




## Communications and Graphics Standards

The following communications and graphics standards describe the various components of the Alaska Mental Health Trust Authority’s public identity and provide guidelines for their use by The Trust, its partners, grantees, vendors and any graphic designers working on behalf of The Trust. By creating these standards, our goal is to standardize communications so The Trust is always presented in a consistent and positive light to its many audiences.

These guidelines apply to all printed or electronic material, whether produced by The Trust, a grantee, funding partner, or vendor. These guidelines are designed to help The Trust present an image to the public that is distinct, professional and uniform. Any questions about The Trust’s identity or the style guidelines should be directed to Vivian Hamilton, Trust Communications Manager, at 907-334-2531 or [vivian.hamilton@alaska.gov](mailto:vivian.hamilton@alaska.gov).

Component	Standard	Do Not Use
<b>Name/Corporate Signature</b>	Use Alaska Mental Health Trust Authority in first reference Use “The Trust” in second reference	Do not use AMHTA Do not use Trust Authority alone Do not use trust (lowercase) Capitalize “the” in The Trust
<b>The Trust’s Mission</b>	The Alaska Mental Health Trust Authority (The Trust) administers the Mental Health Trust to improve the lives of beneficiaries. Trustees have a fiduciary responsibility to protect and enhance trust assets in perpetuity for the beneficiaries. The Trust provides leadership in advocacy, planning, implementing and funding of the Comprehensive Integrated Mental Health Program; and acts as a catalyst for change.	
<b>The Trust “Blurb”</b>	The Alaska Mental Health Trust Authority is a state corporation that administers the Mental Health Trust, a perpetual endowment managed on behalf of Trust beneficiaries. These beneficiaries include people with mental illness, developmental disabilities, chronic alcoholism and other substance related disorders, Alzheimer’s disease and related dementia, and traumatic brain injury resulting in permanent brain injury. The Trust operates much like a private foundation, using its resources to fund projects and activities that result in long-term system change and to ensure that Alaska has a comprehensive mental health program to improve the lives and circumstances of Trust beneficiaries.	

<b>Short Description</b>	The Alaska Mental Health Trust Authority is a perpetual trust that uses its resources to ensure that Alaska has a comprehensive integrated mental health program to serve Trust beneficiaries.	
<b>Contact Information</b>	Include the phone, fax and website whenever possible	
<b>Email Addresses</b>	Use staff addresses ending in @alaska.gov	Avoid using staff email addresses ending in @mhtrust.org
<b>Logo</b>	 <p>Consists of the words “The Trust” and “The Alaska Mental Health Trust Authority” as a single graphic. Reproduce in a size proportional to the publication or item.</p>	Always use the logo in its entirety; do not separate the two components Do not distort to fit the space available
<b>Font</b>	Use Adobe Caslon for publications, presentations and the logo.	Not required for letters or other internal correspondence
<b>Trust Color Scheme</b>	Use Pantone #519 (purple) as the primary and #465 (tan) as the secondary printing color (e.g. stationery, notepads, brochures, annual reports) and presentations (Powerpoint, etc.)	Do not use the gray color previously used in The Trust color scheme
<b>Logo Colors</b>	Use Pantone #519 (purple) or black	Avoid reverse type (white) on a black or colored background
<b>Logo Usage</b>	Use of the logo by grantees or other organizations must be reviewed by a Trust representative and should adhere to these guidelines	
<b>Website</b>	Use dashes in phone numbers, e.g. 907-269-7960; the word website is one word and is not capitalized	Do not cut or copy and paste from a Word document when posting on the website; instead, insert using the “insert from Word” feature