

# Modern Health Brand Guidelines

MARCH 2021 | VERSION 2.1

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### OUR MISSION

To destigmatize mental health care, break down barriers to access, and give everyone the tools they need to build resilience, proactively engage in their mental health, and get the clinical support they need when they need it.

## Brand Design Principles

As our company continues to grow in a multitude of ways, our brand will evolve alongside it. However, our brand must seek to have a more trustworthy and consistent identity as a means of converting leads and retaining clients.

### PRINCIPLE 1

## Approachable

Our brand approachability matters. We want to be seen as a knowledgeable and welcoming friend, ready to inform and provide support that empowers. We don't selfishly consider ourselves indispensable. **Our brand remains humble** in our field, putting people first and embodying empathy.

### PRINCIPLE 2

## Clear

The mental health landscape is convoluted, and clients and members come to us in need of clarity. Our brand **reduces complexity** and conveys messages with **simplicity**. Our audiences get what they need and leave feeling more confident than when they arrived.

### PRINCIPLE 3

## Elevated

We strive for excellence. We want to define the future of mental health and **pave the road ahead**. In doing so, we need to earn the trust of our prospects and clients by innovating constantly. Our brand reflects that, and we dedicate ourselves to being visionary in mental health branding.

## The Modern Health voice never changes

Modern Health is an approachable expert; a friend with a PhD in clinical psychology.

### When we write copy, we are:

- ✓ Clear
- ✓ Trustworthy
- ✓ Non-judgemental
- ✓ Professional

## The Modern Health tone varies by audience

Adjust your tone for your audience.

**ASK:** Why has my reader found my writing?

Answer that question and you'll know what tone to use.

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### To HR decision makers:

We are problem solvers.

### To therapists and coaches:

We are professional collaborators.

### To members:

We are solutions-oriented friends.

## Principles for addressing members

We know that engaging with a mental health platform can be intimidating, so we are careful to use our voice to make a positive impact in members' lives.

- ✓ We make every member feel **empowered and safe**
- ✓ We take every member **seriously**
- ✓ We **guide members to resources** so they never feel alone

Avoid clinical jargon when writing for a non-clinical audience.

We largely abide by Associated Press style in our work (there are exceptions). Look up references online or [contact Meredith](#) for access to our paid [AP Stylebook](#) subscription.

## Copy Guidelines Cheat Sheet

- ✓ Use the serial comma (e.g., diversity, equity, and inclusion)
- ✓ Well-being (not wellbeing)
- ✓ Health care (not healthcare, e.g., “mental health care”)
- ✓ Use the full name of therapeutic schools on first reference (e.g., “Cognitive Behavioral Therapy”)
- ✓ Use numerals to describe the length of a provider session (e.g., We are hosting five free Circles this month. These 20-minute sessions are open to the public.)
- ✓ Use the % sign when paired with a number (e.g., 27% of users)
- ✓ Capitalize sparingly, but use with branded products (e.g., Circles)
- ✓ One-on-one care (1:1 is acceptable in informal situations when brevity is required)
- ✓ Culturally centered care (no hyphen)
- ✓ Describe a group in need of therapy as having “clinical needs” or “elevated needs”

- ✓ Stepped care (no hyphen)
- ✓ Do not capitalize coach or therapist when it precedes someone’s name (e.g., She was matched with coach Lauren Krasny.)
- ✓ Capitalize funding rounds (e.g., We’re proud to announce our Series D funding.)
- ✓ Capitalize Black when referring to race (e.g., She celebrates the concept of Black joy.)
- ✓ Telehealth and teletherapy (no hyphens)
- ✓ Use recommendation, suggestion, or match (never triage)
- ✓ Do not refer to members by tier color (“in the green”) unless you have explained our tiers of care matching and their paired colors

Green = Growth & Development

Yellow = Increase Effectiveness

Red = Improve Functioning

## Non-stigmatizing mental health language

### AVOID

Mental health problem  
Suffers from [depression]  
Substance abuse  
Has a mental illness  
Committed suicide

### USE

Mental health challenge  
Experiences [depression]  
Substance use  
Is in need of care  
Died by suicide

## Logo Specs

### Clear Space

A minimum area of space must always surround the logo. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark. Here, 'x', here, represents the height of the logo.



0.5x



Primary Lockup



Vertical Lockup

## Logo Usage

### Primary Application

Use the blue Modern Health logo only on white backgrounds.



### Monotone Application

Use white logos on dark backgrounds. Do not use on light backgrounds, as it may not be visible to some users. If you are not sure, check out [this site](#) to confirm whether your logo and background combination passes the test.

If your colors don't pass, choose color combos that do. When it comes to color accessibility, we want to make sure we follow these guidelines as a means of being inclusive.



### Logo Lockups

When putting together logo lockups, make sure the height of both logos are the same. Bottom-align the two logos and make sure they are both equidistant from the plus sign.



- ✓ Logos are bottom-aligned
- ✓ Both logos are 11px in height
- ✓ Both logos are 10px from the plus sign





## Primary Color Palette

Our primary color palette has been developed for use in the core product. We likewise use the colors for other external-facing assets such as sales slide decks, our corporate website, flyers, etc.

When choosing colors, use the blues in abundance and be selective with the other core colors. The other core colors should be used to differentiate and bring pops of color (i.e., for shapes and icons).

### How do I know when to use which blue?

#### Use the darker blue, HEX #1E42D3

with HR leaders, brokers, and health care professionals

#### Use the lighter blue, HEX #2D80E2

with end users of our product and internally within Modern Health



RGB: 45, 128, 226  
HEX: 2D80E2



RGB: 29, 198, 216  
HEX: 1DC6D8



RGB: 255, 84, 115  
HEX: FF5473



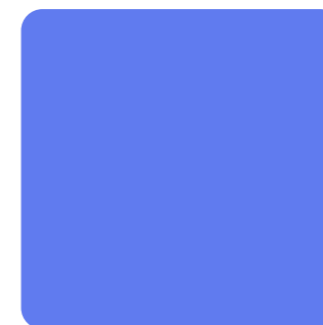
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HEX: 1E42D3



RGB: 255, 183, 27  
HEX: FFB71B



RGB: 255, 161, 80  
HEX: FFA150



RGB: 96, 123, 239  
HEX: 607BEF



RGB: 77, 101, 128  
HEX: 4D6580



RGB: 34, 48, 63  
HEX: 22303F

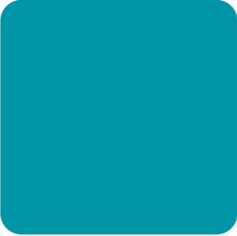
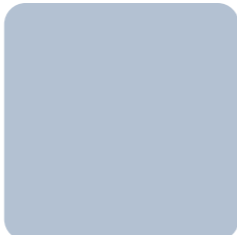

## Secondary Color Palette

The secondary color palette offers a spectrum of our core brand colors.

Do not use the secondary color palette liberally but in situations that necessitate further color coding.

### When have we used these gradients in past brand projects?

- ✓ Modern Health Resource Portal asset backgrounds
- ✓ Showpad folder differentiation
- ✓ Graphs with many symbols in the legend

					
RGB: 34, 48, 63 HEX: 22303F	RGB: 0, 84, 175 HEX: 0054AF	RGB: 198, 17, 72 HEX: C61148	RGB: 0, 149, 167 HEX: 0095A7	RGB: 199, 114, 33 HEX: C77221	RGB: 199, 135, 0 HEX: C78700
					
RGB: 77, 101, 128 HEX: 4D6580	RGB: 45, 128, 226 HEX: 2D80E2	RGB: 255, 84, 115 HEX: FF5473	RGB: 29, 198, 216 HEX: 1DC6D8	RGB: 255, 161, 80 HEX: FFA150	RGB: 255, 183, 27 HEX: FFB71B
					
RGB: 179, 193, 210 HEX: B3C1D2	RGB: 112, 175, 255 HEX: 70AFFE	RGB: 255, 137, 161 HEX: FF89A1	RGB: 105, 216, 236 HEX: 69D8EC	RGB: 255, 211, 127 HEX: FFD37F	RGB: 255, 233, 87 HEX: FFE957
					
RGB: 233, 238, 244 HEX: E9EEF4	RGB: 166, 225, 255 HEX: A6E1FF	RGB: 255, 167, 185 HEX: FFA7B9	RGB: 161, 241, 255 HEX: A1F1FF	RGB: 255, 226, 171 HEX: FFE2AB	RGB: 255, 244, 173 HEX: FFF4AD

## Brand Typeface

We use both Sk-Modernist and Poppins typefaces for all audiences. See guidance on page 12 for when to use each font.

When Sk-Modernist is not available (for example in Google Slides), please default to using Poppins.

In general, Poppins should be readily available. For those who do not have Sk-Modernist installed, please head to the Modern Health [Google Drive](#) (Design > Fonts).

### Sk-Modernist

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Letters      ABCDEFGHIJKLMNOPQRSTUVWXYZ      **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

### Poppins

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Letters      ABCDEFGHIJKLMNOPQRSTUVWXYZ      **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## Brand Typeface Usage

### Font Color Guidelines

- ✓ Use #22303F for headlines
- ✓ Use #4D6580 for subheadlines and body copy
- ✓ Use #FFFFFF on dark backgrounds
- ✓ Use #2D80E2 for links

### Sk-Modernist: use for titles and headlines

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### Poppins: use for eyebrows, subheadlines, and body copy

When bolding with Poppins, only use **SemiBold** (not **Bold**, **ExtraBold**, or **Black**)

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#### Eyebrow

Font: Poppins, Font weight: SemiBold, Case: All caps

OCTOBER 2020 RESEARCH STUDY

#### Headline

Font: Sk-Modernist, Font weight: Bold, Case: Sentence case

Modern Health Coaching Drives Clinical Outcomes

#### Subheadline

Font: Poppins, Font weight: Semibold, Color: Dark Gray

We studied 530 Modern Health members who worked with their coach between May 2019 and August 2020.

#### Body copy

Font: Poppins, Font weight: Regular, Color: Dark Gray

47% of members beginning care with depressive related symptoms show clinical improvements in well-being. Members who complete four or more coaching sessions see statistically significant improvements in well-being. Members who engaged in coaching experienced significant improvements in burnout and presenteeism.

Remember to adjust font size and weight to the environment in which it's displayed.

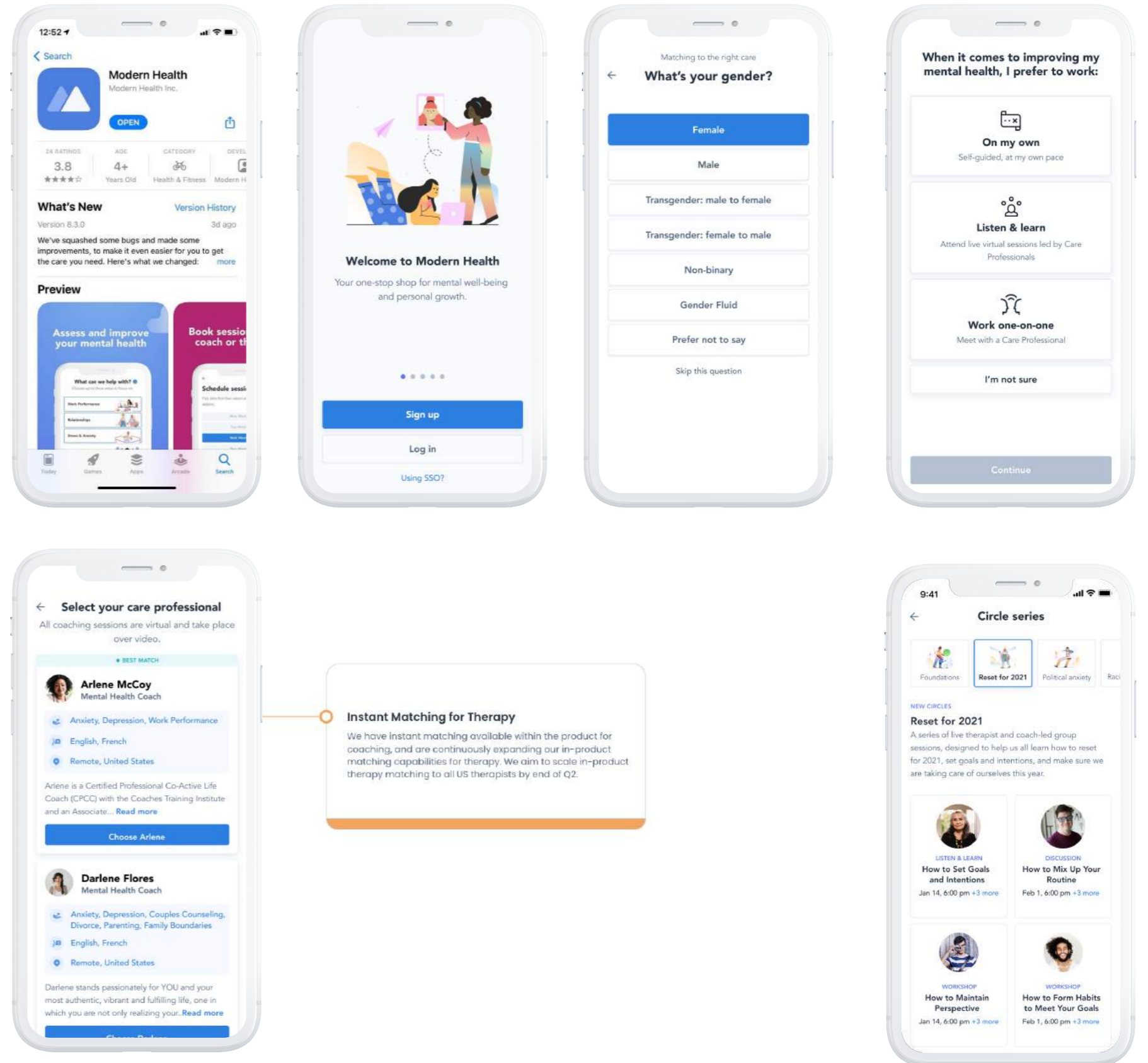
## Product Image Usage

These product images can be used for any audience. Please be thoughtful about which screens you use.

These images are for use by customers only when promoting Modern Health to eligible employees.

### Before you use:

- ✓ Make sure the screens are not outdated
- ✓ All screens should be in white phone mockups
- ✓ When creating text for product, please use our color-outlined boxes and hub circles
- ✓ Find product screenshots in Figma repository



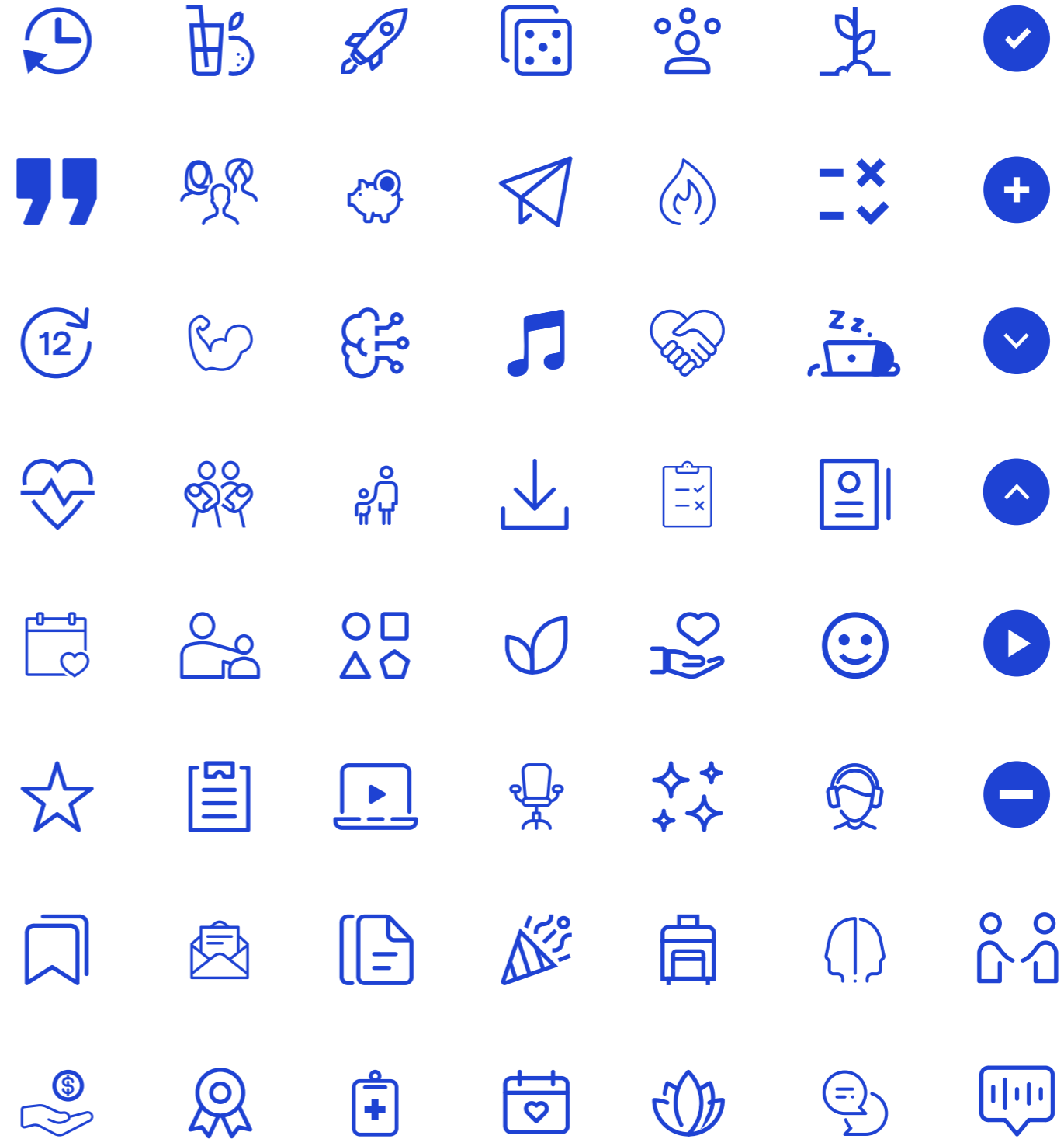


## Icon Usage

Icons are available to be used for any asset. Icon colors can be changed; please use the core primary colors.

### Before you use:

- ✓ Check if all the stroke weights of the icons are similar. Icons should not vary between thick and thin
- ✓ Make sure all icons are the same height
- ✓ Vary icon colors if they highlight different topics
- ✓ Use white on dark backgrounds
- ✓ Find icons in Figma repository

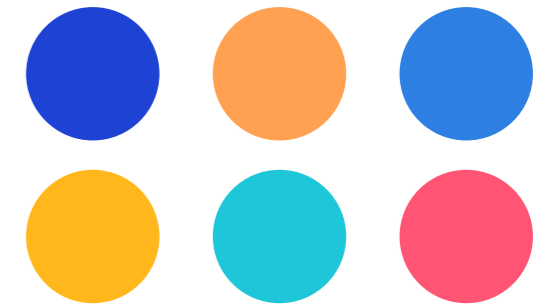


## Shapes

Shapes and motifs are essential in making our brand more memorable.

### Circles

Use these circles as our main brand motif. Please vary sizes when using multiple, however, don't overload the user with circles. Use in moderation.



### Dots

Use the following dots as page borders that are typically applied at the top right of each page of a longer report.



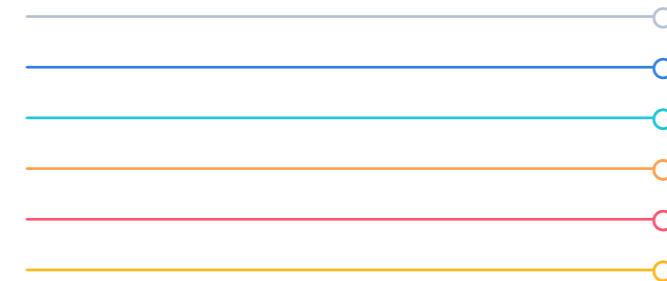
### Maps

Use these maps (both solid-colored and dotted) as backgrounds when referencing providers, stats, etc. They should not be the star of the show but there to support our global coverage in the background.



### Hub circles with lines

Use these hub circles as reference points when you're pointing to something specific. You can see how they're used all throughout this guide. Make sure they're always tied to a line.





## Quotes

We quote providers and customers frequently in our work. Use the following graphic treatments to make them stand out.

### Before you use:

- ✓ Make sure you have approval to use the quote and the author's photo

### Container

Make sure your quote container has the correct drop shadow specs: x = 0, y = 4, Blur = 12, Spread = 0 #DAE1EA, 50% transparency

There is also a gray outline for the container that has a hex code of #E9EEF4 and weight of 2px.



This space was so affirming. I have never even had the opportunity to be a part of a circle like this, nor have I had the opportunity to work with therapists [who align with my identity]. I do see a one-on-one therapist regularly, but I often find that I am unable to really fully broach these conversations with her. Again, this space was so necessary!

– Modern Health member



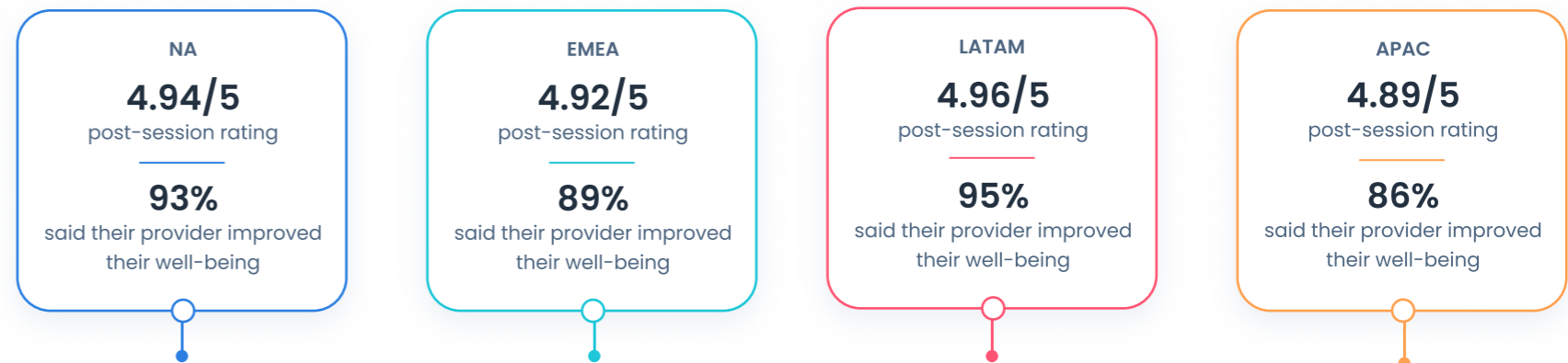
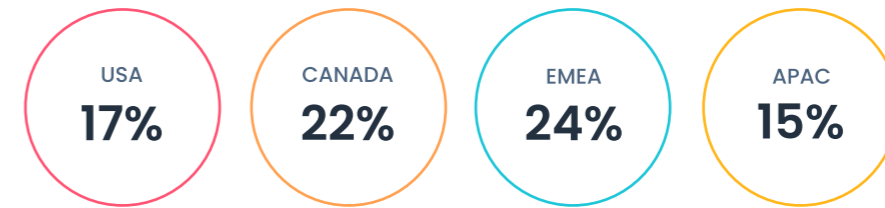
At Johnson & Johnson, we believe in **looking at health holistically: Physical, mental, and emotional health are inexorably linked**. We continue to foster and grow an inclusive and understanding culture that destigmatizes mental health issues and provides the resources to support our employees in bringing their whole selves to work.



Alex Gorsky  
Chairman & CEO of Johnson & Johnson  
[Source: CEO Roundtable](#)

## Statistics

Here are some graphic treatments for displaying numbers and statistics. Notice how they all follow our brand guidelines, from shapes and motifs to font hierarchy to colors and icons.



## Charts

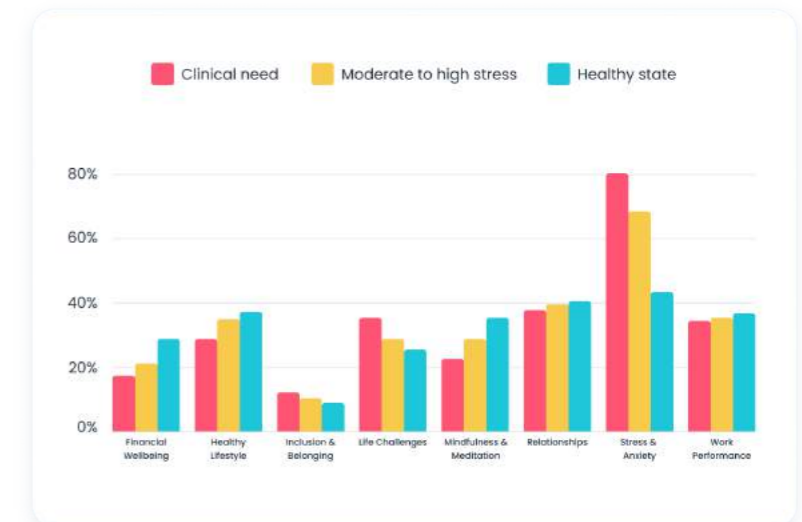
Here are examples of graphic treatments for charts.

	Core Modern Health App	Ancillary Work-Life Services	Crisis Support Resources
Chinese (Simplified)	In Progress	✓	✓
French	✓	✓	✓
French Canadian	✓	✓	✓
German	Planned for 2021	✓	✓
Hindi	Planned for 2021	✓	✓
Japanese	In Progress	✓	✓
Korean	In Progress	✓	✓
Portuguese	Planned for 2021	✓	✓
Spanish (Latin American)	In Progress	✓	✓

	Innovating	Access	Equitable	One-Stop	Proactive
<b>What</b>	Innovating beyond 1:1 Care	Engage members before they reach clinical need	Culturally responsive care across the globe.	Support members over time as their needs change.	Insights & XYZ, all in one platform.
<b>How</b>		We take a multi-disciplinary approach to assessing need. Nearly 80% of our members who engage do so before they've reached a point of clinical need.	We curate our own global network without relying on "cookie-cutter" 3rd party provider networks, and build ours specifically to your member population	We are the only solution to be able to support members over time as their needs change, as we seamlessly offer multiple modalities of care within a single platform	We surface insights to you about your employees based on demographics and areas of focus so that you can take action proactively.

# Graphs

Here are examples of visual treatments for graphs.



# Questions?

For any questions with this style guide, please contact:

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[meredith@modernhealth.com](mailto:meredith@modernhealth.com)