

# 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.



## 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!

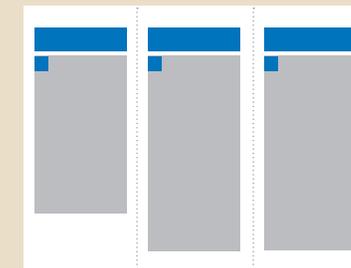
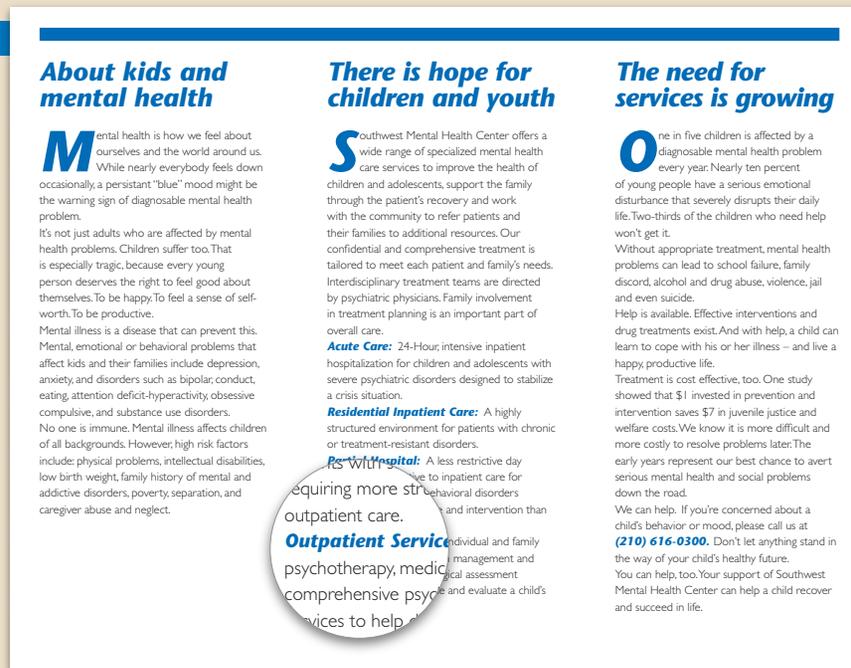


## Problem: It all looks alike

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.



**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

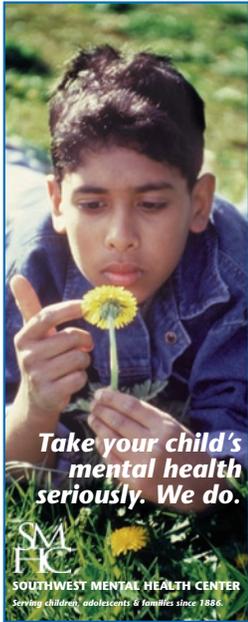
**Accreditation:** Joint Commission on Accreditation of Healthcare Organizations

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

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

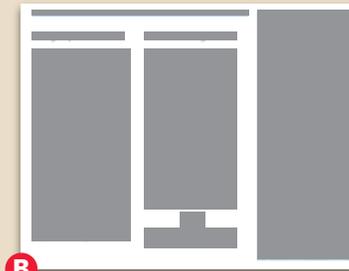
**IRS Status:** Not-for-profit 501(c)(3)

  
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 8535 Tom Slick Dr., San Antonio, TX 78229  
 210-616-0300 www.smhc.org



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

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



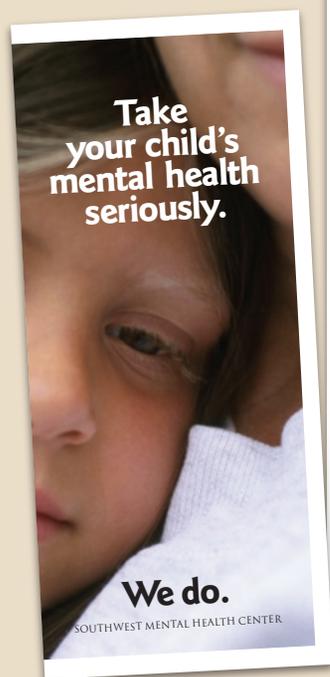
**It's a rectangular world** Generally speaking, when a subject needs softening you want to avoid rectangular elements. **(A)** Although he's in a meadow, the rectangular frame acts as a corral, isolating and confining the boy inappropriately. **(B)** Note the photo, text blocks, blue bar, headlines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



## THERE IS HOPE FOR CHILDREN AND YOUTH

### 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.

**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 their child's recovery and work with the community to refer patients and their families to additional resources. Our confidential, comprehensive treatment is tailored to meet each patient and family's needs. Psychiatric physicians direct interdisciplinary treatment teams. 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.

### 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**

Over our many 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 livable, 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:

- 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

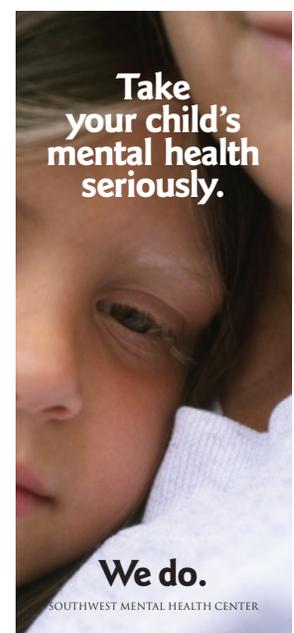
**Accreditation:** Joint Commission on Accreditation of Healthcare Organizations

**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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### 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**

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

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

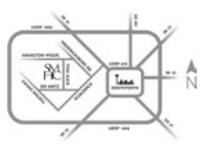
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**Accreditation:** Joint Commission on Accreditation of Healthcare Organizations

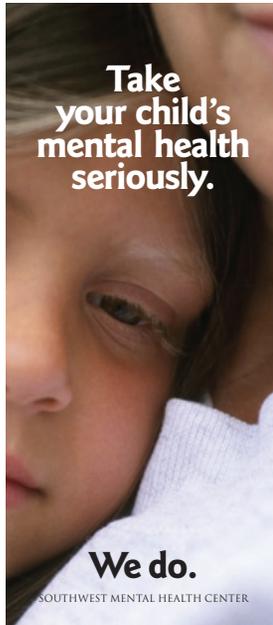
**Affiliations:** University of Texas Health Science Center at San Antonio, Trinity University, St. Mary's University, Our Lady of the Lake University, Northside I.S.D.

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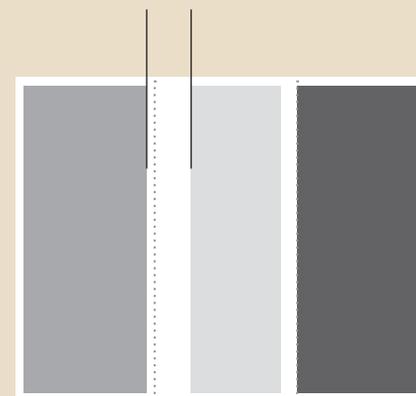
### Cover panel



**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.

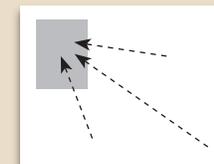
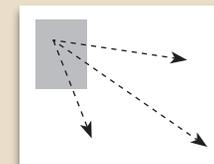
#### Inside

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.





### 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

**THERE IS HOPE FOR CHILDREN AND YOUTH**

**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.

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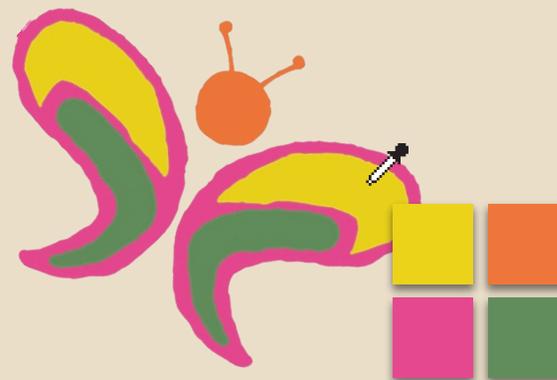
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### Color, continuity—and touchability

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.

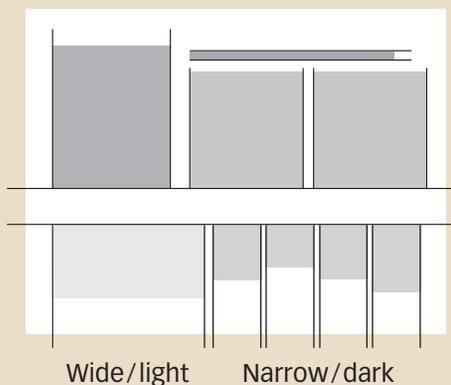
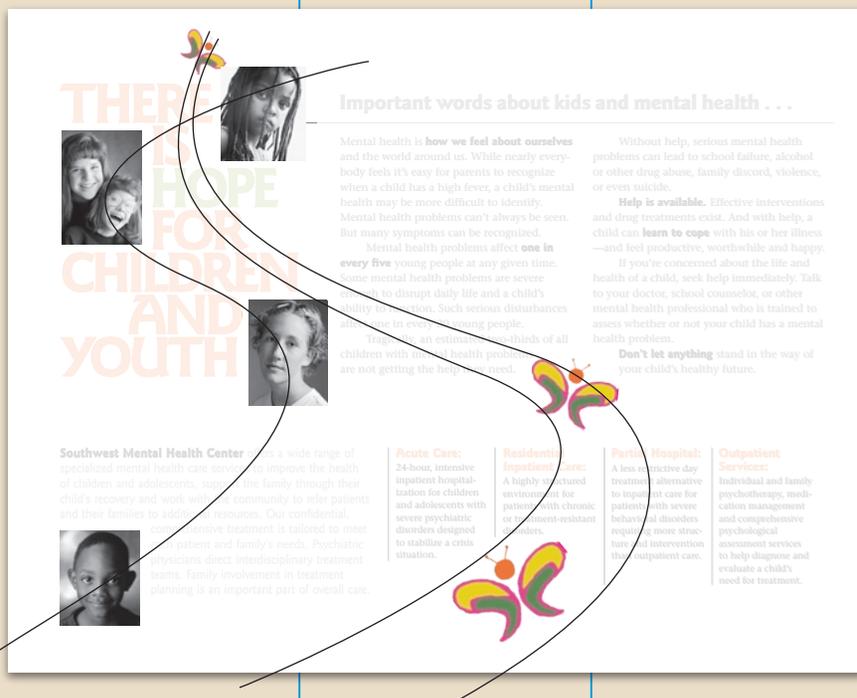
Butterfly connects front to back.



## 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**

**SOUTHWEST MENTAL HEALTH CENTER**  
**A LEGACY OF SERVICE**  
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**2b** **2a** **1b**

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**Location:** South Texas Medical Center  
 Child & Adolescent Programs  
 • Acute Care  
 • Residential Inpatient Care  
 • Partial (Day) Hospital  
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**Accreditation:** Joint Commission on Accreditation of Healthcare Organizations  
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**2c**

**Take your child's mental health seriously.**

**We do.**

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

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**9**

**2d**

**THERE IS HOPE FOR CHILDREN AND YOUTH**

**9** **10**

**2e** **1c**

**10**

**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.  
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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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**Gaye McWade** Associate publisher

**Vincent Pascual** Staff designer

**Dexter Mark Abellera** Staff designer

### Before & After magazine

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## Before & After is made to fit your binder

Before & After articles are intended for permanent reference. All are titled and numbered.

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

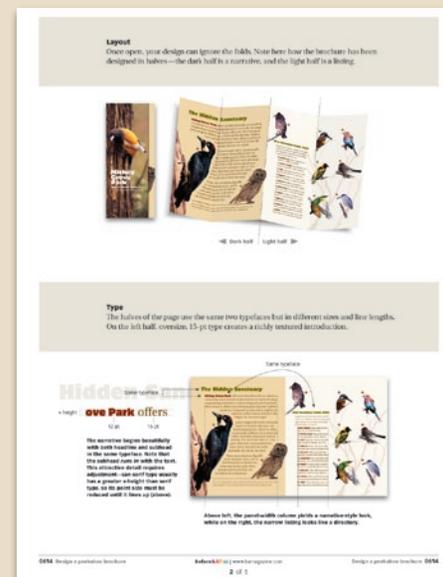


### Save

Presentation format or  
Paper-saver format

### For paper-saver format

[Print: \(Specify pages 15–21\)](#)





## Problem: It all looks alike

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### Inside



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Over our 115-year-of-community care, Southwest Mental Health Center has grown from a downtown orphanage into a regional provider of specialized mental health care for children and adolescents. Our commitment has changed over the years, but our emphasis is always on the best interests of our patients.

Today, Southwest Mental Health Center is a leading provider of specialized mental health care for children and adolescents struggling with mental illness. Southwest Mental Health Center is dedicated to providing effective mental health care to children, adolescents and their families. We are committed to the effective use of mental health services and to helping our patients succeed at home, at school and in the community.

Individualized treatment programs, we are giving troubled children a better chance at life by offering them a variety of services and treatments. At Southwest, we live what we preach. We have a downward spiral of serious mental disturbance in our area, and we are committed to helping every child who needs help get it.

**SMHC at a glance**

**Established:** 1868  
**Headquarters:** Southwest Mental Health Center  
**Child & Adolescent Programs:**

- Inpatient Residential Care
- Outpatient Care
- Residential Treatment Programs
- Partial Hospital Program
- Assessment and Evaluation Services

**Facilities:** Campus includes a school-based treatment center, a residential treatment center, an education building, Chung Hall, Seawing, Child & Adolescent Center, and the Adolescent Residential Area.

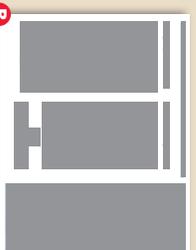
**Executive:** Board of Directors, CEO, President, Vice President, and several other staff.

**Accreditation:** Joint Commission on Accreditation of Healthcare Organizations, American Psychiatric Association, American Hospital Association, University of Texas Health Science Center at San Antonio, Trinity University, St. Mary's University, Catholic of the Lake.

**Funding:** Medicaid, Commercial Insurance, Private Health Maintenance, United Way and Private Contributions.

**115 Years** 1868-2023 (10/18)

**SWMHC**  
SOUTHWEST MENTAL HEALTH CENTER  
8535 Tom Still, Clow, San Antonio, TX 78229  
210.416.0300 www.swmhc.org

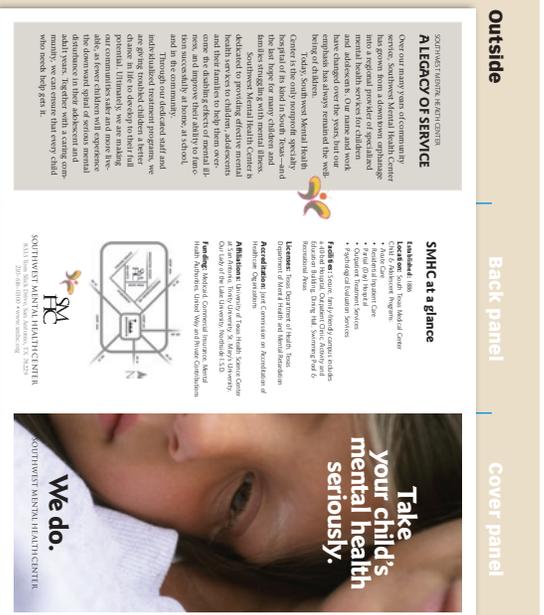


**It's a rectangular world** Generally speaking, when a subject needs softening you want to avoid rectangular elements. (A) Although he's in a meadow, the rectangular frame acts as a corral, isolating and confining the boy inappropriately. (B) Note the photo, text blocks, blue bar, headlines and logo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



## 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.

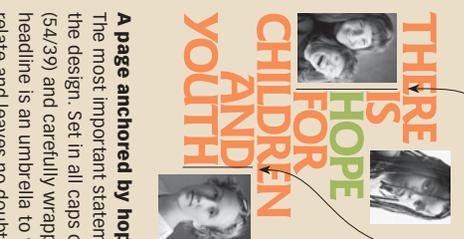


### Follow the panels, but differentiate

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.

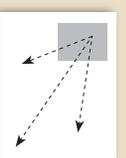


Note the flat edges



### A page anchored by hope

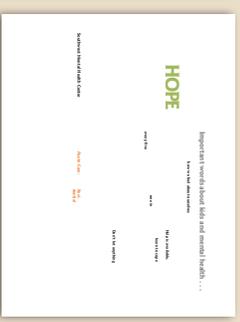
The most important statement in the brochure anchors the design. Set in all caps on extremely tight leading (54/39) and carefully wrapped around three photos, the headline is an umbrella to which everything else will relate and leaves no doubt what the hospital stands for.



... 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.



## 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 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.



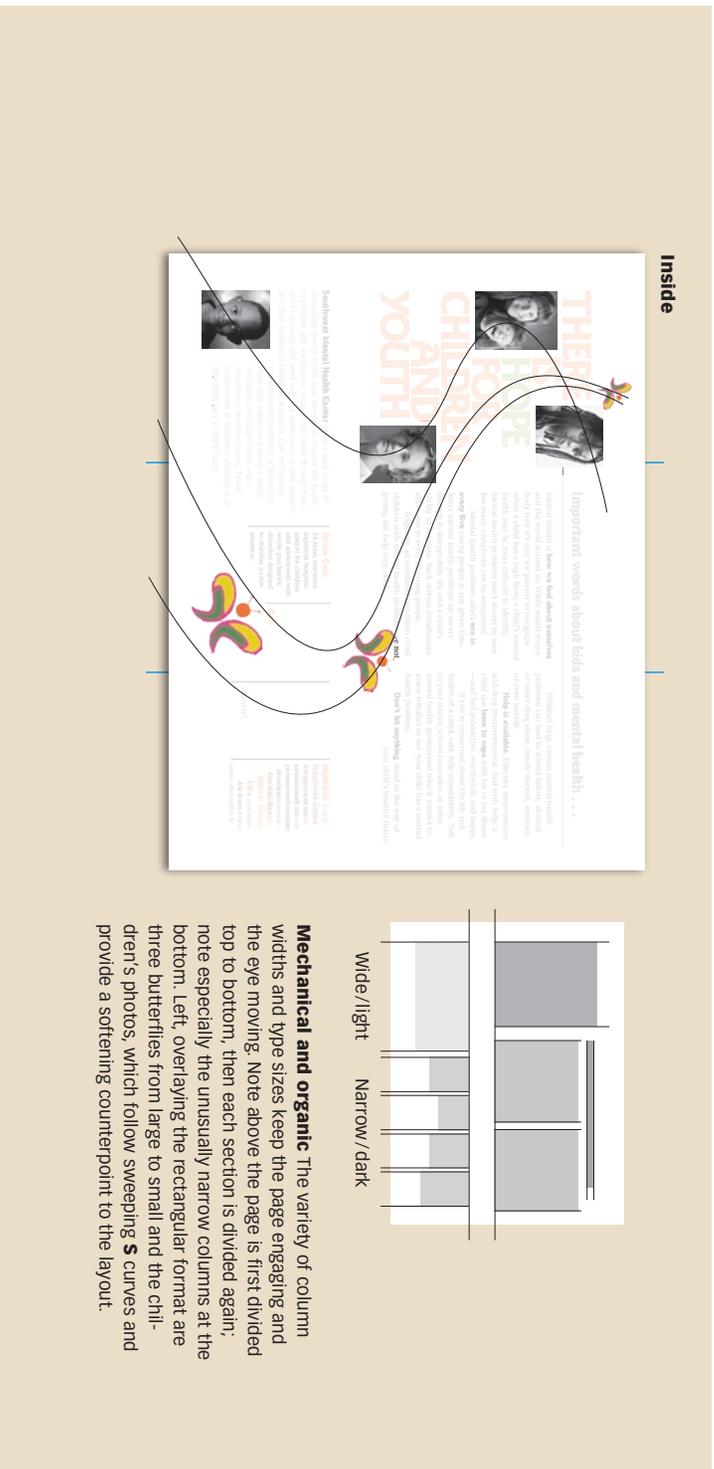
## Color, continuity—and touchability

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.

## Inside

Butterfly connects front to back.

**On a page of rectangles, a curly counterpoint**  
 Finally, graphics carve essences atop the rectangular page, gracefully connecting top to bottom. Similar sizes make all seven objects work in unison.



## Article resources

1a 2b 2a 1b

2a A LEGACY OF SERVICE  
 One hundred years of service to the people of Texas. The Texas State Historical Association's new book, "Texas: A Legacy of Service," is a celebration of the state's rich history and the many ways in which it has shaped the world.

3a

2c Take your child's mental health seriously.  
 Mental health is just as important as physical health. It's essential to recognize the signs and symptoms of mental health issues and seek help when needed. For more information, visit [www.smhc.org](http://www.smhc.org).

9

4

3b

4

2c

9

2f

2g

3a

3b

3c

2e

2f

2g

3a

3b

3c

2h

2i

2j

2k

2l

2m

2n

2o

2p

2q

2r

2s

2t

2u

2v

2w

2x

2y

2z

3a

3b

3c

3d

3e

3f

3g

3h

3i

3j

3k

3l

3m

3n

3o

3p

3q

3r

3s

3t

3u

3v

3w

3x

3y

3z

4a

4b

4c

4d

4e

4f

4g

4h

4i

4j

4k

4l

4m

4n

4o

4p

4q

4r

4s

4t

4u

4v

4w

4x

4y

4z

### 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 Titian 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](http://www.smhc.org)

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**Gayle McWade** Associate publisher

**Vincent Pascual** Staff designer

**Dexter Mark Abellera** Staff designer

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