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# Contents



**Zero Reasons Why<sup>®</sup> is a teen-led storytelling and community mobilization campaign to remove the stigma of mental health and prevent teen suicide.**

Adult voices have often been at the center of mental health conversations, but through the Zero Reasons Why® campaign, teen voice is amplified. We share stories and perspectives to dismantle the stigma of mental health. We believe that reducing that stigma allows us to ask for help without shame or judgment. If we accomplish that, we believe we'll see teen suicide decrease in our communities. It takes all of us — teens, parents, educators, health professionals and the community — to remove the stigma of mental health, foster community support, improve education and increase awareness to prevent teen suicide.

**STORYTELLING**

**REMOVING STIGMA**

**RAISING AWARENESS**

**COMMITTING TO EDUCATION**

**BUILDING COMMUNITY SUPPORT**

**PREVENTING TEEN SUICIDE**

**Brand  
Values**



This is our primary logo. Use only on white/light backgrounds.



Primary reverse logo 1. Use only on dark backgrounds.



Primary reverse logo 2. Use only on yellow backgrounds.

Primary  
Logo



# #ZEROREASONS WHY®

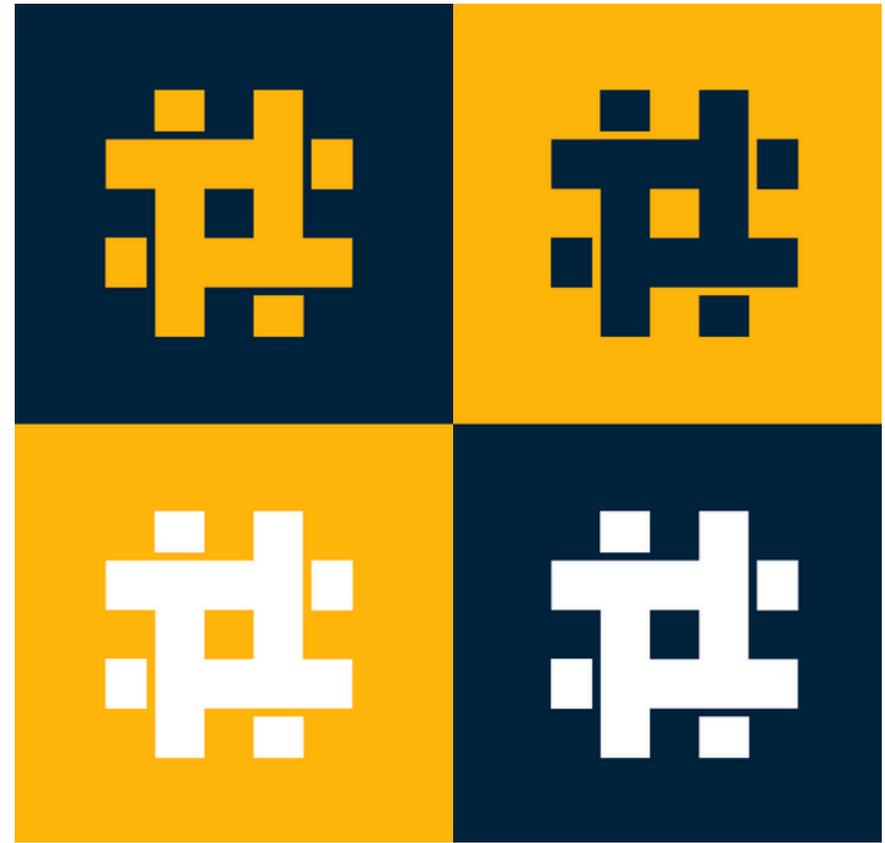
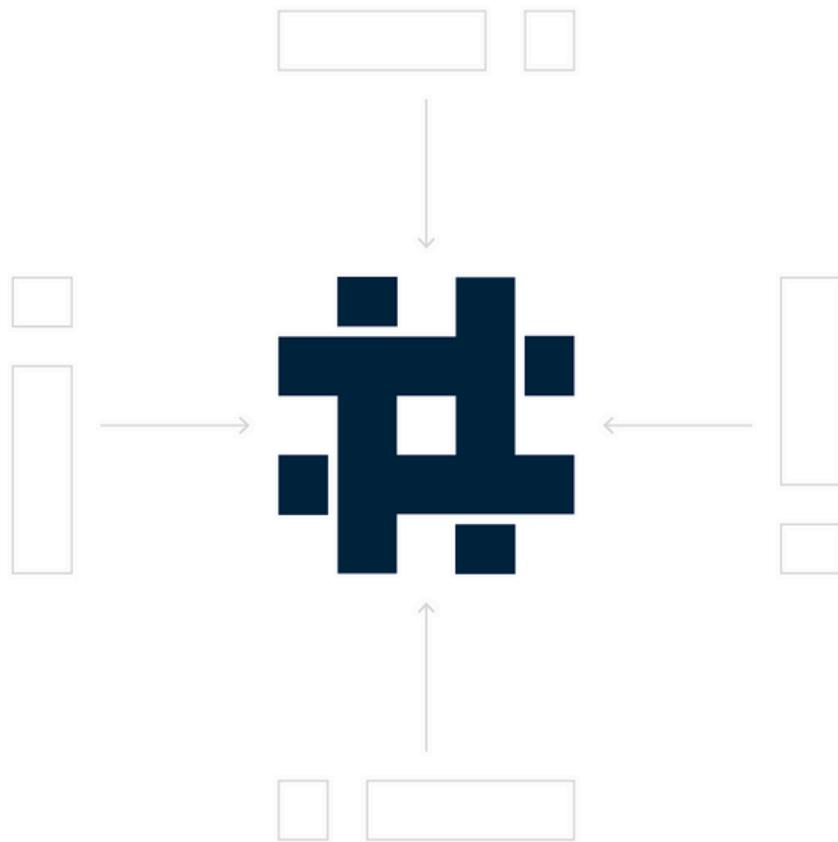
## #ZEROREASONS WHY® #ZEROREASONS WHY®

This is our secondary logo. Use only when vertical space is limited. Typically only used in single-color variations.



*The secondary logo is most often used as a semi-transparent watermark on social media posts.*

# Secondary Logo



# Logo Mark

Inside the hashtag symbol are four structural components that represent a call to action:  
**i = individuals uniting ! = immediacy of importance**

The four components represent four key groups of people who should be united in teen suicide prevention: teens, parents, educators and health professionals. They unite to form the hashtag symbol, representing the urgent ongoing conversation and collective voice, while also being functional in the campaign's grassroots efforts as a social media movement.

PRIMARY COLORS

<b>DARK NAVY</b> HEX #0a2240 CMYK 99 84 45 51 RGB 10 64 34	75%	50%	25%

<b>YELLOW</b> HEX #ffb607 CMYK 0 34 95 0 RGB 255 11 183			

SECONDARY - USED SPARINGLY

<b>ORANGE</b> HEX #fa76d CMYK 0 45 66 0 RGB 251 167 109	
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SECONDARY COLORS

<b>DARK TEAL</b> HEX #003e52 CMYK 100 67 48 38 RGB 0 82 62			

<b>LIGHT TEAL</b> HEX #00818d CMYK 94 31 42 5 RGB 0 141 129			

<b>DARK GRAY</b> HEX #9b9ca0 CMYK 42 34 32 1 RGB 155 160 156			

<b>LIGHT GRAY</b> HEX #d9d8d6 CMYK 14 11 12 0 RGB 217 214 216			

# Color Palette

# Sonny Gothic

Used for headlines, subheads and body copy.

# HELVETICA NEUE CONDENSED BOLD

Used primarily in all caps for headlines or subheads only.

Book Regular  
**Bold Black**

Condensed Bold

# Primary Fonts

Felt Tip Senior

Reenie Beanie

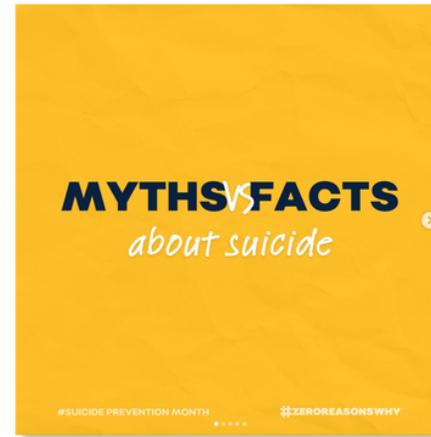
AVOCADO CAKE

Nanum Pen Script

Biro Script Plus

Dreaming Out Loud

Feeling Passionate



# Secondary Fonts

Handwritten-style fonts can be used for headlines or callouts in social media or digital content to add a fun, relatable touch. This helps align with teen audiences in an aesthetic and approachable way. Examples of regularly used handwritten fonts are included above.

Cursive or difficult-to-read fonts should be avoided.

**There are many reasons teens struggle with mental health. There are Zero Reasons Why we should struggle alone.**



SONNY GOTHIC  
Style: Regular  
Font Size: 30



HELVETICA  
Style: Condensed  
Font Size: 16

**ZERO REASONS WHY**

A teen-led storytelling and community mobilization campaign to remove the stigma of mental health and prevent teen suicide.



SONNY GOTHIC  
Style: Book  
Font Size: 12

**FOR MORE INFORMATION**

**CONTACT ZRW@OVERFLOWCO.COM**

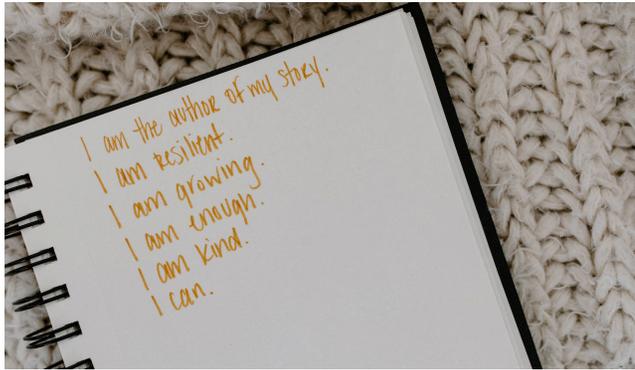


AVOCADO CAKE  
Style: Regular  
Font Size: 20

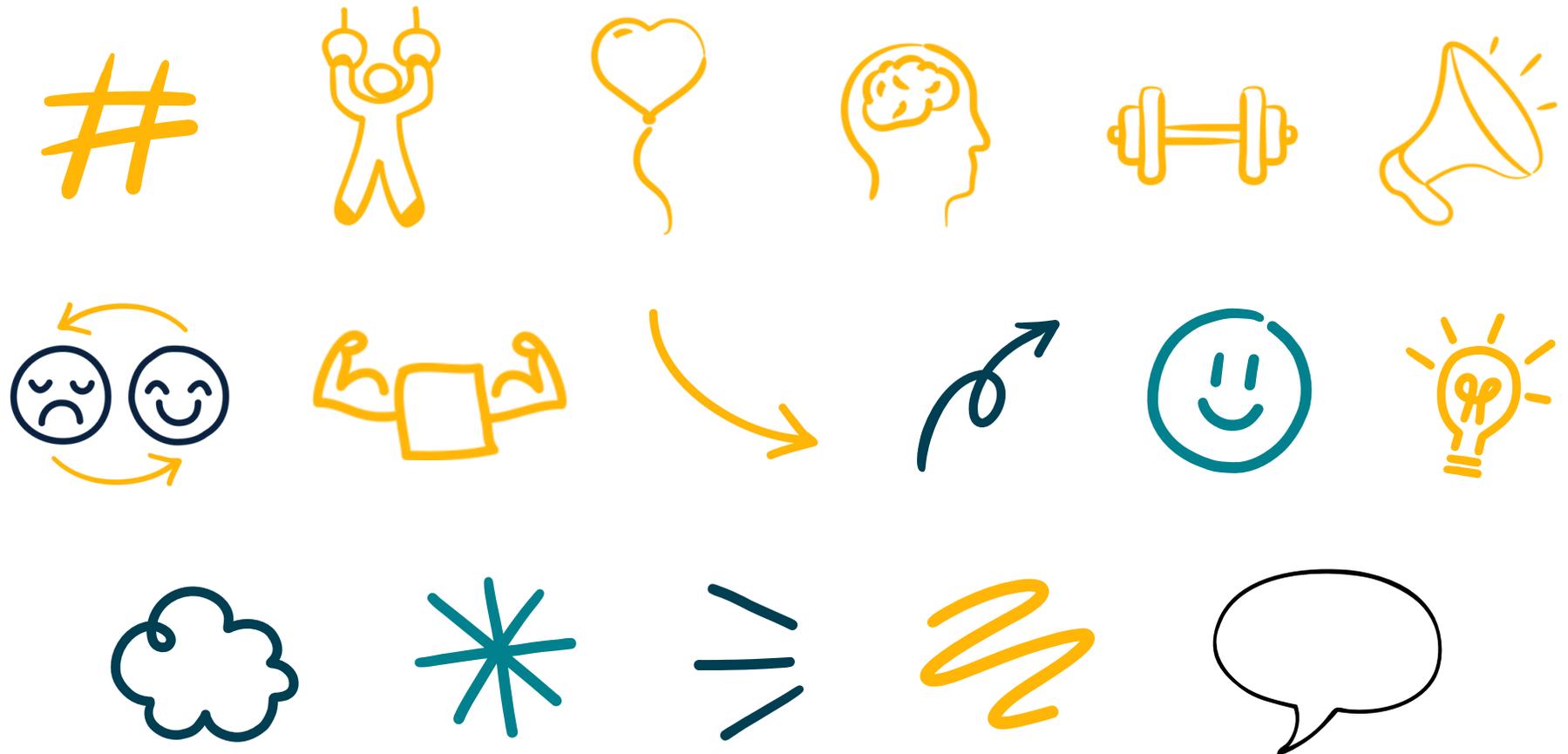
*Intended to show general hierarchy between typography elements.*



For real-time brand photography, aim to capture high-quality photos that showcase authentic, candid moments—whether taken with a professional camera or on a phone. Focus on storytelling through imagery, such as students interacting at in-school events, teen leaders presenting or people engaging at community events. Imagery of real individuals involved in the Campaign help bring the mission to life and create a relatable connection with the audience.



While authentic content captured from students, events and other real-time moments is always preferred, there may be times when stock imagery is necessary. In these cases, select images that feel natural and authentic, as if captured by a teen. Stock images should complement the design rather than take center stage, serving as subtle background elements or adding depth to graphics with color and text overlays.



# Icons

Hand-drawn icons and graphic elements help create a youthful and personal aesthetic on social media posts and other promotional materials. We have a small collection of ZRW-branded icons available for download, but any similar style of graphic can be used when creating content. For example, searching “hand drawn” + the element you’re looking for in Canva will produce a number of options that can be customized in brand colors.



# Graphic Elements

Graphic elements like polaroid frames, speech bubbles, tape, torn paper and branded stickers bring energy and personality to designs. Use these to create layers, add texture or highlight key messages. These elements work best when thoughtfully placed to complement the content, enhancing the brand's creative vibe without overwhelming the overall design.

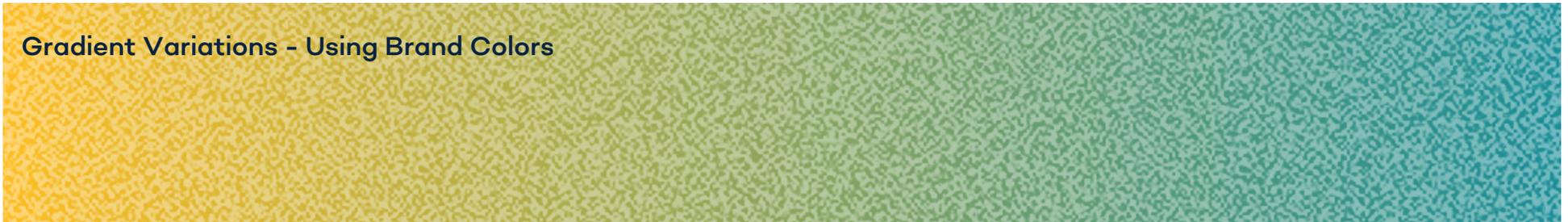
Distressed Texture



Paper Texture



Gradient Variations - Using Brand Colors



# Patterns & Textures

Textures similar to those above can be added as background elements or semi-transparent overlays to add depth/dimension to visuals.

We do not want to distract from the main subject, so a 25-50% transparency is recommended whenever textures are used.





**Zero Reasons Why®**

A teen-led community mobilization and  
story campaign to prevent teen suicide.

[ZeroReasonsWhy.org](http://ZeroReasonsWhy.org)