Brand Guidelines | May 2024

Overview

HearMeWA is a holistic program that meets youth safety and well-being needs by connecting youth and young adults ages 25 and under to existing systems of support.

This program will connect Washington youth to needed services, support, and resources via phone and online form available on the HearMeWA app and website. If youth is experiencing stress, anxiety, violent threats, sexual abuse—or anything that makes life hard—HearMeWA can help.

Logos

Utilize the 'e' in 'Me' to determine the margin of white space needed between the program logo and other logos and design elements.

1 in. (~100px)

Don't have the logo be smaller than 1 in. or 100 pixels wide

Alternative Logos

Logo *Dont's*

✕ Do not skew, crop, rotate, stretch, or adjust opacity of the logo.

✕ Do not place the logo on top of images and backgrounds with poor contrast or busy patterns.
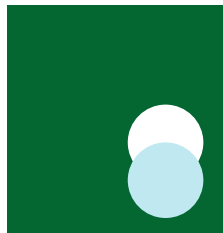
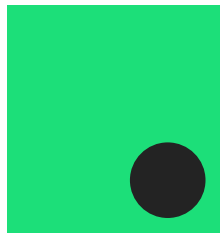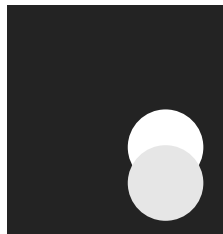Ensure you're using the best logo for your specific design.

Colors

Contrast-safe
Color Combinations
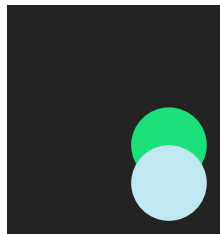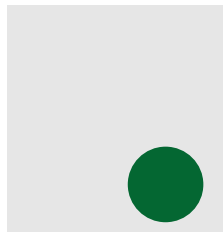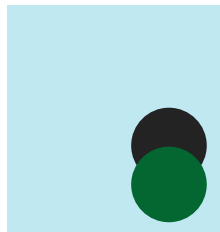
White
Light Blue

Black

White
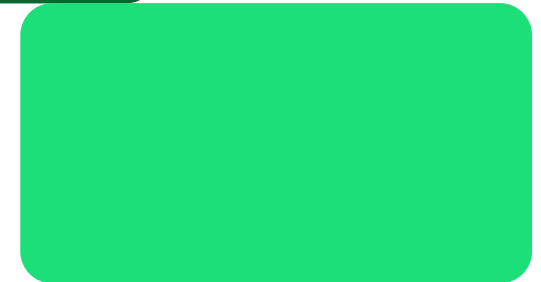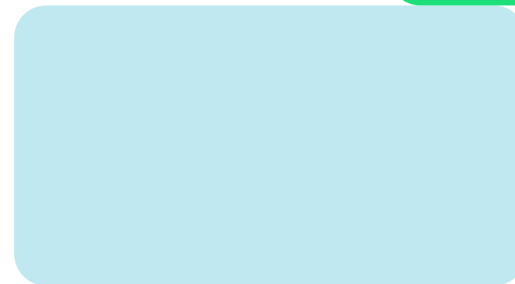Light Grey

Light Green
Light Blue

Dark Green

Black
Dark Green

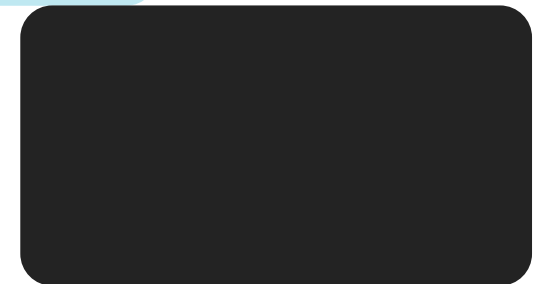**Dark Green**
HEX: #046732
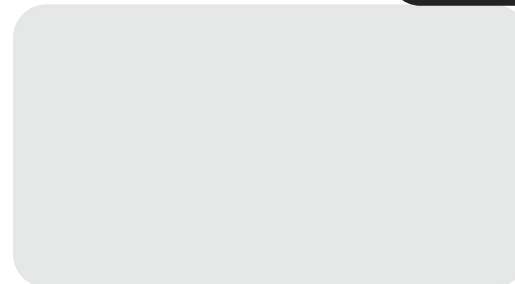R: 4 G:103 B:50
C: 90 M:34 Y:100 K:27

Light Green
HEX: #1CDF79
R: 28 G:223 B:121
C: 66 M:0 Y:76 K:0

Light Blue
HEX: #BFE8F1
R: 191 G:232 B:241
C: 23 M:0 Y:4 K:0

Black
HEX: #232323
R: 35 G:35 B:35
C: 71 M:65 Y:64 K:72

Light Grey
HEX: #E5E6E5
R: 229 G:230 B:229
C: 9 M:6 Y:7 K:0

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Voice Tone

	Youth	Tip Responders	Parents + Community
Casual	●		●
Professional	●	●	●
Sincere	●	●	●
Technical		●	●

Visual Tone

Supportive   Professional
Trusting   Calm
Private   Inviting

Designing with the lines should be intentional and used to show emphasis to key aspects of an image, or connect multiple elements to one another. The lines can be used sparingly as decortive design elements on materials.

Our tone and voice, alongside the complex system we connect youth to—all represent a deep sense of connectivity. This connectivity is visually symbolized through wavy lines, reminicent of the coiled cords on vintage telephones.
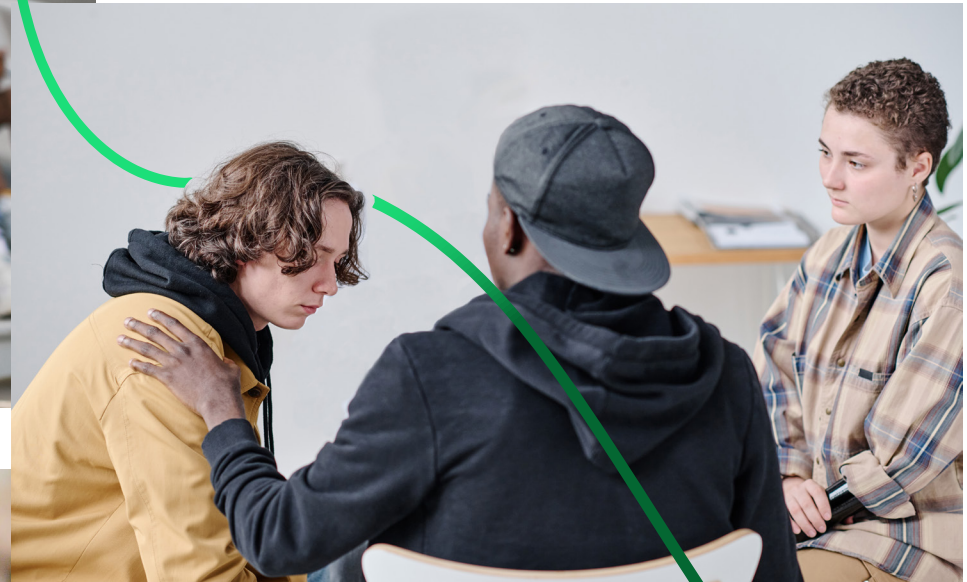
Imagery

When selecting photos we want to ensure they are diverse in representation, culturally relevant, and sensitive to tough topics, yet not too emotionally overwhelming. Images should also show signs of hope and support.

Typeface

Afacad Font Family

Variable font family is available to download via **Google fonts.**

Afacad Medium - Optional eyebrow subheader

Afacad Bold - Headlines

Afacad Semibold - Subheaders

Afacad Regular - Body text

Our new service is now live!

HearMeWA has launched and is ready to support Washington youth with a new website, mobile app, and helpline.

Explore our website

How to get help

Support that is simple and accessible

1 Request help
online, by phone, in the app

2 Talk/Text
with a person within minutes

3 Connect
to the professional help you need