

PTTC Network Branding Toolkit

pttcnetwork.org



PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administrator

PTTC Network Branding Toolkit

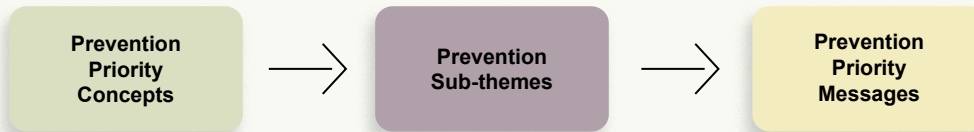


This strategic branding toolkit aims to equip the Prevention Technology Transfer Center (PTTC) Network to guide, focus, and increase broad aspects of its messaging and communications, to support the improvement of priority aspects of the PTTC Network and Prevention Praxis. The guide further seeks to amplify and expand existing PTTC outreach and communications in a consistent manner and to tie the PTTC Network together for a greater collective impact.

Prevention Priority Concepts and Outcomes

Priority concepts, sub-themes, and supporting messages were identified through interviews with PTTC Network leadership from each center in late 2022. Structured interviews explored perceptions of the highest-priority concepts to elevate the field of substance use prevention and the PTTC Network. A consensus quickly emerged on the core concepts to be addressed, along with many other important sub-themes. As the interviews did not explore common sub-theme messaging, this should be the focus of future campaigns, as messaging evolves. The following two concepts were identified as having the highest priority:

- **Concept #1: Distinguish and Prioritize Universal Prevention**
Increase the value of the prevention workforce by enhancing its knowledge of culturally informed, universal prevention and its ability to act on this knowledge (i.e., through engagement, investment, promotion, and expansion).
- **Concept #2: PTTC Network Brand Enhancement**
Enhance the reputation of the PTTC Network by increasing brand trust and the known authority of the PTTC Network.

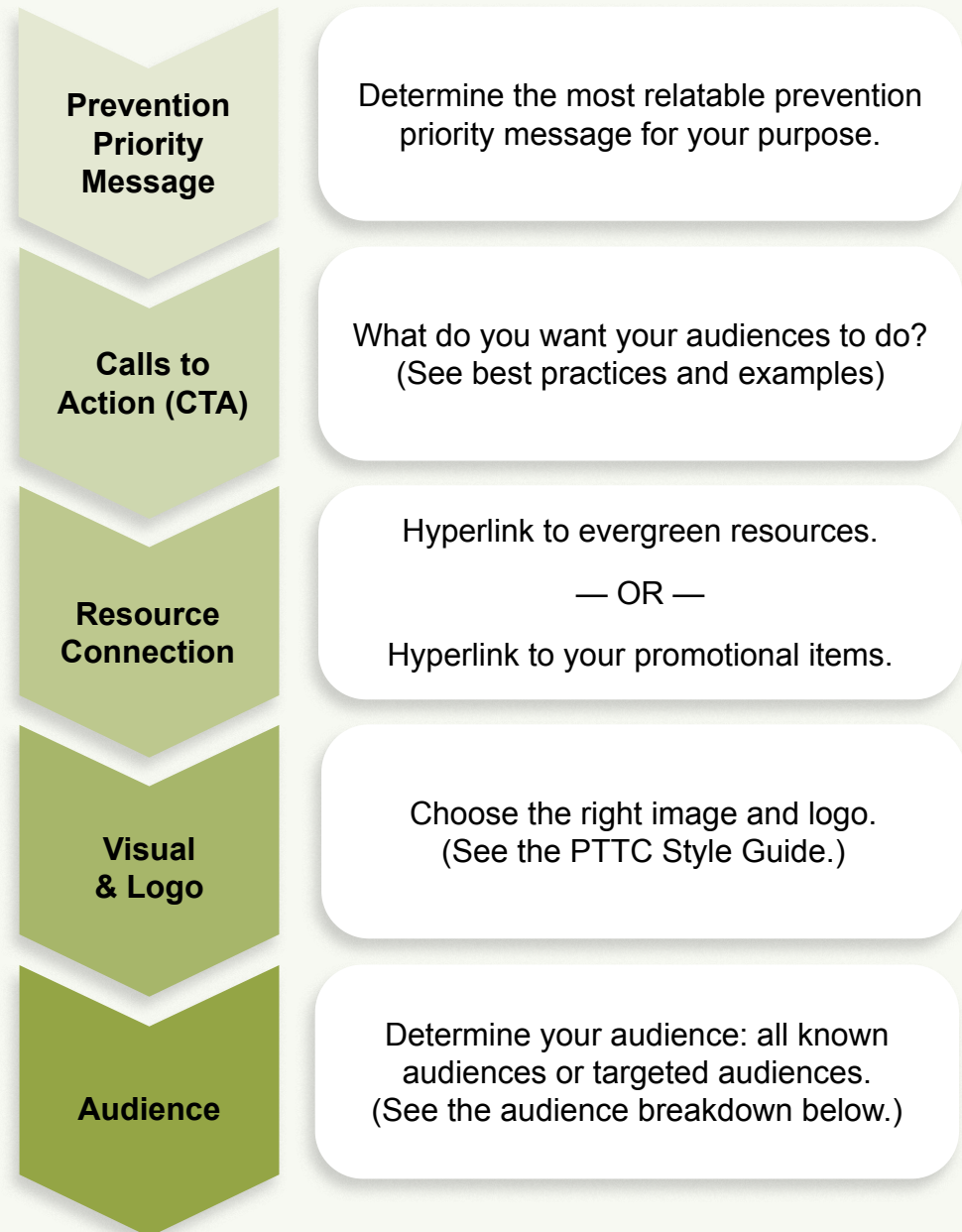


How to Use This Toolkit

There are many opportunities and entry points for applying the simple prevention priority “message building” process described below. Perhaps you have a new product, event, or news item to promote, or perhaps you are responding to a unique community or audience need. Using the process alongside and woven into your typical communications, you can amplify core prevention concepts and build the value of prevention.

For example, communications staff can use this toolkit to design and create templates for their email, web, and social media outreach, while PTTC Network staff can incorporate the language outlined in this toolkit into their presentations and appeals.

Prevention Priority Message Builder



Prevention Priority Concepts and Supporting Messages

Concept #1: Distinguish and Prioritize Universal Prevention

Sub-Theme 1

Distinguish Universal Prevention

It starts with prevention.
[CTA & Link]

Prevention is universal.
[CTA & Link]

Sub-Theme 2

Invest in Universal Prevention

Prevention is our best investment.
[CTA & Link]

An ounce of prevention is worth [example or statistic].
[CTA & Link]

Sub-Theme 3

Prevention Can Reduce Disparities and Increase Equity

Prevention is a path to equity.
[CTA & Link]

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- **Both environmental and individual prevention strategies are necessary and complementary.**
 - **Prevention is based on science (see Risk and Protective Factor Framework).**
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Prevention Priority Concepts and Supporting Messages

Concept #2: PTTC Network Brand Enhancement

Sub-Theme 1

Increase Value Perceptions of the PTTC Network

**The PTTC Network
is your partner in
prevention.**

[CTA & Link]

[Example/statistic]

**This is preventable.
Join the PTTC
Network.**

**[Example,
statistic, & CTA]**

PTTC is prevention.

**Prevention is
everybody's
business.**

[CTA & Link]

**Elevate prevention
together.**

**[CTA & Link,
including mention
of PTTC]**

Audience

Prevention professionals

- Community coalitions
- Youth engagers
- Counties / non-profit entities
- Substance Abuse and Mental Health Services Administration (SAMHSA) prevention grantees (e.g., Partnership for Success, Drug Free Communities, and block grant recipients)
- State/territory/jurisdiction/tribal prevention networks
- (e.g., prevention trainers and Technical Assistance entities)
- Education-based prevention professionals
 - Licensed K–12 education professionals (e.g., school counselors and school nurses)
 - Higher education professionals (e.g., dedicated prevention staff and those providing informal programming)
- Researchers and academics
- Public health settings (e.g., local, state, and healthcare settings)
- National Prevention Network (NPN) and their trade organization NASADAD

Prevention support audiences

- Prevention partner organizations (e.g., IC&RC and CADCA)
- National programs and policy (e.g., HHS, SAMHSA, CDC, DEA, and CSAP)
- State/regional/local officials related to prevention programming and policy
- Influencers/advocates
- Students/youth
- Policy advocates (state and local)
- Caregivers/families
- Health educators
- Addiction treatment professionals (e.g., those part of the Addiction Technology Transfer Center [ATTC] Network)
- Faith-based leaders and clergy members (as liaisons to minoritized populations)
- Community health workers
- Insurers (1115 waiver)
- Peer recovery specialists
- Healthcare professionals (e.g., physicians, nurses, nurse practitioners, pharmacists, and psychiatrists)
- Criminal justice and law enforcement professionals
- Mental health professionals (e.g., those part of the Mental Health Technology Transfer Center [MHTTC] Network)

Calls to Action & Resource Connections

Call to Action (CTA) Best Practices

A good CTA is an essential component of effective marketing and communication strategies. When writing your PTTC-specific CTA, consider these important components:

- **Clarity**
The CTA should be clear and concise, stating exactly what the reader or viewer should do next.
- **Urgency**
The CTA should create a sense of urgency or provide a reason why the reader or viewer should act now rather than later.
- **Relevance**
The CTA should be relevant to the reader or viewer and be aligned with the content or message of the marketing or communication piece.
- **Action-oriented language**
The CTA should use action-oriented language that encourages the reader or viewer to take immediate action, such as “call now,” “register today,” or “subscribe today.”
- **Benefit-driven language**
The CTA should communicate the benefit that the reader or viewer will receive by taking action, such as “build skills,” “learn more,” or “no-cost training.”
- **Placement**
The CTA should be prominently placed within the marketing or communication piece.
- **Design**
The CTA should be visually appealing, stand out from other text, and use contrasting colors or bold fonts to draw attention.

Resource Connections & Evergreen Links

Most often, you will be promoting a PTTC product or event, and you will connect to the URL of the landing or registration page.

However, consider using evergreen URLs to extend the shelf life of your communications. “Evergreen” URLs are preferred website landing pages that persist over time, such as the following:

- **PTTC product and resource catalog**
<https://pttcnetwork.org/centers/global-pttc/products-and-resources>
- **PTTC news feed**
<https://pttcnetwork.org/centers/global-pttc/recent-news>
- **PTTC focus areas**
<https://pttcnetwork.org/centers/global-pttc/pttc-areas-focus>
- **State prevention credentialing**
<https://pttcnetwork.org/centers/prevention-specialist-certification/prevention-specialist-certification-states>
- **Building Health Equity & Social Justice Working Group glossary of terms**
<https://pttcnetwork.org/centers/global-pttc/product/comprehensive-culturally-responsive-glossary-concepts-increase>
- **HealtheKnowledge.org**
[Link](#)

Visual & Logo

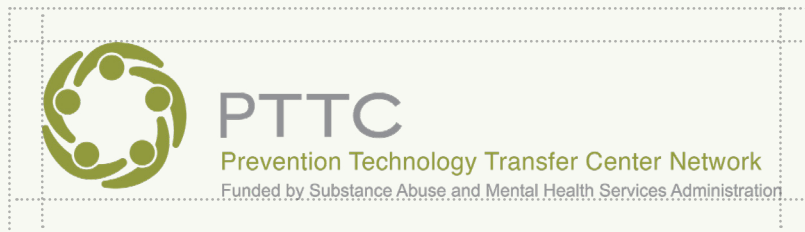
Logo Usage

The PTTC Network has multiple logo formats and colorways available to use based on context and space within a composition, as defined by the [PTTC Style Guide](#). Each logo should be given ample white space as shown via the dotted lines below. When creating a design, the Horizontal logo is recommended and preferred unless the integrity of the full logo would be compromised due to size restrictions, space, or medium.

Horizontal



Stacked



Nude



To access PTTC logo files, go online to PTTChub.org

Acceptable Colorways

Full Color



Gray



Black



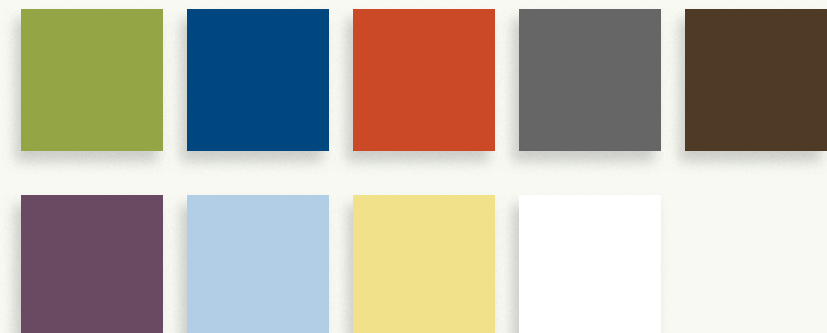
White



To determine which colorway is most effective, compare the logo's color and the color of the background it is on using the [Adobe Color Contrast Analyzer](#) or [WebAIM Color Checker](#).

Brand Colors

The PTTC Network has multiple colors that can be used in graphical or textual contexts.



Visual & Logo

Design Principles

When constructing a design, it is important to create a compelling, clear, and appealing composition in order for our audience to remain engaged. The following principles are helpful tools to keep in mind to meet that goal:

Contrast

Contrast is the difference between various elements of design that makes them stand out from each other. It is important for elements that are distinct from each other to be visually different to create legibility; like this text you're reading right now compared to the background, for example.

Balance

Balance is the distribution of information across your canvas. Balance can be both symmetrical and asymmetrical, allowing for the relationship between elements to change. Consider how content is similar and different to one another when communicating visually to our audience.

Emphasis

Emphasis is how an element of a design can stand out when compared to other elements relative to it (as well how some an element can be minimized). Color contrast, line weight, icons, and many more elements can all bring emphasis to a design element, guiding an audience's focus to it (or away from it.)

Proportion

Proportion is the size of an element compared to another. Generally speaking, larger elements are considered more important, and should be used to help categorize/separate smaller elements.

Hierarchy

Hierarchy is how one demonstrates the how important of a component is within a design. The elements that are most important should appear to be most important, and vice versa. Consider this page, how the scale of text compares to each other as it categorizes each definition.

Repetition

Repetition reinforces an idea or a perception in a composition. It can be done via things like using a consistent header format, reusing the same color palette, images, or conceits to relate elements to each other. Repetition legitimizes, and is important in keeping a brand's identity in tact.

Rhythm

Rhythm is established by the space between elements, and is an important factor in how a composition is perceived by an audience. The relationship between space and content develops a rhythm that appear regular or irregular, and both can be valuable tools depending on context to illicit different kinds of emotions.

Pattern

Pattern is focused on how the content is laid out (compared to Rhythm's emphasis on spacing.) Repeating graphical elements and design concepts allows an audience to use a design as intended, as it develops consistency that they are able to anticipate and expect.

White Space

Also referred as negative space, white space is the area in a design which have no elements. In order for a design to appear uncluttered and stand out, it's important to maintain areas which have no design elements to them.

Movement

Movement defines the way in which the audience eye travels along the composition. When creating a design, it's important to create elements which lead from the first, most important thing to the next most important, and so on. All previous concepts can be change the a compositions's movement.

Variety

Variety is the capacity for a design to create distinct visual interest. While it is important to maintain consistency, it is equally important to not become overly repetitive, as this will make a composition monotonous. Making considered, thoughtful changes to layouts, graphics. and content all keep an audience actively engaged.

Unity

Unity is how well all design elements come together to create a clear, cohesive message. Ensure that each individual piece of design comes together to form a consistent whole with a unified visual relationship.

Visual & Logo

Choosing the right visual can help to effectively communicate our messages and resonate with our target audience. Here are some pointers for choosing an image:

- **Understand your target audience**, as this is key to choosing an image that will resonate with them. Consider their age, gender, ethnicity, and interests when selecting an image.
- **Choose images that promote positive behaviors**, such as healthy activities, community engagement, or family involvement.
- **Use images that communicate a message**, such as the negative (though non-stigmatizing) effects of substance use, the benefits of prevention, or the impact of substance use on individuals and communities.
- **Use images that are authentic and relatable**; authentic images that depict real people in real situations tend to be more effective than stock photos. Choose images that your audience can relate to and see themselves in.
- **Avoid stigmatizing or stereotypical images** that perpetuate negative stereotypes or stigmatize individuals with substance use disorders. Instead, choose images that celebrate diversity and promote inclusivity.
- **Ensure the images are high quality**, as these will catch the eye and convey a professional and credible message. Use high-resolution images that are visually appealing and clear.
- **If possible, test images with your target audience** before launching your campaign to ensure that they resonate with the audience and communicate the desired message effectively.



Visual and Logo

Types of messaging treatment

- PTTC event page
- PTTC product page
- PTTC news item page
- Social media platforms

Recommended image size for posts

Facebook	Twitter	Instagram
1200 × 630	1024 × 512	1080×1080
YouTube	LinkedIn	all dimensions in pixels
1280 × 720	1200 × 627	

Examples of Prevention Priority Branding

New Product: Prevention Research Brief

Audience	Universal
Prevention Priority Message	[Statistic or story related to your product.] This is preventable.
Call to Action	Read the latest PTTC Prevention Brief.
Link	Product landing page
Visual	[Community support image]



Visual and Logo



New Product: Updated SAPST Curriculum

Audience	Prevention professionals
Prevention Priority Message	Priority Message: "It all starts with prevention."
Call to Action	Learn the essentials with our updated SAPST curriculum.
Link	SAPST landing page
Visual	[Community/learning image]

Visual and Logo

Discover effective youth cannabis prevention messaging



Register now

PTTC Network is your partner in prevention



New Product: Webinar or Event Announcement

(Preventing Underage Cannabis Use: Risk/Protective Factors & Effective Communication)

Audience	Prevention support audience
Prevention Priority Message	The PTTC Network is your partner in prevention.
Call to Action	Discover effective youth cannabis prevention messaging. Register now.
Link	Registration page
Visual	[Community/learning image]