



**CONVERSE®**

MENTAL HEALTH AWARENESS MONTH CAMPAIGN  
WINDOW DISPLAY

“TAKE A WALK WITH ME”

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By: Sophia Irias

# Mental Health Awareness Month X CONVERSE

The colors show below were selected from the radiant energy transmitted. The shade *Greenery* is specifically the color for mental health awareness month. We must keep the positivity alive even when we feel at our lowest. That is the goal of this window display. The positivity comes from the fellowship of those around who will support us. Converse will be there to support those struggling with mental health every step of the way. Mental health support is wildly looked over and that must immediately come to a stop.

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The first selection of photos depicts the reality of dealing with disastrous mental health. It is important to show the “ugly” side first before showing the beautiful. Many will relate. We see a girl alone, different people with different emotions and groups of different individuals. Even though we see them, we do not really know what is going on. In the second group of photos is where we turn the light on brighter. Here is where we see strength and courage that we need to overcome the battles with mental health. We see can see community, strength and that in the end all will be okay.



PRIMARY

PANTONE 15-0343 TCX  
*GREENERY*

2

SECONDARY

PANTONE 18-1665 TCX  
*WATERMELON*

3

SECONDARY

PANTONE 12-0643 TCX  
*BLAZING YELLOW*

4



5



6

7



8



9

10  
Make  
MENTAL HEALTH  
a priority!!



## NOTES FOR WINDOW DISPLAY:

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- ONE PAIR OF GREEN CONVERSE HANGING FROM THE CENTER OF THE CEILING
- MANY DIFFERENT PAIRS OF CONVERSE IN DIFFERENT COLORS POINTING INWARDS TOWARDS THE GREEN PAIR SIGNIFYING COMMUNITY AND WILLINGNESS TO COME "TAKE A WALK" WITH THEM
- BACKDROP: DONE BY GRAFFITI ARTISTS WHO ARE SUPPORT OF MENTAL HEALTH AWARENESS MONTH USING COLOR PALETTE

- ❖ 1. <https://pngimg.com/image/90232>
- ❖ 2. <https://www.pantone.com/connect/15-0343-TCX>
- ❖ 3. <https://www.pantone.com/connect/18-1665-TCX>
- ❖ 4. <https://www.pantone.com/connect/12-0643-TCX>
- ❖ 5. Photographer: Ken Heyman
- ❖ 6. Holly Roa @HJRphotos
- ❖ 7. <https://lithub.com/10-books-for-being-alone/>
- ❖ 8. <https://www.worldliteraturetoday.org/blog/essay/hiding-body-my-susan-sontag-story-john-weir>
- ❖ 9. Courtesy of Library of Congress, Lange, Dorothea, "Waiting for relief checks. Calipatria, California," March 1937
- ❖ 10. <https://yazkam.wordpress.com/2013/07/11/mental-health-patients-protest-for-better-services/>
- ❖ 11. <https://www.istockphoto.com/vector/hands-holding-heart-on-pop-art-pink-background-gm1286185290-382771493>
- ❖ 12. <http://clipart-library.com/clipart/1106608.htm>
- ❖ 13. Graffiti Artist: Vacant
- ❖ 14. <https://theculturetrip.com/africa/articles/7-african-photographers-raising-mental-health-awareness/>
- ❖ 15. Illustrator: Cam Floyd
- ❖ 16. <https://www.digital-photo-secrets.com/tip/839/5-ways-to-use-photography-to-help-your-community/>
- ❖ 17. <http://www.lbrummer68739.net/5th-grade-projects-gallery-2/helping-hands/>
- ❖ 18. <https://theculturetrip.com/north-america/usa/articles/female-skateboarders-balancing-out-the-once-male-dominated-sport/>
- ❖ 19. <https://www.edsurge.com/news/2020-02-07-yes-i-hug-my-students-research-says-you-should-too>
- ❖ 20. <https://streetartnyc.org/blog/2021/05/31/you-are-not-alone-murals-promote-mental-health-awareness-in-nyc-and-beyond-jason-naylor-adam-fu-dirty-bandits-jexpo76-laced-and-found-cristina-pagnoncelli-more/>