Never a Bother

Campaign Brand Guidelines

February 2024
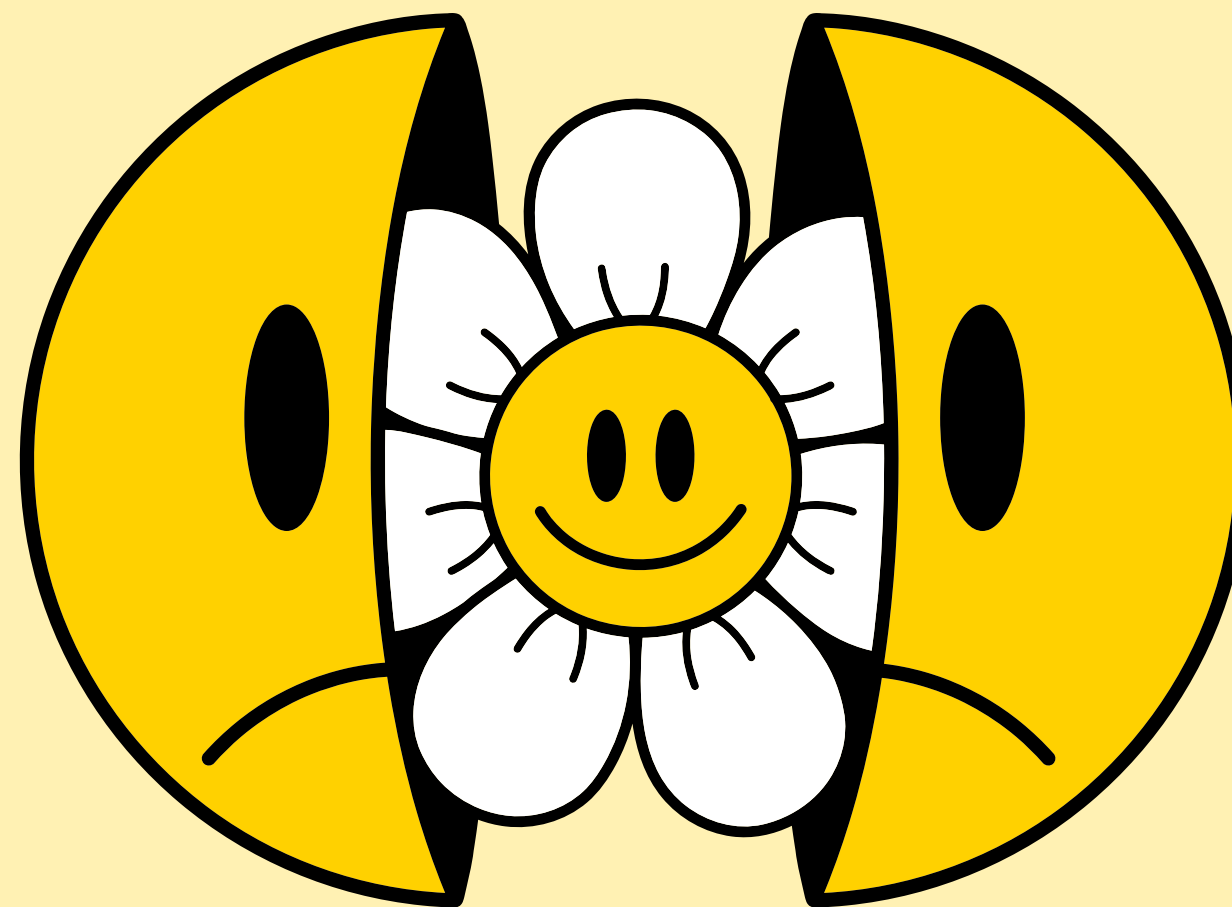
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Introduction

Introduction to the Campaign

Never a Bother is a campaign from California Department of Public Health's Office of Suicide Prevention. Developed by Civilian Agency and co-created by youth, Never a Bother launched in 2024 to prevent suicide among transition-age youth (TAY), up to ages 25, in California.

In this campaign, we're telling youth and young adults experiencing thoughts of suicide that they're *never a bother* when reaching out to friends, trusted adults, and counselors. At the same time, we're telling those friends and caregivers to *make sure their friends and youth in their care know* they can reach out for help anytime.

Our campaign's goals include:

- Increasing awareness of relevant suicide prevention and mental health resources, services, and supports.
- Promoting help-seeking behavior, trusting one's instincts when helping a friend, and other evidence-based prevention strategies.

We achieve them by:

Validating a young person's distress in the context of their families, culture, and communities and addressing internalized stigma with clear messages that let them know their feelings and struggles matter and are worth seeking help for.

Appealing to youth's own agency and providing them with the "how to" to support themselves and a friend.

Offering multiple pathways to seek and receive help before, during and after a crisis, including warm and crisis lines, chat and text options, and other mental health supports.

Building trust by providing specific and honest information about what happens when a young person reaches out for help, "the full story"; and providing reasons to believe things will get better.

Sharing positive and genuine stories of young people from similar backgrounds being helped by connecting with crisis and other support resources.

How This Campaign Came About

At every stage of its development, youth from across California helped shape our campaign's concept, design, and messaging. That includes diverse listening sessions, creative concept testing with youth representing CBOs funded by Office of Sucide Prevention, and our youth advisory board, whose members are all between the ages of 15 and 23.

How to Use This Guide

This guide is here to help you when you're creating outreach materials, ads, and other content related to the Never a Bother campaign or general suicide prevention.

Use this guide to get the right logo, to make sure you're using the right image sizing, color palette, and typography, and to learn the most helpful (and least harmful) language and messaging to use when talking about suicide prevention.

Brand Identity
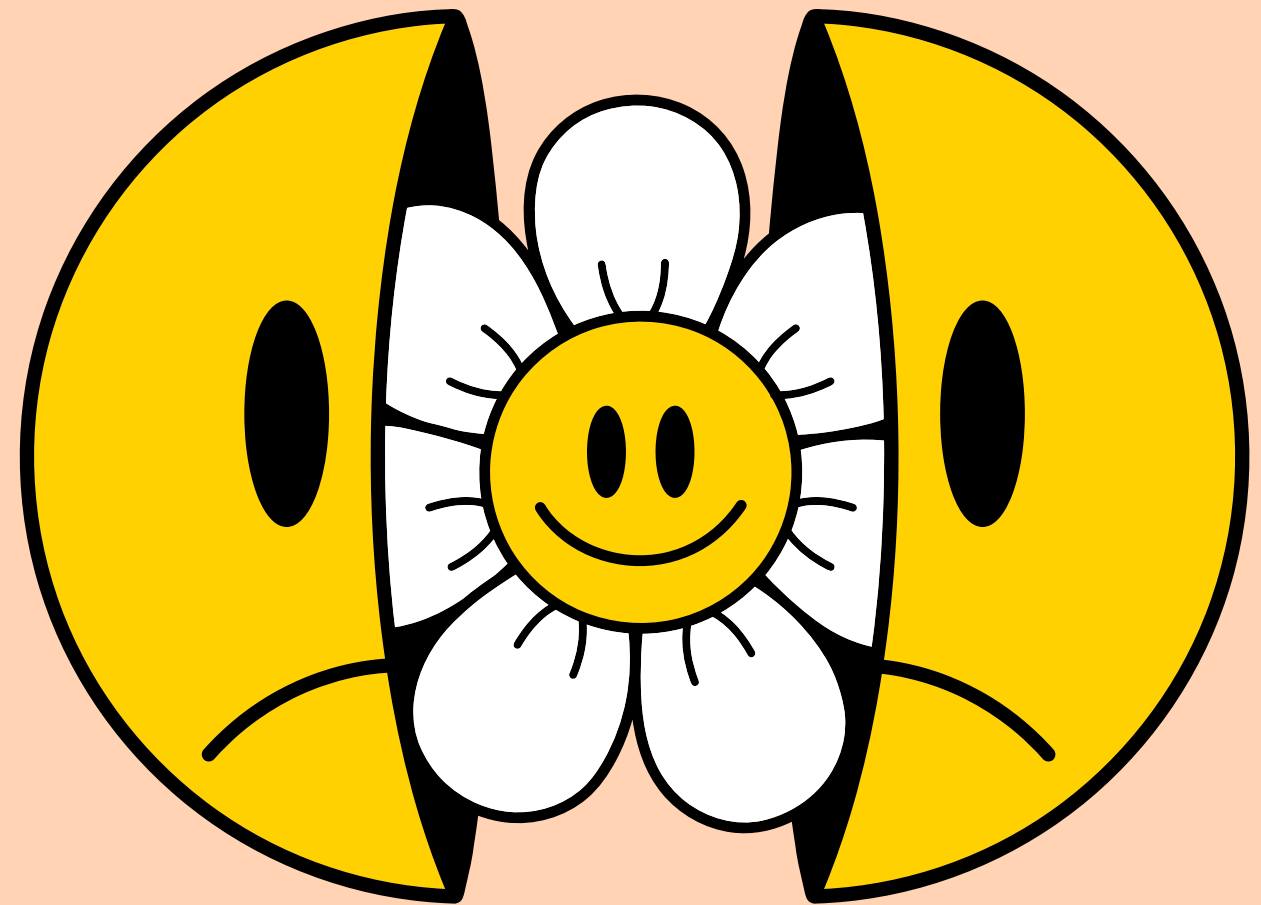
Logo – English

The approachable nature of the Never a Bother campaign is personified in the customized typeface of the logomark. It is bright and inviting, working with the design elements to make campaign materials instantly recognizable.

Full Color

Icon – Full Color

Full Color Knock-out

Knock-out

Black

Single Color Versions

Single color – orange

Single color – navy

Single color – pink

Single color – yellow

Single color – light blue

Single color – purple

Logo – Spanish

The approachable nature of the Never a Bother campaign is personified in the customized typeface of the logomark. It is bright and inviting, working with the design elements to make campaign materials instantly recognizable.

Full Color

Icon – Full Color

Full Color Knock-out

Knock-out

Black

Single Color Versions

Single color – orange

Single color – navy

Single color – pink

Single color – yellow

Single color – light blue

Single color – purple

Logo Restrictions

Brand consistency is extremely important. That's why we ask that the campaign logo not be altered in any way, including the handful of examples shown below.

Do not recolor.

Do not resize elements.

Do not change font.

Do not use reverse version of the logo

Do not rotate logo.

Do not add embellishments like drop-shadows.

Do not add pattern or texture.

Do not outline.

Do not add gradients to logo.

Logo Integrity and Clear Space

Logo Clear Space

A minimum clear space, measured by the height of the "N" in "Never," must be maintained on the perimeter surrounding logo artwork, at any size. The clear space should be measured from the farthest edge of the logo on all sides. No element may encroach on this space.

Minimum Logo Size

The primary logo must not be reproduced at a size smaller than **1"** wide.

1" minimum

Clear space requirements

Logo Hierarchy

These are examples of how the Never a Bother logo can be locked up with additional partner logos and elements. Never a Bother should always remain first in the logo lockup if on Never a Bother branded materials.

The Never a Bother logo should always come first in order, followed by the accompanying partner logo, and then by any additional logos. All logos should have roughly the same visual weight in any version of the lockup. The logos should be separated by a rule with equal space from the rule to the logo on both sides.

Single partner logo pairing

Double partner logo pairing

Partner logo and additional logo pairing

When Adapting Materials

When adapting Never a Bother materials for your organization use the following lockup. Remember to always consider legibility when placing the logos, and you must include the Never a Bother logo.

Color Palette

The Never a Bother campaign has a vibrant color palette that includes a wide spectrum of colors. The colors work in unison to establish visual intereest and to instill optimism in the campaign. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK, RGB and HEX Values for consistency across different media.

Primary Color Palette

The main color palette emphasizes warm tones such as orange and yellow, strategically utilized in the campaign to instill a feeling of hope. These colors should be used heavily throughout the campaign materials, especially when the Never a Bother logo is being used.

Secondary Palette

The secondary color palette includes a diverse range of additional colors that can be ultilzed throughout the campaign. These be used heavily to support body text and graphic elements. These colors should be used as highlights throughout the campaign materials to support the brand and give it more dimension.
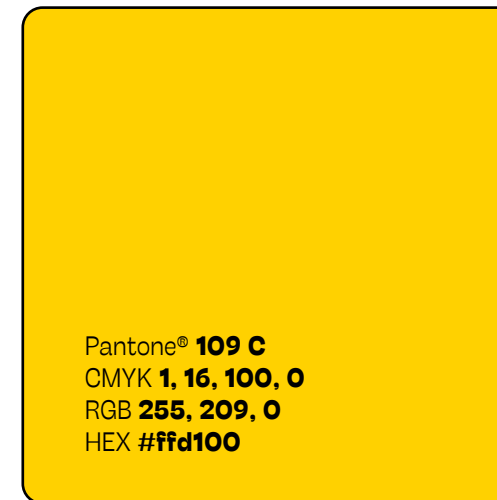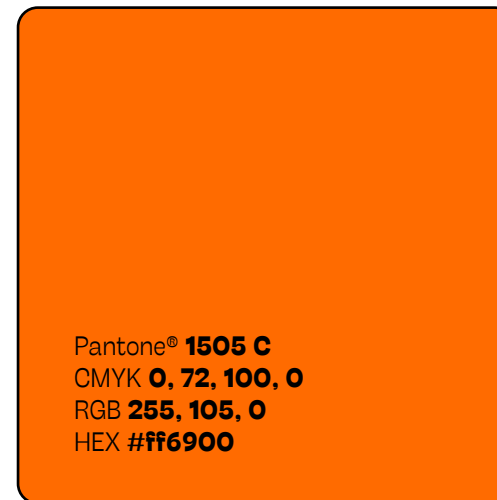
Gradients

Gradients can be used from from pairing together two campaign colors, and can be utilized in digital applications, such as programmatic display, social media content, and website design.
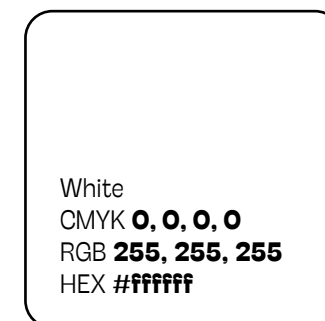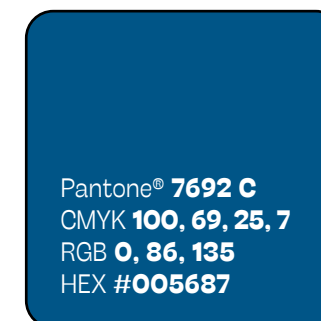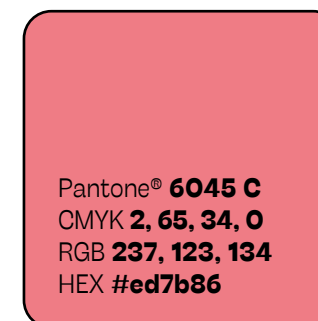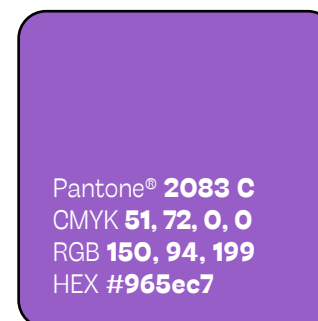
Gradient Examples

Primary Color Palette

Pantone® **1505 C**
CMYK **0, 72, 100, 0**
RGB **255, 105, 0**
HEX **#ff6900**

Pantone® **109 C**
CMYK **1, 16, 100, 0**
RGB **255, 209, 0**
HEX **#ffd100**

Secondary Color Palette

Pantone® **2037 C**
CMYK **1, 52, 0, 0**
RGB **243, 149, 199**
HEX **#f395c7**

Pantone® **284 C**
CMYK **56, 21, 0, 0**
RGB **108, 172, 228**
HEX **#6cace4**

Pantone® **7488 C**
CMYK **56, 0, 92, 0**
RGB **120, 214, 75**
HEX **#78d64B**

Black
CMYK **0, 0, 0, 100**
RGB **0, 0, 0**
HEX **#000000**

Pantone® **2083 C**
CMYK **51, 72, 0, 0**
RGB **150, 94, 199**
HEX **#965ec7**

Pantone® **6045 C**
CMYK **2, 65, 34, 0**
RGB **237, 123, 134**
HEX **#ed7b86**

Pantone® **7692 C**
CMYK **100, 69, 25, 7**
RGB **0, 86, 135**
HEX **#005687**

White
CMYK **0, 0, 0, 0**
RGB **255, 255, 255**
HEX **#ffffff**

Typography

The primary brand typeface, **Stinger Variable**, is available for free through Adobe Fonts, or can be purchased directly from the Zetafonts foundry for those without an Adobe Creative Cloud account.

If Stinger Variable is unaccessible, please use alternate Google font: **Bricolage Grotesque**, available here for free download. This should only be used if Stinger Variable is unavailable or cannot be purchased.

The secondary typeface, **DM Sans**, can be downloaded for free from Google Fonts and should only be used for descriptive and small text.

Font Usage Recommendations

Headlines. Stinger Variable Bold

Subheads. Stinger Variable Regular

Smaller Titles. Stinger Variable Bold

Body Copy. Stinger Variable Regular or DM Sans Regular

Captions or Legal Copy. DM Sans Regular

Highly edible docs (Word/Powerpoint/Slides/Docs): Roboto

Stinger Italic and Bold Italic should be used to emphasize certain words in headlines and subheads, see the Art Direction section for examples.

Stinger Variable
Primary Typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz | 0123456789!@#$%&

Other Styles

Thin	*Thin Italic*	Slim Thin	Fit Thin	Wide Thin
Light	*Light Italic*	Slim Light	Fit Light	Wide Light
Bold	***Bold Italic***	**Slim Bold**	**Fit Bold**	**Wide Bold**
Heavy	***Heavy Italic***	**Slim Heavy**	**Fit Heavy**	**Wide Heavy**

> **⁺Bricolage Grotesque,** *a free Google font, should be used if Stinger Variable is unavailable or cannot be purchased.*

DM Sans
Secondary Typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz | 0123456789!@#$%&

Other Styles

|			
Thin	**SemiBold**	*Thin Italic*	***SemiBold Italic***
Extra Light	**Bold**	*Extra Light Italic*	***Bold Italic***
Light	**ExtraBold**	*Light Italic*	***ExtraBold Italic***
Medium	**Black**	*Medium Italic*	***Black Italic***

Roboto
System Typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz | 0123456789!@#$%&

Other Styles

Thin	**Bold**	*Thin Italic*	***Bold Italic***
Light	**Black**	*Light Italic*	***Black Italic***
Medium		*Medium Italic*	

Art Direction
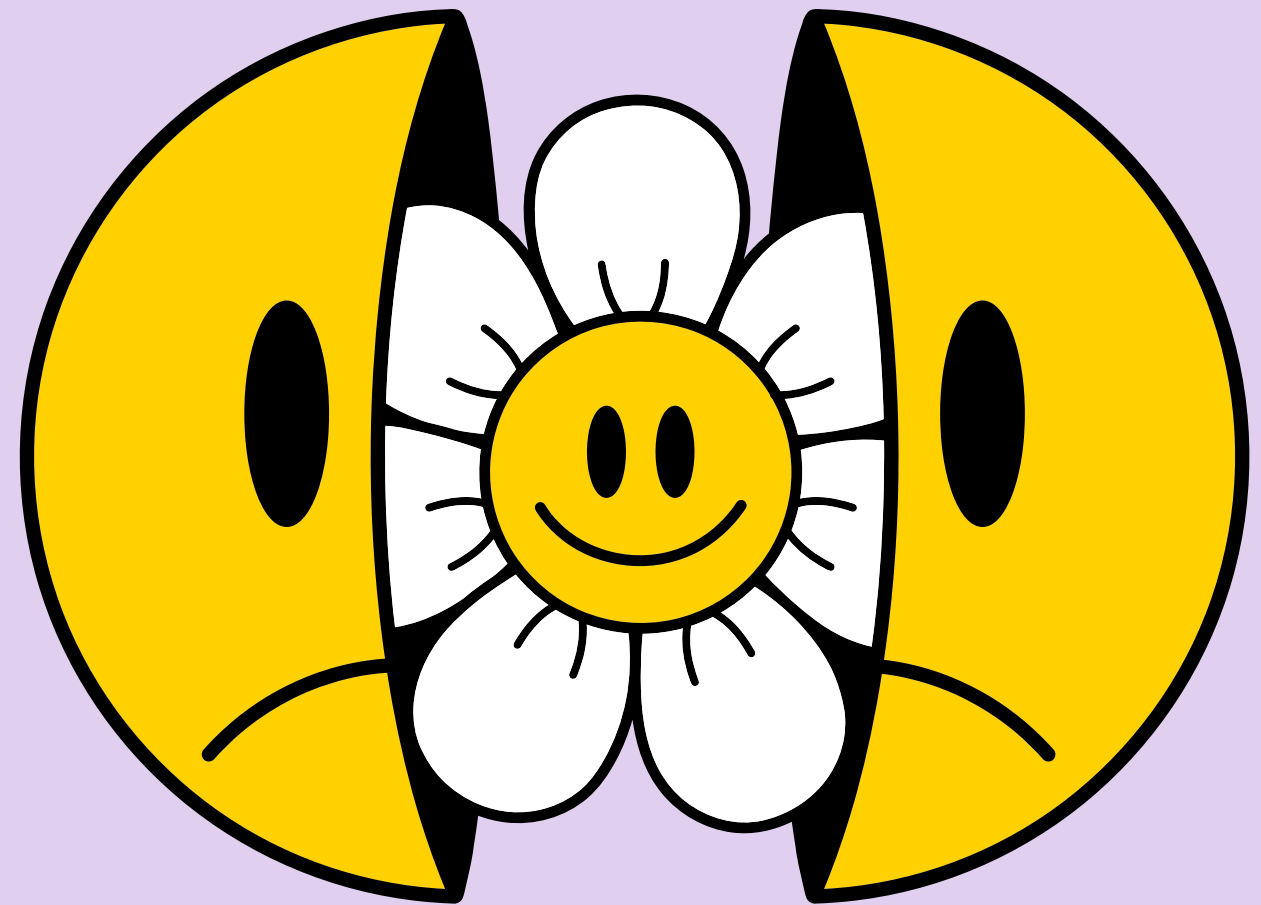
Graphics & Illustration Style

Character Examples

Please only use pre-approved character illustrations, or get approval on new character designs. When using multiple illustrations, ensure all characters are at the same scale for consistency in outline weight. Simple shapes, sun/planets, flowers, etc. are all acceptable characters, as long as they are simplistic and fit the campaign aesthetic. Make sure to use campaign color palette when building characters.

Text Treatments

StingerVariable bold should be used to emphasize either the entire headline, or the a key portion of the headline. It should be significantly larger than the subhead to provide enough visual contrast. Off-center circles and lines can be added to accentuate text. Different font weights and colors can be used to establish heirarchy of the message.
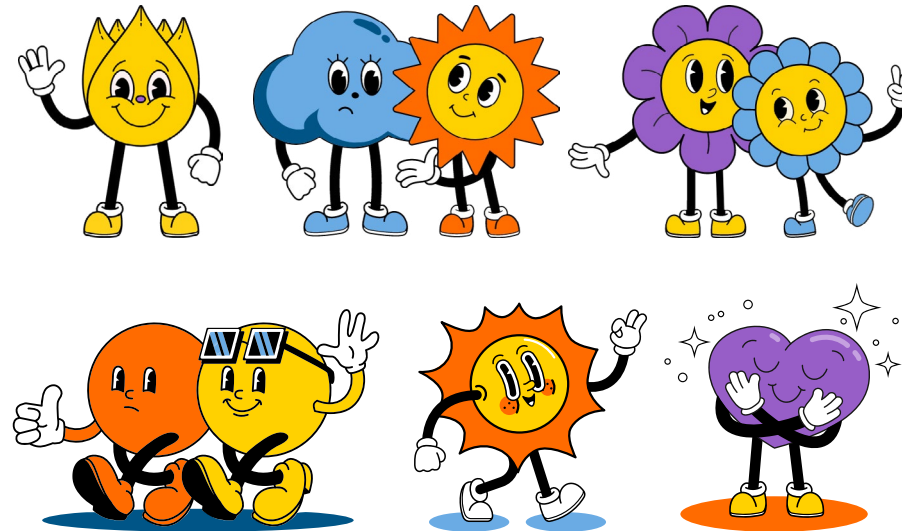
Containers

In most cases content should be set in rectangular containers with rounded corners. Character illustrations can break out of the containers to create depth. Text should never break out the container. Containers can be stacked into modular arragements to create visual interest and to organize content. Photography can also be used in containers, as long as the corners are rounded.

ADA Compliance

When selecting colors, ensure there is enough contrast between the foreground elements and the background to ensure legibility. All digital pieces must pass WCAG AA standards for contrast. Body copy should not be smaller that 10 point on printed materials or digital assets.
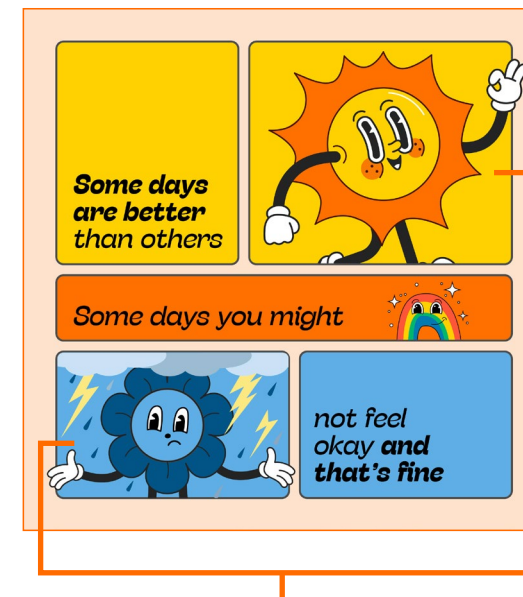
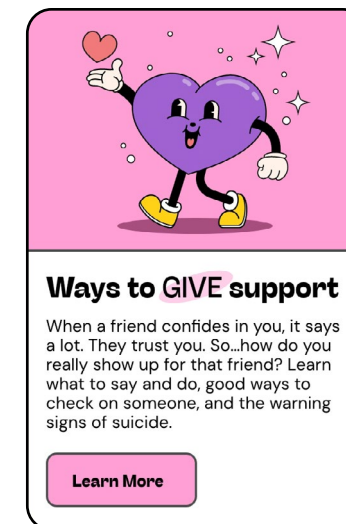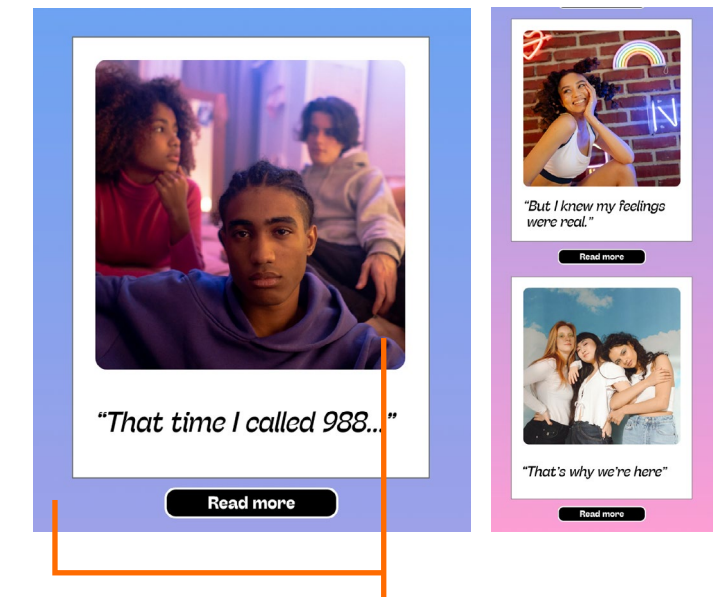## Character Examples

Text Treatments

Container Examples

Characters can break out of the container.

Can seperate character and text into different containers.

Can include gradient backgrounds, polaroid design elements, and photo integrations into containers.

Photography

Any photography used for Never a Bother campaign materials should be vibrant and authentic. Although this campaign tackles serious subject matter, somber or hopeless images should be avoided. Similarly, on certain materials overly happy photography may not be appropriate. Please use your best judgement when selecting photography to ensure it is both true to the brand and respectful to the subject matter.

Photography subjects should represent the target audience whenever possible—varying in ethnicity, ability, race, sexuality, and gender expression, as well as representing those from rural, suburban, and urban environments, as long as these environments are representative of California.

Considerations:

- Full-color photography should be used whenever possible.
- All photography must be of high quality, do not use pixelated or blurry images.
- For general campaign materials, consider photography where the subjects are showing they are there for each other and offering support.
- For personal stories or other materials focusing on an individual, consider portrait style photogrpahy where the subject is expressing their creativity or personality.

Design Usage

Typography

StingerVariable bold should be used to emphasize either the entire headline, or the a key portion of the headline. It should be significantly larger than the subhead to provide enough visual contrast.

The subhead, or remaining portion of the headline should be set in Stinger Variable regular. Italics and graphic elements, such as an underline, or oval, may be placed behind certain words for emphasis.

The body copy should also be set in Stinger Variable whenever possible. DM Sans may be used on small text when necessary.

Attribution language should be set in DM Sans, and should be no smaller than 7pt font.

Containers

In most cases content should be set in rectangular containers with rounded corners. Character illustrations can break out of the containers to create depth. Text should never break out the container.

Characters

Please only use pre-approved character illustrations, or get approval on new character designs. When using multiple illustrations, ensure all characters are at the same scale for consistency in outline weight.

Logos

The Never a Bother logo and CDPH logo must be present on all materials. They may be locked up or separated, depending on what works best for the piece.
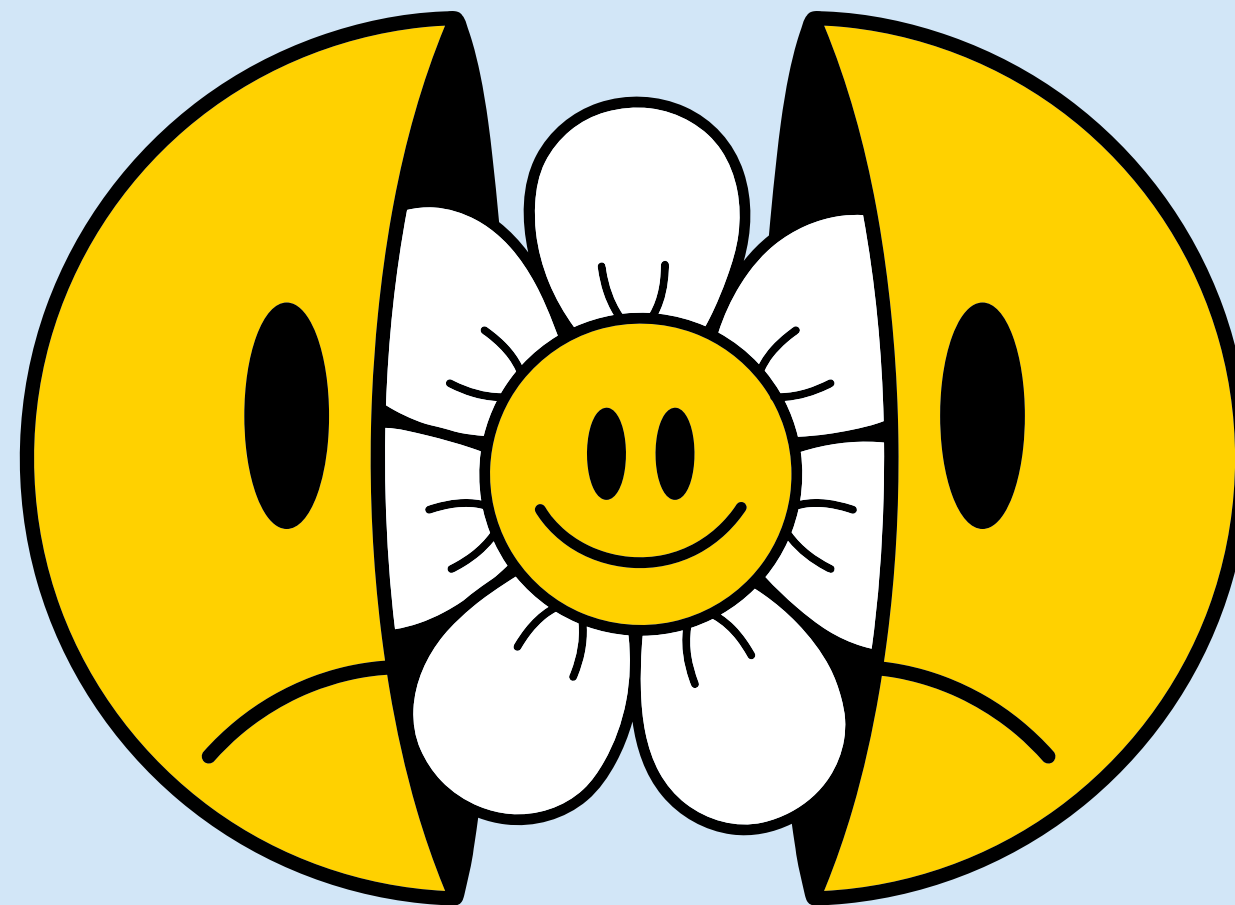
Color

When selecting colors, ensure there is enough contrast between the foreground elements and the background to ensure legibility. All digital pieces must pass <u>WCAG AA standards</u> for contrast.
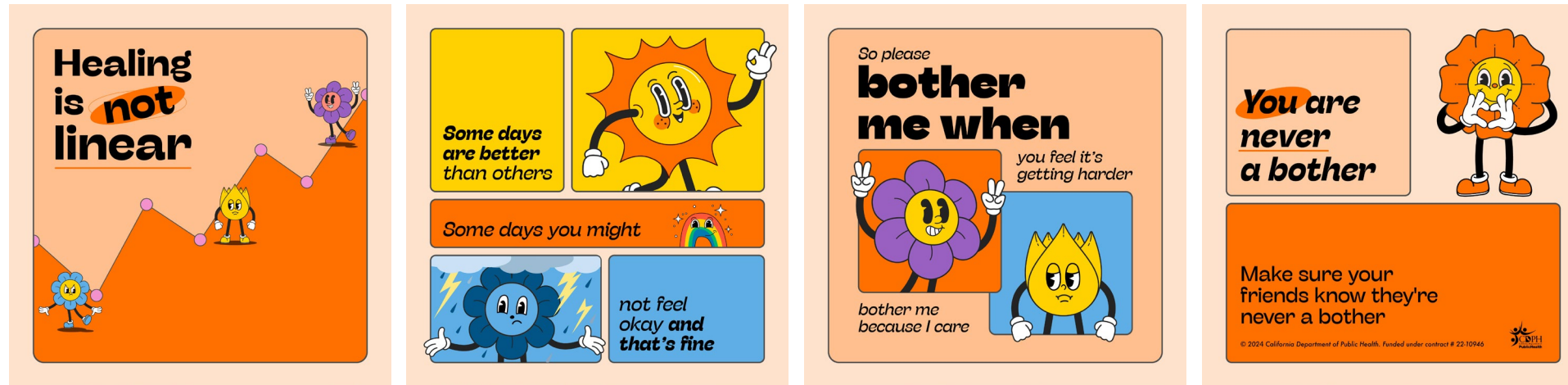
Gradients may also be used as backgrounds, particularly on pieces that utilize photography.

You are *never* a bother

Let's get better together

Never a Bother

Learn how to help yourself or a friend.
Visit NeveraBother.org

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CDPH PublicHealth

Example Materials
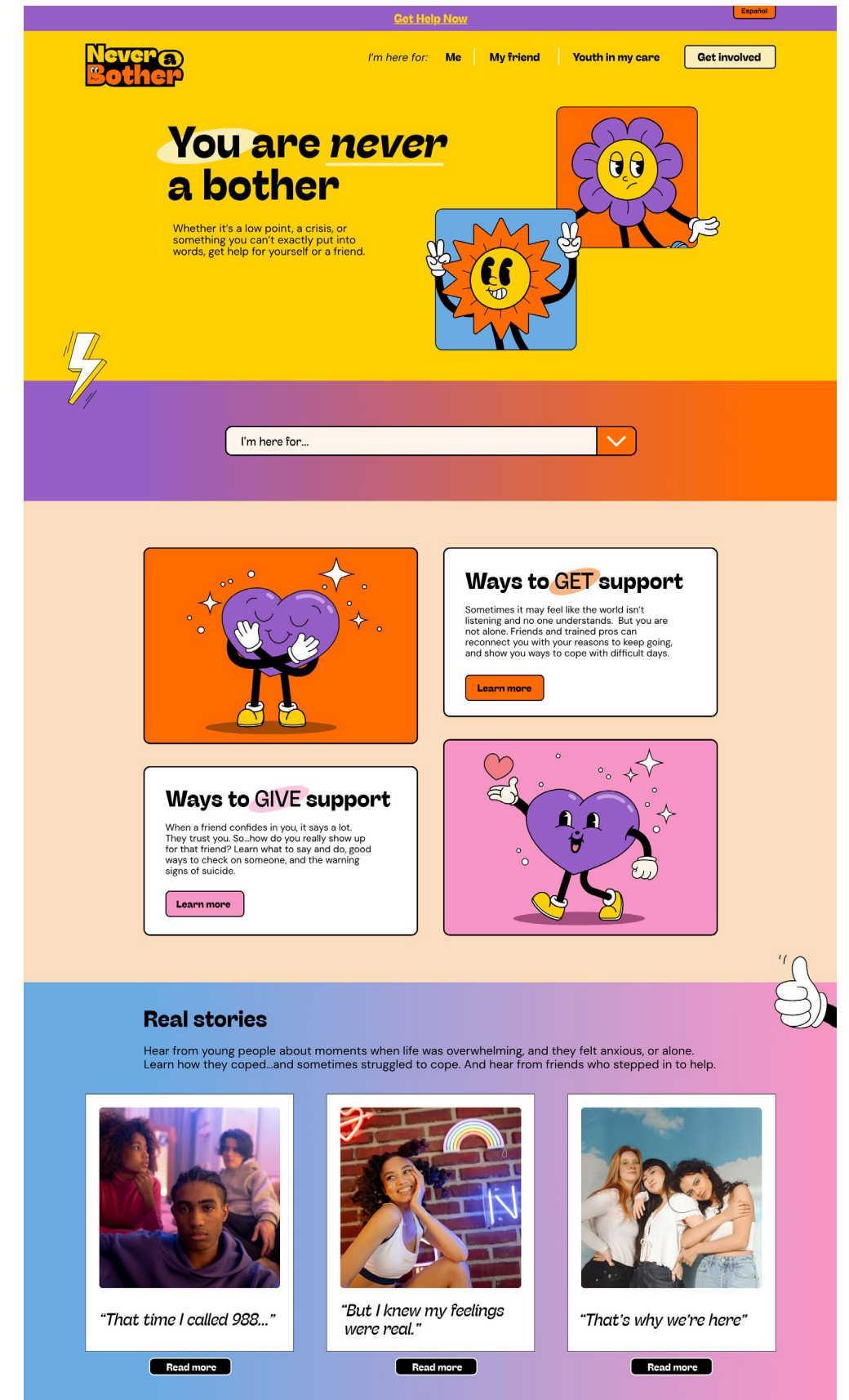
Digital Design Examples

Organic Social Post

Youth Stories

Digital Display Banners
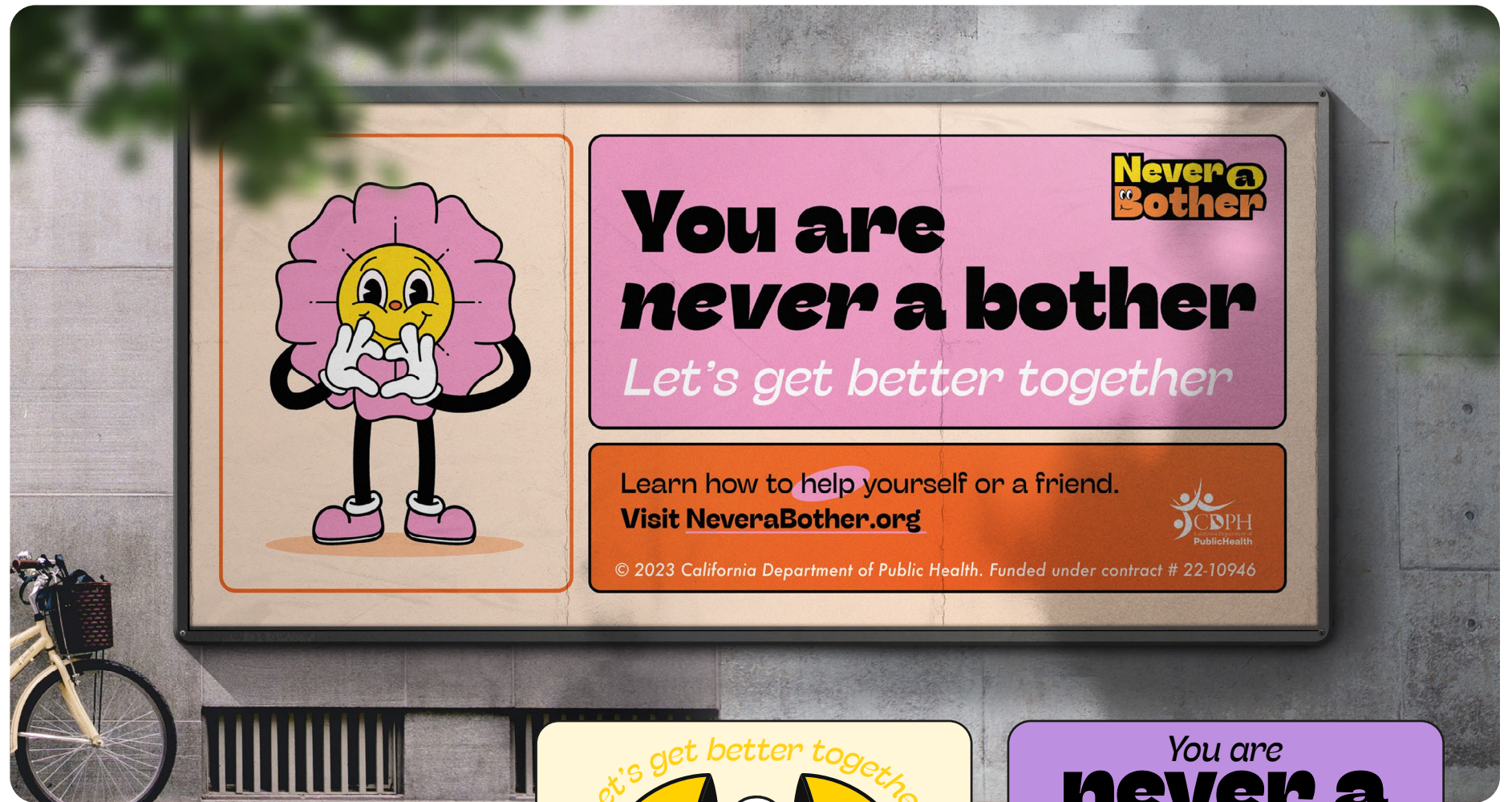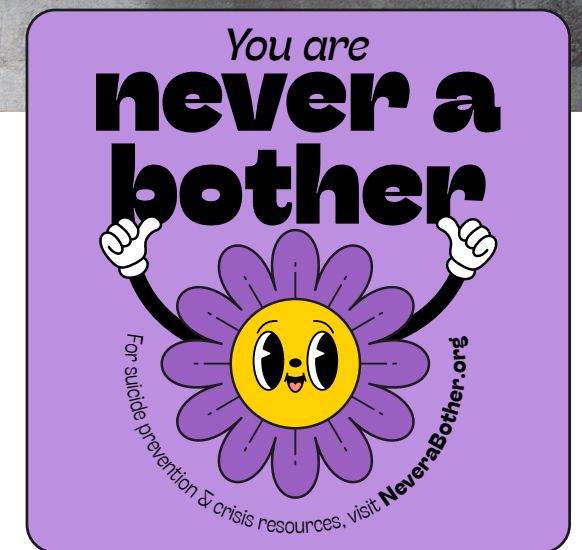

Website

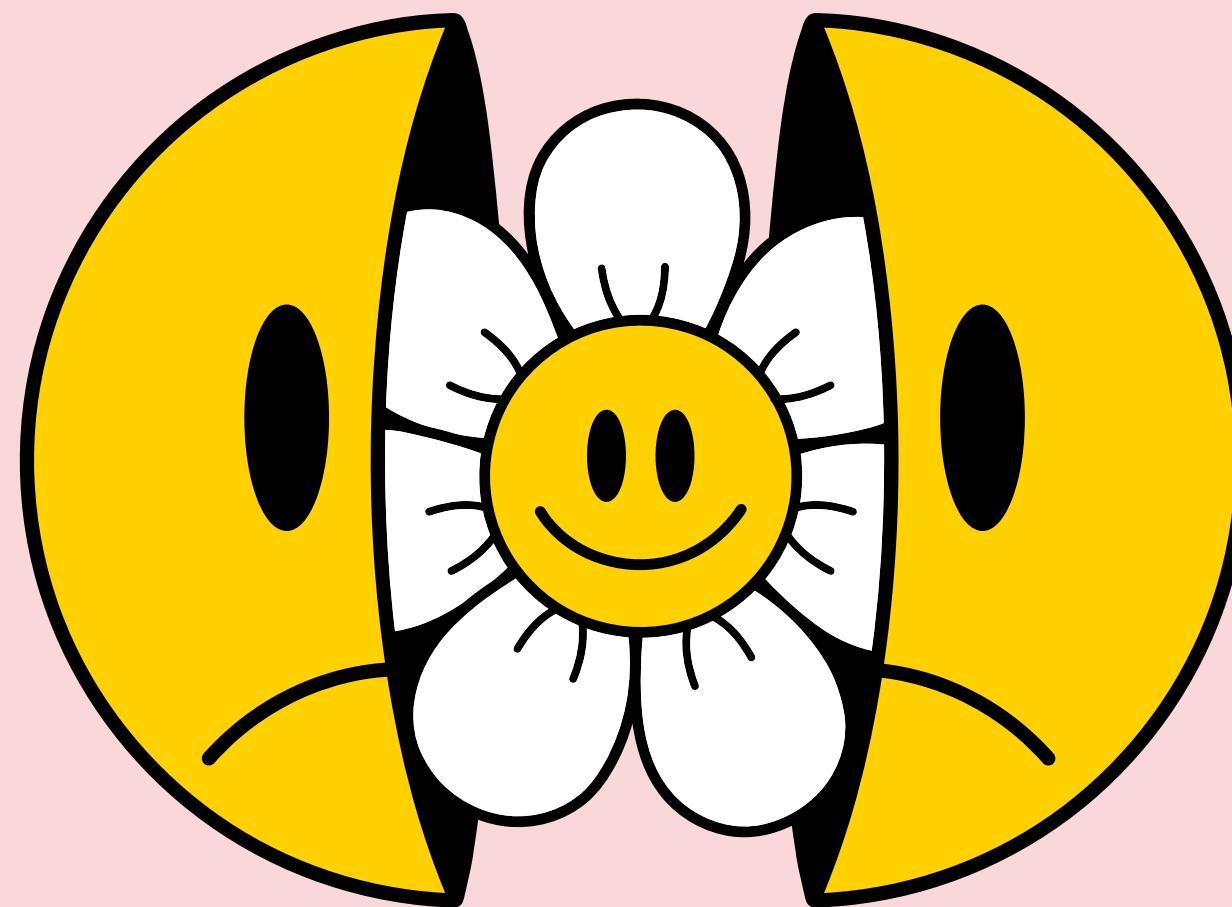# Print Design Examples

Transit Shelter

Billboard

Stickers

Messaging

Our brand voice is...

Empathetic, understanding, validating, helpful yet easy to absorb, and we talk like real people. (Without trying to sound young.)

We want to cut through the usual phrases that youth have read and heard a lot — and that can come off as institutional or cold. "You're never a bother" is something a friend would say.

It directly answers hesitations to reach out. Talking to youth experiencing thoughts of suicide, we're taking the POV of a caring, straightforward friend, anticipating the reasons an impacted youth might not seek help ("I don't want to bother anyone with my problems"). We're kindly but firmly refuting their hesitations. We're urging them to send that text and make that call.

We're also empowering the friend or caregiver who is worried about someone in their life, modeling the kind of validating, helpful voice they can use when talking to someone experiencing suicidal thoughts.

Tone

While our *voice* applies to everything we create, our tone varies depending on the platform/situation.

On the *website*, our tone strikes a balance between being validating ("your feelings are real"), comprehensive, and conversational. We use headings to organize information and avoid big chunks of copy. In those headings, we use the first-person POV so the reader can feel more seen/heard. Even our informational text will often lead with an empathetic message ("We are so very sorry to hear that you are in so much pain [...] and we want to help. You can call or text 988, 24 hours a day...")

On *social media*, shorter copy means we're more to the point, but also more personal and even gently quirky. On an Instagram reel, we might write in the caption, "Isaiah shares why sometimes you NEED to be the 'weird' friend." or "Wondering when you should ask a friend for help? Zeno shares when you should bother him.")

Throughout, where it's appropriate, we want to include the message of "you're never a bother."
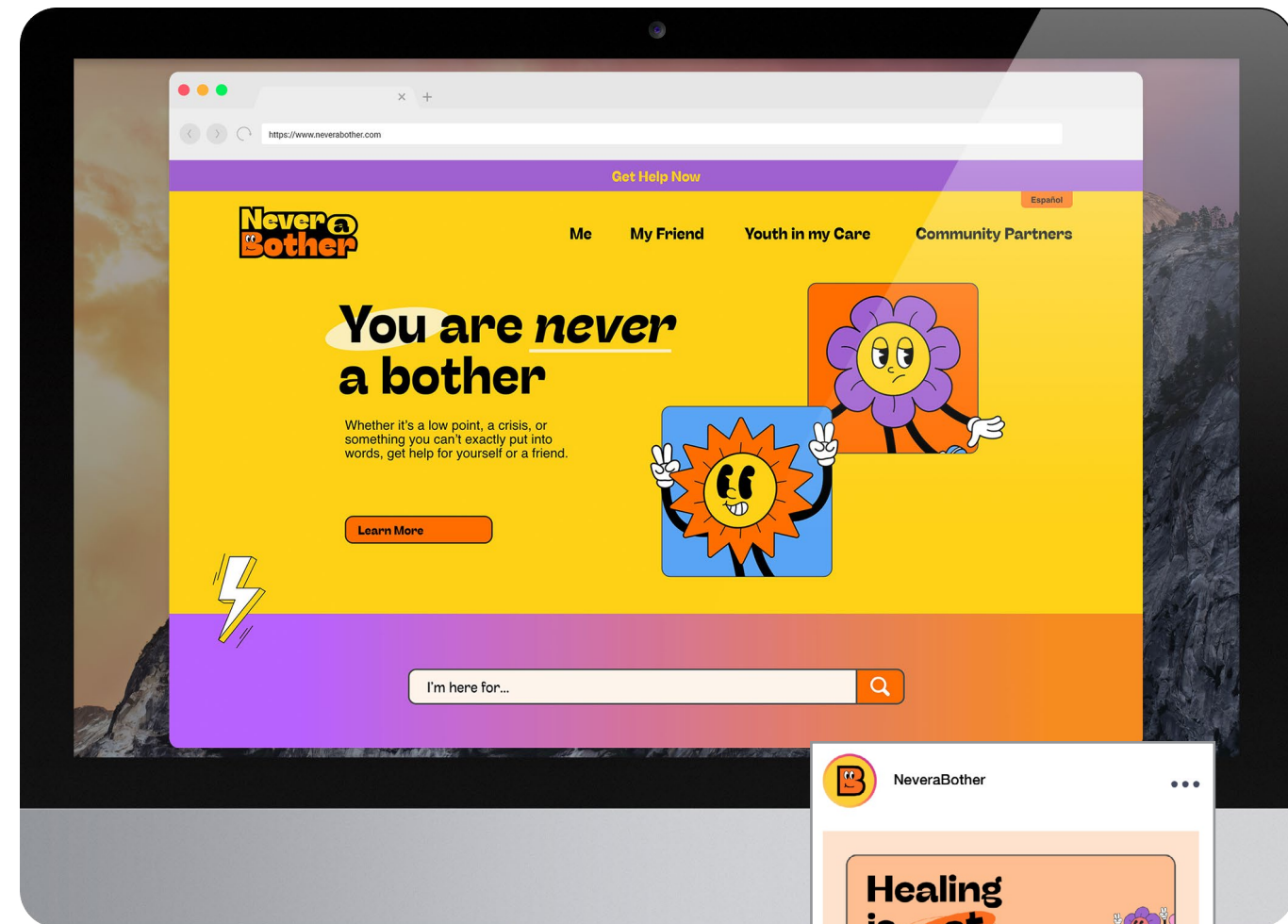
Example of website copy

Example of social media copy

Writing Tips for This Campaign

Safe and Effective Messaging Guidelines

Communication can be a powerful tool to encourage help-seeking, share stories of hope and prevention, and encourage everyone to play a role in suicide prevention. As you are creating Never a Bother — or any suicide prevention — materials, we ask that they align with safe and effective messaging guidelines recommended by the National Action Alliance for Suicide Prevention.

At a glance, these guidelines are:

1. **Filter your message through a safety lens.** If a vulnerable individual who might be at risk for suicide is exposed to your social media posts and outreach materials, how will it make them feel? Will it encourage them to feel hopeful, supported, and encouraged to seek help, or will it increase their feelings of pain? Will it push them further from the support they need?

2. **Include a suicide prevention resource**, such as a crisis line, and information about the warning signs of suicide or other ways people can play a role in suicide prevention.

3. When describing suicide, do not use "committed suicide." Instead, use **"died by suicide," "attempted suicide," or "experiencing thoughts of suicide."**

4. **Explain the complexity of suicide and avoid oversimplifying**. It's natural to want to answer the "why" involved in a suicide, but the reasons why someone is thinking about ending their life are complex and usually they're dealing with multiple tough situations.

5. **Avoid sensational images, language, and statistics** that make suicide seem common overall or point to specific groups of individuals being "more likely" to die by suicide. Instead, focus on protective factors such as healthy coping skills, feeling connected to others, and supportive friends and family.

View short video about effective messaging here. (insert URL here). Additional guidelines also available at SuicidePreventionMessaging.org.

Messaging Framework provided by: *www.suicidepreventionmessaging.org*

Attribution Statements for Grantees

Campaign Material Categories

**Tier 1: Existing, unmodifiable campaign content that grantees distribute as-is.**

Materials in this category, provided by Civilian: Keep all logos and attribution statements in place and unaltered. *If the grantee partner is using grant funds to print materials, the contract number may be changed to #22-10895*

- Level of Review before grantee use: None – preapproved through CDPH media approval process

Tier 2: Campaign content with modifiable portions (i.e. grantees have the ability to add their logo, local resource information, etc.). Fixed messaging, colors, etc.

Keep CDPH, Never a Bother and any additional logos and attribution statements in place and unaltered, though additional logos may be added. *If the grantee partner is using grant funds to print materials, the contract number may be changed to #22-10895.*

- Level of Review before grantee use: Grantees must submit all material that is not social media-based to SharePoint prior to use. Once material is saved in SharePoint it may be used. Review will take place on a rolling basis - the Center at SHF will pull samples from grantees to ensure brand guidelines are being followed. Results are shared with OSP so support can be provided as-needed.
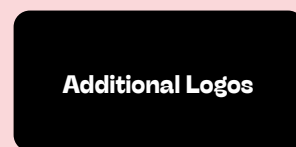
Tier 3: Grantee content that is campaign adjacent – Examples might include: Instagram posts created by grantees/youth using campaign branding guidelines. Tik Tok videos of youth sharing pre-approved campaign messaging (i.e. messaging provided by Civilian). Stickers printed by grantees using available campaign imagery but w/ local crisis line in addition to 988.

Include CDPH, Never a Bother, and any additional logos and attribution statements as they are displayed on Tier 1 materials, though additional logos may be added. *If the grantee partner is using grant funds to print materials, the contract number may be changed to #22-10895.*

- Level of Review before grantee use: Grantees must submit all material that is not social media-based to SharePoint prior to use. If there is a cost associated with material dissemination (e.g. printing, postage); The Center at SHF must review prior to budget expense. Any additional review will take place on a rolling basis - the Center at SHF will pull samples from grantees to ensure brand guidelines are being followed. Results are shared with OSP so support can be provided as-needed.

Tier 4: Large scale media efforts that may duplicate or compete with existing media campaign assets – e.g. radio ads, billboards, out of home material that is not available through existing campaign content (i.e. via #1 or #2 above).

Include CDPH, Never a Bother, and any additional logos and attribution statements as they are displayed on Tier 1 materials, though additional logos may be added. *If the grantee partner is using grant funds to print materials, the contract number may be changed to #22-10895.*

- Level of Review before grantee use: Grantees will notify The Center of any Tier 4 category materials prior to development to ensure appropriate support and coordination. Materials must be submitted to The Center at SHF to process for approval prior to use. Tier 4 materials are subject to OSP and CDPH Comms review.

Attribution Statements for Grantees

Acceptable Attribution Statements.

Full attribution statement: © 2024 California Department of Public Health. Funded under contract #22-10895.

Alternative attribution statement: Funded by the California Department of Public Health under contract #22-10895

Modified statement for short audio/video scripts: "Brought to you by the California Department of Public Health."

Poster

Material	Attribution
Poster	Full or alternative attribution statement, CDPH & Campaign logos.
Social Posts (images)	CDPH & Campaign logos on images Full or alternative attribution statement within the text of the post.
Social Posts (video)	Full or alternative Attribution statement within the text of the post.
Stickers	"Never a Bother" statement prominently displayed as main text/feature OR Campaign logo
Radio Script	Full, alternative, or modified attribution statement
Video Script	Full, alternative, or modified attribution statement

Reviews & Approvals
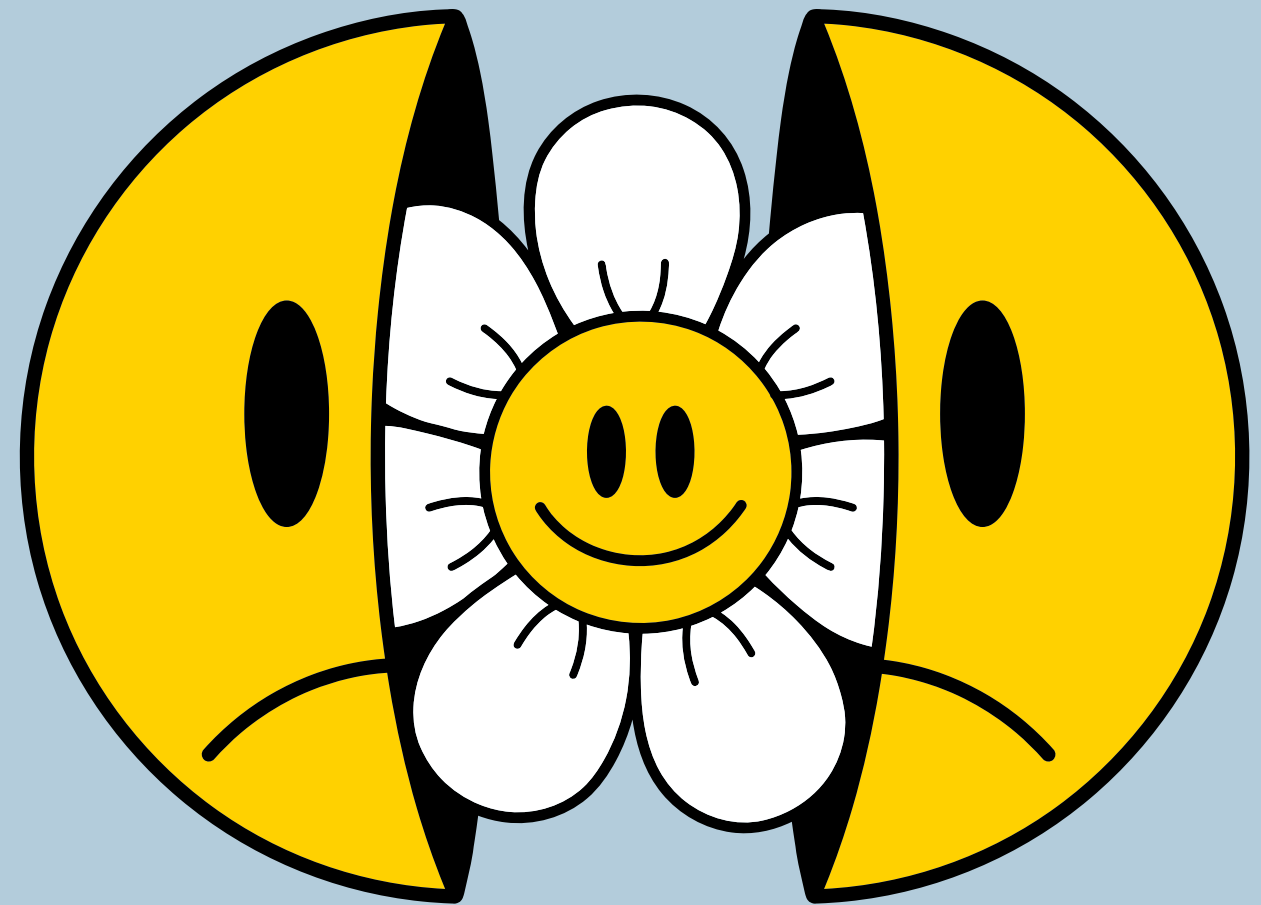
Reviews and Approvals

All materials created using the Never a Bother campaign brand should follow the rules outlined within this brand guide. Brand elements such as logos, character illustrations, and graphic elements are included in our toolkit, which can be downloaded using the link below.

Dowload the Never a Bother Toolkit

If you have any questions about how to use this brand guide, please reach out to us here:
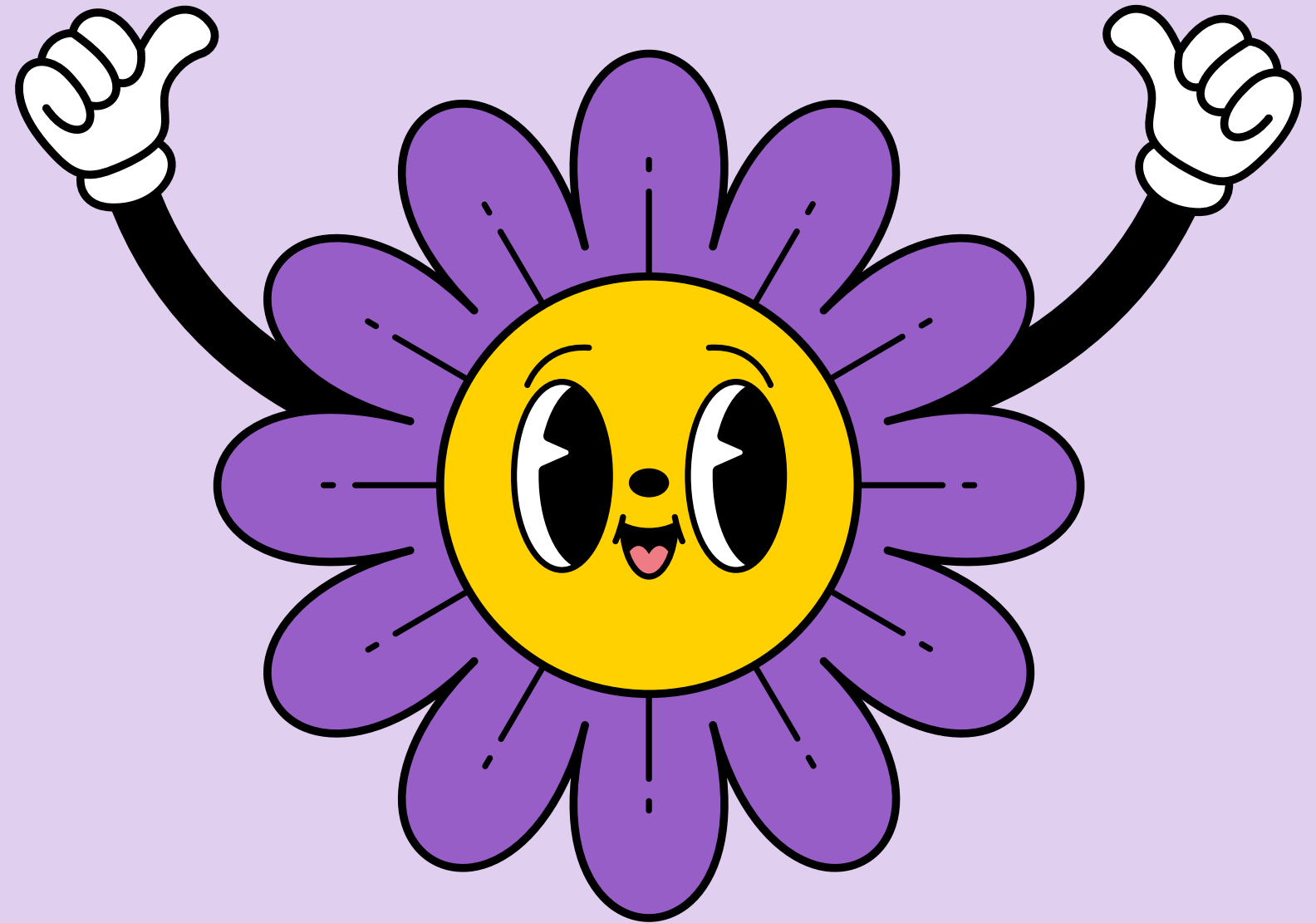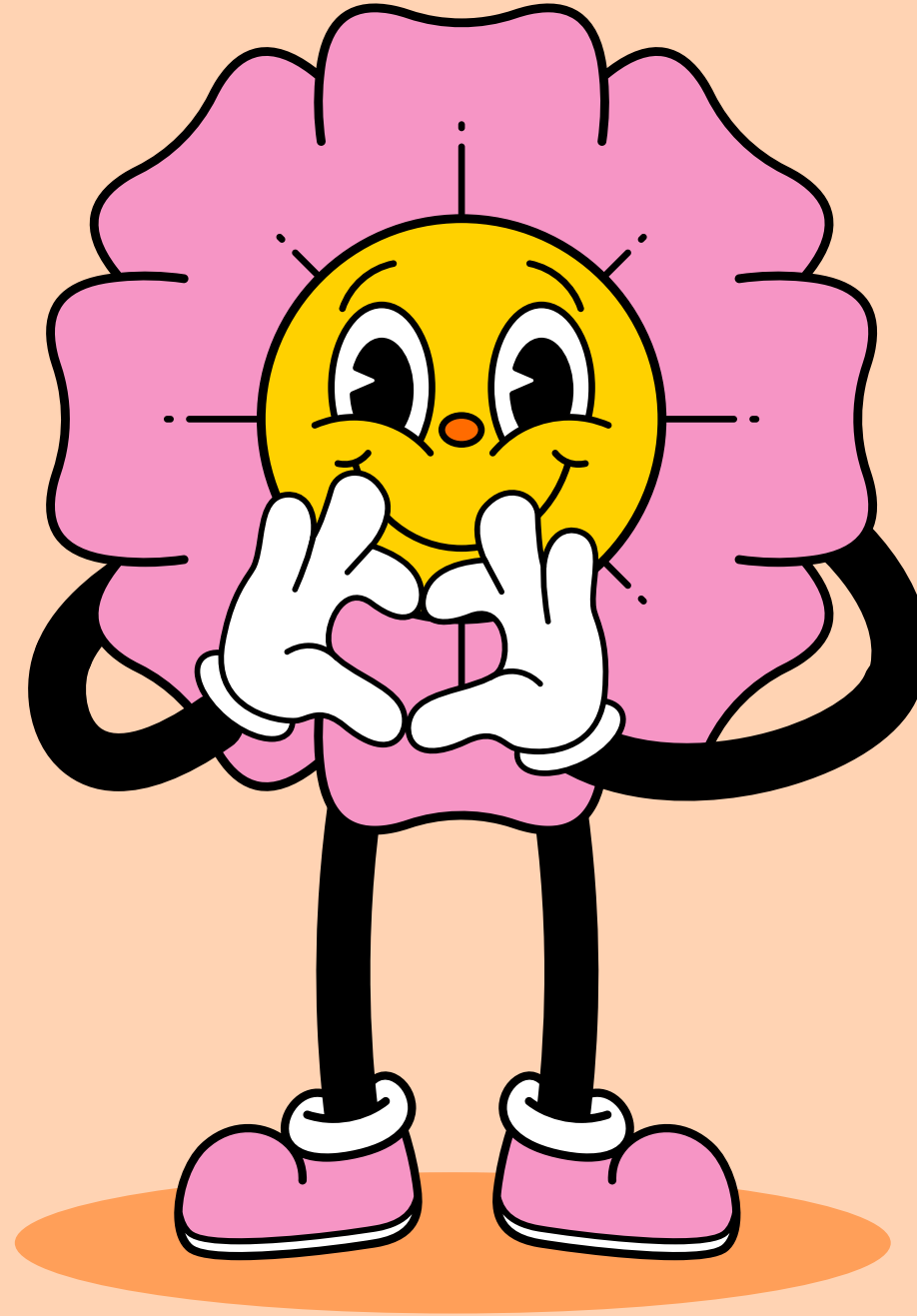
Laura Graybill: Laura@civilian.com
Varinda Gupta: Varinda@civilian.com

If you have any questions about the attribution language, review, and approval process for the materials you create, please reach out here:

Juan Acosta: jacosta@sierrahealth.org

You are never a bother