Brand Guidelines

SEIZE THE AWKWARD

Updated May 1, 2020
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Tone of Voice
The main thing to bear in mind is that we're talking to young people about how to talk to their friends. And our use of language and tone should match our audience. These are a few suggestions on tone and some more practical language issues.

**Tone:**

Keep things straightforward and conversational. Avoid overly formal or technical language.

Make sure language is optimistic and encouraging. Help the reader feel like they can do it, and that there will be a positive outcome.

Avoid putting up barriers that young people could use to avoid talking to their friends.

Keep a light touch, but never belittle or joke about the people who have mental health issues, and don’t joke about the act of reaching out and seizing the awkward.

**Language:**

Use “mental health” when necessary. We shouldn’t shy away from it, we want to de-stigmatise the term and have people use it in everyday language.

Never talk about suicide. This campaign is focussed on mental health. We want to tackle things a lot further upstream. At the same time we need to be honest, and never ignore the fact that mental health problems can become worse if neglected.

Friends are always referred to as “they” in place of “he/she”. This avoids issues of gender and keeps the language sounding more informal and colloquial.

Now's a good time to reach out to a friend about their mental health.

Learn how you can help at seizetheawkward.org
Design Guidelines
Icon
AWKWARDBREAKER ICON

Sticking with the original shape, the tail of the icon has been rounded slightly for a softer more approachable look and feel.
ICONS DO’S

These examples represent the proper way to use the icon. They are not intended to cover all of the possible correct variants.

- Awkwardbreaker can go in icon
- Illustrations can go in icon
- Icon can just be an element
- Icon can be flipped horizontal per conversation
Don’t stray away from color palette

Don’t warp the icon

Don’t put logo in icon

Don’t put CTA in icon

Don’t flip icon, tail should always be facing down

Don’t make icon transparent

ICON DON’TS

There are precise standards for preserving the integrity of our brand mark. These standards exist to ensure that our icon’s impact and recognition will not be diluted through alteration.

These examples represent some common incorrect use of the icon. They are not intended to cover all possible incorrect variants.
The Seize The Awkward logo is a flexible and modern device to be used on campaign assets and collateral.

The subtle nod to a speech bubble re-enforces the importance of conversation in a fresh way that resonates with our target audience.
When the icon is visible in frame, this is the logo that should be used when space allows. Other than on social, where no logo is present.
When the icon is visible in frame, this is a stacked version of the logo that should be used. Other than on social, where no logo is present.
The structure for creating partnership lockups.

All Ad Council and Sponsor logos should only be used in black or white when paired with the Seize the Awkward logo.

The same distance of .75 (the x-height) must be used between the Ad Council logo and other logos.
Typography
Spartan Bold is the primary typeface for the “Seize The Awkward” Campaign. It is to be used for all headlines and should be title case or sentence case only.

Spartan Regular is the secondary typeface that will only be used for body copy.

Din is an alternate open type font for *only* Print/OOH use.

Din Neuzeit Grotesk - Light and Bold
Color Palette
The Seize The Awkward color palette is a combination of a bright, vibrant yellow, paired with a diverse palette of soothing complimentary colors. Our brand yellow is the most widely used color across our campaign and should be present in every piece of collateral.

The palette is broken into primary and secondary colors.
Primary Palette

Main campaign colors. To be used on all communications.

Secondary Palette

To be used for end frames that hold messaging.
Illustrations
Our illustration style is expressive and colorful.

Illustrations can be used in both digital and printed executions.
Applications
You don’t have to be there to be there. Now more than ever, reaching out to a friend about their mental health can make a big difference.

#seizetheawkward #mentalhealth

Hey...

Find more ways to help
seizetheawkward.org

Find more ways to help
seizetheawkward.org

Find more ways to help
seizetheawkward.org

Find more ways to help
seizetheawkward.org

Feedback
Can we increase the size of the speech bubble, and the type. Want to up the legibility. Even if it means increasing the size of the type in the bubble. Original design on next page as a reference of where to take it.

BRAND GUIDELINES
Hey...

Are you doing okay?

You don't have to be there to be there.

Reach out to a friend about their mental health.
You doing ok?

Now’s a good time to reach out to a friend about their mental health.

Learn how you can help at seizetheawkward.org
Wanna talk?

Find a time to reach out to a friend about their mental health.
Learn how you can help at seizetheawkward.org

How are you?

Now’s a good time to reach out to a friend about their mental health.
Learn how you can help at seizetheawkward.org
Thank You