Identity Standard Guidelines

Name Use Guidelines

- When referring to the Hogg Foundation for Mental Health, spell out its full name ("Hogg Foundation for Mental Health" versus "Hogg Foundation" or "the foundation").

- Once the full name of the foundation is used in a publication, the foundation may be referred to as "the Hogg Foundation" thereafter in the remainder of the document.

Logo Use Guidelines

- Do not:
    - Alter the colors of the logo.
    - Alter the font types in the logo.
    - Condense, expand or distort the logo in any way.
    - Add a surrounding outline or visual effects to the logo.
    - Apply the four-color logo to a dark colored or patterned background. Instead, use the all-black or all-white version.

- If there is a problem with legibility of the logo, if you have any questions about usage, or if you need a high resolution file type for professional print jobs, please contact the foundation.

Social Media Guidelines

- You can mention the foundation in social media posts by tagging @hoggfoundation on Facebook and Twitter.

- We recommend a combined use of the hashtags #mentalhealth and #health when posting about issues related to mental health and our work on Twitter.

- You are welcome to link to resources on the foundation's website (www.hogg.utexas.edu).