

# STUDENT MENTAL HEALTH GRAPHIC TOOL

## Design Guidelines

The Student Mental Health Graphic was created to show the value and impact the target audience has on school mental health (SMH). The graphic is multi-tiered to show how interconnected people, places, and practices are in supporting SMH. The design aesthetic focuses on clear visuals to explain content, not just text. These guidelines were created to maintain this clarity of design thinking. The graphic tool is not intended to be modified, but has been structured to allow for minor customizations. Choosing to modify the tool should be done with strategic intention and for the purposes of optimizing the content for the local community of educators. For example, a district or school team planning to use this tool may feel it is essential to change the language referencing people or locations to align with the terms used in local schools. Making adaptations that are non-essential or significantly change the tool may make it less effective in communicating the intended points.

### CONTENTS:

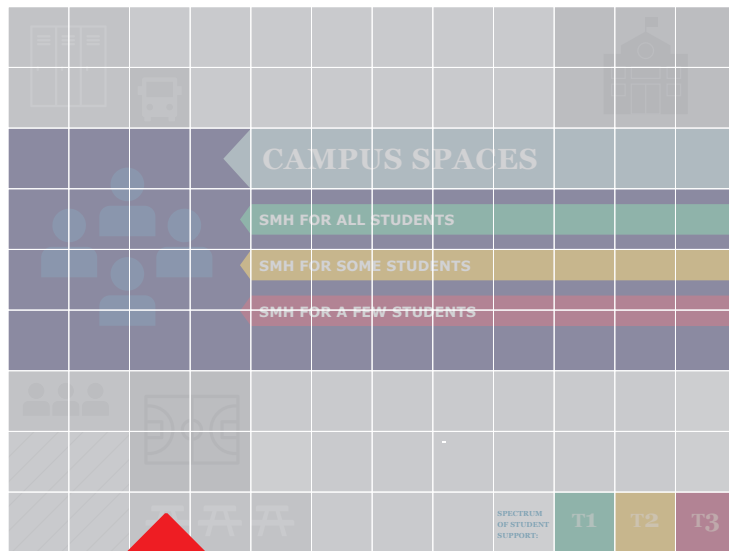
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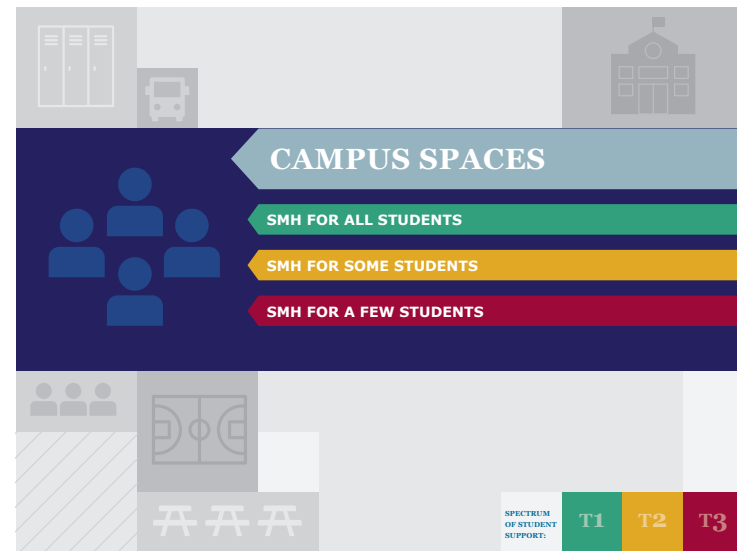
# GRID STRUCTURE

## SMH GRAPHIC GUIDELINES

The SMH Graphic has the same underlying grid organization to each slide. The grid is made up of 108 squares measuring .75 inches each. Icons and other organizing elements work within the grid to create a cohesive structure to each slide. Please do not deviate from this grid if you need to add or remove elements. Be aware of how items line up and are structured in the grid.



**UNDERLYING GRID  
STRUCTURE**



Verdana (Bold and Regular) and Georgia (Bold) are the two typefaces used throughout the Student Mental Health Graphic. Verdana and Georgia are system fonts found in both Windows and Mac OS. This was planned intentionally to avoid any font compatibility issues. Headers, titles, tiers and content are all assigned one of these three font styles. Everything is set in "ALL CAPS," which means that CAPITALIZATION is used for entire words and is a stylistic treatment. Please reference the next slide to see visual of various type treatments and font usage.

## **VERDANA BOLD**

This font is used in ALL CAPS for the following:

- SMH Tier 1, Tier 2, and Tier 3 Headers
- SMH Allies Bullet Header

## **Verdana Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**123456890!@#\$%&\*?**

## **VERDANA REGULAR**

This font is used in ALL CAPS for the following:

- Resources Bullet Content
- SMH Allies content after Bulleted Header
- Large content on intro slides

## **Verdana Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**123456890!@#\$%&\*?**

## **GEORGIA BOLD**

This font is used in ALL CAPS for the following:

- Three Section Headers
- Resources Header
- SMH Allies Header

## **Georgia Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**123456890!@#\$%&\*?**

The diagram illustrates the relationship between a full page layout and its zoomed-in components, showing how section and student support tier headers relate to resources and allies content.

**Full Page Layout (Left):**

- SECTION HEADERS:** Indicated by a red arrow pointing to the top of the page.
- STUDENT SUPPORT TIER HEADERS:** Indicated by a red arrow pointing to the "CLASSROOM" header.
- CLASSROOM:** The main section header.
- EXAMPLES OF SMH FOR ALL STUDENTS:** A sub-header.
- TEACHER'S SMH RESOURCES:** A section containing bullet points:
  - GREETES EACH STUDENT BY NAME
  - POSTS CLASSROOM EXPECTATIONS AND OTHER VISUAL AIDS FOR SOCIAL EMOTIONAL LEARNING
  - IMPLEMENT EVIDENCE-INFORMED SEL PRACTICE/CURRICULUM
- SMH ALLIES IN CLASS:** A section containing bullet points:
  - SCHOOL COUNSELOR:** PRESENTS UPSTANDER AWARD IN CLASS
  - PRINCIPAL:** SUPPORTS PROFESSIONAL DEVELOPMENT
  - SCHOOL RESOURCE OFFICER:** STOPS TO SAY GOOD MORNING EACH DAY

**Zoomed-In Components (Right):**

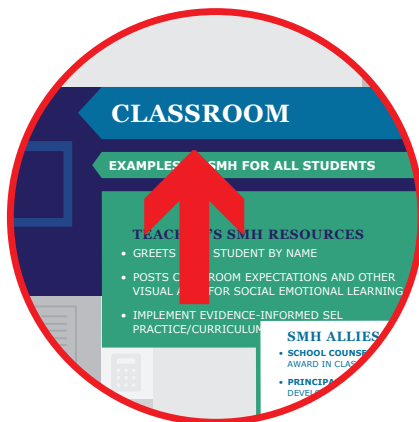
- Top Zoom (Classroom Resources):**
  - CLASSROOM:** The main section header.
  - EXAMPLES OF SMH FOR ALL STUDENTS:** A sub-header.
  - TEACHER'S SMH RESOURCES:** A section containing bullet points:
    - GREETES EACH STUDENT BY NAME
    - POSTS CLASSROOM EXPECTATIONS AND OTHER VISUAL AIDS FOR SOCIAL EMOTIONAL LEARNING
    - IMPLEMENT EVIDENCE-INFORMED SEL PRACTICE/CURRICULUM
  - RESOURCES BULLET CONTENT:** Indicated by a red arrow pointing to the bullet points in the "TEACHER'S SMH RESOURCES" section.
  - RESOURCES HEADER:** Indicated by a red arrow pointing to the "TEACHER'S SMH RESOURCES" section header.
  - RESOURCES TEXT:** Indicated by a red arrow pointing to the "SMH ALLIES IN CLASS" section.
- Bottom Zoom (SMH Allies in Class):**
  - SMH ALLIES IN CLASS:** A section containing bullet points:
    - SCHOOL COUNSELOR:** PRESENTS UPSTANDER AWARD IN CLASS
    - PRINCIPAL:** SUPPORTS PROFESSIONAL DEVELOPMENT
    - SCHOOL RESOURCE OFFICER:** STOPS TO SAY GOOD MORNING EACH DAY
  - SMH ALLIES HEADER:** Indicated by a red arrow pointing to the "SMH ALLIES IN CLASS" section header.
  - SMH ALLIES BULLET CONTENT:** Indicated by a red arrow pointing to the bullet points in the "SMH ALLIES IN CLASS" section.
  - ALLIES TEXT:** Indicated by a red arrow pointing to the "SMH ALLIES IN CLASS" section.

**Section Headers and Student Support Tier Headers:** Indicated by a red arrow pointing to the top of the page.

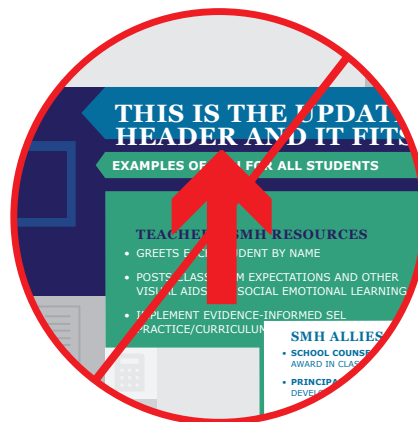
### ADJUSTING FOR UPDATED TEXT

Should the need arise to update or add new text, please be mindful of the spaces allotted for headers and text. All text should fit within the arrows or rectangular boxes that were designed to contain them. If the new text does not fit into these structures, please reduce the text size to make it fit. All text within that same category should have the new text size. Please do not change box or arrow sizes as they work within the created grid.

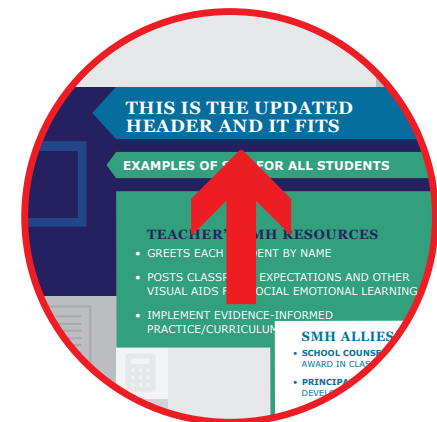
### PROPER TEXT ADJUSTMENT EXAMPLES:



**ORIGINAL**



**INCORRECT**



**CORRECT ADJUSTMENT**

The Student Mental Health Graphic uses a specific color palette to create a cohesive look and feel. The palette is also used to differentiate various information sections and tiers. Color usage is explored on page 7, where different information levels are labeled. Although there should be no need to adjust colors, the RGB (Red, Green, Blue) color breakdowns are provided. RGB is the color system choice for online color options. If needed, HEX#s can also be used and are equivalent to the RGB colors.

### STUDENT SUPPORT TIER COLORS

Tier 1, Tier 2, and Tier 3 each have their own distinct colors. These colors are used for tier arrows and large rectangular areas for tier text. Please use the appropriate color for each tier as specified to the right. See the Color Usage slide for more information on tiers.

TIER 1	TIER 2	TIER 1
R 49 G 160 B 125 HEX# 31A07D	R 225 G 168 B 37 HEX# E1A825	R 158 G 11 B 58 HEX# 9E0B3A

### SECTION HEADER ARROW COLORS

Each of the three main sections has its own color which only appear on the section header arrows. See the Color Usage slide for more information on section headers.

HEADER 1	HEADER 2	HEADER 3
R 0 G 109 B 158 HEX# 006D9E	R 93 G 147 B 169 HEX# 5D93A9	R 150 G 181 B 192 HEX# 96B5C0

Student Mental Health Graphic color palette continued:

### MAIN BACKGROUND COLOR

This is the color used as a background for each of the slides.

#### BACKGROUND

R 38 G 34 B 98  
HEX# 262262

### PRIMARY ICON COLOR

Each of the three main sections has it's own Primary Icon. All other icons are tints of black. This is the appropriate color to choose when using a Primary Icon.

#### PRIMARY ICON

R 42 G 70 B 134  
HEX# 2A4686

### SECONDARY ICON AND GRID COLORS

These tints of black are used for icons and in the background grid of the graphic.

#### SECONDARY ICONS + GRID

R 147 G 149 B 152  
HEX# 939598

#### SECONDARY ICONS + GRID

R 188 G 190 B 192  
HEX# BCBECO

#### SECONDARY ICONS + GRID

R 230 G 231 B 232  
HEX# E6E7E8

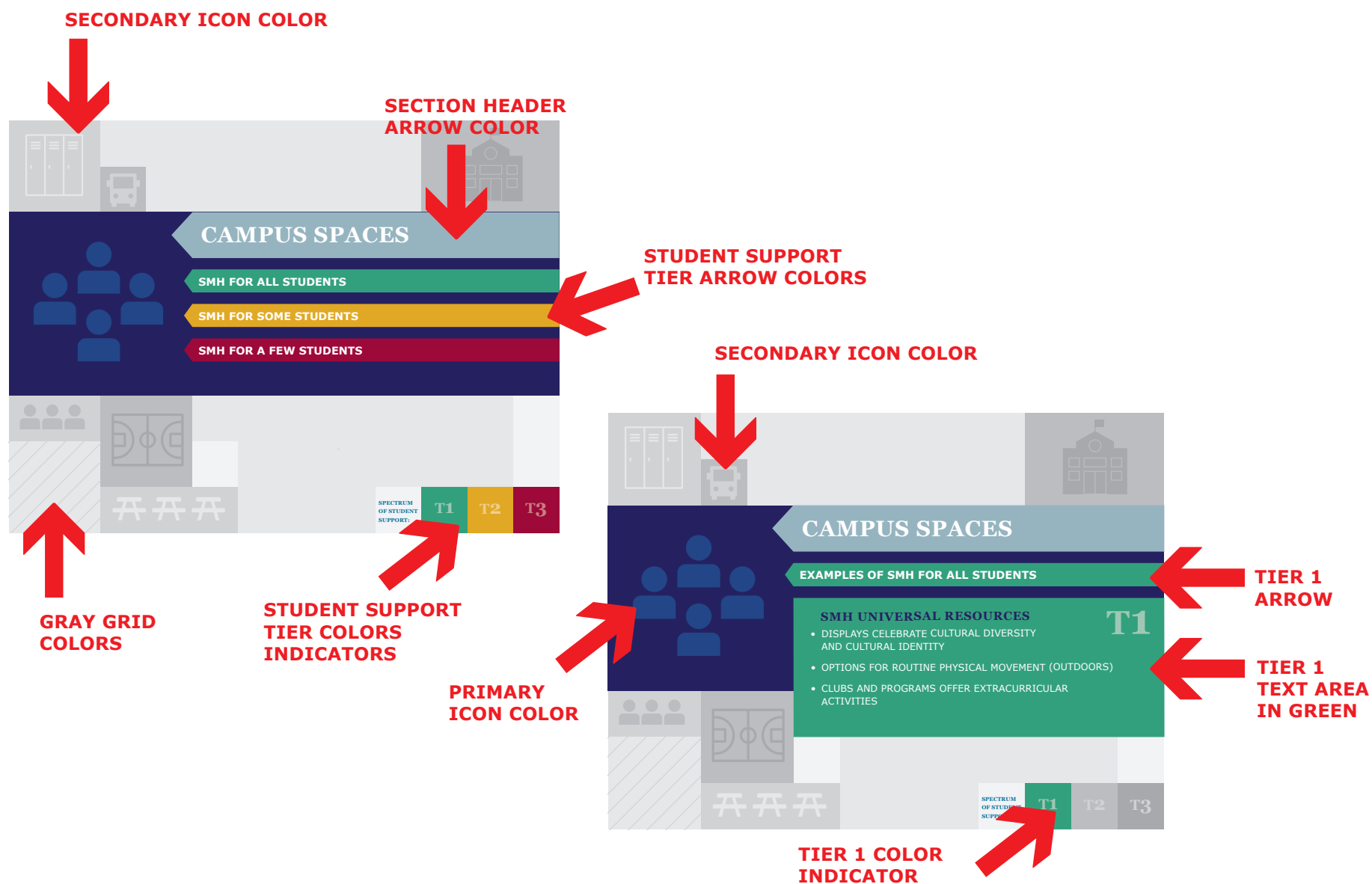
#### SECONDARY ICONS + GRID

R 241 G 242 B 242  
HEX# F1F2F2

# COLOR USAGE

## SMH GRAPHIC GUIDELINES

The color palette is used to differentiate various levels of information:



Photography is used in the Student Mental Health Graphic on the first slide only. Each of the three photos corresponds to a different Student Support Tier. See more information below regarding tiers. Photos should be in full color and appear as natural, candid shots in real settings. Avoid using photography shot on a white backdrop. If possible, show a range of ages as the Student Mental Health Graphic Tool represents children from K-12th grades. Choosing middle school age children is a good solution. Include teachers and other adults in images. Please be mindful to use photos that show a wide range of racial diversity in both adults and students. Please use images for which you have a license or are not copyrighted content.



### T1 PHOTOS

Photos representing Tier 1 should show a larger group of diverse students as this tier represents SMH supports for all students.



### T2 PHOTOS

Photos representing Tier 2 should show smaller groups of students as it represents focused student support.



### T3 PHOTOS

Photos representing Tier 3 should show a one-on-one situation with a student and adult as it represents intensive student support.

Photography is used in the Student Mental Health Graphic on the first slide only. Photos are placed in specific areas based on each Student Support Tier.



Icons are used throughout the SMH Graphic Tool.  
There are three levels of icons: Primary, Secondary and Universal.

### PRIMARY ICONS

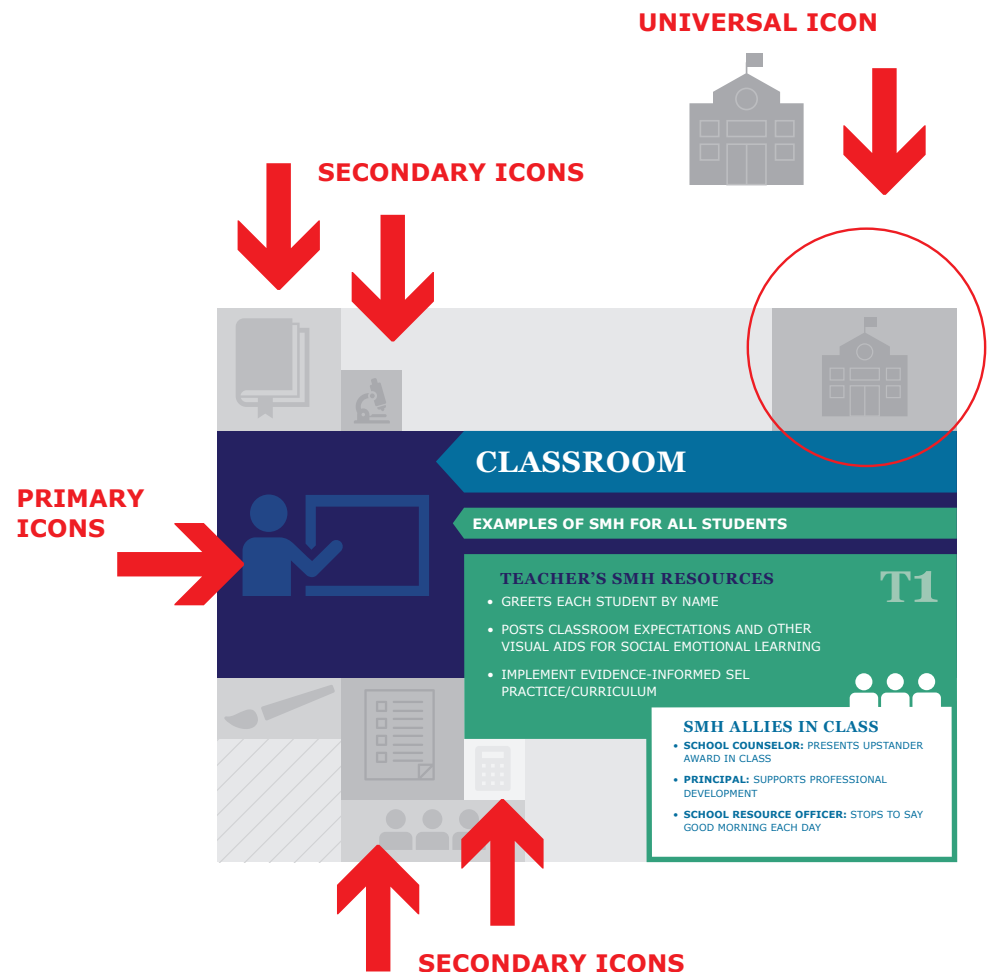
Primary icons represent each of the main sections and are used differently than the rest. The Primary Icons use their own Primary Icon Blue color and are much larger than the Secondary Icons. They are used on the left side of the slides to give a visual reference as to what section the viewer is in.

### UNIVERSAL ICONS

Universal icons appear as the main focus on the second slide. They also appear on every slide after in the upper right hand corner as a visual reminder as to where the SMH area is focused. For SMH Around Campus the Universal icon is a school house.

### SECONDARY ICONS

Secondary icons are specific to the section they are in. If icons need to be updated please choose art that is similar in style to the Secondary Icons, which are visually flat with a solid tint and minimal details. Reference [www.nounproject.com](http://www.nounproject.com) for additional choices. If modification is necessary, please replace icons in the areas they exist already. Do not add more icons in other areas of the grid. The custom icons should be colored a tint of black that allows enough contrast to stand out on the gray squares they are in.



## SECONDARY ICONS

Secondary icons are specific to the section they are in. If icons need to be updated please choose digital art that is similar in style to the Secondary Icons, which are visually flat with a solid tint and minimal details. Reference [www.nounproject.com](http://www.nounproject.com) for additional choices. If customization is necessary, please replace icons in the areas they exist already. Do not add more icons in other areas of the grid. The icons should be colored a tint of black that allows enough contrast to stand out on the gray squares they are in.

## SECONDARY ICON EXAMPLES:





Southeast (HHS Region 4)

MHTTC

Mental Health Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration