



MHACCG

MHA of Columbia-Greene

Brand Identity Guide



Welcome to
MHACG

Body & mind

Being at one with our brand

Breathe in and relax. This book is designed to give you an overview of what our organization is all about, so you can breathe easy.

This guide can help you be mindful of our organization's brand identity to keep things looking and feeling consistent.

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A Little About Us

A brand identity begins with knowing who we are as an organization and what we stand for -- our mission, our vision, and values.

Who we are

A little about us

Founded in 1958 as The Columbia County Society for Mental Health, where until 1980, volunteer Board Members provided community education visits to patients at Hudson River Psychiatric Center.

In 1981, we began our first direct care services, now named the PROS program. Over the years we have added programs and services driven by community need and are now a major provider of mental health, preventative and support services and an integral part of the provider network.

In 1995 we changed our name to the Mental Health Association of Columbia-Greene Counties, Inc. to be more closely aligned with the advocacy efforts of our 30 other local MHAs across the state, The Mental Health Association of NY (MHANYS) and Mental Health America, of which we are affiliates.

In 1997, we merged with Assistance in Meaningful Living, Inc. (AIM) which was a nonprofit mental health provider of residential services.

In 2010, The REACH Center, a provider of service to those affected by domestic violence and sexual assault, also became part of our organization. The Child Advocacy Center services for victims of child abuse also became incorporated into our organization in 2014.

The Mental Health Association of Columbia-Greene Counties, Inc. (MHACG) has three divisions: Clinical & Rehabilitation, Children & Families, and Residential. Through these divisions and programs, we provide care for not only mental health, but additional factors that contribute to mental and overall health conditions such as domestic violence, child abuse, substance abuse, housing and independence.

Purpose, Mission, & Vision

Why we do what we do

Our Purpose

Building a bridge between mental health and total wellbeing.

Our Mission

To advance mental health as a critical part of the overall health and wellbeing of our communities.

Our Vision

Better health and wellbeing for our communities with improved access and awareness of mental health supportive care.

Our Values

How we operate as an organization

Our core values are the essence of all our interactions and behaviors as a team within the organization.

We show how much we CARE each and every day.

C

Community

We connect and support our communities with care and foster a society of shared experiences to care for one another.

A

Assistance

We provide help and support to all individuals so that all people can achieve their potential for health and wellbeing.

R

Respect

We practice and promote kindness and compassion in all interactions to foster empathy with diversity and inclusion.

E

Education

We provide information and assistance to individuals and families to educate our communities in health and wellbeing.



MHA History

our roots & what we stand for

During the early days of mental health treatment, asylums often used iron chains and shackles to restrain people with mental illness. With better understanding and treatments, this cruel practice eventually stopped.

In the early 1950s, Mental Health America requested the discarded chains and shackles from asylums across the country. On April 13, 1953, at the McShane Bell Foundry in Baltimore, Md., Mental Health America melted down these inhumane bindings and recast them into a sign of hope: the **Mental Health Bell**.

Today, the Mental Health Bell rings out hope for improving mental health and achieving victory over mental illnesses.

Timeline

A look back at how we've evolved



1958

FOUNDED

Founded as the Columbia County Society for Mental Health



1991

NAME CHANGE

Changed name to the Mental Health Association of Columbia County to align with affiliations of MHAs across the nation



1997

AIM MERGER

Merged with Assistance in Meaningful Living (AIM), a nonprofit mental health provider for residential services



1981

PROS

Began our first direct care services, the PROS program



1995

GREENE COUNTY

Amended the organization name to include Greene County, serving both sides of the Hudson River

2014

CAC ADDITION

The Child Advocacy Center, formerly associated with Columbia Memorial, became a part of MHACG



2021

PHILMONT HEARTH

Addition of the Philmont Hearth, a community based residence operating over 40 years



2010

REACH ADDITION

The REACH Center for those affected by domestic violence and sexual assault merged



2018

GREENPORT GARDENS

Greenport Gardens, a new, \$18 million, 66-unit mixed housing facility opened, adding to our residential division



2022

RE-BRAND

In 2022, we re-brand the organization for the different acquisitions to be one cohesive organization under the bridge of MHACG



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Brand Standards

From the logo to the colors and font usage, our brand elements represent our commitment to connecting children, families, & residents with care.

Our Logo

How people will identify us

Our updated logo depicts our commitment to the community, a bridge connecting children, families, & residents with care.



MHACCG

MHA of Columbia-Greene

The Brand Mark

The meaning under the bridge

Where would we be without the bridge that connects the two counties we serve?

But it's so much more than that...

A bridge is our connection to the community. The mark is formed from people, connected, holding hands in unison. It represents our commitment to the people we serve -- connecting children, families, & residents with care.

Selective bold colors are used to create a bright, friendly, and approachable feel. It represents optimism, warmth, and diversity.



MHACG
MHA of Columbia-Greene

The Logotype

Simple, bold, and easy to read

MHACG forms the primary initials for the organization. Bold lettering to stand out, the letters can be read easily even when scaled down to small sizes.

The use of initials allows for a quick identification of both the organization, and our website.

Clean, open, sans serif font style is used for ease of read, and to keep a professional look, while being open and approachable.

Logo Variations

Different formats for different needs

Logo with Tagline

A tagline is a slogan, a catchphrase, something that can quickly sum up what our brand is all about. Taglines are an added flair for marketing purposes and should not be used as a main logo for things like letterheads, business cards, or any other main or more permanent fixture.



Horizontal Framing

In instances when the vertical stacked primary logo cannot be used for the format or spacial restriction, the horizontal logo type form can be used. This should not be used as a main logo, only when needed.



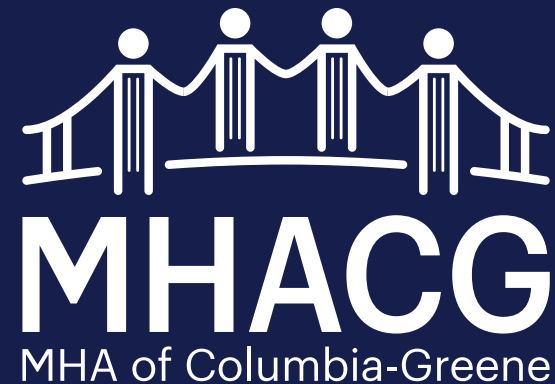
Co-branding

For branded program divisions, the organization name should be placed to the right of the MHACG primary logotype. The brand mark creates the bridge between the MHACG main office and the divisional organization name, moving to the side to create a horizontal framework logo. This reinforces the meaning of the program being “under the bridge” of MHACG.



Dark Backgrounds

When placed on a dark background or on images with darker tones, the full white version should be used to ensure visibility and legibility and avoid detracting from appearance.





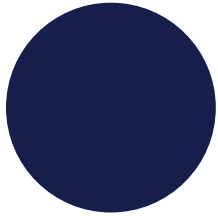
Color Palette

Conveying emotion and cohesiveness

Color is an integral part of brand identity. Maintaining a consistent use of our select color palette will not only reinforce our organization's cohesiveness, but color also serves a psychological purpose -- by communicating a feeling to our community.

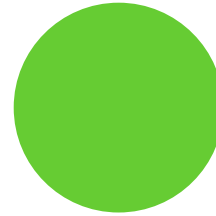
Blue tones are mostly associated with **trust, loyalty, and confidence**, coupled with a **calming** feeling -- it is also the primary color used for most MHA organizations across the country.

Oranges and yellows convey our organization's **optimism and warmth** -- joyful tones for **fun, positivity, and happiness**. A lime color is also included as a secondary color which represents **growth, health, and harmony**.



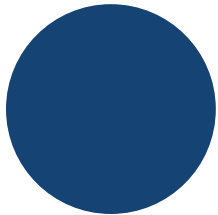
Deep Navy

CMYK: 100, 95, 39, 39
RGB: 22, 31, 76
HEX #: 161f4c



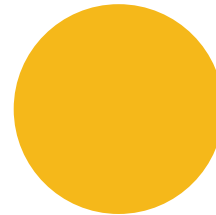
Vibrant Lime

CMYK: 61, 0, 100, 0
RGB: 102, 204, 51
HEX #: 66cc33



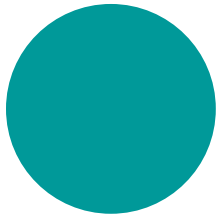
Strong Cerulean

CMYK: 100, 80, 30, 15
RGB: 6, 66, 115
HEX #: 064273



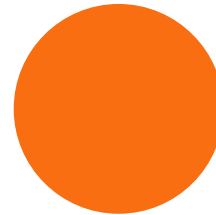
Brilliant Amber

CMYK: 4, 29, 100, 0
RGB: 245, 184, 26
HEX #: f5b81a



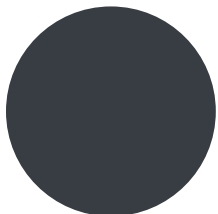
Tidal Teal

CMYK: 81, 20, 42, 1
RGB: 0, 153, 153
HEX #: 009999



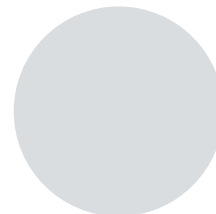
Vivid Orange

CMYK: 0, 70, 100, 0
RGB: 249, 110, 16
HEX #: f96e10



Dark Gray

CMYK: 74, 63, 56, 47
RGB: 55, 61, 67
HEX #: 373d43



Light Gray

CMYK: 9, 6, 7, 0
RGB: 229, 229, 229
HEX #: e5e5e5

T

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Typography

Keeping our words consistent

Typography is a building block that makes all of our communications possible. Using the appropriate fonts, size, weight and spacing, are all essential to keeping our organization's communication looking consistent, readable, and relatable.

These fonts and typesets represent the general organizational typography for documents and materials. Creative advertising, social media, and event campaigns (e.g. Mental Health Awareness Month) may have it's own creative event design that would be communicated.

Primary Typeface

A clean & modern sans-serif

Our primary font is Graphik - a modern sans-serif font with open geometric shapes. It is a friendly font that is both approachable and professional. The geometric shapes make it highly legible to use for body copy text. It has a wide variety of styles and weights making it very versatile for different types of headings.

Graphik should be used to form all body copy text and primary headings using an appropriate weight for legibility. Standard heading should use Semibold weight, whereas large (48 pt or more) should use the Black weight. Body copy text should be formed with Regular weight.

Graphik Semibold 24pt

This is a headline example

**ABCDEFGHIJKLMNOPQRSTU
VWXYZabcdefghijklmnopqrstu
vwxyz1234567890!@#\$%^&*()**

Graphik Regular 12pt

This is a body copy example

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z1234567890!@#\$%^&*()

Secondary Typefaces

Adding style and character to... well, characters

We have two secondary fonts to add a different style to offset the Graphik font. Verveine is a brisk and fun handwritten font. It's playful irregular style makes for a stylistic offset to the bold geometric shapes of Graphik.

As a stylistic font, it lacks in legibility and is suited best for subtitles, one-liners, large fun quotes, or other simple, short bits of text.

The second font is DIN Condensed. A geometric sans-serif font that is narrower and structured with uniformity for great legibility. It is a popular choice for instruction manuals and documents.

DIN Condensed should be used for smaller subheadings and for things such as small print page descriptions and numbers in a header or footer.

Verveine 24pt

This is a subtitle or tagline example

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&()*

DIN Condensed 20pt

This is a section header example

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

3

Design Execution

Bringing it all together to keep a consistent brand look and feel. Here you'll find what to do -- and what not to do.

Incorrect Logo Use

How we operate as an organization

Keeping our logo consistent throughout all communications develops our image and keeps us looking professional.

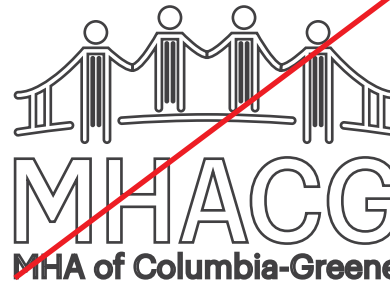
These are examples of what not to do with our logo as a visual representation and may not be all inclusive.



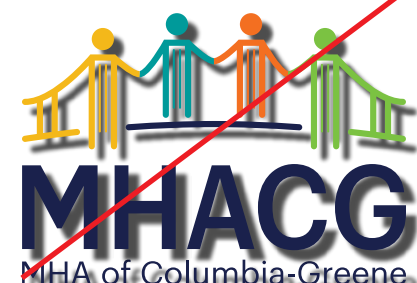
Don't squish, stretch or distort



Don't shear, skew or distort



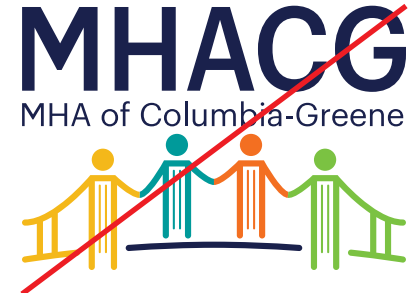
Don't outline



Don't add shadows or effects



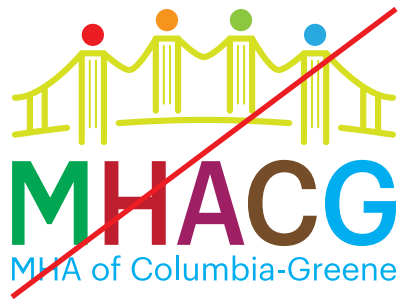
Don't change the proportions



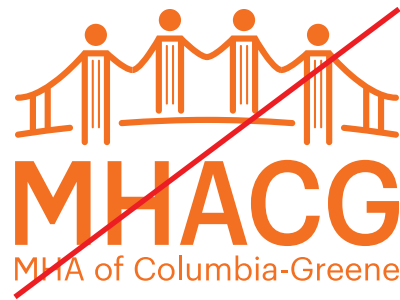
Don't rearrange



Don't rotate or place on angle



Don't use alternate colors...



...including colors in the palette
(orange may be the new black, but it's not how we want to look)



Don't add or remove objects



Don't crop



Don't change the spacing



Don't remake with other fonts



Don't use program names by itself



Don't use other random color backgrounds



Don't mismatch colors



Don't place inappropriately over photos



Don't use any old logos

Minimum Clearance

Keeping space around the logo

The minimum clearance around the logo is defined by 50% the size of the “M” from the MHACG logotype.

Keeping clear space around the logo helps ensure there’s no competing elements or obstructions and maintains visibility. The minimum clearance should be used for ensuring proper distance from the edge when placing in the bottom corner of images or documents.



Minimum Size

Keeping it visible and legible

The minimum size of the standard vertical format logo for print materials is 1.25 inches wide to ensure it remains legible.

For the horizontal format logo, the minimum size is defined as 2 inches wide. For all branded program divisions, the minimum size is 2.5 inches to maintain legibility of the program name.



Imagery

Ensuring proper text & logo usage

Text and logo should never cover primary positions in the image such as hands and faces.

A transparency circle or box may be used as an overlay to ensure text visibility when necessary. The transparency effect should typically be set to Multiply at 80% for teal and 50% for navy.



Photo Usage

*Community, Assistance,
Respect, Education*

Our values and commitment to families and care show up in our image selection. When using stock images, standard messaging should depict families and life. People should be engaged in activities and life's happy moments to convey positivity and hope.

Images should be candid, engaged in activity, and avoid using images that are posed for the camera.





Visuals for self reflection, stress, anxiety, and contemplating life, the pictures should maintain the same structure as the family photos - real people and situations opposed to studio portrait shots.



Pictures should depict people and life, avoiding close up shots such as the meditation example. Opt for a meditation picture that includes his/her/their full image.





Visuals for sensitive topics such as addiction, abuse, neglect, victims, and alike, images and word associations should maintain a supportive tone and be visually acceptable for a broad audience -- avoid getting too "real".

Therapy visuals should remain both caring and supportive, not transactional. Avoid images with aggression as a main focus in the forefront.

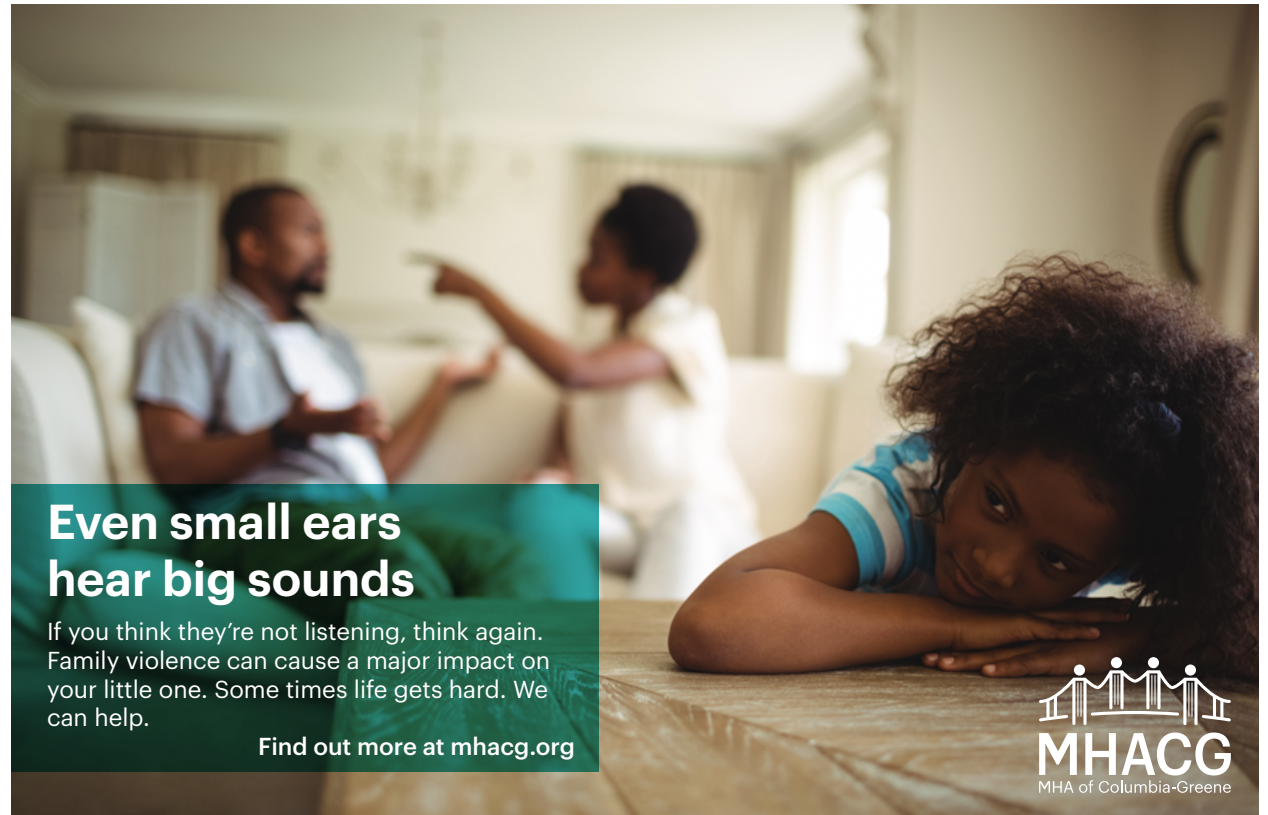
Pictures related to substance abuse should focus on support and recovery, not the dangers or depiction of the drug itself.

Putting it Together

Pairing images, text, & logos

A box is used for text, set at Multiply transparency and 80%. Graphik font is used for all text, with the heading set at Semibold, text at regular, and medium weight for the call to action to visit the website.

The plain white logo is used to ensure full legibility, and to not distract from overall look and feel. Appropriate distance is used on both the bottom and right sides of the logo.



The background of the image is dark enough, and text is large enough, that no backdrop box is needed to ensure text legibility.

Again, the all white logo is used and placed in the bottom corner with appropriate space below and to the right edge.

No text is placed across faces or content.



Brochures and alike follow similar structure with logo and font usage.

Design should be clean and simple. Easy to read, without a lot to read - bullet points and key facts are used to highlight the main message needed to convey.

Information must be people, user focused; share the value and the services vs. the year started, etc. Any grant or agency information required should be in a disclaimer, small area, not part of the actual text.

HARNESSING
the power of
RURAL

Winner of the 2021
Outstanding Rural Health
Program Award

MCAT
Free Crisis Support Line
Available 8am - 10pm
7 days a week

518.943.5555

MCAT
Mobile Crisis
Assessment Team

518.943.5555

Get in Touch

- Phone: 518.828.4619
Fax: 518.828.1196
- Email: info@mhacg.org
Website: www.mhacg.org
- Address: 713 Union Street
Hudson, NY 12534

MHACG
MHA of Columbia-Greene

About our Service

- Prevention & Stabilization**
 - Wellness phone calls
 - Wellness face-to-face visits for pre-crisis states/crisis prevention
 - Consultation services available to providers, families, and friends
 - Alert notifications to raise awareness regarding individual risk-status
- Crisis Intervention**
 - Phone and face-to-face crisis response assessments and stabilization
 - Linkage to lower levels of care to divert from unnecessary hospitalization
 - Facilitation of hospitalization, when necessary
 - Consultation and support
- Postvention Services**
 - Follow-up with individuals recently discharged from psych hospitalization or ER via phone calls and face-to-face visits
 - Linkage to long-term services
 - Follow-up with providers to ensure follow-through with scheduled appointments
 - Immediate intervention following traumatic events for community members including first responders

Lending a hand to those in need
Free Crisis Support
8am - 10pm daily

518.943.5555

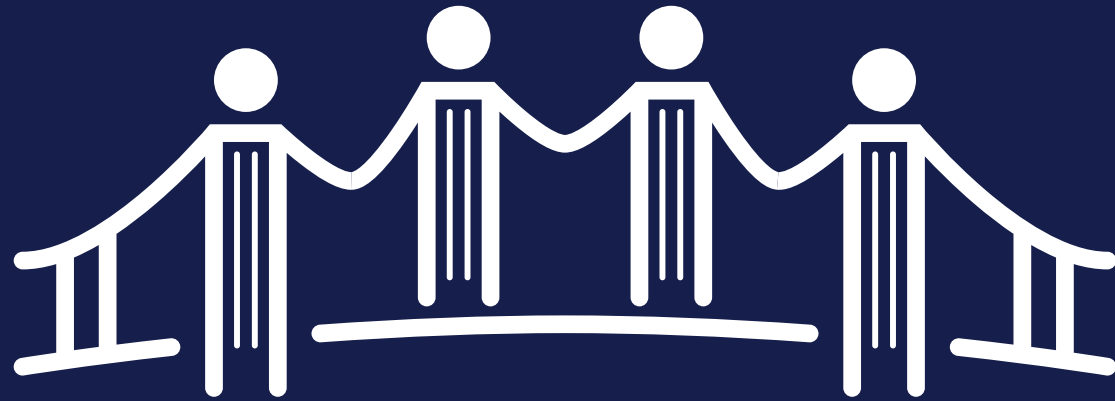


Assistance

For any questions or support needs

If you have any questions or need assistance on any program materials, please feel free to reach out.

Paul Taylor
Director of Development & Communications
ptaylor@mhacg.org



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MHA of Columbia-Greene