TAKE ACTION CAMPAIGN
FOR MENTAL HEALTH

TAKE ACTION CAMPAIGN
BRAND GUIDELINES

MAY 2022
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What is a Brand Identity?
A brand identity is the outward expression of your brand. It combines the values, personality, and visual representation of your brand in order to differentiate it from others in a unique and memorable way. The brand identity is not just limited to the name, logo, and tagline. It also includes the voice and tone of the messaging, supporting graphics, color palette, typography, and photographic styling. By using these distinguishable brand elements consistently, the company can start to build brand trust, loyalty, and awareness.

Why Use These Guidelines?
The Take Action for Mental Health brand plays an important role in helping the campaign increase mental health awareness and support Californians’ mental health needs. These guidelines outline the correct application of the identity, logo, typeface, and voice, while also providing examples of existing brand collateral for reference. Be sure to provide these guidelines to third parties or collaborating partners or whenever you share the Take Action for Mental Health logo or brand with someone. It is important to ensure that the brand is used correctly and consistently.
WHAT IS THE TAKE ACTION FOR MENTAL HEALTH CAMPAIGN?

Take Action for Mental Health is the campaign for California’s ongoing mental health movement. The campaign builds upon established approaches and provides resources to support Californians’ mental health needs.

WHERE WE CAME FROM

Take Action for Mental Health is an evolution of the Each Mind Matters campaign. Over the last decade, Each Mind Matters has had a positive impact on reducing stigma of mental illness and increasing awareness of mental health needs and resources. Take Action for Mental Health builds on this progress and asks Californians to take action to support themselves and the people they care about.

THE CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY

The California Mental Health Services Authority (CalMHSA), in collaboration with its county members, is a leading voice for mental health services for California. Created to deliver on the promise of the Mental Health Services Act (MHSA), CalMHSA is a Joint Powers Authority formed by California counties and cities, focused on the efficient delivery of mental health services and resources.

The MHSA Prevention and Early Intervention (PEI) component was designed to increase awareness of and access to mental health services, reduce the negative impacts that mental illness can have on a person’s wellbeing, reduce the stigma associated with mental illness and help-seeking, and prevent suicide.
Mission Statement

*Take Action for Mental Health* seeks to help people recognize when they or someone they know is experiencing a mental health challenge and provide them with the motivation and ability to take action to address the experience.

Vision Statement

Residents of California will feel empowered to seek mental health help for themselves and others when they can recognize common signs of mental health challenges and know the actions they can take to address them. They will understand that mental health issues are common and that seeking or providing help is the social norm.
VOICE & TONE

Brand Tone

Friendly
Objective
Informative
Neutral
Straightforward
Trustworthy/reliable

Core Values
CalMHSA’s core values: hope, equity and social justice.
Additional campaign values: personal autonomy, community responsibility, inclusiveness of levels of mental health severity/audience needs

"Hey, how have you been feeling lately?"
TAKE ACTION PILLARS

CHECK IN

about mental health

Check in on your mental health and the mental health of those you care about. Start a conversation to see how you can help or support yourself or others.

LEARN MORE

about mental health needs and what you can do

Learn more about mental health needs and explore the self-care, services, and supports available to help find a path forward.

GET SUPPORT

for yourself or someone you care about

Get support for yourself or someone you care about by reaching out and connecting with resources available in your community.

Check In Summary

Learn More Summary

Get Support Summary
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TAKE ACTION CAMPAIGN – BRAND GUIDELINES
The primary logo for Take Action for Mental Health is a dynamic and organic handwritten logotype that is action-oriented, inviting, and has the ability to be easily recognized.

*Additional logos variations exist in the brand Digital Toolkit located here.
The primary logo for Take Action for Mental Health is also provided in Spanish.

*Additional logos variations exist in the brand digital toolkit located here.
Brand consistency is extremely important. That’s why we ask that the campaign logo not be altered in any way, including the handful of examples shown below.

**Do not** recolor.

**Do not** resize elements.

**Do not** remove “FOR MENTAL HEALTH”

**Do not** manipulate “FOR MENTAL HEALTH”

**Do not** add pattern or texture.

**Do not** outline.

**Do not** add gradients to logo.

**Do not** use knock-out logo on light or cluttered backgrounds.

**Do not** rotate logo.

**Do not** change font.

**Do not** add embellishments like drop-shadows.
**LOGO INTEGRITY & CLEAR SPACE**

**Logo Clear Space**
A minimum clear space, measured by the height of the “A” in “Action,” must be maintained on the perimeter surrounding logo artwork, at any size. The clear space should be measured from the farthest edge of the logo on all sides. No element may encroach on this space.

**Minimum Logo Size**
The primary logo must not be reproduced at a size smaller than 1” in height. The horizontal logo must not be reproduced at a size smaller than 0.75” in height.
Logo Lockups
These are examples of how the Take Action for Mental Health campaign logo can be locked up with additional logos.

*The same rules apply for horizontal version of the Take Action campaign logo.

Multiple logo lockup – 2 logo

Multiple logo lockup – 3 logo

Multiple logo lockup – 4 logo

The Take Action for Mental Health campaign logo should always come first in order, followed by the parent company logo and then by any additional logos. All logos should have roughly the same visual weight in any version of the lockup. The logos should be separated by a rule with equal space from the rule to the logo on both sides.
The Take Action for Mental Health campaign has a rich color palette that includes a wide spectrum of colors. The colors work in unison to bring cohesion to the brand and vibrancy to the campaign. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK, RGB and HEX Values for consistency across different media.

**Primary Color Palette**
The primary color palette pays tribute to the Midnight Blue from the CalMHSA logo and the Lime Green from the mental health ribbon. These colors should be used heavily throughout the campaign materials, especially when the Take Action for Mental Health logo is being used.

**Secondary Palette**
The secondary color palette represents vibrancy and diversity. It includes more colors and can be used heavily to support body text and graphic elements. These colors should be used as highlights throughout the campaign materials to support the brand and give it more dimension.
Handwritten Typography

Primary Brand Font Family
In the logo, the handwritten words “Take Action” are written in a stylized and upbeat sans serif font that is unique to the Take Action brand. This font can be used for call outs in Take Action materials, but it should not be used in heavy content situations. Both print and digital Take Action materials can utilize the handwritten alphabet sparingly.

Handwritten Font

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
ÅÉÍÓÚáéééíóúúũũñ

Handwritten Font – Additional

A B C D E F G H I J K L M M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n p q r s t u v w x y z
**Typography**

**Secondary Brand Font Family**
In the logo, the typed words, “For Mental Health” are written in Poppins, a versatile sans serif typeface that is easy to read and optimized for print and web. When possible, Take Action materials should use the Poppins font, which can be downloaded and installed for free from Google Fonts.

**Font Usage Recommendations:**
- **Headlines/Subheads:** Poppins Bold or Regular in All Caps or Title Case
- **Smaller Titles:** Poppins Semi-Bold or Regular in All Caps or Title Case
- **Body Copy:** Poppins Regular or Light
- **Captions or Legal Copy:** Poppins Italic or Light

**Tertiary Font Family**
As a tertiary font, the campaign uses Moon 2.0, a friendly sans serif typeface optimized for print and web. If applicable, Take Action materials can use the Moon 2.0 font, which can be downloaded and installed for free from the Digital Toolkit.

**Font Usage Recommendations:**
- **Headlines/Subheads:** Moon 2.0 Bold or Regular in All Caps or Title Case
- **Smaller Titles:** Moon 2.0 Bold or Regular in All Caps or Title Case
- **Body Copy:** Moon 2.0 Regular or Light
- **Captions or Legal Copy:** Moon 2.0 Light

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**Primary Styles**

**Poppins**
- **Light**
  - A versatile sans serif typeface
  - For print and web
  - Easy to read
  - Downloadable from Google Fonts

**Moon 2.0**
- **Light**
  - A friendly sans serif typeface
  - Optimized for print and web
  - Downloadable from Digital Toolkit
GRAPHIC & ILLUSTRATION STYLE

Character Illustration Requirements
Overall, the character illustrations should portray a sense of positivity and invoke feelings of safety and inclusion. Subjects should represent the target audience whenever possible—varying in age, ethnicity, ability, race, sexuality, and gender expression, as well as representing those from rural, suburban, and urban environments, as long as these environments are representative of California. These illustrations can vary in what activities they are participating in—from reading a book to playing a sport to supporting a friend.

- Try to utilize brand colors in illustrations whenever possible.
- Incorporate the green ribbon into illustrations whenever possible.

Graphic Elements
Asymmetrical organic shapes can be utilized to add texture to the background of illustrations and give some dimension to the graphic. Single color shapes and lines can be used on top of single colors, or white shapes with a 20% transparency can be used overlaying the gradient backgrounds.

- Avoid adding too many distracting elements beneath headlines and body copy.
- Can also add graphic elements to be intertwined with photography to help give more ownability to the photo.

Gradients
Gradients can be created within the tints and shades of the primary and secondary brand color palette. These gradients can be used as a background element for post design, website design, or print collateral pieces.

- Avoid adding too many colors to gradient backgrounds. Try to keep the colors analogous when building gradients.
PHOTOGRAPHY GUIDELINES

Photographic Requirements
Any photography used for Take Action for Mental Health should feature candid subjects and a photojournalistic style. Images should not look or feel staged. Subjects should represent the target audience whenever possible—varying in age, ethnicity, ability, race, sexuality, and gender expression, as well as representing those from rural, suburban, and urban environments, as long as these environments are representative of California.

- Natural light and shallow depth of field should be used when possible.
- Full-color photography should always be used, unless black and white is required by the material/publication.
- All photography must be of high quality, regardless of whether it is black and white or color.
- Graphic elements and gradients can be implemented throughout the photography for added branding and ownability in the posts (see post examples).

Photography Examples

Post Examples
Green Ribbon Design
The only green ribbon that should be used in any Take Action for Mental Health materials is the single color version shown on this page. The color of the ribbon is Pantone® 375 CP. When the ribbon is not on a legible background, the ribbon should be placed in a white container such as a circle.

Green Ribbon Usage
To use the green ribbon:
• Add the green ribbon to character illustrations whenever possible.
• Add the green ribbon as a tag or identifier to social posts or other collateral pieces.
• Intertwine the green ribbon in with graphic elements, such as the graphic of California.

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TAKE ACTION CAMPAIGN – BRAND GUIDELINES

DIGITAL DESIGN

**Website Design**

**Digital Display**

**Zoom Backgrounds**

**Video**
SOCIAL & PAID MEDIA

Organic Social Posts

Story & Newsfeed Carousel Posts

Native Post Design
Life can be stressful. You may focus on work or school, your family, or other commitments and forget you need to take care of yourself, too.

Self-Care Boosts

- Spend time outside
- Meditate or practice mindfulness
- Take a break from your screen
- Breathe in for 5 counts, hold for 5, breathe out for 5, hold for 5, and repeat
- Do something creative like art, writing, or music
- Call a friend you haven’t spoken with in a while
- Turn off your phone alerts
- Pray or talk with your faith leader
- Make a list of 10 things you’re grateful for in your life
- Watch the sunrise or sunset
- Take a mental health day

Take Action Every Day for Your Mental Health

Join other Californians in making your personal Pledge to Take Action for Mental Health. By making this Pledge, you commit to Check In, Learn More, and Get Support for yourself, your friends, and your community to improve your mental health.

Turn this card over to take your personal pledge. Share your pledge with others and post on social media with #MakeThePledge and #TakeAction4MH.

I Pledge to Take Action for Mental Health

I will Check In with myself to identify mental health needs.
I will Learn More about mental health.
I will Get Support for my own mental health, and support the mental health of others.
I will share this pledge with others, to help them take action too!

Signature and Date

For more resources, visit our website: TakeAction4MH.com

Check In, Learn More, Get Support.
Contact Info
Katie Harris: kharris@civilian.com
Jessica Bell: jessica.bell@calmhsa.org

For access to the Take Action for Mental Health assets use this link to the Digital Toolkit.

THANK YOU.