



ONE BEHAVIORAL

c o m p r e h e n s i v e b e h a v i o r a l c a r e

Brand Style Guides

LOGO

Overview

The One Behavioral logo comes in 3 variants; Mark, Mark+Logotype, and Mark+Logotype+Descriptor. These elements can be interchanged according to the following guidelines. It is imperative to keep the logo legible at all times, and to make sure that the viewer can associate the form back to One Behavioral



comprehensive behavioral care

Vision Statement

To provide the most comprehensive and accessible behavioral health care anywhere.

Mission Statement

To cultivate and empower self-aware human beings for a better and productive life.

Our mission is guided by five principles: client centric, judgment free care, environmental awareness, striving for innovative treatment, commitment to our staff.

Principles

Client Centric - We follow our clients throughout their care in all healthcare settings through their individual care team. We are here to find our clients an appropriate healthcare provider, understand their concerns from the type of provider to explaining their insurance benefits. Whatever they need, we are here for them.

Judgement Free Care - We are client focused. We listen to and care for our clients without judgment and provide evidence-based quality care.

Accountability – We take ownership of our solutions. We find a way to work with our clients one way or another. We take it upon ourselves to solve problems by partnering with others when needed.

Learning & Curiosity - We change lives for the better by learning from our peers, clients, and community.

Earning Trust - We act with integrity with our clients, payors, staff. We do what is right and treat every person with mutual respect.

LOGO

Logo Construction

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.



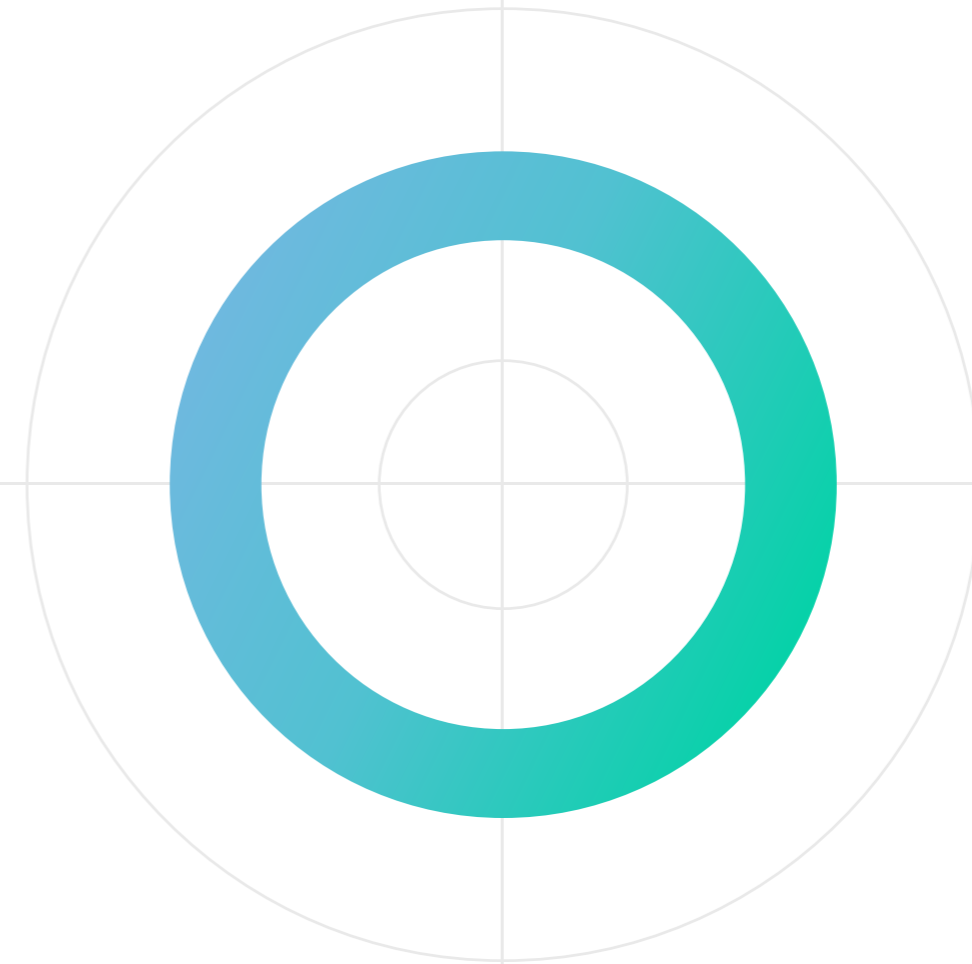
LOGOMARK

WORDMARK

LOGO

Logomark Construction

A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business.



LOGO

Branding Usage

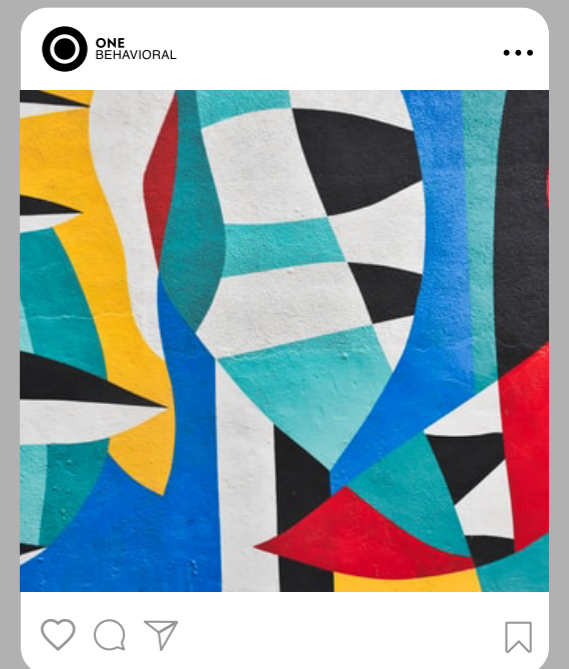
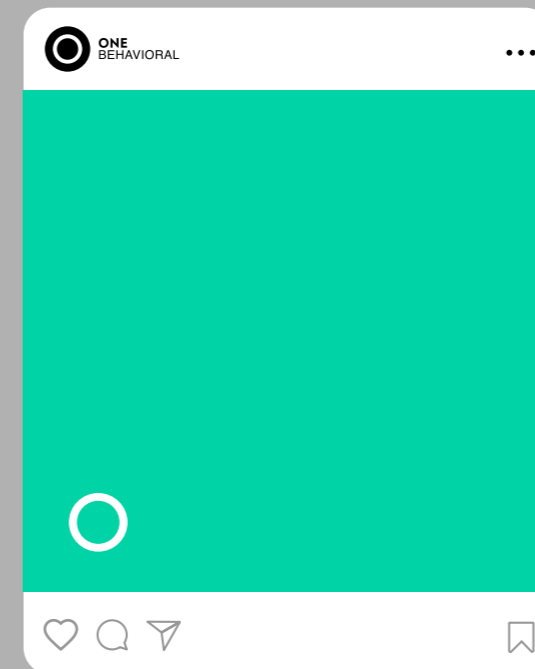
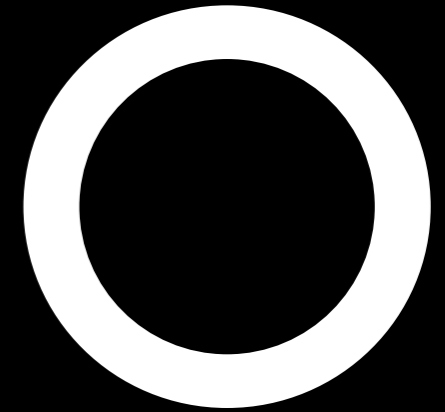
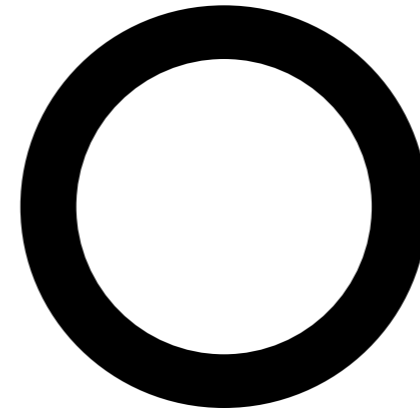
The logo can be used on its own as long as the word Alara Healthcare is represented in the total composition.



LOGO

Mark Usage

The mark can be used on its own as long as the word One Behavioral is represented in the total composition. In this example, the word One Behavioral is provided by the social media service itself.



LOGO

Mono Color Logo

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.



LOGO

Logo on Alternative Backgrounds

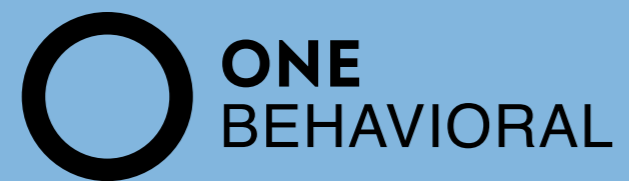
Alternative color combinations



LOGO



comprehensive behavioral care



comprehensive behavioral care



comprehensive behavioral care



comprehensive behavioral care



comprehensive behavioral care

LOGO

Clearspace

It's important to maintain proper spacing around the logo to avoid overcrowding. Also the use of whitespace keeps the brand feeling clean.



LOGO

Minimum Size

When significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserve quality of the logo.



LOGO

Avoid horizontal skewing



Avoid vertical skewing



Avoid resizing



Avoid rearranging



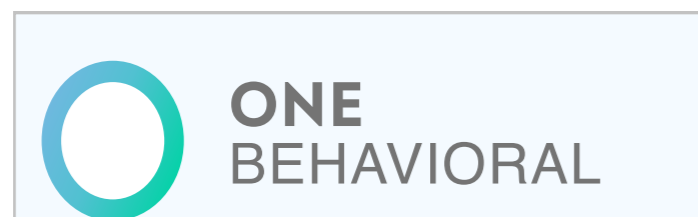
Avoid changing brand colors



Avoid using strokes



Avoid boxing in logo



Avoid moving logomark



Avoid using only type

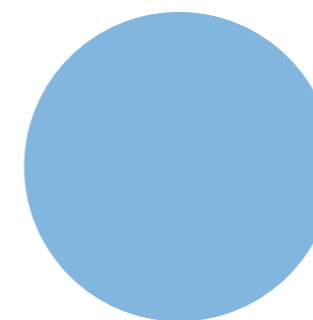
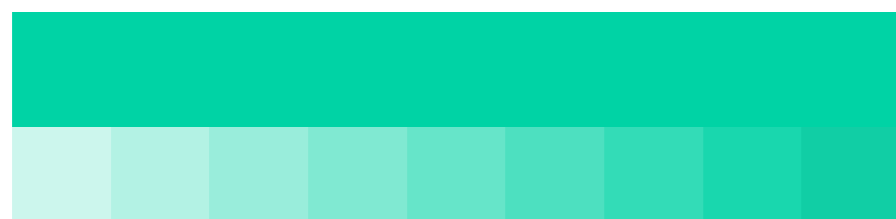
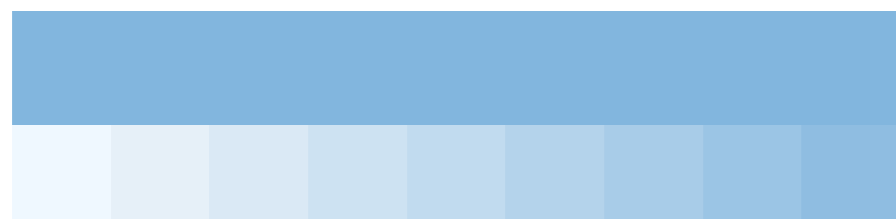


COLORS

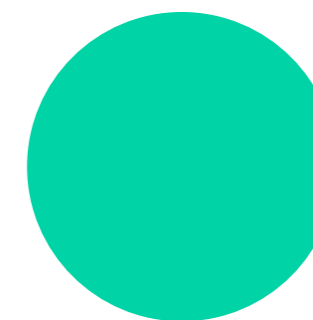
Main Colors

The main color palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

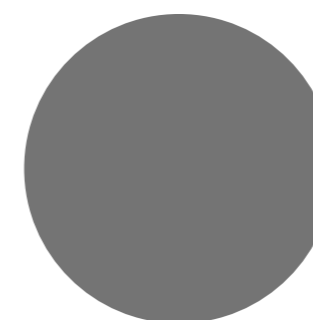
Main Color Shades



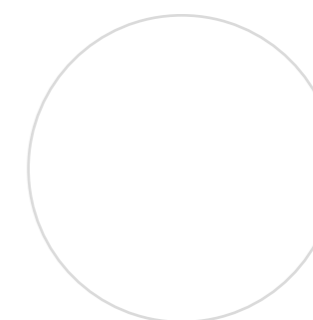
R: 130
G: 182
B: 222
#82B6DE



R: 0
G: 211
B: 165
#00D3A5



R: 116
G: 116
B: 116
#747474



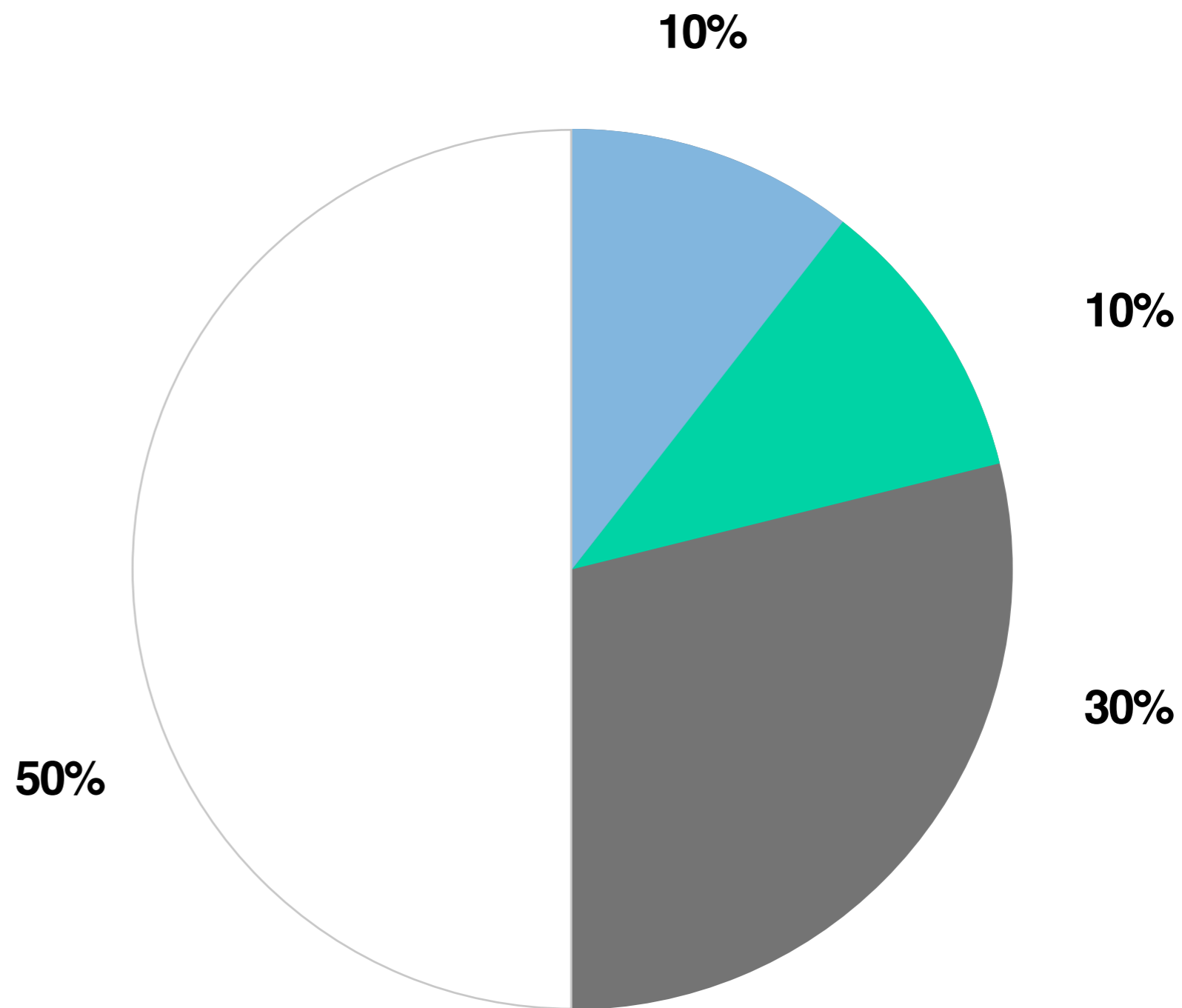
R: 255
G: 255
B: 255
#FFFFFF

COLORS

Color Usage



Use sea green sparingly to highlight thing or in call to action button. Use baby blue in illustrations, UI screens, callouts etc.



Typography

As an web font you should use Intro Bold for all headlines and Helvetica for body text. Every graphic design artwork should be made using these two fonts.

Intro Bold

Aa

ABCDEFGHIJKLMNO P Q

RSTUVWXYZ

abcdefghijklmnopqrstu

vwxyz

Helvetica

Aa

ABCDEFGHIJKLMNO P Q R

STUVWXYZ

abcdefghijklmnopqrstu vw

xyz

This is header H1

Black

54

This is header H2

Bold

32

This is header H3

Bold

24

This is header H4

Medium

22

This is big subtittle

Light

24

BUTTON TEXT

Bold

16

OVERLINE

Semi - Bold

14

IMAGERY

Watermark

Use watermark to protect and copyright photos and videos online

- use monochromatic version of the logo
- use 15-30% transparency
- put watermark on the edge of the photo
- keep it as small as possible while being legible



IMAGERY

Photography

