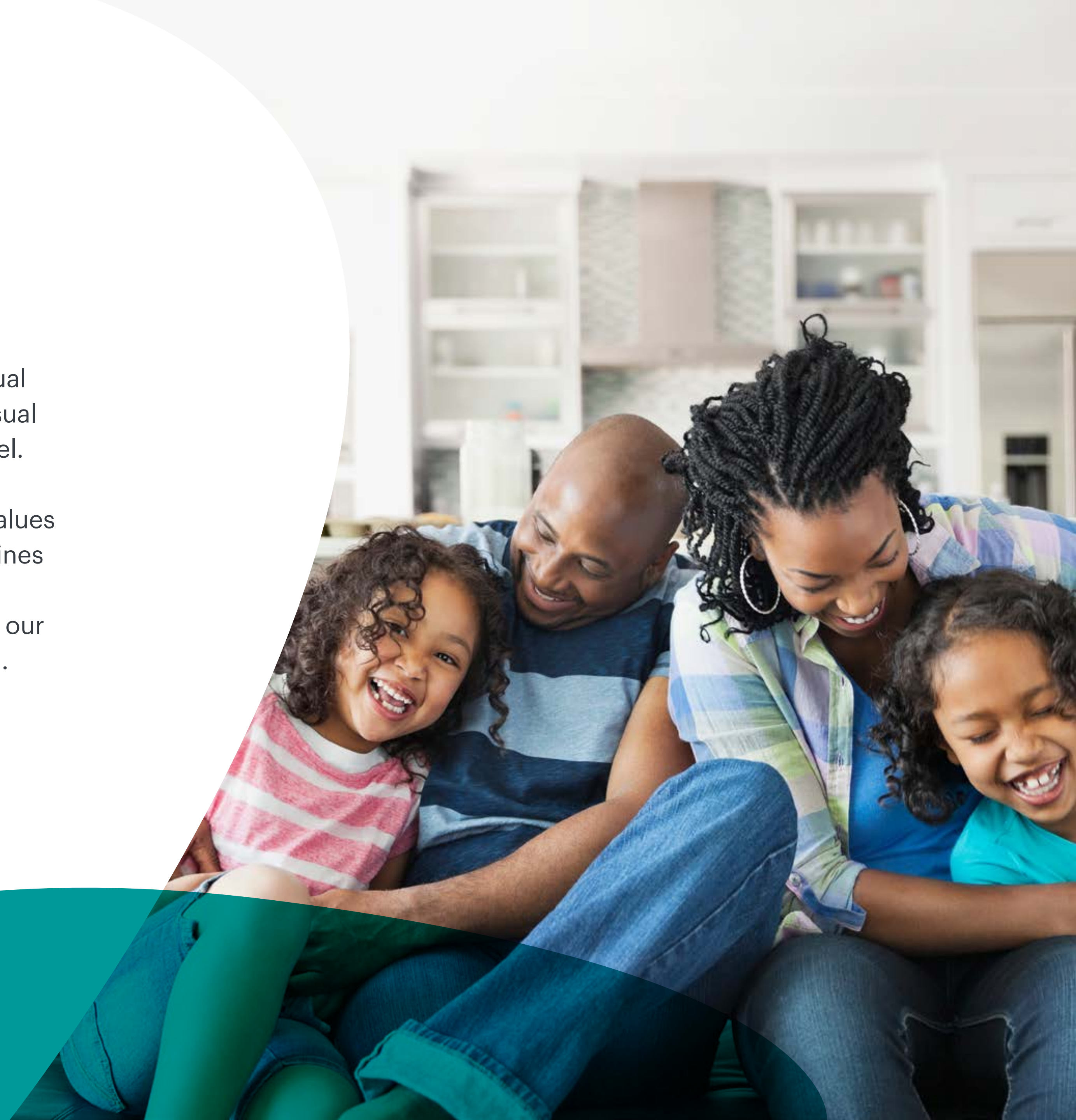**MHACG**
MHA of Columbia-Greene

# BRAND GUIDELINES

# INTRODUCTION

This brand book provides guidelines and tools for maintaining our visual brand. It outlines the building blocks of the brand architecture, the visual identity, and contains sample applications to illustrate our look and feel.

Our brand is what people think about us, which represents our core values and unique identifiers. It is our most valuable intangible asset and defines not only who we are, but how and why we live our mission every day. Cohesive and thoughtful use of this document will help us strengthen our brand and reputation as a leader for mental health and total wellbeing.

# CONTENTS

# BRAND PLATFORM

Our brand platform builds the foundation of who we are as an organization and why we do what we do. It shapes our look and sound for our communications. It expresses connections - connecting the counties, connecting support, and connecting individuals, children, and families with care.

# VISION

Imagine a world where everyone has access to the care they need. When it comes to mental health, we strive to make that happen.

Our vision is for better health and wellbeing for our communities with improved access to, and awareness of, mental health supportive care.

# MISSION STATEMENT

Our mission is to advance mental health as a critical part of the overall health and wellbeing of our communities.

We believe mental health is health, and we envision a world where mental health is considered, and treated, just as importantly as physical health.

# VALUES

CARE is at the heart of everything we do, and establishes the basis of our Core Values: Community, Assistance, Respect, and Education.

## C

### COMMUNITY

We connect and support our communities with care and foster a society of shared experiences to care for one another.

## A

### ASSISTANCE

We provide help and support to all individuals so that all people can achieve their potential for health and wellbeing.

## R

### RESPECT

We practice and promote kindness and compassion in all interactions to foster empathy with diversity and inclusion.

## E

### EDUCATION

We provide information and assistance for individuals and families to educate our communities in health and wellbeing.

# OUR NAME

Names are important. They identify people, places, items, and businesses. When communicating our business, in print or verbally, it's important to correctly identify who we are as an organization.

The following guide describes the correct name formats for the organization and individual programs. Each incorrect example is a real example that has been improperly used in various instances.

| Organization Name | | |
|---|---|---|
| ✅ **Mental Health Association of Columbia-Greene Counties, Inc.**<br><br>For use in legal documents and forms only. Not for use in communications/marketing. | ✅ **MHA of Columbia Greene**<br><br>Preferred name for all communications when mentioning the organization. | ✅ **MHACG**<br><br>Preferred acronym for all communications. Long text should begin with MHA of Columbia Greene (MHACG) then use MHACG for the remaining instances. |
| ❌ **MHA**<br><br>Do not use only MHA, you must include the CG. There are MHA's all across the country, such as locally MHANYS, MHA Dutchess, etc. and MHACG is how we are identified. | ❌ **MHA of CG**<br><br>Do not use the "of" when using the acronym, only use MHACG. | ❌ **Mental Health Association**<br><br>Do not use "Mental Health Association" as there are others, as well as we simplified to MHA usage to remove "mental" from communications due to stigma. |

| Program Names | | |
|---|---|---|
| ✅ **MHACG Clubhouses**<br><br>Programs must use the MHACG acronym prior to the program name. | ❌ **MHA Apogee Center**<br><br>As with the organization name, do not use only MHA, you must use the full MHACG. | ❌ **Child Advocacy Center**<br><br>Do not use program names alone without including MHACG. |
| ❌ **REACH Center of MHACG**<br><br>Do not list program first, all programs must be listed the same as the logo: MHACG Program. | ❌ **MHA/Family division**<br><br>Only use the "MHACG Program" format, "Family division" is not a program, and we must use MHACG. | ❌ **Mental health agency/ youth clubhouse**<br><br>"Agency" is not the correct term in any application, and we must follow MHACG Program name standards. This example should be "MHACG Clubhouses". |

# HISTORY

The Mental Health Association of Columbia-Greene Counties, Inc. (MHACG) was founded in 1958 as The Columbia County Society for Mental Health. Until 1980, volunteer Board Members provided community education and visited patients at the Hudson River Psychiatric Center.

In 1981, we launched our first direct care services, which are now part of the PROS program. In 1995, we changed our name to align more closely with the advocacy efforts of our 30 local MHAs across the state, the Mental Health Association of New York State (MHANYS), and Mental Health America, our national affiliate.

In 1997, we merged with Assistance in Meaningful Living, Inc. (AIM), a nonprofit mental health provider of residential services, expanding our scope to include housing supports. In 2010, The REACH Center, which provides services to those affected by sexual assault, crime, and abuse, became part of our organization. The Child Advocacy Center, offering services for victims of child abuse, was incorporated in 2014.

Over the past decade, MHACG has continued to expand its services beyond traditional mental health care. We now offer substance use recovery programs, youth drop-in centers with Clubhouse, and various children and family programs, including mentoring, parenting support and education classes, respite, and after-school programs. Additionally, we operate a mobile crisis team, peer support services, field support direct care, and care coordination services.

MHACG is the community's bridge to wellbeing, connecting individuals, children, and families with care to live life to its fullest potential.

# BOILERPLATE STATEMENT

MHA of Columbia Greene is a leading mental health nonprofit serving the twin counties of Columbia and Greene. We believe mental health is health and we make it our mission to advance mental health as a critical part of the overall health and wellbeing of our communities. Since 1958, MHACG has been a beacon of hope offering mental health recovery and crisis support, peer support, family and child development education, youth mentoring and respite, housing solutions, substance use recovery programs, and supporting survivors of assault, abuse, child abuse and trafficking. We are your bridge to wellbeing, connecting individuals, children, and families with care. To learn more about MHA of Columbia Greene, visit **mhacg.org.**

Use this paragraph about MHACG wherever a consistent summary is required, including the end of media releases, reports and other documents for external audiences.
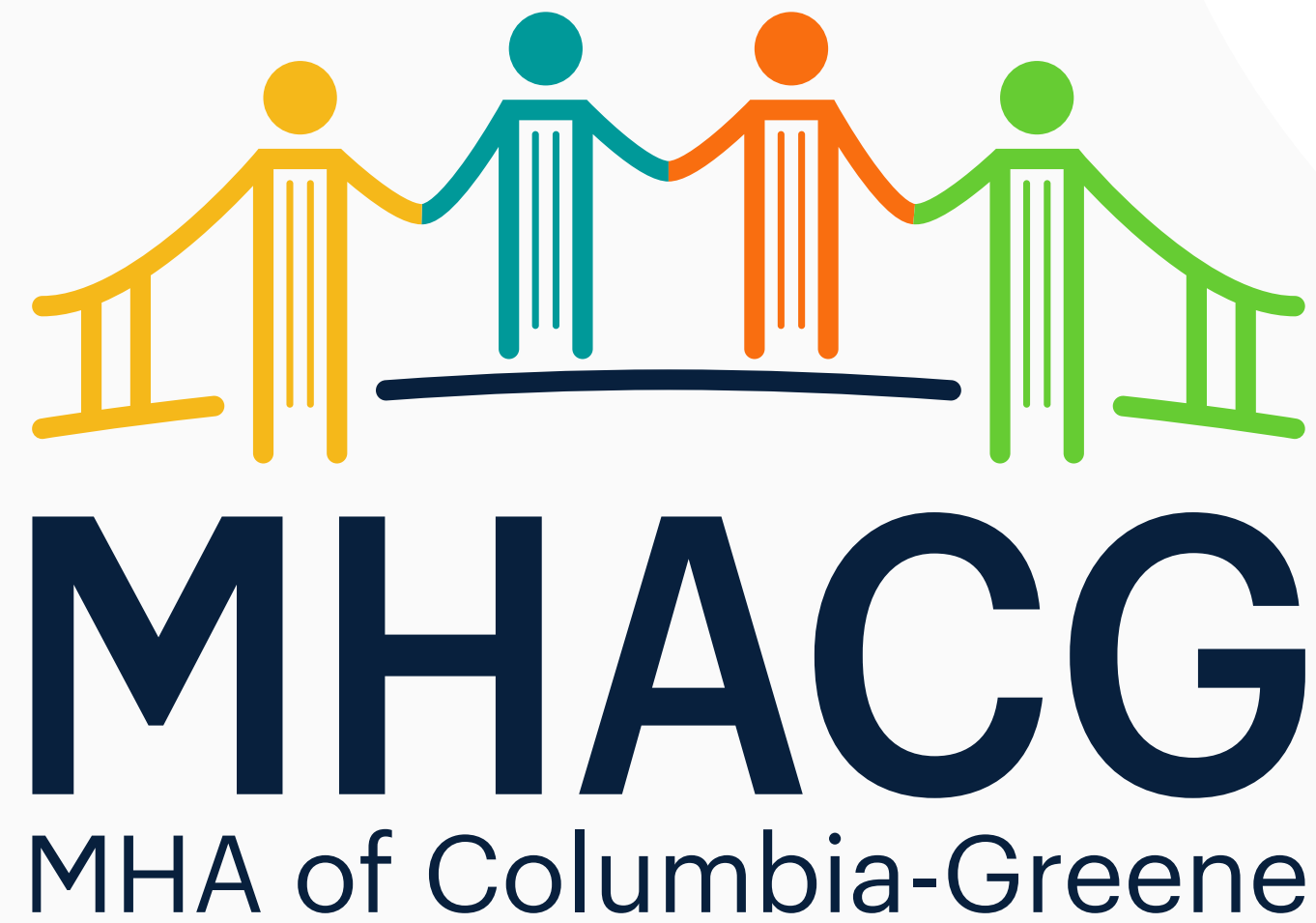
# LOGO

Our logo represents a visual identity for the organization. Following these guidelines ensures that our logo is used properly and only as intended.

# OUR LOGO

Our logo is a piece of symbolism that was built from our brand strategy and helps bring our purpose, mission, and vision to life. It represents our commitments to the people we serve as a supportive bridge, connecting the two counties together and comprised of diverse individuals connected with care.

Wherever possible the primary logo should be utilized. For narrow and smaller spaces, the horizontal lockup may be utilized. This version is utilized for email signatures.

## PRIMARY LOGO



## SECONDARY LOGO

# LOGO ELEMENTS

The brand mark bridge reflects our purpose, to build a bridge to wellbeing, connecting individuals, children, and families with care.

The bridge is a symbol of connection & supports:

- Connects people together
- Connects the two counties we serve
- Connection to the community
- Connection we make with other agencies and services
- Represents a supportive network
- Illustrates peer support
- A bridge/road to recovery

# LOGO COLOR USE

Our primary, full-color logo may not be legible in all settings. If our primary logo is not an option, these are guidelines for alternative colors, mixing our logo with photography, and using on brand-color backgrounds.

## COLOR WITH WHITE TEXT

Primary use on dark backgrounds. Where possible, the background should be the brand navy color to maintain brand consistency.

## FULL WHITE

Full white version may be used on images where the colors will not be visible or will create poor contrast of colors for accessibility.

## FULL NAVY

Full navy color may be used similar to the white version where the background is lighter. This should be used sparingly.

# PROGRAM LOGO VARIATIONS

Select programs as branded locations have a specialized logo format that falls "under the bridge" of MHACG. The following logo formats are the only approved logos; no other program may create an additional icon. In the case where multiple programs are involved, the primary MHACG logo would take precedence. Multiple program logos should not be used.

## AFTER-SCHOOL PROGRAM
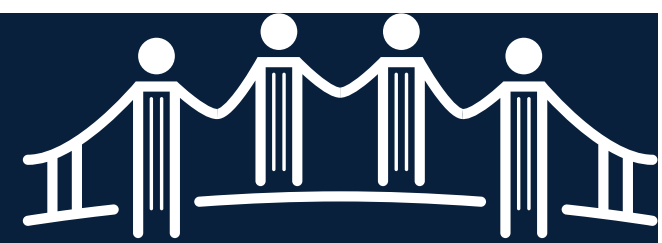
# APOGEE CENTER

# CHILD ADVOCACY CENTER
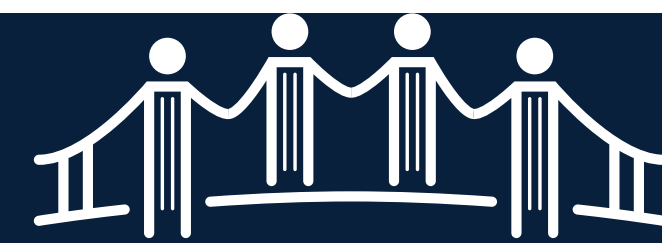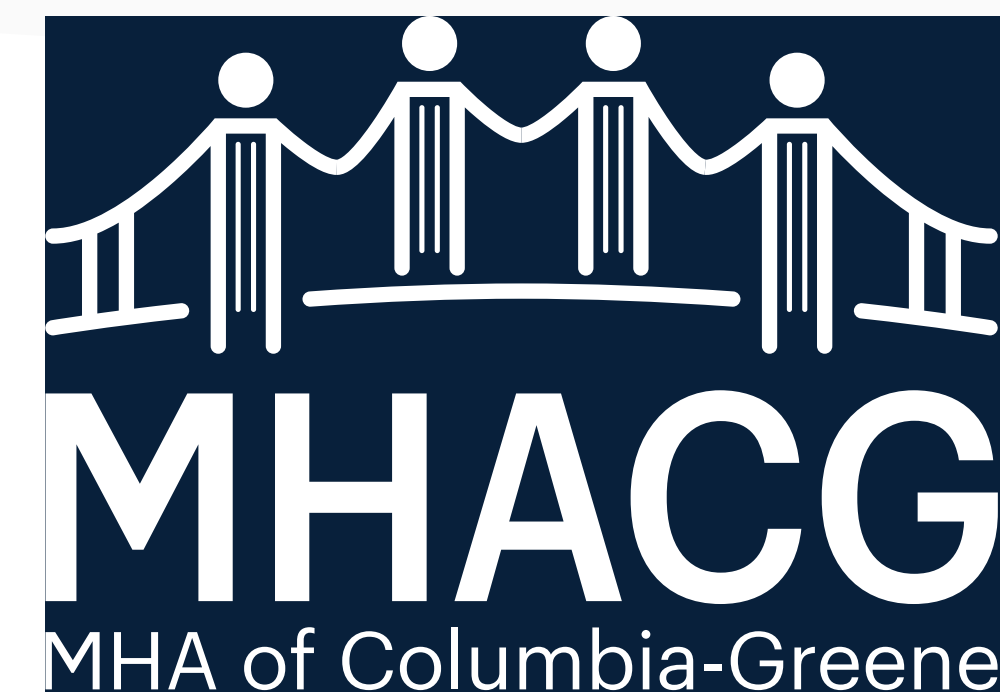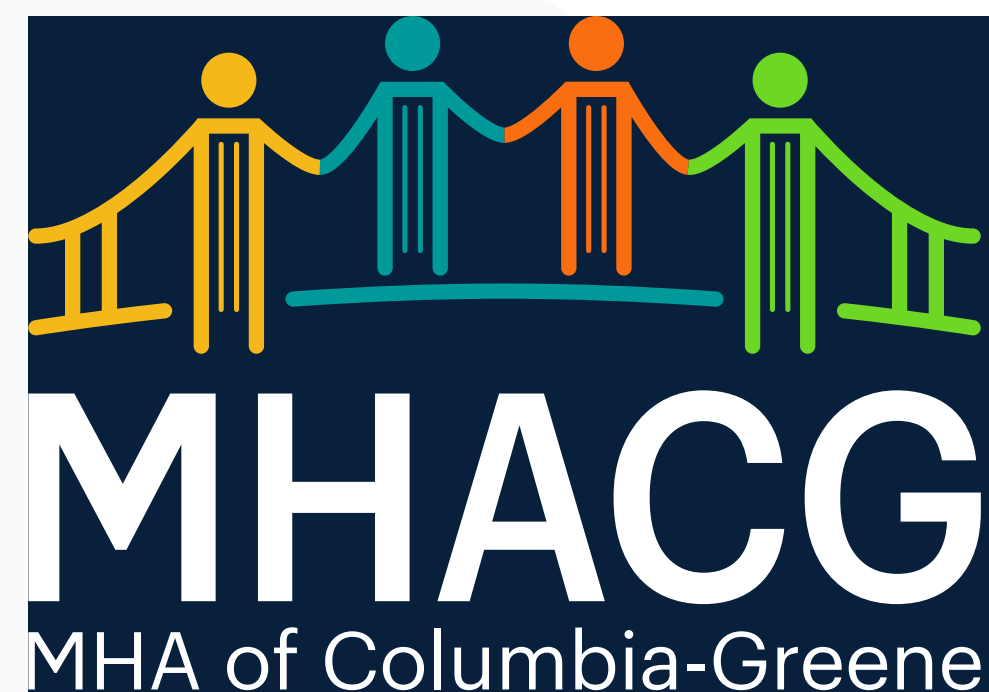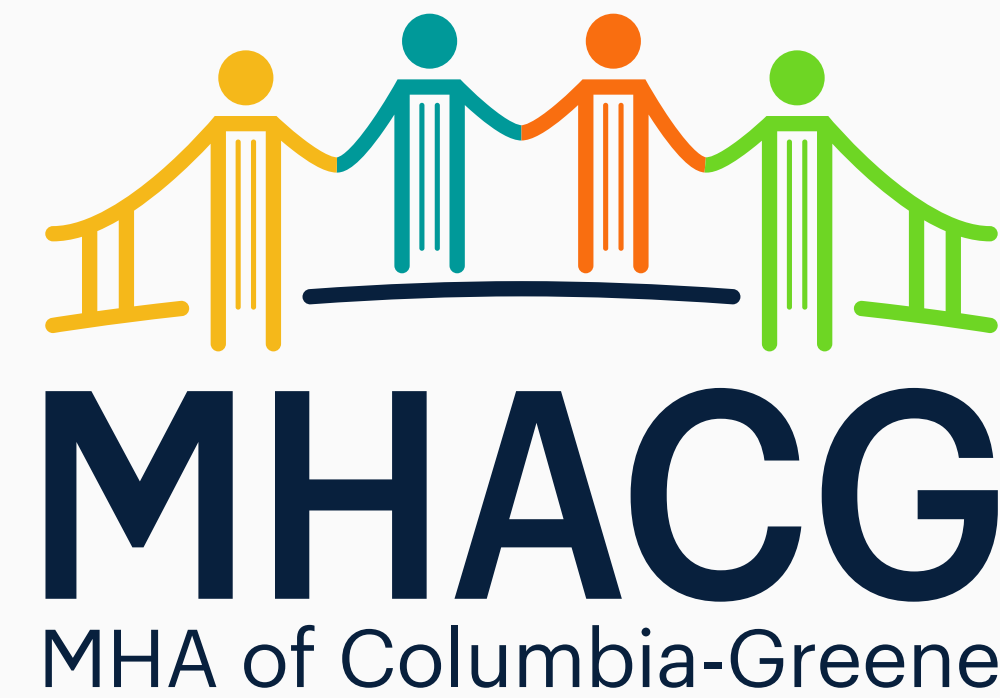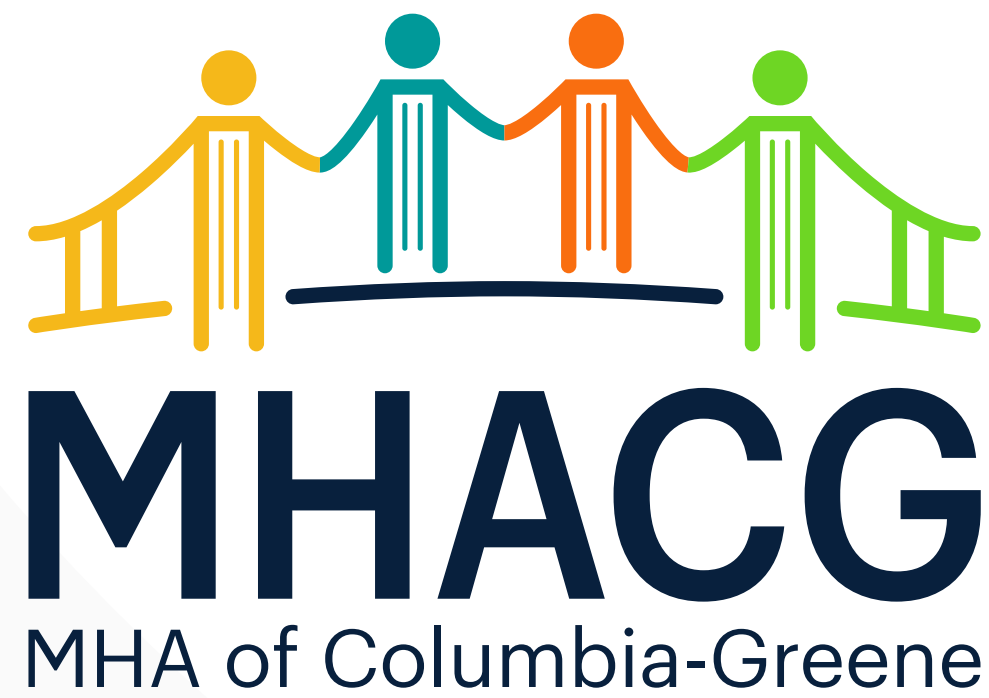
# CLEARSPACE

Clearspace is important for proper logo presentation. The minimum clearspace around the logo is defined by 50% the size of the "M" from the MHACG logotype.

Keeping clearspace around the logo helps ensure there are no competing elements or obstructions to maintain visibility. The minimum clearspace must also be followed to ensure proper distance from the edge when placing in the bottom right corner of images or documents.

# SCALING

Our logo is a vector format and can easily be scaled. For print materials, a minimum width of 0.75 inch must be used to ensure legibility for the primary, vertical stacked logo. For the secondary, horizontal logo version, a minimum width of 1.25 inches must be utilized. Program logos must scale proportionally to maintain the sizing of the primary organization logo portion.



0.75"



1.25"
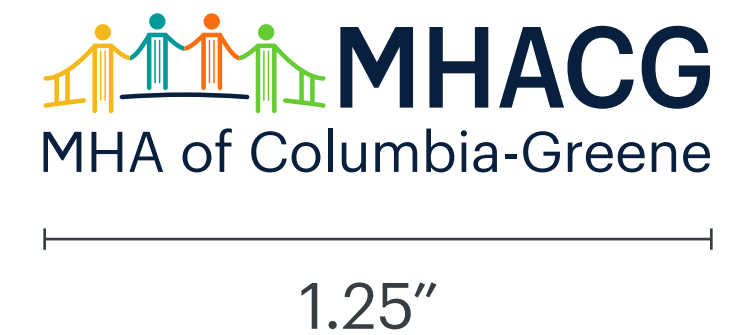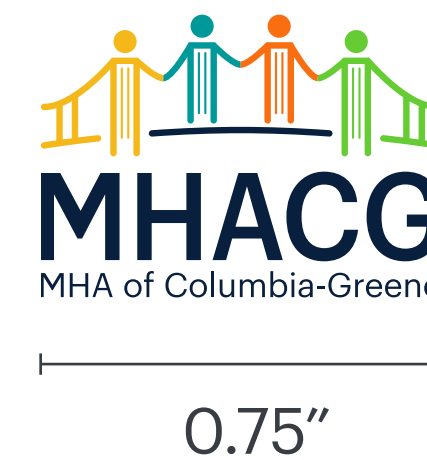
# IMPROPER USE

Maintaining visual identity is important for brand recognition and professionalism. The most common visual errors are stretching the logo or placing on an inappropriate background. These are examples of improper use of the logo and must be avoided to maintain brand integrity.

Don't squish, stretch or distort

Don't sheer, skew, or distort

Don't rotate, place vertically, or at an angle

Don't crop any portion

Don't outline

Don't use any other colors

Don't use brand colors individually

Don't add shadows, mirroring, or other effects

Don't change the spacing

Don't remake with other fonts

Don't change the proportions

Don't add other elements

Don't place on backgrounds that negatively interact with colors

Don't cover image elements or where colors lack contrast

Don't use program names alone

Don't use any old logos

# CO-BRANDING

When there are multiple organizations involved on a project flyer, logos must still follow basic design rules to maintain brand integrity.

Logos should be placed with the same relative size in a row with equal spacing that is not too close together. Do not create with different sizes, spacing, and/or staggered layouts.

When multiple MHACG programs are involved, only the primary MHACG logo should be used as it encompasses the entire organization.

Logos should not be placed too close together where it is unclear that the partner is a separate organization.

Backgrounds must maintain brand integrity; white is recommended due to multiple competing colors of various logos.

# BRAND COLORS

Color is an important part of who we are. Used wisely and creatively, our palette can have a positive impact, help people recognize us, and make our content more effective.

# PRIMARY BRAND COLORS

Deep Navy represents our primary brand color and is the preferred color for backgrounds on materials and headlines.

Tidal Teal is our primary accent color. This color is used for added graphics and outlines, tagline text, subtitles, web buttons and icons, and occasional **bold emphasis.** Teal is also the primary color for materials related to Sexual Assault Awareness in April.

Dark gray is preferred instead of black for all standard text wherever possible.

The gradient can be used as a background graphic on large digital elements.

## PRIMARY COLOR PALETTE

### Deep Navy

| | | |
|---|---|---|
| C: 98 | R: 8 | HEX: 08203D |
| M: 84 | G: 32 | |
| Y: 46 | B: 61 | |
| K: 54 | | PMS: 282C |

### Tidal Teal

| | | |
|---|---|---|
| C: 81 | R: 0 | HEX: 009999 |
| M: 20 | G: 153 | |
| Y: 42 | B: 153 | |
| K: 1 | | PMS: 320C |

### Gradient

Navy #08203D set to 45% location to Teal #009999 set to 100% location with 45° angle

### Dark Gray

| | | |
|---|---|---|
| C: 74 | R: 55 | HEX: 373D43 |
| M: 63 | G: 61 | |
| Y: 56 | B: 67 | |
| K: 47 | | PMS: 432C |

# SECONDARY COLORS

Secondary supporting colors comprise our logo and may be used as accent colors for some materials to differentiate from the standard teal. These colors would be used sparingly, individually, and typically as a substitution for the brand teal.

Vibrant Lime is a color for Mental Health Awareness and is the preferred color option for Mental Health Awareness Month in May. This is also the preferred secondary color for use in HR materials.

Vivid Orange is primarily used for high visibility action items, such as a DONATE button meant to stand out from all other navy and teal elements.

## SECONDARY COLOR PALETTE

### Vibrant Lime

C: 61          R: 102
M: 0           G: 204
Y: 100         B: 51
K: 0

HEX:           PMS:
66CC33         360C

### Vivid Orange

C: 0           R: 249         HEX:
M: 70          G: 110         F96E10
Y: 100         B: 16
K: 100                        PMS:
                              1585C

### Brilliant Amber

C: 4           R: 245         HEX:
M: 29          G: 184         F5B81A
Y: 100         B: 26
K: 0                          PMS:
                              7549C

# COLOR USE

1. Navy forms backgrounds and borders to create separation of elements, while teal is used for accent lines, headers, and icons. Swooping curves and circles create primary design elements.

2. Teal is used for big bold headlines, call-outs, and accents, drawing your eyes to the main points needed, while gray text gives additional information for someone interested.

3. For hiring/HR materials the vibrant lime color is used as accents. The image chosen blends with a light green jacket and green clipboard, while the brand navy continues to form backgrounds and bold text.

4. Tints and shades of teal are used to form the circles and curves. Colors must follow tints and shades and not be made with other, similar colors.

5. The gradient circle is used for a large offset background in digital media on the website.

1.

2.

3.

4.

5.
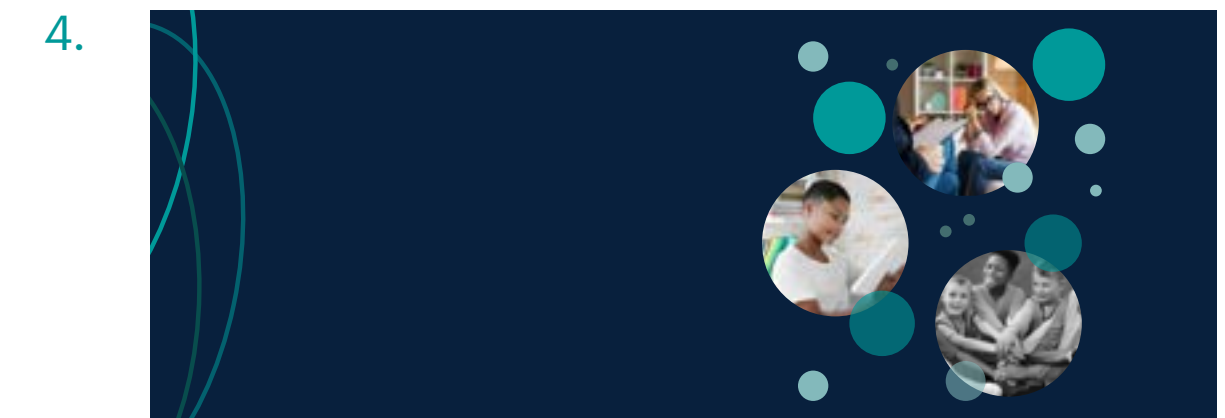
# BRAND TYPOGRAPHY

The shape and form of our letters and words molds people's perception of who we are. Using fonts consistently strengthens our identity and makes our messages stand out on the page and the screen.

# PRIMARY FONT

Graphik is our primary brand typeface and should be used throughout all design communications [internal and external] whenever possible.

Graphik is a clean, modern, and highly legible font that has unique character. Its open geometric shapes creates a friendly and approachable feel that is professional and versatile.

Other font weights are available that may be used sparingly to fit design needs. These represent the typical and primary font use.

## Graphik Semibold - Headers

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ? ! @ # $ % ^ & * ( ) - + =

## This is a header example

Graphik Regular - Body Copy
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ? ! @ # $ % ^ & * ( ) - + =

This is body copy text format. When making text **bold** the word(s) should be selected and changed to the Semibold font weight.

Graphik Extralight - large statement contrast
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ? ! @ # $ % ^ & * ( ) - + =

This is a large statement with **semibold emphasis**

# ALTERNATIVE FONT USE

In instances where Graphik is not available, Proxima Nova is the preferred choice to be used as a substitute.

For email or web applications where there are limited font choices, Arial may be used.

Proxima Nova Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ? ! @ # $ % ^ & * ( ) - + =

This is body copy text format using Proxima Nova.

Arial Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ? ! @ # $ % ^ & * ( ) - + =

This is body copy text format using Arial.

# SECONDARY FONT PAIRING

Bahnschrift is a Windows font modeled after the DIN 1451 font family that has bold geometric shapes with great readability, making it the default font in Germany for traffic and administrative applications.

Bahnschrift has multiple weights which make it a versatile font, however, our usage leans into the condensed, bold, and boxy lettering to create large headlines and titles. Only the Semibold Condensed weight in all caps is to be used in developing graphics and is only for large titles and headlines. Leading pt should equal the font size pt.

DIN Condensed or Oswald may be used in instances where Bahnschrift is not available.

## BAHNSCHRIFT SEMIBOLD CONDENSED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? ! @ # $ % ^ & * ( ) – + =

## THIS IS A TITLE EXAMPLE

### DIN CONDENSED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? ! @ # $ % ^ & * ( ) - + =

### THIS IS AN ALTERNATIVE TITLE EXAMPLE

### OSWALD MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? ! @ # $ % ^ & * ( ) – + =

### THIS IS AN ALTERNATIVE TITLE EXAMPLE

# CREATIVE FONT PAIRING

Caveat is a handwriting font that creates a stark contrast to the bold, geometric shapes of our primary fonts.

As a handwriting, stylized font, it lacks readability for small point size or large blocks of text. Caveat may be used as a creative subtitle or creative piece of text where a handwritten visual is needed.

Segoe Print Regular may be used in instances where Caveat is not available.

*Caveat Regular*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

*1 2 3 4 5 6 7 8 9 0 ? ! @ # $ % ^ & * ( ) - + =*

*This is a subtitle or creative text example in Caveat*

Segoe Print Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ? ! @ # $ % ^ & * ( ) − + =

This is a subtitle or creative text example in Segoe

# VISUAL ELEMENTS

93% of all human communication is visual, where 80% of retention is based on what people see vs. the remaining 20% being reading and hearing. We use a mixture of photography, icons, and visual elements to stand out.

# ICONOGRAPHY

Icons can help enhance communication and bridge language gaps. MHACG uses custom icons to allow readers and site visitors to find and scan content.

Icons should be simple and easy to understand. For most materials, the icon is formed inside a circle to create a uniform visual. The background color should correspond with the accent color being used, typically teal. The icons may also be formed with lines when additional simplicity is beneficial.

# USING PHOTOGRAPHY

Images are used to not only stand out visually, but to convey emotion, feeling, and connection with the community. The use of photos depicting people builds connection, personalization, and belonging.

Community and care are key to the mission and impact MHACG provides, so our imagery should showcase this with candid images that depict individuals, families, and children engaged in activities, receiving care or support, or even staring off pondering life.

Avoid images that are zoomed, cropping off the person, studio shots, or posed for the camera unless it's specific to the purpose such as a quote. Utilize the following pages for specific theme guidance.

# INDIVIDUALS

Photos depicting individuals should be candid and not posed for the camera, ensuring proper lighting and activities that coincide with the topic.

Camera facing photos of individuals may be used when it's connected with a personal story, quote, or other statement where it's depictive of the person speaking. Do not use for general advertising.

Zoomed images on activities should be avoided as it removes the personalization and connection with people. Negative images that depict drug use, aggression, or violence are not to be used. Studio shots should also be avoided, opting for more real world images. Images that are cropped of faces are to be avoided.

# SUPPORT

Photos related to services should focus on care, support, friendship, and connections. For sensitive topics such as abuse, there is a focus on receiving care and having a support system such as a friend to lean on.

Peer support, groups, and counseling should remain positive and depict real world, candid interactions. Images should be personal and show a connection, not transactional.

Zoomed images depicting care should be avoided as it removes the person. Images depicting aggression, abuse, drug use, and alike should all be avoided to focus on recovery and support. Avoid images with alcohol as it is insensitive to our programs that are supporting recovery.

# CHILDREN & FAMILIES

Photos related to children and family based services should focus on engagement, education, and activities that represent mentoring, after-school, or strengthening families and bonding.

Avoid pictures posed for the camera or studio shots that remove the real world activities and engagement. Dark images that focus on silhouettes also remove the connection and personalization and should be avoided.

Images depicting staff interactions should focus on fun, support, and activities and not evaluations. Avoid images depicting abuse.

# TEMPLATES & APPLICATION

Templates and resources are available to ensure brand consistency across various channels. Here are practical applications of brand design as reference.

# TEMPLATES

Templates are provided to maintain brand consistency across various channels. Preprinted letterhead and envelopes are available, however, can also be printed if needed.

Stationery materials and presentation templates apply to all programs, individual program logos do not replace these organization elements.

Email signatures may utilize a single program specific logo in place of the horizontal lockup MHACG logo.

## STATIONERY
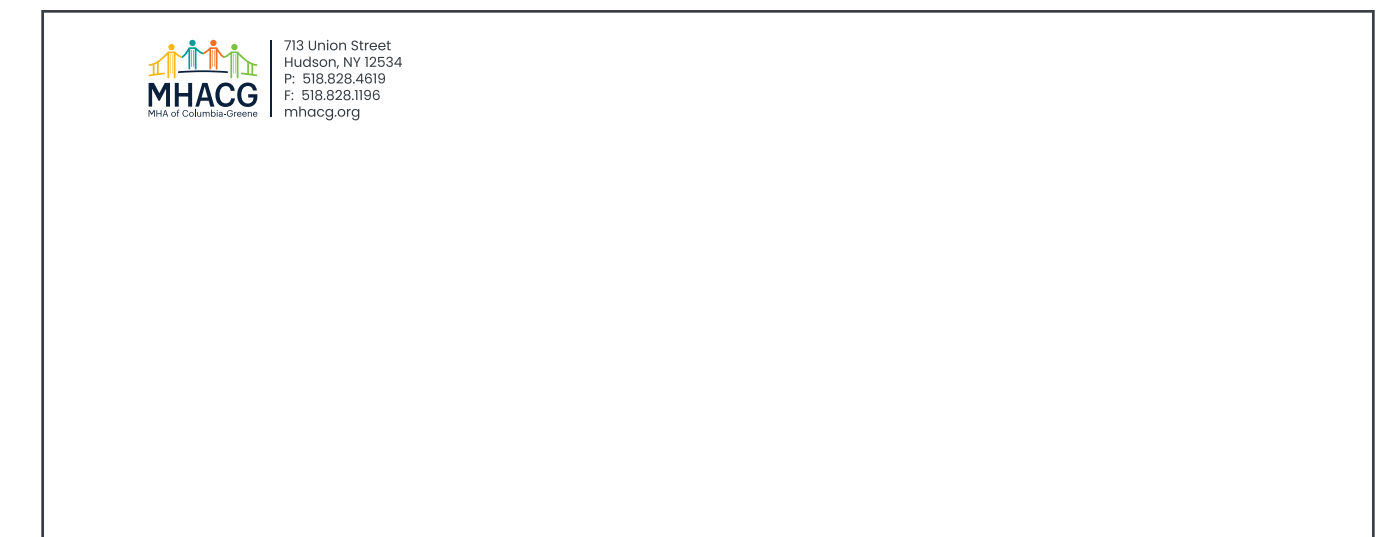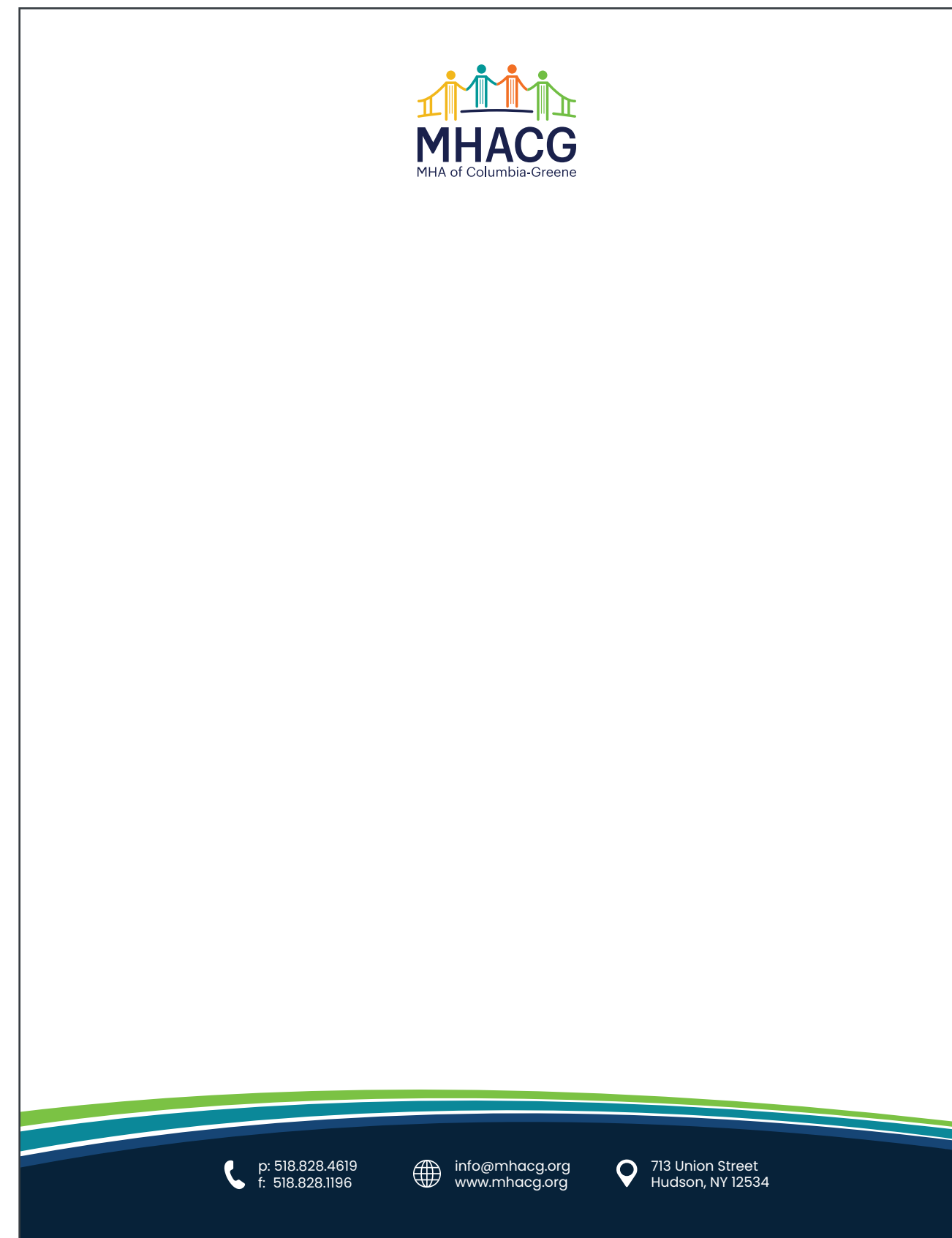
# PRESENTATION TEMPLATE

# EMAIL SIGNATURE TEMPLATE

**FName LName** *(pronoun, pronoun, pronoun)*
**Job Title**
Program

MHA of Columbia-Greene
713 Union St., Hudson, NY 12534
Office:  518.828.4619 x123
Mobile: 518.555.5555
Fax: 518.828.1196
email@mhacg.org
mhacg.org

**MHACG**
MHA of Columbia-Greene

# PROMOTIONAL MATERIALS

Promotional materials reinforce our brand in the community and follow similar guidelines for production.

Most items must be in Navy Blue, or as close to navy as available. Many items allow for a single color imprint, therefore the full white version on the brand navy background creates a consistent look.

Where required by specific funding, select program specific items may be created within guidelines, as authorized.

# CAMPAIGN EXCEPTIONS

Select large fundraising campaigns, such as an annual fundraiser dinner, a 5K, or other big event may have its own annual theme. While items such as logos must still adhere to brand guidelines, the campaign theme may have different fonts and colors associated for the special event. These exceptions only apply to approved, large fundraising campaigns and will be communicated.

MHACG
MHA of Columbia-Greene