

# Mind by Glazer.™

## Brand Strategy and Visual Identity

In an increasingly competitive sector, Mind (the leading mental health charity in England and Wales) recognised that it needed to project a strong and focused identity in order to communicate its messages effectively to external and internal audiences. They asked us to help.

Our initial research revealed that many of Mind's own local branches were adapting the existing Mind logo to suit their own purposes, and diluting the brand in the process. Far from being a united, dependable body with shared Vision and Values, the organisation as a whole appeared disjointed and unprofessional.

We worked with Mind's own team to define the charity's Vision, Purpose, Values and Behaviours, and to implement a powerful new brand identity. At its heart was a new Mind logo, a visual metaphor reflecting the organisation's Mission to help its users create answers and solutions to complex problems.

We subsequently developed formal brand identity guidelines and helped Mind to communicate the new identity, both centrally and to its local branches.

Since the new identity was launched, income has increased from £8m to £31m per annum, and Mind have become the media's 'spokespeople' of choice on mental health issues.

▲ D&AD Winner

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mental health

