

# BLACK DOG RIDE

## BRAND GUIDELINES MANUAL



### Contact Information

In order to obtain approval to use the Black Dog Ride Brand Lockup, Logo or Purpose Statement Lockup or for any questions in relation to these guidelines please contact;

[office@blackdogride.org.au](mailto:office@blackdogride.org.au), [Lawson@blackdogride.org.au](mailto:Lawson@blackdogride.org.au)

Please allow 10 days for a response, as we rely on the generosity of our volunteers.

## Introduction

Black Dog Ride began in 2009 as a ride to raise awareness of depression, evolving into a national charity involving thousands of Australians who have raised millions for mental health programs and fostered mental health awareness around the nation.

## Our Mission

To raise awareness of depression and suicide prevention.

## Our Charity

First and foremost, our mission is to “raise awareness of depression and suicide prevention.” Fundraising is an important, but secondary goal.

## Our Brand

### Why Brand Guidelines are important.

Brand guidelines are like the roadmap for our identity. They help us keep things consistent when we talk to people. A brand is not only the name but the symbols and imagery that we use when talk about ourselves to others. Brand guidelines make sure we all use the same colours, logos, and words, so when people see or hear about us, they know it's us. This is super important because it helps us build trust and make a good impression. They make us recognisable and strong. By following them, we're not only keeping things clear and simple, but we're also protecting the special things that make us who we are.

### Our Volunteers and Supporters

The people who we want to connect with us, understand our story, and support us in some capacities are many and varied. These range from our volunteers, ride participants, family and friends, supporters and sponsors in the local communities, and recipients of our grants. We want our brand to be easily recognisable, by all no matter the context in which they engage with us.

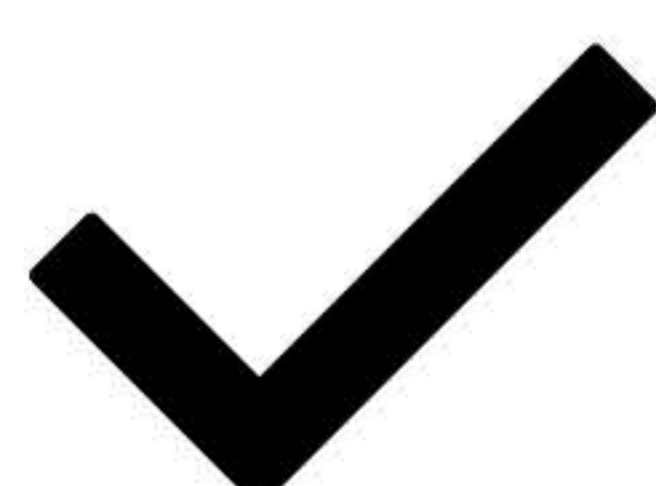
### Our Brand Name

Our name is Black Dog Ride and our web address is [blackdogride.org.au](http://blackdogride.org.au).

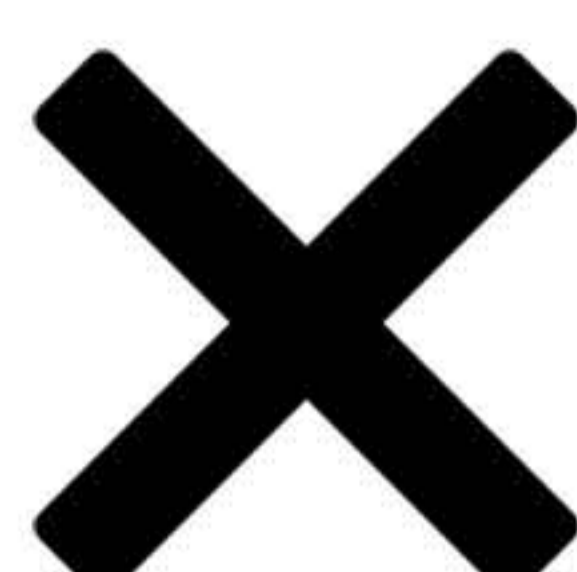
Do not use any variations of our name such as Black Doggers, Blackdog Ride or Blackdogride, and do not abbreviate it to Black Dog.

An exception is the name 'Black Dog Riders' - see page 6.

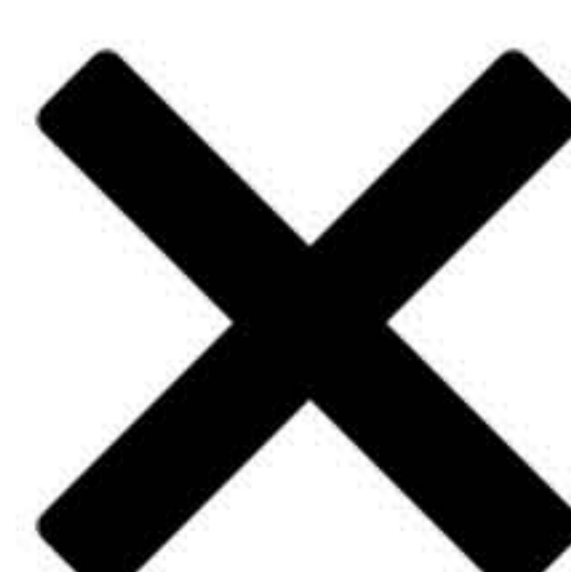
Black Dog Ride



Black Doggers



Blackdog Ride



Black Dog



# The Logo Usage

There are three components to the Black Dog Iconography:

1. Our Name – Black Dog Ride.



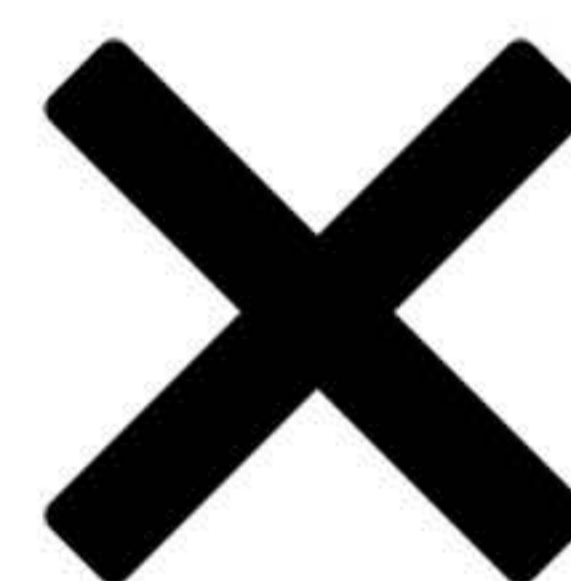
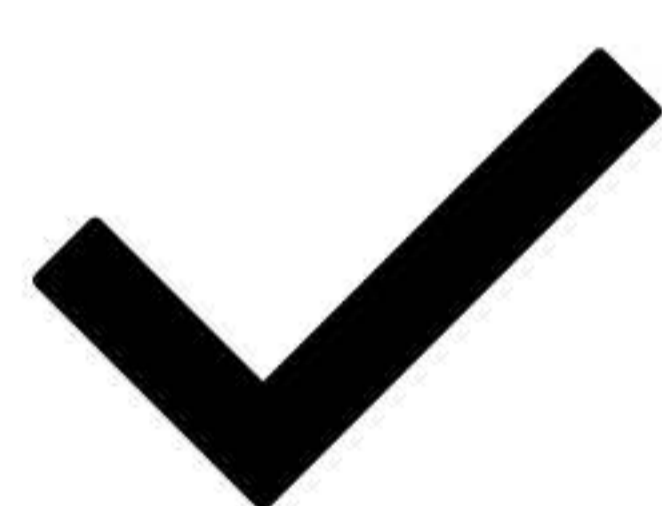
2. The Moon Rider Logo  
- Our Name and the Winston Bike Image.



3. The awareness Tag Line.



The Black Dog Ride logo has been updated, so please ensure that you are using the latest logo and not previous versions. The old logo is recognisable by the border around the brand name.

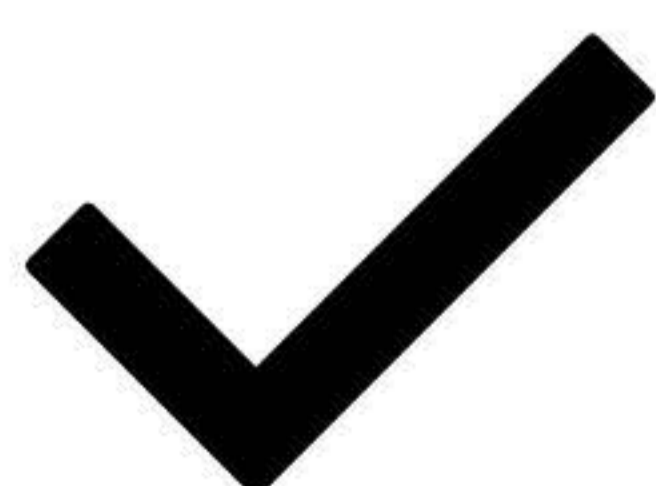


## Use of the logo components

1. Black Dog Ride Brand Name and Lockup

Black Dog Ride can either be used in a common font in copy or as the name lockup.

As Words:



Lawson Dixon from Black Dog Ride presented to a community group about the work of Black Dog Ride, and WA Black Dog Ride to the Full Moon 2023

As a name Lockups:



The Black Dog Ride Logo must be either in white on black or black on white. The name lockup must not be shown in other colours. Approval must be received to use the Black Dog Ride Name Lockup.



## 2. The Black Dog Ride logo (lockup) Moon Rider

The Black Dog Ride Logo is a combination of our name and Winston.

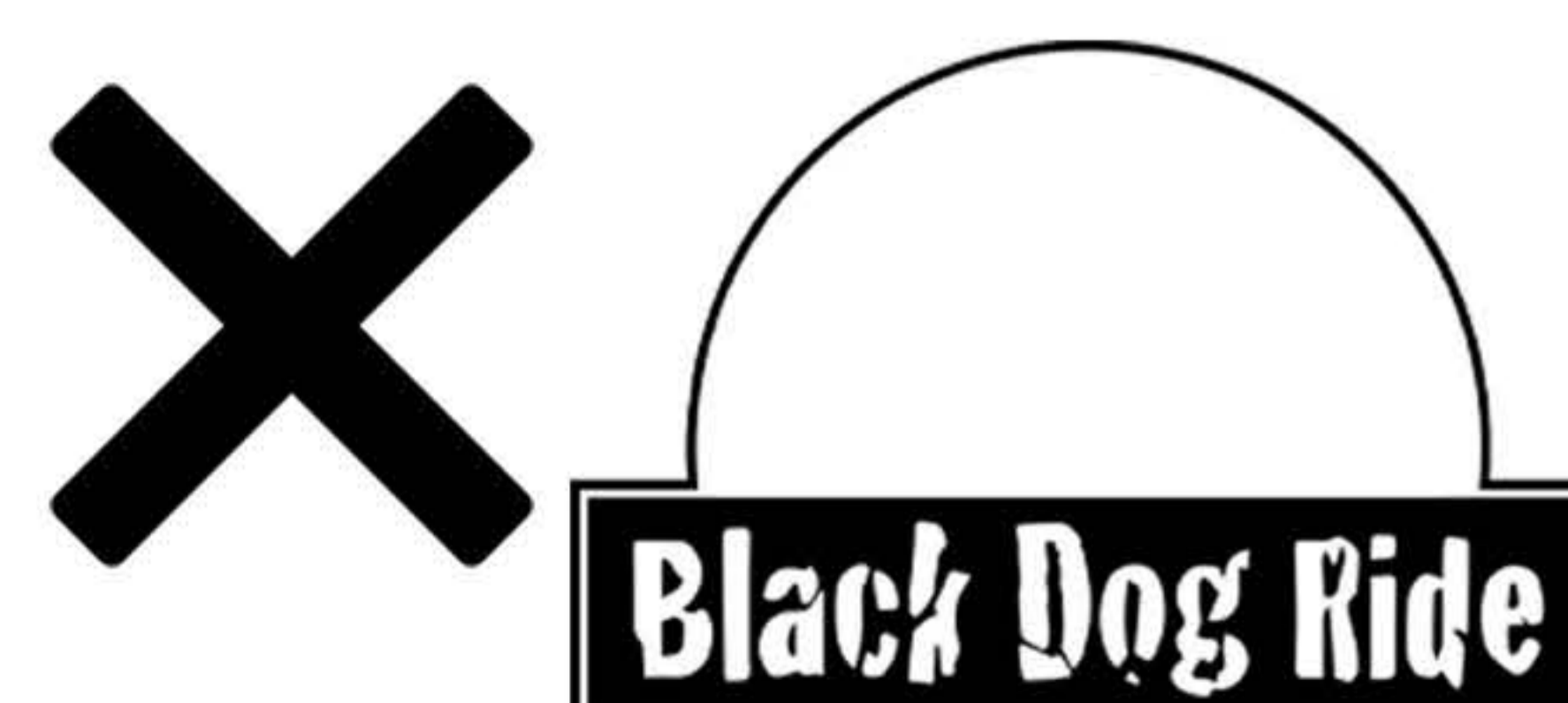
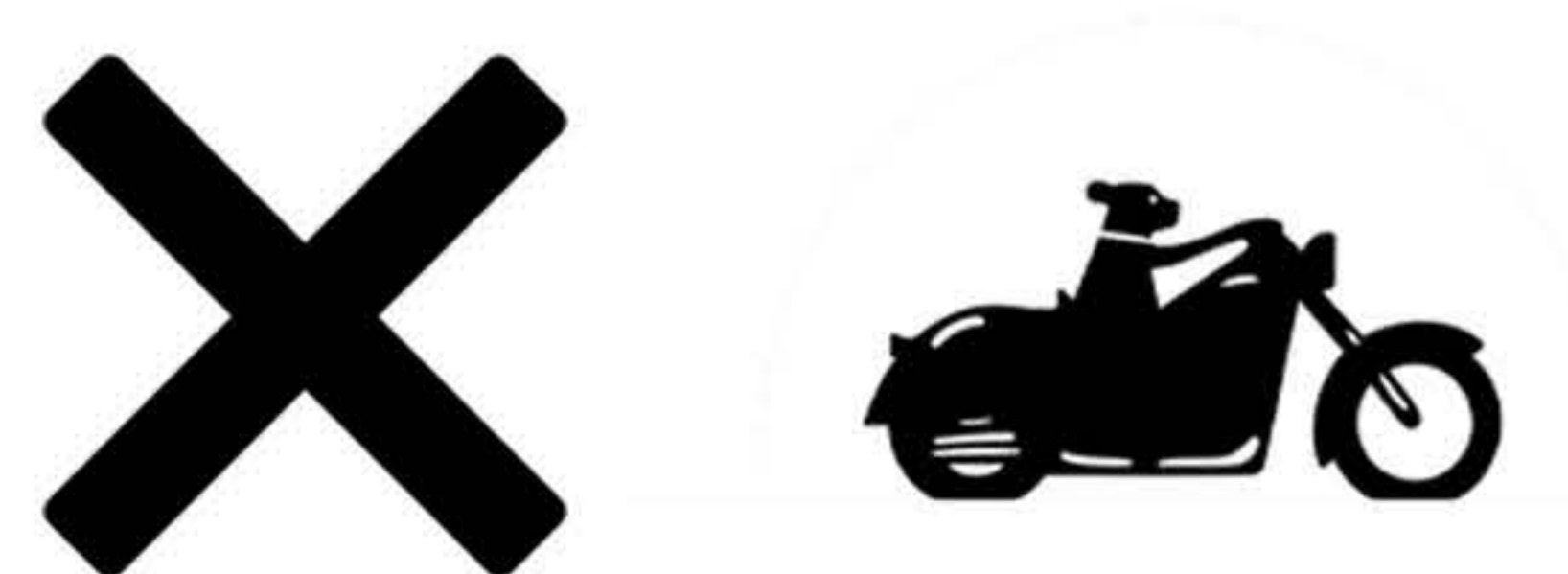
Logo assets available on the website for download: <https://blackdogride.visualidentity.io/>



The Black Dog Ride Logo needs to be shown as black and white logo – it must never be reversed or shown in a colour other than black and white.



The logo must not be broken apart.



The logo can be used by itself – the preference is to use it with our purpose statement “raising awareness of depression and suicide prevention. **Approval must be received to use the Black Dog Ride Logo.**

## 2. Our Purpose Statement

Our purpose statement is **raising awareness of depression and suicide prevention**.

The purpose statement can either be used in a common font in copy or as the purpose statement “lockup”.

Words:

Lawson Dixon from Black Dog Ride presented to a community group about the work of Black Dog Ride in raising awareness of depression and suicide prevention.

Lockups:

- The purpose statement must always be used in conjunction with the Black Dog Ride name ‘lockup’ – the link must be obvious.



- The purpose statement “logo” can be either white on a black background (preferred) or black on a white background.
- The purpose statement logo must not be shown in colour.



Approval must be obtained to use the purpose statement “logo”, remembering it cannot be used without the use of the Black Dog Ride logo or Black Dog Ride Brand “lockup”.

## Size and Readability

To ensure that our brand and icons are recognisable and legible we should always aim for:

- Clear Space around the name, logo or purpose statement.
- Are not shown in a size less than 10 font.
- Are never stretched, colour graded, shown with special effects or in the context of inappropriate messages or imagery.

What not to do:



## Appropriate use of the Black Dog Ride brand name with rides and fundraising activities

The Black Dog Ride name can only be used in conjunction with official Black Dog Ride Activities as approved and listed on the official Black Dog Ride website [blackdogride.org.au](http://blackdogride.org.au).

Black Dog Ride – should always proceed the name of the event or activity:

- Black Dog Ride WA Ride to the Full Moon 2023.
- Black Dog Ride Garmin Noosa Triathlon.

Where a ride or activity is not an official Black Dog Ride activity rather it is in support of Black Dog Ride then we encourage the use of the words “proudly supporting Black Dog Ride”.

✓ Cake Stall, proudly supporting Black Dog Ride

✗ Black Dog Cake Stall

Where a ride is a ride or activity is not an official Black Dog Ride activity rather it is in support of Black Dog Ride – the use of the brand logo, or components cannot be used without the same prominence and clear use of the words Proudly Supporting.



## What do we call ourselves the Riders

As riders we call ourselves - **Black Dog Riders**.



## Our Brand Colours

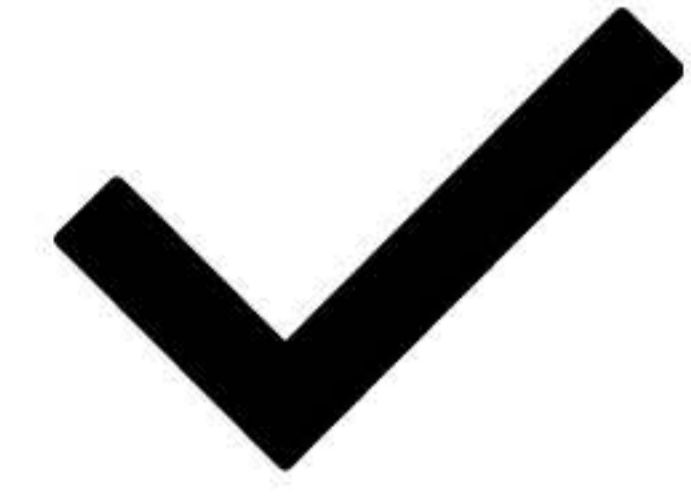
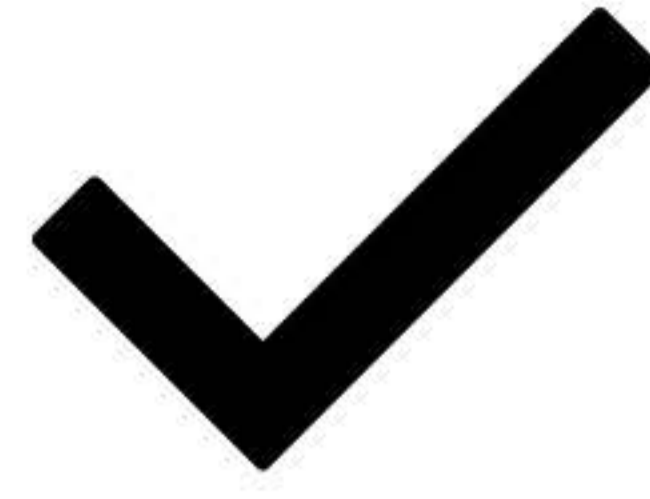
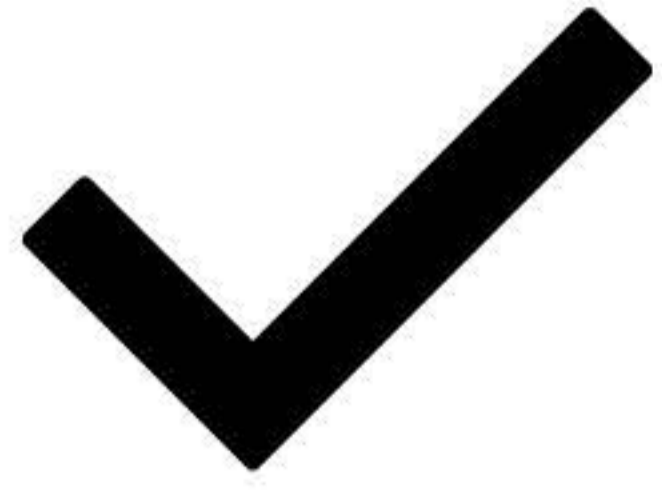
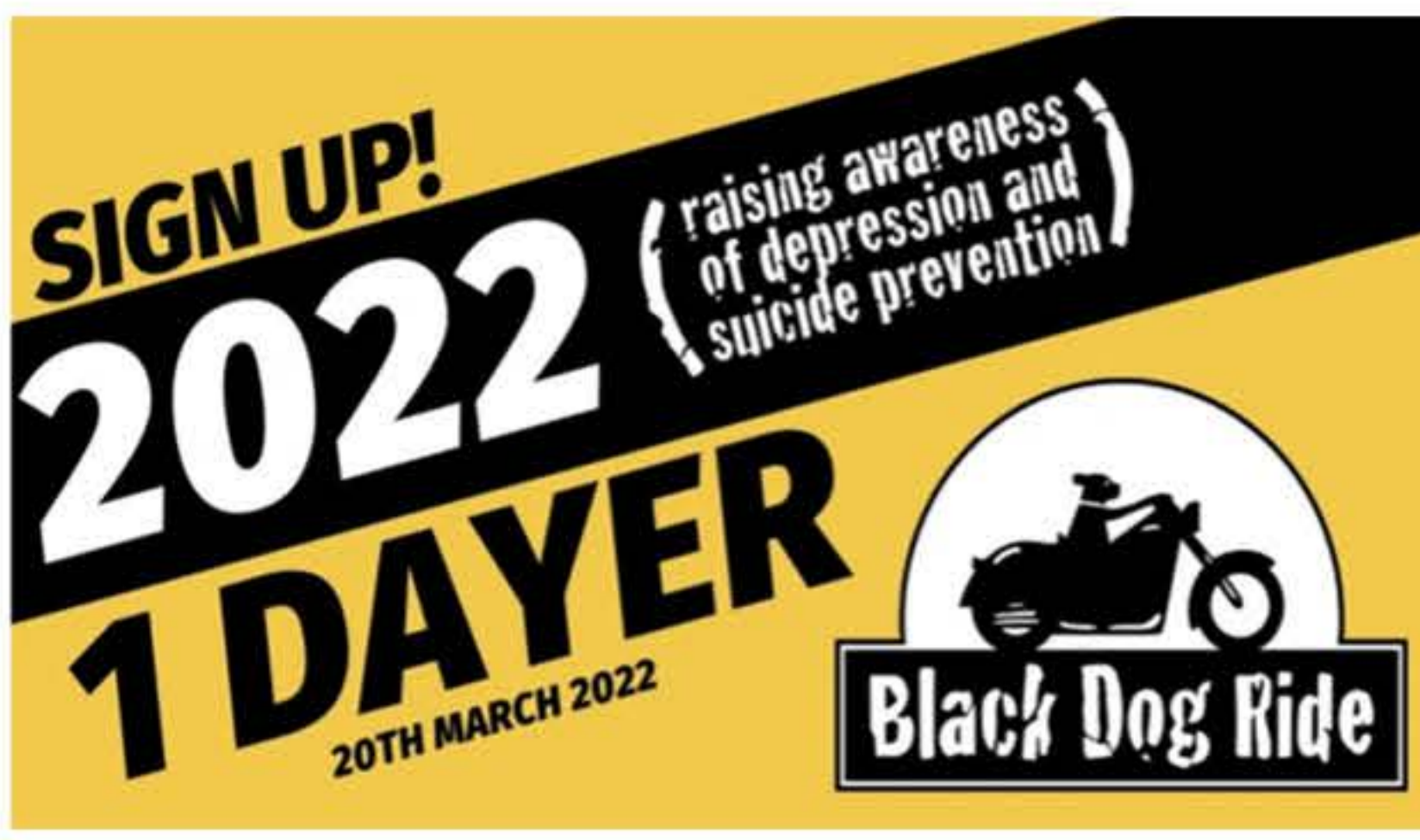
Our primary colours are solid black and white.

We use yellow ( RGB, CMYK) as our primary accent (high light) colour.

Secondary colours are used annually to highlight this year's events. These are chosen by Black Dog Ride.

We use yellow as the primary colour to add emphasis to what we want to communicate.

We do use a different colour from year to year for the one dayers.



Sometimes when we are working with a partner we may be required to incorporate their brand colours. This can only be done by Black Dog Ride.



## Typography

### Primary Typeface

Our primary typeface when we produce flyers and posters is Calibri for body copy and Calibri for headings.

Calibri is the font we use for body text  
Calibri is the font we use for headings

## Visual Elements

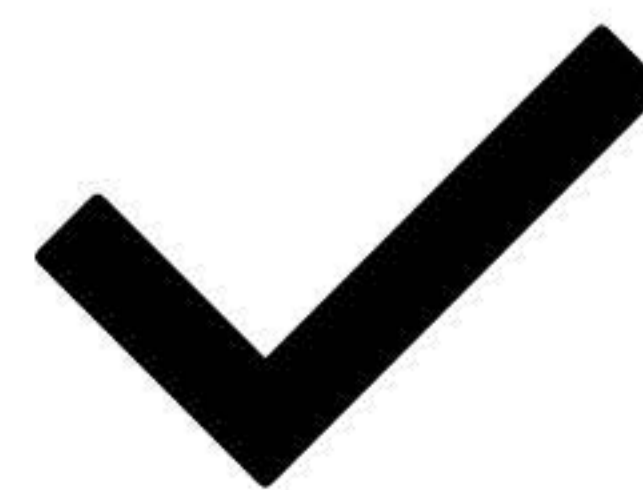
### Imagery Style

The dedication of our volunteers and ride participants is vital in helping Black Dog Ride raise awareness of depression and suicide prevention.

The imagery we use should celebrate the many people that support us, showing our riders or volunteers.

The imagery used must:

- Celebrate participation and support of others, showing positivity.
- Be in the context of participation and Black Dog Ride related activities.
- Be reproduced with the overt permission of the subjects.
- Contain only official Black Dog Ride Merchandise.



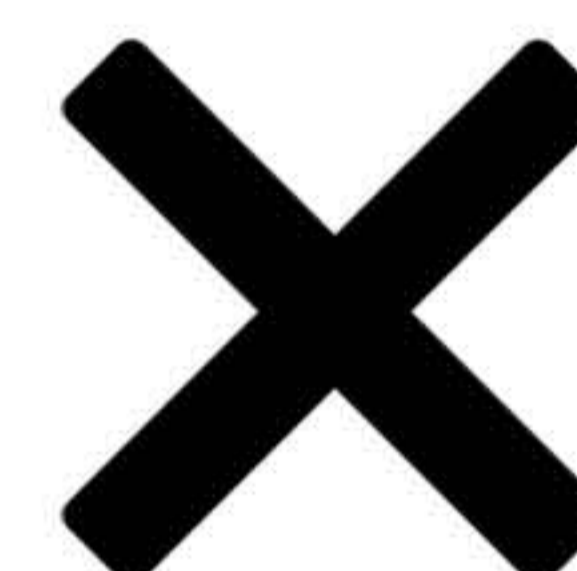
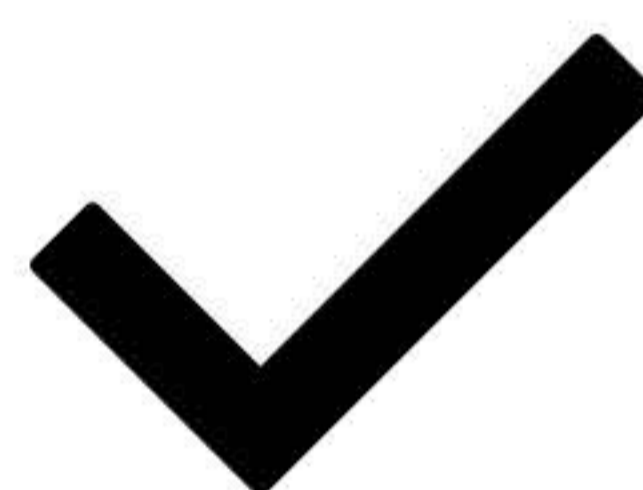
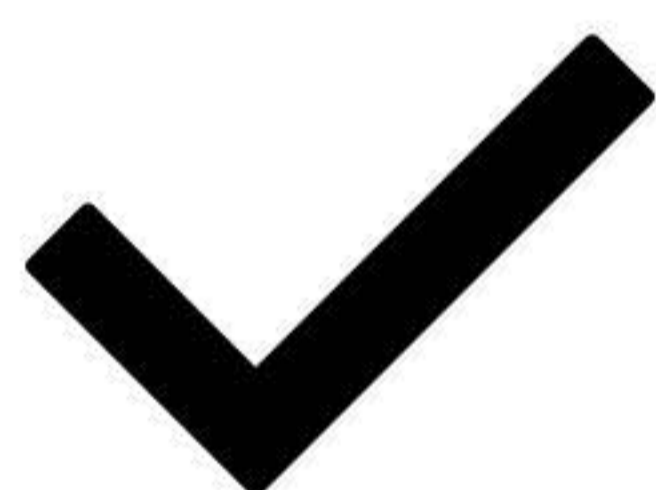
The imagery used must not:

- Show brands or insignia of other organisations.
- Show activity that is illegal – i.e. riding without a helmet.
- Show activity where alcohol is shown.
- Be offensive by some or many - i.e.
- Respect other organisation's copyright or imagery.

## Photos of Winston – Our Mascot

Winston is an important icon, mascot, and brand property of Black Dog Ride. We all love seeing photos of Winston with our volunteers and in the community.

Winston should never be photographed in a situation that would be offensive, insensitive or not in keeping with the mission and values of Black Dog Ride.



## Messages Guidelines

### Messaging Guidelines

- You may be asked about your own experiences with depression and/or suicide. You are not required to divulge any information about yourself or your experiences that makes you feel uncomfortable.

- If you speak to the public about a specific suicide, never reveal the method, which may traumatise people and sometimes promote copycat behaviour.

- Never refer to the act of suicide as “committing suicide”. Suicide is not a crime anymore and referring to it as a crime contributes to stigmatising mental illness. Simply describe the act as “he took his life” or “she suicided”.

- Always follow up any public speaking about mental illness with a reference to a crisis support service, such as Lifeline's 13 11 14 crisis line, in case hearing about your lived experience of depression or suicide has triggered a past trauma for someone.

A list of crisis lines and links to resources can be found here: [www.blackdogride.com.au/crisis-support](http://www.blackdogride.com.au/crisis-support).

- When talking about Black Dog Ride, always refer to it as Black Dog Ride. Do not say Black Dog. Likewise, when talking about our riders, refer to them as Black Dog Riders, not Black Doggers. There are several community organisations using the “black dog” metaphor for depression in their name and you must be clear about who you are representing.

- Please do not contact any media without first speaking to us. If you are approached by the media for further information about your activity, it is important that you contact Black Dog Ride before proceeding.



## Collateral and Presentations

- Always confirm the brand and message guidelines.
- Be transparent about where any funds you are raising are going, especially for instance you are supporting more than one organisation.
- Be clear about the terms and conditions of any fundraising activities and whether you need a permit.

Unless the collateral or presentation has been provided or reviewed by Black Dog Ride, please be explicit regarding your role with Black Dog Ride, for example:

- Volunteer State Co-ordinator with Black Dog Ride.
- Volunteer for X ride proudly supporting Black Dog Ride.
- Previous Black Dog Rider.
- Fundraiser, proudly supporting of Black Dog Ride.

## Digital and Social Media Presence

We support and encourage our volunteers to use social media channels to promote the official Black Dog Ride activity and any activity that is in support of Black Dog Ride.

- Always conform to the brand and message guidelines – this includes clear communication that it is proudly supporting Black Dog Ride, not the official site, and consent for imagery or content posted.
- Ensure that you can review content that others may post, and if necessary remove it, as you need to ensure all content associated with our brand is in keeping with the messages we wish to project.