

The top and bottom corners of the page feature decorative geometric patterns. The top-left corner has a pattern of overlapping chevrons. The top-right corner has a pattern of overlapping chevrons and a large upward-pointing arrow. The bottom-left corner has a pattern of overlapping chevrons and a large downward-pointing arrow. The bottom-right corner has a pattern of overlapping chevrons. All patterns are in a light orange color against the dark orange background.

e|elevate

Brand Identity Guidelines and Communications Toolkit

May 2023

Elevate Youth California Youth Substance Use Prevention Program Brand Identity Guidelines and Communications Toolkit



YOUTH CALIFORNIA



Elevate Youth California, a project of The Center at Sierra Health Foundation under contract with the State of California's Department of Health Care Services (DHCS), is funded through the DHCS Proposition 64 California Cannabis Tax Fund, Allocation 3, Youth Education, Prevention, Early Intervention, and Treatment Account.

www.elevateyouthca.org

Acknowledgements and Logo Guidelines

It is important for community members to know how your Elevate Youth California work is funded. Materials, printed or online, must adhere to the guidelines in this document. Following are guidelines for the use of acknowledgements and logos.

ACKNOWLEDGEMENTS

The following statement(s) must be included for public announcements and materials, including flyers and pamphlets, about your work:

“Elevate Youth California supports this project through Proposition 64 funds. The California Department of Health Care Services contracts The Center at Sierra Health Foundation to support the implementation of this program.”

For public announcements and materials where space is limited (such as videos or social media), you may use this abbreviated funding statement: “This project is supported by Elevate Youth California and funded through Proposition 64.”

If your work is supported by other funders, include them as well.

LOGO GUIDELINES

Please use the Elevate Youth California logo with your event and project materials.

Except for sizing, the logos must not be altered in any way. When placing the logo and resizing, be sure to lock the aspect ratio so that the logo does not become distorted.

If you have any questions, need logo files or to share document proofs, please contact The Center Communications team at communications@shfcenter.org.



Logo Treatment – Color & Black



YOUTH CALIFORNIA

COLOR
Horizontal logo



YOUTH CALIFORNIA

BLACK
Horizontal logo
When using color isn't an option



COLOR
Horizontal logo & Icon/Social media



BLACK
Horizontal logo
When using color isn't an option









Color Palette

PRIMARY COLOR PALETTE

When sending collateral off to print, we must ensure that the colors stay as close to the originals as possible. The Pantone Matching System (PMS) colors below should be used for print, as they are meant to be consistent from printer to printer. Print shops have to guarantee that they can reproduce the colors in PMS swatches, so you will always be able to get the color needed.

○ The logo must be used in the primary orange color, black or white.

Secondary colors should be used as accent colors only, when appropriate. They must also be accompanied by the primary orange color.

	Coated	Uncoated	
DHCS Orange	 PANTONE 158C	 PANTONE 158U	Hex: #E47225 RGB: 228.114.37
DHCS Yellow	 PANTONE 137C	 PANTONE 137U	Hex: #F9A71C RGB: 249.167.28
DHCS Blue	 PANTONE 648C	 PANTONE 108-16U	Hex: #17315a RGB: 23.49.90
DHCS Teal	 PANTONE 117-15C	 PANTONE 117-15U	Hex: #2d6e8d RGB: 45.110.141

Logo – Reversed Logo Options



ON PRIMARY PALETTE
Reverse 100% White Only



ON GRAY
Reverse 100% White Only



ON BLACK
Reverse 100% White Only

Spacing/Minimum Size/Misuse – Badge Logo



CLEAR SPACE
0.25" of Space on Each Side

1.5" WIDTH MINIMUM SIZE
Allowed for Print

108 PIXELS WIDTH MINIMUM SIZE
Allowed for Web



**DO NOT USE
OTHER COLORS**



DO NOT DISTORT



**DO NOT
ADD EFFECTS**



DO NOT ROTATE

Typography – Print

HEADLINE TYPEFACE

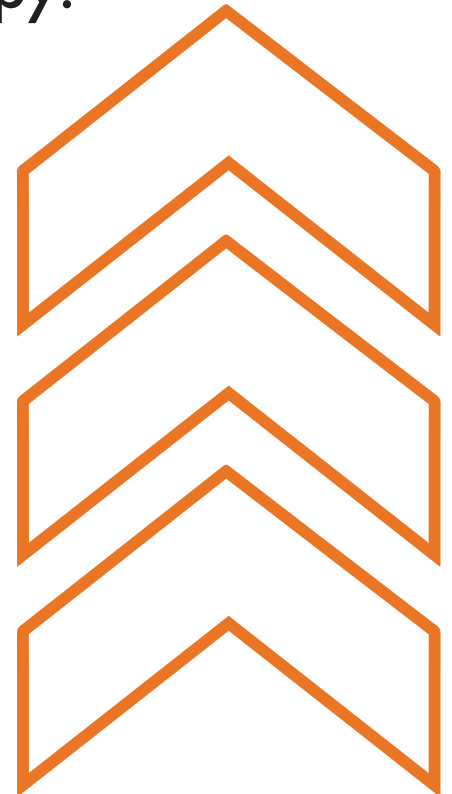
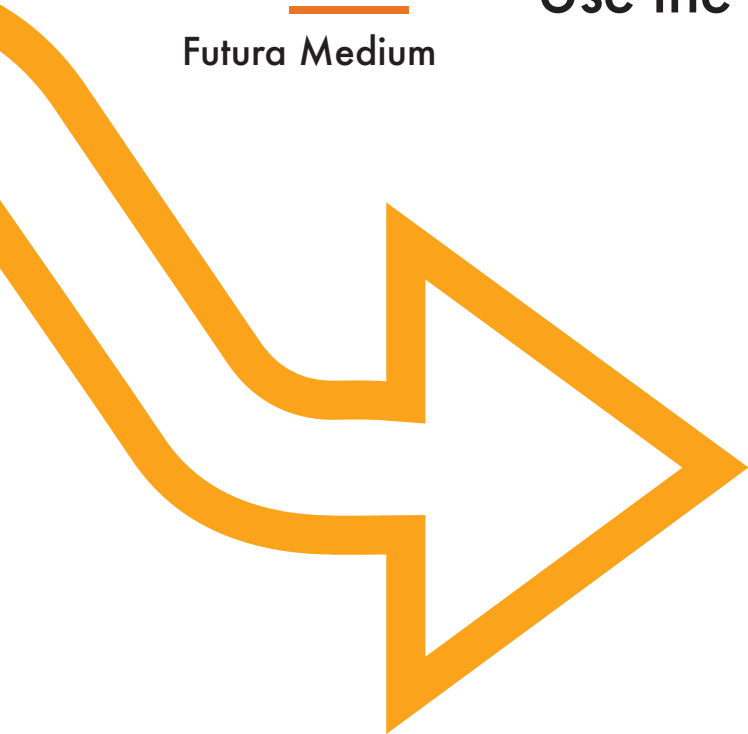
Futura Bold

Use the Futura Bold font for Headlines.

BODY COPY TYPEFACE

Futura Medium

Use the Futura Medium font for Body Copy.



Graphic Elements



GRAPHIC ELEMENTS

The graphic elements/linework are an abstract and modern take on the feeling/aesthetic, which represent upward movement that should be used on marketing material.

These elements are used to express what the Elevate Youth California project stands for. We use graphic elements to help enforce the message when words aren't always an option.

These elements can act as a framing device for both messaging and photography. Elements also help the viewer through the composition and should be used to support the message.



Social Media Toolkit

Thank you for your partnership in the Elevate Youth California Youth Substance Use Disorder Prevention Program! We need your help telling the stories and accomplishments that communicate the impact in your communities, and we hope these tools and guidelines will help make it easy for you to share the great work you are doing.

Please include the Elevate Youth California approved logo and/or the abbreviated funding statement provided in this toolkit.

TIPS

Below are a few quick tips to help you make the most of your social media posts to promote the campaign on Facebook, Twitter, Instagram and other platforms.

- Use videos and photos when possible.
- Connect with partners. Ask them to share posts or promote content.
- Engage with our social media handles through likes, mentions and shares.

HASHTAGS

- #ElevateYouthCA
- Please tag @thecentershf on your social media posts to share with us your ideas for additional campaign hashtags!

TAGS TO USE

- @elevateyouthca ([Facebook](#), [Instagram](#), [Twitter](#))
- @thecentershf ([Instagram](#), [Twitter](#))
- California Department of Health Care Services ([Facebook](#) and [Linkedin](#))
- Each other's – lift up your fellow Elevate Youth California partner organizations and advocates!

You can find a full list of partners on the [ElevateYouth California website](#).

SAMPLE POSTS ON NEW PARTNERSHIP

- Looking forward to working on the #ElevateYouthCA project to reduce stigma and provide education of substance use disorder that recognizes the history of unjust criminalization and the importance of community health! Learn more at [elevateyouthca.org](#) or [insert partner website or other contact information] @elevateyouthca @thecentershf

- We're proud to join the effort to bring healing and culturally responsive wrap around care to youth substance use prevention efforts, in partnership with the California Department of Health Care Services and @thecentershf through the #ElevateYouthCA project! Learn more at [elevateyouthca.org](#) or [insert partner website or other contact information] @elevateyouthca

Please contact The Center communications team at communications@shfcenter.org for questions and additional information.

SAMPLE POST



Media Toolkit

Following are tips we hope will be helpful if you choose to make a public announcement about your partnership with the DHCS-funded program, Elevate Youth California, administered through The Center.

Please note, the following statement should always be shared, “Elevate Youth California (EYC) is a program of the California Department of Health Care Services (DHCS) funded through Proposition 64 California Cannabis Tax Fund, Allocation 3, Youth Education, Prevention, Early Intervention, and Treatment Account.”

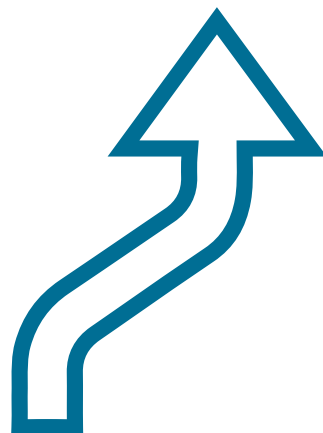
TIPS

- Your news release should always cover the who, what, where, when, why and how of your news. The why is usually most interesting, so build your quotes and supporting paragraphs around that.
- Write as if you are writing a news story for your local paper. Small news outlets are often short on content and staff. A well-written news release may get published as is.

- Consider the storyline of your release—is there a beginning, middle and end? If you didn’t know anything about this story, would you consider this newsworthy and understand why this is important to the community?

HEADLINES AND SUB-HEADS

- Make sure your headline is active, specific and signals a newsworthy item. Focus on the verb: Organizations use news releases when they are announcing, unveiling, launching, applauding, condemning, introducing, awarding or hosting something. If you don’t have a clear verb, you may not need a news release.
- Use your sub-head for context or more detail.



MAIN BODY

- The opening paragraph should cover your most newsworthy information [e.g., X organization has been awarded \$X for youth substance use prevention activities through Elevate Youth California, a project of The Center at Sierra Health Foundation under contract with the California Department of Health Care Services (DHCS).]
- Keep language objective, like they would use in a news story (e.g., “The Center has released a new report on the impacts of its Elevate Youth California program.”).
- If appropriate, include up to three quotes that lift an important voice and add new information – this is where opinions can be expressed and you can use first-person language (e.g., “I believe this will be a valuable tool.”).
- Use bullet points to break up lists or other information.
- No longer than two pages.
- Formatting: 1” margins, 12 pt. font.

Please contact The Center Communications team for assistance at communications@shfcenter.org.

Media Toolkit

SAMPLE PRESS RELEASE



YOUTH CALIFORNIA

[Insert Your Logo to the right of the Elevate Youth California logo]

FOR IMMEDIATE RELEASE

DATE

Contact: Name

E-mail and Phone Number

Headline

Subheadline

Location (e.g., Sacramento, Calif.) – Opening paragraph: One to two sentences with the most newsworthy information – briefly, what is happening and to/with whom?

One paragraph: Why is this story important? Is there new or concerning or exciting data? What will be the impact on the community? Who will it impact?

Paragraph: Quote – Feature your organization’s leadership, a partner, young person/community member.

One to two paragraphs: Background information – How will this happen? How does the program work? What is the timeline?

One or two more quotes or paragraphs to fill out the story, lift up voices essential to the storyline.

Final paragraph: Call to action – How can people get involved or learn more? Is there something you need the audience to do?

###

About Organization: *One to two sentences about your organization. Learn more at link to website.*

Required Language

Always use this funding statement when referencing the funding for Elevate Youth California:

Elevate Youth California (EYC) is a program of the California Department of Health Care Services (DHCS) funded through Proposition 64 (Prop 64). This statewide program provides funding and technical assistance for organizations that are developing or increasing community substance use disorder prevention, outreach and education focused on youth. Sierra Health Foundation: Center for Health Program Management (The Center) is contracted to support the implementation of EYC.

