

## *Heaps Good Mates Organisation Identity*

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My brief was to produce a corporate identity for a contemporary, South Australian mental health organisation which seeks to reduce stigma surrounding men's mental health in addition to promoting community and the idea of 'mateship'. Components of the identity to be produced were a timeless, relevant logo, awareness campaign poster, staff uniform, coaster designs, merchandise t-shirt design and promotional stickers.

When initially considering the aesthetic for the identity, I wanted to represent the idea of 'mateship' as the organisation's overall quality. I deduced that the aesthetic should be mature and somewhat formal, but not sterile. This aesthetic would be made consistent throughout each application to produce an identity which represented South Australian culture and mateship. This is defined by the phrase, 'Heaps Good', which is slang almost exclusively used by South Australians. My applications such as the coaster and poster were intended to be found in pubs, where traditionally masculine men, who may suffer from mental health issues, reside. My work was inspired by an anti-smoking campaign designed by Biman Mullick in addition to a HIV Treatment campaign produced by New South Wales health promotion organisation, ACON. I was inspired by components of the campaigns, such as relevant imagery, simple colour palettes and simplifying the message to be communicated. Heavy influence from infographic styles, which were found during research stages, led me to produce a series of applications which reflected the style, as made distinct by a consistent use of line-based graphics, lines and instructional content.

In order to produce a consistent mental health theme, I developed a series of line illustration graphics in addition to utilising a distinct red and yellow colour palette to represent happiness, joy, love and friendship. I utilised the speech bubble from the logo as a recurring symbol throughout the campaign to represent communication and community. In my poster I utilise a photograph of two friends together to immediately connect with the target audience and identify 'mateship'.

Initially my aesthetic was inspired by the works of graphic designer Aaron Draplin, however, the applications were vague in their purpose. This issue was most prevalent in the poster and t-shirts as they lacked relevant information. Consequently, this provided a need for more informative applications which had a clear purpose. Hence, I adopted an infographic style and amended the designs to maintain consistency across all design applications.

I believe that the final applications successfully meet the design brief as the aesthetic is contemporary, mature and reflects the relaxed style of Australian culture. A predominantly red, yellow, white colour palette produces one that reflects friendship, happiness, enthusiasm and purity; however, the use of darker hues establishes a sense of maturity, which appeals to the mature target audience. Geometric shapes and more masculine applications such as a coaster and poster to be placed in pubs and men's bathrooms are critical in ensuring the campaign attracts predominantly male attention, however an objective audience is also important for development of the organisation. This strategic placement of applications targets traditionally masculine men, who may be found at pubs or similarly masculine areas.

Through completing this range of practical applications, I have developed my skills in attracting a specific target audience. I believe that I have produced an effective mental health campaign which displays a clear understanding of its target audience. Furthermore, I believe that the work displays a development in the field of men's mental health awareness, and is of a high quality, producing an informative series of applications to raise awareness and alleviate mental health issues in South Australia.

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