

SPONSORSHIP/BRANDING/LOGO GUIDELINES

Date updated: April 13, 2021

Background

Thriving Mind South Florida is the DBA (Doing Business As) name of South Florida Behavioral Health Network, Inc. The organization rebranded in May 2019. SFBHN maintains that corporate name for contract and legal documents, and uses Thriving Mind South Florida in all outward-facing marketing materials, social media platforms and websites etc. The SFBHN logo is no longer used in any document.

The Thriving Mind name and logo received its US Patent Office official regulated trademark in the summer of 2020. All logos for Thriving Mind must have the "R" with a circle behind them to stay in compliance with the trademark. Any logos distributed between Thriving Mind's original rebranding in May 2019 and June 2020 (with the "TM" behind the name) needed to be removed and replaced with that "R" registered logo.

Sponsorship and Logo Use Process

All provider contracts with Thriving Mind (SFBHN) require that a "sponsorship line" (below) be included in any written materials (flyers, brochures, etc.) and on websites. However, use of logos is not required by contracts and is optional. Use of Thriving Mind's logo requires use of DCF's in all cases. Sponsor line: "Sponsored by (*Network Provider's Name*), Thriving Mind South Florida and the State of Florida, Department of Children and Families."

Approval Process for logo use and document review

Thriving Mind and DCF review each and every document with their logos. Documents and websites are reviewed for compliance with branding regulations, sponsorship language, as well as general content to ensure the content is in alignment with our mission and standards. **PLEASE DO NOT REUSE LOGOS PROVIDED FOR OTHER USES. SEND EACH NEW PROJECT FOR A NEW REVIEW.**

How to seek approval

Thriving Mind provides its own approval on documents with sponsor language and logos. Email Carrie Perez at cperez@thrivingmind.org a copy of the document on which you'd like to place the logo in order to attain the proper logo file version (we have dozens.) Thriving Mind's contract managers coordinate approval for use of DCF's logo and DCF's review of the same documents.

Turnaround time

Please allow 3-5 business days to attain both DCF's and Thriving Mind's approval for each project.