TEEN HEALTH
MISSISSIPPI
T H M S

STYLE GUIDE

TABLE OF CONTENTS

INTRODUCTION
to the Teen Health Mississippi Style Guide

A style guide is a set of standards for the writing and design of documents. This guide ensures consistency within a document and across multiple documents and enforces best practice in usage and in visual composition and typography. This document is divided into two sections, a section dedicated to the total organization and a section dedicated to each of the programs that make up Teen Health Mississippi (THMS). The majority of the THMS programs have their own branding that aligns with the overall branding of the organization. In order to maintain consistency across each program and organizationally, it is important that staff and volunteers follow this style guide. This document was updated in March 2021.

BRAND CONTEXT

This section gives staff and volunteers organizational context used to develop the Teen Health Mississippi brand. The THMS team developed the brand promise and unique niche during the fall of 2016. As the concept for the organization was developed, the THMS team identified the organizational mission, vision, competitive advantage, and guiding principles. Our mission, vision, and competitive advantage were updated in 2023.

Mission: To build capacity within youth and communities to attain equitable health outcomes.

Vision: Health Youth. Whole Communities.

Our Competitive Advantage: (Developed by THMS Board and Staff)

Teen Health Mississippi is a statewide organization which centers youth using a holistic 360-degree approach to provide high quality, research-based health programs. This unique competitive advantage is strengthened by our ongoing commitment to:

1. Focusing on helping youth **achieve overall wellness** (physical, emotional, mental, reproductive, and relational) as a critical outcome of our work.
2. Maintaining a **talent pipeline** to strengthen the leadership capacity of youth who may become members of our staff and assume other positions of leadership in the community.
3. **Reclaiming the sense of village** within our community by collaborating within our team and with trusted partners, while elevating youth voice.
4. **Creating safe spaces** where youth can take ownership of their health and healthcare with confidentiality and without judgment.
5. **Being adaptive, flexible, and nimble** in an ever-changing adolescent sexual health landscape.
6. **Continuously investing in youth-centered and led** education, empowerment, and advocacy.
7. Offering **creative, innovative, and interactive programming and training**.
8. **Fostering creative visioning and collective advocacy** with youth and partners.

ORGANIZATIONAL BRANDING

On all public-facing documents, Teen Health Mississippi uses the Myriad Pro font family. This family is not found standard on a computer, so it must be downloaded. It can be downloaded either for free or through Teen Health Mississippi's Adobe Creative Cloud membership at fonts.adobe.com (see the Director of Communications for login information). Make sure to download all versions. This font family is used across all Teen Health Mississippi programs. Download all versions of the font to give the most variety. The regular typefaces should be used in cases when readability might be an issue (such as in a body text) or when aesthetics of print or digital collateral warrant use of those variations.

Myriad Pro Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Myriad Pro Condensed Bold
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a b c d e f g h i j k l mn o p q r s t u v w x y z

Myriad Pro Condensed Italics
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a b c d e f g h i j k l mn o p q r s t u v w x y z

*This is not the full font family. Download the file to see all versions.

In cases where you cannot use Myriad Pro due to a computer compatibility issue or for documents like grant proposals, use these guidelines. The below fonts are examples and not representative of the entire family. These are universal fonts that work across most computers. If you do not have these fonts, download a free version of Franklin Gothic URW here and Times New Roman here. Note: If you are using Canva to create digital graphics, use Myriad Pro. Our brand fonts are already uploaded to our team account on the platform.

Franklin Gothic URW Book
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Franklin Gothic URW Heavy
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Times New Roman (For grant proposals or similar documents)
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COLORS

Brand colors should be used as often as possible.
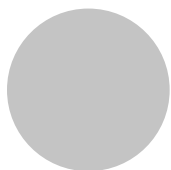
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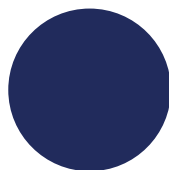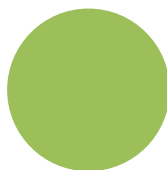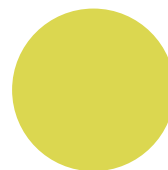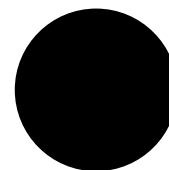
Teen Health Mississippi has one organizational logo. There are multiple versions of the logo (pictured below). All versions of the logo can be found on the Google Drive. Be aware that when you are using logos for computer screens you need the RGB version and for print you will use the CMYK version. All versions should have a transparent background (usually a PNG or SVG file). If you need any additional versions, contact the Director of Communications.

DIGITAL MEDIA PLATFORMS

Teen Health Mississippi uses a variety of digital media platforms to communicate about their work. Below are the different platforms they are using as of January 2024. As new platforms are adopted, this document will need to be updated. It is important to continue to maintain branding across these platforms, this include font, colors, and logos. All content should reflect the mission and guiding principles of the organization.

External

- **Facebook**—Facebook is maintained by THMS staff and identified interns. When feasible posts should align with the principals outlined in this style guide.

- **Website**—The website is maintained by THMS staff. Any changes that need to be made using coding are done through the vendor Wired Impact.

- **Mailchimp**—Teen Health Mississippi uses a free MailChimp account. Be aware that you are restricted on the type of fonts you can use in Mailchimp. Also, be sure to use the colors identified in this style guide.

- **Instagram**— The THMS Instagram account is managed by the staff/interns. When feasible posts should align with the principals outlined in this style guide.

- **Youtube**—The THMS YouTube channel is maintained by THMS staff and identified interns. When feasible, videos should align with the principles in this style guide.

- **LinkedIn**—The THMS LinkedIn page is maintained by the Director of Communications. When feasible, content should align with the principles in this style guide.

- **Twitter**—The THMS Instagram account is managed by the staff/interns. When feasible posts should align with the principals outlined in this style guide.

Internal

- **Airtable**—Teen Health Mississippi uses this online program to project manage because this program is used for internal project the style guide does not need to be followed. However, when creating documents that become external it is important that those documents follow the guidelines set in this guide.

- **Google Business**—Teen Health Mississippi uses this online program to project manage because this program is used for internal project the style guide does not need to be followed. However, when creating documents that become external, it is important that those documents follow the guidelines set in   this guide.

PROGRAMS

Teen Health Mississippi has a variety of programs that each have their own branding. This section outlines the programs that have specific branding. Even through these programs have their own branding; there are still elements that tie them back to the overall branding of the organization, including colors and font. Make sure when creating documents for specific programs that the fonts and colors match the organizations fonts and colors.
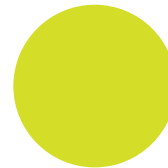
EDUCATION

Creating Healthy and Responsible Teens (CHART), works with Mississippi school districts to increase adoption and implementation of abstinence-plus sex education policies and evidence-based, medically accurate, and age-appropriate programs. The CHART program is a partnership between Mississippi First, the Mississippi State Department of Health, and the Women's Foundation of Mississippi.
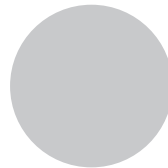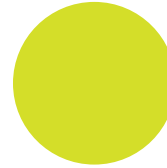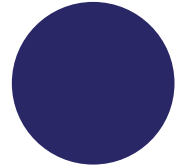
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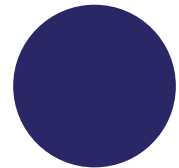
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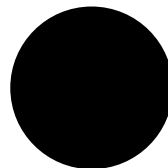
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K-5 Human Growth and Development Initiative

Human Growth and Development education provides students with decision-making skills about situations often faced in real life. Through the K-5 Human Growth and Development Initiative, Teen Health Mississippi:

- Works with a district to identify the grades and lessons that best fit the district's needs and interests.

- Provides different Human Growth and Development curriculum options available for districts.

- Offers different training options to districts that adopt the program, including online webinars and in-person trainings.

- Provides tailored technical assistance for each Human Growth and Development program to fit the district's needs.
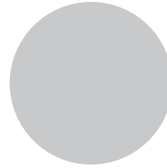
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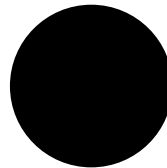
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Teen Health Mississippi Cadre is comprised of passionate professionals from across Mississippi (e.g. doctors, faith based leaders, nurses, teachers, and community leaders) seeking to increase the capacity and comfort of sexual health educators throughout the state. The cadre's goal is to provide sexual health educators in Mississippi the requisite core skills and content knowledge to teach high-quality sex education.

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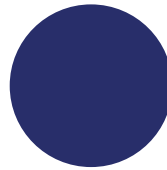
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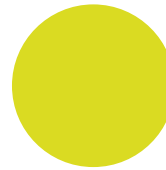
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Project ME.'s goal is to ensure Mississippi youth have knowledge and information to reduce their risk, but more importantly, to make informed decisions about their lives. Project ME. uses six colorful illustrations and storytelling to address topics such as relationships, consent, depression, anxiety, birth control access/contraception, body confidence, LGBTQ allyship, and friendship. Project ME. is entirely youth-led. Youth may find us on Facebook, Instagram, and Snapchat under the username **@mindelevationms**
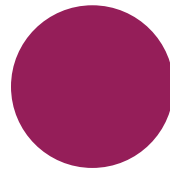
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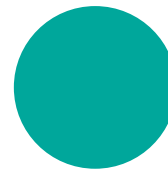
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MYInnovation is a training program designed to empower young people (ages 18-24) through research and program development training. Selected MYInnovators will complete a ten-month (September 2022 – June 2023) program and receive training and technical assistance to develop interventions that increase access to treatment and preventative healthcare services for young people living with or at risk of acquiring sexually transmitted infections, including HIV.

Mississippi Youth Innovation
TEEN HEALTH MISSISSIPPI
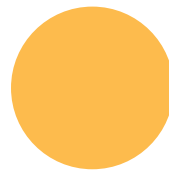
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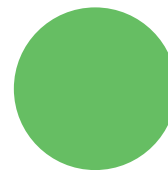
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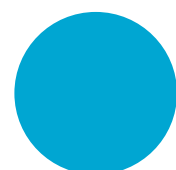
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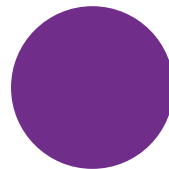
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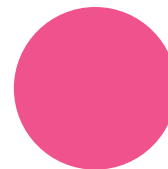
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The Mississippi Youth Council (MYCouncil) is a group of 10 youth activists, ages 16-24, from all over Mississippi that work to organize young people to advocate for our right to accurate and complete comprehensive sex education in Mississippi schools.
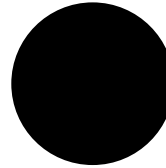
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Black
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MYSummit provides an opportunity for Mississippi youth to learn how to make their voices heard through skill-building breakout sessions and a variety of advocacy of techniques.

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LinkedUp is different than existing evidence-based teen pregnancy prevention programs as the program will focus on linking older teens (ages 17-19 years) to youth-friendly sexual and reproductive health services as they transition from high school to college, or whatever their next step after high school may be.

LINKED UP
MISSISSIPPI
TEEN HEALTH MISSISSIPPI
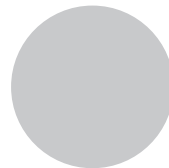
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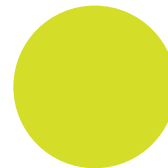
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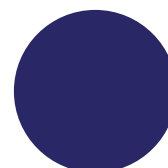
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SHARE Sexual Health for Adolescents Rooted in Equity, better known as "SHARE," is an Evidence-Based Program that aims to reduce or prevent teen pregnancy and STIs in youth located along the Mississippi Gulf Coast and DeSoto county through the implementation of LiFT (Linking Families and Teens) and INclued curricula.
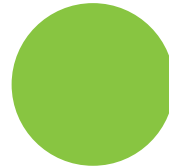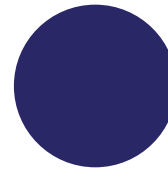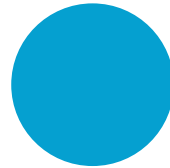
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More2Me is a program for youth in the juvenile justice system or at risk of being in the system that seeks to drive behavior change and support adolescent sexual and mental health. It is a 4-week, (60-90 minutes per week) computer-based program using Motivational Interviewing, roleplaying, and engaging imagery to connect the youth with information about healthy relationships, sexual health, plans for their future, and overall health and wellness.
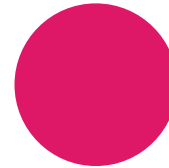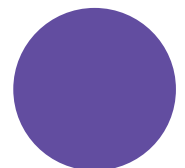

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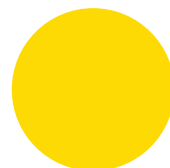
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More2Me is a program for youth in the juvenile justice system or at risk of being in the system that seeks to drive behavior change and support adolescent sexual and mental health. It is a 4-week, (60-90 minutes per week) computer-based program using Motivational Interviewing, roleplaying, and engaging imagery to connect the youth with information about healthy relationships, sexual health, plans for their future, and overall health and wellness.

Choose Your Method
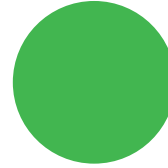### TEEN HEALTH MISSISSIPPI
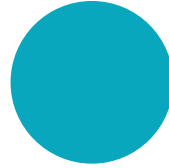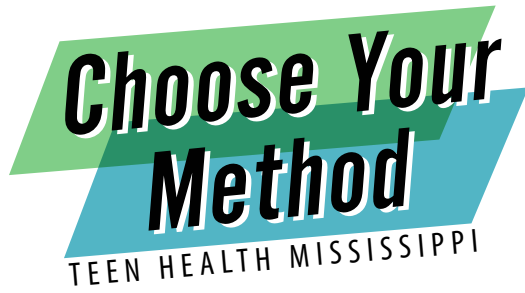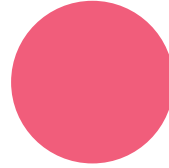
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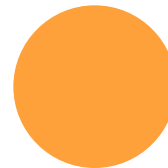#41B54F
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