



# *Visual Process Diary*

By Josephine Sander



**Exercise One – Design  
understanding application of  
principles.**

# Research- MHFA

Mental Health Foundation Australia vision is to promote “Better mental health for all”. The values of the foundation are compassion, excellence, inclusion, innovation, and integrity, and these underpin their six programs of Advocacy, Support, Awareness, Research, Education and Resilience. The MHFA is the longest serving non-government mental health organisation in Australia since 1930. The organisation has played a crucial role in the development of current services and programs which promote positive mental health. The main objectives of the organisation, include the encouragement of mental health research, the improvement in education and training in mental health professions and the removal of the stigma associated with mental ill health within the wider community and its adoption of a more positive attitude towards mental wellbeing (Mental Health Foundation Australia, 2023).



ADVOCACY



AWARENESS



EDUCATION



SUPPORT



RESEARCH



RESILIENCE

promoting better mental health for all

o sewing community since 1930

o MHFA has always prided itself on our 6 pillars of service delivery -

Advocacy, Awareness, Education, support, Research and Resilience

**Advocacy** - The Foundation and its volunteers and supporters seek to influence and produce systemic change to ensure fair treatment and social justice for people living with mental health issues and their community

**Awareness** - involves taking action to promote wellbeing in the community, overcoming stigma through open conversation, increasing understanding of mental health, and considering mental health as a fundamental and vital aspect of the health sector.

**Education** - boost mental health literacy and increases early intervention to empower individuals to take care of their mental health, foster resilience, decrease stigma, and increase MH awareness

**Support** - providing assistance, encouragement, comfort and empathy to those experiencing mental health issues, as well as their friends, families and carers.

**Research** - evidence based practice, making meaningful difference in the lives of Australians


**Resilience** - MHFA pays attention to helping the community. Never giving up.

# Requirements- MHFA Competition

## *Technical Requirements*

- The entry can be hand drawn or computer generated.
- The logo size for hand drawn artwork is to be within a square dimension.
- Standard Logo Size for computed generated artwork **500px x 500px**

### PRIMARY COLOURS




- **MHFA Blue Hexcode #275BB8** is the main colour of the MHFA identity so it must have a strong presence on our brand.
- **MHFA Yellow Hexcode #E2BC39** complements the blue, creating balance and making the palette more distinctive and sophisticated. White balances the other colours and gives space to the elements.
- Colour option 3: **Teal #008080** 
- Include slogan for the logo. **The slogan should be no longer than 8 words.**
- One entry per student.
- The winning logo will be property of the Mental Health Foundation Australia and will appear on the Mental Health Foundation Australia website and all collaterals.
- **Jpeg, png, scanned version of hand drawn will be accepted.**
- Submit your entry online via web form

<https://tinyurl.com/MHFA-LogoDesign-Comp23>

- The competition will run from **Tuesday, February 14, 2023 to Monday, March 27, 2023.**
- You must submit your logo by **11:59pm on the March 27, 2023.**

*Happy Designing and we look forward to your entries!*



 /MentalHealthFoundationAustralia/  /mhfaus  /mhfa\_official

# Mood board-



# Sketches/Ideas-

Sketches Ideas



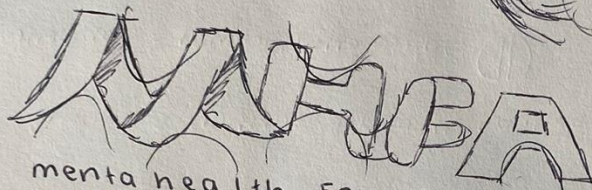
MHFA

connection



woody, no top part

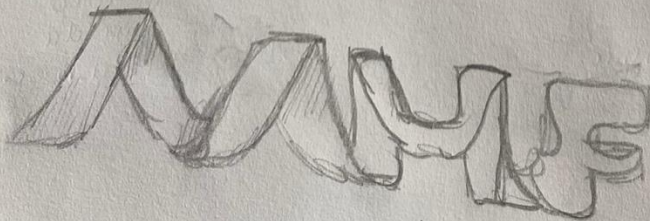
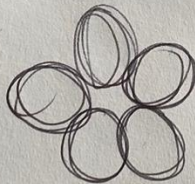
gradient  
yellow, blue  
green/teal



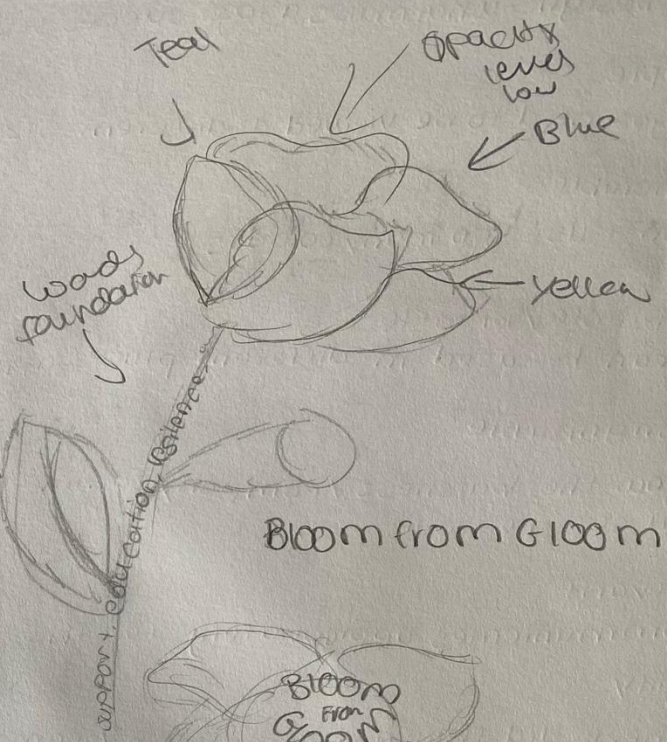
mental health Foundation Australia



Tulip



Bloom from  
Gloom  
Your culture, your mind

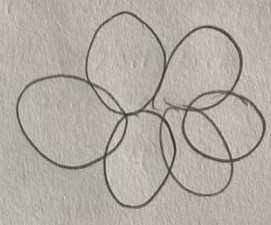
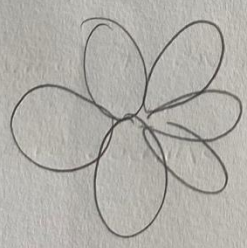
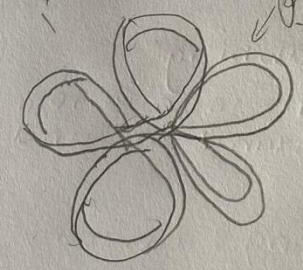
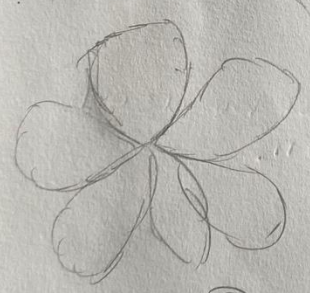


Bloom from Gloom

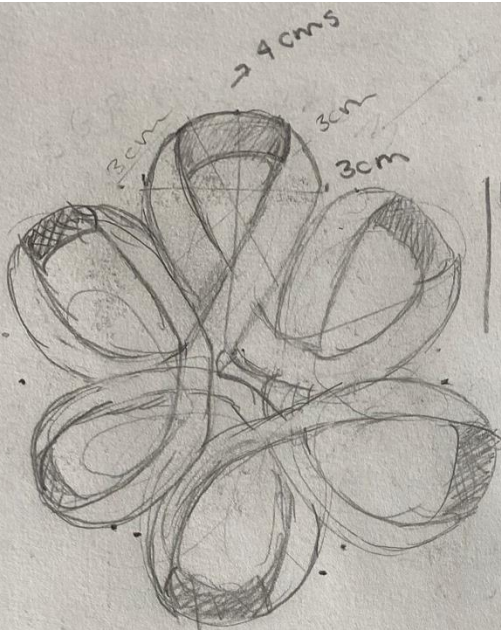


gradient

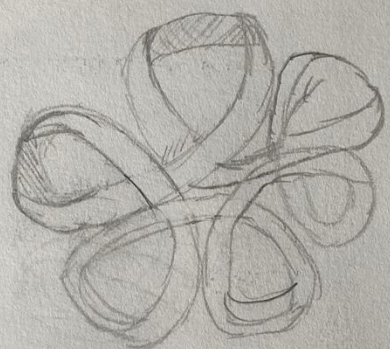
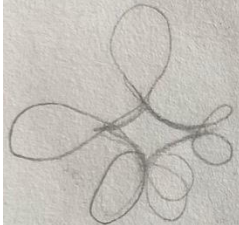
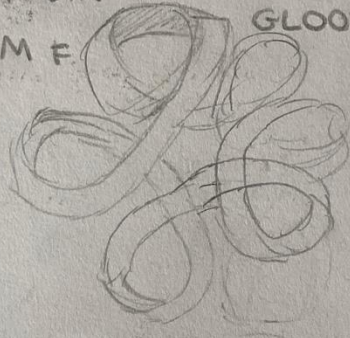
Six petals  
for  
SIX  
meanings





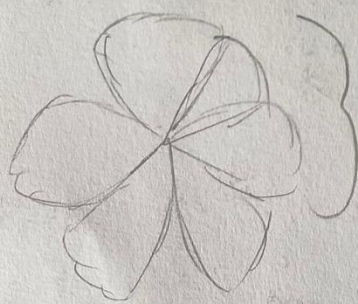


MENTAL HEALTH FOUNDATION  
AUSTRALIA  
BLOOM F. GLOOM



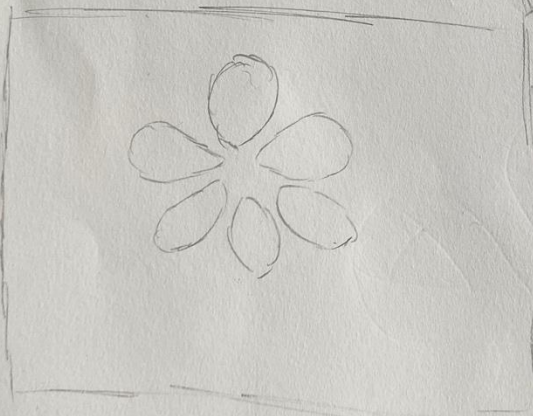
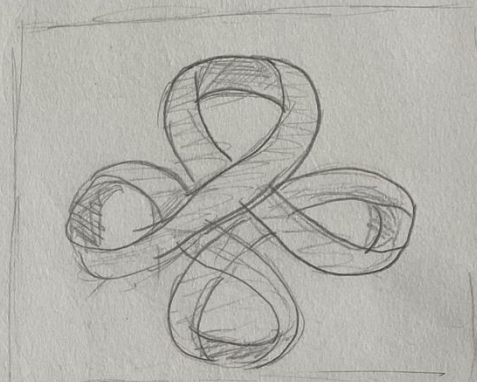
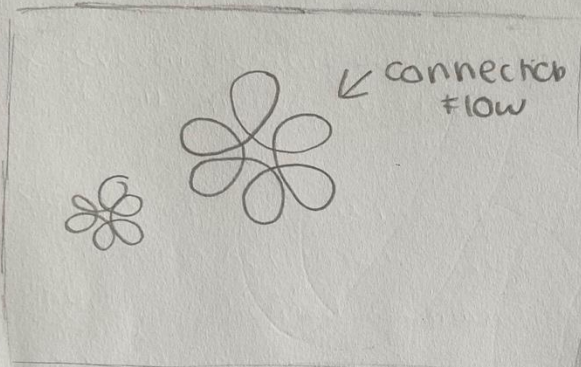
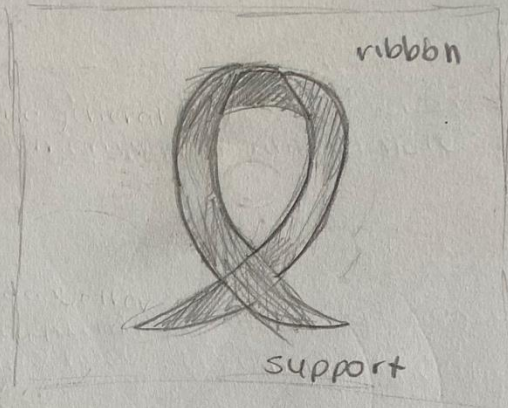
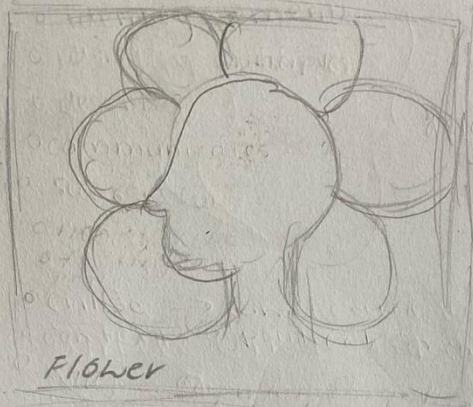
M H F A  
many hands  
Flower,

Helping you through  
every petal



} Flower

Thumb Nail Sketches - Logo

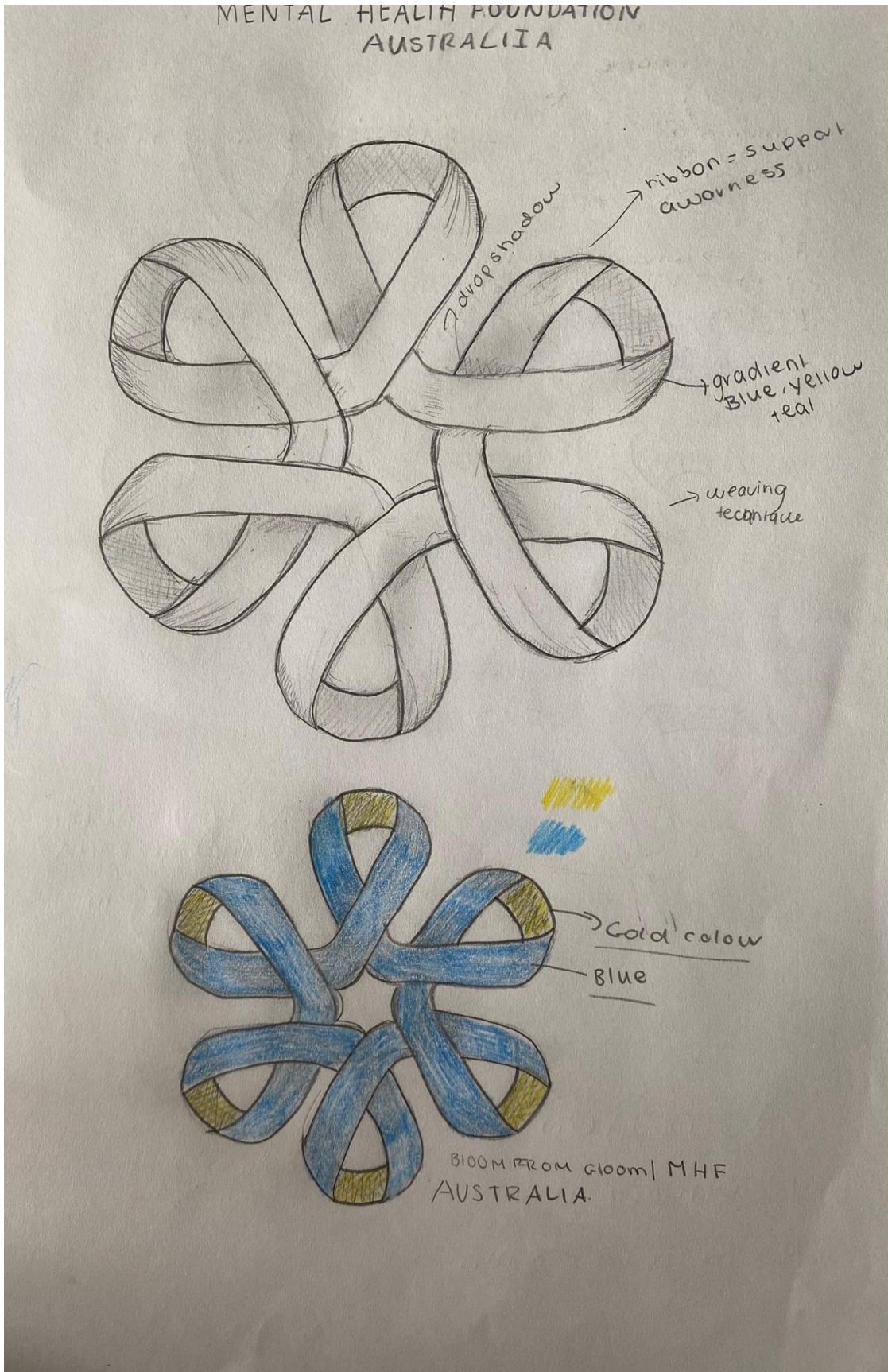


MENTAL HEALTH  
FOUNDATION AUSTRALIA  
Bloom from Gloom

- Bloom From Gloom
- Bloomfull LIFE
- Bloom from within

} slogan ideas  
Brainstorm


# Final Sketch-



# Core Colours-

**Color Picker**

Select Color:



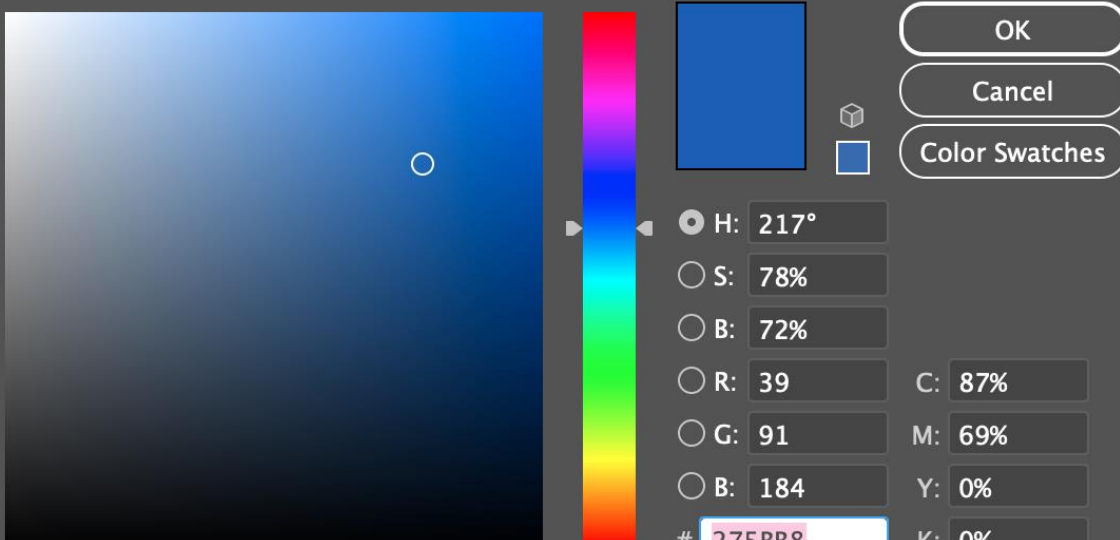
The interface shows a color selection process. On the left is a large color wheel with a white circle indicating the selected color. In the center is a vertical color bar with a white circle indicating the selected hue. On the right is a preview of the selected color, a small color swatch, and a list of color models: HSB (H: 45°, S: 74%, B: 88%), RGB (R: 226, G: 188, B: 57), CMYK (C: 13%, M: 24%, Y: 92%, K: 0%), and Hex (#E2BC39). Buttons for 'OK', 'Cancel', and 'Color Swatches' are on the right. A checkbox for 'Only Web Colors' is at the bottom left.

Only Web Colors

H: 45°	
S: 74%	
B: 88%	
R: 226	C: 13%
G: 188	M: 24%
B: 57	Y: 92%
# E2BC39	K: 0%

**Color Picker**

Select Color:



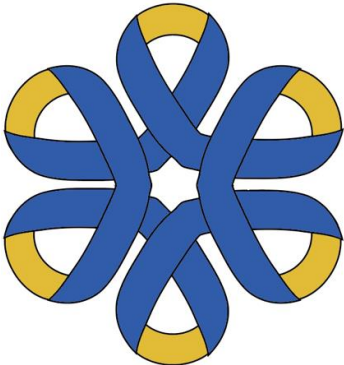


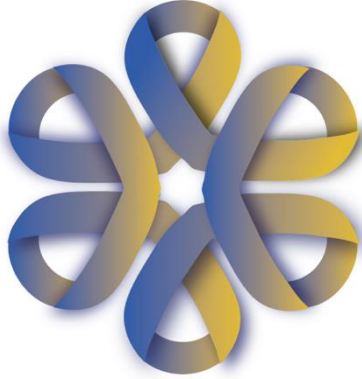
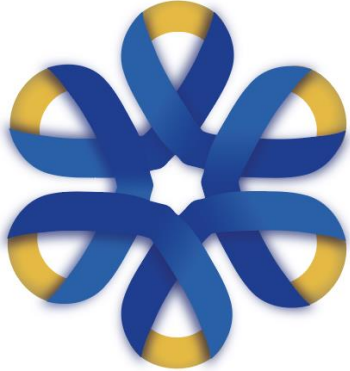

The interface shows a color selection process. On the left is a large color wheel with a white circle indicating the selected color. In the center is a vertical color bar with a white circle indicating the selected hue. On the right is a preview of the selected color, a small color swatch, and a list of color models: HSB (H: 217°, S: 78%, B: 72%), RGB (R: 39, G: 91, B: 184), CMYK (C: 87%, M: 69%, Y: 0%, K: 0%), and Hex (#275BB8). Buttons for 'OK', 'Cancel', and 'Color Swatches' are on the right. A checkbox for 'Only Web Colors' is at the bottom left.

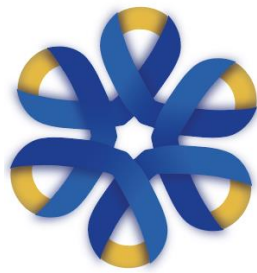
Only Web Colors

H: 217°	
S: 78%	
B: 72%	
R: 39	C: 87%
G: 91	M: 69%
B: 184	Y: 0%
# 275BB8	K: 0%

# Development-

Design- Progress	Skills/Techniques learnt
	<p>The skills and or techniques I used today were the brush tool and the shape builder tool to create the ribbon shape.</p> <p>It was the first time I was using the shape builder tool, but it made it much easier to create unique shapes, such as the ribbon shape.</p> <p>Then I used the colours that MHFA uses to connect to their brand identity. That such of blue- #275BB8 and yellow- #E2BC39</p>
	<p>Today I used the template of the Ribbon shape and rotated each one by 60 degrees. To create a flower that had 6 petals. This represents the six pillars of MHFA.</p> <p>However, when rotating the angle of the ribbon I used the selection tool to adjust it to the correct position.</p>
	<p>I wasn't satisfied with the logo at this stage. I wanted the logo to be more pronounced and eye-catching.</p> <p>Therefore, to make this design stand out I used the stroke tool to make the design bolder. But this had the effect of making it appear more cartoon like.</p>

	<p>I then tried the gradient tool and used the colours blue and yellow.</p> <p>However, the blue and yellow that I had to use, to connect with the brand identity of MHFA, weren't blending well and were quite dull.</p>
	<p>Keeping with the gradient theme I used the colour blue and added the yellow on the insides of the ribbons to incorporate both colours.</p> <p>This was the design I ended up choosing and added a drop shadow effect to make the design appear 3-D.</p>
	<p>I used 'Acumin Variable Concept' font and capital letters with the colours blue and yellow for the title.</p> <p>I placed the wording of 'Australia' underneath 'Mental health foundation' but sized up the font to create alignment and order.</p> <p>Then added the slogan "Bloom from gloom" underneath but using lower case letters.</p> <p>Also, I added a blue line vertically beside the logo and the text to break it up.</p>



**MENTAL HEALTH**  
**FOUNDATION AUSTRALIA**

Bloom from within

After receiving feedback from Mrs Miller, I decided to get rid of the line because it was too distracting, and sized up the slogan font as it was too small.

She then mentioned in the last design that 'Australia' was the main element that the eye first drawn to. So, she thought that making the 'Mental health' words bigger could link it back to the main purpose of the company.

I also changed the slogan to 'Bloom from within', as I felt the other one 'Bloom from Gloom' was to blunt.



**MENTAL HEALTH**  
**FOUNDATION AUSTRALIA**

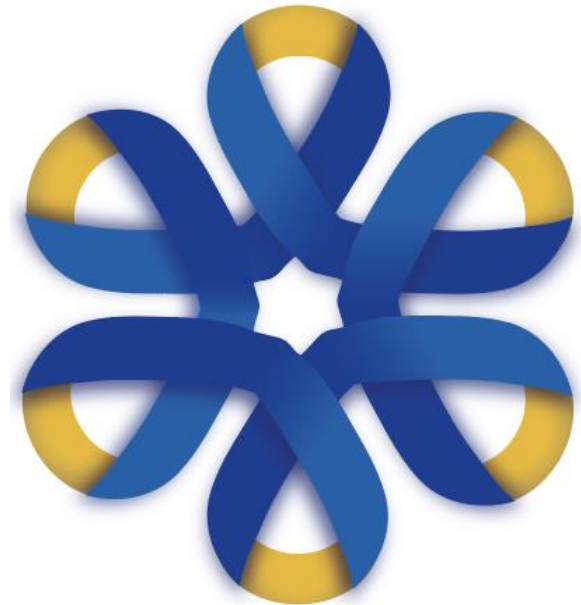
Bloom from within

Keeping with this design I just brought the two lines of text 'Mental Health' and 'foundation Australia' closer together to perceive a relationship through proximity. The slogan didn't change.

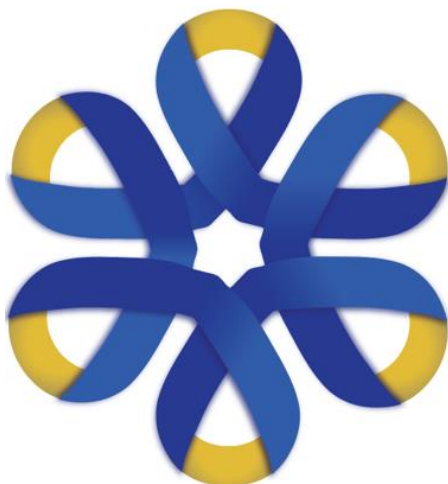
This was the final design that I ended up choosing.

Before Vs After-

Smaller scale



Larger scale



**MENTAL HEALTH**  
**FOUNDATION AUSTRALIA**

Bloom from within



# Application Process- MHFA

**Tagline is to be no longer than 8 words. Also explain why you chose this tagline?**

The tag line I chose was 'Bloom from within'. I chose this because it reflects the logo symbol of a flower made of ribbons. Ribbons symbolise awareness for mental health and a flower represents growth, new beginnings, and a fresh start. The wording Bloom from within, conjures the imagery of being able to start again with a positive and healthy mind set to enjoy life and achieve one's potential.

**Please provide a short explanation on how your logo design represents the Mental Health Foundation Australia.**

My logo represents The Mental Health Foundation Australia because I have used the colours mentioned and have used the design of a flower made from a ribbon to represent unity and harmony. The six petals correspond to the six pillars of service delivery that MHFA has prided itself on. The interlocking loops represent the journey to positive mental health regardless of how long it takes. Just like the continuous ribbon loop, the help and support of MHFA will always be there for you every step of the way on your journey to positive mental health.

We have received your submission for National Logo Contest 2023



Jotform <noreply@jotform.com>

To: Josephine Sander



Mon 27/03/2023 21:53

Dear Josephine Sander,

Thank you for your submission.

This is a confirmation that we have received your entry for the contest.

After the closing date, the entries will be judged by a panel of graphic designers and winner will be announced on Monday, 24 April 2023.

Regards,

Mental Health Foundation Australia

Reply

Forward

# Justification- (approx. 350-500words)

The design that I have created is a successful design that has met the requirements of the notional logo competition for MHFA. The main logo of this design resembles that of a flower, to symbolise growth and new life. To create this flower design, I used the shape of a ribbon to which I then copied and pasted six times to resemble and incorporate the six pillars of delivery that MHFA prides itself of. Meeting the requirements of the competition. The ribbon shape incorporates curvy, soft lines to represent calmness and unity, communicating that this company will be a place of support and harmony for those who are suffering from mental illness. Also, the feature of having the flower in a loop promotes the message of the continuous support MHFA's provides in each consumer's journey to achieving mental wellbeing. The colours incorporated into the logo have been chosen based on their psychological meaning. Yellow is a primary warm colour, symbolising happiness, and hope, whereas blue is also a primary cool colour representing authority and reliability. Using these two colours then spreads the message of how MHFA will provide a positive attitude, but also communicates that MHFA is a reliable and responsible company that can be trusted in providing support to vulnerable people who are suffering from mental illness. The use of a sans serif font for the title of the logo promotes a contemporary and modern feeling, which communicates a company logo reflecting a modern, current, and relevant organisation. By having the main logo and the text resembling the same colours demonstrates similarity, reflecting a gestalt principle throughout the whole design. In doing so, the design is simple and rememberable to the viewer, making it easily recognisable, a feature of a successful logo. The wording placement uses alignment to create order and balance within this design. By displaying the words "Mental Health" in bold capital letters, it instantly creates a main focal point through size, whilst also links to the purpose of this logo and what the organisation represents. As well as the implementation of blue being darker than the yellow, creates contrast and allows the "Mental Health" wording to stand out to the viewer instantly creating hierarchy. The words "Foundation Australia" which are in a smaller font, are in alignment with the above text providing symmetry and balance within this design and create a logo which is organised and visually pleasing. Versatility is another major component of a successful design, as it can be used on either a small or large scale which is ideal for marketing and applying the logo to other applications such as websites or business cards. This can be seen in my logo by having the flower component by itself for smaller scaled necessities. For large scale applications such as a website, the flower component can also be combined with the text. The slogan 'Bloom from within' reflects the logo symbol of a flower made of ribbons. Ribbons symbolise awareness for mental health and a flower represents growth, new beginnings, and a fresh start. The wording Bloom from within, conjures the imagery of being able to start again with a positive and healthy mind set to enjoy life and achieve one's potential. Therefore, I believe that this design is successful by demonstrating a



**MENTAL HEALTH**  
**FOUNDATION AUSTRALIA**

Bloom from within

visually  
pleasing  
design  
that is  
versatile  
in scale  
and is  
relevant

and meaningful to communicate the objectives of the Mental Health Foundation Australia.

## Self-Evaluation- (approx. 200-300 words)

The management of my work throughout this task was efficient and productive. This is due to the deadline of the logo application date for the MHFA competition being due before the visual process diary. As a result, my design was completed weeks before the visual process diary was due. I used my process diary to plan sketches and thumbnail sketches to create design ideas and concepts of what I intended my logo to look like and the message I wanted to convey. By practising several sketches, I created an efficient final sketch, and made effective use of my process diary. Some challenges faced throughout this task was completing the written component of this assessment due to the tendency to focus too much on the design aspect of this task. The written component was left last to complete and was not as enjoyable to undertake. The skills and knowledge I have learnt in illustrator have allowed me to feel more comfortable and competent in using this software and I discovered new shortcuts and features such as the shape builder tool. This tool was utilised to create my ribbon shape which was an important component of my logo design. The design that I have created for this assessment was successful in communicating the core messages of unity and support that MHFA has prided itself on. The incorporation of soft and curvy lines throughout the design as well as the colour choice help to communicate a company that is welcoming, caring, and supportive. If I had the opportunity to complete this assessment again, I would improve my time management to ensure sufficient time was allocated to complete the written component, and feedback received from the teacher was better used to make further improvements. The most enjoyable part of this assessment was designing a logo for an actual company and being able to have an insight into the life of a graphic designer which is something that I would like to pursue in the future. This task provided me with the opportunity to develop and improve my skills in graphic design, learning new techniques in illustrator such as the shape builder tool, which was very important in the completion and success of my design.