

Colors

CONTACT
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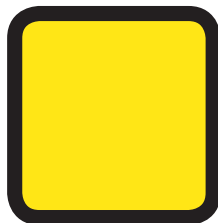


BIG BRIGHT IDEA

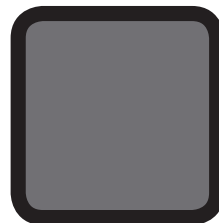
INT-O Yellow is a color that was developed as a platform for participation and collaboration between: Pantone, artist Uncle Riley, UMEWE and **YOU**. It was conceived as a tool to explore Optimism and **positively impact reality**

A global color that inspires positive social impact...

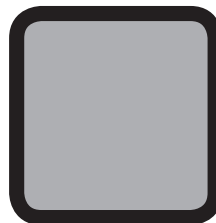
- Gives people a tool to turn Optimism into Action, create a brighter world, inspire hope, and resilience in themselves and others
- Drives greater public awareness of yellow as the color for Mental Health Awareness (eg. PINK = Breast Cancer, RED = AIDS, BLUE = Autism)
- Provides a 'platform for participation' enabling communities, organizations and creatives to participate



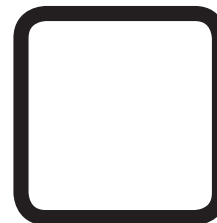
INTO YELLOW:
PANTONE 108 C



DARK GREY:
PANTONE
COOL GREY 11 C



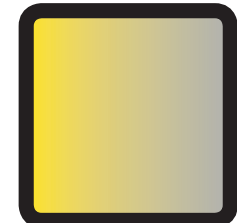
MEDIUM GREY:
PANTONE
COOL GREY 7 C



WHITE



BLACK



GRADIENT(S):
PANTONE 108 C
& COOL GREY
7 C

ACTIVATION STYLEGUIDE (summary)

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BASE ACTIVATION LOGO



SEAL OF COLLABORATION

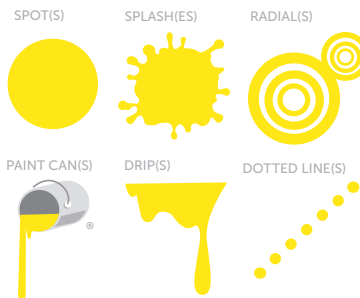


GRADIENTS

SAMPLE DESIGNS



SYMBOLS



WEBSITE

INTOyellow.com

COLORS



INTO YELLOW:
PANTONE 108 C



DARK GREY:
PANTONE
COOL GREY 11 C



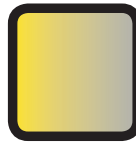
MEDIUM GREY:
PANTONE
COOL GREY 7 C



WHITE



BLACK



GRADIENT(S):
PANTONE 108 C
& COOL GREY 7 C

FONTS

Museo Sans

Museo Sans 500
Museo Sans 700
Museo Sans 900

KRAUT DISPLAY

HASHTAGS

#INTOyellow
#KingstonINTOyellow
#KingstonNY
#Optimism
#Resilience
#UMEWE
#StigmaFree

Logo(s)

activation logo exploration



KINGSTON
INTO®
YELLOW

A Celebration of
Optimism & Resilience

INTO yellow must appear in 'O's of "INTO Yellow", as well as somewhere within city name. Logo font must float on white background



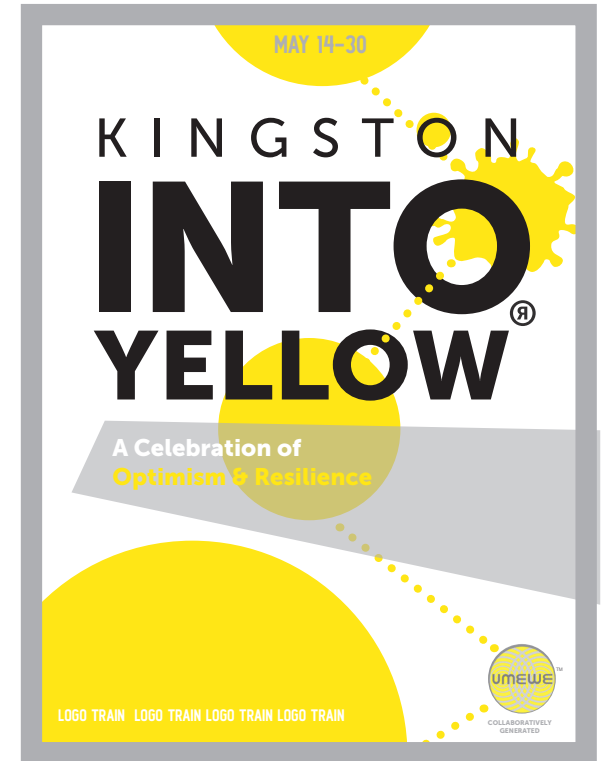
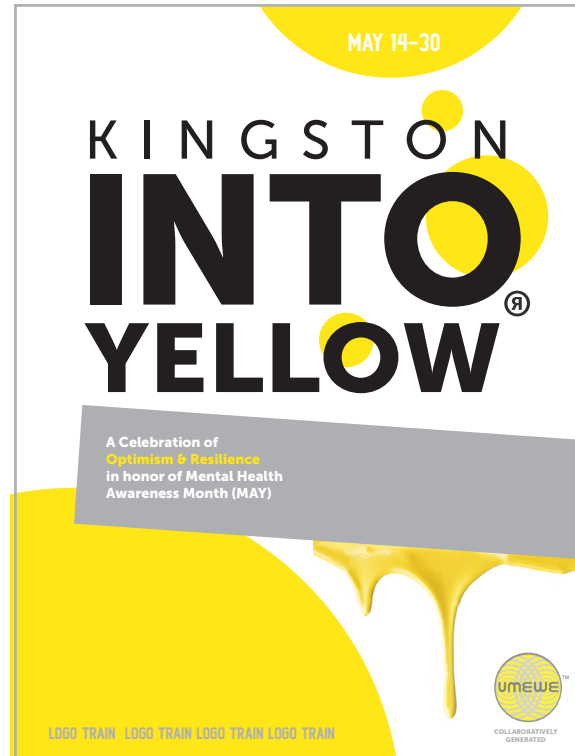
KINGSTON
INTO®
YELLOW

A Celebration of
Optimism & Resilience

Yellow behind city name as well as Iterative grey slogan box (trapezoid) can change according to context and may be up to 50% transparent.

Application(s)

Kingston Inspiration



Program Pillars

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1

PUBLIC ART

Collaborative projects made with INTOyellow to brighten the town and inspire Optimism

2

EDUCATION & WELLNESS

Speakers series and trainings: Mental Wellness practitioners, professionals, advocates and peers

3

SOCIAL EVENTS & FUN(D) RAISERS

Raising awareness and funds for local Mental Health and Wellness Initiatives



Slogan

**A Celebration of
Optimism & Resilience**

Slogan for any time
of year activation(s)

**A Celebration of
Optimism & Resilience
in honor of Mental Health
Awareness Month (MAY)**

Optional slogan
for MAY activation(s)

Museo Sans

Museo Sans 500

Museo Sans 700

Museo Sans 900

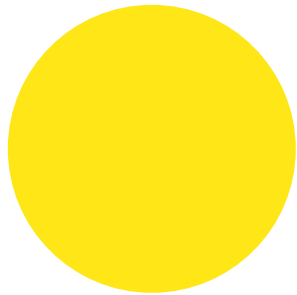
for city name, body copy,
and more

KRAUT DISPLAY

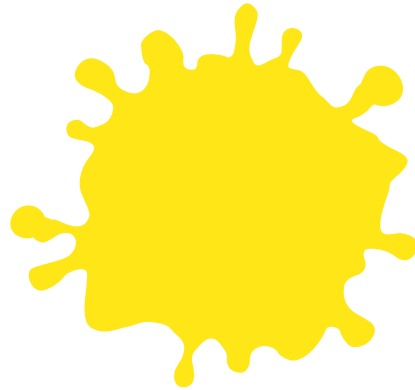
for dates, call outs and
as option for headline text

Icons

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SPOT
symbolic of
sunshine,
spotlights,
hope, resilience,
and happiness



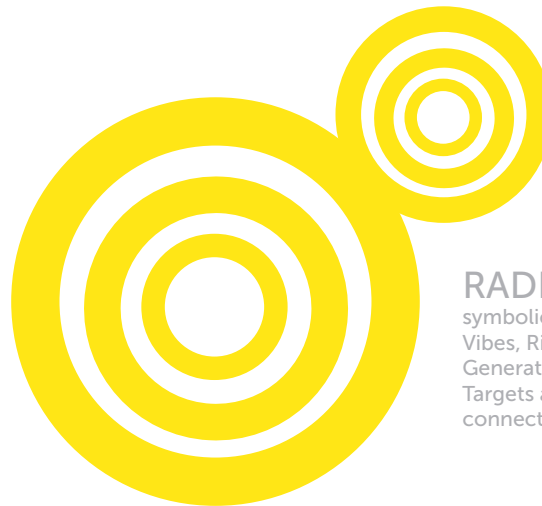
SPLASH
symbolic of
INTOyellow paint,
and painting the
town yellow.
Intended to inspire
viewers that they
can participate by
adding their own
splash of
INTO yellow



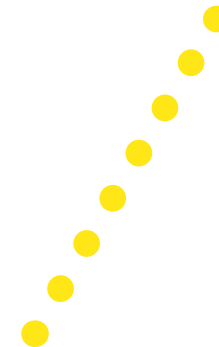
DRIP(S)
symbolic of
INTOyellow paint,
overflowing
or oozing
Optimism. The
drip has become
one of the icons
connected to the
activation via
public murals,
signage and
cut-outs



PAINT CAN
symbolic of
sharing and
pouring-out
Optimism,



RADIALS
symbolic of Good
Vibes, Ripple-effect,
Generating Optimism,
Targets and inter-
connectedness



**DOTTED
LINE**
symbolic of
connectedness,
pathways, and
"following the
dotted line"

Social Media

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HASHTAGS (use exact capitalization)

#INTOyellow
#KingstonINTOyellow
#KingstonNY
#Optimism
#Resilience
#UMEWE
#StigmaFree
#InternationalOptimismYellow
#Pantone
#UncleRiley

URLS

INTOyellow.com
INTOyellow.com/Kingston

FACEBOOK

KingstonINTOyellow.com