



Make It OK Brand Guidelines

Brand & Creative

March 2024

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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.

It's OK to have a mental health condition.

It's OK to talk about it.

It's OK to ask for help.

Mental illnesses are more common than you think.

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/blog/mental-illnesses-terms-to-use-terms-to-avoid/ 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

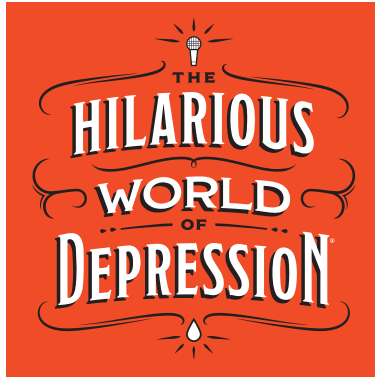


Black background

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 used as provided and not altered in any way, such as shown in the incorrect examples below.



Do not distort or stretch



Do not reposition elements



Do not change the size relationship of elements



Do not change the colors



Do not make it transparent



Do not change the typeface



Do not outline



Do not apply any special effects



Do not add a border

Terms of Use

By using these Make It OK campaign toolkit materials you agree to the Make It Ok Website Terms of Use, Privacy Policy, and the following:

- This toolkit and the material contained in it are made available to you free of charge by HealthPartners, Inc. Make It OK campaign.
- Materials are for educational and non-commercial use to promote the message of this campaign.
- Materials may be formatted to fit your organization's campaign, but must not be changed in any way that diminishes or negatively alters existing Make It Ok messaging.
- If modifications are made to co-brand Make It OK materials the following statement must be included in your modification: **The Make It OK campaign is made possible by HealthPartners, Inc.**

Presenting organizations can add their own logos to Make It OK materials, along with the HealthPartners logo, with the statement above. 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% black rule.

EXAMPLE:

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

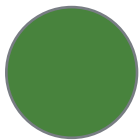


GREEN
PMS 368
CMYK 65, 0, 100, 0
HEX: #78BE20
RGB: 120, 190, 32

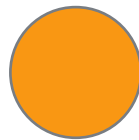


BLACK
CMYK: 0, 0, 0, 100
HEX: #000000
RGB: 0, 0, 0

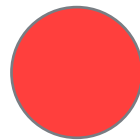
Secondary colors



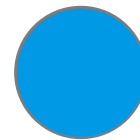
Dark Green
CMYK: 58, 0, 100, 35
HEX: #498400
RGB: 73, 132, 0



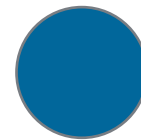
LIGHT ORANGE
CMYK: 0, 40, 97, 0
HEX: #f99713
RGB: 249, 151, 19



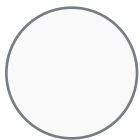
DARK ORANGE
CMYK: 0, 88, 94, 0
HEX: #ff5f3d
RGB: 255, 63, 61



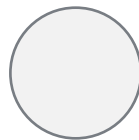
LIGHT BLUE
CMYK: 91, 17, 0, 0
HEX: #0099e6
RGB: 0, 153, 230



DARK BLUE
CMYK: 100, 44, 0, 15
HEX: #01679b
RGB: 1, 103, 155



**GRAY
BACKGROUND**
CMYK: 7, 5, 5, 0
HEX: #f9f9f9
RGB: 249, 249, 249



**GRAY
TEXT BOX**
CMYK: 11, 8, 9, 0
HEX: #f2f2f2
RGB: 242, 242, 242

Accessibility Color palette

Primary colors (Digital use only)



AA GREEN
#498400
73, 132, 0

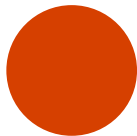


AA BLACK
#272727
39, 39, 39

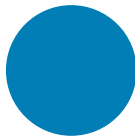
Secondary colors (Digital use only)



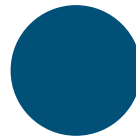
AA LIGHT ORANGE
#FFAA29
255, 170, 41



AA DARK ORANGE
#D64000
214, 64, 0



AA LIGHT BLUE
#007EB5
0, 126, 181



AA DARK BLUE
#005078
0, 80, 120



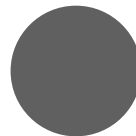
LIGHTEST GRAY
#F2F2F2
242, 242, 242



LIGHT GRAY
#EBEBEB
235, 235, 235



MEDIUM GRAY
#ADADAD
173, 173, 173



DARK GRAY
#606060
96, 96, 96

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:

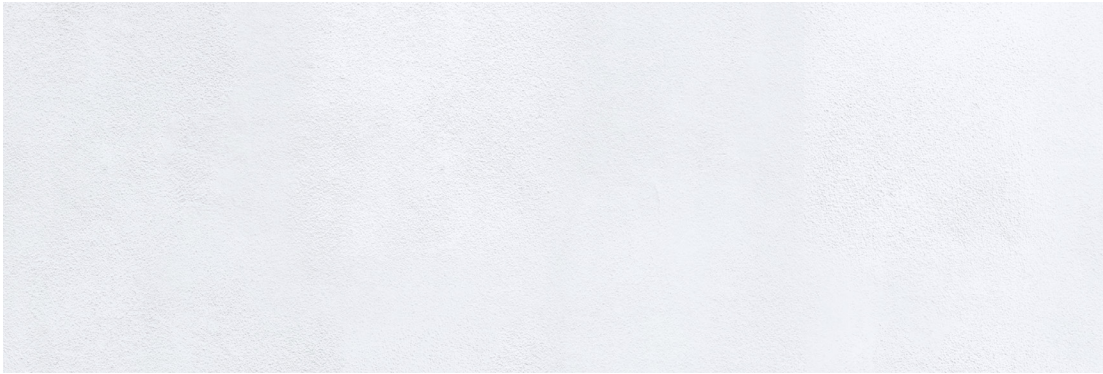
Arial – Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial – Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Illustrations/graphics

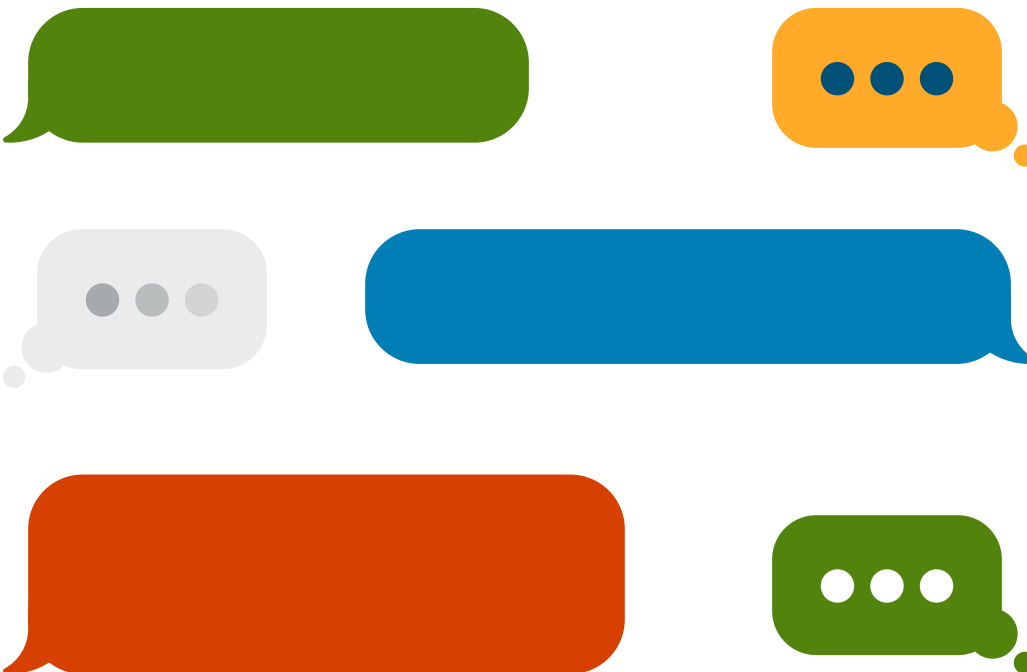
Background texture

For use as backgrounds with text, illustrations and graphics. Texture can be overlaid with colors from the Make It OK color palette.



Talk bubbles

Talk bubbles can change in size, but corner radius and tail size should remain the same. Talk bubbles may also change to different colors from the Make It OK color palette.



Photography



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.

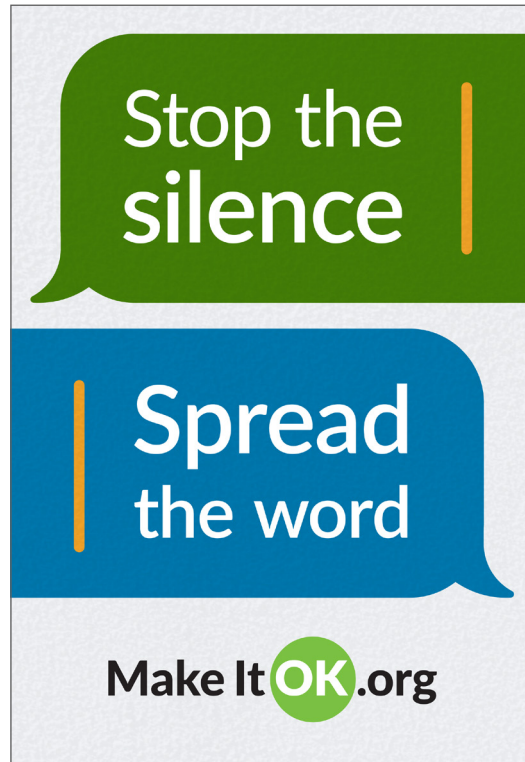
Digital



Rectangle - 300x250



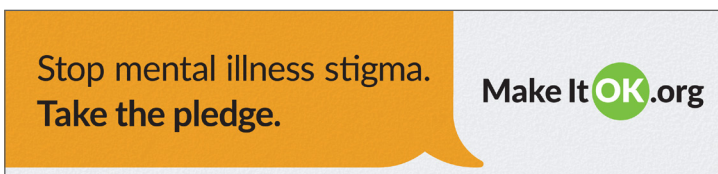
Square - 250x250



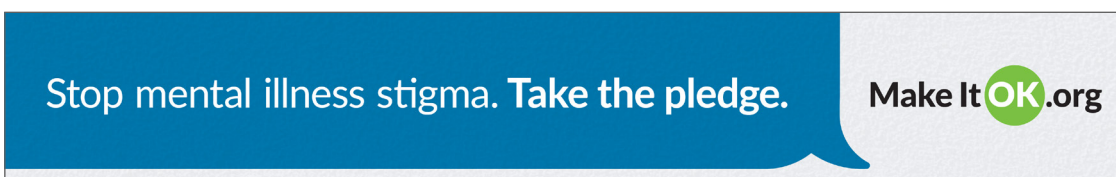
Half Page - 300x600



Skyscraper
160x600



Banner - 468x60



Leaderboard - 728x90



Stop the silence.

Make It OK.

Offer support.


Help end stigma when someone opens up to you about their mental health:

- ✓ **Ask** if they want to talk
- ✓ **Stay** connected to help lessen feelings of isolation and loneliness
- ✓ **Show** kindness
- ✓ **Offer** to help by sharing resources, making meals or driving them to an appointment
- ✓ **Listen** without judgment

988 is available to help 24/7 | Call or text 988 or visit 988lifeline.org if you or someone you know is in a mental health crisis or needs immediate help or support.

Learn more at [Make It OK.org](https://MakeItOK.org)

Flyer



From the voice of teens

Learn what to say to Make It OK

Talking about mental health and illnesses with teens and young adults can be hard. It doesn't have to be.

What TO SAY:

- "The way you're feeling is completely valid."
- "I see you."
- "I didn't know you felt that way. I'm sorry."
- "Thank you for trusting me and sharing this with me."
- "I am always here for you when you need me."
- "Can I help you find care and resources?"

What NOT TO SAY:

- "Grow up."
- "You're lazy."
- "You're just being dramatic."
- "Stop exaggerating."
- "You're in control of your thoughts and feelings."
- "Put down your phone. That will help."
- "This happens to everyone."
- "Just be thankful for what you have."
- "You don't have anything to worry about. Just worry about school."

Words matter.
Be a supportive adult who teens and young adults can trust and rely on.

Learn more at [Make It OK.org](https://MakeItOK.org)

Flyer



From the voice of teens

Empowering adults: Make It OK for teens to talk about mental health

What teens hear from adults about teen mental health:

- "Teens are lazy and just need to get over themselves."
- "Teens are just seeking attention."
- "Teens with a mental illness cannot function the same as other teens."
- "Mental health and therapy are a forbidden topic."
- "School is more important than your mental health."

How adults can help end stigma:

- Normalize it by talking more openly about mental health with kids at a younger age.
- Consider words more carefully.
- Don't feel sorry for those living with a mental illness.
- Learn more and offer resources for care and support.
- Help educate others on mental health and stigma.

Only 31.7% of students feel adults in their community care about them according to the 2023 Minnesota state student survey.

Learn more at [Make It OK.org](https://MakeItOK.org)

Flyer



Learn what to say to Make It OK

Talking about mental health and illnesses can be hard. It doesn't have to be.

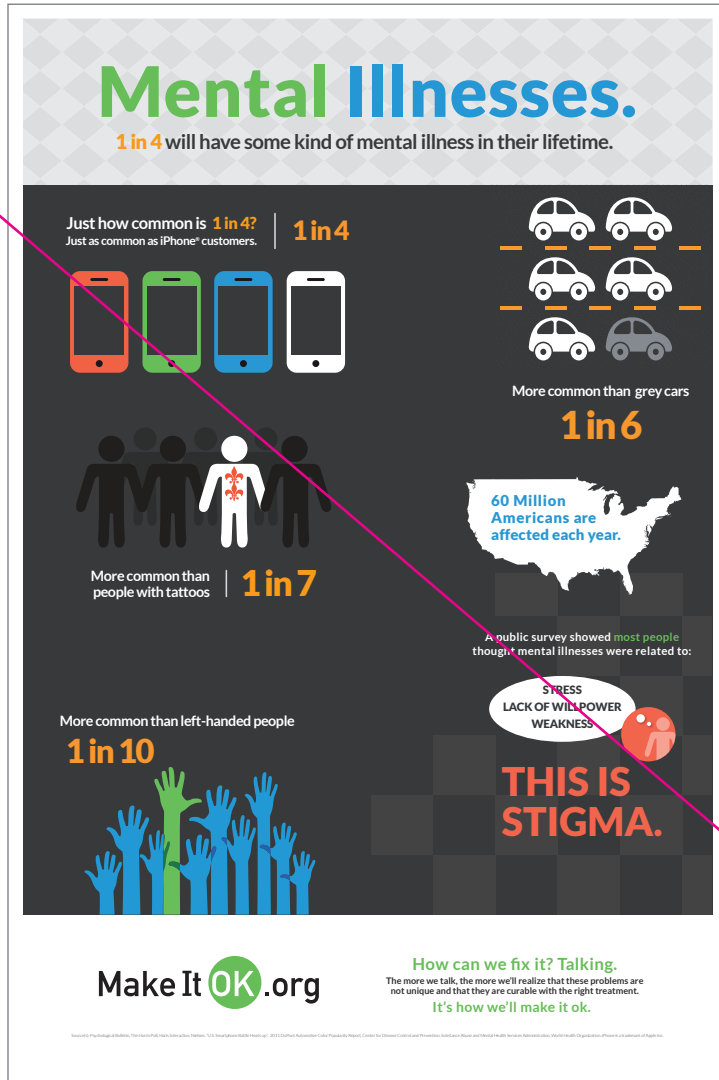
What to say:

- "Do you want to talk about it?"
- "I'm here for you."
- "I'm here to listen."
- "How can I help?"
- "I got you."
- "Are you getting the support you need?"
- "Can I help you find care and resources?"
- "How are you doing today?"
- "I love you."

Learn more at [Make It OK.org](https://MakeItOK.org)

Card

Inappropriate examples



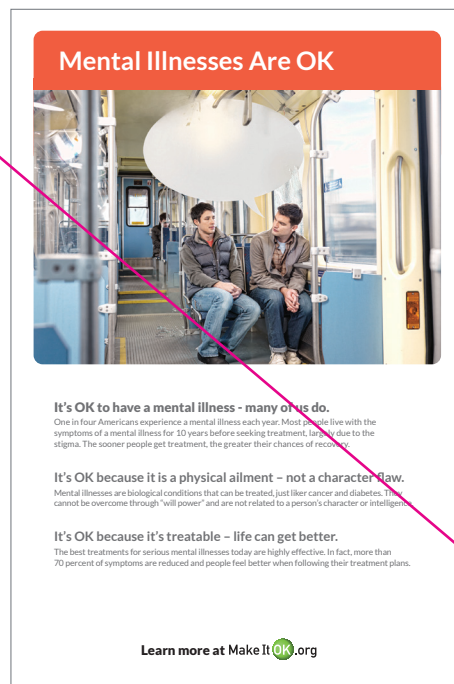
Poster

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



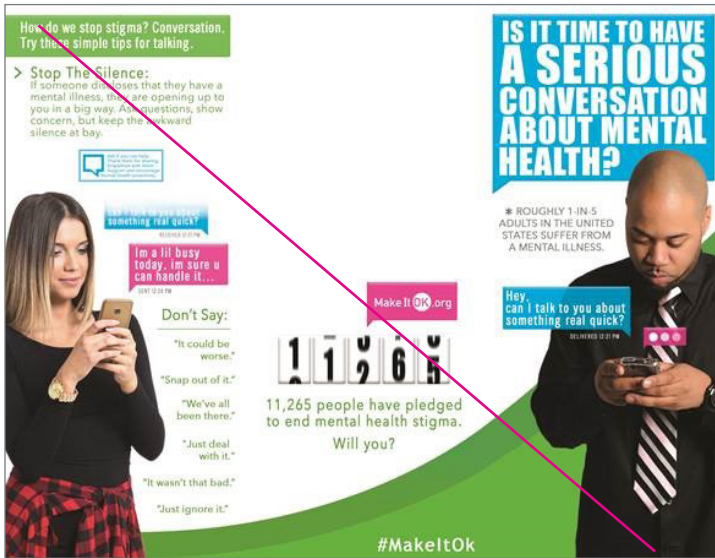
Card

- 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