NAMI

Brand Guidelines

2018

Manifesto

This is how we talk about stigma. All of our messaging should reinforce the analogy of stigma being a harmful virus, but one that is 100% curable.

There's a virus spreading across America. It harms the 1 in 5 Americans affected by mental health conditions.

**It shames them into silence.
It prevents them from seeking help.
And in some cases, it takes lives.**

**What virus are we talking about?
It's stigma. Stigma against people with mental health conditions.**

**But there's good news.
Stigma is 100% curable.**

**Compassion, empathy and understanding are the antidote.
Your voice can spread the cure.**

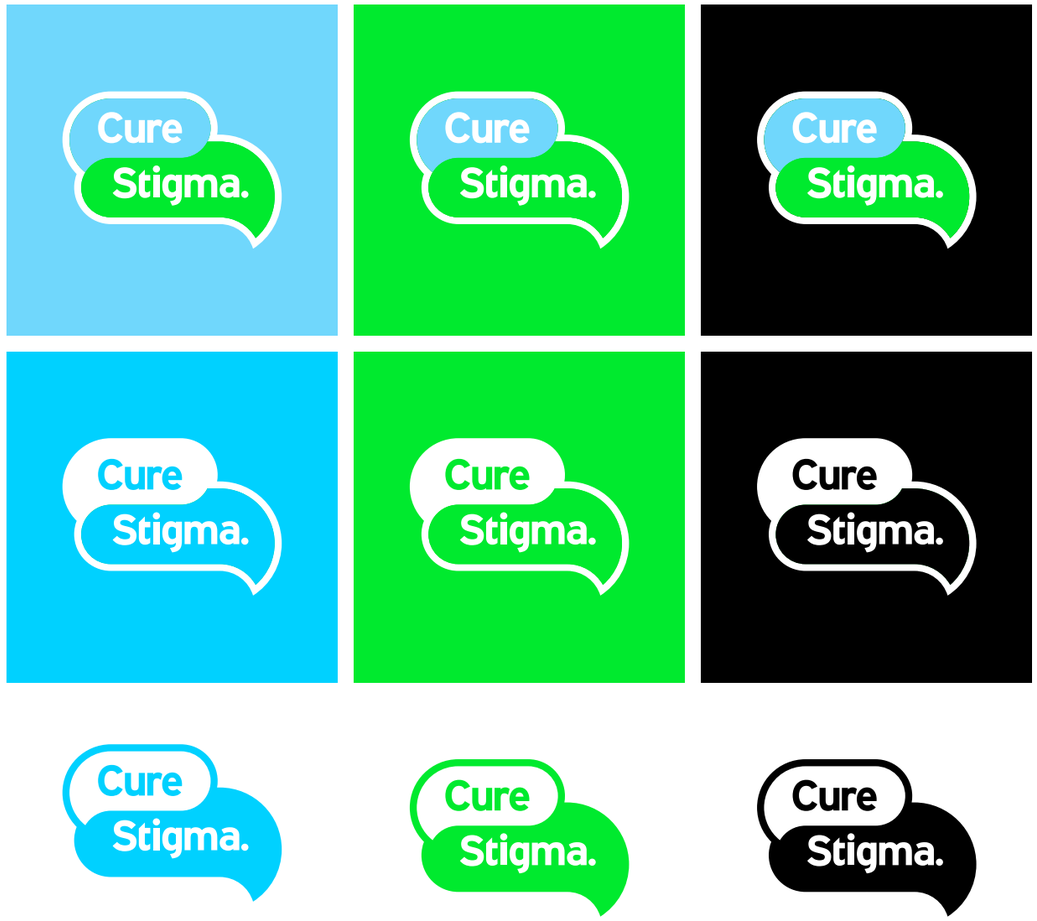
Join NAMI, The National Alliance on Mental Illness.

Together we can #CureStigma

Sample Posts

These are sample social posts that either a NAMI ambassador or the general public may write in order to participate in the movement to #CureStigma. For a side-by-side comparison, our brand manifesto is included to the right.

Ex 1	Stigma is a virus that prevents people from seeking help. Be a part of the cure, get tested for stigma: CureStigma.org #CureStigma
Ex 2	Stigma may not directly affect you, but it prevents the 1 in 5 Americans with mental health conditions from seeking help. Get tested at CureStigma.org #CureStigma
Ex 3	Be an ally to people with mental health conditions. Get tested for stigma at CureStigma.org #CureStigma
Ex 4	Examine your own behavior before judging others. Get tested for stigma at CureStigma.org #CureStigma
Ex 5	There's no easy cure for mental health conditions, but stigma can be cured. Find your cure at CureStigma.org #CureStigma
Ex 6	Mental health stigma may not directly affect you, but you could risk coming across as a jerk. Get tested for stigma: CureStigma.org #CureStigma



Logo

Using both the primary blue and green in the logo is preferred. However, this combination should never appear on a white background. In addition, the border should never change from white.

A monochromatic version of the logo is available for use in white, blue and black. Either the blue logo or the green are preferred whenever the background MUST be white.

Typography

The brand's primary font-family is 'Work Sans.' It is a google-font and available in a variety of weights.
As a general rule, 75% of all text should be set between Regular and Extralight and in Title-Case. Heavier weights and ALL-CAPS should be used sparingly.
We aim to prioritize the lighter weights and emphasize negative space so as to allow the content to breathe.

Work Sans	Bold
Work Sans	Semibold
Work Sans	Medium
Work Sans	Regular
Work Sans	Light
Work Sans	Extralight

Sample Header — Extralight Header, 32 pt

Sample Sub-Header — Regular Sub-Header, 16 pt

Ipsum Lorum lique volorpor re nis quamusa pieniminis et eos itis santiscipis eos autill abo aquil. — Light Body-Copy, 16pt

Sample CTA — Regular CTA, 16 pt

Color

The brand relies heavily on it's two primary colors: blue and green. Both reference mobile/social communication. They each have a double meaning as well. The blue is a nod to NAMI, while the green symbolizes to mental health.

Blue	#00d1ff
C 100	R 0
M 0	G 209
Y 0	B 255
K 0	

Pantone Coated: 306C
Pantone Uncoated: 306U

Green	#00ea2e
C 99	R 0
M 0	G 234
Y 100	B 46
K 0	

Pantone Coated: 802C
Pantone Uncoated: 7488U

Black	#000000
C 0	R 0
M 0	G 0
Y 0	B 0
K 100	