



A guide to supporting R U OK? outside of Australia



At R U OK? we work to encourage friends, family members, close colleagues, neighbours and teammates to ask, “Are you OK?” and lend support to those in their world who might be struggling with life.

R U OK? is an Australian health promotion. Our resources are free, open-source, and available to download from ruok.org.au

R U OK? and its associated logos are protected by trademark and our resources and materials are copyright.

Our resources are designed for the Australian market and international use is subject to our formal approval.

Approval is at the sole discretion of R U OK? and prior to any approval being granted we will require a signed agreement from the applicant.

If you wish to use our resources outside of Australia please register your interest here:
ruok.org.au/contact

Guidelines for using R U OK? resources outside of Australia

If you are an individual, school, community group or workplace outside of Australia and wish to promote the R U OK? message, you may download resources from the R U OK? website (ruok.org.au) and share with internal audiences only.

For example, you are permitted to use our resources and share the message if you represent:

- a business to your own employees
- a school to your students
- a community group to your registered members

R U OK? resources should not be co-branded, changed or altered in any way.

You are permitted to place R U OK? resources in what are considered natural internal promotion spaces/ locations. These include:

- A workplace intranet/other internal communications channel
- Internal newsletters
- Internal screensavers
- Internal television screens/display monitors

You must not share or promote R U OK? resources to the general public or suggest a formal partnership with R U OK?

- The R U OK? logo and brand elements are trademarked and all resources are copyright
- Do not co-brand, change or alter the R U OK? resources in any way



Downloaded resource

Distributed to your audience



Downloaded resource

Altered by adding co-brand



Localising R U OK? resources

While R U OK? resources must not be co-branded, changed or altered in any way we will consider applications for language translation or the inclusion of local crisis and/or support services information. Please register any requests via ruok.org.au/contact.

If the R U OK? team is required to commit time and/or resources to manage your modification request, a fee for service may be payable. The fees and terms of payment must be agreed prior to any work being done.

R U OK? reserves the right to reject any modification application if we determine it is inappropriate, poses a risk of harm or does not align with the R U OK? mission.



Do

- Do contact us through ruok.org.au/contact for approval to share R U OK? resources with your internal audiences
- If you receive a Usage Agreement from R U OK?, do sign the agreement prior to any resources being shared
- Do contact us through ruok.org.au/contact for any language and/or support service modification requests
- Do contact us if you have any queries: ruok.org.au/contact



Don't

- Don't use the R U OK? brand in any way that suggests you, your business or community group has created R U OK? R U OK? was founded by the late Gavin Larkin.
- Don't create your own resources or merchandise using the R U OK? brand
- Don't add your logo to any R U OK? resources
- Don't use the R U OK? brand for commercial gain
- Don't imply you are a formal partner of R U OK?

Commonly asked questions



Where is R U OK? based?

R U OK? operates in Australia with a Sydney-based HQ.



Can I bring R U OK? to my country?

We hope to one day expand R U OK? outside of Australia and welcome discussions with mental health organisations about our international partner framework. Any public facing use of R U OK? resources and branding outside of Australia is subject to a licensing agreement with R U OK? and is only open to interested suitable organisations capable of being the central point of contact and a reliable health promotion partner for the R U OK? campaign within their territory. For further information please contact us at ruok.org.au/contact



Why can't I promote to the general public?

Due to the nature of our work, it is important the message is shared in a safe and responsible manner with appropriate support and referral partners available to support anyone in crisis. Our materials include references and contacts details for Australian organisations that do not provide support outside our borders.



Can I share R U OK? social posts on my own channels outside of Australia?

As an individual you may share existing R U OK? social media (unaltered and with credit to R U OK?) through your personal channels.



Do you have resources in any other languages?

R U OK? has a small number of resources available in a range of languages other than English. You can access these resources at ruok.org.au/other-languages



Can I raise funds for you?

R U OK? does not encourage fundraising outside of Australia unless it is in association with a licensing agreement. This is because our funded deliverables are for Australian suicide prevention only. If you would like to make a contribution to local mental health and suicide prevention, we recommend you donate to a local support service. If you do wish to financially support R U OK?, you are welcome to make a donation at ruok.org.au/donate



Can I order merchandise outside of Australia?

We are unable to ship internationally from our online store however if you wish to place a large single order for your workplace or community group, please lodge your request via ruok.org.au/contact and we will let you know if it is possible, costings and delivery timelines. Please note you must not design or produce merchandise that uses the R U OK? logo or brand elements.



Can I request an R U OK? speaker?

Our volunteer Community Ambassadors are not available for engagements outside Australia. We recommend you contact local mental health support services in your country.