



PARENT-ORIENTED NATIONAL MEDIA CAMPAIGN

CAMPAIGN BRAND GUIDE

The Brand Guide can help you adapt the “Talk. They Hear You.”® Parent-Oriented National Media Campaign to your organization’s own implementation efforts.

Follow this guide to ensure that products follow the campaign’s style requirements to guarantee consistency and integrity of the brand.

For assistance with this guide, please email underage.drinking@samhsa.gov.

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Licensing

As a registered trademark of the U.S. Department of Health and Human Services (HHS), use of the “Talk. They Hear You.”® name and logo is licensed to organizations wishing to adapt and implement the campaign locally. To obtain a license for use of the campaign, submit a request to underage.drinking@samhsa.gov. Upon approval, you will receive an email verifying your license number. There is no cost to license the campaign. To aid in “Talk. They Hear You.” evaluation efforts, your organization may be asked questions pertaining to use of the campaign and its resources locally (e.g., How many times public service announcements [PSAs] aired in your community, type and quantity of print products shared in your community, how many underage drinking events you held and what products you shared, etc.).

Downloading and Using the “Talk. They Hear You.” Logo

The Substance Abuse and Mental Health Services Administration (SAMHSA) encourages you to use the “Talk. They Hear You.” logo on all of your promotional and outreach materials.

When using the “Talk. They Hear You.” logo on websites and other electronic social networking pages, always include a link to the campaign website, www.underagedrinking.samhsa.gov. Additionally, the logo can serve as the hyperlink to the campaign website.

The logo is available in [several formats](#). For printed materials, use the .EPS or .TIF files, as these produce the highest quality image. Use the .GIF or .JPEG logos for materials that appear on the Web. For more information on various file formats and which formats to use for your publications, visit desktoppub.about.com/od/graphicformats/a/graphicformats.htm.

Color

Ideally, you should use the “Talk. They Hear You.” logo in its two-color format. Place the logo against a white or light background to increase contrast and legibility. If you use the logo on a dark background, use the reverse logo.



“Talk. They Hear You.” logo



“Talk. They Hear You.” reverse logo

The campaign theme colors are red and black. When creating new materials, such as postcards, print receipts, etc., follow the established color palette.

Color	Printed Materials		Websites and PowerPoint Presentations
	CMYK	Pantone	RGB
Red	c:29 m:100 y:99 k:34	PMS 188	r:132 g:23 b:26
Black	c:0 m:0 y:0 k:0	Process Black	r:0 g:0 b:0

Also available is a grayscale version of the logo. Use it when printing a document in black and white.

Size

Although you can resize the logo depending on your needs, SAMHSA strongly recommends following these minimum measurements:

- The logo should be no smaller than 1 inch tall by 1.5 inches wide when using it in most documents such as brochures and PowerPoint presentations.

White Space

White space around the “Talk. They Hear You.”[®] logo helps the logo stand out against other elements of your design. White space should remain free of photographs, text, images, and other logos. For the smallest sized logo, leave at least 0.25 inch of white space around each edge of the logo. For larger sizes, leave even more room.

Altering the Logo

To keep a consistent look and build recognition, **do not alter** the “Talk. They Hear You.” logo. The logo elements should always appear in the same order; do not separate or distort them. Do not use the “Talk” bubble image with another typeface for the text. In addition, avoid busy or heavily patterned backgrounds. Below are some examples of improper use of the “Talk. They Hear You.” logo.



Avoid busy backgrounds.



Do not separate elements.



Do not distort dimensions.

Use of SAMHSA and HHS Logos

Use of SAMHSA and HHS logos is prohibited in creating new materials. Campaign materials containing SAMHSA and HHS logos have gone through a federal clearance process and have received approval from the respective federal agencies.

Linking to www.underagedrinking.samhsa.gov

Whenever possible, use the campaign's website in your materials. Also, a Quick Response code is available, if you want to use it instead of the Web address to direct people back to the "Talk. They Hear You." website. Email underage.drinking@samhsa.gov for more information.

Typography

All materials published for this campaign should use Arial typeface. The standard font size for campaign materials is 12 point.

Editorial Guidelines

To ensure that you reference the campaign in a consistent way, follow these guidelines.

First Reference

In print or on the Web, use the full name of the campaign. Example: "Talk. They Hear You."[®]

Note that the campaign title should be in quotes, with the first letter of each word capitalized. The ® should appear at least once per page or product. If multiple mentions of "Talk. They Hear You." are used on a single page/product, the registration mark may be omitted after the first mention of the campaign. Reinsert the registration mark with the next mention of "Talk. They Hear You." on a new page if a product is multiple pages long.

Second Reference

When referencing the campaign a second time, use the full name of the campaign again, or simply, "campaign." Do not abbreviate the campaign name as "TTHY" or "Talk."

Referencing SAMHSA

When discussing the campaign, you should use SAMHSA's name in connection with the campaign.

Example: The Substance Abuse and Mental Health Services Administration’s (SAMHSA’s) “Talk. They Hear You.” campaign engages parents and caregivers of children under age 21 in the prevention of underage drinking and substance use.

Selected Campaign Product Inventory

“Talk. They Hear You.”® offers products for coalitions, school staff, public health departments, and other community groups to aid local, regional, and national substance use prevention efforts. All materials share the common goal of empowering parents and caregivers to talk with children early about alcohol and other substances.

Below is an inventory of popular campaign products that may be used as-is or customized for use in your community, as outlined in this guide.

- [:15-, :30-, and :60-second TV PSAs \(YouTube and Web Files\)](#)
- [:30- and :60-second TV PSAs \(Broadcast Quality\)](#)
- [:15-, :30-, and :60-second Radio PSAs and Scripts](#)
- [Print PSAs](#) (available in the below sizes)
 - 4.25 x 7 inches (Black-and-White Newspaper Advertisement)
 - 4.75 x 4.75 inches (Newspaper Advertisement)
 - 7 x 4.875 inches (Newspaper Advertisement)
 - 7 x 10 inches (Newspaper Advertisement)
 - 8.625 x 5 inches (Black-and-White Newspaper Advertisement)
 - 47.5 x 68.5 (Bus Advertisement)
 - 47 x 69 (Scroller)
 - 62 x 43 (Diorama)
- [Customizable Parent Resources](#)
- [5 Conversation Goals Handout](#)
- [Campaign Backgrounder, Talking Points, and Infographics](#)

Using Campaign Products “As-Is”

Campaign products, like print, radio, and TV PSAs, customizable fact sheets for parents, infographics, and others, are available for use in your community “as-is” (i.e., without customizing the product).

Refer to the products inventory above to access campaign products.

Including Your Logo and Contact Information on Campaign Products

Your organization can include a custom logo and contact information—such as addresses, phone numbers, social media handles, and Web URLs—on select campaign products. Refer to the products inventory on page 5 of this guide to access products.

You can include logos and contact information on the following products:

Product Type	Customization Allowed
TV PSAs	<ul style="list-style-type: none"> • HHS and SAMHSA logos, as well as the tracking code, must remain in the product. • Logo and contact information—such as addresses, phone numbers, social media handles, and Web URLs—can be included on the ending slate with the “Talk. They Hear You.” logo and Web URL. • Your organization’s logo and contact information must appear 15 percent smaller than HHS/SAMHSA logos and the campaign’s web URL.
Radio PSAs	<ul style="list-style-type: none"> • Organization’s name and contact information—such as addresses, phone numbers, social media handles, and Web URLs—can be included at the end of the audio file, after the mention of SAMHSA. • Do not edit the audio files beyond adding the name of your organization and contact information, nor remove the tracking code.
Print PSAs	<ul style="list-style-type: none"> • HHS and SAMHSA logos must remain in the product. • Logo and contact information—such as addresses, phone numbers, social media handles, and Web URLs—can be included on the bottom of print PSAs with the “Talk. They Hear You.” logo and Web URL. • Your organization’s logo and contact information must appear 15 percent smaller than HHS/SAMHSA logos and the campaign’s web URL.
Parent Fact Sheets	<ul style="list-style-type: none"> • HHS and SAMHSA logos must remain in the product. • Logo and contact information—such as addresses, phone numbers, social media handles, and Web URLs—can be included in the header or footer of parent fact sheets with the “Talk. They Hear You.” logo.

Product Type	Customization Allowed
	<ul style="list-style-type: none"> Your organization's logo must appear 15 percent smaller than HHS/SAMHSA logos.
5 Conversation Goals Handout	<ul style="list-style-type: none"> HHS and SAMHSA logos must remain in the product. Logo and contact information—such as addresses, phone numbers, social media handles, and Web URLs—can be included on the bottom of the 5 Conversation Goals handout with the “Talk. They Hear You.” logo and Web URL. Your organization's logo must appear 15 percent smaller than HHS/SAMHSA logos.
Campaign Backgrounder, Talking Points, and Infographics	<ul style="list-style-type: none"> HHS and SAMHSA logos must remain in the product. Logo and contact information—such as addresses, phone numbers, social media handles, and Web URLs—can be included on the bottom of the campaign Backgrounder, Talking Points, and Infographics with the “Talk. They Hear You.” logo and Web URL. Your organization's logo must appear 15 percent smaller than HHS/SAMHSA logos.

Repurposing the Campaign on Your Organization's Materials

Your organization can repurpose content from “Talk. They Hear You.”[®] on its own materials, such as print brochures, email newsletters, website landing pages, PowerPoint presentations, etc.

Examples of repurposed content could include, but is not limited to the following:

- Including the 5 Conversation Goals in a brochure on substance use prevention for parents and caregivers;
- Including the campaign logo on your organization's website, linking back to www.underagedrinking.samhsa.gov;
- Referencing talking points, citations, and other content in PowerPoint presentations; and
- Using PSA photos in social media posts about the campaign.

Repurposed content should be cited back to the campaign’s website at www.underagedrinking.samhsa.gov. Refer to pages 2–4 in this guide for more information on logo use and editorial guidelines for referencing the campaign.

Customizing Campaign Products

Campaign products like print, radio, and TV PSAs, customizable fact sheets for parents, infographics, and others are also available for customization and use in your community on a case-by-case basis. Email underage.drinking@samhsa.gov for more information on customizing “Talk. They Hear You.” products and the approval process.

Refer to the products inventory on page 5 of this guide to access campaign products.

Customizations could include, but are not limited to, the following:

- Swapping out photos of print PSAs for images that might resonate with your audience more; and
- Translating materials into other languages, ensuring that translation does not alter the meaning of the materials and is culturally appropriate.

Product Type	Customization Allowed
TV PSAs	<ul style="list-style-type: none"> • HHS and SAMHSA logos, as well as the tracking code, must remain in the product. • Including logo and contact information—such as addresses, phone numbers, social media handles, or Web URLs—on the ending slate with the “Talk. They Hear You.” logo and Web URL. • Your organization’s logo and contact information must appear 15 percent smaller than HHS/SAMHSA logos and the campaign’s web URL. • Adding video to the end of the PSA, such as a message from local law enforcement, community leaders, and/or local parents/children, is also permissible.
Radio PSAs	<ul style="list-style-type: none"> • Organization’s name and contact information—such as addresses, phone numbers, social media handles, and Web URLs—can be included at the end of the audio file, after the mention of SAMHSA.

Product Type	Customization Allowed
	<ul style="list-style-type: none"> • Adding audio to the end of the PSA, such as a message from local law enforcement, community leaders, and/or local parents/children, is also permissible. • Translation of radio PSA scripts is permissible, if the final product is consistent with the original messaging and is culturally appropriate. • Do not edit audio files beyond adding the name of your organization and contact information, and extended messaging mentioned above, nor remove the tracking code.
Print PSAs	<ul style="list-style-type: none"> • HHS and SAMHSA logos must remain in the product. • Logo and contact information—such as addresses, phone numbers, social media handles, or Web URLs—can be included on the bottom of print PSAs with the “Talk. They Hear You.” logo and Web URL. • Your organization’s logo and contact information must appear 15 percent smaller than HHS/SAMHSA logos and the campaign’s web URL. • Photos may be swapped out with local community images and/or relevant licensed stock photos. • Translation of print PSAs is permissible, if the final product is consistent with the original messaging and is culturally appropriate.
Parent Fact Sheets	<ul style="list-style-type: none"> • HHS and SAMHSA logos must remain in the product. • Logo and contact information—such as addresses, phone numbers, social media handles, and Web URLs—can be included in the header or footer of parent fact sheets with the “Talk. They Hear You.” logo. • Your organization’s logo must appear 15 percent smaller than HHS/SAMHSA logos.

Product Type	Customization Allowed
	<ul style="list-style-type: none"> • Photos may be swapped out with local community images and/or relevant licensed stock photos. • Translation of Parent Fact Sheets is permissible, if the final product is consistent with the original messaging and is culturally appropriate.
5 Conversation Goals Handout	<ul style="list-style-type: none"> • HHS and SAMHSA logos must remain in the product. • Logo and contact information—such as addresses, phone numbers, social media handles, and Web URLs—can be included on the bottom of the 5 Conversation Goals handout with the “Talk. They Hear You.” logo and Web URL. • Your organization’s logo must appear 15 percent smaller than HHS/SAMHSA logos. • Photos may be swapped out with local community images and/or relevant licensed stock photos. • Translation of the 5 Conversation Goals Handout is permissible, if the final product is consistent with the original messaging and is culturally appropriate.
Campaign Backgrounder, Talking Points, and Infographics	<ul style="list-style-type: none"> • HHS and SAMHSA logos must remain in the product. • Logo and contact information—such as addresses, phone numbers, social media handles, and Web URLs—can be included on the bottom of the campaign Backgrounder, Talking Points, and Infographics with the “Talk. They Hear You.” logo and Web URL. • Your organization’s logo must appear 15 percent smaller than HHS/SAMHSA logos. • Photos may be swapped out with local community images and/or relevant licensed stock photos. • Translation of the campaign Backgrounder, Talking Points, and Infographics is permissible, if the final product(s) is consistent with the original messaging and is culturally appropriate.

Examples of Customized Products

Billboard



- Facebook URL 15 percent smaller than the campaign homepage URL
- Partner logo 15 percent smaller than HHS/SAMHSA logos, in bottom left-hand corner

TV PSA



- Partner web URL 15 percent smaller than the campaign homepage URL
- Partner logo 15 percent smaller than HHS/SAMHSA logos