



Pain Isn't Always Obvious

**KNOW**  
**THE SIGNS**



Suicide Is Preventable

BRAND STYLE GUIDE

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**suicideispreventable.org**



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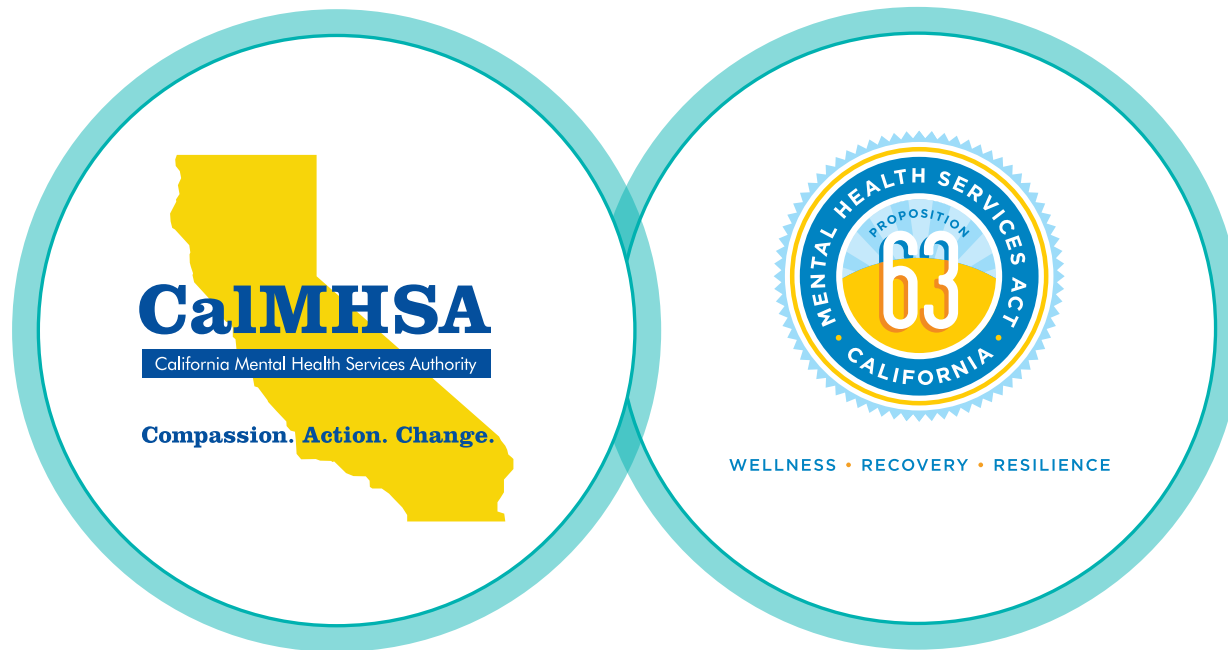
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Funded by the voter approved Mental Health Services Act (Prop. 63) and overseen by the California Mental Health Services Authority (CalMHSA), Know the Signs is a statewide suicide prevention social marketing campaign built on three key messages: Know the signs. Find the words. Reach out. This campaign is intended to educate Californians how to recognize the warning signs of suicide, how to find the words to have a direct conversation with someone in crisis and where to find professional help and resources. The CalMHSA brand guide can be found on the CalMatrix online portal.

## CAMPAIGN LOGIC



Based on preliminary research, knowledge of warning signs was associated with being more likely to agree that someone would take specific action in response to concern about a friend or family member who might be considering suicide. Because of this, the Know the Signs campaign seeks to educate and empower Californian's to recognize the signs of suicide and find the words to reach out to someone to save their life. For research reports and the logic model for the campaign, visit the resource center at [www.yourvoicecounts.org](http://www.yourvoicecounts.org)

## CAMPAIGN POSITIONING

Positioning Statement: Every day in California, there are friends, family and co-workers who suffer in silence. Because, for many, it's too difficult to talk about their emotional pain, thoughts of suicide or the need for help. Though the warning signs may be subtle, they are there. By recognizing these signs, knowing how to start a conversation and where to turn for help, you have the power to make a difference – the power to save a life.

# OVERVIEW

In this brand guide you will find the rationale behind the Know the Signs campaign as well as the specific components required to maintain brand consistency. This can be used in reference to any campaign medium. The look and feel of the Know the Signs identity is summarized in the logo, campaign colors, and typography. Specific use of these components in all campaign materials will ensure a cohesive and memorable message for Californians.

**The Logo-** A logo is a graphic mark or emblem that identifies your brand identity & brand personality in its simplest form. For Know the Signs, the logo is bold, approachable and action-oriented, setting the tone for a campaign that will ask people to go outside their comfort zone and start an important conversation.

**The Color-** Campaign colors are primarily teal and gold/yellow. Traditionally the color teal connects with emotional healing and pleasing, and gold/yellow are synonymous with cheeriness, joy, action and optimism. Colors of the Know the Signs logo can be found on page 20 of this guide.

**Typography-** Specific fonts have been selected to be legible and cohesive with the campaign. For specific typeface and appropriate uses can be found on page 9 of this guide.

## GENERAL

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- Have resources and counseling services available to assist audience members involved in focus groups and testing who may be experiencing suicidal thoughts or other mental health issues.
- Bear in mind how messages might affect vulnerable audience members, not just the broad audience.
- Campaign messaging should adhere to the SPRC's Safe and Effective Messaging for Suicide Prevention. For more information, refer to [www.ReportingOnSuicide.org](http://www.ReportingOnSuicide.org).
- Link mental illness with suicide when acceptable to the audience. Emphasize that recovery is possible.
- Websites should be moderated; negative comments should be flagged for review and removal when necessary.

## VISUAL

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- Avoid black and red.
- Avoid photos of specific suicide locations (Golden Gate Bridge, etc).

## CALLS TO ACTION

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- Include the National Suicide Prevention Lifeline 1.800.273.8255 as the primary resource or your local crisis number.
- Promote learning the warning signs for suicide.
- Provide additional community resources.
- Provide adult resources for youth audiences.
- Provide additional community resources other than hotlines and health/mental health providers for Latinos.

## MESSAGING

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- Frame suicide as a preventable act.
- Do not glorify or romanticize suicide.
- Do not normalize suicide or make it appear common by using terms like "leading cause of death."
- Do not frame suicide as an inexplicable act or explained as a result of stress only.
- Avoid words like "committed" suicide, or "failed" or "successful" suicide attempt. Use "died by suicide" instead.
- Do not focus on details of how a person died by suicide.
- Include warning signs of suicide. Knowing the signs is vital to getting someone to intervene with a person contemplating suicide.
- Do not list "myths and facts" about suicide or mental illness.

# CAMPAIGN RECOMMENDATIONS

Above are recommendations for creating safe and effective messages to raise public awareness about suicide. These recommendations are based upon the best available knowledge about messaging and should be used to assess the appropriateness and safety of message content during campaign and message development.



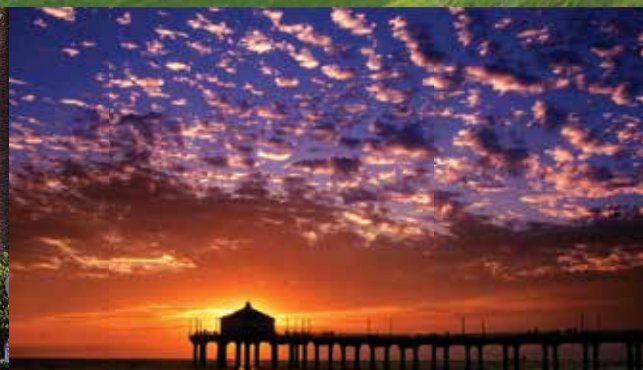
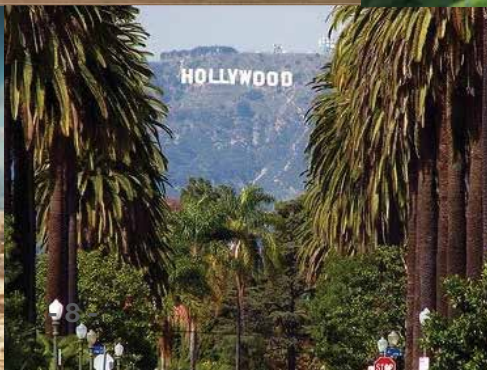
## MOOD BOARD

Use this mood board as a reference for the general emotional feel of the campaign. This board served as inspiration for the Know the Signs campaign identity.





CALIFORNIA REPUBLIC







# TYPOGRAPHY

Specific fonts have been selected to be legible and cohesive with the campaign. Fonts for use on both Mac and PC computers were chosen carefully. They are bold and clear to reflect the power of the message. Specific typeface and appropriate uses can be found on the following pages.

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# HELVETICA NEUE

## Mac – Primary Type

Modi omnihicipsam voloreius ea cus doluptasit quid et mi, sent harum as dis excerfernam illectoSapiciliqui re nonsenihil in cupta cullita spienda essitia eculpa nossit pa nihiciat.

Modi omnihicipsam voloreius ea cus doluptasit quid et mi, sent harum as dis excerfernam illectoSapiciliqui re nonsenihil in cupta cullita spienda essitia eculpa nossit pa nihiciat.

Modi omnihicipsam voloreius ea cus doluptasit quid et mi, sent harum as dis excerfernam illectoSapiciliqui re nonsenihil in cupta cullita spienda essitia eculpa nossit pa nihiciat.

**Heavy**

***Heavy Italic***

**Bold**

***Bold Italic***

**Medium**

***Medium Italic***

**Roman**

***Italic***

**Light**

***Light Italic***

**Thin**

***Thin Italic***

**Heavy Condensed**

***Heavy Condensed Italic***

**Bold Condensed**

***Bold Condensed Italic***

**Medium Condensed**

***Medium Condensed Italic***

**Condensed**

***Condensed Italic***

**Light Condensed**

***Light Condensed Italic***

**Thin Condensed**

***Thin Condensed Italic***

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# DIN

## Mac – Secondary Type

Modi omnihicipsam voloreius ea cus doluptasit quid et mi, sent harum as dis excerfernam illectoSapiciliqui re nonsenihil in cupta cullita spienda essitia eculpa nossit pa nihiciat.

Modi omnihicipsam voloreius ea cus doluptasit quid et mi, sent harum as dis excerfernam illectoSapiciliqui re nonsenihil in cupta cullita spienda essitia eculpa nossit pa nihiciat.

Modi omnihicipsam voloreius ea cus doluptasit quid et mi, sent harum as dis excerfernam illectoSapiciliqui re nonsenihil in cupta cullita spienda essitia eculpa nossit pa nihiciat.

**Black**

**Bold**

**Regular**

**Light**

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## ARIAL

### PC – Primary Type

Modi omnihicipsam voloreius ea cus doluptasit quid et mi, sent harum as dis excerfernam illectoSapiciliqui re nonsenihil in cupta cullita spienda essitia eculpa nossit pa nihiciat.

Modi omnihicipsam voloreius ea cus doluptasit quid et mi, sent harum as dis excerfernam illectoSapiciliqui re nonsenihil in cupta cullita spienda essitia eculpa nossit pa nihici.

Modi omnihicipsam voloreius ea cus doluptasit quid et mi, sent harum as dis excerfernam illectoSapiciliqui re nonsenihil in cupta cullita spienda essitia eculpa nossit pa nihiciat.

**Black**  
**Bold**  
***Bold Italic***  
**Regular**  
***Italic***

**Bold Narrow**  
***Italic Narrow***

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## OSWALD

### Web - Primary Type

Modi omnihicipsam voloreius ea cus doluptasit quid et mi, sent harum as dis excerfernam illectoSapiciliqui re nonsenihil in cupta cullita spienda essitia eculpa nossit pa nihiciat.

Modi omnihicipsam voloreius ea cus doluptasit quid et mi, sent harum as dis excerfernam illectoSapiciliqui re nonsenihil in cupta cullita spienda essitia eculpa nossit pa nihiciat.

Modi omnihicipsam voloreius ea cus doluptasit quid et mi, sent harum as dis excerfernam illectoSapiciliqui re nonsenihil in cupta cullita spienda essitia eculpa nossit pa nihiciat.

**Light**  
***Italic***  
***Light Italic***



# LOGO

A logo is a graphic mark or emblem that identifies your brand identity & brand personality in its simplest form. Know the Signs logo is bold, approachable and action-oriented, setting the tone for a campaign that will ask people to go outside their comfort zone and start an important conversation. Guidelines for use can be found on the following pages.

Pain Isn't Always Obvious

**KNOW**  
**THE SIGNS**

Suicide Is Preventable

**suicideispreventable.org**

## LOGO & URL

All campaign materials should include the logo as well as the URL. It is important for brand consistency that each of these items always appears as each is formatted above. The URL may be included in body copy or stand alone. In either situation the weights of the type must be maintained for legibility. For specifics on the logo please use the following pages.

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**suicide**ispreventable.org

## ALTERNATIVE LOGO

When the logo is used alone and there is no other option for including the URL, the above logo may be used as an exception. This option is not preferred, please use best judgement when determining its use.



El Sufrimiento No Siempre Se Nota

**RECONOZCA  
LAS SEÑALES**

El Suicidio Es Prevenible

## SPANISH LOGO & URL

The Spanish logo was created and formatted for all Spanish language campaign materials targeted at the hispanic community. The Spanish logo features the tagline “El Suicidio es Prevenible” but should never be shown as a url.

The Spanish url should always be listed separately on every Spanish piece as **[www.elsuicidioesprevenible.org](http://www.elsuicidioesprevenible.org)**



# SPACE

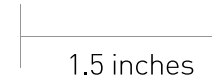
To ensure the legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition.



Pain Isn't Always Obvious



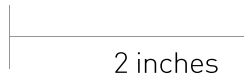
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# SIZE

Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the brand. Do not use this logo any smaller than 1 inch to ensure copy is always legible.



*Knock out on solid color.*



*Grey scale on black.*

## REVERSE OUT

There will be instances in which the logo may appear in grey scale / reversed out. This will occur when placed on either a dark or flat colored background. In these situations contrast is important for clarity and legibility of the type.



# INTEGRITY

Logo artwork must be unedited, uniformly scaled and should always appear upright. Logo artwork should appear against an appropriately colored, solid background to ensure maximum and proper contrast. Logo should never be reproduced from previously printed materials. Do not put a white box around the logo when placed on a dark background and do not reproduce the logo with effect (such as 3D or drop-shadow) or in colors other than those specified in these guidelines.



## COLOR PALETTES

Campaign colors are primarily teal and gold/yellow. Traditionally the color teal connects with emotional healing and pleasing, and gold/yellow are synonymous with cheeriness, joy, action and optimism. Colors of the Know the Signs color codes can be found for every need on the following pages.



# COOL

These are the colors of water, of nature, and are usually calming, relaxing, and somewhat reserved.

Blue/Teal is also represents responsibility. Light blues can be refreshing and friendly. Dark blues are stronger and more reliable. They are also associated with peace, and have spiritual and religious connotations in many cultures and traditions.

Cool colors gives us a sense of calm or professionalism.

# WARM

These are the colors of fall leaves, and of sunsets and sunrises, and are generally energizing, passionate, and positive.

Orange is a very vibrant and energetic color. In its muted forms, it can be associated with the earth and with autumn. Orange can represent change and movement in general. It can be represent health and vitality. In designs, orange commands attention without being as overpowering as red. It's often considered more friendly and inviting.

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**THE SIGNS**

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CMYK  
100.48.53.30  
PANTONE  
3165 C  
RGB  
0.86.93

CMYK  
100.23.30.1  
PANTONE  
3145 C  
RGB  
0.142.168

CMYK  
72.0.30.0  
PANTONE  
326 C  
RGB  
23.187.185

CMYK  
32.0.19.0  
PANTONE  
571 C  
RGB  
172.220.212

CMYK  
0.40.90.0  
PANTONE  
1375 C  
RGB  
250.166.52

CMYK  
0.18.99.0  
PANTONE  
7406 C  
RGB  
255.207.7

ENGLISH

El Sufrimiento No Siempre Se Nota

**RECONOZCA  
LAS SEÑALES**

El Suicidio Es Prevenible

CMYK  
0.100.63.12  
PANTONE  
200 C  
RGB  
211.18.69

CMYK  
0.68.100.0  
PANTONE  
1665 C  
RGB  
243.115.33

CMYK  
0.18.100.0  
PANTONE  
7406 C  
RGB  
255.207.1

CMYK  
87.0.38.0  
PANTONE  
3275 C  
RGB  
0.177.176

CMYK  
41.0.78.0  
PANTONE  
375 C  
RGB  
160.207.103

CMYK  
87.93.21.9  
PANTONE  
269 C  
RGB  
71.54.120

SPANISH

# CalMHSA

**1)** The following three items MUST be present on ALL communication, including flyers, marketing materials, emails, and surveys:

- CalMHSA's logo and tagline: "Compassion. Action. Change." express the organization's belief that our programs and services embrace and nurture mental wellness in all Californians, that our processes are collaborative and community-oriented, and that we are accountable for results.
- MHSA: Funded by counties through the voter approved Mental Health Services Act. (MHSA) (Prop. 63) The Prop. 63 logo must be included on all materials.
- Blurb about CalMHSA: The California Mental Health Services Authority (CalMHSA) is an organization of county governments working to improve mental health outcomes for individuals, families and communities. Prevention and Early Intervention programs implemented by CalMHSA are funded through the voter-approved Mental Health Services Act (Prop 63). Prop. 63 provides the funding and framework needed to expand mental health services to previously underserved populations and all of California's diverse communities.

For radio and television disclaimers, the following sentence must be read or shown:

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

CalMHSA's logo and trademarks must be used consistent with the CalMHSA Style Guide. For a copy of this guide or for copies of the logo, contact Amy Shearer at [amy.shearer@georgehills.com](mailto:amy.shearer@georgehills.com)

**2)** CalMHSA's protocol for Press Releases and Media advisories:

All press releases, media advisories and other press material referencing programs funded by CalMHSA must include the following tagline at the bottom of the release/advisory:

\_\_\_\_\_ program is funded by the voter-approved Mental Health Services Act (Prop. 63). It is one of several Prevention and Early Intervention Initiatives implemented by the California Mental Health Services Authority (CalMHSA), an organization of county governments working to improve mental health outcomes for individuals, families and communities. For more information, visit [www.calmhsa.org](http://www.calmhsa.org).

Any release or advisory for which CalMHSA initiatives are the primary news item must be sent to [calmhsapress@georgehills.com](mailto:calmhsapress@georgehills.com) for approval 48 hours in advance.

Always remember to cc or bcc [calmhsapress@georgehills.com](mailto:calmhsapress@georgehills.com) when sending out press releases and media advisories concerning CalMHSA.