



**PROJECT  
HEALTHY  
MINDS**

# **WMHD FESTIVAL 2024 IDENTITY GUIDELINES**

**EXTERNAL**

**EXTERNAL**

**EXTERNAL**

**EXTERNAL**

**EXTERNAL**

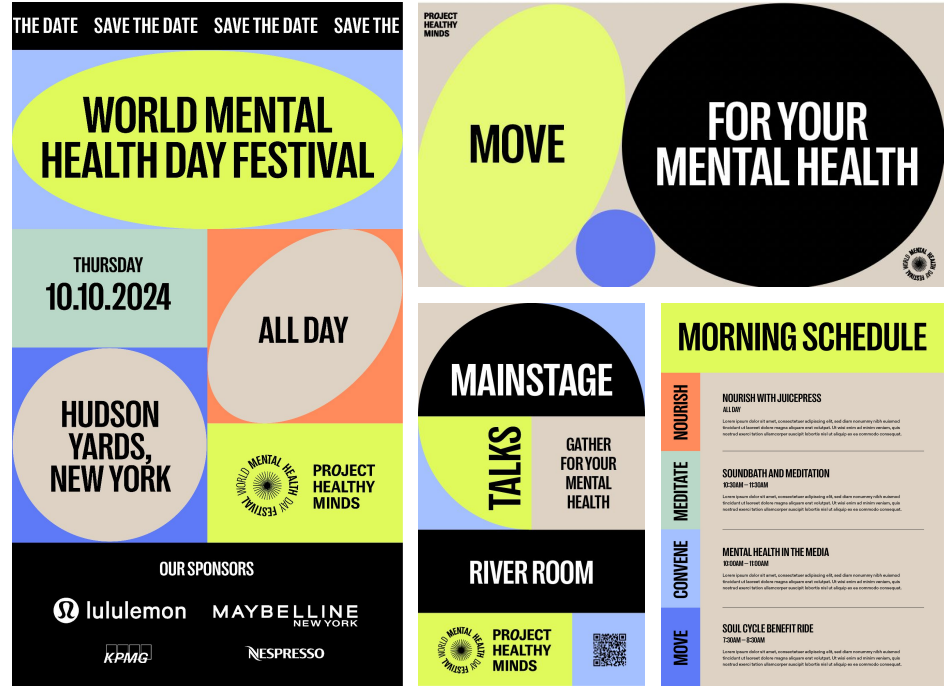
# ABOUT THE FESTIVAL

The Project Healthy Minds World Mental Health Day Festival is where visionaries, thought leaders, and advocates unite to redefine and reshape the future of mental health. From headline-making mainstage fireside chats featuring luminaries like Prince Harry and Meghan Markle to cause-driven fitness programming like SoulCycle benefit rides, influencer-led runs, and charity pickleball tournaments to unique sound bath meditation experiences to a curated food experience, this is where the world gathers for World Mental Health Day.

# CREATIVE DIRECTION

## Creative Direction

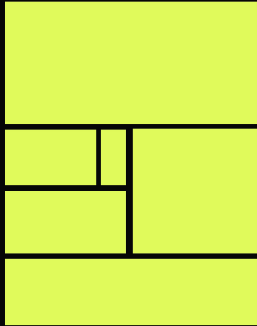
The creative direction for the World Mental Health Day Festival is centered around boldness, ownability, and versatility. We've created an expansive and open ended system that utilizes circle portions and ovals in dynamic ways to create opportunities for displaying information in a graphic way. This playful, gridded, colorblocked system ensures functionality for our programming buckets as well as opportunities for a variety of content types (imagery, headlines, descriptive copy, logos, etc).





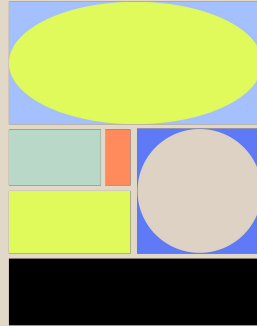
## Gridded Layout

All assets for the festival utilize a dynamic grid that allows for a balance and of color, text, and graphic information. The grid layout is open-ended and can be suited for a range of hierarchical compositions.



## Dynamic Shapes

The usage of bold graphic shapes and color blocking are the main characters of this event's identity. The guidelines allow for a wide range of oval and circle compositions which ties back to our Project Healthy Minds brand identity.



## Recognizable Boldness

In order for this identity to stand out in the event space (*especially as it relates to mental health*) we are leaning into bold typography and our brand hero neon green which aims toward long term ownability and recognizability.



# LOGO

## Primary Logo Lockup(s)

This logo lockup consists of the World Mental Health Day Festival sunburst logo in alignment with the Project Healthy Minds logo. This can appear vertically stacked with equal width or horizontally stacked with equal height.

See [graphic assets kit](#) for final lockups.



Vertical lockup

*Padding between logos is equal to the HEIGHT of the italic "O" in our Project Healthy Minds logo*



Horizontal lockup

## Secondary Logo Lockup

The Project Healthy Minds World Mental Health Day Festival logo consists of our secondary Project Healthy Minds logo (horizontal composition) centered below the World Mental Health Day festival sunburst logo. This logo should only be used at large scale for legibility purposes, or if the application requires one lockup instead of a dual-lockup.

*See graphic assets kit for final lockups.*



**PROJECT HEALTHY MINDS**

PROJECT HEALTHY MINDS



PROJECT HEALTHY MINDS



PROJECT HEALTHY MINDS

## Logo: Incorrect Usage

✗ **DO NOT** use effects or distortions, nor alter alignments, spacing, orientations, or colors.

✗ **DO NOT** rotate the WMHD logo in any way outside of the approved lockups.



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PROJECT HEALTHY MINDS



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HEALTHY  
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## Logo: Color Usage

- ✓ DO use the logo in only black and white.
- ✓ DO use the logo on neon, black, beige, or white backgrounds.
- ✗ DO NOT use the logo or background in any other colorways than the approved.

### ✓ Primary use cases



### ✓ Secondary use cases (only if completely necessary)



### ✗ Incorrect Usage



## Logos: Usage Examples

The logo can be used in a number of approved ways determined by the appropriate context of the application. Our goal is to create maximum clarity and recognizability on any opportunity. Here are some ways you can use the logos.

### Singular lockup

For large-size applications only where the Project Healthy Minds logo can be legible at scale. This can also be used when you don't have the real estate for the horizontal lockup (both logos).

### Duo Lockup

This is the most common application of the logo. It can be used at *all sizes / scales* and should follow the guidelines outlined on page 8.

### Separated Logos

The two logos within the logo lockup may be separated as long as they're both present and remain equal size.

**Headline title:** The title "world mental health day festival" is not an official logo but can be used as messaging for maximum visibility.

Primary: Singular lockup



Case basis: separate and equal



Secondary: Duo Lockup



# COLOR



## Color Palette

### Primary / core palette

Our core color palette utilizes our brand hero neon coupled with other neutrals. These colors are the basis for the entire identity palette and should be used for *all graphics* (programming specific, evergreen, etc).

### Secondary / Programming-specific palette

The secondary palette contains four colors that are specifically assigned to each of our programming pillars. These are *in addition* to the primary palette and used to functionally signal to the audience what programmatic theme each applies to.

<p><b>HERO NEON</b></p> <p>HEX: E1FA5B RGB: 225 250 91 CMYK: 15 0 90 0</p>		<p><b>BLACK</b></p> <p>HEX: 000000 RGB: 0 0 0 CMYK: 0 0 0 100</p>		<p><b>MEDIUM NEUTRAL</b></p> <p>HEX: DDD2C3 RGB: 221 210 195 CMYK: 0 4 11 14</p>	
<p><b>HERO COLOR</b></p>		<p><b>NEUTRAL</b></p>		<p><b>NEUTRAL</b></p>	
<p><b>ORANGE</b></p> <p>HEX: FF8A5C RGB: 255 138 92 CMYK: 0 46 64 0</p> <p><b>NOURISH</b></p>	<p><b>SAGE GREEN</b></p> <p>HEX: E1FA5B RGB: 186 216 200 CMYK: 14 0 7 15</p> <p><b>MEDITATE</b></p>	<p><b>BLUE</b></p> <p>HEX: #A4COFF RGB: 164 192 255 CMYK: 32 18 0 0</p> <p><b>CONVENE</b></p>	<p><b>INDIGO</b></p> <p>HEX: #5F7AF7 RGB: 95 122 247 CMYK: 62 51 0 3</p> <p><b>MOVE</b></p>	<p><b>WHITE</b></p> <p>HEX: #FFFFFF RGB: 100 100 100 CMYK: 0 0 0 0</p> <p><b>TEXT ON BLACK</b></p>	

\*Gray outline should NOT be used. It is here only to signify a white background in use.

## Color Palette: For Programming

Within the secondary color palette, each color is assigned to a pillar of the festival programming. Treat the secondary colors as accent colors and let the neutrals be the majority of the color composition,

### ORANGE

**Used for our Nourish pillar** (culinary and food partners). Signifying warmth and appetite, our orange is to be used whenever we are promoting our culinary based activations.

### SAGE GREEN

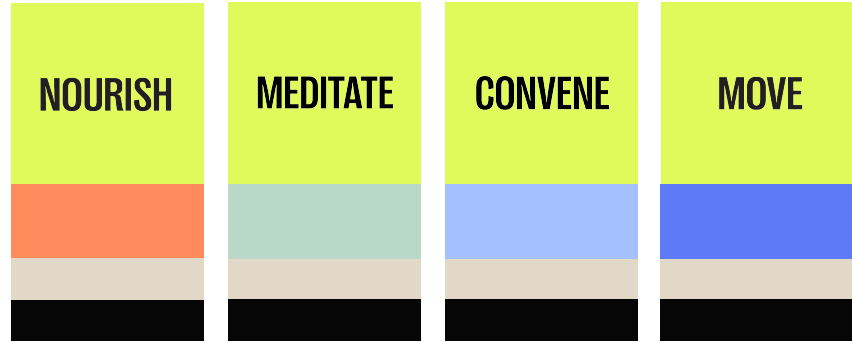
**Used for our Rest pillar** (meditation and mindfulness partners). Our sage green calls to wellbeing and calmness. To be used whenever we are promoting our meditation and sound bath activations.

### BLUE

**Used for our Convene pillar** (discussions and speaker panels). Blue represents community, trust, and knowledge. To be used whenever we are promoting our discussion panels and speaker series.

### INDIGO

**Used for our Move pillar** (fitness partners). This indigo is vibrant, strong, and active. To be used when we promote our fitness activities.



## Color Usage: Text

Text color combinations should *only* be used in the approved colorways.

✔ **DO** use text in black and white on our neon and neutral colors.

✔ **DO** prioritize putting the appropriate text color on our neon and neutral backgrounds.

✘ **DO NOT** use text in other colors other than white and black.

✘ **DO NOT** use black text on the dark blue background on *small scale materials*\*.

\* See following page for details

✔ **Primary/ Priority**



✔ **Secondary**



✘ **Do not use**

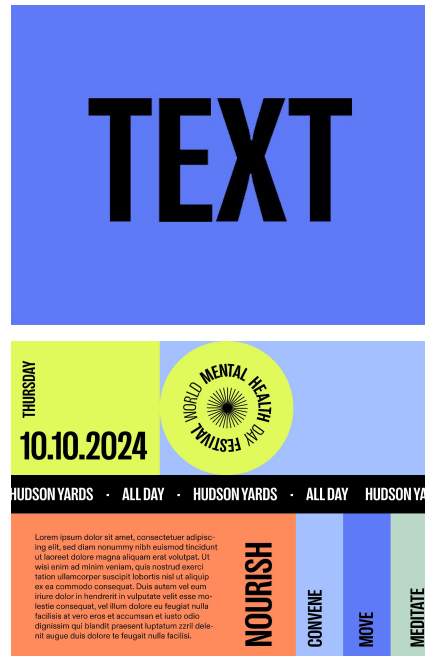


## \*Color Usage: Dark Blue

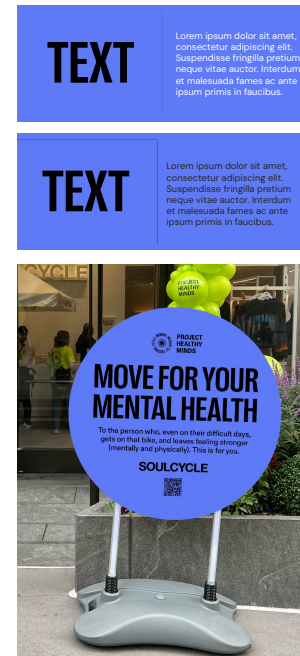
Our dark blue and black are not strongly legible in all applications. It passes accessibility only at large scale and with significant backlight. Please use it carefully and get approved from the PHM Creative team. Here's how you can use it:

- ✓ **DO** use it at large scale only.
- ✓ **DO** try to prioritize other primary background colors before resorting to the dark blue.
- ✓ **DO** keep legibility in mind.
- ✓ **DO** prioritize using it on digital applications only (*still at large scale*).
- ✗ **DO NOT** use it at small scale or body copy (in print or digital).
- ✗ **DO NOT** use it as a background for brands.

### ✓ Approved Applications



### ✗ Unapproved Applications



## Color Usage: Graphic Buckets

The color palette usage ranges between 2 key buckets of content. Please use the colors in the approved way with balance, legibility, and functionality in mind. See following pages for more details.

### 1. Evergreen / Holistic Graphics: Multicolor / full palette

- Hero graphics
- All-programming graphics

### 2. Program-Specific Graphics: Program-specific palette

- For each programming track

**Brand hero neon:** The hero neon must be used in some way on *all* assets.

### MULTI-COLOR / FULL PALETTE

#### Evergreen / Hero Graphics



#### All-Programming Graphics



generalized color ratios

### PROGRAM-SPECIFIC PALETTE ONLY

#### Program-Specific Graphics

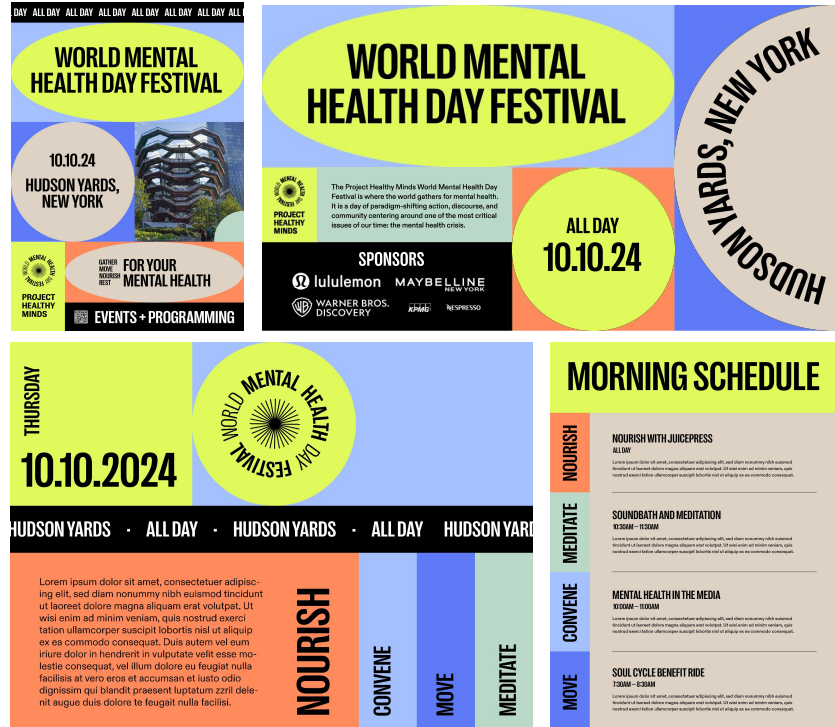


## Color Usage: Evergreen & Holistic Programming Graphics

**Evergreen / Hero images:** When we are speaking to the festival as a *whole*, all primary and secondary colors can be used in a “multicolor” style. However, our hero neon and the neutrals must be present to balance it out.

**All-Programming:** When you are showcasing *all* of the programming pillars equally, this falls into the category of “evergreen” images but the secondary colors should be used *equally*.

**Brand hero neon:** The hero neon must be used in some way on *all* assets.



## Color Usage: Programming-Specific

**Programming-Specific:** use *only* the approved color palette specific to each programming pillar (see pages 13 and 14). Include the hero neon and neutrals in a balanced way, with the secondary color as an accent only.

**Brand hero neon:** The hero neon must be used in some way on *all* assets.





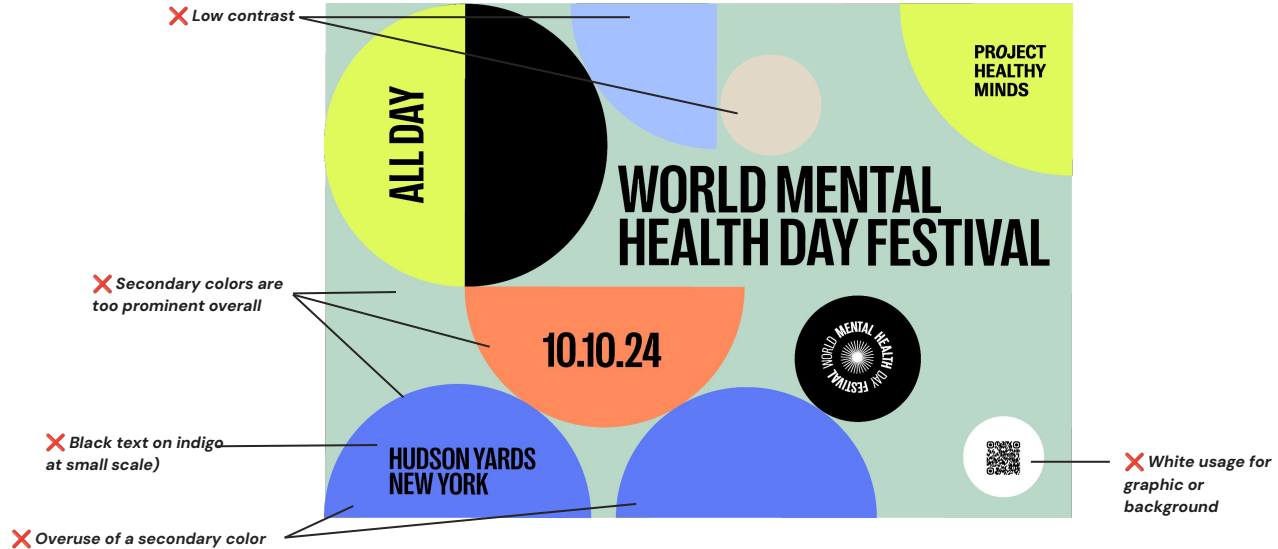
## Color Misuse: Graphics

✗ **DO NOT** overuse secondary colors or not evenly distribute use of all secondary colors.

✗ **DO NOT** use colors in a way creates unfavorable contrast or color vibrations.

✗ **DO NOT** use too much black.

✗ **DO NOT** use colors on text (black and white only).





# TYPOGRAPHY

## Typography: Styles + Hierarchy

Overall, our typographical messaging style should be visually loud and excitable – by nature of its scale, boldness, and capitalization.

**Our headline typeface** is PP Right Grotesk Narrow Bold: this is our primary typeface and can be used as H1, H2, and H3 styles.

**Our body copy typeface** should always be ABC Diatype – this is a simple, functional, and legible type style for descriptions and caption-style details.

H1

# PP RIGHT GROTESK NARROW BOLD

*All caps • Headline information and short titles • Tight leading*

H2

## PP RIGHT GROTESK NARROW BOLD

*All caps • Used for small titles or high impact information • Tight leading*

H3

### PP RIGHT GROTESK NARROW BOLD

*All caps • Used for subtitles and eyebrows to support H1 and H2*

BODY

### ABC Diatype Medium

*Sentence case • Used for all body copy and small captions or CTAs*

## Typography: Hierarchy Usage

This lockup is a great example of typographical application. While most assets may not use the full range of type hierarchy, this example exemplifies a balanced hierarchy and informational distribution.

The most important rule of thumb is **consistency**. We should not use more than 3 type sizes of the headline style, and information should be treated with a sense of hierarchy or equality.

**H1 Headlines**  
PP Right Grotesk, Narrow Bold

**H3 Headlines eyebrow**  
PP Right Grotesk, Narrow Bold

**H2 Headlines**  
PP Right Grotesk, Narrow Bold

**Body Copy**  
ABC Diatype, Medium



*H1 Headlines • rotated*  
Rotated vertically



## Typography: Specialty H1 Layouts

The H1 headlines can be used at different orientations to support the dynamic nature of the circle + oval compositions. Our H1 style can be rotated or curved on a path, if it is appropriate for the design.



*H1 Headlines • curved*  
Curved, Type-on-path

## Typography: Incorrect Usage

✗ **DO NOT** use typography in any unapproved ways. To maintain the consistency and recognizability across the brand, make sure to follow the rules specified on previous slides.

Here are some mistakes to avoid →

✗ **Awkward padding and leading**  
Padding should be even on all sides as much as possible, leading should be compact but not overly tight

✗ **Paragraphs treated as headlines**  
Paragraphs of copy will always use ABC Diatype, as they are considered body copy

✗ **Overlapping text & graphic**  
Always center text within a graphic circle or oval, it should never overlap

✗ **Off-centered text**  
Text should always have equal padding on all sides and be centered within a container

✗ **Incorrect usage of ABC Diatype**  
Headlines should always use PP Right Grotesk, Narrow Bold



✗ **Varying sizing within same headline**  
Individual headlines should always be one size, no varying sizing within 1 headline

✗ **Too much varying headline sizing overall**  
Headlines should be limited to 3 headline sizes



# GRAPHICS

## Graphics Concept: Modular Blocking + Dynamic Ovals

Modular color blocking and dynamic ovals are the key distinctive elements of our festival identity. The composition of these components can widely range, but the essence should be captured in all touchpoints.

There are many opportunities to play with the dynamic nature of these shapes and blocks in digital, animated, and printed applications.

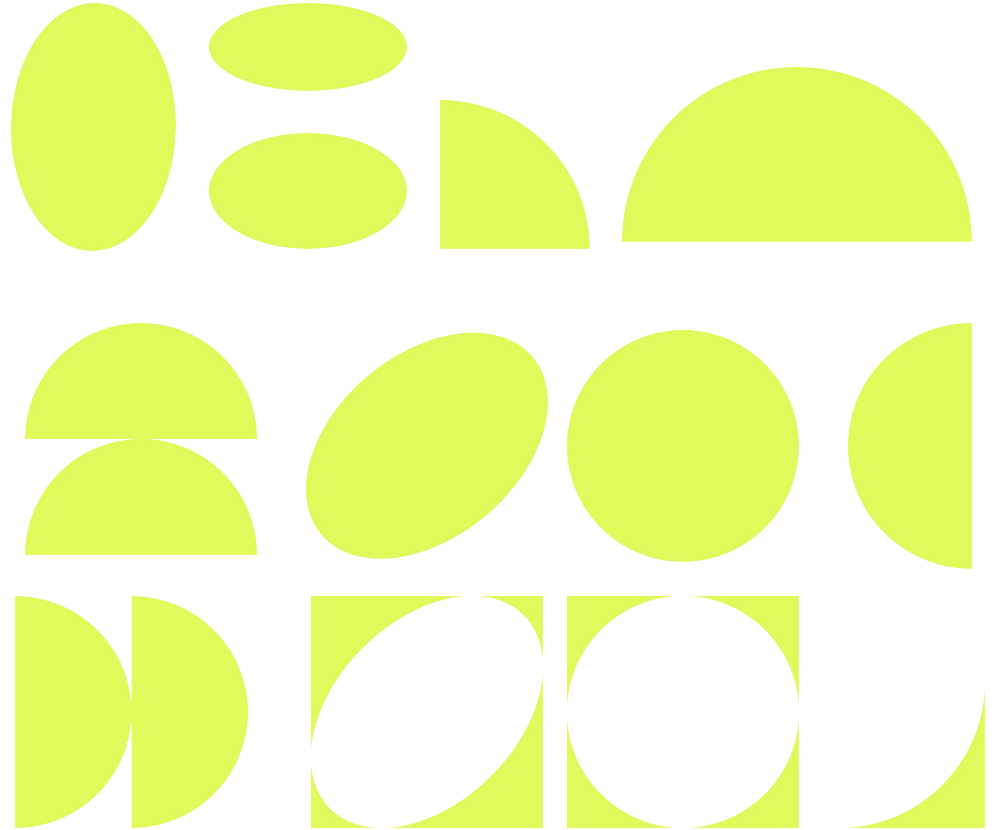
Here are some ways we can play with dynamic ovals →



Note: Bottom row Images not owned by Project Healthy Minds and are for inspiration / creative direction guidance only

## Graphic Shapes: Ovals + Circles

- ✓ **DO** use circles and ovals as a distinctive and ownable element in *some way on all applications*.
- ✓ **DO** make compositions that are both dynamic *and functional* (not purely decorative).
- ✓ **DO** follow a gridded system that loosely follows the golden ratio.
- ✓ **DO** use colors that feel appropriate for each composition + legibility.
- ✓ **DO** be considerate of how you use text within these shapes.
- ✓ **DO** use approved graphic shapes available in the [Graphic Assets Kit](#).





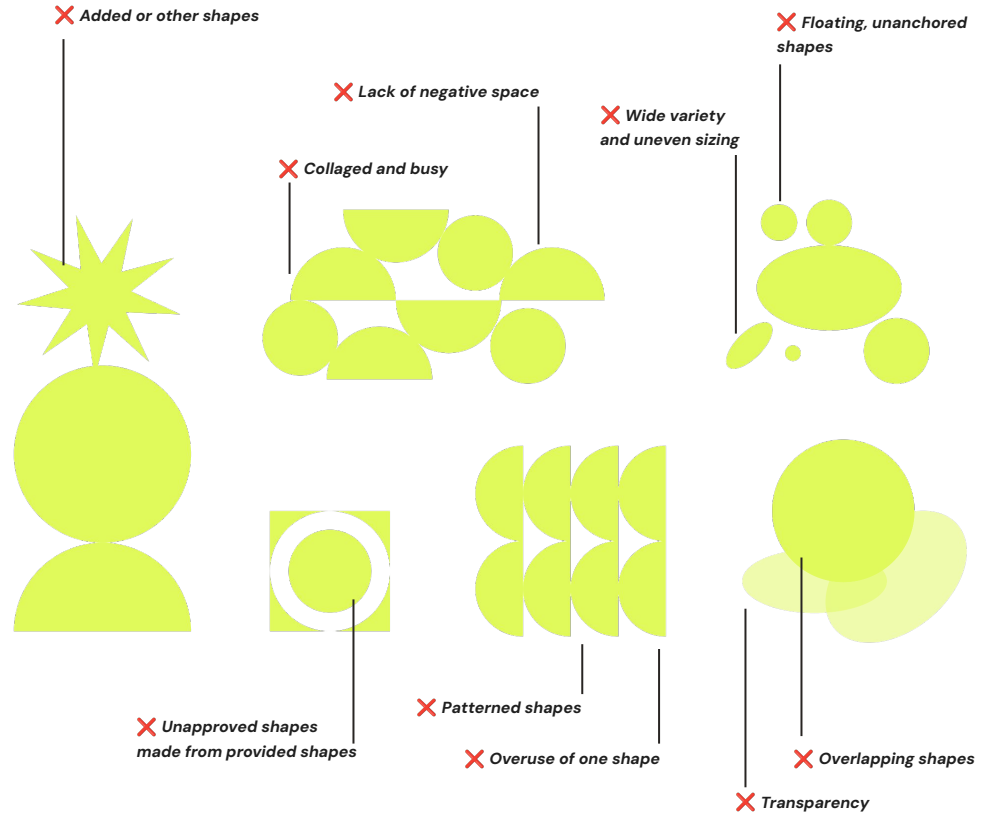
## Graphic Shapes: Incorrect Usage

✗ **DO NOT** use any other shapes besides the approved graphics from the asset kit.

✗ **DO NOT** make the composition too complex, depictive, or busy. No majorly overlapping shapes, collaged circles, or patterns.

✗ **DO NOT** use the circles and ovals in a primarily decorative way, they should be functional, or a small accent.

✗ **DO NOT** overuse one shape within a single composition. Make sure to have an even variety of shapes as well as proportionally appropriate scale.



## Graphics: Incorrect Usage

✗ **DO NOT** add ovals or circles for decorative purposes only. Make sure they are intentional and house information or add a balance to the negative space of the composition.

✗ **DO NOT** rotate shapes other than 90 or 180 degrees.

✗ **DO NOT** haphazardly align shapes.

✗ **DO NOT** use too many colors or include the shapes in a busy composition.

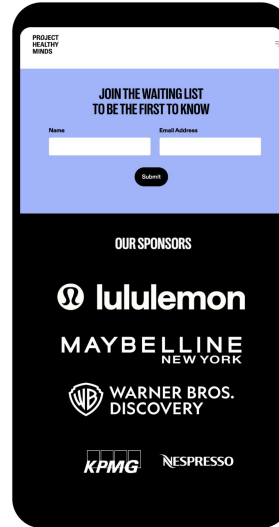


# SPONSORS AND PARTNERS

## Partner Logos: Giving Tiers

Sponsor logos should be scaled according to their financial giving tier when they are listed all together.

Sponsor logos should be listed as secondary information to our hero messaging + branding.



## Partner Logo: Scale + Priority

When used in graphics or activations from the Partner's side, their logo can be equal to or larger than ours.

When used in graphics or activations from our side, the sponsor logo is expected to be equal or smaller than ours.



Partner Majority



Equal majority



PHM majority

## Partner Logos: Color Usage

All sponsor and partner logos may only be featured in black or white and be placed on top of a black or neutral background.

- ✔ DO place logos on top of black or neutral only.
- ✔ DO use logos in black or white only.



## Partner Logos: Incorrect Usage

- ✗ **DO NOT** use logos in another brand's colors or any colors other than black or white.
- ✗ **DO NOT** place logos on top of images or outside of a containing graphic.
- ✗ **DO NOT** use align, size, or reorient logos in an unapproved way.



✗ *Randomly sized or placed logos*

✗ *Using partner's own brand colors*

✗ *Placing logos on our secondary colors*

⚠ *Try to avoid using logos on beige or white (But if absolutely necessary for material reasons, is permitted)*

## Partner Activations: Colors, Graphics, and Branding

**All partner or sponsor activations should follow our World Mental Health Day Festival identity guidelines at large.**

The goal is for our festival to have a consistent look & feel across all activations so that it is recognizable and ownable.

**✗ DO NOT** use your own colors and visual branding style as the primary look & feel.

**✗ DO NOT** create a microidentity for your event if it falls within the festival.

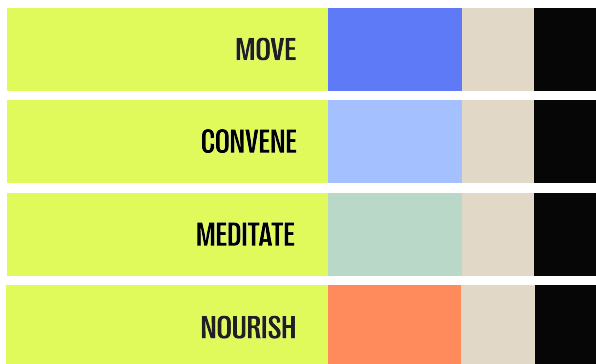
**✗ DO NOT** use colors that are not associated with your specific programmatic pillar.

**✓ DO** include all appropriate festival logos for event-wide context and recognizability.

**✓ DO** feel free to include the color palette based on your specific programming vertical (movement, culinary, panels, etc).

**✓ DO** use our hero neon green as a key visual indicator of the Festival and our Project Healthy Minds brand.

**✓ DO** include all appropriate festival logos for event-wide context and recognizability.





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**THANK YOU**

**QUESTIONS?  
CONTACT OUR HEAD OF CREATIVE  
[ALLISAN.SALAZAR@PROJECTHEALTHYMINDS.COM](mailto:ALLISAN.SALAZAR@PROJECTHEALTHYMINDS.COM)**