

Never a Bother

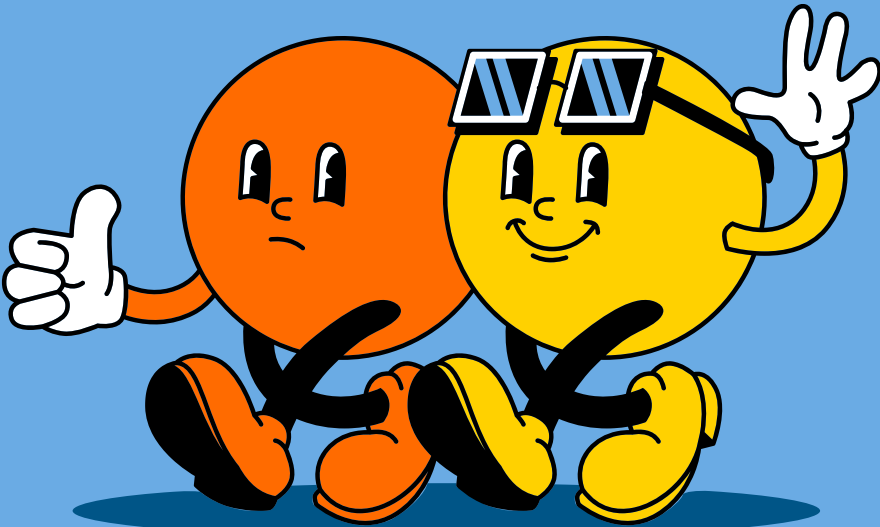
Campaign Brand Guidelines

Post Campaign — June 2025



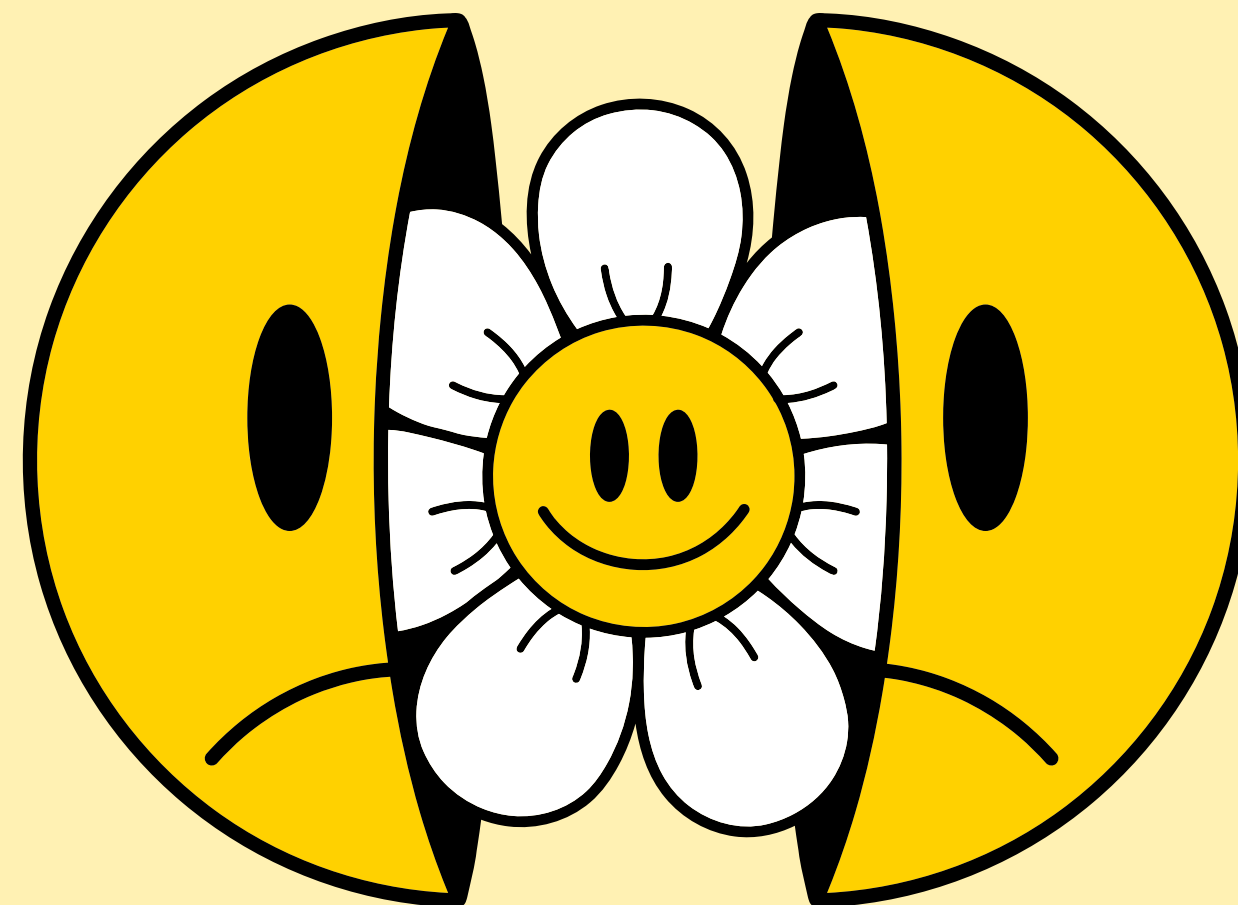
California Department of Public Health. Funded under contract #22-10946

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Introduction



Introduction to the Campaign



Never a Bother is a campaign from California Department of Public Health's Office of Suicide Prevention. Developed by Civilian Agency and co-created by youth, ***Never a Bother*** launched in 2024 to prevent suicide among youth up to age 25, in California.

In this campaign, we're telling youth and young adults experiencing thoughts of suicide that they're ***never a bother*** when reaching out to friends, trusted adults, and counselors. At the same time, we're telling those friends and caregivers to ***make sure their friends and youth in their care know*** they can reach out for help anytime.

Our campaign's goals include:

- Increasing awareness of relevant suicide prevention and mental health resources, services, and supports.
- Promoting help-seeking behavior, trusting one's instincts when helping a friend, and other evidence-based prevention strategies.

We achieve them by:

Validating a young person's distress in the context of their families, culture, and communities and addressing internalized stigma with clear messages that let them know their feelings and struggles matter and are worth seeking help for.

Appealing to youth's own agency and providing them with the "how to" to support themselves and a friend.

Offering multiple pathways to seek and receive help before, during and after a crisis, including warm and crisis lines, chat and text options, and other mental health supports.

Building trust by providing specific and honest information about what happens when a young person reaches out for help, "the full story"; and providing reasons to believe things will get better.

Sharing positive and genuine stories of young people from similar backgrounds being helped by connecting with crisis and other support resources.

How This Campaign Came About

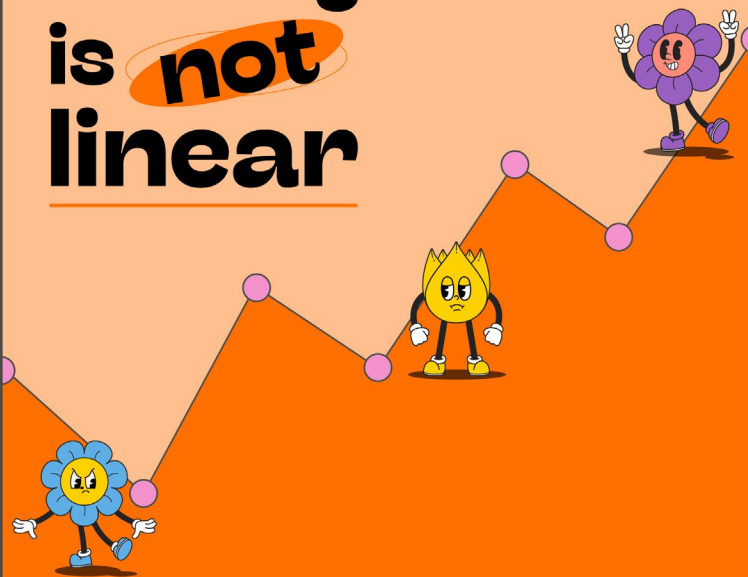
At every stage of its development, youth from across California helped shape our campaign's concept, design, and messaging. That includes diverse listening sessions, creative concept testing with youth representing CBOs funded by Office of Suicide Prevention, and our youth advisory board, whose members are all between the ages of 15 and 23.

How to Use This Guide

This guide is here to help you when you're creating outreach materials, ads, and other content related to the *Never a Bother* campaign or general suicide prevention.

Use this guide to get the right logo, to make sure you're using the right image sizing, color palette, and typography, and to learn the most helpful (and least harmful) language and messaging to use when talking about suicide prevention.

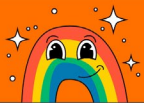
Healing
is **not**
linear



**Some days
are better
than others**

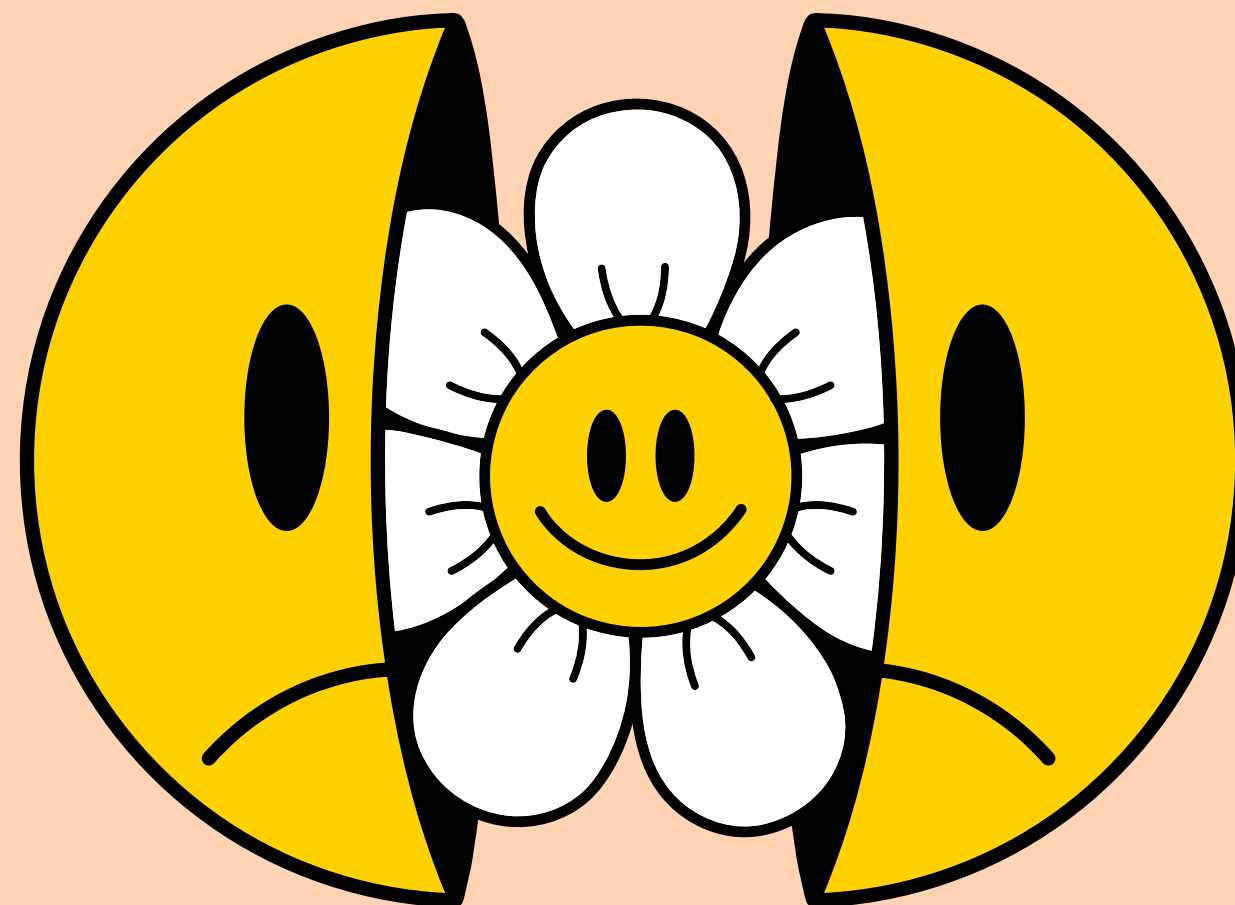


Some days you might



**not feel
okay and
that's fine**

Brand Identity



Logo – English

The approachable nature of the *Never a Bother* campaign is personified in the customized typeface of the logomark. It is bright and inviting, working with the design elements to make campaign materials instantly recognizable.



Full Color



Icon – Full Color



Full Color Knock-out



Knock-out



Black

Single Color Versions



Single color – orange



Single color – navy



Single color – pink



Single color – yellow



Single color – light blue



Single color – purple



Logo – Spanish

The approachable nature of the *Never a Bother* campaign is personified in the customized typeface of the logomark. It is bright and inviting, working with the design elements to make campaign materials instantly recognizable.



Full Color



Icon – Full Color



Full Color Knock-out



Knock-out



Black

Single Color Versions



Single color – orange



Single color – navy



Single color – pink



Single color – yellow



Single color – light blue



Single color – purple

Logo Restrictions

Brand consistency is extremely important. That’s why we ask that the campaign logo not be altered in any way, including the handful of examples shown below.



Do not recolor.



Do not resize elements.



Do not change font.



Do not use reverse version of the logo



Do not rotate logo.



Do not add embellishments like drop-shadows.



Do not add pattern or texture.



Do not outline.



Do not add gradients to logo.



Logo Integrity and Clear Space

Logo Clear Space

A minimum clear space, measured by the height of the “N” in “Never,” must be maintained on the perimeter surrounding logo artwork, at any size. The clear space should be measured from the farthest edge of the logo on all sides. No element may encroach on this space.

Minimum Logo Size

The primary logo must not be reproduced at a size smaller than 1” wide.



1” minimum



Clear space requirements

Logo Hierarchy

These are examples of how the *Never a Bother* logo can be locked up with additional partner logos and elements. *Never a Bother* should always remain first in the logo lockup if on *Never a Bother* branded materials.

The *Never a Bother* logo should always come first in order, followed by the accompanying partner logo, and then by any additional logos. All logos should have roughly the same visual weight in any version of the lockup. The logos should be separated by a rule with equal space from the rule to the logo on both sides.



Single partner logo pairing



Double partner logo pairing



Partner logo and additional logo pairing



Community Based
Organization Logo

When Adapting Materials

When adapting *Never a Bother* materials for your organization use the following lockup. Remember to always consider legibility when placing the logos, and you must include the *Never a Bother* logo.



Community Based
Organization Logo



Color Palette

The *Never a Bother* campaign has a vibrant color palette that includes a wide spectrum of colors. The colors work in unison to establish visual interest and to instill optimism in the campaign. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK, RGB, and HEX values for consistency across different media.

Primary Color Palette

The main color palette emphasizes warm tones such as orange and yellow, strategically utilized in the campaign to instill a feeling of hope. These colors should be used heavily throughout the campaign materials, especially when the *Never a Bother* logo is being used.

Secondary Palette

The secondary color palette includes a diverse range of additional colors that can be utilized throughout the campaign. These should be used heavily to support body text and graphic elements, and can be used as highlights throughout the campaign materials to support the brand to give it more dimension.

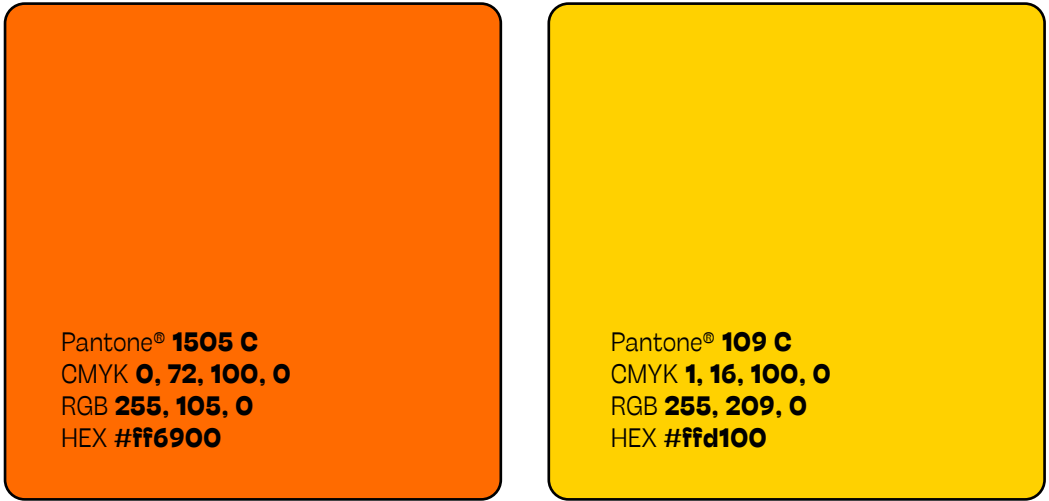
Gradients

Gradients can be used from pairing together two campaign colors, and can be utilized in digital applications, such as programmatic display, social media content, and website design.

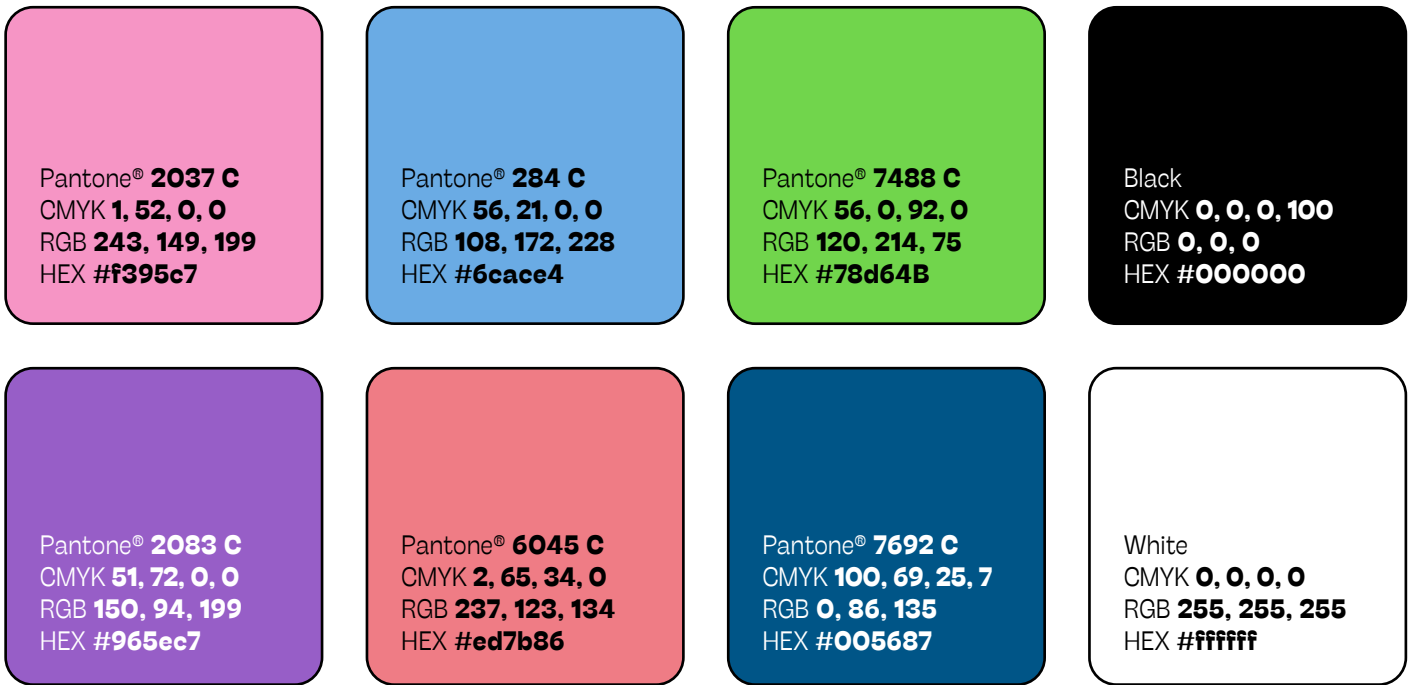
Gradient Examples



Primary Color Palette



Secondary Color Palette



Typography

The primary brand typeface, **Stinger Variable**, is available for free through [Adobe Fonts](#), or can be purchased directly from the [Zetafonts](#) foundry for those without an Adobe Creative Cloud account.

If Stinger Variable is inaccessible, please use alternate Google font: **Bricolage Grotesque**, available [here](#) for free download. This should only be used if Stinger Variable is unavailable or cannot be purchased.

The secondary typeface, **DM Sans**, can be downloaded for free from [Google Fonts](#) and should only be used for descriptive and small text.

Font Usage Recommendations

Headlines. Stinger Variable Bold

Subheads. Stinger Variable Regular

Smaller Titles. Stinger Variable Bold

Body Copy. Stinger Variable Regular or DM Sans Regular

Captions or Legal Copy. DM Sans Regular

Highly editable docs (Word/Powerpoint/Slides/Docs): Roboto

Stinger Italic and Bold Italic should be used to emphasize certain words in headlines and subheads, see the Art Direction section for examples.

Stinger Variable

Primary Typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz | 0123456789!@#%&

Other Styles

Thin	<i>Thin Italic</i>	Slim Thin	Fit Thin	Wide Thin
Light	<i>Light Italic</i>	Slim Light	Fit Light	Wide Light
Bold	<i>Bold Italic</i>	Slim Bold	Fit Bold	Wide Bold
Heavy	<i>Heavy Italic</i>	Slim Heavy	Fit Heavy	Wide Heavy

**Bricolage Grotesque, a free Google font, should be used if Stinger Variable is unavailable or cannot be purchased.*

DM Sans

Secondary Typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz | 0123456789!@#%&

Other Styles

Thin	SemiBold	<i>Thin Italic</i>	<i>SemiBold Italic</i>
Extra Light	Bold	<i>Extra Light Italic</i>	<i>Bold Italic</i>
Light	ExtraBold	<i>Light Italic</i>	<i>ExtraBold Italic</i>
Medium	Black	<i>Medium Italic</i>	<i>Black Italic</i>

Roboto

System Typeface

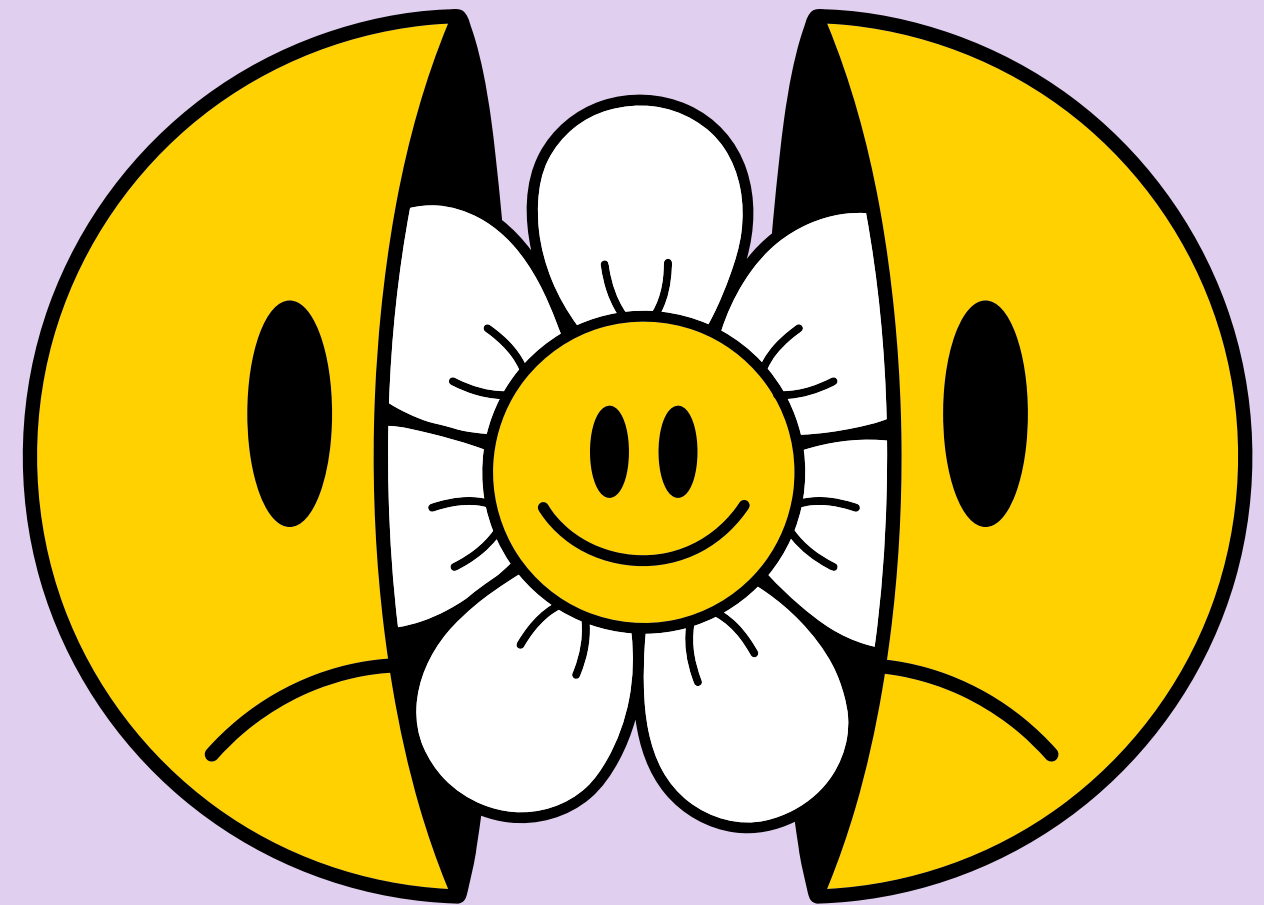
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz | 0123456789!@#%&

Other Styles

Thin	Bold	<i>Thin Italic</i>	<i>Bold Italic</i>
Light	Black	<i>Light Italic</i>	<i>Black Italic</i>
Medium		<i>Medium Italic</i>	



Art Direction



Graphics & Illustration Style

Character Examples

Please only use pre-approved character illustrations, or get approval on new character designs. When using multiple illustrations, ensure all characters are at the same scale for consistency in outline weight. Simple shapes, sun/planets, flowers, etc. are all acceptable characters, as long as they are simplistic and fit the campaign aesthetic. Make sure to use campaign color palette when building characters.

Text Treatments

StingerVariable bold should be used to emphasize either the entire headline, or the a key portion of the headline. It should be significantly larger than the subhead to provide enough visual contrast. Off-center circles and lines can be added to accentuate text. Different font weights and colors can be used to establish heirarchy of the message.

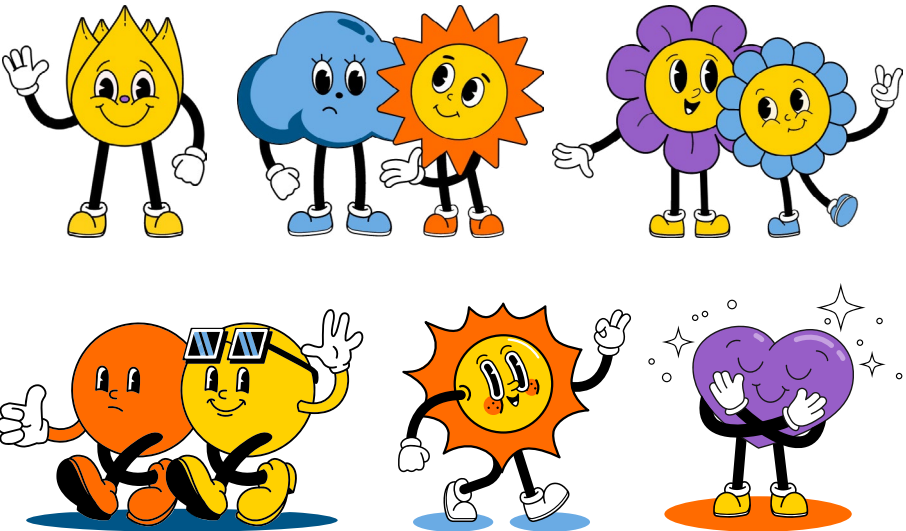
Containers

In most cases content should be set in rectangular containers with rounded corners. Character illustrations can break out of the containers to create depth. Text should never break out the container. Containers can be stacked into modular arrangements to create visual interest and to organize content. Photography can also be used in containers, as long as the corners are rounded.

ADA Compliance

When selecting colors, ensure there is enough contrast between the foreground elements and the background to ensure legibility. All digital pieces must pass [WCAG AA standards](#) for contrast. Body copy should not be smaller than 12 points on printed materials or digital assets.

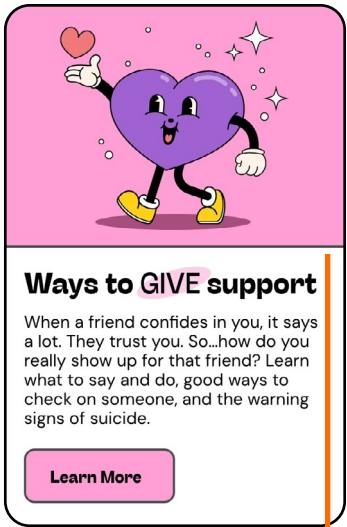
Character Examples



Container Examples



Characters can break out of the container.



Can separate character and text into different containers.

Text Treatments

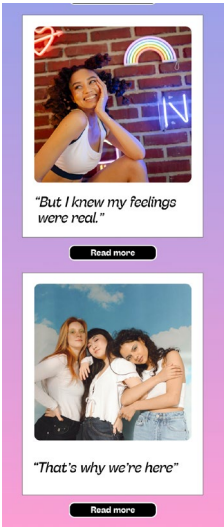
Healing is not linear

You are never a bother

You are *never* a bother
Let's get better together



Can include gradient backgrounds, polaroid design elements, and photo integrations into containers.



Photography

Any photography used for *Never a Bother* campaign materials should be vibrant and authentic. Although this campaign tackles serious subject matter, avoid somber or hopeless images. Show people being supported, rather than suffering alone. Similarly, on certain materials overly happy photography may not be appropriate. Photography choices should align with and reflect the Framework for Successful Messaging Action Alliance Priority “to change the national narratives around suicide and suicide prevention to ones that **promote hope, connectedness, social support, resilience, treatment and recovery.**” Ensure images are both true to the brand and respectful to the subject matter.

Considerations.

- Full-color photography should be used whenever possible.
- All photography must be of high quality, do not use pixelated or blurry images.
- For general campaign materials, use photography where the subjects are showing they are there for each other and offering support.
- For personal stories or other materials focusing on an individual, consider portrait style photography where the subject is expressing their creativity or personality.



Design Usage

Typography

StingerVariable bold should be used to emphasize either the entire headline, or the a key portion of the headline. It should be significantly larger than the subhead to provide enough visual contrast.

The subhead, or remaining portion of the headline should be set in Stinger Variable regular. Italics and graphic elements, such as an underline, or oval, may be placed behind certain words for emphasis.

The body copy should also be set in Stinger Variable whenever possible. DM Sans may be used on small text when necessary.

Attribution language should be set in DM Sans, and should be no smaller than 7pt font.

Containers

In most cases content should be set in rectangular containers with rounded corners. Character illustrations can break out of the containers to create depth. Text should never break out the container.

Characters

Please only use pre-approved character illustrations, or get approval on new character designs. When using multiple illustrations, ensure all characters are at the same scale for consistency in outline weight.

Logos

The *Never a Bother* logo and CDPH logo must be present on all materials. They may be locked up or separated, depending on what works best for the piece.

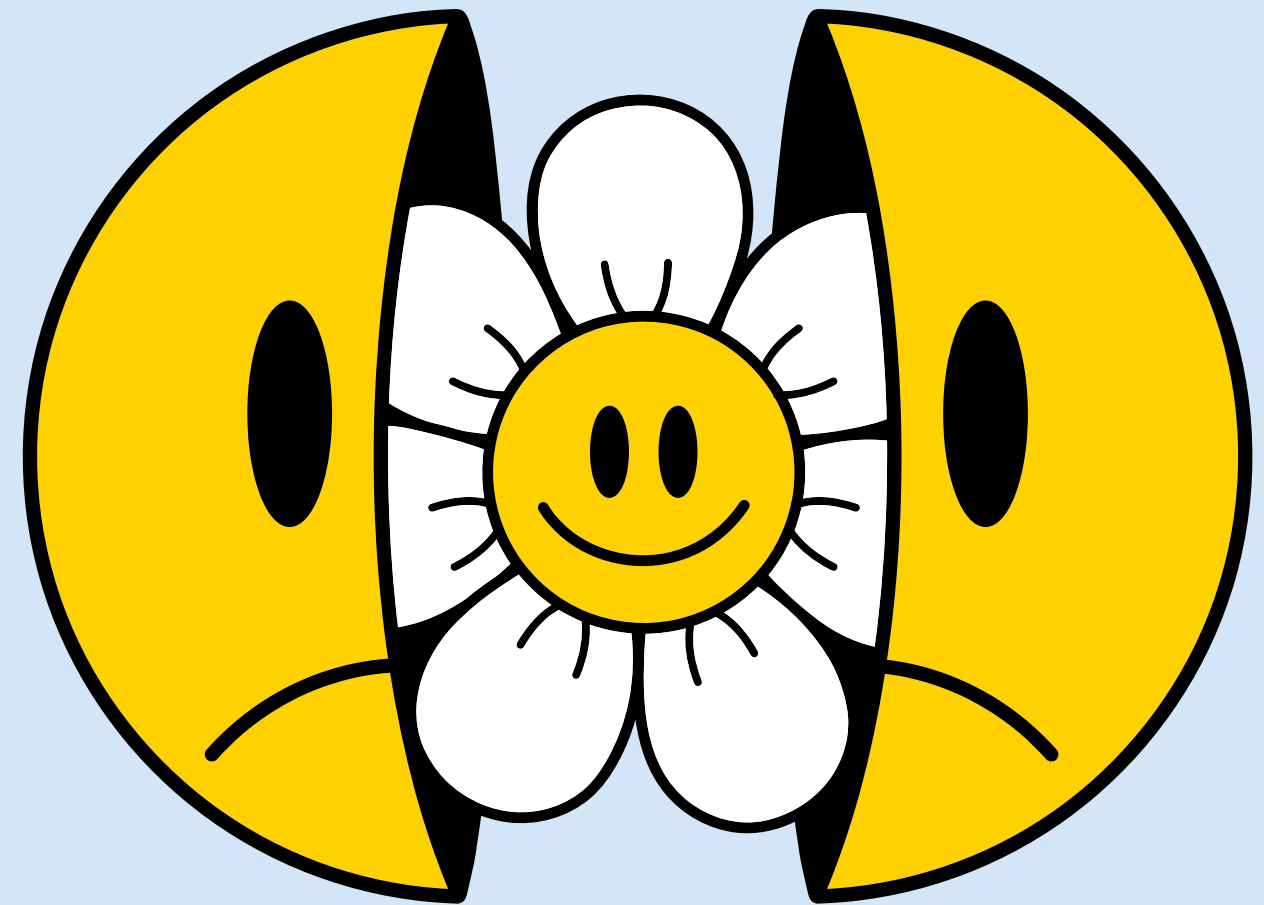
Color

When selecting colors, ensure there is enough contrast between the foreground elements and the background to ensure legibility. All digital pieces must pass [WCAG AA standards](#) for contrast.

Gradients may also be used as backgrounds, particularly on pieces that utilize photography.



Example Materials



Digital Design Examples



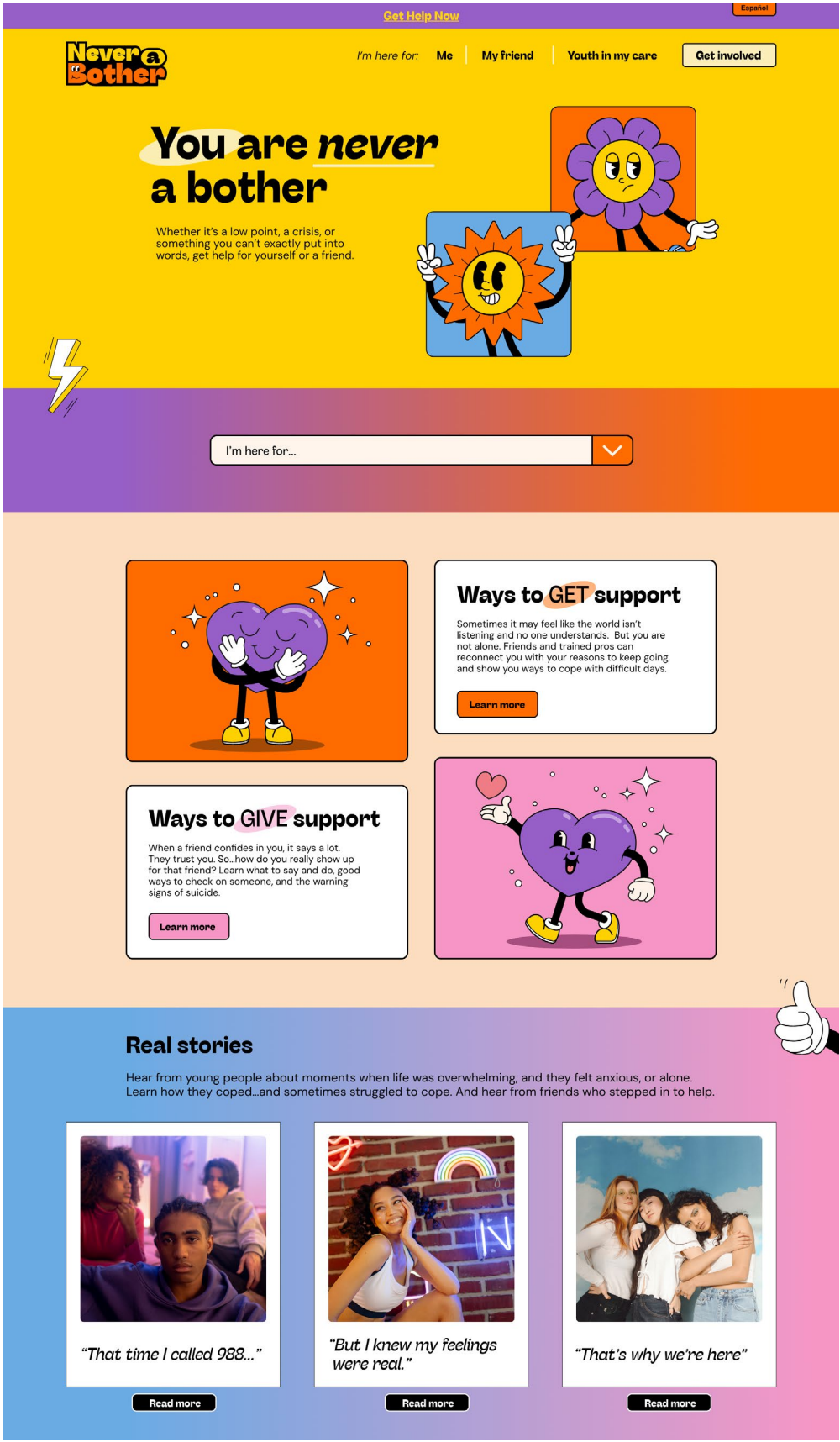
Organic Social Post



Youth Stories



Digital Display Banners



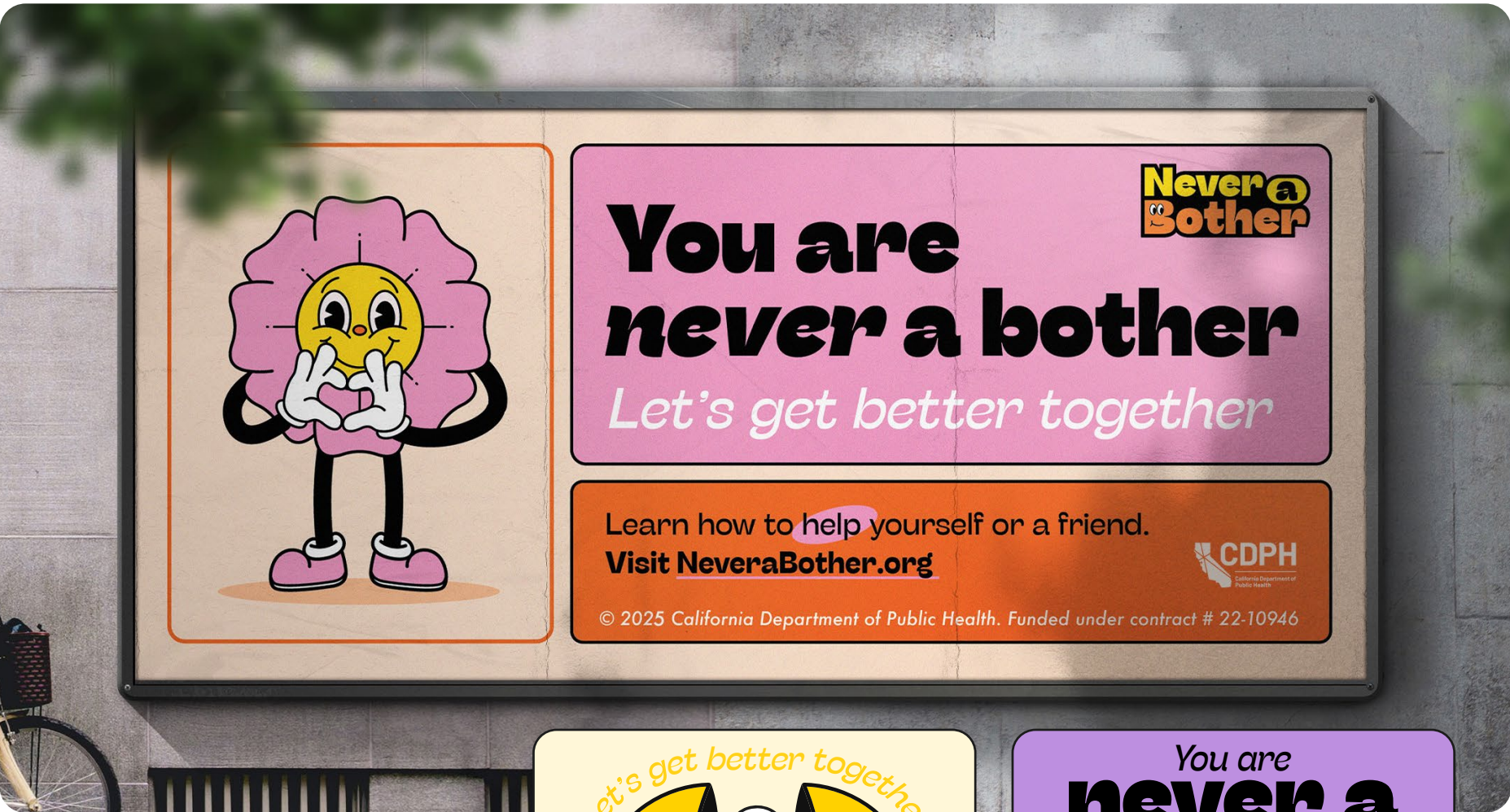
Website



Print Design Examples



Transit Shelter

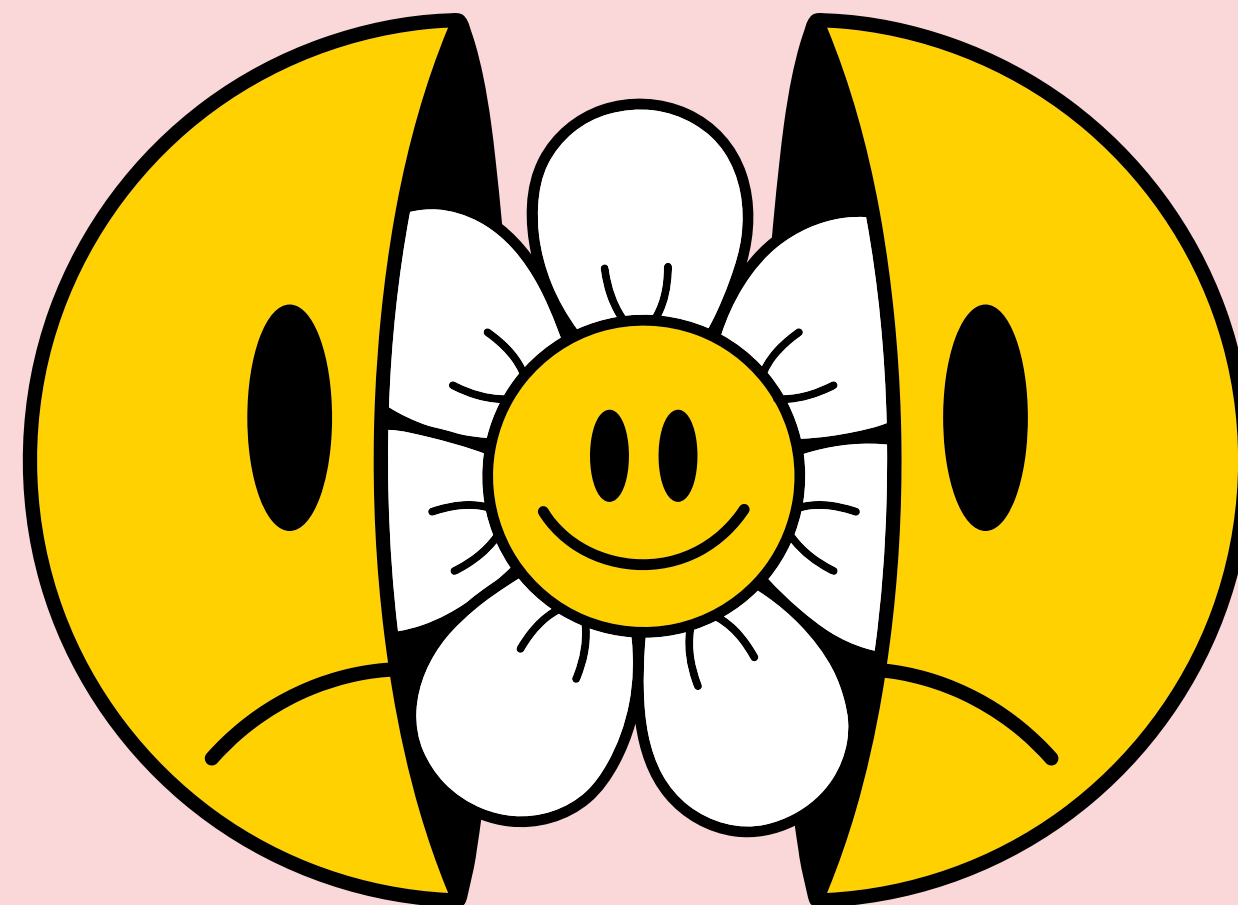


Billboard



Stickers

Messaging



Our brand voice is...

**Empathetic, understanding, validating, helpful
yet easy to absorb, and we talk like real people.
(Without trying to sound young.)**

We want to cut through the usual phrases that youth have read and heard a lot — and that can come off as institutional or cold. “You’re never a bother” is something a friend would say.

It directly answers hesitations to reach out. Talking to youth experiencing thoughts of suicide, we’re taking the POV of a caring, straightforward friend, anticipating the reasons an impacted youth might not seek help (“I don’t want to bother anyone with my problems”). We’re kindly but firmly refuting their hesitations. We’re urging them to send that text and make that call.

We’re also empowering the friend or caregiver who is worried about someone in their life, modeling the kind of validating, helpful voice they can use when talking to someone experiencing suicidal thoughts.



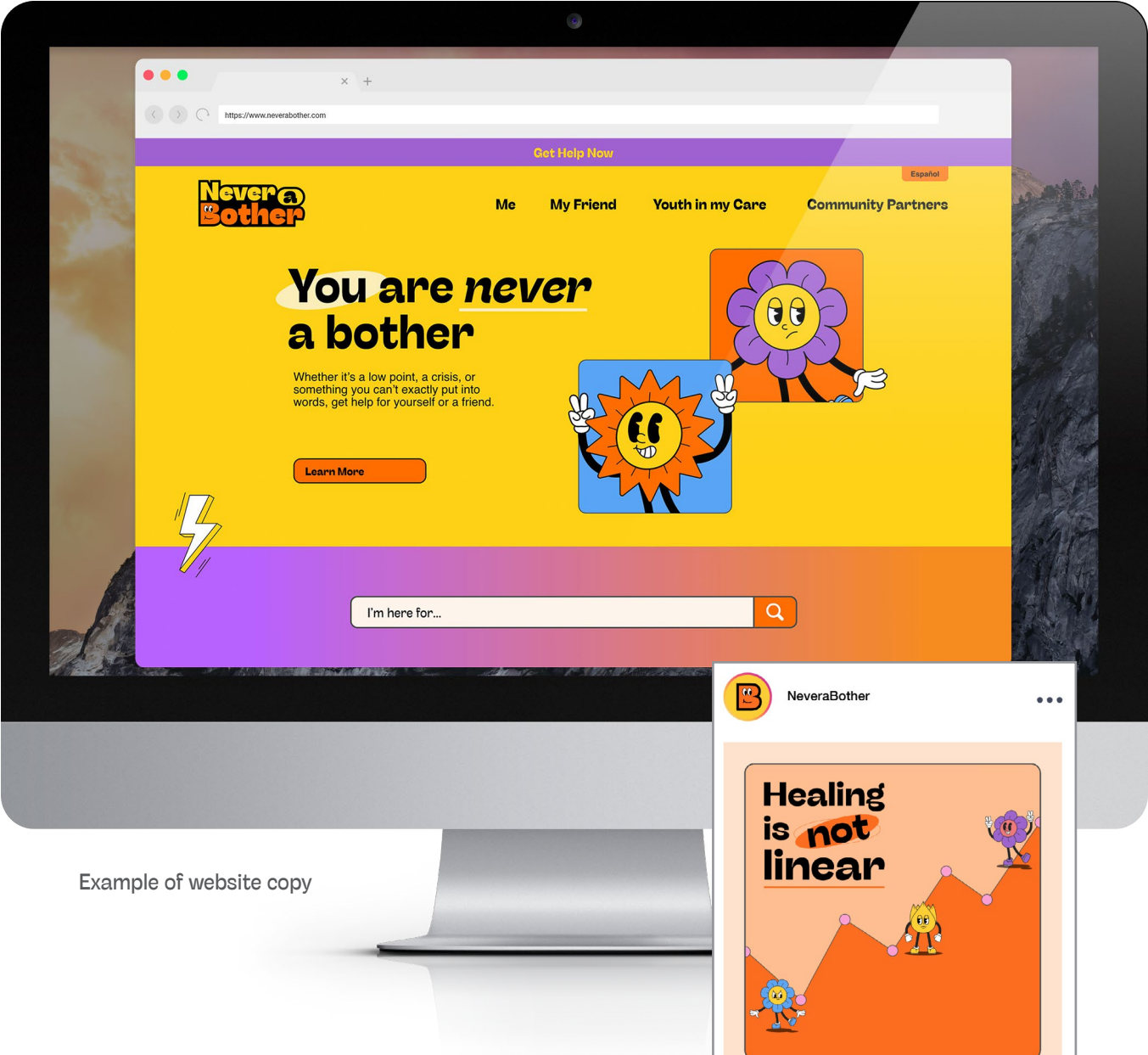
Tone

While our *voice* applies to everything we create, our tone varies depending on the platform/situation.

On the *website*, our tone strikes a balance between being validating (“your feelings are real”), comprehensive, and conversational. We use headings to organize information and avoid big chunks of copy. In those headings, we use the first-person POV so the reader can feel more seen/heard. Even our informational text will often lead with an empathetic message (“We are so very sorry to hear that you are in so much pain [...] and we want to help. You can call or text 988, 24 hours a day..”)

On *social media*, shorter copy means we’re more to the point, but also more personal and even gently quirky. On an Instagram reel, we might write in the caption, “Isaiah shares why sometimes you NEED to be the ‘weird’ friend.” or “Wondering when you should ask a friend for help? Zeno shares when you should bother him.”)

Throughout, where it’s appropriate, we want to include the message of “you’re never a bother.”



Example of website copy



Example of social media copy

Writing Tips for This Campaign

Safe and Effective Messaging Guidelines

Communication can be a powerful tool to encourage help-seeking, share stories of hope and prevention, and encourage everyone to play a role in suicide prevention. As you are creating *Never a Bother* — or any suicide prevention — materials, we ask that they align with safe and effective messaging guidelines recommended by the National Action Alliance for Suicide Prevention.

At a glance, these guidelines are:

- 1. Filter your message through a safety lens.** If a vulnerable individual who might be at risk for suicide is exposed to your social media posts and outreach materials, how will it make them feel? Will it encourage them to feel hopeful, supported, and encouraged to seek help, or will it increase their feelings of pain? Will it push them further from the support they need?
- 2. Include a suicide prevention resource,** such as a crisis line, and information about the warning signs of suicide or other ways people can play a role in suicide prevention.
- 3. When describing suicide,** do not use “committed suicide.” Instead, use **“died by suicide,” “attempted suicide,” or “experiencing thoughts of suicide.”**
- 4. Explain the complexity of suicide and avoid oversimplifying.** It’s natural to want to answer the “why” involved in a suicide, but the reasons why someone is thinking about ending their life are complex and usually they’re dealing with multiple tough situations.
- 5. Avoid sensational images, language, and statistics** that make suicide seem common overall or point to specific groups of individuals being “more likely” to die by suicide. Instead, focus on protective factors such as healthy coping skills, feeling connected to others, and supportive friends and family.

View the short [Safe Messaging Guidelines video](#) about effective messaging on the [Never a Bother YouTube channel](#). Additional guidelines also available from the [Framework for Successful Messaging](#).



Messaging Framework provided by: www.suicidepreventionmessaging.org

Direction on How to Adopt Never a Bother

For groups and organizations based in California

Campaign Material Categories

Tier 1. Existing, unmodifiable campaign content.

Please refrain from altering content that falls in this category. **The CDPH and *Never a Bother* logos as well as attribution language should be kept as is** when sharing content. Content may include but is not limited to social media posts, posters, palm cards, affirmation cards, and pocket cards.

- Level of review before use: None — preapproved by CDPH

Tier 2. Campaign content with modifiable portions (i.e. adapter has the ability to add their logo, local resource information, etc.). Fixed messaging, colors, etc.

Keep CDPH and *Never a Bother* logos and attribution statements in place and unaltered, though additional logos may be added.

- Level of review before use: Please share content with the CDPH team for awareness at info@neverabother.org before uploading online or sharing in community.

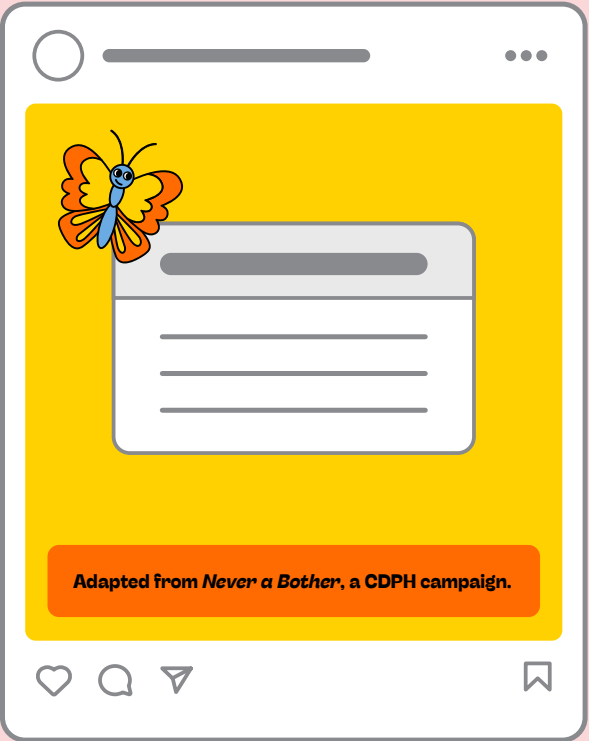
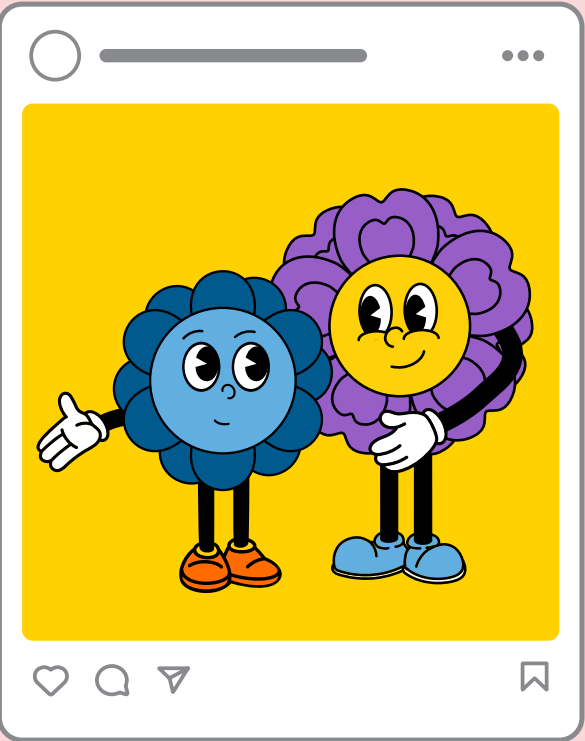


Additional Logos

Tier 3. Content that is campaign-adjacent. Examples include: Instagram post using *Never a Bother* characters, TV spot sprinkling in the language “You are never a bother,” stickers displaying *Never a Bother* branding with local resources, billboard design using *Never a Bother* branding.

This is any content that the adapter is making from scratch that includes *Never a Bother* brand elements. In such cases, include the following attribution language: **“Adapted from *Never a Bother*, a CDPH campaign.”**

- Level of review before use: Please share content with the CDPH team for review and approval at info@neverabother.org before uploading online or sharing in community.



Direction on How to Adopt Never a Bother

For groups and organizations based outside of California

Campaign Material Categories

Tier 1. Existing, unmodifiable campaign content.

Please refrain from altering content that falls in this category. **The CDPH and *Never a Bother* logos as well as attribution language should be kept as is** when sharing content. Content may include but is not limited to social media posts, posters, palm cards, affirmation cards, and pocket cards.

- Level of review before use: None — preapproved by CDPH

Tier 2. Campaign content with modifiable portions (i.e. adapter has the ability to add their logo, local resource information, etc.). Fixed messaging, colors, etc.

Remove CDPH logo and replace the attribution language with **“Adapted from *Never a Bother*, a California Department of Public Health campaign.”** Additional logos can be added.

- Level of review before use: Please share content with the CDPH team at info@neverabother.org before uploading online or sharing in community, for record-keeping purposes.

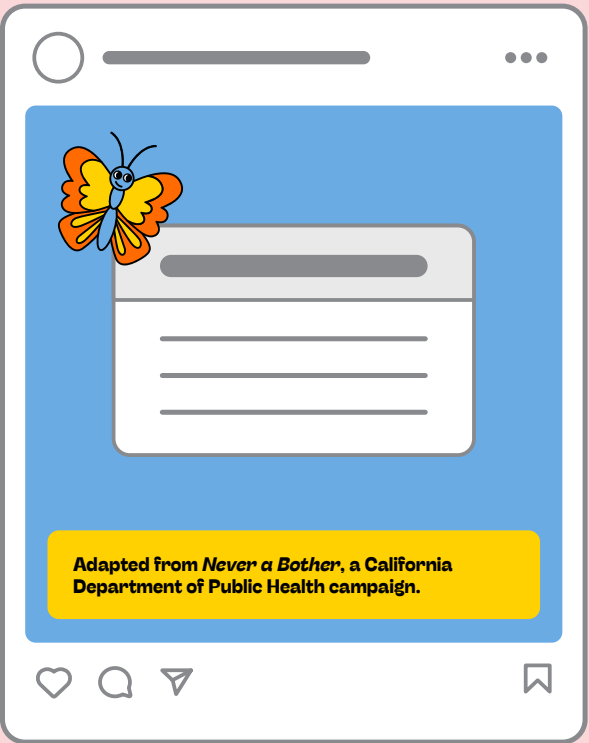
Adapted from *Never a Bother*, a California Department of Public Health campaign.

Additional Logos

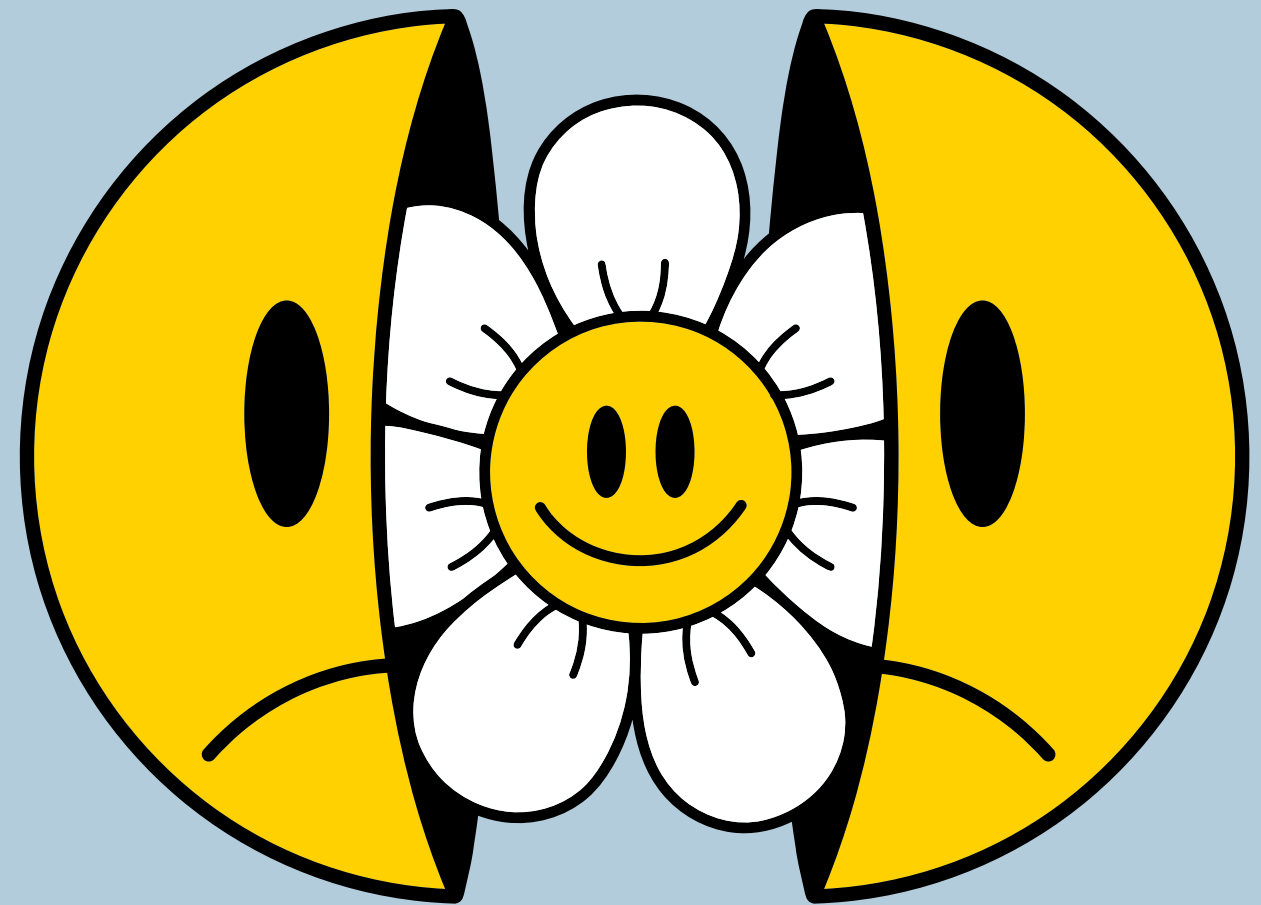
Tier 3. Community content that is campaign-adjacent. Examples include: Instagram post using *Never a Bother* characters, TV spot using the language “You are never a bother,” stickers displaying *Never a Bother* branding with local resources, billboard design using *Never a Bother* branding.

This is any content that the adapter is making from scratch that includes *Never a Bother* brand elements. In such cases, include the following attribution language: **“Adapted from *Never a Bother*, a California Department of Public Health campaign.”**

- Level of review before use: Please share content with the CDPH team at info@neverabother.org before uploading online or sharing in community.



Reviews & Approvals



Reviews and Approvals

All materials created using the *Never a Bother* campaign brand should follow the rules outlined within this brand guide. Brand elements such as logos, character illustrations, and graphic elements are included in our toolkit, which can be downloaded using the link below.

[Download the *Never a Bother* Toolkit](#)

If you have any questions about how to use this brand guide, please reach out to us here:

info@neverabother.org

You are **never** a bother

