

Media Kit

Version 1.0, 2023

**Rural communities
take stock—
and hold strong.**

www.takingstock.community

TAKINGSTOCK



About Taking Stock

Use these descriptions in your communications when talking about Taking Stock.

There are three descriptions given.

Short is for simple executions, such as a social post or explainer text on a third party website that links to taking Stock.

Medium description may be used where Taking Stock will require more context. Introducing Taking Stock within a journal, or a website feature.

Long description (over page) is useful for press releases and to give media for example, who will need rich information in order to extract a well targeted message.

Short description

Taking Stock assists rural communities to build suicide prevention groups and equip them with resources to foster the wellbeing of farmers. The resources are **made by rural communities, for rural communities and farmers.**

Medium description

Taking Stock assists rural communities to build suicide prevention groups and equip them with resources to foster the wellbeing of farmers. The resources are made by rural communities, for rural communities and farmers. Rural communities have tremendous knowledge about the challenges and opportunities facing rural people and how to work together to build wellbeing and social connectivity. Communities understand that to have impact, resources for farmer wellbeing must be tailored to the lifestyles and needs of farmers. This was a codesign project between rural areas and Professor Lia Bryant from UniSA Creative, University of South Australia.

About Taking Stock

Long description

Taking Stock assists rural communities to build suicide prevention groups and equip them with resources to foster the wellbeing of farmers. The resources are made by rural communities, for rural communities and farmers. Rural communities have tremendous knowledge about the challenges and opportunities facing rural people and how to work together to build wellbeing and social connectivity. Communities understand that to have impact, resources for farmer wellbeing must be tailored to the lifestyles and needs of farmers. This was a codesign project between rural areas and Professor Lia Bryant from UniSA Creative, University of South Australia.

Creating co-designed resources was an outcome of a 3 year nationally funded research project supported by funding bodies with the following organisations funding the projection for the duration: Department of Primary Industries NSW • Agriculture Victoria, Department of Jobs, Precincts and Regions • Office of the Chief Psychiatrist SA (SA Health) • Wellbeing SA • National Mental Health Commission • Department of Primary Industries and Regions SA (PIRSA) • Superfriend and Queensland Mental Health Commission and Country SA Primary Health Network for Stage 1 of the project.

This extensive project involved collaboration with three grassroots community suicide prevention groups in Australia: SOS Yorkes, SA; Mellow in the Yellow, Vic; and Riverina Bluebell, NSW. These groups engaged with us throughout the study and shared their stories of establishing, growing and sustaining their group and their activities in supporting men in farming in their region.

We interviewed over 50 farmers across these three regions to understand the complexities of farmer distress in each of these places and to find out what local supports farmers need. This study is one of the first times farmers were asked ‘what supports would help you and other farmers who are in distress?’ We used this information to work alongside the three groups to co-design resources that directly addressed some of the key needs raised by farmers. Hence, Taking Stock was developed, and this website made by rural communities and farmers for farmers hosts free resources on how to start a suicide prevention group in rural Australia, hosts films on the journeys each group experienced in getting started and in staying relevant in their community and audiopodcasts of farmers telling their stories including younger farmers and those interested in regenerative agriculture. Much more can be found on Taking Stock that will help communities, farmers and their families. We invite you to use and adapt our library of resources to start or develop a group for suicide prevention and wellbeing and to use or adapt our resources to foster good mental health for farmers.

Logos

Use these logos in any visual communications where Taking Stock is being promoted through your channels. For example, on a website where Taking Stock logo is applied in a logo line up with a description of the project — link logo through to Taking Stock website.

If space is available, use this **support text** that will give Taking Stock context:

Rural Communities and Farmer Wellbeing

Here is the **website address**. Link the logo with this address, and always have the website address visible on printed material.

www.takingstock.community

The logo consists of the words "TAKING STOCK" in a bold, white, sans-serif font. The text is positioned above a solid orange rectangular bar that extends to the right, creating a horizontal bar effect.

File name:
TakingStock_Logo_Apply_orange_background.png

The logo consists of the words "TAKING STOCK" in a bold, orange, sans-serif font. The text is positioned above a solid white rectangular bar that extends to the right, creating a horizontal bar effect.

File name:
TakingStock_Logo_Apply_white_background.png
TakingStock_Logo_Apply_white_background.jpg

File names and application

File Naming

Example file name:

`TakingStock_Logo_Apply_orange_background.format`

`TakingStock_Logo` = (description)

`Apply_orange_background` = (apply logo to this colour background)

`.format` = (either .jpg or .png)

File Formats

There are different files created for different applications.

PNG and JPG logo files are compatible with screens and are just like any are made up of pixels and therefore resolution-dependent. Any scaling up in size will lead to a loss of quality.

If you a supplier has asked for an alternative file format contact:

designsupport@sveltstudios.com

Use a .jpg

Apply .jpgs in any digital scenario.

Note a .jpg will import with it a background.

Use a .png

.pngs have a transparent background.

Use a .png to apply the logo to an orange background in particular.

Colours

This is the Taking Stock colour palette.

Rural Orange

RGB

R. 253 G. 84 . B. 3

Hex#: FD5403

CMYK

C.0 M.82 Y.100 K.0

Earthy Grey

RGB

R. 237 G. 233 . B. 228

Hex#: EDE9E4

CMYK

C.0 M.0 Y.2 K.9

White

RGB

R. 255 G. 255 . B. 255

Hex#: FFFFFFFF

CMYK

C.0 M.0 Y.0 K.0

Professor Lia Briant led this project.
Contact her if you seek a statement or
interview for media.

Contact:
Lia.Bryant@unisa.edu.au

If you require other graphic assets,
alternative logo formats or design
direction, please contact:

Svelte Studios
designsupport@sveltestudios.com

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