

Take Action for Mental Health LA County Style Guide



Brand Logo & Symbol

The preferred use of the logo is the full-color version against a white background. When the logo is placed on the dark black or dark blue background, all elements of the full color logo become white. An all-black logo can be used on a white background.

Full Color Logo
(Default logo)



Black



White



Typefaces

LOGO
MCAP Eterna

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

HEADLINE/ SUBHEAD
High Voltage Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Colors

Primary Colors

CMYK C53 M0 Y10 K0
RGB R107 G204 B225
HEX #6bcce1

CMYK C100 M93 Y32 K35
RGB R27 G37 B85
HEX #1b2555

CMYK C69 M0 Y100 K0
RGB R85 G185 B72
HEX #55b948

Secondary Colors

CMYK C0 M14 Y100 K0 / **RGB** R255 G214 B0 / **HEX** #ffd600

CMYK C0 M52 Y100 K0 / **RGB** R247 G1144 B30 / **HEX** #f7901e

CMYK C0 M78 Y8 K0 / **RGB** R240 G96 B152 / **HEX** #f06098

CMYK C51 M79 Y0 K0 / **RGB** R141 G84 B162 / **HEX** #8d54a2

Graphic Elements

The paint swoosh and regional icons must be within the approved color palette. When the icon is placed on a light blue, white or green background it can stay dark blue. When placed over dark blue or black it can be reversed out in white. The icon can be used in full or parts of it can be on displayed while the rest are cropped.



Incorrect logo usage

Do NOT stretch or shrink the logo disproportionately.



Do NOT use the logo on top of pattern.



Do NOT alter colors of the logo for any reason.



Do NOT use the logo type without logo icon.



Do NOT change proportions of the logo icon or logo type.



Do NOT place the logo at an angle under any circumstance.

