

# 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

You can download the Take 5 logos at:



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

## Take 5 logo



## Take 5 brand colours



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



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



Connect



Keep learning



Be active



Take notice



Give

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

