



CREATED: MARCH 2022

CAPE

CAPE Mental Health Movement Brand Identity Guide

Brand Pillars

Everything we produce is based on the following:

1

Inclusive

2

Informative

3

Creative

4

Cross-Generational

5

Approachable

Buzzwords

OUR BRAND IS:

1. Empathetic
2. Advocates
3. Accessible
4. Creative
5. Diverse
6. Leaders
7. Destigmatizing
8. Innovative
9. Realistic
10. Vibrant

OUR BRAND IS NOT:

1. Exclusive
2. Close-minded
3. Irresponsible
4. Apathetic
5. Naive
6. Typical
7. Unreliable
8. Unprofessional
9. Inconsiderate
10. Uneducated

Mission / Vision / Position

MISSION

What we do

We, CAPE, are a Milwaukee-based program that utilizes graphic design to help spread mental health awareness, education, and acceptance. We improve access to resources, dismantle stigmas concerning mental conditions, and rebuild healthier perceptions concerning mental health.

VISION

Why we're here

We value our community and seek sustainable ways to improve mental health. We believe it starts with us setting a strong foundation for the present and future generations to come, from ALL backgrounds, especially the young and the underserved.

We imagine a world where the stigmatization of mental health conditions is a thing of the past, and effective mental health care is as common and readily available as physical check-ups.

POSITION

What makes us unique

While operating under the umbrella of Artworks for Milwaukee, we receive professional and life training while actively paying it forward with our talents, skills, and most importantly, our own experiences. Our unique youth perspectives shape and provide creativity to the projects put forward by CAPE.

Brand + Audience

WE WANT OUR AUDIENCE TO FEEL:

1. Validated
2. Connected
3. Relieved
4. Inspired
5. Secure

OUR AUDIENCE IS:

1. Teens 10-18 (and their families and support systems) primarily in Milwaukee, Wisconsin.
2. BIPOC/Minorities particularly those who have overlapping identities (race, sexuality, gender, etc).
3. Those impacted by mental health conditions, and those who may not be but are willing to learn.



FULL COLOR

MAIN LOGO

Print & Web

The full color logo is the primary version used as much as possible (black is used only when color cannot). All variations must be used exactly as it appears in this guide; inverted and reverse versions must be used on dark backgrounds.

STYLE GUIDE: LOGO



ONE COLOR BLACK





FULL COLOR

LOGO (CAPE ONLY)

Print & Web

The CAPE standalone logo is used as a secondary option when it is better option for the layout space. Some examples include website headers, horizontal banners, etc. The one color, and other variations rules for main logo also apply to standalone logo.

STYLE GUIDE: LOGO

CAPE

ONE COLOR BLACK

CAPE

INVERTED

CAPE

REVERSE

STYLE GUIDE: LOGO



FULL COLOR



ONE COLOR



INVERTED



REVERSE

LOGO ICON

Print & Web

The icon should be used as a solid color on light backgrounds, but the knocked-out reverse version should be used for dark backgrounds. For best visibility, use the icon at least .35 inches on up.

STYLE GUIDE: COLORS

Cape Red

0 100 80 0

236 26 59

#ec1a3b

Hero Blue

100 73 23 53

0 42 80

#002a50

Ceylon Yellow

20 20 100 00

215 191 23

#d7bf17

COLOR PALLETES

Print & Web

The primary colors are Cape Red and Hero Blue, and secondary color will be Ceylon Yellow. All primary and secondary colors will be used interchangeably as visually fit to balance all elements and layouts.

LOGO MOCK-UPS



Thank you.