



T-SHIRT BRAND STANDARDS & MESSAGING GUIDELINES

For Schools, Clubs & Community Implementations

INTRODUCTION & PURPOSE

Zero Reasons Why®

T-Shirt Brand Standards & Messaging Guidelines

For Schools, Clubs & Community Implementations

We love seeing how schools and student clubs bring Zero Reasons Why to life in their own communities – and t-shirts are a powerful way to show support and unity around mental health awareness.

These guidelines are designed to help local schools and clubs design custom campaign t-shirts while protecting brand integrity and ensuring messaging is safe and aligned with our mission.

This guide is not meant to limit creativity. We encourage customization, student voice and local ownership as you promote the campaign and mental wellness.

Thank you for the leadership you provide in your schools and communities. Together, we are creating spaces where teens know they are not alone.

The Zero Reasons Why Campaign Team

Note: Customized t-shirt designs should be submitted for review before printing by emailing zrw@overflowco.com. If using standardized templates (included on page 5 of this guide), approval is not needed.

A folder of t-shirt design files, logos and fonts is included with the download of this guide from the [Resources page](#) of our website: zeroreasonswhy.org > Resources > Campaign Branding

USE OF APPROVED BRAND ELEMENTS

LOGO USE

PRIMARY LOGOS



LOGO MARK – works well as a pocket or sleeve accent



SECONDARY LOGO – recommended when space is limited



Do:

- Use official logo files only
- Maintain space around logo
- Ensure strong contrast

Do Not:

- Stretch, skew, or recolor the logo
- Change font inside the logo
- Add outlines or drop shadows

USE OF APPROVED BRAND ELEMENTS

BRAND COLOR USE

PRIMARY COLORS

DARK NAVY
HEX #0a2240
CMYK 99 84 45 51
RGB 10 64 34

YELLOW
HEX #ffb607
CMYK 0 34 95 0
RGB 255 11 183

Shirts should use brand colors for:

- Logos
- Primary typography
- Key graphic elements

SECONDARY COLORS

DARK TEAL
HEX #003e52
CMYK 100 67 48 38
RGB 0 82 62

LIGHT TEAL
HEX #00818d
CMYK 94 31 42 5
RGB 0 141 129

DARK GRAY
HEX #9b9ca0
CMYK 42 34 32 1
RGB 155 160 156

LIGHT GRAY
HEX #d9d8d6
CMYK 14 11 12 0
RGB 217 214 216

Non-brand colors may be used as shirt fabric colors or minimally as accents if they do not overpower brand identity.

Brand colors at left can also be used at 75%, 50% and 25% transparencies.

BRAND FONT USE

PRIMARY BRAND FONTS

Sonny Gothic

HELVETICA NEUE CONDENSED BOLD

SECONDARY BRAND FONTS

Handwritten-style fonts can also be used in designs. Examples, but not limited to:

AVOCADO CAKE *Nanum Pen Script* *Bino Script* *Dreaming Out Loud*

Recommend Avoiding:

- Decorative, gothic or script-heavy fonts
- Hard-to-read cursive
- “Edgy” distressed fonts

CUSTOMIZATION & MESSAGING GUIDELINES

T-SHIRT CUSTOMIZATION

We encourage you to customize t-shirt designs for your club or implementation's needs. Customization may include elements such as:

- School / club names
- Year
- Event names
- Student artwork or designs (*preferably in brand color palette*)
- Back-of-shirt quotes
- Local sponsor logos

Examples of Placement Suggestions

Front:

- ZRW logo + School Name
- ZRW Logo Mark + "ZRW" + School Acronym (e.g., "AHS")

Back:

- ZRW logo + event name + school name
- Approved tagline/phrase
- Student or sponsor design in brand palette

Ready-made, customizable t-shirt templates are available with this [Canva Template link](#). (A Canva account is required to open, but can be created for free.)

T-SHIRT MESSAGING

Mental health messaging or phrases included on shirts should always be positive and in alignment with campaign messaging.

Encouraged messaging could include phrases like:

- There are Zero Reasons Why we should struggle alone
- Mental health matters
- Your voice matters
- End/remove the stigma
- Let's talk about mental health
- Call or text 988 for support

Not sure about a message you want to include on your shirt?

Reach out to us at zrw@overflowco.com

ORDERING T-SHIRTS

If you'd like, you can order pre-approved designs directly from our vendor, GEOX Apparel. GOEX is a fair-trade print shop based in the Kansas City area that uses sustainable fabrics and supports families in Haiti with fair wage jobs. Options for ordering Campaign and Mental Health Matters t-shirts are included on the next pages. **A folder of t-shirt design files, logos and fonts is included with the download of this guide from the [Resources page](#) of our website (zeroreasonswhy.org > Resources > Campaign Branding).**

CAMPAIGN T-SHIRTS

Email **GOEX** – Allison Carson, allison@goex.org;
or **submit a quote** request at
goexapparel.com/pages/quote-request

Provide these specs for the shirts:

- Shirt Type: Unisex adult tri-blend short-sleeved shirt
- Shirt Color: Royal (blue)
- Design Location: Full front
 - Imprint size: 10"W x 3.6"H
 - Ink colors (2): 1235, WHITE
 - Art file: **ZRW_Shirt_Campaign-Front.eps**
(See artwork zip folder for files)
- Design Location: Full back
 - Imprint size: 10.5"W x 2.5" H
 - Ink colors (2): 1235, WHITE
 - Art file: **ZRW_Shirt_Campaign-Back.eps**
(See artwork zip folder for files)
- Quantity: at your discretion

Next steps:

- A quote will be provided to you from GOEX.
- If approved, GOEX will provide a proof for approval. Only approve if sizing, colors and imprint positions match the specs above.
- Provide the preferred shipping address and confirm contact name/phone. Place order.



ORDERING T-SHIRTS

MENTAL HEALTH MATTERS T-SHIRTS

Email **GOEX** – Allison Carson, allison@goex.org
or **submit a quote** request at
goexapparel.com/pages/quote-request

Provide these specs for shirt option 1:

- Shirt Type: Unisex adult tri-blend short-sleeved shirt
- Shirt Color: Royal (blue) OR Heather Navy
- Design Location: Left chest/pocket (logo)
 - Imprint size: 3"W x 3"H
 - Ink colors (1): 1235
 - Art file: **ZRW_Shirt_MHM-Front.eps**
(See artwork zip folder for files)
- Design Location: Full back
 - Imprint size: 13"W x 8.34" H
 - Ink colors (2): 1235, WHITE
 - Art file: **ZRW_Shirt_MHM-Back.eps**
(See artwork zip folder for files)
- Quantity: at your discretion

SHIRT OPTION 1



Provide these specs for shirt option 2:

- Shirt Type: Unisex adult tri-blend short-sleeved shirt
- Shirt Color: Royal (blue) OR Heather Navy
- Design Location: Full front
 - Imprint size: 3"W x 3"H
 - Ink colors (1): 1235
 - Art file: **ZRW_Shirt_MentalHealthMatters.eps**
(See artwork zip folder for files)
- Quantity: at your discretion

SHIRT OPTION 2 (front only)



Next Steps

- A quote will be provided to you from GOEX.
- If approved, GOEX will provide a proof for approval. Only approve if sizing, colors and imprint positions match the specs above.
- Provide the preferred shipping address and confirm contact name/phone. Place order.