

## SPONSORSHIP/BRANDING/LOGO GUIDELINES

*Date updated: August 12, 2024*

### 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 and name are no longer used in any marketing 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 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 the Department 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. Providers will email a draft of the document or website to their respective contract manager (Nivia Pena or Elba Taveras ) who will forward requests to Carrie Liberante, Thriving Mind’s Communications Director. Carrie will conduct Thriving Mind’s review/approval and then coordinate review with the Department’s Communications Director if the document requires a logo. Contract managers are notified of any approvals/denials.

### Turnaround time

Thriving Mind’s review time is 3-5 days. The Department’s review time is 5 days. This is a total review time of 8-10 days.

However, please note that both organizations conduct “content” reviews in addition to branding review. Should your document/project need edits, you will need add in extra time in your production or print schedule. We recommend send drafts for review as early in your production process to allow for any requested content edits.

**Note on letterhead:** the Department has asked that providers NOT place its logo on NSP letterhead.

Letterhead is supposed to represent only the organization (offer letters for jobs etc., contracts, etc.) and is not considered marketing materials. If you have the Department’s logo and/or Thriving Mind’s logo on your letterhead, please remove to be in compliance.

### Contact

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