



Take this.

BRAND BOOK

Take This, Inc.
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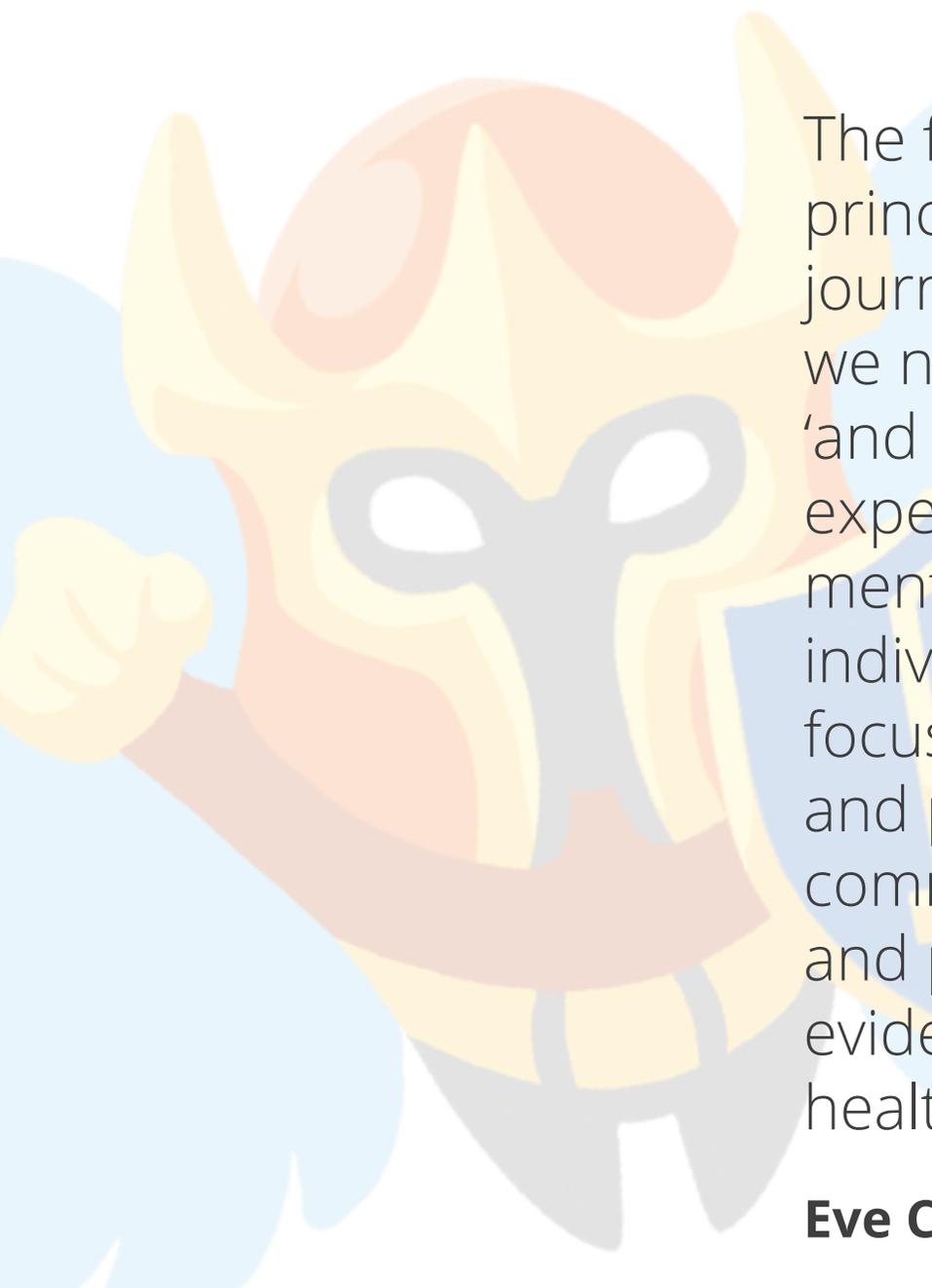
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From Our Leader



The foundation of all of our work is the principle that hope is healing in the journey to mental wellness. In our work, we normalize mental health challenges and recognize and honor intersectional experiences, we approach change and mental wellness broadly, from empowering individuals to enacting systemic change focused on leadership and cultural norms and practices, we foster healthy, inclusive community by focusing on collaboration and partnership, and we take an evidence-based approach to our mental health content and programming.

Eve Crevoshay, Executive Director

Mission + Vision

Take This works tirelessly to support both the people who make games and the people who love them.

Our **Mission** is to decrease the stigma, and increase the support for, mental health in the enthusiast community and inside the game industry.

Our **Vision** is a game community that welcomes and supports people experiencing mental health challenges, and that recognizes the humanity and mental health of game Creators.

How We Work

What we do

We are a mental health organization providing comprehensive resources, support, and consultation tailored for the unique needs of the game development community that embraces the diverse cultures and issues of the game community.

How we do it

Specifically, this means that we produce content that is intersectional and created by diverse voices, foster safe, mental health-affirming, inclusionary, and harassment-free communities and industry environments, and promote inclusive and thoughtful game design practices.

Logo Variants

Take This Logo

We at Take This work hard to make our logos and images (our “marks”) recognizable symbols for people looking for information, education, and hope. We appreciate your desire to help us spread the word about our organization.



HORIZONTAL COLOR



VERTICAL COLOR



HORIZONTAL BLACK



VERTICAL BLACK



HORIZONTAL WHITE



VERTICAL WHITE

Logo Usage

We expect you to abide by the following guidelines whenever you use our marks. If we think that your use of our marks is in violation with any of our agreements with you or these guidelines, or if we feel that your use isn't in Take This' best interest, we can revoke your right to use our marks at any time.

Guidelines

Your use of our marks shouldn't suggest any sponsorship or endorsement by us, unless we've explicitly agreed to such use in writing.

You shouldn't use our marks in a way that might confuse them with other brands.

Please don't combine, overlap, or otherwise mix our marks with any other marks, images, or terms (including your logo).

Don't change the color or aspect ratio of our marks.

Definitely don't associate our marks with any vulgar, obscene, indecent or unlawful material.

Please don't use our marks when making social media accounts or in any advertising or marketing campaigns.

Please don't remove any trademark notice (like ® or "™") from our marks or logos.

Colors + Font

Font

Our primary font is Open Sans. With its variety of weights, this font is to be used for all body copy, headlines and subheads.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#&

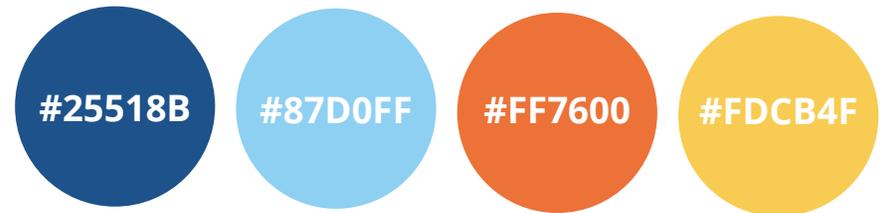
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#&

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#&

Colors

At Take This, we chose a bright, cheerful color palette to capture our goals - and the attention of our audience. Only this approved color palette may be used in association with any Take This materials.

PRIMARY COLORS



SECONDARY COLORS



How We Talk About Us

What Makes Us Unique

Founded in 2012, Take This was the first mental health organization of its kind in the game industry.

Take This is the leading mental health organization in games providing comprehensive resources and support tailored to the unique needs of the game community. We take a systemic approach to mental health, working to address the underlying norms and experiences that can create or exacerbate mental distress, while also working to empower individuals with hope and critical resources.

Take This' key programs include the AFK Rooms at conventions, its mental health training program for game developers, studios, and conventions, a robust website of resources, as well as its Streaming Ambassador program.

Our Programs

In spring 2014, Take This created and pioneered the use of the first-ever, staffed mental health spaces at conventions: the Take This AFK Rooms.

Take This provides gamers, studios, and conventions with resources, guidelines, and training that help them support themselves and others in dealing with mental health challenges. The organization produces content designed to increase mental health literacy for individuals and companies on its website and regularly works with industry partners to develop resources and programming.

The Take This Ambassador Streaming program fosters welcoming, affirming, and informed mental health spaces in the streaming community. Ambassadors are chosen because they actively work to create mental health acceptance and supportive spaces in the streaming community.

Additional Branding

Take This Ambassador Icon

Take This Streaming Ambassadors are official representatives for Take This in the streaming community. They actively fight stigma against mental health challenges and promote mental health inclusivity in their streams.



Psychomancer

Say hello to the Take This mascot, the Psychomancer ("mind wizard")! This winged hero shows up in various places to help assets pop and bring some super-powered branding to the show.