



Brand Guidelines

Ryan Dang

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Capstone Proposal

Aspire Health Alliance

Who?

- Non-profit, state-designated behavioral health services
- Treatment and programs from Boston, throughout the South Shore, and Southeastern Massachusetts
- Formerly known as South Shore Mental Health



Aspire Health Alliance

Why?

- Personal connection
- Identity has room to improve
- Exercise in logo creation and branding for portfolio
- Better branding = More exposure = Expanded services to community



Objectives

Maintain

- Themes and tones of current writing and imagery
- Appropriate messages for current brand and industry

Improve

- Modernize logo and wordmark
- Create system of graphic and branding standards
- Clarify communication of goals and services visually
- Develop typographic system and unify content across platforms





Audience

**Aspire Health
Alliance**

**Mental Health
Community**

**Service
Awareness**

Practically useful to expand influence among
communities and broaden scope of services

Job Recruiters and Future Employers

Rounding out my portfolio and demonstrating
fundamental and advanced knowledge of branding

Tone and Personality

Mission

We are making emotional well-being essential to overall health and building a supportive community for all through effective, integrated care that is tailored to the way you live.

Who We Are

- Proactive
- Coordinated
- Trust
- Community
- Hopeful
- Excellence
- Innovative

Challenges and Concerns

Consistent/Appropriate Brand Identity

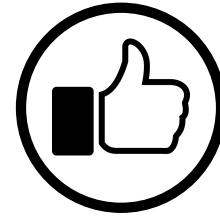
- Wide range of circumstances and services
- Research of mission and history
- Accessibility

Ideation and Production

- Brainstorming
- Execution of a variety of media



Success Criteria



- Visual Improvement (Does it look better?)
- Clear Communication (Does it represent Aspire accurately and effectively?)
- Collective Unity (Can users identify Aspire through its branding?)
- Reasonable Direction (Can workers follow brand guidelines?)
- Professional Presentation (Is the work mature in its design?)

Context

Design

- Bring in line with other mental health associations
- Modern logo and branding
- Exercise in print and digital media
- Adaptation to needs and critiques
- Pitching and explaining design-decisions



Case Studies

Aspire Health Alliance +



aspire health
alliance

State Designated
Community Behavioral Health Center

Purposeful Design

- **Rainbow colors**
 - Inclusivity
 - Diversity
- **Text cadence**
 - Name split between “aspire” and “health alliance”
- **Memorability**
 - Simple
 - “a” is clear reminder of “aspire”

Aspire Health Alliance –



aspire health
alliance

State Designated
Community Behavioral Health Center

Outdated

- Colors not cohesive
 - Rainbow is uninspired
 - Clashes between use of orange and gray
- Little creativity
 - Logo is just the “a” from wordmark
 - Slight slice with little meaning within mark
- Poor typography
 - Odd spacing under “aspire” and between “health alliance”
 - Right aligned tagline hard to read

Aspire Health 2026 +



Modern

- Simple, easy to remember
- Legible, succinct
- Better usage of graphics and iconography
- Sensible typesetting

Rebrand

- In the midst of the capstone, Aspire Health Alliance had a major rebrand
 - New Website: aspirehcs.org
 - New Logo
 - New Shortened Name: Aspire Health

Aspire Health 2026 –



Taste

- Text treatment of subtitle did not have as much care as main wordmark
- Cliche symbol of simplified figure and simplification
- Odd balance
 - “A” barely outweighs the rightside of the logomark

The Trevor Project

Formal Analysis

- Sans-serif and all cap wordmark with star/cursor-like icon
 - Icon can be freestanding
- Slight weight bias to right
- Typographic elements sized differently based on hierarchy
 - Aligned thoughtfully to “Trevor”
- Completely monocolored



The Trevor Project +

Star Mark Icon

- Vibrance and optimism
- Importance of the individual
- Progress toward a lofty goal

Varied Typography

- Font sizes aligned and balanced
- Secondary Logo



Organization focused on ending suicide among young LGBTQ

The Trevor Project +



DO give the logo its specified padding.



DO Use the white knockout version of the logo when using a colored background, or for external partnerships.



All black logo use is limited and should be only utilized when no color printing is available or for external partnerships.



DO elevate the star mark on social media channels as avatars and profile pictures.

Versatile

- Color
- White Knockout
- Black
- Icon

Freestanding

×



×



✓



The Trevor Project –



Mission:

To end suicide among lesbian,
gay, bisexual, transgender,
queer & questioning (LBTQ)
young people



**No link to mission
without context**

**Type feels unorganized,
need for secondary logo**

UMass Memorial Health



Formal Analysis

- Sans-serif typography with bold emphasis and all cap tagline for specific services
- Color in type used purposefully
- Simple yet creative logo integrating initials and humanity
 - Logo can stand alone
- Easily centered

UMass Memorial Health +



UMass Memorial Health
COMMUNITY HEALTHLINK

Formerly “UMass Memorial Health Care”

- Services outside of solely health care
- Prevent illness, maintain health, benefit all aspects of life

Effective Logomark

- Fits inside a square
- Readable at all sizes
- Reference to “U” and “M”
 - Color association strong
- Clever use of circular “head” person iconography

UMass Memorial Health +



Hospital at Home

UMass Memorial Health
UMASS MEMORIAL MEDICAL CENTER



Children's Medical Center

UMass Memorial Health
UMASS MEMORIAL MEDICAL CENTER

Simple Type and Icon

- Applicable to other branches
- Adjusted to better match services
- Good use of negative space

Display of Services

- Health sector and specifications
- Association with Massachusetts as an in-state organization

UMass Memorial Health +



Uninspired Logo Variants

- House is overly literal in comparison
- Shooting star lacks precision

Human Head Dot Cliches



Department of HHS

Formal Analysis

- Serif all cap in circular orientation
- Focus of bald-eagle graphic that utilizes negative space for faces
 - Thick stroke compared to thin serif text
 - Breaks through container into outer text
- Badge-like sewn pattern
 - Striped pattern within graphic
- Only two colors, one if the graphic is used alone



Department of HHS +

Creative, Complex

- U.S. imagery with eagle and stripes
- Collection of human profiles
- Artistic use of negative space

Badge-like

- Fits government association
- Art represented as icon or vector
- Flexible placement of imagery



National department that sets guidelines for private healthcare systems and services.

Department of HHS –

Disconnect of Image and Type

- Stroke weights clash
- Fully circular type orientation can be hard to read
 - Tracking and kerning suffer
- Dotted line border inconsistent with straight line inner border
- Visual elements appear too close or far from others



Mental Health is Health

**Mental Health
is Health**


Formal Analysis

- Sans-serif typography excellently aligned horizontally and vertically
 - Kerning on individual letters great
- Minimal design with subtle logomark under “is”
- Memorable tagline with meaning
- Refers to an initiative rather than a company or corporate entity

Mental Health is Health +

**Mental Health
is Health**
==

www.mentalhealthishealth.us

An MTV Entertainment Studios initiative normalizing the discussion and association of mental health with physical health.

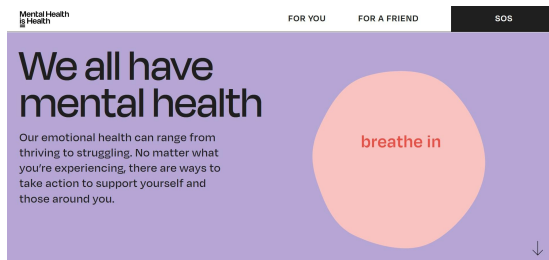
Strong Typography

- Kerning and alignment of letters is neat, geometric, straightforward

Simple Logomark

- The two underlines under “is”
 - For emphasis
 - An “equals” sign
- Controlled flow when reading

Mental Health is Health +



Take control of your emotional health

Looking after our physical health means seeing a doctor, if we don't feel well. Likewise, we don't have to wait till we're overwhelmed to take care of our mental health. Explore the resources below to help feel your best.



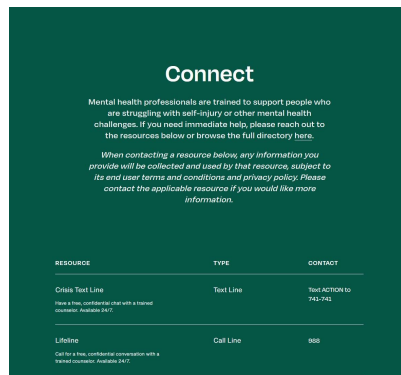
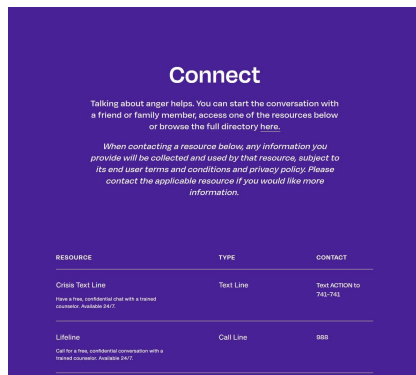
How are you doing?



Clean Web Design

- Abstract shapes express feelings or frame images
- Minimalistic animation
- Navigation is fluid, organized, and responsive
- Deeply extensive web page hierarchy that rewards interacting with the website

Mental Health is Health –



Generic Branding

- Minimalistic web design and wordmark, little brand definition
- Identical wordings and links

Web Optimization

- Cut-off text
- Fullscreen window makes elements feel too large

Learn

The causes of suicide are complex and it's often an impulsive act, so it's important to educate yourself and take action at the first sign of concern. Learning the warning signs and having the courage to speak up can save lives.



SUICIDE FAQs

WARNING SIGNS

SURVIVOR S

Cash App Graphic Standards

Modern

- Accessed through web
- Motion Design and Interactivity

Organized and Clear

- Concise and easy navigation
- Relevant images and examples
- Reasoning for design decisions



Cash App

Foundations

Logo



Color



Typography



Motion



Iconography



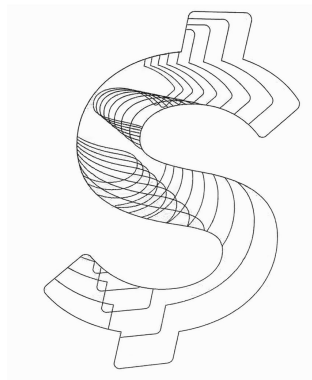
Voice & Tone



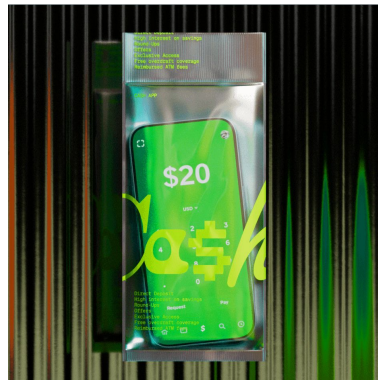
Cash App Graphic Standards

Identity Interweaved

- No dedicated pages for Identity, Audience, Mission, etc.
- Identity explained within design choices through text and image
- Exceptions made for expression and stylized art



Color

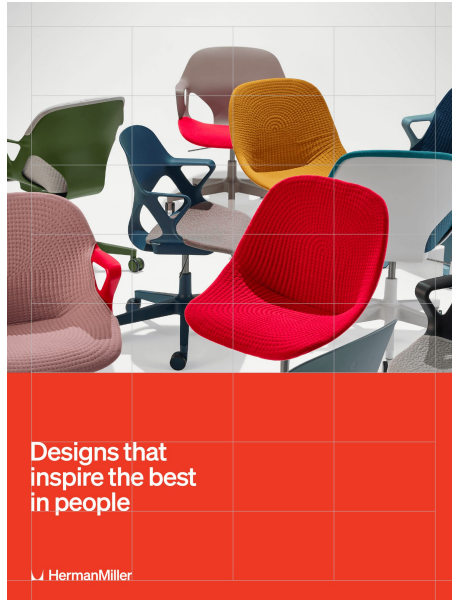


Our brand color palette is centered around Cash Green, a bold distillation of how we redefine money. Though one singular color, our usage of green pushes boundaries, from simple and straightforward, to textured and sensorial.

Herman Miller Graphic Standards



- 1 Introduction
- 2 What we believe
- 3 Who we are
- 4 What we do
- 5 How we show up
- 6 Communication
- 7 Why we matter
- 8 Accessibility
- 9 Identity
- 10 Color
- 11 Typography
- 12 Photography
- 13 Illustration
- 14 Graphic elements
- 15 Infographics
- 16 Composition
- 17 Motion
- 18 Video
- 19 Applications
- 20 In use
- 21 Resources



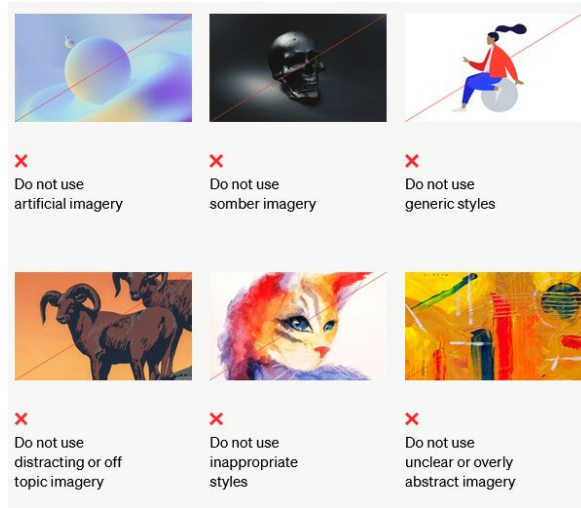
Extensive Brand Identity

- Dedicated to explaining traits goals, activities, voice, importance

Comprehensive Coverage

- Clear examples of dos and don'ts
- References design principles
 - Composition
 - Space
 - Typesetting

Herman Miller Graphic Standards

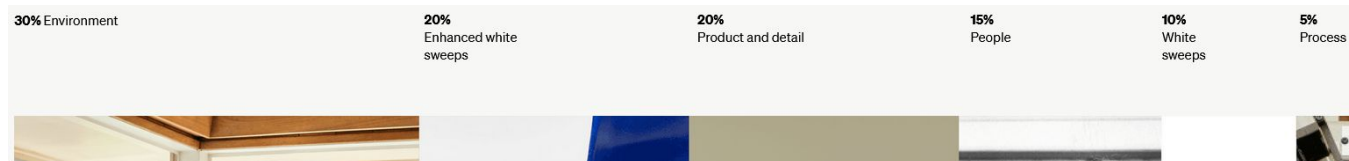


Open-Ended Design

- Variety of photographic subjects
- Many approved colors for graphics

Authenticity

- Rejection of artificial imagery
- Real, approved designs



Ideation/Sketches

Visual Ideation

Mission - We are making emotional well-being essential to overall health and building a supportive community for all, through effective, integrated care that is tailored to the way you live.

Vision - There can be no health without mental health; it is integral to the well-being of the whole community

Values - Your well-being is essential
Health is about trust
Community matters

Who We Are - Building hope, changing lives for those w/ developmental disabilities and mental illness. Non-profit, early intervention, treatment. Social and job skills. Child and family services. Homes, community settings, schools.
+500 employees, +16,000 people served, Established 1963

Visuals -

Aspire	Service	Health
Flying wings clouds sun wind rockets blimps/balloons plants	Help Hugs/Hands/Humans/Heads Caps Sirens Life preserver Phones Crosses	Worth Sun Fire Flowers Trees Dolls Blankets Smiles Tent
gliders birds kites capes superheroes/posing angels propellers	Checkered flags Nets + posts Arrows - guidance Signs Ladders Targets Roads/Hills - Journey Steps/Stairs	Collaboration Building/Construction Lifting Hearts (Hugs) Gears
Peace butterflies catching Finish line Journey	Community Social Plus + Add Heads Speech Bubbles Notification! Homes Links Vebs Mouths Thumbs Speech	Physical/Mental Brain/Muscle/Heart/Head Smile Lightbulb Ribbon Candles Machete Fork
Diversity/Inclusivity Wide Range Colors/Rainbows Cramps Circles/Loops Whirling Doors Globe/World Contrast Parentheses Blanket Rings/Eggs =	Human/Life Eyes/hearts Peace sign Flays Footprints Smiles Trees/Plant/Leaves Sun Speech = Love	

Aspire's Identity

- Mission Statement, Vision, Values, and Who We Are from website (2016)

Most Important Ideas

- Subcategories and imagery
- Symbolism or associations
- Note repeating symbols

Visual Ideation Cont.

Visuals -			
Health	Well-being ✚♥ Keys - Freedom Youth/Young/Clock Plants/Flowers Happiness/Smiles/Excitement Body Stigma - Medicine/Pills/Tablets	Strength/Success Medals/Trophies Celebration/Confetti/Balloons Fist/Muscle Shouting Meditation Checkmark Light Bulb Calendar - Consistency Travel/Sailing/Flying Books/Writing/Diploma/Uwl Speech - Mic, Megaphone, Speakers	Alliance Team Treaty Mutualism Group Container Nations Coat of Arms Globe Direction (Toward Goal) Pointing Compass Guidance - Map, Steering wheel, X marks Example/Idol
Hope	Desire Wish - Stars, Fountains, Lamps Ownership - Hold, contain Dreams - clouds, thoughts Plan - lists, steps, goals Anticipate - Obstacles, weather, Time, Sunrise 'Lunatic'	Optimism Faith Opportunity - Doors Glass half full Glasses - Future Sun/Moon Smiles Forward - ➡ ➤ ➥	

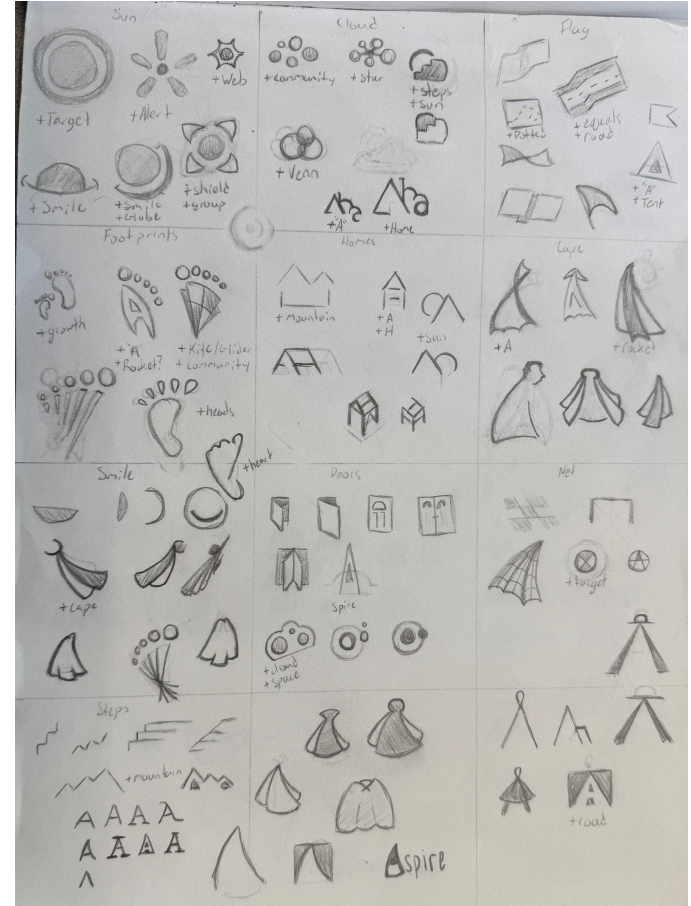
Sketching Series #1

Visual Combinations

- Developing clever and unique ideas
- Sun, House, and Cape felt like strong ideas

No commitment

- None feel final or close to final



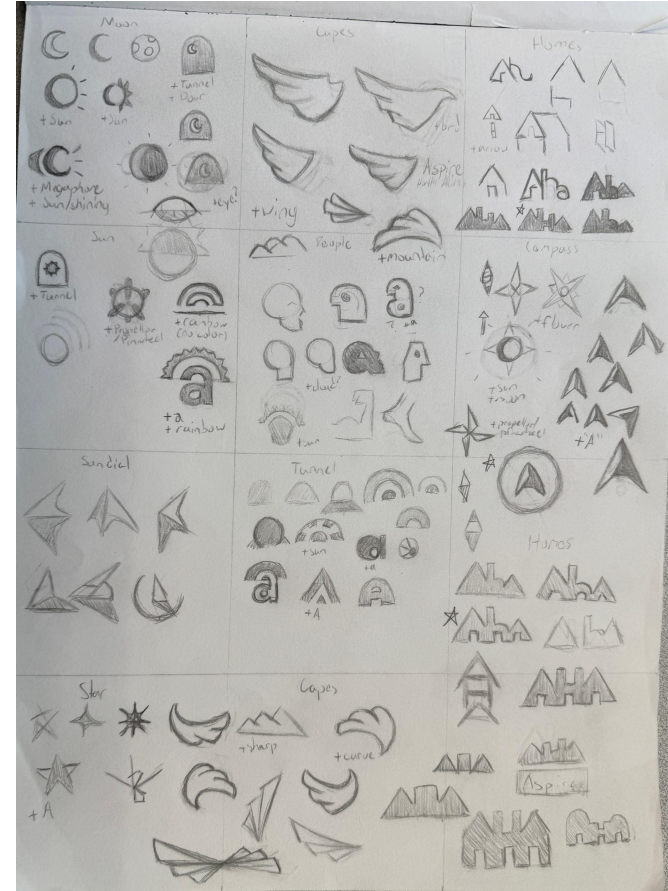
Sketching Series #2

Experimentation with Old and New

- Stronger compositions
- Sun, Cape, and Houses preferred

Moving into Final Stages

- a + Sun + Rainbow
- Cape + Wings
- Initials + Houses



Sketching Series #3

Commitment and Further Exploration

- Strongly committed to Sun/Rainbows, Capes, and Houses

Moving into Final Stages

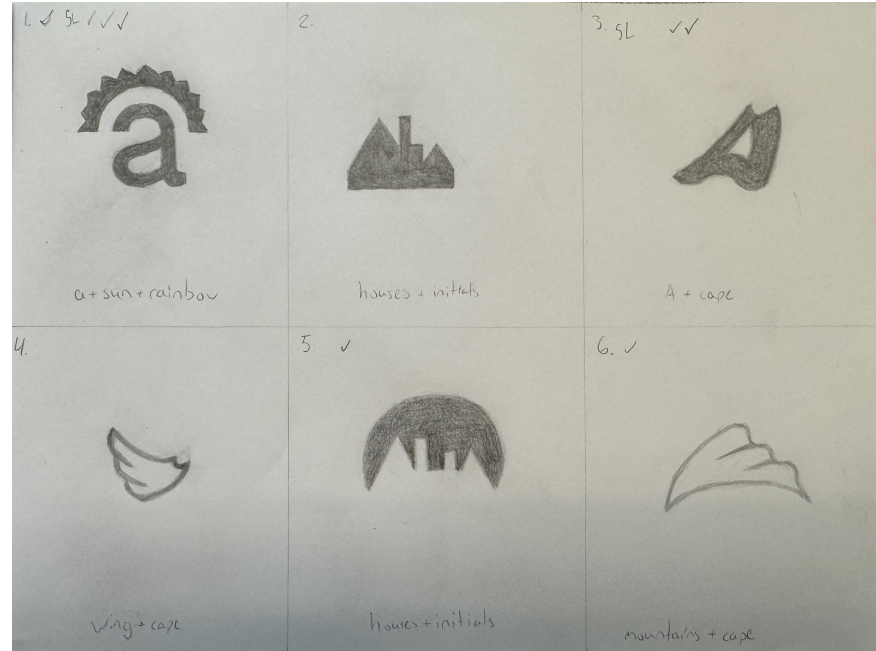
- a + Sun + Rainbow
- Cape + Wings
- Initials + Houses



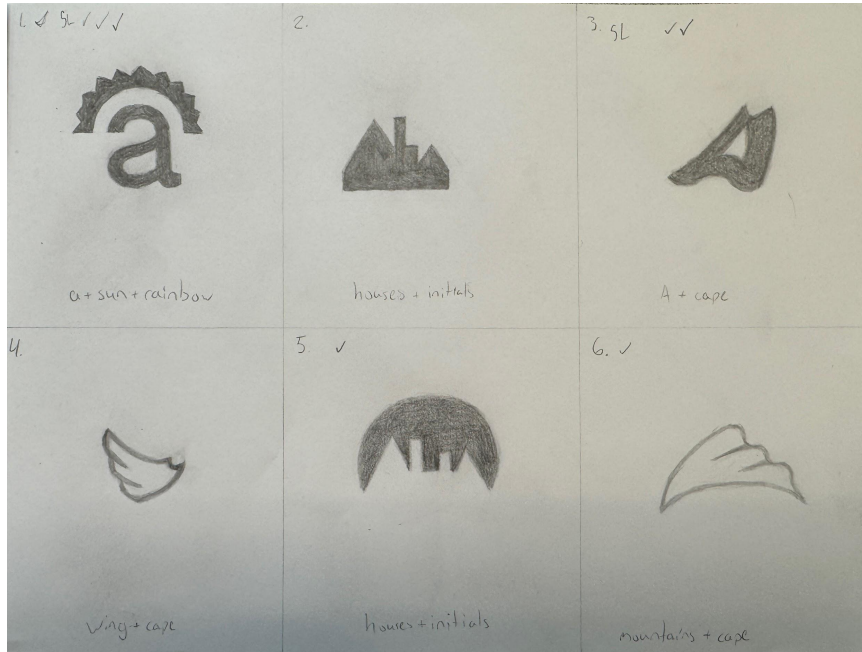
Speed Critique

Feedback

- Narrowed down to 6 comps
- Checks indicate most visually appealing and representative of a healthcare brand
 - Aspire Health Alliance
 - Mission: Behavioral Health Care for mental health and rehabilitation
 - Accessible, inclusive, responsive to community needs



Speed Critique



Specific Feedback

- Sketch #1
 - Amazon likeness
 - Gas Station likeness (BP?)
- Sketch #3
 - Mixed identification of object and letter
 - Assumption University likeness
- Sketch #2 and #5
 - Reminded of construction
 - Initials not clear to any critic
 - #5 has potential for rainbow

Prototype and Critiques

Digital Logo: Cape

Digital Sketching

- Adobe Illustrator
- Cape shape settled
- Testing typographic treatments and logomark placement



Digital Logo: Sun

Geometric Vectors

- Constructing a + Sun + Rainbow in Adobe Illustrator
- Slight negative space between sun and “s”
- Adjustment to sun size to be larger for small applications
- Star is the final composition



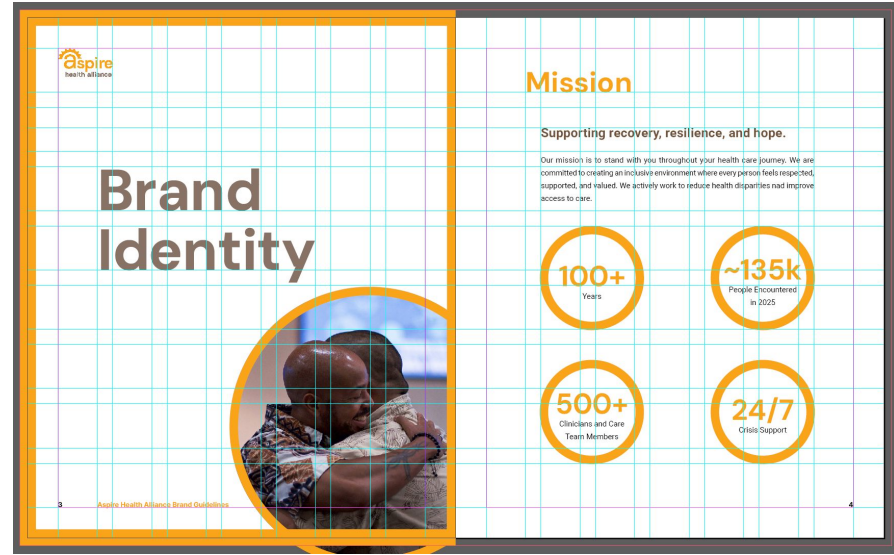
Digital Logo Finalized



Prototype Brand Guidelines

Specifications

- Adobe InDesign
- Modular Grid
- Color scheme matches the logo
- Offset headings and body text
- 7 x 8.5 in. pages, together makes 14 x 8.5 in. spreads
- 36 Pages



Prototype Brand Guidelines

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Introduction

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

Since our founding in 1991, 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 clearly 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 for those in need and a call to action for those ready to step up and make a difference in others' lives.

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 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 judgement or prejudice. 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. You set the agenda.



Community Matters

Community plays a crucial role in your well-being. That's why we provide behavioral health services where you live, near the people and organizations you know, and integrated with the health care system. Our roots run deep. We've been working in this region since 1925 and have always been dedicated to improving the health and welfare of all our neighbors.

Voice and Tone

Compassion

Every Aspire member's first priority is to treat individuals with empathy. Our desire is to help as much as possible while making others feel important, cared for, and protected.

Respect

Individuals should be treated with the highest regard and sensitivity. We always communicate with the utmost respect for each other. No one is small enough to be ignored or insulted. We hold a humane integrity and speak with the sincerity everyone deserves to hear.

Trust

Trust is a two-way street, on the responsibility should fall on us to extend help with an honest and welcoming hand. We will never try to hurt anyone. Mistakes do happen, but our relationship depends on the accountability and high standards we hold ourselves to.

Dignity

Individuals are worthy of the assistance they require. We do not discriminate against anyone for any reason. We are an inclusive and diverse. All attempts to communicate are made with the best intentions in mind to preserve each individual's dignity and safety.



Peer Critique

- Optical alignments to text
- Chapter openings not unified
- Photo bleed not aesthetic
- Larger photos and adjust alignment

Professional Critique

- Implement blue into color scheme
- Continue adjusting chapter openings
- Rainbow shape lost in logo
- Fix and unify shapes in icons

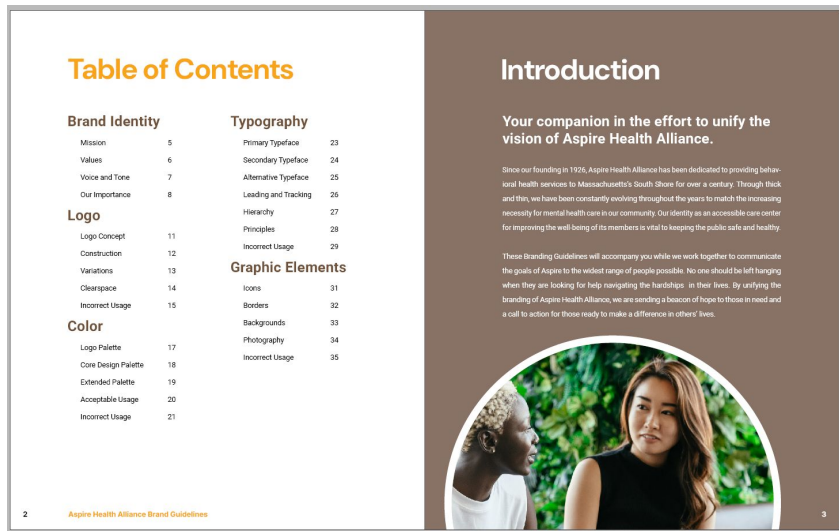
Final Brand Guidelines

Format Adjustments

- Adobe InDesign with new dimensions for printing on Blurb
- 8 x 10 in. pages, 16 x 10 in. spreads
- Modular Grid
- Color scheme adds blue
- Aligning headings and text



Final Brand Guidelines



Online Exhibition Mockups



Information Pamphlet Sketches

Our Programs

Behavioral Health Urgent Care

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



In-Home Therapy 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.

Discovery Day Treatment

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.



Adult Community Clinical Services

Aspire Health Alliance operates two Adult Community Clinical Services programs serving approximately 335 individuals throughout the community. Access to this program is through referral from the Massachusetts Department of Mental Health. Participants can choose to live independently in the community or in one of our residential settings.

Peer-to-Peer Support

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. This program focuses on building connection, strengthening coping skills, and empowering individuals as they move forward in recovery.



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Information Pamphlet Sketches

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Early Intervention

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. Early Intervention services are at no cost to families. We bill insurance and if insurance does not cover the cost, the Department of Health covers the balance.



In-Home Therapy 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.

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Final Pamphlet Designs

About Us

Our Mission

 "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.

Our 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.

Health Care is About Trust

We provide an environment that is safe and supportive, free of judgment or prejudice. We will work to meet your expectations by providing services that meet your goals.

Community Matters

Community is crucial to your well-being. We provide our services where you live, near the people and organizations you know, and integrated with the health care system.

You're Not Alone. We're Here to Help.

① **General Questions and Info.**
800-852-2844

📅 **Appointments and Scheduling**
617-847-1914

📞 **24/7 Crisis Support**
617-774-6036
800-528-4890

📞 **Suicide and Crisis Lifeline**
988

Care Locations

📍 **Quincy**
54 Miller Street
Quincy, MA 02169

📍 **Braintree**
1501 Washington Street
Braintree, MA 02184

📍 **Marshfield**
769 Plain Street
Marshfield, MA 02169



Community-Based
Behavioral Health Care



Our Programs

Behavioral Health Urgent Care

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



In-Home Therapy 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.

Discovery Day Treatment

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.



Early Intervention

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. Early Intervention services are at no cost to families; We bill insurance and if insurance does not cover the cost, the Department of Health covers the balance.



Adult Community Clinical Services

Aspire Health Alliance operates two Adult Community Clinical Services programs serving approximately 335 individuals throughout the community. Access to this program is through referral from the Massachusetts Department of Mental Health. Participants can choose to live independently in the community or in one of our residential settings.

Peer-to-Peer Support

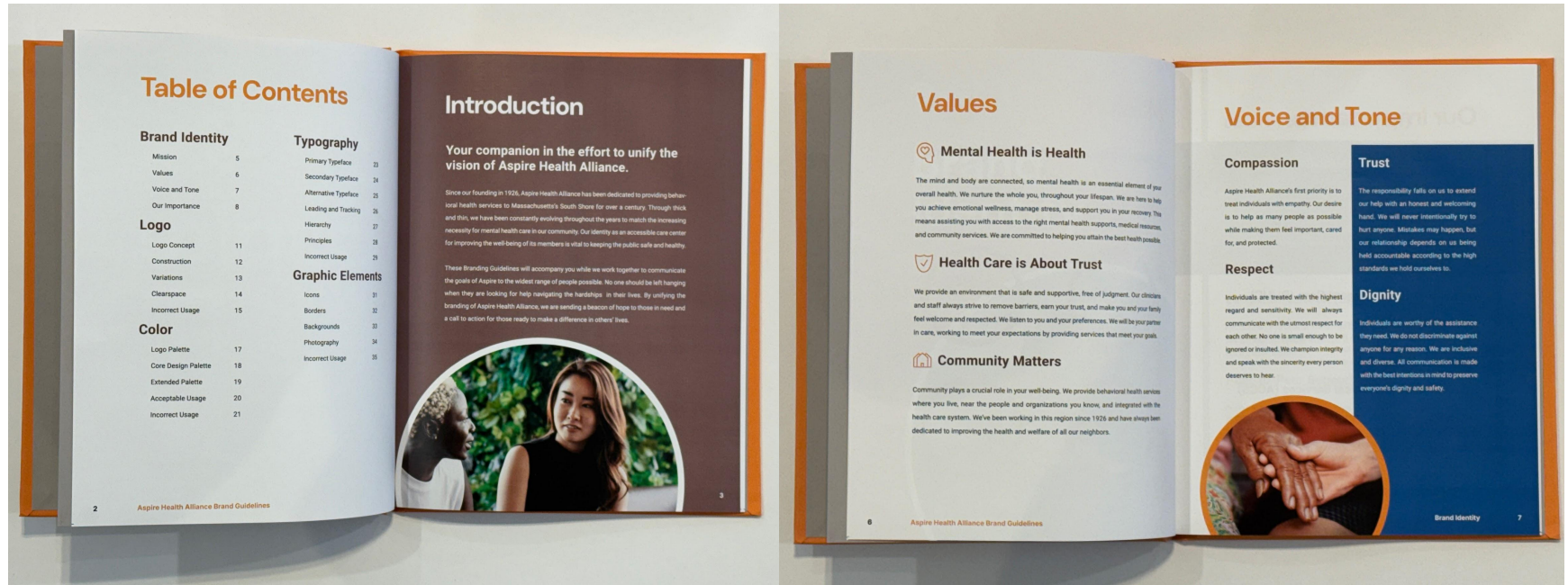
Our Peer-to-Peer Support Program connects individuals with trained peer supporters who have lived experience with mental health or recovery. In a safe, welcoming environment, peers offer understanding, encouragement, and guidance to help individuals feel heard, supported, and less alone on their journey. This program focuses on building connection, strengthening coping skills, and empowering individuals as they move forward in recovery.

Final Production

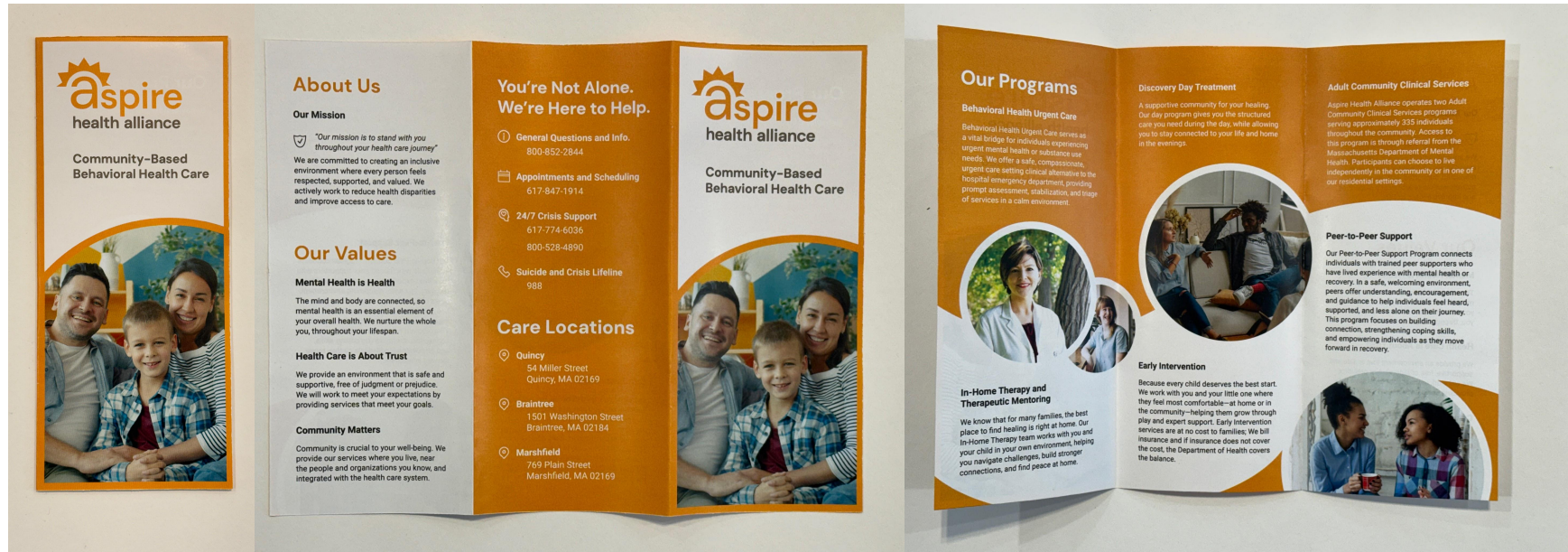
Printed Brand Guidelines (Blurb)



Printed Brand Guidelines



Printed Pamphlet



Senior Show



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