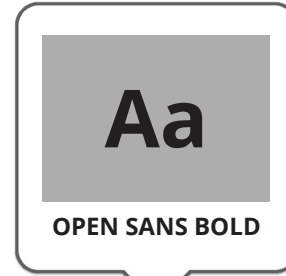




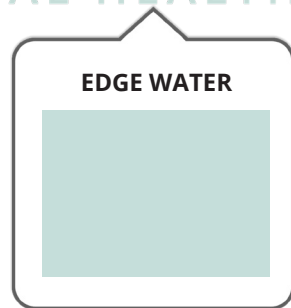
Brand Guide

v1.0 - 12.12.2023

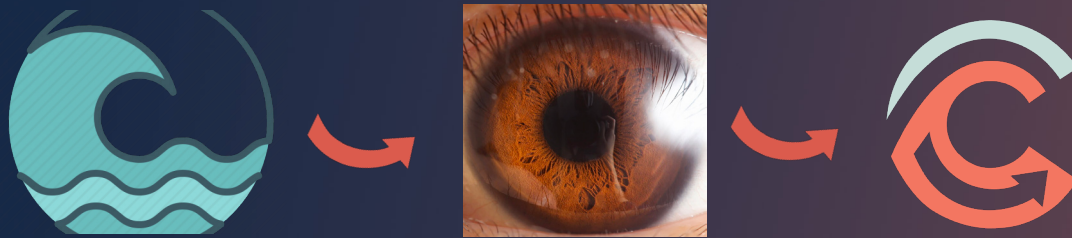
Primary Logo



ADVANCE
MENTAL HEALTH RESEARCH DONE DIFFERENTLY

The primary logo features the word "ADVANCE" in a large, bold, burnt orange-red sans-serif font. The letter "C" is stylized with a teal-colored circular arrow graphic. Below "ADVANCE" is the tagline "MENTAL HEALTH RESEARCH DONE DIFFERENTLY" in a smaller, teal-colored sans-serif font.

Secondary Logos



LOGO INSPIRATION

The emblematic “C” in our logo seamlessly blends an eye, a wave, and an arrow. Rooted in timeless symbolism, the eye serves as a metaphorical window to the soul, embodying ADVANCE’s human-centric approach to mental health. The wave represents our goal of creating ripples and expanding mental health interventions through scalable strategies. Meanwhile, the arrow symbolizes ADVANCE’s vision to advance mental health through innovative prevention and promotion research.

Banner

The ADVANCE logo should always come with the EU emblem:



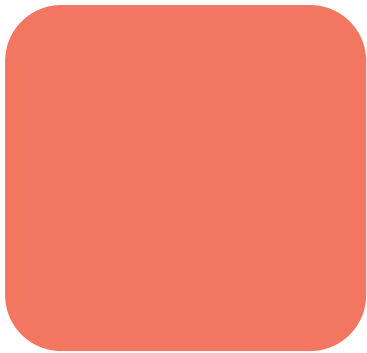
**Funded by
the European Union**

All communication materials should also bare the following disclaimer statement:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”

Colors

Main color



BURNT SIENNA
#F37662

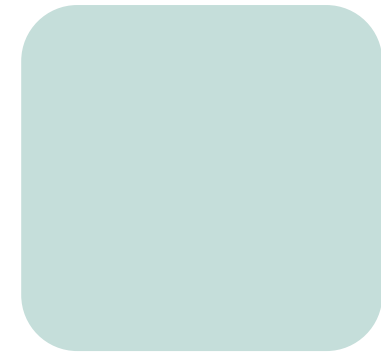
Accent colors



BLUE ZODIAC
#172946

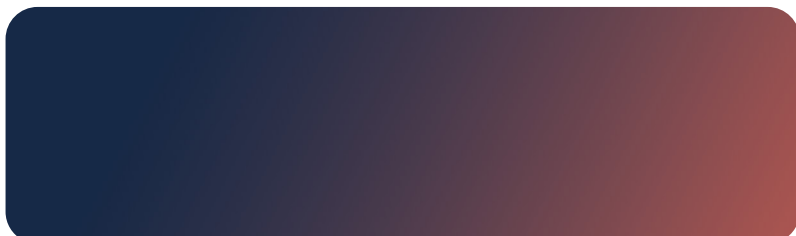


DEEP SEA GREEN
#0A5963



EDGE WATER
#C5DDD8

Gradients



Typography

Open Sans

Bold

AaBbCcDd
12345

Regular

AaBbCcDd
12345

For most materials.

CLAIRE HAND

BOLD

AABBCCDD
12345

REGULAR

AABBCCDD
12345

FOR MATERIALS THAT REQUIRES MORE PLAYFUL TONE.

ABOUT US

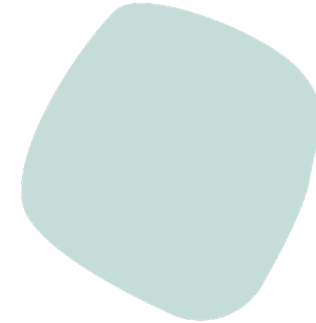
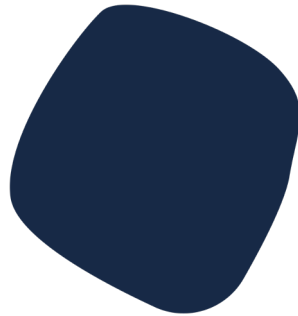
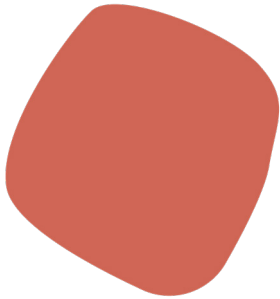
Mental health research with vulnerable populations

ADVANCE aims to develop, assess, and share strategies rooted in a social justice and human rights perspective. These strategies focus on implementing and expanding cost-effective mental health promotion and prevention initiatives tailored for vulnerable populations in a dynamic European landscape.

THANK YOU FOR CO-CREATING THIS PROJECT WITH US.

TAKING CARE OF YOUR MENTAL HEALTH IS AN ACT OF SELF-LOVE.

Elements



Style

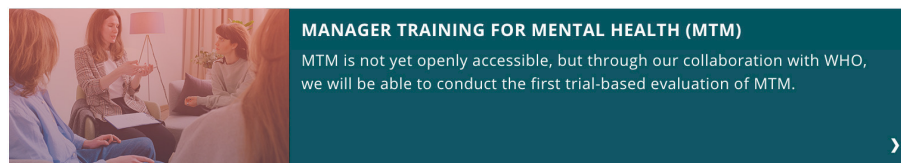
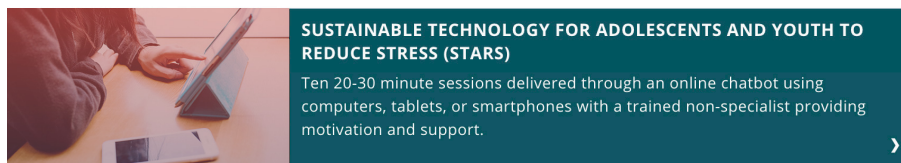


Web style

Buttons with thumbnail (square)



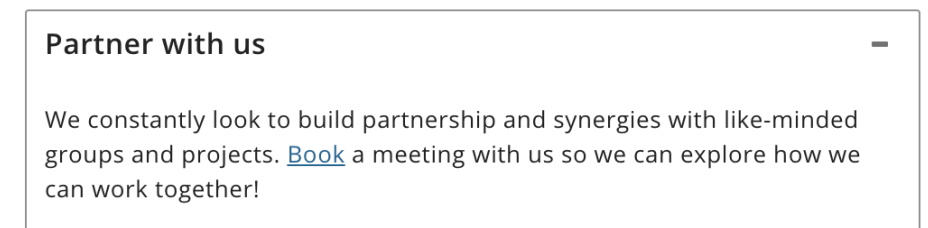
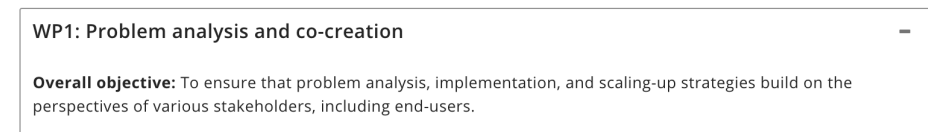
Buttons with thumbnail (horizontal)



Buttons without thumbnail



Expandable button (neutral)

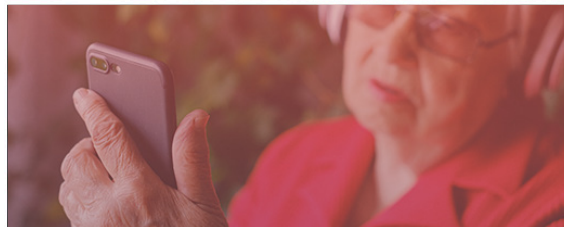


Content box (neutral)



Self Help Plus (SH+)

SH+ is WHO's 5-session stress management course for large groups of up to 30 people that uses pre-recorded audio and an illustrated guide to teach stress management skill.



Doing What Matters in times of stress (DWM)

Doing What Matters in times of stress (DWM) is a smartphone-based intervention, delivered over five weeks with a trained facilitator. It teaches strategies for handling daily stress through mindfulness and relaxation exercises.



EMPOWERING MINDS

Empowering Minds is a podcast by Mental Health Europe featuring conversations with mental health experts, psychologists and psychiatrists, practitioners and people with lived experience. Mental health is approached from an intersectional perspective, addressing the stigma around this topic and empowering the listeners on their mental health journey.



Funded by



The ADVANCE project has received funding from the EU Horizon Programme under Grant Agreement No. 101080323

Project: ADVANCE - Addressing mental health vulnerabilities from adolescence to older age: innovating prevention science for times of change

Period: 2023-2028

Website co-branding

We've chosen these buttons and boxes from the University of Copenhagen's website templates for ADVANCE. Since our website is hosted at UCPH, we need to adhere to some of the university's web styling. However, we have the freedom to experiment with photo filters to align with the project's brand guide.

Language and tone

Advocacy-driven

Empowering

Friendly

Innovative

Mental Health: The Power of Language -- glossary of terms and words



For all dissemination and communication materials, ADVANCE will be guided by the glossary of terms and words released by MHE, in order to contribute to paving the way to de-stigmatisation.

<https://www.mhe-sme.org/wp-content/uploads/2023/10/MHE-Glossary-of-terms-and-Definitions.pdf>