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Defining our brand

This section expresses the meaning of the brand: what we stand for, our mission, what sets us apart, why the logo looks like it does, and our voice and personality.
Who we are

Our mission

The Steve Fund's mission is to build and elevate systems that support the mental health and emotional well-being of young people of color.*

Our vision

Our vision is that every young person of color is fully supported by programs, services, and institutional cultures that value mental health and well-being.*

*Please note:
The mission and vision statements have not been finalized. Do not use in any externally-facing communications.

The Steve Fund is the leader in building sustained organizational, systemic, and cultural change that creates equitable support of the mental health and emotional well-being of students and young professionals of color.
Our brand personality

We are...

**Spirited** in our style of work: Energized, daring, enthusiastic, dynamic, passionate, charismatic.

**Determined** in how we strive toward our mission: Unapologetic, focused, powerful, pioneering, committed.

**Intentional** in all we do: Thoughtful, discerning, professional, rational, inquisitive, evidence-based.

**Trustworthy** in our relationships: Sincere, caring, inclusive, compassionate, empathetic, discrete.
How we use the name

Our organization’s name is “The Steve Fund.”

The definitive article “the” should always be used but not be capitalized except for at the beginning of a sentence or when the name of the organization is explicitly defined as in the sentence above this paragraph.

Other examples are:

1. Our organization is called “The Steve Fund.”
2. But: We have been working together with the Steve Fund.

The abbreviation should be “TSF” (without quotation marks). When using the abbreviation TSF, do not use the definite article “the”, i.e., do not use “the TSF.” Proper use is shown in the following sentence: “The primary goal of TSF is supporting the mental health and emotional well-being of students of color.”

On second reference, the organization may be also referred to as “the Fund.” In these instances, the word “Fund” is to be capitalized.
Defining our brand

Voice and tone

The Steve Fund’s voice reflects our brand personality and is an expression of our brand promise that we’re the leader in the field. Here are some things to consider when writing for the Steve Fund:

**We are passionate.**
We are driven by a desire to help and create as much impact as possible. We speak with purpose.

**We are thoughtful.**
We’re careful in how we speak because we know that words have an effect. Our language is well-considered and comes through with power.

**We are plain-spoken.**
We don’t hide our meaning behind unnecessarily academic terms. We are clear in what we say.

The tone that the Steve Fund takes in its writing can shift from audience to audience. We speak to college freshmen, university provosts, social scientists, and many others, so it’s important to adjust how casual you are in your writing.

Also, consider the reader’s emotional state: Where are they coming from? Do they need support? Are they looking to us for strategic advice? Let’s meet people where they are, while always keeping to the central aspects of our brand voice.
Design elements

This section contains the nuts and bolts: logo forms, colors, typography, how to use the brand elements and — importantly — how NOT to use them.
Our logo

The Steve Fund

Primary

The Steve Fund

Primary with Tagline

Promoting the mental health and emotional well-being of young people of color.

Design elements

Brand Guidelines
Our logo is based on several core ideas:

The two shapes represent the Steve Fund's identity as a strategist that brings together ideas, tools, people, and institutions to center and support young people of color.

The two intersecting shapes represent dialogue and sharing of resources as we all work toward a common goal of healing and well-being.

The logo represents The Steve Fund's strategy to deploy needed resources, tools, and knowledge; diverse mental health expertise; and an inclusive community of action to drive the success of our vital mission—promoting mental health and emotional well-being of young people of color.
Clear space

Make sure that you provide generous clear space around the logo to let it stand out clearly.

The examples here show the minimum amount of clear space required. Whenever possible, the preference is to provide more clear space than the minimum shown here.

Do not place any text, graphics, or images within this area of clear space.
Abbreviated logo

We have a logo that only contains the initials “TSF.” This abbreviated mark is NOT to be used at this time. Only as brand awareness and recognition grows over time will it become suitable to use it.
Use on backgrounds

The full-color logos should be used only on white and dark blue backgrounds. Or, Light Gray at 50% opacity, but never 100% opacity. Avoid using full-color logos on photographs unless the logo sits on a white area of the image.
One-color use

The one-color logo should be used only on photographs and color backgrounds within the Steve Fund color palette.
How not to use

Please don’t alter the logo in any way. Careful consideration has been given to weight, color, typography and structure of the marks. Maintaining brand consistency is a priority.

Do not adjust line weight

Do not replace the font

Do not change the colors

Do not distort or adjust the proportions

Do not add drop shadows or any other effects

Do not skew the logo
Core Colors

Only use approved brand colors when designing collateral for the Steve Fund.

**PMS: Pantone Matching System**

OFFSET PRINTING

Colors are patented, standardized color inks. Often used in one or two-color jobs. Ideal for stationary and premium brochures/collateral.

**CMYK**

PRINTING

CMYK is a process by which tiny dots of cyan, magenta, yellow and black inks mix to make colors. It is mainly used in print design such as brochures, flyers, posters, and postcards.

**RGB & HEX**

ONSCREEN

The process by which red, green, and blue combine to make colors. Used for online applications, TV, mobile devices, games, and illuminated signs.

**HEX**

ONSCREEN

HEX (hexidecimal) is a six-digit combination of letters and numbers that represent an RGB color. It is mainly used in web design.
Typography

Gilroy

PRIMARY TYPEFACE

Gilroy is a modern, versatile, geometric typeface that can be used in large H1s and smaller applications.

Available for both desktop and web versions through MyFonts.

Noto Serif JP

BODY COPY ONLY

A Google font that nicely complements the large letterforms of Gilroy. This typeface is only to be used for body copy.

Available for free download via Google.
Icons

We recommend using icons with a style that uses a thicker line weight and no color fill. The lines can have a mixture of sharp corners with rounded edges to match the logo style. Note that the style of the icons recommended are simple and clean.

Sample Icon Collection
Photography presents a lens from inside the community. Our lens is already inside. People are not used as props in our photography.

Do NOT treat photography with color overlays or other stylistic treatments. We represent our community as they are, unfiltered and untreated.

The photographs seen here are directional.
Video

Lower thirds
Design should be clean and clear. Names and titles should be set in Gilroy Medium and backgrounds set to 80% opacity.

Ending slates
All videos should end with the Steve Fund logo, animated or still.

Watermarked logos
Watermarked logos should be placed in the upper left at 50% opacity.
Brand extension

How the visual brand is applied across media.
Expressions

The brand uses several conceptual design ideas born out of the logo and strategy.

A. Lines

The lines from the logo “hold” and “support” the text content as a reflection of the logo concept. This graphic approach is simple and understated.

B. Intersectional shapes

Use the intersectional shapes from the logo to contain imagery and create compositions. There should always be at least one side of a polygon that uses the rounded corner radius from the logo. The lines attach and connect objects to show support and holding.
Expressions

C. Simplified Intersectional Shapes
For simpler compositions, use the rounded edge shapes in an overlapping manor as a backdrop for content. Note: the text is left-aligned to the color block at the back to create alignment.

D. Expressive Type
Use the type in bold ways for more graphical, expressive media.
Stationery and reports

Our mission

The Steve Fund exists to promote, support, and advocate for the mental health and emotional well-being of students and young professionals of color.

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Brand Guidelines

Equity in Mental Health Framework

Recommendations for colleges and universities to support the emotional well-being and mental health of students of color.

A joint project of

The Steve Fund
JED

Reserved

Expressive
Swag

Reserved

Expressive

The Steve Fund
Social Media Profile

Let’s start talking about mental health.
stevefund.org

A philanthropic organization promoting the mental well being of college students of color and ensuring the
Social Media Banners

Let’s start talking about mental health.
stevefund.org

Reserved

Expressive

The Steve Fund
Social Media Posts

The Steve Fund Brand

End the stigma.

Your mental health matters.

There is no shame in needing help when you are struggling.

Text STEVE to 741741 to connect with a trained crisis counselor 24/7.

Reserved  Expressive
Social Media Posts

Brand Partnerships

We are proud to partner with NAMI.

“Our goal is to work with The Steve Fund to close as many use and access gaps as possible, while raising expectations for more equity in mental health going forward.”

DANIEL H. GILLISON JR., CEO OF NAMI

We are proud to announce our partnership with NAMI, focused on improving the mental health in black families.

Send Message

“Our goal is to work with The Steve Fund to close as many use and access gaps as possible, while raising expectations for more equity in mental health going forward.”

DANIEL H. GILLISON JR., CEO OF NAMI

Send Message
Social Media Posts

Events

Anti-Asian Hate & The Mental Health Crisis on College Campuses
Join us for a discussion with a panel of experts.
June 22, 2021
1 - 2:30 pm, ET
STEVEFUND.ORG/EVENT-LINK

Community Conversations
Race, Gender Identity & Sexual Orientation
Community Conversations is a free, monthly public series that brings mental health, academic, and workplace experts into conversation with our community.
January 1, 2022
1 - 2 pm, ET
STEVEFUND.ORG/EVENT-LINK

JOIN US FOR AN EVENT

Anti-Asian Hate & The Mental Health Crisis on College Campuses

January 1, 2022
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Send Message

Send Message

Reserved

Expressive

The Steve Fund
Social Media Posts

SpeakOnIt! Podcast

Competition in Higher Education
Produced and hosted by Dannie Bell, Kaelyn Huang, and Jay Wang

Our first question would be, what does advocacy mean for me? At least means to be passion...

Send Message
Collateral

Slide Deck

Flyer

Reserved

Expressive
Let’s start talking about mental health.

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