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This is our definitive guide to the core assets and strategy that make up the TeamNami California Campaign. It explains our campaign overview and regulates the verbal & visual identity.
OUR VISION

The teamNAMI California campaign will, first and foremost, serve to unite individuals, families and organizations across the state in a common goal—raising awareness of NAMI California’s role in providing help and hope to those affected by serious mental illness. Through the use of aspirational and educational creative assets, teamNAMI California will leverage the stories of its members, leadership and staff to tell a vivid story of the organization’s pioneering past and build excitement for its limitless future.
OUR GOALS

- Raise the brand awareness of NAMI California across the state
- Introduce target audiences to the team NAMI California campaign, the primary voice of NAMI CA in this upcoming year
- Reposition brand strengths: support, resources, knowledge
- Clearly define the role and services of NAMI California for health care providers, state organizations and current/potential members
- Increase the member base and the added value of NAMI California membership
CREATIVE CONCEPT & DESIGN APPROACH

A team becomes more than just a collection of people when a strong sense of mutual commitment creates synergy, thus generating performance greater than the sum of the performance of its individual members.

The primary teamNAMI CA mark was modeled after a megaphone, which symbolizes NAMI California’s advocacy work and authoritative voice in the mental illness community. In addition, the contemporary type and strong color palette create a bold and powerful statement for the campaign.
NAMI California is, above all else, a team. A forceful, passionate team made of families, members, affiliates, and partners throughout the state who are leading the change on mental illness. Now, why should you join teamNAMI California? Because you believe in equality, diversity, changing the stigma of mental illness and creating a more united California. In a time of fractured public discourse and information bubbles, we have the power to educate, empower and advocate when we come together as one collective voice, one unwavering team.

MESSAGING HIERARCHY:

teamNAMI California
Leading the Change on Mental Illness since 1979.
JOIN. LEARN. SUPPORT.
Pursuant to the brand tone words presented in the Brand Summary, all team NAMI California messaging should be filtered through the following descriptors:

- EMPOWERING
- INCLUSIVE
- ADVOCATE
- PIONEER

All messaging should convey an approachable, inclusive and positive approach to the subject matter, while still positioning NAMI California as a trustworthy and authoritative source of information.
AUDIENCES

GENERAL PUBLIC & NAMI CA MEMBERS:
In targeting the general public and existing members across the state, our goal is to focus on increasing awareness and the perceived value of NAMI California membership while broadening the base of potential donors, volunteers and advocates.

PARTNERS:
By partnering with influential organizations, brands and individuals, we have the opportunity to dramatically raise NAMI California’s brand awareness and, in the process, leverage their respective platforms to increase opportunities for monetary donations and advocacy support.

AFFILIATES & INTERNAL STAFF:
Through engaging directly with NAMI California affiliates and internal staff, our aim is to form a cohesive and empowering conversation around what it means to be a part of teamNAMI CA. Ultimately, the goal is that affiliates and staff become the face of this campaign through their constant, impactful work in the communities that they serve with passion.
LOGOS

Our logos are essential to the visual identity of the teamNAMI California campaign. Use them proudly whenever the campaign is introduced.

To keep the campaign visually recognizable and compelling, follow logo guidelines for all print and digital applications.

Use the primary logo whenever it is possible. When an application requires a more square format, use the secondary logo.
There are two main logo color combinations, each having their own usage preferences. Follow the guidelines throughout all applications.

**Navy**
Navy mark, teamNAMI in white, CALIFORNIA in Teal. This is the primary full color logo, use it proudly when the campaign is introduced.

**Teal**
Teal mark, teamNAMI CALIFORNIA in Navy. Use the Teal logo when it is placed on a dark background color or a black & white image.

*Only use the black and white logo when color printing is not an option.*

*This color usage guide applies to both the primary and secondary logo.*

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**NAVY**
PMS (Pantone) 301 C
CMYK: 100, 53, 4, 19
RGB: 46, 63, 93
Hex: #005C97

**TEAL**
PMS (Pantone) 3252 C
CMYK: 49, 0, 23, 0
RGB: 81, 194, 191
Hex: #51C2BE

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**BLACK & WHITE**
TEAMNAMI REGIONAL LOGO GUIDLINES

Affiliates may use this logo template to create their own custom graphics. Follow these Regional logo guidelines when creating a custom logo by replacing “California” with a new city name.

1. The letter spacing of the Regional name is between 50%-100%; the height should be within the “Regional name height” area.

2. According to the length of the Regional name, adjust its tracking and height proportionally, place it into one of the Regional name lengths 1, 2, 3.

3. Make the Regional name reach end to end (A–B1, 2, or 3) within the regional name length zone.

*See pages 22 – 23 for examples.
LOGO CLEAR SPACE

The clear space ensures logo visibility and impact. Follow the clear space regulations throughout all applications and maintain the clear space zone between the logo and other graphic elements such as type, images, or other logos.

LOGO MINIMUM SIZES

The minimum ensures the logo is reproduced correctly at smaller sizes. Follow the logo minimum size guideline throughout all applications (inches for print usage, pixel for digital usage) and make sure the logo remains legible and provides a strong level of identification.

*Logo Clear Space guideline and Logo Minimum Sizes guideline should apply to all teamNAMI logos.
LOGO TO DO

1. Place the logo over the teamNAMI sketch graphic element (see page 28);
2. Place the Navy logo on Teal background;
3. Place the Teal logo over black & white photos.

LOGO NOT TO DO

1. Stretch, scale or change the placement of any part of the logo;
2. Use effects such as drop shadows on the logo;
3. Outline or add a stroke to the logo;
4. Let any graphic elements violate the logo clear space, except for the 1st rule from the TO DO list;
5. Tilt the logo;
6. Alter the megaphone shape container;
7. Alter the color of the logo;
8. Change the typeface of the logotype;

*The NOT TO DO list should apply to both primary and secondary logos.
COLORS

Colors are a distinct and crucial part of our campaign. They make our campaign instantly recognizable and provide a strong visual link across various materials and communications.

No colors other than the ones specified may be used for the primary campaign graphics.

PRIMARY COLORS
Use the primary colors throughout all applications in coordination with the campaign logos.

ACCENT COLORS
Only apply the accent colors to the sketch graphic element accordingly—50% opacity Grey Navy overlaid onto the primary color Navy; 40% opacity Transparent Teal overlaid onto the primary color Teal.

*See pages 34 - 35 for more guidelines on sketch graphic usage.
TYPEFACES

Campaign typefaces are a fundamental part of the visual style. They help to achieve a unique and consistent look across the campaign materials. The Primary fonts must be used on all printed materials and communications—and if possible, also on the website and online communications.

Substitution fonts are provided for situations when Primary fonts are not available or suitable.

PRIMARY TYPEFACE

Europa is the primary typeface of teamNAMI California. Its simplicity and humanistic detail represents teamNAMI’s mission.

Use Europa Bold for headlines and Europa Regular for body copy throughout all applications.

SECONDARY TYPEFACE

Garamond is an elegant serif typeface that connotes empathy.

Use Garamond Pro only for titles paired with Europa body copy (see next page for example) or more formal situations.
Using consistent type settings are an important way to keep our tone of voice visually branded. Follow this usage guide throughout all communications.
GRAPHIC ELEMENTS

Graphic Elements are the salt and pepper of a brand, they season the foundation of a brand to bring another layer of depth and playfulness. Follow the guidelines below and use the graphic elements sparingly.

SKETCH GRAPHIC

The sketch graphic expresses empathy, process and progress. The teamNAMI Campaign is not a phase, but an on-going promise to the community.

COLOR USAGE

NAVY
PMS (Pantone) 301 C
CMYK: 100, 53, 4, 19
RGB: 46, 63, 93
Hex: #005C97

Grey Navy
CMYK: 44, 38, 23, 21
Hex: #7c7c8d
50% Opacity overlay on Navy

Transparent Teal
CMYK: 14, 5, 0, 0
Hex: #d7e4f5
40% Opacity overlay on Teal

SKETCH GRAPHIC USAGE

1. The sketch graphic can be placed over images.
2. The sketch graphic can be placed over the brand color Navy, and Teal with 50% opacity. (See color usage on page 29)
3. Place teamNAMI California logo on top of the graphic.
4. Place text over the sketch graphic.

*See page 37 for more examples
SOCIAL MEDIA

Social media plays a critical role in today’s marketing and communications landscape. It provides a platform for the brand elements and campaign messaging to unify to create an engaging brand experience.

Follow the usage guidelines to curate visually stunning, on-brand visual messaging across all social platforms.

1. Use images and graphics with text strategically—try to avoid image posts, or graphic posts in a row;
2. Frame the image with a graphic element as an option when introducing a campaign message;
3. Event photos can stand on their own and should tell the story behind them within the caption;
4. Center the message using sentence case and center alignment (see page 33);
5. All images should follow the photography guidelines (see pages 38–39).
PHOTOGRAPHY

A photo has the power to tell the story of our campaign on a deeply emotional level. This makes photography an effective tool for conveying the right message about the teamNAMI California campaign. Choosing the right photograph is as important as choosing the right words. Follow the photography style guide throughout all applications.

PHOTOGRAPHY THEMES

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CO-BRANDING

When co-branding with other companies, follow the co-branding guideline throughout all communications:

1. When co-branding with the NAMI California (the parent company) logo, place the teamNAMI campaign logo to the right of, or below the parent logo;

2. When placing the logos together, make sure that the placement between each logo, and the logos with other elements don't violate the clear space guidelines of all the logos. Ask other companies for their brand guidelines if necessary;

3. According to the space of the application, decide when to place the logos side by side, and when to stack them.
Leading the change on mental illness since 1979
JOIN. LEARN. SUPPORT.