
STAND
AGAINST
STIGMA

Usage Guide



MISSION

It is the mission of the Stand Against Stigma Movement to reduce stigmatizing language, thoughts, and behaviors by promoting **positivity, hope, inclusion, and acceptance** of behavioral health issues throughout the community.

Behavioral health covers the full range of mental and emotional well-being; from the basics of how we cope with day-to-day challenges of life, to the treatment of mental illnesses, such as depression or personality disorder, as well as substance use disorder and other addictive behaviors.

The Stand Against Stigma Movement does not stand up for just one subgroup of behavioral health. It is the aim of this Movement to end ALL stigma surrounding mental illness and substance use disorders.

WHO IS THIS GUIDE FOR?

This guide is for anyone who wants to connect to or utilize the Stand Against Stigma materials (printables, posters, giveaways) within their agency or organization. All Stand Against Stigma resources and materials can be found at www.ceicmh.org/stand-up-2-stigma

WHY IS THIS GUIDE IMPORTANT?

This guide provides information on how to use the Stand Against Stigma materials in a way that is helpful, not harmful. It also provides context for the materials and explains the motivation behind them.



GENERAL DO'S AND DON'TS

Do's

- ✓ Do use the materials to **promote positivity, hope, inclusion, and acceptance**
- ✓ Do use the **suggested language** that accompanies the materials
- ✓ Do **maintain the size** of any imagery or graphics so that they remain legible
- ✓ Do **request permission** if you would like to **alter any materials** found in this guide or on our webpage
- ✓ Do display the phrase "Stand Against Stigma" in the **same font size and style** as the content surrounding it
- ✓ Do **capitalize the phrase** as seen in this guide "Stand Against Stigma"
- ✓ Do include a **clear call to action** that accompanies your use of the Stand Against Stigma logo that **communicates the mission** of the movement

Don'ts

- ✗ Don't **modify the colors** of any of the Stand Against Stigma materials, images, logos, or assets
- ✗ Don't use any names, logos, or other content that **imitates or could be confused** with Stand Against Stigma
- ✗ Don't represent the Stand Against Stigma identity in a way that implies **sponsorship or endorsement**, unless explicitly agreed upon by CMHA-CEI and our partners. Please contact us for more information.
- ✗ Don't feature the Stand Against Stigma materials or resources on materials associated with **illegal activities**
- ✗ Don't abbreviate the words "Stand Against Stigma" or pluralize the word "Stigma"

MERCHANDISING

Stand Against Stigma doesn't permit its logos or other intellectual property for use on merchandise or other products such as clothing, hats, or mugs except for the items found in the Stand Against Stigma Merchandise store.

The Stand Against Stigma Merchandise store can be found at www.ceicmh.org/stand-against-stigma. In certain circumstances you can use the Stand Against Stigma logo on promotional materials, but you can only do so with **explicit permissions**. To receive permission please contact us at standagainststigma@ceicmh.org.



[WWW.CEICMH.ORG/STAND-AGAINST-STIGMA](http://www.ceicmh.org/stand-against-stigma)

STAND UP TO STIGMA ASSETS

Logo Options

Primary:



Secondary:



Logo clear space

To ensure integrity and visibility, Stand Against Stigma logos should be kept clear of competing text, images, and graphics. They must be surrounded on all sides by adequate clear space. For the logo, that is equal to the height from the bottom of the word "STIGMA" to the top of the words "STIGMA".



Maintaining Size and Proportions

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the Stand Against Stigma logo. The proportions and shape of the logo should never be altered for any reason. To resize, hold the "Shift" key in most software programs to maintain the proportions while scaling up or down.



STAND AGAINST STIGMA ASSETS CONTINUED

Logo Colors

Do not modify the logos in any way, such as changing the design or color. The correct color version to use is the blue, green, and yellow logo. If you are unable to use the correct color due to technical limitations, you may revert to the all black version or all white.



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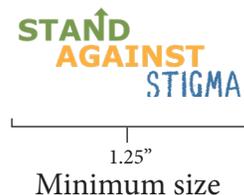
STAND
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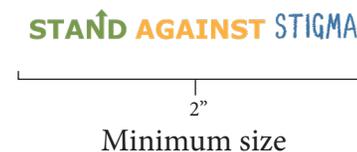
Logo Size

The optimal size of the logo depends on the design. Use your best judgment to keep the logo prominent but not overpowering. The primary logo should not be reproduced smaller than one and a quarter inches in length and the secondary logo should not be reproduced smaller than two inches in length.



STAND
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1.25"
Minimum size



STAND AGAINST STIGMA

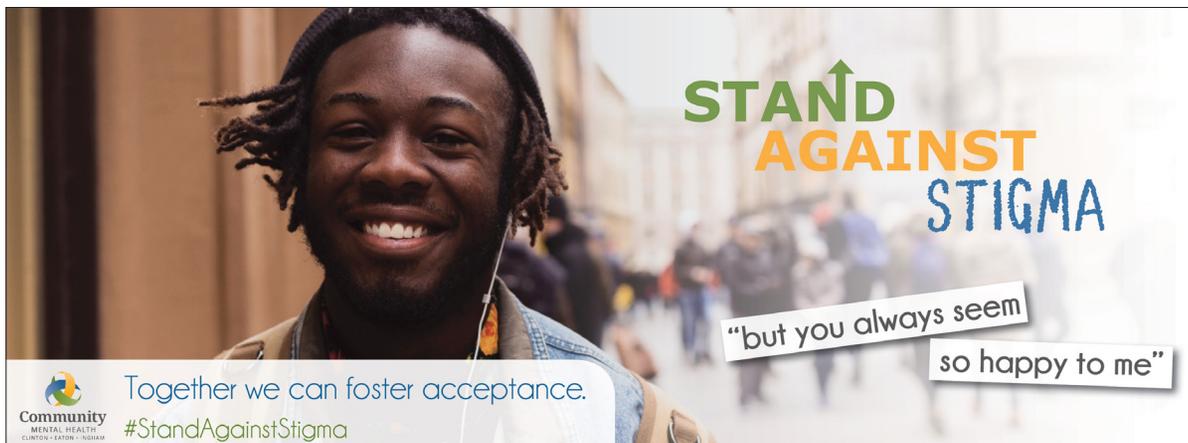
2"
Minimum size

STAND AGAINST STIGMA ASSETS CONTINUED

Images and Other Promotional Materials

Do not modify the Stand Against Stigma images and promotional materials in any way. If you would like to make any alterations to the promotional materials/images please contact us first at standagainststigma@ceicmh.org

For a directory of all the Stand Against Stigma images and promotional materials please visit www.ceicmh.org/stand-against-stigma





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The "Stand Against Stigma" logo consists of three lines of text. The word "STAND" is in a bold, green, sans-serif font with a small upward-pointing arrow above the letter 'A'. The word "AGAINST" is in a bold, orange, sans-serif font. The word "STIGMA" is in a bold, blue, sans-serif font. The words are stacked vertically and slightly offset to the right.