



TAKE ACTION

FOR MENTAL HEALTH

TAKE ACTION CAMPAIGN
BRAND GUIDELINES

MAY 2022

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BRAND IDENTITY & GUIDELINE USAGE

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.



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ABOUT

Use this language when describing the campaign to maintain consistency across materials and content.

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.

The primary goal for *Take Action for Mental Health* is to help Californians support their mental health and the mental health of people they care about.



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 & VISION STATEMENT

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?”





Check In Summary

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 Summary

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



Get Support Summary

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

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LOGO – ENGLISH

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](#).



Stacked Logo Full Color



Single color – blue



Single color – green



Black



Knock-out



Stacked Logo Full Color



Single color – blue



Single color – green



Black



Knock-out

Horizontal Logo Variations



LOGO – SPANISH

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](#).



Stacked Logo Full Color



Single color – blue



Single color – green



Black



Knock-out



Stacked Logo Full Color



Single color – blue



Single color – green



Black



Knock-out

Horizontal Logo Variations



LOGO RESTRICTIONS

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 remove "FOR MENTAL HEALTH"



Do not manipulate "FOR MENTAL HEALTH"



Do not recolor.



Do not resize elements.



Do not change font.



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



Do not rotate logo.



Do not add embellishments like drop-shadows.



Do not add pattern or texture.



Do not outline.



Do not add gradients to logo.

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 Clear Space

Minimum logo size



LOGO HIERARCHY

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.

Take Action and CalMHSA logo



Alternate



Multiple logo lockup – 2 logo

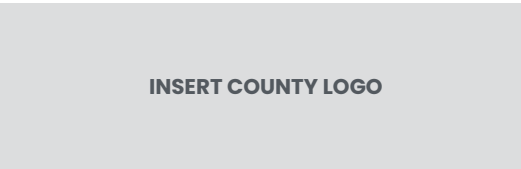
Multiple logo lockup – 2 logo

Take Action, CalMHSA logo, and Prop 64 logo



Multiple logo lockup – 3 logo

Take Action, CalMHSA logo, green ribbon, and county logo



Multiple logo lockup – 4 logo

Interchangeable county logo placed here

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.

COLOR PALETTE

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.

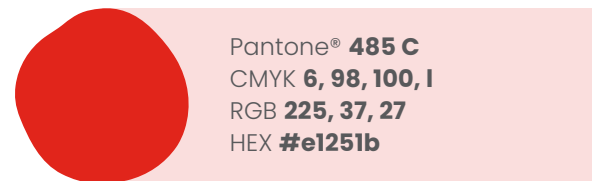
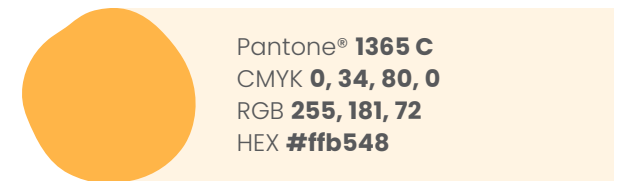
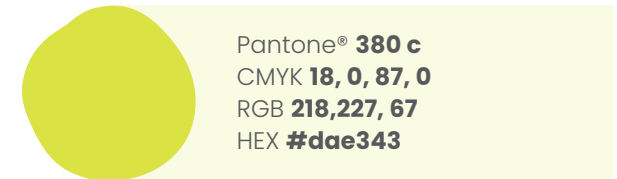
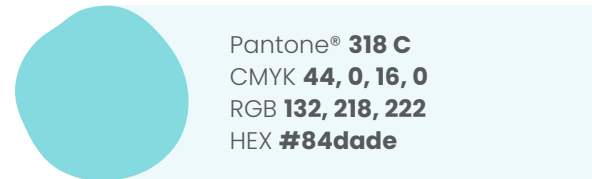
Secondary Palette

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.

Primary Color Palette



Secondary Color Palette



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 N̄ O P Q R S T U V W X Y Z
 a b c d e f g h i j k / m n o p q r s t u v w x y z

‘ . , : ! i i ? # + - = - _ \ / \$ < > () ' ^ " * | [] { } @ & %
 0 1 2 3 4 5 6 7 8 9 Á É Í Ó Ú á á é é í í ó ó ú ú ü ü ñ ñ

Handwritten Font – Additional

A A B B C C D D E E F F G G H H I I J J K K L L M M M N N O P Q R S T U V W X Y Y Z
 a b c d e f g h i j k l m n o 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

Primary Styles

Poppins Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$\$%&

Poppins Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$\$%&

Poppins Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%&

Primary Styles

Moon 2.0 Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$\$%&

Moon 2.0 Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$\$%&

Moon 2.0 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%&

Font Family | POPPINS

Uses: Print & Web (full font family)
Design Foundry: Indian Type Foundry
Available Through: Google Fonts

Download Link:
fonts.google.com/specimen/Poppins

Font Family | MOON 2.0

Uses: Print & Web (full font family)
Design Foundry: Jack Harvatt
Available Through: fontmirror.com/moon-2-0

Download Link:
[Link to Digital Toolkit](#)

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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.

Character Illustrations

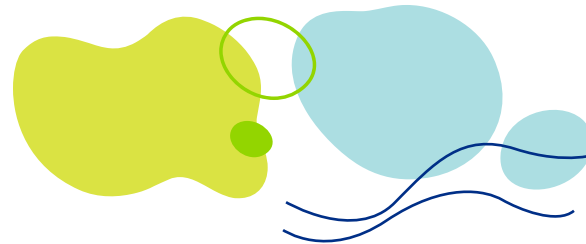


Graphic Elements

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.

Graphic Elements



Gradients

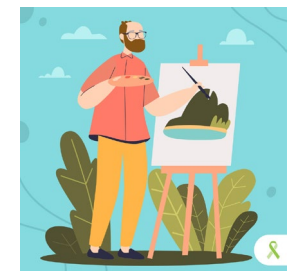
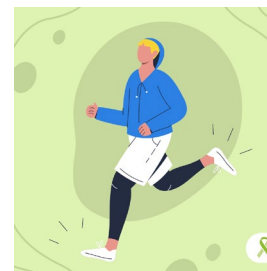
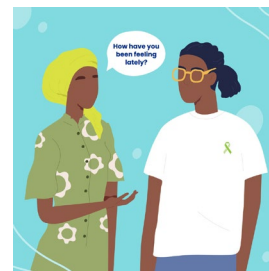


Gradients

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.

Post Examples



PHOTOGRAPHY GUIDELINES

Photographic Requirements

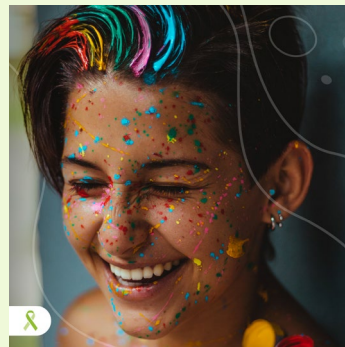
Any photography used for *Take Action for Mental Health* should feature candid subjects and a photojournalistic style. Images should not look or feel staged. Subjects should represent the target audience whenever possible—varying in age, ethnicity, ability, race, sexuality, and gender expression, as 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



USE OF GREEN RIBBON

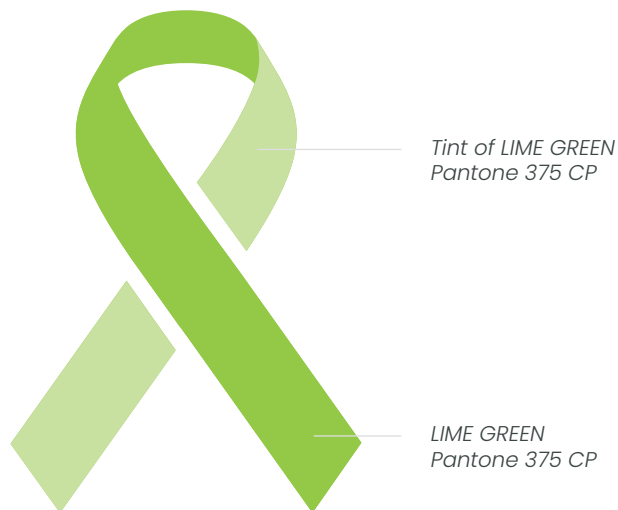
Green Ribbon Design

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.



TAKE ACTION CAMPAIGN – BRAND GUIDELINES



Lockup

Usage Examples



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Website Design



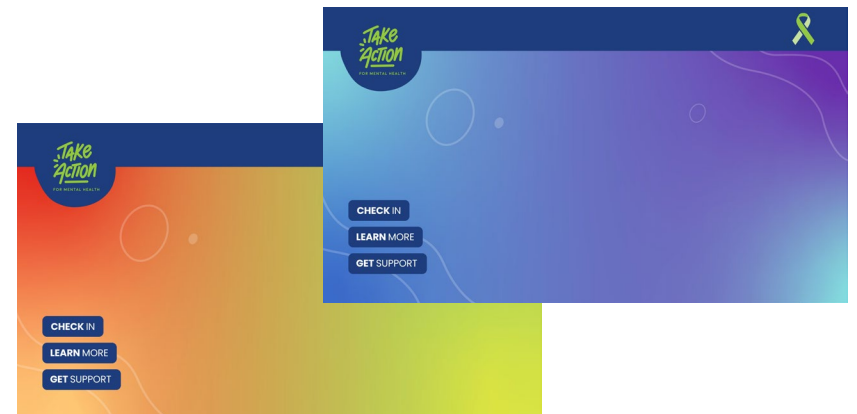
Video



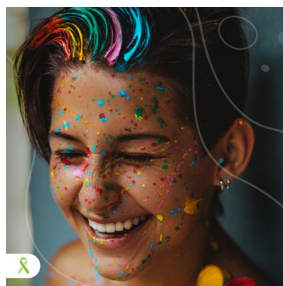
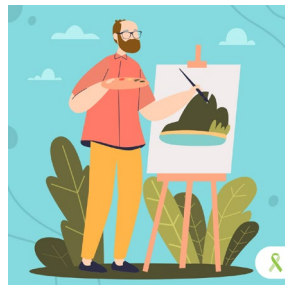
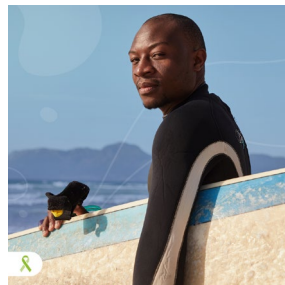
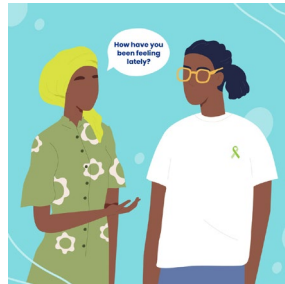
Digital Display



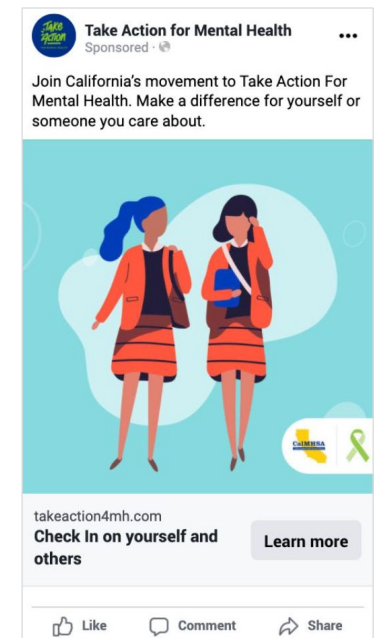
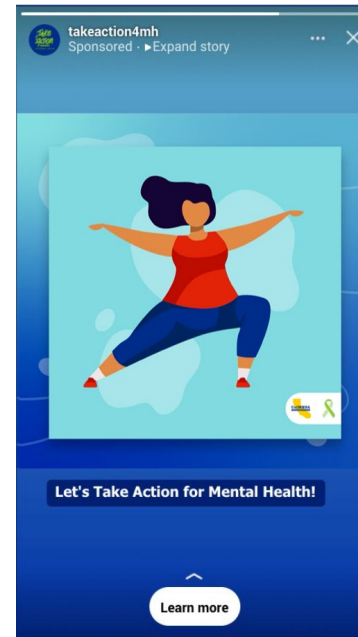
Zoom Backgrounds



Organic Social Posts



Story & Newsfeed Carousel Posts



Native Post Design



Letterhead & Notepad

Scavenger Hunt Booklet

Mirror Cling & Pocket Cards

Mental Health Pledge

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CONTACT INFO & DIGITAL TOOLKIT

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.





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