HORSES FOR
MENTAL HEALTH
CAMPAIGN

Brand Guideline

Horses for Mental Health **Campaign**

About

The HMH campaign is a national and global movement that raises awareness and funds for organizations incorporating horses to improve mental health and personal growth. It launches every May during Mental Health Awareness Month.

Your horses do incredible work.

Your team does too. Let's us help you build capacity, rally your community, and put your work in front of people who care.

HORSES FOR
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Our Logo

The redesign stems from the organization's need to adapt to new technologies and tailor a clear message that captivates new generations, based on the brand's authentic values, with transparent and reliable communication to promote awareness and participation.

Awareness Ribbon

ORG main Logo

Logo Usage

HORSES FOR MENTAL HEALTH

CAMPAIGN

White logo version

HORSES FOR MENTAL HEALTH

CAMPAIGN

Logo Usage

Vertical Logo presentation

CAMPAIGN

HORSES FOR MENTAL HEALTH

2026

White Logomark only

Color Logomark only

CAMPAIGN

HORSES FOR MENTAL HEALTH

2026

HORSES FOR MENTAL HEALTH CAMPAIGN

HMH HORSES FOR MENTAL HEALTH

Vertical white Logo presentation

Horsesformentalhealth.org

HORSES FOR MENTAL HEALTH
C A M P A I G N

CAMPAIGN
HMH
HORSES FOR
MENTAL HEALTH
2026
HMH
HORSES FOR MENTAL HEALTH

HMH

HORSES FOR
MENTAL HEALTH
C A M P A I G N

Horsesformentalhealth.org

Alternative Use

CAMPAIGN

**HORSES FOR
MENTAL HEALTH**

All in Blue

HORSES FOR
MENTAL HEALTH
C A M P A I G N

All in Blue (horizontal)

HMHCAMPAIGN
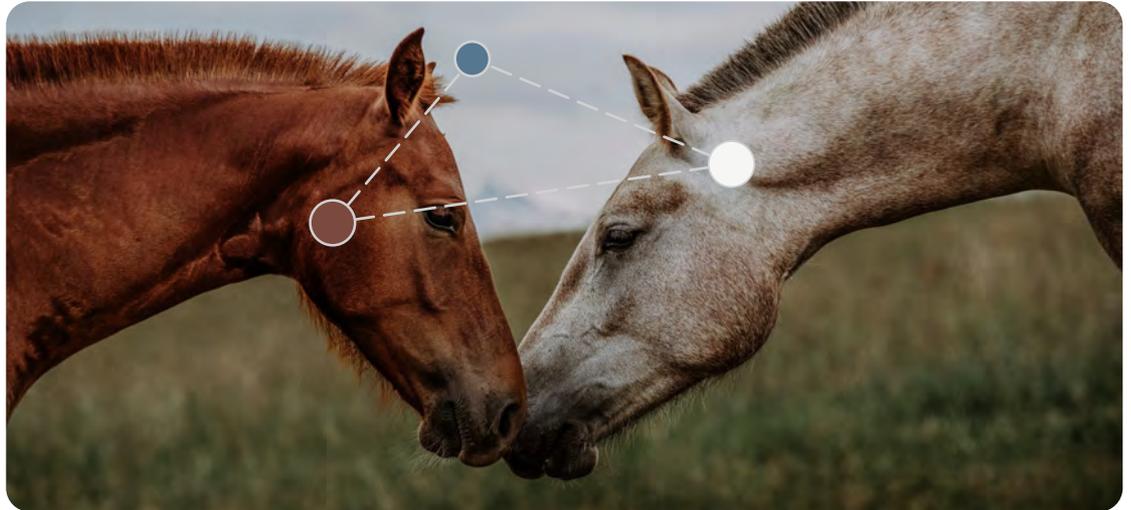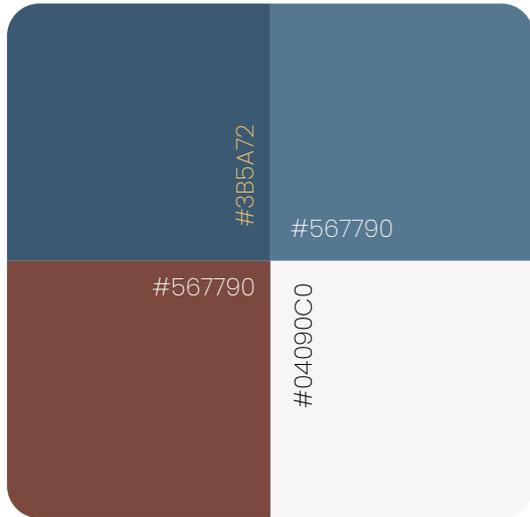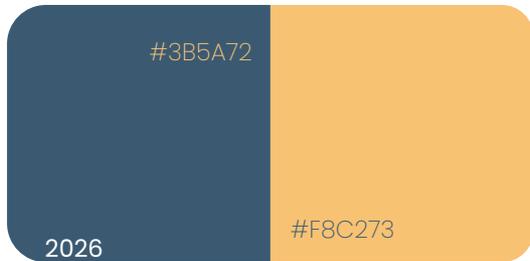
Without the
wordmark
underneath

**HORSES FOR
MENTAL HEALTH**

For digital media or web use only.

Appropriate option for publications
outside the campaign season

Color Usage

Primary Colors

#3B5A72

#567790

#567790

#04090C0

Secondary/Complementary Colors

#3B5A72

2026

#F8C273

**HORSES FOR
MENTAL HEALTH**
C A M P A I G N

Appropriate version for
application on a yellow background

Horsesformentalhealth.org