



Black Emotional and Mental Health Collective

Brand Identity Guidelines

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OUR BRAND

Who We Are

BEAM is a training, movement building and grantmaking organization that consists of a collective of Advocates, Yoga teachers, Artists, Therapists, Lawyers, Religious leaders, Teachers, Psychologists and Activists. We are committed to the healing, wellness and liberation of Black communities.

Our Vision

BEAM envisions a world where there are no barriers to Black healing.

Our Mission

BEAM's mission is to remove the barriers that Black people experience getting access to or staying connected with emotional health care and healing. We do this through healing justice based organizing, education, training, grantmaking and advocacy.

OUR BRAND

Our Values

Values are qualities and standards of behavior. At BEAM, we hold ourselves to these to keep us in integrity in our work.

Celebrating, Laughter, Warmth & Joy: We center the strengths of our communities as healers with the healing power of laughter and the resilience made possible through interconnectedness. We celebrate the healing journey and we also allow ourselves to have fun while doing it.

Healing Justice: We Expand, Build, and Partner: We work with Black communities across the world to support and sustain their healing justice efforts. We partner with traditional mental health institutions even as we actively challenge them to transform and or render them obsolete.

Working Towards Wellness: Through our organizational practices and policies, we strive to create work and a workplace that is healing centered, anti-oppressive and actively supports the wellness of our staff, stakeholders and community.

Emotional Justice: We believe everyones feelings are valid, even if the ideas that are informing those feelings are inaccurate or misinformed. We honor feelings as valid forms of knowledge and gifts. We craft community and healing spaces that honor this ethic.

Honoring the diversity of the Diaspora: We affirm the diversity of those who identify as Black; those from the Caribbean, from South America, Africa, Europe and all parts of the world in our work. We affirm the diversity of gender and sexuality, Black trans folks, Gender non conforming, Queer, Gay, heterosexual, disabled lives are core to our work.

TONE OF LANGUAGE

We validate and give voice to the legacy of harm in Black communities

We affirm and acknowledge the historic and present-day resilience, defiance, coping skills and strategies in Black communities

We coach community members on how to offer first-responder support to mental health challenges and crises

We cultivate skills that promote agency in engaging mental health professionals and basic knowledge of mental health intervention/treatments and systems

We facilitate consciousness-raising and direct action to address social inequities and conditions that impact Black mental health-- such as transphobia, racism, ableism, misogynoir, HIV/AIDS and homophobia.

We advocate and organize for accessible, innovative models of mental healthcare

We equip community members with knowledge and tools that support healthy mental health coping skills and healing

LOGO & LOCKUP

The Black Emotional and Mental Health Collective's (BEAM) logo is representative of the warmth and hope that the organization exudes.

The creative idea behind the logo is that the letter E resembles a beam of light which moves through the conjoined letters symbolizing positivity and healing.

Lockup

The Black Emotional and Mental Health Collective's (BEAM) official logo consists of a lockup that will be used in all public facing communications.

The lockup consists of a lettermark that is paired with the full name of the organization.

Lettermark

The lettermark can also be used as a standalone without the accompanying text.



LOGO & LOCKUP

Do not change the lettermark



Do not place text to the left, right or top of the lettermark



Do not rotate the lettermark



Do not outline the lettermark



Do not place any background colors behind the lettermark that are not white



Do not change the color of the accompanying text



Do not distort the lettermark



Do not change the color of the lettermark if not approved

LOGO & LOCKUP

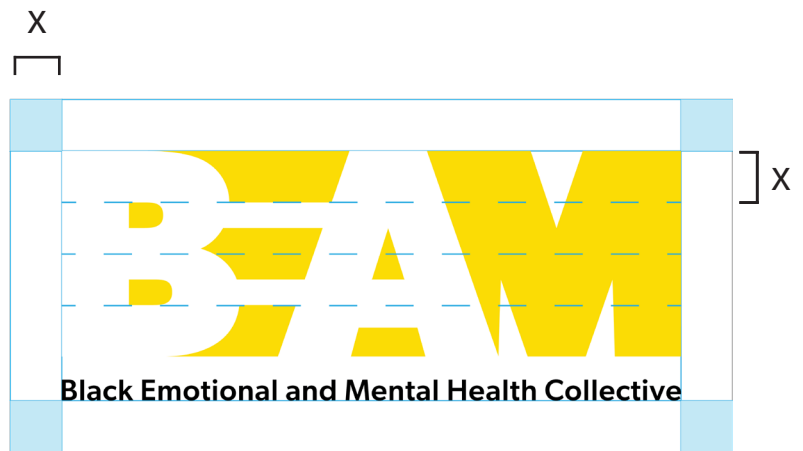
Clearspace

Allow adequate clearspace when placing the lockup or lettermark in applications. Clearspace is based on the height of the top beam, as shown as X in the example to the right.

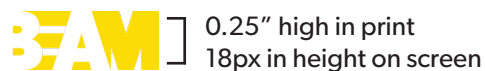
Minimum Size

The minimum size for the lockup is 0.9" inches high in print and 65px in height on screen.

The minimum size for the lettermark is 0.25" inches high in print and 18px in height on screen.



X is equal to 1/4 of the BEAM lettermark



LOGO & LOCKUP

Primary Usage

The official BEAM logo always appears in BEAM yellow when used in application. The accompanying text is always in black.

Alternative Uses

Alternative colors used for the logo can include BEAM blue.

Black & White

When a single color lockup or logo is required, use black.

Primary Usage



Alternative Uses



Black & White



COLOR

Primary Colors

BEAM's primary color palette is bold and vibrant as it is made up of two colors, BEAM Yellow and Blue, that are used interchangeably within the logo and other promotional tools.

BEAM Yellow symbolizes hope, positivity, enlightenment, optimism and joy.

BEAM Blue symbolizes health, healing, tranquility and strength.

Secondary Colors

BEAM's secondary color palette is made up of two accent colors, BEAM Green and Red, that compliment the primary colors and can be used in promotional tools.

BEAM Green symbolizes life, renewal, growth and balance.

BEAM Red symbolizes passion and commitment.

BEAM Yellow

CMYK- 0/2/99/0
RGB- 254/219/0
HEX- #FEDB00
PMS- Pantone 108 C

BEAM Blue

CMYK- 65/0/6/0
RGB- 5/195/221
HEX- #05C3DD
PMS- Pantone 311 C

BEAM Green

CMYK- 42/0/44/0
RGB- 128/224/167
HEX- #80E0A7
PMS- Pantone 353 C

BEAM Red

CMYK- 0/88/94/0
RGB- 238/56/49
HEX- #EE3831
PMS- Pantone 3556 C

TYPOGRAPHY

Gibson is BEAM's primary typeface as it is clean, legible and versatile offering many weights and styles.

Gibson Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Thin Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Book Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson SemiBold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Heavy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gibson Heavy Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ICONOGRAPHY

BEAM uses icons to provide a personalized experience.



Advocacy



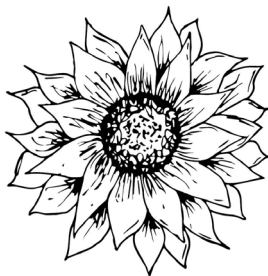
Training



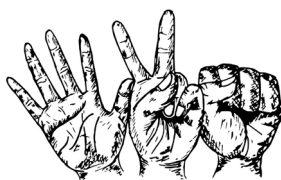
Community



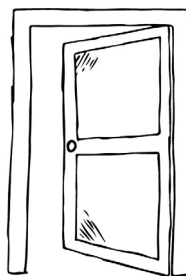
Education



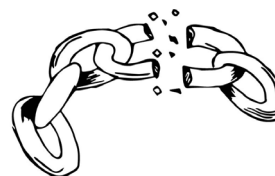
Healing



Unity



Access



Breaking Barriers

ICONOGRAPHY

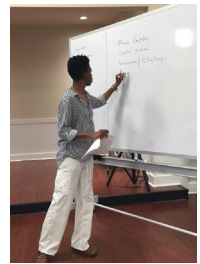
Color Applications of Icons



PHOTOGRAPHY

Photography is a key element within the visual identity of BEAM as our photography reflects the character of our organization and the community in which we cater to.

Our photographic style is based around interconnectedness, representation and community which demonstrate the overall environment of the organization.

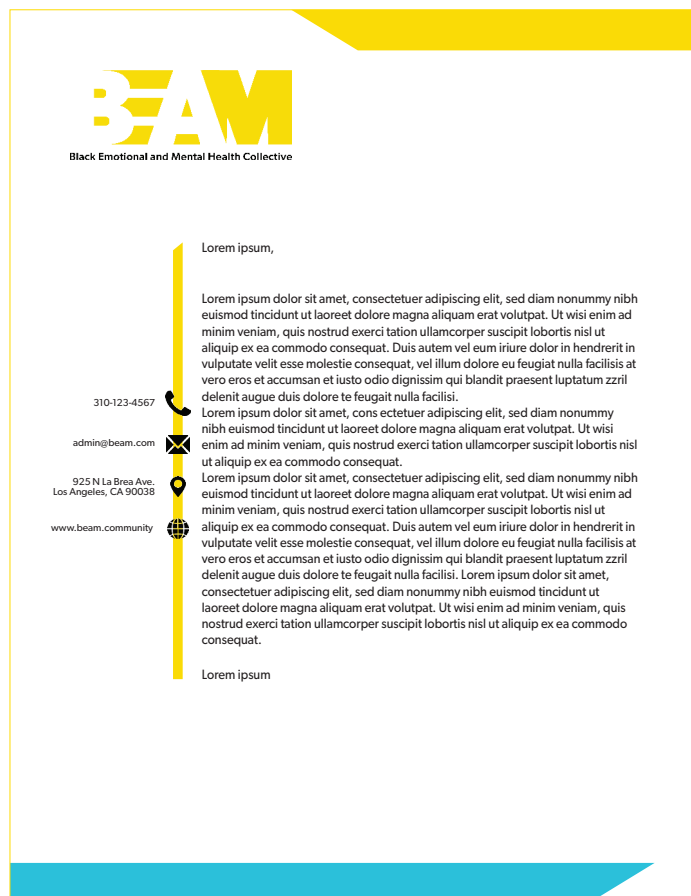


SAMPLE APPLICATIONS

The following applications provided are for guidance when creating communication tools such as posters, letterheads, business cards, webpages, etc.

When designing documents, the logo should always be aligned to the top left corner of the page.

Letterheads & Business Cards



SAMPLE APPLICATIONS

Webpages & Posters



An example of a poster application using the alternative color logo