

Visual Brand Guidelines



Welcome

Thank you for your partnership with Active Minds!

We are grateful for your support of our work and mission! Should you have any questions on these Branding Guidelines, please don't hesitate to reach out to us at communications@activeminds.org, subject line: Branding Inquiry.



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01

Attributes

Attributes

What do we strive to be?

Just as the organization has a north star that drives our work (a combination of: mission and values), so too does the Visual Brand team. You can think of these as a checklist we run through every time we develop anything for the organization and we encourage you to join us in using this lens!



Dynamic

Good brands catch and keep our audience's attention.

Having a target audience of youth and young adults (ages 14-25),* requires that we continue to strive to create dynamic, fresh, interesting, and visually engaging work.

**Of course, our audience isn't always 14-25. As such, our brand must also be flexible enough to appeal to other audiences when needed.*



Accessible

How do we give the most people possible access to our work?

Accessibility is of the utmost importance to us as an organization. As such, we must make concessions on things like cool and trendy fonts and neon color palettes that might make our work fun but difficult to read.



Representative

Our goal with visuals is to always make people feel seen and included.

It is important for our target audiences to see themselves as part of the Active Minds community. Authentic representation will help us ensure that they do. We always aim to use photos, illustrations, and other visuals that speak to our target audience. Of course, this aim is paired with a real strong and realistic awareness that we must be diligent in acquiring permissions and protecting likenesses.



Authentic

We must understand who we are and communicate that effectively.

As important as representation is, we want to avoid being performative. This means that we strive to use our own photos of our own students whenever possible, to cite sources, and to have united messaging.





02

Logos

Logo Use

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Logo Use

Should I use the Logo?

Yes, so long as the materials are being developed in coordination with Active Minds, our logo should be present. See cobranding section of this document for more information.

The Active Minds logo should be prominently displayed and legible wherever it shows up. Legibility should always take into consideration the medium and format of the specific piece being created.

We are an organization that deeply values accessibility. When choosing a logo, please be sure that it passes the Color Contrast Check [here](#).

For multi-page documents where the logo shows up on the front/back covers or in items such as an email header where the logo is elsewhere in the email, you can forgo having the logo on every element.

Full set of logo downloads can be found online [here](#).



Logo Use

Which logo should I use?

This is the preferred mark whenever color and space context allows. Always try to see if this fits first but if it's not legible or the spacing isn't working out (see below!), then it's time to consider other options.

Put simply: when in doubt, use the stacked logo.

Download the logo here - ***eps, png***



Primary logo / Stacked, full color

Quick Facts

Minimum size: never make the logo less than 1" (width) in print and never less than 75px in digital format

Color considerations: this logo has three colors

Spacing: this must include an e's worth of space around all sides



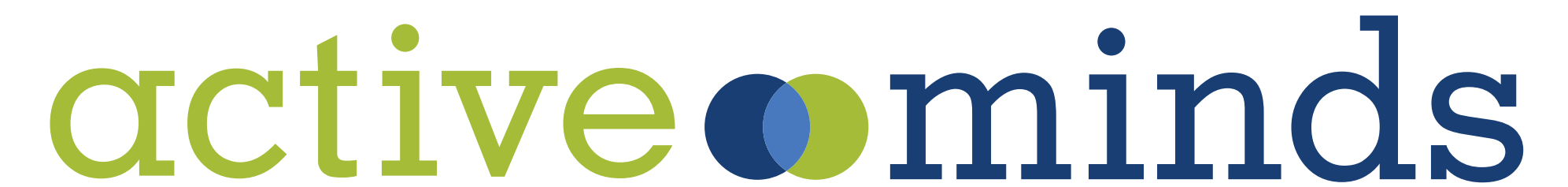
Logo Use

The stacked logo won't fit...

If space does not allow for the stacked logo, please use the horizontal logo. Reach for this when you need to save vertical space or to better fit into a set of like-sized logos.

Reminder to use the full color version when possible.

Download the logo here - ***eps, png***

The logo consists of the word "active" in a lowercase, rounded sans-serif font, colored in a vibrant yellow-green. To its right is a circular icon composed of two overlapping circles: a dark blue one in front and a yellow-green one behind. To the right of the icon is the word "minds" in a lowercase, serif font, colored in a dark blue.

Wordmark logo | Horizontal, full color

Quick Facts

Minimum size: never make the logo less than 1.25" (width) in print and never less than 125px in digital format

Color considerations: this logo has three colors

Spacing: this must include an e's worth of space around all sides



Variations

Single-color, stacked AND horizontal

Available in white, black, green, and blue

There are *two great reasons* to use a single-color version of the logo:

- You're printing and want to save money by reducing the number of colors. (This can also hold true if you're looking to save ink!)
- You're working with a background color that interferes with the green/blue or both!

As with the primary logo, always reach for the stacked version first. If space doesn't allow, then you can try the horizontal version.

When do I use white vs. green vs. blue vs. black?

When possible, reach for white first. That said, the most important part of choosing the color of your logo will be to make sure it passes the **Color Contrast Checker**.

Download the logo here - **eps, png**

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Variations

Green box, full color

Our beloved green box logo is meant for extra complicated backgrounds or when we want to use an extra bold pop of color to help our brand stick out.

The great thing about this logo? While the green box won't look great on all backgrounds, it does automatically meet the Color Contrast Accessibility standards when it comes to text legibility.

Download the logo here - [*eps*](#), [*png*](#)



Logo Formats

Vector vs Raster

- PNG files are pixel graphics
- EPS files are vector graphics
- Pixels are tiny colored squares that, when combined, make an image. Because of this structure, once you start scaling them up, you'll notice they become fuzzy (or pixelated)--this is because you're more clearly able to see those squares.
- Use png when the logo will be used at normal sizes (think the logo in the top corner of a standard piece of paper.)
- Vector graphics are created using mathematical equations that dictate how edges and shapes interact with each other. As a result, when you scale these up, the mathematical equations stay the same and you don't get that pixelated effect.
- **Use eps when you are printing professionally or enlarging the logo.**

We don't give you access to the full suite of jpg, svg, and ai for many reasons but if you need one of these files, please reach out to communications@activeminds.org, subject line: Branding Inquiry.

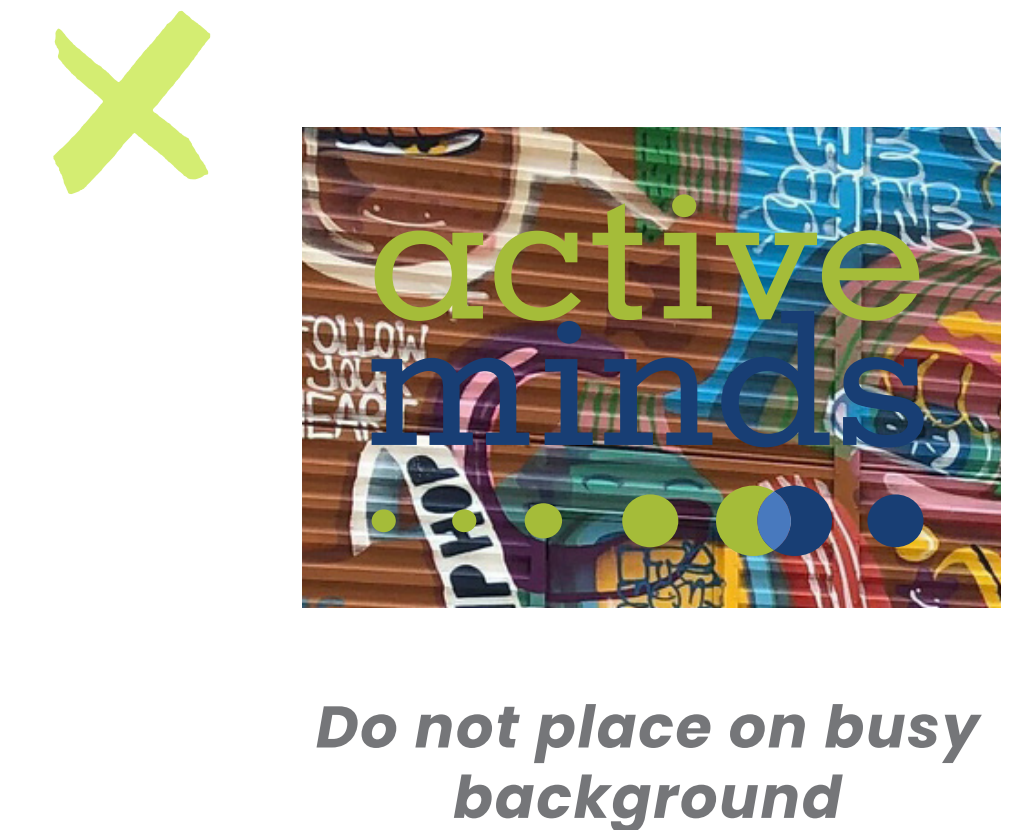


Placing the logo

What to avoid

Branding guidelines very traditionally include what not to do with logos. The long and short of it? Do not manipulate or change our logo in any way, shape, or form!

- Do not recreate the logo in any way (use the files provided on our logo pages).
- Do not squish or skew or change the proportions of the logos. *In most programs, holding down the Shift key and resizing the logo by dragging from the corner will ensure you keep the original proportions. Pay close attention to the proportions of your logo whenever you resize!*
- Do not rearrange any parts of the logo or remove any parts of the logo.
- The words “Active Minds” on their own is not our logo and neither are the overlapping circles so please [please please pretty please] never separate them.
- Do not change any of the color in our logo. [Not even for special occasions.]



Co-Branding

A how-to guide

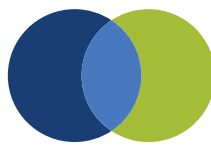
We know you might have your own branding standards when working in collaboration with us at Active Minds. We will honor those to the best of our abilities while still ensuring that we are elevating our own brand in the appropriate ways. We hope that co-branding decisions will be a collaborative process between all parties!

One non-negotiable for co-branding is that our logo must be present on any Active Minds materials we collaborate on with an equal weight and prominence to other logos. This does not mean that logos are of the exact same size, but that they bear the same visual weight. (In other words: you don't notice one before the other! This is dictated by size, shape, color, placements, etc.).

As with all materials, the Active Minds logo should have at least an 'e's worth of space around it on all sites.

URBAN OUTFITTERS

AND

active  minds



03

Colors

Colors

Guidance

Accessibility

Colors

Our primary suite

Brand colors are critical to a brand's visual identity. The following is Active Mind's color palette.

<div><div>PRIMARY BLUE</div><div>RGB: 20 61 117 CMYK: 100 84 27 12</div><div>#143D75</div></div>	<div><div>PRIMARY GREEN</div><div>RGB: 166 188 9 CMYK: 40 10 100 0</div><div>#A6BC09</div></div>
<div><div>MIDDLE LOGO BLUE</div><div>RGB: 72 122 189 CMYK: 75 49 0 0</div><div>#487ABD</div></div>	<div><div>LIME GREEN</div><div>RGB: 200 232 72 CMYK: 26 0 86 0</div><div>#C8E848</div></div>
<div><div>LIGHT BLUE</div><div>RGB: 220 235 249 CMYK: 12 3 0 0</div><div>#DCEBF9</div></div>	<div><div>LIGHT GREEN</div><div>RGB: 203 233 140 CMYK: 23 0 58 0</div><div>#CBE98C</div></div>

Accent Colors

Our secondary suite

Accent colors are an amazing way to add variety and visual interest to our brand.

Please note that these colors should be used sparingly, and only one at a time in combination with our primary brand colors.

The 60/30/10 principle

60/30/10 refers to the percentage used for each set of colors (primary, secondary, and accent, respectively).

60% should be our primary colors.

30% should be our secondary colors.

at most 10% should be our accent colors.

ACCENT TEAL

RGB: 0 165 182
CMYK: 78 14 27 0

#00A5B6

ACCENT GOLD

RGB: 255 202 56
CMYK: 0 21 88 0

#FFCA38

Accessibility

One of our attributes

As mentioned previously in this doc, WCAG 2.0 AA color contrast guidelines are the international accessibility gold standard and we have developed our brand colors with them in mind. This ensures that everyone can engage with our content on the web and in print equitably.

The WCAG suggests a minimum contrast ratio of 4:5:1 for normal text (17pt and below) and 3:1 for large text (18pt and above / 14pt bold and above).

Given the above standards, text in our primary green should only be used on white sparingly, and only in large font sizes (18pt and above). Contrast with white only reaches 2.14:1 (at small sizes).





04

Typography

Fonts

Headers and subheads

This is the heirarchy of our fonts! Please use them accordingly across materials.

[DOWNLOAD HERE](#)

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Fonts

Body Copy

This is the heirarchy of our fonts! Please use them accordingly across materials.

[DOWNLOAD HERE](#)

Georama

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



05

Photography

Permissions

Consent and citations

At Active Minds, we take consent and citations very seriously. The following are guidelines we follow as an organization and as our partner, we encourage you to consider these as well.

It is important that you get consent before/while taking photos and that you know consent has been received when using photos in collateral.

For minors, we must have written and/or verbal consent from both them and their parent or guardian before and using photos (and ideally before taking them!). If the photos have already been taken, you can get their permission after-the-fact.

And remember, if someone says they don't want their photo taken, we must honor that. Similarly, if someone contacts us asking to take their photo off of any materials that we create, we will do so immediately (to the extent possible), and send confirmation to that person that the photo has been removed.



Citing Sources

For Visuals!

If anyone from outside Active Minds Staff has taken a photo or has a visual that we'd like to use, we should ask for permission from that entity. And THEY should have permission from anyone in the photo! [Do be careful that the person who has posted the photo actually owns the photo. When in doubt, ask!] If they give us permission, they might specify that we can use only with credit. At this point, please ask them exactly what copy that credit should include.

*When in doubt, ask OR when in doubt, cite your sources.
Here are a few examples how to include them appropriately.*



Thank you **again** for your
partnership with Active Minds!

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