

Graphics **Standards** Manual

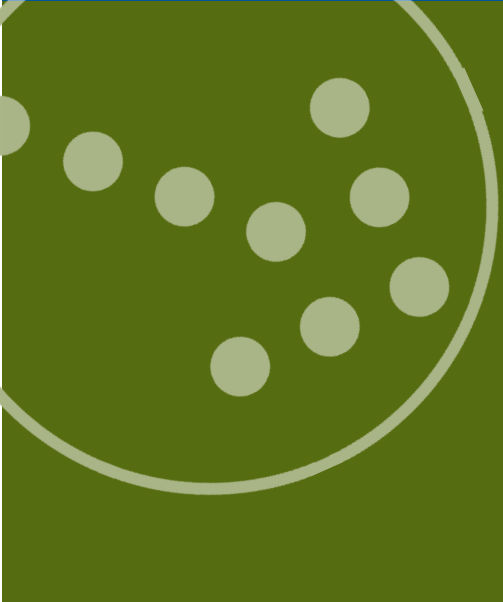


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Appendix (accessible via the CD on the Bookmarks list and the Affiliate Intranet)

- Layout Measurements
- Modifiable Web Pages
- Selected Publication Templates
- Affiliate Logos (available on Affiliate Intranet only)

Appendix materials are located on the Graphics Standards Manual CD at the bottom of the Bookmarks list and on the Affiliate Intranet for downloading.

Please note that the Affiliate Intranet and logon information has been updated to reflect our new name. Both the new and old logon information will work at this time.

To access the Affiliate Intranet:

1. Open your browser and navigate to **<https://affiliates.mentalhealthamerica.net>**
2. You will be prompted to enter your username, which is "affiliates," and then your password, which is "thebell."
3. Once you get onto the site, click on *Shared Documents* on the left sidebar. Click on *Mission Kit and Graphics Standards Manual* folder, where you'll see the *Graphics Standards Manual* and the Appendix materials listed above.



Our Brand

Our brand is our identity, the face and voice of our organization. It is anchored in the ways in which we present ourselves to the public through our words, deeds and images. Mental Health America’s brand is about more than our logo and our name—it’s about how we define our purpose as an organization.

This Graphics Standards Manual is designed to help us to carry that brand to our communities and the nation through consistent expression in our communications. Coming together as a network on our visual presentation confers a sense of professionalism and trust—and is necessary to effectively convey our common mission and messages. Following the standards set forth in this manual are also essential to legally protecting our new mark and supporting our identity.

Together, we will grow our movement and cultivate our reputation as the premier mental health and wellness organization in the United States.

We extend our deepest thanks to the Graphics Standards Manual Advisory Group for their direction and feedback during the creation of this guide: Jacy Conradt, community relations coordinator, MHA of Colorado; Sarah Scotti-Einstein, executive director, MHA of Monongalia County (W.V.); Karen LaPlante, director of education and planning, MHA in Tulsa (Okla.); Steve McCaffrey, president and CEO, MHA of Indiana; Laura Moskow Sigal, executive director, MHA of Franklin County (Ohio).



Organizational Boilerplate

National Boilerplate

Mental Health America (formerly known as the National Mental Health Association) is the country’s leading nonprofit dedicated to helping all people live mentally healthier lives. With more than 320 affiliates nationwide, we represent a growing movement of Americans who promote mental wellness for the health and well-being of the nation—every day and in times of crisis.

Formerly Known as...

Our organization has a long and laudable history of success. That history is key to our identity as we move forward. To build on our success and to avoid confusion as we launch our new brand, for at least one year, Mental Health America and all affiliates should indicate their former name on each page of all print and online communications (for example: formerly known as the National Mental Health Association).

Appearance of Affiliate Name

To reinforce a consistent and professional appearance, affiliate names should be set off with the word “of” as shown here: Mental Health America of South Carolina.



The Mental Health America logo is the most prominent feature of our brand. The logo portrays us as an approachable, established organization that has an activist history and a forward-thinking vision. The updated Bell and sleek design provides a bridge to our past while embracing the goal of overall wellness that is our future. Our new logo symbolizes Mental Health America's ideals and what we stand for as a movement: progress and the determination to improve the nation's mental health, and the quality of life for each and every American.



The official logo is shown here. The elements of the logo—the Bell graphic with the service mark, our acronym and our full name—should always be used as a solid unit of artwork. To ensure brand consistency and maximum effectiveness of our logo, no elements of the logo should be separated out and used apart from one another. Use only the approved electronic art files posted to the Affiliate Intranet (see instructions on the Table of Contents page). Each MHA that has signed an “Intent to Transition” form will find a logo personalized with its state/local name posted to the site.

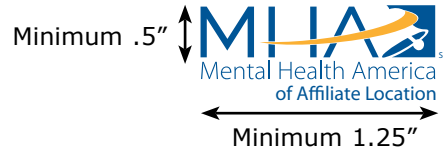
Clear Space Zone

To ensure maximum impact and a clean, uncluttered feel, the logo should be placed within a “clear space zone,” a defined area of white space that separates the logo from other text and graphic elements on the page. The minimum clear space zone is shown here.



Minimum Size

The size of the logo you use will depend upon the nature and size of the print or electronic materials to which it is being applied. However, for legibility and proper impact, the minimum reproduction size of the logo is 1.25” wide by .5” tall, as shown here.



Service Mark

The Bell logo currently has a service mark and as such should always appear with the SM symbol to its right, as shown throughout this guide, and as provided in the electronic art files posted to the Affiliate Intranet (see instructions on the Table of Contents page).

Do's and Don'ts

Do's

- Do** only reproduce the logo from the artwork files posted to the Affiliate Intranet.
- Do** always use the SM symbol next to the logo.
- Do** use a minimum “clear space zone” around the logo.

Don'ts

- Don't** reproduce the logo in a size smaller than the minimum size provided above.
- Don't** alter the logo in any way or separate any elements of the logo and use them alone.
- Don't** use an older version of the logo.
- Don't** reproduce the logo in colors other than the official colors indicated in this manual and in the artwork files posted to the Affiliate Intranet.
- Don't** alter any of the logo's fonts or any graphic elements, or apply any special effects to the logo.

The examples below show how the logo should NOT be used:



size too small



colors outside of color palette



incorrect type font



altered/manipulated

Color Palette



Our official logo colors add power and consistency to our brand. Our colors were chosen to set a professional, welcoming and modern tone. The blue leads the palette with attributes that reflect stability and strength. This slightly modern hue not only updates but adds sophistication. The gold or “sun” color represents joy, warmth and optimism, and represents the color of health and well-being. This color helps deliver the subtle message that just as the sun is essential to our health, mental health is fundamental to our overall health. The sun color is also associated with feelings of sincerity and immediacy.



2-color logo (preferred)

Use the colors shown here or use a black and white version as shown.



1-color logo



black logo



reversed logo

These are the official PMS colors of the MHA logo, which are based on the Pantone® Color Formula Guide.



“C” indicates Pantone color for Coated paper



“U” indicates Pantone color for Uncoated paper





In addition to the official logo colors, our complementary color palette, as shown below and throughout this guide, offers background or accent colors that harmonize with our official colors. If you are able to produce in more than two colors, you can use the complementary palette to create a consistent yet fresh and distinctive look.

To apply our color palette on the web, be sure to follow the color breakdowns for the **HTML** and **RGB (red, green, blue)** values noted beneath the color chips below for the closest color match online. Note that RGB and HTML colors will not match the Pantone colors exactly.

To comply with federal Section 508(c) compliance standards designed to address the needs of people with visual impairments, do not place text in the PMS 137 (gold) on a background of PMS 294 (blue). In general, dark text on a white background is the best choice for optimum readability for all visitors, and decreases the chances for fatigue and eye strain. If your site must be Section 508(c) compliant to meet the needs of people with visual impairments, the standards dictate using the following: alternate text, readable font sizes, clear contrast between elements and text-to-speech functionality.

Poor Contrast











Good Contrast

Visually impaired or color blind people will have difficulty reading this.

Print Use

Because ink color can vary on different paper finishes, Mental Health America has Color Chip Sheets available on both coated and uncoated paper that show the actual Pantone ink swatches. These sheets may be used as references by you and your vendors when designing or printing materials. The sheets also include a “**screen guide**” that shows the different percentages of our official logo colors on both coated and uncoated stocks.

The Chip Sheets also indicate the **process color builds** that should be used to match our full color palette when you are printing four-color pieces. (**The process color** mix is comprised of four colors: cyan (C), magenta (M), yellow (Y) and black (K), and is used when printing with four-color inks.) Note that CMYK colors will not match the Pantone colors exactly. However, the Color Chip Sheets can be used as a reference to achieve a very close match.

 PANTONE® 294 R: 52 G: 90 B: 120 HTML: #003478	 PANTONE® 137 R: 255 G: 161 B: 0 HTML: #FFA100	 PANTONE® 315 R: 0 G: 105 B: 131 HTML: #006983	 PANTONE® 1788 R: 234 G: 40 B: 57 HTML: #EA2839	 PANTONE® 444 R: 116 G: 127 B: 129 HTML: #747F81
 PANTONE® 1545 R: 84 G: 26 B: 45 HTML: #542E19	 PANTONE® 451 R: 154 G: 153 B: 110 HTML: #9A996E	 PANTONE® 378 R: 85 G: 96 B: 28 HTML: #55601C	 PANTONE® 2425 R: 125 G: 0 B: 99 HTML: #965182	 PANTONE® 167 R: 189 G: 79 B: 25 HTML: #BD4F81

Note: CMYK builds are included in the hard copy Color Chip Sheets that will be provided to Mental Health America affiliates under separate cover.



Font Types

How to Use the Font Family

An inviting and distinct typographic style not only helps define our identity, but the proper use of type greatly enhances the readability of publications.

MHA has two official typefaces—Verdana and Times New Roman. Use these two fonts for all stationery and electronic correspondence. Use other fonts in marketing and outreach material according to your discretion and the guidelines provided below.

Verdana Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

There are two main types of fonts: serif and sans serif. Using our font family as examples below, you can see that the Times New Roman is a serif font that has decorative flourishes or tails at the end of the strokes. These are called “serif.” However, Verdana is a sans serif and has no such flourishes.

Times New Roman—serif font



Verdana—sans serif font



Printed Publications

In printed publications, the **serif** fonts are more distinctive and easier to read, so they are used for all main body text. The **sans serif** fonts are used for headlines and other copy outside of the main text.

Times New Roman is a serif font and therefore should be used for the main body text in printed material. This font (or other serif fonts) should not be used for titles, headlines or subheads, but should be used for body text only.

Verdana is a sans serif font that should be used for headlines, title pages, brochure cover text, subheads and other text other than main body text in printed materials. Bulleted points, small sidebars and boxed information may also be set in this font (or another sans serif font).

Web & Electronic Publishing

Tips & Reminders

There is one exception to the rules, however. For web publication, which has a far lower visual resolution than printed material, sans serif fonts are easier to read on screen. For that reason, sans serif fonts are used for ALL text on the web and in electronic publications.

Verdana is our official sans serif and should be used for digital text to ensure maximum readability—this includes body text as well as headlines and subheads. Headlines and subheads can be set in boldface to help them stand out.

- Make headlines, titles and subheads stand out on the page by setting them in boldface.
- Use subheads to break up long text.
- Body text set flush left is preferred, although other alignments can be used to complement your layout.
- Main body text should be set in a serif font (Times New Roman), so it's easier to read, with other text such as headlines and subheads set in a sans serif font (Verdana). Online, however, set all type in a sans serif font to ensure readability on screen.
- AVOID TEXT IN ALL CAPITALS. IT'S DIFFICULT TO READ.
- Do not underline text to emphasize it. Instead, boldface text or italicize it (sparingly).
- Add “white space” around text to draw attention to it.

Slogans and Taglines

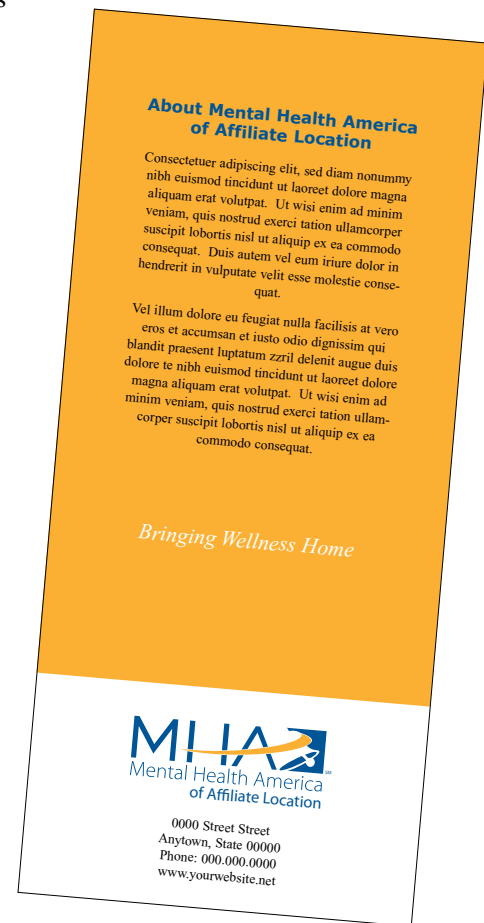
Mental Health America Slogan

Mental Health America's new slogan is *Bringing Wellness Home*. To ensure a clean and sophisticated look, we recommend that the slogan generally be used away from the MHA logo and mastheads. Using the slogan as a closing tagline to a brochure is suggested. Exceptions to the rule include the use of the slogan in areas that aren't already heavy with graphics and other text, such as on our envelope.

Do: Use the slogan in ways that follow the examples shown here on the brochure and stationery.



Envelope and brochure back shown at reduced sizes



Don't: Use the slogan in conjunction with the logo on the cover of a brochure or similar communications. As you can see in the sample below, the design becomes cluttered.



Business card shown at actual size

Not Yet Using Our New Name?

Affiliate Tagline

Beginning in 2012, reaffiliating affiliates that haven't changed their names and logos to Mental Health America are required to add the phrase "An Affiliate of Mental Health America" and the Mental Health America service mark immediately below their existing logo on their letterhead, website, publications, newsletters, signs, and all other material distributed to the public. All affiliates that haven't changed their names and logos to Mental Health America are encouraged to do this.

Three examples are shown below. When you use the phrase and service mark on your letterhead, please adhere to minimum size guidelines as outlined on page 3. For other media, the width of the phrase and service mark should be approximately the same width of the affiliate logo and name (or, if no logo is used, the affiliate name), and designed so as to give approximately equal prominence to both.

Non-Mental Health America logo with Tagline

Example following minimum size guideline of 1.25" wide



Examples of equivalent width to organization logo



The use of "Mental Health Association in/of Anywhere" within the new logo is not permissible.



**Use of Non-Mental
Health America
Logo with Tagline**



Date

First Last Name
0000 Street Street
Anytown, State 00000

Dear Lorem ipsum dolor sit amet,

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Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet dolore magna aliquam erat volutpat. It wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero. iros et accsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna. At vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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An Affiliate of Mental Health America

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**Use of Non-Mental
Health America
Logo with Tagline
and National Logo**



Date

First Last Name
0000 Street Street
Anytown, State 00000

Dear Lorem ipsum dolor sit amet,

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Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet dolore magna aliquam erat volutpat. It wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero. iros et accsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna. At vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat



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Co-Brands and Sub-Brands

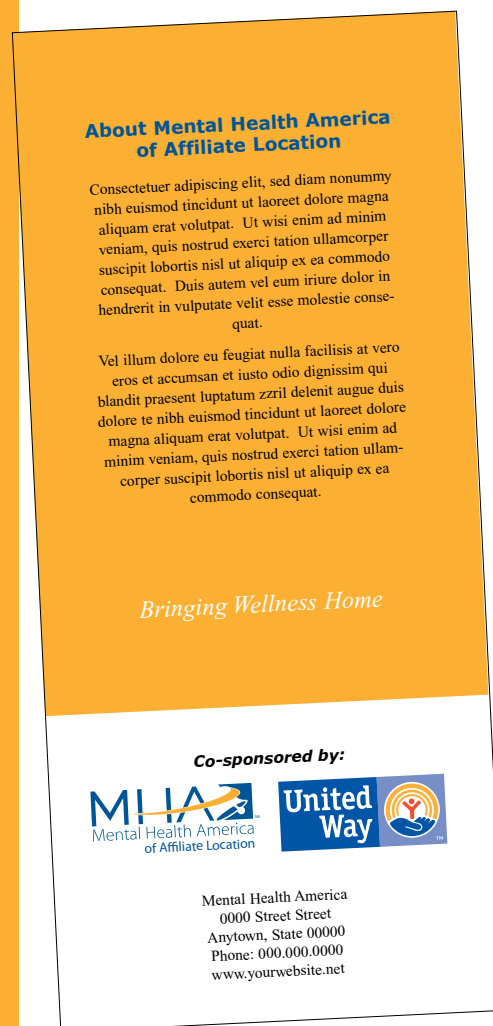
What is a Co-Brand?

A co-branded publication or program is one that we'd publish or sponsor in partnership with another independent organization or "brand." For example, a publication or program sponsored by a Mental Health America affiliate together with the United Way would be a co-brand.

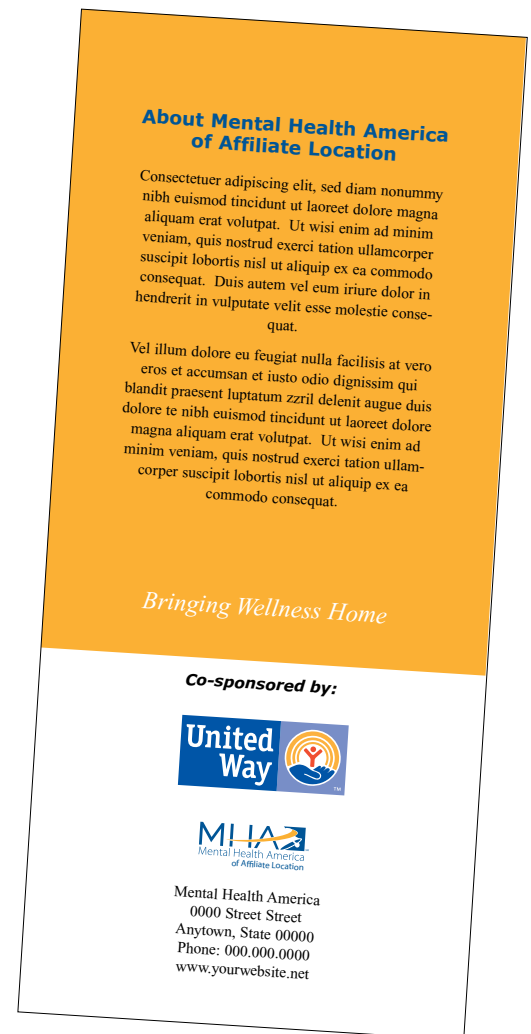
- If the partnership of the companies is equal, both brand logos would be given equal emphasis in the design.
- In unequal partnerships, the logo of the primary partner would appear larger than that of the secondary partner's logo.
- Logo sizes for multiple partners would reflect the levels of their participation.
- Make sure that logos are kept large enough to read, and conform to the partner's graphic standards. See page 3 of this guide for the minimum MHA logo size.

Correct Logo Use in Co-Brand

(Note that the guidelines below conform to the United Way's requirements for co-branding.)



Equal partners



Primary and secondary partners

Brochure backs shown at reduced sizes

What is a Sub-Brand?

A sub-brand is a program or service you offer that has its own unique identity or logo that distinguishes it from our organizational logo or “parent brand.” Sub-brands don’t stand totally alone because they borrow some of the design values from our main logo and graphic standards. The sub-brand identity takes center stage and the organizational logo is given less prominence.

Correct Sub-Brand Identity

Mental Health America

Mental Health America

MHA's Campaign for America's Mental Health
works nationally and locally to raise awareness that mental illnesses are common, real and treatable and to ensure that those most at-risk for depression and anxiety disorders receive proper, timely and effective treatment.

Dialogue for Recovery
Dialogue for Recovery is an MHA program, aimed at enhancing communication between doctors and patients about treatment goals, medication side-effects and other quality of life issues affecting the recovery of individuals diagnosed with serious mental illness.

With a Dialogue for Recovery, consumers of mental health services and their doctors can find the right combination of medications and community support that will best serve these individuals in their recovery.

Through public education and outreach to primary care providers, the Campaign seeks to increase the number of Americans who receive treatment for mental illnesses and to improve the manner in which mental illnesses are detected and treated in primary care settings.

campaign for america's mental health

MHA
Mental Health America

MHA
Mental Health America

Selecting Images

Images add power and clarity to our layouts and messages. When selecting images, be sure to use photos that reflect your community and the broad diversity of individuals affected by mental health issues—which, as we know, don't discriminate on the basis of age, gender, race, religion, sexual preference or socioeconomic status. For examples of good photo selections in a variety of communications, take a look at the "Publications" section of this guide (pages 20–33).

If you want to use photos of actual participants in your MHA's programs, be sure to discuss with participants the potential risks and ramifications of such exposure, and get signed releases. For minors, their parents will also need to sign the release.

Affordable Options

Purchasing original photography or arranging for custom photography can be prohibitively expensive. Even buying stock photography could challenge any publications budget, but it doesn't have to if you know where to look. You'd be surprised at the wide variety of high-quality stock photos you can purchase very affordably—some for as little as \$1 each. Check out these sites, ranging from least to most expensive:

- www.istockphoto.com (photos range from \$1 – \$5 each)
- www.shutterstock.com (offers monthly subscription for free downloads)
- www.indexstock.com (offers monthly subscription for free downloads)
- www.veer.com
- www.picturequest.com
- www.gettyimages.com



Our letterhead, envelopes, and business cards follow a clean and professional design that emphasizes our logo and complements our brand image.

We offer two versions of letterhead: one that offers a designated space to list your board members and one that does not.

Regular Letterhead

- For regular letters, use 1” margins on the left and right.
- Begin the date of the letter 1.5” below the top edge of the letterhead.
- Start the addressee’s name/address two lines below the date.
- Body text should be flush left and ragged right and set in our official serif font, which is Times New Roman.



Letterhead shown at reduced size

Board of Directors Letterhead

- For letters that include the Board of Directors on the letterhead, use a 1.75" margin on the left and a 1" margin on the right.
- Begin the date of the letter 1.5" below the top edge of the letterhead.
- Start the addressee's name/address two lines below the date.
- Body text should be flush left and ragged right and set in our official serif font, which is Times New Roman.



Letterhead shown at reduced size

Envelopes

Align the address block .25" down and approximately .25" from the left edge.



Envelope shown at reduced size

Business Cards



Business card shown at actual size

Memos, Fax Cover Sheets and Mailing Labels

View our sample memo, fax cover sheet and label layouts below and on the following page. Downloadable Word templates of the memo and fax cover sheet that you can easily customize with your MHA's logo and your own original text are available on the Graphics Standards Manual CD and on the Affiliate Intranet. Each file contains clearly marked placeholders for your logo and your text. (Instructions for accessing the Affiliate Intranet are on the Table of Contents page.)

Memo

Memorandum



DATE: Month Day, Year
TO: Recipient
FROM: Sender
SUBJECT: Information

Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Subhead

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. It wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero. iros et accsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna. At vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero. iros et accsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna. At vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet.

www.yourwebsite.net

0000 Street Street, Anytown, State 00000 • P: 000.000.0000 • F: 000.000.0000

Memo shown at reduced size



Our publications are designed to reflect the image we seek to convey through our brand: professional yet distinctive, with a simple and clean yet powerful look. The templates offer a minimalist, streamlined feel that offer relief from the barrage of images and words we're exposed to in our hectic 24/7 world.

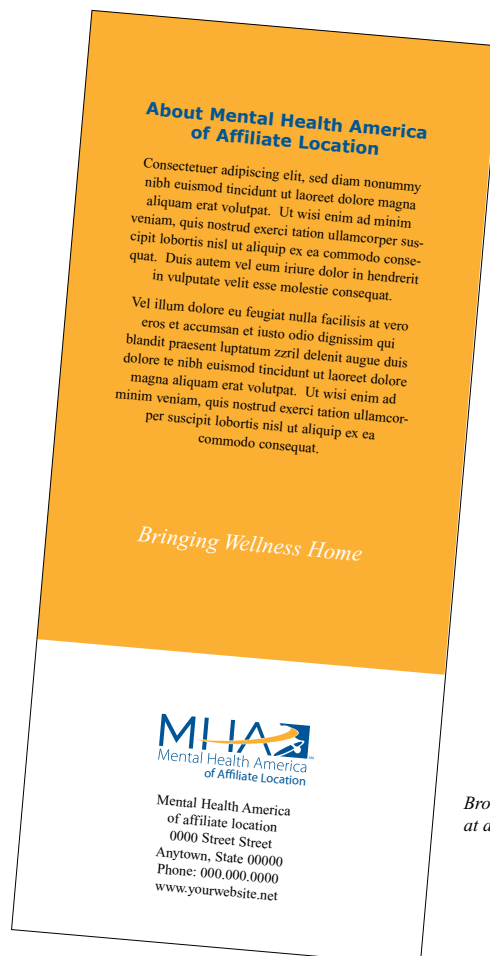
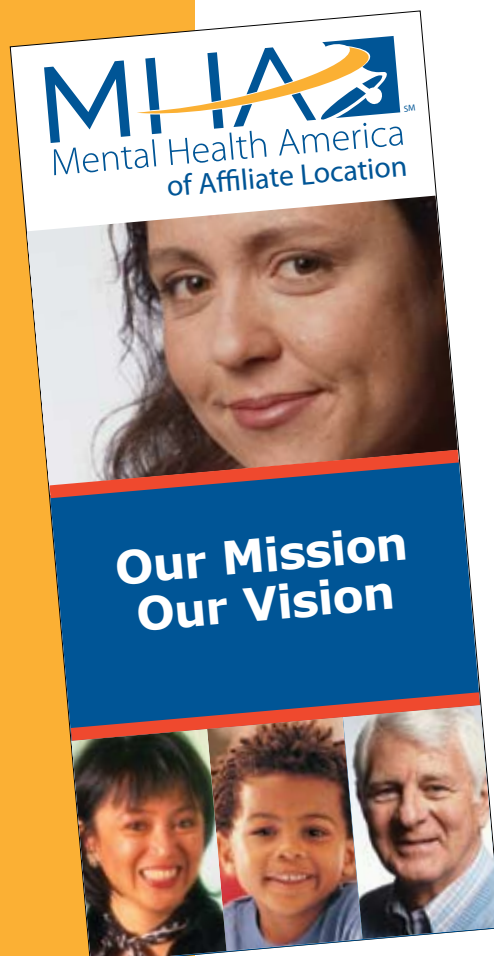
As you can see, the logo position for Mental Health America publications will typically be in the upper right-hand corner or centered, and maintain "clear space zone" rules as indicated on page 2.

Use our official typefaces for all printed publications, as outlined in the Typography section (page 6). As a reminder: Main body text should be set in a serif font so it's easier to read, with other text such as headlines and subheads set in a sans serif font. Remember, however, to set all type online in the sans serif font Verdana to ensure readability on screen.

Brochure

- Use plenty of white space. Let your type and images breathe to get maximum effect from your layout.
- Use photographs to add impact, appeal to your target audience and clarify your message. The power of an image can affect the way the reader interprets your copy and either enhance or detract from your message.

Sample Brochure, front and back



Brochure shown at a reduced size

Sample Brochure, interior spread

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Brochure shown at reduced size

Fact Sheet

Fact sheets are best confined to one-page layouts, but some topics require two pages, as the layout here offers. In general, a well-designed, two-page layout that includes ample white space is preferable to a crowded one-page layout that is difficult to read.



Fact sheet shown at reduced size

Press Release

Press releases are also best confined to one page, but some occasions call for a two-page layout, offered here. A downloadable Word template of the press release that you can easily customize with your MHA's logo and your own original text is available on the Graphics Standards Manual CD and on the Affiliate Intranet. (Instructions for accessing the Affiliate Intranet are on the Table of Contents page.)

NEWS



Contact: Name
000.000.0000
nname@yourwebsite.net
www.yourwebsite.net

HEADLINE Subhead

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— More —

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Headline (cont.)

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###

Press release shown at reduced size

Legislative Alerts

Legislative alerts follow our basic press release format with slight variations. The two samples below are recent examples of alerts sent out by the Mental Health America national office.



MHA
Mental Health America

POLICY UPDATE

The CMS seclusion and restraint rule places consumers at undue risk.

Timothy Souder, a 21-year-old man who had bipolar disorder, died needlessly last year in prison. Specifically, he died of dehydration after being placed in seclusion and in restraints up to 17 hours each day for four days ([see a recent "60 Minutes" segment on Timothy's death](#)).

That anyone is still placed unnecessarily in seclusion and restraints is a travesty. Unfortunately, however, the federal Centers for Medicare and Medicaid Services (CMS) made it easier for hospitals to use the traumatic and non-therapeutic practice of seclusion and restraint through a new regulation issued in December. This rule involves significant and unwarranted changes to an interim final rule issued in 1999 and dramatically undermines protections for mental health consumers in very vulnerable situations.

A Dangerous Setback

Mental Health America is extremely concerned that these changes constitute a significant step backward from the growing consensus in the mental health community that every effort should be made to prevent the use of seclusion and restraint—practices that should only be used as a very last resort in emergency situations. ([Read Mental Health America's position statement on the use of seclusion and restraints.](#)) Mental Health America is currently meeting with members of Congress to alert them to our concerns and is working with several of them to develop strategies to alleviate our setback. [You, too, can help by expressing your alarm at CMS' unwarranted r](#)

How the Final and Interim Rules Differ

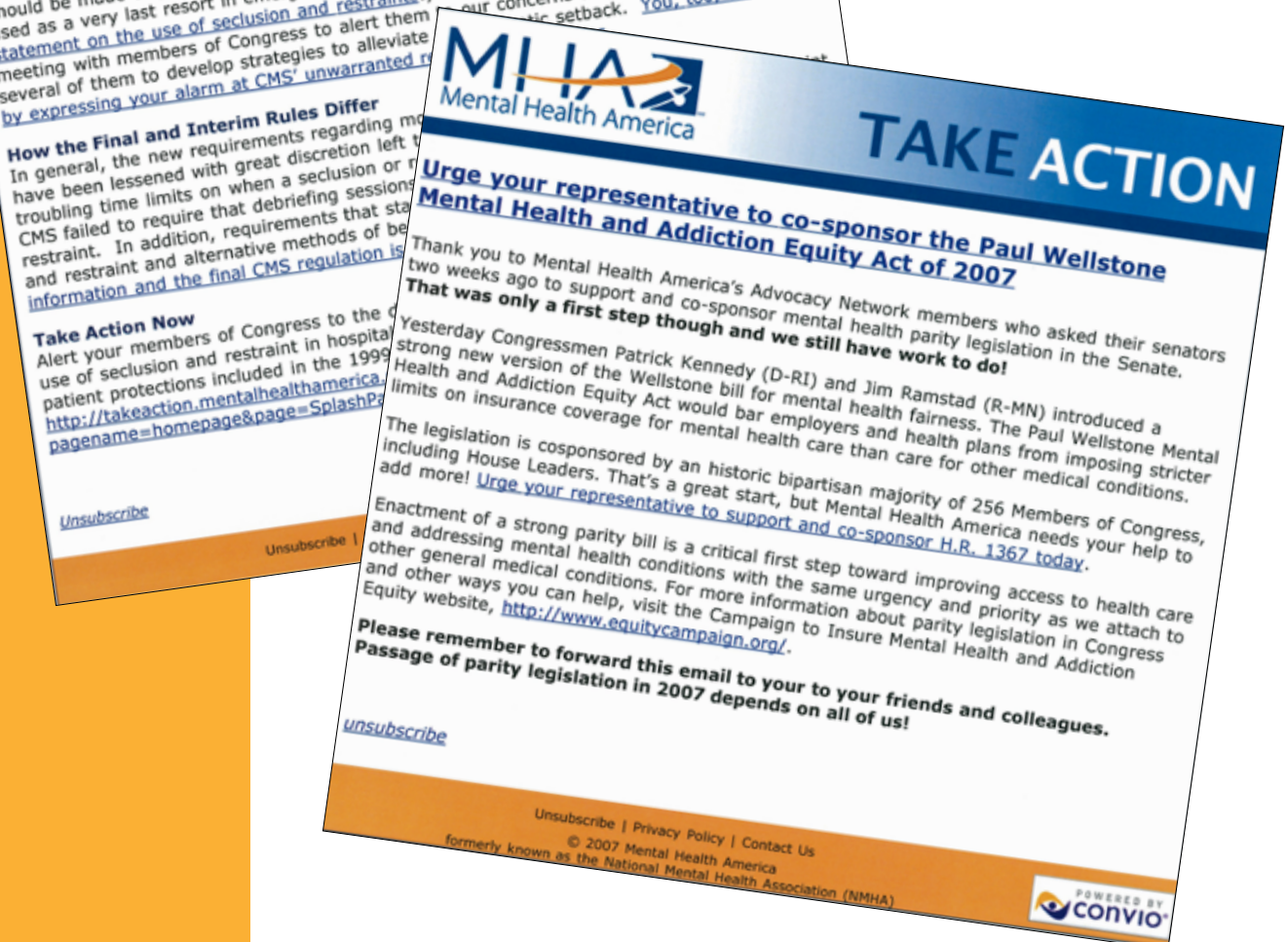
In general, the new requirements regarding mental health consumers have been lessened with great discretion or no discretion at all. Troubling time limits on when a seclusion or restraint can be used, CMS failed to require that debriefing sessions be held after a seclusion or restraint. In addition, requirements that seclusion and restraint be used as a last resort and alternative methods of behavior management and restraint are being eliminated. ([Information and the final CMS regulation is](#))

Take Action Now

Alert your members of Congress to the importance of maintaining the use of seclusion and restraint in hospital settings and the patient protections included in the 1999 regulation. (<http://takeaction.mentalhealthamerica.org/?pagename=homepage&page=SplashPage>)

[Unsubscribe](#)

Alerts shown at reduced size



MHA
Mental Health America

TAKE ACTION

Urge your representative to co-sponsor the Paul Wellstone Mental Health and Addiction Equity Act of 2007

Thank you to Mental Health America's Advocacy Network members who asked their senators two weeks ago to support and co-sponsor mental health parity legislation in the Senate. **That was only a first step though and we still have work to do!**

Yesterday Congressmen Patrick Kennedy (D-RI) and Jim Ramstad (R-MN) introduced a strong new version of the Wellstone bill for mental health fairness. The Paul Wellstone Mental Health and Addiction Equity Act would bar employers and health plans from imposing stricter limits on insurance coverage for mental health care than care for other medical conditions. The legislation is cosponsored by an historic bipartisan majority of 256 Members of Congress, including House Leaders. That's a great start, but Mental Health America needs your help to add more! [Urge your representative to support and co-sponsor H.R. 1367 today.](#)

Enactment of a strong parity bill is a critical first step toward improving access to health care and addressing mental health conditions with the same urgency and priority as we attach to other general medical conditions. For more information about parity legislation in Congress and other ways you can help, visit the Campaign to Insure Mental Health and Addiction Equity website, <http://www.equitycampaign.org/>.

Please remember to forward this email to your to your friends and colleagues. Passage of parity legislation in 2007 depends on all of us!

[unsubscribe](#)

Unsubscribe | Privacy Policy | Contact Us
© 2007 Mental Health America
formerly known as the National Mental Health Association (NMHA)

POWERED BY
CONVIO

E-newsletter

Our template uses a simple design that is easy to read and navigate.



Print Ad

Print advertisements are a great way to reach out to new audiences. Consider trading space with another organization to reduce costs. Be sure to use plenty of white space and compelling graphics that draw attention to your ad.

WE ARE MENTAL HEALTH AMERICA!

National Mental Health Association
has changed its name.

Our new name, Mental Health America, was chosen to communicate how fundamental mental health is to the overall health and well-being of every American. Our new logo is meant to convey Mental Health America as a forward-looking, vibrant movement. The bell image in the logo is a graphic representation of an actual 300 lb. bell, the Mental Health America Bell. The Bell was forged more than 50 years ago with iron chains and shackles that bound people in mental asylums. It serves as a vital reminder of our past and the progress we have made, and a powerful symbol of our vital mission.

Mental Health America (formerly known as the National Mental Health Association) is the country's leading nonprofit dedicated to helping ALL people live mentally healthier lives. With our more than 320 affiliates nationwide, we represent a growing movement of Americans who promote mental wellness for the health and well-being of the nation – everyday and in times of crisis.

We invite all Americans to join our movement to help all people live mentally healthier lives.

To learn more, find help or get involved, go to www.mentalhealthamerica.net or call us at 800-969-6642.

MHA
Mental Health America
of Affiliate Location

visit us
www.mentalhealthamerica.net

Mental Health America / 2000 North Beauregard St. / Alexandria, VA 22311 / T: 800-969-6642 / F: 703-684-5968

Print ad shown at actual size

Direct Mail

Direct mail pieces should be a variation of our letterhead template. We recommend a one- or two-page letter that includes a response card and a return envelope. The sample below is a recent example of a strong direct mail appeal used by Mental Health America and many affiliates.



Direct mail appeal shown at reduced size

Please
place
stamp
here

Mental Health America
Attn: Gift Office
PO Box 16810-0810
Alexandria, VA 22302



Mr. John Q. Sample
123 Main Street
Anytown, US 12345-6789

Symptoms of Clinical Depression:

- Persistent sad, anxious or "empty" mood
- Sleeping too much or too little, middle of the night or early morning waking
- Reduced appetite and weight loss, or increased appetite and weight gain
- Loss of pleasure and interest in activities once enjoyed, including sex
- Restlessness, irritability
- Persistent physical symptoms that do not respond to treatment (such as chronic pain or digestive disorders)
- Difficulty concentrating, remembering or making decisions
- Fatigue or loss of energy

Yes! I want to help Mental Health America save lives, promote mental wellness and address mental conditions!

Enclosed is my gift of: \$20 \$50 \$100 Other: _____

Payment type: VISA MasterCard American Express Discover

Card Number: _____ Exp. _____

Full Name: _____

Signature: _____

Phone: _____ E-mail: _____

Check enclosed (Please make your check payable to Mental Health America)

- Please send me information on my local Mental Health America affiliate.
- Please contact me about other ways I can make tax-deductible contributions to Mental Health America.
- Please send me information on charitable gift annuities.

Phone: _____

E-mail: _____

Direct mail appeal shown at reduced size

Event Flyer

Vary your flyer designs somewhat to ensure a fresh approach. The flyer example below captures the feel of our new look.

Don't Miss the Mind Your Health Fair!

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EVENT HIGHLIGHTS:

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MHA
Mental Health America
of Affiliate Location

Flyer shown at reduced size

Poster

Posters are a great way to educate the public and advertise events. Be sure to capture attention with strong graphics and don't overwhelm your piece with text.

STRESS
It can be toxic to your body!

MIND your health by learning about the effects of stress on your whole body.

BRAIN AND NERVES
Headaches, feelings of despair, lack of energy, sadness, nervousness, anger, irritability, increased or decreased eating, trouble concentrating, memory problems, trouble sleeping, mental health problems (such as panic attacks, anxiety disorders and depression)

SKIN
Acne and other skin problems

MUSCLES AND JOINTS
Muscle aches and tension (especially in the neck, shoulders and back), increased risk of reduced bone density

HEART
Faster heartbeat, rise in blood pressure, increased risk of high cholesterol and heart attack

STOMACH
Nausea, stomach pain, heartburn, weight gain

PANCREAS
Increased risk of diabetes

INTESTINES
Diarrhea, constipation and other digestive problems

REPRODUCTIVE SYSTEM
For women-irregular or more painful periods, reduced sexual desire. For men-impotence, lower sperm production, reduced sexual desire

IMMUNE SYSTEM
Lowered ability to fight or recover from illness

FOLLOW THESE TIPS:
Pay attention to your body. If you've been under stress for a long time, watch out for changes in your body caused by stress. If you are having symptoms of stress, go to www.mentalhealthamerica.net to learn about the steps you can take to help you feel better.

REMEMBER, IT'S OK TO ASK FOR HELP.
If you feel overwhelmed, unable to cope and feel as though your stress is affecting how you function every day, consider contacting a mental health professional. For a referral to local services, contact your local Mental Health America affiliate or Mental Health America at 800-969-6642. You can also visit www.mentalhealthamerica.net.

MHA
Mental Health America

Poster shown at reduced size

Signage

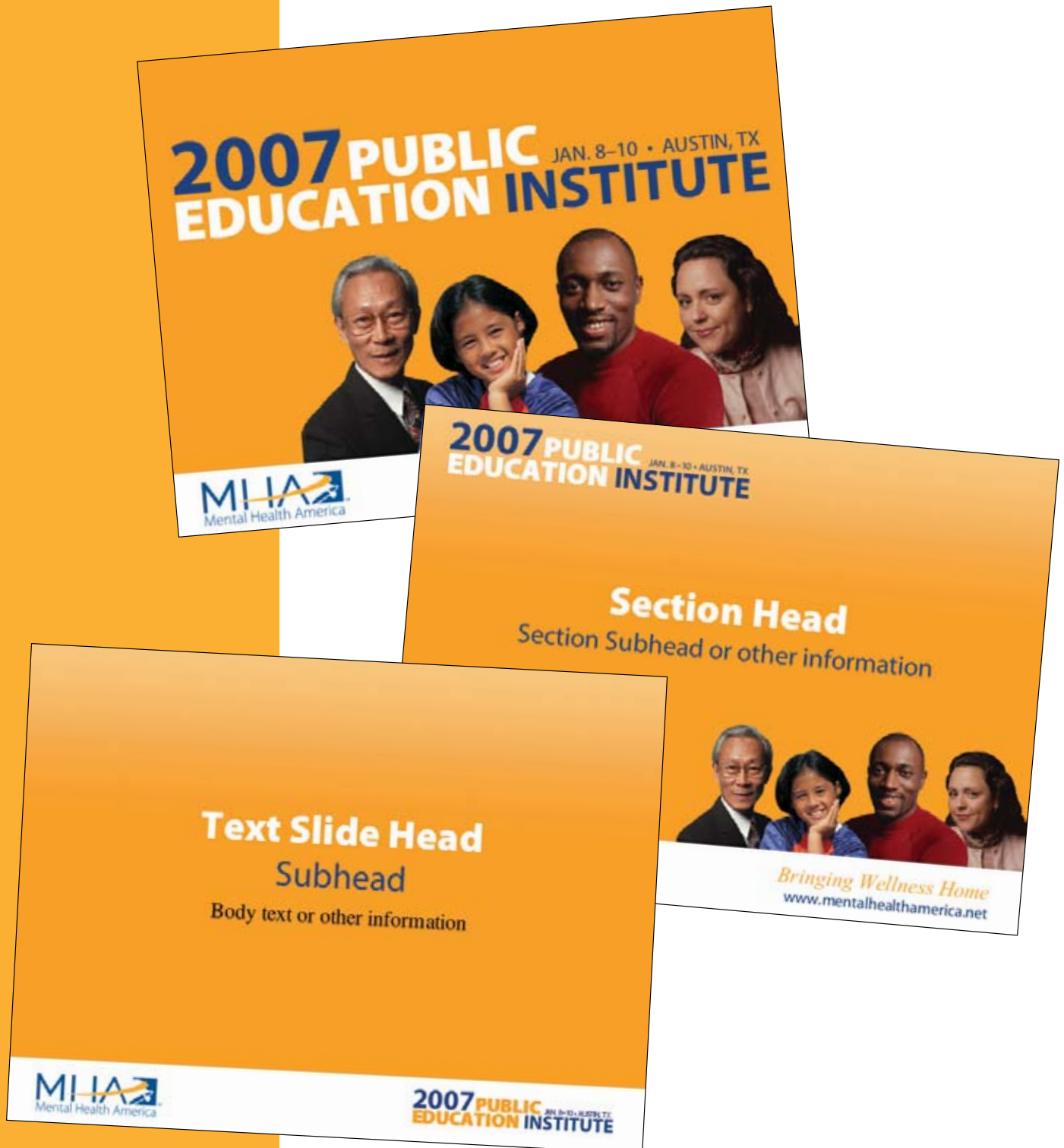
The sign template can be modified for use as an informational, directional or sponsor sign.



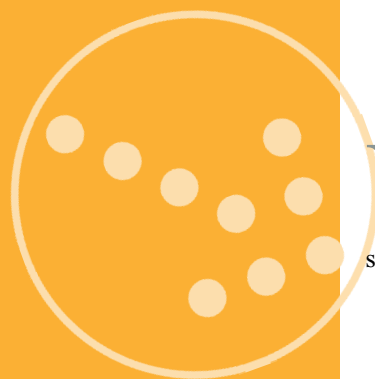
Sign shown at reduced size

PowerPoint Template

A downloadable file that contains a title and main body slide that you can easily customize with your MHA's logo and original text is available on the Graphics Standards Manual CD and on the Affiliate Intranet. (Instructions for accessing the Affiliate Intranet are on the Table of Contents page.) The samples below are from the 2007 Public Education Institute.



Internet Brand Identity



Websites serve as our digital “home” and for that reason are powerful reflections of our image and identity—perhaps more than any other publication we produce. Our website design offers a clean and sophisticated look that’s simple to read and navigate.



Modifiable Web Page Templates

Downloadable web page templates that you can customize with your own logo and text are available on the Graphics Standards Manual CD and on the Affiliate Intranet. (Instructions for accessing the Affiliate Intranet are on the Table of Contents page.)

Whether you download our template, design your own website or modify your existing site, be sure to follow the general guidelines and design themes provided in this manual, and use the tips provided below.

Tips and Reminders

- Only use website colors from the approved color palette using the hexadecimal or RGB versions of the colors (see “Color Palette” on page 5). The main colors on Mental Health America’s website are the hexadecimal values of PMS 294 and PMS 137.
- Because sans serif fonts are easiest to read online, use our official sans serif font, Verdana, for your digital text (see “Our Fonts” on page 6).
- For the Verdana font, set all main body text at 10 points as this is a larger font. Headlines and subheads can be set at 12 points and larger.
- Use dark text on light backgrounds as much as possible for the highest contrast. People who are visually impaired or color blind may have trouble reading light text on dark backgrounds.
- Different Internet web browsers render websites differently. Before making your website public, view it in at least two different browsers. PC-type computers have Internet Explorer already built in. To download Firefox at no charge, go to <http://www.mozilla.com/en-US/>.