

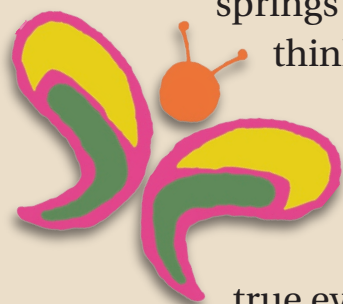
Make a theme

Butterfly graphic brightens a gray brochure

Continued ►

Make a theme

Butterfly graphic creates a focal point, color and continuity and turns a gray *before* into a vibrant *after*



Mental illness is not the topic that springs brightly to mind when we think of children. Giggles, love and happy play are more like what we imagine. The goal of mental health care is to make those images come true even for the ill child.

With that in mind, San Antonio's Southwest Mental Health Center gave us a low-budget request—lift the depressing grayness from its brochure, and give its difficult subject a sense of lightness and hope along with real clarity.

Key to the makeover was a little butterfly that gave us the focal point, color and continuity we needed. Have a look.



Before

About kids and mental health

Mental health is how we feel about ourselves and the world around us. While nearly everybody feels down occasionally, a persistent "blue" mood might be a warning sign of diagnosable mental health problem. It's not just adults who are affected by mental health problems. Children suffer too. That's especially tragic, because every young person deserves the right to feel good about themselves. To be happy. To feel a sense of self-worth. To be productive. Mental illness is a disease that can prevent this. It's not just adults who are affected by mental health problems. Children suffer too. That's especially tragic, because every young person deserves the right to feel good about themselves. To be happy. To feel a sense of self-worth. To be productive. Mental illness is a disease that can prevent this. It's not just adults who are affected by mental health problems. Children suffer too. That's especially tragic, because every young person deserves the right to feel good about themselves. To be happy. To feel a sense of self-worth. To be productive. Mental illness is a disease that can prevent this.

There is hope for children and youth

Southwest Mental Health Center offers a wide range of specialized mental health care services to improve the health of children and adolescents, support the family through the patient's recovery and work with the community to refer patients and their families to additional resources. Our confidential and comprehensive treatment is tailored to meet each patient and family's needs. Interdisciplinary treatment teams are directed by psychiatric physicians. Family involvement in treatment planning is an important part of overall care.

Acute Care: 24-Hour intensive inpatient hospitalization for children and adolescents with severe psychiatric disorders designed to stabilize a crisis situation.

Residential Inpatient Care: A highly structured environment for patients with chronic or treatment-resistant disorders.

Partial Hospital: A less restrictive day treatment alternative to inpatient care for patients with severe behavioral disorders requiring more structure and intervention than outpatient care.

Outpatient Services: Individual and family psychotherapy, medication management and comprehensive psychological assessment services to help diagnose and evaluate a child's need for treatment.

The need for service is growing

One in five children is affected by a diagnosable mental health problem every year. Nearly ten percent of young people have a serious emotional disturbance that severely disrupts their daily life. Two-thirds of the children who need help won't get it.

Without appropriate treatment, mental health problems can lead to school failure, family discord, alcohol and drug abuse, violence, jail and even suicide.

Help is available. Effective interventions and drug treatments exist. And with help, a child can learn to cope with his or her illness – and live a happy, productive life.

Treatment is cost effective, too. One study showed that \$1 invested in prevention and intervention saves \$7 in juvenile justice and welfare costs. We know it is more difficult and more costly to resolve problems later. The early years represent our best chance to avert serious mental health and social problems down the road.

We can help. If you're concerned about a child's behavior or mood, please call us at (210) 616-0300. Don't let anything stand in the way of your child's healthy future. You can help, too. Your support of Southwest Mental Health Center can help a child recover and succeed in life.

Not quite designed

Three-panel brochure is the office workhorse, but the problem with panels is that we tend to "design" simply by filling them up (right)



One . . .



two . . .



done!



Problem: It all looks alike

The before is a letterfold brochure that was designed by filling panels with text. Although every panel tells a different piece of the SMHC story, to the reader it all looks alike.

Inside

Horizontal bar creates panel-to-panel continuity but adds nothing to the design or the stories. And while blue is everyone's favorite color, it's chilly and therefore inappropriate for this project, which requires warmth, humanity and touchability.

About kids and mental health

Mental health is how we feel about ourselves and the world around us. While nearly everybody feels down occasionally, a persistent "blue" mood might be the warning sign of diagnosable mental health problem. It's not just adults who are affected by mental health problems. Children suffer too. That is especially tragic, because every young person deserves the right to feel good about themselves. To be happy. To feel a sense of self-worth. To be productive. Mental illness is a disease that can prevent this. Mental, emotional or behavioral problems that affect kids and their families include depression, anxiety, and disorders such as bipolar; conduct, eating, attention deficit-hyperactivity, obsessive compulsive, and substance use disorders. No one is immune. Mental illness affects children of all backgrounds. However, high risk factors include: physical problems, intellectual disabilities, low birth weight, family history of mental and addictive disorders, poverty, separation, and caregiver abuse and neglect.

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The need for services is growing

One in five children is affected by a diagnosable mental health problem every year. Nearly ten percent of young people have a serious emotional disturbance that severely disrupts their daily life. Two-thirds of the children who need help won't get it.

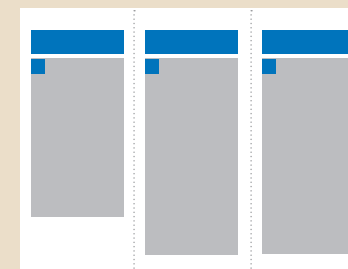
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Headlines and drop caps stand atop the panels like tombstones, clinically identifying each section but offering neither cheer nor welcome. Be careful when using more than one drop cap; readers are extremely good pattern seekers and will "connect" the caps instantly—which means they'll want to know what they spell!

Colored subheads punctuate the gray. Although they're bigger, bolder and even a different style from the text, the differences are not great enough; the page still looks gray. To punctuate effectively, differences must be very different.



Problem: It's all rectangles

The color cover is a point of interest, but the boy is the only child in the brochure, and the hard-edged, rectangular layout tends to isolate him further.

Outside

A legacy of service

Over our 115 years of community service, Southwest Mental Health Center has grown from a downtown orphanage into a regional provider of specialized mental health services for children and adolescents. Our name and work have changed over the years, but our emphasis has always remained the well-being of children.

Today, Southwest Mental Health Center is the only nonprofit specialty hospital of its kind in South Texas—and the last hope for many children and families struggling with mental illness.

Southwest Mental Health Center is dedicated to providing effective mental health services to children, adolescents and their families to help them overcome the disabling effects of mental illness, and improve their ability to function successfully at home, at school, and in the community.

Through our dedicated staff and individualized treatment programs, we are giving troubled children a better chance in life to develop to their full potential. Ultimately, we are making our communities safer and more liveable, as fewer children will experience the downward spiral of serious mental disturbance in their adolescent and adult years. Together with a caring community, we can ensure that every child who needs help gets it.

SMHC at a glance

Established: 1886
Location: South Texas Medical Center
Child & Adolescent Programs:

- Inpatient Acute Care
- Sub-acute Care
- Outpatient Services
- Partial Hospital Program
- Assessment and Evaluation Services

Facilities: Campus includes a 40-bed Hospital, Partial program, Outpatient Clinic, Activity and Education Building, Dining Hall, Swimming Pool & Recreational Areas

Licenses: Texas Department of Health, Texas Department of Mental Health and Mental Retardation

Accreditation: Joint Commission on Accreditation of Healthcare Organizations

Affiliations: University of Texas Health Science Center at San Antonio, Trinity University, St. Mary's University, Our Lady of the Lake University, Northside ISD.

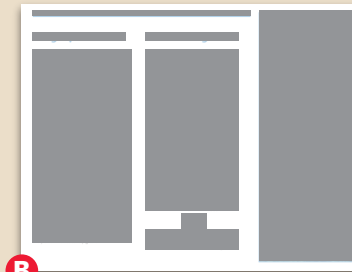
Funding: Medicaid, Commercial Insurance, Mental Health Authorities, United Way and Private Contributions

IRS Status: Not-for-profit 501(c)(3)

SMHC
 SOUTHWEST MENTAL HEALTH CENTER
 8535 Tom Slick Dr., San Antonio, TX 78229
 210-616-0300 www.smhc.org

Take your child's mental health seriously. We do.

SMHC
 SOUTHWEST MENTAL HEALTH CENTER
 Serving children, adolescents & families since 1886.



(A)

(B)

It's a rectangular world Generally speaking, when a subject needs softening you want to avoid rectangular elements. (A) Although he's in a meadow, the rectangular frame acts as a corral, isolating and confining the boy inappropriately. (B) Note the photo, text blocks, blue bar, headlines and logo are all rectangles.



There's the story!

Same information, same space, but the makeover brings the brochure new life. It now has a community of children, and stories that were invisible are clear and inviting.

After



What a change!

A hierarchy of elements from big to small share space comfortably in this multi-faceted layout. Different column widths tell the Southwest story with pace and inflection, tying the elements together while keeping them apart. Butterfly provides a point of focus as well as color and shape, which softens the natural rectangles of the page. Oranges and yellows are warm, happy colors, and green is the color of hope and new life. On the cover (far left), our young patient is not alone but getting the care she needs.





Cover image is key

The cover image is the key message-maker; it sets the tone and establishes the reader's frame of reference. Image and headline are seen together and must work as one.

Outside

SOUTHWEST MENTAL HEALTH CENTER
A LEGACY OF SERVICE

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SMHC at a glance

Established: 1886
Location: South Texas Medical Center Child & Adolescent Programs:

- Acute Care
- Residential Inpatient Care
- Partial (Day) Hospital
- Outpatient Treatment Services
- Psychological Evaluation Services



Facilities: Secure, family-friendly campus includes a 40-bed Hospital, Outpatient Clinic, Activity and Education Building, Dining Hall, Swimming Pool & Recreational Areas

Licenses: Texas Department of Health, Texas Department of Mental Health and Mental Retardation

Accreditation: Joint Commission on Accreditation of Healthcare Organizations

Affiliations: University of Texas Health Science Center at San Antonio, Trinity University, St. Mary's University, Our Lady of the Lake University, Northside I.S.D.

Funding: Medicaid, Commercial Insurance, Mental Health Authorities, United Way and Private Contributions

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8535 Tom Slick Drive, San Antonio, TX 78229
210-616-0300 • www.smhcc.org

Take your child's mental health seriously.

We do.

SOUTHWEST MENTAL HEALTH CENTER

Before



After



Simple images are more powerful

(Above) The self-absorbed boy in the meadow is not only alone—a problem of mental illness—but the photo is complex, with many competing lines and surfaces, and the point of the message is lost. In contrast is the clarity of the *after*. The girl is at peace in the nearness of a caregiver, a key concept in the brochure. Note the simplicity of the image; despite *radical* cropping, a few strong lines tell us everything we need to know—and provide a smooth backdrop for the headline.



Panels handle separate jobs

The three outside panels are seen independently, and each has a different job. The cover panel draws the reader in; the back panel provides key data at a glance.

Outside

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Back panel

SMHC at a glance

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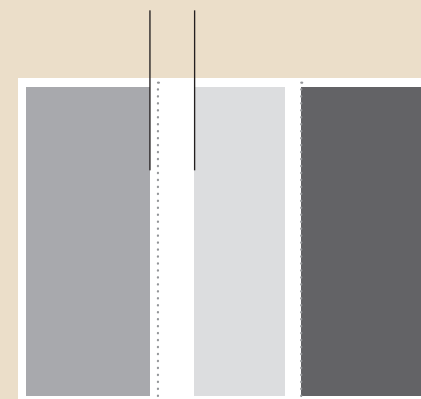
SOUTHWEST MENTAL HEALTH CENTER
8535 Tom Slick Drive, San Antonio, TX 78229
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Cover panel

Take your child's mental health seriously.

We do.

SOUTHWEST MENTAL HEALTH CENTER



Follow the panels, but differentiate

To visually differentiate the outside panels, each has been given a unique value: medium, white, dark. Because bullet points and choppy paragraphs (center panel) can be messy, they should be cushioned by wide, empty margins. Common typography (note the headline style) is a point of unity among the differences.



A multi-faceted presentation

Varying column widths, type sizes, values and colors express levels of conversation and give the reader many points of entry. Note the folds are disregarded.

Inside



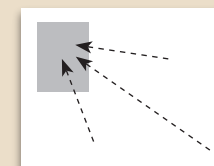
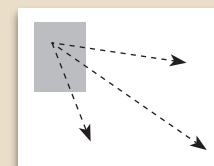
Note the flat edges



A page anchored by hope

The most important statement in the brochure anchors the design. Set in all caps on extremely tight leading (54/39) and carefully wrapped around three photos, the headline is an umbrella to which everything else will relate and leaves no doubt what the hospital stands for.

The layout starts at the headline . . .



. . . and everything relates back to it.



Bi-level typography

Careful typography creates stories within stories. Pull out key thoughts in a contrasting typeface and darker value; the reader can then browse lightly or read deeper.

Important words about kids and mental health . . .

Mental health is **how we feel about ourselves** and the world around us. While nearly everybody feels it's easy for parents to recognize when a child has a high fever, a child's mental health may be more difficult to identify. Mental health problems can't always be seen. But many symptoms can be recognized.

Mental health problems affect **one in every five** young people at any given time. Some mental health problems are severe enough to disrupt daily life and a child's ability to function. Such serious disturbances affect one in every 20 young people.

Tragically, an estimated two-thirds of all children with mental health problems are not getting the help they need.

Without help, serious mental health problems can lead to school failure, alcohol or other drug abuse, family discord, violence, or even suicide.

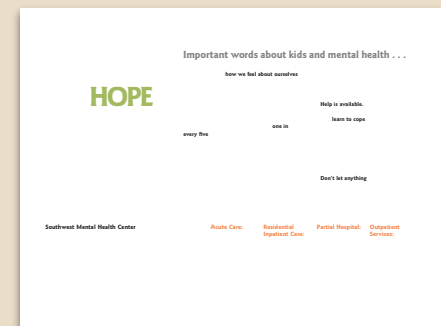
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If you're concerned about the life and health of a child, seek help immediately. Talk to your doctor, school counselor, or other mental health professional who is trained to assess whether or not your child has a mental health problem.

Don't let anything stand in the way of your child's healthy future.

A complex story has many facets

The designer can make reading easier and more interesting by breaking a story into visual parts. Left, with no editorial input at all, a “browser level” was created for the reader simply by highlighting key words in an ordinary galley of type. Note below the number of key thoughts that have been highlighted on the page; each labels and clarifies a different facet of its story.

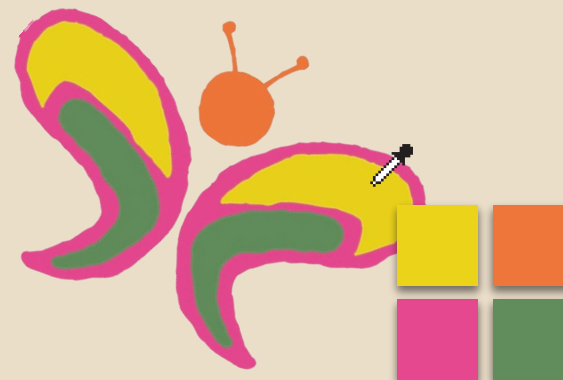
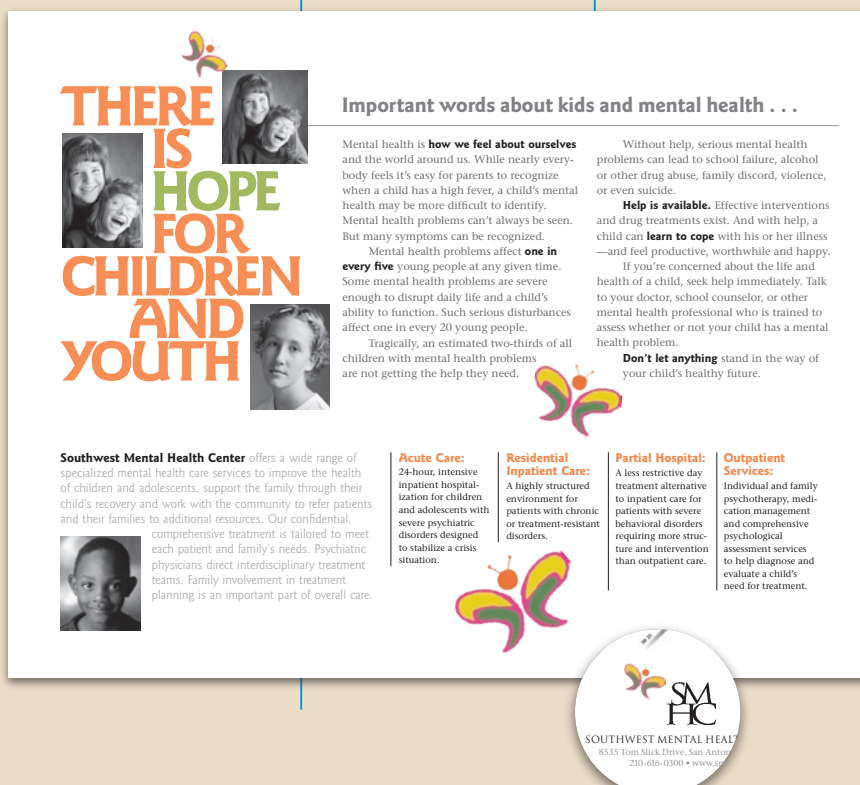




Butterfly makes a theme

Fluttering across the heavy topic is a hopeful little butterfly. This was key to the makeover. The butterfly provided the color palette and visual continuity from section to section.

Inside



Color, continuity—and touchability

A theme is a color or shape or image that ties the elements of the brochure together by giving them a consistent—or repetitive—look and feel. In this case, the butterfly was duplicated and placed intermittently throughout the brochure, and its simple color palette was picked up in the headlines. Just as important as its visual properties are its message-making qualities; the butterfly is light, non-threatening and touchable, and its presence represents hope to those in the dungeons of mental illness.

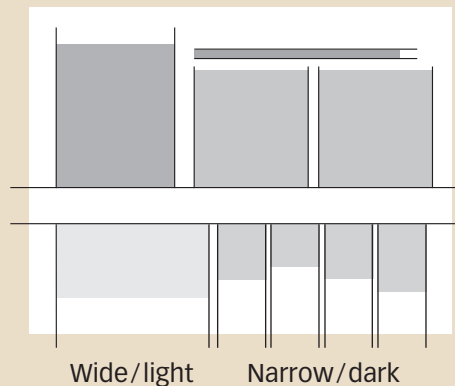
Butterfly connects front to back.



On a page of rectangles, a curvy counterpoint

Finally, graphics carve esses atop the rectangular page, gracefully connecting top to bottom. Similar sizes make all seven objects work in unison.

Inside



Mechanical and organic The variety of column widths and type sizes keep the page engaging and the eye moving. Note above the page is first divided top to bottom, then each section is divided again; note especially the unusually narrow columns at the bottom. Left, overlaying the rectangular format are three butterflies from large to small and the children's photos, which follow sweeping **S** curves and provide a softening counterpoint to the layout.



Article resources

1a **2a** **3a** **2b** **2a** **1b**

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4 **3b** **4**

2d **9** **10** **2e** **1c** **10**

THERE IS HOPE FOR CHILDREN AND YOUTH

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Typefaces

1 (a–c) ITC Goudy Sans Book

a) 9/14 pt, b) 9/11 pt, c) 12/14 pt

2 (a–h) ITC Goudy Sans Bold

a) 18/14 pt, b) 9/11 pt,
c) 36/30 pt –25 letterspacing,
d) 54/39 pt –50 letterspacing,
e) 12/14 pt, f) 20/14 pt, g) 11/14 pt,
h) 12/12.5 pt

3 (a–c) ITC Stone Serif Medium

a) 10/14 pt, b) 8/10 pt, c) 8.5/11.5 pt

4 Trajan Regular | 8/9.5 pt

Colors

5 C10 M9 Y12 K4

6 C0 M60 Y80 K0

7 C27 M0 Y72 K18

8 C0 M0 Y0 K40

9 C0 M0 Y0 K60

10 C0 M0 Y0 K70

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Before & After has been sharing its practical approach to graphic design since 1990. Because our modern world has made designers of us all (ready or not), Before & After is dedicated to making graphic design understandable, useful and even fun for everyone.

John McWade Publisher and creative director

Gaye McWade Associate publisher

Vincent Pascual Staff designer

Dexter Mark Abellera Staff designer

Before & After magazine

323 Lincoln Street, Roseville, CA 95678

Telephone 916-784-3880

Fax 916-784-3995

E-mail mailbox@bamagazine.com

www <http://www.bamagazine.com>

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For the current table of contents, [click here](#). To save time and paper, a paper-saver format of this article, suitable for one- or two-sided printing, is provided on the following pages.

For presentation format

[Print:](#) (Specify pages 1–13)



Print

Format: Landscape
Page Size: Fit to Page

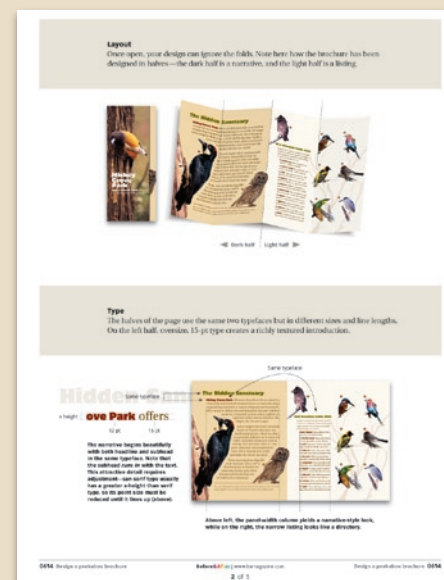


Save

Presentation format or
Paper-saver format

For paper-saver format

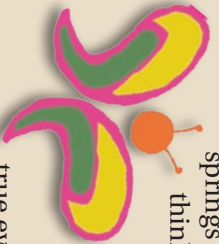
[Print:](#) (Specify pages 15–21)





Make a theme

Butterfly graphic brightens a gray brochure



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With that in mind, San Antonio's Southwest Mental Health Center gave us a low-budget request—lift the depressing grayness from its brochure, and give its difficult subject a sense of lightness and hope along with real clarity.

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mental health**

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Not just adults, who are affected by mental health problems, children suffer too. That is especially tragic because every young man deserves the right to feel good about himself. To be happy. To feel a sense of self-worth. To be productive.

Stress is a disease that prevents the normal emotional or behavioral problems that adults and their families include depression, anxiety, and disorders such as bipolar, conducting, attention deficit/hyperactivity, obsessive compulsive, and substance use disorders. There is immense physical stress effects children and adolescents. However, high risk factors background. However, high risk factors are physical problems, intellectual disabilities, low weight, family history of mental and physical disorders, poverty separation, and poor abuse and neglect.

There is hope for children and youth

Southeast Perinatal Health Center offers a wide range of specialized mental health care services to improve the health of children and adolescents, support the family through the patient's recovery and work with the community to refer patients and their families to additional resources. Our confidential and comprehensive treatment is tailored to meet each patient and family's needs. Interdisciplinary treatment teams are directed by pediatric physicians, family involvement in treatment planning is an important part of

Acute Care: 24-hour, intensive inpatient hospitalization for children and adolescents with severe psychiatric disorders designed to stabilize a crisis situation.

Residential/Inpatient Care: A highly structured environment for patients with chronic or treatment-resistant disorders.

Partial Hospital: A less restrictive day treatment alternative to inpatient care for patients with severe behavioral disorders requiring more structure and intervention than

The need for services is growing

One in five children is affected by a diagnosable mental health problem every year. Nearly 100 percent of young people have a serious emotional disturbance that severely disrupts their daily life. Two-thirds of the children who need help won't get it.

Without appropriate treatment, mental health problems can lead to school failure, family discord, alcohol and drug abuse, violence, jail and even suicide.

Help is available. Effective interventions and

drug treatments out. And that helps a child can learn to cope with her or his illness—and live a happy, productive life.

Treatment is cost-effective, too. One study showed that \$1 invested in prevention and intervention saves \$7 in health care and welfare costs. We know it is more difficult, and more costly, to resolve problems later in the early years represent our best chance to avert serious mental health and social problems down the road.

We can help. If you're concerned about a

Not quite designed

Three-panel brochure is the office workhorse, but the problem with panels is that we tend to "design" simply by filling them up (right):



One . . .

two . . .

done!

The before is a letterfold brochure that was designed by filling panels with text. Although every panel tells a different piece of the SMHC story, to the reader it all looks alike.

Horizontal bar creates panel-to-panel continuity but adds nothing to the design or the stories. And while blue is everyone's favorite color, it's chilly and therefore inappropriate for this project, which requires warmth, humanity and *touchability*.

Mental health is how we feel about ourselves and the world around us. While nearly everybody feels down occasionally, a persistent "blue" mood might be the warning sign of diagnosable mental health problem.

There is hope for children and youth

Southern Ontario Health Care offers a new, comprehensive, specialist mental health program for children and youth. Health professionals and educators support the family through the patient recovery and work with the community to meet patients' needs. Confidential and comprehensive assessments are tailored to meet each patient and family's requirements. The program is available to patients in the following categories: patients with a diagnosed psychiatric illness, patients with a suspected psychiatric illness, patients with a mental health problem, and patients presenting in an urgent part of the hospital.

Outpatient Service: 24-hour emergency mental health services for children and adolescents with serious psychiatric disorders requiring admission to hospital. A dedicated team of mental health professionals and nurses are available to assist patients with admission and discharge planning.

Residential Inpatient Care: A fully equipped, 24-hour inpatient facility for children and adolescents with serious psychiatric disorders requiring admission to hospital. A dedicated team of mental health professionals and nurses are available to assist patients with admission and discharge planning.

Outpatient Service: A dedicated team of mental health professionals and nurses are available to assist patients with admission and discharge planning.

Psychiatric Services: A dedicated team of mental health professionals and nurses are available to assist patients with admission and discharge planning.

Comprehensive Care: A dedicated team of mental health professionals and nurses are available to assist patients with admission and discharge planning.

One in five children is affected by a significant mental health problem every year. Nearly ten percent of young people have a serious emotional disturbance that severely affects their daily life. How often do your children who need help want help?

As a pediatrician, mental health problems that do not show signs of being discord, alcohol and drug abuse, violence, jail and more suicide.

Help is available. Effective interventions and drug treatments exist with help, a child can learn to cope with his or her illness – and live a happy, productive life.

Treatment cost is the issue. One study showed that \$1 invested in preventive and intervention saves \$3 in future medical and social costs. The more a child is treated and the earlier the treatment, the less the cost. In early years, prevention and first drugs to avert serious mental health and social problems can be \$500 or less.

We can't afford to ignore children with a mental health problem.

[illegible]

clinically identifying each section but offering neither cheer nor welcome. Be careful when using more than one drop cap; readers are extremely good pattern seekers and will “connect” the caps instantly—which means they’ll want to know what they spell!

The color cover is a point of interest, but the boy is the only child in the brochure, and the hard-edged, rectangular layout tends to isolate him further.

Over our 115 years of community service, Southwest Mental Health Center has grown from a downtown

Through our dedicated staff and individualized treatment programs, we are giving troubled children a better chance in life to develop into healthy, productive adults. We are making our communities safer and more livable as fewer children will experience the detrimental spiral of serious mental disturbance in their adolescent and adult years. Together with a caring community, we can ensure that every child who needs help gets it.

Established: 1886
Location: South Texas Medical Center
Child & Adolescent Programs

**SM
HC**
SOUTHWEST MENTAL HEALTH CENTER
8535 Tom Slick Dr., San Antonio, TX 78229



It's a rectangular world Generally speaking, when a subject needs softening, you want to avoid rectangular elements. (A) Although he's in a meadow, the rectangular frame acts as a corral, isolating and confining the boy (inappropriately). (B) Note the photo, text blocks, blue bar, headlines and logo are all rectangles.

There's the story!

Same information, same space, but the makeover brings the brochure new life. It now has a community of children, and stories that were invisible are clear and inviting.



After



Important words about kids and mental health . . .

Mental health is **hard** for kids because the world around us is often not a safe place. When kids have a difficult time, it can be hard for them to see a bright future. A child's mental health problems can't always be seen, but every young person can be successful in life. Some mental health problems are severe and can last a long time. It's important for kids to get help as soon as they can. If you're concerned about the life and health of a child, seek help immediately. Talk to your doctor or a mental health professional who is trained to help. Don't let anything stand in the way of your child's healthy future.

Local Care
24-hour crisis line
Inpatient hospital
and outpatient
services
Mental health
problems can't
always be seen,
but every young
person can be
successful in life.

**Regional
Important Care**
A highly specialized
unit for children
with serious mental
health problems.
A new service.

What a change!
A hierarchy of elements from big to small share space comfortably in this multi-faceted layout. Different column widths tell the Southwest story with pace and inflection, tying the elements together while keeping them apart. Butterflies provides a point of focus as well as color and shape, which softens the natural rectangles of the page. Oranges and yellows are warm, happy colors, and green is the color of hope and new life. On the cover (far left), our young patient is not alone but getting the care she needs.



Cover image is key

The cover image is the key message-maker; it sets the tone and establishes the reader's frame of reference. Image and headline are seen together and must work as one.

Outside



SOUTHWEST MENTAL HEALTH CENTER A LEGACY OF SERVICE

Over our many years of community service, Southwest Mental Health Center has been a leader in providing mental health services for children and adolescents. We have been a regional provider of specialized mental health services for children and adolescents for over 50 years. Our services have changed over the years, but our emphasis has always remained the same: to provide the best care possible. Today, Southwest Mental Health Center is the only nonprofit specialty center in the region dedicated to the health services for children, adolescents, and their families to help them overcome mental health problems and achieve the best hope for many children and families struggling with mental illness.

Southwest Mental Health Center is dedicated to the health services for children, adolescents, and their families to help them overcome mental health problems and achieve the best hope for many children and families struggling with mental illness. Through our dedicated staff and individualized treatment programs, we strive to help children and adolescents achieve the best hope for many children and families struggling with mental illness. Ultimately, we are making a difference in the lives of children and adolescents, as fewer children will experience the downward spiral of serious mental illness and their families will experience the stress and worry of a child with a mental illness. Together with a caring community, we can ensure that every child who needs help gets it.

SMHC at a glance

- Leadership** Staff from Mental Health Center, Child & Adolescent Program, and Southwest Mental Health Center
- Services** Inpatient hospital and outpatient services, 24-hour crisis line, and community-based services
- Partnerships** University of Texas at Austin, Texas Children's Hospital, Texas A&M University, Texas Tech University, and other regional hospitals
- Location** 1001 West 10th Street, Suite 1000, Austin, Texas 78703



SOUTHWEST MENTAL HEALTH CENTER
1001 West 10th Street, Suite 1000, Austin, Texas 78703
512.477.1000 | www.southwestmentalhealthcenter.org

Before



After

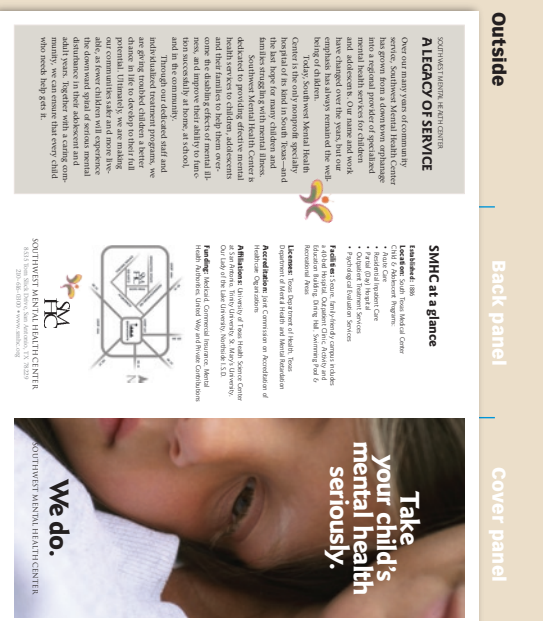


Simple images are more powerful

(Above) The self-absorbed boy in the meadow is not only alone—a problem of mental illness—but the photo is complex, with many competing lines and surfaces, and the point of the message is lost. In contrast is the clarity of the after. The girl is at peace in the nearness of a caregiver, a key concept in the brochure. Note the simplicity of the image; despite radical cropping, a few strong lines tell us everything we need to know—and provide a smooth backdrop for the headline.

Panels handle separate jobs

The three outside panels are seen independently, and each has a different job. The cover panel draws the reader in; the back panel provides key data at a glance.



Follow the panels, but differentiate

To visually differentiate the outside panels, each has been given a unique value: medium, white, dark. Because bullet points and choppy paragraphs (center panel) can be messy, they should be cushioned by wide, empty margins. Common typography (note the headline style) is a point of unity among the differences.

A multi-faceted presentation

Varying column widths, type sizes, values and colors express levels of conversation and give the reader many points of entry. Note the folds are disregarded.

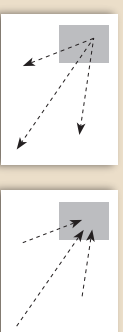


Note the flat edges



A page anchored by hope

The most important statement in the brochure anchors the design. Set in all caps on extremely tight leading (54/39) and carefully wrapped around three photos, the headline is an umbrella to which everything else will relate and leaves no doubt what the hospital stands for.



... and everything relates back to it.

Bi-level typography

Careful typography creates stories within stories. Pull out key thoughts in a contrasting typeface and darker value; the reader can then browse lightly or read deeper.

Important words about kids and mental health . . .

Mental health is **how we feel about ourselves** and the world around us. While nearly everybody feels it's easy for parents to recognize when a child has a high fever, a child's mental health may be more difficult to identify. Mental health problems can't always be seen. But many symptoms can be recognized.

Mental health problems affect **one in every five** young people at any given time. Some mental health problems are severe enough to disrupt daily life and a child's ability to function. Such serious disturbances affect one in every 20 young people.

Tragically, an estimated two-thirds of all children with mental health problems are not getting the help they need.

Without help, serious mental health problems can lead to school failure, alcohol or other drug abuse, family discord, violence, or even suicide.

Help is available. Effective interventions and drug treatments exist. And with help, a child can **learn to cope** with his or her illness—and feel productive, worthwhile and happy.

If you're concerned about the life and health of a child, seek help immediately. Talk to your doctor, school counselor, or other mental health professional who is trained to assess whether or not your child has a mental health problem.

Don't let anything stand in the way of your child's healthy future.

A complex story has many facets

The designer can make reading easier and more interesting by breaking a story into visual parts. Left, with no editorial input at all, a "browser level" was created for the reader simply by highlighting key words in an ordinary gallery of type. Note below the number of key thoughts that have been highlighted on the page; each label and clarifies a different facet of its story.



Butterfly makes a theme

Fluttering across the heavy topic is a hopeful little butterfly. This was key to the makeover. The butterfly provided the color palette and visual continuity from section to section.

Inside



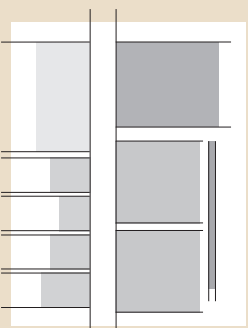
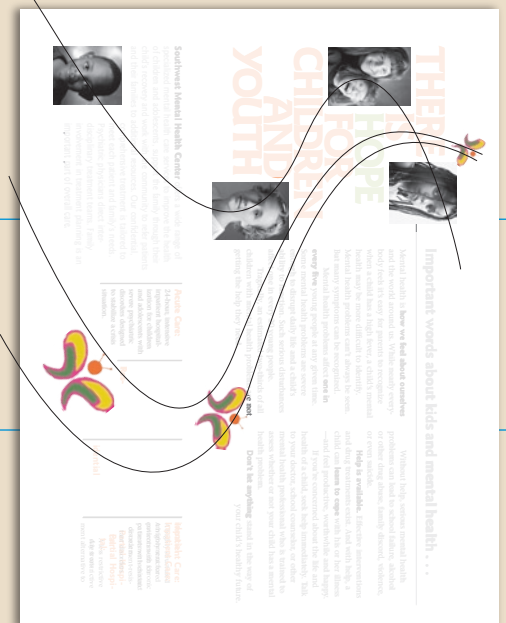
Color, continuity—and touchability

A theme is a color or shape or image that ties the elements of the brochure together by giving them a consistent—or repetitive—look and feel. In this case, the butterfly was duplicated and placed intermittently throughout the brochure, and its simple color palette was picked up in the headlines. Just as important as its visual properties are its message-making qualities; the butterfly is light, non-threatening and touchable, and its presence represents hope to those in the dungeons of mental illness.

Butterfly connects front to back.

On a page of rectangles, a curvy counterpoint

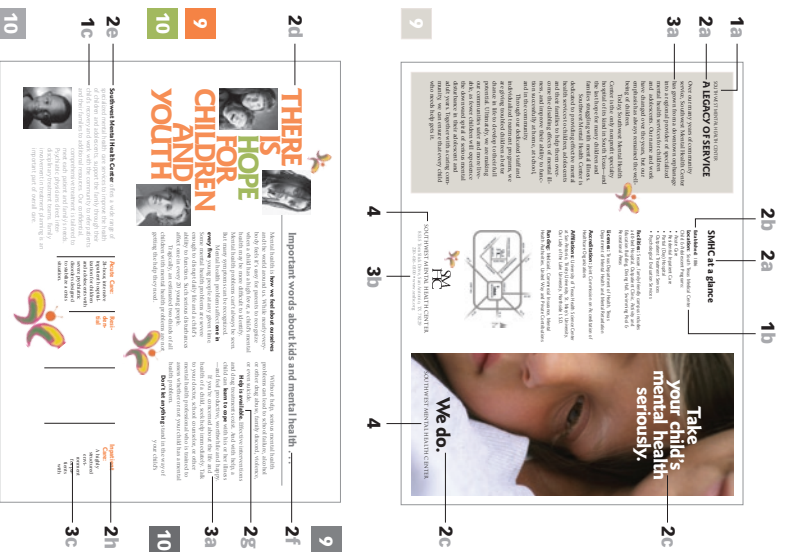
Finally, graphics carve esses atop the rectangular page, gracefully connecting top to bottom. Similar sizes make all seven objects work in unison.



Wide /light Narrow /dark

Mechanical and organic The variety of column widths and type sizes keep the page engaging and the eye moving. Note above the page is first divided top to bottom, then each section is divided again, note especially the unusually narrow columns at the bottom. Left, overlaying the rectangular format are three butterflies from large to small and the children's photos, which follow sweeping **S** curves and provide a softening counterpoint to the layout.

Article resources



Typefaces

- 1 (a–c) **ITC Goudy Sans Book**
 - a) 9/14 pt, b) 9/11 pt, c) 12/14 pt
- 2 (a–h) **ITC Goudy Sans Bold**
 - a) 18/14 pt, b) 9/11 pt,
 - c) 36/30 pt –25 letterspacing,
 - d) 54/39 pt –50 letterspacing,
 - e) 12/14 pt, f) 20/14 pt, g) 11/14 pt,
 - h) 12/12.5 pt
- 3 (a–c) **ITC Stone Serif Medium**
 - a) 10/14 pt, b) 8/10 pt, c) 8.5/11.5 pt
- 4 **Trian Regular** | 8/9.5 pt

Colors

- 5 C10 M9 Y12 K4
- 6 C0 M60 Y80 K0
- 7 C27 M0 Y72 K18
- 8 C0 M0 Y0 K40
- 9 C0 M0 Y0 K60
- 10 C0 M0 Y0 K70

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www.smhc.org

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John McWade Publisher and creative director

Gaye McWade Associate publisher

Vincent Pascual Staff designer

Dexter Mark Abellera Staff designer

Before & After magazine

323 Lincoln Street, Roseville, CA 95678

Telephone 916-784-3880

Fax 916-784-3995

E-mail mailbox@bamagazine.com

[www http://www.bamagazine.com](http://www.bamagazine.com)

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