

OUR

CMYK: 2, 32, 100, 0
RGB: 249, 180, 24
HEX: #F9B418

FAVORITE

CMYK: 51, 2, 98, 0
RGB: 140, 194, 65
HEX: #8CC241

COLORS

CMYK: 100, 82, 24, 9
RGB: 25, 68, 124
HEX: #19447C

Use our assets with our signature style.

We use two versions of our logo:

FULL



SQUARE



DOS & DON'TS

DO place our logo on a white or clean background. Mom got this one right; it's best to keep things clean.

DO use all-white versions of our logos on dark backgrounds.

DO give our logo some air. Make sure there's enough space around it so it's legible.

DON'T place our logo on a cluttered background. We don't want it to get lost in the crowd.

DON'T change the font or the capitalization.

DON'T manipulate the logo. No stretching.

You can find downloadable versions of all versions of our logos in our [Partner Resource Center](#).



Writing tips & tricks.

We know that talking about mental health isn't easy, so we aim to keep our voice positive and encouraging while informative and precise. **Be friendly.** We love it when communication feels personal and real. **Be accurate.** We're very careful to ensure our content is clinically-sound. **Be inspirational.** Our goal is that every interaction with Psych Hub leaves someone feeling knowledgeable, happy, and hopeful.