EachMind MATTERS

California's Mental Health Movement

Contents

Each Mind Matters is California's Mental Health Movement

Each Mind Matters is a statewide movement that brings people together from all walks of life with a shared goal of eliminating stigma around mental health. By creating supportive communities where it is safe to talk openly and honestly about mental health, we are replacing fear with empowerment and ensuring that everyone with a mental health challenge has the support and acceptance they need to live a healthy, happy and meaningful life.

While each community in California has a campaign of its own, it is important to convey a recognizable look, unified voice and strength in numbers across the state. These branding guidelines serve to strengthen the identity of lime green as the color of mental health awareness, and our message that Each Mind Matters. By using them, you will be helping to maximize the impact of our shared movement wherever your materials are being disseminated.

In this guide, you will find

- Key messages for Each Mind Matters

- The Each Mind Matters logos and best practices for usage

- Color values for the campaign's primary and secondary color palettes

- Guidelines on how to properly use typography

- Information on when and how to use the green ribbon graphic

- Requirements for funding statements and CalMHSA and Prop 63 logos

- Guidelines on photography and feel of images to be used

This document is accessible for both PR/design/branding professionals and the everyday user, and has sections relevant to each group.

Brand Personality & Tone
- Warm & kind
- Safe & accepting
- Self-aware & selfless
- Direct & courageous
- Inspiring leadership

Key Messages

The following key messages are meant for use with the general public of California. These are designed to facilitate a dialogue between the speaker and listener. While they don't always have to be delivered in sequence, when they are, they serve as an elevator speech that gives the listener a clearer picture and inspires them to action — whether that's to ask more questions, learn more or do something.

- **Each Mind Matters is California's Mental Health Movement.** We are millions of individuals and thousands of organizations working to advance mental health. As part of this movement, I am [Explain in what way you are or your organization is advancing mental health].

- **We all have mental health, and as with our physical health, sometimes we are doing well and other times we could use some help.** In fact, 50 percent of us will experience a mental health challenge in our lifetime. Each Mind Matters reinforces that no one is alone in this experience and that it's okay to seek support. [One of the ways my organization is doing this…]

- **Mental health challenges are very common.** Yet research shows that many people do not reach out, particularly young people who wait an average of 6 to 8 years from onset of symptoms before they get help. Each Mind Matters creates supportive communities that encourage anyone and everyone to get help when it's needed. [For example, in my community we are…]

- **People recover from mental illness all the time.** With support and treatment, between 70 and 90 percent of individuals report reduced symptoms and improved quality of life. As part of Each Mind Matters, we are one of many organizations [promoting/advocating/establishing] a path to support and recovery by [provide concrete example of how the organization is doing this].

- **Everyone experiencing a mental health challenge deserves the opportunity to live a healthy, happy and meaningful life.** People can and do get better, and by talking openly and honestly about mental health we make that possible. Speak up, reach out, share the facts and encourage others to join the movement at EachMindMatters.org.

Why have brand guidelines?

The purpose of these guidelines is to add consistency to every level of printed and online communication. This consistency, over time, will provide supporters, partners and the general public with a clear impression of who we are as each piece of communication relies upon and compliments the established image guidelines.

Consistency in the presentation of the Each Mind Matters brand will build stability and raise the level of recognition among constituents, as well as in the community at large. Therefore, we ask our staff, supporters and partners to adhere to the basic standards in this guide to promote and support the brand. The strength of this system relies upon its consistent implementation. Please contact **info@eachmindmatters.org** with any areas requiring further explanation.

Logos

Each Mind Matters Logo

Our logo is the heart of our visual identity and will be used on all our materials. The success of the Each Mind Matters brand depends on the consistent application of the logo. Please do not alter, distort or recreate the logo.

SanaMente Logo

SanaMente is the selected Spanish term for Each Mind Matters, developed with our Latino community in mind. A direct translation of the English tagline Each Mind Matters did not work in Spanish, so we developed the Spanish-language tagline to capture the idea of a growing movement for mental health awareness, equity for mental health care, and inclusion for people living with mental illness in an accepting climate free of stigma.

SanaMente is not a typo! This tagline is a play on words and has a double meaning: the full word means healthily, but the font treatment separates the word to mean Mind-Healthy. Tested among community liaisons and advocates across the state, respondents immediately understood the term and appreciated the play on words. It's about our mind, and about our health. We encourage you to use the SanaMente logo following the same guidelines as the Each Mind Matters logo described on the following pages.

Logo Usage

The Each Mind Matters and SanaMente logos should never be altered, stretched or reconfigured. The descriptive line, California's Mental Health Movement, should not be removed from the logo lockup.

Primary color logo

In most instances, the primary color logo should be used. For legibility, never place the logo over a busy background or pattern. On all printed and digital materials, the logo should be on a white background, or a very light, plain background so the logo is easy to read. Exceptions may be needed for t-shirts and other collateral materials.

Logo reversed out of color

The logo may also be reversed out of a solid color, preferably a color from the Each Mind Matters color palette (see pg. 7). Be sure the background color is dark enough so that there is enough contrast for legibility.

Black logo when color reproduction is not available

The black logo is only to be used in the instance when color reproduction is not an option. For example, when a printed piece is only being printed in black ink.

Color Palette

The colors chosen for Each Mind Matters and SanaMente play an important role in the brand identity. The lime green is emerging as the national color for mental health awareness, therefore it is the primary color to be used in advertising and communication mediums. The remaining colors in the palette compliment the lime green and add diversity and energy to the brand.

PMS 375
lime green
C47 **M**0 **Y**94 **K**0
R148 **G**201 **B**71

PMS Cool Gray 11
gray
C30 **M**17 **Y**8 **K**53
R100 **G**110 **B**123

PMS 129
gold
C0 **M**27 **Y**86 **K**0
R253 **G**190 **B**62

PMS 1595
orange
C2 **M**60 **Y**91 **K**6
R228 **G**123 **B**47

PMS 2593
light purple
C45 **M**65 **Y**0 **K**0
R149 **G**108 **B**175

PMS 275
deep purple
C86 **M**89 **Y**1 **K**2
R72 **G**64 **B**150

PMS 2995
sky blue
C89 **M**0 **Y**1 **K**0
R0 **G**180 **B**239

PMS 3015
sea blue
C100 **M**15 **Y**4 **K**24
R0 **G**125 **B**175

PMS 7465
mint green
C56 **M**0 **Y**30 **K**0
R104 **G**199 **B**191

PMS 320
teal green
C93 **M**0 **Y**36 **K**0
R0 **G**174 **B**179

Additional colors for SanaMente use

PMS 363
dark lime green
C78 **M**5 **Y**98 **K**24
R44 **G**150 **B**62

PMS Cool Gray 6
light gray
C18 **M**11 **Y**8 **K**23
R164 **G**167 **B**170

PMS 1807
brick red
C7 **M**94 **Y**65 **K**31
R166 **G**31 **B**56

PMS 2415
fuchsia
C38 **M**100 **Y**0 **K**6
R158 **G**30 **B**135

Color Use Hierarchy

Lime green should be the primary color in Each Mind Matters design and advertising. The gray is the secondary color used, and the remaining colors in the palette are to be used as accent colors, in smaller amounts. The accent colors are meant to add energy and emotion to the design, as well as give designers more color choices to go with the lime green and gray. This diagram represents that hierarchy to help demonstrate the importance of the colors used in advertising and communication pieces for Each Mind Matters and SanaMente.

Typography

The logo was created with the typeface Avant Garde. The Avant Garde font family may also be used for headlines and subheads in Each Mind Matters advertising and communication mediums, although it is not recommended for use as body copy. The recommended font for body copy is Helvetica Neue Light or Roman. If those fonts are not available, use a san serif font such as Arial.

There are many campaigns/programs that fall under CalMHSA, where the Each Mind Matters branding becomes secondary to that campaign, such as *Know the Signs, Walk In Our Shoes, Wellness Works* or *Native Communities of Care.* Those campaigns have their own distinctive campaign look. In such cases, the Each Mind Matters headline/subhead font, Avant Garde, may not necessarily be used.

Headlines and subheads

Avant Garde Bold
Avant Garde Medium
Avant Garde Roman
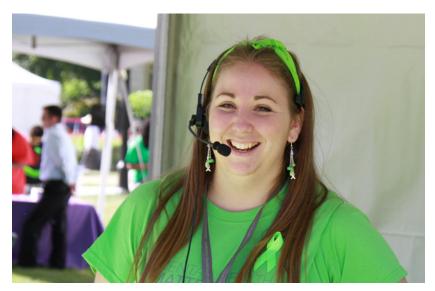## Avant Garde Light

Body copy

Helvetica Neue Roman 10pt – Bor apel int paribusae poriasp eratiunt evelestet unt quia aut adic tem re ped qui arum, es dendaest est, quaeratur arum eossinv elenditis ut pero is esendus molorit quae nonsed que prore, nonsequae. Et et adi in enihic tecume poria quo et eicia quatem volupta quaerae opta quasitatate eos ipit optate cuptae et litatem volo maximin vellabo ratiati oruptati con num.

Do not use Avant Garde for body copy

Avant Garde Gothic Book 10pt – Bor apel int paribusae poriasp eratiunt evelestet unt quia aut adic tem re ped qui arum, es dendaest est, quaeratur arum eossinv elenditis ut pero is esendus molorit quae nonsed que prore, nonsequae. Et et adi in enihic tecume poria quo et eicia quatem volupta quaerae opta quasitatate eos ipit optate cuptae et litatem volo maximin vellabo ratiati.

The Green Ribbon

The green ribbon from the logo may be used separately on its own as an additional graphic element in advertising and communication mediums. It is not to replace the use of the primary logo, but may be used as an additional design element to reinforce the Each Mind Matters brand messaging. In certain circumstances it may be used as a stand-alone piece, such as a pin or stick sign, as part of an Each Mind Matters event or gathering.

Funding Statement and Logos

The Statewide Prevention and Early Intervention investment administered by CalMHSA and funded by counties through voter-approved Mental Health Services Act (Prop. 63), comes together under one common umbrella called Each Mind Matters (EMM). EMM provides a branded comprehensive initiative and recognizable messaging across the state to support a movement in California to promote mental health and wellness. The funding statement, as well as the CalMHSA and Prop. 63 logo bugs, must be included on all advertising and communication pieces.

Funding statement without the Each Mind Matters logo

On Each Mind Matters advertising and communication pieces, where the Each Mind Matters logo would be featured prominently somewhere in the layout, the funding statement does not include the Each Mind Matters logo.

Funding statement with the Each Mind Matters logo

There are many campaigns/programs that fall under CalMHSA, where the Each Mind Matters branding becomes secondary to that campaign, such as *Know the Signs, Walk In Our Shoes, Wellness Works* or *Native Communities of Care.* Those campaigns have their own logos and design looks. In such cases, the Each Mind Matters logo would be included near the funding statement with the funding logo bugs.

English-language:

Funded by counties through the voter-approved Mental Health Services Act (Prop. 63).

Funded by counties through the voter-approved Mental Health Services Act (Prop. 63).

Spanish-language:

Financiado por condados a través de la Ley de Servicios de Salud Mental (Propuesta 63), aprobada por votantes.

Financiado por condados a través de la Ley de Servicios de Salud Mental (Propuesta 63), aprobada por votantes.

Black/white version of the logo bugs, when color reproduction is not available:

Funded by counties through the voter-approved Mental Health Services Act (Prop. 63).

Funding Statement and Logo Sizing

This page shows the funding statement and logo lockups at the ideal actual size. The height of the logo lockup should not get any larger than .5 inch tall. Maintain the proportions and order of the logos as shown here. The funding statement should be typeset in 7 pt. Helvetica Neue Condensed. The font size may be as small as 6 pt. for legibility depending on the size of the layout. If Helvetica Neue Condensed is not available, choose a similar font such as Arial Narrow.

no larger
than .5" tall

CalMHSA

Funded by counties through the voter-approved Mental Health Services Act (Prop. 63).

—— 7pt. Helvetica Neue Condensed ——

no larger
than .5" tall

EachMind MATTERS
California's Mental Health Movement

CalMHSA

Funded by counties through the voter-approved Mental Health Services Act (Prop. 63).

—— 7pt. Helvetica Neue Condensed ——

Photography Tone

It is generally prohibited by law to download images from the internet for use. It is very important to use only photography you have rights to reproduce in work for Each Mind Matters. You can ensure you have the right to reproduce a photo if: **1)** You have taken the photos personally. You must also have a release form from each subject within the photo giving you the right to use their image. If your organization does not have a talent release, basic examples can be found online. **2)** You have paid for the rights to reproduce the photo by purchasing it from a stock photo website. Prices differ depending on the image and how you plan to use it.

When photography is used for Each Mind Matters and SanaMente advertising and communications, the tone should be positive, empowering and hopeful. Stay away from photos of sad or depressed-looking people. Expressions and poses should feel candid, relaxed and real**.**
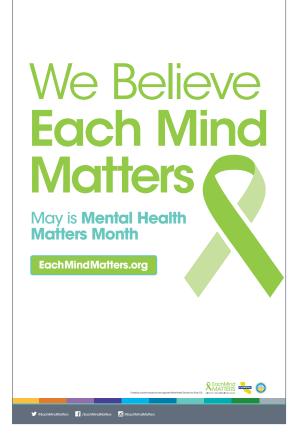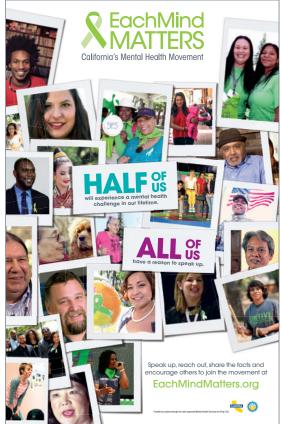
Examples

The following are examples of recommended uses of Each Mind Matters branding tactics. These pieces follow the correct colors, typography, sizing and logos needed to maintain brand consistency.
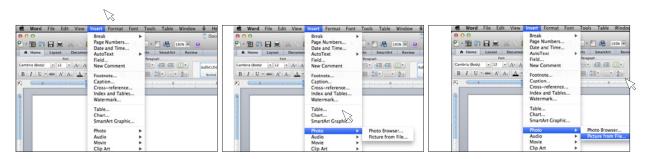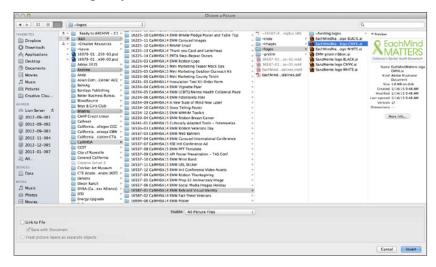
Microsoft Word How-tos

Editing the EMM logo in a Word Doc

1. **Insert** the logo by clicking "Insert" in the menu bar, hovering over "Photo" from the drop down menu and selecting "Picture from File..." from the second drop down menu.

2. Locate the logo in your files and hit the "Insert".

Editing the EMM logo in a Word Doc

3. When selected in your document, your logo presents itself in a bounding box. **Size** this logo up and down by clicking and dragging the yellow dot while holding the shift button to ensure the logo stays proportionate and not warped.

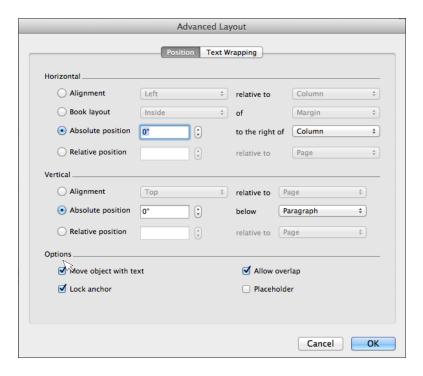4. Right click your picture and click "Format Picture..." in the resulting drop down menu.

5. Under "Layout," select the "Square" wrapping style. Next, hit the "Advanced" button.

Editing the EMM logo in a Word Doc

6. In the pop up menu brought by step 5, set the horizontal and vertical coordinates of the location you want the logo locked at. Enter coordinates under "Horizontal" and "Vertical" in the "Absolute position" entry boxes. These coordinates are the logo's horizontal and vertical distance in inches from the upper left corner of your document. Under "Options," check the "Lock anchor" box and hit the "OK" button. This **locks** your logo in a specific area of your logo and ensures copy will always wrap around it.
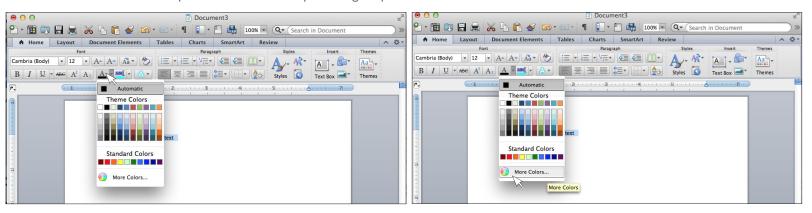
Editing Text Colors in a Word Doc

1. Highlight the copy you want to edit and hit the "Font Color" button in the home tab.

2. Click "More Colors" in the drop down menu that step 1 brought up.

3. The "Colors" pop up menu that step 2 brought up may have your text set to a "Gray Scale slider" by default. In the drop-down menu, select "CMYK Sliders" if it is not already selected. Here, you can edit the C (cyan), M (magenta), Y (yellow) and K (black) values to align with branded colors on printed material. To edit text color for material to be read on a screen, select "RGB Sliders" and edit R (red), G (green) and B (blue) values, instead.