



# **STYLE GUIDE**

January 2020

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# **ABOUT DETROIT WAYNE INTEGRATED HEALTH NETWORK**

## **Mission**

We are a healthcare safety net organization that provides access to a full array of integrated services that facilitate individuals to maximize their level of function and create opportunities for quality of life.

## **Vision**

To be recognized as a national leader that improves the behavioral and physical health status of those we serve, through partnerships that provide programs promoting integrative holistic health and wellness.

## **Values**

- We are an advocate, person-centered, family and community-focused organization.
- We are an innovative, outcome, data-driven, and evidence-based organization.
- We respect the dignity and diversity of individuals, providers, staff, and communities.
- We are inclusive, culturally sensitive and competent.
- We are fiscally responsible and accountable with the highest standards of integrity.
- We achieve our mission and vision through partnerships and collaboration.



**You can be a Lifesaver too.**  
*Free Narcan Training.*



**Here to Talk. Here to Help.**

**800-241-4949**

## ELEVATOR SPEECH

The Detroit Wayne Integrated Health Network (DWIHN) is the largest and most diverse Community Mental Health organization in Michigan. We are committed to serving the people we support in a holistic manner through programs and services that utilize promising best practices. We hope to promote a community that is supportive and embraces individuals with mental illness, intellectual and developmental disabilities, substance use disorders, and children with serious mental illness. We offer help in Infant Mental Health, Integrated Healthcare, Supportive Housing, and Recovery. We embrace self-determination and enhance the quality of life for nearly 75,000 citizens in Wayne County.



*Depressed?* You Are Not Alone.



Here to Talk. Here to Help.

800-241-4949

## **TONE OF VOICE**

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Our voice is how we want to be identified and is part of our “branding” and “marketing”. We want to be perceived in the community as:

- Caring
- Compassionate
- Community-oriented
- Consistent
- Friendly
- Helpful
- Patient
- Person-Centered
- Sincere
- Understanding

When posting online, maintain a professional tone. Post only meaningful and respectful comments.

Content should be kept short with an ideal post of 1-2 sentences. Followers want to know what is happening with DWIHN, so be sure to keep them updated, but don't post too much.



*Addicted?* **Help is Here.**



**Here to Talk. Here to Help.**

**800-241-4949**

## BRAND LOGOS

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### IMPORTANT REMINDERS

Avoid distorting the logo.

Use the correct proportions.

Keep the logo elements intact.

Use the prescribed fonts.



**DON'T LET STIGMA STOP YOU.**

**Mental Health Matters.**

**800-241-4949**



# LOGO DO'S AND DONT'S



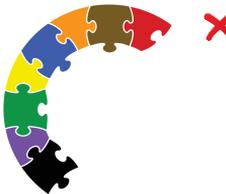
Color Logo  
on dark Background



White Logo  
on dark Background



Grayscale Logo  
on dark Background



**IMPORTANT:** Brand mark should never be separated from word mark. Be sure to use the transparent background logo on dark backgrounds. There should not be white behind the logo on dark backgrounds. For additional color variations, please contact the Communications Department.

## BRAND COLORS

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HEX - #020202



HEX - #7450A0



HEX - #109547



HEX - #F5E902



HEX - #3E5DAA



HEX - #F7941D



HEX - #765A24



HEX - #D52027

\*Note: HEX (hexadecimal color) is used for onscreen and digital applications.



# Is Your Child in Crisis?



Here to Talk. Here to Help.

800-241-4949

## FONTS

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AaBbCc123  
Frank Gothic Medium  
(Logo Use Only)

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Etiam vitae sapien ut est mi.

AaBbCc123  
Frank Gothic Medium Italic  
(Logo Use Only)

*Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Etiam vitae sapien ut est mi.*

**AaBbCc123  
Frank Gothic Heavy  
(Logo Use Only)**

**Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Etiam vitae sapien ut est mi.**

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AaBbCc123  
Calibri

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Etiam vitae sapien ut est mi.

AaBbCc123  
Calibri Bold

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Etiam vitae sapien ut est mi.



**Opioids? Alcohol?  
Gambling? Addicted?**



**Here to Talk. Here to Help.**

**800-241-4949**

# LETTERHEAD

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## **Detroit Wayne Integrated Health Network**

707 W. Milwaukee St.  
Detroit, MI 48202-2943  
Phone: (313) 833-2500

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

FAX: (313) 833-2156

TDD: (800) 630-1044 RR/TDD: (888) 339-5588

### Board of Directors

Bernard Psiker, Chairperson  
Deesa Brown  
Kevin McNattars

Dr. Iris Taylor, Vice-Chairperson  
Dorothy Barrell  
William T. Riley, III

Timothy Killeen, Treasurer  
Lynae F. Carter, MD  
Kenya Ruth

Ghada Abdallah, RPh, Secretary  
Angelo Gleam  
Dr. Cynthia Taucz

Willie E. Brooks, Jr., President and CEO



**IMPORTANT:** Be sure to use the current letterhead with the appropriate Board of Directors listed in the footer.

## BUSINESS CARDS



**Tiffany Devon**  
*Communications Director*  
Administration

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**Detroit Wayne  
Integrated Health Network**  
707 W. Milwaukee Street  
Detroit, Michigan 48202

Main: 313-833-2500  
Work: 313-344-9099 Ext. 3526  
Cell: 313-123-4567  
Email: [tdevon@dwihn.org](mailto:tdevon@dwihn.org)

24 Hr Crisis  
HelpLine  
800-241-4949

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



@DetroitWayneIHN

**IMPORTANT NUMBERS**

**Access to Services**  
800-241-4949

**Customer Service**  
888-490-9698  
313-833-3232

**Recipient Rights**  
888-339-5595

**Services for the deaf and  
the hard of hearing**  
TTY/TDD:  
800-630-1044

*Striving to be community and  
consumer focused, data driven and  
evidenced-based in all we do.*



Save a Life. FREE Narcan Training.



Here to Talk. Here to Help.

**800-241-4949**



## EMAIL SIGNATURE

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1. Log onto Outlook
2. Click on Settings (⚙️ upper right corner)
3. Click on View all Outlook settings at the bottom
4. Click on Mail, then Compose and reply

Email Signatures should read as:

**Ms. Jaren Roberts, MA**  
**Communications and Community Outreach Liaison**  
**Detroit Wayne Integrated Health Network**

[707 W. Milwaukee Ave.](#)

[Detroit, MI 48202](#)

Office: (313) 344-9099 x 3657

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



Follow us @DetroitWayneIHN

Name, Credentials (if applicable) - Calibri, Font 11, Bold

Title - Calibri, Font 11, Bold

Company Name - Calibri, Font 11, Bold

Address - Calibri Font 10

City, Zip - Calibri Font 10

Office and Cell Numbers - Calibri Font 10

Website - Calibri Font 10

Social Media icons

Follow us @DetroitWayneIHN - Calibri Font 10

## **PHOTOGRAPHY GUIDELINES**

When posting pictures or videos, keep the same professional tone in mind as when you write.

Social Media messages with images get 75% more clicks than messages that do not contain a photo.

Pictures should be pertinent to the event/topic.

Personal “glamour shots” or selfies are not beneficial to our “brand” or “marketing” efforts unless they are directly related to the event/topic.

Post pictures to demonstrate the size of the crowd, the kickoff of an event, highlighting a well-known speaker.

Offer accompanying facts in your posts, event tips, attendance numbers.

If you post any pictures of people receiving services from DWIHN, you must have a signed consent form, which you can get from the Communications Department.

Always drive content to our website [www.dwihn.org](http://www.dwihn.org) and our 24-Hour Crisis HelpLine 800-241-4949.



See my ~~dis~~ABILITY.

**End Stigma.**

**800-241-4949**



# PHOTOGRAPHY DO'S AND DONT'S

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## Composition

**Don't** take photos on your mobile device vertically.

**Do** take widescreen photos on your mobile device.



## Subject

**Don't** take photos of the back of people's heads.

**Do** take clear, action shots of people talking, in an activity, or group photo.



## Tone

**Don't** use a filter on any photos.

**Do** take photos with good lighting to ensure the photo is bright and clear.

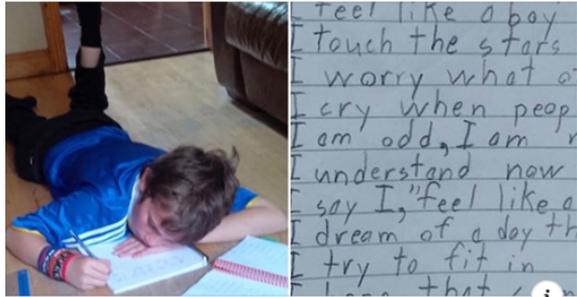


# SOCIAL BRANDING SAMPLES

We all have wonderful, different and unique abilities and if you know someone with Autism or Aspergers, we have resources to help. This young man captures it all.



Facebook



POSTLAJIME.NET

10-year-old boy with autism writes poem for homework, his teacher is at a loss for words



Instagram



detroitwayneihn

detroitwayneihn Stay tuned tonight at 5pm with Channel 7's Andrea Isom as she previews our Real Talk youth-led town hall event taking place tomorrow at East English Village Preparatory Academy. @andreaismtv @wyzdetroit @detroit12 #alcohol #vaping #RealTalkDetroit #dpdscd #dwihn



Detroit Wayne Integrated Health Network @Detroit... · Oct 28, 2019

It's important to give everyone a chance, regardless of their physical or mental #abilities.

At work, it's what people CAN do that matters.  
#NationalDisabilityEmploymentMonth



Twitter



# I am NOT my Diagnosis.



Here to Talk. Here to Help.

# 800-241-4949

## USE OF HASTHAGS

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At DWIHN, we work with a variety of organizations, advocacy groups, and Providers. Hashtags are used to find conversations to get involved in, or to start one of your own.

The appropriate use of hashtags for coordinating community outreach events would be to identify them in the following ways:

- Keep hashtags to 1-2 per post.
- Hashtags with 10+ characters receive good engagement
- Posts with a hashtag have 12.6% more engagement than those without

When using hashtags in social media posts, it is key to use 3-5. Here are some examples:

#Autism

#BeTheDifference

#DWIHN

#MHFA

#MyStrength

#RecoveryMonth

#RedRibbonWeek

#StigmaFree

#SuicidePrevention



Addicted?  
Recovery is Real.

800-241-4949



## CONTACT US

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Please contact the Communications Department for any questions.

Tiffany Devon, Director of Communications

O: (313) 344-9099 x 3526

E: [tdevon@dwihn.org](mailto:tdevon@dwihn.org)

Jaren Roberts. Communications and Community Outreach Liaison

O: (313) 344-9099 x 3657

E: [jroberts@dwihn.org](mailto:jroberts@dwihn.org)



# Tired of Losing?

Here to Talk. Here to Help.

24Hr Crisis Helpline  
**800-241-4949**





## Customer Service

888-490-9698 / 313-833-3232

## Recipient Rights

888-339-5595

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