



ALLEVIANT

HEALTH CENTERS™

Heal Pain. Restore Hope. Regain Purpose.

**Alleivant Health Centers**  
*Style Guide*

**Alleviant is a lifestyle brand, and all visual materials are created to support two functions:**

- 1. Create feelings of happiness, wholeness, and health.*
- 2. Clearly communicate our brand narrative.*

## **1. Alleviant Logo**

### **Stacked**

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**ALLEVIANT**  
HEALTH CENTERS™

**Full Color**



**ALLEVIANT**  
HEALTH CENTERS™  
*Heal Pain. Restore Hope. Regain Purpose.*

**Full Color Tagline**



**ALLEVIANT**  
HEALTH CENTERS™

**One Color**



**ALLEVIANT**  
HEALTH CENTERS™

**One Color Reversed**



## Horizontal

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ALLEVIANT  
HEALTH CENTERS™

Full Color



ALLEVIANT  
HEALTH CENTERS™

Heal Pain. Restore Hope. Regain Purpose.

Full Color Tagline



ALLEVIANT  
HEALTH CENTERS™

Heal Pain. Restore Hope. Regain Purpose.

One Color



ALLEVIANT  
HEALTH CENTERS™

Heal Pain. Restore Hope. Regain Purpose.

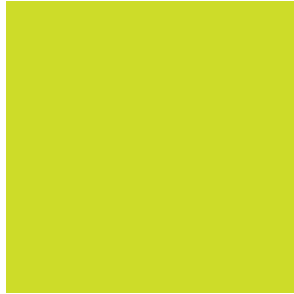
One Color Reversed

## Logo Color Palette

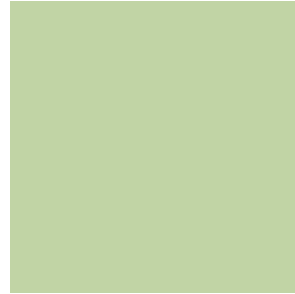
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PANTONE: 630  
CMYK: 52 5 14 0  
RGB: 114 196 214



PANTONE: 381  
CMYK: 25 0 100 0  
RGB: 204 219 41



PANTONE: 580  
CMYK: 24 6 42 0  
RGB: 196 214 166



PANTONE: COOL GRAY 9  
CMYK: 56 47 44 10  
RGB: 118 120 123

## Logo Typefaces

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AMERICANA ROMAN

Brandon Grotesque Regular

## Location-Marked Logos

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Each franchise location receives a set of logos with their location marker (e.g. of Naples, of San Diego). The style of the location markers is unified across all Alleviant locations and should not be altered.



ALLEVIANT  
HEALTH CENTERS™  
of Naples



ALLEVIANT  
HEALTH CENTERS™  
of San Diego



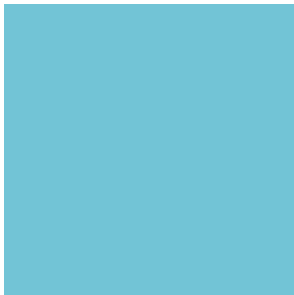
## Logo use guidelines:

- Make sure logo size allows readability
- Make sure logo used is always sufficient resolution
- Always provide sufficient space around the logo
- Do not distort the logo or any of the logo elements
- Do not change the colors of the logo. The three accepted versions of our logo are:
  - Full color
  - White
  - Black
- Do not use Alleviant wordmark without the Alleviant icon
- Do not use the Alleviant logo without the trademark symbol
- Logo can be used on any background including an image provided the background allows the logo to stand out and be clearly legible

## 2. Alleviant Color Palette

### Main Colors

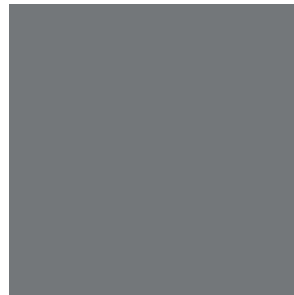
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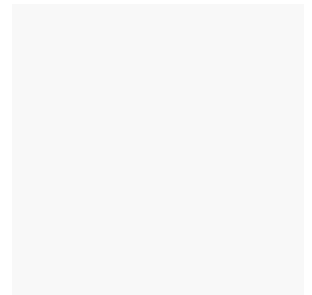
CMYK: 52 5 14 0  
RGB: 114 196 214



CMYK: 25 0 100 0  
RGB: 204 219 41



CMYK: 56 47 44 10  
RGB: 118 120 123



CMYK: 2 1 1 0  
RGB: 248 248 248

### Supporting Colors

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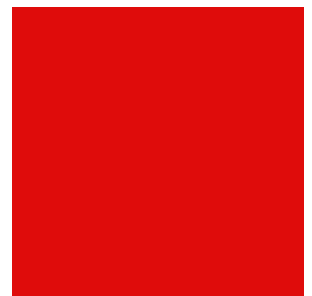
CMYK: 0 82 1 0  
RGB: 244 86 158



CMYK: 3 39 100 0  
RGB: 242 166 30



CMYK: 50 88 0 0  
RGB: 160 39 185



CMYK: 2 1 1 0  
RGB: 6 100 100 1

**Note:**

Accent colors can be used as a pop of color to communicate urgency, highlight the main message, or as a supporting graphical element when sourced from an image.



*Example: Usage of accent color to create urgency and highlight the main message on a billboard.*



*Example: Usage of accent color sourced from an image.*

### 3. Typography

#### Headings: Montserrat Bold

Body: Montserrat Regular

#### Supportive:

*Adobe Caslon Italic (print) or Playfair Display Italic (web)*

## 4. Imagery

Imagery serves one of the main roles in creating the Alleviant brand. Positive imagery that creates a feeling destination for our patients and followers is often the centerpiece of our designs that draws attention, sets the tone of communication and creates the experience of life our patients are trying to achieve.

### Imagery use guidelines:

- Always use positive images on any branded communication.
- The only place where imagery with strong negative emotional impact is acceptable is social media.
- Try to use “slice of life” or lifestyle images as the main draw and posed, studio or cut out images as supportive elements.
- Usage: images can be used as image blocks, full page accents or faded backgrounds.
- Images can have dark or colored overlays.
- Imagery does not have to communicate literally. It can be used as subtle communication of the brand narrative (e.g. using images of healthy food or people exercising when talking about integrative psychiatry and mental health).





## 5. Icons and Illustrations

We strongly encourage the use of icons and illustrations to diversify your visual communication, highlight main points, add playfulness and lightness to the design.



### Icons and illustrations use guidelines:

- If you are using multiple icons, make sure they are the same style (line icons, block icons, hand-drawn etc.)
- Make sure your icons fit the color scheme of the design. If needed, brand them with Alleviant colors.
- Remember: icons are also visual elements that contribute to creating the mood of the design piece. Choose icons wisely to create the design that influences in the right way.
- When using illustrations, try to pick simple 2d drawings that are easily understood by people, rather than complicated scientific 3d renderings.

## 6. Negative Space

Negative space is very important in the Alleviant design. It creates breathing room around strong imagery and vivid color blocks, it draws attention to the main elements and helps our customers consume information easily.

### Negative space guidelines:

- Heading should never touch the edge of the color block or the edge of the image.
- Allow enough space between the heading & subheading pair and the body copy.
- When using only one heading with a body copy paragraph, space around the entire copy block should be greater than the space between the heading and body copy.
- Allow plenty of space between blocks of body copy to be able to visually jump from paragraph to paragraph and distill the main message easily.
- Group elements semantically by separating them with plenty of space.



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[alleviant.com](http://alleviant.com)