



Make It OK Brand Guidelines

Brand & Creative

September 2018

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Overview

The objective of the Make It OK brand guidelines is to empower our partners to create and use content provided, while still maintaining the brand appropriately. We provide the elements and tools for anyone to access and spread the word through their own Make It OK campaign.

Strong brands require coordination – especially with words and design. Every piece of communication contributes to the overall impression people have of us. We know it can be challenging to follow the rules all the time. But style guides work when they're followed consistently. Do your part to give the user a good, consistent experience.

How to use this guide

A diverse team of marketing and communication experts developed these brand guidelines. Each request to update it undergoes many considerations, including:

- Google analytics (search engine results)
- Associated Press (AP) Style
- Industry standards (functional and aesthetic)
- Ability and cost of updating materials and signage

As our presence in the print and digital world changes, our brand guidelines will also evolve. We promise to keep this resource updated with our current best practices.

Don't see what you're looking for?

Email us at makeitok@healthpartners.com.

Brand identity

Our brand identity is who we are. It conveys the value we offer to our partners and communities. Our brand identity is how we show up for those who need our resources. When we're consistent across all of our channels, we tell a story people connect with and build a brand they can trust.

Learn the history and background behind the Make It OK campaign.

Mission statement

An estimated one in five Americans experience a mental illness. Make It OK encourages people to seek care and helps family members and friends offer support.

Tag lines

Together, we can Make It OK.

Stomp the stigma.

Stop mental illness stigma.

Join the conversation.

Stop the silence.

History

The Make It OK campaign was launched in 2013 by HealthPartners®, Regions Hospital® Foundation, the National Alliance on Mental Illness – Minnesota, and local ad agency Preston Kelly. It is an awareness campaign to reduce the stigma of mental illness by partnering with local communities to empower and inspire conversations and actions.

The makeitok.org website features free tools for communities and organizations including:

- Stories, quizzes, information videos and resources that can be downloaded
- An advertising campaign with print, tv, online and radio commercials
- A series of five documentaries on Twin Cities Public Television that tell the personal stories of people living with mental illnesses
- A tool kit for Make It OK presenters that includes posters, articles for newsletters and information on how to lead a meeting

In 2016, HealthPartners took the campaign to a broader national audience by sponsoring a podcast – “The Hilarious World of Depression” – on Minnesota Public Radio. The podcast series, created by radio personality John Moe, features comedians talking about their personal experiences with depression and other mental illnesses.

Write

The Make It OK brand voice is the attitude conveyed by our written and spoken communication. Simply put, our voice is our personality. It's what people hear when we speak to them or envision when they read our copy. Consistently using our voice and dialing in the right tone will help us be the kind of brand that people in the community want to have a lasting relationship with.

Voice and tone

Make It OK uses positive voice and appropriate terminology. While we will address the statistics, symptoms or outcomes related to mental illnesses, it is not our focus. Rather, we redirect the conversation, to treatment, help, resources and encouraging conversations. All of which help people get better and reduce stigma.

Word choice

Crazy. Unhinged. Psychotic. These are all insults that are unfairly used when describing someone living with a mental illness. And they are clearly inappropriate. But there are also many other terms that could be offensive.

While some people may or may not mind some of these words, it's good practice to always be considerate. The more we work toward being thoughtful and showing respect, the closer we get to ending stigma that surrounds mental illnesses.

Something as simple as swapping a word or two can make a big difference when it comes to addressing mental illnesses. Here are a few examples:

INSTEAD OF...	TRY...
Mental illness	Mental illnesses/A mental illness
Afflicted by mental illness Suffers from mental illness A victim of mental illness	Living with a mental illness
Mentally ill person Person who is mentally ill	Person with a mental illness Person living with a mental health issue
Schizophrenic Psychotic/disturbed/crazy	Person living with schizophrenia Person experiencing psychosis, disorientation or hallucination
Normal behavior	Usual behavior/Typical behavior
Substance abuse	Substance use disorder
Committed suicide	Died by suicide/Lost by suicide

Visit healthpartners.com/hp/healthy-living/healthy-living-blog/mental-illnesses-terms-to-use-terms-to-avoid.html for more information.

Logo

In this section, you'll learn about our logo, its graphic design standards and attribution requirements.

We created these standards by considering functional and aesthetic factors. Use them for continuity, quality, and a clear, consistent identity for Make It OK.

For more guidance or for specific logo files, contact your Make It OK partner or email us at

makeitok@healthpartners.com.

Logos

Standard horizontal logos with “.org”

Whenever possible, use the two-color version of the Make It OK logo with “.org” and place it on a white or very light background .



Two color – preferred



One color

Standard horizontal logos without “.org”



Two color – preferred



One color

Stacked vertical logos



Two color – preferred

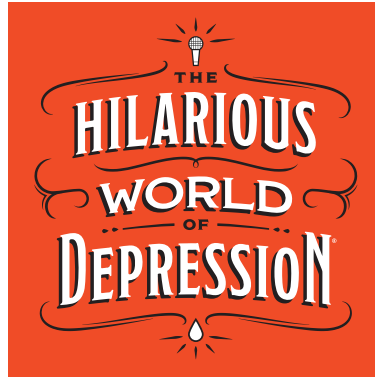


Black background

Affiliated logos

The Hilarious World of Depression

The border is optional – up to the designer’s discretion. The registration mark after the “N” should be used whenever it can appear legibly.



NAMI-MN



HealthPartners



Horizontal



Vertical

Usage rules

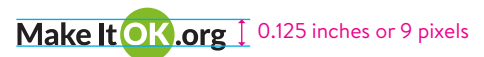
Clear space

To ensure readability and visibility, the Make It OK logo should be kept clear of competing text, images and graphics. It should be surrounded on all sides by a clear space defined by the cap height of the “M” in “Make” as indicated below. When determining the clear space above and below the logo, place the defining box above and below “OK,” and not at the edge of the green circle. This will yield a more narrow clear space vertically than horizontally.



Minimum size

The copy in the logo should never appear smaller than 0.125 inches or 9 pixels.



Incorrect use

Protecting the integrity of the Make It OK logo is important. Correct use of the logo ensures brand consistency. The logo art should be use as provided and not altered in any way, such as shown in the incorrect examples below.

~~Make It OK.org~~

Do not distort or stretch

~~Make It
OK.org~~

Do not reposition elements

~~Make It OK.org~~

Do not change the size
relationship of elements

~~Make It OK.org~~

Do not change the colors

~~Make It OK.org~~

Do not make it transparent

~~Make It OK.org~~

Do not change the typeface

~~Make It OK.org~~

Do not outline

~~Make It OK.org~~

Do not apply any special effects

~~Make It OK.org~~

Do not add a border

Co-branding

Presenting organizations can add their own logos to Make It OK materials, along with the HealthPartners logo with or without the words “Made possible by” (set in Lato Regular, all caps, and tracked at 75). HealthPartners only requires accreditation if another health organization is presenting or sponsoring the Make It OK materials. Otherwise, it is preferred if space allows.

Logos should always be placed on white or a light background. Either the vertical or horizontal HealthPartners logo may be used – whichever pairs well with the organization’s logo. The clear space of all logos should be respected. Separate the logos with a thin 50% opacity black rule.



Attribution requirements

If modifications are made to co-branded Make It OK materials, the following statement must be included in your modification: “The Make It OK campaign is made possible by HealthPartners, Inc.”

Design

You'll find info about our visual components, including colors, typography, illustrations/graphics and photography.

Color palette

Logomark colors



GREEN
PMS 368
65, 0, 100, 0
#78BE20
120, 190, 32

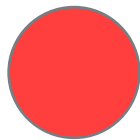


BLACK
0, 0, 0, 100
#000000
0, 0, 0

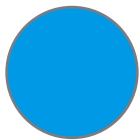
Secondary colors



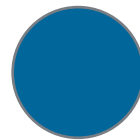
LIGHT ORANGE
#f99713
249, 151, 19



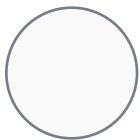
DARK ORANGE
#ff5f3d
255, 63, 61



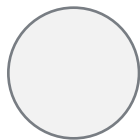
LIGHT BLUE
#0099e6
0, 153, 230



DARK BLUE
#01679b
1, 103, 155



**GRAY
BACKGROUND**
#f9f9f9
249, 249, 249



**GRAY
TEXT BOX**
#f2f2f2
242, 242, 242

Typography

Lato

Free Google font, available at: latofonts.com/lato-free-fonts

Lato – Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato – Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato – Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato – Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato – Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

If Lato cannot be obtained or uploaded to your computer, please use:

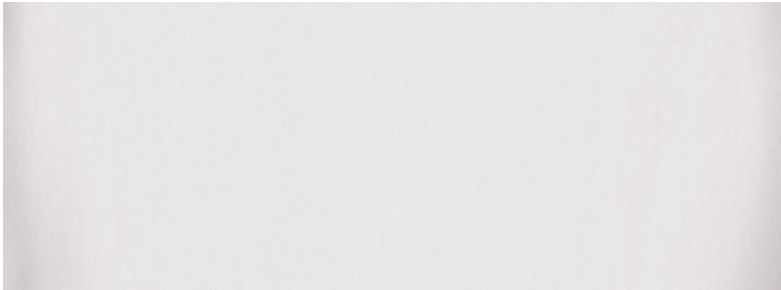
Arial – Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial – Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

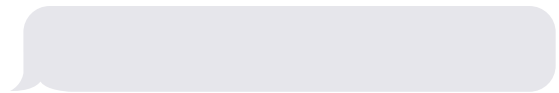
Illustrations/graphics

Background

Use in layouts that feature photography. See [Photography](#) for examples.



Primary talk bubbles

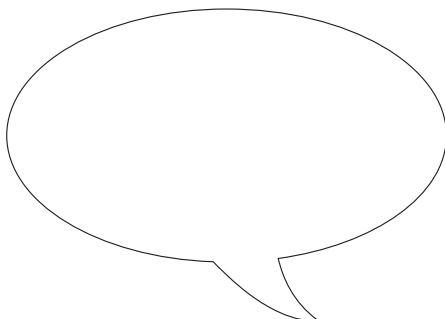


This blinking dots bubble represents digital texting and should be used to communicate that context.



Secondary talk bubble

This bubble will continue to be used in photography, but is being phased out in non-photo materials.



Photography

Scenes



Profile heads

Use full on profile (no angles), eyes open, looking straight ahead, no shadow and no background.



Examples



Application of the brand in many forms.

Digital

Stop the silence
SPREAD THE WORD

Make It **OK**.org

May is Mental Health Awareness Month
SPREAD THE WORD

Make It **OK**.org

STOP THE SILENCE

f **JOIN THE CONVERSATION.**
Like Make It OK on Facebook

Make It **OK**.org

Make It **OK.org**
Appreciation Event

As a thank you for your ongoing commitment towards our Make It OK campaign, we will be hosting an event at the new **MENTAL HEALTH MIND MATTERS** exhibit at the Science Museum with special guest, John Moe, host of The Hilarious World of Depression podcast.

MAY 8 | 5PM TO 8PM
Watch for an upcoming invite soon!

SAVE THE DATE

Let's talk more

Undo the silence

and Make It OK

HealthPartners and Make It OK are proud sponsors of The Hilarious World of Depression.
Together, let's end the stigma around mental illnesses.

Make It **OK.org**

MADE POSSIBLE BY
HealthPartners

Stop mental illness stigma. Take the pledge.

Make It **OK**.org

Stop mental illness stigma. Take the pledge.

Make It **OK.org**

Brochure

**1 in 5
PEOPLE**

will have some kind of a mental illness in their lifetime, and many don't get the help they need.



Stop the stigma
Here's what you can do.

Stigma perpetuates misconceptions and false beliefs about what a mental illness really is. Mental illnesses are more common than diabetes, yet we still struggle with talking about them compared a physical illness. You can stop the stigma and create positive change by learning the tips for talking to someone with a mental illness.

Visit MakeItOK.org

What to say

Try these simple tips for talking.

DO SAY:

- How can I help?
- Can I drive you to an appointment?
- Thanks for sharing.
- I'm sorry to hear that. It must be tough.
- I'm here for you when you need me.
- How are you feeling today?
- I love you.

DON'T SAY:

- It could be worse.
- Just deal with it.
- Snap out of it.
- You may have brought this on yourself.
- We've all been there.
- You've got to pull yourself together.
- Try thinking happier thoughts.

I PLEDGE TO: [MakeItOK](http://MakeItOK.org)

NAME _____

Three steps to Make It OK

- 1 **LEARN.** The more we learn about mental illnesses, the more common we realize they are.
- 2 **TALK.** The more we talk about mental illnesses, the closer we come to stopping the stigma.
- 3 **SHARE.** Encourage others to join by taking the pledge online.

Start the conversation and get tips at MakeItOK.org

Make It OK is made possible by



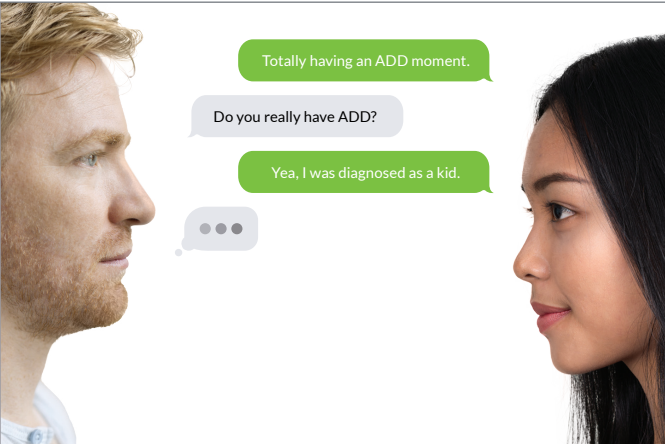
9952 (9/18) ©2018 HealthPartners

Mental illness.

Let's start talking.

MakeItOK.org

Brochure



What can you say?

Complete the conversation.

MakeItOK.org

Are you worried about a mental illness for yourself or someone you care about?

Are you feeling stressed, anxious, worried or not yourself?

Are you wondering who you can talk to?

Help is available. It's never too early or too late to get help and support!

Ongoing support is available through NAMI Minnesota. Visit namimn.org.

Crisis help is always available

SUICIDE PREVENTION HOTLINE
 1-800-273-8255
 En Español: 1-888-628-9454

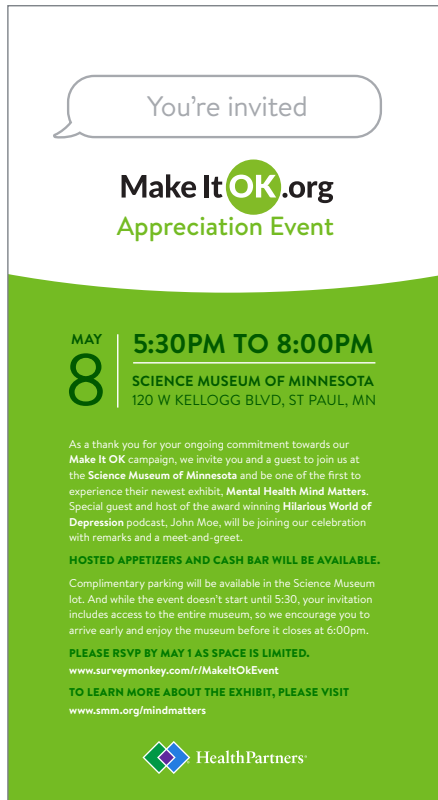
THE TREVOR PROJECT
 LGBTQ Crisis and Suicide Hotline
 866-488-7386

VETERANS CRISIS LINE
 1-800-273-8255

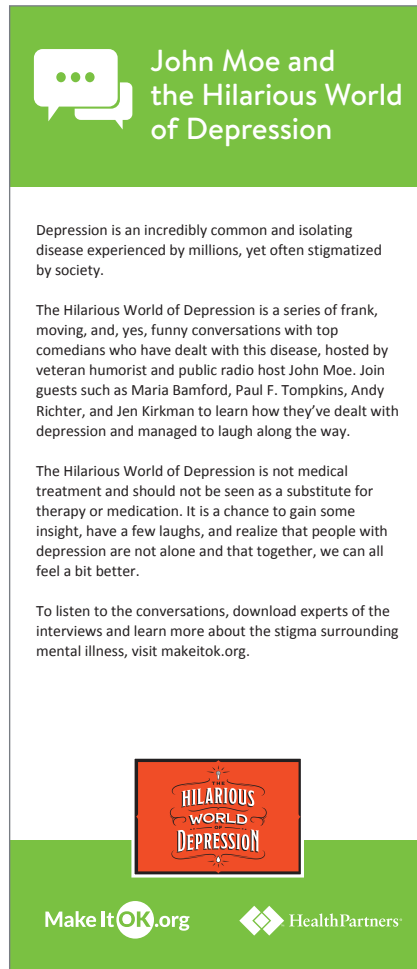
TEEN CRISIS LINE
 310-855-4673

HOPELINE TEXT SERVICE
 Text "MN" or "HopeLine" to 741741

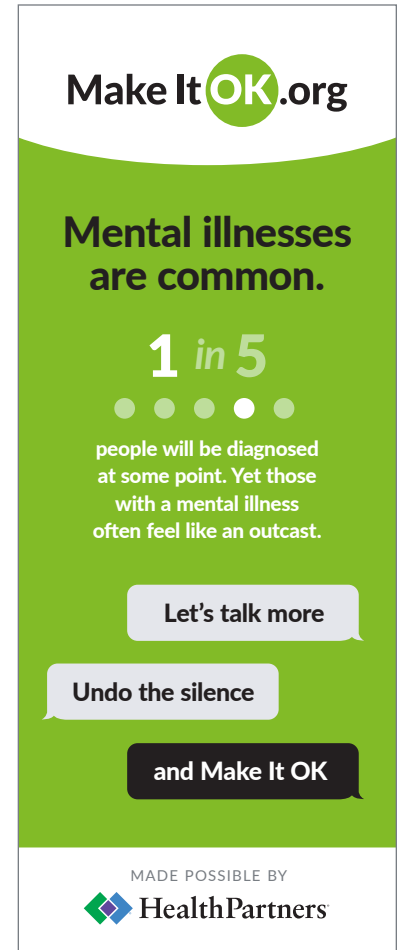
Other printed pieces



Invite



Card



Pull-up banner

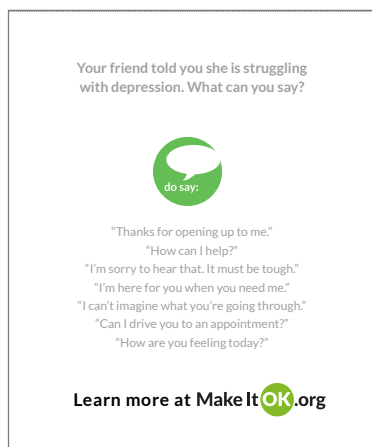


Table tent – front

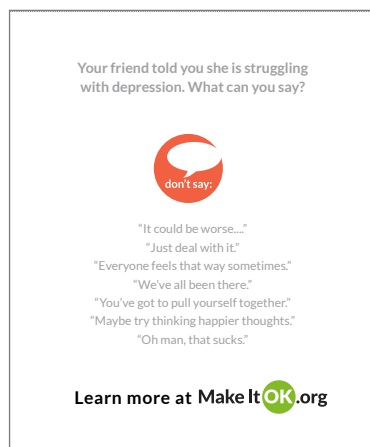


Table tent – back



Card

Examples with photography



**Still giving
mental illness the
silent treatment?**

Make It **OK**.org

MADE POSSIBLE BY



Billboard



**Still giving mental illness
the silent treatment?**

Make It **OK**.org

Bus side



Break the silence
surrounding
mental illness.

Start the
conversation at

Make It **OK**.org

Monitor



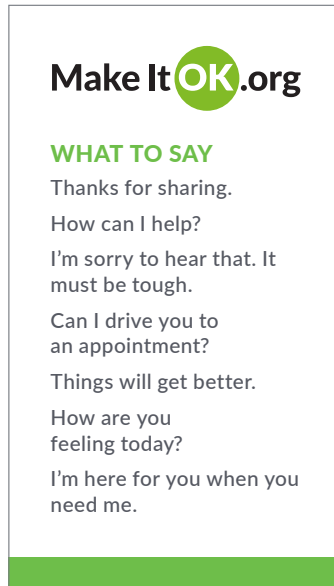
Poster



Poster



Card



Promotional items



Tote



Frisbee

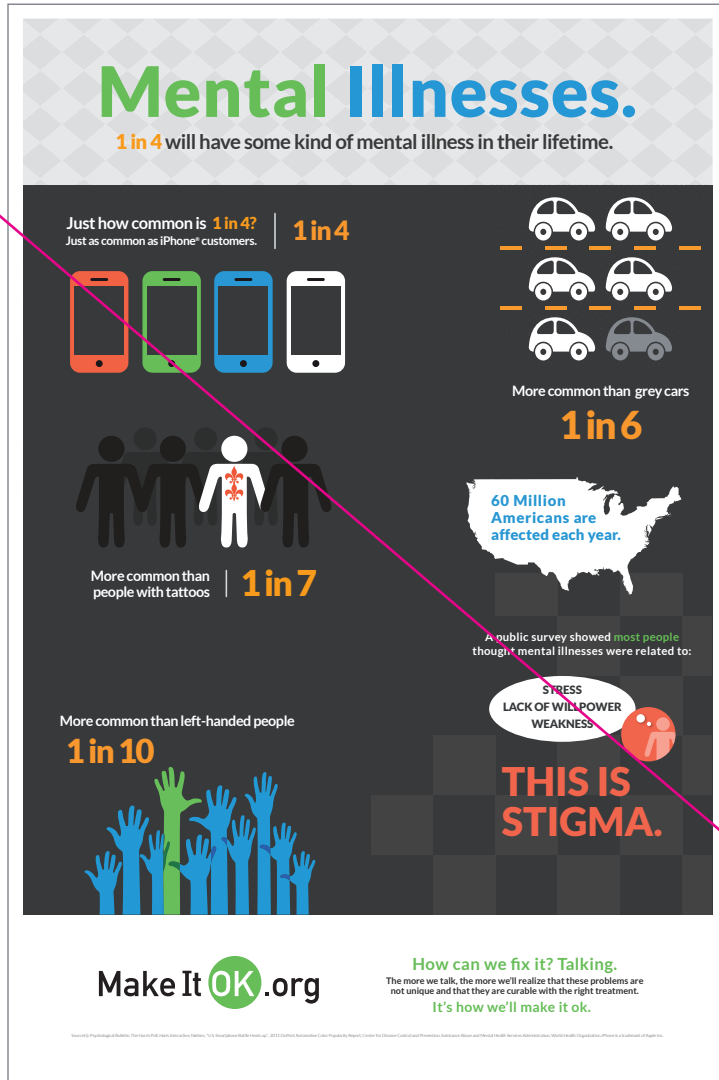


Pens

✂ cut	fold
tips for talking	more tips for talking
<p>Stop the silence If someone discloses that they have a mental illness, they are opening up to you in a big way. Ask questions, show concern, but keep the awkward silence at bay.</p>	<p>Don't ignore it. Don't be afraid to ask about the well-being of another if you think they might be hurting. Trust your senses.</p>
<p>Be nice It sounds simple enough, but try to say the right things with openness, warmth and caring.</p>	<p>Offer help Everyone is different. They may want very specific help or no help at all. Either way, you can always ask and be open to the answer.</p>
<p>Listen The fact that you are there can make a world of difference, so in your conversation, try to err more on the side of listening.</p>	<p>Keep the conversation moving It's ok to talk about other things to keep silent lulls out of conversation; as long as they know you're completely open to revisiting the topic later.</p>
<p>Keep in contact Offer availability by phone, text, email, or time to meet up. Just be there.</p>	<p>Tell your friends about</p>
	<p>Make It OK.org</p>

Card

Inappropriate examples



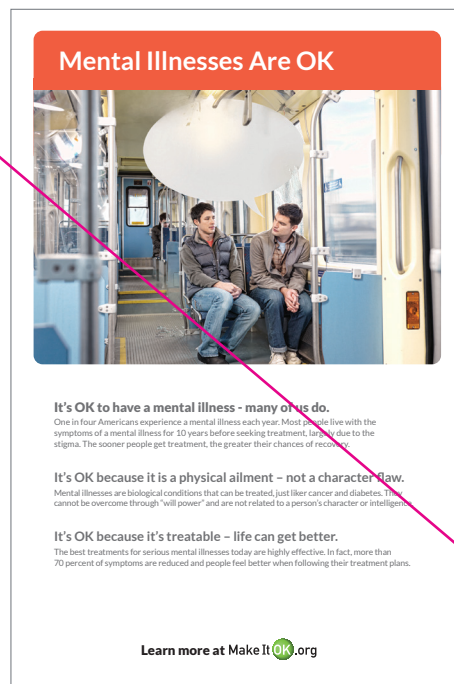
Poster

- Diamond pattern is no longer a brand element
- Clip art style is not consistent
- Includes old logo



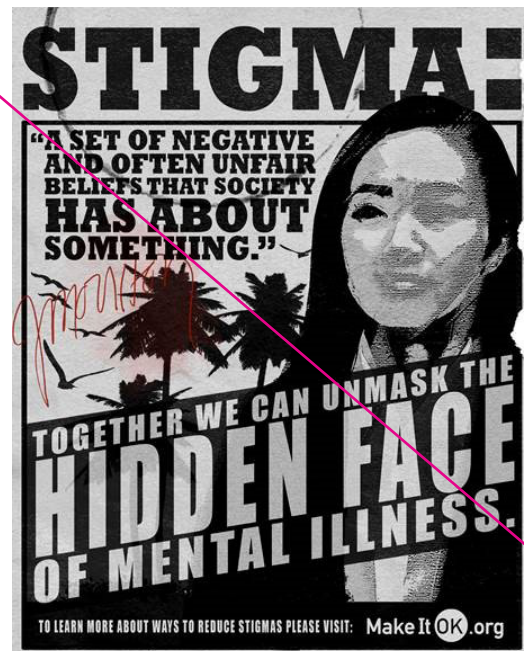
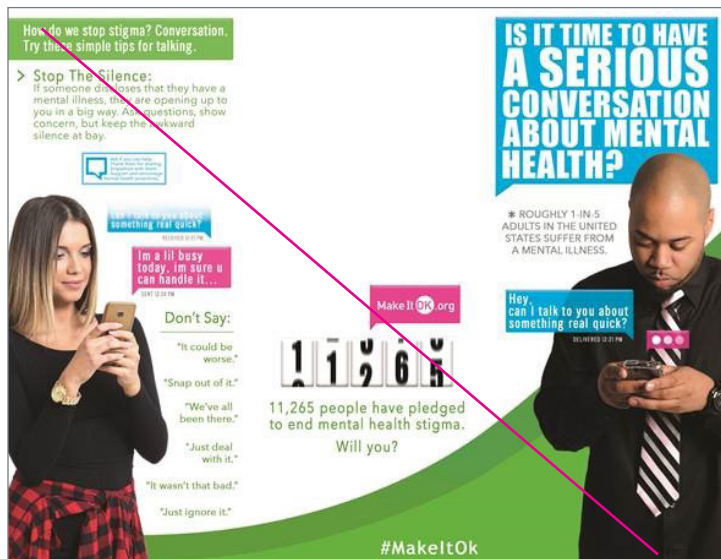
Card

- Diamond pattern is no longer a brand element
- Includes old logo



Ad

- Rounded corners are no longer a brand element
- Includes old logo



Poster

- Style does not match brand look
- Colors are not in brand palette
- Font is not Lato
- Graphics are not brand elements
- Make It OK logo is used on a black background
- Old logo



Brochure

- Font is not Lato
- Pink color is not in brand palette
- Margins are too tight
- The Hilarious World of Depression logo is too small
- Make It OK logo is used on a pink background
- Old logo