

# **CAPE Mental Health Movement**

**Brand Identity Guide** 

# **Brand Pillars**

Everything we produce is based on the following:

1

2

3

4

5

Inclusive

Informative

Creative

**Cross-Generational** 

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 underserviced.

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.

**STYLE GUIDE: LOGO** 



**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.





INVERTED



REVERSE

ONE COLOR BLACK

**STYLE GUIDE: LOGO** 



**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.







ONE COLOR BLACK

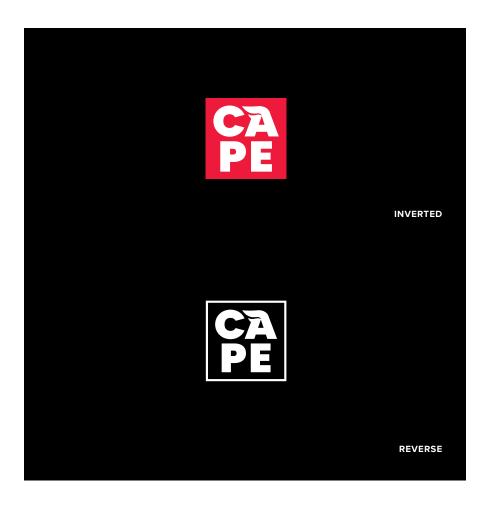
#### **STYLE GUIDE: LOGO**



**FULL COLOR** 



ONE COLOR



#### **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 #ecla3b

## **Hero Blue**

100 73 23 53 0 42 80 #002a50

### **Ceylon Yellow**

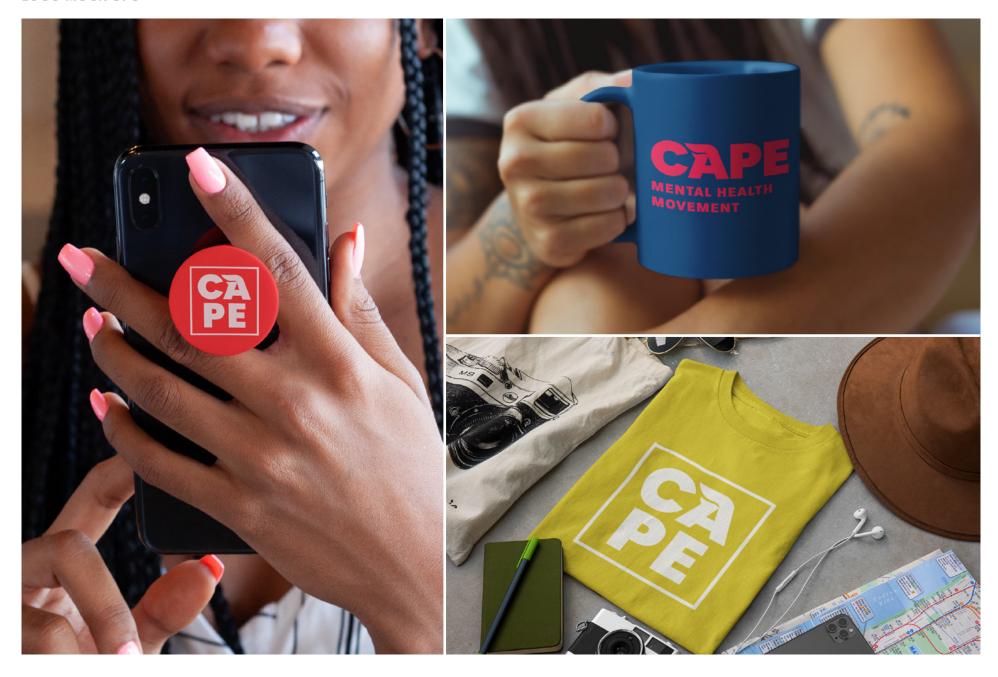
20 20 100 00 215 191 23 #d7bf17

#### **COLOR PALLETTES**

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 interchangebly as visually fit to balance all elements and layouts.

#### LOGO MOCK-UPS



# Thank you.