

CaIMHSA

California Mental Health Services Authority

Marketing Webinar

Take Action LA 2026 Toolkit | February 2026

PRESENTED BY

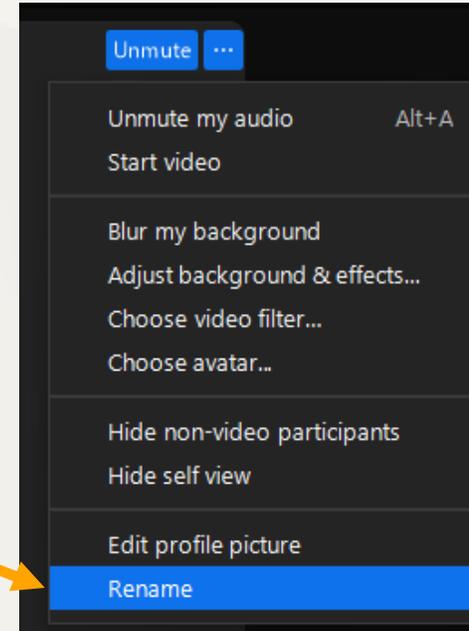
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Welcome

- Thank you for joining us today!
- Please mute yourself
- Add your organization name to your Zoom name
- Chat is not enabled except to webinar hosts
- Questions & Answers (please use the Q&A tool)
- Attendance matters



Contents

- Toolkit Overview
- Demonstration
- Important Notes
- Questions

Toolkit Overview

What's included?

- Take Action Grantee Mini Style Guide 2026
 - Required logos and guidelines
 - Color palettes and fonts
- Logo Files
- Templates

What is the Style guide?

- Clear instructions on the use of Take Action LA branding
- URL placement and ADA compliance guidance

Why it matters

- Collective impact



Demonstration

Important Notes

All marketing assets are available on the Grants Landing Page :

<https://www.calmhsa.org/lac-grants>

- Please visit the landing page and download any assets you will use.
- A link to the landing page has been sent via email.
- A recording of this meeting will be available on the landing page.
 - Please revisit the meeting if you need a refresher.

Reminder, the use of the **Take Action LA and Prop 63 logos and contact information for ADA accommodations are required on all marketing materials.**

- Take Action LA must be listed as the primary sponsor and this logo will need to be the largest when other sponsor/partner logos are included.

CalMHSA does not need to approve your marketing materials.

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Important Notes

Attendance matters! Marketing is your key to successfully reaching your attendance goals.

Use [#TakeActionLA2026](#) across all social media platforms to unify campaign messaging, increase visibility, encourage community participation, and drive audiences to learn more and attend all awareness events.

takeactionla.com will be live late March; currently is a splash page with LACDMH resources.



Questions

Thank You!

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