



Hopeful Cities[®]

BRANDING GUIDELINES



OUR LOGO

FULL COLOR



WHITE



Iconography



TYPEFACE

NEXA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

MONTERRAT REGULAR

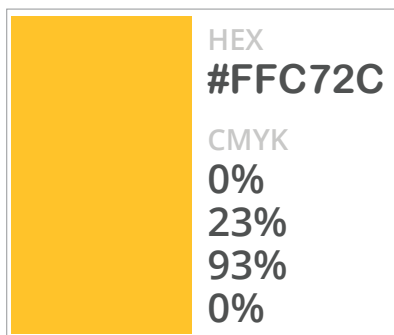
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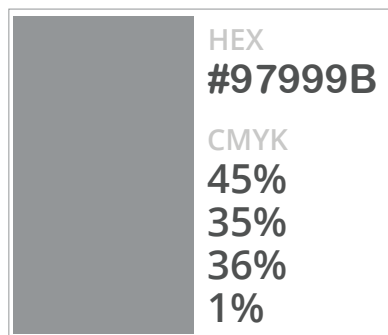
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COLOUR PALETTE

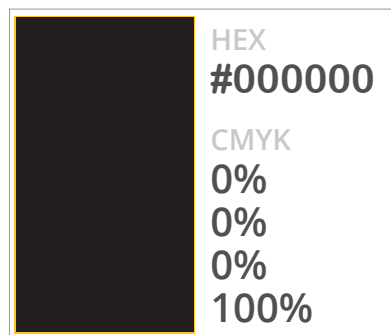
YELLOW



GREY



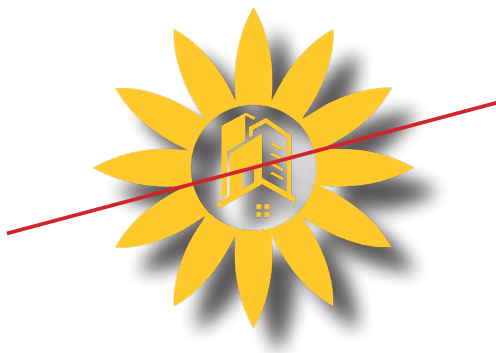
BLACK



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 STRESS SKILLS
90 second pause
Belly breathing
Journaling
Stretching
Listening
Gathering music
Affirming beliefs
Sensory engagement
Cold plunge
Decluttering
Prayer
Nature walk
Napping
Laughter
Ovens
Tapping
Yoga
Meditation

H HAPPINESS HABITS
Activating purpose
Pursuing passion
Utilizing strengths
Meditation
Smiling
Gratitude
Creating / Listening to music
Dancing / Singing
Drawing / Painting
Gratitude
Volunteering
Wonder / Awe
Quality sleep
Doodling

I INSPIRED ACTIONS
WOOP process
SMART goals
Scratch goals
Achievement goals
Intrinsic goals
Sensory goals
Support
Habit stacking
Visualization
Devolving obstacles
Regulating
Write down goals / check in

N NOURISHING NETWORKS
5:1 Rule
Compassion
Forgiveness
Love
Gratitude
Recognition
Support
Faith
Trust
Respect
Effective listening
Kindness
Empathy
Animals

E ELIMINATING CHALLENGES
Limiting beliefs
Automatic Negative Thoughts (ANTs)
All-or-nothing thinking
Negative bias
Rumination & Worry
Toxic Consumption
Nocebo Effect
Perfectionism
Mind Wandering
Implicit Bias
Negative Framing
Taking things personally

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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
Calming 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	SMART
Achievement	Stretch
Intrinsic	Micro-Goals

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	Implicit 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

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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



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.

TARGET AUDIENCE

CAUSE ADVOCATES
MEDICAL PROFESSIONALS
CURRENT AND POTENTIAL PARTNERS
- CELEBRITIES
- CORPORATIONS
- MEDIA
INDIVIDUALS, BUSINESSES, AND
SCHOOLS INTERESTED IN ACTIVATING
HOPE

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.



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



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