HEALING MINDS POWERING COMMUNITIES

Hyperakt | FOUNTAIN HOUSE

Authoritative & Trustworthy

Compelling & Digestible

Community & Connection

- Momentum, Action
- Real facts
- Not playful, childish
- Real people, real stories
- Folks with SMI are the experts of their own experiences

HEALING MINDS POWERING COMMUNITIES

HEALING
MINDS
POWERING
COMMUNITIES

HEALING MINDS POWERING COMMUNITIES

The primary typeface combination for the HMPC campaign is:
- Helvetica Neue (Sans-serif) for headlines and subheads.
- Source Serif Pro (Serif) for body.

If desired for a particular application, Source Serif Pro OR Helvetica Neue can be used as a headline/subhead typeface in conjunction with Helvetica Neue for body.

Headlines/Subheads
Helvetica Neue
Medium
1.1x leading

Body
Source Serif Pro
Regular
1.2x leading

Investing in Evidence-Based, Community-Based Solutions

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim.

Headlines/Subheads
Source Serif Pro
Semibold
1.1x leading

Body
Helvetica Neue
Medium
1.2x leading

Investing in Evidence-Based, Community-Based Solutions

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Headlines/Subheads
Source Serif Pro
Semibold
1.1x leading

Body
Helvetica Neue
Medium
1.2x leading

Investing in Evidence-Based, Community-Based Solutions

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.
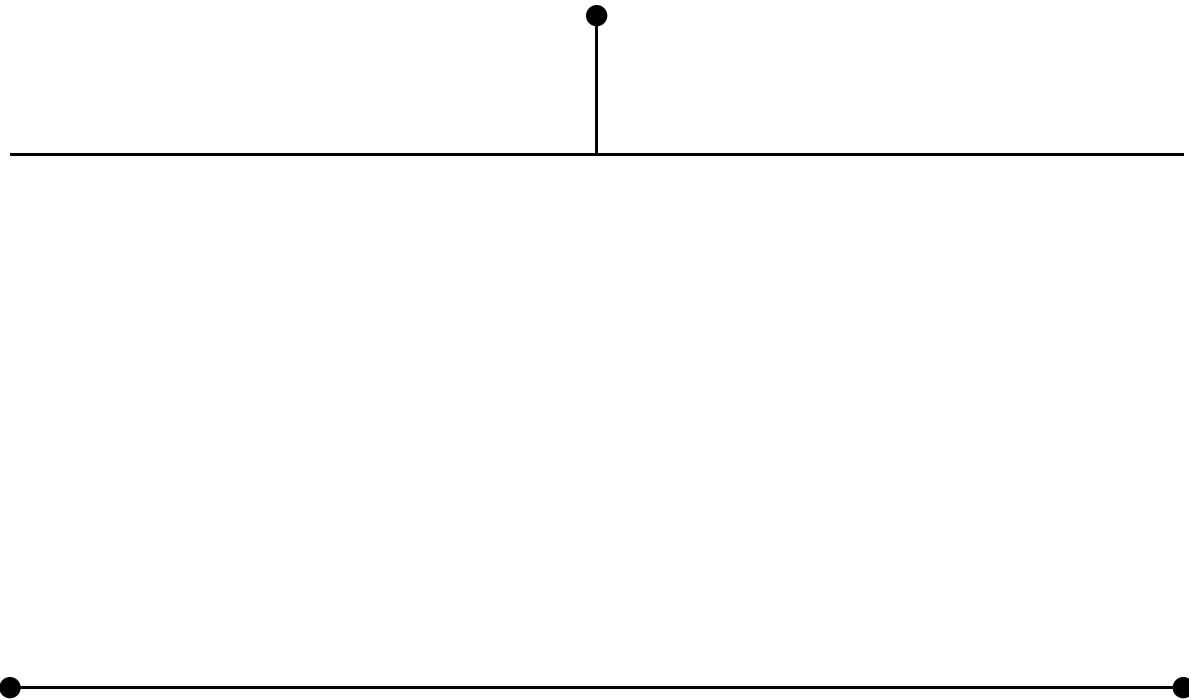
The Healing Minds, Powering Communities campaign brand was designed to evoke and balance connotations of authority and community. To that end, the four brand colors: peach, gold, green, and purple are limited to their use within the textured shapes—and are intended to "warm up" and "break the grid" of an otherwise austere black and cream brand.

CREAM

Hex: FFFEF2

Used for backgrounds.

CAN BE USED FOR TEXT IF TEXT IS REQUIRED OVER A BLACK TEXTURED SHAPE

BLACK

Hex: 000000

Used for text and as a duotone color applied to textured shapes.

USE ALMOST EXCLUSIVELY FOR TEXT

PEACH

Hex: FF925C

Used for select modules on the microsite and as a duotone color applied to textured shapes.

This is the campaign "hero color". The textured shapes featured in the secondary and tertiary logos should only ever appear in peach.

DO NOT USE FOR TEXT

GOLD

Hex: FFC233

Used as a duotone color applied to textured shapes.

DO NOT USE FOR TEXT

GREEN

Hex: C7CC41

Used as a duotone color applied to textured shapes.

DO NOT USE FOR TEXT

PURPLE

Hex: E0B4FA

Used as a duotone color applied to textured shapes.

DO NOT USE FOR TEXT

Painted or drawn textures In black, peach, gold, green, or purple.

Collaged organic shapes that break up containers and grids.

Rule lines & nodes

HEALING
MINDS
POWERING
COMMUNITIES

FACT:

New research shows that
78% of voters say mental
health care and support is
a basic human need that
people deserve access to.

HEALING
MINDS
POWERING
COMMUNITIES

Sandy   1/2

"Finding a community that has
offered so much support and
has allowed for so much
choice in my own recovery
has significantly impacted
my life in a positive way.
Now I have a safe and stable
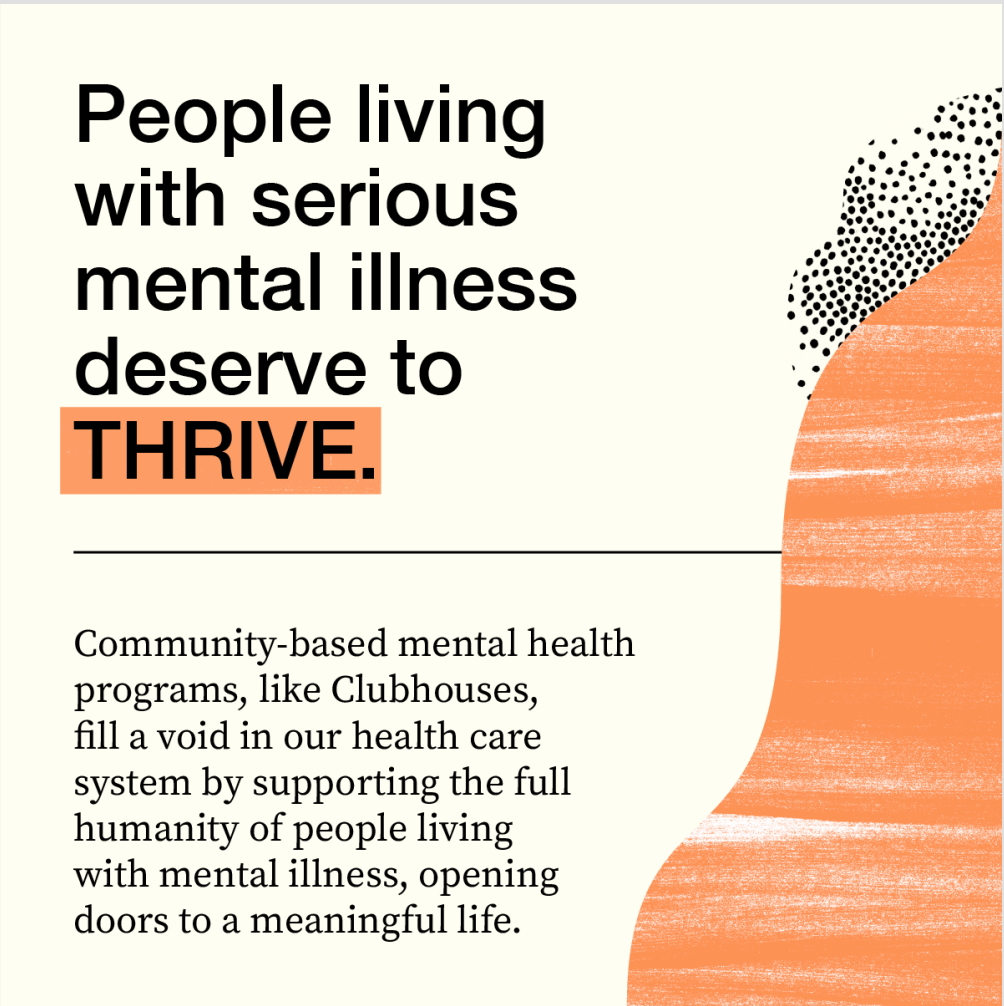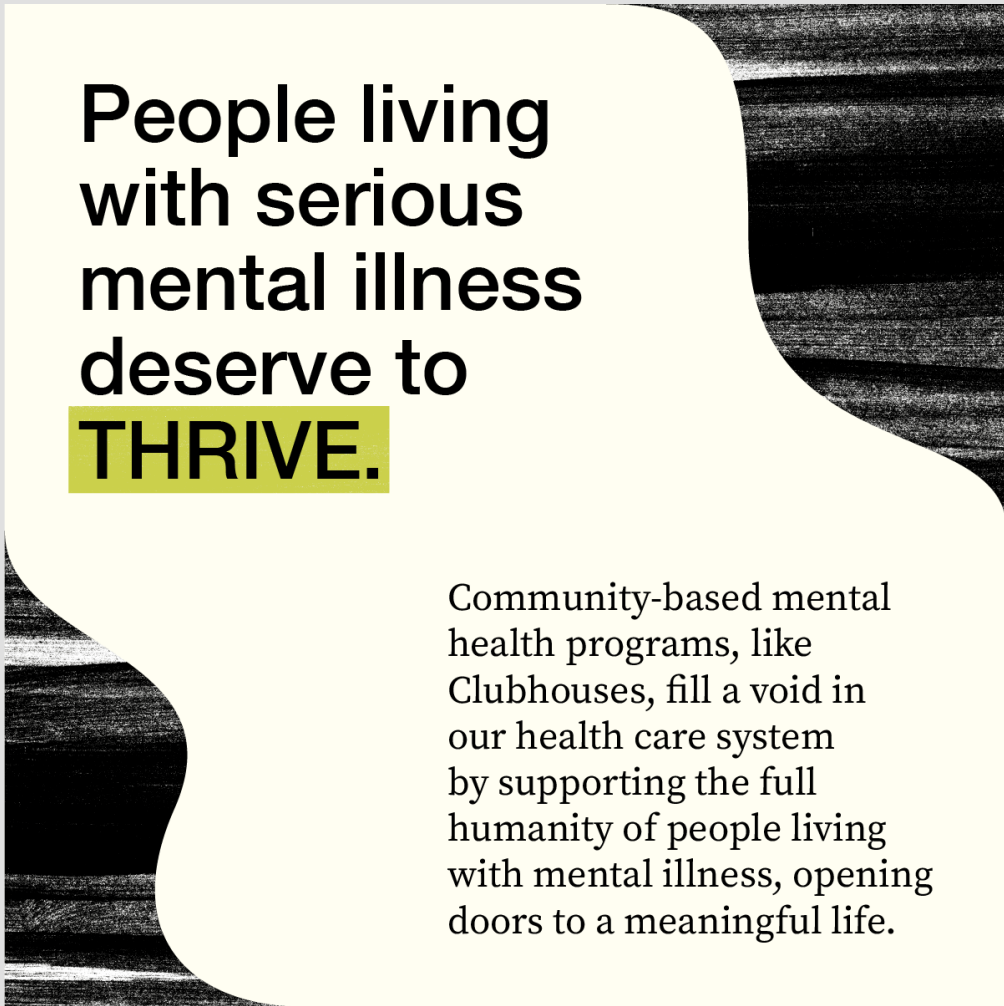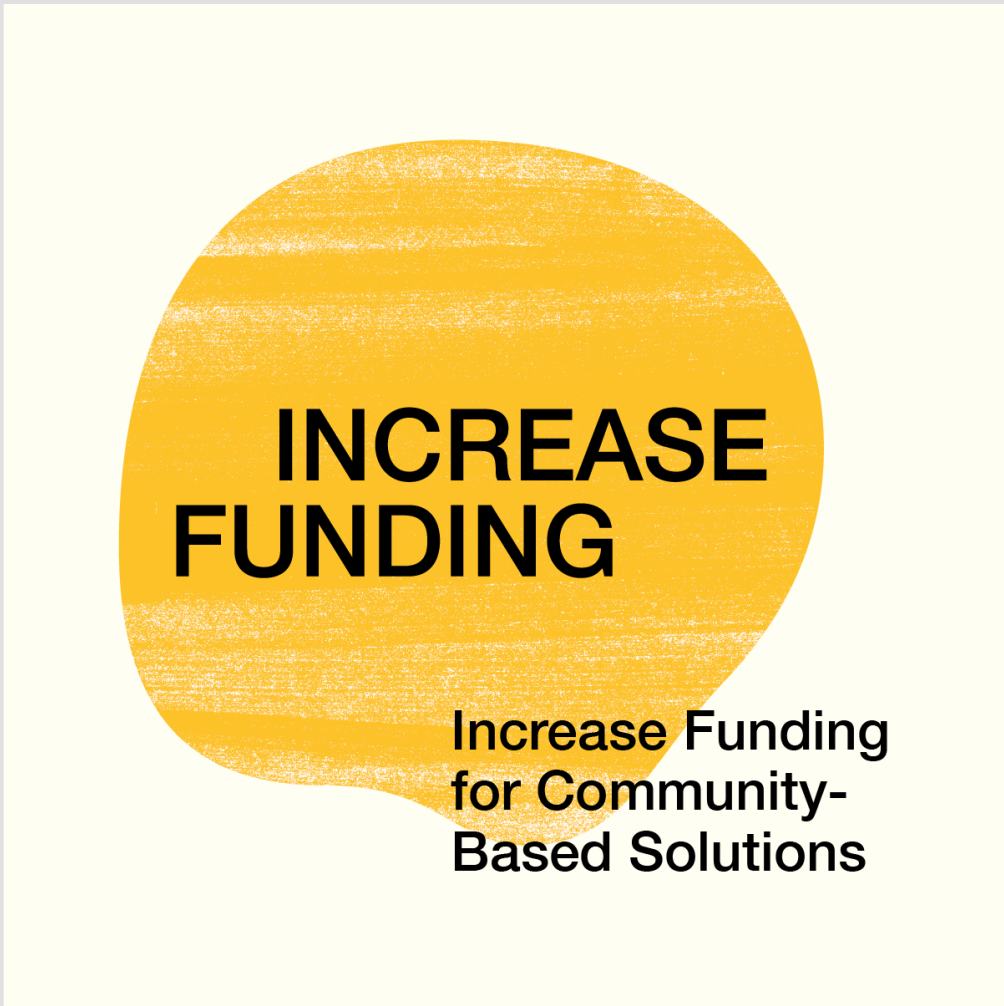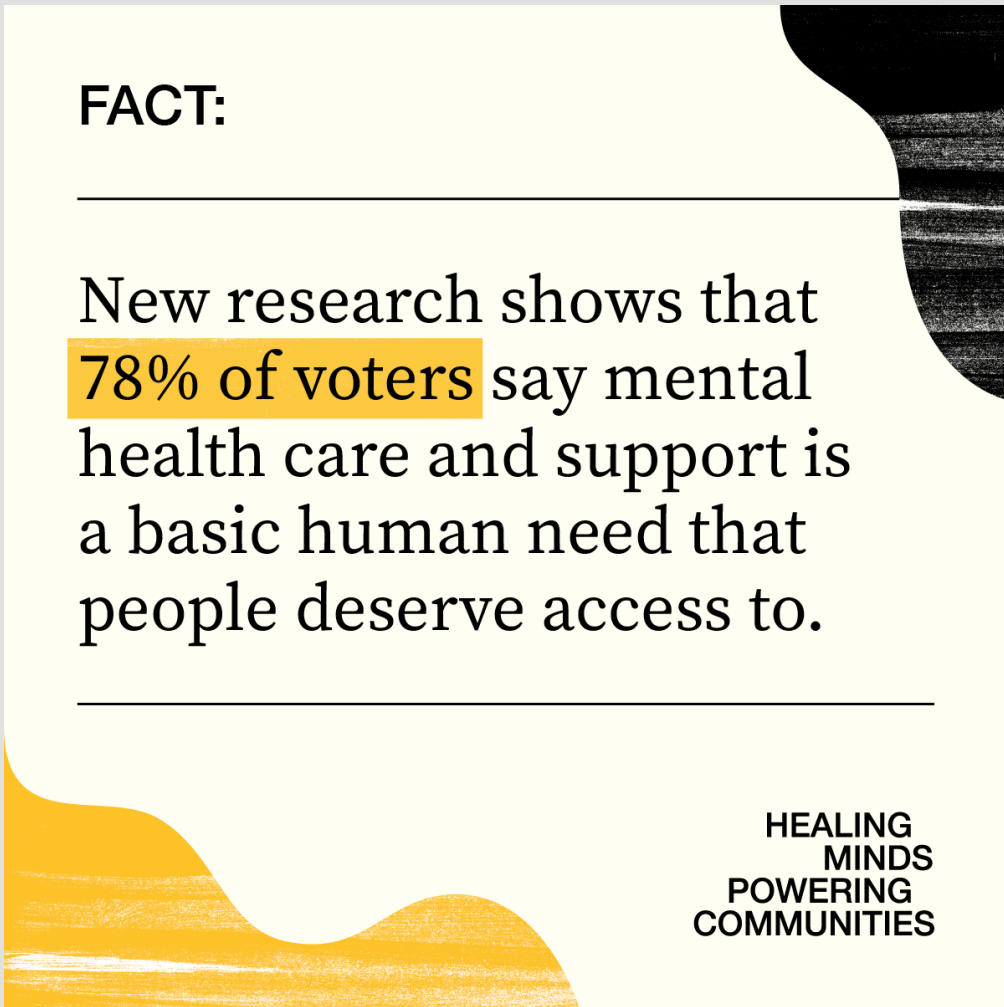place to live. I am taking
my own medication.
I am a leader in the
Fountain House
community...

Sandy   2/2

I am alive today because
people took the time to care
about me, listen to my needs,
and allowed me to be an
expert in my own recovery."

Sandy, Fountain House member, living
with a mental health condition since 1997

HEALING
MINDS
POWERING
COMMUNITIES

INCREASE
FUNDING

Increase Funding
for Community-
Based Solutions

People living
with serious
mental illness
deserve to
THRIVE.

Community-based mental
health programs, like
Clubhouses, fill a void in
our health care system
by supporting the full
humanity of people living
with mental illness, opening
doors to a meaningful life.

People living
with serious
mental illness
deserve to
THRIVE.

Community-based mental health
programs, like Clubhouses,
fill a void in our health care
system by supporting the full
humanity of people living
with mental illness, opening
doors to a meaningful life.

Nearly half of voters

47%
nationwide

have a personal connection
to someone experiencing
serious mental illness.

Thank You!

Hyperakt | FOUNTAIN HOUSE