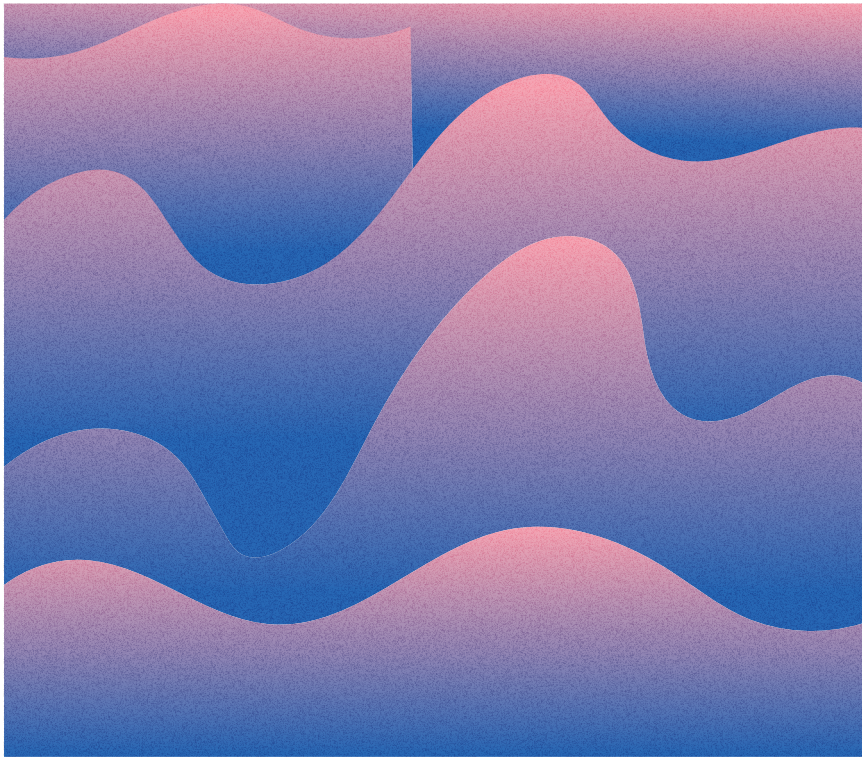


BRAND GUIDELINES

BRIDGE - NYC

Building Resilient Individuals Downtown, Growing Engagement in NYC

CONTENT



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PROJECT STORY

Strengthening community mental health in Lower Manhattan through scalable, evidence-based support delivered by trained community members.

The Mental Health Capacity Building initiative in **Lower Manhattan** seeks to address urgent mental health needs in a community shaped by both historical and ongoing stressors. Grounded in task-sharing strategies, the project trains and supports **non-specialists to deliver evidence-based interventions**, including Problem Management Plus (PM+) and Psychological First Aid (PFA), ensuring that effective care can reach more people where they are. By expanding the local workforce in this way, the initiative **increases access** to support, helps **reduce stigma** around seeking care, and promotes culturally responsive services through strong partnerships with community-based organizations.

By **integrating** these approaches **into existing systems and services** rather than creating parallel structures, the initiative emphasizes sustainability and long-term impact. Ultimately, it aims to strengthen community resilience, improve overall mental health outcomes, and establish a **practical, scalable model** that can be thoughtfully adapted and replicated in other regions facing similar challenges.

DESIGN STORY

When designing the visual identity for this project, I wanted to create something that feels calm, supportive, and approachable. An oasis of balance in the busy energy of Downtown Manhattan. I chose pink and blue as the core colors: pink for warmth, compassion, and care, and blue for calm, clarity, and trust.

The layered wavy shapes form the heart of the design. Each wave flows gently, representing different aspects of mental well-being, and the space between them gives the composition room to breathe. A subtle grain texture on the top layer adds depth and making the visuals feel alive and tangible.

It should tell a story of growth, connection, and gentle progress. The design is meant to feel welcoming, and to reflect the complexity and beauty of mental health experiences in a place as vibrant and diverse as Manhattan.

Designed by Chevonne Attinger

LOGO

Primary

The BRIDGE – NYC logo symbolizes **connection, resilience, and community** within the mental health landscape of Downtown Manhattan. The illustrated element represents both a **bridge and two figures** holding hands, reflecting support, human connection, and collective strength. The bridge metaphor highlights the project's mission to link individuals to resources, foster engagement, and build pathways toward mental well-being.



VERSIONS

Secondary



Brandmark















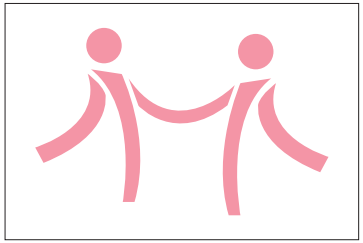














LOGO USAGE

Digital use
RGB, 72–150 dpi

Print use
CMYK, minimum 300 dpi

Use official logo files only

To maintain consistency and brand integrity, the BRIDGE – NYC logo must always follow these standards:

For digital use (website, social media, presentations), apply the logo in RGB at 72–150 dpi. For print materials (flyers, reports, merchandise), use CMYK with a minimum resolution of 300 dpi to ensure accurate color and sharp quality.

A minimum clear **space equal to the width of one capital "B"** must surround the logo at all times. No text or graphic elements may enter this area. The logo must not be stretched, distorted, recolored outside the approved palette, or placed on backgrounds that reduce legibility.

All official logo files (RGB, CMYK, high-resolution, and vector formats) are available in the following folder:

Download logos here

TYPOGRAPHY

Primary

Helvetica

Aa

Helvetica was chosen as the primary typeface for its clean, modern, and neutral appearance. Its clarity and readability make it approachable and professional, supporting a calm and balanced visual identity. The simplicity of Helvetica allows the focus to remain on the content and the layered wave visuals, while maintaining a consistent and harmonious look across all materials.

TYPOGRAPHY

Decorative

Organda MN

AB

Organda MN is used as a secondary typeface to add character and personality, but it should be applied sparingly. Overusing it can overwhelm the clean, calm aesthetic of the design, so it is best reserved for highlights, headings, or special accents, complementing the primary Helvetica typeface.

USAGE

Ensure sufficient **contrast** between titles, subtitles, body text, and highlights. A clear visual hierarchy must always be visible at first glance.

When defining sizes and spacing, work consistently with a **factor of 2 or 3**. This means font sizes or spacing values should be multiplied or divided by 2 (or 3) to maintain proportional balance and rhythm.

For body text, always use a **line spacing factor of 1.5** to guarantee optimal readability

Keep line length between **50–75 characters** to avoid overly long text lines and ensure comfortable reading.

Download fonts under this link:

BRIDGE-NYC-FONTS

Helvetic Bold 60pt
Header 1

Helvetic Light 60pt
Header 2

Organda MN Bold 60pt
HEADER 3



Helvetic Regular 20pt
Subtitle 1

Helvetic Bold 15pt
Subtitle 2

Helvetic Bold Oblique10pt
Subtitle 3



Helvetic Regular 10pt
Line Spacing: 1.5

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

Helvetic Bold 10pt
BRIDGE Blush

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam **highlights** nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci **highlights** ullamcorper

COLOR

We chose blue and pink to create a **balance between calmness and warmth**, combining trust and clarity with care and compassion, while using a soft grey instead of pure black and a slightly warm off-white instead of bright white to ensure the overall design feels gentle and easy on the eyes

Bridge Blush	Skyline Blue	City Shadow
RGB 244 / 149 / 166	RGB 33 / 90 / 168	RGB 38 / 38 / 38
CMYK 0 / 52 / 17 / 0	CMYK 92 / 71 / 1 / 0	CMYK 71 / 65 / 64 / 69
HEX #f495a6	HEX #215aa8	HEX #262626
75%	75%	75%
50%	50%	50%
25%	25%	25%
10%	10%	10%

Clarity White

RGB 255 / 253 / 248
CMYK 0 / 0 / 2 / 0
HEX #fffdf8

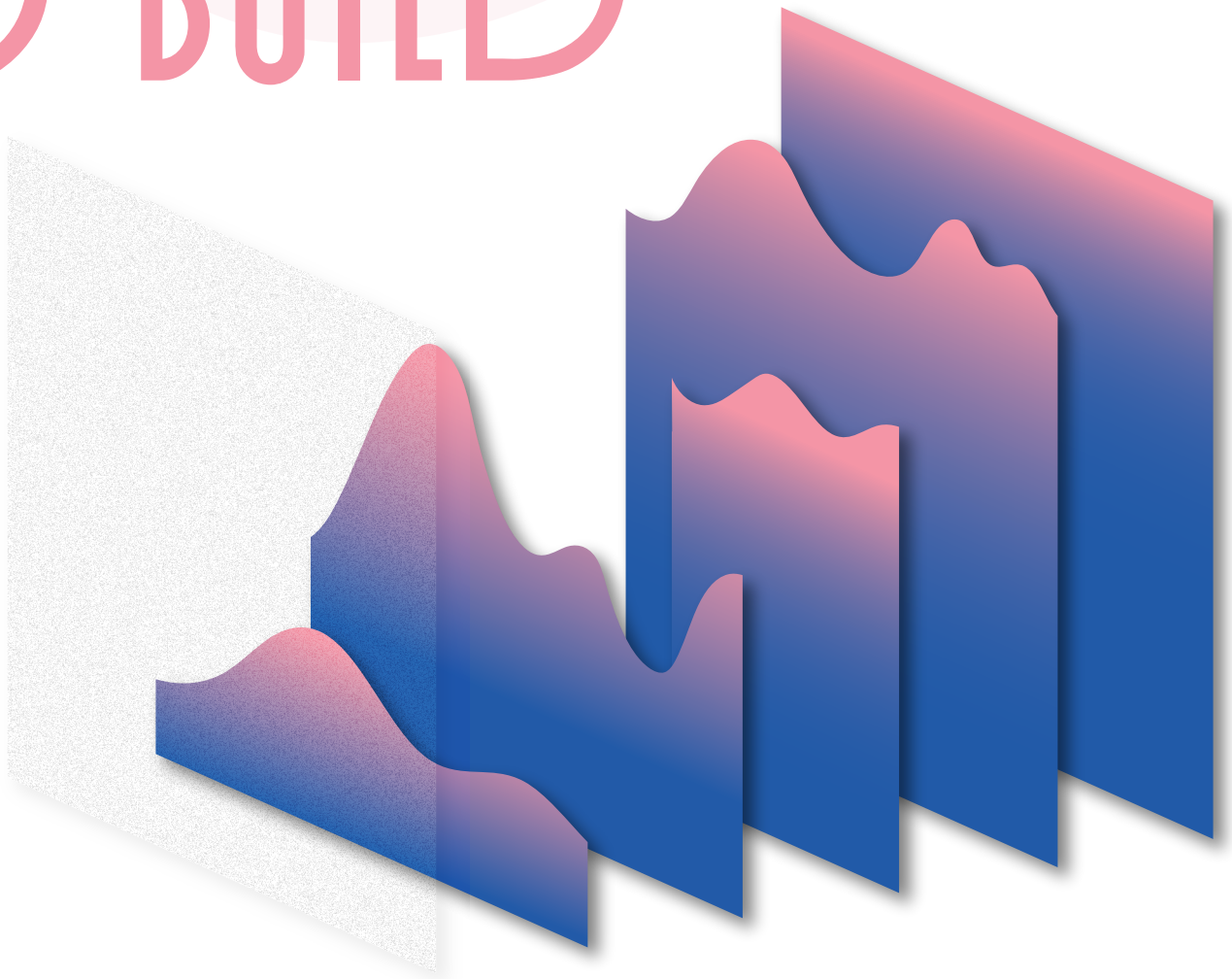
FORMS



Our visual identity features **layered wavy shapes**, each representing a different aspect of mental health. The flowing curves create a sense of calm and gentle movement, reflecting the ongoing journey of well-being. The layers come together to form a harmonious composition, creating a feeling of balance and serenity. These shapes are meant to be approachable and soothing, giving the design a welcoming and supportive character. Overall, the combination of curves and layers reflects the idea of care, connection, and gentle progress.

Gradient

HOW TO BUILD



Combine the Shapes

Use the exported isolated wave shapes to create your own layered compositions. Arrange them freely to achieve the look you want.

Leave Space Between Waves

Make sure there is some space between each wave so the design doesn't feel too compact or crowded.

Apply Grain Texture

Ensure the grain texture is on the top layer. This gives the composition depth and a natural, tactile feel.

Where to find the layers?

Under this link you will find all the files you need to create the waves:

Download layers here

IMAGERY

To maintain a simple and consistent visual style, all images, whether licensed free images from sources like Unsplash or custom photography, should have slightly reduced saturation. This keeps the colors visible but muted, ensuring the images feel unified across the project and do not clash with the design elements.











WHITESPACE

To create a more connected and natural use of white space, subtle wave shapes inspired by the main layered waves are applied in pink or blue at around **10% opacity**. Using a thick brush, similar flowing curves are drawn to gently fill areas of white space without overwhelming the design. This approach helps guide the eye, adds depth, and softly links elements together while keeping the overall composition open, calm, and harmonious.

Here you can find ready-made waves to gently fill white space:

Download lines here