

**Date:** November 15, 2018  
**To:** All ACBH Staff  
**From:** Sarah Linder, ACBH Interim Director's Office  
**Re:** ACBH Logo and Branding Updates



This is to update you and answer some of your questions regarding the new ACBH logo.

After listening to feedback and considering options, we have decided to make two changes to the logo and branding language, as follows:

- The ACBH full logo tagline will be changed to **“Mental Health & Substance Use Services”** (previously “Services for Mental Health & Substance Use Disorders”).
- The description for our services will be changed as follows:  
**“We provide mental health and substance use services for families and individuals eligible for Medi-Cal”** (previously “We provide mental health and substance use disorder services for low-income families and individuals”).

These changes are being made because the words “disorders” and “low-income” have negative connotations which may perpetuate stigma.

The new versions of the logo appear in the following locations, where our old logo and letterhead used to be:

**P:\BHCS LOGO\_do not delete\ACBH LOGO\_11-6-18**  
**P:\BHCS Logo Letterhead**

Updated files from the design consultants will replace the old files on the P:\ drive as they become available (for example, the slide deck will soon be revised with the new language).

You will also find a document called “BHCS Logo Colors” which includes guidelines for revising RGB colors so you can change the font colors in your documents to replicate our new color palette.

Also coming soon are guidelines on use of the logo, colors, and templates so that we can standardize the appearance of ACBH documents and presentations.

Thank you for your patience as we make these final modifications and make the “full-time” transition to our new brand identity.

