

IT'S UP TO US RIVERSIDE

Brand Guidelines

2023



Up2Riverside.org



Table of Contents



Our Brand

About	4
Messaging	5
Specialty Months	6
Substance Abuse Prevention and Treatment (SAPT)	7
RUHS – Behavioral Health	8

Brand Identity

Logo	10
Logo Restrictions	11
Logo Integrity & Clear Space	12
Logo Hierarchy	13
Color Palette	14
Typography	15

Art Direction

Photography Guidelines	17
Graphics & Icon Usage	18

Design Usage

Digital Design Examples	20
Print Collateral Examples	21

Partner Campaigns

It's Up to Us San Diego	23
Take Action for Mental Health	24
Know the Signs	25

Our Brand

Brand Identity

Art Direction

Design Usage

Partner Campaigns



About

About the Campaign

The It's Up to Us campaign is designed to empower individuals in Riverside County to talk openly about mental illness and substance use, recognize symptoms, utilize local resources, and seek help. One in five adults suffer from a diagnosable mental health challenge and nearly one out of every five children experience some degree of an emotional or behavioral difficulty. Mental health challenges are just as important to address as physical illnesses. But often, people do not seek professional care or support, nor do they give support, because of the stigma that is associated with having a mental illness.

By raising awareness, educating the community, and providing easy access to local organizations and services, our goal is to initiate change in perception, inspire wellness, and reduce the stigma surrounding mental health challenges.

This campaign is developed through the Riverside University Health System – Behavioral Health, and funded by the Mental Health Services Act. The campaign is utilizing research, messages and materials from the successful “It's Up to Us” media campaign implemented in San Diego County, which has shown promising results in increasing help seeking and reducing stigma related to mental illness.

SPANISH: It's Up to Us Riverside
Spanish Campaign(Up2Riverside.org/es /
MenteSaludableRiverside.org)



Messaging

Overall Mental Health Messaging

It's Up to Us is a multi-media education and awareness campaign for Riverside County. With positive, strength-based creative messaging, this campaign is designed to reduce stigma and prevent suicide by empowering residents of Riverside County to talk openly about mental illness, recognize symptoms, utilize local resources, and seek help.

Up Messaging

Messaging focused around the word “up”:

- Up – being the opposite of feeling down
- Use of uplifting, positive messaging
- Calls to action include the theme: Read Up, Speak Up, Listen Up, Link Up, Follow up
- Logo depicts a hand lifting someone up
- Collective responsibility within name: It's Up to Us (every one of us) to...

Speak Up and start the conversation.

Step Up by following these simple steps:

- 1 **Read Up** on warning signs for symptoms of suicide or mental illness.
- 2 **Speak Up** and talk openly about what what they are experiencing.
- 3 **Listen Up** and really hear what they are saying and feeling.
- 4 **Link Up** with local resources. Offer to get help together.
- 5 **Follow Up** and offer continued support.



Specialty Months

May

May is Mental Health Awareness Month! Throughout the month of May, people from Riverside and across California will come together to spread awareness about the importance of mental health. Every year, millions of Americans face living with a mental illness. In fact, half of us will experience a mental health challenge over the course of our lives. But with treatment and support, a full and satisfying life in recovery is possible. Each May, and all year long, our campaign emphasizes that you can express your support by bringing awareness to the importance of mental health.

Lime green has emerged as California's color for mental health awareness. Wearing the lime green ribbon is a great way to start the conversation with friends, family classmates, and coworkers about mental health.



Social post

September

Support Suicide Prevention Awareness in September! Pain isn't always obvious. Encourage others to Read Up on the warning signs for suicide and Reach Out to someone they care about. Even surrounded by friends and family, someone experiencing emotional pain can feel isolated. You may sense something is wrong, but not realize how serious it is. Trust your instincts. Show your support each September, and all year long, by learning how you can recognize the warning signs and help prevent suicide through our campaign, as well as the Know the Signs campaign.

KNOW
THE
SIGNS

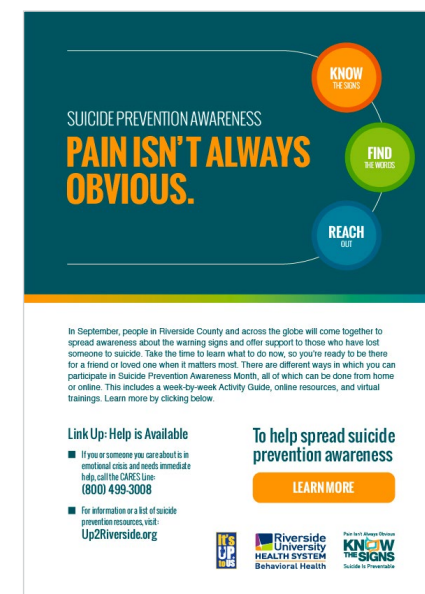
Know the Signs: The warning signs for suicide— withdrawal, depression, and hopelessness— are there, but not always obvious. It's Up to Us to learn to recognize the warning signs and offer support to someone we care about.

FIND
THE
WORDS

Find the Words: “Are you thinking of ending your life?” Few phrases are as difficult to say to a loved one. But when it comes to suicide prevention, none are more important. For suggestions on how to find the words to start the conversation, visit suicideispreventable.org.

REACH
OUT

Reach Out: More information and local resources are available. If you or someone you care about is in an emotional crisis or needs immediate help, call the National Suicide Prevention Lifeline at (800) 273-8255 or 988. If you need to be connected to mental health services in Riverside County, call the Helpline at (951) 686-HELP.



E-blast



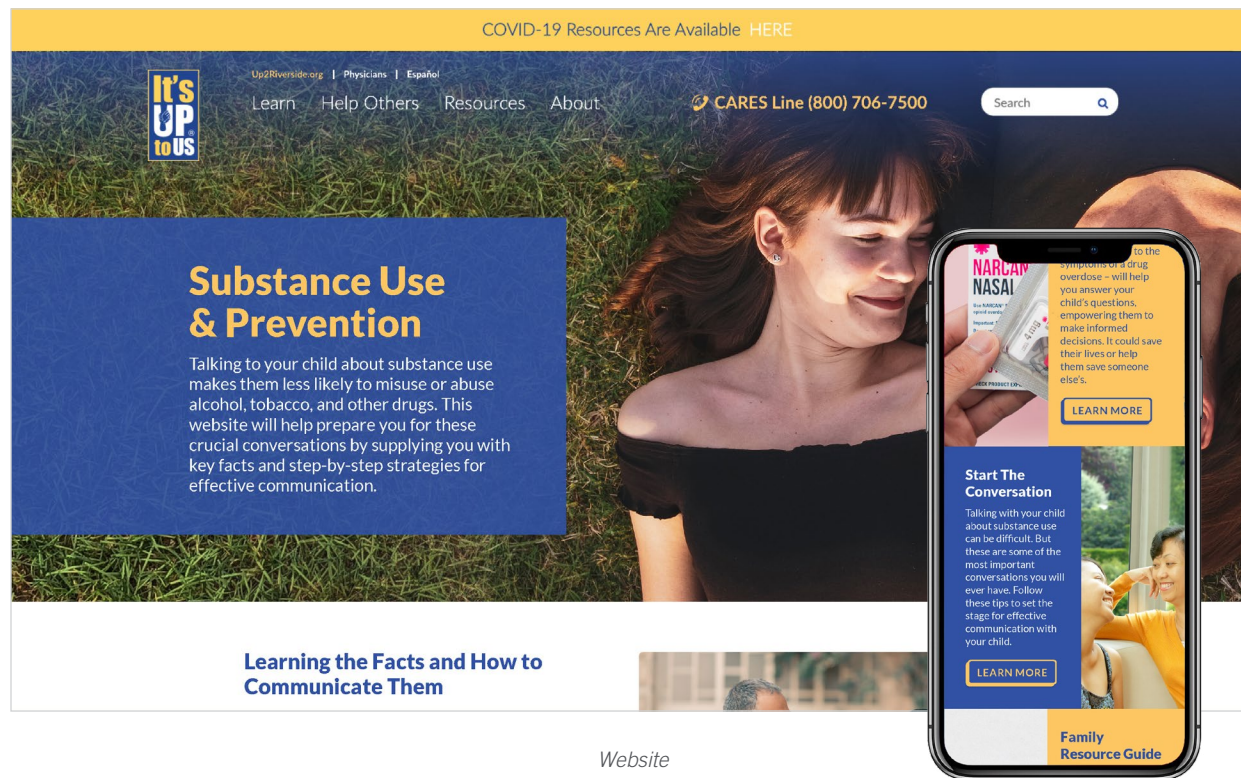
Digital display

Substance Abuse Prevention and Treatment (SAPT)

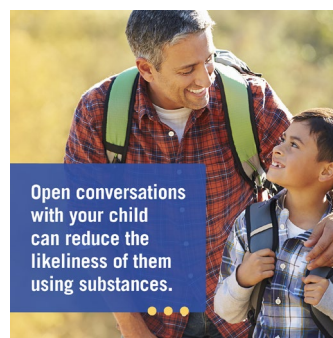
The It's Up to Us campaign evolved in 2022 to include a culturally competent, wellness and harm reduction focused, multi-media public education and information campaign for the **Substance Abuse Prevention and Treatment (SAPT)** program.

This campaign aims to change the perception of harm within the community about the use of alcohol and other drugs, by providing prevention resources and information for public education, as Riverside County individuals don't understand the short-term and long-term harm caused by underage and young adult use of substances. In addition, there is a fentanyl overdose epidemic in the county leading to staggering high rates of overdose deaths attributable to fentanyl; underserved and lower socioeconomic status communities across Riverside are disproportionately affected.

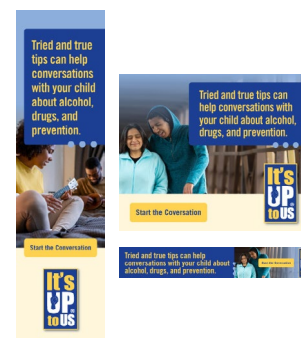
The main focus of this campaign was originally to help parents/parental figures and youth-serving adults prepare for crucial conversations by supplying them with key facts and step-by-step strategies for effective communication surrounding substance use and prevention. The campaign was then expanded to supply youth and young adults with information about drugs and their risks, how to recognize and prevent an overdose, and where to get help for themselves or a friend.



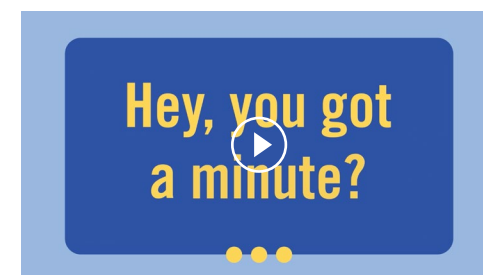
Website



Paid social



Programmatic display



Animated TV spot

Riverside University Health System – Behavioral Health

Riverside University Health System – Behavioral Health is comprised of three major programs: Mental Health Services, Substance Use Services, and the Public Guardian's Office. These programs provide prompt, efficient, professional, culturally competent services throughout the county.

RUHS – Behavioral Health has developed an exceptional reputation for providing services that involve the latest innovations in clinical practices affecting mental health. RUHS – Behavioral Health is committed to cultural competency and acceptance, valuing people from all ethnic, cultural, racial, and linguistic backgrounds. The Department's development and implementation of cultural competency will equip their employees to meet the needs of their diverse populations. The confidentiality of all consumers is strictly adhered to in accordance with and Federal regulations.



Primary logo



Stacked logo



Knock-out



Black



Website

Our Brand

Brand Identity

Art Direction

Design Usage

Partner Campaigns



Logo Design

The primary logo for It's Up to Us Riverside is a simplistic logotype that incorporates uplifting hand graphic into the shape of the "U". The full color logotype incorporates both primary Pantone® colors used in the brand and should be used in most applications. The knock-out logo should be used when the full color logo is not legible. Single color versions of the logo can also be utilized in applications with limited color selection.

URLs

Up2Riverside.org

English

MenteSaludableRiverside.org

Up2Riverside.org/es

Spanish



Up2Riverside.org

Logo/URL lockup



Full Color



Black



Knock-out outline



Single color – blue



Single color – yellow

Logo Restrictions

Brand consistency is extremely important. That's why we ask that the logo not be altered in any way, including the handful of examples shown below.



Do not recolor.



Do not use knock-out logo on light or cluttered backgrounds.



Do not add pattern or texture.



Do not remove registered trademark symbol.



Do not rotate logo.



Do not change outline.



Do not change orientation.



Do not add embellishments like drop-shadows.



Do not add gradients to logo.

Logo Integrity & Clear Space

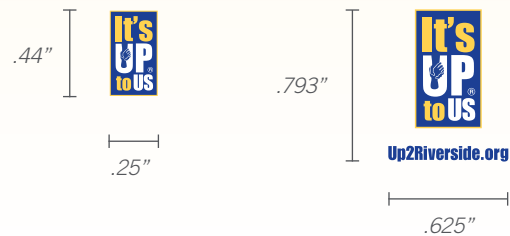
Logo Clear Space

A minimum clear space, measured by the height of the “P” in “UP,” must be maintained on the perimeter surrounding logo artwork, at any size. The clear space should be measured from the farthest edge of the logo on all sides. No element may encroach on this space.

Minimum Logo Size

The primary logo must not be reproduced at a size smaller than .25” in width and .625” if the URL is included.

Minimum logo size



Logo Clear Space

Logo Hierarchy

Logo Lockups

These are examples of how the It's Up to Us Riverside logo can be locked up with additional partner logos.

When the logo is locked up with one additional logo – they should remain locked up together with the same visual hierarchy. This also applies to the addition of the green ribbon.

When multiple partner logos start getting introduced, the partner logos should break off and the It's Up to Us Riverside logo should maintain the most visually important on that specific creative deliverable.

Lockups also apply to the It's Up to Us Riverside logo including the URL.

It's Up to Us logo and partner logo



Multiple logo lockup – 2 logos

It's Up to Us logo, partner logo, and green ribbon



Multiple logo lockup – 3 logos

It's Up to Us logo and multiple partner logos



LOGO

Multiple logo lockup – 4 logos

Color Palette

The It's Up to Us Riverside brand mainly exists within the primary color palette. The colors work in unison to bring balance to the brand. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK, RGB and HEX Values for consistency across different media.

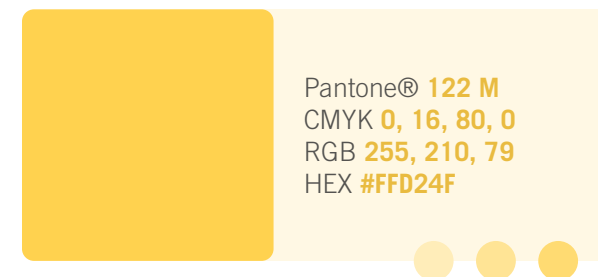
Primary Color Palette

The primary color palette includes a rich blue paired with a softer yellow to bring balance to the brand. These colors are calming and optimistic – representative of the mental health organization.

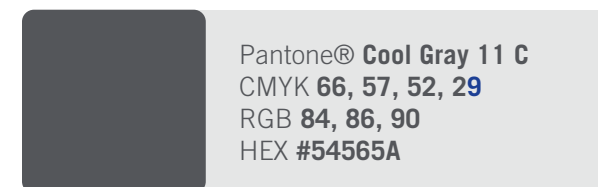
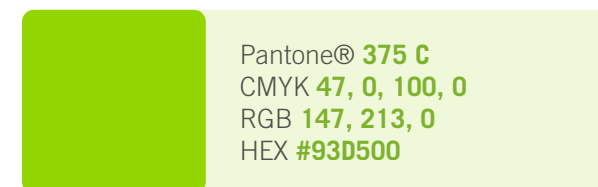
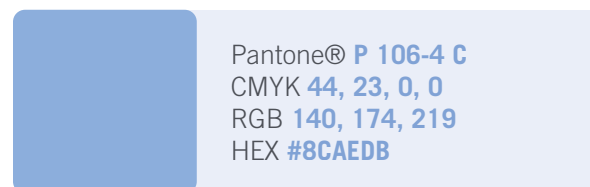
Secondary Palette

The secondary color palette introduces colors that should be used as compliments throughout the brand and should be used as highlights throughout the brand materials to support the brand and give it more dimension. The lime green pays tribute the official Mental Health Month ribbon and can also be used as an official brand color.

Primary Color Palette



Secondary Color Palette



Typography

Brand Font Family

The It's Up to Us Riverside brand font is Trade Gothic LT Std, a simplistic and narrow sans-serif typeface that can be read and is legible for a majority of audiences. It includes a wide range of styles, but the primary ones used in this brand are Light, Regular, and Bold.

Headlines/Subheads: Trade Gothic LT Std Bold or Regular in All Caps or Title Case

Smaller Titles: Trade Gothic LT Std Bold or Regular in All Caps or Title Case

Body Copy: Trade Gothic LT Std Regular

Captions or Legal Copy: Trade Gothic LT Std Italic or Light

Web Font Family

For website and other web applications, typeface Lato should be used to ensure that the font can be viewed on all digital platforms. Lato is a free Google Font that can be easily downloaded. It is a sans-serif and was chosen for its legibility and clean simplistic appearance.

Primary Styles

Trade Gothic LT Std Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Trade Gothic LT Std Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Trade Gothic LT Std Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Font Family | Trade Gothic LT Std

Uses: Print & Digital (full font family)

Design Foundry: Linotype Foundry

Available Through: FontGeek

Download free through FontGeek:

fontgeek.com/trade-gothic-lt-std-font

Primary Styles

Lato Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Font Family | Lato

Uses: Website (full font family)

Design Foundry: Łukasz Dziedzic

Available Through: Google Fonts

Download free through Google Fonts:

fonts.google.com/specimen/Lato

Our Brand

Brand Identity

Art Direction

Design Usage

Partner Campaigns



Graphics and Icon Usage

Illustration and Graphic Elements

In some instances character illustrations can be used, as long as they maintain a sense of positivity and invoke feelings of safety and inclusion. Asymmetrical organic shapes can be used in photography, or as backgrounds as well. Gradients and multiple layers can be used to add dimension to the graphic elements.

Text Elements

To give more hierarchy to headlines and bodies of text, rounded colored text boxes can contain the text. Short divider rules can also be added to help differentiate different headlines, and three dots can be used as an embellishment to the text box in order to achieve more visual interest.

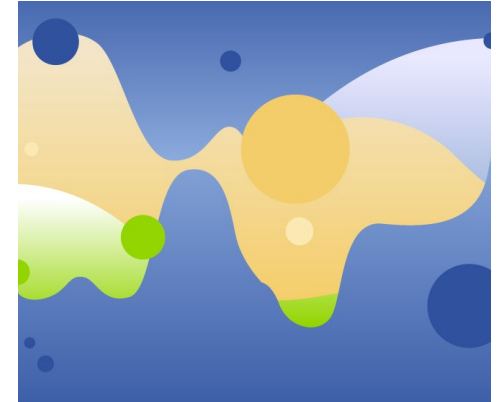
Gradients

Gradients can be utilized within graphic elements, or can be used on top of photos to create visual interest and make space for text to live. Gradients can be created within the tints and shades of the primary and secondary brand color palette.

Icons

Icons can be used throughout the brand but should remain solid, single color shapes. Stick to the brand colors and avoid any icons that are too complex in design in order to maintain legibility at a small scale.

Illustrations and Graphic Elements



Text Elements



Gradients



Icons



Photography Guidelines

Photography used for It's Up to Us should feature candid subjects and a photojournalistic style. Images should not feel staged. There should be a focus on diversity and inclusion – representative of priority populations including:

- General Market, Latino/Latina, Asian/ Pacific Islander, Native American, Deaf/Hard of hearing, Middle Eastern/ North African (MENA), First responders (e.g. law enforcement, fire fighters, paramedics, medical and mental health professionals, etc.), Hospital and clinic-based providers, LGBTQIA, Loved ones of middle-age individuals (the “helpers”), People with disabilities, Faith-based and spirituality communities, Veterans

Other considerations include:

- Focus on personal relationships/showing human connection
- Avoid subjects appearing too sad/ hopeless
- Avoid photography with alcoholic beverages or narcotics of any kind
- Natural light and shallow depth of field should be used when possible.
- Full-color photography should always be used, unless black and white is required by the material/publication.



Our Brand

Brand Identity

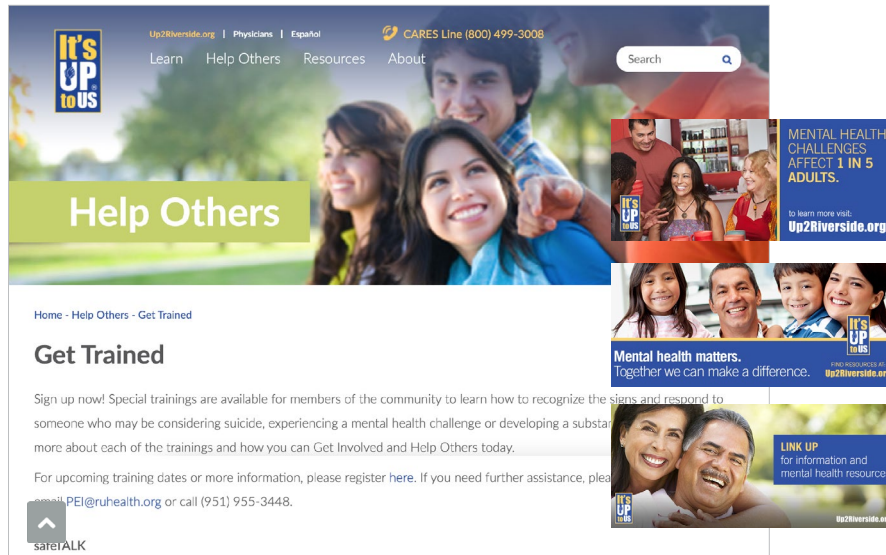
Art Direction

Design Usage

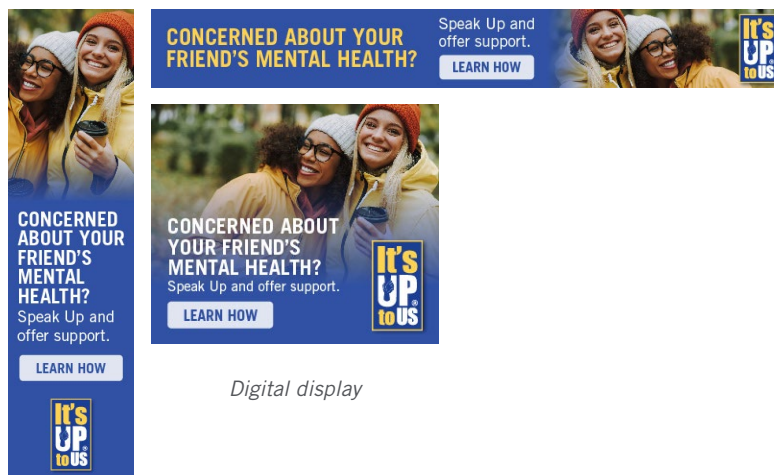
Partner Campaigns



Digital Design Examples



Website and branded web banners



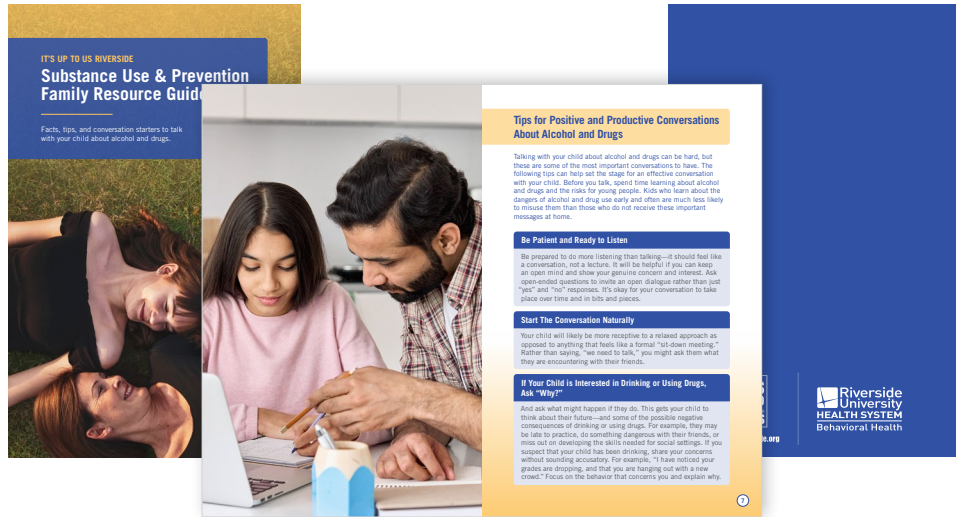
Digital display



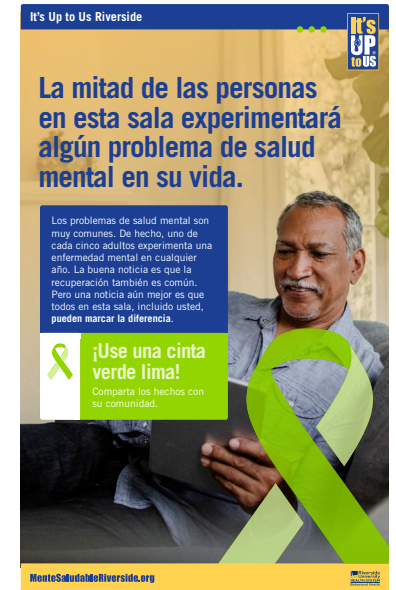
Facebook – organic/paid social

Print Collateral Examples

Note: RUHS logo should be included on all printed materials



Resource guide



Narrowcasting Posters



Our Brand

Brand Identity

Art Direction

Design Usage

Partner Campaigns



It's Up to Us San Diego

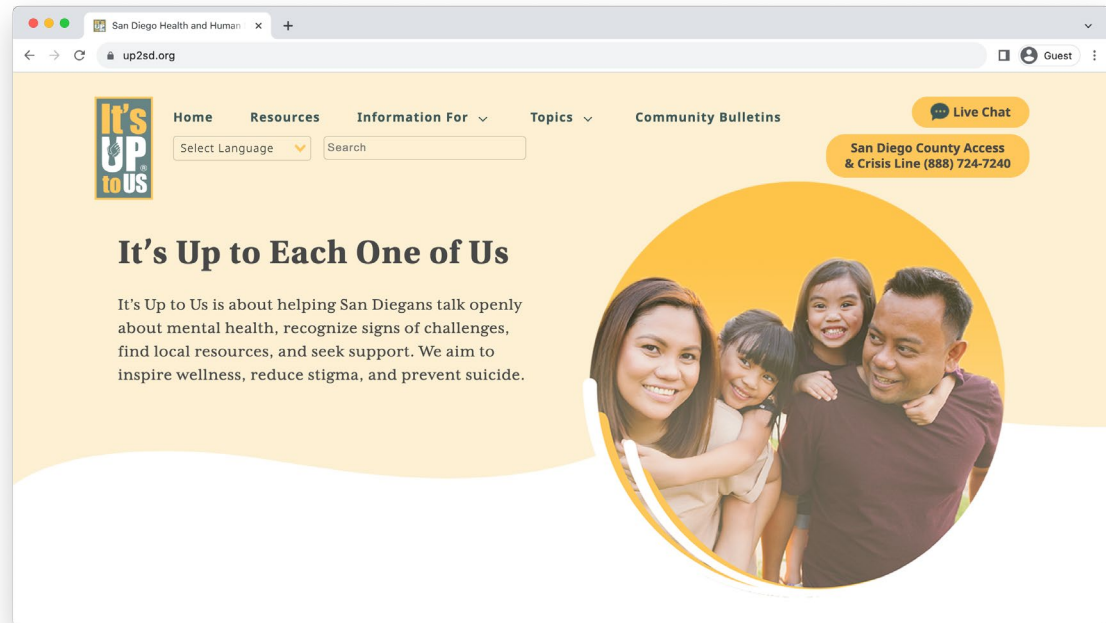
The It's Up to Us Riverside campaign utilizes research, messages, and materials from the successful “It's Up to Us” media campaign implemented in San Diego County, which has shown promising results in increasing help seeking and reducing stigma related to mental illness.

It's Up to Us is about helping San Diegans talk openly about mental health, recognize signs of challenges, find local resources, and seek help. By raising awareness and highlighting local resources they aim to inspire wellness, reduce stigma, and prevent suicide.

English website: up2sd.org
Spanish website: up2sd.org/es



Logo



Website



Social posts

Take Action for Mental Health

Take Action for Mental Health is the campaign for California's ongoing mental health movement. It builds upon established approaches and provides resources to support Californians' mental health needs.

Take Action for Mental Health is an evolution of the Each Mind Matters campaign. Over the last decade, Each Mind Matters has had a positive impact on reducing stigma of mental illness and increasing awareness of mental health needs and resources. Take Action for Mental Health builds on this progress and asks Californians to take action to support ourselves and the people we care about.

The primary goal for Take Action for Mental Health is to help Californians support their mental health and the mental health of people they care about. The campaign's underlying goal is to support prevention and early intervention, efforts that promote mental wellness and offer Californians the tools to seek help for themselves or a loved one.

English website: takeaction4mh.com
Spanish website: takeaction4mh.com/es



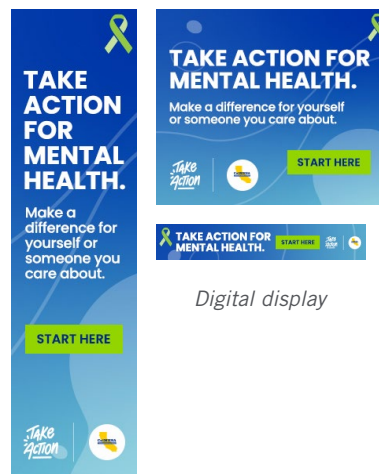
Logo



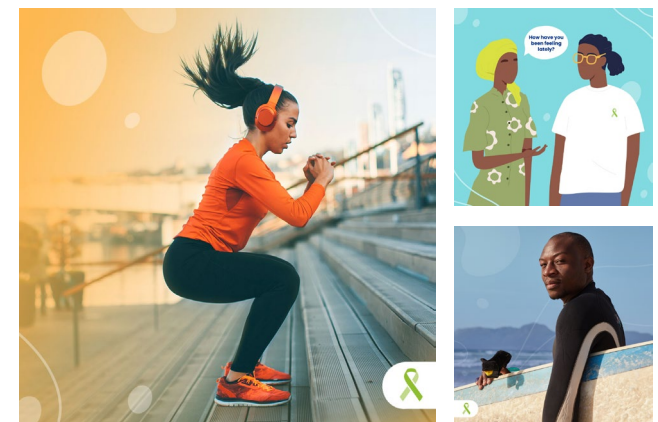
Website



One-pager



Digital display



Organic social

Know the Signs

Know the Signs is part of the Take Action for Mental Health Campaign. The campaign aims to achieve the following goals:

- Prepare more Californians to prevent suicide by increasing knowledge of warning signs, how to offer help, and local resources.
- Provide individuals who are going through tough times with resources, hope, and reassurance that help is available.
- Work with the news media to increase news reporting about suicide in ways that are consistent with national recommendations.

English website: suicideispreventable.org
Spanish website: elsuicidioesprevenible.org

Pain Isn't Always Obvious



El Sufrimiento No Siempre Se Nota

**RECONOZCA
LAS SEÑALES**

El Suicidio Es Prevenible

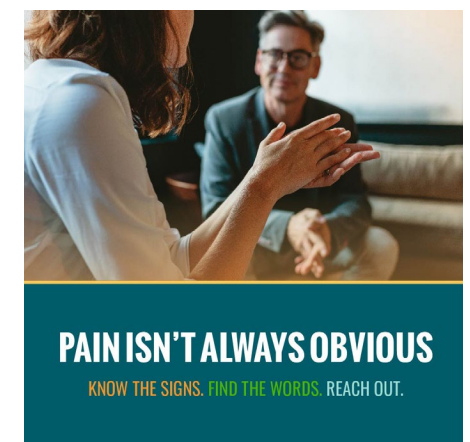
Logo



Activity tip sheet



Posters



Social post



Up2Riverside.org