STYLE GUIDE AND BRAND STANDARDS
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INTRODUCTION

Mental Health First Aid USA® presents this style guide as a resource for certified instructors, organizations, partners, state authorities, media outlets, and others involved in the delivery or promotion of Mental Health First Aid in the United States on accessing and appropriately presenting the program throughout the country.

Mental Health First Aid USA strives for consistency among all program promotional material nationwide, which is why we invite you to explore this guide to find out how to use existing design elements, messaging, and templates.

All materials and communications developed by instructors, organizations, partners, state authorities, and others should clearly represent their specific program area to distinguish from materials and communications directly from Mental Health First Aid USA.

Note: Mental Health First Aid is an international program. This document only refers to the branding and style guidelines for Mental Health First Aid USA.
Any use of the Mental Health First Aid USA brand elements must be approved by Mental Health First Aid USA. Press releases and other media materials must be approved by Mental Health First Aid USA.

In particular, seek permission and guidance regarding the use of any brand elements that will not be presented as outlined in this document or another pre-approved template received from Mental Health First Aid USA.

Contact info@mentalhealthfirstaid.org or 202.684.7457 for questions and approval.
Use the full program name, “Mental Health First Aid” or “Mental Health First Aid USA.” *Do not* use the abbreviation “MHFA” or “MHFA USA” in any enduring public materials (websites, brochures, flyers, press releases, reports, etc.).

*Do not* use a hyphen before “USA” when using the program title “Mental Health First Aid USA.”
Program Description

Use the following description when writing about Mental Health First Aid.

Mental Health First Aid USA is an 8-hour training to teach participants how to help someone who is developing a mental health problem or experiencing a mental health crisis. The evidence behind the program demonstrates that it helps trainees identify, understand and respond to signs of mental illnesses and substance use disorders.
Mental Health First Aid USA conveys to community members a positive, recovery, resiliency, and strengths-based message. All language used in conjunction with describing the course or course content should be consistent with the curriculum. Always use person-first language, e.g., “a person with depression” instead of “a depressed person” or “a depressive.”

Punctuation and style should be consistent with the *AP Styleguide*. 

**LANGUAGE**
PHOTOGRAPHY

Photography and images used in conjunction with the promotion of Mental Health First Aid USA should echo the positive, helping, and hopeful tenor of the program. Therefore, it is imperative that any images used in conjunction with the program do not compromise the tone, intent, and good will of the program. The learning/classroom nature of the program should be emphasized, showing participants actively engaged in learning. High quality, high resolution images from your own classes — with proper image credit and permission from participants — are encouraged.

Do not use images that perpetuate the negative attitudes and discrimination of individuals with mental illnesses and substance use disorders (such as depictions of individuals who are disheveled, or who appear violent, dangerous or suspicious; cartoons/clip art which exaggerate or make fun of symptoms).

Do not use images of public figures, celebrities, recent people in the news, etc.

Do not use any image without permission from the image owner/a stock image service.

Do not use personal images of family and friends, particularly if you do not have written permission from them to use their image in promotional materials.

Do not use images from Mental Health First Aid materials without permission.

PHOTO EXAMPLES
To acknowledge the listing of the program on NREPP, use the sentence below. NREPP's review and listing of interventions is not intended to convey endorsement, recommendation, or approval of these interventions by SAMHSA.

Use of the NREPP seal on any materials requires prior approval by Mental Health First Aid USA.

Mental Health First Aid is included on SAMHSA's National Registry of Evidence-Based Programs and Practices (NREPP).
LOGO USAGE

Always use the Mental Health First Aid USA logo on program materials, promotional materials and related items.

Always use the logo that shows the registered trademark (TM).

The Mental Health First Aid USA logo should always be printed in one of three colors: blue, white or black. When used in blue, Reflex Blue is preferred.

PMS Reflex Blue
#034EA2
C100 M 80 Y0 K0
R3 G78 B162
LOGO VARIATIONS

The Mental Health First Aid USA logo can be used in either its approved vertical or horizontal formats.

- **MASTER LOGO**
- **MASTER LOGO WITH URL**
- **LOGO WITH NO GRADATION**
  
  It is recommended in small size materials.

- **HORIZONTAL LOGO**

  [Images of the logo variations]
The Youth Mental Health First Aid logo should be used on items that promote only the youth curriculum. The primary Mental Health First Aid USA logo should be used on items that include both the adult and youth courses.

**YOUTH MENTAL HEALTH FIRST AID LOGO**

It is recommended in small size materials.

---

**MASTER LOGO**

**MASTER LOGO WITH URL**

**LOGO WITH NO GRADATION**

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**HORIZONTAL LOGO**

www.MentalHealthFirstAid.org
Include the Spanish version of the logo on any Spanish-language material promoting Mental Health First Aid.
STATE VARIATIONS

States may wish to customize the Mental Health First Aid USA logo to localize to their state. Organizations may add their state name underneath “Mental Health First Aid” in Trajan Pro Regular font. The font size should be scaled to fit justified underneath the “First Aid” line, as in the example below.

Mental Health First Aid is a registered trademark, and the “TM” needs to remain next to the word “Aid”.

*Do not* replace the “USA” text from the center of the circle element of the logo.

Text is set in Trajan Pro Regular and scaled to fit justified under the First Aid line. This text should be smaller than the logo text.

*Note:* Times may be used as a substitute if Trajan is not available.
UNACCEPTABLE ALTERATIONS TO LOGO

The following examples show alterations of the logo which are not acceptable.

**EXAMPLES**

Do not stretch or disorient

Do not change the color

Do not place the logo over a busy background

Do not disturb the element of the logo
WEB BANNERS

These web banners can be used on the websites of individuals and organizations in promotion of Mental Health First Aid.

You may use the banners to:

- frame your personal website dedicated to Mental Health First Aid
- embed into a dedicated Mental Health First Aid page on your organization’s website
- advertise your course offerings on your organization’s website

These banners are sized to fit several standard image sizes on webpages. Please contact Mental Health First Aid USA with any requests for additional images or sizes to optimize for your website.
OTHER IMAGERY

Icons

- Training
- Find a Class
- Warning Signs
- ALGEE
- Understand
- Helping/Resources
- Connect
- Discuss
- Prepared
- Common
- Educate
- Lead

Curriculum Badges

ADULT  ESPAÑOL  HIGHER ED  PUBLIC SAFETY  RURAL  YOUTH  VETERANS
COLORS

PRIMARY COLOR

PMS Reflex Blue
#034EA2
C100 M 80 Y0 K0
R3 G78 B162

Primary color is recommended font color or background.

COMPLEMENTARY & SECONDARY COLORS

Complementary colors (yellow and gray) are recommended as accent colors on documents and websites. Secondary colors are used to denote specific curricula (adult, youth, Spanish).

- Yellow: #E9B12B
  C9 M31 Y96 K0
  R233 G177 B43

- Gray: #77787B
  C55 M46 Y44 K0
  R11 G120 B123

- Purple: #6A3091
  C72 M97 Y1 K0
  R106 G48 B145

- Magenta: #B41474
  C30 M100 Y23 K1
  R180 G20 B116

- Green: #8Ac75A
  C50 M0 Y85 K0
  R138 G199 B90
**WEBSITE**

[www.MentalHealthFirstAid.org](http://www.MentalHealthFirstAid.org) Any communications created for distribution that refer to a website should refer specifically to www.MentalHealthFirstAid.org. Materials intended for distribution primarily within a city, state, or region may list an additional web address for the local/state authorized provider.
ATRIBUTION OF ADMINISTRATIVE ENTITIES

Any Mental Health First Aid USA material intended for national or international distribution must either include the names or logos of the Maryland Department of Health and Mental Hygiene, the Missouri Department of Mental Health, and the National Council for Behavioral Health.

The administrative entities of Mental Health First Aid USA should be acknowledged as follows:

Mental Health First Aid USA is coordinated by the National Council for Behavioral Health, the Maryland Department of Health and Mental Hygiene, and the Missouri Department of Mental Health — we train and certify instructors to deliver the 8-hour Mental Health First Aid course in your community.