

B-THAT Prevention Coalition

Brand Position: We are citizens united in prevention. Individually, unique. Together, stronger. We form essential connections to build healthier communities. We value and recognize the specialness that each neighborhood, each school, each community brings to the whole.

Brand Driver: When we work together, we can solve even the trickiest puzzle. When neighbors and citizens engage in creating healthy opportunities for our youth, we create environments where they can thrive. With help and guidance, our youth can B anything they want to B.

Connection Builds Prevention: “When we work together, we can solve even the trickiest puzzle.”

Logo Suite

The B-THAT logomark represents citizens working together to build stronger and better communities—**connection builds prevention**.



A minimum clear space of 1/4" around the logo is required.

USING THE WORDMARK AND TRADEMARK SEPARATELY: When space is an issue, the wordmark and trademark may be used individually. The logo bug can be used as a branded icon for particularly small spaces. The wordmark and bug can be in any color from the palette as long the contrast with the background is strong, i.e. dark on light or light on dark.



B-THAT
PREVENTION COALITION



B-That Mission

B-THAT supports Tenino and Bucoda youth to reduce underage drug and alcohol use through education, building relationships, and promoting positive healthy lifestyles.

B-That Vision

A Community that promotes a safe, healthy environment where everybody feels as though they belong and can grow, connect, and build a positive healthy lifestyle.

Word Play

Use the power of B-THAT's name to craft attention-grabbing campaigns and messages. Examples include: B-strong, B-determined, B-healthy, B-lieve, B-long, B-coming, B-ing, B-gin, B-loved, B-nevolent. Have the youth come up with others.

Brand Fonts

Typography is an essential element of your identity system. As a visual cue, it communicates a consistent and unified message. B-THAT Prevention Coalition uses the very versatile and free Montserrat family from Google: <https://fonts.google.com/specimen/Montserrat>. Eds Market is a licensed font with limited licensing. It should be used for signs and other special purpose materials. Contact your coalition coordinator if you or a vendor requires one of the licensed fonts.

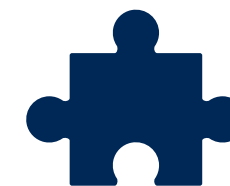
MONTSERRAT

a b c d e f g h
A B C D E F G H
1 2 3 4 5 6 7 8 9 0
A B C D E F G H
a b c d e f g h
1 2 3 4 5 6 7 8 9 0

**ED'S MARKET
IS A DIVERSE
FAMILY OF FONTS
WITH VARIOUS
BRUSH STROKES.**

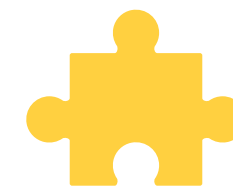
Color Palette

B-THAT Coalition color palette consists of three primary colors. Colors tend to pop when used over the primary blue (B-True Blue). Most also hold their own on a white background. When using the colors in text, less is always more. Headings and subheadings should use only one or two colors in the same material and smaller body text should always be set in black or the B-True Blue. It is also very important to maintain clear contrast with your color when creating documents for accessibility.



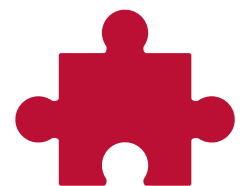
B-TRUE BLUE

CMYK 100/89/36/35
RGB 0/40/86
HEX #002856
PMS 295



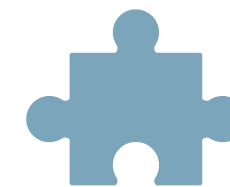
B-FRIENDLY YELLOW

CMYK 0/17/85/0
RGB 255/208/64
HEX #ffd040
PMS 122



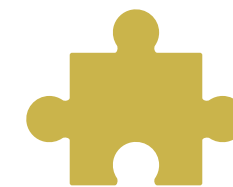
B-YOND RED

CMYK 18/100/83/9
RGB 187/15/51
HEX #bb0f33
PMS 200



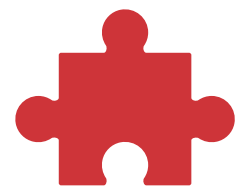
B-TRUE BLUE SKY

CMYK 54/24/20/0
RGB 122/165/186
HEX #7aa5ba
PMS 7695



B-FRIENDLY HONEY

CMYK 23/24/85/0
RGB 202/180/75
HEX #cab44b
PMS 7751



B-YOND ROSY

CMYK 13/94/83/3
RGB 206/52/57
HEX #ce3439
PMS 1797