

Brand Guidelines

SEIZE THE AWKWARD

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Tone of Voice

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.**

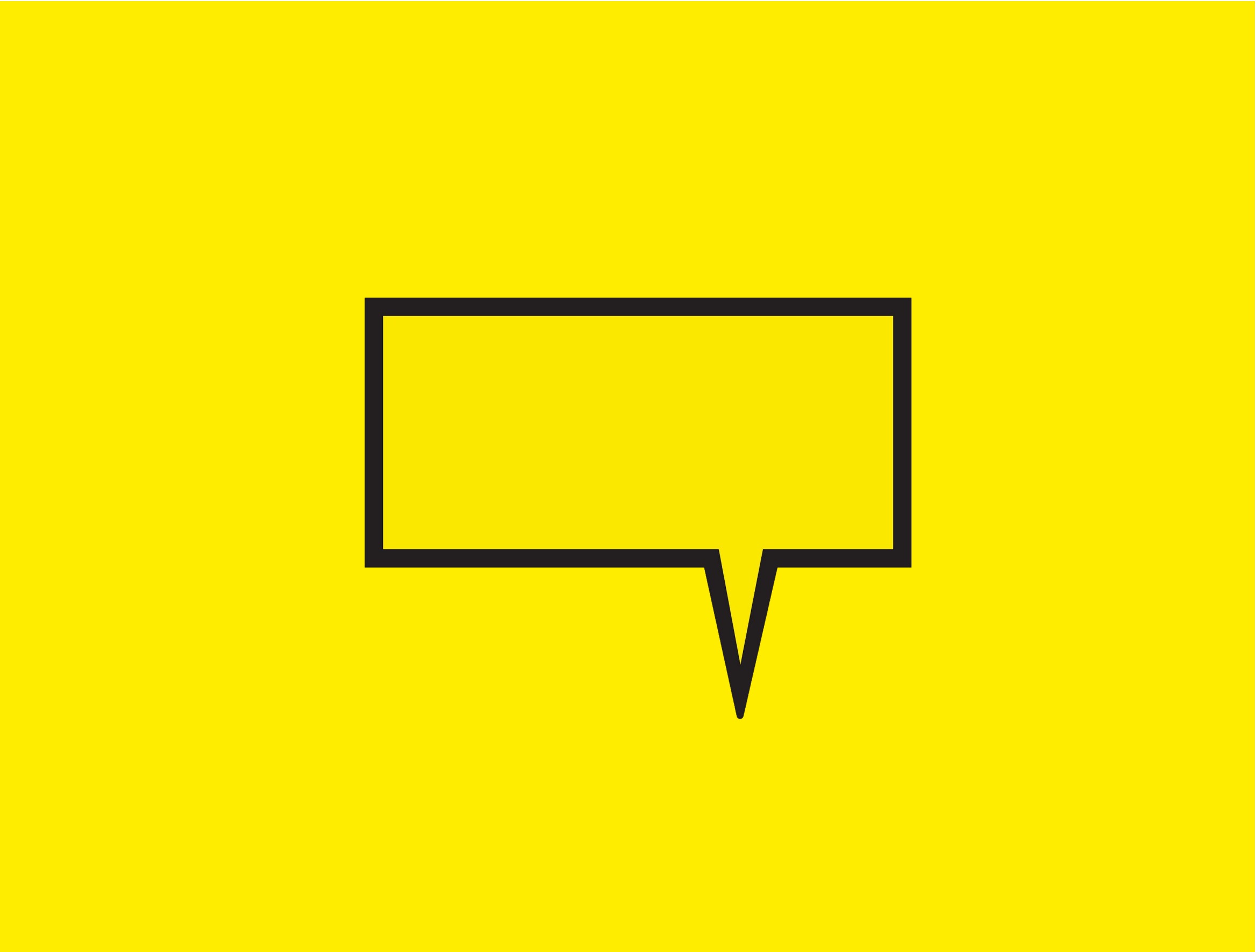
Learn how you can help at
seizetheawkward.org

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.



ICON DO'S

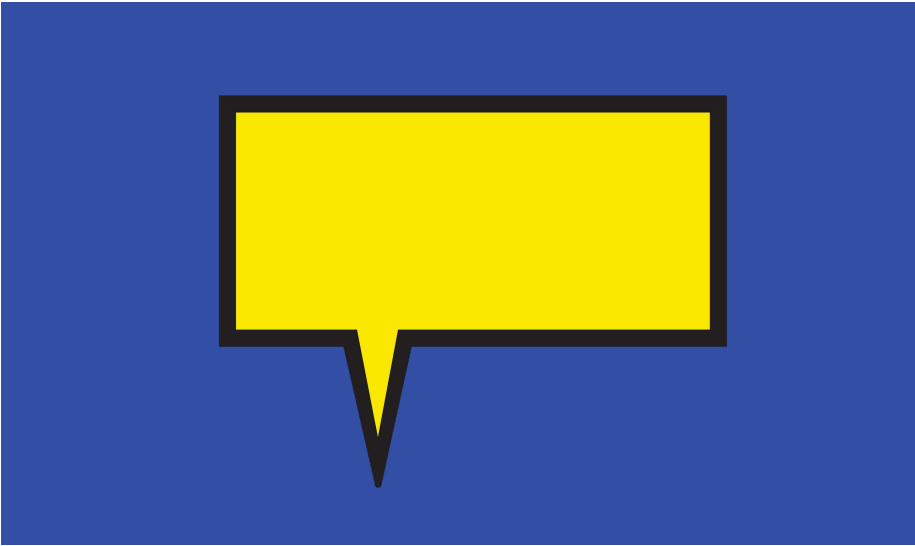
These examples represent the proper way to use the icon. They are not intended to cover all of the possible correct variants.



Awkwardbreaker can go in icon



Illustrations can go in icon



Icon can just be an element

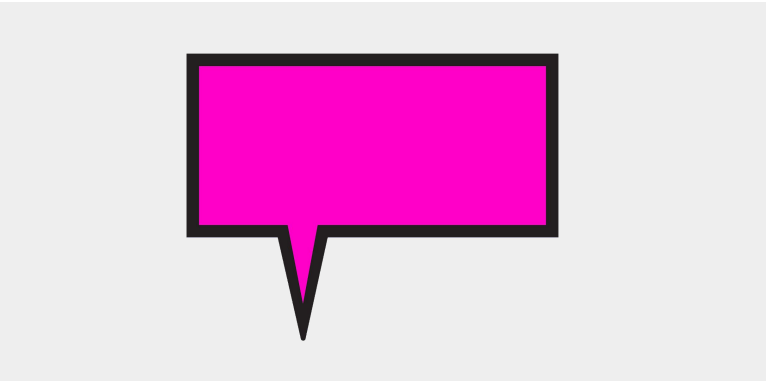


Icon can be flipped horizontal per conversation

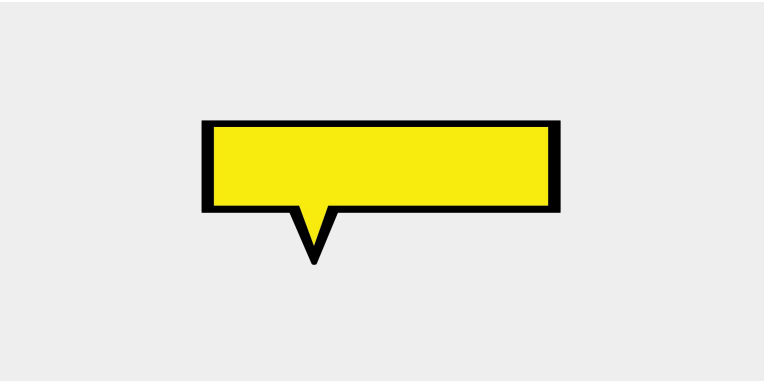
ICON DON'TS

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.



● Don't stray away from color palette



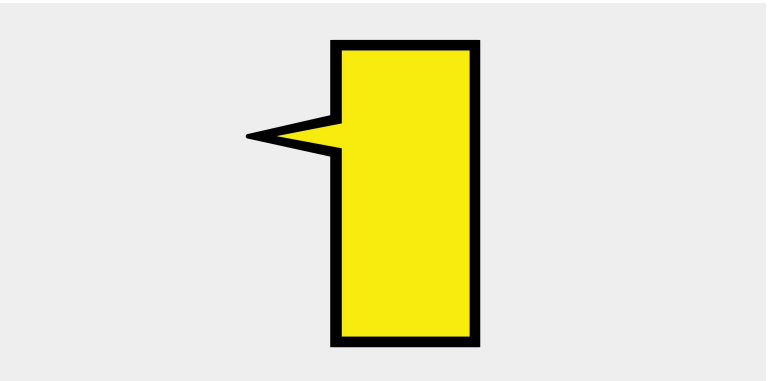
● Don't warp the icon



● 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

Logo

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.

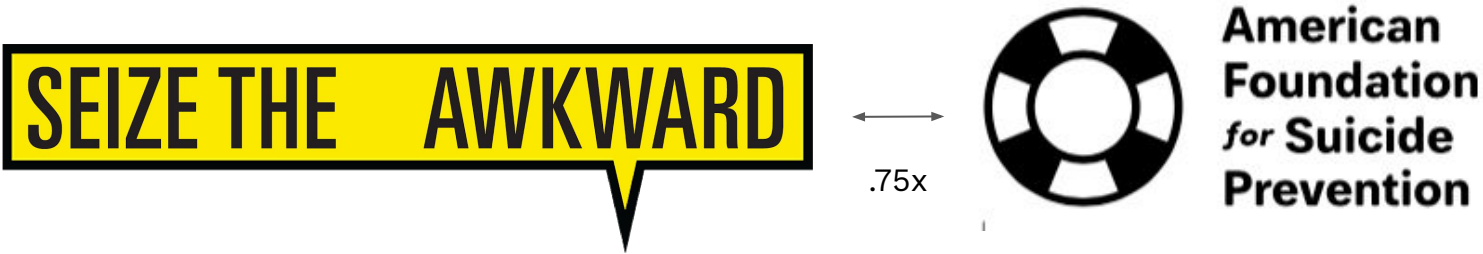


LOCKUPS

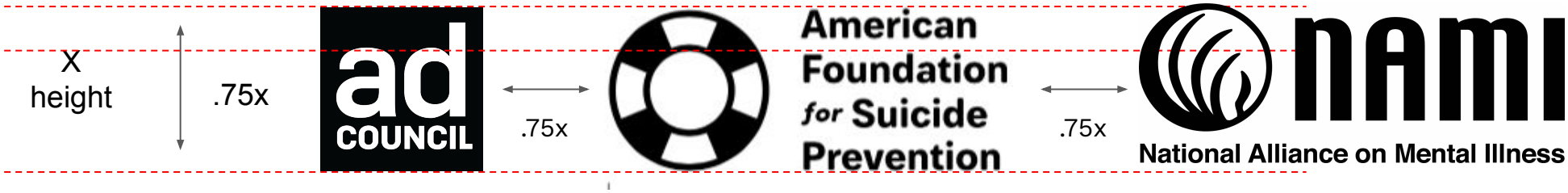
The structure for creating partnership lockups.

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

LOGO



The same distance of .75 (the x-height) must be used between the Ad Council logo and other logos.



Typography

HIERARCHY

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.

TYPOGRAPHY

Primary Typeface – Spartan Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890
!’#@%/=?

Secondary Typeface – Spartan Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890
!’#@%/=?

Din Neuzeit Grotesk - Light and Bold

Aa Aa

Color Palette

BRAND COLORS

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.

COLOR PALETTE



Primary Palette

Main campaign colors. To be used on all communications.

RGB: 252, 233, 0
CMYK: 4, 2, 99, 0
HEX: #fce900

RGB: 206, 206, 205
CMYK: 18, 14, 15, 0
HEX: #cececd

RGB: 35, 31, 32
CMYK: 70, 67, 64, 74
HEX: #231f20

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #ffffff

Secondary Palette

To be used for end frames that hold messaging.

RGB: 47, 99, 219
CMYK: 81, 64, 0, 0
HEX: 2f63db

RGB: 67, 178, 221
CMYK: 65, 11, 4, 0
HEX: 43b2dd

RGB: 233, 186, 3
CMYK: 10, 25, 100, 0
HEX: e9ba03

RGB: 242, 77, 73
CMYK: 0, 85, 72, 0
HEX: f35453

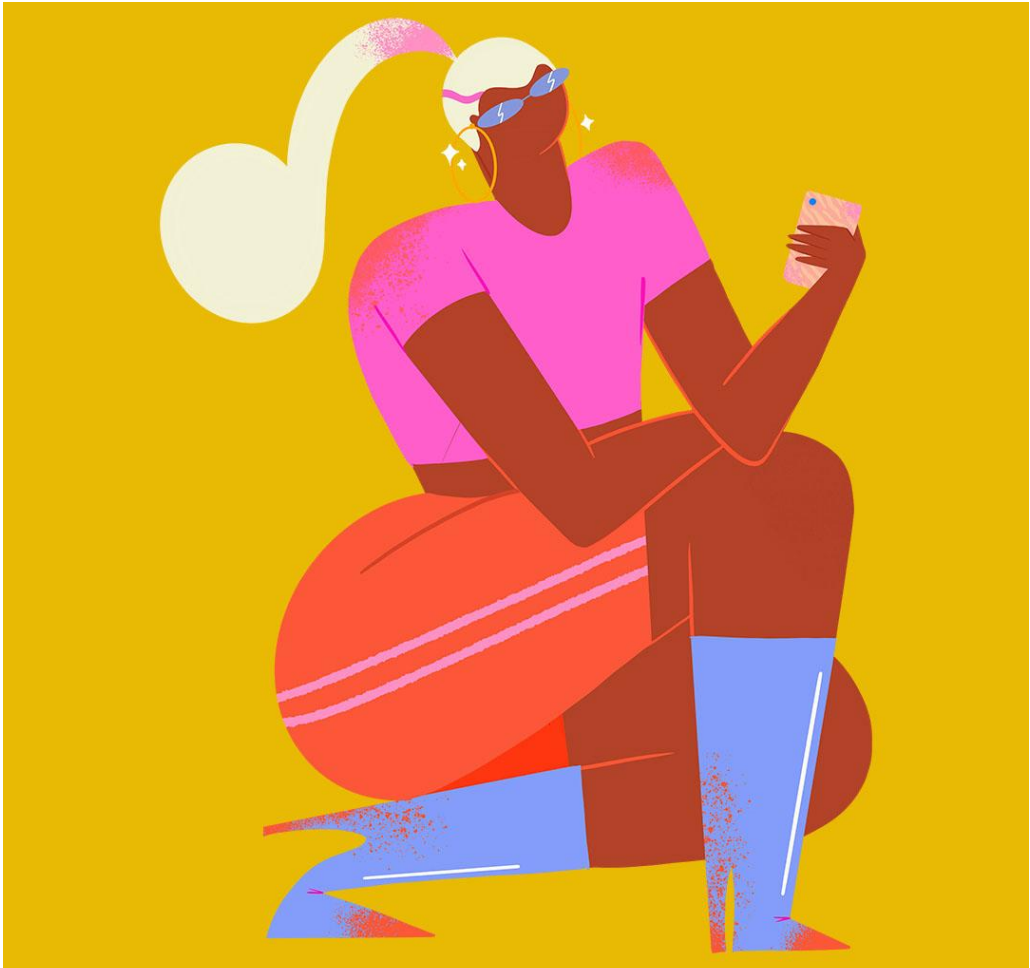
Illustrations

STYLE

Our illustration style is expressive and colorful.

Illustrations can be used in both digital and printed executions.

ILLUSTRATIONS



Applications



Seize The Awkward
Sponsored

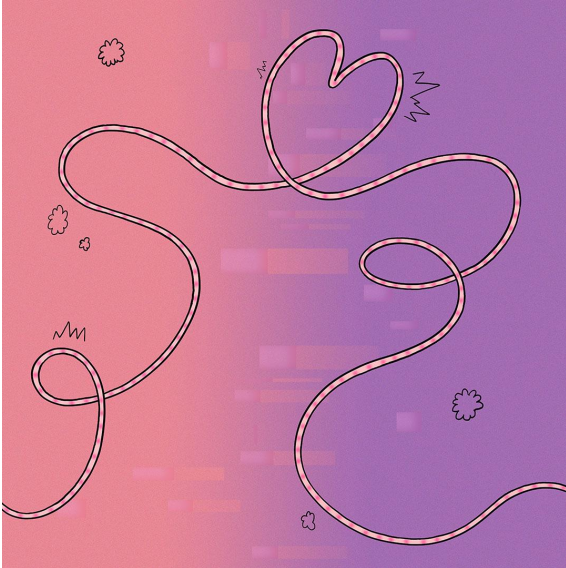
You don't have to be there to be there. Now more than ever, reaching out to a friend about their mental health can make a big difference.
[#seizetheawkward](#) [#mentalhealth](#)



Find more ways to help

[seizetheawkward.org](#)

Learn More



Find more ways to help

[seizetheawkward.org](#)

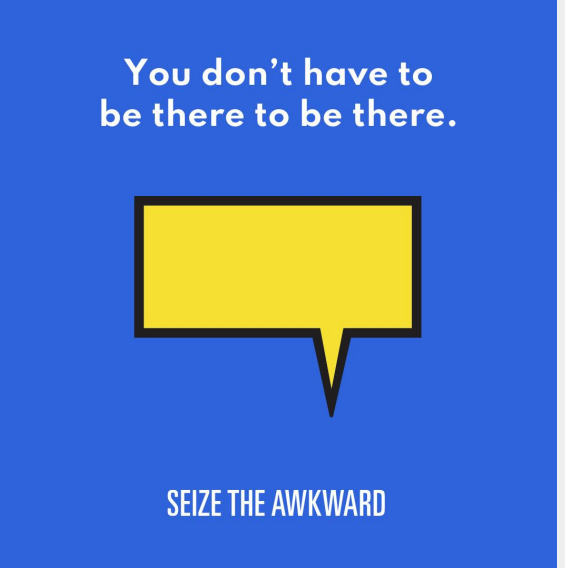
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35

4 Comments • 4 Shares



Like

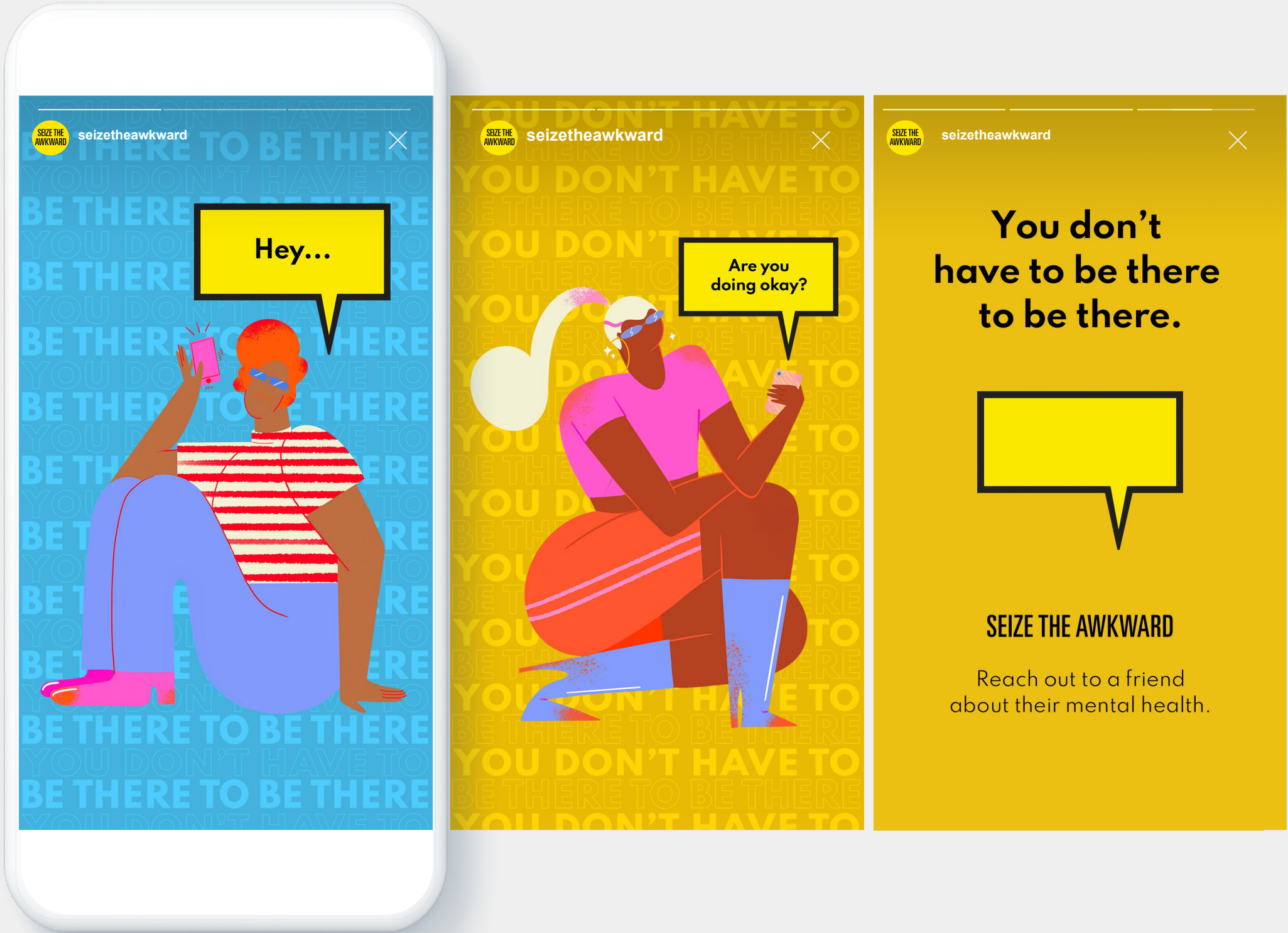


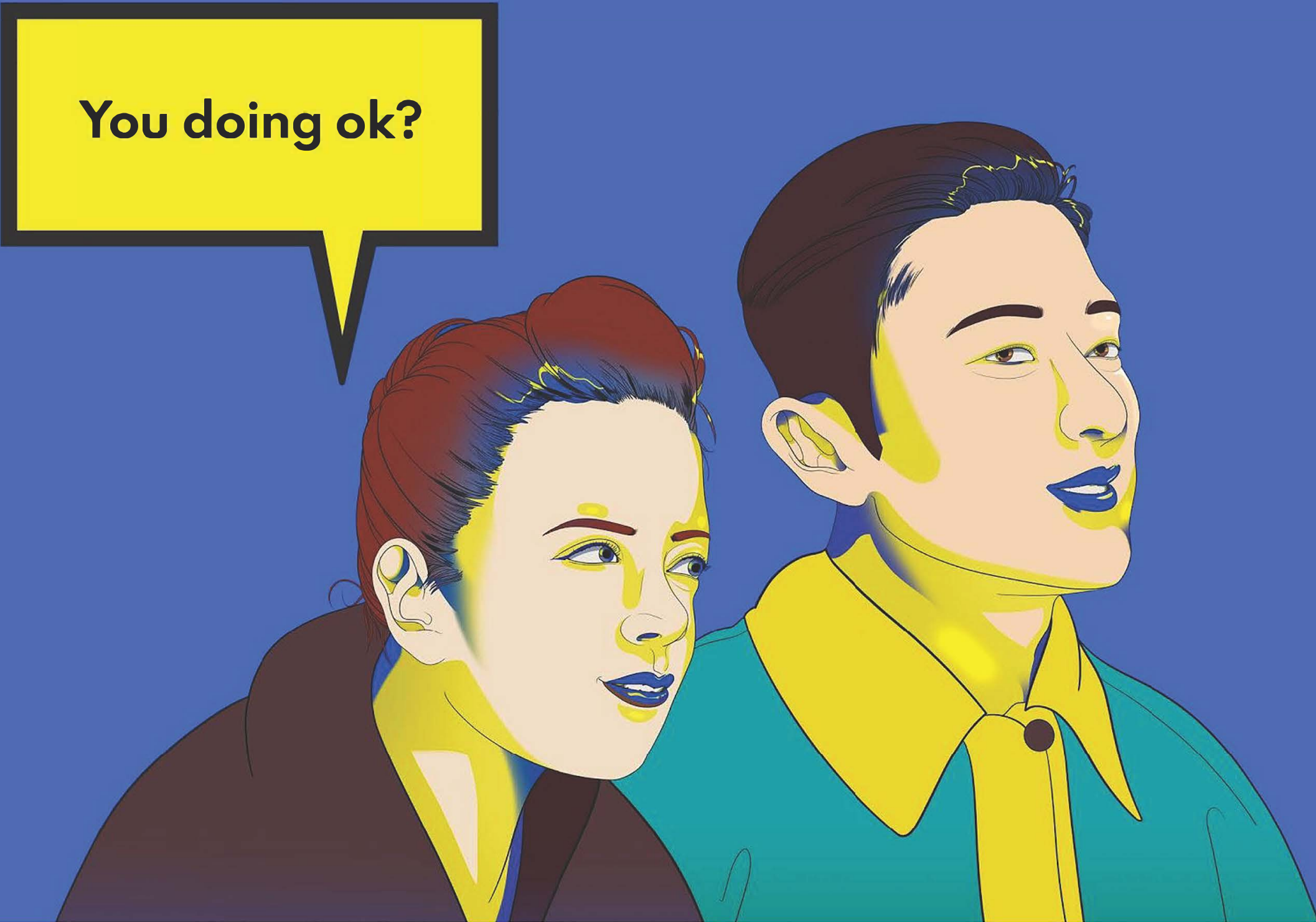
Comment



Share










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

SEIZE THE AWKWARD



An illustration on a blue background shows two people walking from left to right. The person in front is a Black man with a red pom-pom on his head, wearing a pink t-shirt and purple shorts, holding a red tennis racket. Behind him is a person with long pink hair, wearing a blue patterned shirt and black shorts. A yellow speech bubble above them says "Wanna talk?".

Find a time to reach out to a friend about their mental health.

Learn how you can help at seizetheawkward.org

SEIZE THE AWKWARD

An illustration on a yellow background shows two people sitting and facing each other. On the left is a Black woman with short curly hair, wearing a purple jacket and a plaid skirt. On the right is a white woman with short dark hair, wearing a teal jacket and dark pants. A yellow speech bubble above them says "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

SEIZE THE AWKWARD

Thank You