

Brand Guidelines





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Introduction

Erika's Lighthouse: *A Beacon of Hope for Adolescent Depression* is more than just a not-for-profit, it's a **brand**. The name, slogans, logo, programs and resources serve as the foundation for our brand recognition.

The key to brand recognition is consistency in the way an organization presents itself and its products/services. These brand standards will help everyone developing materials for Erika's Lighthouse do just that—be consistent. The purpose of these standards is to provide guidelines for all stakeholders, staff, and vendors to follow when creating materials using the Erika's Lighthouse name, logo, slogan, and/or messaging.

A few items to point out:

- Any public-facing materials representing Erika's Lighthouse must be reviewed by Lisa Honcharuk, Manager of Marketing and Engagement, prior to distribution. Lisa can be reached at lisa@erikaslighthouse.org. Please allow up to 48 hours for approval.
- Any public-facing materials using our name, logo, slogans or the boilerplate should always include the website address to encourage people to learn more about us.

Thank you for helping Erika's Lighthouse to raise awareness about adolescent depression, encouraging good mental health and breaking down the stigma surrounding mental health issues. Together, we can Get Depression Out of the Dark.

Any questions regarding these guidelines can be directed to Lisa Honcharuk at lisa@erikaslighthouse.org.



MISSION

We are a not-for-profit dedicated to educating and raising awareness about adolescent depression, encouraging good mental health and breaking down the stigma surrounding mental health issues.

Boilerplate

200 WORDS

Erika's Lighthouse: *A Beacon of Hope for Adolescent Depression* is a non-profit organization committed to raising awareness about teen depression in middle school and high school communities at no cost to schools. Erika's Lighthouse works to eliminate the stigma surrounding depression and empower young people to take ownership of their mental health. Core programs include the video-based, teacher-led depression awareness classroom programs—*The Erika's Lighthouse Program: Depression and Suicide Awareness for High School Students* and *The Erika's Lighthouse Program: Depression Awareness for Middle School Students*. These evidence-informed programs promote early identification and treatment of depression, which is a key step in preventing suicide. Erika's Lighthouse also provides countless other web-based resources including the Teen Depression Tool Box, teen empowerment activities like Erika's Lighthouse Teen Clubs or the Depression Awareness Campaign, and the *Parent Handbook on Childhood and Teen Depression*.

To learn more or to see how you can bring Erika's Lighthouse Programs to your school, visit erikaslighthouse.org. Together, we can *Get Depression Out of the Dark*.

100 WORDS

Erika's Lighthouse: *A Beacon of Hope for Adolescent Depression* is a non-profit organization committed to raising awareness about teen depression in middle school and high school communities at no cost to schools. Erika's Lighthouse works to eliminate the stigma surrounding depression and empower young people to take ownership of their mental health. Core programs include the video-based, teacher-led depression awareness classroom programs—*The Erika's Lighthouse Program: Depression and Suicide Awareness for High School Students* and *The Erika's Lighthouse Program: Depression Awareness for Middle School Students*. Erika's Lighthouse also provides countless other web-based resources.

To learn more, visit erikaslighthouse.org.

50 WORDS

Erika's Lighthouse: *A Beacon of Hope for Adolescent Depression* is a non-profit organization committed to raising awareness about teen depression in middle school and high school communities at no cost to schools. Erika's Lighthouse works to eliminate the stigma surrounding depression and empower young people to take ownership of their mental health. Visit erikaslighthouse.org for more information.



Brand Attributes

Authentic

Our programs and resources are developed with and told through the stories of the teens, parents, teachers, and school administrators with whom we partner. Our message is real, relevant, inclusive and powerful.

Empowering

We believe in the “teach a man to fish” model. With the right information and support, teens are profoundly capable of taking charge of their mental health; and schools and families can create healthy environments that promote mental health.

Accessible

We use a “head and heart” approach to depression education, bringing a complicated topic down to earth and making the information easier to understand and accept. Every program and resource is free, flexible and easily accessible.

Hopeful

Our messages are always positive—never dark, sensational or fear-based.



Programs & Resources

- ***The Erika's Lighthouse Program: Depression Awareness for Middle School Students*** is a teacher-led, video-based classroom program that introduces depression and strategies for mental health.
- ***The Erika's Lighthouse Program: Depression and Suicide Awareness for High School Students*** is a teacher-led, video-based classroom program that takes a deeper look at depression and suicide and explores strategies for mental health.
- **Erika's Lighthouse Depression Awareness Campaigns** are teen-led activities that raise awareness of depression, reduce stigma and promote mental health.
- **Erika's Lighthouse Teen Clubs** are teen-led initiatives that raise awareness of depression, reduce stigma and promote mental health.
- ***The Parent Handbook on Childhood and Teen Depression*** is a parent-to-parent guide with practical advice to help families navigate teen depression.
- **The Teen Depression Toolbox** is a web resource with information about depression including tips on how to cope, treat, or help a teen with depression.



Registered Trademarks

- 1 Erika's Lighthouse®
- 2 Get Depression Out of the Dark®*
All capitalized except for "of the"
- 3 Beacon of Hope for Adolescent Depression®*
All capitalized except for "of" and "for"
- 4 The Logo

Rules:

- Use proper symbols: ®
 - Not necessary when in text (see next bullet point)
- Visually distinguish trademarks from surrounding text by using italics
- Use exactly as it appears in registration (see above)
 - I.e. Get Depression Out of the Darkness is NOT our registered trademark and therefore should not be used

* *Our logo and name should always be in public-facing materials, but it is recommended to also use our slogans (Get Depression Out of the Dark or Beacon of Hope for Adolescent Depression) when possible.*



Our Name

OFFICIAL (LEGAL NAME)

Erika's Lighthouse: *A Beacon of Hope for Adolescent Depression*

ABBREVIATION

Erika's Lighthouse

GUIDELINES

- Never use ELH in public-facing materials
- Use full legal name on first reference, abbreviated version after

Our Program Titles

OFFICIAL

- Erika's Lighthouse Program: Depression Awareness for Middle School Students
- Erika's Lighthouse Program: Depression and Suicide Awareness for High School Students

ABBREVIATION

- Erika's Lighthouse Program for High School
- Erika's Lighthouse Program for Middle School

GUIDELINES

- First reference should be full name
- If referencing both programs, "Erika's Lighthouse Programs" is ok
- Be sure to always reference the program names when creating materials that discuss the programs.
- Italicize in copy to differentiate from other text

Our Resource Titles

OFFICIAL

- Erika's Lighthouse Teen Club
- Erika's Lighthouse Depression Awareness Campaign
- Erika's Lighthouse Teen Depression Toolbox
- Parent Handbook on Childhood and Teen Depression

ABBREVIATION

- Teen Clubs
- Depression Awareness Campaign
- Teen Depression Toolbox
- Parent Handbook

GUIDELINES

- Use official name on first reference, ok to use abbreviation after that



Evidence-Informed Standard Language

Public

Erika's Lighthouse: A Beacon of Hope for Adolescent Depression is pleased to announce that the pilot done on our original high school program, *Real Teenagers Talking About Adolescent Depression (RTTAAD)* was published in the *Advances in Social Work* journal out of Indiana University in January 2019. The program features real teens talking to other teens about their struggles with depression.

According to the National Institute for Mental Health (2018), not only did 12.8% of youth (ages 12-17) experience major depressive disorder in 2016, but suicide is the second leading cause of death for individuals between the ages of 10 and 24 with reports showing that over 6,000 youth died by suicide in 2016. The program, created by mental health professionals, parents, and teens was independently evaluated by Dr. Michael S. Kelly, Ph.D., LCSW, Loyola University Chicago School of Social Work. The evaluation showed an increase in students' knowledge of depression, an increased willingness to seek help, and an increased belief that an adult could help a teen's friend if they were suicidal. Dr. Kelly's takeaway was that this evaluation reinforces the notion that school social workers and other school mental health professionals need to allocate more time to primary prevention work to help build mental health awareness in their school communities and to help prevent depression and protect young lives from suicide.

Erika's Lighthouse works to raise awareness about teen depression in middle school and high school communities at no cost to schools. Our core programs, based on the above evaluation and an additional independent evaluation, include the video-based, teacher-led depression awareness classroom programs—*The Erika's Lighthouse Program: Depression and Suicide Awareness for High School Students* and *The Erika's Lighthouse Program: Depression Awareness for Middle School Students*. These programs were developed based on the findings on the RTTAAD evaluation. They promote early identification and treatment of depression, which is a key step in preventing suicide, promote early identification and treatment of depression, which is a key step in preventing suicide.



Evidence-Informed Standard Language (cont.)

Professionals

Erika's Lighthouse: A Beacon of Hope for Adolescent Depression is pleased to announce that the pilot done on our original high school program, Real Teenagers Talking About Adolescent Depression (RTTAAD) was published in the Advances in Social Work journal out of Indiana University in January 2019. The program features real teens talking to other teens about their struggles with depression.

The program, created by mental health professionals, parents, and teens was independently evaluated by Dr. Michael S. Kelly, Ph.D., LCSW, Loyola University Chicago School of Social Work. A promising program evaluation, it was conducted with a wait list control group vs. a randomized trial. A six week follow up was also completed, which showed an increase in students' knowledge of depression, an increased willingness to seek help, and an increased belief that an adult could help a teen's friend if they were suicidal. Per Dr. Kelly, the evaluation has excellent fidelity because the creators of the program also delivered the intervention. In conclusion, the analysis showed that school social workers and other school mental health professionals need to allocate more time to primary prevention work to help build mental health awareness in their school communities and to help prevent depression and suicidal behavior.

Erika's Lighthouse works to raise awareness about teen depression in middle school and high school communities at no cost to schools. Our core programs, based on the above evaluation and an additional independent evaluation, include the video-based, teacher-led depression awareness classroom programs—*The Erika's Lighthouse Program: Depression and Suicide Awareness for High School Students* and *The Erika's Lighthouse Program: Depression Awareness for Middle School Students*. These programs were developed based on the findings on the RTTAAD evaluation. They promote early identification and treatment of depression, which is a key step in preventing suicide, promote early identification and treatment of depression, which is a key step in preventing suicide.



Color Palette



PMS 109C
CMYK 0-16-100-0
RGB 254-210-5
HEX FED100



PMS 178C
CMYK 0-80-58-0
RGB 255-89-90
HEX FF585F



PMS 2727C
CMYK 77-50-0-0
RGB 42-125-189
HEX 3D7EDB



89% Black
CMYK 0-0-0-89
RGB 67-66-68
HEX 434345



50% Black
CMYK 0-0-0-50
RGB 147-149-152
HEX 939598



Brand Fonts

In order of priority. Use the one below if priority choice is not available.

HEADLINES (18 PT)

- 1) Adelle
- 2) Merriweather
- 3) Book Antiqua
- 4) Bookman Old Style

BODY COPY (12 PT)

- 1) Open Sans (Light and Italic)
- 2) Calibri
- 3) Arial
- 4) Roboto

Adelle

abcdedghijklmnopqrstuvwxyz
ABCDEDEFGHIJKLMNOPQRSTUVWXYZ

Adelle

Adelle Italic

Adelle Bold

Adelle Bold Italic

Open Sans

abcdedghijklmnopqrstuvwxyz
ABCDEDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans Regular

Open Sans Regular Italic

Open Sans Bold

Open Sans Bold Italic



Appropriate and consistent use of the logo is necessary for presenting a unified image of the Erika's Lighthouse brand.

The logo comes in horizontally stacked and vertically stacked variations. Either orientation is valid, but generally, the proportions of the usage area should determine which orientation is appropriate.

In some instances—such as some types of apparel

or other merchandise, signage or black and white printing—it may be necessary to use a one-color version.



Erika's Lighthouse®

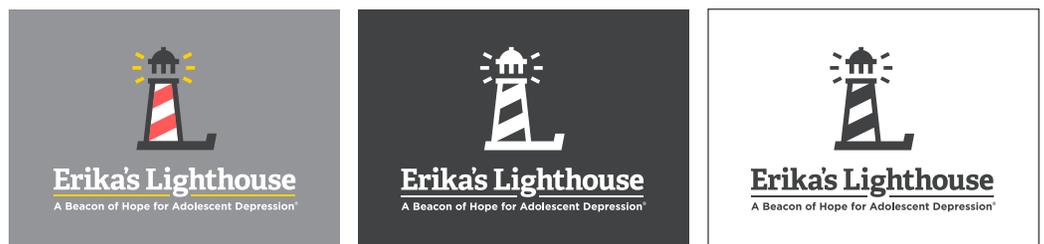


Vertical Logo



Erika's Lighthouse

A Beacon of Hope for Adolescent Depression®



Vertical Logo with Tagline



Appropriate and consistent use of the logo is necessary for presenting a unified image of the Erika's Lighthouse brand.

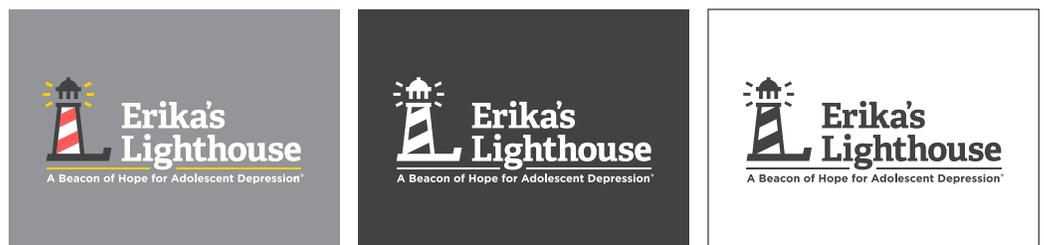
The logo comes in horizontally stacked and vertically stacked variations. Either orientation is valid, but generally, the proportions of the usage area should determine which orientation is appropriate.

In some instances—such as some types of apparel

or other merchandise, signage or black and white printing—it may be necessary to use a one-color version.



Stacked Logo



Stacked Logo with Tagline



Appropriate and consistent use of the logo is necessary for presenting a unified image of the Erika's Lighthouse brand.

The logo comes in horizontally stacked and vertically stacked variations. Either orientation is valid, but generally, the proportions of the usage area should determine which orientation is appropriate.

In some instances—such as some types of apparel

or other merchandise, signage or black and white printing—it may be necessary to use a one-color version.



Erika's Lighthouse®



Horizontal Logo



Erika's Lighthouse

A Beacon of Hope for Adolescent Depression®



Horizontal Logo with Tagline



Unacceptable Usage

Improper logo usage detracts from our image and message. Under absolutely no circumstances should the logo be changed or embellished.



Erika's Lighthouse®

Do not alter the proportions of the logo.



Erika's Lighthouse®

Do not change the colors of the logo.



Erika's Lighthouse®

Do not screen the logo back.



Do not put a box around the logo.



Erika's Lighthouse®

Do not apply a drop shadow.



Erika's Lighthouse®

Do not skew or distort.

Limitations

- If using ANY of the logos on full color, use the inverse.
- Only use the lighthouse if "Erika's Lighthouse" is clearly stated on the material or another version of the logo with the full name is used elsewhere on the same material. The lighthouse can also be used if "Erika's Lighthouse" isn't visible due to logo size such as a social media avatar.
- For letterhead, use either the horizontal stacked or horizontal options. Align to top left corner.
- Use stacked option only if logo needs to be center aligned.
- When printing materials, do **NOT** alter the logo in any way. This includes cropping it include only certain aspects.
- When using the logo, allow 0.3" of space both vertically and horizontally from corner. Always allow space on all sides.
- The logo should not be used as a headline, but should always be included on branded materials.