

BRAND GUIDELINES



The Brand

The North Brisbane Partners in Recovery (PiR) brand has been developed locally by North Brisbane Partners in Recovery, and is used by consortium members. The following rules are to be adhered to when applying the North Brisbane PiR logo and branding.



Approval

The Metro North Brisbane Medicare Local grants agencies funded by the North Brisbane PiR Innovation Fund permission to use the North Brisbane PiR logo for the purpose of delivering their Innovation Fund project.

The logo and North Brisbane PiR name is to be used for this purpose only and are not to be published elsewhere, either in print or online.

All materials that feature the North Brisbane PiR brand – print or digital – require final approval from Medicare Local prior to print, publishing or release.

This includes:

- media releases
- advertisements
- websites
- fact sheets, brochures, posters
- signage
- other promotional material

Our name

The name must always be written and referred to as “North Brisbane Partners in Recovery” and “North Brisbane PiR” thereafter.

The acronym NBPIR is not to be used. The correct abbreviation is: “North Brisbane PiR”.

Using our logo

Application

The logos supplied are to be applied on a white background only.

If you require a reversed, black, greyscale or reduced colour logo (suitable for merchandise), please contact us.

Size

- Minimum width is 43mm or 508px.
- When resizing please constrain the proportions of the logo and do not stretch or skew the logo.

Do not:

- crop any part of the logo
- stretch or distort the logo
- superimpose the logo over images
- use the logo as a watermark
- use the logo or any parts of the logo as a pattern

Formats supplied

Suitable for professional print
NBPIR_Logo_CMYK_supported_by.jpeg
NBPIR_Logo_CMYK_supported_by.eps

Suitable for MSWord documents and screen
NBPIR_Logo_RGB_supported_by.jpeg

Colour Palette

Green: R140, G189, B63
Dark Grey: R87, G86, B92
Light Grey: R154, G153, B158

Using our logo with your logo

When co-branding documents, the North Brisbane PiR logo should be placed to the right of your logo/s.

A separator can be used if necessary. However if space or your organisations branding guidelines does not allow this, the logo should be positioned where your guidelines dictate and a copy of the document provided to the Medicare Local for approval.



Acknowledgement

The following is the approved funding acknowledgement for the program, which must be presented on all related project materials.

These statements can be used as a final acknowledgement or can be worked into the copy of your materials.

- This project has been made possible through a grant from North Brisbane Partners in Recovery, which is an initiative of the Australian Government.
- North Brisbane Partners in Recovery (PiR) is a specialised initiative that seeks to improve outcomes for people who experience severe and persistent mental illness, and also have complex needs.

- PiR aims to better support people with severe and persistent mental illness with complex needs, and their carers and families, by getting services and supports from multiple sectors they may come into contact with (and could benefit from) to work in a more collaborative, coordinated and integrated way.

Talking about North Brisbane Partners in Recovery

If you require additional copy about North Brisbane PiR or would like assistance with media releases or other promotional pieces please contact us for advice.

Paul Martin

System Reform Lead | North Brisbane Partners in Recovery

e paul.martin@mnbl.com.au
p 07 3630 7387