



Branding Guidelines

Stamp Out Stigma is an initiative spearheaded by the Association for Behavioral Health and Wellness (ABHW) to reduce the stigma surrounding mental illness and substance use disorders. This campaign challenges each of us to transform the dialogue on mental health and addiction from a whisper to a conversation. It is the goal of Stamp Out Stigma to change perceptions and reduce the stigma of mental illness and substance use disorders by encouraging people to talk about them.

Message

It is the goal of Stamp Out Stigma to change perceptions and reduce the stigma of mental illness and substance use disorders by encouraging people to talk about them. The message of any Stamp Out Stigma-branded piece (social media post, brochure, etc.) should be one of inclusiveness, connectedness, and compassion. Stamp Out Stigma-branded materials should spread education about mental illness and substance use disorders, encourage self-care and mental health management, and celebrate the sharing of stories.

Tone

The tone of voice Stamp Out Stigma uses is assertive yet warm-hearted, knowledgeable yet friendly, accepting yet motivating. It is important that the Stamp Out Stigma audience feels a personal connection to the campaign, as well as a pull to learn more about mental illness and substance use disorders.

Be clear: Keep the audience in mind and provide relevant information, clear terminology and a conversational—but factual—tone.

Be respectful: When using person-centered language (see below), it is important to honor the person. When in doubt, call someone by their name. A person is not identified by their symptoms.

Be positive: Focus on a person's strengths or roles where they find meaning. Positive language can bring about recovery and affirmation to those living with a mental health condition. Negative language can reinforce isolation.

Person-Centered Language

Mental health issues and substance use disorders are very often misunderstood. Using **person-centered language** to talk about mental illness ensures the person is seen as a person first, not as their illness.

- People have disorders; they do not become a disorder. Avoid referring to people as schizophrenics, alcoholics, anorexics, etc. Instead, use such phrases as “people with schizophrenia” or “individuals who have anorexia.”
- Avoid using words that connote negativity. For example, using “problem” to describe a medical condition or describing an individual as “mentally ill” (using “mental illness” is acceptable).
- Avoid descriptions that connote pity, such as “afflicted with,” “suffers from,” or “victim of.”
- Avoid derogatory terms, like “insane,” “crazy/crazed,” “nuts,” or “deranged.”
- Conditions and disorders should not be capitalized. For example, major depression, unless used in a headline, should be lowercase (exceptions are certain disorder names that include proper nouns, such as Tourette’s syndrome or Asperger’s syndrome).
- When discussing suicide, avoid saying “committed suicide,” as it implies a criminal activity or error. Avoid words that glamorize suicide, such as “failed,” “successful,” or “unsuccessful.” Instead use “took their own life” or “suicide attempt.”

Logo

The primary logo of Stamp Out Stigma is a green circle with “Stamp Out Stigma” in Faceoff font in white.



The secondary logo (used very occasionally) is a white circle with “Stamp Out Stigma” in Faceoff font in green.



Usage

Below are a few quick tips on what to and not to do when using our logo.

Dos

- Do keep the original proportions and colors listed below.
- Always adhere to the clear space and minimum size standards to ensure legibility.
- Do use the right format for your project.
- Contact a Stamp Out Stigma representative if you have any questions about using the logo or need additional guidance.

Don'ts

- Don't design a logo yourself. Never attempt to recreate the logo from scratch.
- Do not allow elements such as photography, background patterns, or typography to crowd or infringe upon the clear space of the logo.
- Don't alter the logo files. This includes stretching, squeezing, skewing, rotating, adding a filter, or otherwise distorting proportions, or adjusting the layout or design.
- Don't add anything, like words or images, to our logo.
- Don't separate the elements of our logo.
- Don't use more than one logo in the same design space.

Co-branding

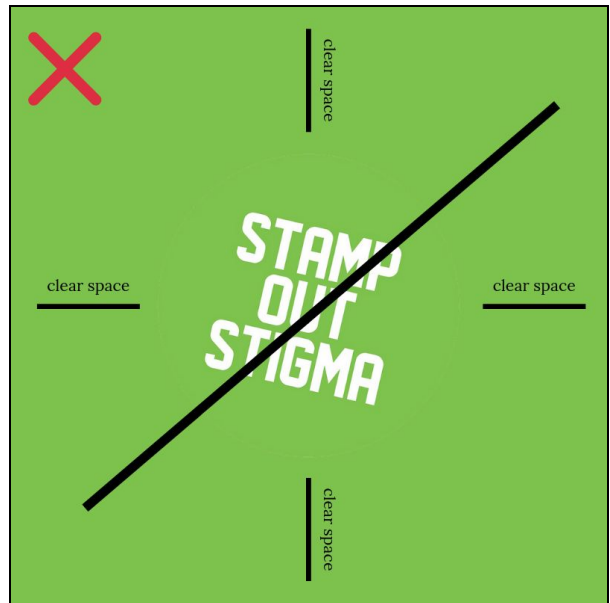
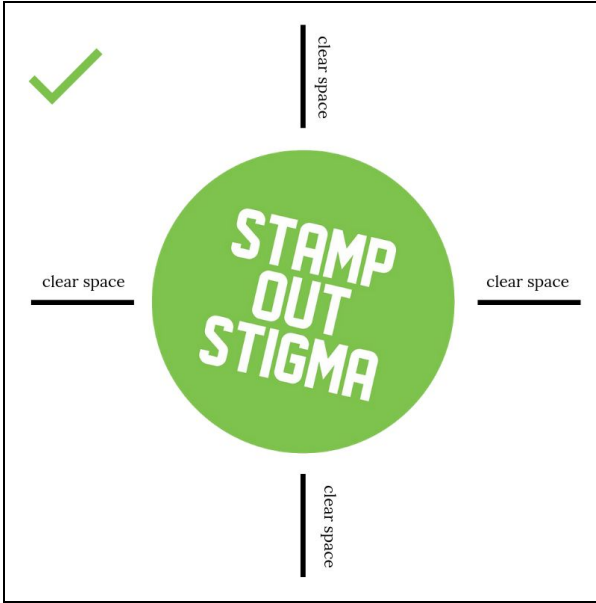
Using two brands together symbolizes partnership. Each brand constitutes a set of promises that people associate with the company. Care must be taken to ensure that we are not misrepresenting the product or service of either brand.

Use of logo:

- Do not incorporate our logos into your products or product names, services or service names, trademarks, service marks, logos or company names, and do not adopt marks or logos that are confusingly similar to ours.
- Do not use logo or trademarks in any manner that implies sponsorship or endorsement by us without permission from Stamp Out Stigma.
- Do not make unlicensed use of our licensed logo.
- Stamp Out Stigma reserves the right to object to unauthorized, unfair, improper and/or infringing use of our trademarks, logos, product names, service names and/or products whether or not it has been expressly stated in this document.

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Examples





Colors

The main colors used in the Stamp Out Stigma campaign are white and green. Various shades of green can be used with the primary green.

CMYK

To ensure correct color reproduction use for four color printing.

RGB/HEX

Used for web and screen applications, this includes PowerPoint presentations. RGB/HEX colors will not reproduce the correct colors if printed professional, therefore they are not to be used for printed materials. Your screen may convert the colors differently depending on specific settings and calibration. HEX values are standard on the web.



Primary

RGB 119, 188, 69

CMYK 58.28, 1.86, 99.37, 0

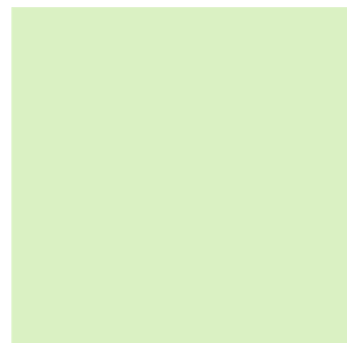
HEX #77BC45



RGB 134, 192, 77

CMYK 52.61, 2.44, 93.38, 0

HEX #85C04E



RGB 218, 241, 194

CMYK 14.91, 0, 30.07, 0

HEX #DAF1C3

Typeface

Appropriate typography is important in the presentation of the Stamp Out Stigma brand. The guidelines explain which typefaces can be used in specific contexts; do not vary from these specifications or introduce other typefaces.

The brand includes a sans serif and a serif typeface. The sans serif, Open Sans, allows for bold, eye-catching titles, headers, subheads, and numbers. The serif, Lora, should be used for body copy. Face Off M54 is an accent text that is used in the Stamp Out Stigma logo and on occasional accent words or titles.

Primary Fonts

Open Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

,;: - '"/

Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

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FACE OFF M54

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890

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Photos

When using photographs for Stamp Out Stigma, it's important to avoid stereotypical images. For example, when sharing information about mental illness, do not use a photo that depicts someone with their head in their hands or seemingly in pain. Images like this further stigmatizes mental illness, reinforcing the idea that people are constantly in pain or are out of control.