

 **SHE\*T FOR BRAINS**

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# TONE OF VOICE

## OUR TONE PROFILE:

Inclusive	<b>Vulnerable</b>	Authentic
<b>Informative</b>	Neutral	Formal
Genuine	<b>Credible</b>	Respectful
<b>Enthusiastic</b>	Genuine	Positive

## CHARACTERISTICS:

Inclusive

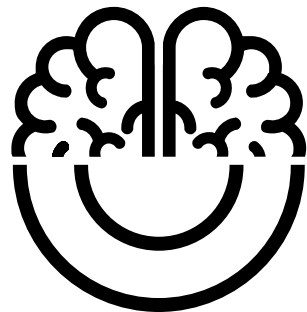
Professional

Creative

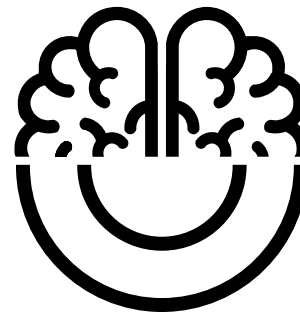
Genuine

Reliable

# LOGO STANDARDS



SHE\*T FOR BRAINS





# TYPOGRAPHY

## DM Sans Regular

---

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## DM Sans Bold

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## DM Sans Italic

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Sample text

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

# ASSETS



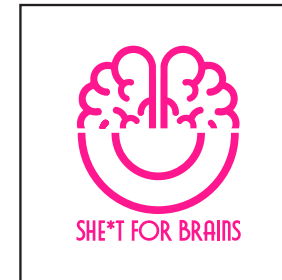
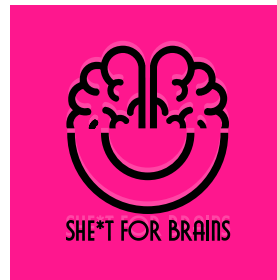
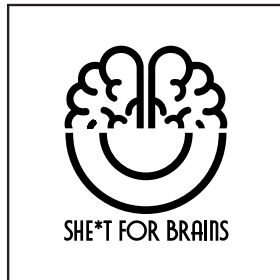
# COMPONENTS

# COLOURS – OPTION 2

PRIMARY COLOURS:



SECONDARY COLOUR:







# VISION & CORE VALUES

WHILE ACHIEVING CORPORATE GOALS ARE IMPORTANT,  
MAKING A DIFFERENCE IN THE LIFE OF A SINGLE  
INDIVIDUAL, THIS INITIATIVE WILL BE WORTH IT.

- Respect
- Confidentiality
- No judgement
- Active listening
- Support
- Inclusive language

# THE BRAND

# U S A G E



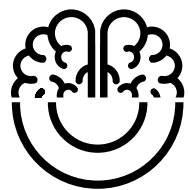




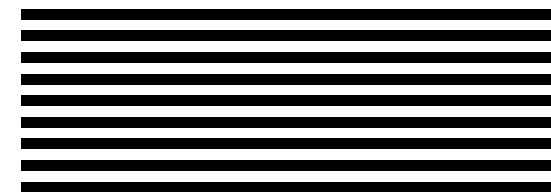








# SHE\*T FOR BRAINS



Dscoopers David Rosendahl of MindFire, Chris Minn of Infigo, Jessica DeCola of GPA, and Jon Bailey of Precision Proco, launched a grassroots initiative that focuses on mental health and wellness and on the heels of sustainability in the print industry. Inspired by the unscripted experiences shared by Jon Bailey at Dscoop EDGE Indy in March 2024, the four collectively saw an opportunity to discuss how personal and professional challenges manifest in a variety of ways, and how they can create a space that provides resources and connections in a healthy and meaningful way.

The intention of She\*t for Brains is to provide a safe space for those interested in learning proven strategies for working toward wellness, resilience, leadership, work/life balance, stress and anxiety in the workplace, among other topics.

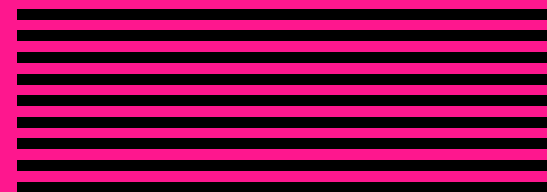
The group has partnered with credentialed psychology

and counseling experts and professional organizations that will provide knowledge and resources displayed in quarterly meetings via Zoom and on LinkedIn's community platform. Grounded in genuine connection and an understanding of the need for a community that embraces vulnerability and an openness to address otherwise stigmatized personal and professional challenges, She\*t for Brains aims to cultivate an inclusive platform that digs deep into the corners of transformative collaboration. Rosendahl, Minn, DeCola, and Bailey collectively state, "While achieving corporate goals are important, we all agree that even if we can 'reach the one,' making a difference in the life of a single individual, this initiative will be worth it."





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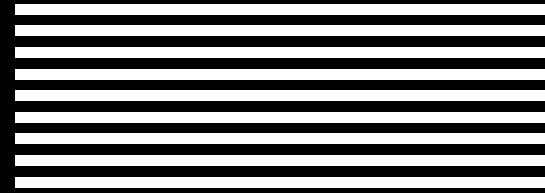
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