

BRAND GUIDELINES

Family Care Centre's Guide to Digital Design



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A photograph of a family of three—a woman, a young girl, and a man—walking together in a park. They are all smiling and holding hands. The woman is on the left, wearing a light-colored ribbed sweater and blue jeans. The young girl is in the middle, wearing a white off-the-shoulder top with black polka dots and blue jeans. The man is on the right, wearing a white t-shirt and light-colored pants. The entire image is overlaid with a semi-transparent teal color.

ABOUT FAMILY CARE CENTRE

The Family Care Centre is a resource hub for parents and caregivers of children and youth with mental illness. We share only expert advice and evidence-based information to help parents find much-needed support.

We aim to help families make good decisions for their kids and navigate the challenges of parenting a child with mental health issues.

WHAT

The Family Care Centre aims to support, educate and empower parents and caregivers of children and youth with mental health issues.

By providing expert advice, evidence-based information, the Family Care Centre aspires to elevate awareness of PCMH as a CMHO organization.

OUR GOAL

OUR VOICE

- ☞ Warm, inclusive and accessible
- ☞ Validates the difficult and extraordinary issues families are facing
- ☞ Compassionate and understanding
- ☞ Helpful and meaningful

Parents for Children's Mental Health is a program of Children's Mental Health Ontario. Our digital and collateral materials are co-branded. Whenever possible, please display the two logos as relatively equal sizes, either side by side or stacked.



CMHO & PCMH CO-BRANDING



A young child with curly hair, wearing a blue and white striped shirt, is holding a wooden letter 'A' to their eye. The child is looking upwards and to the right. In the background, there is a white wall with a framed picture and a drawing of a character. The text 'CORE BRAND ELEMENTS' is overlaid on the left side of the image.

CORE BRAND ELEMENTS

We use 2 Google Fonts—Montserrat and Nunito—when designing our digital materials and collateral. They are available in many type styles and weights.

The typefaces are free to use under open source licenses. View the full family of fonts and download the latest versions directly from Google.

OUR DESIGN VOICE

DOWNLOAD

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

DOWNLOAD

Nunito

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

The sample type layout here is ideal and reflective of who we are and what we want to communicate.

IDEAL FONT STACK

Welcome to the
Family Care Centre.

Montserrat
Bold

We are a resource hub for parents
and caregivers of children and youth
with mental illness.

Nunito
SemiBold

We know how hard it is for families who are navigating
the mental health system while supporting their children.
We share only trusted, evidence-based information
to help parents find much-needed support.

Nunito
Light
(Body Copy)
& SemiBold
(Hyperlink)

To find a Children's Mental Health Centre near you, [click here](#).

FIND HELP

Nunito
SemiBold

It's nice to feel that I am not alone. It helps
knowing that I am doing ok as a parent.

Nunito
SemiBold

Single Mother
2021 Feedback

Nunito
Bold (Title) & Light Italic (Source)

**Find help in your
community.**

Montserrat
Bold

No problem is too big or too small.

Nunito
SemiBold

There are child and youth mental health centres across the province.

[Find](#) a Children's Mental Health Centre near you.

Nunito
Light
(Body Copy)
& SemiBold
(Hyperlink)

FIND HELP

Nunito
SemiBold

**Find help in your
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Montserrat
Bold

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Nunito
Light
(Body Copy)
& SemiBold
(Hyperlink)

FIND HELP

Nunito
SemiBold

Warm Grey and Coral
can also be used as an
alternative to the Teal.

ALT

Whenever possible, use Teal for type that appears on photos, and the Warm Grey for photos with darker backgrounds.

FONT USE ON PHOTOS



Use white type on photos
with colour overlays.

ALT USE ON PHOTOS



Type on main banner only appears on the landing page (1). Avoid type on main banner for the sub-pages (7).

Whenever possible, centre headlines and body copy (2). For sections with multiple boxes of content, centre headline and left justify the rest of the copy (5).

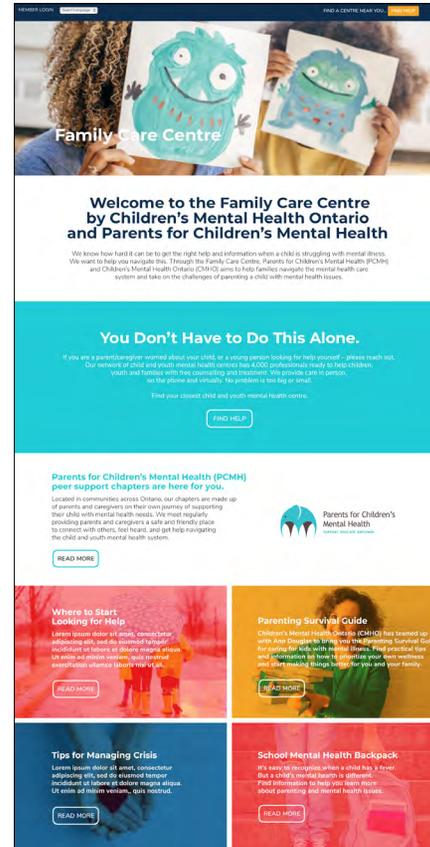
For sections that require a background colour, use Teal with white type (3) or CMHO Neutral with CMHO Dark Blue type (6).

Resource sections with multiple pages are best stacked for mobile optimization. An overlay colour is used to ensure text is AODA compliant (4).

Please see the preferred setup for a Tip, set in either Teal or CMHO Dark Blue (8).

Use a simple Teal line as a divider (9).

WEB USE



Putting Family Mental Health First: 7 Tips to Get Ready for the Holidays It's Been a Hard Year.

Here at Children's Mental Health Ontario, we know that many families and children across the province have been struggling deeply with mental health in these very unusual, trying days. On top of it, parents have been wanting time for our families to manage health risks and deal with the pandemic. For example, the return to school has been extraordinary for so many of us, especially those of us with a child or youth struggling with mental illness. These last few months, we have had long traditional celebrations that are important to families and children, such as Thanksgiving dinners or trick-or-treating on Halloween.

And now, the holidays are upon us. It's a lot. But here is the thing: We are doing it! We are doing our best - and that is good enough right now. We will get through this next stage, too.



Seven Tips to Get Ready for the Holidays by Children's Mental Health Ontario

We know that many parents are going to be working overtime this year to find new ways to manage the holidays. To deal with the needs of the season, we know you want to have the best possible child and youth mental health outcomes, we have outlined up some tips and ideas to help your family support your child's mental health and manage the holidays in a pandemic.

Tip 1: Let's plan ahead. Let's be intentional. Let's be intentional. Let's be intentional.

Tip 2: Plan early

Realistic and achievable are often beneficial (rather than) for children and youth with mental health challenges. It's a good time to start having conversations with children about what the holidays may look like for them. Consider things that will be different this year and they know what to expect. This also allows them to be a part of the planning process. What is important to them? Is there something new they want to try? Planning early also gives you and your family a heads up on things you can advance to manage their expectations, too. Also, consider connecting with the parents of your children's friends to arrange sleepovers or after the holidays play dates, either virtually or in person, depending on local public health advice. This can include coming up with a list of outdoor winter activities.

Tip 3: Focus on what's in your control

While we are all doing our part to manage the pandemic, so much of what is happening in the province - and the world - is out of our control right now. This is a good time to focus on the things that are in your control. When it comes to traditions of the holiday season, consider how you can incorporate the traditions, or at least parts of those traditions, that are most important to your family. What are some of the things you family can do to bring a little holiday magic into your home? It could be a simple thing like baking cookies, preparing a special holiday meal, or planning a holiday movie night. If you are a parent and you're not working, it's important to you, consider the ways you can do that, for example, setting up Zoom while your different households have a special meal. It won't be the same, but that doesn't mean you won't enjoy it.

Tip 4: Managing disappointment

For a lot of us, we are going to need to accept that the holidays just won't be what they usually are. That will be disappointing for a lot of children (and parents) it's important to acknowledge that disappointment, especially for children. Give kids a safe space to share their feelings and be heard, let them know this is hard for you, too. Reassuring your kids - and yourself - that this is a temporary measure in a very unusual time may make a lot for a little less daunting.

Tip 5: Supporting children through grief

The holidays can be especially hard for families who are grieving. Remembering your loved one, telling stories, and laughing about good times together are all in us, and can provide comfort for you and your family. You might work together to come up with ideas for remembering your loved one over the holidays. Remember that it's okay for you and your child to feel upset as there has been a lot of different types of loss this year.

Tip 6: Take care of you

The holidays can be a stressful and anxious time for parents, too. Make sure that you are eating, sleeping and enjoying the holidays as well. Maintain healthy boundaries. Take time when you need it. Don't feel guilty saying no when you need to. Do what's best for you and your family. Consider planning a day where the family could play a game or watch a movie together. But don't forget to have some scheduled time where kids can play games and parents can take some time out as well.

Tip 7: Don't underestimate your family's resilience

Resilience is about bouncing back from challenges, rather than not having any challenges at all. Look back on your year. What are some of the things you and your family have done to get through this? What is working? What doesn't work? How have you changed as a parent? What are you watching your mood, behavior and your resilience in teaching them. Notice what works for your family - and remember that this will look different for each family.

Tip 8: Read More from Parenting Author Ann Douglas on How to Help Kids Manage Feelings of Disappointment

Tip 9: Read our post on Helping Children Through Grief Here

- 1. Prioritize mental health in the holidays**
Even in a typical year, the holidays can be an especially challenging time of year for many families. Expectations of the holidays can be hard on children - and let's face it, it's not the "happiest time" for all of us. When you prioritize your or your child's mental wellness, you can focus on what works for your family. As a parent, consider the things that feel realistic for you to do and then offer those choices to kids/teens to pick from. So many of us struggle with saying no over the holidays - perhaps this year, you will feel confident about not over-committing your time, energy and money to things you and that's all. Also, keep in mind that having time to connect with each other is important, but as has, it's being open to experience to have that over-personal time.
- 2. Plan early**
Realistic and achievable are often beneficial (rather than) for children and youth with mental health challenges. It's a good time to start having conversations with children about what the holidays may look like for them. Consider things that will be different this year and they know what to expect. This also allows them to be a part of the planning process. What is important to them? Is there something new they want to try? Planning early also gives you and your family a heads up on things you can advance to manage their expectations, too. Also, consider connecting with the parents of your children's friends to arrange sleepovers or after the holidays play dates, either virtually or in person, depending on local public health advice. This can include coming up with a list of outdoor winter activities.
- 3. Focus on what's in your control**
While we are all doing our part to manage the pandemic, so much of what is happening in the province - and the world - is out of our control right now. This is a good time to focus on the things that are in your control. When it comes to traditions of the holiday season, consider how you can incorporate the traditions, or at least parts of those traditions, that are most important to your family. What are some of the things you family can do to bring a little holiday magic into your home? It could be a simple thing like baking cookies, preparing a special holiday meal, or planning a holiday movie night. If you are a parent and you're not working, it's important to you, consider the ways you can do that, for example, setting up Zoom while your different households have a special meal. It won't be the same, but that doesn't mean you won't enjoy it.
- 4. Managing disappointment**
For a lot of us, we are going to need to accept that the holidays just won't be what they usually are. That will be disappointing for a lot of children (and parents) it's important to acknowledge that disappointment, especially for children. Give kids a safe space to share their feelings and be heard, let them know this is hard for you, too. Reassuring your kids - and yourself - that this is a temporary measure in a very unusual time may make a lot for a little less daunting.
- 5. Supporting children through grief**
The holidays can be especially hard for families who are grieving. Remembering your loved one, telling stories, and laughing about good times together are all in us, and can provide comfort for you and your family. You might work together to come up with ideas for remembering your loved one over the holidays. Remember that it's okay for you and your child to feel upset as there has been a lot of different types of loss this year.
- 6. Take care of you**
The holidays can be a stressful and anxious time for parents, too. Make sure that you are eating, sleeping and enjoying the holidays as well. Maintain healthy boundaries. Take time when you need it. Don't feel guilty saying no when you need to. Do what's best for you and your family. Consider planning a day where the family could play a game or watch a movie together. But don't forget to have some scheduled time where kids can play games and parents can take some time out as well.
- 7. Don't underestimate your family's resilience**
Resilience is about bouncing back from challenges, rather than not having any challenges at all. Look back on your year. What are some of the things you and your family have done to get through this? What is working? What doesn't work? How have you changed as a parent? What are you watching your mood, behavior and your resilience in teaching them. Notice what works for your family - and remember that this will look different for each family.

Look for tips, resources and information to help parents and caregivers.

Survival Guide
Practical tips and information to prioritize your own wellness and start making things better for you and your family.
[READ MORE](#)

Back-to-School Tips for Parents
Strategies for making a strange and uncertain situation feel a little less overwhelming for you and your kids.
[READ MORE](#)

Parenting in a Pandemic
Parenting in the midst of a pandemic is challenging, especially for parents of kids struggling with mental illness.
[READ MORE](#)

7

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Teal Hex 20CBD4 RGB 32 203 212 CMYK 66 0 21 0 Pantone 319C	Warm Grey Hex 574545 RGB 87 69 69 CMYK 56 64 59 40 Pantone 438C	Coral Hex EF5B5B RGB 239 91 91 CMYK 0 79 60 0
CMHO Dark Blue Hex 0F2E4D RGB 15 46 77 CMYK 100 80 45 40	CMHO Yellow Hex F5A629 RGB 245 166 41 CMYK 2 40 95 0	CMHO Blue Hex 2975A3 RGB 41 117 163 CMYK 85 50 20 0
CMHO Neutral (Darker) Hex C1BDB3 RGB 193 189 179 CMYK 25 21 27 0	CMHO Neutral Hex E8DEC7 RGB 232 222 199 CMYK 10 10 20 0	

Family Care Centre's core colours are Teal, Warm Grey and Coral, used along with CMHO's palette.

COLOUR



ADDITIONAL BRAND ELEMENTS

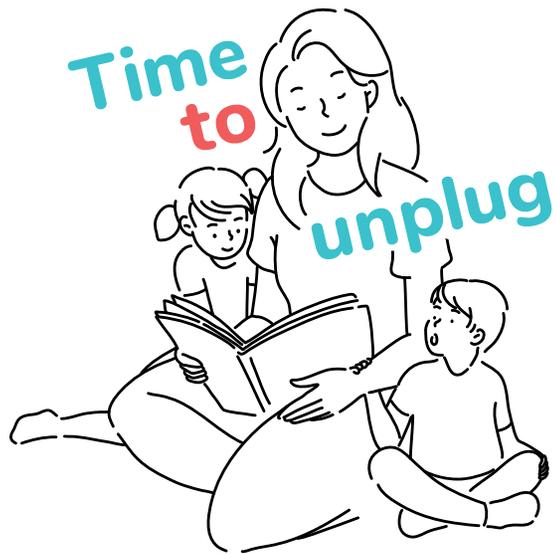


The lives of parents and caregivers of children and youth with mental illness can be difficult and oftentimes, far from ideal. But families are also beautiful. Our photography approach focuses on the positive whenever possible, conveying a feeling of warmth and airiness through the use of clean backgrounds. They are aspirational but relatable.



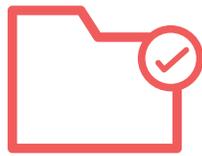
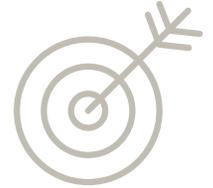
PHOTOGRAPHY





Our illustration style is simple and clean. They are defined by the use of outlines and white space, juxtaposed with colourful type.

ILLUSTRATIONS



We use simple and clean icons,
defined by the use of outlines.

ICONS



For inquiries, contact info@cmho.org

QUESTIONS?