



## **BRANDING GUIDE**

A Comprehensive Guide to Indiana Center for Recovery's Brand Identity and Visual Standards

## GOOGLE DRIVE LINKS



### DOWNLOAD OUR CONTENT

Please use the following links to download our brand content. If you have any questions or are in need of more content, please contact Promise Quick, the Brand Manager.

[pbowlen@havenhealthmgmt.org](mailto:pbowlen@havenhealthmgmt.org)

### COLORED LOGOS

#### STACKED:

[https://drive.google.com/file/d/1KjCToyRN-q5IK094bKEG7Ofr6WbAyTYWY/view?usp=drive\\_link](https://drive.google.com/file/d/1KjCToyRN-q5IK094bKEG7Ofr6WbAyTYWY/view?usp=drive_link)

#### HORIZONTAL:

[https://drive.google.com/file/d/14z1vxKqU-jVf9C2X1d7CNdqr20GpWlry/view?usp=drive\\_link](https://drive.google.com/file/d/14z1vxKqU-jVf9C2X1d7CNdqr20GpWlry/view?usp=drive_link)

### WHITE LOGOS

#### STACKED:

[https://drive.google.com/file/d/1-KiY2yooSfS6Qmu6SZ4KK5YPmllbVAg-b/view?usp=drive\\_link](https://drive.google.com/file/d/1-KiY2yooSfS6Qmu6SZ4KK5YPmllbVAg-b/view?usp=drive_link)

#### HORIZONTAL:

[https://drive.google.com/file/d/1KYqBGm0X3vu4Aa2up-kz8\\_ursh9sokKfC/view?usp=drive\\_link](https://drive.google.com/file/d/1KYqBGm0X3vu4Aa2up-kz8_ursh9sokKfC/view?usp=drive_link)

### ALL LOCATION IMAGES

[https://drive.google.com/drive/folders/10om4Cpq2-TA-9j1PhXOK6wPGdjNDnG6hA?usp=drive\\_link](https://drive.google.com/drive/folders/10om4Cpq2-TA-9j1PhXOK6wPGdjNDnG6hA?usp=drive_link)

COLOR PALETTE

GUIDELINES

The spot colors in the logo should not be used for design purposes. Avoid using green and cream colors together when possible.

TINTS

These colors can be lightened/lowered in opacity at no more than 70%.



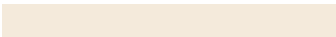
9B2423



494A1F



777840



F3E8DB

CMYK  
C25 M97 Y96 K23

CMYK  
C61 M51 Y98 K47

CMYK  
C52 M39 Y91 K18

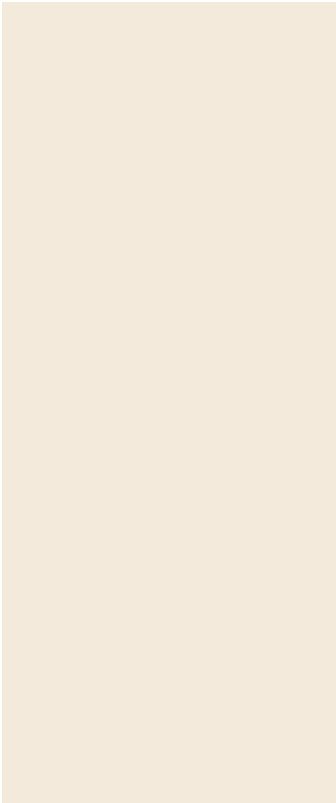
CMYK  
C4 M7 Y13 K0

RBG  
R155 G36 B35

RGB  
R73 G74 B31

RBG  
R119 G120 B64

RBG  
R243 G232 B219





# THE INDIANA CENTER FOR RECOVERY

## Brand Overview:

Indiana Center for Recovery is a robust networks of facilities dedicated to providing comprehensive addiction treatment and mental health services. It offers a full continuum of care, including detox, residential, outpatient, and specialized programs for veterans and families. With nine locations across the state, The Indiana Center for recovery is Indiana's leader in substance use and mental health treatment.

## Target Audience:

Their primary audience includes individuals struggling with substance abuse and mental health issues, including veterans and those seeking advanced therapies and includes a broad age range.

## Values:

The center values compassion, respect, and evidence-based care. They are committed to holistic healing and sustainability.

## Personality:

The brand's personality is professional, supportive, and empathetic. It is characterized by a deep commitment to patient well-being and a nurturing approach to recovery and being experts in the field of recovery.

## Tone of Content:

The tone of Indiana Center for Recovery's content is reassuring, informative, and encouraging. It aims to instill hope and provide clear, actionable information to those seeking help.



LOGO



Official Logo

The official logo should only be applied to a white background to reinforce the clean, corporate attitude of the brand.



Reverse White Logo

The reverse white logo has been provided for instances when the logo must be applied to a color background. Avoid these instances when possible. The main application of the logo is the official logo on a white background.

Prohibited



Color Background



Low Contrast



Low Contrast

## LOGO

### Horizontal Logo

This orientation of the logo should only be applied for design purposes of scale and proportion to reinforce the clean, corporate identity of the brand.



## LOGO

*Indiana*

Primary Typeface

*Minion Pro bold italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

CENTER FOR RECOVERY

Secondary Typeface

MINION PRO medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The use of the logo name will always be set in it's corresponding typeface in all capitals.

*Indiana*  
CENTER FOR RECOVERY

Modifications in anyway to the placement or arrangement of the text or icon are prohibited. Their are instances when the tree icon may be used individually but the name should always be used in combination with the icon.



The logo name, Indiana Center for Recovery, must always be used in completion. There is no occasion in which the words of the name should be separated from each other.



Do not adjust letter spacing, leading or the size of the icon under any circumstances.

## LOGO



1



2



3



4



5



6



7

Distorting the logo in anyway is prohibited.

This includes:

1. Skewing
2. Stretching horizontally
3. Stretching vertically
4. Outlining text
5. Changing text color
6. Overlays
7. Special effects
7. Overlays



1.25"

## SIZING

The minimum size the logo should be reduced to is one and a quarter inch wide to keep the smallest text legible.

The logo can be scaled up to whatever size is applicable given that the appropriate file size is utilized to avoid pixelation.



Actual Size



## LOGO

### ALIGNMENT

In order to keep the secondary elements in balance with the logo it's important to note where on the logo they should align. The following diagrams shows how to align secondary elements to the logo and how to appropriately align the logo in preexisting spaces



The correct approach is to align the outside edge of the text center point to other elements to the text in the logo.



When centering the logo to a page use the line created at the center point of both the tree icon and text alignment.

### INCORRECT



WELCOME

### CORRECT



WELCOME

## LOGO



## SPACING

It's important to provide ample white space in the logos application. White space helps to reinforce the legibility and effectiveness of the logo.

The guide above shows the minimum space required surrounding the logo. Refrain from including text or imagery in the surrounding area

The metric for the spacing is based upon the height of the tree icon along with the width of text "Indiana Center for Recovery."

This metric will scale with logo as it enlarges.



## ICONOGRAPHY

The icons approved for general use are the icons utilizing all fill colors of the tree icon. **The outline icon is prohibited under any circumstance.**



The only instance in which the colors of the icon can be changed is when the black and white version is being utilized. A solid black and solid white version have been provided. Refrain from using any other colors.

TYPOGRAPHY

BODY COPY

Open Sans Regular 10pt  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12334567890!@#\$%^&()

SUB HEADER

**Open Sans Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**12334567890!@#\$%^&()**

HEADER

**Open Sans Extra Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**12334567890!@#\$%^&()**

# Here When You Need Us



## Committed to Recovery

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt

## IMAGERY



Approved Photo Taken by Creative Marketing Team



Approved Stock Photo



Approved Overlay

### IMAGERY

When incorporating imagery into designs it's important to keep a few key components in mind making decisions about what kind of imagery to include and how it should be treated.

### MOOD AND TONALITY

The photo choices should match the tone of the brand. They should be corporate and professional in nature and typically pertain to medical practices and staff.

Be aware of the context and subject matter in which images are used and the meaning they convey. Avoid images that may inadvertently perpetuate stereotypes.

### STOCK IMAGERY

Use photos you've taken whenever possible. Use stock photos sparingly and avoid photos that feel generic or unnatural.

### TREATMENTS

Filters, transparencies and overlays are permitted but should be used sparingly.

Follow these guidelines when doing so:

- No less than 70% opacities
- Color overlays no more than 40%
- Greyscale is permitted but be aware of saturation