



BRAND GUIDELINES

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brand. overview

“A Tradition of Compassion”

Horizons Mental Health Center is proud to offer a long tradition of delivering compassionate, quality services to those in our communities. We take great pride in fulfilling our organization’s mission through each and every interaction with those we serve.

Mission

Enhancing the quality of life through integrated care.

Vision

To be the behavioral health treatment center of choice through access, integration, and outcomes.

CORES:

Our core values are the foundation of who we are and what we strive to be:

Integrity

Compassion

Accountability

Respect

Excellence

colors

Horizons' purple

HEX: #00314B

RGB: 0 , 49 , 75

CMYK: 100 , 77 , 45 , 43

HSL: 201 , 100 , 15

PRIMARY

light blue

HEX: #F31D00

RGB: 243 , 29 , 0

CMYK: 0 , 98 , 100 , 0

HSL: 7 , 100 , 48

PRIMARY

bright purple

HEX: #FF7B1B

RGB: 255 , 123 , 27

CMYK: 0 , 64 , 98 , 0

HSL: 25 , 100 , 55

PRIMARY

teal

HEX: #1FDCE5

RGB: 31 , 220 , 229

CMYK: 60 , 0 , 17 , 0

HSL: 183 , 79 , 51

ACCENT

beige

HEX: #F5EDE0

RGB: 245 , 237 , 224

CMYK: 3 , 5 , 11 , 0

HSL: 37 , 51 , 92

ACCENT

fuschia

HEX: #7F0C00

RGB: 127 , 12 , 0

CMYK: 29 , 100 , 100 , 38

HSL: 6 , 100 , 25

ACCENT

green

HEX: #7F0C00

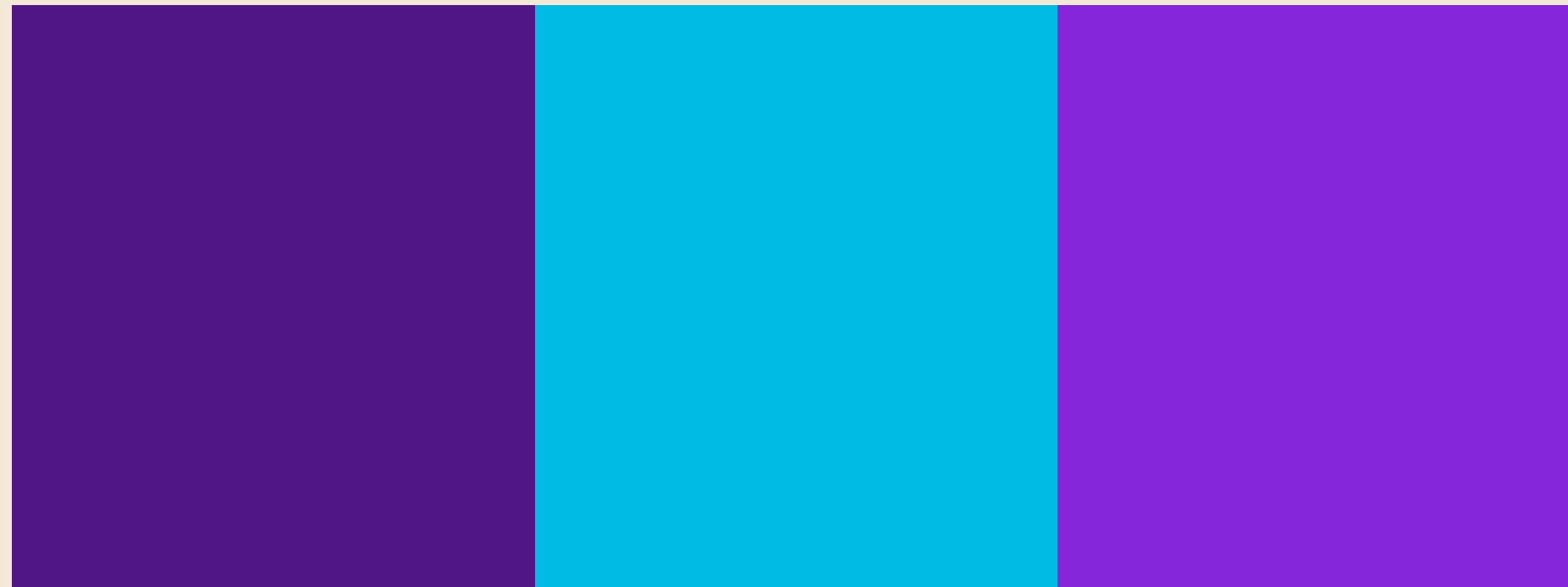
RGB: 127 , 12 , 0

CMYK: 29 , 100 , 100 , 38

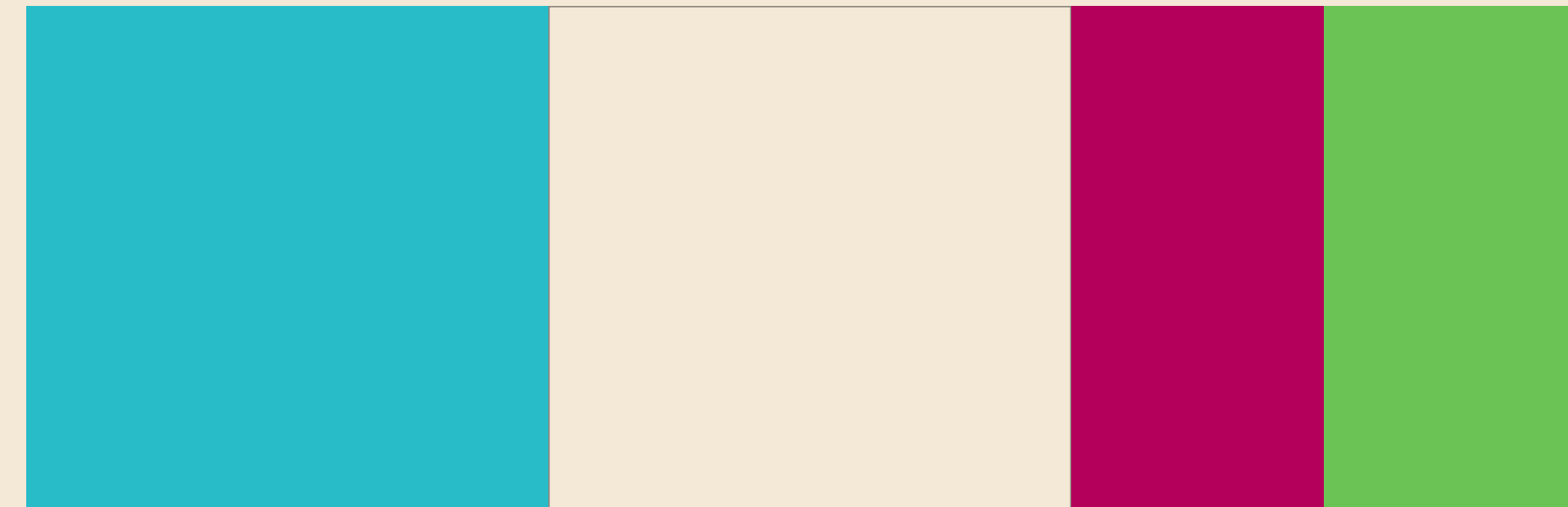
HSL: 6 , 100 , 25

ACCENT

Primary

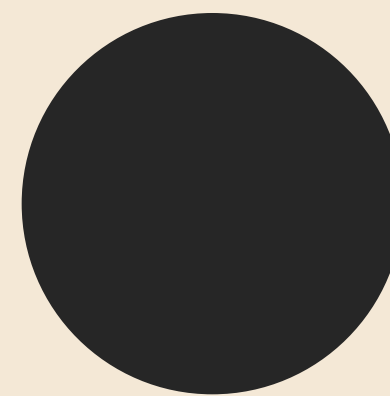


Secondary



Additional

Use dark gray for text when
not using navy or another color
from the main palette --
as opposed to black.



HEX: #262626

RGB: 38 , 38 , 38

CMYK: 71 , 65 , 64 , 69

HSL: 0 , 0 , 15



HEX: #FFFFFF

RGB: 255 , 255 , 255

CMYK: 0 , 0 , 0 , 0

HSL: 0 , 0 , 100

typography

Gotham

AaBbCc

1234567890#\$&%@!?()

Headings 1

Subheadings 1

Gochi Hand

AaBbCc

1234567890#\$&%@!?()

Body Copy

CTAs & Labels

logo

PRIMARY

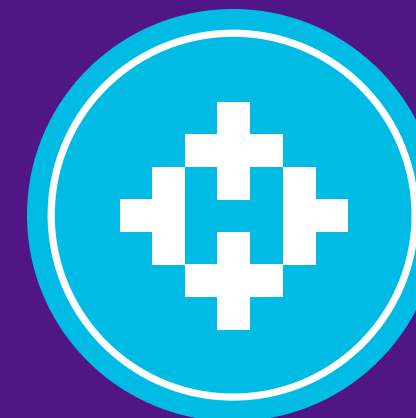


HORIZONTAL



The “Horizontal” logo can be used interchangeably with the primary logo but should still be considered a secondary logo, the primary logo is always preferred.

ICON | SOCIAL



The “Social” logo can be used when appropriate, (ex. on social media and in marketing materials.) This should always be considered a secondary logo, the primary logo is always preferred.

Navigation icons: back, forward, search, and other controls.

Horizons Mental Health Center

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