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Hope For The Day[®] (H.F.T.D.) is a non-profit movement empowering the conversation on proactive suicide prevention and mental health education.

Suicide completion rates have surged to a 30-year high. Suicide has no prejudice, and each year over 700,000 suicides are reported with many more going unreported. 1 in 5 U.S. adults experience mental illness each year. In the U.S. alone, over 130 individuals complete suicide on a daily basis.

Suicide is a preventable mental health crisis. The primary obstacle to suicide prevention is the silence of stigma. Stigmas are social and cultural factors that dictate how we express ourselves and compel individuals to be silent on their internal experiences. Too often, we do not discuss mental health or suicide until it directly impacts our community.

What does proactive suicide prevention mean?

Proactive suicide prevention means starting the conversation on mental health before it adversely impacts our lives.

Proactive prevention is about creating an environment that doesn't wait for someone to reach the point of crisis to address their mental health. By practicing proactive prevention, individuals step up to take action and facilitate the conversation on mental health within their spaces.

So what does H.F.T.D. specifically do?

Through outreach, education, and action, we equip people with the tools to be proactive in their communities and break the silence of stigma.

Our Vision

We envision a world where all people have equal and easy access to mental health education and proactive suicide prevention resources.

Our Values

Empathy

We meet people where they're at, operate using active listening, and aim to truly understand people without judgment.

Integrity

We are committed to operating with honesty, building trust in our community, and doing the right thing at all times, publicly and privately.

Transparency

We strive to operate and communicate openly with accountability and share information internally and externally.

Compass (noun) \ kəm-pəs: A piece of equipment used for finding your way.

When you're exploring and you're lost, you use a compass to get your bearings and find your way. We can't tell someone how to feel - we have to meet them where they are and not where we expect them to be. The compass logo is a way of saying ***"we don't care about your past - we care about where you're going."***

Why do we use a compass?

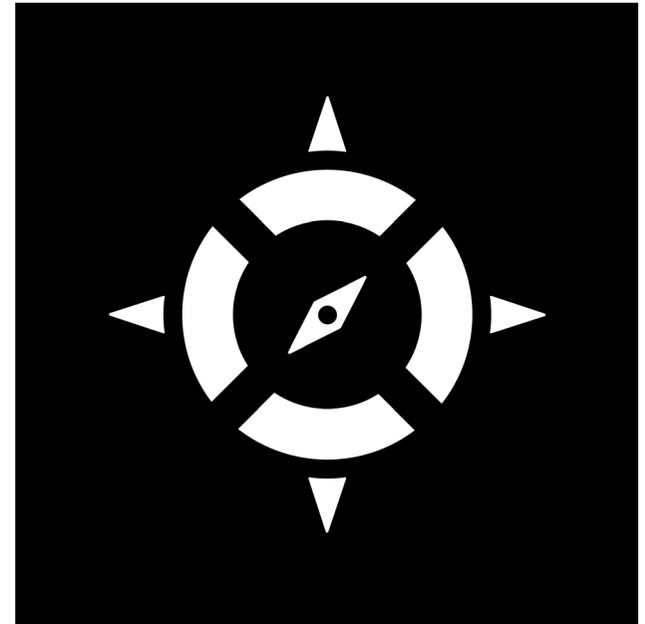
We start the conversation and help people find their individual paths.

Logo Use

The compass is an essential tool, please ensure that it is always visible. All usage of the logo or symbol requires at least 30 pixels of space on all sides. The logo must always either be in the middle at the bottom of the page or the middle top of the page.

Do Not

- Rotate or disproportionately stretch the logo.
- Invert logo or remove the box around symbol.
- Make symbol larger than logotype.
- Remove logotype from logo box.
- Outline logo or add a stroke to box.



Meet people where they are.

Our core brand is meant to make our message clear, concise, and accessible through minimal color and design elements.

Approachable

Simple type and neutral colors allow us to target a wide variety of audiences, making our message approachable and straight forward.

Accessible

While our marketing materials may explore experimental and trend-forward design styles, our core messaging, resources and education materials will always be designed using accessible graphic design principles because we believe everyone deserves access to mental health education and resources.

Bold

Taking a bold and straight-forward design approach is the best way to bring our message to the forefront of our work.

Humanistic

Humanistic design means creating for all people. When designing, we have to consider, “How can what we’re creating be accessible to more people and cast a wider net that embraces all humans?”

Motivational

Motivational design elements helps our messaging ressonate with our audience and allows us to communicate hope.

VOICE

tone

audience

VOICE: TONE

H.F.T.D. takes a bold stance in regards to discussing mental health, believing and teaching that IT'S OK NOT TO BE OK. We are empowered to raise our voice against mental health stigma, and embrace individuals who share their experiences to break the silence. As an organization with a global audience, we aim to be inclusive and respectful towards diverse backgrounds and mental health challenges.

As an alternative to “reactionary” approaches we...

Always focus on the positive, aim to inspire and motivate, embrace self-expression, educate to empower, break the silence through unique stories, and value our supporters and fellow mental health community members, and we do not bullsh*t anything.

Our slogans are:

- IT'S OK NOT TO BE OK®.
- WE ARE IN THIS TOGETHER.
- HAVE HOPE.
- THE MORE WE TALK ABOUT MENTAL HEALTH THE MORE WE REALIZE WE'RE NOT ALONE.
- SUICIDE PREVENTION IS MORE THAN A HOTLINE.

Start the conversation.

Straight Talk

Be direct, honest, natural, and use informal terms when delivering information, including utilizing accessible language.

Be Engaging

Share in a way that invites all people and encourages them to share their stories with others.

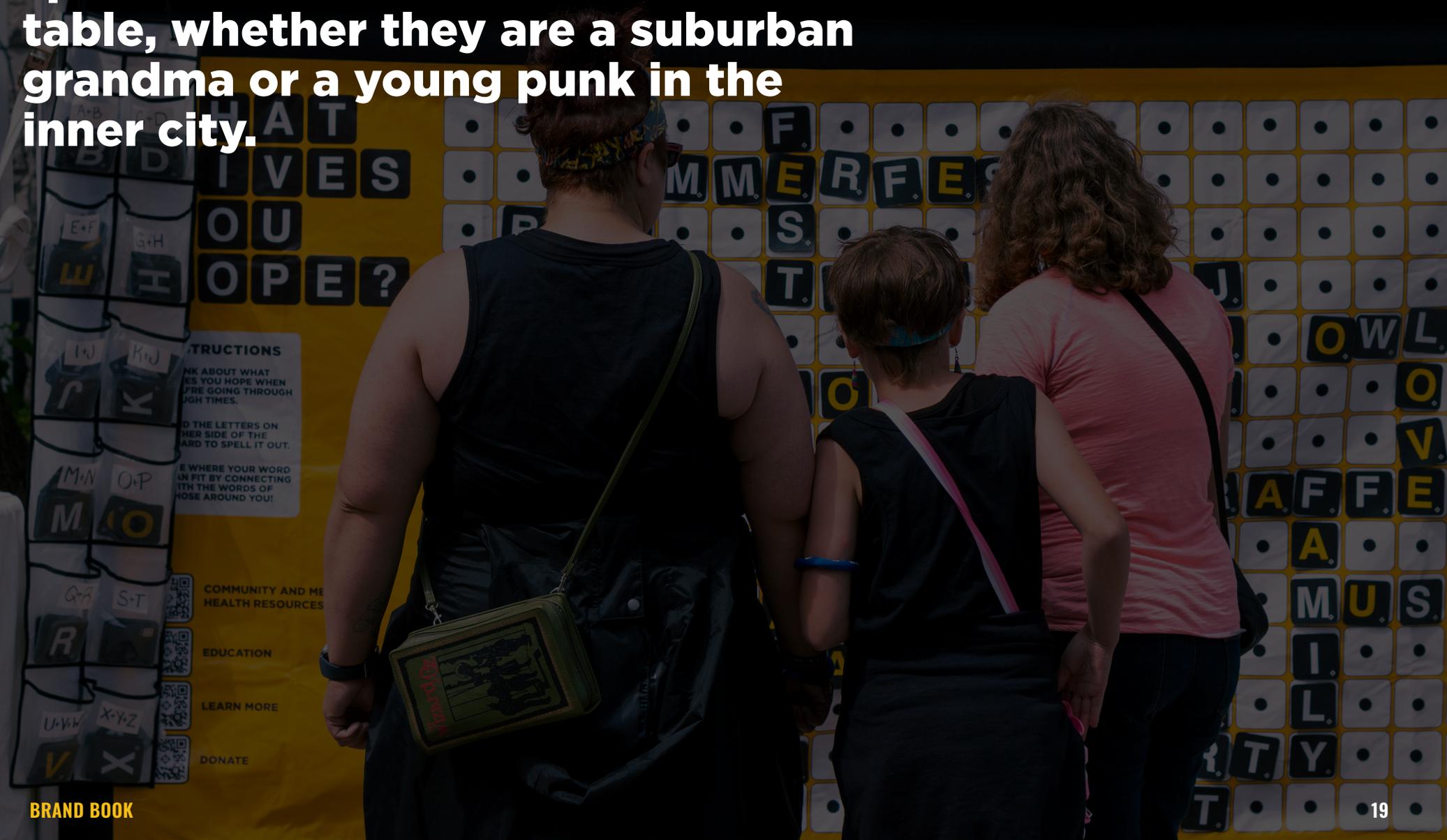
Avoid degrading, trivializing, triggering language.

Don't use "just be happy", "just move on", "stay-alive"

Be All-Inclusive

Our motivational messaging applies to everyone, regardless of social class, or group, niche, religion, race, gender, age, sexuality, etc. We believe everyone has a place within the mental health community.

Our community members come in all shapes, sizes, nationalities, and social-economic statuses. We speak to whoever invites us to the table, whether they are a suburban grandma or a young punk in the inner city.



LANGUAGE

AVOID STIGMATIZING LANGUAGE

PEERVENTION

FUNDING LANGUAGE

Avoid Stigmatizing Language

As we have these important conversations about mental health and suicide, remember that language is important.

WE DO NOT SAY: “Committed suicide” or “killed themselves.”

This is criminal terminology and part of the long-held stigmatization of suicide and mental health. We do not say “committed a heart attack” when someone dies that way. Criminals commit crimes and murderers kill people.

WE DO NOT SAY: “Mental Illness”

To respect that an individual lost their battle with whatever their medical experience was.

WE DO NOT SAY: “Fixing” or “Snapping out of it”

To respect that an individual lost their battle with whatever their medical experience was.

WE DO NOT SAY: “Normal”, “crazy”, or “not normal”.

Normal is a setting on a washing machine. We are all unique, and to describe someone with mental health challenges as “not normal” or “crazy” even if you’re talking about statistics of mental health issues, is stigmatizing. Mental health challenges are common and natural and we all go through tough times!

WE DO SAY: “Completed suicide” or “died by suicide.”

To respect that an individual lost their battle with whatever their medical experience was.

WE DO SAY: “Mental Health Challenges”

This is a broad term to describe someone going through something. We use this phrase to avoid labels and inappropriately assign diagnosis. If someone self identifies we honor their description, but without self-identification, we simply describe their experience as a mental health challenge to avoid labels and inappropriately assign diagnosis.

WE DO SAY: “Treating” and “Taking Care of our mental health.”

The former phrases feed into the stigmatizing idea that mental health challenges are false or wrong. Our mental health is a continuous process and there are tools to address our mental health and express ourselves. false or wrong. Our mental health is a continuous process and there are tools to address our mental health and express ourselves.

What is PEERvention?

PEERvention is Hope For The Day's shorthand for Peer-to-Peer Proactive Suicide Prevention.

PEERvention means that we're not clinicians! We're peers in your community who are able to point you in the right direction when you need help. Anything we're saying or handing out has been approved by our Clinical Oversight Committee!

100% of the proceeds support Hope for the Day[®]'s proactive suicide prevention and mental health education projects.

When discussing our funding and donations, it is most accurate to say "proactive prevention projects" or "programming" rather than saying specifically that our funding supports "mental health education".

LIFESTYLE + PORTRAIT PHOTOGRAPHY

Hope for the Day utilizes photos featuring individuals and settings that our audience can relate to, and see themselves represented in. High contrast photography and subject juxtaposition can be used, so long as it's tasteful and does not portray anyone in a negative light.

We never guilt people into giving. Instead, we portray people with dignity and respect. We want everyone who interacts with our brand to feel inspired, hopeful, and motivated to take action.

Focus

Human interaction

Crowds or small groups of people

Reactions or moments that evoke feeling

Photo Background Tips

Avoid Busy images with too much detail.

Apply a 60% black overlay on an color image to make the text more legible.

Use photos with a shallow depth of field for layering text.

How to prepare a black and white photo to be used under text

In Photoshop set the image to Black & White maximum black then increase the contrast to 50% and lighten the image by 50%. Place the image over a solid black background then set at 50% opacity.



SOCIAL MEDIA: TONE

Keep it positive:

Avoid negativity and triggering language. Restrict users submitting inappropriate comments or questions and clearly communicate that we reserve the right to delete comments that may make other community members feel invalidated or uncomfortable.

Educate our community:

By providing easily digestible pieces of our education content through social media, we can further educate our community and break down the stigma that keeps many from speaking up about their mental health challenges.

Keep it short + clear:

When writing captions, hone in on the key point rather than the entire narrative. Use compelling and motivational language rather than long informative explanations, while also keeping accessibility in mind.

Uplift others:

Utilize our key phrasing such as

- IT'S OK NOT TO BE OK[®],
- HAVE HOPE,
- THE MORE WE TALK
- WE ARE IN THIS TOGETHER



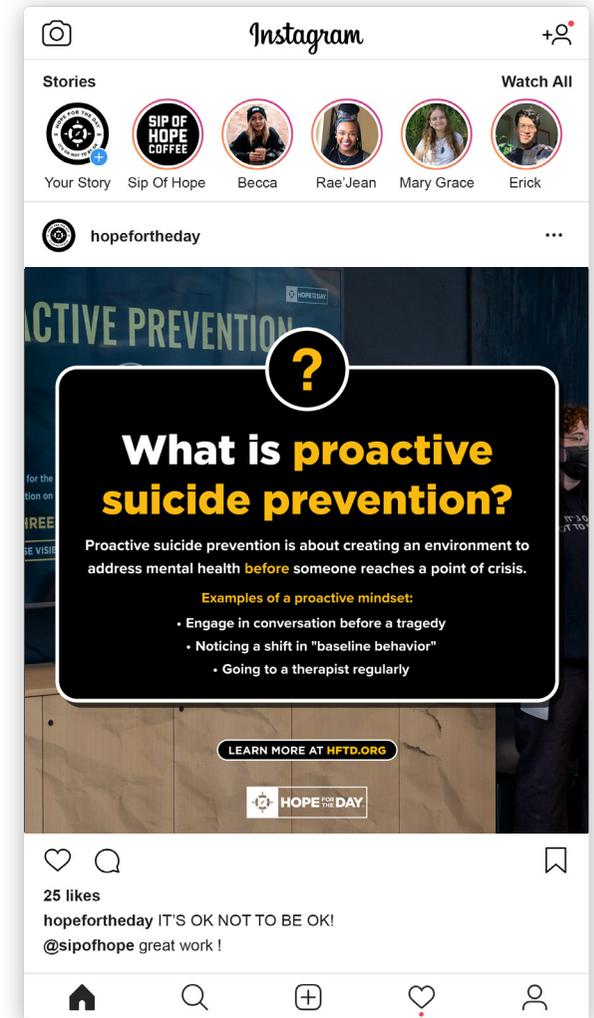
SOCIAL MEDIA: TONE

Our bold stance and proactive, “Take Action” approach is reflected within our content. We use bold, clear, graphics, illustrations and photographs to uplift, inspire, and motivate our audience. We feature user-generated content that highlights our supporters taking action by wearing or sharing our products and resources.

Suicide and mental health are heavy subjects and we don’t want to trigger mental health challenges, risk causing pain, or trivialize anyone’s experience, but we also need to be bold and honest while encouraging these conversations.

Content Recommendations

- Showcases wristbands, resource cards, stickers, shirts, beanies, or other branded materials
- Utilize high-quality photos captured by internal team
- Easily digestible pieces of education content
- High-quality UGC highlight those committed to our proactive lifestyle



GET EDUCATED

PROGRAMMING

The Things We Don't Say

The Things We Don't Say | Part 1 is Hope For The Day®'s signature mental health education presentation to Hope For The Day®'s pioneering proactive suicide prevention programming. The one-hour experience provides education and tools to proactively engage mental health care for ourselves and our peers.

This program is held for events in a wide spectrum of community spaces from schools, to places of business, worship, and even athletic venues. Arranging an event for your space is as simple as contacting H.F.T.D.!

The Things We Don't Say | Part 2 and The Things We Don't Say | E-Learning build on the skills learned in Things We Don't Say | Part 1, Hope For The Day®'s signature mental health education programming.

The Things We Don't Say | Part 2

Part 2 is highly interactive as you practice applying the skills learned in Part 1. Through roleplaying activities, we teach practical skills for early recognition of mental health challenges that often go unaddressed due to the silence of stigma, building to a crisis stage.

E-Learning

Like Part 1, The Things We Don't Say | E-Learning course provides tools for early recognition and intervention to disrupt the highest risk factors for mental health crises and suicide.

The Things We Don't Say | E-Learning is self paced and available to you anywhere, anytime at your convenience.

Identity and Orientation

Identity and Orientation is Hope For The Day®'s mental health education and outreach platform that discusses the unique intersection of LGBTQ+ experiences and mental health.

Proactive Workplaces

Our corporate workplace education curriculum and action engagement program focused on partner-specific, customizable strategies aimed at educating employees, as well as raising company-wide awareness of available resources, both internally and externally, in each community.

Additional Education Programming

Topics Orbiting Suicide

In addition to our signature mental health education, “Topics Orbiting Suicide” covers topics including language, what to say to someone who has lost someone to suicide, understanding self harm, and of course suicide and mental health challenges.

GET INVOLVED

INVOLVEMENT OPPORTINITIES

There are a number of ways our community supports our mission! As an individual or as an organization, out in the field or from the comfort of home, our community helps us make a difference.

Education

Hope For The Day's education programming is inspired from lived-experience best practices, and endorsed by H.F.T.D's clinical advisory board. The goal of our work is to provide tools for early recognition and intervention to disrupt the highest risk factors for mental health crisis and suicide. We engage all audiences from adolescent to seniors, and we can engage any community space including, academic, professional, or general populations.

Shareable Resources

Through our website, individuals and organizations can download our mental health resource materials and share them on social media or in their community.

Donations

100% of proceeds received via Classy, in person or through ongoing campaigns go directly towards our proactive suicide prevention projects and help fund existing and new education initiatives.

Volunteering

Hope for the Day's volunteers help us start the conversation in community spaces and assist us in smashing the stigma surrounding mental health and proactive suicide prevention.