



BRAND STANDARDS GUIDE

— Effective January 2023 —

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INTRODUCTION

Thank you for your interest in SMI Adviser!

This initiative is funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) and administered by the American Psychiatric Association (APA). Please reference this official Brand Standards Guide for information and guidelines about the SMI Adviser logo, marketing materials, and more. We ask that you follow these guidelines completely when you use, share, or reference any materials from or about SMI Adviser.

If you have any questions, please send an email to SMIAdviserHelp@psych.org.



PURPOSE OF THIS BRAND STANDARDS GUIDE

What is a Brand?

In simple terms, a “brand” is what people think of when they hear, read, or see your brand name or logo. It may include both factual (“their logo is blue”) and emotional (“their education is good”) thoughts. And even though some aspects of a brand exist objectively -- such as a logo that people can see or a flyer they can read -- many qualities of a brand exist only in peoples' minds based on their experience.

What are Brand Standards?

In today's fast-paced health care world, a distinctive brand is more important than ever. It is essential to stand out from the many other brands people see and hear from on a daily basis. This is what we want to achieve for SMI Adviser. One way to accomplish this is for all communications and materials that represent SMI Adviser to have a consistent and compelling purpose, visual identity, and voice. This starts with clear, firm directions for uniform, standard use of the logo, materials, and words that we use to describe SMI Adviser to everyone.

Purpose of this Brand Standards Guide

This Brand Standards Guide provides guidelines for all logos, marketing materials, images, and language associated with SMI Adviser. This includes how to use the logo, where to find key materials, who to contact with questions, and more.

When you follow these guidelines closely, you help us create a strong and consistent brand in the hearts and minds of our audience. Why is this important? It helps people easily understand how SMI Adviser leads to better care so people with SMI can live better lives. This includes all of our key audience groups: clinicians, individuals who receive care, family members, peer specialists, individuals in need of care, other caregivers, and more.

Thank you for helping us build a strong brand for SMI Adviser!



ABOUT SMI ADVISER

How Did SMI Adviser Begin?

In July 2018, the Substance Abuse and Mental Health Services Administration (SAMHSA) awarded a five-year, \$14.2 million grant to the American Psychiatric Association (APA) to establish a Clinical Support System for Serious Mental Illness. That is how SMI Adviser began and its purpose is to support clinical care.

The APA leads a broad team of experts and organizations who work on the project. This team includes experts in:

- Clinical Treatment
- Instructional Design
- Peer Support
- Technology
- Recovery
- Marketing
- Patient and Family Engagement

SMI Adviser Supports Diversity

SMI Adviser offers free education, vetted resources, and clinician-to-clinician consultations for anyone who works in the mental health field. SMI Adviser also serves as a resource for families and communities. Our work helps reduce stigma and promote evidence-based treatment for all persons in need of care for serious mental illness.

SMI Adviser is proud to have a strong commitment to minority and under served communities. Our ongoing work includes active plans to:

- Engage all stakeholders.
- Enhance the level of professional collaboration in all communities.
- Promote ways to reduce mental health disparities.

SMI Adviser Provides Much-Needed Guidance

There are many evidence-based treatments and resources for SMI, yet they are often underutilized. Many people with SMI do not access regular care. The impact of SMI on their lives and health is significant.

- In 2021, 5.5 percent of adults aged 18 or older (14.1 million people) had a serious mental illness (SMI) in the past year (SAMHSA, 2022)
- Only 39.7% of people with SMI have full-time employment (SAMHSA, 2022)
- Nearly twice as many adults who have SMI (21.8%) have incomes below the poverty level as in the general population (11.6%) (SAMHSA, 2022; U.S. Census Bureau, 2022)
- 21% of people who experience homelessness (122,888 people) meet criteria for SMI (U.S. Dept. of Housing and Urban Development, 2022)
- In 2018, people diagnosed with schizophrenia or mood disorders accounted for 924,900 inpatient hospital stays (Healthcare Cost and Utilization Project, 2021)
- People who have schizophrenia have a 4.5-fold increased risk of dying from suicide compared to the general population (Columbia University, 2021)



VISION AND MISSION

What is a Vision Statement?

A vision statement describes the clear and inspirational long-term desired change that results from an organization's work.

SMI Adviser Vision Statement

To transform care for people who have serious mental illness so they can live their best lives.

What is a Mission Statement?

A mission statement is a description of an organization's purpose, what its goals are, and/or who it serves and how it serves them.

SMI Adviser Mission Statement

To advance the use of a person-centered approach to care that ensures people who have SMI find the treatment and support they need.

For clinicians, we offer access to education, data, and consultations so you can make evidence-based treatment decisions.

For patients, families, friends, people who have questions, or people who care for someone with SMI, we offer access to resources and answers from a national network of experts.



THE LOGO

What Does the SMI Adviser Logo Mean?

The name SMI Adviser, the structure of the logo, and the colors of the logo all have specific meaning.

Words

SMI

This refers to Serious Mental Illness (SMI), which is the topical focus of this initiative.

Adviser

This refers to someone who gives advice, guidance, and/or education in a particular field. All of these fall within the mission of this initiative.

Clinical Support System for Serious Mental Illness

This refers to the specific purpose of the initiative funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) . That purpose is to establish a national Clinical Support System for Serious Mental Illness (CSS-SMI) that uses education and consultation to expand the base of clinicians who are able to provide evidence-based care to individuals with SMI.

Colors

Blue

Represents calm, intelligence, trust, wisdom, truth.

Green

Represents the traditional color of medicine, the color of mental health awareness, and life, growth and safety.

Orange

Represents creativity, change, determination and success.

Swirl Icon

The circular swirl icon surrounds the acronym SMI in the logo. This is purposeful. It represents the mission of SMI Adviser to surround and support all those impacted by SMI. This includes:

- Clinicians who care for people with SMI, to support them with tools, advice, data, and education
- Family members and caregivers, to help them access resources that provide answers
- Individuals who have SMI, to surround them with patient-centered care that helps them find better lives

For purposes of readability the safe space around the logo is the same as the height of the text “SMI” in the logo.



The minimum height for the logo is 1 inch



LOGO ACCEPTABLE USES

The logo must always be visible on any backgrounds. Only place the logo on a background that provides ample contrast.



LOGO UNACCEPTABLE USES

The logo must always be visible on any backgrounds. Only place the logo on a background that provides ample contrast.



Don't alter the dimensions or skew the logo in any way



Don't use incorrect colors with the logo



Use incorrect fonts with the logo



Don't add a drop shadow



Don't place logo on backgrounds that make it hard to see



Don't change the circles of the logo



FONTS



SMI Corbel Bold
Adviser Corbel Regular
Tagline Myriad Pro Semibold

Corbel Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Corbel Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Myriad Pro Semibold

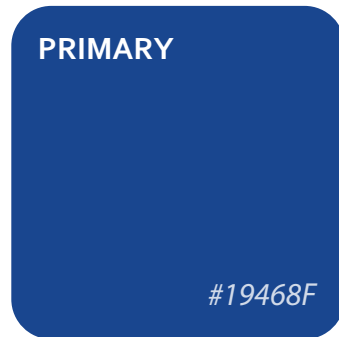
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz



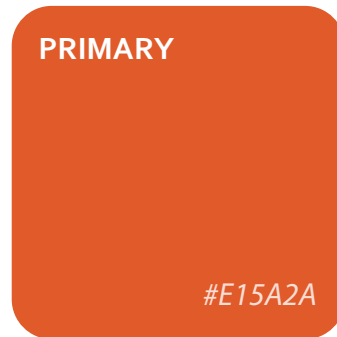
COLORS

COLORS

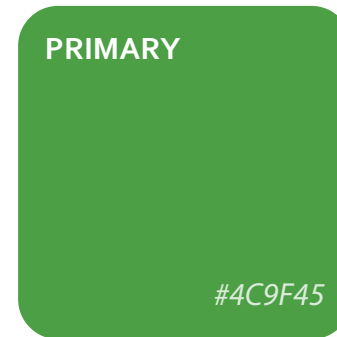
These are the primary colors of SMI Adviser used in the logo and all branding material.



HEX: #19468F
RGB: 25, 70, 143



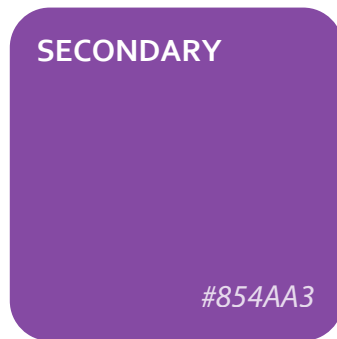
HEX: #E15A2A
RGB: 225, 90, 42



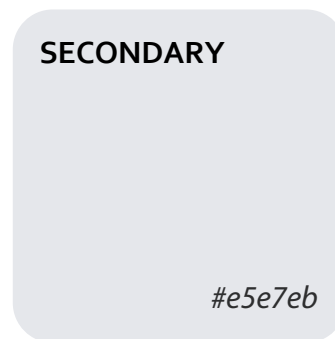
HEX: #4C9F45
RGB: 76, 159, 69

COLORS

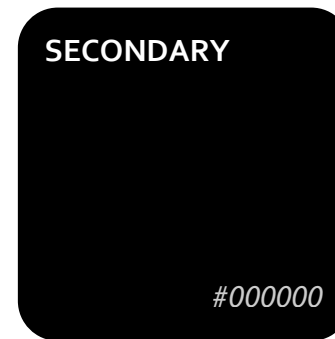
These are the secondary (accent) colors of SMI Adviser can be used to establish hierarchy in a design or to bring attention to a specific section.



HEX: #854AA3
RGB: 133, 74, 163



HEX: #e5e7eb
RGB: 229, 231, 235



HEX: #000000
RGB: 0, 0, 0



URL USAGE

URL Acceptable Use

The URL for the SMI Adviser website must always have “SMI” in capital letters and “adviser.org” in lower case letters.

SMIadviser.org

Unacceptable Use

smiAdviser.org
smiADVISER.org
SMIADVISER.org
SMIAdviser.org



REQUIRED INFORMATION FOR ALL MATERIALS

Visual APA and SAMHSA Acknowledgement

On all materials and communications, it is a primary requirement to include visual acknowledgement for both APA and SAMHSA. If space or format is an issue, a secondary option is text acknowledgement.

Primary

Administered by



Funded by



Secondary

An APA and SAMHSA Initiative
Funded by SAMHSA. Administered by APA.

Copyright Statement

On all materials and communications, it is a primary requirement to include the APA copyright statement.

© [insert year] American Psychiatric Association. All rights reserved.

Grant Statement

On certain specified materials and communications, it is a primary requirement to include the official grant statement.

Funding for SMI Adviser was made possible by Grant No. SM080818 from SAMHSA of the U.S. Department of Health and Human Services (HHS). The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, SAMHSA/HHS or the U.S. Government.



USE OF MATERIALS

Use of SMI Adviser Logo, Materials and Communications

SMI Adviser and the APA welcome all interest in SMI Adviser. We embrace and support all people who feel the impact of SMI. Clinicians, individuals who receive care, family members, peer specialists, individuals in need of care, other caregivers, and more.

We encourage you to help us spread the word about SMI Adviser. This ensures that people can access resources and answers they need to find better lives.

Guidelines

We ask you to follow these simple guidelines in order to help us in the best way possible.

1

Permission is required to use any assets, images, logos, materials and communications that are created, owned and/or distributed by SMI Adviser and the APA. To request permission, please send an email to SMIAdviserHelp@psych.org.

2

Do not create your own materials, images, or communications about SMI Adviser. We have a wide array of approved marketing materials, images, and communications that we can share with you. This includes Powerpoint presentations, social media images, social media copy, email content, and more. Access all approved SMI Adviser materials at SMIadviser.org/toolkit.

3

The SMI Adviser website offers information about the initiative, the services it provides, and the 30+ national mental health organizations that help lead it. Visit SMIadviser.org/brand to learn more.

Questions?

For any questions about this Brand Standards Guide or SMI Adviser, please send an email to SMIAdviserHelp@psych.org.

SMIadviser.org/brand

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