ReachOut Australia
Brand Identity Guidelines
V02.0 Sept 2023

REACH●●●OUT

reachout.com

Contents

These guidelines provide specifications for ReachOut Australia's brand components and brand applications. Please ensure that a consistent identity is presented at all times by following these guidelines carefully. For further information please contact DesignStudio@ReachOut.com

Brand framework

Just being yourself isn't always easy, especially when you're young. There's so much pressure to conform. So many expectations to live up to. It feels like everyone has an opinion on who you should be and what you should do. Even in your own head, you're not always sure about what's right and where you're going. Sometimes, it's hard to feel like you belong or that you measure up to whatever the latest standard is. It's easy to get trapped in negative patterns – in your thoughts, and in what you do.

You want to move forward, but you're not sure how to. And it can be hard to imagine that you're ever going to feel better about things than how you do right now. It's scary, frustrating and confusing. It saps your strength and preys on your mind, making it hard to see things clearly and it can make you feel more than a little bit alone. It's even worse when you feel there's no one you can turn to who will actually listen, no one who's on your side, who genuinely understands you as you.

That's where ReachOut can help. It's a safe place where you can express yourself openly and discover more about what's happening in your life. Where you can connect with people who genuinely appreciate what you're going through, because they've been there themselves. It's a place where you can open up about anything that's on your mind – big or small – and people will listen and support you without judgement. Where you can take some time out from the pressure you're feeling, get some perspective and figure out how to make things feel more manageable.

Designed with and for young people, ReachOut lets you engage on your terms– it's anonymous and there's no pressure to do more than you want to. Whether it's just to learn more about what you're experiencing, see what other people are saying, be part of the online conversation or chat to an experienced peer worker, you can find the support that works for you.

And there's plenty of great tips, stories and resources to help you feel better about what's going in your life and to build the knowledge and skills to better manage life's curve-balls in the future. When it feels like things are more than you're ready for right now and you need a safe place to be yourself, get the support you need and find your way forward, ReachOut is there for you.

WHEN LIFE DOESN'T GO AS PLANNED
REACHOUT
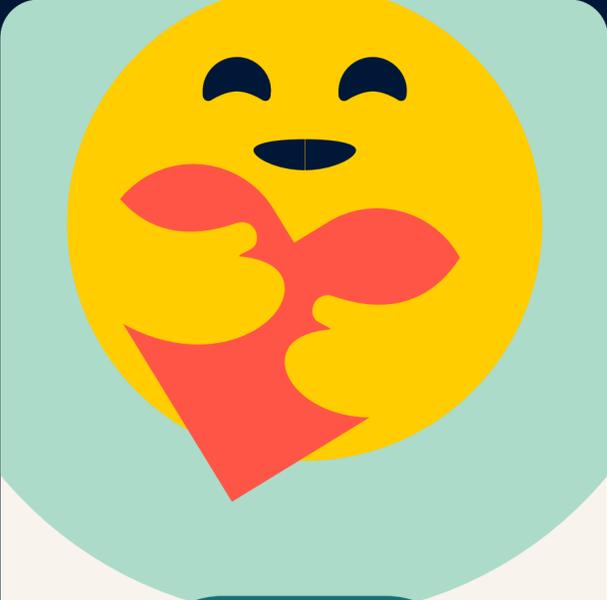
Care

We **Care** about:

- what we do
- the way we do it
- how we show up everyday for each other and ourselves
- enabling a safe space for all
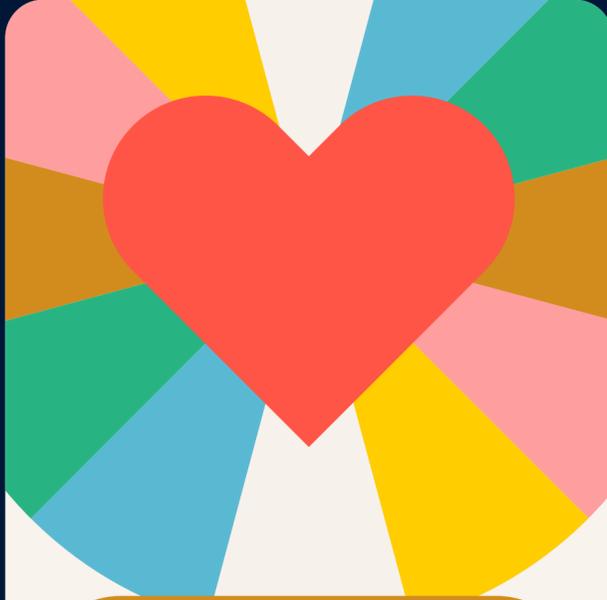
Inclusivity

We exemplify **Inclusivity** by:

- celebrating diversity as a strength
- honouring lived and living experience
- consulting authentically and with purpose
- respecting the knowledge and expertise of others

Curiosity

We exercise **Curiosity** by:

- embracing new ideas and better ways of doing things
- experimenting to find the best way
- seeking to understand
- continually cultivating learning along the way

Integrity

We endorse **Integrity** by:

- doing what we say we'll do
- being clear and transparent about decisions
- making it safe to respectfully call each other out
- owning our wins, our losses and everything in between

Fun

We embrace **Fun** by:

- celebrating our achievements and lessons learned
- being playful and light when it feels right
- prioritising time to connect
- knowing when to not take ourselves too seriously

Inviting

Users of ReachOut services are likely to be feeling vulnerable and anxious at the times when the service is most relevant to them. Our brand should always feel inviting and inclusive.

Bold

Bright colours and a dynamic graphic language help to differentiate us in the category and reinforce our role and relevance with our audiences.

Positive

Our brand is focused on positive outcomes. This positivity should be highlighted – rather than showing how users might be feeling in their moment of need.

Accessible

Our brand needs to feel simple and easy to engage with. Complication can give users the sense that they have to commit to more than they're ready for.

Our primary audience is highly sensitive to the issues of emotional safety. Our brand must present as professionally executed to reassure their safety.

Trustworthy

Our user's expectations are set by the world leading brands they engage with regularly. To be relevant our brand must appear on par with these.

Contemporary

Our brand needs to speak in a genuine way. We should present as a trusted peer but avoid 'youth speak'. Any sense of inauthenticity will undermine trust and engagement.

Authentic

QUIET ←——————————————————————————————————————→ LOUD

Our brand's visual identity system has been designed to flex across a broad range of audiences and messages.

Sensitive topics and corporate environments may require a 'quieter' visual expression, whereas celebratory situations might suit a 'louder' visual expression. Generally our visual tone will land somewhere between the two.

Calm gentle
reassured

Odisquia quodigentem inis aliquodipsum latur, Cab imus ab ima. Riorem fugiatu repudip iderovideles aligend itector uptibus, num quibus di sitatem harci si natur aliquate ipsandae venimodit ent rerersperit optur sa im as molestempel erroviti aliquam nos molorporeri tet ernam quaerum estiur, cus, nullabo rerios volorpos sa sintet.

REACH●UT

Authentic
contemporary
positive

REACH●UT

BRIGHT
BOLD
EXPRESSIVE

REACH●UT

OUR VISION:

Better mental health and wellbeing for all young people.

OUR POSITIONING:

ReachOut: helping Young People feel better.

Better in the moments they're feeling a bit lost and frustrated.
Better about who they are and their place in the world.
Better able to cope with the challenges they're facing today.
Better equipped to manage whatever life throws at them in the future.

OUR CHARACTER TRAITS:

Empathetic
Confident
Positive

OUR PURPOSE:

To be the trusted and safe digital space empowering young people to feel better.

OUR VALUES:

COURAGE:

We take on work that stretches our capabilities, knowing that we may not always succeed. We confidently rely on each other to deliver on our promises and to help achieve our goals. We listen actively, question thoughtfully and challenge openly.

INCLUSIVENESS:

We value difference and treat everyone with dignity and respect. We share the load, and communicate openly by sharing ideas, knowledge, feelings and perceptions. We create meaningful opportunities for involvement with all people, groups and communities who can help us achieve our mission.

RESPONSIBILITY:

We take initiative, focus on outcomes and learn from our mistakes and our successes. We are open, honest and accountable with everyone we work with, and with each other. We are open to new ideas, value innovation and manage money wisely.

COMPASSION:

We support others whilst looking after ourselves. We understand that compassion sometimes required making a tough call. We believe that everyone can get through tough times, whilst recognising there is not always an easy answer.

GENEROSITY:

We give our time and skills willingly to each other. We show appreciation to all that enables us to achieve our mission. We share our knowledge and experience with our partners

FUN:

We enjoy what we do and make it fun to be involved in ReachOut. We celebrate our achievements and successes in imaginative ways. We're creative, playful and don't take ourselves too seriously (most of the time).

OUR TONE:

Bold
Trustworthy
Positive
Warm/Inviting
Accessible
Contemporary
Authentic

Brand assets

This page shows an overview of our most identifiable and commonly used brand assets.

Our Logo

REACHOUT

Our Monogram

R

Our colours

| NAVY | GREY | BUFF | WHITE | CHERRY | CORAL | BLUSH | PLUM | VIOLET | PERI |
| OCHER | MARIGOLD | LEMON | MALLARD | JADE | MINT | COBALT | FRENCH | SKY | ICE |

Our typefaces

Beatrice Regular
Beatrice Display Extra Bold
Work Sans Regular
Arial regular

Our boilerplate

At ReachOut we're guided by a clear, simple ambition:

Helping young people feel better about today, and the future, no matter what challenge they're facing. Anonymous and confidential, ReachOut is a safe place where young people can openly express themselves. It's a place where they can get a deeper understanding and perspective on what's happening in their lives, connect with people who will provide judgement-free support and build the mental resilience to manage their challenges, now and in the future. 100% online and designed specifically for (and with) young people, ReachOut lets young people connect on their terms. Whether it's 1:1 support from experienced peer workers, online forums or tips, stories and resources, ReachOut offers a wide range of support options that allow young people to engage in the ways they want, when they want.

Visual principles

Visual principle one

Although our visual identity system can be interpreted in lots of different ways, remember that its foundational idea is; "online conversation and community".

Where possible use our graphic language to reference chat bubbles and the design of messaging platforms.

It doesn't always have to be super literal. A subtle nod here and there is enough to keep the conversation alive.

Keep

it

chatty

Yo!

Chill out...

Our visual identity system has a lot of personality, and sometimes it can come across as a bit ... "extra".

To prevent overwhelming your audience, look for opportunities in your designs to add "chill-out zones". Chill-out zones are areas in your design where you intentionally use fewer brand elements.

For example, some clean, white-space or an uncontained heading style (see page 21). Adding chill-out zones to your design creates visual contrast and pace. It'll also make the "no-chill" zones of your design really pop!

Visual principle three

EX PRESS YOUR SELF!

Our visual identity system is a framework, not a cage – it's been designed to leave plenty of room for personal expression. So have some fun. Don't be afraid to experiment with new and exciting ways to apply it to your designs. The possibilities are endless!

(We know that breaking the rules can be lots of fun, but always endeavour to work within the constraints of this guideline).

Focus on landing one trick at a time and you'll nail it!

Using too many different visual tricks and techniques at once can make your design busy and hard to understand.

Keep pushing the boundaries of what's possible, but do it with clarity.

ONE

One trick at a time *

*Okay, two maximum...

Logos

ReachOut logos

Our logo is the most visible element of our identity – a universal signature across all communications and collateral.

Our logo should never be obscured, distorted, cropped or altered in any way and only the approved master assets should be used.

Master assets are available in spot, process and mono formats.

The stacked version should only be used when required in small spaces and co-branding applications.

Core logo

Monogram
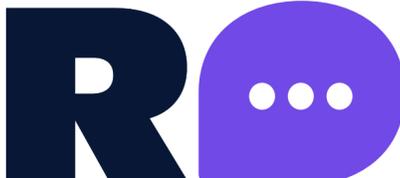
Stacked

Space & size

The ReachOut logo is strongest when surrounded by clear space, to ensure minimal interference or distraction away from it.

Clear space describes the exclusion zone around the Logo. This zone is the minimum area around the Logo that must always be kept free of other graphic elements.

The ideal exclusion zone is based on the size of the in "R" in the ReachOut logo. In small formats, or situations with limited space you may reduce the clear space to the minimum; half the width/height of the "R" in the logo.

The ReachOut logo should be represented at no less than 4mm or 16px hight as shown here.

Core logo

Minimum clear space

4mm / 16px

Monogram

Minimum clear space

4mm / 16px

Stacked

Minimum clear space

8mm / 32px
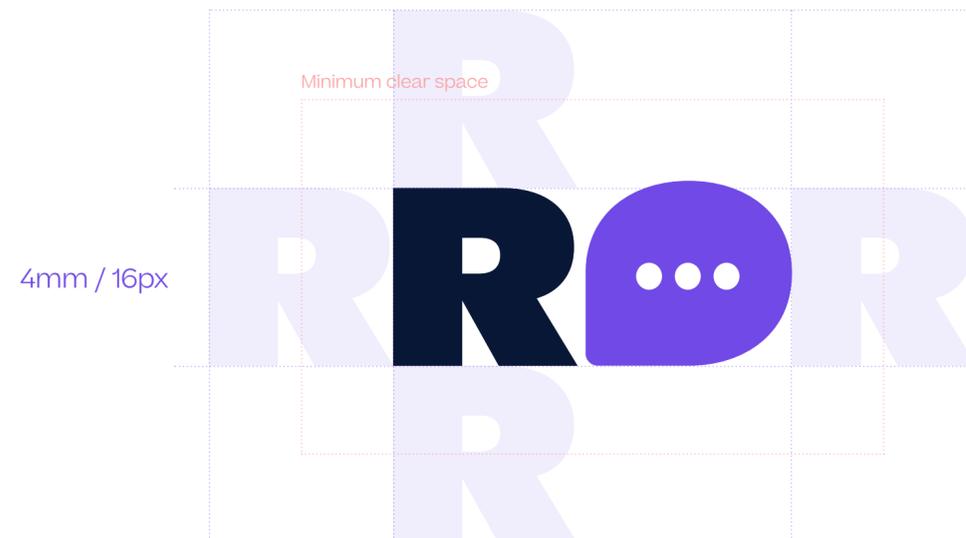
Platform lockups

The core version of the brand platform lockup uses uncontained text set in uppercase at the same width as the logo and placed left or above the logo. The clear space rules in section 2.2 apply to platform lockups.

Core lockup horizontal

WHEN LIFE DOESN'T GO AS PLANNED   REACHOUT

Core lockup vertical

WHEN LIFE DOESN'T GO AS PLANNED
REACHOUT

Platform lockups

In situations where the platform statement is the primary message being communicated, you may design bespoke arrangements using bubble containers.

For details on constructing bubble container lockups see section 6.0 Graphic Language

The clear space rules in section 2.2 apply to platform lockups.

Platform lockups

Co-branding

This example shows the relationship between the ReachOut logo and 7-11 logo. In both variants, they are the same height as the partner logo. A key-line may be used to separate them. The key line between the logos is .25pt in 50% Grey.

The monogram logo should not be used in co-branding situations.

NOTE

The stacked version of the ReachOut logo is only to be used when the core version can not be accommodated in co-branding and small space applications.

Core logo

Stacked

There are three colour variations and two mono variations of the ReachOut logo and monogram. Do not alter these in any way, including colour variation.

Colour

Mono

Palettes

Full palette

Our colours are among the most recognisable and unifying elements in our visual identity. Our colours can be applied in any combination and proportion. However the default colour for backgrounds should be Navy, Buff or White, unless very special consideration can be given to the layout by a skilled designer.

Contrast ratings are included for each swatch demonstrating the most appropriate text colour; either Navy, Grey or White. Other text colour combinations are permissible but should be limited. For more information on contrast combinations refer to:

reachout.com/brand/contrastgrid.html

Our colour palette has been developed with a digital-first approach. The RGB/ HEX colours should be considered the ideal. Although all swatches have PMS and CMYK translations, some swatches can not be reproduced closely to the RGB representation. This should not limit their use in print applications.

Tints of our palette are allowed when used as background colours or in link hover-states.

NAVY
#001737
00.23.55
98.86.45.60
539C
AAA

CHERRY
#FF5546
255.85.70
00.83.80.00
178C
AA

PLUM
#7049E6
112.73.230
75.80.00.00
814C
AA18 / AA

OCHER
#D28C1E
210.140.30
20.50.100.00
131C
AA

MALLARD
#167176
22.113.118
90.40.49.15
7719C
AA18 / AA

GREY
#333C54
51.60.84
83.73.44.35
7545C
AAA

CORAL
#FF6971
255.105.113
00.75.45.00
190C
AA

VIOLET
#AC5CFB
172.92.251
45.80.00.00
2582C
AA

MARIGOLD
#FFCD00
255.205.0
00.19.100.00
116C
AAA

JADE
#28B482
40.180.130
75.00.65.00
808C
AA

BUFF
#F7F1EB
247.241.235
02.04.06.00
9285C
AAA

BLUSH
#FE9E9F
254.158.159
00.47.25.00
707C
AAA

PERI
#AAA0FF
170.160.255
35.35.00.00
270C
AAA

LEMON
#FFF05A
255.240.90
02.00.75.00
100C
AAA

MINT
#96E682
150.230.130
35.00.60.00
2267C
AAA

WHITE
#FFF
255.255.255
00.00.00.00
AAA

COBALT
#3C4AF4
60.74.244
100.65.00.00
2728C
AA18 / AA

FRENCH
#407FEE
64.127.238
80.40.00.00
279C
AA

SKY
#5AB9D2
90.185.210
60.05.15.00
298C
AAA

ICE
#ADDBC9
173.219.201
32.00.25.00
317C
AAA

Core palette

Our core palette comprises of the colours used in our core logo; Navy and Plum, our default background colours; Navy and Buff and Grey, which should be our default text colour in body text.

In situations where a restricted use of colour is necessary, use this palette as the base for your design.

NAVY
#001737
00.23.55
98.86.45.60
539C
AAA

PLUM
#7049E6
112.73.230
75.80.00.00
814C
AA18 / AA

BUFF
#F7F1EB
247.241.235
02.04.06.00
9285C
AAA

GREY
#334554
51.69.84
82.64.48.35
2167C
AAA
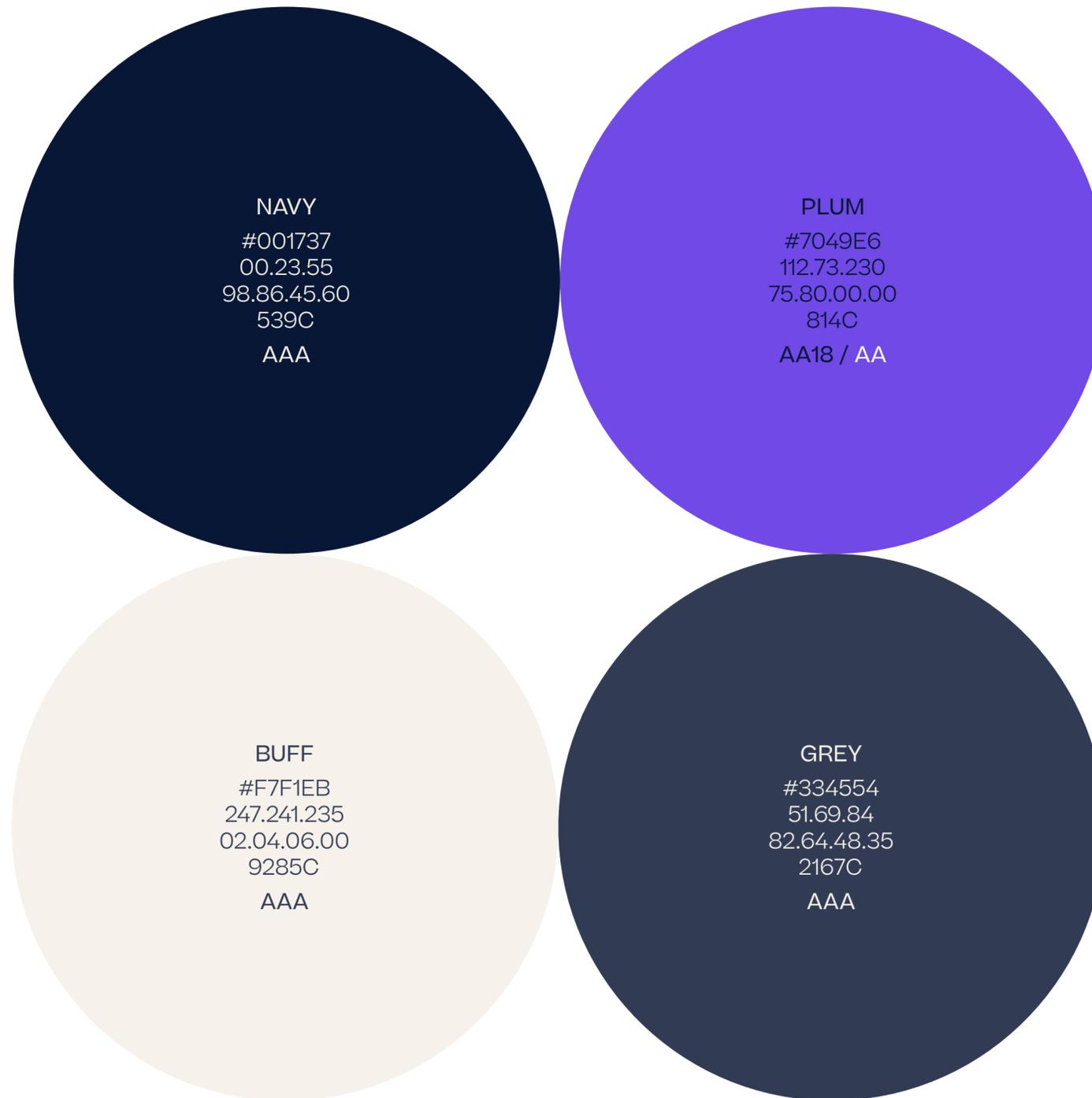
Contrast grid

This grid shows contrast ratings for all colour combinations that achieve a minimum of AA18 rating.

	WHITE	BUFF	NAVY	GREY	CHERRY	CORAL	BLUSH	PLUM	VIOLET	PERI	OCHER	GOLD	LEMON	COBALT	FRENCH	SKY	ICE	MALLARD	JADE	MINT
WHITE		A	AAA	AAA	AA18			AA	AA18					AA	AA18			AA		
BUFF			AAA	AAA	AA18			AA	AA18					AA	AA18			AA		
NAVY	AAA	AAA			AA	AA	AAA	AA18	AA	AAA	AA	AAA	AAA	AA18	AA	AAA	AAA	AA18	AA	AAA
GREY	AAA	AAA			AA18	AA18	AA			AA18	AA18	AA	AAA			AA1	AA		AA18	AAA
CHERRY	AA18	AA18	AA	AA18																
CORAL			AA	AA18																
BLUSH			AAA	AA										AA18						
PLUM	AA	AA	AA18									AA18	AA				AA18			AA18
VIOLET	AA18	AA18	AA						AA18											
PERI			AAA	AA18																
OCHER			AA	AA18																
GOLD			AAA	AA				AA18						AA18				AA18		
LEMON			AAA	AAA				AA	AA18					AA	AA18			AA		
COBALT	AA	AA	AA18				AA18					AA18	AA				AA18			AA18
FRENCH	AA18	AA18	AA										AA18							
SKY			AAA	AA18																
ICCE			AAA	AA				AA18						AA18				AA18		
MALLARD	AA	AA	AA18									AA18	AA				AA18			AA18
JADE			AA	AA18																
MINT			AAA	AAA				AA18						AA18				AA18		

Typography

A key feature of our brand system is a distinctive typographic style. We have four fonts in our system that can be combined cohesively through all channels.

Our licensed fonts, Beatrice and Beatrice Display, should always be used when supported by the design software and media channel. Only use bold and italic styles when grammatically required.

Where our licensed fonts are not available, we prefer Open Sans via Google Fonts. Where Google fonts are not permitted, our system safe backup font is Arial.

Licensed text

Beatrice Regular
Aa Bb Cc Dd
123456789
!@#$%&*

Licensed display

Beatrice Display Extrabold
Aa Bb Cc Dd
123456789
!@#$%&*

Open source

Work Sans Regular
Aa Bb Cc Dd
123456789
!@#$%&*

System

Arial Regular
Aa Bb Cc Dd
123456789
!@#$%&*

Heading styles

Headings may be set four styles; uncontained, contained, semi-contained and expressive.

For details on constructing contained and semi-contained styles see section 6.0 Graphic Language

Alignment for all styles may be left, centre, right and in limited applications justified. This wide range of alignment styles allow our layouts to adjust fluidly across all application formats and around photography focal points.

With the exception of justified headlines, all copy and disclaimers must follow the same alignment within a single application.

Only expressive headline are set in Beatrice Display and should be limited to single words or very short statements.

Uncontained

Better mental health and wellbeing for all young people.

Contained

Better mental health and wellbeing for all young people

Semi-contained

Better mental health and wellbeing for all young people.

Expressive

PRIDE

Body styles

Sentence case should be used for all body text.

Left aligned is preferred and can be used for any length of content, in any number of columns. Bullets and lists are created with the large-circle (●) and m-dash (—) glyphs within Beatrice's glyph set.

Right aligned text can be used for short lengths of content and should only be set in a single column.

Centre aligned text can be used for pull quotes and highlight text.

Disclaimers must be justified with last line set either left or right.

These body style rules apply to text set in either Beatrice or Work Sans. When setting Work Sans, always reduce the letterspacing to match the feel of Beatrice (approx -50).

Left aligned

Sani que corpostotam es volupta sperum laut optatquo is id moles et labo. Te offic tenis aliquo berciis consequam quae nihitatquam fame nis molupta et ommosti onsit

● Officimenis eumquaes
  — Explitatio
  — Consequ cus non
  — Nihicipsunt fuga
● Officimenis eumquaes
● Namsi voloribus natque

Pos audaectem quat atectur simu sam velecta spicia nobit evel ipsum quamusa metur, em cus ad qui ut apel molupti orestrum dolorepel imet facepudipsa prem verum rem aut aut et, volentium aut hici dolorit accus escias veris moluptaercil maion rae.

Qui deria dolorem ut aliquam, ommoluptaqui odi aliquunda quam que quat quidi omnihillabo. Nem exceprae dit aut que vel es consenda nonsediatus que dia inverferesto blautassum debit, siminihillum faccaboris doluptia im erio exces si odi denitam, ut arundignit inum arunt omniscipsus ea velit, et ullendae non pe rest, quiaepro illat od maiorrore nihillaborum endae iur?

Pis doluptatur re lit ad que iligeni mporpor sequis non cusdanto mos autatibus. Is nimolorum accume voluptatium nobit fugiae voluptates de nis dolorporem re con conecus et untur, quatum fugita volo dolupta turecumet voloreicia sum rera nectius dolum et optiam.

Right aligned

Eosa conserit mil magnam velendit dolo tem eaturis molende bitiam fugit, sus, tes suntet aut hariaecum, velia serio odisquunt, con perion pa quias corepel itatiatur abor abo. Sani que corpostotam es volupta sperum laut optatquo is id moles et labo tele offic tenis aliquo berciis consequam quae nihitatquam faciume nis molupta.

Justified

ReachOut or its affiliates are the owners of the ReachOut Software. ReachOut may at any time (without prejudice to its other rights or remedies) immediately terminate the ReachOut Software license granted to you in the event that you fail to comply with these Member Terms. ReachOut may update the ReachOut Software and to continue using the ReachOut Software, you may need to download and install the new version. If applicable, you and your healthcare professionals may rely on Content created, stored or uploaded by you on the ReachOut Software. It is your responsibility to ensure that all Content created, stored or uploaded by you is accurate and complete. You represent and warrant that you are not located in a country that is subject to a U.S. Government embargo, or that has been designated by the U.S. Government as a "terrorist supporting" country and that you are not listed on any U.S. Government list of prohibited or restricted parties.

Centre aligned

Eosa conserit mil magnam velendit dolo tem eaturis molende bitiam fugit sus tes suntet aut hariaecum, velia serio odisquunt, con perion pa quias corepel itatiatur abor abo. Sani que corpostotam es volupta undus nem sunt endios excea vitem del expedis.

Minimum sizes

Minimum sizes for static text are indicated here in context of common media formats.

Note that these sizes are absolute minimum to ensure legibility, It is recommended to set body text larger than the minimum whenever possible.

Social media: 1080-1200px wide

Print media: A6-A5

TITLE   #01

30PT MINIMUM   #01

Minimum font size Beatrice: 30pt.
Pos audaectem quat atectur simu sam velecta spicia nobit evel ipsum quamusa metur, em cus ad qui ut apel molupti orestrum dolorepel imet facepudipsa prem verum rem aut aut et, volentium aut hici dolorit accus escias veris.

Minimum font size Work Sans: 34pt.
Pos audaectem quat atectur simu sam velecta spicia nobit evel ipsum quamusa metur, em cus ad qui ut apel molupti orestrum dolorepel imet facepudipsa prem verum rem aut aut et, volentium aut hici dolorit accus escias veris.

Minimum font size Beatrice: 7pt.
Pos audaectem quat atectur simu sam velecta spicia nobit evel ipsum quamusa metur, em cus ad qui ut apel molupti orestrum dolorepel imet facepudipsa prem verum rem aut aut et, volentium aut hici dolorit accus escias veris moluptaercil maion rae.

Minimum font size Work Sans: 8pt.
Pos audaectem quat atectur simu sam velecta spicia nobit evel ipsum quamusa metur, em cus ad qui ut apel molupti orestrum dolorepel imet facepudipsa prem verum rem aut aut et, volentium aut hici dolorit accus escias veris moluptaercil maion rae.

Graphic language

Bubble styles

Our graphic language pulls from the visual language of online conversation and community. Our bubbles are intended to represent chat bubbles and text fields in an exaggerated and stylised way.
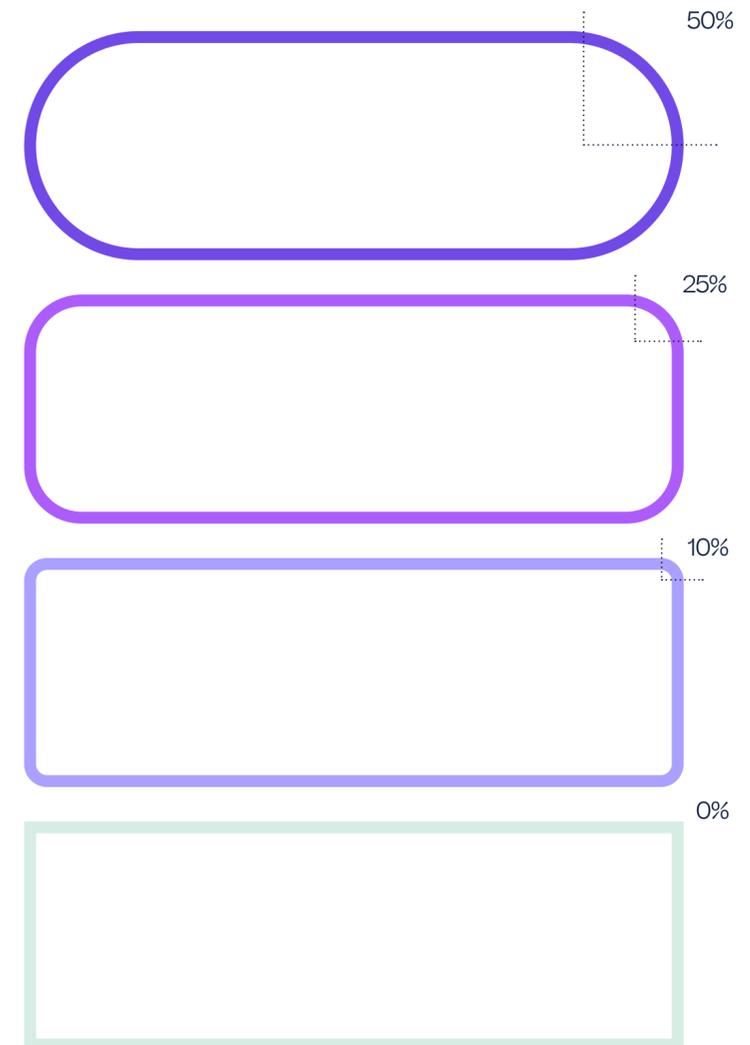
They can be used literally or figuratively and should, where possible, break the conventional use of these elements in UI.

Bubbles can be created in any colour, filled or stroked. They can have rounded or square corners in any combination of the proportions shown here.

Filled

Stroked

50%

50%

25%

25%

10%

10%

0%

0%

Combinations
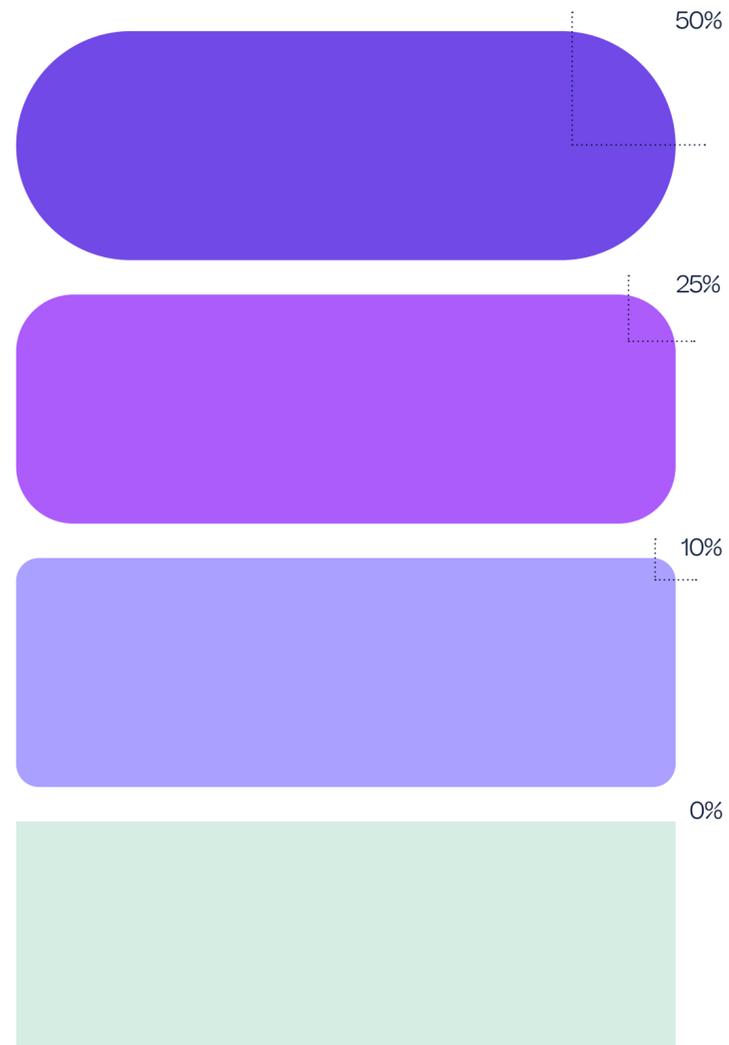
Bubbles with various styles (colours and corner radiuses) can be combined any way, or they can be completely uniform.

As a general rule, aim for horizontal symmetry when creating bubbles, unless indicating an origin point for a 'chat stack' – see section 05.04.
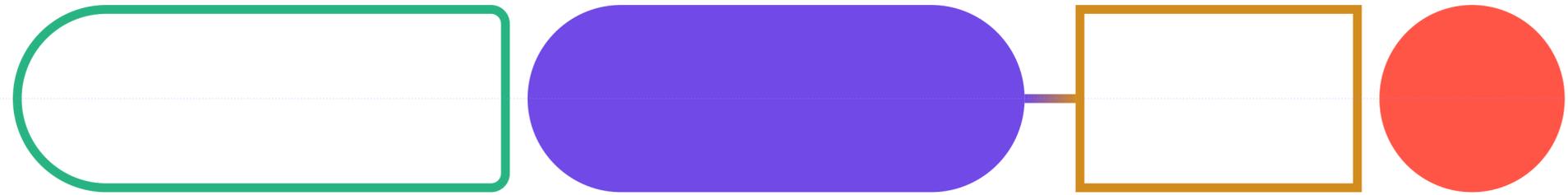
Bubbles may be connected with lines to help the viewer find the correct read order. Connecting lines are the same weight as the bubble's stroke.

The distance between unconnected bubbles is approximately double the stroke weight of the bubble.

Varied combination

Horizontal symmetry

Uniform combination

Horizontal symmetry

Text bubbles

Text bubbles are created relative to the size of the text they contain. Text should be aligned centre/middle.

The inner padding of the bubble should equal the lower case x-height of the text. The bubble's stroke weight should match the stroke weight of the text.

Note that filled bubbles also have a stroke applied to ensure consistent size when using various styles together.

Filled

Stroked

text size

text size

text size

text size

text size

text size

text size

Text bubble application
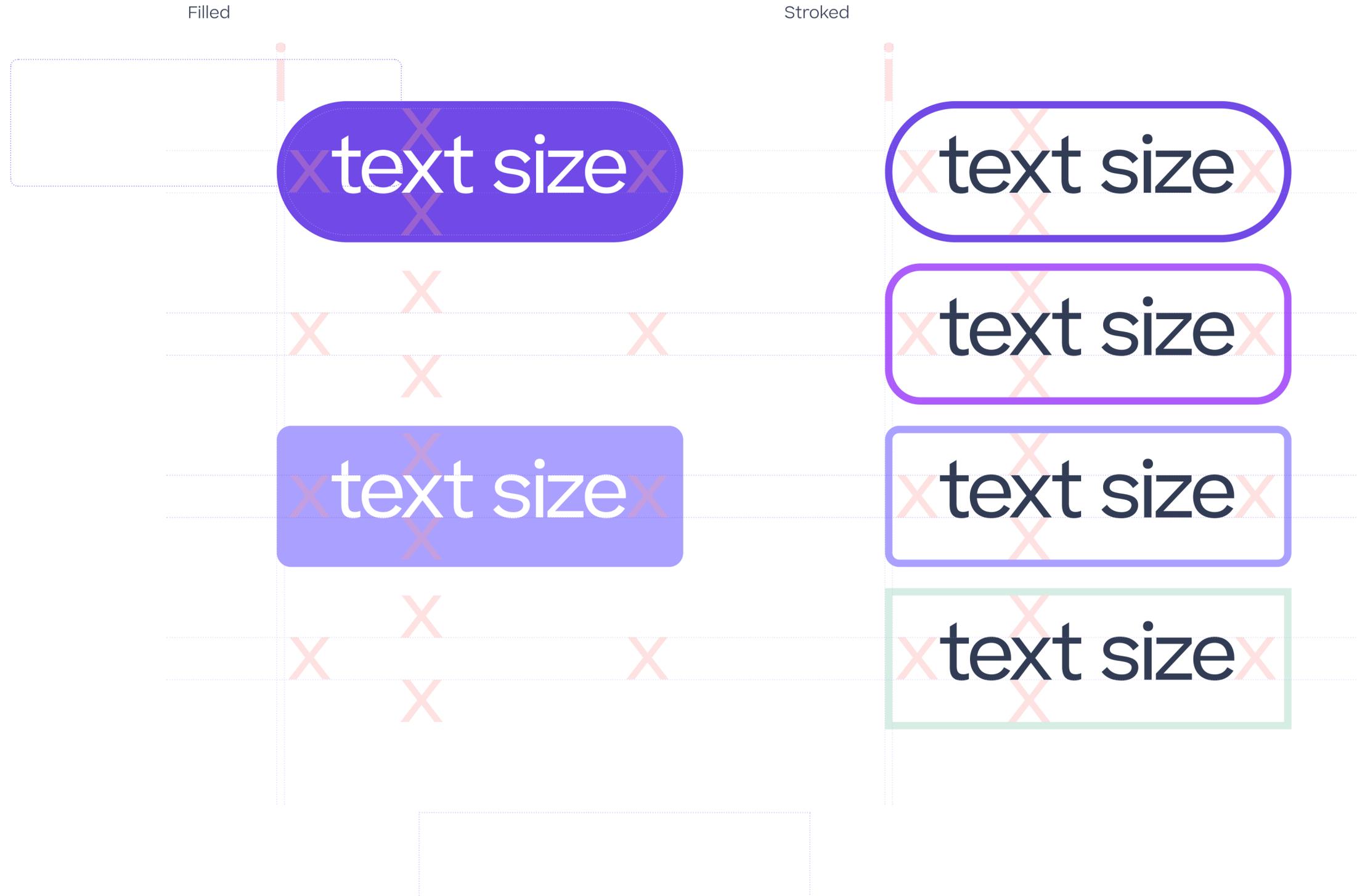
Bubbles set in various colours work well over Buff and Navy backgrounds.

Bubbles set in a single colour can be set over a coloured background.

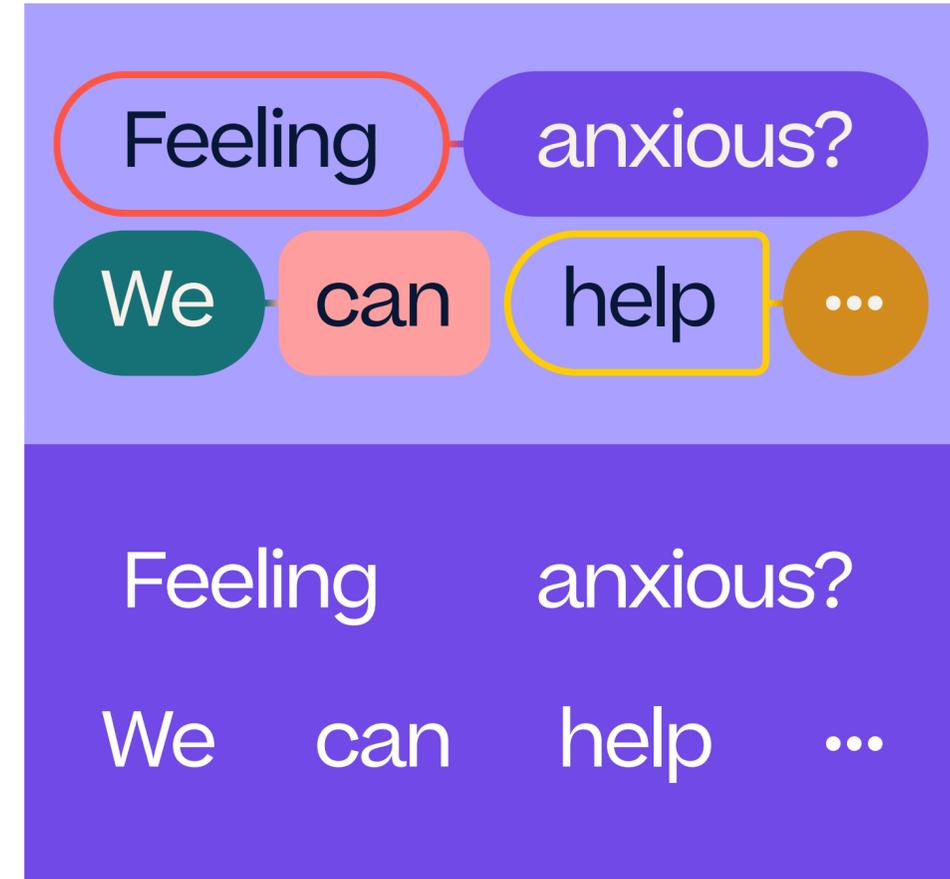In general we should avoid using multi-coloured bubble combinations over coloured backgrounds – unless great care can be taken to ensure a successful design.

Never set bubbles in the same colour as the background.

Correct

Incorrect

Chat stacks

Bubbles can be arranged in a stack to more literally reflect a conversation thread in a chat environment. When creating chat stacks use the corner radiuses indicated here. Chat stacks should be left or right aligned – never centre aligned.

Note that the top and bottom bubbles are not horizontally symmetrical and the bottom bubble should include a sharp corner on the aligned side of the stack to indicate the origin point.

The middle bubbles are horizontally symmetrical and have a corder radius of 10% the bubble height on the aligned edge and 50% the bubble height on the ragged edge.

Filled

25%   50%

When

life

10%

doesn't

go as

planned

Origin point   50%

Stroked

50%   25%

When

life

10%

doesn't

go as

planned

50%   Origin point
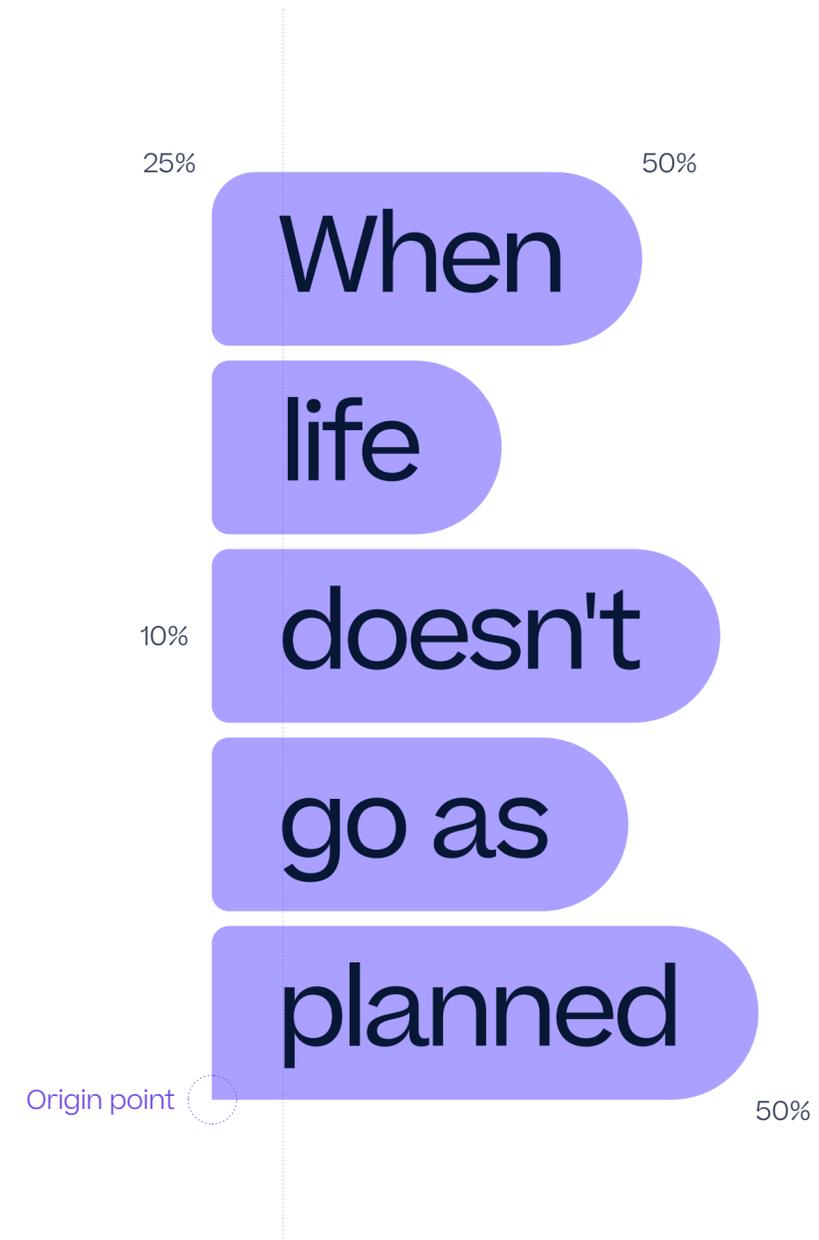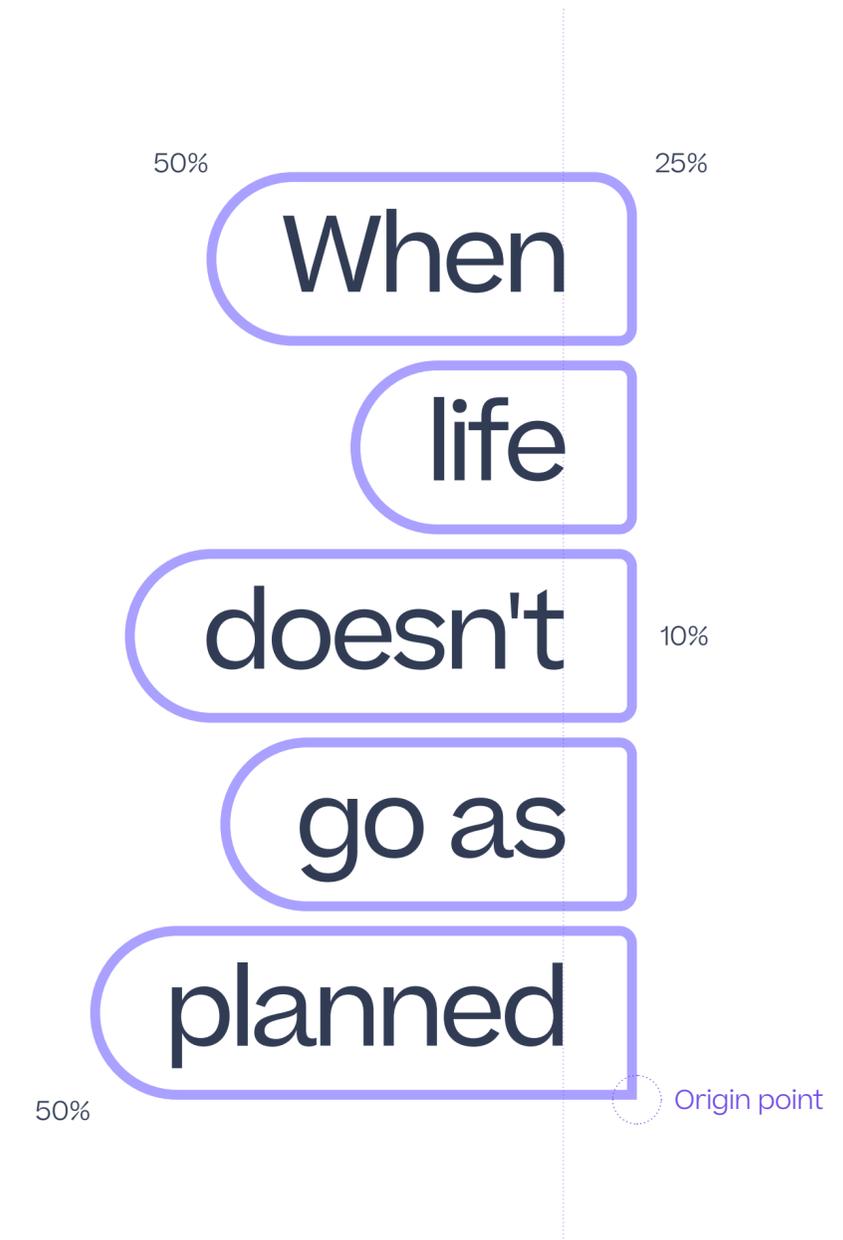
Buttons, fields and links

Button and field bubbles follow our regular convention for Bubble styles (See section 5.1). This page shows the proportions for text and iconographic inclusions. To aid in the recognition of interactive elements, it's important that we always:

– Use language that describes the interactivity.

– Include hover-states and feedback mechanisms.

– Use uppercase text at a consistent size throughout.

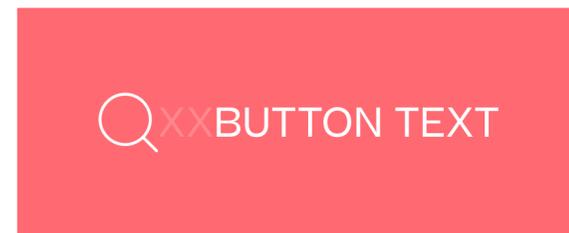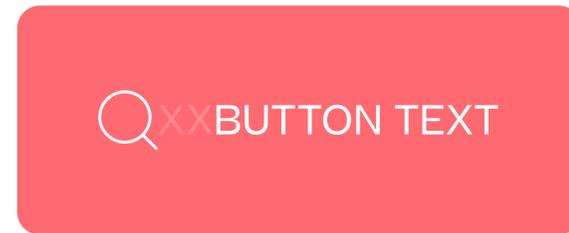– Use a single style for buttons/fields in throughout each section.

– Include directional iconography whenever possible.

– Input fields should only ever appear in white with uppercase titles. In general user inputed text should also appear in uppercase, unless the field is required to take text where grammer and tone is important (chat environment).

Hyperlinked text set in isolation (on its own and outside of a block of copy) should be set in uppercase with an underline. Hyperlinked text that sits within body copy should be set in sentence case with an underline.

Buttons

XXX BUTTON TEXT

XXX BUTTON TEXT

XXX BUTTON TEXT

XXX BUTTON TEXT

Fields and links

XXX FIELD TEXT

XXX FIELD TEXT
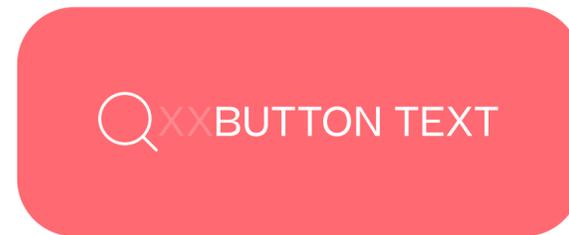
ISOLATED HYPERLINK TEXT
→

ISOLATED HYPERLINK TEXT →

Image bubbles

Bubbles can also be used as image containers. They can be any shape but must adhere to the corner radius settings outlined in section 5.1

Image bubbles should not have a fill or stroke applied.

50%

25%

10%

0%
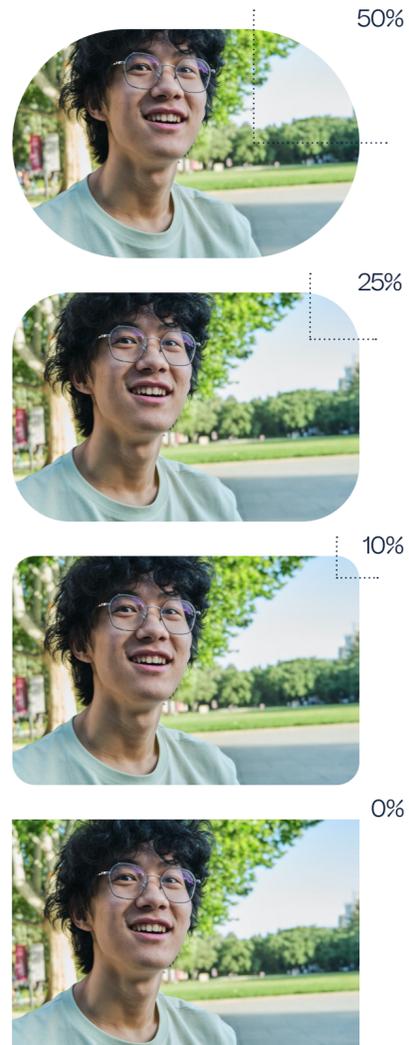
Frame bubbles

Bubbles may also be used to create background patterns and frames for uncontained content in any combination of colours and corner radiuses.

As a general rule frame bubbles should fill the available space to the edge and have no space between them.

Frame bubbles should not appear in the stroked bubble style.

Filled

Totaquunt essa uptatem quis moditate porum iumquas.

Stroked

Odisquia quodigentem inis aliquodipsum latur, Cab imus ab ima.

PRIDE
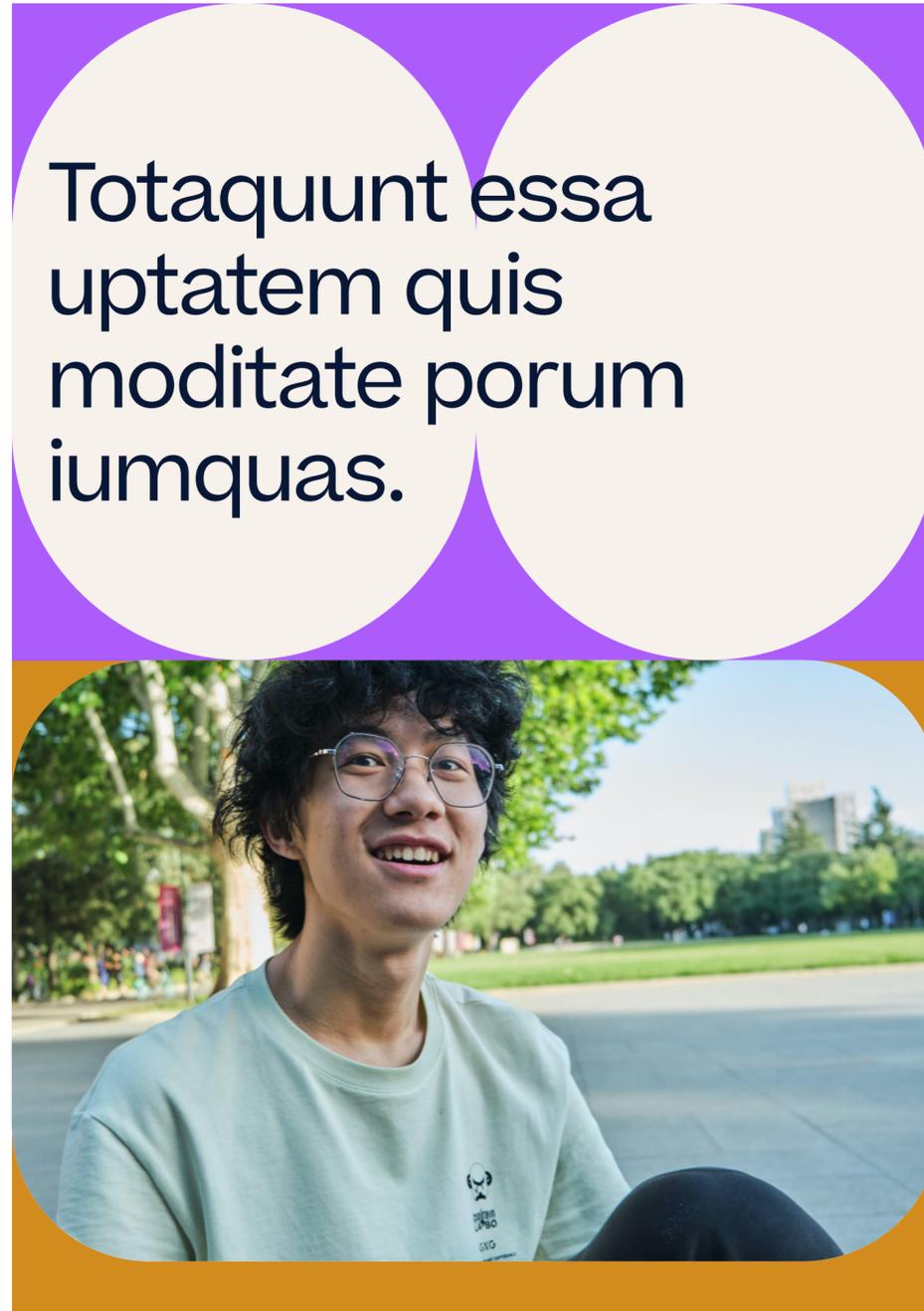
Bubbles may also be affected by gravity to create dynamic compositions for both contained and uncontained content.

Filled

Stroked

Totaquunt essa uptatem quis moditate porum iumquas.

Totaquunt essa uptatem quis moditate porum iumquas.

Iconography

Icons set

Icons used in UI/marketing/
communications materials are pulled from
the open-source library feathericons.com

Icons can be downloaded in a range of
sizes, weights and colours to suit your
design.
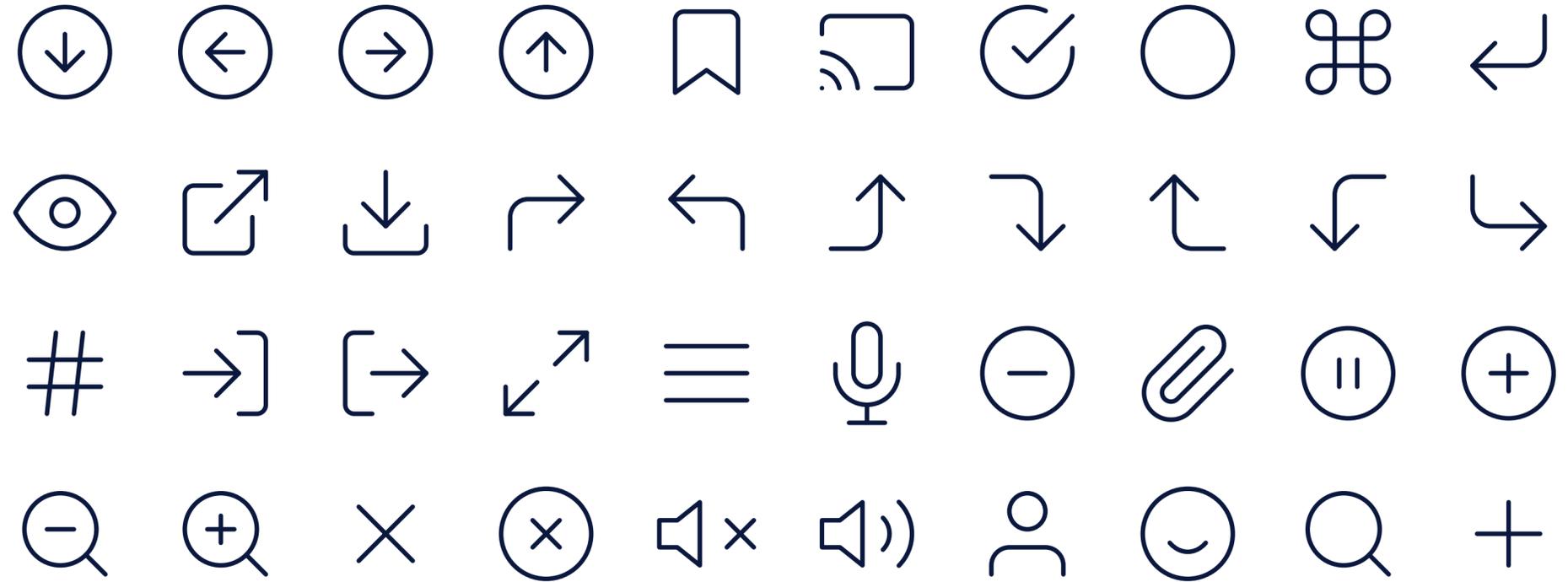
Icon application

Icons can be applied to designs in three styles; internal, external and self-contained.

The size of the icon should fall between the x-height and the ascender/descender heights of the text it accompanies.

Internal application

icon application ✕

External application

icon application ✕

Self-contained application

icon application ✕

Reactions

Our reaction icons are a bespoke set of icons that can amplify or add emotional context to headline copy. Reaction icons should only be applied to text bubbles. See section 6.4 for guide to their application.

Reaction application

Reaction icons should be sizes at 1/3 the height of the text bubbles they accompany. They should be placed on the top right of the bubble at the point where the corner radius meets the horizontal.

Internal application

reaction application

reaction application

reaction application

reaction application

Visual content

Photography
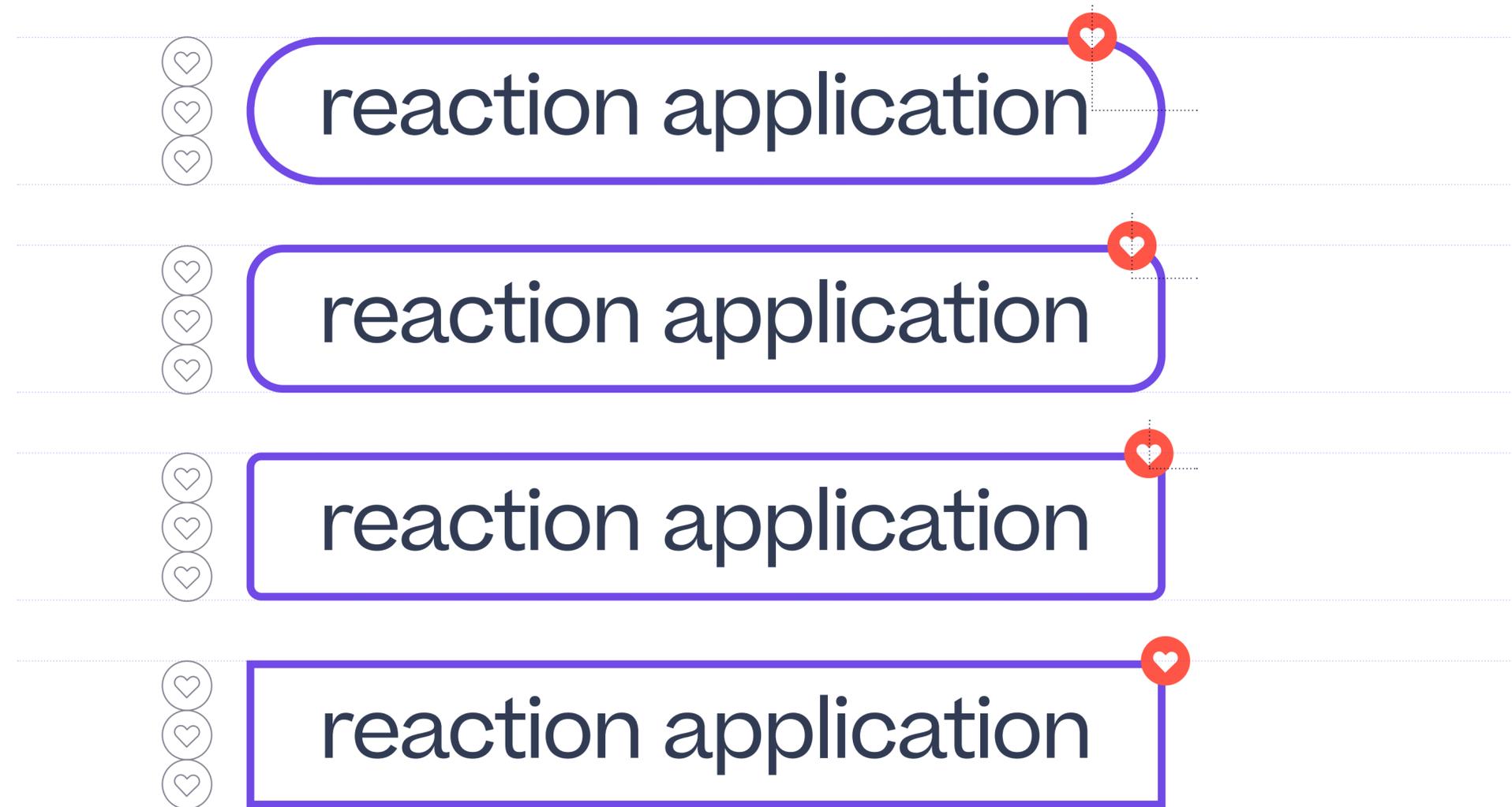
Our imagery strives to portray genuine candid moments of a diverse range young Australians. These images should represent our audience segments where appropriate.

Imagery should not be over-produced. Avoid crafted lighting setups or heavy post-production/retouching.

Above all, our images should connect with our users and reflect their lives. Our photography could be described as:

– Unposed
– Candid
– Situational
– Lo-fi

Our inclusion and diversity criteria:

– Aboriginal and/or Torres Strait Islander
– Identifies as LGBTQIA+
– Ethnically and/or culturally diverse
– Diversabilities (e.g. physical, cognitive, developmental, learning, and/or neurological differences, or diversity, in ability levels.)
– Diverse body types
– Demographic diversity

DO

DON'T

Avoid revealing clothing, stylised lighting set-ups, unnatural propping and posing. Studio portraiture is acceptable in limited placement.

ReachOut materials often feature illustration content in a range of different styles created by a variety of artists. All styles of illustration content should be able to be accommodated within our brand system, but when we have the opportunity to brief the illustrator there are a few things that can make an illustration work more cohesively in our designs:

– Work in ReachOut's palette
– flat/block colour and texture
– Organic shapes and line-work
– Adhere to ReachOut's diversity criteria

Our legacy illustration style may still have a place in communicating certain ideas. However we should endeavour to move away from relying on illustration to make our brand recognisable.

Our inclusion and diversity criteria:

– Aboriginal and/or Torres Strait Islander
– Identifies as LGBTQIA+
– Ethnically and/or culturally diverse
– Diversabilities (e.g. physical, cognitive, developmental, learning, and/or neurological differences, or diversity, in ability levels.)
– Diverse body types
– Demographic diversity

Ideal

– Work in ReachOut's palette
– flat/block colour and texture
– Organic shapes and line-work
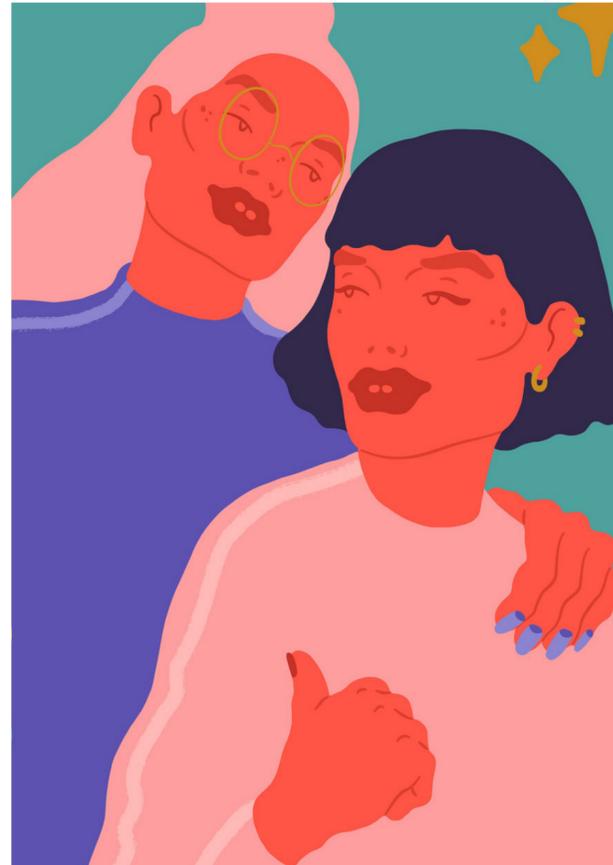
Legacy

Legacy illustration may be used when relevant to communicating a specific message or idea. Avoid using as a brand element.
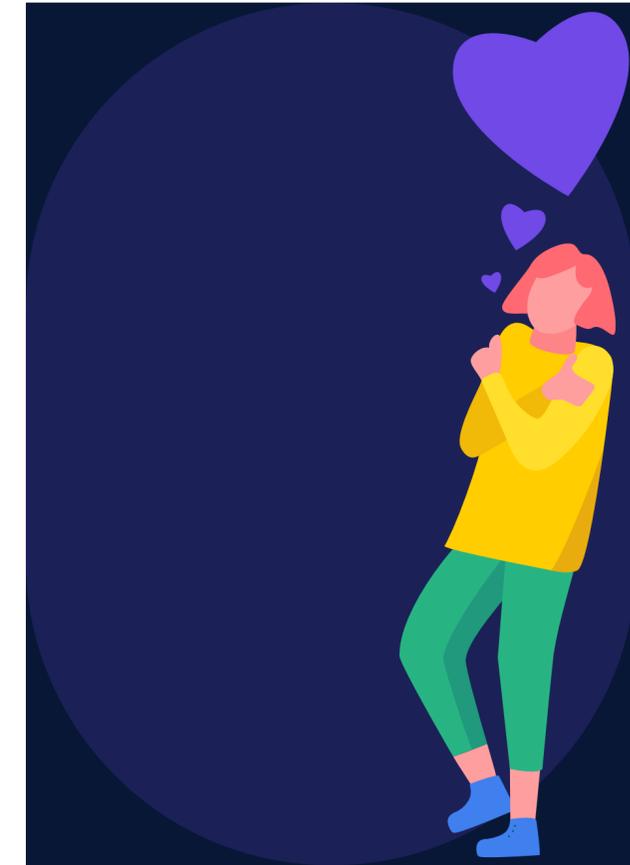
Charts and graphs

Pie Charts

When creating charts, use a thin white line to seperate the segments. Charts may be multi-colour or mono-colour. Include only the essential values needed to understand the data.

Large percentages and titles can be used to clearly call out what data is in the chart.

- Corner Bicycle Supply
- Totes & Basket Company
- Field Trip Store
- Registerted Cycle Store
- Top Sport Supply
- Eastside Department Store
- Retail Mail
- Metropolitan Equiptment
- Vigorous Excercise Company
- Various Companies
- Stores Abroad
- Retail Aus

25% 13% 13% 10% 9% 6% 6% 3% 3% 3% 3% 3%

Not at all

Nearly every day

38.5%

18.5%

27.1%

15.6%

Several a day

More than half the days
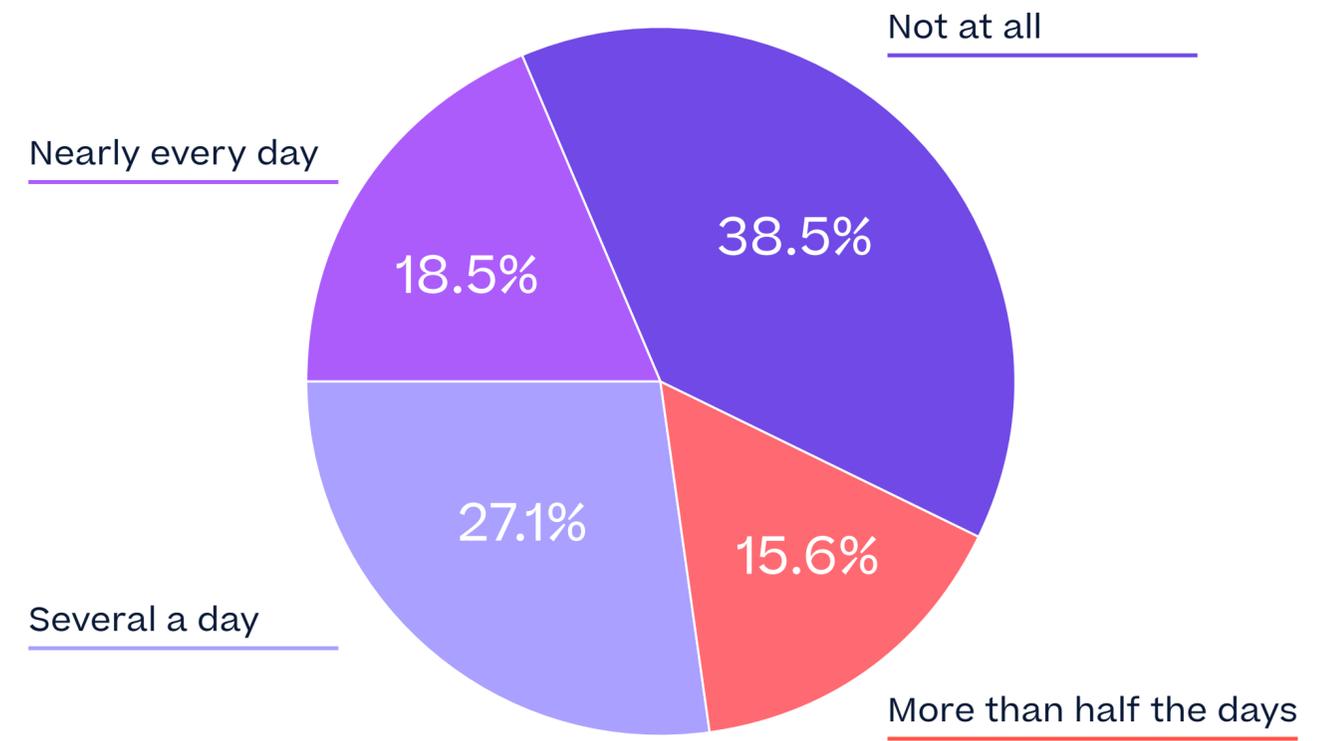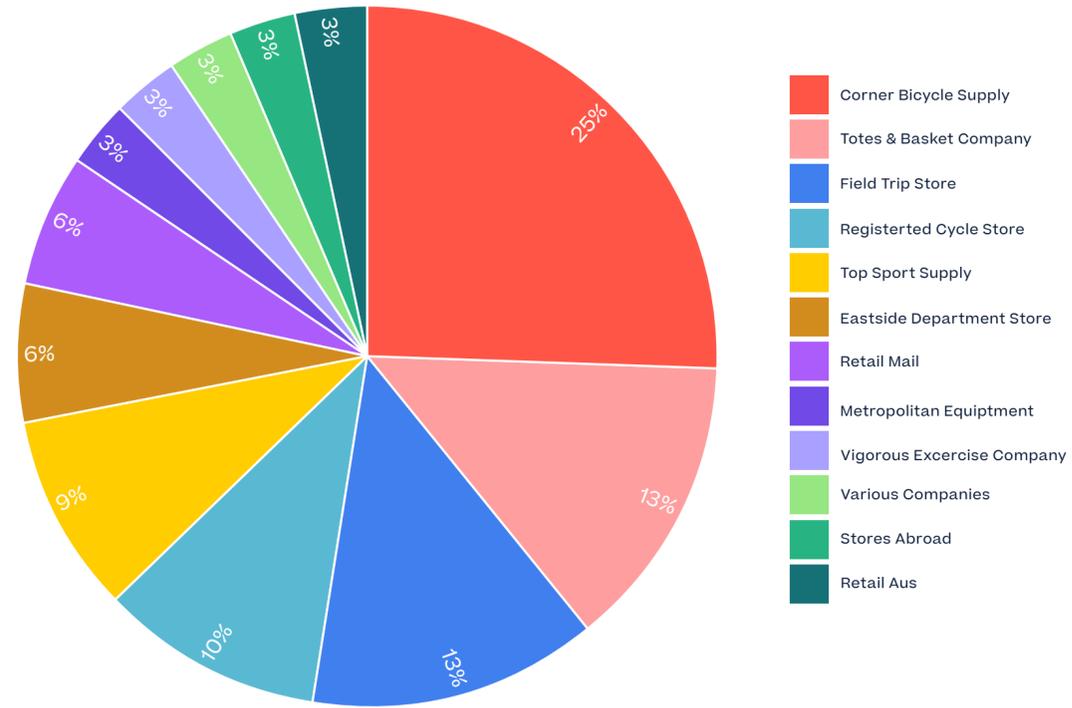
Bar Charts

When creating bar charts, use white space to seperate the bars. Charts may be multi-colour or mono-colour. Include only the essential values needed to understand the data. Minimise the inclusion of axis lines and and don't include tick marks.

Line and Point Graphs
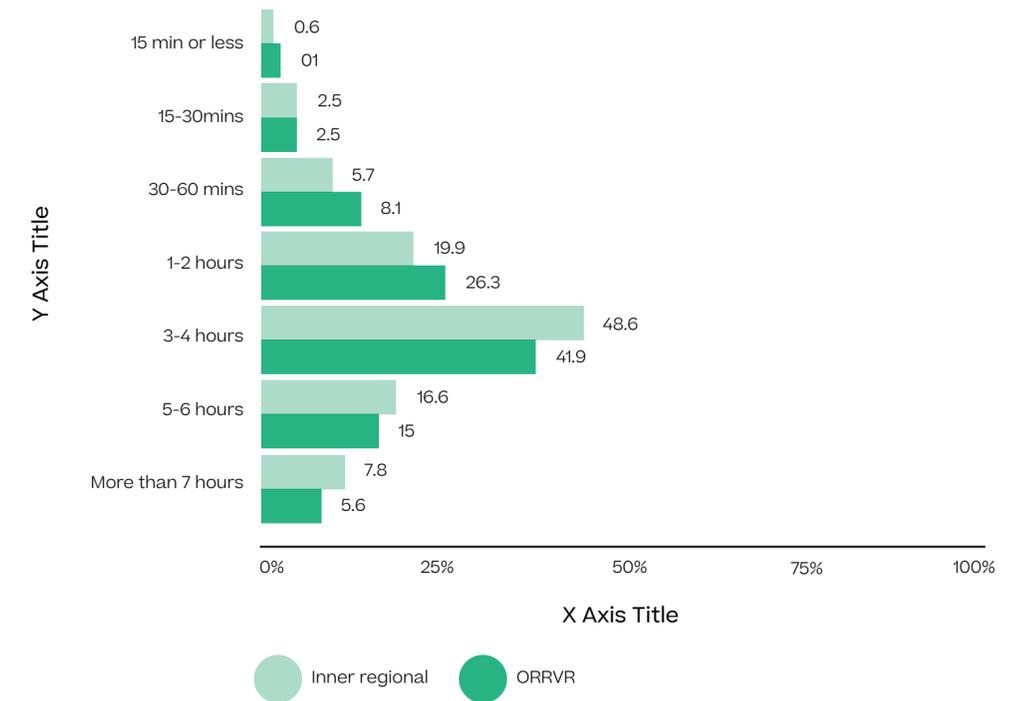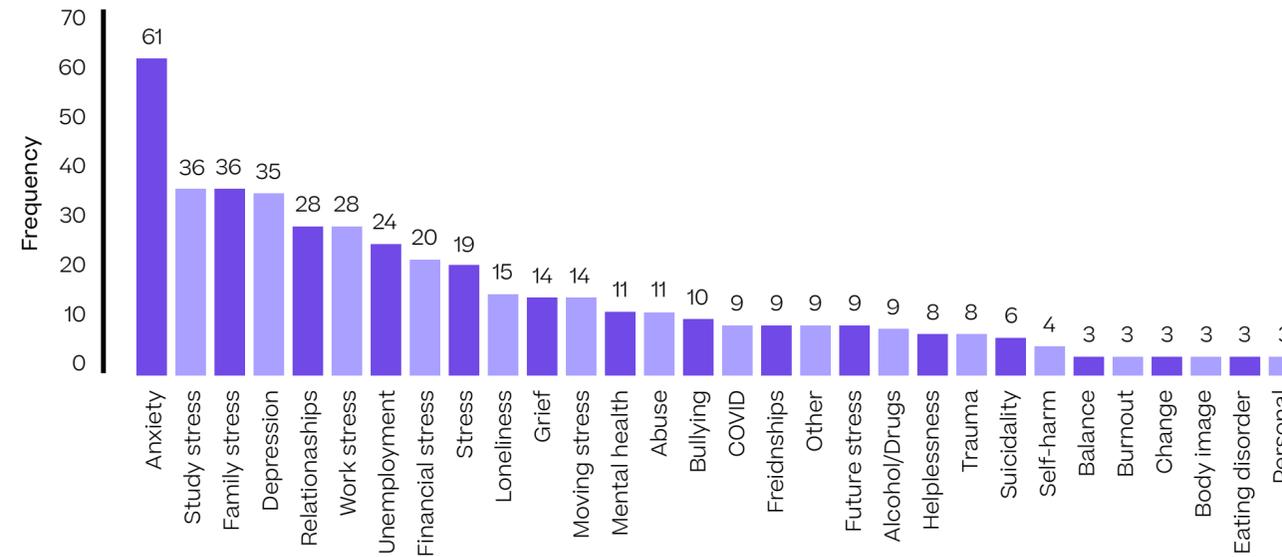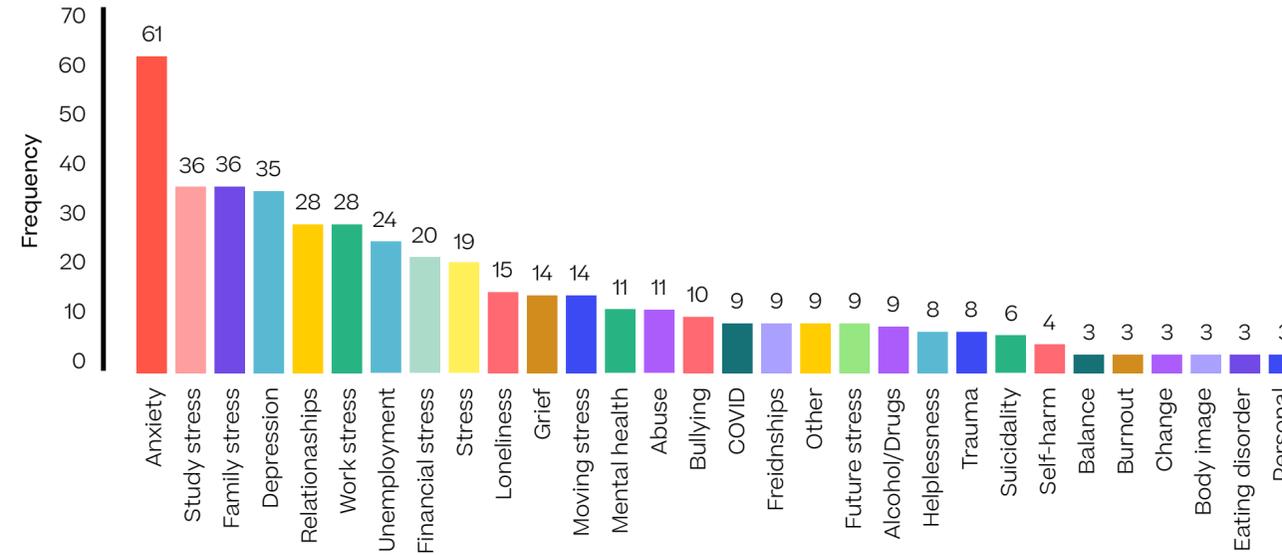
When creating line and point charts, use circles to plot the information. Colours can be chosen from the palette, but make sure they compliment each other. Charts may be multi-colour or mono-colour. Include only the essential values needed to understand the data. Minimise the inclusion of axis lines and and don't include tick marks.
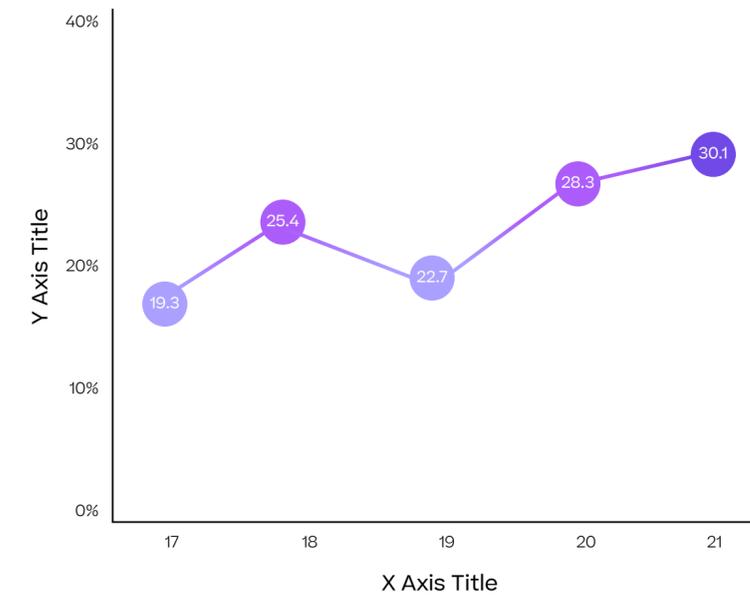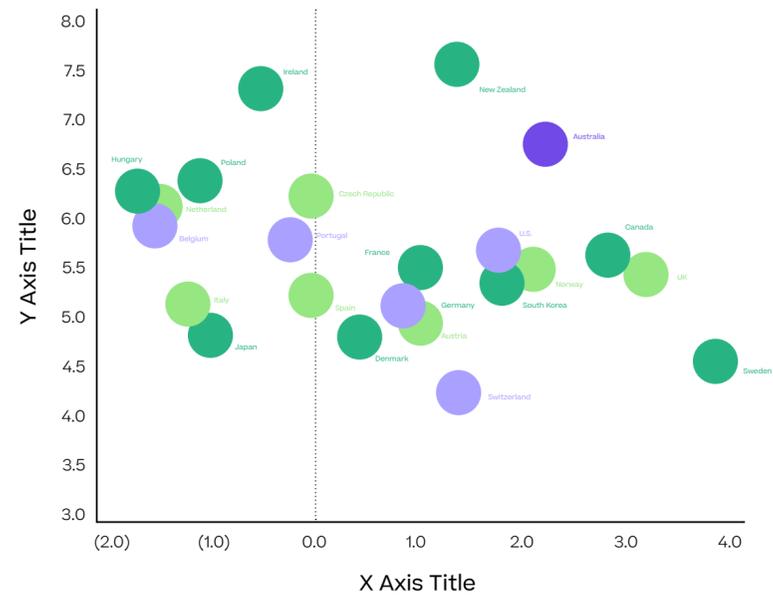
Tables

When creating tables, make the content sit left aligned and centrally aligned within the tabs. Charts may be multi-colour or mono-colour. Include only the essential values needed to understand the data.

State/Territory	Number of unique users	Proportion of users (%)
New South Wales	81,580	25.04
Queensland	80,084	24.58
Tasmania	70,032	21.49
Victoria	49,818	15.29
Western Australia	18,161	5.57
South Australia	13,950	4.28
Northern Territory	12,146	3.73
Australian Capital Territory	43	0.01

State/Territory	Number of unique users	Proportion of users (%)
New South Wales	81,580	25.04
Queensland	80,084	24.58
Tasmania	70,032	21.49
Victoria	49,818	15.29
Western Australia	18,161	5.57
South Australia	13,950	4.28
Northern Territory	12,146	3.73
Australian Capital Territory	43	0.01

Depression severity	High risk
Normal	0.3%
Mild	0.0%
Moderate	2.5%
Severe	5.4%
Extremely severe	29%

Tone of voice

A strong human voice 😊

Our tone of voice is the human side of our brand. It's how we interact with others in the real world. It also helps determine how our audiences relate to us. Developing a strong human voice is an important step in helping young people feel better.

Every brand voice consists of two main components: message (what you say) and tone (how you say it). In these guidelines we'll explain ReachOut's three personality traits, our four writing rules and at the end we'll demonstrate how our message and tone work together through a series of real life Before and After writing samples.

Our written work will always have many authors, but by following a few simple rules we can all speak with a single brand voice.

Brand personality

What we say, how we present ourselves and the way we act, are all defined by our personality traits.

Our Heart trait represents the emotional side of our personality. Our Head trait represents the logical side of our personality. And our Response trait outlines the way we want our audience to feel as a result of what we say. Together, these traits reflect who we are and how we engage with the world.

HEART:

Accepting

We're here to be supportive and meet young people where they are. No judgements. Whatever the issue, we're open-minded and empathetic. We try to create a sense of calm and understanding with every interaction and encourage others to do the same. It's important to us that all people feel respected and heard.

HEAD TRAIT:

Activating

We're grounded, insightful and wise. Young people, and the network of people around them, can rely on us. Our experience, practical guidance and proactive approach helps reframe the issues young people face today, and encourages them to help themselves, and/or those around them, to feel better.

RESPONSE TRAIT:

Better in the moment

ReachOut is there when young people need us, day or night. We validate what they're going through and help them feel less worried, and less alone. We make challenges seem possible to overcome which helps young people, and the people who support them, feel calm and more in control. Even when things are bad, ReachOut helps each day feel a little better.

Know your audience

In our own lives, we automatically adjust our tone when we talk to different people, and we need to be able to do the same for our different audiences too. Not every piece of communication should have the exact same tone. These three 'dials' are a good guide to how you might turn our personality traits, up or down (or even on or off) depending on who you're talking to and what you have to say.

In longer pieces of writing, you should be able to incorporate all three traits. In shorter pieces, you may only be able to focus on one.

	Accepting			Activating			Better in the moment		
	Low	Med	High	Low	Med	High	Low	Med	High
Young people Needs to meet young people where they are, offering simple ways to connect and find support, and always instil a sense of hope.			●			●			●
Parents & carers Needs to reassure parents they are not alone, offering practical support and ways to connect, always instilling a sense of hope.			●			●			●
Schools Needs to inspire confidence in teachers and make education on mental health interesting and accessible for young people.			●			●		●	
Funders & Partners Needs to be grounded in facts and insights that reinforce the enormity of the problem and our collaborative ability to help solve it.		●				●		●	
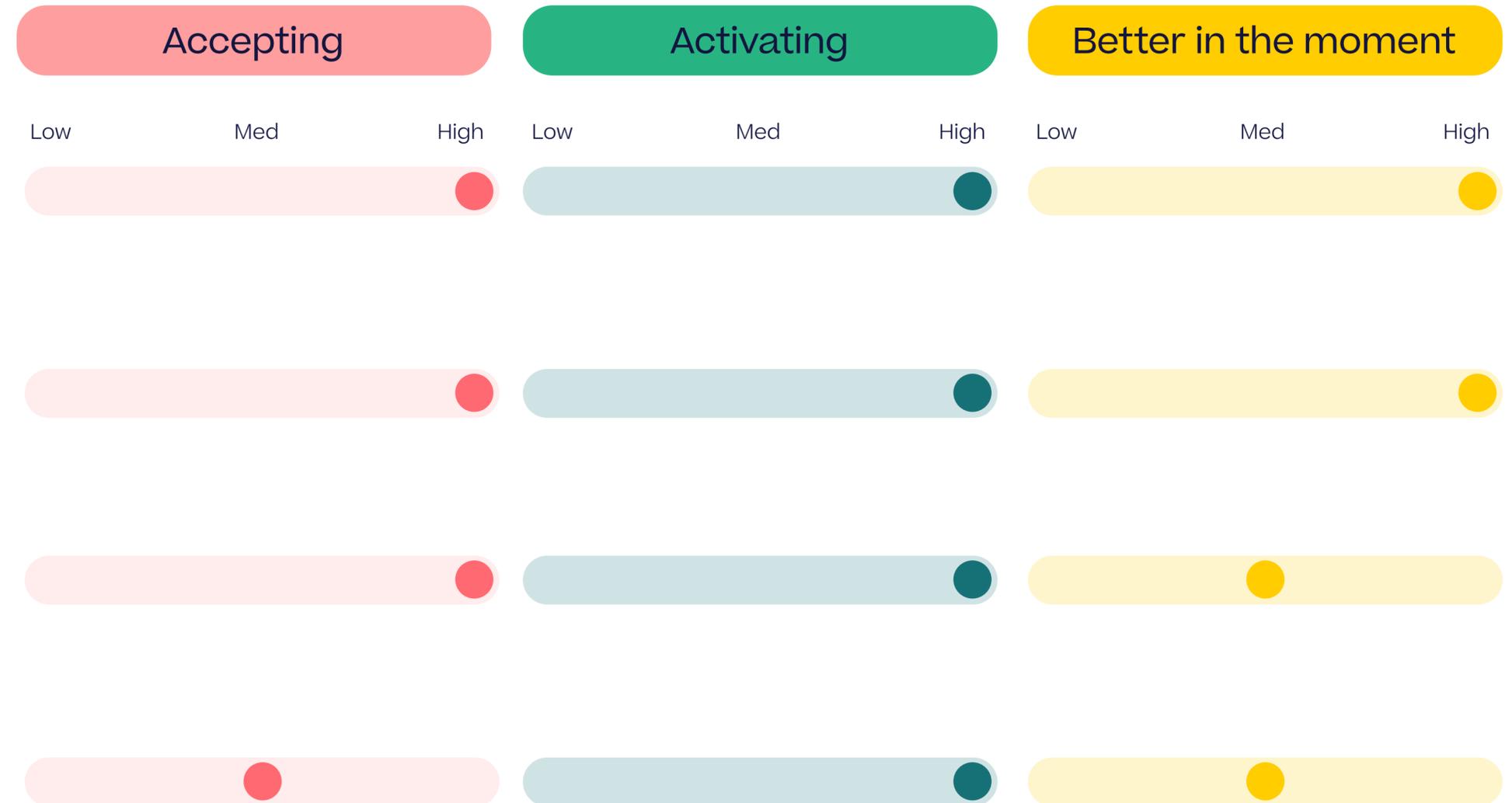
Whether you're writing content, pulling together a team presentation, or simply sending an email, these four writing principles will help improve every communication. Try using them as a checklist whenever you write.

01 Keep it conversational

Be interesting and approachable. Write like you speak. Try not to lecture or ramble. Instead use simple easy to understand language – and remember to keep your sentences and paragraphs nice and short.

02 Respect the reader

Don't try and sound like a young person just because you're talking to one. (They're also more likely to listen if you talk to them, not just about them.) Same goes for parents and partners. Whatever you've got to say, find a simple and straightforward way to say it.

03 Make friends with subheads

The easier something is to read, the easier it is to understand. So make good use of subheadings. They'll help break up your writing into more readable pieces and also help you highlight key points along the way.

04 Avoid clichés (but not like the plague)

Try and be as creative as you can in the way you present your information. Look for fresh perspectives and new angles. So instead of avoiding clichés like the plague, avoid them like a middle seat on an over-booked flight.

A few more tips

Just like our tone of voice, punctuation is a writing component that's important to get right. It may only be small, but punctuation has a big effect on the way our writing is read. And of all punctuation marks, the apostrophe causes the most confusion. Here are a few tips and common mistakes to watch out for.

01

CONTRACTIONS

Contractions are when two or more words are combined to create a new word, usually using an apostrophe. We use them all the time in our day-to-day speech and they can also be used in our writing. Contractions help our writing sound more like a conversation, and conversational language is easier to read and improves comprehension.

"If you are feeling down, it is good to know you are not alone."
or
"If you're feeling down, it's good to know you're not alone."

Here are some other common contractions.

Don't	instead of	**Do not**
I've	instead of	**I have**
They're	instead of	**They are**
It's	instead of	**It is**
We're	instead of	**We are**

02

HOMONYMS

Homonyms are words that have the same pronunciation but different spellings and meanings. In short, they're easy to get confused. Here's a few worth remembering.

You're – short for 'you are'.
Your – belongs to someone.

It's – short for 'it is'
Its – belongs to it

They're – short for 'they are'
Their – belongs to others
There – refers to a place or position

03

OWNERSHIP

Where to put the apostrophe to show ownership is one of the most common grammatical mistakes. Here's how to get it right when there's only one owner.

● **The manager's office**
● **The customer's account**
● **The employee's parking space**

When something belongs to a group of people however.

● **The managers' offices**
● **The customers' accounts**
● **The visitors' parking spaces**

04

SIMPLE PLURALS

Lastly, simple plurals don't need an apostrophe at all if there isn't anything to 'own'.
● **The trains stop running at midnight.**
● **There are cars parked everywhere.**
● **Lattes are less frothy than cappuccinos.**

Writing samples

Writing samples

We've taken a cross-selection of existing ReachOut communications and rewritten them in our new tone of voice. It's not a radical shift, but you should be able to hear the difference. You might also notice the language style is warmer, has more energy, and sounds like a real person talking – even in our more corporate communications.

Application

Five ways
Content

Audience:
Young people

Key

Accepting

Activating

Better in the moment

Before

5 ways to give compliments that aren't about a person's looks.

When talking to a friend, loved one or colleague, or even when meeting someone new for the first time, giving them a compliment can be a nice way to break the ice. It feels really good to make other people feel good.

However, because we've grown up in a culture that's so focused on appearances, our instinct can be to compliment someone on the way they look, rather than on the basis of who they are, what they do, or how they make us feel. On any given day, we might find ourselves complimenting a person's hair, outfit, skin, hair or body shape. And although our intentions are kind, often these compliments reinforce the unhealthy pressure young people can feel to confirm to a certain image.

This is why it's useful to challenge ourselves to go deeper than skin-deep when giving compliments. It might not come naturally at first, which is totally normal. Here's how you can embrace the awkwardness and refresh your compliment vocabulary.

1. Look beyond the surface of social media

Even though so much of social media is image-based, it's also one of the most common ways we share our lives with each other – but there's so much more to a photo than how a person looks in it. For example, someone's selfies might convey a sense of spontaneous joy that makes you feel happy, too. Or maybe they get out and embrace nature in a way you admire. Perhaps you respect the vulnerability with which someone shares their thoughts or feelings.

All of these qualities would make for wonderful compliments. Reducing our love or admiration for a person down to the way they look doesn't do you – or them – justice. Instead, you could say something like, 'I love how honest your posts are' or 'This picture brings me a whole lot of joy!'

(cont.)

After

Can you give 5 positive compliments? Here's how.

It's a nice feeling knowing that you've made someone's day. Whether it's someone close to you, or even a person you're meeting for the first time. A little compliment can go a long way.

The thing is (thanks to our image-obsessed culture) most of the time we give compliments based on the way someone looks. Unfortunately, even with the best intentions, these comments can reinforce unhealthy pressure to conform to a certain image.

So what can you do? Try challenging yourself to give five positive compliments in five days - you'll be surprised how good it feels. Here's how it's done.

1. The social compliment

Even though social media is highly image-based, it's one of the daily ways we connect. So how can we comment on a friend's post without it being just about looks? Here's a few thought-starters for the next time you're scrolling.

Does someone's fun selfie spark spontaneous joy? Does it make you smile? Is your friend getting out there and embracing life in a way you admire? Well, tell them that. Say, 'I love how honest your posts are' or 'you look so happy' or even 'This makes me feel so happy!'

Etc.

Writing samples

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Application
_____

School refusal
Content

Audience:
Parents

Key
_____

Accepting

Activating

Better in the moment

Before

How to deal with school refusal

Every parent has trouble getting their teen out of bed and off to school every now and then. However, if your teen is regularly asking to stay home and seems upset or worried about school, it could be a sign of a bigger problem.

What's going on?

School refusal is different to 'wagging' or 'jigging' because it stems from a teen's anxiety about school. They might be worried about their school work, interacting with other kids, dealing with teachers, playing sports or being away from their family.

Why does it matter?

● Your teen is likely to fall behind in their subjects and this can have a serious impact on their learning in the long term.

● Your teen could miss out on important social activities and may lose friends or struggle to make new friends.

● It could be against the law. All Australian school-age children are legally required to attend school everyday. Unexplained absences can cause legal problems for your family, including financial penalties. Legal requirements are different for every state and territory. Check out the Lawstuff website for more details.

How can you help?

● Try to speak to your child about what's been happening. Check out our tips for figuring out what's up with your teenager for advice on how to do this.

● Work on some ways to motivate your teen. Check out our article on motivating your teen for schoolhere.

● Let the school know what's going on. You could talk to your child's teacher, year coordinator, deputy principal or the Wellbeing staff. If the first person you contact at school isn't helpful, you can ask them to refer you to someone else.

● Find out about the school's attendance policies and procedures. This will help you to avoid any legal or financial penalties while you try to address the problem.

● Cooperate with the school and your child to improve their attendance. Working together with the school will give your teen the best chance of overcoming their anxieties about school. Focus on trying to make school a structured and predictable part of your teen's life. Some practical steps could be to ask the school to:

— share lesson plans with you and your child

— excuse your child from activities that make them anxious eg. reading aloud

— let you know if there will be a substitute teacher

— organise regular meetings with your main contact at the school.

If you feel like you've tried everything

If you've tried chatting to your teenager and their school and school refusal is still an issue, it may be time to look into flexible learning options or to seek professional help.

● Ask the school if there are any options for gradually transitioning your child back into full-time schooling. This may involve changes such as shorter school days or fewer subjects.

● Make an appointment with your GP. If there are no physical reasons for your child's school refusal, the GP may refer your child to a mental health professional such as a counsellor, psychologist or psychiatrist. A mental health professional will help your child to learn skills to deal with their anxiety about going to school.

● Look into alternative schooling options. These options are different for each state and territory but may involve homeschooling or distance education. Check out your state or territory's Education Department website for details.

● Sign up for ReachOut Parents One-on-One Support and get some personalised support. The support sessions will help you to understand your child's school refusal and assist you to create an action plan to help your teen.

After

Coming to terms with School Refusal

If you struggle to get your teen out of bed for school in the mornings, you're not alone. But if it's happening on a regular basis, or your teen seems worried or upset about school, it could be a sign of School Refusal.

What is school refusal?

School Refusal is usually a symptom of a teen's anxiety about school. They might be worried about their school work, interacting with other kids, dealing with teachers, playing sports or even just being away from their family.

Don't wait to act.

On top of underlying anxiety, missing school can create other problems too:

● Missed lessons can impact long term education.

● Missed social opportunities make friendships more difficult to keep and develop.

● It's against the law to miss school. Unexplained absences can cause legal problems for your family, including financial penalties. Check out the Lawstuff website for more details.

What you can do.

● Talk to your teen about what's been happening. If that's difficult, and it can be, try our tips for figuring out what's up with your teenager.

● Work on ways to motivate your teen. This motivating your teen for school article has lots of ideas.

● Let the school know what's going on. You can talk to your teen's teacher, year coordinator, deputy principal or the Wellbeing staff. And if whoever you talk to isn't helpful, ask to be referred to someone else.

● Know the school's attendance policies and procedures. This will help avoid any legal or financial penalties while you try to address the problem.

● Work with the school. To give your teen the best chance of overcoming their anxieties, it's important to make school a structured and predictable part of your teen's life. Talk to the school about:

— sharing lesson plans with you and your teen

— excusing your teen from activities that make them anxious, like reading aloud

— letting you know whenever there will be a substitute teacher

— organising regular meetings with your main contact at the school.

— Get your teen professional help. If there are no physical reasons for your teen's school refusal, your GP may refer your teen to a mental health professional such as a counsellor, psychologist or psychiatrist. Read our article on getting and using a mental health plan.

● Get yourself professional support. Sign up for ReachOut Parents One-on-One Support. The sessions will give you some personalised support and help you better understand your child's school refusal and how to create an action plan to support them.

There's always another way

If, after everything, school refusal is still an issue, it might be worth looking into flexible learning programs.

● Ask your school if there are options to gradually transition back to full-time study. This may involve things like shorter school days or fewer subjects.

● Look into alternative schooling options too. These options are different for each state and territory but may involve home schooling or distance education. Check out your state or territory's Education Department website for details.

Writing samples

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Application

Student snapshot
EDM

Audience:
Schools

Key

Accepting

Activating

Better in the moment

Before

Student Snapshot: Help students transition to secondary school and form stronger relationships

Student Snapshot is a great tool to help teachers support their students in the transition from primary school to high school. It's a free, easy-to-use online survey platform designed to help you form stronger relationships with your students and support them as they enter this new stage in their schooling.

Student Snapshot empowers teachers by providing information on how students like to learn, what their interests are and their personal values.

With Term 4 coming to a close, and next year just around the corner, now is the perfect time to try out Student Snapshot and get prepared for the new school year!

Try Student Snapshot

After

High school is ready for them, but are your students ready for high school? Make transitioning to high school easier with Student Snapshot. The move from primary school to high school is a big change for any student. But the more teachers understand their students, the better they can support them through the transition.

Student Snapshot is an online survey platform that's free and easy-to-use. It empowers teachers with relationship-building information - like how students like to learn and what their values and interests are – that can help personalise each student's experience. With Term 4 soon upon us, now's the time to test it out.

[Try Student Snapshot]

Writing samples

We've taken a cross-selection of existing ReachOut communications and rewritten them in our new tone of voice. It's not a radical shift, but you should be able to hear the difference. You might also notice the language style is warmer, has more energy, and sounds like a real person talking – even in our more corporate communications.

Application

FAQ's
Website FAQ's

Audience:
Young people

Key

`Accepting`

`Activating`

`Better in the moment`

Before

We're channelling our psychic powers to see if we can answer your question before you even ask it...

Technical questions

I can't sign up to ReachOut.com

Oh no! Assuming you've tried everything (you've found the sign up button, given all the relevant details, made sure all the boxes are filled out etc.), it might just be a bug in the system. Double check that you've entered all your details correctly and if it still doesn't work, contact us and we'll help you out.

I can't log in to ReachOut.com

Assuming you've tried everything (you've found the sign up button, given all the relevant details, made sure all the boxes are filled out etc.), it might just be a bug in the system.

Double check that you've entered all your details correctly and if it still doesn't work, contact us and we'll help you out.

I can't post in the forums

Unfortunately, you can't participate in forum discussions until you become a ReachOut.com member. However, if you have signed up and you're logged in but you still can't post in the forums, contact us and we'll see what the problem is.

My password won't work

If you've forgotten your password or it just doesn't seem to be working for you, click on the 'Forgot your password?' link just above the password text box. We can then send you an email with a new password for you to use.

After

We've channelled our psychic powers to see if we can answer all your questions before you've even asked them!

Technical question (we knew it)

I can't log in to ReachOut?

Well, definitely don't panic. If you've tried logging in with the correct email and password and it's still not working, get in touch here and we'll make it so you can. Here's a link to the log in page in case you want to give it one more try.

I can't sign up to ReachOut.com

Did you find the sign up page ok? If not, here's a link. If you found the sign up page, filled out all the boxes, and double checked your details were all correct, and it's still not working for you, let us take a look. Get in touch here and we'll get you sorted.

I can't post in the Online Community forums

Have you signed up to ReachOut? If you haven't, let's get you started. Here's a sign up link. If you've already signed up, have you logged in to ReachOut? If not, here's a log in link. If you've signed up and logged in and still can't post, get in touch here and we'll get you up and posting in no time.

My password won't work

Big hint. Passwords have to be six letters or more and contain upper case, lower case and special characters. If that didn't jog your memory, click 'Forgot your password?' on the log in page and we'll email you a new one. Easy!

Writing samples

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Application
___

Duty of Care templates
Social media responses

Audience:
Young people

Key
___

Accepting

Activating

Better in the moment

Before

Distress (non-suicidal)

[Where appropriate, reference specific issues/comments the user has shared to make response more relevant, compassionate and personal]

Hey [insert name],
Sounds like you've been having a tough time with [insert issue/experience/comment etc]. If you feel like talking about it, there are people who are keen to listen. Our online community is full of young people sharing experiences and support. They're free, anonymous and available 24/7: https://au.reachout.com/forums. Please note that they are not moderated 24/7. If you think you need help, but aren't sure where to find it, try Next Step. It can help you figure out what's going on and then it suggests different types of support based on what will suit you best:
https://au.reachout.com/#nextstep .

Suicidal ideation (non-imminent)

Hey [insert name],
Sounds like things [insert specific references if possible] are tough at the moment. If you're having thoughts of suicide, it's really important for your safety that you speak with a professional. Try giving Lifeline (13 11 14) or the Kids Helpline (1800 55 1800) a call, they can work things through with you or just listen. If you wanna chat to other young people, our online community is are free and anonymous. Please, note that they are not moderated 24/7 https://au.reachout.com/forums. If you need help right now, find it here: https://au.reachout.com/urgent-help.

Suicidal ideation (imminent attempt)

Hey [insert name],
If you're feeling like you want to end your life or harm yourself, it is important for your safety that you speak with a professional. Please call Lifeline (13 11 14) or the Kids Helpline (1800 55 1800) now. They can work things through with you or just

---

After

Distress (non-suicidal)

Hey [NAME],
Sounds like you've been having a tough time with [ISSUE]. You're not alone in what you're going through, even if it might feel like it.
Have you thought about joining our Online Community? If you feel like talking, there are young people ready to listen, and even if you're not quite ready to share, it can be helpful to hear from others who've had similar experiences. Our Online Community is anonymous, free and available 24/7, although it's important to note that they're only moderated from 9am to 9pm. You can sign up and join here https://au.reachout.com/forums
If you'd prefer to chat one-to-one, you might try ReachOut PeerChat. PeerChat connects you to a trained peer worker – someone with their own experience of mental health challenges – through online text chat. Each session is 45 minutes long. And it's free. You can book a session here: reachout.com/peerchat
If you need help right now, try Next Step. It'll help you figure out what's going on and then suggest some different types of support. https://au.reachout.com/#nextstep
Hope to see you in the Online Community sometime.

Suicidal ideation (non-imminent)

Hey [NAME],
Sounds like [ISSUE] is really tough at the moment.
You know, connecting with other young people who've been in similar situations can really help. Our Online Community is free and anonymous. You can sign up and join here. https://au.reachout.com/forums. Just remember our forums aren't moderated 24/7.
If you're having thoughts of suicide, you really need to speak with a professional right away. Call Lifeline (13 11 14) or the Kids Helpline (1800 55 1800). They'll help work through things with you. They care and they're there to listen.
Letting someone know you need help is the first step to feeling better. You'll find more options here: https://au.reachout.com/urgent-help.

Suicidal ideation (imminent attempt)

Hey [NAME],
Sounds like things are really tough right now.
If you feel like you want to end your life or harm yourself, it's important, for your own safety, that you speak with a professional right away.
Call Lifeline (13 11 14) or Kid's Helpline (1800 55 1800). The people there really care and they'll help work through things with you, or even just listen.
You've got a lot going on, but just know that you don't have to go through it alone.

Writing samples

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Application

Extract
Privacy policy

Audience:
All audiences

Key

Accepting

Activating

Better in the moment

Before

Our commitment to privacy

ReachOut Australia ("ReachOut"), its staff, volunteers and interns who operate the following ReachOut sites, services and tools:

- https://about.au.reachout.com;
- https://au.reachout.com;
- https://parents.au.reachout.com;
- https://schools.au.reachout.com;
- https://forums.au.reachout.com;
- https://forums.parents.au.reachout.com;
- https://parents.au.reachout.com/coaching;
- https://peerchat.reachout.com;
- any ReachOut social media profiles;
- ReachOut Orb (iPad and desktop applications);
- ReachOut NextStep (desktop application);
- ReachOut Breathe (iOS application);
- ReachOut WorryTime (iOS and Android application);
- ReachOut Recharge (iOS application); and any of our services,

(together the "ReachOut Services") respect and are committed to maintaining the privacy of all individuals who we deal with. This policy ("Privacy Policy") sets out how we deal with the collection, security, quality, use, handling and disclosure of your Personal Information (including Sensitive Information) in accordance with the Privacy Act 1988 (Cth) ("the Act").

After

We're privacy people

ReachOut's Privacy Policy explained.

At ReachOut, your privacy is a big deal. And it's important to us that you feel confident in your knowledge of how we protect your information. That's why we've made sure our Privacy Policy ("Privacy Policy") sets out in plain, simple language how we deal with the collection, security, quality, use, handling and disclosure of your Personal Information (including Sensitive Information) in accordance with the Privacy Act 1988 (Cth) ("theAct"). It's straightforward and well worth the read.

- https://about.au.reachout.com;
- https://au.reachout.com;
- https://parents.au.reachout.com;
- https://schools.au.reachout.com;
- https://forums.au.reachout.com;
- https://forums.parents.au.reachout.com;
- https://parents.au.reachout.com/coaching;
- https://peerchat.reachout.com;
- any ReachOut social media profiles;
- ReachOut Orb (iPad and desktop applications);
- ReachOut NextStep (desktop application);
- ReachOut Breathe (iOS application);
- ReachOut WorryTime (iOS and Android application);
- ReachOut Recharge (iOS application);
- and any of our services.

Writing samples

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Application

Laps for life
EDM

Audience:
Supporters

Key

Accepting

Activating

Better in the moment

Before

Hi legend,

It's just one month before Laps for Life and I wanted to thank you for signing up to swim for youth mental health this March.

Did you know that 1 in 4 young people in Australia is currently experiencing a mental health difficulty. But there's an even bigger problem: 70% of those who need help don't get it. And, suicide remains the leading cause of death of young people.

That's why your participation means the world to us. Because when you dive into the pool or ocean this March, you will be swimming for young people like Jasmine.

Meet 21-year-old Jasmine, who struggled with anxiety and depression during her high school years. Thanks to the support of people like you, Jasmine has been able to work through challenging times, and take control of her mental health.

With every $1000 raised during Laps for Life, mental health service ReachOut is able to reach 500 young people just like Jasmine via digital channels to help them understand that they're not alone and support is available whenever they need it, wherever they need it. Watch Jasmine's video below.

 Every lap you swim and, every dollar you raise – will ensure young people in Australia, like Jasmine, who are experiencing mental health difficulties can receive the life-saving support they need.

As you get in the water this March, please remember young people like Jasmine and the incredible impact you will have on the lives of young people in distress.

Do you have your swag? The 30 day countdown has started, it is almost time to dive in! With March 1st fast approaching, it is the perfect time to start (or continue) your fundraising.

To say thank you for participating in Laps for Life, our awesome friends at Zoggs have provided some Rewards for your support. That's right, you can get some amazing swim accessories to use once you meet the below fundraising targets! (Please bear with us as there may be a slightly longer wait time in these amazing rewards reaching you, due

---

After

Hey [NAME]

Thanks for signing up to Laps For Life. It means a lot to have you swimming with us [again]. Especially for young people like Jasmine.

Laps for Jasmine

Jasmine's only 21, but she's struggled with anxiety and depression since high school. And she's not alone. In Australia, one in four young people experience mental health difficulties, and suicide is still the leading cause of death.

Sadly only 70% of people that need help, actually get it. That's why your support is so important.

You're making a real difference, just by taking part

Youth mental health service, ReachOut, provides a safe online space for young people to chat anonymously, get support and feel better. And every $1000 raised during Laps for Life, means ReachOut, can reach 500 young people, just like Jasmine, via digital channels.

Watch Jasmine's video on her experience of anxiety and depression.

All kinds of rewarding

Helping others is a reward in itself, but thanks to our generous friends at Zoggs! we've got some pretty sweet incentives for you too. So let's get fundraising. The more you raise, the more you earn.

Only four weeks to go!

Writing samples

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Application
___

Partnership pitch
Presentation

Audience:
Funders and Partners

Key
___

Accepting

Activating

Better in the moment

Before

About ReachOut Australia

ReachOut is the most accessed online mental health service for young people and their parents in Australia.

Our trusted self-help information, peer-support program and referral tools save lives by helping young people be well and stay well. The information we offer parents makes it easier for them to help their teenagers too. We've been championing wider access to mental health support since we launched our online service more than 20 years ago.

Everything we create is based on the latest evidence designed with experts, and young people and their parents. This is why our service is trusted, relevant and easy to use, accessed by more than 2 million people in Australia each year.

After

Helping young people feel better

ReachOut is a safe, online place for young people to chat anonymously, get support and be heard.

Around 2 million young people, their parents and teachers, access ReachOut every year. They come from all walks of life and from all corners of Australia.

Focussing on the benefits of shared experience and connection, ReachOut provides one-to-one services like ReachOut Peerchat, community on moderated Online Community forums, and a seemingly unlimited number of trusted, relevant, resources.

For over twenty years, ReachOut has been there, and continues to be there, for young people in the moments they need it most.

Writing samples

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Application

New campaign launch
Press release

Audience:
All audiences

Key

Accepting

Activating

Better in the moment

Before

REACHOUT LAUNCHES NEW BRAND AND CAMPAIGN TO CONNECT MORE YOUNG PEOPLE TO MENTAL HEALTH SUPPORT

ReachOut Australia – leading digital youth mental health service – together with long-term partner, Yonder Creative unveiled a new brand identity supported by a multi-channel awareness campaign.

The rebrand and new campaign will launch alongside ReachOut PeerChat – an evidence-based, one-to-one digital peer support service for young people across Australia. PeerChat is a safe, anonymous space for young people to be heard. Through online text chat, a young person can talk with a trained peer worker who actively listens and lets them guide the conversation.

The rebrand has resulted in a complete visual overhaul of ReachOut's visual identity, to ensure that it reflects both the lives of young people across Australia, and the breadth of the mental health support that the service provides. The rebranding process began with extensive qualitative and quantitative research, through Caspar Wright Consultancy. Yonder's Strategic Director, Brad Doble, said the segmentation work allowed them to take a more nuanced approach for their brand and communication development.

Yonder's strategic work led to their new brand positioning – 'Helping young people feel better' – which was co-developed with young people. The new positioning helps set the brand apart in the category by focussing more on positive mental health outcomes.

Julie Faktor – Creative Director at Yonder – said, "*Our aim was to deliver a contemporary, cohesive and flexible identity that reflected ReachOut's evolving service and the way young people communicate today.*"

Yonder developed a new mark for the brand, which incorporates an animated chat bubble in place of the letter 'O' in ReachOut. The introduction of a colourful, digital-first colour palette moved the brand away from their original blue (a colour dominant within the mental health category). And, the digitally-led design system continues to inject more energy into the brand through a graphic language based on digital interfaces such as chat bubbles, emoticons and conversation threads.

After

REACHOUT REBRANDS TO HELP YOUNG PEOPLE FEEL BETTER IN THE MOMENTS THEY NEED IT.

Working with long time creative partner, Yonder, ReachOut unveils a new brand identity and multi-channel awareness campaign in support of their new service design which focusses on conversations and community.

The rebranding process began with extensive qualitative and quantitative research that allowed ReachOut to take a more nuanced approach to their brand and communication development through audience segmentation.

Currently 40% of young people in Australia are experiencing mental health challenges, but a million of those are not seeking professional support.

"We gained a deeper understanding of our audience, and what barriers they face in getting the help they need," said Brad Doble, Strategy Director, Yonder.

Yonder's strategic work, co-developed with young people, led to ReachOut's new brand positioning - 'Helping young people feel better'. The new positioning helps set the brand apart in the category by focussing more on positive mental health outcomes.

ReachOut's new brand design is steeped in positivity too. With an animated chat bubble in place of the letter 'O' in ReachOut, Yonder's new design reflects the most prevalent way young people communicate.

"*Our aim was to deliver a contemporary, cohesive and flexible identity that reflects ReachOut's evolving service as well as the way young people communicate today,*" said Julie Faktor, Creative Director, Yonder, "*And that required a complete overhaul of the identity.*"

The introduction of a colourful, digital-first colour palette helps the brand stand out. And the digitally-led design system continues to inject energy into the brand through a new graphic language based on digital interfaces such as chat bubbles, emoticons and conversation threads.

Writing samples

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Application

Internal launch of new brand
Email

Audience:
Internal team

Key

Accepting

Activating

Better in the moment

Before

Today we come together to celebrate the realisation of our service pivot to Conversations and Community. We are taking our new PeerChat service and brand to the market, through an exciting campaign and the updated look across our services.

We will also play back what it means to be part of the ReachOut team through the launch of our first ever employee value proposition, and what we're already doing to make ReachOut an even more awesome place to work and grow.

If that's not enough there'll be snacks, goodies, fun ways to capture the moment and even a signature 'Feel Better' mocktail and non-alcoholic bevies from the generous folk at Heaps Normal for us to enjoy.

This is an in-person event but if you can't make it don't worry, we'll keep a goodie bag for you and there'll be plenty available online for you to catch up on.

Can't wait to see you there!

After

ReachOut 2.w0w

It's official! We're finally ready to launch!

We've got a new service design, a new brand campaign, a new brand identity (how great is our new logo btw??!!) We've got an awesome new PeerChat service. And (drum roll) a new Employee Value Proposition (which is another way of explaining all the reasons it's so good to work here!) But before we go live and share all this with the world, we want to share it all with of you.

Join us (DATE/TIME/PLACE)

This is a great opportunity for us to get together in person – we are about conversations and community after all. Plus there'll be good things to eat. And drink (here's to you Heaps Normal.)

Hope to see you there

Templates

Call to action lock-up

Call to action (CTA) messages may
be locked up with the logo in the
configurations shown here. The ReachOut
logo should apear over a white bubble with
corner radius of 25%.

CTA statements should be set in bubbles
with a corner radius of 50%. CTA bubbles
can be set in any colour.

In clickable placements the CTA should not
include a URL. In non-clickable placements
the CTA should include a URL.

CTAs can be locked-up with the logo or
separate from the logo.

Find out how   **REACH**●●●**OUT**

Learn more   ReachOut.com/topic

Find out how   ReachOut.com/topic   **REACH**●●●**OUT**

Lock-up box

In complicated layouts, you may find it necessary to contain the logo and brand platform in bubbles that separate them from the rest of the elements in the layout. When required the lock-up boxes shown here may be used.

Lock-up box should not be used in the same layout with a CTA lock-up (p65).

When life doesn't go as planned   **REACH•••OUT**
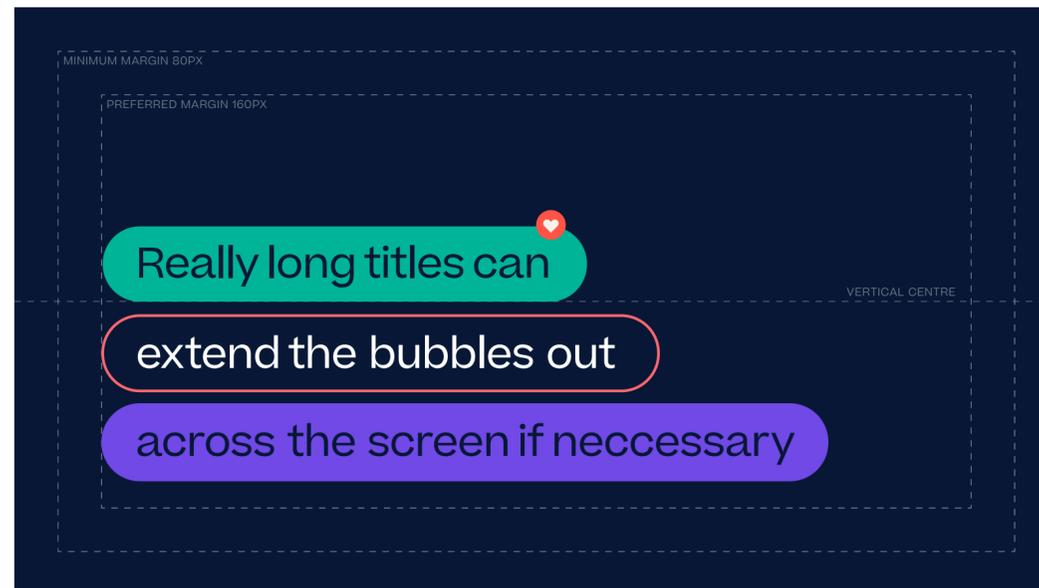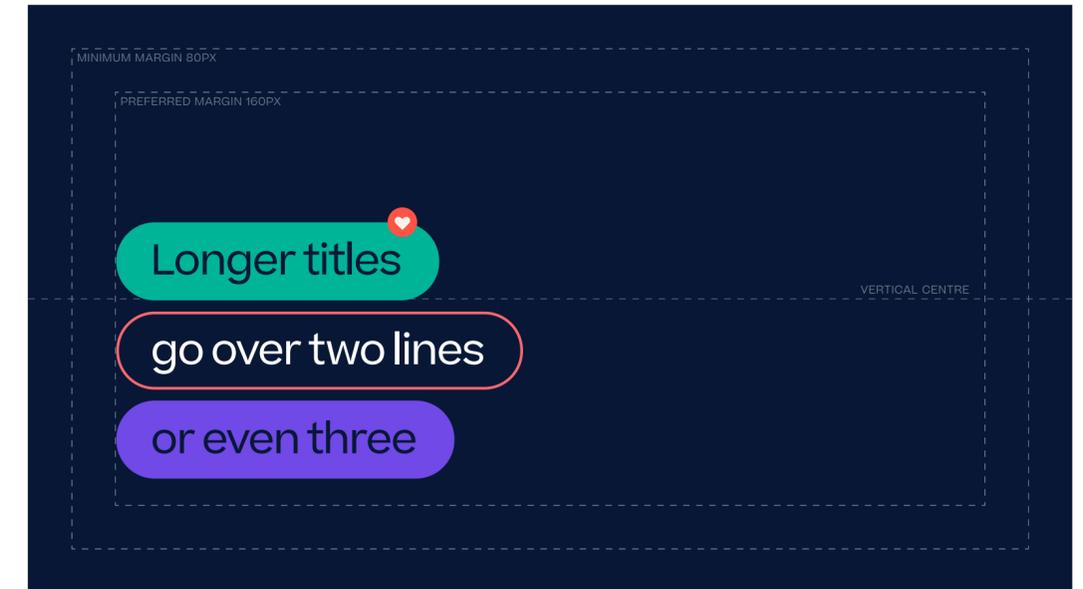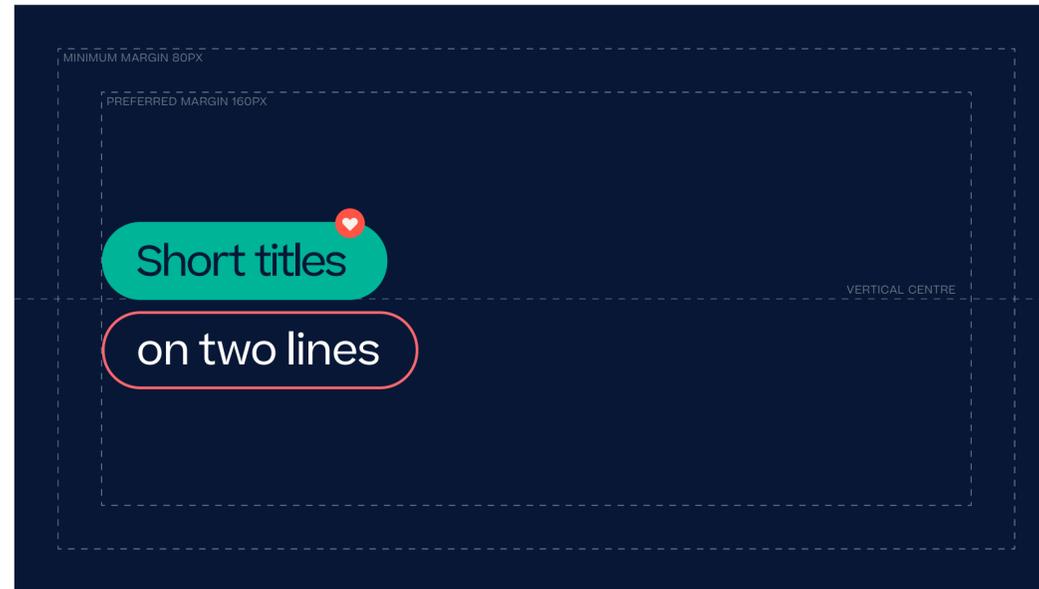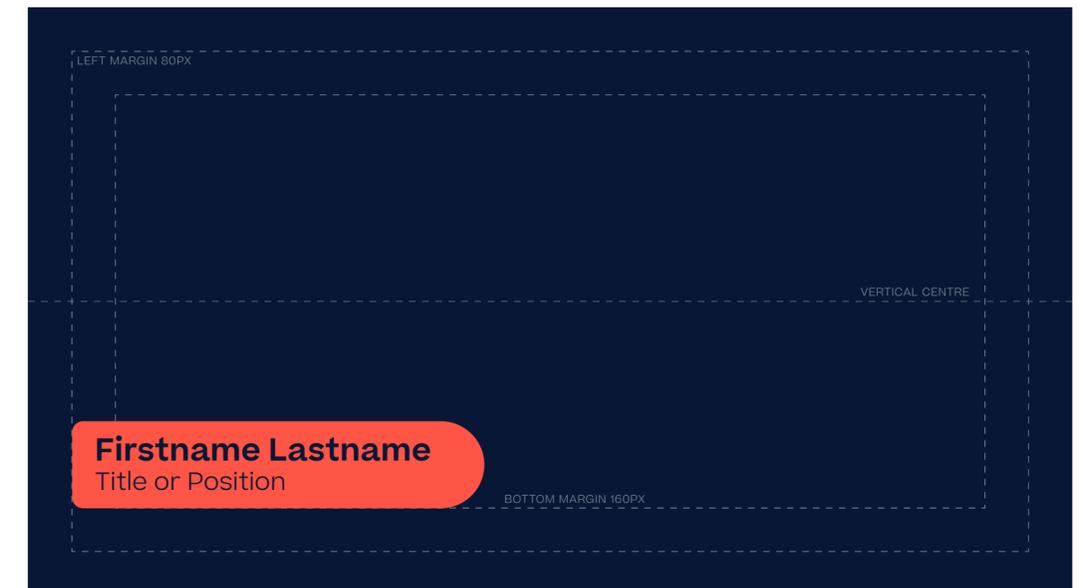
When life doesn't go as planned   **REACH•••OUT**

When life doesn't go as planned   **REACH•••OUT**

Video templates – Title
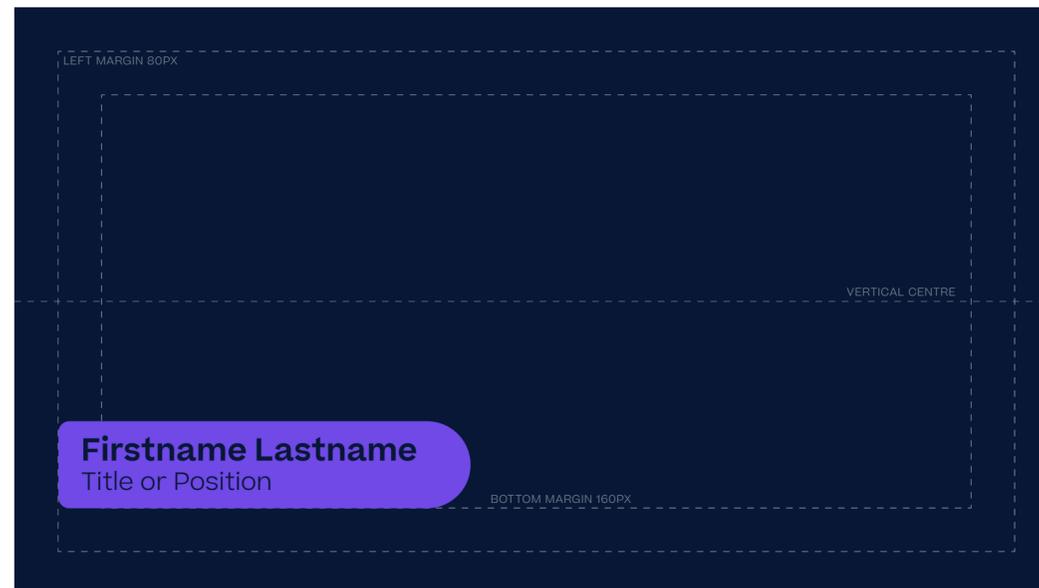
Out title card video templates are available in MOGRT format and can accomodate shot and long headings. You may change the background colour and the bubble colours to suit your movie. The bottom of the first bubble should align with the vertical centre.

A minimum margin of 80px is recommended, but 160px is preferred.

MINIMUM MARGIN 80PX

PREFERRED MARGIN 160PX

Short titles

on two lines

VERTICAL CENTRE

MINIMUM MARGIN 80PX

PREFERRED MARGIN 160PX

Longer titles

go over two lines

or even three

VERTICAL CENTRE

MINIMUM MARGIN 80PX

PREFERRED MARGIN 160PX

Really long titles can

extend the bubbles out

across the screen if neccessary

VERTICAL CENTRE

Video templates – Lower third

Out lower third video templates are available in MOGRT format. You may change the bubble colours to suit your movie. A left margin of 80px and a bottom margin of 160px is required.

LEFT MARGIN 80PX

VERTICAL CENTRE

Firstname Lastname
Title or Position

BOTTOM MARGIN 160PX

LEFT MARGIN 80PX

VERTICAL CENTRE

Firstname Lastname
Title or Position

BOTTOM MARGIN 160PX

LEFT MARGIN 80PX

VERTICAL CENTRE

Firstname Lastname
Title or Position

BOTTOM MARGIN 160PX

LEFT MARGIN 80PX

VERTICAL CENTRE

Firstname Lastname
Title or Position

BOTTOM MARGIN 160PX

Video templates – Super

Out text overlay video templates are available in MOGRT format and can accomodate shot and long phrases.
You may change the bubble colour to suit your movie. The bottom of the bubble should align to a 160px margin. The bubble width should vary to hug the text content and should never exceed the 160px margin.
A maximum of three lines of text is allowed.

MARGIN 160PX

Single line super

MARGIN 160PX

A longer multi-line super would look like this. A longer multi-line super would look like this. A longer multi-line super would look like this. A longer multi-line super would look like this.
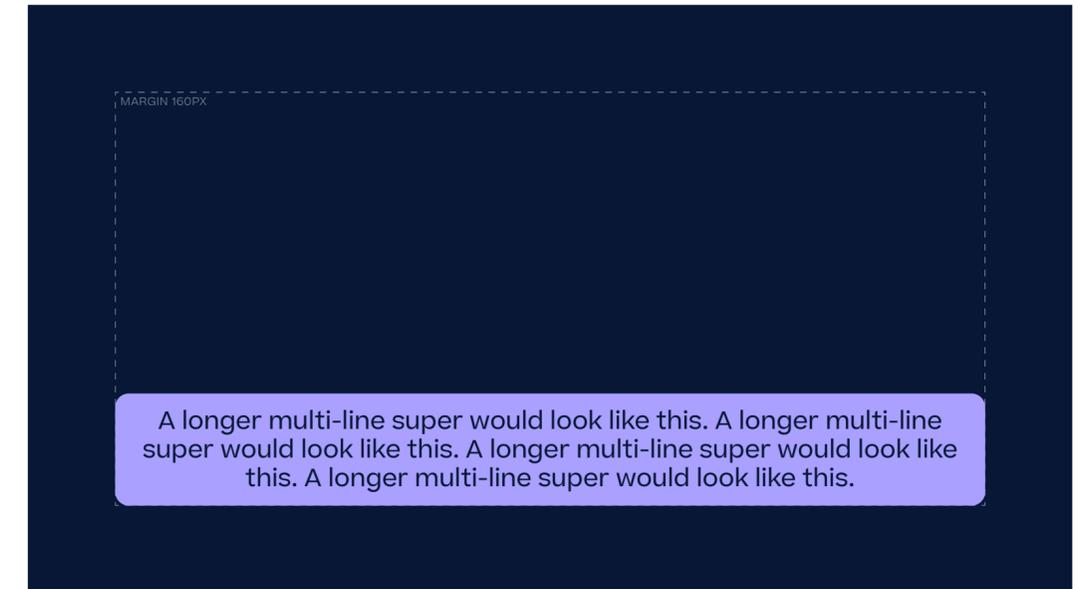
Appendix

For more information contact XXX at Reachout on XXX@reachout.com or 02 9123 4567

REACH●●●OUT

reachout.com