

# Take 5 steps to wellbeing branding guidelines

The branding guidelines will allow you to use the **Take 5 steps to wellbeing** logo and imagery in your own publications in a consistent format.

When you are promoting Take 5 in your communications or publications, it is important that you adhere to the guidelines to reinforce the brand with the audience and for consistency.

- 1 As a minimum requirement, use the **Take 5 steps to wellbeing** logo
- 2 Always display the Take 5 messages in the following order: Connect; Keep learning; Be active; Take notice; Give
- 3 When having materials professionally produced, ensure the correct pantone colours are used for the logo and messages
- 4 Where possible use colours in your publication to match the messages
- 5 Make sure the proportions of the logos are not altered

## Take 5 logo



## Take 5 brand colours

### CMYK



C 100, M 80  
Y 24, K 8



C 84, M 100  
Y 5, K 1



C 0, M 84  
Y 8, K 0



C 69, M 8  
Y 20, K 0



C 43, M 16  
Y 100, K 2

### RGB



R 29  
G 72  
B 130



R 81  
G 37  
B 138



R 237  
G 63  
B 146



R 65  
G 181  
B 199



R 158  
G 180  
B 59

## Take 5 icons

Individual Take 5 messages should be used in this order of appearance.  
They can be used with and without titles.



Connect



Keep learning



Be active



Take notice



Give



## Take 5 email signature banner



You can download the Take 5 logos,  
icons and email signature banner at:



[www.makinglifebettertogether.com](http://www.makinglifebettertogether.com)

## Take 5 leaflets, posters and wallet cards

The Take 5 messages are available in English on A5 leaflets, A3 posters and small wallet cards. The A5 leaflets are also available in Irish, Tetum, Arabic, Chinese, Lithuanian, Polish, Portuguese, Romanian, Slovakian, Somali and Hungarian. There is also a version aimed at young people.



All of the Take 5 steps to wellbeing resources are available to download at:



[www.makinglifebettertogether.com](http://www.makinglifebettertogether.com)