



live beyond

Campaign brand guidelines

August 2024



How to use this guide

The goal of the *Live Beyond* campaign is to increase awareness and understanding of Adverse Childhood Experiences (ACEs), toxic stress, their potential impacts, and ways to heal. This guide is here to help you when you're creating outreach materials, ads, and other content related to *Live Beyond*.

Use this guide to:

- ♦ get the right logo in English and in Spanish
- ♦ access our supporting graphics/flair (like the sunburst and non-linear line)
- ♦ learn what kinds of images best reflect the tone of the campaign
- ♦ get the right colors and typography
- ♦ learn the brand voice and tone to use
- ♦ and more

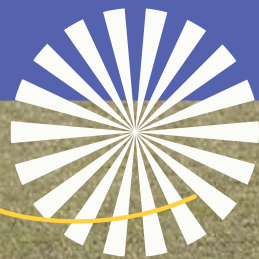
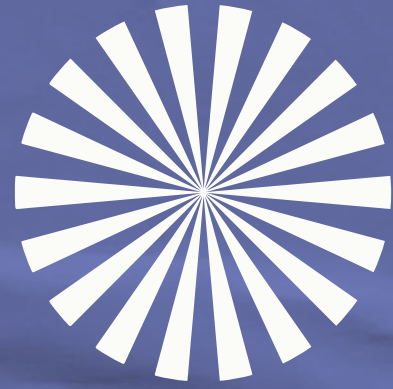


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HEALING ISN'T LINEAR

My past
doesn't det
my future

Brand identity

THERE'S
HEALING
AHEAD →

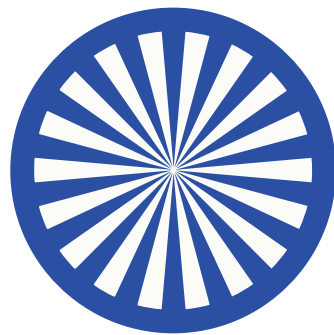


Logo – English

This retro-inspired logotype for the *Live Beyond* campaign incorporates clean, easy-to-read letterforms. It maintains a sense of modern simplicity with its bold typeface and provides a sense of safety and softness with the rounded edges. The word “beyond” is also coming out of the word “live” which visually represents living beyond ACEs.

**live
beyond**

Full Color



Icon – Full Color

**live
beyond**

Black



Knock-out

**live
beyond**

Reverse

**live
beyond**

Grayscale

**live
beyond**

Single color – light purple

**live
beyond**

Single color – dark purple

Color variations

**live
beyond**

Purple/burnt orange

**live
beyond**

Yellow/green

**live
beyond**

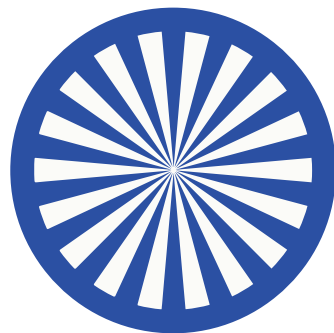
Burnt orange/orange

Logo – Spanish

To make the campaign as effective as possible, the direct translation of “live beyond” was not used, rather a phrase that is more relatable and authentic for our Spanish-speaking audience: “puedes vivir mejor,” which translates to “you can live better.”

**puedes vivir
mejor**

Full Color



Icon – Full Color

**puedes vivir
mejor**

Black

**puedes vivir
mejor**

Knock-out

**puedes vivir
mejor**

Reverse

**puedes vivir
mejor**

Grayscale

**puedes vivir
mejor**

Single color – light purple

**puedes vivir
mejor**

Single color – dark purple

Color variations

**puedes vivir
mejor**

Purple/burnt orange

**puedes vivir
mejor**

Yellow/green

**puedes vivir
mejor**

Burnt orange/orange



Logo restrictions

Brand consistency is extremely important. That's why we ask that the campaign logo not be altered in any way, including the handful of examples shown below.



Do not use colors that are not in the brand guide.



Do not resize elements.



Do not change font.



Do not use reverse version of the logo



Do not rotate logo.



Do not add embellishments like drop-shadows.



Do not add pattern or texture.



Do not outline.



Do not add gradients to logo.

Logo integrity and clear space

Logo clear space

A minimum clear space, measured by the height of the “o” in “beyond,” must be maintained on the perimeter surrounding logo artwork, at any size. The clear space should be measured from the farthest edge of the logo on all sides. No element may encroach on this space.

Minimum logo size

The primary logo must not be reproduced at a size smaller than .75” wide in order to maintain appropriate legibility.

**live
beyond**

—
.75” minimum



Clear space requirements

Logo hierarchy

These are examples of how the *Live Beyond* logo can be locked up with additional partner logos and elements. *Live Beyond* should always remain first in the logo lockup if it is located on branded materials.

The *Live Beyond* logo should always come first in order, followed by the accompanying partner logo, and then by any additional logos. All logos should have roughly the same visual weight in any version of the lockup. The logos should be separated by a rule with equal space from the rule to the logo on both sides.

When adapting materials

When adapting *Live Beyond* materials for your organization use the following lockup. Remember to always consider legibility when placing the logos, and you must include the *Live Beyond* logo.

Live Beyond logo with URL lockup



When adding the URL to the *Live Beyond* logo, make sure the URL fits in between the descender of the “y” and the right edge of the logo.

Partner logo lockups



Single partner logo pairing



OFFICE OF THE
CALIFORNIA
SURGEON
GENERAL



Double partner logo pairing



OFFICE OF THE
CALIFORNIA
SURGEON
GENERAL



Partner logo and additional logo pairing



OFFICE OF THE
CALIFORNIA
SURGEON
GENERAL

Community based
organization logo

Interchangeable partner logo
placed here

Color palette

The *Live Beyond* campaign showcases a dynamic color palette, with soft hues that span a wide spectrum. These colors work harmoniously to establish visual interest and instill hope. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK, RGB, and HEX values for consistency across different media.

Primary color palette

The primary color palette features periwinkle, orange, and green tones, chosen for their retro appeal and visual harmony. They are meant to be visually bold but not overpowering to evoke a sense of calming hope. These colors should be used heavily throughout the campaign materials, especially as full color backgrounds, graphic elements, and text containers.

Tints and shades of the primary palette

Tints and shades of each primary color have been added to the palette, enhancing depth and dimension while ensuring optimal contrast levels for ADA compliance. This not only adds visual richness but also ensures inclusivity, making the campaign accessible to all.

Secondary palette

The secondary color palette is brighter with pops of warm colors that can be used throughout the campaign. These will be used heavily to support additional design elements like the sunburst and non-linear line elements. These colors should be used as highlights throughout the campaign materials to support the brand and give it more dimension and warmth. Please be sure to use the campaign black text color on light backgrounds like Pantone® 112 C or Pantone® 4008 C to ensure high contrast for optimal ADA compliance.

Primary color palette



Tints and shades of primary palette



Pantone® 2124 C
CMYK 62, 53, 0, 0
RGB 109, 123, 211
HEX #6d7bd3



Pantone® 2434 C
CMYK 6, 65, 65, 0
RGB 230, 121, 93
HEX #e6795d



Pantone® 6162 C
CMYK 76, 8, 69, 0
RGB 53, 170, 121
HEX #35aa79



Pantone® 2728 C
CMYK 96, 78, 0, 0
RGB 0, 71, 186
HEX #0047ba



Pantone® 7579 C
CMYK 17, 85, 98, 7
RGB 193, 71, 41
HEX #c14729



Pantone® 2245 C
CMYK 100, 19, 85, 8
RGB 0, 132, 86
HEX #008456

Secondary color palette



Pantone® 112 C
CMYK 0, 17, 85, 0
RGB 255, 209, 64
HEX #ffd140



Pantone® 2011 C
CMYK 2, 46, 91, 0
RGB 242, 153, 52
HEX #f29934



Campaign white
CMYK 2, 2, 4, 0
RGB 246, 245, 240
HEX #F6F5F0



Pantone® 4008 C
CMYK 2, 34, 98, 0
RGB 247, 175, 34
HEX #F7AF22



Pantone® 3564 C
CMYK 2, 70, 100, 0
RGB 242, 107, 0
HEX #f26b00



Campaign black
CMYK 70, 67, 64, 74
RGB 35, 31, 32
HEX #231F20

Typography

The primary brand typeface, **Kings Caslon**, is available for free through [Adobe Fonts](#), or can be purchased directly from the [Dalton Maag foundry](#) for those without an Adobe Creative Cloud account. The primary typeface can be used for headlines, body copy, and attribution language. The secondary typeface, **Neue Kabel**, is available for free through [Adobe Fonts](#), or can be purchased directly from the [Monotype foundry](#) for those without an Adobe Creative Cloud account. Neue Kabel can be used for headlines and short copy. (See diagram.)

If Kings Caslon or Neue Kabel are inaccessible, or cannot be purchased, you may use the alternate fonts. Both are available for free through [Google Fonts](#).

The system font is **Arial**, and should be used for editable documents to ensure visual consistency, and accessibility.

Font usage recommendations

- Headlines:** Kings Caslon, Neue Kabel, or combo of both
- Subheads:** Kings Caslon or Neue Kabel
- Smaller titles:** Kings Caslon or Neue Kabel
- Body copy:** Kings Caslon
- Captions or legal copy:** Kings Caslon
- Highly editable docs** (Word/PowerPoint/Slides): Arial

Kings Caslon

Primary typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#%&

All Styles

Italic
Regular
Bold

Neue Kabel

Secondary typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#%&

Additional Styles

Regular	<i>Medium italic</i>	ExtraBold
<i>Italic</i>	Bold	ExtraBold Italic
Medium	Bold italic	

EB Garamond

Primary typeface – alternate

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#%&

All styles

Regular	<i>Medium italic</i>	Extrabold
<i>Italic</i>	Bold	Extrabold italic
Medium	Bold italic	

Montserrat

Secondary typeface – alternate

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#%&

Additional Styles

Light	<i>Italic</i>	Bold
<i>Light italic</i>	Medium	Bold italic
Regular	<i>Medium italic</i>	

Arial

System typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#%&

All styles

Regular	<i>Italic</i>	Bold	Bold italic
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HEALING ISN'T LINEAR

My past
doesn't determine
my future

Art direction

THERE'S
HEALING
AHEAD →

Graphics & text elements

Graphic & handwritten elements

The sunburst and the non-linear line elements are the two main graphic elements of the campaign, and should be used on creative layouts. The sunburst in particular should appear on all materials, unless space doesn't allow for it. Graphic elements can be used in a combination of ways in order to establish visual interest. They can stand alone or overlap. Handwritten design elements and phrases can also be used in order to establish a personal touch. These shouldn't overpower the creative layout, but used as background elements to enhance the artwork.

Text treatments

The primary typeface, Kings Caslon, and the secondary typeface, Neue Kabel, can be used for headline text treatments. A combination of the two typefaces can be used as well. Multiple colors can be used and headlines can be put in containers to help draw attention to the message and enhance legibility. The sunburst element can be added above the text to draw attention to the message.

Shapes & containers

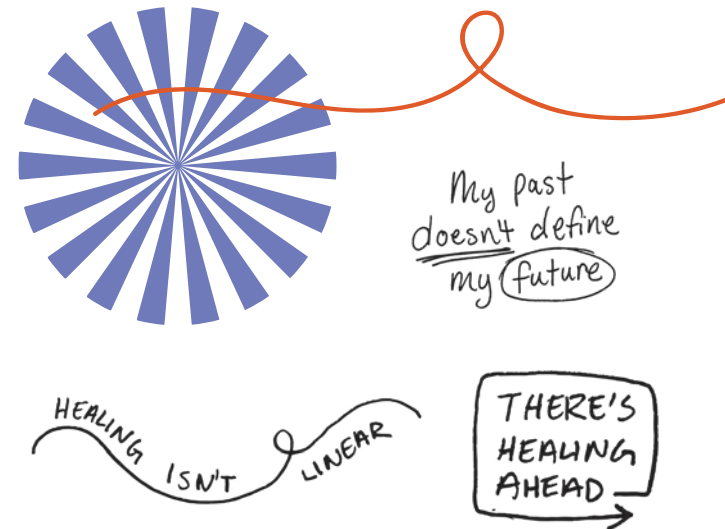
A combination of retro-inspired geometric shapes can be added in order to bring visual interest to the creative layouts. Multiple solid brand colors can be used. Shapes can also be used as containers for images depicting our target audience. Refrain from filling every container with photography in order to ensure that the creative layout maintains a clean aesthetic.

Photo treatments

In order to ensure the photography maintains an analog/film emulsion feel, subtle filters may be applied to photos to achieve this effect.

Photography should feel candid and authentic. Please be sure photos are not over-corrected. This means avoiding excessive saturation, de-saturation, graininess, or added lens flares.

Graphic & handwritten elements



Sunburst, non-linear lines, and handwritten phrases can all be used to add visual interest to creative layouts. Elements can stand alone or can be used together as well as overlap.

Shapes & containers



Geometric shapes can be used sparingly in creative layouts to establish visual interest. They can be solid brand colors or used as containers for images.

Text treatments



Lorem ipsum dolor sit amet

Can use the primary and secondary typefaces, or a combination of both. Text can be in containers for visual clarity or paired with the sunburst element to draw attention to the message.

Photo filters



Photos may be subtly filtered to give an analog/film emulsion effect.

Photography

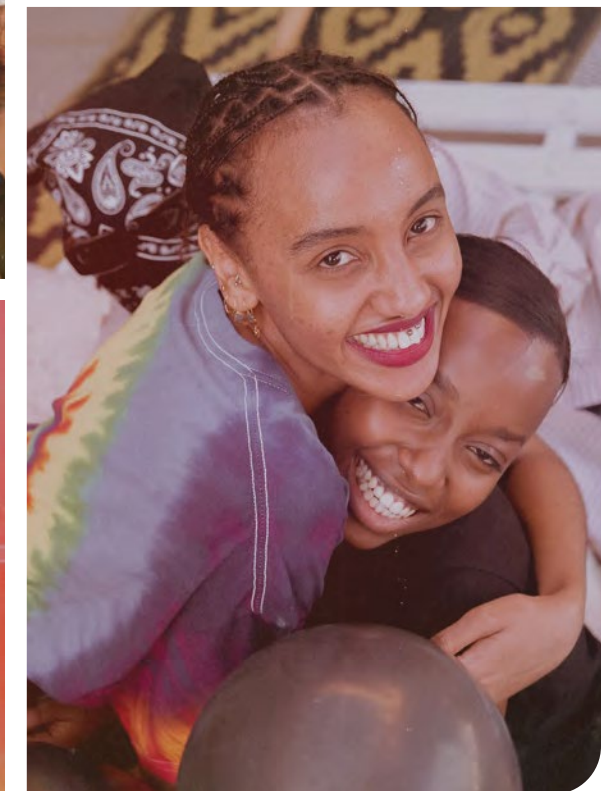
Look & feel:

- Personal, candid, authentic photography that looks like a loved one could have taken the photo
- Analog/film emulsion style
- Photography that doesn't feel too staged or posed
- Portrait-style photography
- High quality shots, vertical and horizontal

Subject matter:

- Group photos of 2 or more subjects (youth with friends, caregivers, parents, grandparents, etc.) to encourage community and positive relationships
- Individuals feeling empowered, showing their personality, looking hopeful and inspired
- Participating in stress-busting activities (i.e. quality sleep, balanced nutrition, physical activity, mindfulness practices, experiencing nature, eating well)
- Shots that embody any of our Stress Busters or symbolize hope, recovery, living beyond (holding hands, sunset, book and coffee, yoga mat, etc.)
- These images should have youth (16-25) as well as caregivers of youth (ages 8-16) represented
- Include a mix of indoor and outdoor shots as well as have variety of races and genders represented to showcase the diversity of California
- Include mix of urban and rural settings

Access photos from the approved image library [here](#).





HEALING ISN'T LINEAR

My past
doesn't define
my future

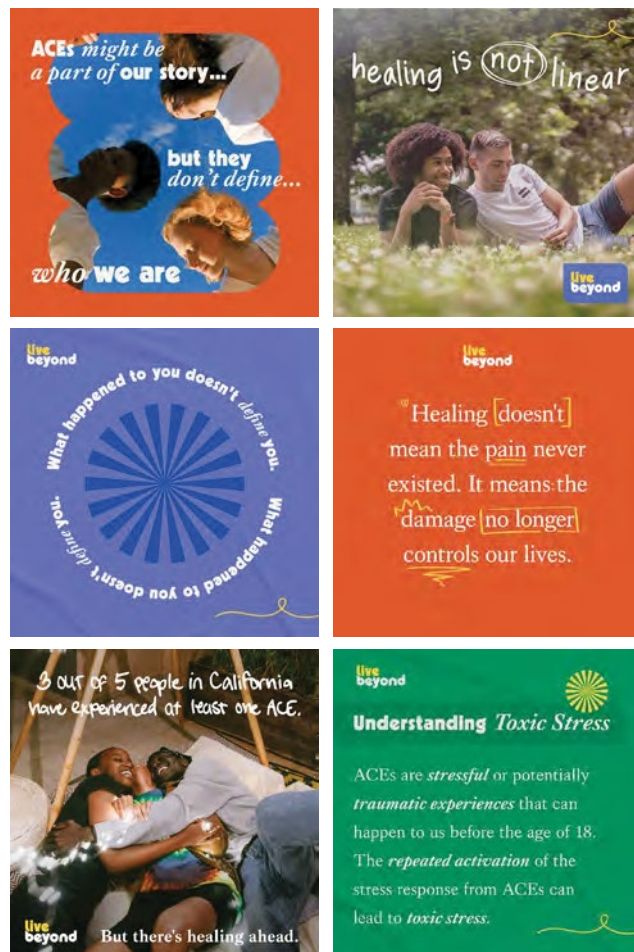
Example materials

THERE'S
HEALING
AHEAD →

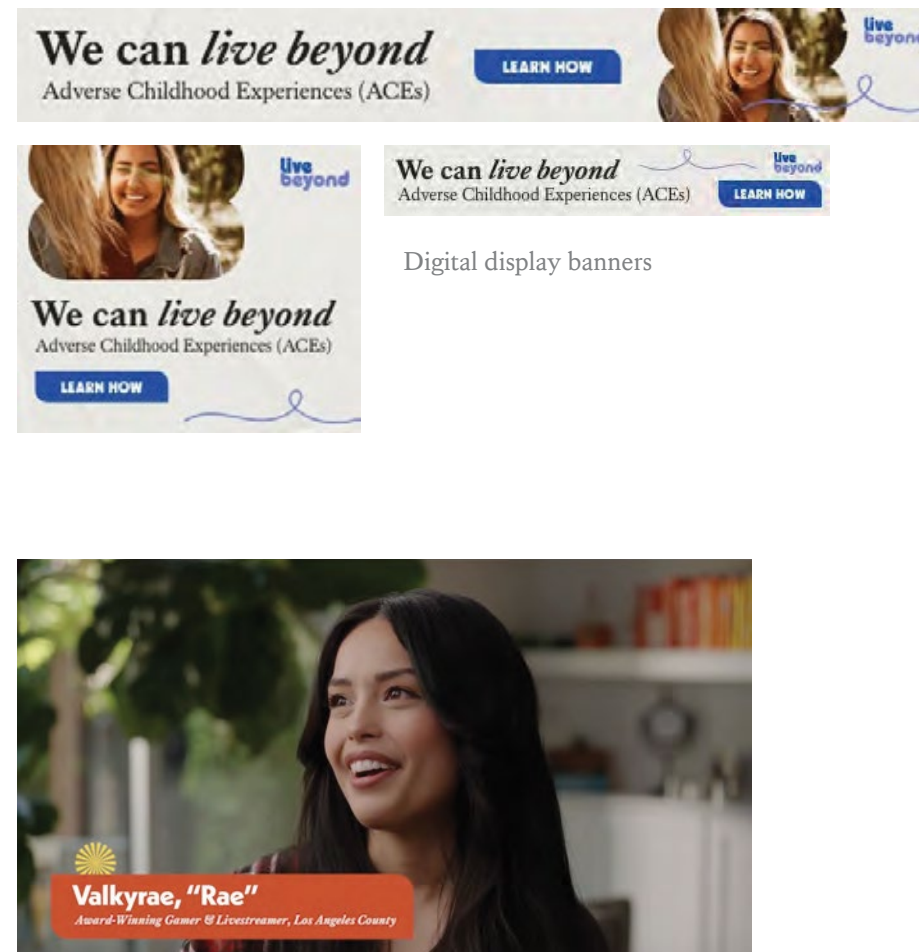
Digital design examples



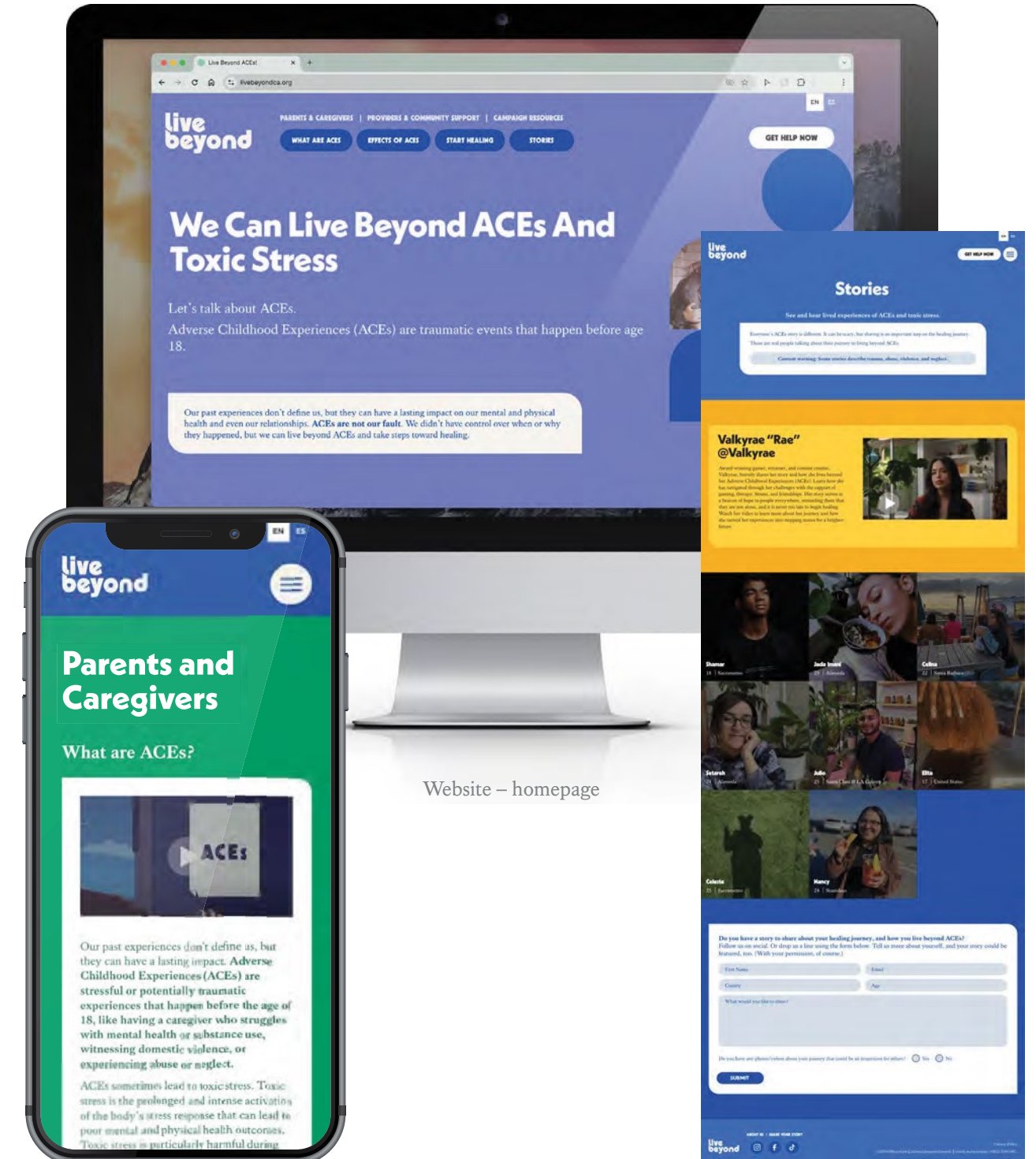
Commercials



Social media posts



Lower-third design



Website – homepage

Website – mobile

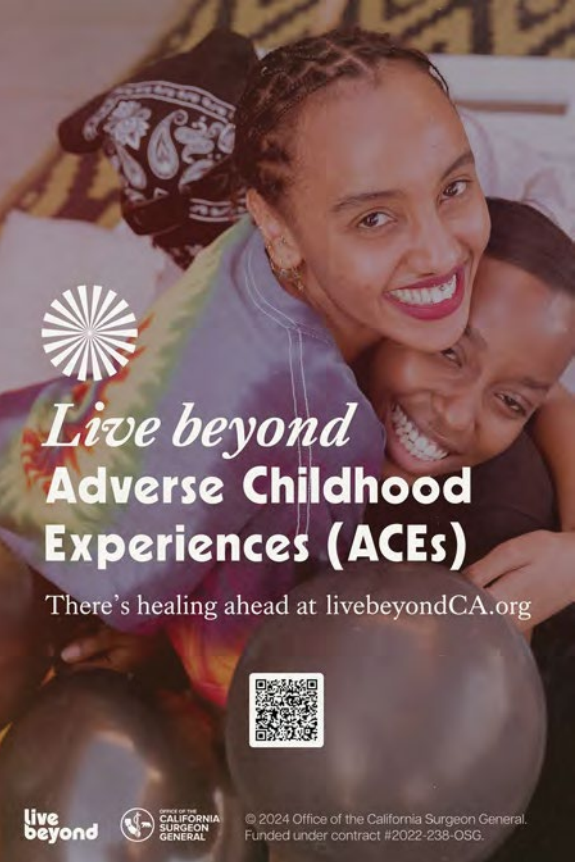
Print design examples



Fact sheet



Stickers



OOH – full bleed photo



OOH – photos, sunburst, curved line



OOH – text only, sunburst



Palm card



Print ads – photo, sunburst, text, solid background



HEALING ISN'T LINEAR

My past
doesn't define
my future

Messaging

THERE'S
HEALING
AHEAD →

Our brand voice is.....

Reassuring, empathetic, candid, unifying, hopeful, informative yet easy to absorb

We like to say “we.” To help break stigma, we often highlight how many people have experienced at least one ACE (6 in 10 of California youth and parents/caregivers surveyed). To amplify this, we often use the “we” POV in our messaging. You’ll find this first-person plural in headlines like “Our past doesn’t define our future. We can live beyond ACEs.” Our brand voice should have that feeling of community.

As you might have seen, healing (e.g. with our Stress Busters) is essential to our message. That’s reflected in a brand voice that’s calming and reassuring, hopefully a balm to people living with toxic stress related to ACEs. Even as we get into the science of ACEs and toxic stress, we always add messages about healing — that there’s healing ahead, healing ourselves is the first step to healing our communities, healing is possible and it’s never too late to get support, and so on.

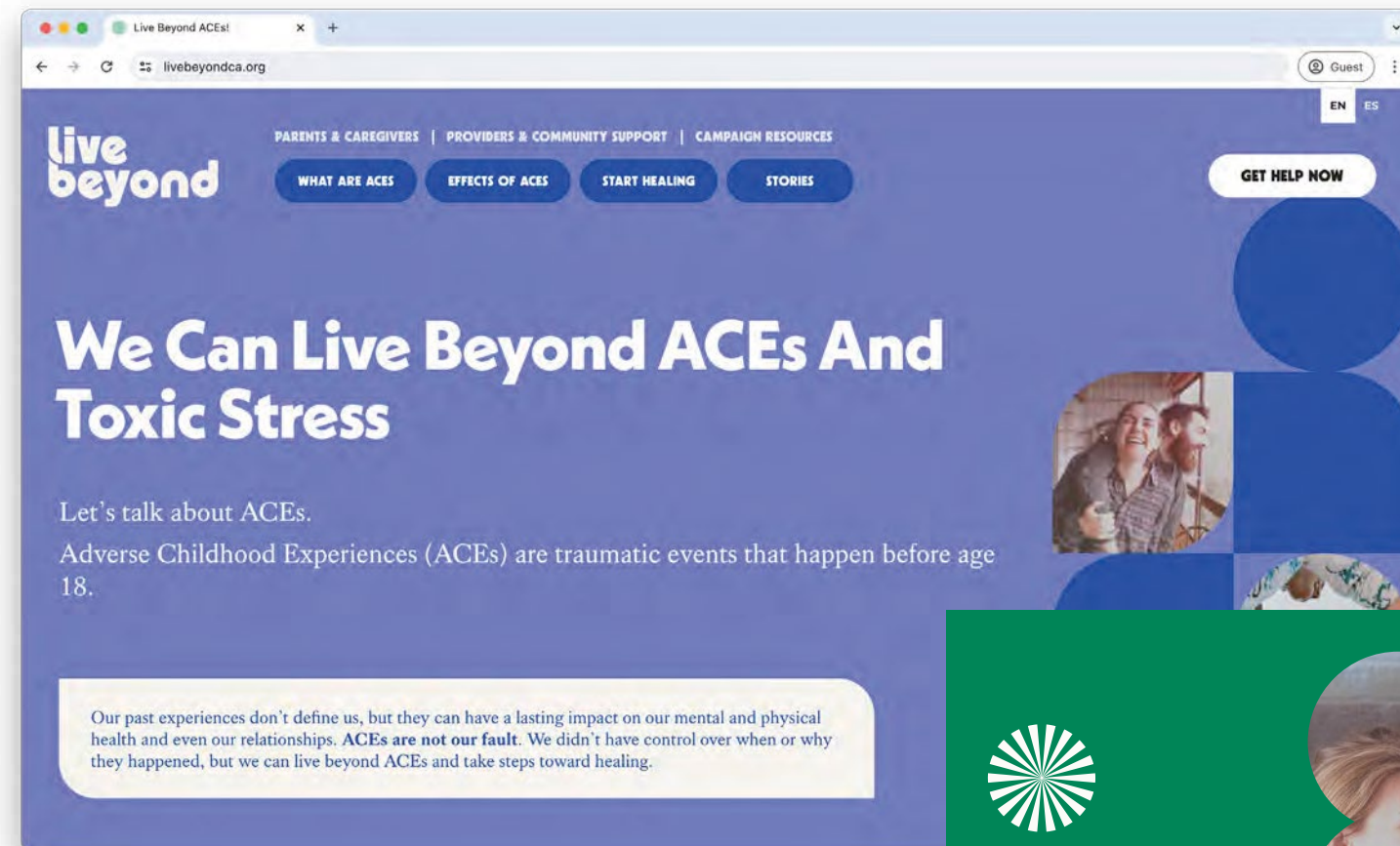


Tone

While our brand voice applies to everything we create, our tone varies depending on the platform/situation.

On the website and on printed resources, our tone is more informative. That’s because many people don’t know what ACEs mean, what they include, or how they relate to/are different from toxic stress. We balance out these explanations with reassurances like, “The good news is there are proven things we can do in the moment to ease our response to stress...” We always humanize that informative tone with hope, including ways to start healing from toxic stress through evidence-based Stress Busters.

On social media, shorter copy means we’re more to the point, but also more personal. On an Instagram reel or TikTok, we might write in the caption, “Get ready with Jonné as she talks about the loss she experienced as a teen, and what she’s doing to heal in her 20s.”



Example of website copy



Example of social media copy



Example of OOH copy



Example of print ad copy

Additional grammar guidelines

When do I capitalize Live Beyond?

If you’re talking about the official name of the campaign, use title case and italics, as in: The new *Live Beyond* campaign provides science-based, healing-centered resources for all Californians.

If you’re talking about living beyond as an action, use sentence case and don’t italicize, as in: Start your healing journey and live beyond trauma.

Exception: if “Live Beyond” is part of a proper noun, like an event name, e.g. “We Can Live Beyond.” In that case, Live Beyond is title case but not italicized.

In our URL, just “CA” is in caps: livebeyondCA.org

How do I format headlines?

In our campaign, headlines and subheads tend to be on the longer end — e.g. “See how youth across California are living beyond their trauma.” So for the sake of readability, headlines and subheads should be sentence case.

If the headline/subhead is a complete sentence, add a period. (Like in the above example.) If the headline/subhead isn’t a complete sentence, don’t add a period. For example: *Impacts across generations*



Campaign activity tip sheet

The Office of the California Surgeon General’s *Live Beyond* campaign is designed to help young people and caregivers across the state increase their understanding of Adverse Childhood Experiences (ACEs), toxic stress, and science-based strategies for healing from their impacts.

Here are some ways to bring *Live Beyond* to life in your community.

Before you get started...

Keep in mind that people are at different stages in their healing journeys, and they’re doing the best they can. Messaging should always be paired with the reassurance that it’s never too late to begin healing ourselves and/or supporting youth in our care.

Download and distribute our helpful *Live Beyond* campaign resources!

- Campaign fact sheet
- Stress Busters pocketcards
- Healing journal
- “Understanding ACEs and Toxic Stress” palm card
- Campaign stickers
- And more!
- Bookmark and reading list

Download at livebeyondCA.org/campaign-resources.

Quick tip: Share these free, confidential mental health apps. *Soluna* lets youth ages 13 to 25 chat one-on-one with professional coaches and offers journals, de-stressing tools, and forums. *Brightlife* offers coaching and mental health support for caregivers in English and Spanish.



Activity tip 1: Host an educational workshop or event

Invite your community to learn about ACEs, toxic stress, and how to heal.

- Share our educational video, palm cards, and evidence-based stress-busting activities — available at the link above.
- The *Live Beyond* journal offers space for self-reflection, exploration, and personal growth. Distribute the journal to young people in your community and host a lunch-and-learn. Make it a series, and dedicate each session to tackling a different prompt in the journal. Consider offering a quiet self-reflection space if you’re able.
- Share local mental health and physical health care resources.
- Host discussions on relevant topics, like generational cycles of trauma and healing strategies through the lens of cultural practices and traditions.

Activity tip 2: Create a “Book Nook”

- Partner with a local library if you can, or dedicate a space to books about ACEs, toxic stress, mental health, and healing from trauma. Download our reading list at livebeyondCA.org/booklist for recommendations across age groups.
- Distribute the campaign bookmark and encourage people to make their own book recommendations.

Example of tip sheet copy



Campaign activity tip sheet

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Attribution statements

Acceptable attribution statements:

Full attribution statement: © 2024 Office of the California Surgeon General. Funded under contract #2022-238-OSG.

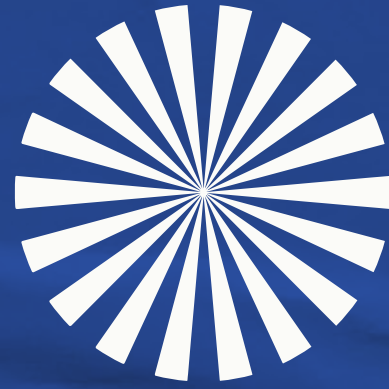
Alternative attribution statement: Funded by the Office of the California Surgeon General under contract #2022-238-OSG.

Modified statement for short audio/video scripts: “Brought to you by the California Surgeon General.”



OOH example

Material	Attribution
Poster	Full or alternative attribution statement, OSG & Campaign logos.
Social Posts (images)	OSG & Campaign logos on images Full or alternative attribution statement within the text of the post.
Social Posts (video)	Full or alternative Attribution statement within the text of the post.
Stickers	“Live Beyond” statement prominently displayed as main text/feature OR Campaign logo
Radio Script	Full, alternative, or modified attribution statement
Video Script	Full, alternative, or modified attribution statement



HEALING ISN'T
LINEAR

My past
doesn't det
my future

Reviews & approvals

THERE'S
HEALING
AHEAD →

Reviews & approvals

All materials created using the *Live Beyond* campaign brand should follow the rules outlined within this brand guide. Brand elements such as logos, character illustrations, and graphic elements are included in our toolkit, which can be downloaded using the link below.

Visit our website to download the *Live Beyond* toolkit materials at livebeyondCA.org/campaign-resources.

If you have any questions about how to use this brand guide, please reach out to us here:

Kyra Hillenmeyer: Kyra@civilian.com

Cara O'Shea: Cara@civilian.com



