



# Hopeful Cities<sup>®</sup>

## BRANDING GUIDELINES



# OUR LOGO

FULL COLOR



WHITE



## Iconography



# TYPEFACE

## NEXA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## MONTERRAT REGULAR

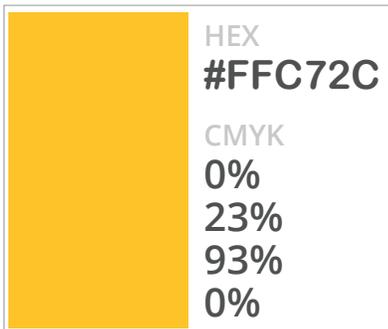
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

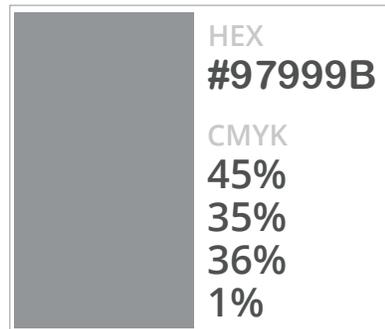
1234567890

# COLOUR PALETTE

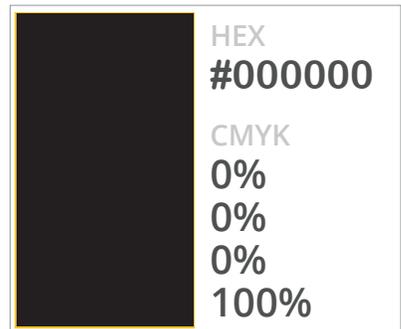
## YELLOW



## GREY



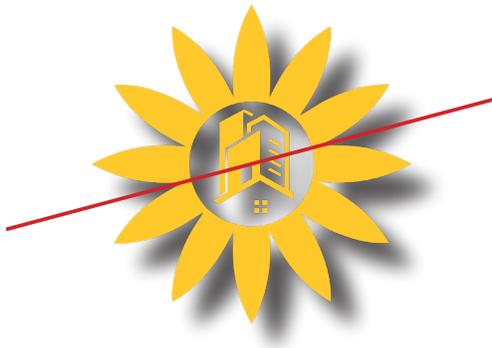
## BLACK



# DESIGN GUIDELINES

DO NOT USE ARTIFICIAL SHADOWS WHEN DESIGNING FOR OUR MARKETING MATERIALS. **USE BRAND COLORS INSTEAD.**

DO NOT STRETCH, ALTER, DISTORT OR ANY OTHER REINTERPRETATION OF LOGOS.



# DESIGN GUIDELINES

## IMAGES

USE MATERIALS THAT ARE FREE TO USE COMMERCIALY. YOU MAY DOWNLOAD FREE STOCK PHOTOS IN BIGSTOCKPHOTO.COM OR OTHER SITES THAT OFFERS FREE DOWNLOADABLE STOCK VIDEOS AND IMAGES.

YOU CAN VISIT:

- O-DAN.NET
- PEXELS.COM
- PIXABAY.COM

YOU ARE ALSO ENCOURAGED TO USE OUR OWN PHOTOS FOR MARKETING MATERIALS TO **PROMOTE HOPE.**

YOU MUST GIVE ATTRIBUTION IF YOU USE OUR IMAGES.

WE ENCOURAGE THE USE OF POSITIVE, HOPEFUL IMAGES INCLUDING THE COLOR YELLOW AND SUNFLOWERS.



# DESIGN GUIDELINES

## POSTERS

OUR HOPEFUL CITIES POSTERS HAVE BEEN CAREFULLY CREATED TO SHARE THE MESSAGE OF HOPE IN YOUR COMMUNITY. ALL POSTERS CAN BE BOTH DOWNLOADED AT NO COST: [HTTPS://HOPEFULCITIES.ORG/HANG-POSTERS-FOR-HOPE/](https://hopefulcities.org/hang-posters-for-hope/)

**SHINE HOPE**  
A HOW-TO FOR HOPE IN TRYING TIMES

**S TRESS SKILLS**  
90 second pause  
Belly breathing  
Journaling  
Decluttering  
Calling music  
Affirming beliefs  
Sensory engagement  
Cold plunge  
Decluttering  
Prayer  
Nature walk  
Napping  
Laughier  
Oxyg  
Tapping  
Yoga  
Meditation

**H APPINESS HABITS**  
Activating purpose  
Pursuing passion  
Utilizing strengths  
Meditation  
Smiling  
Evening / Nutrition  
Creating / listening to music  
Dancing / Singing  
Drawing / Painting  
Gratitude  
Volunteering  
Wander / Awe  
Quality sleep  
Doodling

**I NSPIRED ACTIONS**  
WOOP process  
SMART goals  
Scratch goals  
Achievement goals  
Mastery goals  
Intrinsic goals  
Micro-goals  
Write down goals / stick to it

**N OURISHING NETWORKS**  
5:1 rule  
Compassion  
Forgiveness  
Love  
Gratitude  
Recognition  
Support  
Faith  
Trust  
Respect  
Empathy  
Kindness  
Animals

**E LMINATING CHALLENGES**  
Limiting beliefs  
Automatic Negative Thoughts (ANTs)  
All-or-nothing thinking  
Negative bias  
Rumination & Worry  
Focusing on Uncontrollables  
Attaching to outcomes  
Internalizing failure  
Toxic Consumption  
Nocebo Effect  
Mind Wandering  
Implicitly Bias  
Negative Framing  
Perfectionism

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**STRESS SKILLS**

Stress Skills are actions that help you navigate your stress response and work through your body's chemical response to external stimuli. By practicing them, you are teaching yourself how to proactively manage the emotional despair found in hopelessness and move towards positive feelings where you activate hope.

**The Stress Response**

This is when you are emotionally triggered by something in your environment, and you go into fight, flight, freeze, or fawn mode as your body releases stress hormones, such as cortisol, adrenaline, and norepinephrine. You are in your downstairs brain, and can't reach your upstairs brain; the upstairs brain is the place where you make good decisions for moving towards all you hope for in life.

90 second pause	Sensory engagement	Laughter
Belly breathing	Cold plunge	Crying
Journaling	Decluttering	Tapping
Gardening	Prayer	Yoga
Calling music	Nature walk	Mantras
Affirming beliefs	Napping	

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**HAPPINESS HABITS**

Happiness Habits are healthy, long-term actions that cause your brain to release happiness hormones including endorphins, dopamine, serotonin, and oxytocin. Happiness Habits help you stay in your upstairs brain, where you access the problem-solving skills, collaboration, and passion critical for hope.

**Positive Feelings**

Positive feelings, the first ingredient of hope, are feelings that are located in your upstairs brain like wonder, joy, and peace that make it easier to overcome obstacles that get in the way of hope. You proactively manage the emotional despair of hopelessness using Stress Skills and use your Happiness Habits to stay in your upstairs brain, where you then energetically move towards your goals in life.

Activating purpose	Exercising / Nutrition	Volunteering
Pursuing passion	Creating / listening to music	Wonder / Awe
Utilizing strengths	Dancing / Singing	Quality sleep
Meditation	Drawing / Painting	Doodling
Smiling	Gratitude	

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**INSPIRED ACTIONS**

Inspired Actions, the second ingredient of hope, are the deliberate steps you take toward your goals in life. Inspired Actions help you to move away from the motivational helplessness, the second ingredient of hopelessness, and toward what you are hopeful for in life.

**Types of Goals:**

WOOP Achievement Intrinsic	SMART Stretch Micro-Goals
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**Pathways, Agency, and Regoaling**

Obstacles are inevitable, and sometimes you can't reach the goal as you intended. It is important to embrace obstacles to goals, learn to pivot or reevaluate, be flexible and adaptable, and never be afraid to ask for help.

If a goal seems too big, use the stepping process or create micro-goals to chunk it down into smaller goals. Think of one thing you can do in the next 20 minutes. And know when you need to re-goal.

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**NOURISHING NETWORKS**

Your Nourishing Networks, also known as your Hope Networks, are the people in your life that provide you with support, help you stay on track, encourage you to succeed, and who you do the same for in return. You are up to 95% more likely to achieve a goal if you write it down, and check in with someone regularly. So Nourishing Networks are critical support systems for moving you towards what you hope for in life.

**Your Hope Networks should include:**

People who know and understand you.	People whom you trust and can confide in.
People who value your strengths.	People who are available to support you.
People who activate the SHINE framework.	People who are willing to do the above for as well.

**Enhancing Your Hope Networks**

Enhance your Hope Networks using the 5:1 rule, vulnerability, praise, recognition, kindness, gratitude, empathy, compassion, collaboration, and strong communication, and be sure to have different networks for different areas of life.

Don't forget to include doctors, therapists, and/or other medical professionals in your Hope Networks.

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**ELIMINATING CHALLENGES**

Challenges to Hope are negative habits of thought that quickly take you to hopelessness, that emotional despair and sense of helplessness. The thought patterns are often unconscious habits, so becoming aware of these patterns is critical. Once we know what they are and recognize them, it is important to counteract them so that we don't let them keep us from all we hope for in life.

**Eliminating Challenges**

Most of the Challenges to Hope take constant, repetitive actions to change and overcome. Thanks to the science of neuroplasticity, we know it is possible with practice and dedication. The key is to learn to identify what specific challenges happen most frequently and then proactively find ways to manage those challenges.

Limiting beliefs	Focusing on Uncontrollables	Mind Wandering
Automatic Negative Thoughts (ANTs)	Attaching to outcomes	Implicitly Bias
All-or-nothing thinking	Internalizing failure	Negative Framing
Negative bias	Toxic Consumption	Perfectionism
Rumination & Worry	Nocebo Effect	Taking things personally

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# DESIGN GUIDELINES

## BILLBOARDS

WE HAVE CREATED BILLBOARD IMAGES IN BOTH ENGLISH AND SPANISH THAT ARE FREE FOR DOWNLOAD AND DISTRIBUTION SO THAT YOU CAN HELP SPREAD THE MESSAGE OF HOPE AROUND THE WORLD: [HTTPS://HOPEFULCITIES.ORG/BILLBOARDS/](https://hopefulcities.org/billboards/)

HOPE is Teachable

Resources available at [www.hopefulcities.org](https://www.hopefulcities.org)



HOPE is Teachable

Resources available at [www.hopefulcities.org](https://www.hopefulcities.org)



MULTIPLE FORMATS AVAILABLE TO ALLOW YOU TO ADD YOUR OWN SPONSORSHIP LOGOS.



# DESIGN GUIDELINES

## YARD SIGNS

YARD SIGNS ACTIVATE HOPE IN YOUR COMMUNITY, BY PROMOTING THE HOPEFUL CITIES WEBSITES TO GET FOLKS ACCESS TO FREE RESOURCES TO LEARN HOPE SKILLS.

[HTTPS://HOPEFULCITIES.ORG/PUT-UP-YARD-SIGNS-FOR-HOPE/](https://hopefulcities.org/put-up-yard-signs-for-hope/)



MULTIPLE FORMATS AVAILABLE TO ALLOW YOU TO ADD YOUR OWN SPONSORSHIP LOGOS.



# DESIGN GUIDELINES

## SOCIAL MEDIA POSTS

USE SHORT SENTENCES OR SLOGANS ONLY TO DESCRIBE THE SUBJECT. MAKE SURE TO INCLUDE HASHTAGS. FOCUS ON HOPE AND SUCCESSFUL TREATMENTS AND STRATEGIES FOR COPING. WE HAVE ALSO PROVIDED SOCIAL MEDIA KITS FOR DOWNLOAD.

### NO SPONSOR LOGO



### WITH SPONSOR'S LOGO



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# SOCIAL MEDIA GUIDELINES

## SOCIAL MEDIA MESSAGING

THE MISSION OF INTERNATIONAL FOUNDATION FOR RESEARCH AND EDUCATION ON DEPRESSION (IFRED) IS TO SHINE A POSITIVE LIGHT ON MENTAL HEALTH AND ELIMINATE THE STIGMA THROUGH PREVENTION, RESEARCH AND EDUCATION.

THE MISSION OF ALL OF OUR SOCIAL MEDIA PLATFORM IS TO LISTEN, ENGAGE, INFORM, AMPLIFY, EDUCATE AND INSPIRE ABOUT MENTAL HEALTH AND HOPE USING REPUTABLE SOURCES AND INSPIRING IDEAS.

## POSTING DOs AND DONTs

### DO:

POST POSITIVE ARTICLES, RELEVANT NEW RESEARCH (PROVEN VIA CLINICAL TRIALS OR OTHER ESTEEMED RESOURCES), CELEBRITY MENTAL HEALTH STORIES, AND SCIENCE, STORIES, AND STRATEGIES OF HOPE

FOCUS ON HOPE AND SUCCESSFUL TREATMENTS AND STRATEGIES FOR COPING.

UTILIZE THE WORD “MENTAL HEALTH” IN PLACE OF “MENTAL ILLNESS.”

ENGAGE WITH OTHERS. POST COMMENTS, RESPOND TO HASHTAGS, GIVE ENCOURAGEMENT, RETWEET, TAG, AND REPOST.

### DO NOT:

PROVIDE MEDICAL ADVICE.

## TARGET AUDIENCE

CAUSE ADVOCATES  
MEDICAL PROFESSIONALS  
CURRENT AND POTENTIAL PARTNERS

- CELEBRITIES
- CORPORATIONS
- MEDIA

INDIVIDUALS, BUSINESSES, AND  
SCHOOLS INTERESTED IN ACTIVATING  
HOPE



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# SOCIAL MEDIA GUIDELINES

## SOCIAL MEDIA HASHTAGS

WE BELIEVE HOPE IS A UNIVERSAL RIGHT, AND WE AIM TO SHARE HOPE AND HOPE SKILLS WITH EVERYONE. BY USING THESE HASHTAGS, YOU HELP US TO UTILIZE CONSISTENT LANGUAGE AND BRANDING TO ACTIVATE HOPE ON A GLOBAL SCALE.

### HOPEFUL CITIES HASHTAGS

#HopefulCities  
#GlobalHopeChallenge  
#HopeInTheWorkplace  
#GrowHope  
#SpreadHope  
#ShineHope

### GENERAL HASHTAGS`

#Hope  
#Depression  
#Anxiety  
#MentalHealth  
#YMentalHealth  
#YouthMentalHealth

### IFRED HASHTAGS

#HopelsTeachable  
#IChooseHope  
#ShareHope  
#HopefulMinds  
#TeachHope  
#HopeScience  
#HopeResearch  
#HopeStory



# SOCIAL MEDIA HANDLES



WEBSITE

[www.ifred.org](http://www.ifred.org)



FACEBOOK

[@ifredorg](https://www.facebook.com/ifredorg) / [@theshinehopecompany](https://www.facebook.com/theshinehopecompany)

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