



ChatPal Visual Identity Guidance Document

What is ChatPal?

Current mental health service provision for NPA citizens cannot meet the rising demand to prevent and manage mental ill health. There is a lack of digital mental health support for tracking symptoms and for providing treatments and coping strategies at the point of need for 24/7. Traditional one-to-one mental health services supporting people with chronic mental illness as well as mild-to-moderate mental illness is expensive and resource limited. One-to-one intervention support requires significant travel for clients living in rural areas; hence accessibility to traditional treatments are a particular concern. Moreover, given mental ill health remains a stigma, citizens often feel embarrassed when setting up appointments with a support person due to the lack of anonymisation.

ChatPal will undertake pilot trials in 5 NPA regions, increasing citizen access to psychotherapeutic support using a computer-based intervention service which will be in the form of a conversational user interface, or chatbot, based partly on the needs analysis workshops carried out in the NPA VoicePal preparatory project. This chatbot service will be available 24/7 and allows users to receive support through a natural voice or text based conversation that is driven by artificial intelligence.

ChatPal will be a new, blended mental health service offering. ChatPal augments and extends the reach of traditional existing services but does not replace these services. The technology will be usable and intuitive as it is similar to everyday human-to-human conversations allowing the technology to be adopted by those with poor computer literacy. ChatPal will enable people to easily access support at the point of need in the form of a conversation. Evidence within our preparatory project suggests that citizens will engage or open up sooner to an online virtual presence (chatbot) in comparison to a human project worker due to anonymity and the lack of stigmatisation.

Visual Marque

The Visual Marque

The Visual Marque is a combination of an instant message style speech bubble with a face in it.

This is to show that Chatpal is about conversations. How that these can help with mental health.



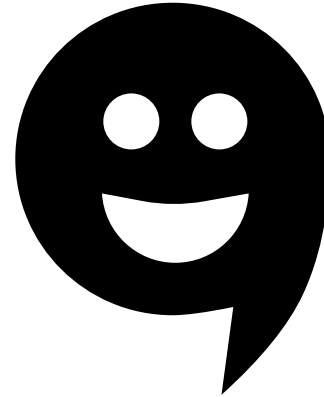
When should it be used?

The Visual Marque should feature throughout the whole brand, mostly alongside the wordmark. It should be used on brand stationery, website layouts and any merchandise.

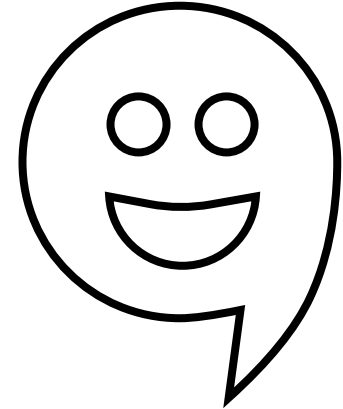
Do's



Do show in
chosen colors.



Do show in
inverse colors
(Mouth and
Eyes must
remain white).



Do use outline
online when
necessary.

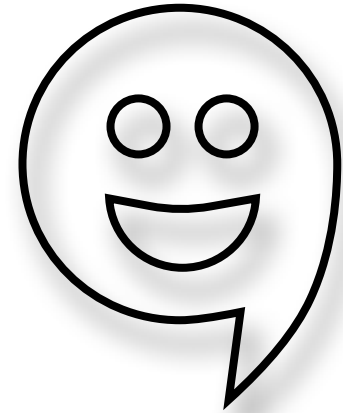
Dont's



Do not use
unofficial
colors.



Do not
overstretch the
logo. Keep
constrained.



Do not use
background
shadows.

Spacing and Scaling

Exclusion Zone



Minimum Size



35x44

The exclusion zone is the height of the speech bubble point.

The Word Mark



The word mark is a combination of the typeface Futura and Helvetica for the tagline. It is clear, readable and original.

When should it be used?

The work mark can be used alongside the Visual Marque, but it is strong on it's own.

Keeping the visual marque and word mark together, increases brand integrity and helps to familiarise the reader with my brand.

Do's

ChatPal
Digital Wellbeing Conversations

Do use official colors

ChatPal

Do use without tagline if necessary

ChatPal
Digital Wellbeing Conversations

Do use with other official colors

Donts

ChatPal

Do not use other typefaces other than those chosen.

ChatPal

Do not use shadows.

ChatPal

Do not tilt or rotate the wordmark or tagline.

Spacing and Scaling

Exclusion Zone



The exclusion zone is the height of the ascender on the letter h in chat.

Pairing the Visual and Work Mark



When pairing all the elements of the brand together it should be displayed like this **ONLY**. The visual marque and word mark must be spaced accordingly. With the Visual Marque always to the right.

Pairing Chatpal with other emblems

Pairing other emblems

As set out by publicity guidelines from the EU:

“All projects are responsible for informing the public about assistance received from ERDF. All information and publicity measures must include:

- The European emblem, together with a reference to the European Union
- A reference to the fund: “European Regional Development Fund”

The size of the EU flag shall be appropriate to the scale of the material. For small promotional objects, point 2 does not apply. On websites, the EU flag visible without scrolling down. The EU flag should be the same size as other logos.”

Spacing and Scaling



This is how ChatPal would be arranged with other logos from the NPA and the EU.

Typefaces

Futura

Futura Bold is to be used for all titles and headings.

Paul Renner designed it in 1927. Originally created as a contribution to the New Frankfurt project, the geometric sans serif typeface was based on visual elements of the Bauhaus design style of 1919 to 1933.

Arial

Arial is to be used for all standard body copy.

The Arial® typeface is one of the most widely used designs of the last 30 years. Drawn in 1982 by Monotype Imaging designers Robin Nicholas and Patricia Saunders for use in an early IBM® laser printer, Arial has become a staple for textual content.

Headings

Sub-Headings

Body

Color Palette

Hex: 1C89C0
RGB 28,137,192

Hex: FFFFFFFF
RGB: 255, 255, 255

Hex: 737373
RGB 115,115,115

Hex: 0000
RGB 0,0,0

Voice and Tone



Voice

Speak in

First

Person

Tone

Friendly

I have a warm-hearted and welcoming tone.

Professional

Have a serious tone when important matters are discussed.

Optimistic

Have a sense of hopefulness and enthusiasm

Up-Beat

Speak in a joyful manner and focussed

Tone Scale

Team Meeting



Professional &
Optimistic

Friendly &
Up-Beat



Conference Talk

**This is the end
of the
document**