Brand Identity Guidelines and Communications Toolkit

September 2026

Table of Contents

Acknowledgements and Logo Guidelines	3
Logo Treatment	4
Color Palette	5
Logo	6
Spacing/Minimum Size/Misuse	7
Typography	8
Graphic Elements	9
Writing Guidelines	10
Social Media Toolkit	11
Website Announcement	12-14
PowerPoint Presentation	15-16

elevate YOUTH CALIFORNIA

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







Elevate Youth California 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. Sierra Health Foundation: Center for Health Program Management (The Center) is contracted to support the implementation of EYC.

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 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. Sierra Health Foundation: Center for Health Program Management (The Center) is contracted to support the implementation of EYC."

For public announcements and materials where space is limited (such as videos or social media), you may use either of these abbreviated funding statements:

"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."

"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 support with logo files or would like to share document proofs for review, please contact The Center's Communications team at communications@shfcenter.org.

Logo Treatment – Color & Black

Always use these main logos first.



COLOR
Horizontal logo



BLACK
Horizontal logo
When using color isn't an option

Use the simplified variation in places where the full program name is already known, the full logo has already been spelled out, or the full name of the official logo is too small to read.





COLOR
Horizontal logo & Icon/Social media





BLACK
Horizontal logo
When using color isn't an option

Color Palette

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

The EYC color palette includes DHCS Orange, DHCS Blue, DHCS Teal, and DHCS Yellow. Use the colors as follows:

- **DHCS Orange:** Primary brand identifier and accent color. Orange should be used thoughtfully and sparingly when covering large areas because of readability and accessibility considerations. No more than 20% of a page or composition should be DHCS Orange. Do not use DHCS Orange for text. Do not place light-colored text on a DHCS Orange background.
- **DHCS Blue:** Primary content color. Avoid pairing DHCS Blue backgrounds with DHCS Teal text. Use white text instead when text appears on a DHCS Blue background.
- **DHCS Teal:** Navigation, headings and structural elements. Avoid using DHCS Teal text on a DHCS Blue background, and avoid using DHCS Blue text on a DHCS Teal background. Use white text instead when text appears on a DHCS Teal background.
- **DHCS Yellow:** Supporting accent color used sparingly and only where sufficient contrast can be maintained. No more than 20% of a page or composition should be DHCS Yellow.

Accessibility Requirements

- Always confirm sufficient color contrast between text, graphic elements and background colors.
- Prioritize readability and accessibility when selecting color combinations.
- When in doubt, use black, white or high-contrast color pairings that meet accessibility standards.

	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 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 – Font

HEADLINE	SUBHEAD	BODY COPY	FALLBACK
Futura Bold (or Segoe UI Bold)	Futura Medium (or Segoe UI Semibold)	Futura Medium (or Segoe UI Regular)	Arial

Use DHCS Teal for headings and structural labels. DHCS Blue may be used for prominent titles and primary content, including body copy. Black may be used when needed for readability. Use DHCS Orange only as a limited accent and not as the default headline color. Do not use light colored text on an orange background.

Primary brand font: Futura Bold (headlines) and Futura Medium (body copy)
While Futura remains the official EYC brand typeface, it may not always be available and may require additional software licensing or font purchases.
To support accessibility, usability, and consistency:

- **Preferred alternative font:** Segoe UI
- **Secondary alternative font:** Arial

Segoe UI is the recommended substitute for PowerPoint presentations, Microsoft Office documents and other branded materials when Futura is unavailable. Arial may be used when neither Futura nor Segoe UI is available.

When considering font colors, look up your text color contrast using WebAIM's online color contrast checker.

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.

Access graphic elements and artwork files here.





Writing Guidelines

GENERAL WRITING TIPS

- *Keep it simple:* The most effective writing is clear, concise, and accurate. The more clearly something is explained, the easier it is to understand. The easier something is to understand, the less likely it is to be misunderstood.
- *Keep it consistent:* Use consistent style, formatting, and acronyms throughout your document.
- *Proofread carefully:* Do not depend on spellcheck. Review your content for redundancy, missing words, and grammatical and punctuation errors.

PUNCTUATION

- *Commas:* Use a comma to separate three or more items in a series. Use a comma before the last item in a series (Ex: The ribbons were colored blue, green, and yellow.). When a complete date is given, a comma follows the year (Ex: September 22, 2025, is the first day of fall.).
- *Space after a period:* One space follows a period at the end of a sentence.
- *Exclamation points:* Avoid overuse – excessive use may diminish the impact of genuine excitement or emphasis.

ACRONYMS

- Always spell out the full name of the program or department the first time it is used, followed immediately by the acronym in parentheses. For example: Elevate Youth California (EYC) or Department of Health Care Services (DHCS).





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 and promote the campaign on Facebook, 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) @thecentershf (Instagram)
- 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 Elevate Youth 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



Website Announcement

Following are suggested tips and guidelines to reference if you choose to make a website announcement about your partnership with the DHCS-funded program, Elevate Youth California, administered through The Center.

GENERAL LAYOUT

- Header
- Posted Date
- Author
- Hero picture with description of picture drawing connection to the announcement's purpose. Be sure to credit the photo.
- Main Body
- Closing
- Contact Information

HEADLINES AND SUB-HEADS

- Make sure your headline is clear, active, specific, and signals a newsworthy item.
- Focus on the verb: Organizations use website announcements when they are announcing, unveiling, launching, applauding, introducing, awarding, or hosting something.
- Use your sub-head for context or more detail *(optional)*.

Announcing Our New Collaboration with Elevate Youth California

Partnering with Elevate Youth California to Empower Youth-Led Change

POSTED DATE

- Include the date the announcement is published to keep content timely and relevant.

AUTHOR

- List the name or role of the person or team responsible for the post *(optional)*.

HERO PICTURE WITH DESCRIPTION

- Choose a high-quality, relevant image that reflects youth engagement, community, or program activities.
- Include a short caption that connects the image to the purpose of the announcement.

MAIN BODY

- The opening paragraph should cover your most newsworthy information.

X organization has been awarded $X for youth substance use prevention activities through Elevate Youth California, a California Department of Health Care Services program administered by The Center at Sierra Health Foundation.

- Keep language objective, and mention any specific programs, events, or outcomes that are part of the collaboration.

Youth ages 18 to 26 will be trained as advocates and supported in their SUD prevention education initiative for their peers in Sacramento County.

- If appropriate, include up to three quotes that lift an important voice (youth leader, staff member, or community partner), add new information, and/or add authenticity – this is where opinions can be expressed and you can use first-person language.

Website Announcement (cont.)

"By and large, this promotes and supports staffing," said Bright Futures for Youth Executive Director Jennifer Singer on the grant. (Bright Futures for Youth, 2022)

- Use bullet points to break up lists or other information.

CLOSING AND CONTACT INFORMATION

- Reaffirm your commitment to the shared goals of the partnership.
- Invite readers to learn more or get involved.
- Provide a contact name, email, and/or phone number for readers who want more information.

FUNDING STATEMENT

Always include the following funding statement (copy and paste at the very bottom of your announcement):

"Elevate Youth California 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. Sierra Health Foundation: Center for Health Program Management (The Center) is contracted to support the implementation of EYC."

EYC BRANDING AND FORMATTING

- Include the EYC logo parallel to your organization's logo.
- No longer than a five-minute read.

ACCESSIBILITY

- Use appropriate font color and size to ensure readability. Ensure sufficient color contrast between background colors.
- Include alternative text describing all pictures, including clip art.
- Make it easy for users to navigate, find content, and determine where they are on your website.
- Provide captions and transcripts for all audio and video content.
- Whenever possible, test website readability with assistive technologies like screen readers.



Website Announcement (cont.)

Sample Website Announcement

[Insert Your Logo]

elevate YOUTH CALIFORNIA

Headline
Subheading

Partnering with Elevate Youth California to Empower Youth-Led Change

Posted on [DATE] by [AUTHOR]



Image Description: *Youth advocates share their story to be leaders for change.*

Opening paragraph: One to two sentences with the most newsworthy information – briefly, what is happening and to/with whom?

> *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).*

One paragraph: Why is this announcement important? What will be the impact on the community? Who will it impact?

> *Youth age 12 to 26 will be trained as promoters and supported in their efforts to educate their peers on the adverse effects of cannabis and other substances in Santa Barbara County.*

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

> *"By and large, this promotes and supports staffing," said Bright Futures for Youth Executive Director Jennifer Singer on the grant.*

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 voices essential to the storyline

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

Required language

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

> *Elevate Youth California 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. Sierra Health Foundation: Center for Health Program Management (The Center) is contracted to support the implementation of EYC.*

[ORGANIZATION] can be reached at [EMAIL] for more information on how to become a part of our EYC program.

PowerPoint Presentation

Following are suggested tips and guidelines to reference when creating a PowerPoint presentation that highlights your work as a funded partner of Elevate Youth California.

STYLING AND FORMATTING

- Use the styles in the provided Power-Point files as templates:
  - EYC Program Update PowerPoint
- Headings are DHCS Teal.
- Bullet points are DHCS Orange. (don't add icons or images for bullets – use the default style).
- Font size is at least 18pt or larger.
- Keep the font sizes as consistent as possible across slides.

WHAT MAKES A GOOD SLIDESHOW?

- Concise and conversational
- Easy to read, easy to follow
- Flows naturally
- Visual aids that are simple and intentional
- Aim for about one minute per slide

USE OF VISUALS

- "Show, don't tell" – don't write out your whole script within the PowerPoint; the PowerPoint is to show the points you're already making orally, visually.
- Write out the necessary information in bite-size points, show visually what would be more quickly understood visually.
- Use visuals to add to your point, not for decoration.
- Keep readability and accessibility in mind for visuals, too.

ACCESSIBILITY

- Use high-contrast colors (check by using WebAIM's online color contrast checker) and ensure text stands out clearly against the background.
- Keep font size at least 18pt for body text.
- Provide descriptive alternative text for all visuals, charts, and graphics.
- Use slide titles: every slide should have a clear, unique title to help users navigate the presentation.
- If using video or audio, provide captions or a written transcript.
- Use PowerPoint's built-in Accessibility Checker to identify and fix issues before sharing.

Components of the PowerPoint Presentation

Using the Elevate Youth California PowerPoint Template

Components, Accessibility, Presenting, and Design

Alternate Title Slide Option

Replace the image to the right, be sure to add alternative text



Program Background and Use Guidelines

- This presentation is provided by Elevate Youth California (EYC), a program of the California Department of Health Care Services (DHCS), funded through the Proposition 64 California Cannabis Tax Fund Allocation 3, the Youth Education, Prevention, Early Intervention, and Treatment Account (YEPEITA). DHCS contracts with Sierra Health Foundation: Center for Health Program Management (The Center) to administer EYC. EYC provides funding and technical assistance for organizations to implement projects that prevent youth substance use disorder (SUD).
- All material appearing in this presentation, except that taken directly from copyrighted sources, is in the public domain and may be reproduced or copied without permission from DHCS or the authors. Citation of the source is appreciated. Do not reproduce or distribute this presentation for a fee without specific, written authorization from DHCS. This presentation will be recorded and posted on the EYC website.

Speaker(s) Slide

First and Last Name, Title of Speaker, *Organization*



First and Last Name, Title of Speaker, *Organization*



First and Last Name, Title of Speaker, *Organization*



First and Last Name, Title of Speaker, *Organization*



Tables

- Include a data table for all charts (pie charts, pie graphs, line graphs etc.) to ensure accessibility.
- Try to describe Venn diagrams, life cycles, pyramids, or other visual elements in the text of the slide as well as in the image.
- Do not merge cells in tables.
- Add column headings to your table.
- Keep your tables simple.

EYC Black Iconography



Questions?

Thank you!

Please email any questions to elevateyouthca@shfcenter.org



ACCESS THE POWERPOINT PRESENTATION TEMPLATE HERE:

EYC Program Update PowerPoint