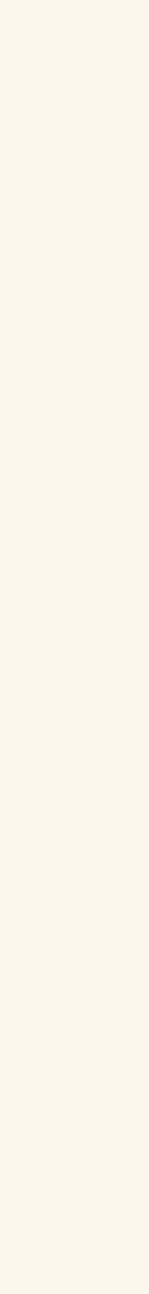


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Introduction

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Introduction Who We Are

Who We Are

wellbeing.

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

Introduction Logo Colour Typography **Graphic Elements**

Identity in use

Brand Guidelines

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



Introduction Who We Are

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.

Introduction Logo Colour Typography Graphic Elements Identity in use

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Introduction Who We Are

Partners:

Foundation, Orygen, and United for Global Mental Health.

Introduction Logo Colour Typography **Graphic Elements**

Identity in use

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**

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Introduction Brand Guidelines

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 <u>here</u>.

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

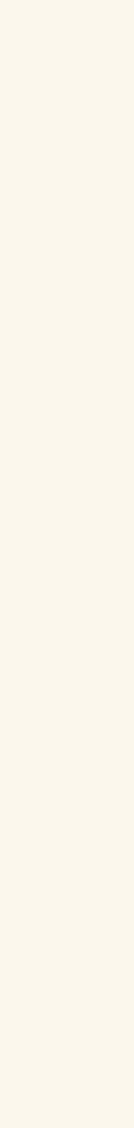
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Logo

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Introduction Logo Colour Typography Graphic Elements Identity in use



Logo Introduction

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.

Introduction Logo Colour Typography Graphic Elements Identity in use

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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.

Introduction Logo Colour Typography **Graphic Elements** Identity in use





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.

Being

Introduction Logo Colour Typography **Graphic Elements** Identity in use

Brand Guidelines

Being



Being

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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:

Being_

Print: 5mm Digital: 15 pixels

Introduction Logo Colour Typography Graphic Elements Identity in use



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.



Introduction Logo Colour Typography Graphic Elements Identity in use

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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







Introduction Logo Colour Typography **Graphic Elements** Identity in use























Colour

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Colour Introduction

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.

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.

Introduction Logo Colour Typography **Graphic Elements** Identity in use

Brand Guidelines

Our colour palette plays a critical role

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.

Introduction Logo Colour Typography Graphic Elements Identity in use

Being primary palette



Supporting neutral tone

RGB252 / 247 / 237HEX#FCF7EDCMYK0 / 2 / 6 / 0PantoneP 1-9 C	Beige	
CMYK 0/2/6/0		252 / 247 / 237 #ECE7ED
Pantone P 1-9 C	СМҮК	0/2/6/0
	Pantone	P 1-9 C

Dark Green

RGB24 / 51 / 47HEX#18332FCMYK82 / 57 / 66 / 62Pantone5467C

White

 RGB
 255 / 255 / 255

 HEX
 #ffffff

 CMYK
 0 / 0 / 0 / 0

 Pantone
 n/a





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.

Introduction Logo Colour Typography Graphic Elements Identity in use

Being secondary palette

Lighter Green

RGB13 / 137 / 119HEX#0D8977CMYK91 / 0 / 13 / 46Pantone3288 U

Darker Beige

RGB230 / 214 / 190HEX#E6D6BECMYK0 / 7 / 17 / 10PantoneP 19-9 C

Brand Guidelines

Pink Orange

RGB235 / 125 / 107HEX#EB7D6BCMYK0 / 47 / 54 / 8PantoneP 52-5 C

Brighter Orange RGB 252 / 64 / 27 HEX #FC401B CMYK 0 / 75 / 89 / 1 Pantone 172 C



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Typography

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Typography Introduction

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

Introduction Logo Colour Typography Graphic Elements Identity in use



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 0123456789

Introduction Logo Colour Typography **Graphic Elements** Identity in use

Brand Guidelines

AaBbCcDdEeFfGgHhliJjKkLlMmNn **OoPpQqRrSsTtUuVvŴwXxYyZz**



Typography Secondary typeface

Our secondary typeface is Basis Grotesque.

Basis Grotesque can be purchased at <u>Colophon Foundry</u>.

Light Regular Medium Bold

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Brand Guidelines

Basis Grotesque

AaBbCcDdEeFfGgHhliJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789

AaBbCcDdEeFfGgHhliJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789

AaBbCcDdEeFfGgHhliJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789

AaBbCcDdEeFfGgHhliJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Typography System typeface

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 <u>Google Fonts</u>.

Introduction Logo Colour Typography Graphic Elements Identity in use

Poppins Light Regular Medium Bold

AaBbCcDdEeFfGgHhliJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789

AaBbCcDdEeFfGgHhliJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789

AaBbCcDdEeFfGgHhliJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz 0123456789

AaBbCcDdEeFfGgHhliJjKkLlMmNn 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.

Introduction Logo Colour Typography **Graphic Elements** Identity in use

PERMANENT MARKER Gloria Hallelujah ROCK SALT REGULAR Gaegu Bold

Being WELL Being Well Being WEU Being WELL



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Graphic Elements

Introduction page 25 Illustrations page 26

Introduction Logo Colour Typography Graphic Elements Indentity in use



Graphic Elements Introduction

Our graphic elements are a set of 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.

Introduction Logo Colour Typography **Graphic Elements** Identity in use

illustrations that help us represent the diversity of young people and Being's

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 <u>here</u>.





Introduction Logo Colour Typography Graphic Elements Identity in use





Identity in use **Overview**

Being_



Innovating for young people's WELLBEING

Visit 🗸

www.being-initiative.org being-initiative.org beinginitiative **beinginitiative** in Being Initiative



Introduction Logo Colour Typography **Graphic Elements** Identity in use

Brand Guidelines

Being Young

Borem rerspelentur n poreicipit hit inus elit

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

Being <u>WELL</u>

Being You

We innovate for young people's WELLBEING

By funding mental health research and innovation to help prevent mental health challenges and support lasting change









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