

Being_

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Who We Are

Being is an international mental health initiative **innovating for young people's wellbeing.**

Vision: A world where young people feel well and thrive.

Mission: We work with young people to improve their mental health and wellbeing through research, innovation and ecosystem building, with a focus on prevention and promotion in 12 priority countries: Colombia, Ecuador, Ghana, India, Indonesia, Morocco, Pakistan, Romania, Senegal, Sierra Leone, Tanzania, and Vietnam.

Values: Young people are at the core of our work. We aim to engage with them as partners in a collaborative, rights-based, participatory, and inclusive way and centre their voices and needs in everything we do.

Partners:

We're hosted by **Grand Challenges Canada** (funded in part by the Government of Canada) in partnership with **Fondation Botnar**, The UK's Department of Health and Social Care using UK aid through the **National Institute for Health and Care Research (NIHR)**, the **Science for Africa Foundation**, **Orygen**, and **United for Global Mental Health**.

These **Brand Guidelines** are the official set of graphic standards for Being's visual identity. This Guide is intended to be used as a tool for those working closely with any of Being's branding assets, including the logo, typography and graphic language. Official artwork files for all identity components in these Guidelines are available for download [here](#).

As well as being an internal tool, this document will also help external partners uphold our brand standards.

Logo

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Our **logo** is the visual shorthand for our brand. It communicates our name and acts as our primary form of identification.

Being's logo offers the flexibility to expand and include many kinds of content. The dynamic nature of Being's brand allows the logo and brand name to hold space for the ecosystem in which Being operates.

Logo

Main logo

The simplcity and openness of the design allows it the flexibility to embrace the vast range of content whilst maintaining control.

The orange pliable underline acts as a highlight and extends or contracts according to content. (as seen on page 19)

Highlighting the dot in the character ‘i’ is a nod to self plus another level of distinction.

It is critical to always use approved master artwork to maintain consistency and to retain the integrity of the Being identity. Never alter or try to recreate the Being logo.



Logo

Logo versions

A logo set has been designed and developed for different usage.

The choice of which logo to employ is dictated by the background colour used, layout of the page and artwork format.

When using the logo against imagery it is important to use the correct version to maintain maximum contrast against the background.

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Being.

Being.

Being.

Logo

Logo sizes

In order to maintain the integrity of our logo, it’s important to adhere to a few basic rules regarding the minimum size, so that it is legible at all times.

Minimum height of the logo:



Print: 5mm
Digital: 15 pixels

Logo

Clear space

The Being logo requires space around it in order to maximise its presence. An exclusion zone around the logo prevents the encroachment of any graphic elements or typography from interfering with the integrity of the logo.

The measurement has been calculated based on the width of the underline.



Logo

Partnership logo

We will generally use the partnership logo showcasing Being’s partners for major announcements, including press releases. Please do not use our partnership logo without prior approval.

For any questions on using the partnership logo, please get in touch with Debora Aguillon, Associate Communications Officer, Global Mental Health, at debora.aguillon@grandchallenges.ca.

English



French



Colour

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Identity in use

Please note we have not conducted a print test of the CMYK values. We would advise doing a print test of the values before any large scale print runs are undertaken.

Our **colour palette** plays a critical role in the creation of our unique and distinctive Being visual identity.

Light grey, orange and dark green are the **primary colours** and a **secondary palette** has been introduced as supporting colours.

Colour

Primary palette

Colour breakdowns have been supplied. CMYK values are given for print work, when you are not able to use the specified Pantone.

RGB or Hex values should be used for screen applications.

Being primary palette

Orange

RGB

233 / 81 / 49

HEX

#E95131

CMYK

0 / 65 / 79 / 9

Pantone

E1523D

Dark Green

RGB

24 / 51 / 47

HEX

#18332F

CMYK

82 / 57 / 66 / 62

Pantone

5467C

White

RGB

255 / 255 / 255

HEX

#ffffff

CMYK

0 / 0 / 0 / 0

Pantone

n/a

Supporting neutral tone

Beige

RGB

252 / 247 / 237

HEX

#FCF7ED

CMYK

0 / 2 / 6 / 0

Pantone

P 1-9 C

Colour

Secondary palette

Colour breakdowns have been supplied. CMYK values are given for print work, when you are not able to use the specified Pantone.

RGB or Hex values should be used for screen applications.

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Being secondary palette

Lighter Green

RGB

13 / 137 / 119

HEX

#0D8977

CMYK

91 / 0 / 13 / 46

Pantone

3288 U

Pink Orange

RGB

235 / 125 / 107

HEX

#EB7D6B

CMYK

0 / 47 / 54 / 8

Pantone

P 52-5 C

Brighter Orange

RGB

252 / 64 / 27

HEX

#FC401B

CMYK

0 / 75 / 89 / 1

Pantone

172 C

Darker Beige

RGB

230 / 214 / 190

HEX

#E6D6BE

CMYK

0 / 7 / 17 / 10

Pantone

P 19-9 C

Typography

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Our **typographic approach**
extends effortlessly across all
our communications, remaining
calm, considered and consistent.

Typography

Primary typeface

Our primary typeface is GT Ultra Median Black.

This lowercase typeface introduces a friendly personality into the logo. The combination of serif and sans feels approachable and trustworthy.

It shares the DNA of the bespoke logotype, and will intrinsically fit well across all branded communications.

GT Ultra Median Black can be purchased at [Grilli Type](#).

GT Ultra Median
Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Our secondary typeface is
Basis Grotesque.
Basis Grotesque can be
purchased at [Colophon Foundry](#).

Basis Grotesque

Light

Regular

Medium

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Our system typeface is Poppins.

Whenever possible use GT Ultra Median Black or Basis Grotesque. However, in some situations when a system font is required, use Poppins.

Poppins is available to download free at [Google Fonts](#).

Poppins
Light
Regular
Medium
Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Typography
Dynamic typeface

Our dynamic typefaces are Permanent Marker, Gloria Hallelujah, Rock Salt Regular and Gaegu Bold.

These typefaces highlight keywords next to our logo and in headings to compliment Being’s dynamic brand identity and space line. They are not to be used as the primary typeface for headings or bodies of text.

The complimentary typefaces are available to download free at [Google Fonts](#).

PERMANENT MARKER

Gloria Hallelujah

ROCK SALT REGULAR

Gaegu Bold

Being WELL

Being Well

Being WELL

Being WELL

Graphic Elements

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Our **graphic elements** are a set of illustrations that help us represent the diversity of young people and Being's youthful brand.

The illustrations feature diverse young people and can be used liberally on any branded asset. Our brand permits using any other stock illustration provided it showcases diverse young people, wellbeing, and matches the hand-drawn style.

Graphic Elements

Illustrations

These sample illustrations were developed with the Being colour palettes to help represent the diversity of young people in the priority countries.

There is a total of 10 Being branded illustrations available for download [here](#).



Identity in use
Overview

Being_



Innovating for young
people's WELLBEING

Visit US



www.being-initiative.org

info@being-initiative.org

[beinginitiative](https://twitter.com/beinginitiative)

[beinginitiative](https://www.instagram.com/beinginitiative)

[Being Initiative](https://www.linkedin.com/company/being-initiative)



Being YOUNG

Being WELL

Being YOU

Borem rerspелentur n
poreicipit hit inus elit

ressitat quos assenis ad molorec erferest
dolecatus, con represt voluptat quis mo e
voluptas explist otatescius dolorro



