BRANDING Alliance Health

Branding helps a company convey its unique strengths and benefits as well as differentiate it from the competition. A strong brand is an invaluable asset in shaping the impressions customers have about a company as they encounter its name, logo and messaging. This document is designed to provide guidelines for using and supporting Alliance Health brand. Following these standards will help maintain the strength and consistency of the organization’s brand across all marketing efforts and touch points within the community it serves.

Using the Brand

Consistency is very important in building and reinforcing a brand. Whether you are an employee or contractor, you play a key role in solidifying the Alliance Health brand. Through consistent brand usage you can help increase awareness of the organization, provide market differentiation and eliminate confusion about the services it offers.

Table of Contents

Brand Strategy
- Mission, Vision, & Competitive Space .................. 4
- Brand DNA ............................................................. 5
- Guiding Principles ..................................................... 6
- Brand Personality ....................................................... 7
Visual Identity
- Corporate Logo ......................................................... 8
- Color Palette ............................................................. 10
- Font Standards ......................................................... 11
- Print & Web Samples .................................................. 12
Assets
- Photography ............................................................ 14
Copy Guidelines
- Messaging Platform & Templates ........................... 16
- About Alliance ......................................................... 18
Our Mission
To improve the health and well-being of the people we serve by ensuring highly effective, community-based support and care.

Our Vision
To be a leader in transforming the delivery of whole person care in the public sector.

Our Competitive Space
Alliance Health exists to ensure every citizen has the opportunity to overcome obstacles and reach their full potential. We do this by providing responsive service that connects individuals and families experiencing mental illness, substance use disorders or intellectual/developmental disabilities with community resources that respect and fulfill their needs. From supported employment to housing services, outpatient therapy to respite care, our partner network has been carefully cultivated to deliver critical support with compassion, empathy and expertise. Beyond the important work of addressing people's immediate needs, we also strive to make a positive impact on our community for the long term. By working with our partners to identify and remedy service gaps, study meaningful trends, and continually improve the way services are delivered, we are creating a strong, supportive, vibrant community for all of us who call this region home.

Our Brand DNA: What Makes Us Different
Adaptable
Cookie-cutter solutions have no place here and an institutional “one size fits all” mentality does not serve our consumers or our partners. Every case has a face behind it, a person with specific needs and motivations. We take pride in thoroughly assessing each case and applying flexible care plans that take into account the whole person, not just his or her challenges.

Ethical
The people who most need help are often the ones at greatest risk for being mistreated by society and, in some cases, the very system charged with providing their care. Alliance Health has protocols in place to ensure the highest level of ethical conduct and accountability across our partner network.

Respectful
Everyone deserves to live happy, useful, whole lives. The consumers with whom we work are struggling in that pursuit but that does not make them less deserving of our respect. Our team holds every patient and partner in the highest regard. We work as tireless advocates to see that successful connections are made so that consumers find the help and healing they need in a respectful environment free of judgment or bias.

Helpful
Whether seeking help for themselves or a loved one, people come to us at a very vulnerable time in their lives. We have a responsibility to provide the highest level of customer service to every individual who contacts us. From connecting them to the right resources to answering their questions promptly, we strive to deliver flawless service every time and to be a positive resource for our community.
BRAND PERSONALITY

The stigma of addiction, mental health issues and intellectual/developmental disabilities often keeps people from seeking the help they need. Our goal is to nurture a corporate culture that is open and approachable so that those we serve feel comfortable reaching out to us. That personable, professional culture is equally important as we partner with community agencies and stakeholders. Working together, we are advocates for changes in the system that ensure relevant services exist and are effectively leveraged. Only then can we facilitate meaningful changes in individuals and in our community.

PROOF POINTS: WHY OUR WORK MATTERS

To members: Alliance Health serves as an advocate and a resource for individuals experiencing mental health issues, intellectual/developmental disabilities or substance use disorders. We are a referral agency and have a responsibility to connect you with the best resources to help you on your path to recovery and independence. When you come to us, you can be assured that we will take the time to fully understand your needs and goals, all to ensure you get the best care possible so that you can live life to the fullest.

To providers: Alliance Health seeks out partnerships with community resources that strive to support people experiencing behavioral health issues. We are proud of our network of providers and want to make sure each one of you is successful, financially viable, and able to affect meaningful outcomes for those you serve. Our goal is to help you realize success by supporting you in leveraging your unique skills and strengths as you care for and nurture citizens to their fullest potential.

OUR VALUE PROPOSITION

To residents of Durham, Wake, Cumberland and Johnston counties, Alliance Health is the trusted connection to quality healthcare providers and community supports for individuals experiencing mental health issues, substance use disorders, or intellectual/developmental disabilities so that every citizen in our community has the opportunity to live independently and to reach his or her fullest potential.
The Logo
The Alliance logo should be used on all core brand communications. Following are the 4 acceptable forms of the brand logo.

Logo Usage Guidelines
The logo must hold a prominent position in every external communication. It’s the designer’s decision where that position is.

Space Requirements
Leave an “n” distance of padding between logo and any additional design elements or the edge of the page.

Size Requirements
To help preserve legibility, logo length must be no less than 1.5” in printed pieces.

Incorrect Logo Use
When utilizing the logo for various applications, please do not:
- Reproduce the logo using colors outside those found in the corporate color palette
- Distort the logo horizontally or vertically
- Place the color version of the logo on a dark background; reverse in white instead
- Place the logo on an overly busy background or photo
- Utilize half tones or outlines when reproducing the logo

The Alliance logo is available for download in a variety of formats at AllianceBHC.org/brand.
Color Usage

A color palette has been carefully cultivated to provide Alliance Health with an image that is fresh, approachable and professional.

Primary Colors

These are the organization’s primary colors, which are utilized in its logo as well as in headers and titles of printed materials. If printed materials only allow for one brand color, PMS 288 U should be used as the default.

Accent Colors

These are the organization’s accent colors and should be used judiciously when creating four color printed materials and in online marketing efforts.

Font Usage Guidelines

Alliance Health visual brand relies on consistent use of specific font families: Pragmatica Condensed and Helvetica Neue for printed materials.

Print Headlines and Titles:

Pragmatica Condensed

 surge

Helvetica Neue Light Condensed

 Helvetica Neue

Print Body Copy:

Helvetica Neue – Roman 10.5 pt should be used whenever possible. Body copy can be as small as 9.5 and as large as 12 but should always be at least 2 pts smaller than headlines.

Helvetica Neue

Helvetica Neue Light Condensed

Helvetica Neue

Helvetica Neue

Helvetica Neue

Helvetica Neue

Helvetica Neue

Lato

Helvetica Neue

Helvetica Neue
Prism Color Usage

Starting with a solid dark blue background (PMS 288 U), add the provided circular gradient layers on top. The order of the prism (from left to right, top to bottom): Green (PMS 288 U), Orange (PMS 355 U) and Cyan (PMS 298 C).

**Primary Background Color**
- PMS 288 U
- CMYK: 100/67/0/23
- RGB: 0/75/141
- Hex: #004a8d

**Left Side Gradient Color**
- PMS 355 U
- CMYK: 94/0/100/0
- RGB: 0/169/79
- Hex: #00a84f

**Right Side Gradient Color**
- PMS 158 C
- CMYK: 4/66/97/0
- RGB: 234/118/40
- Hex: #e87722

**Bottom Gradient Color**
- PMS 298 C
- CMYK: 67/12/5/0
- RGB: 59/175/218
- Hex: #3baeda

Alliance Health ‘A’ Watermark Usage

The mark is filled at 100% black and used on a 33% transparent (Multiply Effect) layer.

**Primary 'A' Mark Color**
- 100% Black

**Used on a 33% Transparent (Multiply Effect) Layer**
Guidelines on Choosing Photography

Alliance has a growing library of approved photography and brand images. Whenever possible, please reference the approved library to see if there is an existing image that suits the needs of a project.

Photos should be of professional quality, showcase the diversity of our stakeholders, and be consistent with our brand aesthetic. Examples are provided below.
Guidelines for Social Media

Social media is a powerful tool in terms of achieving business goals, engaging specific audiences and building brand awareness. Alliance Behavioral Healthcare’s social media administration will be coordinated through the Communications Unit.

Staff, community members, and stakeholders are encouraged to share and contribute content relevant to Alliance’s goals according to the general outline provided below and using the methods detailed in the Alliance Social Media Guide.

### Social Media Platform | Target Audience | Appropriate Content Types
--- | --- | ---
Facebook | Individuals and Families | The primary goal of participating in individual and family-oriented social platforms is to promote our mission in the digital public forums, promoting awareness and access where the people are. This includes community news and information about MH, SA, and IDD issues, access and event opportunities, and information targeted to the general public that can be broadly re-shared by other stakeholders.
LinkedIn | Industry Professionals | The primary goal of using the LinkedIn information distribution channel is to build a hub to facilitate quality discussions and feedback, allowing Alliance to directly target groups like providers, policy makers and potential business partners. This includes job postings, industry group discussions, training event announcements, and provider news with broad public appeal.
Twitter | |
Alliance Health is here to create thriving communities, one person at a time. We support individuals and families in Durham, Wake, Cumberland and Johnston counties who are experiencing mental health issues, substance use disorders or intellectual/developmental disabilities by linking them to quality services and support. We have built a strong network of hospitals, provider agencies and independent providers, all of whom deliver evidence-based treatments to ensure the best possible outcome. By leveraging this network, we work to guide people to the coordinated, customized care they need, delivered with the dignity they deserve, so they can live happy, full, independent lives.

Alliance Health exists to help individuals with mental health issues, substance use disorders, or intellectual/developmental disabilities live full lives by connecting them with quality services and support.

Alliance Health links individuals and providers to create a strong community.