

Be You Programs Directory promotional guidelines for program providers

How to promote your listing in the Programs Directory

This document provides guidelines for promoting and referring to your listing in the Be You Programs Directory.

Approved text

When referring to your listing in the Programs Directory on the Be You website, please use the following text:

<Program Name> has been independently reviewed and is listed in the Be You Programs Directory. It meets the minimum evidence requirements set by Be You and has been awarded a rating for evidence and implementation.



Independently reviewed by the Be You Programs Directory

Logo elements

The various elements that make up the logo are:

- The Be You “b” device
- Be You typography
- Separator element
- Beyond Blue butterfly
- Beyond Blue typography

Clear space

A clear space surrounding the Be You logo must be kept free from typography, photographs, illustrations and any other graphic devices. The offset distance indicated here by ‘b’ should be kept constant during any scaling of the logo.



Don'ts

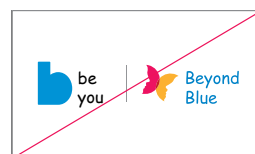
Our logo has been designed to work in a distinctive way. Please avoid the following:



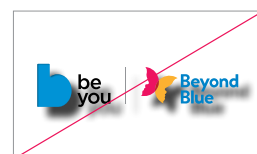
Not having enough contrast in the background.



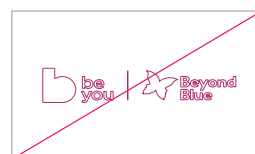
Don't reposition the logo.



Don't recreate the logos.



Applying other effects to the logo.



Don't use outline stroke.