



Table of Contents

Brand Identity

Mission	5
Values	6
Voice and Tone	7
Our Importance	8

Logo

Logo Concept	11
Construction	12
Variations	13
Clearspace	14
Incorrect Usage	15

Color

Logo Palette	17
Core Design Palette	18
Extended Palette	19
Acceptable Usage	20
Incorrect Usage	21

Typography

Primary Typeface	23
Secondary Typeface	24
Alternative Typeface	25
Leading and Tracking	26
Hierarchy	27
Principles	28
Incorrect Usage	29

Graphic Elements

Icons	31
Borders	32
Backgrounds	33
Photography	34
Incorrect Usage	35

Introduction

Your companion in the effort to unify the vision of Aspire Health Alliance.

Since our founding in 1926, Aspire Health Alliance has been dedicated to providing behavioral health services to Massachusetts's South Shore for over a century. Through thick and thin, we have been constantly evolving throughout the years to match the increasing necessity for mental health care in our community. Our identity as an accessible care center for improving the well-being of its members is vital to keeping the public safe and healthy.

These Branding Guidelines will accompany you while we work together to communicate the goals of Aspire to the widest range of people possible. No one should be left hanging when they are looking for help navigating the hardships in their lives. By unifying the branding of Aspire Health Alliance, we are sending a beacon of hope to those in need and a call to action for those ready to make a difference in others' lives.



Brand Identity



Mission

Supporting Recovery, Resilience, and Hope

Our mission is to stand with you throughout your health care journey. We are committed to creating an inclusive environment where every person feels respected, supported, and valued. We actively work to reduce health disparities and improve access to care.

100+

Years

~135k

People Encountered
in 2025

500+

Clinicians and Care
Team Members

24/7

Crisis Support

Values



Mental Health is Health

The mind and body are connected, so mental health is an essential element of your overall health. We nurture the whole you, throughout your lifespan. We are here to help you achieve emotional wellness, manage stress, and support you in your recovery. This means assisting you with access to the right mental health supports, medical resources, and community services. We are committed to helping you attain the best health possible.



Health Care is About Trust

We provide an environment that is safe and supportive, free of judgment. Our clinicians and staff always strive to remove barriers, earn your trust, and make you and your family feel welcome and respected. We listen to you and your preferences. We will be your partner in care, working to meet your expectations by providing services that meet your goals.



Community Matters

Community plays a crucial role in your well-being. We provide behavioral health services where you live, near the people and organizations you know, and integrated with the health care system. We've been working in this region since 1926 and have always been dedicated to improving the health and welfare of all our neighbors.

Voice and Tone

Compassion

Aspire Health Alliance's first priority is to treat individuals with empathy. Our desire is to help as many people as possible while making them feel important, cared for, and protected.

Respect

Individuals are treated with the highest regard and sensitivity. We will always communicate with the utmost respect for each other. No one is small enough to be ignored or insulted. We champion integrity and speak with the sincerity every person deserves to hear.

Trust

The responsibility falls on us to extend our help with an honest and welcoming hand. We will never intentionally try to hurt anyone. Mistakes may happen, but our relationship depends on us being held accountable according to the high standards we hold ourselves to.

Dignity

Individuals are worthy of the assistance they need. We do not discriminate against anyone for any reason. We are inclusive and diverse. All communication is made with the best intentions in mind to preserve everyone's dignity and safety.



Our Importance

Community Behavioral Health Center (CBHC)

CBHC is a state designation for Community Behavioral Health Center. Instead of navigating multiple fractured systems, programs or locations for all your care needs, you can come to one place for immediate assessment, crisis intervention, and ongoing treatment. Aspire Health Alliance's Community Behavioral Health Center is designed to be an integrated regional hub providing clinic-based care, urgent care, mobile crisis, and crisis stabilization.

Behavioral Health Urgent Care (BHUC)

Behavioral Health Urgent Care (BHUC) serves as a bridge for individuals experiencing urgent mental health or substance use needs. We offer a safe, compassionate, and urgent care setting as a clinical alternative to the hospital emergency department, providing prompt assessment, stabilization, and triage of services in a calm environment.

Adult Community Clinical Services (ACCS)

Aspire Health Alliance operates two Adult Community Clinical Services (ACCS) programs serving approximately 335 individuals throughout the community. These programs provide enhanced clinical support, skills for independence, and community partnerships through a multidisciplinary team of nurses, clinicians, counselors, and peer specialists.

Discovery Day Treatment (DDT)

A supportive community for your healing. Our day program gives you the structured care you need during the day, while allowing you to stay connected to your life and home in the evenings.

In-Home Therapy (IHT) and Therapeutic Mentoring

We know that for many families, the best place to find healing is right at home. Our In-Home Therapy team works with you and your child in your own environment, helping you navigate challenges, build stronger connections, and find peace at home.

Early Intervention (EI)

Because every child deserves the best start. We work with you and your little one where they feel most comfortable—at home or in the community—helping them grow through play and expert support.

Peer-to-Peer Support (P2P)

Our Peer-to-Peer Support Program connects individuals with trained peer supporters who have lived experience with mental health or recovery. In a safe, welcoming environment, peers offer understanding, encouragement, and guidance to help individuals feel heard, supported, and less alone on their journey.



Logo



Logo Concept

A Symbol of Care

Aspire Health Alliance's logomark is meant to represent the ideals of hope, diversity, and innovation. The rising sun is a new beginning and an optimistic look into the future. The rainbow is a symbol for happiness and inclusivity. Take care when scaling the text properly with the sun graphic to maintain the negative space formed around the "a".



Construction

Expression and Reputation

The logo is for leaving our mark and showing our reach. It is to be used as often as possible amongst our projects and services to better guide individuals to the Aspire Health Alliance brand. The graphic and letter spacing is carefully positioned adhering to fundamental typographic principals to deliver a balanced composition. Do not change the spacing of the letters and graphic and use the full logomark when possible.



Variations

Contrast and Backgrounds

In the most common uses of the Aspire Health Alliance logo, ensure that there is enough contrast between the logomark and the background. The general rule of thumb is to have dark colors on light backgrounds and light colors on dark backgrounds. The following examples represent the most frequent and common use cases.



Clearspace

Let it Breathe

There is no exact measurement for how much space around the logomark to leave empty. Make sure that additional elements do not crowd it so that it remains easily recognizable. Below is a good example for the minimum spacing metrics that should let the logomark stand on its own while implemented into complex design systems.



Incorrect Usage



No unapproved colors



No mixing of different color applications



No effects



No space adjustments



No scale adjustments



No distortion



No low contrast combinations



No stroke weight adjustments



No outlining

Color



Logo Palette

The Foundation

Aspire Health Alliance's logo consists of two specific colors. They should be used most often when considering branding materials and typography. They act as the basis to build around when working with a limited palette.



Name: Orange

CMYK: 0/41/100/0

RGB: 250/165/26

Hex: #FAA41A

Name: Brown

CMYK: 44/51/56/15

RGB: 137/113/101

Hex: #887165

Core Design Palette

Back to Basics

These colors are best used in tandem with Aspire Health Alliance's logo. They can be applied to graphics, patterns, shapes, and lines with little fuss and offer a starting point when creating branding materials.

Name: White

CMYK: 0/0/0/0

RGB: 255/255/255

Hex: #FFFFFF

Name: Gray

CMYK: 17/13/12/0

RGB: 209/210/212

Hex: #D1D1D3

Name: Dark Brown

CMYK: 70/80/100/0

RGB: 113/81/58

Hex: #71513A

Name: Black

CMYK: 0/0/0/100

RGB: 0/0/0

Hex: #000000

Extended Palette

Optimistically Bright

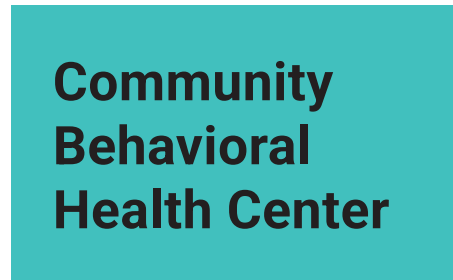
The extended palette can be used in artistic implementations or used for graphics and icons. They often work as a way to differentiate and sort services. These colors should be used sparingly.

Name: Red CMYK: 0/95/100/0 RGB: 238/49/36 Hex: #EE3123	Name: Green CMYK: 93/0/100/0 RGB: 0/170/79 Hex: #00A94E	Name: Blue CMYK: 100/63/0/0 RGB: 0/99/176 Hex: #0062B0
Name: Purple CMYK: 46/98/0/0 RGB: 152/43/145 Hex: #982A90	Name: Pink CMYK: 0/79/31/0 RGB: 240/93/125 Hex: #F05D7D	Name: Teal CMYK: 66/0/30/0 RGB: 65/192/190 Hex: #40BFBE
Name: Magenta CMYK: 15/100/0/0 RGB: 207/18/140 Hex: #CE118C	Name: Yellow CMYK: 0/25/94/0 RGB: 255/194/38 Hex: #FEC225	Name: Light Blue CMYK: 54/19/0/0 RGB: 111/174/223 Hex: #6FADDE

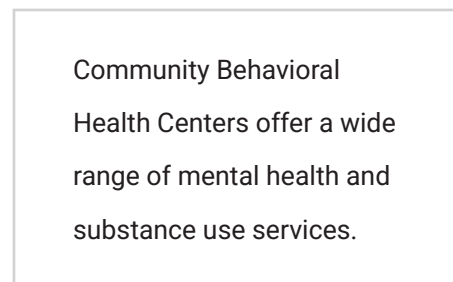
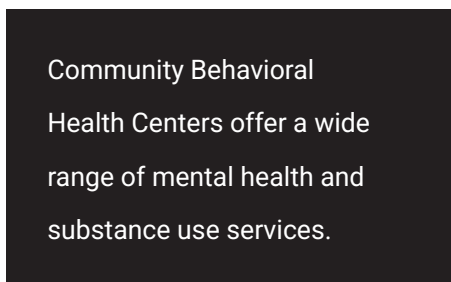
Acceptable Usage



Examples of the logomark treated with appropriate contrast on colored backgrounds pulled from the extended palette.



Examples of large text treated with appropriate contrast.



Examples of body text treated with appropriate contrast.

Incorrect Usage



No unapproved colors



No low contrast color combinations



No logomark color variations in isolation



No background color for original logomark



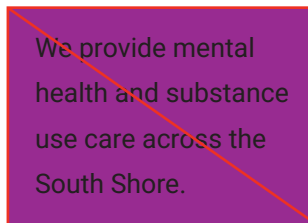
No poor combinations



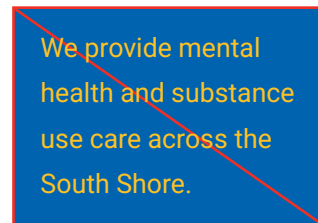
No gradients



No logo palette change



Not enough contrast for small body text



No text in color on color backgrounds

Typography



Primary Typeface

The First Impression

DM Sans is the primary typeface that makes up Aspire Health Alliance's wordmark. It is used for all headings and the most important titles in a body of text. It is a versatile sans serif typeface that draws attention.

For Aspire Health Alliance's branding, only the bold type style is used for most publications. The italic style can be used for emphasis, while the regular text style is often not considered.



DM Sans Bold 40 pt.

DM Sans Bold 20 pt.

DM Sans Bold 10 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Secondary Typeface

Our Voice

The Roboto family acts as our subheading and body text typeface. It shares qualities with DM Sans while complementing its typographic shapes. Even at smaller type sizes, Roboto remains extremely legible. It is also easily accessible through Google Fonts.

The bold style is better suited for subtitles or subheadings. The regular style is usually used for body text and as captions to thumbnails or images. Body text ranges from 9 pt. to 12 pt. to remain legible.

Roboto Bold 20 pt.

Roboto Bold 10 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Regular 20 pt.

Roboto Bold 10 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternative Typeface

Just in Case

In situations where neither our primary nor secondary typeface are available, we rely on the Arial family to satisfy our typographical needs. It is similarly a sans serif typeface that is widely available. It is a default, web safe font that works at a variety of sizes.

For headings and subheadings, Arial works best in its bold style. Any body text uses Arial's regular style. Use italics for variety and emphasis.

Arial Bold 40 pt.

Arial Bold 20 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Regular 20 pt.

Arial Regular 10 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Leading and Tracking

Typesetting for Legibility

In typography, leading refers to the space between adjacent lines of text. It is measured from baseline to baseline. Leading is important in giving body text room to breathe and increasing legibility at smaller sizes. The leading may be no smaller than 1.4 times the pt. size of the body text.

10 pt. Type

We offer comprehensive services - a “one-stop shop” for mental health and substance use services, all under one roof. Instead of navigating multiple locations, come to one

20 pt. Leading

place for immediate assessment, crisis intervention, and ongoing treatment.

The Space Between

Tracking is the space between letters in set type. For body text and similarly small type, the tracking should remain 0. For headings and larger type, tracking can range from -10 to 10. We tend to keep tracking on the tighter side.

0 Tracking

Body text

-5 Tracking

Headings

Hierarchy

Guide the Eye

Through our typefaces, sizes, colors, and font styles, we can use typography to lead readers around a website or document. This will help others locate the information most pertinent to them. We do not want them to be frustrated or lost when navigating our official platforms. Keep type treatments consistent to reinforce repetition and clarity.

Main Section

Font: DM Sans Bold

Size: 40 pt.

Color: Orange

Heading

Subsection

Font: Roboto Bold

Size: 20 pt.

Color: Dark Brown

Subheading or Secondary Section

Body Text

Font: Roboto Regular

Size: 10 pt.

Color: Black

Body text usually consists of a couple sentences up to a few paragraphs.

Principles

Left Align

Left align almost all headings and body text. Justify text with caution as word spacing can suffer from its adjustments.

Line Length

The optimal line length lies somewhere between 45 and 75 characters.

Margins

Leave appropriate space between body sections, graphic elements, photos, and bounding boxes or page edges.

Grid Relationships

Line type up using grids. Relationships can be made between the bounding boxes of text or glyphs

Alignment

Titles, paragraphs and subheadings share similar alignments to make it easier to read in the intended order.

Just Right

This is the minimum line length for text.

Whitespace

This is an example of good clear space.

This is this booklet's margin for text and other elements.

Orderly Placement

Modular grids allow for a great number of layouts while remaining harmonious. Always have some sort of grid.

Incorrect Usage

Avoid Right Align

Right alignment makes text less legible, especially since we read left to right. It can be used artistically in rare cases.

Careless Length

Too short and your eyes dart around.
Too long and you lose your place.

Crowded Elements

Text should not be placed directly next to each other or up against graphic elements. Leading and tracking are vital as well.

Randomly Placed

Chaotic text makes for unsatisfying layouts and confusing hierarchy.

Odd Sentences

Be careful when applying justification, it can have odd word spacing and can cause rivers between lines of text.

No Room

This line length for text is too short.

Poor Spacing

This body text has extremely tight leading. It should be adjusted manually or kept at its default value to be more legible.

Left Hanging

The subheading above feels unrelated to this body text.

Graphic Elements



Icons

At a Glance

Icons are a quick, simple way to communicate the purpose or categorization of a piece of information. They tend to share similar stroke width and are able to fit into a square shape. When applied with the extended color palette, they can be further organized along with appropriate text treatments.



Mental Health



Documentation



Security



Phone Call



Community



Scheduling



Personal



Information

Borders

Framing Rules

From graphic elements to framing thumbnails and pictures, borders with similar use cases should be stylistically similar. Inconsistent border weight and stroke color can cause dissonance in a page layout.

Photo Border

Shape: Circle

Stroke Weight: 10 pt.

Color: Orange



Thumbnail Frame

Shape: Rectangle

Stroke Weight: 1 pt.

Color: Gray



Incorrect Frame

Shape: Rectangle

Stroke Weight: 1 pt.

Color: Red



Backgrounds

Tools for Variety and Organization

Backgrounds can fill space, act as a boundary between text or graphics, or change up the aesthetics of a layout. Background colors are best pulled from the logo palette, core palette, and extended palette. When using background colors and applying text treatments on top, be sure to pay attention to the contrast. Smaller text requires more contrast to be readable compared to heading text. Body text on colored backgrounds should only be in black or white.

When placing text on top of a photograph, ensure that enough space is allowed for the subject of the photo to be a focal point. Text should never obscure or hide a person's face.



High Contrast

White body text on a darker background provides an appropriate amount of contrast to be legible. This background color also serves as an organizational tool to give this text its own place on the hierarchy of the page layout.

Photography

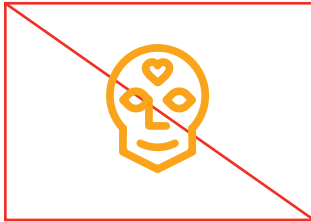
People First

For Aspire Health Alliance, it is important that we show our professionalism and optimism through the photography we use in promotional materials. As a healthcare brand, the subjects of our photography should mostly consist of healthcare specialists, people working together, and groups sharing tender moments with each other.

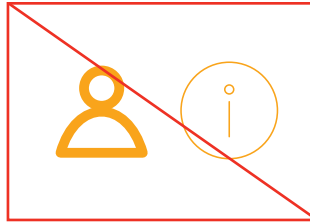
A lot of what we do is serious and can bring up a lot of negative emotions for people. The use of serious facial expressions can display the difficulty of the services we provide, but we should never show anger or otherwise intense distress within our photography. It is better to show hope than to stir up what could be traumatic imagery.



Incorrect Usage



No complex icons



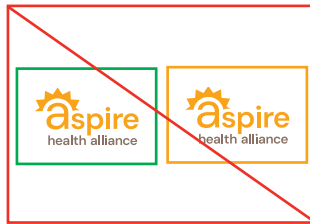
No different stroke weight



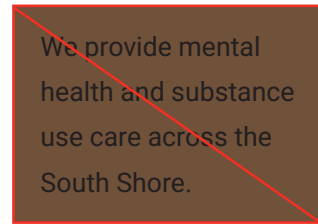
No icon size variation



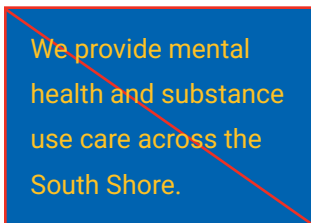
No tight border spacing



No mixing border variations



No low contrast text and backgrounds



No text in color on colored backgrounds



No text covering faces



No extreme emotions

Thank You

We appreciate you for taking the time to read Aspire Health Alliance's Brand Guidelines. We wish you the best for helping us establish and strengthen our brand.

