



**City Mental Health  
Alliance** UK

**Follow us**

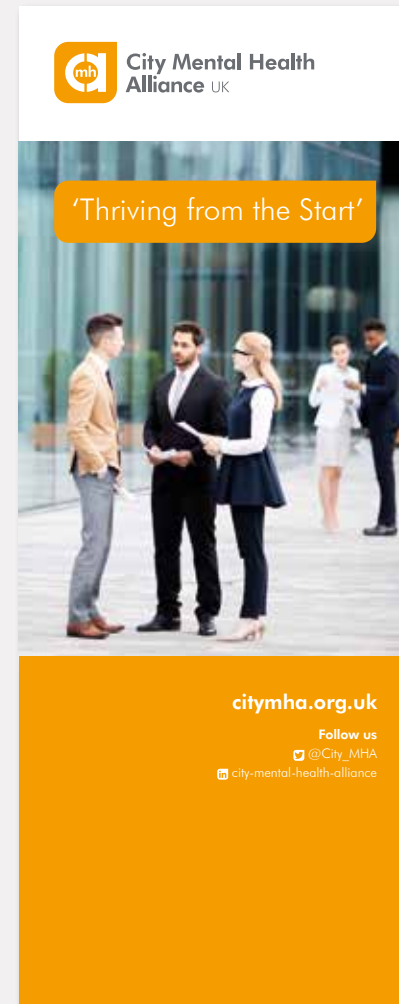


@City\_MHA

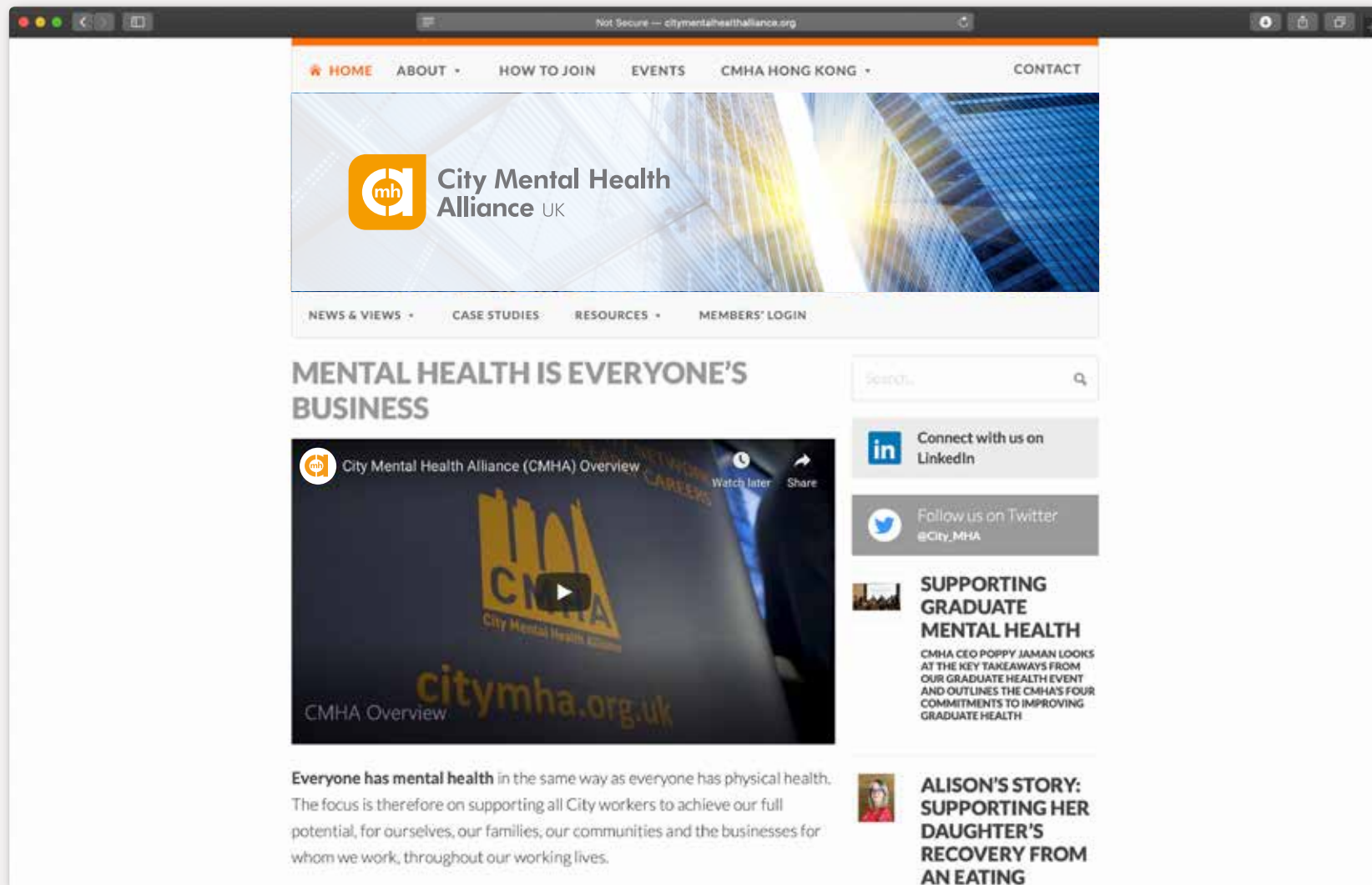


city-mental-  
health-alliance

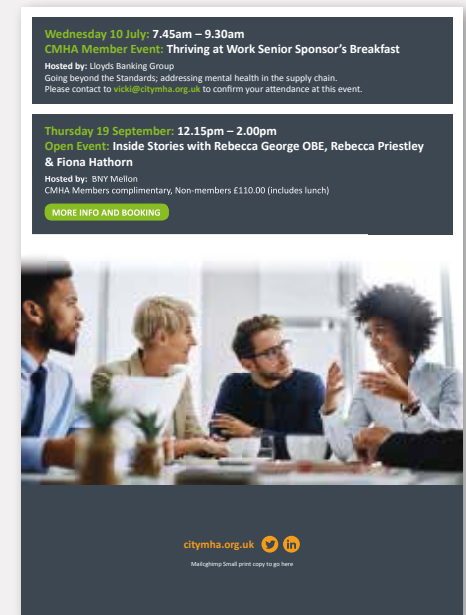
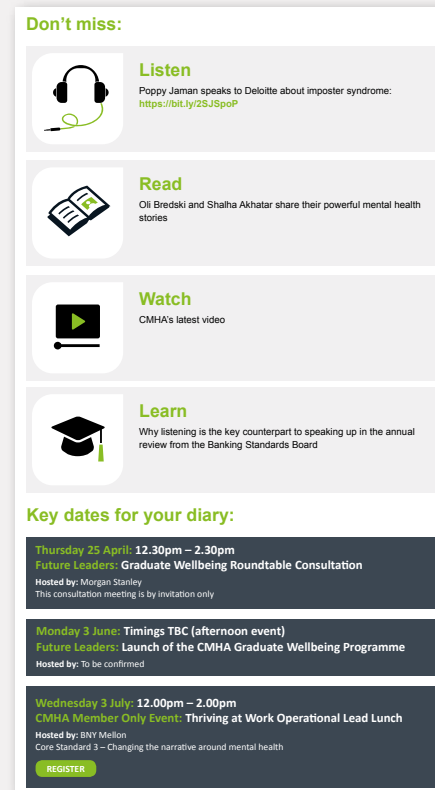
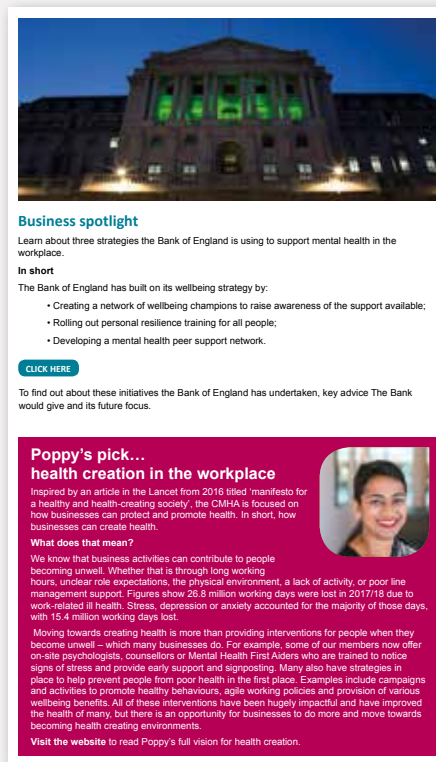
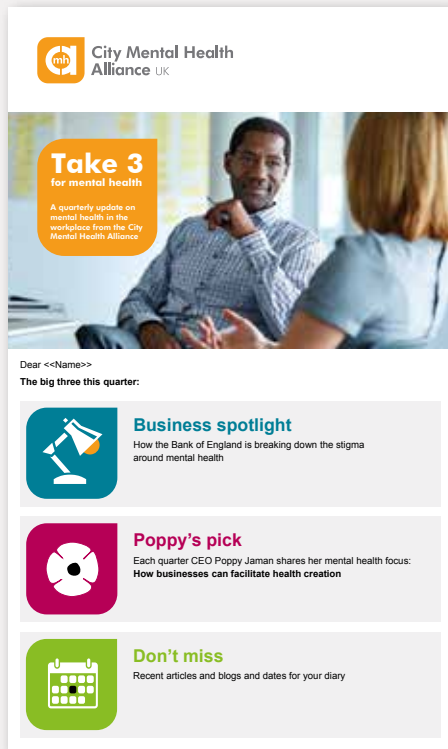
# Exhibition banners



# Website homepage



# Email newsletter



# Email Invitation



# PowerPoint template



**Section title to go here in this space**

Subheading to go here in this space

1.0

Document title goes here - City Mental Health Alliance

**Text and image**

Body copy to sit here. Cum nobitem voluptio magnihit, serciatur, qui odistrum voluptat. Ique dolessime nes?

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**Text only slide**

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Nest faceatempedi sit ut occupas ut eos modi dolupta ectur?

Document title goes here - City Mental Health Alliance

1.3

**Text and image**

Body copy to sit here. Cum nobitem voluptio magnihit, serciatur, qui odistrum voluptat. Ique dolessime nes?

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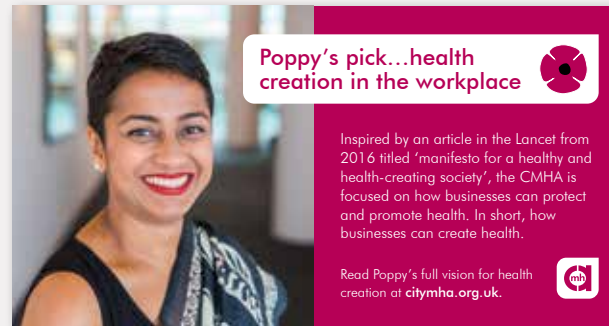
Et exeris apidebit verchillatat hillibus sitatem facepudae. Nequi quistem ea volesenis utem. Aximporum, omiste mperro expliam delesceae rem quosape rferum nonsed quuntet, esto qui sam rest, id quis atur rero ipsandant et, omnis volecusa quat fuga. Namus pos maiorepraepreprel in pa vel int.

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To break up the flow of larger documents the sections can be colour coded using the extended colour pallet of secondary colours.

# Social media styling



These examples show social media post images that use the full logo or just use the logo 'mark', which allows for flexibility of image placement and copy while reinforcing the brand.



**E** [cmha@citymha.org.uk](mailto:cmha@citymha.org.uk) [citymha.org.uk](http://citymha.org.uk)

**Follow us** [@City\\_MHA](https://twitter.com/City_MHA) [city-mental-health-alliance](https://www.linkedin.com/company/city-mental-health-alliance)

**Registered Address** City Mental Health Alliance, c/o MHFA England, 21 Prescott Street, Whitechapel, London E1 8BB

September 2019