

CASA Mental Health

Logo Usage Quick Guide



The CASA Mental Health logo has been designed to primarily rest on white backgrounds to allow full use of the primary brand colours within the logo itself. Blue and green are colours that evoke peace and tranquility - we associate those with youth and families who need help, they are our primary audience. Yellow and red are colours that evoke action. They represent our donors and volunteers, people that want to help.

The white logo can also be used against other dark backgrounds where usage is not controlled. The full colour logo should not be used against dark backgrounds.



Greyscale and Reverse Colourways

The CASA Mental Health logo can be used in greyscale and white applications. Use the logo reversed in white when set against darker or photographic backgrounds.



Use the greyscale version of the logo with the EPS or PNG files so the transparency is active and reflects the background colour



Spacing

To maintain the integrity of the logo, please keep the surrounding margins of the CASA Mental Health logo free of competing visual elements.

The minimum required margin size around the logo should be the size of the three circles used in the CASA Mental Health icon.

Sizing

For digital applications, the logo should not measure less than 225 pixels in width or be less than 100 pixels tall. For print applications, the logo should not measure less than 1 inch in width or be less than 0.5 inches tall.