

MENTAL HEALTH FOR US

STYLE GUIDE | MAY 10, 2019

LOGO



The logo positions the campaign as a nationwide effort.

LOGO



The primary logo is blue. The blue logo can sit on a variety of different colors.

LOGO



A range of alternate colors have also been defined for the logo.

LOGO



The alternate logos have corresponding dark backgrounds.

COLOR PALETTE



Primary Color Palette



Secondary Color Palette

TYPOGRAPHY

MENTAL HEALTH FOR US

VENEER CLEAN REGULAR ITALIC

Veneer Clean Regular Italic is used in the logo and should be used as the display font when possible.

TYPOGRAPHY

MENTAL HEALTH

ROBOTO CONDENSED BOLD ITALIC – Headline

The greatest health crisis of our time

LATO ITALIC – Subheader

Mental health parity is still not a reality and too many Americans continue to be denied care when they need it the most.

LATO REGULAR – Body Text

VISUAL EXPLORATION



The display font in white and yellow text on vibrantly colored backgrounds makes a bold statement.

VISUAL EXPLORATION

MENTAL HEALTH
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*The greatest health crisis
of our time.*

The logo features a dark blue silhouette of the United States map. Inside the map, the words "MENTAL HEALTH" are written in white, stacked vertically. Below that, the word "FOR" is in a smaller white font, and "US" is in a large, bold, yellow font.

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A softer tone can be established with the headline and subheader fonts.