



the
shine hopeTM
company

BRAND GUIDELINES

logo

THESE GUIDELINES STRENGTHEN
OUR BRAND IDENTITY AND
CONSISTENCY ACROSS THE
ORGANIZATION.

programs



the
shine hope[™]
company

Hopeful Mindsets[®]

Hopeful Mindsets[®]
on the College Campus

Hopeful Mindsets[®]
Deep Dives

Hopeful Mindsets[®]
Overview

Hopeful Mindsets[®]
Workplace

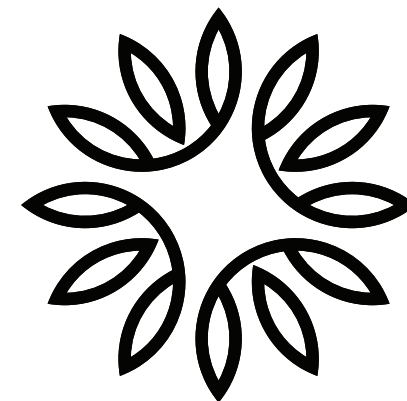
iconography



COLOR



WHITE



BLACK

logo guide

stretching of logos



colors not associated with the brand



improper placement of icon



changing font style

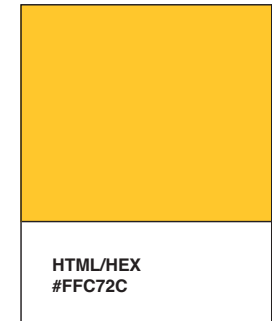
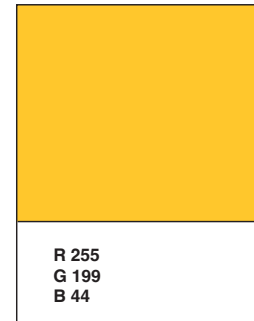
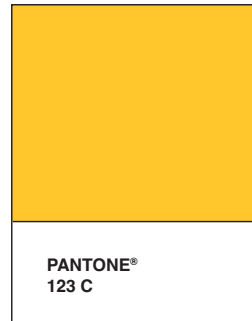
~~the
shine hope
company™~~

shadows

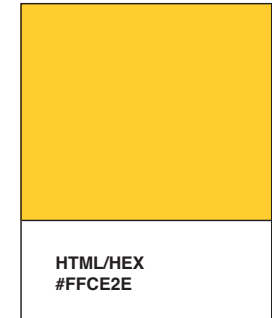
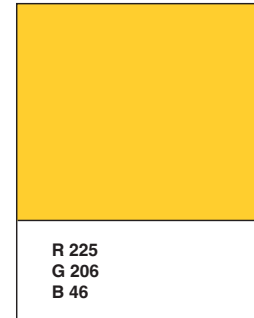
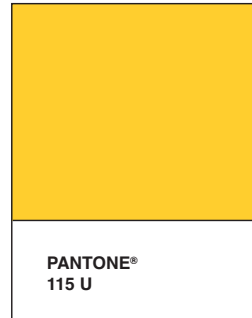


color palette

COATED



UNCOATED



typeface



AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

programs

NEXA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MONTERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

website fonts

JOST

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Heading 6

INTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ullamcorper eget nulla facilisi etiam dignissim. Tincidunt id aliquet risus feugiat. Augue mauris augue neque gravida in fermentum et sollicitudin ac. Neque aliquam vestibulum morbi blandit. Congue eu consequat ac felis donec.

social media

design template

EXPERTS PERSPECTIVE:

WHAT IS HOPE FOR YOU?



Douglas Abrams
Founder and President of Idea Architects and
Co-author of The Book of Joy and The Book of Hope

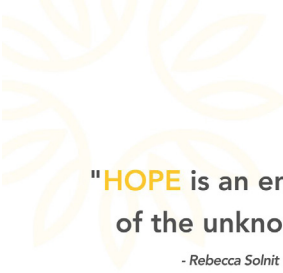
Learn 'how to' hope at:
[@HopefulMindsets](#) www.hopefulmindsets.com [#HopefulMindsets](#)

"HOPE is a vision for something in the future, fueled by positive feelings and inspired actions."



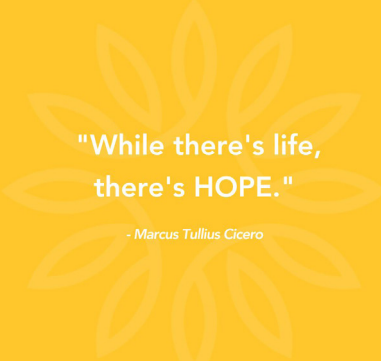
Kathryn Goetzke, MBA
Founder and Creator,
Hopeful Mindsets

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[@theshinehopecompany](#) www.theshinehopecompany.com [#TheShineHopeCompany](#)



"HOPE is an embrace of the unknown."
- Rebecca Solnit

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"While there's life, there's HOPE."
- Marcus Tullius Cicero

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DID YOU KNOW

HOPELESSNESS is the single predictor of suicide?



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Lesson 1

HOPE is a vision fueled by positive feelings and inspired actions.

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social media

target audience

COLLEGE SCHOOLS AND UNIVERSITIES
FOR THE COLLEGE PROGRAMS

ORGANIZATIONS, COMMUNITIES,
AND BUSINESSES FOR WORKPLACE
PROGRAMS

KEY LEADERS AND ADMINISTRATORS

social media

do's and don'ts

DO:

POST POSITIVE ARTICLES, RELEVANT NEW RESEARCH (PROVEN VIA CLINICAL TRIALS OR OTHER ESTEEMED RESOURCES), CELEBRITY MENTAL HEALTH STORIES, AND COMPLEMENTARY METHODS OF TREATING DEPRESSION.

FOCUS ON HOPE AND SUCCESSFUL TREATMENTS AND STRATEGIES FOR COPING – NOT THE SYMPTOMS THEMSELVES.

UTILIZE THE WORD “MENTAL HEALTH” IN PLACE OF “MENTAL ILLNESS.”

ENGAGE WITH OTHERS. POST COMMENTS, RESPOND TO HASHTAGS, GIVE ENCOURAGEMENT, RETWEET, TAG, AND REPOST.

USE RELATED HASHTAGS AND MAKING SURE TO CAPITALIZE FIRST LETTER OF EACH WORD FOR ACCESSIBILITY (CAMELCASE). THIS WILL MAKE IT EASIER FOR SCREEN READERS TO PRONOUNCE EACH WORD SEPARATELY.

DO NOT:

MINIMIZE THE FEELING OF SOMEONE WITH DEPRESSION / MAKE IT A HAPPY DISEASE (E.G. NEVER USE SMILEY FACES).

PROVIDE MEDICAL ADVICE.

POST INSENSITIVE PHRASES. OUR POSTS SHOULD BE ABOUT INFORMING, TEACHING, INSPIRING, AND FUN YET MUST BE SENSITIVE TO ALL POPULATIONS (I.E. DISABILITIES).

social media

hashtags

WE USE HASHTAGS TO MAKE OUR OWN CONTENT DISCOVERABLE AND FIND RELEVANT CONTENT FROM OTHER PEOPLE AND BUSINESSES.

THE HASHTAG ALSO ALLOWS US TO CONNECT WITH AND ENGAGE OTHER SOCIAL MEDIA USERS BASED ON A COMMON THEME OR INTEREST.

#TheShineHopeCompany

#ShineHope

#HopelsAStrategy

#Hope

handles



WEBSITE

www.theshinehopecompany.com



FACEBOOK

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www.facebook.com/theshinehopecompany



INSTAGRAM

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