

Communications Guidelines

A Note About the Brand

Youth MOVE National's brand philosophy is to be welcoming and inviting; friendly, but not persistent; bold, but not in your face. We err on the side of lighthearted, but never without being professional. (By the way, we hate hyphenated paragraphs.)

Red is Youth MOVE's color. We're bold, but we try not to break retinas. It's OK to be playful with the colors—like adding translucency and clean shapes.

Above all, we aim to be the experts in youth voice. When developing a visual element, consider how it positions the Youth MOVE brand as an authority on youth, youth engagement, youth voice, and our advocacy efforts.

Remember:

- Fun, but not immature.
- Humorous, but not inappropriate.
- Engaging, but not forced.
- Confident, but not cocky.
- Expert, but not bossy.
- Informal, but not sloppy.
- Positive, but not cheesy.

About this Guide

This is Youth MOVE National’s official guide on all things that have to do with external communications. Essentially, it’s how we talk about ourselves, our network, and how we visually represent ourselves.

Use it for any external-facing materials.

Quick note: these are guidelines. We don’t expect everyone to strictly adhere to everything that is in this document, but please try your best to do so. Feel free to shake things up a bit—add a new typeface, try a new color. Just don’t change things so wildly that the brand becomes unrecognizable. And when in doubt, do what looks good to your eye.

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The Organization & Movement

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What the Name Stands For

Youth **M**otivating **O**thers through **V**oices of **E**xperience

And that's our motto.

We believe strongly in the power of lived experience and the potential for every youth to be a leader. The voices of youth and young adults with lived experience in the mental health system, the juvenile justice system, the education system, and the child welfare system should be the driving force for change in policy, practices, and procedures. Having authentic youth involvement in decision-making and systems transformation is a step toward health equity for all. And youth who share their experience with others can motivate them and transform entire communities.

Our Story

What happens when you get youth leaders in one room? They start a movement.

In 2007, the National Youth Development Board (NYDB)—a committee of youth and young adults that was formed to advise system of care grantees on youth engagement—realized they needed to do more than just advise. They saw the power of the NYDB convening youth together and sharing their own voices of experience and the need for a national, formalized entity.

Mission and vision statements (that still closely mirror ours till this day) were formed. A logo was developed. T-shirts were printed (this was a huge deal). And during one of the development retreats, rumor has it someone tattooed the new logo on their arm.

There was no going back now. Youth MOVE National was born.

The Formative Years

Housed as a program within the National Federation of Families for Children's Mental Health (NFFCMH), YMN spent the next few years building partnerships, fundraising, and even making temporary tattoos (which, like T-shirts, was also a huge deal).

The Substance Abuse and Mental Health Services Administration (SAMHSA) provided funding for the Dare to Dream America program. YMN's recognition program, the Rockstar Awards, was developed in honor of those who led the path thus far. Maryland piloted a version of a Youth MOVE chapter, and in 2009, the official first three Youth MOVE chapters were accepted—in New Jersey, Florida, and Oregon.

Youth MOVErs sold 50/50 raffle tickets and T-shirts at conferences to fundraise for this new venture.

And then came time to register as a 501(c)3.

The Path to Independence

Youth MOVE National started the fall of 2012 as an independent, 501(c)3 organization. The Board of Directors hired three staff positions—an Executive Director, a Director of Member Services, and a Director of Resource and Development.

In the following years, YMN went from sponsoring youth tracks at conferences to hosting and leading the youth track at Training Institutes 2014 (and will do so again at Training Institutes 2018). It more than doubled the amount of initial staffers, secured more funding, and accepted dozens more chapters into its network.

Today and Tomorrow

Today, there are more than 60 Youth MOVE chapters nationwide, all focusing on issues that are unique to the youth and young adults in their local communities. We work with a robust group of partners, including the TA Network, the Children's Mental Health Initiative, the Caring for Every Child's Mental Health Campaign, the BRSS TACS TA Center, and the LGBTQ Quality Improvement Center. And we're committed to engaging young adults with lived experience to use their voice and transform the very systems that serve them.

What We Do

Youth MOVE National is a youth-driven, chapter-based organization dedicated to improving services and systems that support positive growth and development by uniting the voices of individuals who have lived experience in various systems—including mental health, juvenile justice, education, and child welfare.

We the members of Youth MOVE National will work as a diverse collective to unite the voices and causes of youth while raising awareness around youth issues. We will advocate for youth rights and voice in mental health and the other systems that serve them, for the purpose of empowering youth to be equal partners in the process of change.

Why We Do It

We the members of Youth “Motivating Others through Voices of Experience” (MOVE) National envision systems in which every youth person that enters a youth-serving system is being prepared for life through genuine opportunities and authentic youth involvement throughout all systems levels. We help guide the redevelopment of the systems so that no youth falls through the cracks. We advocate for youth to utilize their power and expertise to foster change in their communities and in their own lives.

Youth MOVE National works toward the day when all people will recognize and accept the culture of youth, their families, and the communities that serve them in order to be truly culturally competent. Youth MOVE National looks forward to the day when youth are no longer treated as numbers, problems, or caseloads, but as individuals and humans. We will all stand as partners: youth, youth advocates, supporters, parents, and professionals to see youth become successful.

How We Do It

Youth MOVE National serves as a catalyst for innovative youth engagement and incorporating lived experience in systems change initiatives. Our strength is in our connection to our chapters nationwide, each with individual youth and young adult members working on issues that affect their local communities. We employ a data- and network-informed approach to understanding how best practice approaches can move programs forward by meaningful partnerships with youth and young adults. And we unite the voices of our members all across the country to implement these best practices in all levels of our work.

Our Lexicon

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Writing Our Name

Youth **MOVE** National

(No dots or periods in “MOVE.”)

(Except for when it’s at the end of a sentence like right above.)

We’re OK with people writing **YMN**.

Stop Using these Words

Child(ren)

Kid(dos)

Teens

Youths (plural)

Ethnic

Mentally “X” Age

Committed Suicide

Dropout

Words/Phrases We Use

Youth

Young Adults

This is not an adjective. It's "youth-driven," "youth-run," "youth voice," but never "young adult-driven," etc.

Youth-Driven

Youth-driven care is a patient-centered, trauma-informed approach where youth and young adults advocate for themselves, are educated, and have a role in decision-making.

Chapter Network

Lived Experience

Youth and young adults using their voices of experience in order to transform systems paves the way for health equity!

National Leadership Team

Youth Leaders

All youth with lived experience are leaders.

Youth Advocates

We aim to use human-centered language that places the youth and young adults of the movement at the forefront. But we also don't like to sound too awkward, stilted, or full of jargon.

Visuals

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The Logo

VARIATION

There are two main variations of the YMN logo: the horizontal logo and the vertical logo. The horizontal logo should be used as the official representation of the YMN brand whenever possible. When there are space constraints or the size of the finished product would render the horizontal logo illegible (or even when it would just look better to do so), use the vertical logo.

CLEAR SPACE

Use common sense. There are no specific guidelines here, but allow the logo to breathe a bit. It shouldn't be crashing to the side of a page or up against another graphic element.

SIZING

Ditto on the size of the logo. It should be legible and easy to read.

PLACEMENT

Consistent and prominent placing strengthens the Youth MOVE National brand. The logo should be placed consistently on all publications, preferably toward the margins of the finished product.

COLORS

There is also an all-red version of the logo, but you should feel free to make a monochromatic version of the logo in any color if it fits the aesthetic of the material you're creating. Only mix and match red and black in the logo, however, as it's shown to the right.



One-Color Logos

WHITE

When needing to place a logo on a background that is a solid color, a picture, or a complex gradient, prioritize choosing the all-white logo (first image on the right). The logo does not come with the red border; that is just for example's sake. In instances when the all-white logo would not be legible, opt for the all-black logo.

BLACK

Use the all-black logo when color is not available or materials need to be printed in greyscale. Do not prioritize as the one-color logo, but do use it if the logo would not be legible otherwise.



Secondary Logo

The stencil M.O.V.E. logo is almost as old as Youth MOVE National itself. It represents a natural, grassroots success story. It has been widely adopted by Youth MOVE chapters nationwide. And though we err on the side of not prioritizing use of the stencil logo, we still recognize it as part of the official Youth MOVE brand.

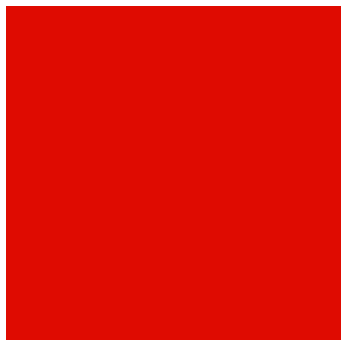


What Not to Do

Do not mix and match different colors that are not red or black in the logo. Do not rotate the logo.



Primary Colors

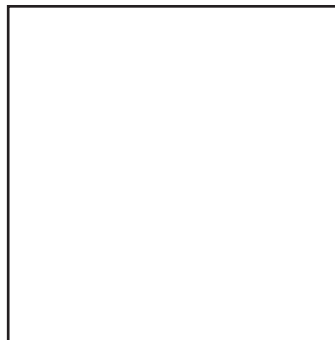


Youth MOVE Red

PMS 2347 C

CMYK 0 100 100 0

HEX #e00700



White

R 255, G 255, B 255

C 0, M 0, Y 0, K 0

HEX #ffffff



Black

Pantone Black 6 C

RGB 16 24 32

CMYK 100 79 44 93

HEX #000033



Teal

Pantone 333 C

RGB 60 219 192

CMYK 49 0 28 0

HEX #3cdb00



Maroon

RGB 59 4 0

CMYK 50 81 74 75

HEX #3b0400

About This Palette

Red and black are instantly recognizable as Youth MOVE National's core colors, but when possible use a lot of white space or soften up red and black with the teal accent or using salmon on black instead of stark red.

These colors should dominate official external communications, like publication covers, websites, ads, brochures, and recruitment materials.

Secondary Colors



About This Palette

When a new color would do the trick in separating information or content well, these selections of accents and neutrals should be used. Color selections do not strictly have to come from this palette, but they are as bold as YMN’s signature red while being friendly and inviting. When deciding to select other colors, keep that philosophy in mind. These colors are a good starting point (or end point when you have no ideas what other colors to use). The brand is also open to gradients in its color palette. We also love gradients!

This palette is good for products and resources as well as social media postings.

Social Media

For profile pictures, use the vertical logo on a white background, or the all-white logo on a red or black background. Feel free to include a background photo or to play with transparency, but the logo must be visible.

For headers, prioritize using real photos of the people we serve.

For posts, use clean and concise language—and don't be afraid of sprinkling on some humor. Emojis are always welcome (but are the frosting, not the cake). Try to use an image with a post whenever possible.



Fonts & Typefaces

Pretend this is the heading of a document or post

And then this would be the subtitle or sub-heading for that post.

And the rest of the post would be the body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus euismod augue eget fermentum eleifend. Donec fermentum tristique est quis ornare. Cras nunc tortor, congue ut arcu id, ultricies ultrices nunc. Sed elementum tincidunt lectus, vel facilisis quam.

Accent or pull out quote!

About the Typefaces

We use the above typefaces because they have strong connections to how we identify the YMN brand. But we're not overly picky about it, either. These typefaces are easy on the eyes, playful, but also quite professional. All fonts are available to download for free for personal and commercial use. The alternatives should be used when others wouldn't have the fonts downloaded—for example, during PowerPoint presentations.

We're not completely tied to using these typefaces only in these capacities. Montserrat doesn't always have to be the headline text, for example. But it shouldn't ever really be the body text—it looks strange. Do what looks good to your eye.

Montserrat

[Download Here](#)

Alternative: Verdana Bold

Roboto Slab

[Download Here](#)

Alternative: Any Serif Font

Source Sans Pro

[Download Here](#)

Alternative: Calibri

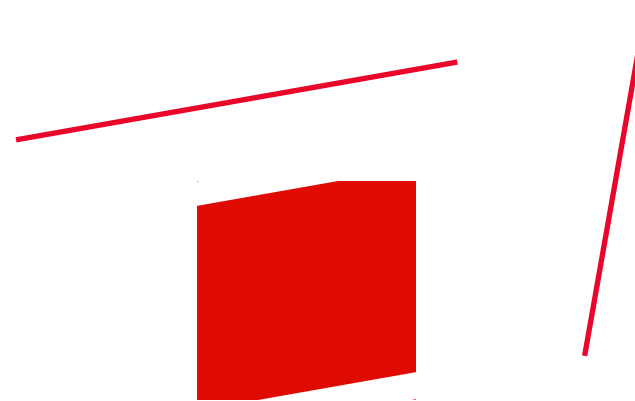
Good Foot

[Download Here](#)

Sometimes we just need an extra typeface to spice things up a bit. Any will do, but we come back to Good Foot often.

Icons & Patterns

Feel free to use lines or cut out elements at an angle. We use diagonal lines because they are still clean, but add playfulness and don't let design get boring.



When using icons, use single-colored vectors whenever possible instead of three-dimensional or “real looking” icons.



Photos

When using stock images, aim for photos of young people in action or photos that look like candid. They should not be bold or appear staged, but rather they should complement our stark color palette by softening them. They should emphasize that we recognize individuals as whole people—not just their work in systems. When choosing portraits or actually taking portraits, they should be straight on (because we’re not fooling anyone). The same can be said of staged group shots during conferences or onsite visits.

