



A Smarter, Healthier System.

SHARED STANDARDS FOR ALL PROGRAM PARTNERS

Brand And Design System

One recognizable program. A consistent family of deliverables. This is the working standard for every report, presentation, learning convening and digital surface produced under the Behavioral Health Performance Management program.

PROGRAM

Behavioral Health Performance Management

EDITION

Version 2.0 · 8 September 2026

AGREEMENT

BHSOAC Agreement #25BHSOAC019

PUBLISHED AT

bhp.impacterpathway.com/brand-book

Six Sections

01	Overview	What This System Is For
02	Identity	The Mark And Its Lockups
03	Color	Two Inks, Measured From The Artwork
04	Typography	Editorial Authority, Everyday Clarity
05	Layout & Components	A Small Kit, Used Consistently
06	Rules & Handoff	How To Write It, How To Get It

This edition is rendered from bhpm.impacterpathway.com/brand-book. The page is the source and this document is a rendering of it, so the two carry the same values. Where an older BHPM document disagrees with either, this standard is correct.

A Shared Design Language

Every document the program publishes carries the same mark, the same navy foundation, the same coral detail and the same reading order. A reader who has seen one BHPM document recognizes the next one before reading a word of it.

Why One System

School-based behavioral health work has historically arrived in fragments. Every agency brings its own terminology, its own template and its own color, so a superintendent reading four documents about one student population cannot tell which findings connect. The program is judged on whether its record holds together.

This system exists to make the record legible as one body of work. It is deliberately small: two inks, three typefaces with one job each, one page anatomy and a handful of components. A small system is one a partner can actually follow without a designer in the room.

Outcomes Over Apparatus

Never describe what the measurement does. Describe what it lets someone see or decide. A page that explains its own machinery has spent the reader's attention on the wrong thing.

Institutional Credibility

The record is read by people who audit it. Type, spacing and color are all set to survive that reading: dense where the reader wants density, plain where a claim is being made, sourced everywhere.

No Deficiency Framing

Capacity facts are stated about the cohort, never as a shortfall of a named school. This is a design constraint as much as an editorial one, and it is why this palette has no red alert state.

Behavioral Health Performance Management

California's school-based behavioral health performance management program, run by the Santa Clara County Office of Education as prime with Impacter Pathway as delivery lead, under BHSOAC Agreement #25BHSOAC019.

6

Districts

18

Schools

4

Counties

WHO THIS IS FOR

County Offices Of Education

Board reports, superintendent briefings, convening materials

Local Educational Agencies

Site-level summaries, staff communication, cabinet decks

County Behavioral Health

Cross-agency briefs, service coordination documents

State Oversight

Contract deliverables, audit packages, legislative summaries

Technical And Research Partners

Method notes, metric briefs, co-authored papers

01.2 • THE FRAME

Four Words The System Has To Carry

01

Evidence

Every figure the program publishes is aggregate, de-identified and traceable to a source a reader can open. The design system exists to make that traceability visible rather than claimed.

02

Partnership

A county office, six districts, eighteen schools and five supporting partners all publish under one mark. The system has to work when someone else is holding the pen.

03 Learning

Convenings, coaching sessions and site visits generate as much of the record as the reports do. Worksheets and slides are first-class surfaces here, not afterthoughts.

04 Reports

Nine contract deliverables across two years, read by a state commission, county superintendents and site practitioners in the same week. One page anatomy serves all three readers.

01.3 • CONTENTS

What Is In Here

SECTION 02

Identity

The Mark And Its Lockups

SECTION 03

Color

Two Inks, Measured From The Artwork

SECTION 04

Typography

Editorial Authority, Everyday Clarity

SECTION 05

Layout & Components

A Small Kit, Used Consistently

SECTION 06

Rules & Handoff

How To Write It, How To Get It



One Mark, Every Partner

This publication carries the BHPM mark alone and no organization's co-branding, so any partner can hand it on without appearing to endorse a vendor. Rules for joint documents are in **Rules & Handoff**.

The Mark And Its Lockups

Five authorized lockups, each with a job. Use the supplied file. A BHPM typed in a heading is not the mark.



LOCKUP 01

Primary Horizontal Mark

The default. Report covers, site headers, portal mastheads, executed agreements. If there is room for one mark, this is the mark.

SPECIFICATION

900 × 218 PX

PNG, TRANSPARENT

NAVY AND REVERSED

bhpm-horizontal.png

LOCKUP 02 • FULL SYSTEM DESCRIPTOR

900 × 355 px

BH-IPM
 Behavioral Health
 Performance Management System

LOCKUP 03 • PANORAMIC

900 × 274 px

BH-IPM
 Behavioral Health Performance Management System

Two-Line Full Name Lockup

Where the reader may not know the initialism. Formal cover pages, first-time partner materials, anything going to a state audience cold.

One-Line Full Name Lockup

Wide, shallow spaces. Landscape slide headers, document footers, banner strips where height is capped.

LOCKUP 04 • SINGLE INK

900 × 300 px



BHPM
A Smarter, Healthier System.

One-Color Lockup

Single-ink print, photocopy, fax, newsprint inserts and any reproduction that cannot hold the coral. Solid navy, or solid white when reversed. This is the lockup that carries the tagline, so choosing it is choosing to publish the line.

LOCKUP 05 • BADGE AND FAVICON

512 × 512 px



Square Icon

Browser tabs, app launchers, avatars, document stamps and any square container. Never stretched to fill a rectangle.

On Paper, And On Navy

Two files, not one file and a filter. The navy artwork goes on white or Paper. The reversed white artwork goes on Navy 800 or darker. Nothing goes on a mid-tone, and nothing goes over a photograph.



Navy artwork on White or Paper. 12.41:1 against the page ground.



Reversed artwork on Navy 800 or darker. Use the light file, never an inversion.

How The Program Reads Its Own Mark

The readings below are the reasoning the program adopts going forward. They are a shared way to talk about the mark, not an account of how the artwork was first drawn.



● THE FOCAL NODE

Where Two Systems Meet

The coral node sits between the education half of the wordmark and the measurement half. The program reads it as the point where a district and its county behavioral health partner actually coordinate, which is the thing the program measures.

● THE CONNECTING BAR

One Continuous Record

A single horizontal stroke carries across the letterforms rather than stopping between them. Read as continuity: one record across four counties, not four records filed together.

● THE LETTERFORM WEIGHT

Built To Be Audited

Heavy block letterforms hold at small sizes and in single-ink reproduction. The mark has to survive a photocopied board packet, which is where a lighter mark falls apart.

● THE TWO-INK BREAK

Governance And Vitality

Navy carries the institutional weight. Coral appears once, and only at the node. That ratio is the whole color rule of the system in miniature.

A Smarter, Healthier System.



The tagline is drawn into the one-color lockup. Any partner using that file is publishing it, which is why it is governed here rather than left to a campaign.

WHAT IT CLAIMS

It is a claim about the system, not about a school. Smarter means the behavioral health picture is built from evidence a district can open and check. Healthier means the point of the measurement is what changes for students, not the measurement itself.

Set It In Title Case, With The Period

A Smarter, Healthier System. The comma and the closing period are part of the line. It is a sentence, and it is punctuated like one.

Never Larger Than The Wordmark

Where it appears as live text rather than inside the artwork, it sits below the mark at no more than a third of the wordmark's cap height.

Once Per Surface

A cover, or a footer, or a slide title card. Never two of them in the same document, and never inside a table or a heading.

Not A Substitute For The Program Name

First reference is always Behavioral Health Performance Management. The tagline supports the name; it does not stand in for it.

Clear Space And Minimum Size

X Equals The Cap Height Of The B

X = CAP HEIGHT

Keep a clear margin of at least X on all four sides of the mark. Nothing enters that margin: no headline, no rule, no page border, no partner logo, no photograph edge.



Do Not Encroach

Type, gridlines, table borders and secondary seals all stay outside the perimeter. If the layout is too tight to hold it, the mark is too large for the space.

Approved Grounds

Place the navy artwork on white or on Paper. Place the white artwork on Navy 800 or darker. Never place either on a mid-tone or over a photograph.

MINIMUM REPRODUCTION

Below these sizes the focal node closes up and the mark stops reading. Measure width, not height.

Web And Digital

Dashboards, page headers, portals

180 px

Minimum Width

Print At 300 DPI

Reports, briefs, convening handouts

1.25 in

31.75 mm

Square Icon Only

Browser tabs and app launchers

24 px

Square

About The SVGs

The SVGs are faithful traces of the supplied raster, produced by scripts/trace-brand-svg.py, and recolored to the canonical inks. They are exact on the straight edges, which is most of this mark, and within a three quarter pixel tolerance on the curves. Use them for anything larger than the PNG's own pixel size. A native vector redraw is still the open production item.

02.6 · USE WITH CARE

Do, And Do Not

APPROVED

- ✓ **Supplied Artwork, Unmodified**
Scale proportionally from the supplied file.
- ✓ **Navy Artwork On Light Grounds**
White or Paper only.
- ✓ **White Artwork On Navy 800 Or Darker**
Use the light file, not an inverted screenshot.

NOT PERMITTED

- ✗ **Never Stretch Or Condense**
Aspect ratio is fixed. Hold shift.
- ✗ **Never Recolor Or Retype**
No substitute typeface, no third color, no gradient.
- ✗ **Never Add Effects**
No shadow, glow, outline, bevel or container stroke.
- ✗ **Never Place On A Mid-Tone Or Photograph**
Contrast fails and the node disappears.
- ✗ **Never Rebuild The Mark In Live Text**
Use the file. A typed BHPM is not the mark.

The Palette Was Measured, Not Chosen

The five supplied logo files do not agree with each other. Sampled pixel by pixel, the navy ranges across five values and the coral across four. That spread is export variance from one underlying vector, not five brand colors, and it is why partners have been quoting different hex codes.

WHAT EACH FILE MEASURED

Sampled at the opaque core of each supplied lockup. Anti-aliased edges excluded.

ARTWORK	NAVY	L*	CORAL	L*
bhpm-horizontal.png	 #10385F	22.7	 #F25C4C	59.0
bhpm-icon.png	 #03325E	20.4	 #FB4E3B	58.3
bhpm-wordmark-one-line.png	 #012F5C	19.2	 #FD5343	59.4
bhpm-one-color.png	 #0C3866	23.3	Single ink	
bhpm-wordmark-two-line.png	 #0B3864	22.9	 #FD5041	59.1

Navy spread across the supplied files: L* 19.2 to 23.3. Coral spread: L* 58.3 to 59.4.

METHOD

Each file was sampled at its opaque core, ignoring anti-aliased edges. Each sample was converted to CIELAB and reduced to one centroid per artwork, so the large square icon does not outvote the narrow wordmark. Those five centroids were averaged, and the result matched against Pantone Solid Coated by CIEDE2000.

The Result Is Reproducible

The two values below are the canonical inks. When the artwork is next redrawn from vector, it should be redrawn to these. The derivation is committed alongside the record at `scripts/derive-brand-palette.py` and prints every value on this page. Re-run it if the artwork is ever redrawn.

Two Inks, Fully Specified

FOUNDATION

#083561

BHPM Navy

PANTONE 534 C · CMYK 98 · 41 · 0 · 64

The institutional foundation. Headings, body text, mastheads, footers, table headers, filled metric panels and every primary control.

RGB	8 · 53 · 97
CIELAB	L* 21.70 a* 3.92 b* -30.04
LCh	L 21.7 C 30.3 H 277.4°
Pantone Solid Coated	PANTONE 534 C · ΔE 2.33
Alternate Ink	PANTONE 3581 C · ΔE 2.32
CMYK, Coated	98 · 41 · 0 · 64
On White	12.41:1 AAA

3581 C measures a hundredth of a Delta closer, which is far below anything an eye can separate, so the two are a tie. 534 C is the specified ink because it is the more widely stocked of the pair. A nearer match exists in the Premium Metallics series and is excluded: it is not a process ink a report can be printed in.

ACCENT

#FA5343

BHPM Coral

PANTONE 2027 C · CMYK 0 · 65 · 74 · 6

Emphasis, and only emphasis. Section eyebrows, the rule under a heading, an active tab, a numbered finding badge, one call to action per view.

RGB	250 · 83 · 67
CIELAB	L* 58.97 a* 62.43 b* 44.75
LCh	L 59.0 C 76.8 H 35.6°
Pantone Solid Coated	PANTONE 2027 C · ΔE 2.08
Alternate Ink	PANTONE Warm Red C · ΔE 2.29
CMYK, Coated	0 · 65 · 74 · 6
On White	3.29:1 AA LARGE ONLY

Warm Red C is the fallback where 2027 C is unavailable. It runs slightly hotter and slightly lighter, which is acceptable for a single accent at this size.

Pantone matches computed by CIEDE2000 against a published Solid Coated sRGB and Lab reference set of 3,219 colors. Treat them as the specification to send a printer, and confirm against a physical Color Bridge on the first press run.

03.3 · RAMPS

Everything Else Is A Tint Of Those Two

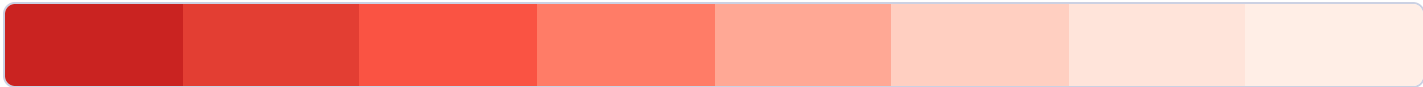
Both ramps hold their ink's hue exactly and move only in lightness, with chroma tapering into the light end so a tint stays a clean neutral. There is no separate gray palette in this system. Every neutral on the page is navy.

Navy, Twelve Steps

HUE LOCKED · 277.4°



TOKEN	HEX	ON PAPER	USE
 navy-950	#001F47	15.60:1	Ribbon and footer ground
 navy-900	#002953	13.92:1	Filled panels on a navy page
 navy-800	#083561	11.86:1	The ink. Headings and body text
 navy-700	#25436D	9.55:1	Secondary headings, hover states
 navy-600	#3E557D	7.17:1	Secondary body, table cell text
 navy-500	#5B6D92	4.96:1	Muted labels, captions, metadata
 navy-400	#7E8BAB	3.25:1	Disabled text, large quiet type only
 navy-300	#A4AEC7	2.12:1	Strong borders, dividers, chart axes
 navy-200	#CBD1E3	1.46:1	Hairlines, table rules, input borders
 navy-100	#E3E8F5	1.17:1	Zebra rows, quiet panel fills
 navy-50	#F1F5FF	1.04:1	Sunk containers, inset wells
 navy-25	#F7FAFF	1.00:1	Paper. The page ground



TOKEN	HEX	ON WHITE	USE
 coral-700	#CA2321	5.56:1	The only coral that may set small text
 coral-600	#E33E33	4.20:1	Hover state on a coral control
 coral-500	#FA5343	3.29:1	The accent. Rules, badges, filled buttons
 coral-400	#FF7C67	2.52:1	Chart series, decorative shape
 coral-300	#FFA895	1.86:1	Coral text on a navy ground
 coral-200	#FFCFC1	1.40:1	Border on a coral tint panel
 coral-100	#FFE4DA	1.21:1	Callout fill
 coral-50	#FFEEE6	1.13:1	Quiet emphasis ground

03.4 · STATUS

Three States, And A Reference Cue

These map onto the words the readiness instrument actually uses. A status color always ships with its word, so a reader who cannot separate the hues still reads the table.

Met

MET

Ready · Executed · Mature · Complete

Solid

#2C7C44

Text

#1D6635 · 6.99:1

Tint

#E5F5E7

Conditional

CONDITIONAL

Ready With Conditions · In Signature · Emerging

Solid

#8B6720

Text

#745414 · 6.95:1

Tint

#FBEFE0

Not Yet

NOT YET

Not Yet Ready · Not Started · Not In Place

Solid #5B6D92

Text #3E557D · 7.50:1

Tint #E3E8F5

Supporting Record

SUPPORTING RECORD

Links, citations, source documents, process diagrams

Solid #007E83

Text #00686D · 6.56:1

Tint #DEF5F6

A DELIBERATE ABSENCE

There Is No Alert Red In This System

The program does not describe a school as lacking something, so the palette gives it no way to. A district that has not yet reached a readiness level is shown in neutral navy, not in red. Navy reads as not yet recorded. Red reads as failure, and failure is not a finding this program makes about a named school.

Coral is not a warning color either. It carries emphasis, and it appears in navy company. A page where coral means danger in one place and emphasis in another has no color system at all.

03.5 · ACCESSIBILITY

Contrast, Measured

PAIR	SPECIMEN	RATIO	GRADE	WHERE IT MAY BE USED
Navy 800 On Paper	Readiness Recorded	11.86:1	AAA	Body text and headings. The default pair
White On Navy 800	Readiness Recorded	12.41:1	AAA	Reversed panels, ribbon, footer
Navy 600 On Paper	Readiness Recorded	7.17:1	AAA	Secondary prose, table cells
Navy 500 On Paper	Readiness Recorded	4.96:1	AA	Captions and metadata. Do not go lighter for text

PAIR	SPECIMEN	RATIO	GRADE	WHERE IT MAY BE USED
Coral 700 On White	Readiness Recorded	5.56:1	AA	The only coral permitted for small text
Coral 500 On White	Readiness Recorded	3.29:1	AA LARGE	Headings 24 px and above, rules, filled shapes
Coral 500 On Navy 800	Readiness Recorded	3.77:1	AA LARGE	Large accent on navy. Not for labels
Coral 300 On Navy 800	Readiness Recorded	6.67:1	AA	Coral text on a navy ground

Ratios are WCAG 2.1 relative luminance, computed from the hex values on this page. AA Large means 24 px regular or 19 px bold and above. Anything set below that threshold moves one step darker on the ramp.

03.6 · RULES

How To Spend The Color

Coral Stays Under A Tenth Of The Page

Roughly one accent per screen or spread: an eyebrow, a rule, a badge, one button. Coral spent everywhere signals nothing.

Never Pure Black, Never Pure Gray

Body text is Navy 800. Every neutral on the page is a navy tint, hue-locked at 277.4°, so the grays sit in the same family rather than reading as a second palette.

Color Never Carries Meaning Alone

A status color always ships with its word. Met, Conditional, Not Yet. A reader who cannot separate the hues still reads the table.

Add A Color By Adding A Token

New values are added to the token set and used by name. A hex value typed at a call site is how a system drifts back into five navies.

Editorial Authority, Everyday Clarity

Three faces, each with a job it does not share. A serif that carries the register the record is read in, a sans that stays legible where the data gets dense, and a monospace that makes a machine string look like one.

DISPLAY AND EDITORIAL

400 · 700 · 900

Aa

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm
0123456789

A serif built for screen reading at text sizes, with sturdy proportions that hold at 900. It carries the register of a policy journal, which is the register the record is read in.

- ✓ Deliverable titles, page headings, section heads, numbered findings, pull quotes.
- ✗ Never body copy below 18 px. Never a table cell. Never a label.

"Merriweather Variable", Georgia, "Times New Roman", serif

GET THE FONT

```
npm i @fontsource-variable/merriweather
```

Approved substitute where neither is available: Georgia.

METADATA AND FIGURES

400 · 500

Aa

DM Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm
0123456789

A monospace face makes a machine string look like one. A contract number, a hex value, a file name and a column of figures all read as data rather than as prose, and its fixed advance width means a column of them aligns without any work.

- ✓ Eyebrows and overlines, contract and document references, dates in a data context, hex values, file names, and figures inside a table or a matrix.
- ✗ Never running prose. Never a heading. Never more than a line or two at a time.

"DM Mono", ui-monospace, Menlo, monospace

GET THE FONT

```
npm i @fontsource/dm-mono
```

Approved substitute where neither is available: Consolas, then Courier New.

BODY, DATA AND INTERFACE

400 · 500 · 600 · 700 · 800

Aa

Plus Jakarta Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm
0123456789

A geometric sans that stays legible at 11 px, which is where the readiness matrices and agreement tables live. Tabular figures let columns of numbers align without hand-kerning.

- ✓ All body copy, tables, labels, navigation, form controls, metric numerals.
- ✗ Never a deliverable title. Never a section head above 20 px.

"Plus Jakarta Sans Variable", system-ui, -apple-system, sans-serif

GET THE FONT

```
npm i @fontsource-variable/plus-jakarta-sans
```

Approved substitute where neither is available: Arial.

Substitutes, And Only These

All three faces are self-hosted with the site, so nothing depends on a partner having them installed. For a document a partner will edit in Word or Google Docs, substitute Georgia for Merriweather, Arial for Plus Jakarta Sans, and Consolas or Courier New for DM Mono. Those are the approved substitutes and no others.

SELF-HOSTING ALL THREE

Merriweather and Plus Jakarta Sans are variable, so one file per style covers their whole weight range. DM Mono is not, so it takes one file per weight. Drop the woff2 files somewhere your site serves and declare them once.

ROLE	FIRST CHOICE	SUBSTITUTE	LAST RESORT
Display	Merriweather	Georgia	Times New Roman, then any serif
Body And Data	Plus Jakarta Sans	Arial	system-ui, then any sans-serif
Metadata And Figures	DM Mono	Consolas	Courier New, then any monospace

Both typefaces are licensed under the SIL Open Font License 1.1, so they can be embedded in a document, installed on a partner's machine and redistributed with the asset pack. The license text ships alongside each file and has to travel with it.

```
@font-face {
  font-family: "Merriweather Variable";
  src: url("/brand/fonts/merriweather-latin-opsz-normal.woff2") format("woff2-variations");
  font-weight: 300 900;
  font-display: swap;
}

@font-face {
  font-family: "Plus Jakarta Sans Variable";
  src: url("/brand/fonts/plus-jakarta-sans-latin-wght-normal.woff2") format("woff2-variations");
  font-weight: 200 800;
  font-display: swap;
}

/* DM Mono is not a variable font, so it takes one file per weight. */
@font-face {
  font-family: "DM Mono";
  src: url("/brand/fonts/dm-mono-latin-400-normal.woff2") format("woff2");
  font-weight: 400;
  font-display: swap;
}

@font-face {
  font-family: "DM Mono";
  src: url("/brand/fonts/dm-mono-latin-500-normal.woff2") format("woff2");
  font-weight: 500;
  font-display: swap;
}
```

04.2 • SCALE

Nine Steps, Each With One Job

HIERARCHICAL TYPE SCALE

Token • Size • Line • Weight • Tracking

DELIVERABLE TITLE. ONE PER DOCUMENT

display • 44 px / 54 px

Merriweather • 900 • -0.02em

Recruitment Outcomes Summary

PAGE AND CHAPTER HEADING

h1 • 32 px / 42 px

Merriweather • 700 • -0.015em

What Was Recruited, And What Is In Place

MAJOR SECTION

h2 • 24 px / 32 px

Merriweather • 700 • –0.01em

How The Six Districts Were Selected

NUMBERED FINDING, SUBSECTION

h3 • 20 px / 28 px

Merriweather • 700 • no tracking

One. Recruitment Succeeded On Availability.

OPENING PARAGRAPH, EXECUTIVE LEAD

lede • 18 px / 28 px

Plus Jakarta Sans • 400 • no tracking

Six local educational agencies and eighteen schools across four California counties.

DEFAULT PARAGRAPH

body • 15 px / 24 px

Plus Jakarta Sans • 400 • no tracking

Readiness determinations are signed off at site, district and project level.

TABLE CELLS, NOTES, CAPTIONS

small • 13 px / 20 px

Plus Jakarta Sans • 400 • no tracking

Sixteen of nineteen school entities qualify as Title I schoolwide.

METRIC READOUT. TABULAR FIGURES

stat • 48 px / 52 px

Plus Jakarta Sans • 700 • –0.03em

13,025

EYEBROW, OVERLINE, METADATA TAG. UPPERCASE

label · 11 px / 16 px

DM Mono · 500 · 0.08em

CONTRACT #25BHSOAC019

04.3 · RULES

How To Set It

Tighten As It Grows

Display and H1 carry negative tracking. Large serif type set at zero tracking reads loose and amateur.

One Display Per Document

The 44 px step names the document. A second one competes with it and the reader loses the hierarchy.

Numbers Are Tabular

Every figure in a table, matrix or metric panel uses tabular numerals so columns align down the page.

Eyebrows Are Uppercase, Tracked And Short

Eleven pixels, 0.08em, three or four words. An eyebrow that wraps is a heading in the wrong slot.

Measure Caps At 68 Characters

Long-form prose holds a 68ch measure. Wider than that and the reader loses the line return.

What The Distribution Shows

Six local educational agencies and eighteen schools across four California counties were recruited and selected within the state performance mandate.

Readiness determinations are signed off at site, district and project level. Across the six districts, board-adopted counseling and behavioral health support forms a substantial baseline investment.

13,025 Students at participating sites	18 / 18 Sites with a completed readiness assessment
6 / 6 Districts with the full agreement set executed	4 Counties represented in the cohort

A Page With A Clear Reading Order

Four zones, in this order, on every substantive page. A reader who stops after zone B should still know what the page claims. A page that ends on a table has asked the reader to draw the conclusion alone.

ZONE A **Utility Strip**

Contract number, deliverable reference, date, version. Mono, quiet, always present so any printed page can be identified out of context.

ZONE B **Statement**

Eyebrow, heading, coral rule, lede. The reader should be able to stop here and know what the page claims.

ZONE C **Evidence**

The tables, matrices, metric panels and diagrams. Dense on purpose. This is what an auditor came for.

ZONE D **Interpretation And Source**

What it means, then where it came from. A page that ends on a table has asked the reader to draw the conclusion alone.

D1 • RECRUITMENT OUTCOMES SUMMARY

#25BHSOAC019

SECTION TWO • SELECTION

Recruitment Succeeded On Availability

Six districts joined the cohort and five declined. Availability, not capacity, is what the recruitment window selected on.

6 / 6

Districts papered

18

Schools selected

WHAT IT MEANS

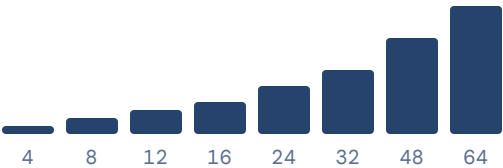
The cohort was selected for service capacity and technical infrastructure, not for districts that had already solved performance management.

05.2 · GRID AND SHAPE

The Measurements

BREAKPOINT	FROM	COLUMNS	GUTTER	MARGIN
Desktop	1280 px and up	12 columns	24 px gutter	40 px margin
Tablet	768 to 1279 px	8 columns	16 px gutter	24 px margin
Mobile	Below 768 px	4 columns	12 px gutter	16 px margin

SPACING SCALE



Eight values, all multiples of four. A measurement that is not on this scale is a measurement someone eyeballed.

SHAPE AND DEPTH

Radius. 6 px on panels, cards, inputs and buttons. 999 px on status pills and badges only.

Depth. Structure comes from hairlines and tonal grounds, not shadow. One ambient shadow exists, reserved for an overlay that genuinely floats above the page.

Dividers. A 1 px Navy 200 hairline separates rows. A 2 px Navy 800 rule roots a section. A 3 px Coral 500 rule sits under a heading and nowhere else.

A Small Kit, Used Consistently

These are specimens rendered from the live system, not pictures of components. If one looks wrong here, it is wrong everywhere.

CONTROLS

One accent control per view at most. Navy is the default action. Accent is for the thing you actually want done on that page.

STATUS

MET

CONDITIONAL

NOT YET

SUPPORTING RECORD

FINAL REPORT

D1 · 46 PP

Always the word alongside the color. A pill is never the only place a status appears.

NUMBERED FINDINGS

1

Leadership Availability

Finding 01

2

Service Attribution

Finding 02

3

District Investment

Finding 03

Coral marks the first finding only. Numbers beyond one run in navy.

PROGRESS AND SCORE

Dimension One

90 / 100

Dimension Two

72 / 100

Dimension Three

45 / 100

Bars are navy, never a gradient and never colored by value. The number carries the reading; the bar only helps the eye scan.

The values above are specimen geometry with no district attached. Program readiness is recorded in words, as Ready, Ready With Conditions or Not Yet Ready, and a component that turns those into a score is the wrong component.

PULL QUOTE AND SOURCE

The cohort was not selected for districts that had already solved performance management. It was selected for districts with the service capacity, staffing and technical infrastructure to make performance management possible.

DELIVERABLE 1 • SELECTION AND READINESS RECORD

A source line names the document, in mono, at the foot of the block it supports. Never a bare footnote number with nothing to open.

05.4 • INFORMATION DESIGN

Which Organizer For Which Question

Start from the question the reader is holding. The organizer follows from it, and picking it the other way round is how a page ends up with a chart nobody needed.

THE READER'S QUESTION	USE	HOW
How many, and compared to what?	METRIC PANEL	Three or six cells, hairline partitioned, on a navy ground
Did each unit meet the bar?	STATUS MATRIX	One row per district, status word plus color in every cell
What happens in what order?	NUMBERED SEQUENCE	Coral badge, four steps maximum, one line of text each
How does ours map to theirs?	CROSSWALK TABLE	Their language in the left column, always

THE READER'S QUESTION	USE	HOW
What did someone actually say?	PULL QUOTE	Coral bar, Merriweather, source line underneath, verbatim
Where did this figure come from?	SOURCE LINE	Mono, foot of the block, names the document

How To Write It

Six rules that are not stylistic preferences. They hold across headings, labels, body prose, alt text, metadata and anything a generator emits, in every document the program publishes.

- 1

Title Case Every Word In A Heading

Including and, the, of, a, to, for. Applies to headings, labels, column headers, tabs and pills. Body prose stays sentence case.
- 2

No Em Dashes Anywhere

Recast with a period, a colon or a comma. An en dash inside a range is correct: 2026–27, K–8. The middot is the house separator.
- 3

The Record Reads As Finished

Never draft, provisional, pending, in review, not yet written or TBD. A deliverable not yet written is described by what it will contain and when it is due.
- 4

No School Is Described As Lacking

Capacity facts are stated about the cohort. Never as a deficiency of a named district or school.
- 5

No Student–Level Data

Every figure published anywhere in the program is aggregate and de-identified. There is no exception for an internal deck.
- 6

Never Invent A Number

Every figure traces to the California School Dashboard, an executed agreement, a board-adopted LCAP, the contract, or a source read directly. If the source is not in front of you, leave the figure out.

The Words The Program Uses

Where older language appears in a source document, it is an artifact of an earlier era of this work. Do not inherit it. Flag it.

TERM	RULE
Behavioral Health Performance Management	Spell out in full at first use in any document, then BHPM.

TERM	RULE
Impacter Pathway	Title case in record and report prose. IMPACTER in capitals only in the display headline and the dark top strip.
Durable skills	Use this. Never soft skills, never non-cognitive.
Authentic voice, student voice	Use these. Never SEL or social-emotional learning.
Machine learning	Use this in technical prose. Never AI as a product descriptor.
Portrait measurement	Use this for competency measurement against a district's own framework.

06.3 • CO-BRANDING

Partner And Endorsement Lockups

This publication carries the BHPM mark alone, so any partner can hand it on without appearing to endorse a vendor. Joint documents are different, and these are the rules for them.

STANDARD ENDORSEMENT ORDER

EQUAL OPTICAL WEIGHT

01 • PROGRAM CORE The BHPM Mark Supplied artwork	02 • LEAD EDUCATIONAL AGENCY County Office Or District Their own mark	03 • IMPLEMENTATION AND TECHNICAL Delivery And Research Partners Their own marks
--	---	--

Equal Optical Weight

A partner mark sits between 80 and 100 percent of the BHPM wordmark's cap height. Measure cap height, not bounding box, or a tall logo will dominate.

One Hairline Between Marks

A 1 px Navy 200 rule, vertically centered, matching the height of the tallest mark. No box, no background panel, no shadow.

Order Follows Accountability

Program mark first, then the lead educational agency, then implementation and technical partners. Alphabetical order is not the rule here.

Name The Contract In The Footer

A co-branded document names the agreement it was produced under in its footer, in mono, at the foot of every page.

06.4 • REVIEW

How To Ask For A Change

This standard is expected to change. It gets better when a partner who is actually producing a document says what did not work.

FIVE THINGS TO INCLUDE

- 1 The Section
- 2 The Exact Passage Or Element
- 3 What Should Change
- 4 Why, Or The Source
- 5 Who Is Asking

WORKED EXAMPLE

Section	Color · Status Tokens
Passage	Not Yet shown in Navy 500
Change	Add a hatched fill behind the swatch
Why	Two county reviewers print the readiness matrix in grayscale, where Navy 500 and Met read at similar density

Take What You Need

Everything this standard refers to is here. Nothing is behind a request.

EVERYTHING, IN ONE FILE

Download The Asset Pack

All ten lockups as PNG and SVG, both typefaces with their licenses, the tokens as JSON and CSS, this standard as a PDF, and a plain-text summary of the rules.

LOGO FAMILY

Five lockups. Each in navy and, except the icon, reversed white for navy grounds.

Primary Horizontal Mark

Two-Line Full Name Lockup

One-Line Full Name Lockup

One-Color Lockup

Square Icon

The SVGs are faithful traces of the supplied raster, produced by scripts/trace-brand-svg.py, and recolored to the canonical inks. They are exact on the straight edges, which is most of this mark, and within a three quarter pixel tolerance on the curves. Use them for anything larger than the PNG's own pixel size. A native vector redraw is still the open production item.

TOKENS

The palette, the type scale and the spacing scale, generated from the same derivation the Color section describes.

bhpm-tokens.css

Every value as a CSS custom property, ready to paste into a stylesheet.

bhpm-tokens.json

The same values as structured JSON, including the type scale and spacing.

TYPEFACES

Variable woff2, latin subset, with the license terms that have to travel with them. Both are also free from Google Fonts.

Merriweather · Display And Editorial

Plus Jakarta Sans · Body, Data And Interface

DM Mono · Metadata And Figures

THIS STANDARD

The whole standard as a document, with a cover, a contents page and page numbers. Rendered from this page, so it carries the same values.

Printing the page produces the same document. Either way it is rendered from this page, so the two cannot drift apart.

BEFORE YOU SEND IT

Seven Checks

- 1 The mark is the supplied file, unmodified, with clear space held.
- 2 Every heading and label is Title Case. Body prose is sentence case.
- 3 No em dash appears anywhere in the document.
- 4 Coral appears a handful of times, never as body text, never as a warning.
- 5 Every figure is aggregate, and every figure has a source a reader can open.
- 6 No school or district is described as lacking anything.
- 7 BHPM is spelled out in full at first use.

BHPM · Behavioral Health Performance Management · BHSOAC Agreement #25BHSOAC019

BHPM | Behavioral Health Performance Management

BHPM Brand And Design System · Version 2.0 · Shared Standards For All Program Partners