

# **HUMEN Brand Guidelines**

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# **Vision, Mission, Values, Definition and Slogan**

Vision, Mission, Values, Definition and Slogan

# Personal Statements From our Founder

*"Prevention is better than cure because there is no cure once someone ends their life."*

*"Awareness and inspiration are brilliant but they dissipate, whereas action solidifies. We need to think about what's truly preventative, because there comes a point where we need to stop just pulling people out of this torrent. It's long overdue that we need to head upstream and stop people from falling into the water, or, in many cases, jumping."*

**River Hawkins, HUMEN Founder & CEO**

Vision, Mission, Values, Definition and Slogan

# Vision and Mission

**Vision statement:** A world where a prevention approach over a crisis response to mental health is the norm, not the exception.

**Mission statement:** HUMEN is leading a movement to prevent men from suffering in silence and dying too young by improving and maintaining men's mental health.

Vision, Mission, Values, Definition and Slogan

# About Us (Extended Mission Statement)

HUMEN is leading a movement to prevent men from suffering in silence and dying too young by improving and maintaining men's mental health, through The HUMEN Space.

75% of all UK suicides are male.

The HUMEN Space: the Gym For Your Mind are anonymous and non-clinical spaces across the globe for men to talk, listen and connect on a regular basis. We are striving to change the narrative until a prevention approach over a crisis response is the norm, not the exception.

HUMEN is changing the face of what it means to be a man. Providing an accessible solution to prevent men from suffering in silence and dying too young.

You are human. I am human. We are HUMEN.

## Vision, Mission, Values, Definition and Slogan

# Values

- 1.Prevention** - This is our number one value. Right now, the approach to mental health is to respond to crises once they've happened. Too many men are ending their lives, and there's no cure for that. Our founding principle is that "Prevention is better than cure because there is no cure once someone ends their life."
- 2.Proactivity** - Awareness and inspiration are vital first steps but are meaningless without action. We are all drivers, not passengers. We lead by example through our actions (not just our words) in order to inspire others to act too.
- 3.Accessibility** - The right to maintain and improve our mental health should never be a privilege. We will not stop until the opportunity to look after our mental health on a regular basis is free to all.
- 4.Empathy** - From professional to personal relationships, our ability to see the world from the perspective of other people is one of the most crucial tools we have in life.
- 5.Solidarity** - HUMEN is a movement. Our beneficiaries, supporters and donors steer the movement with us. This value enables us to stand shoulder-to-shoulder with the people we support, and the people who support us.
- 6.Accountability** - Our success is not only determined by what we do, but what we don't do. We lead a movement because our people demonstrate due diligence and responsibility for their own actions, tasks and sticking to deadlines.

# Slogans and HUMEN definition

## Core Slogans (to be used as Hashtags):

Prevention Before Crisis

Talking Is Human

## Additional Slogans:

You are human. I am human. We are HUMEN.  
Changing the Face of What It Means to Be a Man  
The Right to Talk Should Never Be a Privilege

## HUMEN Definition:

/ˈhju:mæn/

noun

1. Collaborative human beings who value equality between all and are not limited to or by stereotypes.



# The HUMEN Tone of Voice

# The HUMEN TOV Guideline

**Inform and empower.** Every sentence should serve a purpose. If it doesn't educate or inspire, scrap it.

**Speak plainly and at eye level.** We communicate like peers, not therapists. We speak to our men, not at them. Our tone is closer to a smart conversation than an email.

**Stories speak louder than sermons.** If it sounds too preachy, it probably is. Draw from your own experience.

**Be succinct and to the point.** No long-winded sentences. You can do a lot with fewer words. Full stops are your friend.

**Stay active, slay adverbs.** Never use the passive voice. Avoid using adverbs.

**When in doubt, think of Hemingway.** <http://www.hemingwayapp.com/>

# Examples of the HUMEN TOV

## Inform and empower.

Speak plainly and at eye level.

Stories speak louder than sermons.

Be succinct and to the point.

Stay active, slay adverbs.

## WHAT IS THE HUMEN SPACE?

### The Gym for Your Mind.

We provide anonymous, non-clinical spaces for men to listen, talk and connect on a regular basis. It's free and available for anyone around the world.

There's no need for you to talk, we don't give you advice, and we don't judge. No bookings required, just show up.

1 hour sessions. Every Monday at 6:30 PM (BST).

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## The HUMEN Tone of Voice

# FAQs

### How do I pronounce the logo or type out the name?

When writing HUMEN, capitalise the name at all times. Never ‘humen’ or ‘Humen.’ The name of the organisation is HUMEN only, not: We Are HUMEN, HUMENorg, HUMENs, HUMAN or any other variant. HUMEN is pronounced “*hugh-men*”  
/hju:mæn/

### How do I reference The HUMEN Space?

Please refer to the HUMEN Space as ‘The HUMEN Space’ only, not: ‘HUMEN sessions’, ‘men’s circles’, ‘events’, ‘mental health meet-ups’, ‘talking groups’ or variants thereof.

Its full name is ‘The HUMEN Space: The Gym for Your Mind.’ It can still be referred to as just ‘The HUMEN Space.’

### What kind of English do we write in?

We write in British English, not American English (i.e. colour, not color) as HUMEN is headquartered in the U.K



## The HUMEN Tone of Voice

# FAQs

### **What terms should I avoid saying?**

We do not use hierarchy language or terminology, such as the following (this list is not exhaustive): ‘lead’, ‘leader’, ‘head’, ‘in charge’. This is especially true during The HUMEN Space. We also avoid the terms ‘toxic masculinity’ and we strongly avoid using pejorative terms for people with mental illness (e.g. “crazy” or “mad”).

### **Have HUMEN invented any terms?**

Instead of hierarchical language within the HUMEN Space, we use the term ‘Spaceman’ to reference any facilitator that runs The HUMEN Space.

### **How do I capitalise headings / titles?**

Please capitalise all words in titles of publications and documents, except a, an, the, at, by, for, in, of, on, to, up, and, as, but, or, and nor.

# The HUMEN Logo

# HUMEN Style Guide Cheat Sheet

## Typography

### Font Specimen

**Druk Wide Bold  
for Headings**

**abcdefghijklmnop  
opqrstuvwxyz**

**1234567890**

Montserrat Regular for  
body copy

abcdefghijklmnopqr  
stuvwxyz

1234567890

## Colour Guide

### Hex Codes

Orange #FF4A1E

Black  
#000000

White  
#FFFFFF

## Logo Variations

HUMEN<sup>®</sup>

HUMEN<sup>®</sup>

HUMEN<sup>®</sup>

The HUMEN Logo

# Brand Colours

**Orange** - Hex #FF4A1E | RGB: 255, 74, 30 |  
CMYK: 0, 71, 88, 0 | Pantone: 172c

**Black** - Hex: #000000 | RGB: 0, 0, 0 |  
CMYK: 0, 0, 0, 100 | Pantone: 6c

**White** - Hex: #FFFFFF | RGB: 255, 255, 255 |  
CMYK: 0, 0, 0, 0 | Pantone: 000c

Black and white are used as neutral colours within the brand.

HUMEN<sup>®</sup>

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The HUMEN Logo

# The HUMEN Logo Should:

Always be recognisable and always have the Registered Trademark symbol (®) so as to avoid disputes over rights and protect the HUMEN brand identity.

Always be used in two ways, either a transparent stamp (where the letters are cut out) or a solid when using on complex backgrounds or as a solid logo where the letters are filled in. Both can be freely used within the brand.

The HUMEN logo should be used as a monotone. This is advisable on solid colour backgrounds or photography where the full colour logo may clash with the background. It can also be used either as a stamp (where the letters are cut out) or as a solid logo where the letters are filled in. Both can be freely used within the brand.

Tip: If the background is too complex or the logo isn't legible then use the solid version, and vice versa.

The minimum size the full logo should be displayed as is 20mm in width, scaled.



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Tip: If the background is too complex or the logo isn't legible then use the solid version, and vice versa.

The minimum size the full logo should be displayed as is 20mm in width, scaled.

The HUMEN Logo

# The HUMEN Logo Should NOT:

Be amended or recreated other than in the aforementioned form. Only use the official HUMEN logo.

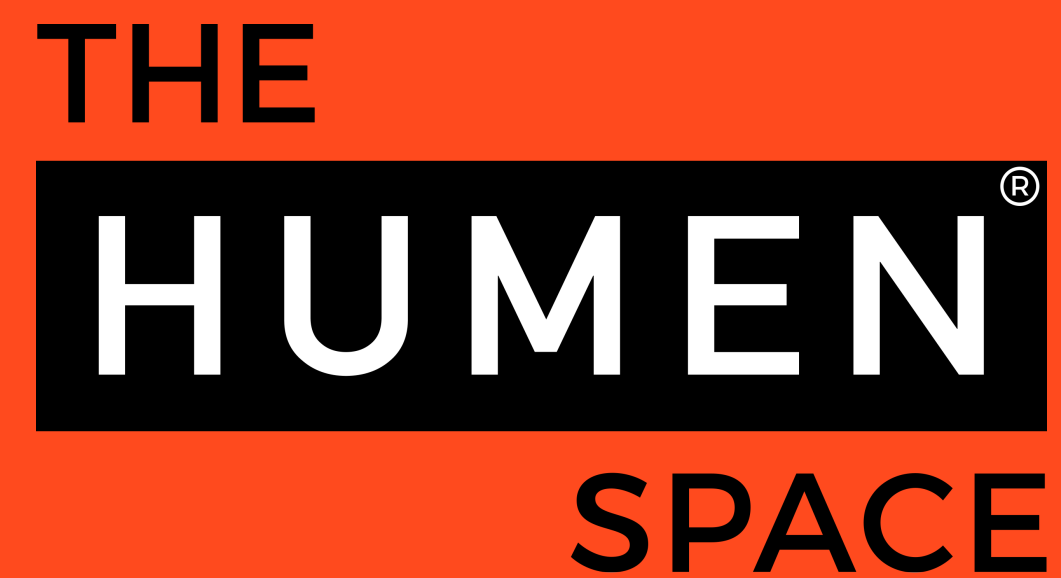
Be stretched or transformed outside of its aspect ratio.

Use different colours outside of the aforementioned colour palette.

Be warped, stretched or made into a different shape - such as a circle, or a triangle

The HUMEN Logo

# The Same Rules Apply For the HUMEN Space Logo





The HUMEN Logo

# How to Use the Logo



The HUMEN Logo

# How NOT to Use the Logo:



HUMEN<sup>®</sup>



HUMEN



HUMEN



HUMEN



HUMEN



HUMEN<sup>®</sup>

The HUMEN Logo

# Use Cases

If using HUMEN brand assets on print/digital media, TV, or in other forms of entertainment, you must submit your creative to the HUMEN team for review prior to publishing.

The logo should always be given space to breathe when used on applications, such as digital and print. This allows the logo to remain strong, consistent and recognisable.

You can use the word "HUMEN" as part of your book, play, TV show or film storyline provided it's clear that HUMEN doesn't endorse or sponsor your project and Facebook is not presented in negative context.

The HUMEN logo may also be used alongside other mental health charity logos. Be sure to follow the rules for maintaining shape and proportions.

# The HUMEN Typography

The HUMEN Typography

**Titles and  
Headings Are in  
Druk Wide Bold**

**Aa**

Body copy is in Montserrat Regular.

Aa

The HUMEN Typography

**TITLES AND HEADINGS  
CAN BE CAPITALISED  
LIKE THIS**

**AA**

**Titles Can Also be  
Capitalised Like This**

**Aa  
Aa**

Aaa. Aaa.

**HUMEN<sup>®</sup>**