

IDENTITY Guidelines



SANTA BARBARA COUNTY
DEPARTMENT OF
Behavioral Wellness
A System of Care and Recovery

The Identity Story

The Santa Barbara County Department of Behavioral Wellness identity story is one of dedicated county professionals bringing assistance to the neediest and most vulnerable members of our community. It is a story of finding the best pathways and resources possible to administer help and, where possible, solutions, to intractable problems.

The Department of Behavioral Wellness is an outcome-focused, evidence-based organization. We are the hub for county behavioral health services. We either provide services to those that need them or find a path for county residents to get the help they need. We are committed to helping our Santa Barbara County residents understand what we do and how we can help. We are a committed partner to the many mental health and substance abuse treatment agencies in the county. We are committed to providing our employees with the tools, support and information they need to do their jobs to the highest standards.



Identity Positioning

In the past, the community has been unclear about whom, why, when, and how the agency serves. Moving forward as the agency pursues its strategic plan for change, our identity positioning is:

We are the hub for behavioral health assistance in Santa Barbara County.

This position requires that some resources be spent directing people who do not qualify for assistance to places where they can receive it. It also instills a leadership perception in and about the Department and offers those in need in our community a known place of safety to begin their healing journey.



The Identity Platform is built on four pillars:

- **Education** - about behavioral health in our county and the Department's role
- **Communication** - being easy to reach and talk to
- **Service** - making sure our citizens are taken care of
- **Community** - being inclusive



Key Messaging / Platform Planks

- The hub for behavioral health services in Santa Barbara County
- Warm and welcoming
- Outcomes-driven
- Evidence-based solutions
- Dedicated, effective employees
- Partnering closely with other community organizations countywide
- Community-focused and multicultural
- Trusted and trusting
- Valuing employees
- Caring
- Inclusive



Identity Character

- Warm
- Inviting
- Inclusive
- Caring
- Expert
- Professional
- Nurturing
- Committed
- Driven
- Truthful
- Attentive
- Accessible
- Open



Identity: Fonts

When one speaks to an employee, manager, partner, or client about Behavioral Wellness, it is quickly evident that the staff members are dedicated to their jobs and the service they provide to some of the most vulnerable people in Santa Barbara County. Moving forward, we recommend that all copy be imbued with clear, warm, and inviting language.

Avoid cold clinical terminology and acronyms. Employ “stories,” even if anonymized, in all formal communications; e.g., website, newsletter, etc. It is too easy to feel alone and stigmatized when dealing with behavioral health issues. Our communications need to let our clients know that others are being helped too and create a warm, safe environment through language while delivering clear and understandable communications and information.

Our goal should be that our community feels that safety and healing begins the moment they come into contact with the Department of Behavioral Wellness.

- **Written and Verbal abbreviation:** Behavioral Wellness; Department of Behavioral Wellness



Identity: Fonts

Gill Sans is the preferred font for Behavioral Wellness.

Trebuchet is recommended if Gill Sans is not available.

Titles or featured information may be highlighted in blue.
(See the following page for color mixes.)

OR IN ALL CAPS



Identity: Colors

The department's colors are shown below. These specific color mixes should be used.



BLUE:
cmyk: 69-42-3-0
rgb: 87-133-191



YELLOW:
cmyk: 1-31-82-0
rgb: 249-183-72



BLUE (TYPE):
cmyk: 94-43-18-2
rgb: 0-120-166



ORANGE:
cmyk: 0-60-100-0
rgb: 245-130-32



GREEN:
cmyk: 55-2-92-0
rgb: 128-191-78



GRAY (TYPE):
cmyk: 0-0-0-70
rgb: 110-110-110

HEXADECIMAL WEB CODES

LOGO

BLUE: #5785BF
YELLOW: #F9B748
ORANGE: #F58220
GREEN: #80BF4E

TEXT

BLUE: #0078A6



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Identity: Images

The dedication of the Department of Behavioral Wellness to bring assistance to the neediest and most vulnerable members of our community requires that imagery be authentic, not stylized. Whenever possible, original photography should be favored over stock photography. The use of stock photography is permissible when it adds to the story, but stock images that are clichéd metaphors (compasses, lighthouses, handshakes, etc.) should be avoided. Use real people as often as possible.

Do not use images with obviously staged expressions and canned looks or with obvious stylization, such as extreme wide angle lens shots and overly saturated color.

Images of Santa Barbara County landscapes can provide recognizable and welcoming backgrounds.



Suggested Voicemail Message

English Greeting Only

“Hello! You’ve reached the voicemail of [your name], [your job title] with Santa Barbara County’s Department of Behavioral Wellness. If this is a life-threatening emergency, hang up and dial 911. If you are experiencing a crisis or need services, please call our 24/7 ACCESS line at 888-868-1649 Please leave your name, telephone number, and a short message, and I’ll return your call as soon as I’m available.”

English with Second Spanish Greeting

“Hello! *Este mensaje se repetirá en español.* You’ve reached the voicemail of [your name], [your job title] with Santa Barbara County’s Department of Behavioral Wellness. If this is a life-threatening emergency, please hang up and dial 911. If you are experiencing a crisis or need services, please call our 24/7 ACCESS line at 888-868-1649. Please leave your name, telephone number, and a short message, and I’ll return your call as soon as I’m available.”

!Hola; Se ha comunicado con [su nombre], [su puesto de trabajo] con el Departamento de Behavioral Wellness del Condado de Santa Bárbara. Si esta llamando por una emergencia que pone en riesgo la vida, cuelgue y marque 911. Si usted está sufriendo crisis o necesitas servicios, por favor llame a nuestra línea de acceso, disponible 24 horas, al 888-868-1649. Por favor deje su nombre, número de teléfono y un breve mensaje. Le regresaré la llamada lo antes posible.”



Suggested Email Signature

[First and Last Name, Credentials]

[Position/Job Title]

[Clinic/Program Name]

Santa Barbara County Department of Behavioral Wellness

☎#: (805) ###-####

Cell: (805) ###-####

Fax: (805) ###-####

[your email prefix]@co.santa-barbara.ca.us



Please visit our department's website at: countyofsb.org/behavioral-wellness/





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BLACK & WHITE VERSION

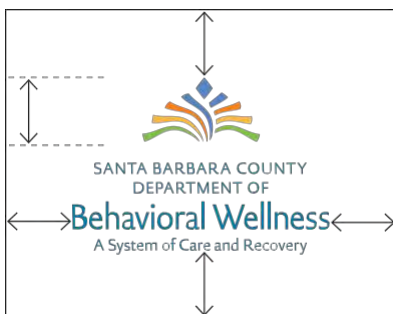


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WHITE VERSION (EPS)



HORIZONTAL VERSION
(PROVIDED IN COLOR, B&W, & WHITE FORMATS)



POSITIONING:
LEAVE SPACE AROUND THE LOGO

Santa Barbara County Department of Behavioral Wellness LOGO USAGE GUIDELINES

Please follow these guidelines when using the logo and only use the files that accompany this document.

LOGO ELEMENTS

The logo consists of two parts — the mark and the words. None of the elements can exist alone and they must always be treated in the same manner. No elements should be added to the logo. The proportions cannot be changed and the type cannot be modified.

LOGO FILE FORMATS

Files are available in JPEG, PNG and EPS formats.

- JPEGs and PNGs are for online and on-screen use such as PowerPoint presentations. PNGs have transparent backgrounds.
- EPS is usually preferred for professional printing. Often, it isn't possible to open EPS files on a standard PC, but printing vendors will be able to open EPS files and identify which is best for their printer.

LOGO COLORS



BLUE (ICON):
cmyk: 69-42-3-0
rgb: 87-133-191



YELLOW:
cmyk: 1-31-82-0
rgb: 249-183-72



BLUE (TYPE):
cmyk: 94-43-18-2
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Blue: #5785BF
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Orange: #F58220
Green: #80BF4E

BACKGROUND

The logo may appear over a color that sufficiently contrasts the logo. When printing the logo over a dark background, use the white versions.

SIZE

To ensure legibility, the standard logo must not be used at a size smaller than 1" wide and the horizontal version not smaller than 1-1/2" wide.

POSITIONING

The logo must not be placed too close to other information. Margins at least equal to the height of the icon must be left clear around the logo.