

About SANE Australia

Summary

SANE Australia is a national mental health charity working to support four million Australians affected by complex mental illness including schizophrenia, bipolar, borderline personality disorder, eating disorders, OCD, PTSD and severe depression and anxiety. Our work includes information, support, research and advocacy.

SANE Australia

PO Box 226
South Melbourne VIC 3205

03 9682 5933 | info@sane.org.au
www.sane.org

SANE's programs include:

SANE Help Centre | 1800 187 263 helpline@sane.org

1800 helpline, email or live chat service is staffed by trained health professionals (10am–10pm AEST weekdays).

SANE Website | sane.org

Authoritative, high-quality information and resources including factsheets, articles, real-life stories and research.

SANE Online Forums | saneforums.org

A fully moderated online peer support service that brings together the lived experience of individuals, families, friends and carers in a safe, anonymous and supportive environment (24hrs a day, 7 days a week).

SANE Ambassadors Program

Providing opportunities for businesses, government, media and the broader community to connect with individuals, carers and families to learn about their personal experiences with complex mental illness.

SANE Media Centre & StigmaWatch Program | sane.org/stigmawatch

Working with media professionals and the wider community to combat stigma around mental illness and encourage the accurate and responsible reporting of mental illness and suicide in the media.

Policy & Advocacy

Advocating for improved mental health and support services.

Suicide Prevention

Improving how people are supported in suicide prevention and bereavement through training workshops for mental health and community professionals across the country.

Research

Partnering with people with lived experience to generate new understandings of the non-clinical social impacts of complex mental illness that can lead to policy and social change.

Hocking Fellowship

Promoting better mental health by advancing the public understanding of mental illness.

SANE AUSTRALIA

SANE Australia Logo

SANE Master Logo

The SANE logo consists of two colours: SANE Blue and SANE Black.

There are two master versions of the SANE logo – horizontal and stacked.

The logo can be used in positive, on white, or on a surface clear enough that it can be easily readable.

There are two negative versions of the logo. One for use on 'SANE Blue' backgrounds, and one for use on dark backgrounds.

The logos are not to be recreated, distorted or manipulated in any way. 'SANE' is always to be presented as blue or white, never black. 'AUSTRALIA' is always to be presented in the same font size as 'SANE', unless restricted by size in which the SANE Square Logos are to be used as an alternative.

SANE Square Logo (only to be used via request to content@sane.org)

The SANE square logos are only to be used on social media (preference being the logo with SANE Blue Background) and as icons online where required. They are not to be used in documents or in spaces where the SANE master logos are able to fit.

SANE Master Logo

SANE AUSTRALIA

SANE Master Logo Horizontal

SANE AUSTRALIA

SANE Master Logo Stacked



SANE Blue
HEX #00AEEF
RGB 0/174/239
CMYK 100/0/0/0

SANE Black
HEX #231F20
RGB 0/0/0
CMYK 0/0/0/100

SANE Master Logo – Negative



SANE Master Logo Stacked - for use on dark backgrounds

SANE Master Logo Stacked - for use on black backgrounds

SANE Square Logo - available on request only



Logo Misuse

Do not stretch the logo

Do not stretch or manipulate the proportions of the logo in any way.

Do not recreate or recolour the logo

The SANE logo has been created as an image in Illustrator, with custom spacing and height specifications.

Even if the font (Proxima Nova) is installed on your system, do not attempt to recreate or recolour the logo.

Use your judgement with colour

When placing the SANE logo over an image or block of colour, ensure you are using the most readable version.

If SANE Blue in the logo clashes with a colour, opt for the black and white version.

Do not stretch

✘ **SANE AUSTRALIA**

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✔ **SANE AUSTRALIA**

Do not recreate or recolour

✘ **SANE AUSTRALIA**

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Use your judgement with colour

