



A refreshing change.

Welcome to the revitalised Youth Focus brand.

It's more than just a new logo or look. It's a refreshed outlook; a clarification of our purpose.

We provide life-changing services to young people struggling with depression, anxiety, self-harm and suicidal thoughts, but 25 per cent of young people still don't seek help with their mental health. It can be hard to seek help when you don't know where to go. So, it's time we let them know we're here, louder and clearer than ever.

We need to relate and resonate with our young audience better, and communicate the positive impact of our services to a range of groups. We need to let the public know the value we bring to young people every day.





A new logo.

Our new logo is more approachable for our young clientele, without sacrificing professionalism or authenticity. It's modern, soft, and optimistic. 'Youth' is emphasised, representing the bold and adventurous spirit of our demographic. 'Focus' is lighter and more refined, positioning us as considered and professional – the experts.

The three rings that make up our new logo are a symbol for personal development. They grow in size and weight, becoming stronger, with more energy and confidence – just like the young people we help every day. The rings are interconnected to represent the relationship we have with these people, and can have with others like them.

Our main brand colour is a strong, modern and trustworthy blue. Inspired by a still ocean, this blue is complemented with aqua, creating a calming and powerful combination. Orange brings energy and warmth, balancing with the cooler tones, just as we promote balance in young peoples' lives.

A refreshed outlook.

We're excited to enter this next phase of growth, driven by an engaging, modern, and dynamic brand that resonates with the people who matter to us most – our clients. This marks a renewed energy for Youth Focus, as we strive to make an even bigger impact as the leader in youth mental health and suicide prevention in WA.

Thank you for your ongoing support. We look forward to sharing this journey with you.