ADMH

Alabama Department
of Mental Health
connecting mind and wellness

Brand Style Guide

1A

Logo

Brand Narrative

In your community, the Alabama Department of Mental Health (ADMH) offers support, hope, and a path to independence with more choices. We focus on a continuum of care—a lifecycle from crisis care to daily care, where we accompany the individual through their recovery journey and beyond.

Our logo is composed of solid, warm gray lettering. The middle of the "M" forms the base of a multicolored heart, emphasizing the compassionate care ADMH offers. One of the green links that makes up part of the heart is reflected in lower-case lettering below: "connecting mind and wellness".

ADMH

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1B

Logo - Alternative Use

These are acceptable alternate uses of the ADMH logo. The logo may be used in solid black, or reverse white.

ADMH
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1C

Logo Fonts

The primary font used for the
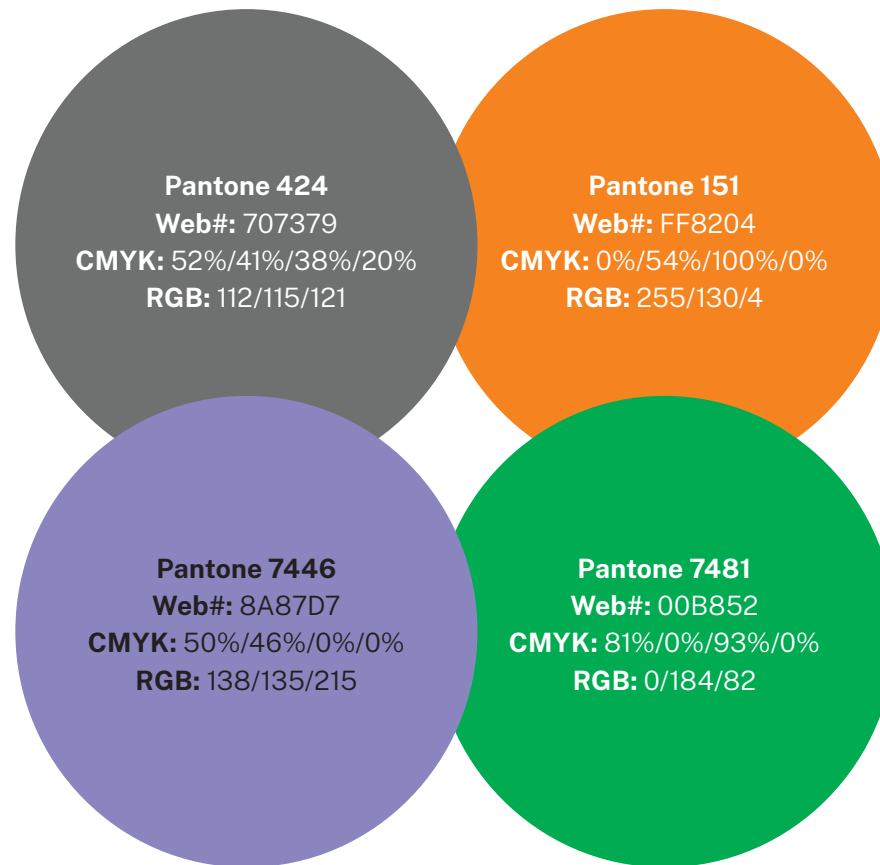ADMH logotype and tagline is
Reader Pro.

Reader Pro Regular

1D

Color Usage

The brand colors for ADMH are seen here.

Do not use the logo in any colors other than these, solid white or solid black.

Brand colors

Pantone 424
Web#: 707379
CMYK: 52%/41%/38%/20%
RGB: 112/115/121

Pantone 151
Web#: FF8204
CMYK: 0%/54%/100%/0%
RGB: 255/130/4

Pantone 7446
Web#: 8A87D7
CMYK: 50%/46%/0%/0%
RGB: 138/135/215

Pantone 7481
Web#: 00B852
CMYK: 81%/0%/93%/0%
RGB: 0/184/82

1E

Logo Clearspace

Whenever applying the logo, it should be surrounded with clearspace to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

The clearspace for the logo mark is equal to the height of the letters in the logotype.

Although the logo can be sized appropriately for any application, a standard size for using the logo mark is 1" wide.

To preserve legibility of the small type in the logo, please adhere to these minimum space requirements.

Logo Minimum Size