

be nice.[®] brand guidelines



our story

vision

The Mental Health Foundation of West Michigan is the best source for proactive mental health and suicide prevention education to improve and save lives.

mission

We equip individuals with the knowledge to recognize, understand, accept, and take action when it comes to mental health.

As the go-to source for mental health education it's our goal to:

- > **EDUCATE** individuals of all ages to recognize the signs of mental illness and have the confidence to take action when helping themselves or others using the **be nice**. Action Plan and other life-saving tools.
- > **EDUCATE** communities to support the mental, emotional, and behavioral health of all individuals and create psychologically safe communities.
- > **EDUCATE** individuals to reduce the shame, stigma, and secrecy surrounding mental illnesses and treatment so less people struggle silently and more people seek help.
- > **EDUCATE** individuals about the warning signs of suicide and equipping them with the tools to act when someone is in crisis.

what does it mean to **be nice.**?

be nice.® is an upstream mental health and suicide prevention program with an action plan. When used effectively, it encourages individuals to challenge themselves and others to seek appropriate professional help when they notice a change in their mental health.

notice what is right or what is different

invite yourself to start a conversation

Challenge the stigma

empower yourself and others with knowledge and resources

The **be nice.** program equips individuals with the knowledge and confidence to take action when it comes to mental health.

This is the definition that should be used everywhere in order to keep our message consistent across all platforms.

our logo do's

Our logo is approachable and inviting just like our brand.

Most often it will be used as the horizontal lock-up with the mental health foundation text below. However, in situations where the MHF is the main source of information or sponsor the combined logo can be used.

The logo is Century Gothic. be nice. is bolded and the subtext is regular.



& don't's

Refrain from using any colors for the logo besides the specified green and pink. Black is okay when using black and white.

The MHFWM subtext should be included below "be nice." The period should be at the end of be nice, not inbetween or before.

The orientation should always remain horizontal.

mental health foundation of west michigan
be nice.[®]

Be nice.

be.nice

be nice.

BE NICE.

Be Nice.

be nice

*be nice.

creating your own merchandise

we get it.

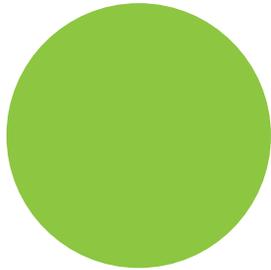
You want to wear the brand, see it in your building, and show your support by putting it anywhere and everywhere. Because we get it, we'll get it for you. We have established relationships with local businesses to create our merchandise while upholding the integrity of the brand. Please contact Larissa at larissapayton@benice.org to place an order."



just don't.

our colors

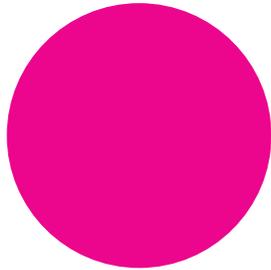
Primary Colors



nice green

#8dc640

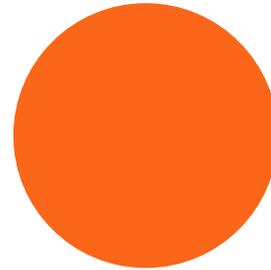
RGB (141,198,64)



invite pink

#ec068d

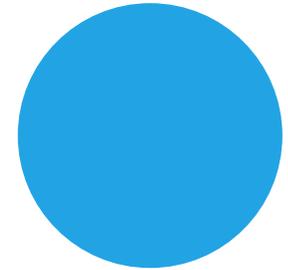
RGB (236,6,141)



challenge orange

#fb6619

RGB (251,102,25)

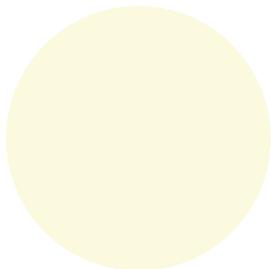


empower blue

#22a4e4

RGB (34,164,228)

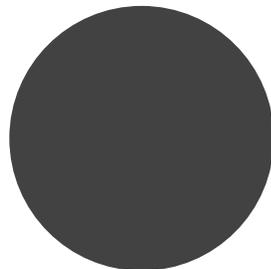
Secondary Colors



background yellow

#fbf9de

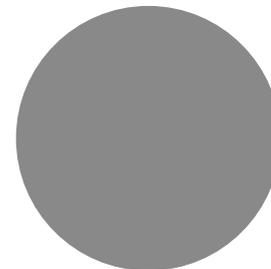
RGB (251,249,222)



paragraph gray

#424242

RGB (66,66,66)



gray

#898989

RGB (137,137,137)

our voice is ...

welcoming

authentic

relatable

informative

typography

This is Century Gothic. We use it for everything from from our logo to our T-shirts.

Headline? **Bold it.**

Paragraph? Let's stick with regular.

typography

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

text hierarchy

I am a headline

I am a paragraph. My color is "paragraph gray."

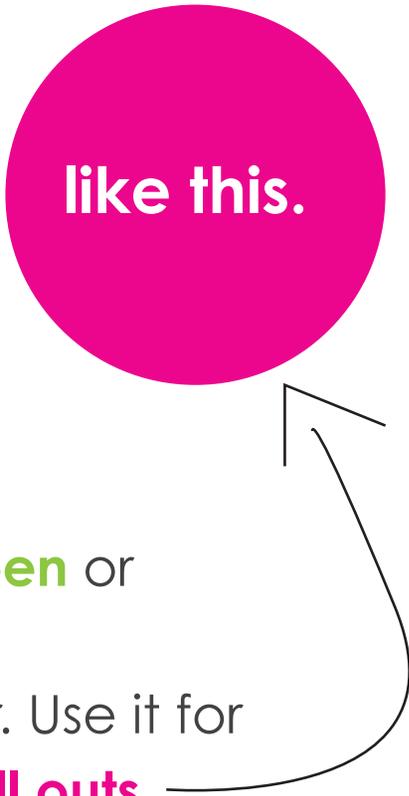
capitalization

We use lowercase letters in our titles to convey approachability.

color use

Headlines should be **green** or **gray**.

Pink is our highlight color. Use it for **emphasis, CTA's** and **call outs**.



like this.