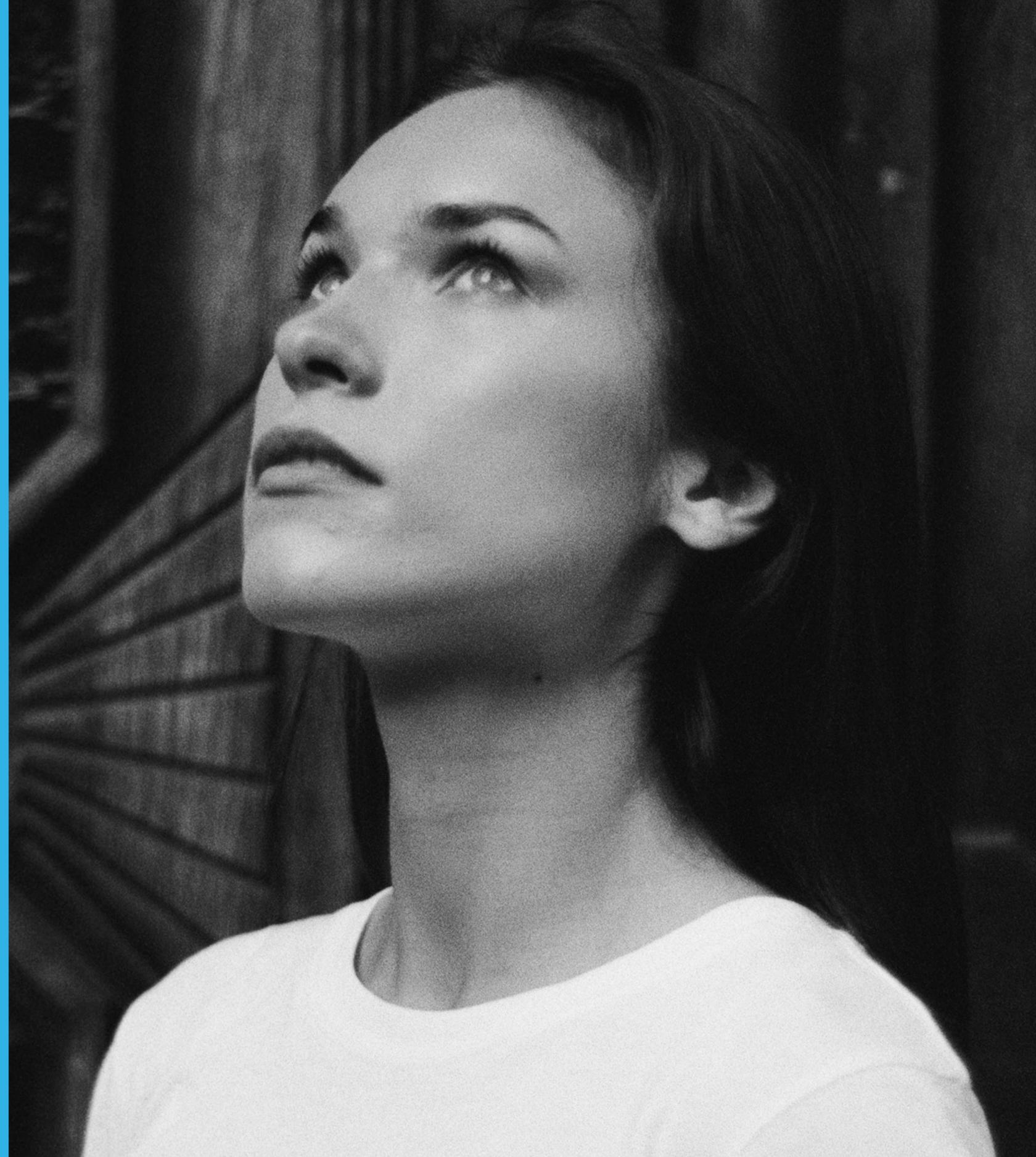


UNSHAME

Overview

For millions of people suffering from a substance use disorder, shame is one of the biggest obstacles to seeking treatment. As a society, correcting our misunderstandings and ending the stigma associated with substance use disorder can provide needed support and save lives. UNSHAME is a campaign from Shatterproof to help states destigmatize substance use disorder by sharing the stories of people in recovery. By learning their stories, we come to understand that substance use disorder is something that can affect any of us and that no one should struggle with it alone.

These branding guidelines are designed to help you create your state's UNSHAME campaign and ensure coherence with UNSHAME campaigns in other states. By maintaining this visual identity, we can build greater awareness and synergies to further spread our message.



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01

STONE & VOICE

The Tone of UNSHAME

UNSHAME materials should project feelings of calm awareness and good health. However, campaign expressions should also avoid reading as cold or clinical. Strive to add references to hope, brightness, and passion to copy.

The Voice of UNSHAME

Language associated with the UNSHAME campaign should be direct, approachable, and compassionate.

Inclusivity is one of the key components of UNSHAME. We believe that stigma is a community-wide problem that requires a holistic focus. Campaign materials should avoid singling out an individual or specific groups. “We” should be favored over “he” or “she” or “they”.

The takeaway should be that those living with substance use disorder are no different than anyone else. Moreover, that substance use orders do not discriminate.

Appropriate Language

When referring to people dealing with substance use disorders, person-first language should be used (i.e. “a person with substance use disorder” instead of “addict”).

Stigmatizing words associated with substance use disorder should be avoided entirely (e.g. “junkie”, “user”, “druggie”, “drunk”). Even the word “addiction” should be limited to where clinically appropriate.

For a comprehensive breakdown of appropriate language, refer to Shatterproof’s “Addiction Language Guide”.
<https://www.shatterproof.org/sites/default/files/2021-02/Stigma-AddictionLanguageGuide-v3.pdf>

Use of UNSHAME in Copy

When written in text, the campaign name should always be stylized in all caps as UNSHAME.

Mentions of state campaigns should always pair UNSHAME with the name of the state (ex. UNSHAME Kentucky, UNSHAME Georgia, UNSHAME Delaware) as opposed to referring to the campaign without state attribution (i.e. UNSHAME).

When spelled out, state partner names should be capitalized. But when abbreviated, all caps treatment may be used.

Examples

- UNSHAME Delaware is a campaign aimed at reducing the stigma surrounding substance use disorder.
- If you are interested in participating in the UNSHAME Kentucky campaign, contact us.

Hashtags

- #UNSHAME
- #UNSHAMEKY
- #UNSHAMEKentucky

URL

URLs developed for different state campaigns should be rendered in all caps.

- UNSHAMEKENTUCKY.ORG
- UNSHAMEDELAWARE.ORG
- UNSHAMEOHIO.ORG

02

BRAND LOGO

Primary Logo

The primary logo should be considered first in layouts when other partner state logos are used.



Primary Logo

Grayscale

When a full color option is not an option, a grayscale version of the primary logo can be used.



Primary Logo

One Color

The primary logo can be used in monochrome black or white if necessary.



Logo at Work

Create clear space around the primary logo equal to X height for all iterations of the logo.

X height is equal to the width of the “U” in UNSHAME, as shown in the diagram to the right.



Branded State Logos

Logos can be altered to designate state partnerships as shown to the right. State names can be spelled out below the logo or rendered as a two-letter abbreviation.



Branded State Logos

When adding state partner names, make sure the spacing around the wordmark and text is equal distance from the top of the word mark to the top of the box.

The spacing between UNSHAME and state abbreviations should always be $1/2$ of the X height.

When the state partner name is spelled out, the height of the text should be $1/3$ the height of UNSHAME.



Branded State Logos

The following are more examples and rules for spelling out state partner names.

For states names with 4-5 letters, center the type but do not track out to equal the width of UNSHAME.

For state names with 6-10 letters, the tracking should be adjusted to be the same width as UNSHAME.

For state names with more than 10 letters, the tracking should be adjusted as needed to be the same width as UNSHAME.



State Co-Branding

Horizontal Alignment with One Logo

UNSHAME should always be the most prominent element in the visual hierarchy when paired with state branded logos.

When paired with one state logo, the space between the logos should equal the X height.



State Co-Branding

Horizontal Alignment with Multiple Logo

UNSHAME should always be most prominent
element in the visual hierarchy.

All logos should be aligned to the horizontal axis
of the UNSHAME logo.



State Co-Branding

Vertical Alignment

UNSHAME should always be the most prominent element in the visual hierarchy.

When pairing the logo with other state logos, the spacing between the logos should equal the X height.



Kentucky Public Health
Prevent. Promote. Protect.

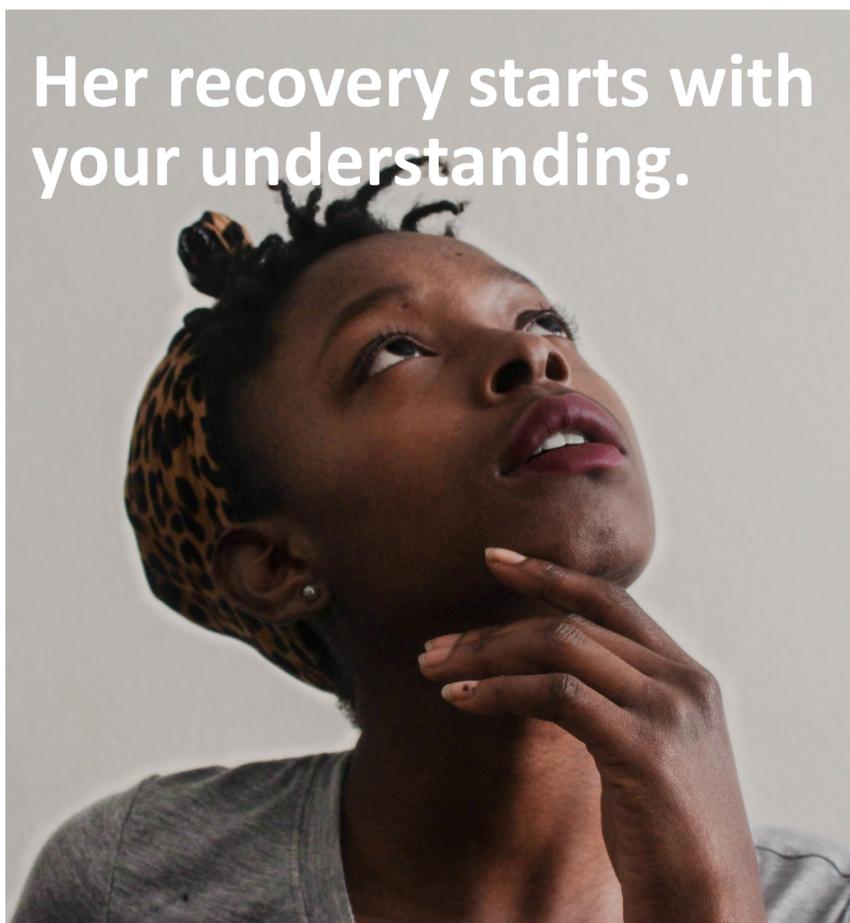
UNSHAME & Shatterproof

When the logo appears with Shatterproof branding, use the Shatterproof brand font, Museo 500.

This branding can also be paired with state partner logos.



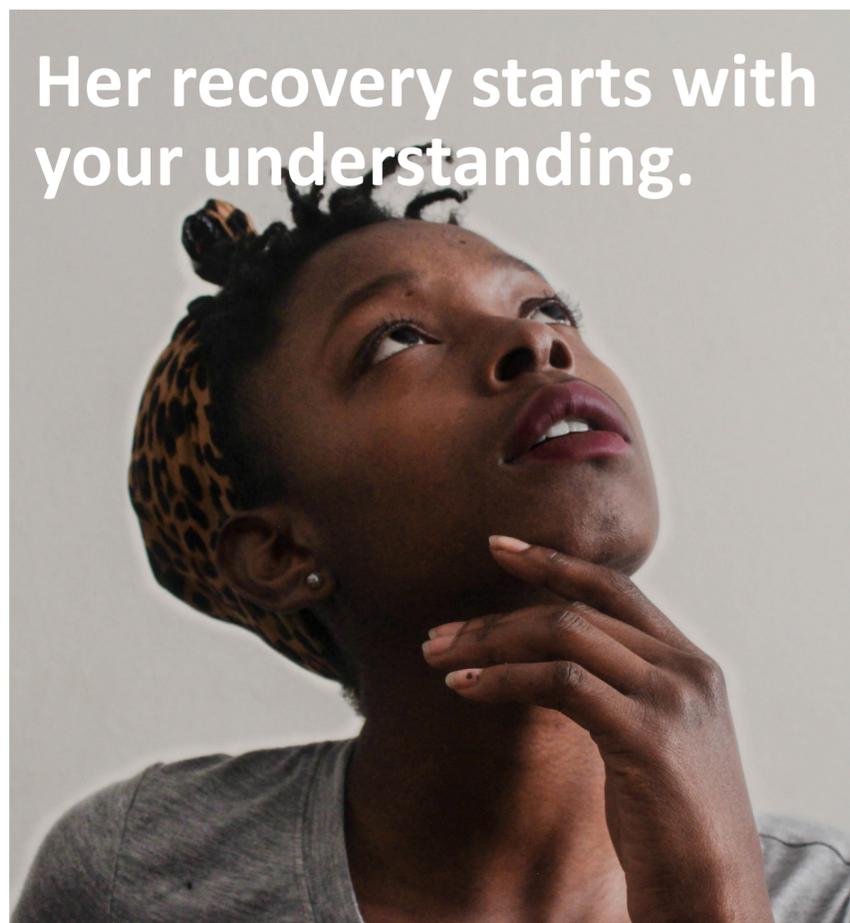
BRAND LOGO: SAMPLE EXECUTIONS



Her recovery starts with your understanding.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur mattis diam eget tincidunt cursus. Nullam p rutrum nec, lobortis quis felis. Learn more at UNSHAMEKY.ORG



Her recovery starts with your understanding.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur mattis diam eget tincidunt cursus. Nullam p rutrum nec, lobortis quis felis. Learn more at UNSHAMEKY.ORG



Addiction thrives on stigma.



Addiction thrives on stigma.



Addiction thrives on stigma. It's time to...



Logo Misuse

Use the UNSHAME logo as instructed in these guidelines to maintain consistency across states and campaigns.

Executions to avoid are detailed to the right.



⊘ Do not compress, stretch or skew



⊘ Do not apply drop shadow



⊘ Do not apply gradients



⊘ Do not change orientation unless at 90 degrees



⊘ Do not mix colors



⊘ Do not fill with patterns



⊘ Do not change proportions of letters



⊘ Do not change logotype



⊘ Do not put logo over like colors or loud patterns

03

TYPOGRAPHY

Typography

Primary Typeface
 Calibri

Clean and simple, Calibri plays a critical role in the UNSHAME visual identity. Use Calibri for headlines and body copy. The Calibri family of fonts is available in Microsoft suite.

Bold
Regular
 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@£\$%^&*.

Typography

Fonts at Work

Here you can see an example of how Calibri fonts can work together. Keep size relationships in mind when designing.

HEADLINE
Calibri Bold

Headline 1

SubHEADLINE
Calibri Regular

Heading 2

SubHEADLINE
Calibri Light

HEADING 3

Body Copy
Calibri Regular

Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit Etiam mstie effcitur libero eget tempus. Nullam id pellentesque nisi. Suspendisse placerat mauris a lorem fringilla, vitae hendrerit felis consectetur. Morbi porta sed nulla vitae condimentum.

Accent Copy
Calibri Light

ACCENT TYPE 123

04

COLOR

Color Values

The primary blues used in our campaign are meant to evoke feelings of calm awareness and good health. These shades of blue are also versatile, easily fitting together in state partner campaigns as well as with the Shatterproof brand as needed.

Our secondary colors add touches of brightness, hope, and passion to our palette.

Together, our colors relate the deep positive impact that comes when we end the stigma around substance use disorders.

Primary

HEX 38B2E6
RGB 56, 178, 230
HSB 198, 75, 90
CMYK 66, 11, 0, 0

Primary

HEX 00506B
RGB 0, 80, 107
HSB 195, 100, 42
CMYK 100, 25, 0, 58

Secondary

HEX FFC800
RGB 255, 200, 0
HSB 47, 100, 100
CMYK 0, 21, 100, 0

Secondary

HEX F26722
RGB 242, 103, 34
HSB 20, 86, 95
CMYK 5, 73, 96, 0

Accent

HEX 949598
RGB 148, 149, 152
HSB 225, 3, 60
CMYK 2, 1, 0, 40

Accent

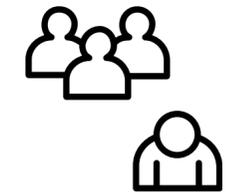
HEX D81159
RGB 216, 17, 89
HSB 338, 92, 85
CMYK 10, 100, 50, 1

05

ICONOGRAPHY

Iconography

These icons are meant to provide quick visual representations of complex topics. Feel free to use them as graphic elements in social communications.



SUBSTANCE
USE DISORDER

SHAME

UNSHAME

STIGMA

UNSHAME