

LOGO

Logo Lockup Usage

The “Comprehensive Behavioral Care” lockup should not be used in all cases. Please follow these principles when choosing which version of the logo to use.



comprehensive behavioral care

- Logo is on it's own
- When composed with copy that doesn't refer to “Personalized Healthcare”
- Use more in the first year of the new category being public
- Office Door
- PPT template
- Sales decks



- On website
- When headline near logo refers to “Personalized Healthcare”
- Use more as time goes on and the category is no longer new
- On swag for employees
- Business cards
- Social icons
- Member content