

# Choose Mental Health

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## Brand Assets Guide



# Outline

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# Welcome

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This Brand Asset Guide is provided as a courtesy with the expectation that anytime a brand asset is used it will be pre-approved when used on a public document, post, flyer, brochure, merchandise etc.

Approvals can be obtained at [info@choosementalhealth.org](mailto:info@choosementalhealth.org)

# Choose Mental Health Mission

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Changing mental health for children  
and youth through industry  
accountability, accessibility and  
affordability



# Who is this guide for?

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This guide is for anyone who wants to use any brand assets owned or managed by Choose Mental Health. This guide is a general use guideline and anything created for use in a public setting is to be approved prior to printing or publication.

# General Guidelines

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This guide outlines the general rules when using the Choose Mental Health brand assets and showcasing content. Consistent use of these assets helps people recognize the company when used properly. This guide will help meet those standards.

*It is expected that all communications both written and oral will refer to Choose Mental Health NOT CMH.*

## **Tagline/Slogan**

The official tagline is FOR KIDS

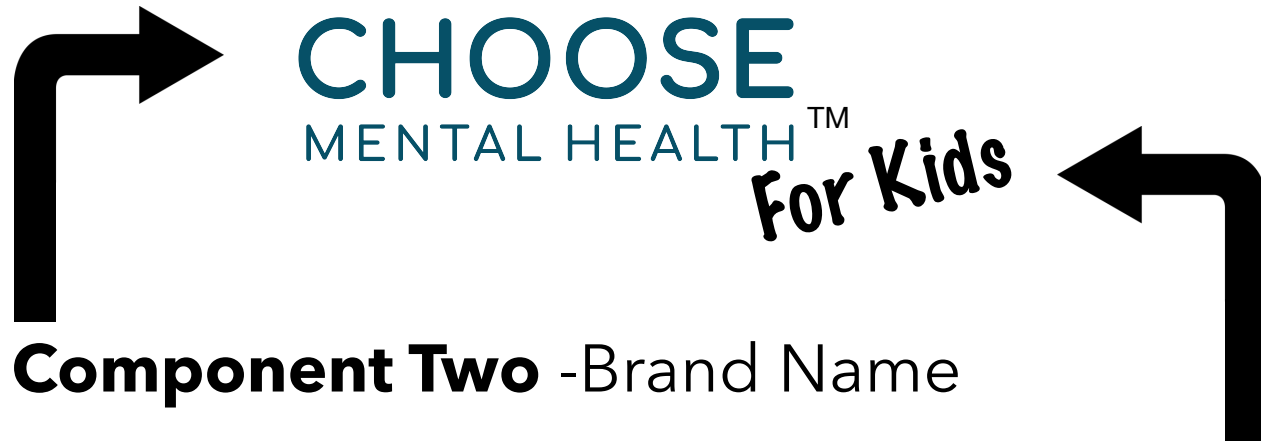
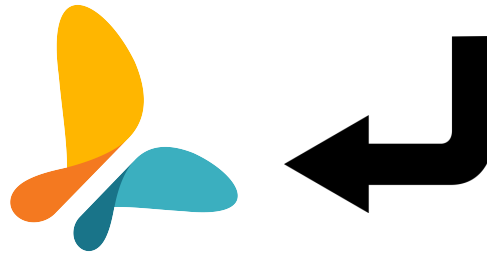
The use of Choose Mental Health for kids can be a strong addition to the brand. It is not the legal name but a short tagline that can be added for clarity at certain points and communications.

# Components of the Brand

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Choose Mental Health brand assets contains 3 basic components.

**Component One** -Brand Mark



**Component Two** -Brand Name

**Component Three**-Optional Tagline

# Components of the Brand

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## Brand Assets

Brand Family



Preferred Application

# General Do's and Don'ts

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These are general guidelines to follow closely when using Choose Mental Health brand assets. As guidelines change without notice, please refer to the brand resource center at [choosementalhealth.org/brand](https://choosementalhealth.org/brand) for the most current application.

## Do's

- Do check before any project [choosementalhealth.org/brand](https://choosementalhealth.org/brand) for updates to brand assets
- Do follow guidelines found in this guide
- Do maintain the shape and proportions of each brand asset and reproduce assets in a legible size
- *Do request brand design permissions BEFORE publications*
- *Do request brand and design permissions BEFORE merchandise is ordered*
- Do include the TM on most applications of the brand when printed. NOT for embroidery
- ALL internal and external documents or merchandise artwork must be approved

## Don'ts

- Don't assert rights over Choose Mental Health brand or make assumptions
- Don't modify brand assets in any way
- Don't combine with other brands, trademarks or content that would confuse the reader as to the mission of Choose Mental Health
- Don't use brand assets in conjunction with partnership logos, endorsements or sponsorships without prior permission
- Don't use brand assets anywhere that is in bad taste, illegal or violate this guide legally or spirit of
- Don't forget to use good judgment

# How to talk about Choose Mental Health

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Using the name Choose Mental Health refers in general to Choose Mental Health on the whole. Properly using company terms across all staff is important so customers become acclimated with our language.

## **Choose Mental Health is to be addressed as:**

Choose Mental Health	Alpha Brand
ChooseMentalHealth.org	Referring to website

## **Product Brand of Choose Mental Health**

- ChoiceBeds™ (NOT Choice Beds)
- Choice Member Program™
- Choice Consultant™

## **DO NOT USE**

CMH as an abbreviation to Choose Mental Health. As a new brand it is important to use the full name.

# Merchandising

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Merchandising the Choose Mental Health brand is to be done with thoughtful purpose. The goal of merchandising is to drive awareness and familiarity with the brand. Consult the marketing department on all projects.

## Do's

- Work with the marketing team
- Use established companies to fulfill order
- Consider the company branding needs / rules before designing
- Marketing team will help you on your project to ensure quality products that don't need to be reproduced and waste budget

## Don'ts

- Produce items in bad taste
- Create items that don't support the brand purpose
- Design items grossly outdated (Retro Merchandise)
- Merchandise you designed without the marketing team
- No cheap "generic " clothing

# Requesting Permission for Use

## INTERNAL USE

Appropriate brand assets are to be used on most public documents. These documents include flyers, brochures, swag, merchandising and all public facing uses. All designs and artwork are to be approved PRIOR TO PRINT OR PUBLICATION.

## EXTERNAL USE

All posts, printing or artwork must be approved in writing prior to use.

## PERMISSION

Approval instructions and link at [info@choosementalhealth.org](mailto:info@choosementalhealth.org)



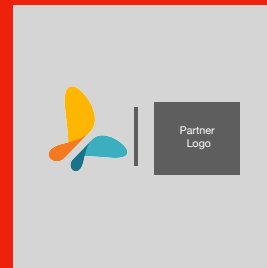
# Brand Assets Specifications

General usage protocols. When the Brand Mark is used, the Brand Name should be somewhere on the same page or item. The Brand Name can be used alone with or without the slogan. For the Brand Mark, at least 3 of the 4 points must be seen. Brand Mark never alone on item.

YES



NO



# Brand Assets Specifications

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Continued

## **Maintaining Shape and Proportion**

To maintain accurate and consistent use never alter, rotate, embellish or attempt to recreate the Brand Mark or Brand Name or Tagline.

## **Color**

Do not modify or recreate the color of the Brand Mark. Brand Name may be shown in charcoal-grey (shown in this guide), white and black colors. Other options must be approved in writing.

## **Spacing**

Spacing of Brand Mark should either bleed over edge or maintain a space of 1/2 inch or more on all sides. Putting Brand Mark right to the edge is prohibited.

## **Orientation**

Brand mark or name should never be on the diagonal (or rotated is Brand Mark is alone). A vertical or horizontal orientation are the only options available.

## **Brand Mark / Medallions**

Brand Mark and Brand Medallions should not be side by side. The Mark is a stand alone but must have written name nearby on document or garment or in association with the Brand Name.

# Printing, Font and Color Palette

## Printing with 4 Color Press

Use of 4-color printing is approved when artwork is appropriately created reflecting proper brand mark and logo colors.



# Logo Font

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## Glyphs



# Usage Examples

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The following are examples of proper usage for vertical, horizontal stacked and color options.

## STANDARD EXAMPLES



Brand Mark in Relation to Text Block



# Usage Examples

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## STANDARD NON-COLOR OPTIONS

WHITE



BLACK



# Usage Examples - Continued

The following are examples of proper usage for logo partnership options.

## SPONSORSHIP EXAMPLES

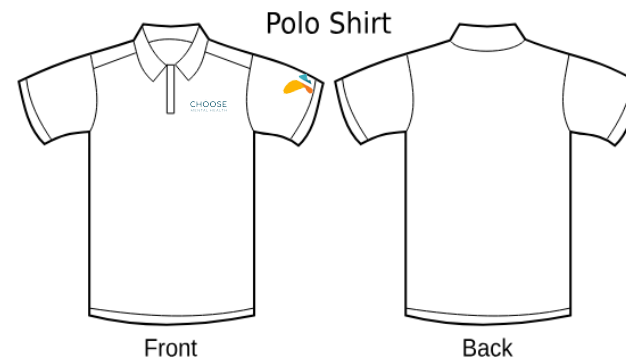
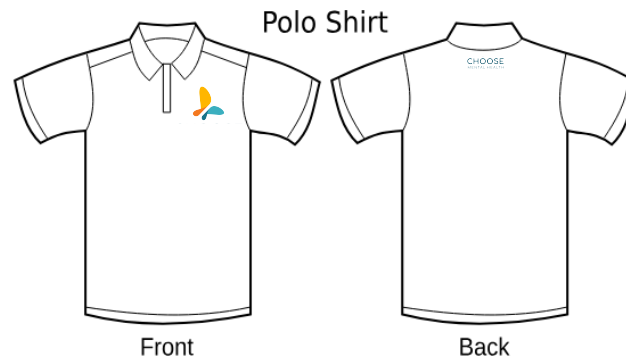
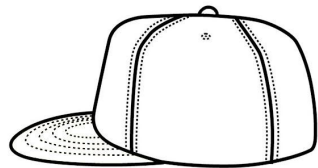
### Partnership (Sponsorship) with Combined Logos



# Usage Examples - Continued

## APPAREL EXAMPLES

Do NOT use "TM" with the brand on apparel





# Usage Examples - Continued

## BUSINESS CARD EXAMPLES

Front



Back



# Usage Examples - Continued

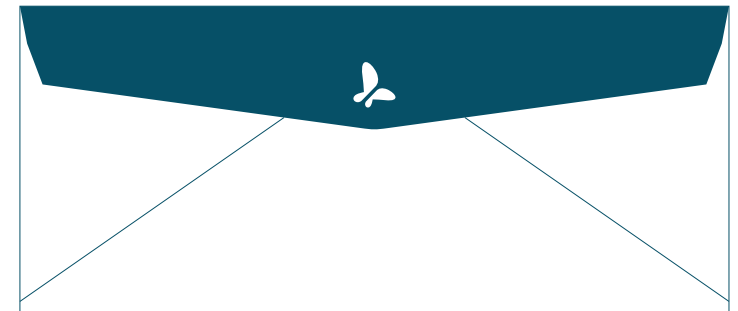
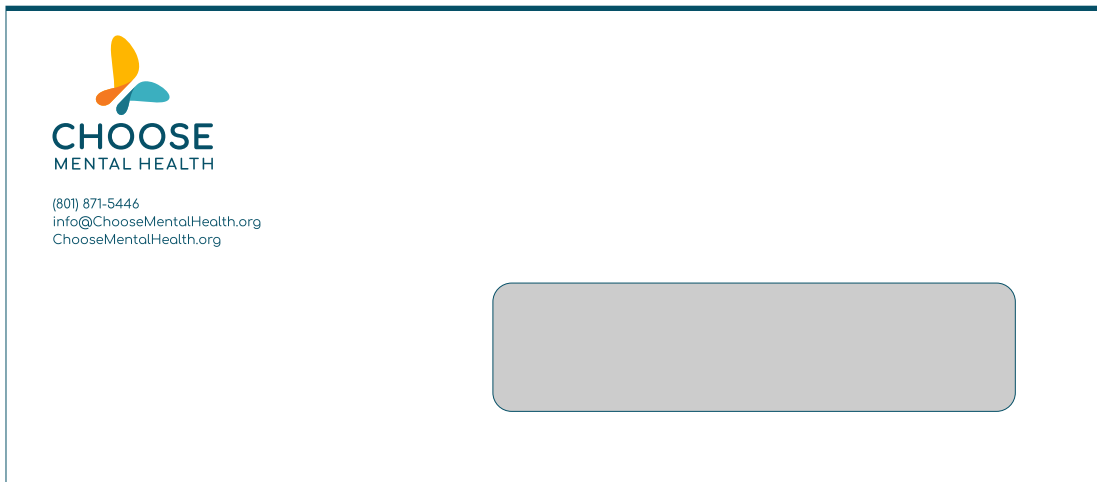
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## FACEBOOK SAMPLE



# Usage Examples - Continued

## ENVELOPE SAMPLE



# FAQ's



## QUESTIONS AND ANSWERS

### QUESTIONS

When I want to make a shirt or merchandise item, what should I do?

There are so many cool items I want to use at the show to give away. Where do I get these items ordered.

Why are we going through one department for all the branding and merchandising now?

My flyer is old. I want a new one but with a lot more content. How do I do that now?

### ANSWERS

Bring ideas to the marketing team for help designing and printing.

Bring ideas to the marketing team for help designing and printing.

To make sure our brand is represented well, it needs to have a standard in everything we produce. Over time it will make us more recognized in the industry with our consistency.

Contact the marketing department. There is likely a revision in the works already.