

BPD
AWARENESS
WEEK 2019

COLOUR / TYPE / IDENTITY

MAHLIE JEWELL
Graphics for Good

design methodology

UserX (user centred) design was specifically created to increase accessibility and encourage communication to customers and clients that require information and service from the organisation. These processes were first designed to cater to people living with disability, but are now used to engage with end-user experience and allow the audience to steer the design decisions. UserX design is simply designing for the end user.

UserX design is well known for it's ability to engage people with complex needs and challenges, including people with brain injury, neurological disorder and people who experienced trauma.

The principles and decisions in this guide have been made using the National Canadian Guidelines for Designing with Accessibility and AccessAbility: A Practical Handbook on Accessible Graphic Design, Ontario.

about the project

The 2019 BPD Awareness Week Campaign will compliment and extend on the success of the 2018 AW campaign by adding to it further in terms of education, awareness and resources.

Even though mental health advocates actively fight stigma associated with mental illness, Borderline Personality Disorder (BPD) remains one of the field's most misunderstood, misdiagnosed and stigmatized conditions.

BPD Awareness Week aims to address these issues through coordinated National BPD Awareness events in states across Australia as well as media presence and attention.

This year the strategy will build upon the graphics and informational communication campaign strategy employed in 2018 to decrease stigma and discrimination towards people living with Borderline Personality Disorder (BPD), their carers, community and clinicians.

colour theory

The colour theory will build on 2018 palette, but use more vibrant hues of the same colour scheme. This shows an evolution in confidence in the campaign and commands some well-earned attention.

By allowing the colour theory to remain in tact from 2018, this builds unity and continuity in the campaign, allowing the previous resources to remain current and usable, whilst also raising the voice of awareness.

An expansive and well-matched colour library (of primary, secondary and tertiary colour theories) allow the project to be expansive and multi-layered but also remain connected and strong.

The use of stark black and white will be more utilised in the 2019 campaign, carrying a “double meaning” with the often “black and white thinking” that is not only a symptom of living with BPD, but also how treating professionals have historically seen the disorder, as untreatable and lifelong.

2019 PRIMARY



2019 SECONDARY



typography

The typography used in the 2018 campaign will carry on to the 2019 campaign. This is to create connection and continuity of resources and design that allow the work from 2018 to remain relevant but also due to the expansive and flexible nature of 'Filson Pro' - the font used. Filson Pro has 16 unique versions and is highly adaptable. In 2019 a "heavier weight" or "darker" font version will be used to offset the brighter colour theory.

Typography is the word used to discuss how text is treated within a brand. Typography includes; font choice, positioning, variations and stroke weight.

Bold strong fonts and simple typography are considered the most user-friendly when designing for diverse and challenging clients and customers.

MATCHING TYPE HEADMAST FONT

2017 typography

AWARENESS

MATCHED FONT

FILSON PRO

Designed by: Olivier Gourvat, Mostardesign, 2009.

Price: Complete \$229 (held by M Jewell 2018)

Licensing Options: Print, Webfont, E-book, and App

2019 typography variants

MEDIUM

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#\$%^&*()

BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#\$%^&*()

HEAVY

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#\$%^&*()

BLACK

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#\$%^&*()

BODY COPY FONT

Arial

REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#\$%^&*()

BOLD

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#\$%^&*()**

ITALICS

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#\$%^&*()*

BOLD ITALICS

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#\$%^&*()***

identity mark

Although an identity mark was originally designed for the 2018 Awareness campaign, it was under utilised and often unnecessary due to the graphic nature of the typography used in the 2018 infographics.

In 2019, a much more “graphic illustration” depiction of information is being planned and so the “identity marks” will be replaced by the more common graphic term “secondary language”.

BPD Week logotype

Feedback from the 2018 BPD Awareness Campaign was clear about branding. In 2018 the acronym “BPD” was used within all design elements and this led to confusion between Bipolar Disorder and Borderline Personality Disorder.

This year’s logotypes will take that strong feedback on board.

THE USE OF CURLY BRACKETS: In music, they are known as accolades and connect two or more lines of music that are played simultaneously.

Last year the original logo was multicoloured, but in reality this logo needed to be constantly altered to adjust to the background colour. This is why I suggest using a more monochromatic logo for 2019.

1. **Borderline
Personality
Disorder**
{Best Practice Deserved}

2. **BORDERLINE
PERSONALITY
DISORDER** } best
practice
deserved
AWARENESS WEEK 2019

3. **Borderline
Personality
Disorder**
Best
Practice
Deserved

4. **BORDERLINE
PERSONALITY
DISORDER**
best
practice
deserved

5. **BORDERLINE
PERSONALITY
DISORDER**
best
practice
deserved

6. **BORDERLINE
PERSONALITY
DISORDER** AWARENESS
WEEK 2019
Best Practice Deserved

7. **BORDERLINE
PERSONALITY
DISORDER
AWARENESS WEEK**
best practice deserved

NOTE: THE BACKGROUND ON THESE WILL ACTUALLY BE WHATEVER THE POSTER COLOUR IS

8. **BORDERLINE
PERSONALITY
DISORDER** AWARENESS
WEEK 2019
Best Practice Deserved

9. **BORDERLINE
PERSONALITY
DISORDER** AWARENESS
WEEK 2019
Best Practice Deserved

secondary language

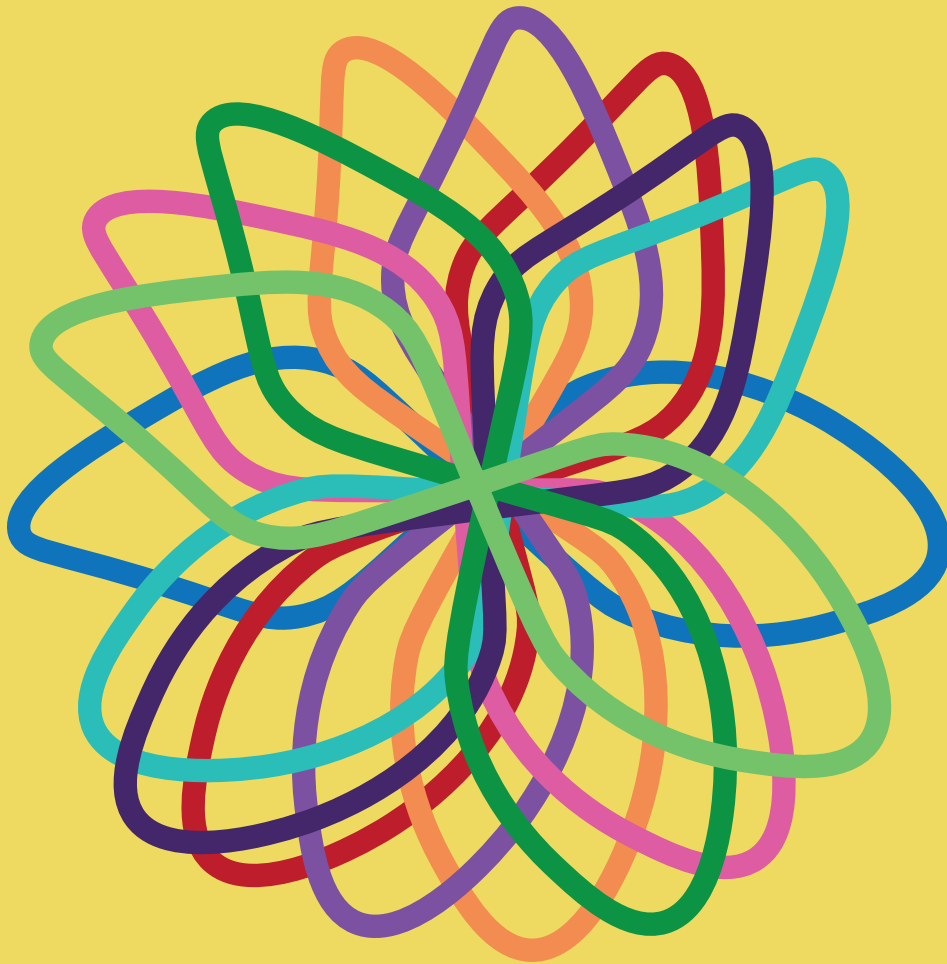
Secondary language is the term given to aspects of design that are common to the larger body of design.

In 2019, a much more “graphic illustration” depiction of information is being planned and so the graphics that are contained within information term “secondary language”.

- Simple bold lines
- The shapes are consistently uneven
- No shape is “perfect” or too “similar”
- All shapes are outlines

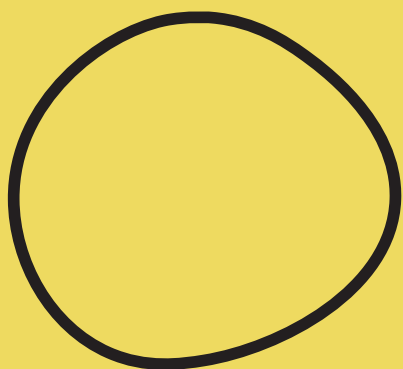
PLEASE NOTE THE FOLLOWING ARE EXAMPLES ONLY

borderline personality disorder is a **complex** mental health issue



1. Frantic efforts to avoid real or imagined abandonment
2. A pattern of unstable and intense interpersonal relationships
3. Identity disturbance
4. Impulsivity in at least two areas
5. Recurrent suicidal behaviour, gestures, or self-mutilating behaviour
6. Affective instability due to a marked reactivity of mood
7. Chronic feelings of emptiness
8. intense anger or difficulty controlling anger
9. Transient, stress-related paranoid ideation or severe dissociative symptoms

what some people think borderline personality disorder can mean:



- being irrationally over emotional and manipulative

what it can actually mean:



- being highly empathetic
- being beautifully sensitive
- having strong emotional connections
- being extremely observant
- being intune with the suffering of others

**BORDERLINE
PERSONALITY
DISORDER** } **best
practice
deserved**
AWARENESS WEEK 2019

**People with Borderline
Personality Disorder
should be provided with
STRUCTURED
PSYCHOLOGICAL
THERAPIES
that are specifically
designed for BPD**

**BORDERLINE
PERSONALITY
DISORDER** } **best
practice
deserved**
AWARENESS WEEK 2019

**Health professionals
should refer families,
partners and carers
of people with BPD
to support services
and psychoeducation
programs on BPD,
where available.***

**BORDERLINE
PERSONALITY
DISORDER } best
AWARENESS WEEK 2019 } practice
deserved**

**Health professionals
should take the
person's distress
seriously
and should respond
compassionately**

**BORDERLINE
PERSONALITY
DISORDER } best
practice
deserved**
AWARENESS WEEK 2019

**Adolescents with BPD
should be referred to
structured
psychological
therapies that are
specifically
designed
for this age group***

**BORDERLINE
PERSONALITY
DISORDER** } **best
practice
deserved**
AWARENESS WEEK 2019

**“we are smart,
resilient,
empathetic,
loving and
passionate
people who are
struggling
with an illness.”**

Mahlie

**Lived Experience
Advocate**

gathering feedback

The 2019 BPD Awareness Week campaign builds upon the 2018 campaign and aims to sit alongside it, with resources produced in a similar way. It again aims to promote recovery, positivity and hope.

Just like last year, the 2019 campaign will also be designed using co-design and co-production principles, which means that the end users design the product with the support of myself, the designer.

Consultation and feedback is sought at every point of production in a systematic way that removes hierarchy and power roles by anonymous input. This means that no one has a more powerful voice than anyone else and decisions are made by majority impact.

Co-design has strong evidence based research behind it, and is a method of design that requires specialisation. It's the main method of my practice.

Voices are very important to us. Listening to the experts themselves, the consumers and carers, and of course bringing in the strong voices of our allies in the treatment, research and caring communities, our professors, mental health clinicians and support workers helps us create an impacting and educational campaign.

All feedback can be delivered straight back to hellomahlie@gmail.com

COLOUR THEORY

Feedback colour theory:

TYPOGRAPHY

Feedback typography:

SELECTING LOGOTYPE (COMPLETE)

Please indicate your TOP TWO choices in the mocks provided, using the numbers allocated to each design:

LOGOTYPE 1

LOGOTYPE 6

Feedback logotype:

LOGOTYPE 2

LOGOTYPE 7

LOGOTYPE 3

LOGOTYPE 8

LOGOTYPE 4

LOGOTYPE 9

LOGOTYPE 5

IDENTITY MARK

FEEDBACK ON IDENTITY MARKS:

(note: you do NOT need to pick between them)

Free line illustrations:

“Curly” brackets:

GENERAL FEEDBACK

SEND FEEDBACK TO: HELLOMAHLIE@GMAIL.COM