

BRAND KIT

For creativity &
consistency

Launched By:



Georgia
Department of
Behavioral Health
& Developmental
Disabilities



**Silence
the Shame**

VOX ATL



In Partnership With:

FREE
your
FEELS™



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BRAND INTEGRITY STATEMENT

Free Your Feels is a youth mental health campaign established by Voices for Georgia's Children and the Georgia Department of Behavioral Health and Developmental Disabilities (DBHDD). As an extension of these organizations, Free Your Feels operates as a non-partisan initiative. The campaign is strictly prohibited from affiliating directly with any political party, campaign, or candidate, and must not be used as part of any political platform or agenda.

At no time shall any Free Your Feels resources or branded products be offered for sale or purchase. All Free Your Feels resources are provided free of charge and are accessible to the public via freeyourfeels.org. Additionally, Free Your Feels does not accept direct donations nor permit any individual to raise funds on its behalf. The campaign is funded by DBHDD and other grants.

Furthermore, Free Your Feels branding must not be used in affiliation with or sponsorship of any organizations, events, or marketing efforts associated with alcohol, tobacco, illegal drugs, or sexual content.

To maintain the integrity, accessibility, and non-bias of the campaign, we request that all the aforementioned guidelines be strictly enforced and respected. If any inappropriate use of the Free Your Feels logo or branding is observed by anyone associated with Free Your Feels (including direct campaign workers or members of the founding organizations and partners), a request for immediate removal and correction will be issued.

We appreciate your support and are excited to share this campaign with you.

LOGO

The Free Your Feels logo variations can be used on a variety of marketing materials. The Free Your Feel logos can be represented only in the approved colors of the FYF brand to maintain brand recognition and integrity.



↓ STACKED LOGO (.PNG FILES)



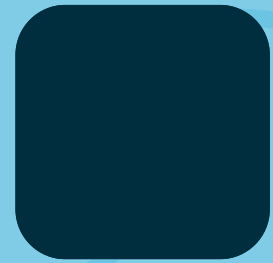
↓ HORIZONTAL LOGO (.PNG FILES)



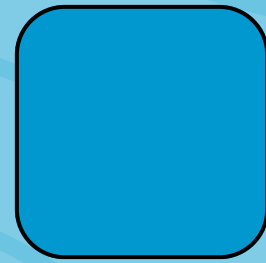
COLOR PALETTE

These colors reflect the FYF brand identity and personality.

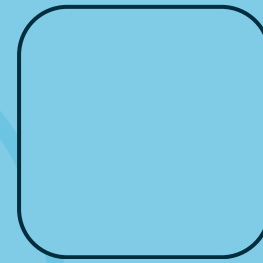
HEX CODES:



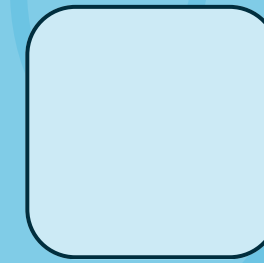
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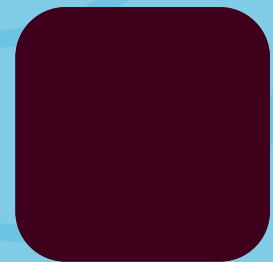
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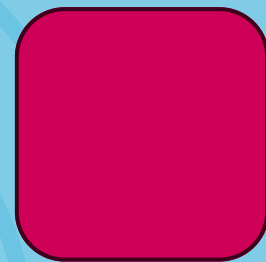
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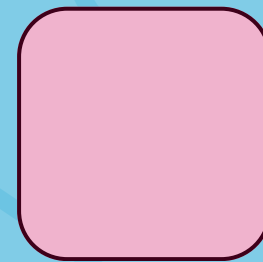
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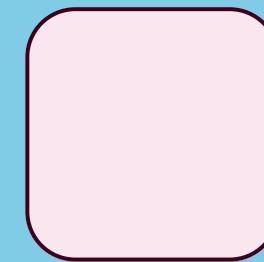
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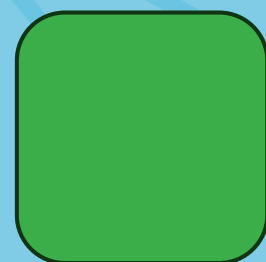
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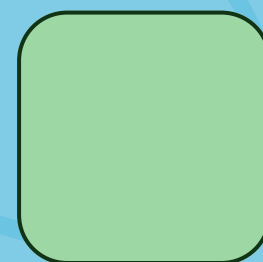
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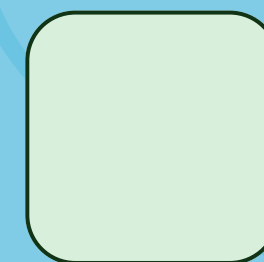
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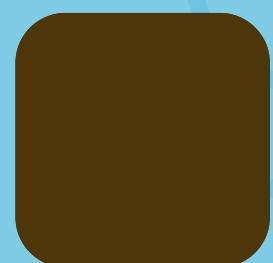
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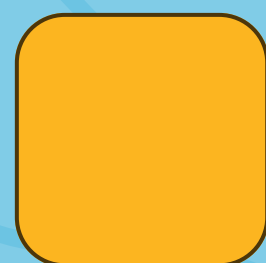
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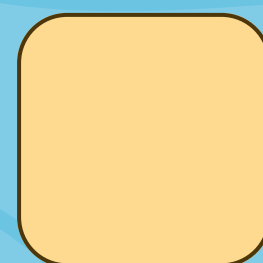
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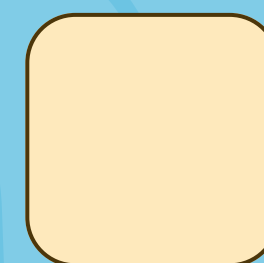
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#FCB520



#FEDA90



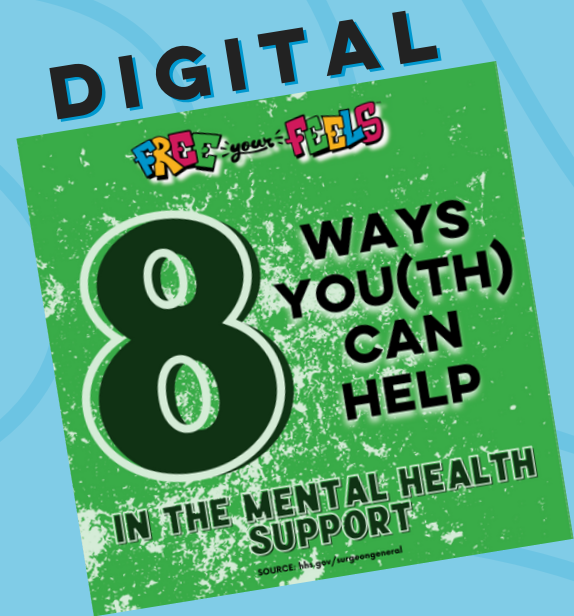
#FEE9BC

COLOR & LOGO VARIATION

The FYF logo can be paired with any variation of the brand colors where all logo components are visible. If any part of the logo is difficult to see or not able to be seen, the FYF logo is not authorized to be used.



TYPOGRAPHY



BRANDED MERCH



ORIGINAL RESOURCES



FONT OVERVIEW

Palestra- Brand Primary

LULOCLEANONE- HEADER

Now- Body/Main Copy

Palestra Regular

Palestra Bold

Palestra Bold Italic

Palestra Italic

LULOCLEANONE

LULOCLEANONE-BOLD

Now Regular

Now Thin

Now Medium

Now Bold

Now Black



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CONTACT INFORMATION



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