Cause + Career is an interactive online experience for emerging professionals who are interested in mental health advocacy as a career but may not know how to go about entering the field.

**Core Brand Adjectives**

- Innovative
- Youthful
- Easy-to-use
- Lively
- Approachable

**Secondary Brand Adjectives**

- Connected
- Empowered
- Exciting
- Inspiring
- Educational
- Engaging
- Direct
- Enthusiastic
- Affirming
- Human-centered
Emily is a young professional with 1-3 years experience in the field. She is a former Active Minds chapter member and passionate about mental health. She's unhappy in her current job and wants to leverage her experience and interest in mental health to find her next gig. However, she is not a trained clinician and she is frustrated by the limited number of opportunities she can find to pursue mental health advocacy as a career. Everything requires a clinical degree and/or license! She has asked several professionals at mental health nonprofits for career advice and inquired about jobs or volunteer opportunities at their organizations.

Nathan is an incoming senior at University of Maryland College Park and an active Active Minds chapter member. He is majoring in computer science and exploring cybersecurity as a career. Outside of school, he’s passionate about mental health, skateboarding, and playing lacrosse. He would love to think about how to take mental health advocacy into his tech career if he can, but at the moment, that feels so separate and distinct from his chosen career path.

Dan is an Active Minds chapter alum, now working as a recruiter in the tech industry. His company connects youth and young adults with virtual clinicians for mental health support. Dan is regularly looking to sign-on emerging clinicians into job roles at his company. He has a long list of job openings available and would like Active Minds’ help sharing them with the Active Minds network, knowing that there are many youth/young adults passionate about mental health.
Primary Logo Design

For use across the Cause + Career website and branded materials

Link to full logo asset library

CAUSE + CAREER™
Transforming Mental Health Passion into Profession
Logo Spacing

A guide for how much space to leave clear around the logo.

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Logo Design Variations

Full range of acceptable logo lockups for the Cause + Career branding.

Link to full logo asset library
Active Minds Logo Lockup

When showcasing official affiliation with Active Minds
One-Color Logo

The one-color version of the Cause + Career logo should only be used for print, embroidery, or embossing when only one print color is available.
Color Palette

For use across the Cause + Career website and branded materials

- **Primary Blue**
  - HEX: #3A7DDA
  - RGB: 58 126 218
  - CMYK: 75 49 00 00

- **Medium Blue**
  - HEX: #1D59AA
  - RGB: 29 89 170
  - CMYK: 92 71 00 00

- **Lavender**
  - HEX: #AB9FF
  - RGB: 171 185 255
  - CMYK: 30 23 00 00

- **Light Lavender**
  - HEX: #D9FF
  - RGB: 217 223 255
  - CMYK: 12 9 00 00

- **Lime Green**
  - HEX: #D0D922
  - RGB: 208 221 40
  - CMYK: 23 00 100 00

- **Green**
  - HEX: #AF8D22
  - RGB: 175 189 34
  - CMYK: 37 12 100 00

- **Navy Blue**
  - HEX: #003479
  - RGB: 0 52 121
  - CMYK: 100 89 25 11

- **Dark Blue**
  - HEX: #01203D
  - RGB: 1 32 61
  - CMYK: 98 83 46 55
Fonts & Typography Styles

For use across the Cause + Career website and branded materials

Headline

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Subheading

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SUBHEADING

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Geometric Pattern Elements

For use across the Cause + Career website and branded materials

Link to shape assets
Web Layouts

Examples of Cause + Career web page layouts.

Link to the Figma web design prototype