

CAUSE + CAREER™

Transforming Mental Health Passion into Profession

Brand Guide

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Overview

General description and brand adjectives

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

User Personas

Key website user identities
and descriptions

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.

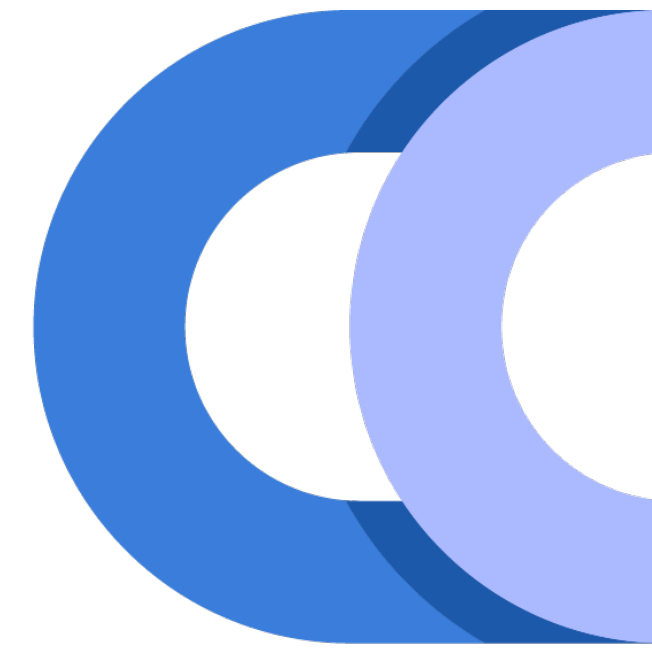
Nathan is an incoming senior at University of Maryland College Park and an active Active Minds chapter member. He is majoring in computer science and exploring cybersecurity as a career. Outside of school, he's passionate about mental health, skateboarding, and playing lacrosse. He would love to think 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](#) →



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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](#) →

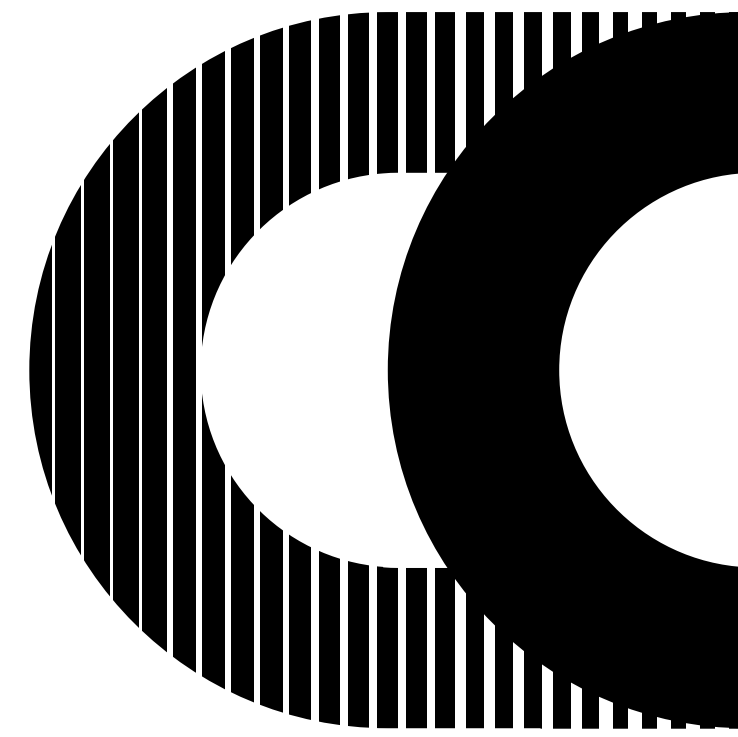
Active Minds Logo Lockup

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.



CAUSE + CAREER

Color Palette

For use across the Cause + Career website and branded materials



PRIMARY BLUE
HEX: #3A7DDA
RGB: 58 125 218
CMYK: 75 49 00 00



MEDIUM BLUE
HEX: #1D59AA
RGB: 29 89 170
CMYK: 92 71 00 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



LAVENDER
HEX: #ABB9FF
RGB: 171 185 255
CMYK: 30 23 00 00



LIGHT LAVENDER
HEX: #D9DFFF
RGB: 217 223 255
CMYK: 12 9 00 00



LIME GREEN
HEX: #D0D922
RGB: 208 221 40
CMYK: 23 00 100 00



GREEN
HEX: #AFBD22
RGB: 175 189 34
CMYK: 37 12 100 00

Fonts & Typography Styles

For use across the Cause + Career website and branded materials

[Link to Quincy CF on Adobe Typekit](#) →

[Link to Basic Sans on Adobe Typekit](#) →

Headline

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Subheading

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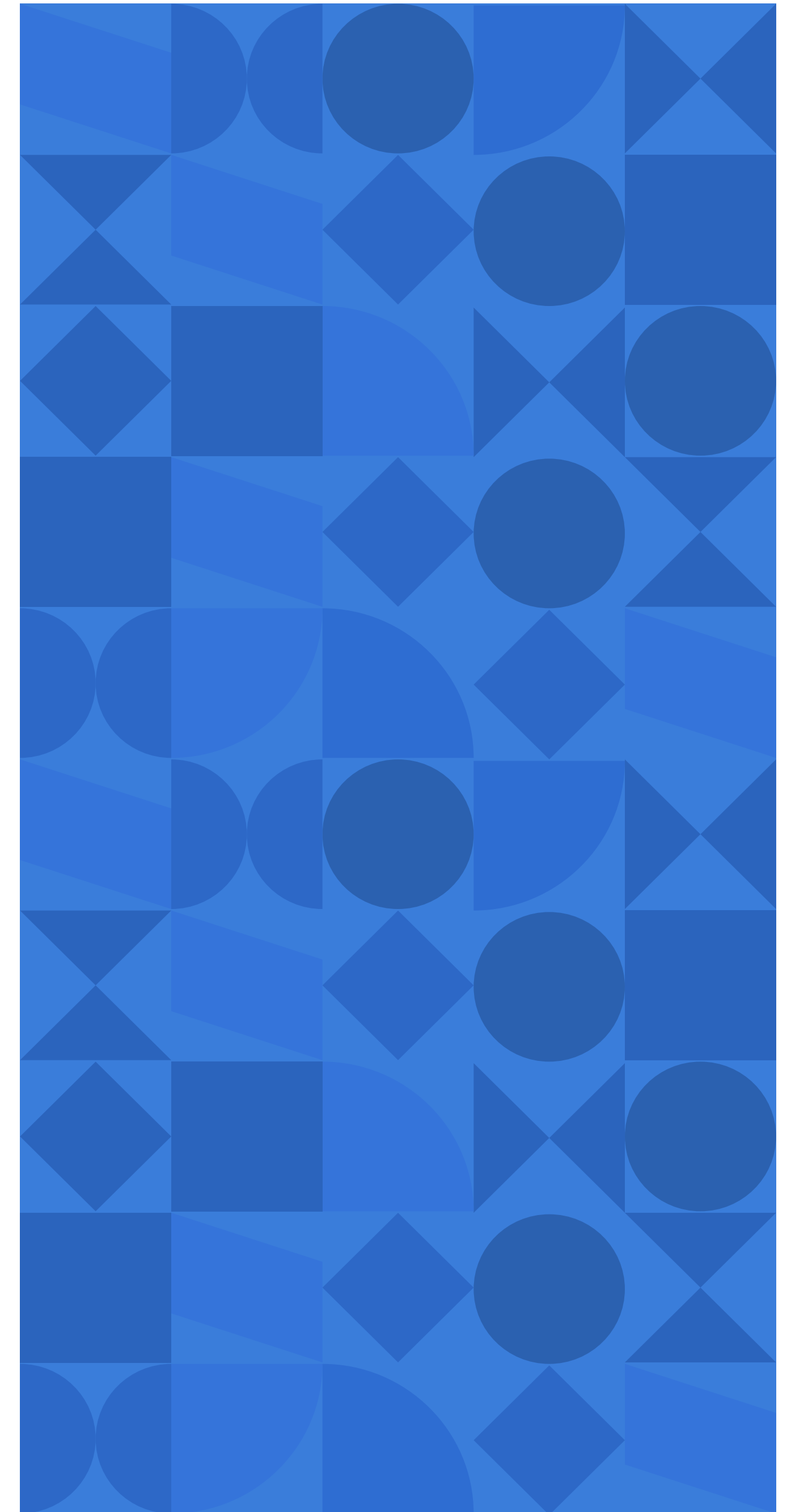
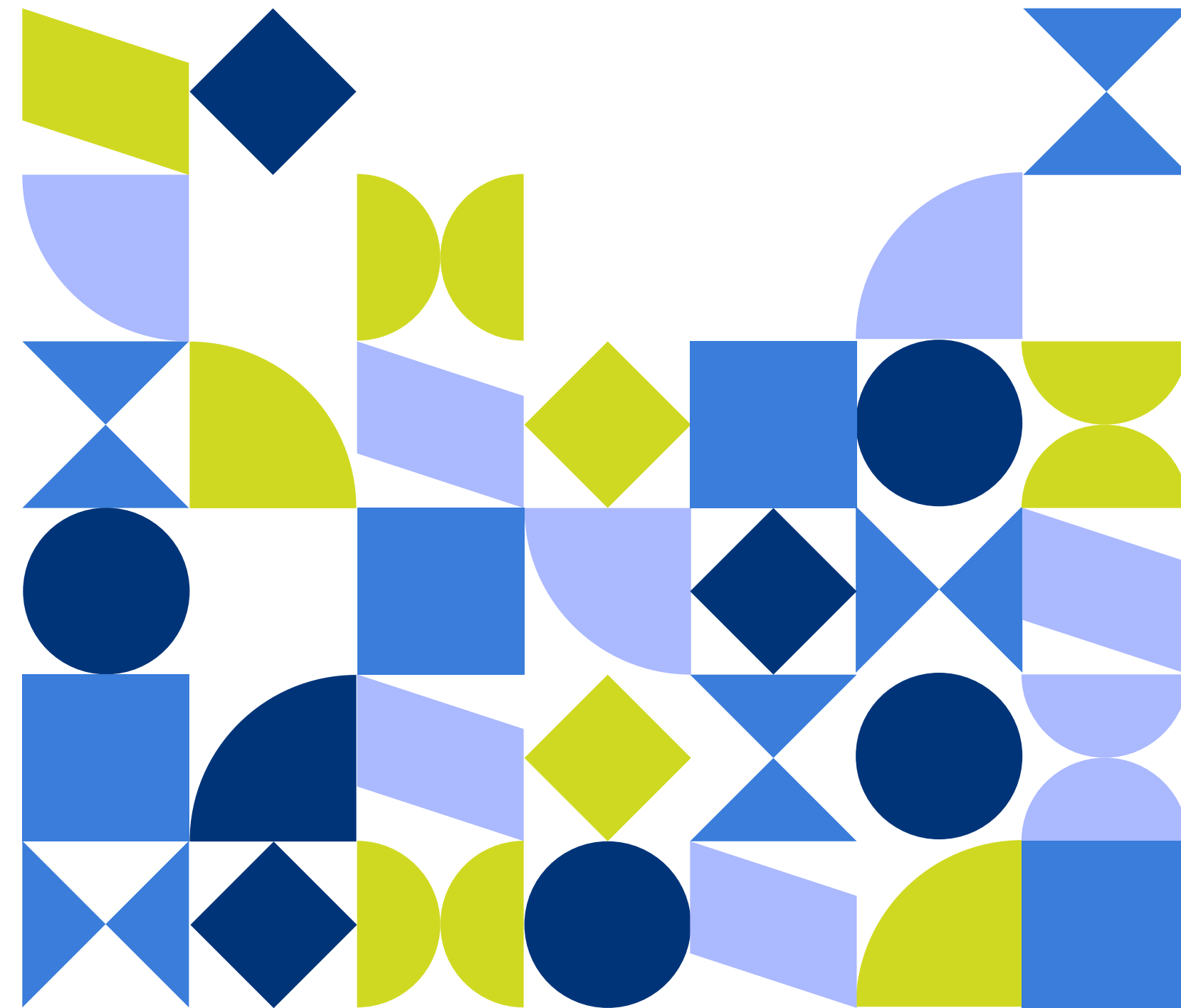
SUBHEADING

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.”

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](#)

