

Mission Statement

Chadwick Mental Health Resources Centre is a hub that aims to remove the stigma around mental health and substance abuse through information, education and support to children, youth and families across BC.

Organization Goals

- To help children, youth, and families by supporting their needs surrounding mental health
- To provide quality education and resources that will help people long-term
- To make people feel welcomed, comfortable, and safe
- To remove the stigma around mental health



hand in hand with you and yours Tagline

Minimum Size

1" x 0.71"



Control Space

.25" on all sides



Corporate Colours



PMS	7696C	PMS	Cool Gray 8C
CMYK	56 9 9 21	CMYK	23 16 13 46
RGB	99 153 174	RGB	136 139 141
HEX	6399AE	HEX	888B8D

Black and White Logo



Extended Colour Palette



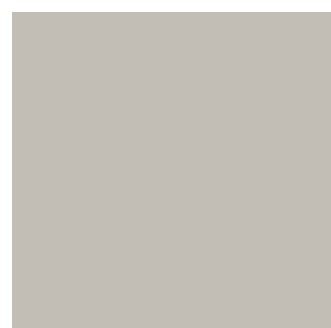
PMS 446C
 CMYK 54 27 36 82
 RGB 63 68 68
 HEX 3F4444



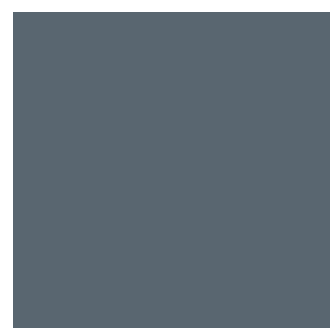
PMS 5655C
 CMYK 6 0 13 16
 RGB 200 213 185
 HEX C8D5B9



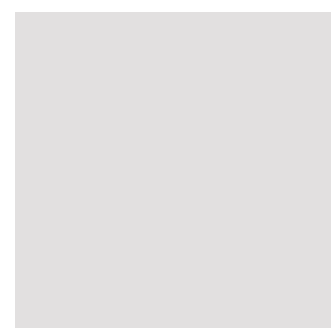
PMS 7696C
 TINT 62%



PMS 400C
 CMYK 0 4 12 20
 RGB 205 197 180
 HEX CDC5B4



PMS 431C
 CMYK 29 10 0 54
 RGB 84 106 118
 HEX 546A76



PMS Cool Gray 8C
 TINT 19%

Corporate Typography

Aa

Orchidea Pro Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Aa

Orchidea Pro Medium Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Aa

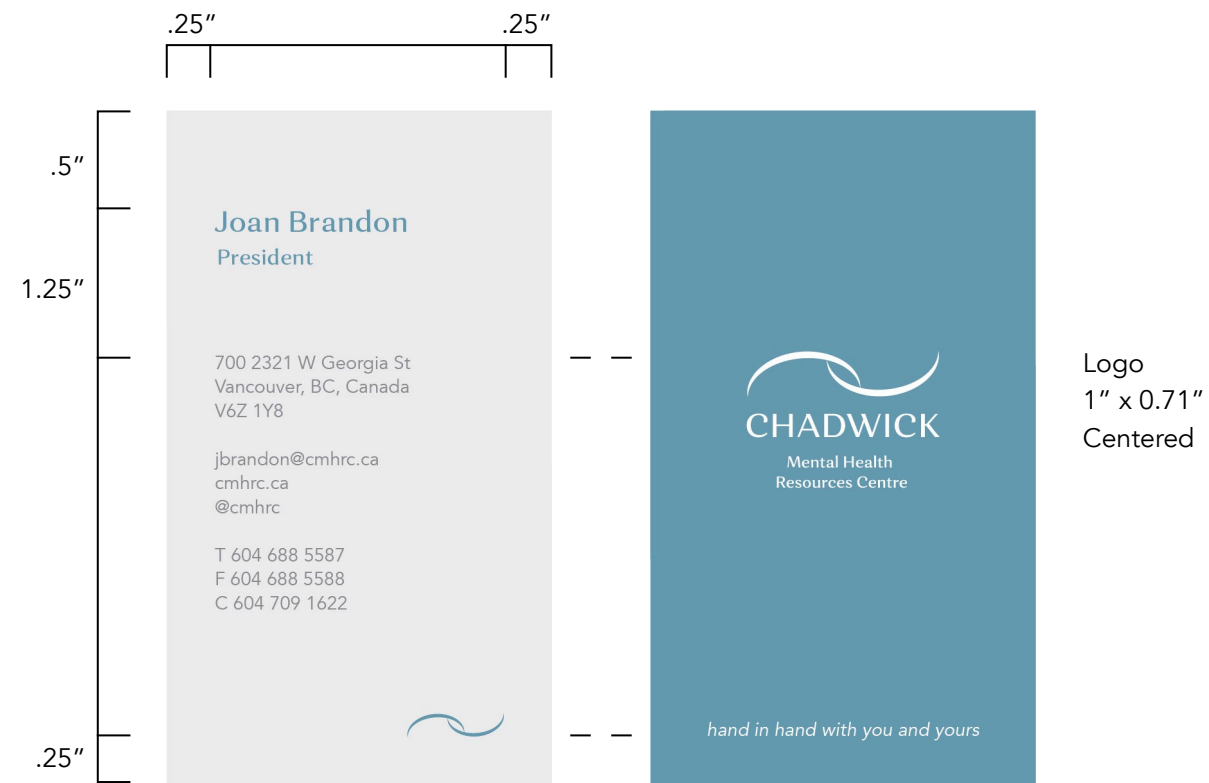
Avenir Book
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Additional Notes

- Headings and titles should be set at 16/21
- Body copy should be set at 10/14
- Use Avenir for internal documents

Business Cards

2" x 3.5"



Letterhead

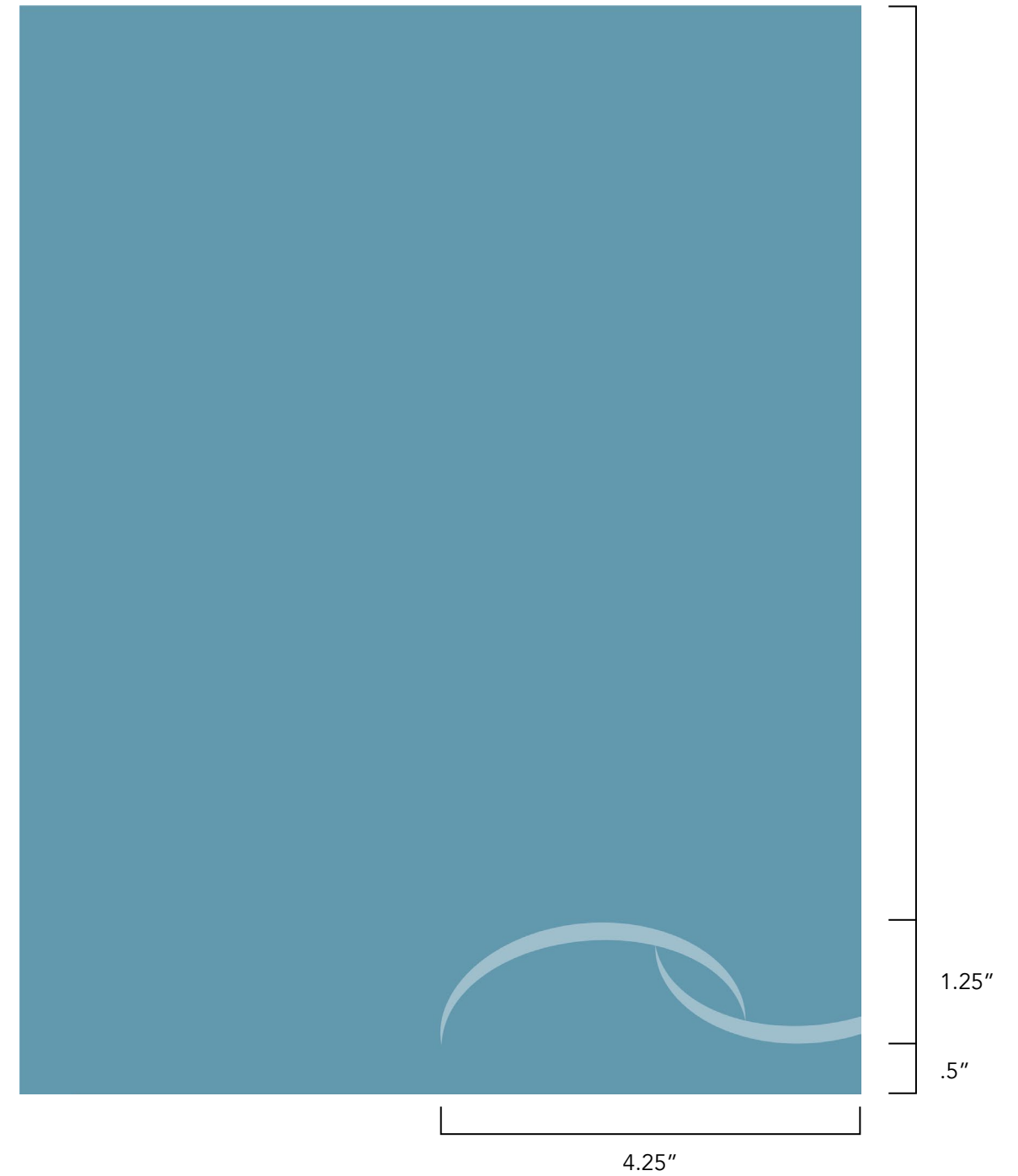
8.5" x 11"



Second Sheet



Backside



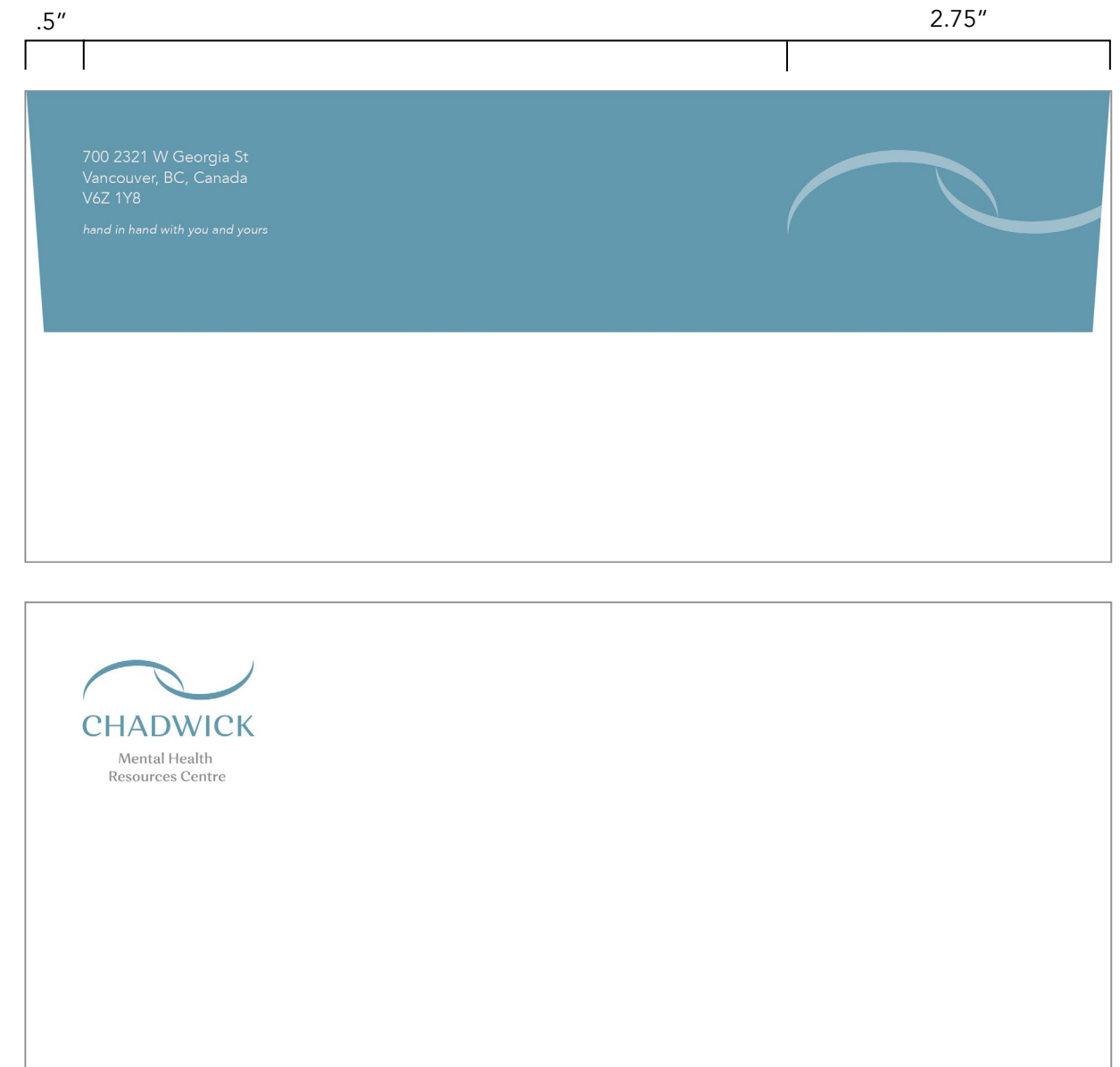
Mailing Label

5" x 4"



No. Ten Envelope

9.5" x 4.125"



Envelope Mockup



Brand Touchpoints

- Business cards
- Letterhead
- Mailing label
- Envelopes
- Brochures
- Textbooks
- Educational booklets
- Notebooks
- Post-it notes
- Stickers
- Newsletters
- Uniform
- Annual Reports
- Event posters
- Vehicle wrap
- Signage
- Advertisements
- Greeting cards
- Invoice
- Social Media
- Online advertising
- Retargeting ads
- Website
- Flyers
- Online articles