

Color Guidelines

Official Logo Colors



Pantone 294U

R:56 G:89 B:136

C:100 M:53 Y:2 K:21

Hex: #385988



Pantone 137U

R:255 G:159 B:55

C:0 M:29 Y:84 K:0

Hex: #FF9F37

Secondary Color Palette*



Pantone 315U

R:32 G:103 B:121

C:100 M:7 Y:23 K:33

Hex: #206779



Pantone 1788U

R:249 G:93 B:98

C:0 M:71 Y:66 K:0

Hex: #F95D62



Pantone 2425U

R:151 G:83 B:129

C:38 M:85 Y:2 K:2

Hex: #975381



Pantone 7466U

R:0 G:180 B:188

C:72 M:0 Y:28 K:0

Hex: #00B4BC



Pantone 390U

R:151 G:169 B:38

C:28 M:0 Y:99 K:13

Hex: #97A926

*It is ok to use the full spectrum of black/gray/white in addition to the colors specified in the Secondary Color Palette.

What's the deal with the four different breakdowns under each color?

Pantone: A special matching system that guarantees the color gets printed exactly as it should. These are also sometimes referred to as "spot colors." You will likely only need to use these when having materials professionally designed or printed.

RGB: A breakdown of the red, green, and blue combinations used to create a specific color. This is what should be used when creating materials that will be used on screens and monitors

CMYK: A breakdown of the cyan, magenta, yellow, and black combinations used to create a specific color. This is what should be used when creating materials that will be printed.

Hexidecimal (Hex): A system of creating consistent colors across web browsers. You will likely use this in your web-editing software.

Saturation and Transparency

Saturation: The intensity of a color.

Transparency: How see-through a color is.

You may adjust the saturation and transparency of colors in the design of your materials, with a few restrictions:

1. Saturation and transparency should not be adjusted in the Mental Health America or Mental Health America affiliate logos.
2. Saturation and transparency should not be adjusted below 80%, as this makes the colors start to appear pastel and decreases contrast.



Font Guidelines

Myriad Pro

The Myriad Pro font family is what is used in the official Mental Health America and Mental Health America affiliate logos, as well as the majority of print and pdf materials MHA has designed and published.

How to Get This Font:

1. If you have an Adobe Creative Cloud account and software, you may sync this font family to your computer programs using Adobe TypeKit.
 2. You can sign up for a FREE Adobe Typekit account at <https://typekit.com/plans> - Myriad Pro is one of the over 230 fonts that can be accessed in the Free Plan.
 3. If you prefer not to use Adobe Typekit to gain access to the Myriad Pro font family, you can download the related font, Myriad Roman, for free at <http://ufonts.com/fonts/myriad-roman.html>.
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Proxima Nova

Promixa Nova is the font that is used in some of the decorative features of Mental Health America's website, such as the "Find MHA in Your Area" and "Join Our Mailing List" widgets.

How to Get This Font:

1. If you have an Adobe Creative Cloud account and software, you may sync this font family to your computer programs using Adobe TypeKit.
 2. If you prefer not to use Adobe Typekit to gain access to the Proxima Nova font, it can be purchased at <https://www.fontspring.com/fonts/mark-simonson-studio/proxima-nova>.
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Keep Calm Medium

Keep Calm Medium is a font that was used (along with Myriad Pro) in the design of the 2016 May is Mental Health Month materials.

How to Get This Font:

1. This font can be downloaded for free at <http://www.dafont.com/keep-calm.font>. Once downloaded, you must install the font. This can be done by right-clicking on the font file and selecting "Install."
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BEBAS NEUE

BEBAS NEUE IS A FONT THAT WAS USED (ALONG WITH MYRIAD PRO) IN THE DESIGN OF THE 2016 MHA ANNUAL CONFERENCE MATERIALS.

HOW TO GET THIS FONT:

1. THIS FONT CAN BE DOWNLOADED FOR FREE AT [HTTP://WWW.DAFONT.COM/BEBAS-NEUE.FONT](http://WWW.DAFONT.COM/BEBAS-NEUE.FONT). ONCE DOWNLOADED, YOU MUST INSTALL THE FONT. THIS CAN BE DONE BY RIGHT-CLICKING ON THE FONT FILE AND SELECTING "INSTALL."

Image Types

Vector Files

Vector files are images that are saved using mathematical formulas, and can be resized without losing image quality. AI and EPS are the most common vector file types and usually require graphic design software to open.

Raster Files

Raster files are images that are saved by mapping out pixels. The more pixels there are in an image, the higher the resolution. When enlarged, pixels are stretched which can result in poor image quality - especially in low resolution images. JPEG, PNG, BMP and GIF are the most common raster file types. These images can be opened using nearly all kinds of software.

Resolution

High Resolution: Vector files are always considered high resolution because they do not lose image quality when resized. Raster files (JPEGs, PNGs, etc.) are only considered high resolution when they have a PPI or DPI of 300 or higher. *High resolution files are needed when something will be professionally printed or greatly enlarged.*

Low Resolution: Raster files (including most photos taken with a cell phone) tend to be low or medium resolution. Common low resolution is 72 PPI/DPI and medium resolution is 150 PPI/DPI. These files are often smaller in size (kilobytes) and are best suited for web or screen use since the small file size causes them to load quickly on webpages and devices.

Checking Resolution: You can check the resolution of an image by right-clicking on the image file, selecting "Properties" from the menu, then clicking the tab for "Details" in the new window that pops up. There should be lines with Horizontal resolution and Vertical resolution. Those numbers should typically match.

Photos

For free stock photos, search the following sites:

freestocks.org
pexels.com
pixabay.com
stocksnap.io
negativespace.co
splitshire.com
unsplash.com
gratisography.com
kaboompics.com
lifeofpix.com
picjumbo.com
picography.co

deathtothestockphoto.com (MORE than just photos here!)

imcreator.com/free (MORE than just photos here!)

stockvault.net (you have to scroll down about 1/4 of the page to get to the free stuff)

freeimages.com (you have to scroll down about 1/4 of the page to get to the free stuff)

dreamstime.com/free-photos (this is a pay site, but they do have a selection of freebies)

The following sites are pay sites, but have weekly free stock photo downloads that are emailed to anyone who signs up on their websites:

shutterstock.com
thinkstockphotos.com
depositphotos.com

Icons

You may have noticed that MHA has been using quite a few icons in our more recent materials. We get ours from Flaticon.com. There are thousands upon thousands of FREE icons across a wide range of categories in multiple styles and file formats.

Don't forget about Webdings and Wingdings. These fonts come standard on most computers, are nothing but symbols/icons, and can be used in programs ranging from Microsoft Word to Adobe InDesign.

To access the symbols from these fonts in Microsoft Word:

1. Go to the "Insert" tab at the top of your document window
2. On the far right of the ribbon, click the Symbol Icon Ω .
3. Click "More Symbols" at the bottom of the drop-down menu.
4. In the new Symbol window that pops up, go to the drop-down menu for "Font" and select either "Wingdings" or "Webdings."
5. Check out all the symbols that pop up.
6. Double click to insert a particular symbol into your document.