

v.01.23



# Brand Style Guide

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## 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 grey 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”.

This is the preferred usage of the ADMH logo.



Alabama Department  
of Mental Health  
connecting mind and wellness

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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, greyscale, or reverse white.



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## 1C

## Logo Fonts

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



Reader Pro Regular

Alabama Department  
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*connecting mind and wellness*

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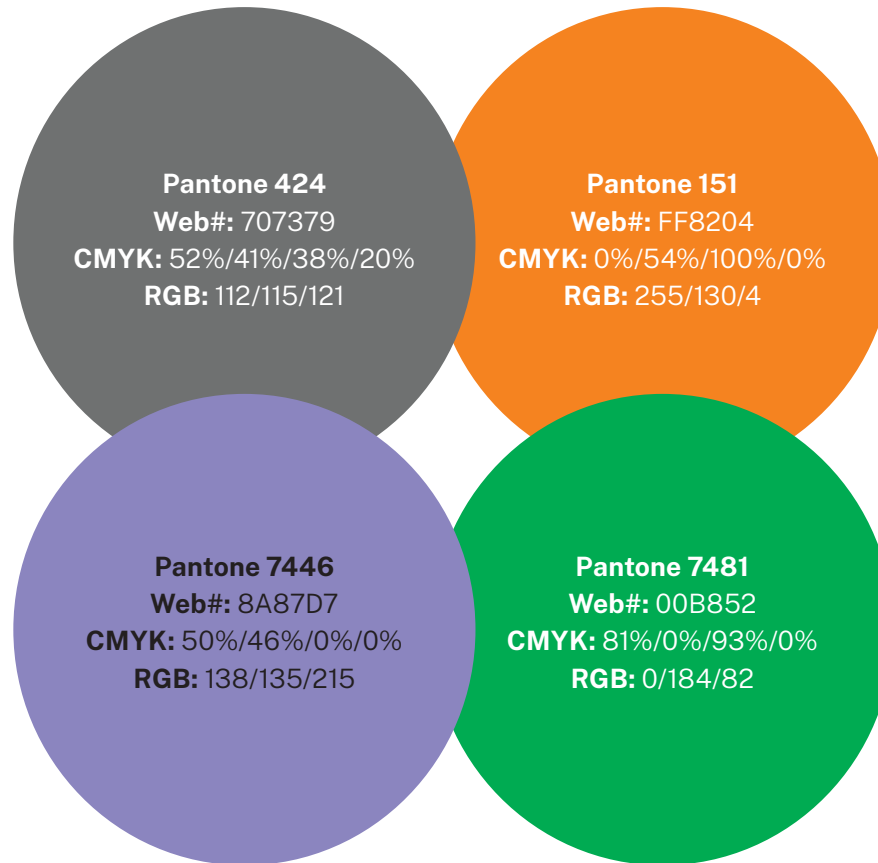
## 1D

## 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



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## 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



