

Emotional Wellness Campaign Branding Guidelines

This is the logo!

Use this whenever any sort of marketing is being shared. (Make sure to also include the logos of other partners - we all share the benefits of getting our name out there!)



Knowledge = Acceptance

Tip: Continuity is key - repeat, repeat, repeat. We want people to associate this logo with all things emotional wellness!

Make sure to add elements like the following to make your marketing materials more interesting to look at.



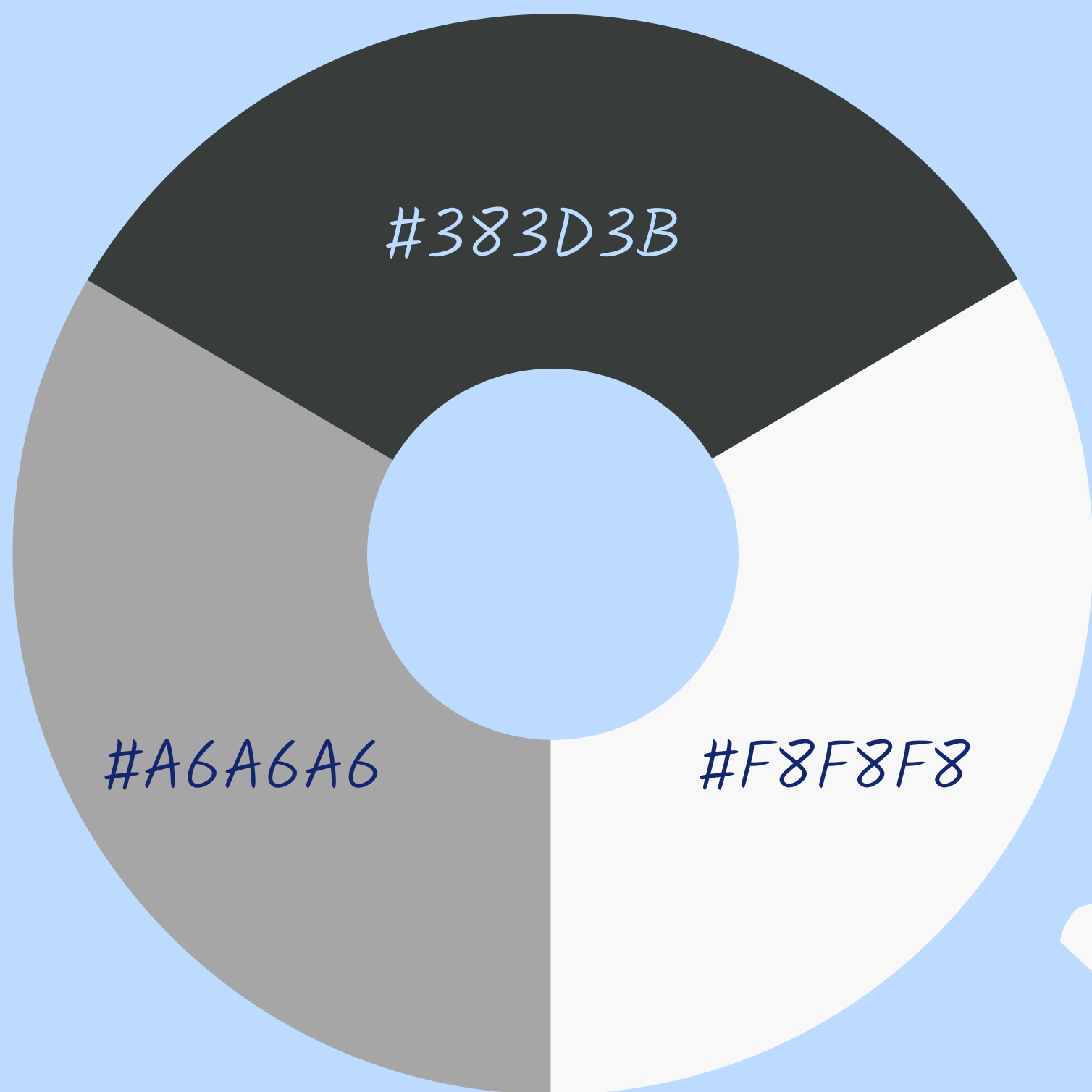
Tip: Avoid adding too many elements. Make sure your materials are neat and easy to read without too much distraction.

Headlines or Titles of Programs Should be in Bold

Subheading can be in light.

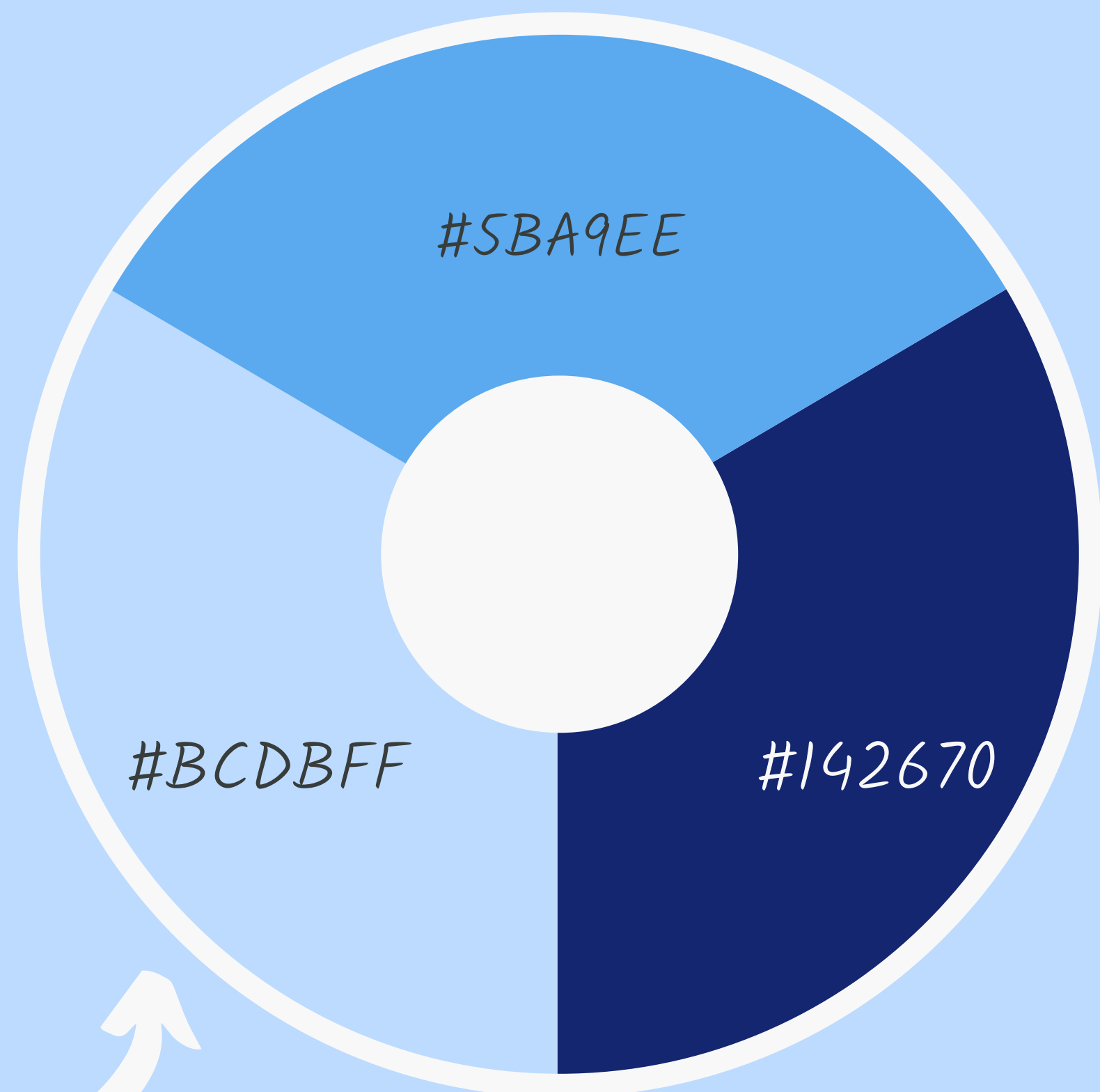
The name of the font is "Kalam Bold / Kalam Light."

Tip: Avoid combining fonts as much as possible. Too many fonts can get messy and make your brand seem inconsistent.



What do those numbers and letters mean? Those are hex color codes! They are usually compatible with any program including Canva, Microsoft, and Google. If you copy and paste that code into a color picker,

Tip: Contrast can make a HUGE difference. Use light text with darker backgrounds, or dark text with lighter backgrounds.



These are the color palettes. Use the shades of blue for backgrounds and large shapes or figures. Use the shades of grey for highlights, text, or small shapes/figures. When in doubt, use darker colors for smaller things.