

# Wide Skies, Open Minds campaign toolkit

v1

**WIDE SKIES**  
**OPEN**  
**MINDS**

Let's talk mental health

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# 1

## Messaging

### Wide Skies, Open Minds

Communicating in a consistent way verbally and visually is crucial for us to effectively open up conversations about mental health in the Falklands.

The content of this toolkit gives guidance and inspiration, ideas and rules on how to communicate and create materials that represent our campaign brand.

Please ensure you read them and understand how the different components of our campaign work together.

If you have any questions about the campaign or this toolkit, please contact: [WideSkies.OpenMinds@horizon.co.fk](mailto:WideSkies.OpenMinds@horizon.co.fk)

# Strategy

The Falkland Islands Government Public Health Unit, working with the UK Health Security Agency (UKHSA), has developed the '**Wide Skies, Open Minds**' campaign to reduce mental health stigma in the Falklands.

The aim of the campaign is to get people talking about mental health and to tackle some of the myths about mental health conditions.

The audience for the campaign is primarily working age adults, but other key audiences will include schools, employers and community groups in the Falkland Islands.

# Key messages for the campaign

**Strapline:** Let's talk mental health

## Topline key messages

- Talking together can bring mental health into the open.
- We want everyone to feel confident to talk about mental health.
  - Find ways to start a conversation about mental health in your community, workplace or home.

# Campaign description

We like to say we know each other well here in the Falklands. But there's more to us than you think. Just like there's more to a person than their mental health condition. We're encouraging everyone to talk about mental health, seek help when needed, and support each other without fear of judgment.

With our wide skies as its backdrop, the campaign draws on the power of our community and connection to bring mental health into the open.

We're starting a conversation. Let's talk mental health.

## **Messages for secondary audiences (schools, employers and community groups)**

- Our campaign aims to start conversations about mental health.
- We want everyone to feel confident to talk about mental health.
- Find out how to open up conversations in your school/workplace/group with the Wide Skies, Open Minds campaign.

# 2

## Creative

The creative look and feel has been developed to support the core aims of the campaign: to encourage conversations that bring mental health out into the open.

Our campaign uses real voices and experiences to connect communities and the creative assets reflect our environment and the special connection it has in everyone's lives.

# Campaign overview

- 1 - Body copy
- 2 - Campaign identity
- 3 - Graphic landscape
- 4 - Quote
- 5 - Image
- 6 - Hashtag
- 7 - Strapline

1 — We're starting a conversation about mental health in the Falklands. Together, we're bringing mental health into the open.

2 — **WIDE SKIES**  
**OPEN**  
**MINDS**

3 —

4 — **“**  
**KEEPING IT ALL**  
**INSIDE WAS TOUGH...**  
**BUT OPENING UP**  
**HAS CHANGED**  
**EVERYTHING.**  
**”**

5 — *Steve*  
Stevedore, Stanley

5 — **#wideskiesopenminds**

7 — Let's talk mental health

# Campaign identity

Our campaign identity is available in four versions for specific uses:

## Primary logo

Preferred for use on all campaign materials.

## Single colour logo

For use on materials where colour is available, but limited.

## Granite and white logo

For use on materials when only black and white reproduction is available.

All versions of the logo are available as Illustrator AI, Photoshop JPG and PNG files.

Primary logo



Single colour logo



Granite logo



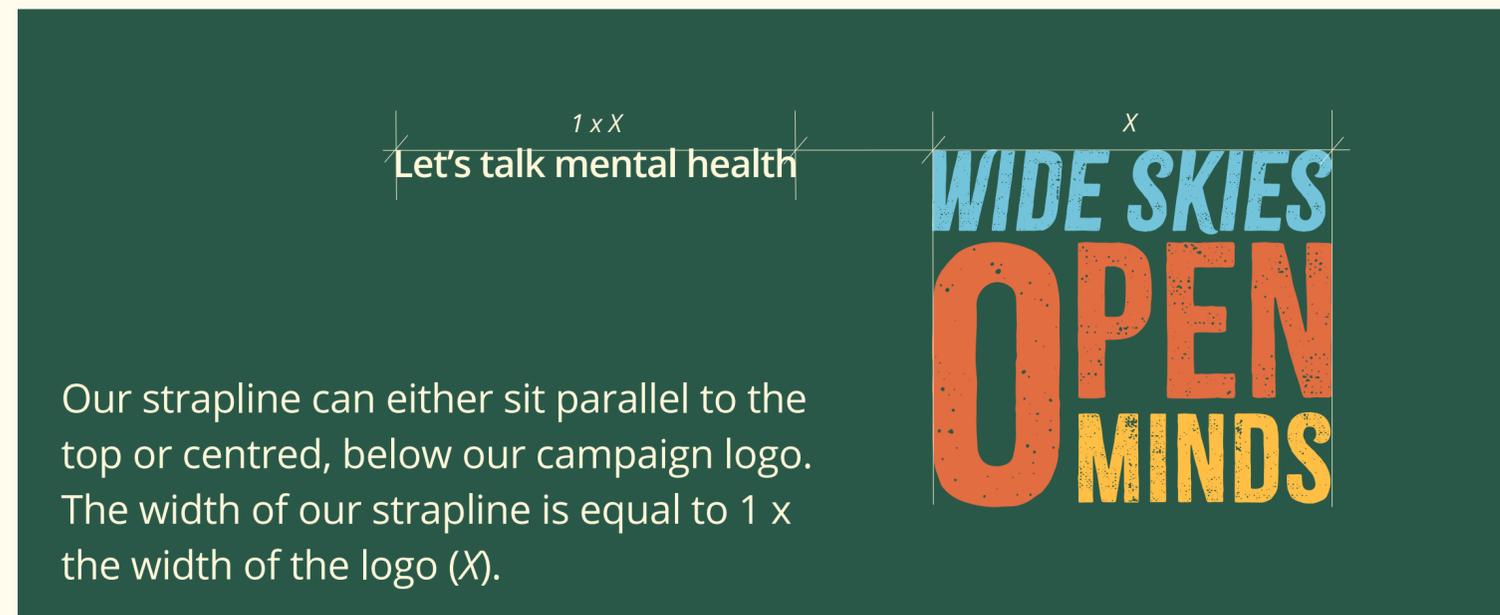
White logo



# Campaign strapline

Our strapline *'Let's talk mental health'*, describes our campaigns overarching aim – to bring mental health into the open.

Our strapline is always used in conjunction with our campaign identity, using the simple principle outlined here.



## Writing about the campaign

When we describe or write our campaign name we initial caps for each word:

**Wide Skies, Open Minds**

Our strapline uses an initial cap only:

**Let's talk mental health**

Please only use these articulations of our campaign name and strapline.

**Campaign name**

**Wide Skies, Open Minds**

**Campaign strapline**

**Let's talk mental health**

# Colour

Our campaign colours should be the only colours used when creating materials.

Please adhere to the colour breakdowns shown with CMYK colours used for printing and RGB and # reserved for use online.

Please ensure all design components use only the colours as shown in this toolkit.

**Granite**  
CMYK 73 / 62 / 59 / 74  
RGB 38 / 40 / 39  
#262827

**Heath**  
CMYK 82 / 40 / 68 / 39  
RGB 41 / 88 / 72  
#295848

**Fox**  
CMYK 8 / 67 / 77 / 0  
RGB 229 / 105 / 69  
#e16d41

**Sand**  
CMYK 0 / 29 / 79 / 0  
RGB 255 / 191 / 69  
#ffbf45

**Sky**  
CMYK 56/3/13/0  
RGB 115 / 196 / 219  
#73c4db

**Foam**  
CMYK 0 / 2 / 19 / 0  
RGB 255 / 248 / 219  
#fff8db

# Typography

We use two typefaces to represent our campaign:

**Citrus Gothic Solid Regular** is our headline font, used in our identity and for all headline messaging. This font only comes in a version using capitals, so do not use for text.

**Open Sans (family)** is for use for all other text, with the whole family of weights available for heading, text highlighting and body copy.

Both fonts are available from [Adobe Fonts](#).

## Headline font

Citrus Gothic Solid Regular (Adobe Fonts)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890\$%&\*(!@#)**

## Supporting font

Open Sans (family)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&\*(!@#)

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

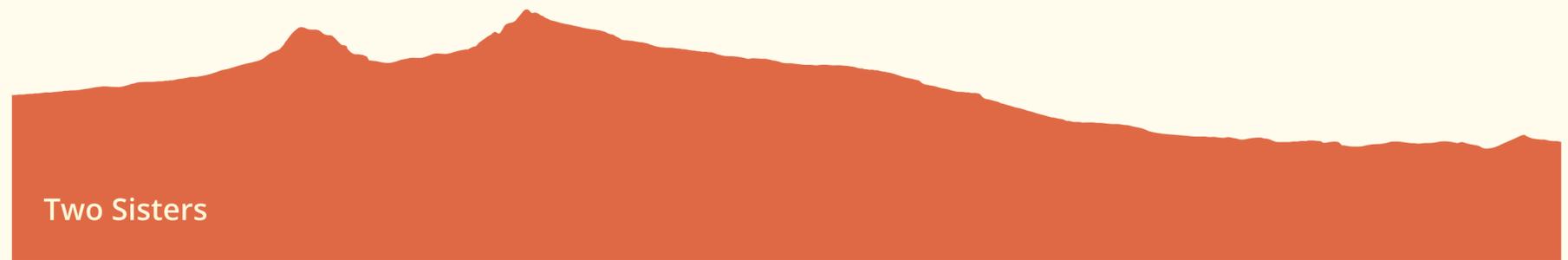
**1234567890\$%&\*(!@#)**

# Graphic landscapes

We have developed a series of graphic landscapes that reflect the topography of the Falklands

Each landscape is available in a selection of colours from our colour palette and can be used in conjunction with each other to carry information or to create a decorative background.

See 'Applications' on page 17 to see how these can be layered together to bring materials to life.



# Imagery

Reflecting peoples real-life experience is an important part of our campaign. Where possible we show the subject accompanying their story.

When commissioning imagery to support our campaign, please show the subject outdoors, co-existing with the landscape and wildlife, framed against our skies to reflect our campaign name 'Wide Skies, Open Minds'.

Images should be upbeat and reflect the diversity of the residents of the Falklands, placing the subject in their real life settings, either where they work, live or feel happiest.

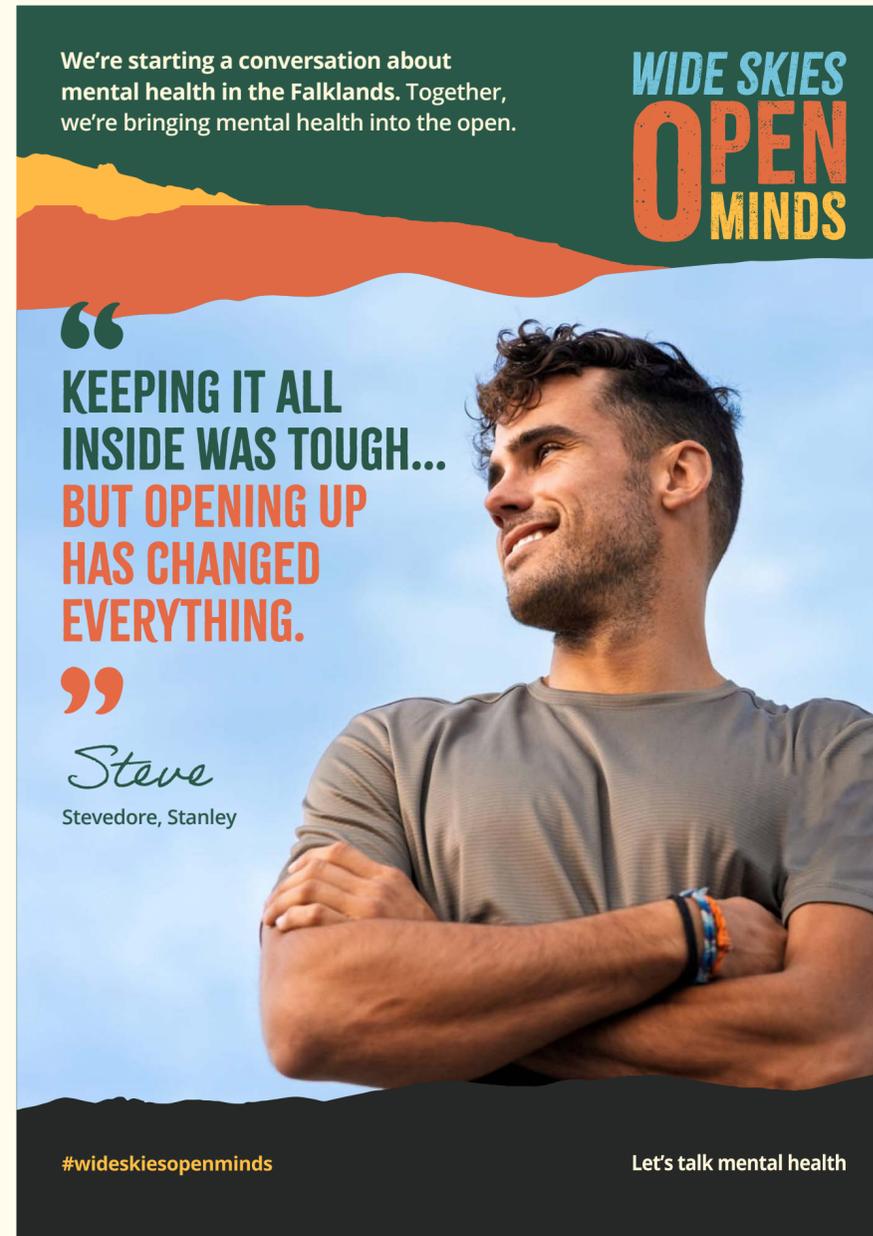


The images shown here are examples only for style and can not be reproduced without purchasing from iStock.

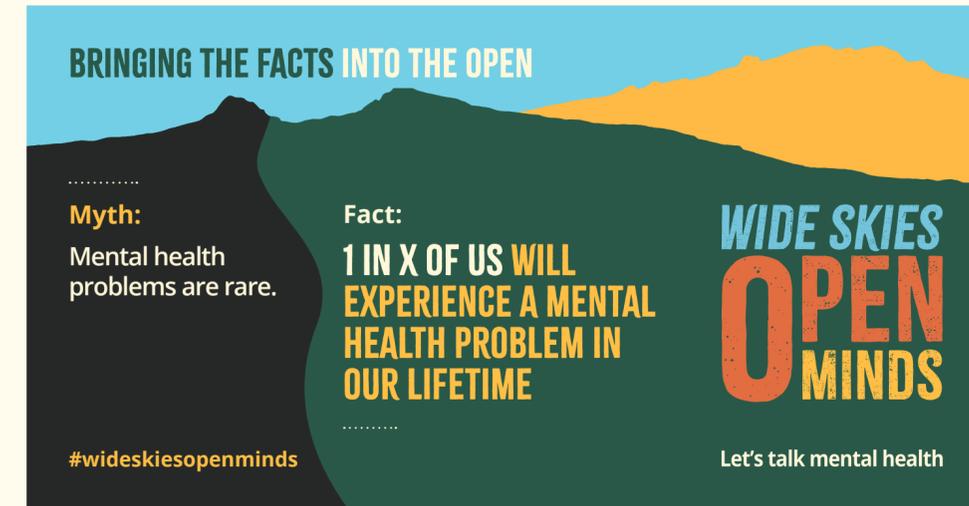
# Applications

The example applications show how using our creative elements you can create consistent, on-brand campaign materials.

Poster



Social media (Facebook post: 1200x628px)



Merchandise



# 3

## Contacts

For any questions about this toolkit or for any assets,  
please contact: [WideSkies.OpenMinds@horizon.co.fk](mailto:WideSkies.OpenMinds@horizon.co.fk)



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