

CANADIAN MENTAL HEALTH ASSOCIATION BRAND STANDARDS GUIDE

“ ”

BE MIND FULL
CHAMPIONS FOR POSITIVE MENTAL HEALTH SINCE 1918



Canadian Mental
Health Association
Mental health for all

Association canadienne
pour la santé mentale
La santé mentale pour tous

TABLE OF CONTENTS

Section 1: Introduction	1	Section 3: Using Standard Elements.....	21	Tier 3 - Program and Service Materials	40
Vision, Mission, Brand Promise	2	Overview	22	Tier 4 - Event Materials.....	41
What is the Power of a Brand?.....	3	Tier 1 - Identity Materials	23		
Our Brand Promise Explained	4	Business Cards.....	24		
Tone of Voice	5	Letterhead.....	25		
Unifying Elements	6	Number 10 Envelopes	26		
		Email Signatures	27		
Section 2: Standard Elements	7	Powerpoint Template	28	Section 4- Making the Transition	42
CMHA Logos	8	Signage	29		
Logo Suite	9	Website Templates	30		
Logo Colour Variations.....	10	Tier 2 - Branded Communications .	31		
Logo Colour Palette.....	11	Promotional Website Content			
Logo Minimum Size	12	- Variable Slider.....	32		
Logo Clear Space.....	13	Promotional Website Content			
Fonts	14	- Static Image	33		
Design Colour Palette	15	Posters/Postcards.....	34		
Extend Colour Values.....	16	Advertisements.....	35		
Quotation Marks and Colour Blocks..	17	Annual Reports.....	36		
Images	18	Social Media Content	37		
"Be Mind Full" Badge and Placement.....	19	Brochures.....	38		
Headline and Copy Styles.....	20	Alternative Powerpoint Presentations.....	39		

SECTION 1

INTRODUCTION

The intention of a brand guide is to keep a brand's design and communication elements consistent and on brand. This document will provide you with what you need to successfully keep all CMHA communication and marketing pieces on brand.

IN THIS SECTION:

Vision, Mission, Brand Promise
What Is the Power of a Brand?
Our Brand Promise Explained
Unifying Elements

VISION, MISSION, BRAND PROMISE

Vision

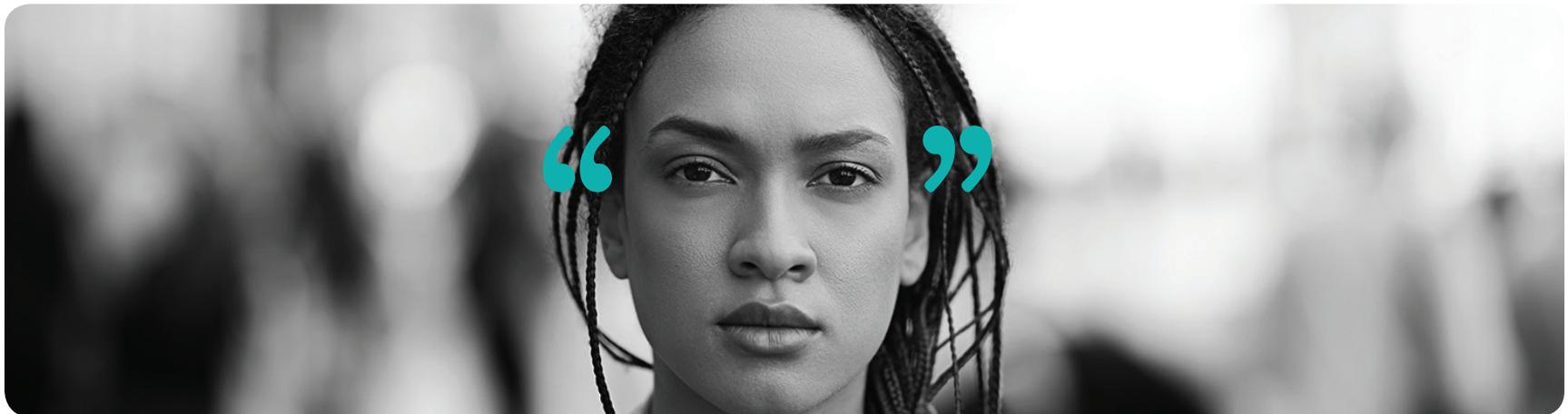
Our vision at CMHA is to maintain and support mentally healthy people in a healthy society.

Mission

As the nation-wide leader and champion for positive mental health, CMHA facilitates access to the resources people require to maintain and improve mental health and community integration, build resilience and support recovery from mental illness.

Brand Promise

CHMA is a vast, nation-wide collective engaged in the relentless pursuit of mentally healthy lives for all people through knowledge, compassion and innovation.



WHAT IS THE POWER OF A BRAND?

The strength of a well-formed organization is its consistency of vision, mandate and brand. The following guidelines will ensure a consistent message is conveyed to the community, partners and supporters of CMHA.

An organization's brand represents its personality, promise and story to its users – it's how people know and recognize you. It's shaped by an organization's logo, marketing approaches, programs and services.

Canada's health system is being transformed, and the profile for mental health has increased significantly. By developing a core creative brand that embodies CMHA's essence (what it looks, feels and sounds like), we can keep pace with other health organizations to demonstrate a unified focus and communicate our message effectively to Canadians.

As we continue to support our new strategic plan and strategic position of providing ***Mental Health for All***, the new brand and updated logo guidelines will help CMHA convey a stronger presence focused on solution, hope and recovery. By using the updated logo guidelines across all Branches and Divisions, we're sending a message that ensures common direction for CMHA's activities, connects everyone's work to a common promise, and provides context for the whole organization.

OUR BRAND PROMISE EXPLAINED

In 2013, a nation-wide working group defined our Brand Promise as follows: “CHMA is a vast, nation-wide collective engaged in the relentless pursuit of mentally healthy lives for all people through knowledge, compassion and innovation.”

In order to bring this brand promise to life in a meaningful way for CMHA branches and our stakeholders, we also created a slogan and some unifying design elements to be applied throughout CMHA branded communications. “Be Mind Full” is our brand promise slogan. This slogan and unifying design elements are described in more detail on the next page.

“Be Mind Full” may sound like a campaign slogan, but it is not intended to be used in a - “short-term campaign”. It is meant to be an “always on” campaign for CMHAs branches nation-wide. An “always-on” campaign ensures there are interesting and inspiring visuals and messages to align with our communications that promote what CMHA stands for, reduces the stigma around mental health and individuals with mental health issues, and increases awareness and recognition for those with mental health challenges.

From time to time, specific campaigns may also be initiated. Mental Health Week is an example of a time when a specific campaign might take place. These specific campaigns will be related to our “Be Mind Full” brand promise but will have their own specific communications objectives.

TONE OF VOICE

Having a set and consistent tone of voice will influence what we say and how we appear to the public.

There are four components to our tone and voice:

Open arms:

welcoming, inclusive, generous

Innovative leaders:

smart, positive & visionary

We don't back down:

strong, determined & resilient

Strong united voice:

brave emphatic & self-assured

UNIFYING ELEMENTS

1 CMHA Logo

Redesigned in 2012, this new logo represented an evolution rather than a revolution of the previous logo.

2 Black & White Photographs

When a visual element is needed for interest, use a black and white image of a single individual with a contemplative, authentic expression. Black and white images provide a modern and uniform look across all elements.

3 “Be Mind Full” Quotation Marks

The quotation marks, appearing in the CMHA brand turquoise, are a striking contrast to the black and white photos. The quotation marks should be used consistently and uniformly over many different elements in order to create a strong visual association with CMHA.



4 “Be Mind Full” Badge

This is a short, interesting and ownable phrase that we can use to sum up what CMHA stands for as an organization. The phrase plays off the word “mindful” – meaning to be conscious, considerate and thoughtful, and by separating the word “Full,” we are indicating wholeness and completeness.

SECTION 2

STANDARD ELEMENTS

The standard elements are the building blocks that make up the brand standard as a whole. This section covers the detailed specifications for each of these elements.

IN THIS SECTION:

- CMHA Logos
- Logo Suite
- Logo Colour Variations
- Logo Colour Palette
- Logo Minimum Size
- Logo Clear Space

- Fonts
- Design Colour Palette
- Extended Colour Values
- Quotation Marks and Colour Blocks
- Images
- "Be Mind Full" Badge and Placement
- Headline and Copy Styles

CMHA LOGOS

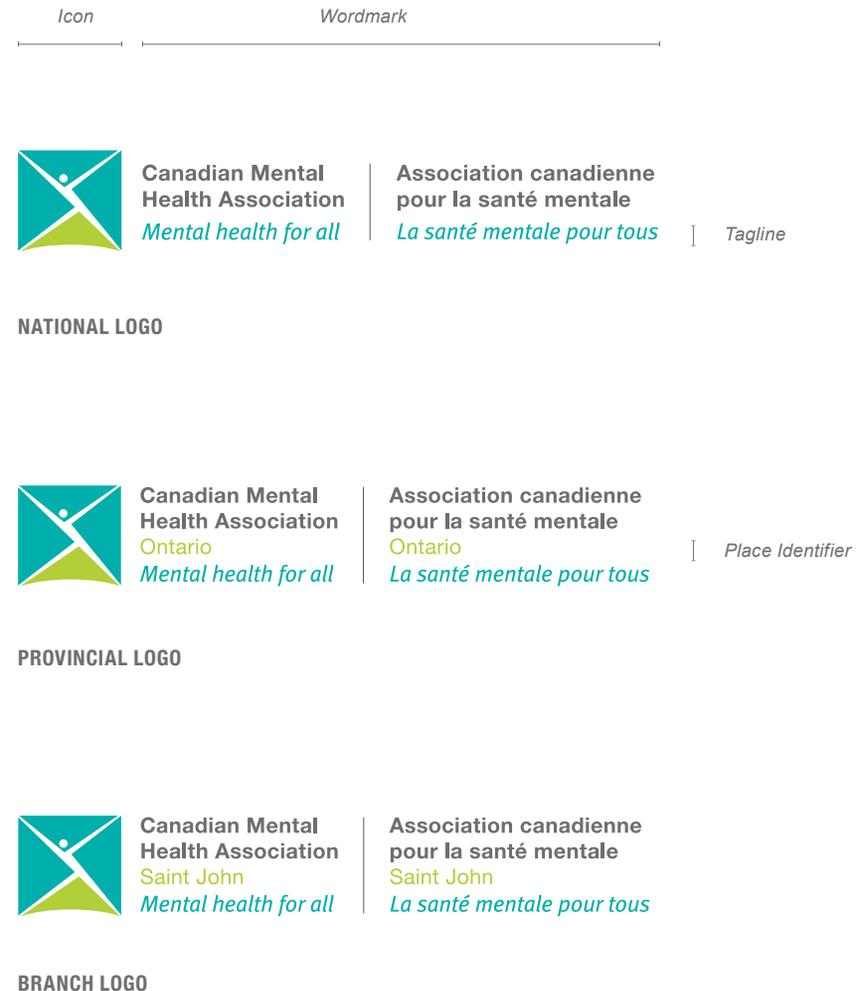
The logo colours are modern and include soft tones, which suggest approachability.

- Green represents CMHA having an earthbound quality and the ability to connect with the community.
- Blue represents the sky and worldview, symbolizing a wider perspective in regards to ideas and thinking.

CMHA has three different logo formats for each level of the organization: national, provincial and branch.

The national logo is composed of three distinct graphic elements that include an icon, the organization name and a tagline.

The provincial and branch logos contain these three elements and an additional place identifier.



LOGO SUITE

Alternate logos are available for use in special applications that require a simpler form of the logo, where space is limited, or which only require a unilingual treatment.

For each individual unit of CMHA (division and branch), alternate logo variations are available including Bilingual, English only and French only, all with or without taglines.

LOGO WITHOUT TAGLINE

BILINGUAL

- Available for:
- national
 - all provincial
 - select branches



Canadian Mental
Health Association
New Brunswick

Association canadienne
pour la santé mentale
Nouveau-Brunswick



Canadian Mental
Health Association
London-Middlesex



Association canadienne
pour la santé mentale
Saint John

ENGLISH ONLY

- Available for:
- national
 - all provincial
 - all branches

FRENCH ONLY

- Available for:
- national
 - select provincial
 - select branches

LOGO WITH TAGLINE



Canadian Mental
Health Association
New Brunswick
Mental health for all

Association canadienne
pour la santé mentale
Nouveau-Brunswick
La santé mentale pour tous



Canadian Mental
Health Association
London-Middlesex
Mental health for all



Association canadienne
pour la santé mentale
Saint John
La santé mentale pour tous

STACKED



Canadian Mental
Health Association
Association canadienne
pour la santé mentale

LOGO COLOUR VARIATIONS

The CMHA logo is available in a variety of colour variations to accommodate different marketing needs.

Use the full colour version whenever possible. Logo colours are an important part of a brand. By using the CMHA colours consistently, you will achieve a strong visual identity for the organization. There are two unique colours that make up the CMHA logo. In addition to the PANTONE® colour, CMYK, RGB and websafe breakdowns are provided below.

For optimal results and colour matching, the PANTONE® colour version should be used whenever possible. However, if at branch level, there are limited resources and printing facilities available, then digital printing is acceptable. Please ensure CMYK version of the logo is used.

For digital use, also refer to page 11 for minimum size requirements. Please ensure proper RGB file is used.

LOGO COLOUR PALETTE

Logo variants

Standard logo



Greyscale logo



Colour reverse logo



White reverse logo on PMS 326 background



White reverse logo on black background



Logo colour palette

PANTONE® (PMS) – For Print



FOUR-COLOUR PROCESS (CMYK) – For Print



SCREEN VALUE (RGB) – For Online Use



HEX VALUE = 00b1b0

HEX VALUE = b2d235

HEX VALUE = 4d4d4d

LOGO MINIMUM SIZE

In order to ensure legibility, logos should never appear smaller than the minimum sizes shown here for print and digital applications.

For print applications, the minimum sizes at which three and four-line logos may appear are 0.3" and 0.35" in height, respectively.

For digital applications, the minimum sizes at which three and four-line logos may appear are 40 pixels and 45 pixels in height, respectively.

MINIMUM SIZE – PRINT



MINIMUM SIZE – DIGITAL



LOGO CLEAR SPACE

The CMHA logo should always be surrounded by a generous field of clearspace to ensure its legibility and impact.

As illustrated, the minimum clearspace measures $\frac{1}{2}$ the height of the icon in the logo. Use the clearspace between the CMHA logo and other graphic elements such as type, images and other logos to ensure it retains a strong presence wherever it appears. Where possible, allow even more space around the logo.



FONTS

Canadian Mental Health Association utilizes the Helvetica Neue family of fonts as accepted typeface.

For the organizational ID such as printed stationery, the Helvetica Neue Condensed family is used.

For marketing applications, the broader family including Helvetica Neue Light, Regular and Bold can be used.

In daily correspondence, online communications, and computer generated material, you may use the substitute font Arial.

HELVETICA NEUE LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA NEUE REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA NEUE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA NEUE CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA NEUE CONDENSED OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA NEUE BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

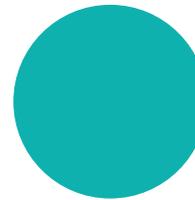
DESIGN COLOUR PALETTE

In addition to the colours used in the logo, this extended design colour palette is provided to ensure all materials are designed with a consistent colour scheme and one that complements the CMHA logo.

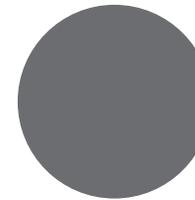
Primary Colours

Use primary colours when only one or two colours are needed.

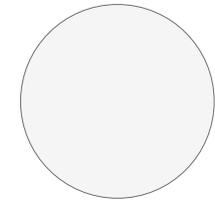
- Teal is always used for quotation marks on the image and may be used for other text and graphical elements.
- Gray is used for text and graphical elements.
- Light grey is used for backgrounds.



Teal



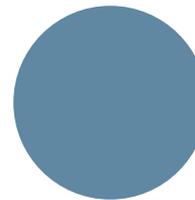
Gray



Light Gray

Secondary Colours

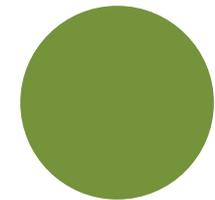
Use secondary colours along with the primary colours when more than one or two colours are needed. Secondary colours include blue, light green and green and are generally used as alternate background colours.



Blue



Light Green



Green

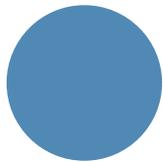
Colour Usage

When selecting colours for creative projects, use colours that provide legibility and easy readability of the text.



EXTENDED COLOUR VALUES

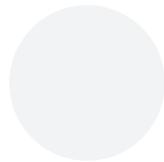
PANTONE® (PMS) – For Print



PMS 646C



PMS 7490C



5% BLACK

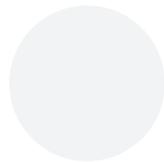
FOUR-COLOUR PROCESS (CMYK) – For Print



C 67
M 39
Y 13
K 0

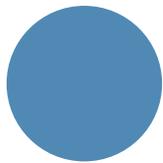


C 60
M 23
Y 91
K 5



C 0
M 0
Y 0
K 5

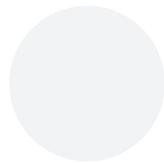
SCREEN VALUE (RGB) – For Online Use



R 93
G 137
B 179



R 115
G 152
B 73



R 241
G 241
B 242

HEX VALUE = 5d89b3

HEX VALUE = 739849

HEX VALUE = f1f1f2

QUOTATION MARKS AND COLOUR BLOCKS

Quotes

The average size of the quotation marks is approx 1/4 the size of the head, but on large images the quotation marks should be smaller.

Each quotation mark should be placed above the ear.

Only use teal for the quotation marks.



Rounded Corners

Apply rounded corners to images or box elements such as background colour or a text container box.



IMAGES



Images are a key design element that can very effectively unify our communications. When selecting stock images for communications pieces, make your selections using these guidelines.

People

Always ensure a single person is the focal point of your image. Do not use groups of people, objects, nature or scenery.

Expressions

Expressions are to be contemplative, positive and hopeful. The expression should not appear either happy, sad or angry. A slight smile is acceptable but a full smile is not. Expressions should be as natural as possible and not forced/posed looking.

Black and White

We always use black and white images in our branded communications.

Diversity

People in images should be selected to represent the diversity of Canada including gender, age and ethnicity.

A selection of approved stock images are available on the info hub. If you would like advice on whether an image you have selected is appropriate, please contact National.

When using photographs of real people and situations, they should be used in a more editorial style (e.g., as part of a newsletter story or blog post). These images are not required to follow the above guidelines. For example, including a group shot of volunteers in a newsletter is acceptable.

"BE MIND FULL" BADGE AND PLACEMENT

"Be Mind Full" Badge

The "Be Mind Full" badge should be used as a unit. Text within the badge should not be changed in any way.



"Be Mind Full" Treatment

Use a +/-2 degree angle when placing badge in creative projects.



"Be Mind Full" Minimum Size

For legibility, do not reduce further than the dimensions specified.

Print

0.5"



Digital

50px



"Be Mind Full" Sizing and Placement

Overlap corner of photo or box shape. Place badge in bottom right. Badge should be approximately 1/3 - 1/4 the width of the image.



HEADLINE AND COPY STYLES

- 1** **Headline**
Helvetica Neue Condensed Bold
Uppercase
- 2** **Subheadline**
Helvetica Neue Regular
Sentence case
- 3** **Body Copy**
Helvetica Neue Regular
Sentence Case
- 4** **Emphasis**
Helvetica Neue Bold
Teal
- 5** **Use of White Space**
Design with sufficient use of white space
so words and images are not overcrowded.

Sample Layout



The sample layout is a vertical composition. At the top is a black and white photograph of a woman with short blonde hair, looking slightly to the right. Overlaid on the photo are two teal quotation marks. In the bottom right corner of the photo is a dark teal box with the text "BE MIND FULL" in white, and below it in smaller white text, "CHAMPIONS FOR POSITIVE MENTAL HEALTH SINCE 1918". Below the photo is a large teal headline in a condensed font: "HEADLINE ENESCIE NDITIUR SECABORERUM". Underneath the headline is a subheadline in a regular font: "Ipisciet occae voluptus plam qui ratquuntum". This is followed by three lines of body copy in a regular font: "Faccusci enescie nditiur secaborerum Ci velit laut fugit a dis sunt quias et volor autem. Ut qui.", the website "CMHA.CA", and a teal circle containing the number "5". At the bottom of the layout are the logos for the Canadian Mental Health Association and the Association canadienne pour la santé mentale, with their respective taglines: "Mental health for all" and "La santé mentale pour tous".

- 1** **HEADLINE**
ENESCIE NDITIUR
SECABORERUM
- 2** Ipisciet occae voluptus
plam qui ratquuntum
- 3** Faccusci enescie nditiur secaborerum Ci velit
laut fugit a dis sunt quias et volor autem. Ut qui.
- 4** CMHA.CA
- 5**

 Canadian Mental Health Association
Mental health for all

 Association canadienne pour la santé mentale
La santé mentale pour tous

SECTION 3

USING STANDARD ELEMENTS

This section explains how to combine the standard elements and use them in different types of materials.

IN THIS SECTION:

Overview

Tier 1 - Identity Materials

Tier 2 - Branded Communications

Tier 3 - Program and Service Materials

Tier 4 - Event Materials

OVERVIEW

There are many different types of materials which incorporate CMHA branding. In order to help you determine which standard elements you should use and when, we have classified materials into groupings called "Tiers."

Tier 1

Identity Materials are those which must simply be branded CMHA. They do not convey any other marketing messages or information. Examples include business cards, stationary and signage.

Tier 2

Branded Communications are also branded CMHA but have a communication or marketing goal beyond just identity. There is a message, image, information, story, promotion or some other content in addition to the branding. Examples include advertisements, posters and brochures.

Tier 3

Program and Service Materials apply to all materials produced for programs and services delivered within CMHA branches, regions and divisions. Examples of programs and services include Bounce Back, Living Life to the Full and Changing Minds.

Tier 4

Event Materials include the fundraising, community and professional event materials that are produced by CMHA branches, regions and divisions. It does not apply to third-party event branding. Examples of events include Ride Don't Hide and Women and Wellness.

TIER 1

IDENTITY MATERIALS

Identity Materials are those which must simply be branded CMHA. They do not convey any other marketing messages or information. For identity materials not included in this guide, apply standard elements using these materials as examples.

MATERIALS INCLUDED

- Business Cards
- Letterhead
- Envelopes
- Email Signatures
- PowerPoint Templates
- Signage
- Website Template

STANDARD ELEMENTS USED

- Logo/Logo Suite
- Logo Colour Palette
- Logo Minimum Size
- Logo Clear Space
- Fonts
- Design colour palette
- Extended Colour Values

TIER 1 - IDENTITY MATERIALS

BUSINESS CARDS

BUSINESS CARD FRONT

Name:

Helvetica Neue Bold Condensed
Font size: 8pt
Colour: PMS 326C

Title:

Helvetica Neue Light Condensed Oblique
Font size: 8pt
Colour: 70% Black

Contact details:

Helvetica Neue Condensed
Font size: 7pt
Colour: 70% Black

BUSINESS CARD OPTIONAL BLACK

Colours: PMS 326C, 382C

FRONT



OPTIONAL BACK



TIER 1 - IDENTITY MATERIALS

LETTERHEAD

LETTERHEAD FIRST PAGE

Specifications for a letter:

All text is set over 13pt leading

Client address:

10pt Arial Regular
(2 line spaces after)

Date:

10pt Arial Regular
(2 line space after)

Opening salutation:

10pt Arial Regular
(1 line space after)

Main body text:

10pt Arial Regular
Aligned Left
(1 line spaces
between paragraphs)

Signature:

10pt Arial Regular
1 line space before

LETTERHEAD SUBSEQUENT PAGES

Margins on subsequent pages are
formatted the same as the first.



TIER 1 - IDENTITY MATERIALS

NUMBER 10 ENVELOPES

Specifications for laser printed address:

10pt Arial Regular over 13pt leading

Black

FRONT

4"

2"



TIER 1 - IDENTITY MATERIALS

EMAIL SIGNATURES

Name:

12pt Arial Bold

Title:

12pt Arial Italic

Company name:

12pt Arial Bold
12pt Arial Regular

Contact details:

12pt Arial Bold
12pt Arial Regular

Web address:

12pt Arial Regular

Colours:

RGB 0 / 177 / 176
RGB 102 / 102 / 102

Standard Version

John Smith

Title here

Canadian Mental Health Association, Toronto

123 Anywhere St., Suite 102,
Toronto ON M4E 2G9

Tel: 416-123-4567 ext. 123

Fax: 416-234-5678

www.ontario.cmha.ca

Satellite Version

John Smith

Title here

Canadian Mental Health Association, New Brunswick

Moncton Satellite Office
123 Anywhere St., Suite 331,
Moncton, NB E1C 0P7

Tel: (506) 859-8114

Fax: (506) 859-9581

nb.cmha.ca

Alternate Version

John Smith

Title here

CMHA Toronto

123 Anywhere St., Suite 102,
Toronto ON M4E 2G9

Tel: 416-123-4567 ext. 123

Fax: 416-234-5678

www.ontario.cmha.ca

TIER 1 - IDENTITY MATERIALS

POWERPOINT TEMPLATE

The CMHA PowerPoint template is available to be used for all external and internal presentations.

An optional version of a PowerPoint template incorporating the “Be Mind Full” badge is also provided on page 38. Either version of the PowerPoint presentation is acceptable to use.



Title of Presentation

Subtitle and/or date

Page Heading without Picture

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum nec turpis nec felis porta tempus. Pellentesque sit amet elementum orci. Cras ut sem dolor. Curabitur tincidunt risus nibh. In pretium dui quis justo commodo a ultrices augue ornare. Mauris sollicitudin, ligula ac viverra congue, orci ante vestibulum purus, eu aliquam massa risus sit amet tortor.



Page Heading with Picture



- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit
- Suspendisse sodales, lorem
- Ultricies bibendum, arcu est
- Non tincidunt augue urna et magna



TIER 1 - IDENTITY MATERIALS

SIGNAGE

Specifications for external and internal signage applications:

Clear space measuring a minimum of half the height of the icon (x) of clear space.

PMS 326, PMS 382

White background

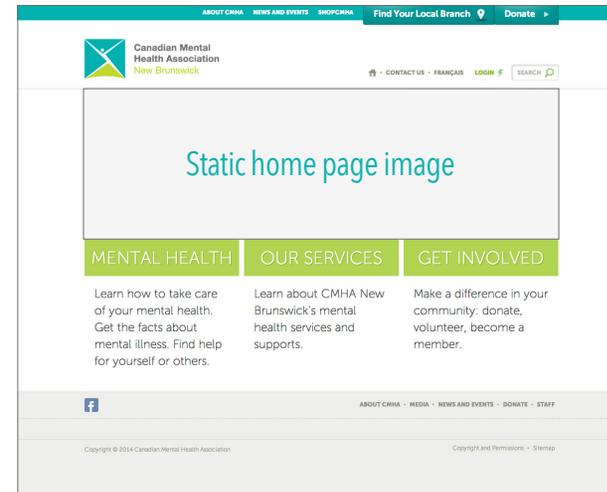
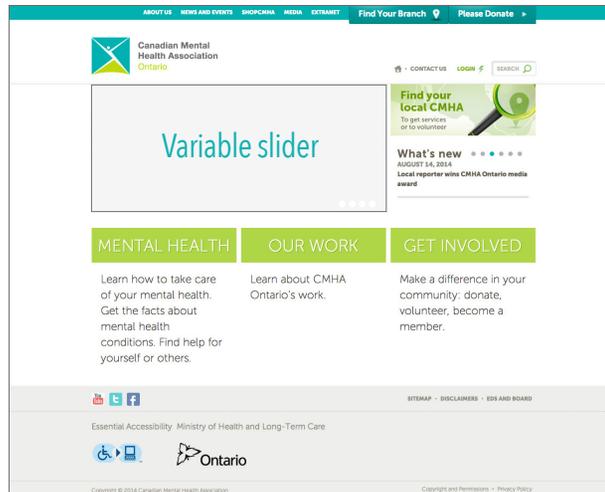


TIER 1 - IDENTITY MATERIALS

WEBSITE TEMPLATES

When using the CMHA website platform and templates, you are automatically following our brand identity standards. There are two home page templates you may choose to use. Select the template that includes the variable slider if you plan to include a variety of promotional messages on your homepage. Select the static home page template if you do not plan to update your home page regularly.

In order to preserve the look of the brand, it is also important to follow standards when creating the content to place in the image positions below. Guidelines for the content to fill the variable slider or static image is included in the “Branded Communications” section.



If you are not using the CMHA website platform and templates, please consult National when considering updates to your website design or a new website design to ensure designs are aligned with our brand identity requirements.

TIER 2

BRANDED COMMUNICATIONS

Branded Communications are also branded CMHA but have a communication or marketing goal beyond just brand identity. There is a message, image, information, story, promotion or some other content also included. It is important that all branded communications follow a similar design standard and visual style which extends beyond simply correct logo usage. This guide provides suggested standards for some of the most common examples of branded communications. For pieces not outlined in this guide, please apply the standard elements using examples provided as a general guideline. If you are planning a large campaign or promotion, please consult National for brand direction before developing campaign materials.

Please note that professional content such as research reports, training presentations, instructional materials and funding applications or government grant proposals are not considered branded communications although the CMHA identity should be applied as per Tier 1.

MATERIALS INCLUDED

- Promotional Website Content
- Posters/Postcards
- Advertisements
- Annual Reports
- Social Media Content
- Brochures
- PowerPoint Presentations

STANDARD ELEMENTS USED

- Logo/Logo Suite
- Logo Colour Palette
- Logo Minimum Size
- Logo Clear Space
- Logo Colour Variations
- Fonts
- Design Colour Palette
- Extended Colour Values
- Quotations Marks and Colour Blocks
- Images
- "Be Mind Full" Badge
- Headline and Copy Styles

TIER 2 - BRANDED COMMUNICATIONS

PROMOTIONAL WEBSITE CONTENT – VARIABLE SLIDER

When using a variable slider on your home page, it is important that all the artwork is designed according to the brand standards. Sliders are a great way to convey multiple messages about what is going on within your CMHA division, region and/or branch as well as nation-wide. From time to time, your division or National may provide you with artwork to use in this space or you may design your own, aligned to this brand guide.

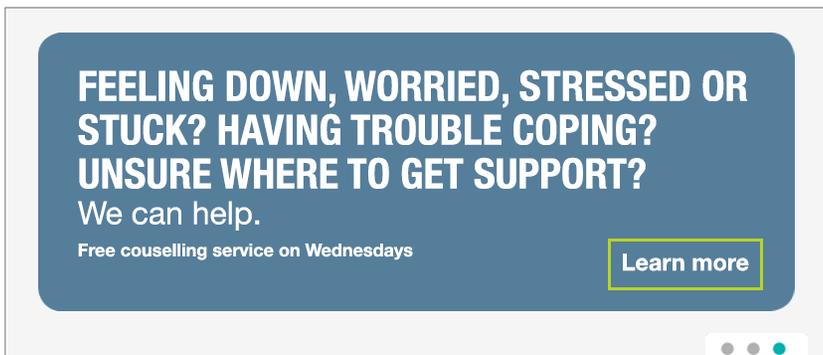


GREEN BREAKFAST
for Mental Illness Awareness Week

FEATURING KAREN LIBERMAN
Green... the colour of health... the colour of hope... the colour of mental illness awareness. Join us for all three.
Tuesday, October 7th, 2014 | 8am to 10am

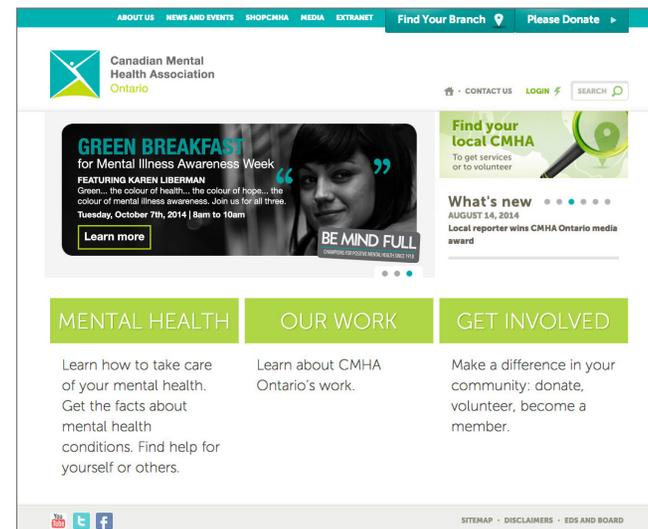
[Learn more](#)

BE MIND FULL
CHAMPIONS FOR POSITIVE MENTAL HEALTH SINCE 1918



FEELING DOWN, WORRIED, STRESSED OR STUCK? HAVING TROUBLE COPING? UNSURE WHERE TO GET SUPPORT?
We can help.
Free counselling service on Wednesdays

[Learn more](#)



Canadian Mental Health Association Ontario

ABOUT US NEWS AND EVENTS SHOP CMHA MEDIA EXTRANET Find Your Branch Please Donate

CONTACT US LOGIN SEARCH

GREEN BREAKFAST
for Mental Illness Awareness Week

FEATURING KAREN LIBERMAN
Green... the colour of health... the colour of hope... the colour of mental illness awareness. Join us for all three.
Tuesday, October 7th, 2014 | 8am to 10am

[Learn more](#)

BE MIND FULL
CHAMPIONS FOR POSITIVE MENTAL HEALTH SINCE 1918

Find your local CMHA
To get services or to volunteer

What's new
AUGUST 14, 2014
Local reporter wins CMHA Ontario media award

MENTAL HEALTH **OUR WORK** **GET INVOLVED**

Learn how to take care of your mental health. Get the facts about mental health conditions. Find help for yourself or others.

Learn about CMHA Ontario's work.

Make a difference in your community: donate, volunteer, become a member.

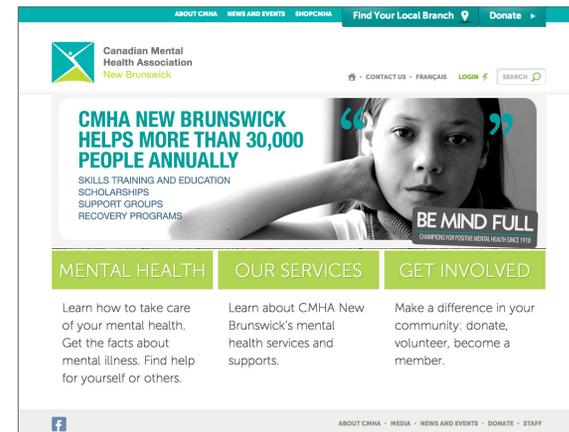
YouTube Twitter Facebook

SITEMAP - DISCLAIMERS - EDS AND BOARD

TIER 2 - BRANDED COMMUNICATIONS

PROMOTIONAL WEBSITE CONTENT – STATIC IMAGE

When using a static image, it is important that the artwork is designed according to the brand standards. A static image on your home page should be used to introduce your branch/region or division to visitors to the site. Ideally this would be used to tell the visitor something meaningful about the scope and range of services you offer. This example has been developed for CMHA New Brunswick. You should adapt the specific details to reflect the focus and spirit of your own branch, region or division.



TIER 2 - BRANDED COMMUNICATIONS
POSTERS/POSTCARDS

Here is an example of a poster and postcard designed to brand standards.



TIER 2 - BRANDED COMMUNICATIONS

ADVERTISEMENTS

Here is an example of a print or digital ad designed to brand standards.



TIER 2 - BRANDED COMMUNICATIONS

ANNUAL REPORTS

Here is an example of an annual report designed to brand standards. Your annual report does not have to look exactly like this example. However, please follow the general look and feel and design style.

2013-14 ANNUAL REPORT



BE MIND FULL

CHAMPIONS FOR POSITIVE MENTAL HEALTH SINCE 1918



Canadian Mental Health Association
Mental health for all



Association canadienne pour la santé mentale
La santé mentale pour tous

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Canadian Mental Health Association
Statement of Financial Position (March 31, 2014)

Assets	
CURRENT	
Cash	\$ 238,999
Short-term investments	222,911
Accounts receivable	56,754
Prepaid expenses	10,203
	528,867
NONCURRENT	
CAPITAL ASSETS	13,993
TOTAL ASSETS	\$ 1,557,576
Liabilities	
CURRENT	
Accounts payable and accrued charges	\$ 138,983
Deferred revenue	184,264
	323,247
Non-current	
Operating fund	333,019
Internally restricted fund	0
Capital asset fund	13,993
Internally restricted fund	888,417
	1,235,429
	\$ 1,557,576

REVENUES BY SOURCE
FISCAL 2013/14



EXPENDITURE BY PROGRAM
FISCAL 2013/14



19

TIER 2 - BRANDED COMMUNICATIONS

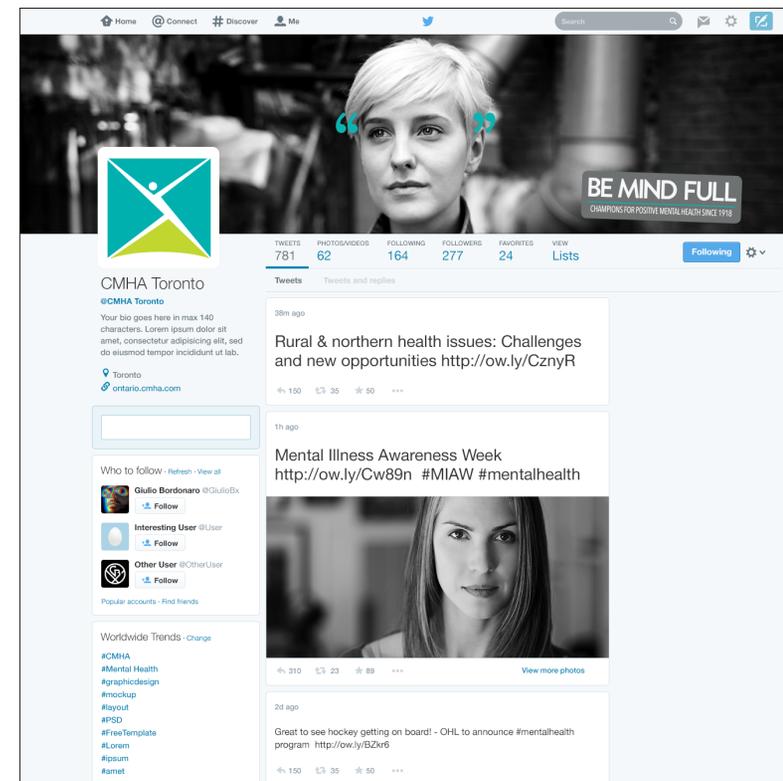
SOCIAL MEDIA CONTENT

Social media cover images can be branded for your agency. They can also be used to promote a program, upcoming event or key message you would like to reach your audience. Sometimes National will provide artwork (e.g., Mental Health Week) or you may design your own. When designing your own, please use the standard elements as described in this guide. We have provided examples for reference.

Facebook Cover Image



Twitter Cover Image



TIER 2 - BRANDED COMMUNICATIONS

BROCHURES

Here is an example of a brochure designed to brand standards. Your brochure does not have to look exactly like this. However, please follow the general look and feel and the design style.

NOVA SCOTIA DIVISION



“ ”

BE MIND FULL
CHAMPIONS FOR POSITIVE MENTAL HEALTH SINCE 1918

CMHA EVENTS & SCHEDULES



Canadian Mental Health Association
Annapolis County
Mental health for all

2015 NEWS & EVENTS

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Contact

CMHA National Branch
125 Queen Street West, Suite 900
Toronto Ontario Canada, M4M1M1
999 - 999 - 9999

TIER 2 - BRANDED COMMUNICATIONS

ALTERNATIVE POWERPOINT PRESENTATIONS

As an alternative to the basic Tier 1 PowerPoint template with CMHA branding only, this version, incorporating the “Be Mind Full” badge, is also acceptable.

SLIDE TITLE

SLIDE HEADER

- slide information 1
- slide information 2
- slide information 3
- slide information 4
- slide information 5

Canadian Mental Health Association | Association canadienne pour la santé mentale
Mental health for all | La santé mentale pour tous

SLIDE TITLE

SLIDE HEADER

- slide information 1
- slide information 2
- slide information 3
- slide information 4
- slide information 5

Canadian Mental Health Association | Association canadienne pour la santé mentale
Mental health for all | La santé mentale pour tous

BRAND PROMISE SUMMARY

BE MIND FULL
CHAMPIONS FOR POSITIVE MENTAL HEALTH SINCE 1918

Canadian Mental Health Association | Association canadienne pour la santé mentale
Mental health for all | La santé mentale pour tous

SLIDE TITLE

slide information
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Canadian Mental Health Association | Association canadienne pour la santé mentale
Mental health for all | La santé mentale pour tous

TIER 3

PROGRAM AND SERVICE MATERIALS

Program and Service Materials include all materials produced for programs and services delivered within CMHA branches, regions and divisions. In the past, when branches, regions and divisions created a new program or service, they sometimes created a unique identity to go along with it. In most cases, this included a program logo and sometimes a unique design style that was applied to a website and/or program materials. It is acceptable for current and future programs that are licensed from a third party to use the branded materials provided by the third party.

The vast array of programs and services offered by CMHA nation-wide is one of our key strengths. However, if there is no consistency in program and service branding, those great programs are not always recognized as part of CMHA and our brand equity and awareness is diminished.

If you are launching a new program or service and considering a logo, please consult with National Senior Communications and Media Advisor.

Further standards for program and service materials will be provided in a future version of this guide.

TIER 4 EVENT MATERIALS

Event Materials include all materials created for fundraising, community and professional events which are run by CMHA branches, regions and divisions. These branding guidelines do not apply to materials created for third-party events.

Wherever possible, it is important to align event branding to CMHA overall brand standards as this helps to demonstrate that CMHA is the organization delivering the event and to increase brand awareness for CMHA.

At times, it can make sense for an event to have a brand of its own. CMHA's Ride Don't Hide, Women and Wellness and Bottom Line Conference are all examples of branded events delivered by CMHA.

If you are launching a new event and considering a brand name and logo for your event, please consult with National Senior Communications and Media Advisor.

Further standards for event material branding will be provided in a future version of this guide.

SECTION 4

MAKING THE TRANSITION

We recognize and appreciate that there is an expense and logistical challenge in changing materials to align with these guidelines. As such, we are setting up a phase-in period – this will allow branches and divisions time to integrate the new brand standards.

Stage 1: You should immediately start using the standards for all Tier 1 materials. Most of these elements have not changed from the last brand guide that was provided. Also, if any new program is being launched, ensure the new standards are applied.

Stage 2: Within the next 6 months, begin using up all standard elements for Tier 2 online materials and then start to integrate the new creative elements in printed materials when you reprint.

Stage 3: For branding of Tier 3 and 4 materials, additional standards will be provided at a later date for future implementation.

For ongoing support, please contact CMHA National. If you require assistance to produce collateral from our on-record agency, please visit <http://ramped.ca/cmha-services/>