

# EACH MIND MATTERS

## California's Mental Health Movement

### STYLE GUIDE 2013

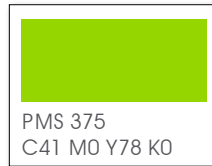
This style guide contains basic guidelines for implementing the **Each Mind Matters, California's Mental Health Movement** identity system in a variety of applications.

The purpose of this style guide is to add consistency to every level of printed and online communication. This consistency, over time, will provide supporters, partners and the general public with a clear impression of who we are as each piece of communication relies upon and compliments the established image guidelines.

Consistency in the presentation of the **Each Mind Matters** brand will build stability and raise the level of recognition among constituents, as well as in the community at large. Therefore, we ask our staff, supporters and partners to adhere to the basic standards in this guide to promote and support the brand. The strength of this system relies upon its consistent implementation. Please contact [eachmindmatters@gmail.com](mailto:eachmindmatters@gmail.com) with any areas requiring further explanation.

## COLOR PALETTE

The color for **Each Mind Matters** logo is PMS 375 (green). The logo may also be produced in black or white. PMS Cool Gray 11 (gray) is a complimentary color and is preferred as a background color or type color. It is NOT to be used on the logo itself.



## TYPOGRAPHY

The logo was created with the typeface Avant Garde. Therefore, it is the preferable typeface to be used in creating materials for **Each Mind Matters**. If Avant Garde is not available, use a similar sans serif font such as Helvetica, Futura or Arial. Whether it is used as a headline or as body copy, typography is an integral component of the **Each Mind Matters** brand. Avant Garde may be used throughout your piece or a complimentary serif typeface, such as Sabon, Times or Palatino, may be chosen for body copy only.

Avant Garde - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Avant Garde - Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## IDENTITY

Our logo is the heart of our visual identity and will be used on all our materials. The success of the **Each Mind Matters** brand depends on the consistent application of the logo. Several configurations have been developed to meet the many demands of usage. Please do not alter, distort or recreate any of these versions.

When the **Each Mind Matters** logo is used along with other program logos, the proportions of each logo should be equal in size. When placing the logo on a colored background other than Cool Grey 11, black or white, please use a black or white logo, whichever stands out best.

### Please Note:

- The **Each Mind Matters** logo MUST be paired with California's Mental Health Movement in some way.
- This logo should not be used for revenue without explicit permission from the California Mental Health Services Authority (CalMHSA).

### CORRECT

**EACH MIND MATTERS**  
California's Mental Health Movement

**EACH MIND MATTERS**  
California's Mental Health Movement

**EACH MIND MATTERS**  
California's Mental Health Movement

**EACH MIND MATTERS**  
California's Mental Health Movement

### INCORRECT

**EACH MIND MATTERS**  
California's Mental Health Movement

**EACH MIND MATTERS**  
California's Mental Health Movement

**EACH MIND MATTERS**  
California's Mental Health Movement

**EACH  
MIND  
MATTERS**

California's Mental  
Health Movement

Primary logo

**EACH MIND  
MATTERS**

California's Mental Health Movement

**EACH MIND MATTERS**  
California's Mental Health Movement

**EACH MIND MATTERS** California's Mental Health Movement