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# ABC of Mental Health Brand Guide

Danish logo

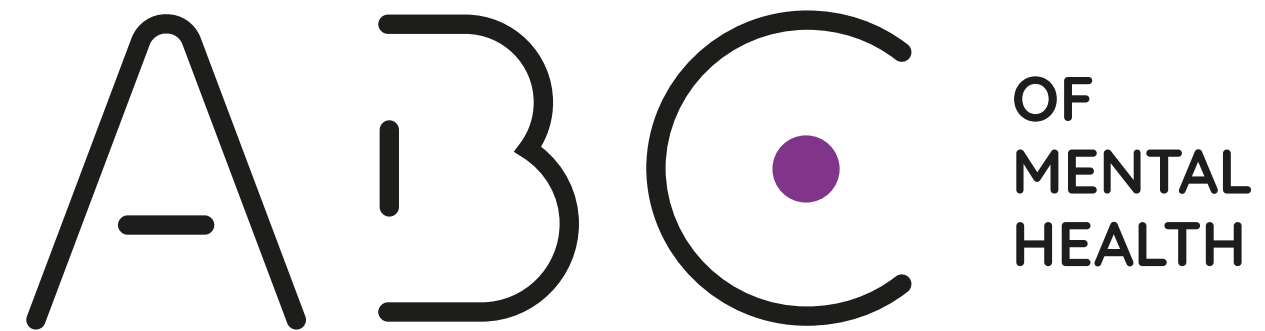


translated



## ABC Logo / Colour

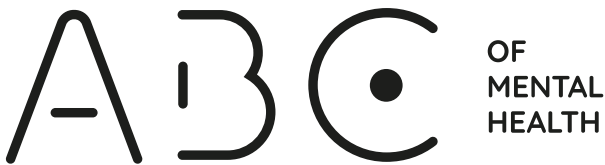
The **ABC of Mental Health basic logo** consists of the name line and a small round circle in the C. The circle is available in black and white as well as in the three basic colors, each representing the three action instructions: Do something active (blue), do something together (purple) and do something meaningful (green). There are also versions of the logo with the three ABC messages. The logo may be used in all the colors in the ABC for mental health color palette.



Do something

Do something with someone

Do something meaningful



Do something  
Do something with someone  
Do something meaningful

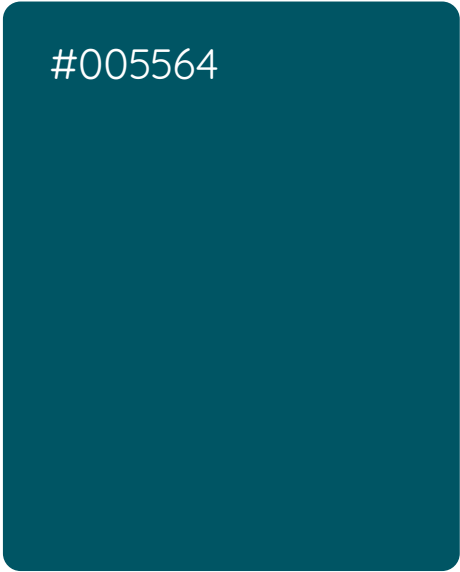
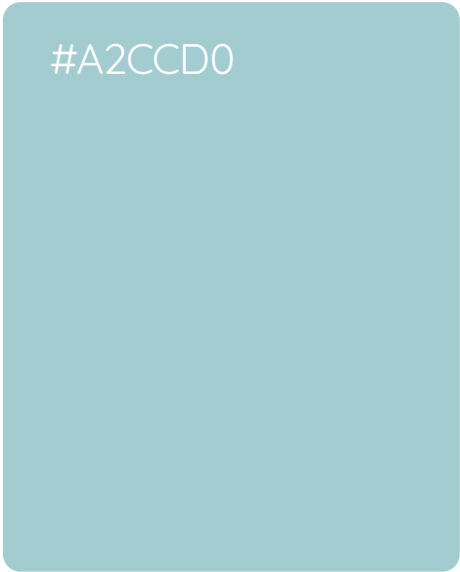
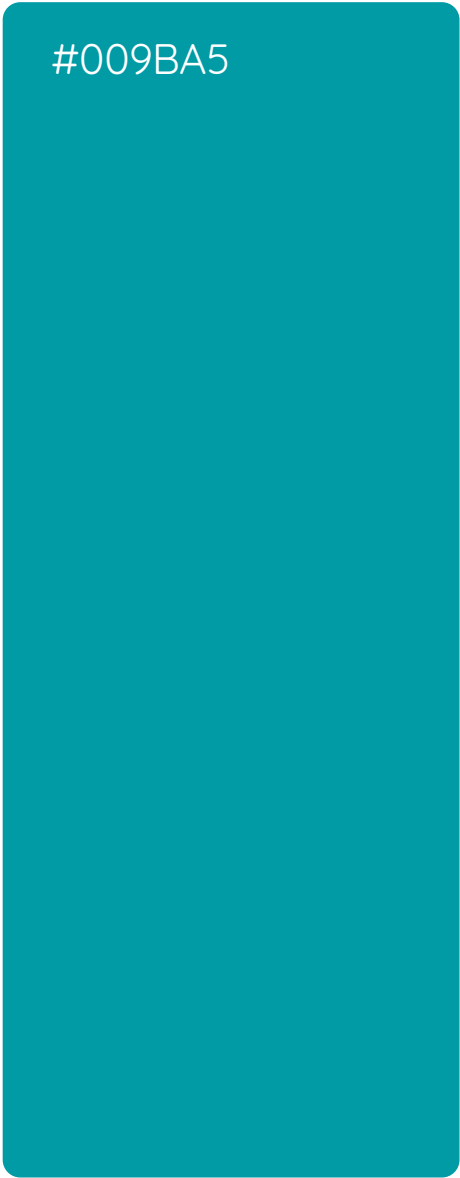
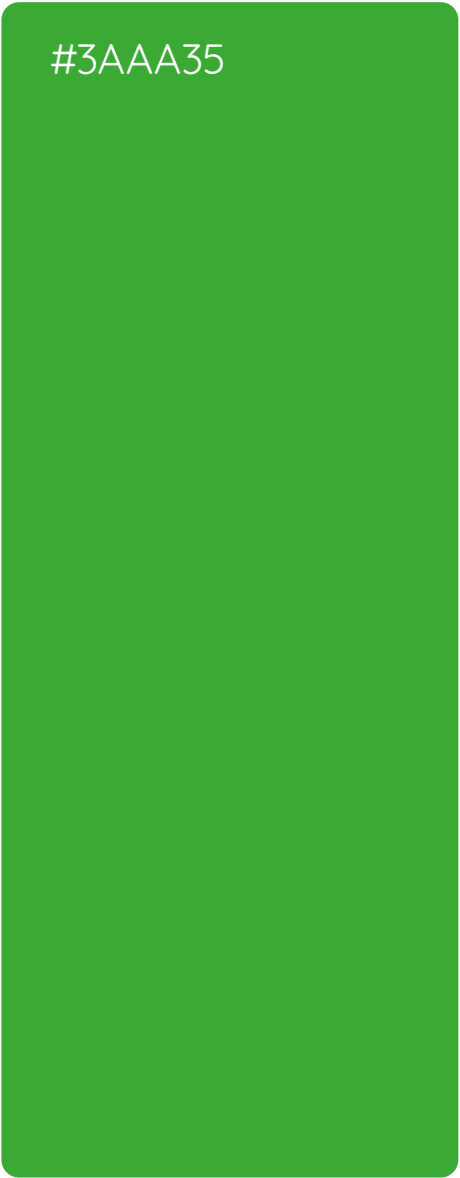
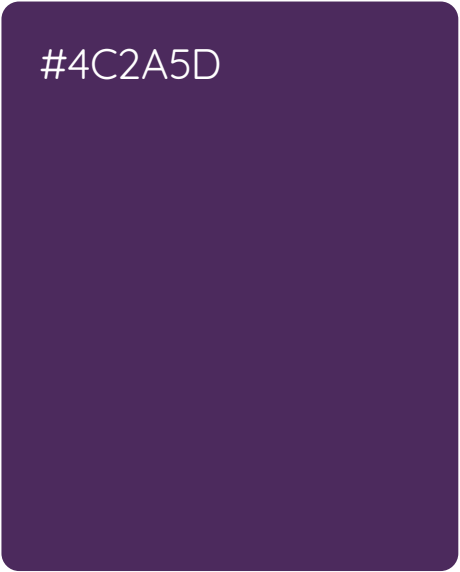
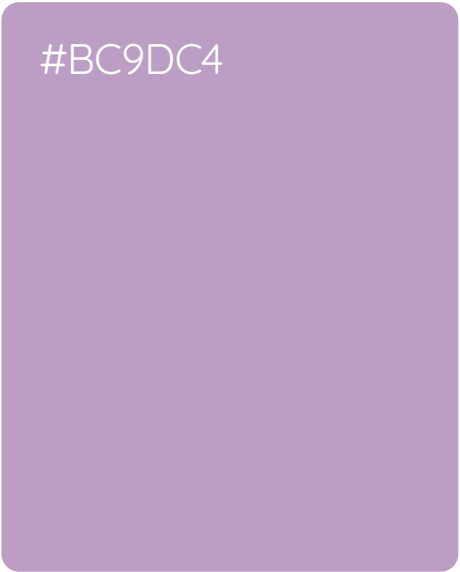
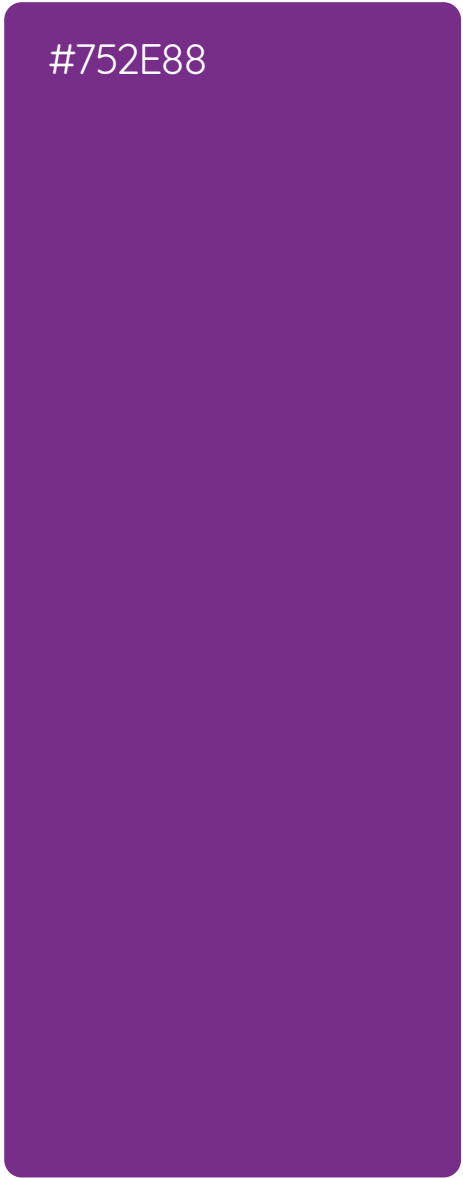


Do something  
Do something with someone  
Do something meaningful

ABC Logo / Clear space

There must be at least one logo letter's distance in height and to the edge of the material or other objects on the format.





#752E88

Do something

#3AAA35

Do something with someone

#009BA5

Do something meaningful

Titles: Quicksand Bold

# Do something

Subtitle: Quicksand Regular

## ABC of Mental Health

Body: Quicksand Regular

Act: Stay alert and engaged by staying mentally, socially, spiritually and physically active. Do something. Belong: Develop a strong sense of identity and belonging by keeping up family relationships and friendships, joining groups, participating in community activities and inviting others to do so. Do something with someone.



ABC

OF  
MENTAL  
HEALTH

# Title Goes Here

## Subtitle Goes Here



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ABC

OF  
MENTAL  
HEALTH

### Title Goes Here

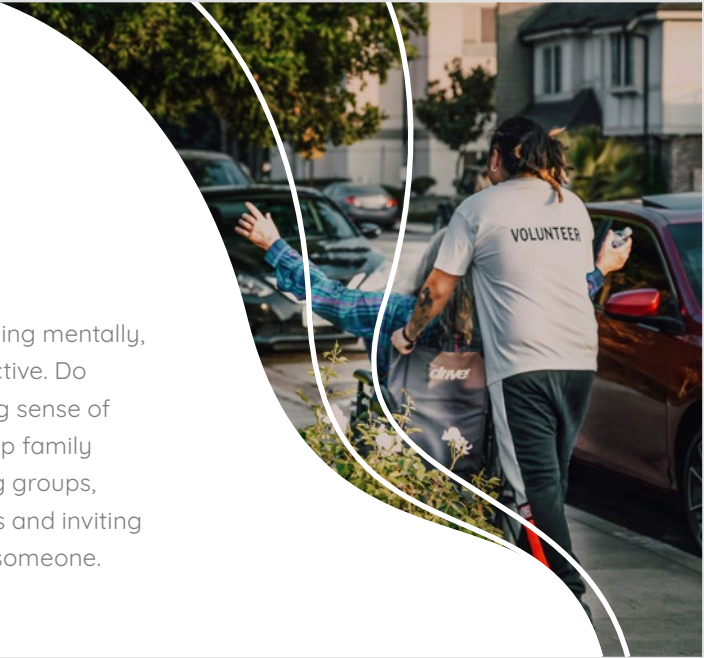
Act: Stay alert and engaged by staying mentally, socially, spiritually and physically active. Do something. Belong: Develop a strong sense of identity and belonging by keeping up family relationships and friendships, joining groups, participating in community activities and inviting others to do so. Do something with someone.

ABC

OF  
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### Title Goes Here

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ABC

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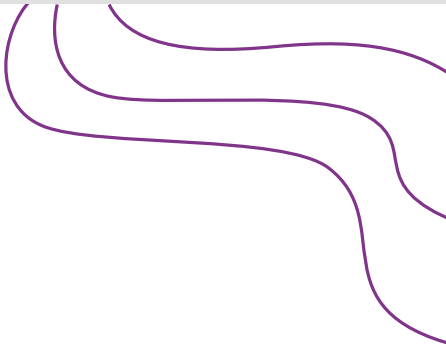
Partners

Supporter



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Dear,

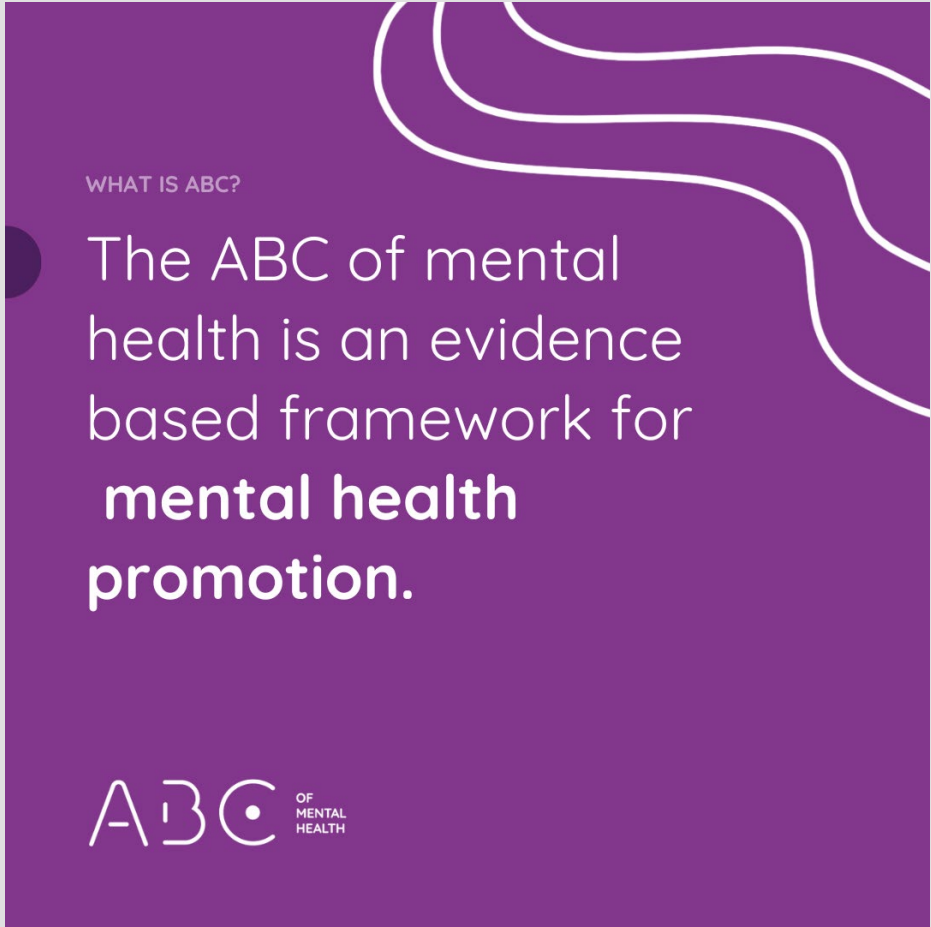
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Do something  
Do something with someone  
Do something meaningful







ABC OF MENTAL HEALTH

Title Goes Here

Subtitle Goes Here

Report

Report Title Goes Here

2

## Table of Contents

p3 Introduction

p4 Chapter Name

p5 Chapter Name

p6 Chapter Name

p7 Chapter Name

p8 Chapter Name

p9 Chapter Name

Report Title Goes Here

3

## Introduction

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Partners



Supporter



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