

Big White Wall®

Branding Guide

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Introduction

Our Story

Big White Wall was founded as an online peer-support network. It grew in part out of a London social project run by Jen Hyatt (BWW founder), where derelict buildings were being demolished to stop them being used for sex and drugs trades. Jen encouraged community members write and draw on the white walls of these houses to express how they felt about these buildings (which had been their parents' and grandparents' homes). These creations inspired the 'bricks', graphic images created by members, which still form 'the wall' of Big White Wall today.

**“Big” recognizes the infinite nature of human emotion;
“White” conveys the blank canvas the service provides; and,
“Wall” symbolizes shelter and support, as well as the barriers
we sometimes need to break through at times**

Our experience has shown that providing a wide range of behavioral health self-management services, anonymized peer support, and immediate access to evidence-based tools via a digital platform empowers people to seek assistance for their mental health challenges for the first time.

The value of self-expression, of saying things anonymously that you might not otherwise express, was obvious on the walls of the housing estate, and it is obvious today in the thousands of 'bricks' created by BWW members. Since then, the growth of BWW has been centered around the community at its core.

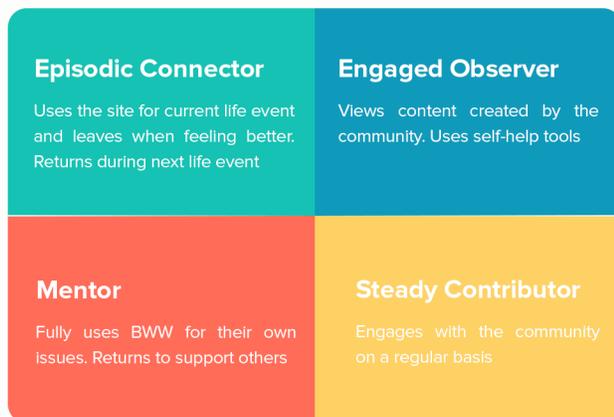
Introduction

Member Persona

Everyone's emotional health can be impacted whether dealing with everyday stressors to major life events. Big White Wall welcomes all walks of life and no one is left out, regardless of age (18 yrs or older), ethnicity or lifestyle. Because we understand that certain cultures and demographics face additional hardship, we strive to give extra attention to those marginalized communities. This ranges from / may include particular ethnicities, isolated people, or those struggling with mental health stigmas.

Big White Wall pays close attention to our members' behavior which tends to fall into one of four categories of 'Personas' based on their preferences and trends of interaction and engagement.

Key BWW Personas



Episodic Connector (25%)

Active during current life event, leaves when feeling better. Returns during next life event

Engaged Observer (65%)

Views content created by the community. Uses self-help tools.

Mentor (5%)

Fully uses BWW for their own issues. Returns to support others

Steady Contributor (5%)

Engages with the community on a regular basis

Introduction

Customer Profile

Mental and behavioral health problems are a significant issue for millions of people. The WHO estimates that depression will be the second largest cause of disability by the year 2020. As traditional approaches cannot possibly be scaled up to meet this overwhelming need, new technologies are required to expand access and improve health outcomes at lower costs. Big White Wall was created to meet these challenges by offering a clinically moderated, 24-hour service based upon a safe and anonymous peer community.

Big White Wall contracts with the following types of service providers:

Health Plans

Employers

University Student Health Centers

Health Systems

Providers

Employee Assistance Plans (EAPs)

Big White Wall Collaboration

Big White Wall provides an avenue of connection, support and community. Healthcare providers partner with Big White Wall to support their behavioral health strategy by:

Encouraging self-care with personalized guidance, proactive tools and an interactive community.

Augmenting population Health and Care Management programs by providing instant access to a clinically moderated peer support program.

Sharing member-centric data, aggregate and individual assessment scores (with permission) to enrich predictive models and data sets.

Providing a safe and clinically-moderated anonymous service by removing the barriers of stigma that may prevent individuals from seeking help and going outside of the network.

Offering a readily available behavioral and emotional health intervention for individuals that have not received traditional services or are waiting to get into a mental health or psychiatric provider. No waiting list.

Verbal Identity

Voice, Tone and Messaging

Voice is the overall written expression and spoken personality of the Big White Wall brand. Tone is a variation in that voice to reflect a particular attitude, mood, or emotion. Messaging are the words that capture the voice and tone and bring it to life.

The voice of Big White Wall wants our community to feel empowered knowing that better emotional health is within reach by improving their well-being and encouraging self-care.

We express the message of camaraderie and want our members to know that they are part of a community so that they don't feel isolated, odd or singled out. We strive to assure them that they are safe and supported yet that we don't interfere so they can freely explore, express and interact.

The tone is meant to be experienced as a natural conversational dialogue between real people.

The brand personality and communication qualities

natural
down-to-earth
reassuring
empathetic
simple
casual
caring
authentic

How we want our audience to feel

better
comforted
safe
secure
acknowledged
included
hopeful
encouraged

Verbal Identity

Taglines, Expressions and Descriptors

The following examples from various BWW collateral demonstrate the tone and personality of the Big White Wall voice. These descriptors should be used for brand consistency.

General Descriptor

Big White Wall offers an anonymous peer support community, self managed programs and creative outlets all moderated 24/7 by our clinically trained Wall Guides. When you're dealing with everyday stressors or major life events, we'll help you get through it.

Big White Wall's evidence-based methods are designed to motivate healthy behaviors, build emotional resiliency and offer real results. Our interactive platform is built upon a personalized approach that integrates self-paced programs, an anonymous community and educational resources that encourage self-care. You can feel secure freely expressing yourself in a safe space where your identity is completely private.

Taglines and calls-to-action

However you express yourself, you're not alone. We're here to listen. Get support and find people who understand.

Join Big White Wall and discover a new approach towards wellbeing that is available anytime anywhere.

Connect with a community that cares and is accessible anytime anywhere.

Feature Descriptors

'Bricks' Descriptor: Freely express your thoughts and feelings with unique creative outlets

'Talkabouts' Descriptor: Interact with a supportive community where everyone's voice counts

'Guided Support' Descriptor: Learn from smart programs to help understand and feel more confident.

'Useful Stuff' Descriptor: Test Yourself and deepen your insight with helpful resources.

Verbal Identity

Clinical Guidelines and Requirements

As an emotional health service provider, there is a sensitivity from a clinical perspective that requires Big White Wall's language and communication to follow and apply the requirements and guidelines outlined below. Please review the BWW Clinical Guidelines Style Guide directly for thorough coverage and details of all clinical writing requirements.

Writing for patients

Clinical content is written at a Grade 6 reading level or less (US); year 6 or less (UK) as determined by the Flesch-Kincaid grade level score.

- Use words that are fewer than 3 syllables
- Write in short, but complete sentences
- Check grade level using the Microsoft Word® Readability Statistics
- Use familiar words. Explain medical terms by presenting the common word first, then putting the technical terminology in parenthesis.
- Use positive words and phrases, e.g., “disabled” rather than “handicapped” and “medicine” or “medication” rather than “drug,” “person with diabetes” instead of “diabetic.”
- If appropriate, consider using “food choices” or “eating plan” instead of “diet” or “dieting.”
- Provide the phonetic spelling of medical words and medications if multi-syllable, complex terms.

Writing for clinicians

Content should be aimed at 10th to 11th grade, for easy, quick understanding. Most will scan through so lower reading is best even with highly educated persons. A scan should give them the gist and context.

Plain language

Plain language is communication that can be understood the first time it is read and the readers can use it to meet their needs. Follow the Federal Plain Guidelines at www.plainlanguage.gov. Plain language is characterized by:

- Common, everyday words except for necessary technical terms
- Personal pronouns (“we” and “you”)
- Active voice (subject is performing the action)
- Logical organization
- Short, concise sentences

Visual Identity

Logo, Iconography, Brand Graphics

The Big White Wall brand graphic system is a unique and prime component of our visual identity. To ensure legibility and consistency, the graphics must not be altered, cropped, modified, varied, reoriented or customized in any way.

Format and Resolution. The Big White Wall graphic system should always be used in the standard and highest quality format that is appropriate for the platform on which it will be applied. Acceptable formats include jpeg, pdf, tiff, png or eps formats. Print collateral should utilize no less than a 150ppi resolution at its final dimensions. Online collateral should utilize 144dpi at its final dimensions in order to be retina-ready.

Space, Size and Scale. A minimum clearspace surrounding all brand graphics is required as outlined on the template spec page. All graphics must be scaled proportionately and uniformly. The overall size of any brand graphic must remain legible according to the accessibility size requirements.

Approved logo versions

In order to legally protect ownership of the logo, the registration ® symbol is required.

**BWW green on white
or transparent background**

Big White Wall®

**White on BWW
green background**

Big White Wall®

**Solid greyscale or black
on white background**

Big White Wall®

Big White Wall Feature Iconography

Icons make systems appear more accessible and can have the effect of improving usability and learning. The BWW feature icon system must remain consistent in regards to order, size, stroke, spacing and placement.

Bricks



Talkabouts



Guided Support



Useful Stuff



Live Therapy



Wall Guide



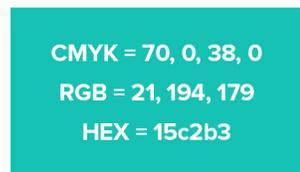
Visual Identity

Color System

According to the Institute for Color Research, people react to your brand within 90 seconds or less, and up to 90% is influenced by the colors, which creates a powerful emotional response. The Big White Wall color system was thoroughly researched and carefully composed in order to support the brand, resonate with the tone and enhance the user experience.

Primary Colors

Our palette stems from a baseline of greens and blues. Research on color psychology illustrates that green instills a feeling of freshness and renewal. Blue represents some of the the most positive connotations such as trust and also relaxes the nervous system.



Secondary Colors

The secondary colors add brightness and optimism and collectively create a warm and inviting visual experience.



Bricks
CMYK = 0, 72, 64, 0
RGB = 255, 108, 87
HEX = ff6c57



Talkabouts
CMYK = 79, 23, 19, 0
RGB = 15, 154, 186
HEX = 0f9aba



Guided Support
CMYK = 70, 0, 38, 0
RGB = 21, 194, 179
HEX = 15c2b3



Useful Stuff
CMYK = 0, 40, 78, 0
RGB = 255, 169, 77
HEX = ffa94d



Live Therapy
CMYK = 1, 67, 51, 0
RGB = 239, 118, 110
HEX = ef766e



Wall Guides
CMYK = 73, 28, 0, 0
RGB = 16, 153, 228
HEX = 1099e4

Neutral Colors

The neutral colors are an essential element that give the palette a baseline and balance, readability and familiarity.



CMYK = 67, 55, 57, 33
RGB = 77, 83, 82
HEX = 4d5352



CMYK = 1, 0, 1, 0
RGB = 253, 253, 251
HEX = fdfdfb



CMYK = 75, 68, 67, 90
RGB = 0, 0, 0
HEX = 000000

Visual Identity

Typography

Big White Wall's primary typeface is Proxima Nova. Modern, flexible and easy to read, Proxima Nova is suited for a wide range of visual communications. Multiple levels of typographic hierarchy are defined both for impact, clarity and accesibility. Please see the BWW spec guide for complete and comprehensive typography treatment.

When to Use: Use Proxima Nova for all Big White Wall Communications where possible including online, electronic and printed collateral. As an alternative when it is not available, Lato is the Big White Wall backup typeface.

Header Style

Experience Wellbeing Anytime Anywhere

Proxima Nova Bold, web size: 45px, letter-spacing -20, preferred hex color: 4d5352

Tagline Style

Join our supportive community and start feeling better today

Proxima Nova Bold, web size: 28px, letter-spacing -20, preferred hex color: 4d5352

Paragraph Style

Big White Wall's evidence-based methods are designed to motivate healthy behaviors and build emotional resiliency. Our interactive platform is built upon a personalized approach that integrates self-paced programs, an anonymous community and educational

Proxima Nova Regular, web size: 21px, line-height: 31px, letter-spacing -10, preferred hex color: 4d5352

Visual Identity

Photography

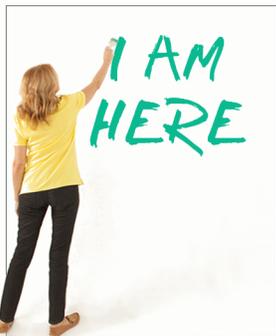
Big White Wall selects imagery that emphasizes human support in a digital environment, with the goal being that beyond the online interface are real people that can relate, understand and support each other. For the Big White Wall brand, the intention is to visually 'normalize' the audience and help them feel acknowledged, understood and that they're not alone.

Big White Wall Photographic Tone and Expression

We aim to capture a variety of ethnic, age and genders so that the message is conveyed that everyone is welcomed and included. Photographic assets are carefully chosen to portray the essence of our story and the qualities of our verbal identity such as feeling better, comforted, safe, secure, acknowledged, included, hopeful and encouraged all in a sincere natural tone.



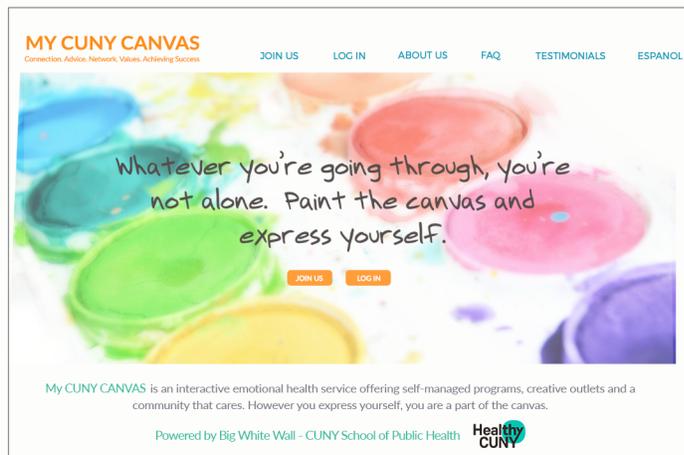
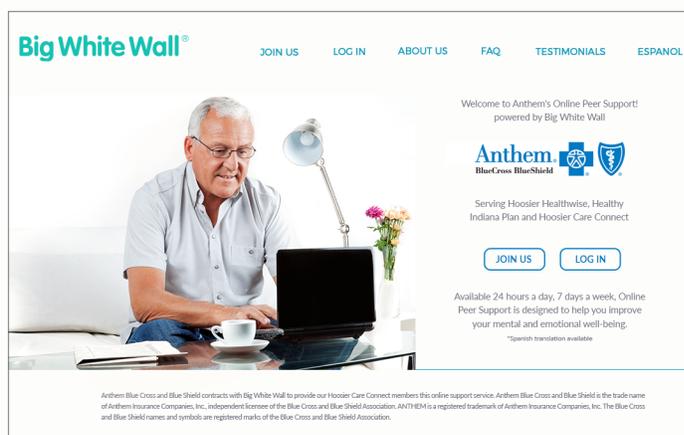
Big White Wall Photographic Branding Story



Visual Identity

Customer Collateral Guidelines

As Big White Wall integrates with our customer's plan, it is important to maintain consistent guidelines for both merged brands. We help our clients launch a customized landing page in order to inform their members of Big White Wall and how our service can help them feel better. Below is an outline of the general requirements that we provide in order to get the best assets and user experience possible.



Customer Landing Page Asset Guidelines

- The customer background photo size must be no less than 1200 px wide and no less than 560 px height
- The customer background photo must be high-resolution quality, meaning no less than 150dpi at its final dimensions
- The customer logo must be provided in high-resolution quality, meaning no less than 150dpi at its final dimensions.
- The customer must provide any relevant style guide or specifications regarding their logo treatment
- The tagline and/or call-to-action must be no more than 10-15 words each

Visual Identity

Design and Development Guidelines

Big White Wall's Comprehensive "Design & Code Spec Guide" covers UI design for mobile, tablet and desktop web pages as well as print designs. Specs covered include: **Typography** - sizing, line-height and spacing. **Logo & Color** -comprehensive usage guidelines. **Margins & Layout** - default spacing, grid & placement. **Buttons & Forms** - Sizing & Specs **Images & Icons** - Default sizing and placement guides.



UI Design with Spec Guide sample.

Btn A: 

font = 15px uppercase
padding: 4px 25px
border radius 6px

** All font proxima nova regular uness specified

HXL Heading X-Large- 34px bold line-height 1.5 /51px

HL Heading Large - 30px bold line-height 1.5 /45px

HM Heading Medium - 25px semibold LH 1.5 /37.5px

BL Body Large- 18px, LH = 1.5 /27px

BS Body Small 13px, LH 1.5 /19.5px

b1 * Bullet-List 1 18px, LH1.5 /27px

** 12-column grid: 20px margins 20px gutter.

** each block 55px padding above/below elements

1
HXL Experience Wellbeing Anytime Anywhere

P1 Big White Wall is an interactive emotional health service offering self-managed programs, creative outlets and a community that cares. When you're dealing with everyday stressors or major life events, we'll help you get through it.

b1

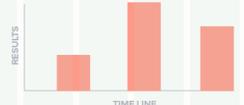
- 24/7 moderation by clinically trained "Wall Guides"
- Anonymous peer support
- Self-guided courses
- Self-improvement tools and resources
- Safe space to express yourself without judgement

2
HXL Better Emotional Health is Within Reach

Hm Join our supportive community and start feeling better today

BL Big White Wall's evidence-based methods are designed to motivate healthy behaviors, build emotional resiliency and offer real results. Our interactive platform is built upon a personalized approach that integrates self-paced programs, an anonymous community and educational resources that encourage self-care. You can feel secure freely expressing yourself in a safe space where your identity is completely private. [Learn More](#)

HL Set goals, track progress, get immediate feedback



3

HL Express **4**

BL Freely express your thoughts and feelings with unique creative outlets

HL Connect **5**

Interact with a supportive community where everyone's voice counts

HL Learn **6**

Learn from smart programs to help understand and feel more confident.

HL Explore **7**

Deepen your insight and better understand your feelings with helpful resources.

HXL Instant Access to Real Support

Without ever needing to wait for an appointment

Quote

Definitely the best decision I ever made
- wall member -

It's so rewarding to support people
- wall guide -

1 bg image full width - text 9col+6col centered (mobile: stacked)

2 text/image content 6columns centered, padding: 10px 60px:

3 each section 4columns centered

4 brick icon circle red= ff6c57

5 talk-about icon circle blue= 0f9aba

6 guided support icon circle= 15c2b3

7 useful stuff icon circle yellow= ffd166