



The Sexual & Gender Minority Youth Access to Services in Mental Health During the COVID-19 Pandemic (S.M.A.S.H COVID) logo is the result of a collaborative partnership between representatives from the gender and sexually diverse communities, the program planning committee, and the design team. Throughout the co-creation process, we integrated diverse community perspectives with the program's unique goals to develop an identity that represents the program's commitment to community connections and support services during the COVID-19 pandemic.

Connection is central to the design concept. COVID-19 has isolated many people from one another. However, technology has helped to bridge the change. Through cellphones, tablets, and computers, we are able to stay connected, access services, and explore a new way of being together as part of the broader community.

Although being physically present has been a constraint during this time, we have seen the emergence of new digital connections. By illustrating hands with bold strokes reaching out to each other from a variety of devices, we convey a sense of being there for each other. The vibrant colour palette represents the essence of youth, and the high contrast of the selected colours promotes diversity, accessibility and sets the program apart from other organizations. Similarly, the soft edges and asymmetrical shapes of sans serif typography promote legibility and structure in a playful manner. Finally, the balance generated by combining these elements makes a unique and dynamic composition that interprets the primary objective of keeping connected and being together.