MODERN
HEALTH

Brand Guidelines

2022

Introduction

To support our updated brand, we have developed a distinctive identity system. This is a creative toolkit that includes strategy, messaging, and a visual system. Included is our company logo and a collection of colors, typefaces, and graphics that can be used in different combinations to create a consistent look and feel for all brand communications.

Communicating our brand depends on how we use this system. In order to convey a strong brand story, we need to use the system in the same way across the company and across all communications. This begins with maintaining a consistent visual style throughout Modern Health communications. A visual style is not just a logo but involves a combination of visual elements. Please take the time to learn how to put these elements together correctly.

For questions about these guidelines and how to use them or to have the Brand Team review your communications, email brand@modernhealth.com.

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Brand Strategy

Brand Idea

BRAND NARRATIVE

For Life in Motion

A world that never stops moving creates unexpected challenges every day; Modern Health helps people meet them with a full spectrum of clinically rigorous mental health care. And while the need is universal, no two needs are alike. Our adaptable, accessible, personalized services assist people wherever they are on their mental health journeys, helping them flow through a life in motion.

Brand Voice and Tone

BRAND TRAITS

Sophisticated

WHAT DOES THIS SAY ABOUT MODERN HEALTH?

It says we are skilled practitioners. We are culturally aware, savvy, and sensitive. We live up to the word modern in our name as we approach a world in motion.

HOW DO WE EXPRESS IT?

In an intelligent way.

- ☑ Do: Watch word counts. Be concise and efficient. Opt for active voice. Use the Oxford comma. Use em dashes (like this—is right, like this — isn't)

- ☒ Don't: Mistake short for curt. No need to impress. Don't be basic. No using quote marks to allude to something else.

- ☑ Is: sophisticated

- ☒ Isn't: elite or out of reach

Empathetic

WHAT DOES THIS SAY ABOUT MODERN HEALTH?

Mental health care isn't a one-time thing. A person's health is always with them as they move along the care spectrum, so the Modern Health product helps them individually move forward how, when, and where they need to.

HOW DO WE EXPRESS IT?

Casually and colloquially but not too much so.

- ☑ Do: Speak conversationally. Use contractions. Use human words vs. business ones. Decision-makers, not decision makers. Website, not web site. Health care, not healthcare.

- ☒ Don't: Use slang. Never talk down. Don't get gimmicky. No tactless terms. Don't be unkind or scripted.

- ☑ Is: empathetic

- ☒ Isn't: chummy

Optimistic

WHAT DOES THIS SAY ABOUT MODERN HEALTH?

Mental health challenges can elicit negative emotions. Assisting people in a personalized way in any circumstance warrants showing up with solutions.

HOW DO WE EXPRESS IT?

With a positive outlook.

- ☑ Do: Use strong verbs. Write with hopeful respect. Allow air between words. Note rhythm and pace. Employ alliteration. Punctuate headlines. Avoid exclamation points.

- ☒ Don't: Use sass or sarcasm. Don't hyphenate compounds formed by an adverb ending in -ly followed by an adjective or participle: highly regulated, not highly-regulated industries.

- ☑ Is: optimistic

- ☒ Isn't: happy-go-lucky

Technical

WHAT DOES THIS SAY ABOUT MODERN HEALTH?

It says we have the expertise to speak clinically to enterprise decision-makers and the empathy to use lay terms with employees and general audiences. (Particularly on the website. Everyone has access, so it needs to make sense to all.)

HOW DO WE EXPRESS IT?

Embrace clinical language, but don't use detached, scientific speech.

- ☑ Do: Use plain speak. Avoid Ph.D. talk unless necessary. Use sentence case for headlines and CTAs. Only use title case for navigational elements.

- ☒ Don't: Get overly academic. Nor inflated or hyperbolic, which unknits empathy.

- ☑ Is: technical

- ☒ Isn't: jargon-filled

Copy Guidelines and Cheat Sheet

☑ Use the serial comma (e.g., diversity, equity, and inclusion)

☑ Well-being (not wellbeing)

☑ No spaces flanking an em dash; it's—like this—and not like — this

☑ Health care (not healthcare, e.g., "mental health care")

☑ No hyphen with adverbs ending in -ly ("clinically validated," "culturally centered 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)

☑ 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

Visual Guidance

System Toolkit Overview

How we present ourselves visually has an incredible impact on how people think about us. That means developing a visual language that communicates an engaging and dynamic brand message that's easily recognized by our customers. After all, a visual style isn't simply a well-crafted logo; it's a combination of design elements, colors, fonts, graphics, and images. Taken together, they give you the tools to develop every kind of Modern Health asset.

The following pages offer definition, criteria, and high-level guidance surrounding this system.

Logos

Typography

Montserrat

AaBbCcDdEeFfGgHhIiJj

Color

Triangle graphic

Photography
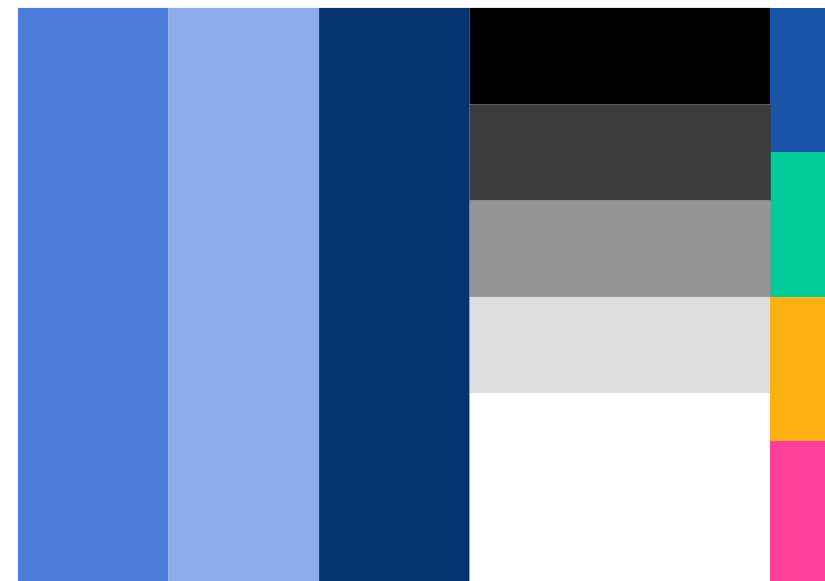
Logo

INTRODUCTION

Every part of the Modern Health logo and symbol has been carefully designed, from the choice of typeface to the color. Only the approved digital files should be used to reproduce the logo and symbol. You can find these in our Logo Google Drive.

VARIATIONS

We have developed a number of logo variations that meet both the creative and practical needs of our communications. Each orientation variation comes in all color variations.

Use the most appropriate variation of the Modern Health logo for your communications. Do not place the full-color positive or reversed logos over a color, pattern, or image without enough contrast. Only use the vertical logo version when the horizontal logo cannot be used due to space limitations.

1-color logos and symbols are available as secondary color variations and may be used when cost or reproduction requirements prevent the use of the full-color logos and symbols.

Logo Orientation Variations

Horizontal logo (preferred)
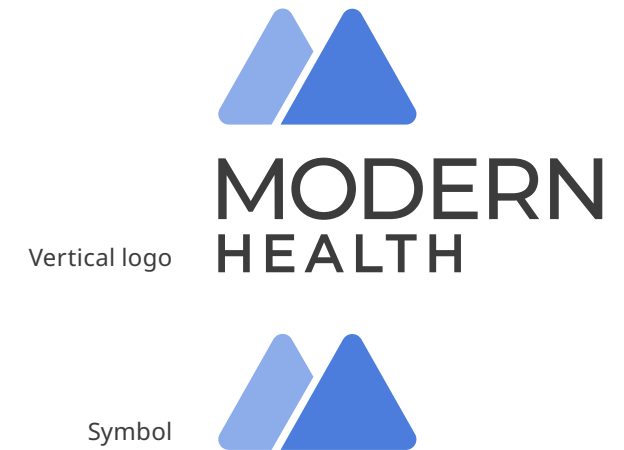
Vertical logo

Symbol

Logo Color Variations — used for both horizontal logo, vertical logo, and symbol

Full-color logos (preferred primary usage)

Full-color positive –
primary blues + dark gray

Full-color reversed – primary light blue + white
This should only be placed on the MH Dark Blue, MH Dark Gray, or black

1-color logos (secondary usage)

1-color reversed – knockout/white

1-color positive – 100% black

Spacing and Sizing

CLEAR SPACE

It is important to maintain a minimum amount of space between the logo and symbol and other text and graphics to ensure their visibility and impact. Give the logo and symbol some room to breathe.

For the logo lock-ups, clear space is defined as the cap height of the wordmark. For the symbol, clear space is defined as half the height of the symbol. Always maintain a clear space equal to or greater than the specifications shown at the right.

MINIMUM SIZE

In order to ensure proper representation of our brand, the logo and symbol must always be represented in a clear, visible, and legible way. Different reproduction techniques can yield different output, so use good judgment when sizing the logo.

The minimum size is determined by the width of the logo wordmark and, when it stands alone, the width of the symbol.

Clear Space

Clear space is the height of the "M"/"N"
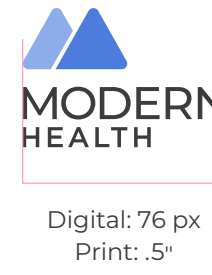
Clear space is the height of the "M"/"N"
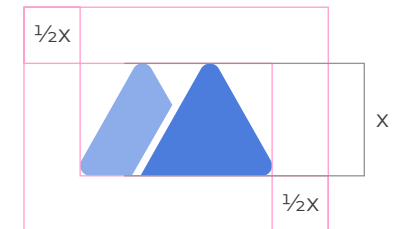
Clear space is half the height of the symbol

Minimum Size

Digital: 76 px
Print: .5"
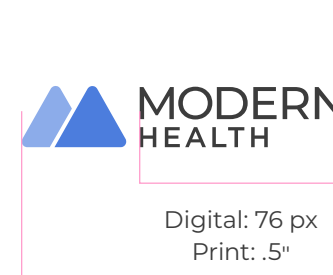
Digital: 120 px
Print: .8"

Digital: 76 px
Print: .5"

Digital: 36 px
Print: .25"

Logo Use Violations

The Modern Health logo has been designed with careful consideration. Do not alter or recreate the logo artwork in any way as you may dilute the integrity of the brand. We all must use the same logo in the same way to assure a consistent brand message and vision. Always request and use the official logo artwork when creating Modern Health communications. See the Visual Examples section for suggested usage.
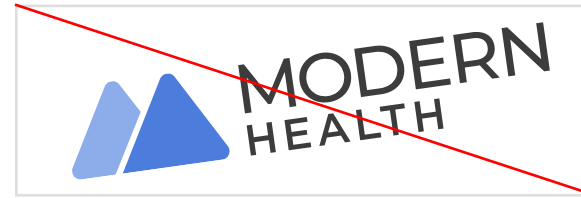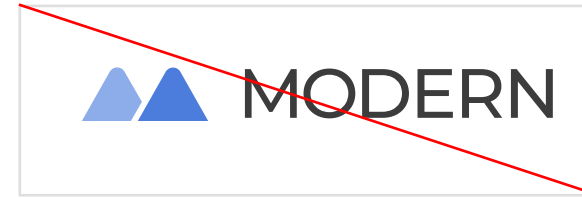
Do not use the wordmark without the symbol as a logo

Do not resize or rearrange the elements of the logo
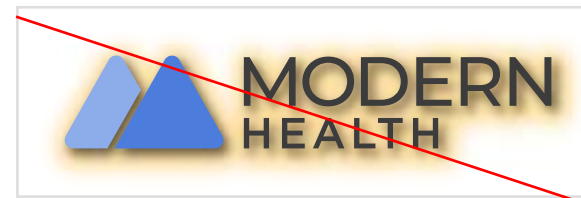
Do not change the font in the logo
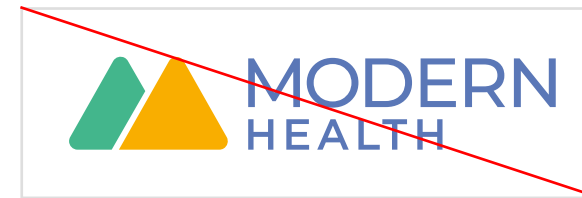
Do not set the logo at an angle

Do not crop the logo
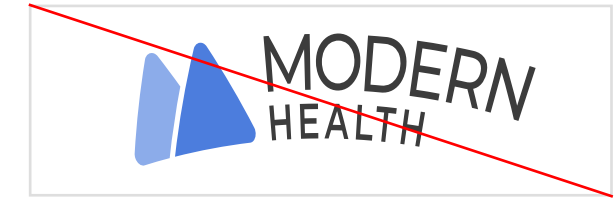
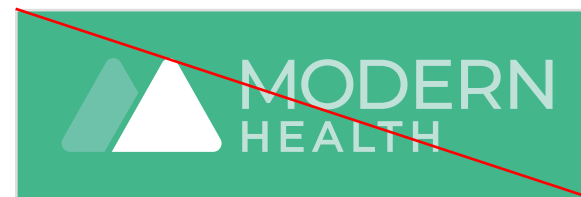Do not scale disproportionately, distort, or warp the logo

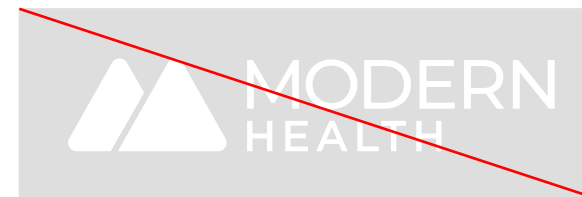Do not add effects to the logo (e.g., glows or drop shadows)
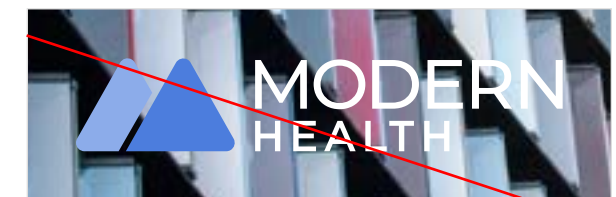
Do not change the colors of the logo

Do not use gradients in logo

Do not change any elements opacities or transparencies in the logo

Do not use any logo on a background lacking sufficient contrast

Do not use any logo over an image or pattern that distracts from the logo or lacks contrast

Color Palettes

OVERVIEW

Color is an essential part of any brand — and the Modern Health brand is no different. We want to own the use of certain colors in the communications we create, specifically relating to our logo.

When specifying color for actual production, refer to the specifications provided. Do not rely on printouts for color matching. For commercial printing, Pantone® (PMS) inks are recommended. For 4-color process printing, use the specified CMYK color values. Apply the RGB or HEX color models for digital. Do not use any automated color conversion tools in your software.

The primary palette allows us to express our visual identity across all touch points as well as reinforce color in logos, graphics, and typography, as shown in this document.

The neutral palette allows for variety in text, graphics, and background usage.

The accent palette should be used minimally to bring contrast, emphasis, and expression to a piece of communication.

Primary Palette

MH Blue
Pantone 2172
CMYK: 80, 45, 0, 0
RGB: 76, 125, 221
HEX: #4C7DDD

MH Light Blue
Pantone 2142
CMYK: 55, 20, 0, 0
RGB: 140, 172, 234
HEX: #8CACEA

MH Dark Blue
Pantone 654
CMYK: 100, 73, 0, 35
RGB: 4, 53, 112
HEX: #043570

Neutral Palette

Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

MH Dark Gray
Pantone Cool Gray 11
CMYK: 0, 0, 0, 80
RGB: 60, 60, 60
HEX: #3C3C3C

MH Gray
Pantone Cool Gray 7
CMYK: 0, 0, 0, 50
RGB: 148, 148, 148
HEX: #949494

MH Light Gray
Pantone 427
CMYK: 0, 0, 0, 12
RGB: 222, 222, 222
HEX: #DEDEDE

White
CMYK: 0, 0, 0, 0
RGB: 255, 255,255
HEX: #FFFFF

Accent Palette

MH Mid-Blue
Pantone 2133
CMYK: 100, 68, 0, 0
RGB: 25, 84, 169
HEX: #1954A9

MH Green
Pantone 3395
CMYK: 75, 0, 65, 0
RGB: 0, 204, 153
HEX: #00CC99

MH Yellow
Pantone 1235
CMYK: 0, 25, 100, 0
RGB: 255, 176, 18
HEX: #FFB012

MH Red
Pantone 2039
CMYK: 0, 90, 5, 0
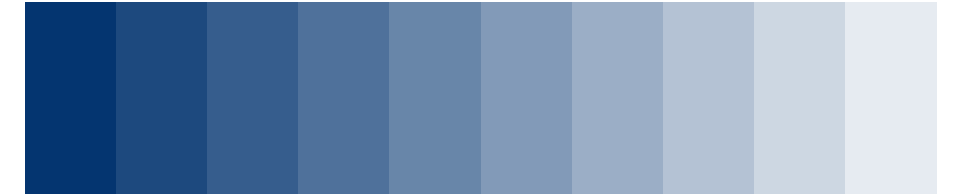RGB: 255, 64, 155
HEX: #FF409B

Color Usage

TINTS

Using a consistent set of colors helps to create brand recognition. Tints may be used in 5% increments with colors from any of the Modern Health color palettes.

Tints

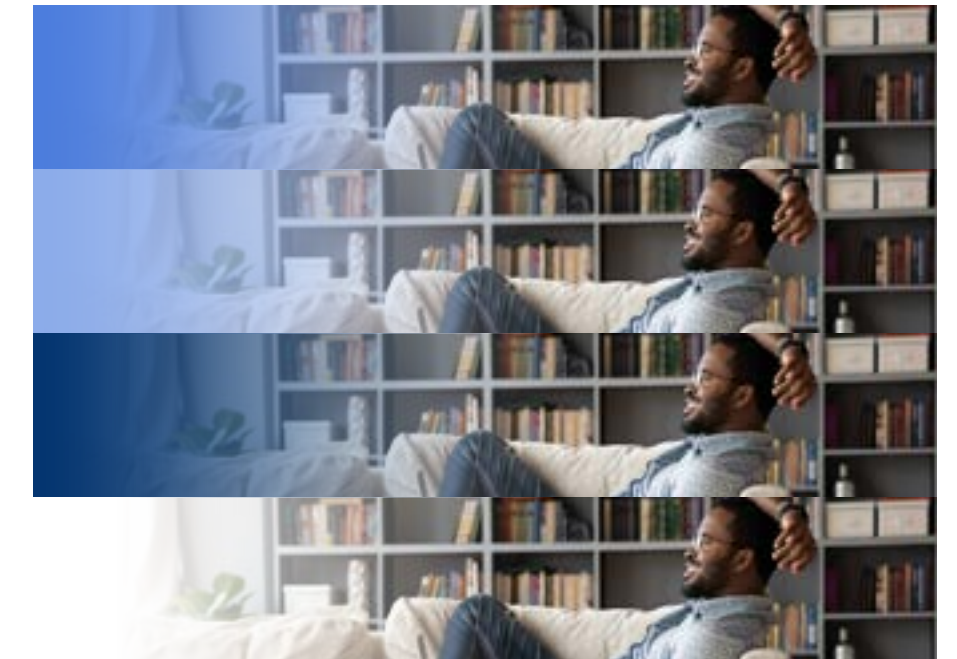MH Blue from 100% to 10% increments (100% opacity)

MH Dark Blue from 100% to 10% increments (100% opacity)

Gradients

Linear gradient from 100% to 0%; gradient set to 100% opacity on the left to 0% opacity on the right.

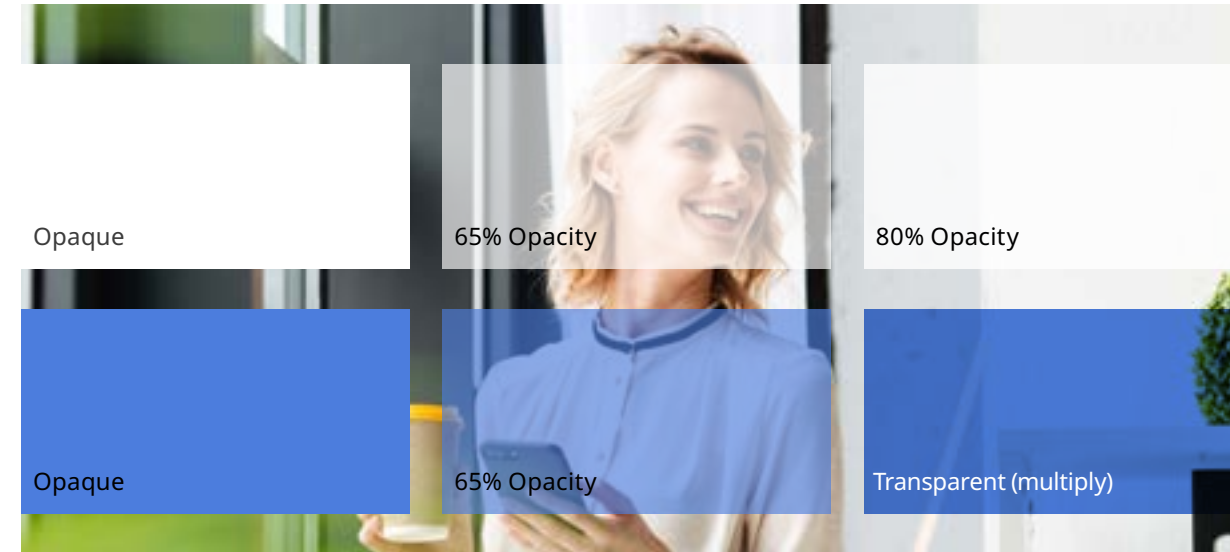Gradients can be placed over photography to allow for copy and additional content areas.

Color Usage

TRANSPARENCY

For greater flexibility within design applications, transparency may be used, adding richer texture and layering, especially for online or digital applications. The multiply effect and/or opacity may be used to achieve transparency.

BACKGROUND

The appropriate use of color ensures that all of our brand communications are clear and easy to read. You may use any color in the Modern Health color palettes as a background or build in a gradient; however, there should be enough contrast with the background and type or graphics.

Transparency

Opaque

65% Opacity

80% Opacity

Opaque
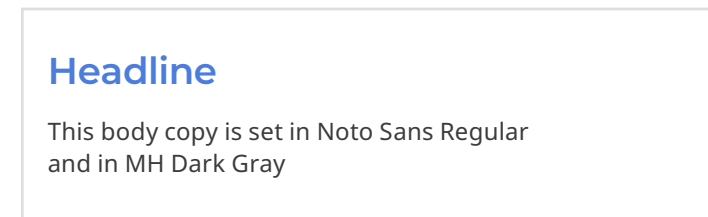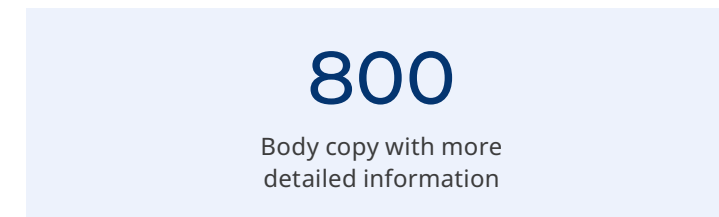
65% Opacity

Transparent (multiply)

Examples of some transparency options: opaque, the normal effect with an opacity setting, and full transparency using the multiply effect; be sure type on transparent backgrounds has enough contrast

Background

Headline

This body copy is set in Noto Sans Regular and in MH Dark Gray

White background with MH Blue and MH Dark Gray type — for main content

800

Body copy with more detailed information

10% MH Blue background with MH Dark Blue and MH Dark Gray type — helps key facts stand out

Contrast and Accessibility

The appropriate use of color ensures that all of our communications are clear and easy to read. When using colors from the Modern Health color palettes, there should be enough contrast with the background and type or graphics.
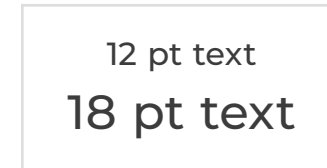
For web usage, we prefer that type and graphics over white, dark, or colored backgrounds exceed the minimum 4.5:1 contrast ratio for accessibility.

You can come up with various combinations from our primary, neutral, and accent palettes. The examples to the right show some of these options and demonstrate correct color use for on-screen (RGB) applications. Be sure to work within accessibility standards. All the color combinations on this page pass the minimum required AA accessibility rating.

For more information on color contrast testing, see snook.ca/technical/colour_contrast/colour.html or webaim.org/resources/contrastchecker/.

*Accessible only for AA large text standards. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.
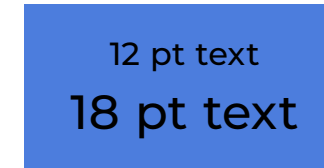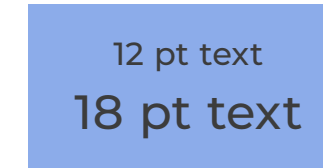
Accessible Text Over Our Colors

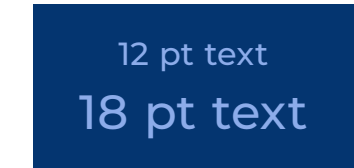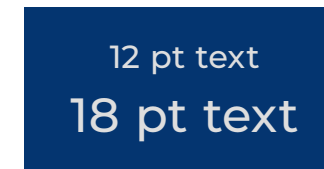| 12 pt text **18 pt text**	12 pt text **18 pt text**	12 pt text **18 pt text**	12 pt text **18 pt text**	12 pt text **18 pt text**
Type MH Dark Gray/#3C3C3C **Background** White/#FFFFFF	**Type** MH Dark Blue/#043570 **Background** White/#FFFFFF	**Type** Black/#000000 **Background** MH Blue/#4C7DDD	**Type** MH Dark Gray/#3C3C3C **Background** MH Light Blue/#8CACEA	**Type** MH Light Blue/#8CACEA **Background** MH Dark Blue/#043570

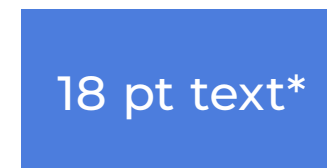## Other Text and Background Color Combinations
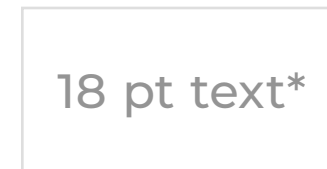
| **18 pt text***	12 pt text **18 pt text**	12 pt text **18 pt text**
Type MH Gray/#949494 **Background** White/#FFFFFF	**Type** MH Mid-Blue/#1954A9 **Background** White/#FFFFFF	**Type** MH Light Gray/#DEDEDE **Background** MH Dark Blue/#043570
18 pt text*	12 pt text **18 pt text**	12 pt text **18 pt text**
Type White/#FFFFFF **Background** MH Blue/#4C7DDD	**Type** MH Dark Blue/#043570 **Background** MH Light Blue/#8CACEA	**Type** MH Mid-Blue/#1954A9 **Background** MH Light Gray/#DEDEDE
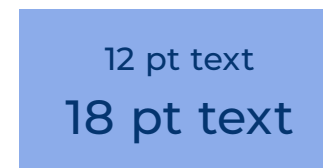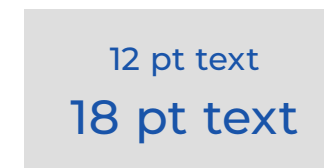
Accent Palette incorporation
Should be utilized minimally in needed web applications.
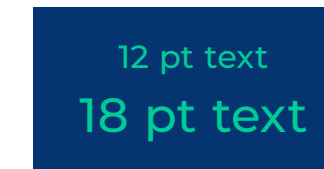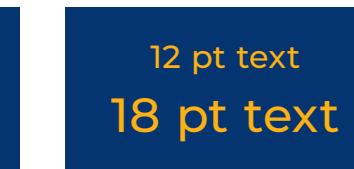
12 pt text **18 pt text**	12 pt text **18 pt text**
Type MH Green/#00CC99 **Background** MH Dark Blue/#043570	**Type** MH Yellow/#FFB012 **Background** MH Dark Blue/#043570
12 pt text **18 pt text**	**18 pt text***
Type MH Green/#00CC99 **Background** MH Dark Gray/#3C3C3C	**Type** White/#FFFFFF **Background** MH Red/#FF409B
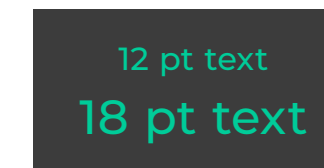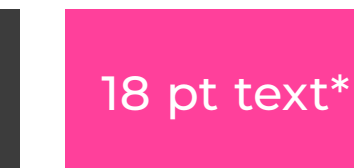
Typography

PRIMARY FONT

Fonts — and how we use them — make a visual impact just like the Modern Health logo and color palette. Montserrat is our preferred font; it's a clean, simple, highly readable sans serif typeface available through Google Fonts. Use this font for main headlines and subheadlines.

ALTERNATE FONTS

For body copy, use Noto Sans. It is a standard font widely available cross-platform. In other instances where our brand font is unavailable — such as internal-facing communications — Noto Sans may be used.

Montserrat

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz1234567890/@?!#$%&*(}+=:"

Montserrat Light / Light Italic

AaBbCcDdEeFfGgHh
1234567890/@?!#$%&

AaBbCcDdEeFfGgHh
1234567890/@?!#$%&

Montserrat Regular / Regular Italic

AaBbCcDdEeFfGgHh
1234567890/@?!#$%&

AaBbCcDdEeFfGgHh
1234567890/@?!#$%&

Montserrat Medium / Medium Italic

AaBbCcDdEeFfGgHh
1234567890/@?!#$%&

AaBbCcDdEeFfGgHh
1234567890/@?!#$%&

Montserrat SemiBold / SemiBold Italic

AaBbCcDdEeFfGgHh
1234567890/@?!#$%&

AaBbCcDdEeFfGgHh
1234567890/@?!#$%&

Montserrat Bold / Bold Italic

AaBbCcDdEeFfGgHh
1234567890/@?!#$%&

AaBbCcDdEeFfGgHh
1234567890/@?!#$%&

Montserrat ExtraBold / ExtraBold Italic

AaBbCcDdEeFfGgHh
1234567890/@?!#$%&

AaBbCcDdEeFfGgHh
1234567890/@?!#$%&

Noto Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890/@?!#$%&

Triangle Graphic

OVERVIEW

A set of triangle graphics based on the symbol of our logo has been developed for quick and easy visual recognition of our brand. The preferred composition of the graphic uses triangles in pairs; however, a single triangle may also be used.

TRIANGLE GRAPHIC PAIRS

There are two versions of triangle graphic pairs. One version uses two different size triangles and the other version uses triangles of the same size.

Color

Each gradient can be used with one of the colors from the primary color palette or with white. Note the gradients of the color and white versions vary slightly. To ensure consistency, use the graphics provided.

SINGLE TRIANGLE

The triangle graphic may also be used as a single shape with a solid fill, tint, or gradient. When using the graphic with a gradient, ensure use of the file provided with the gradient fading to the right as it gives the feeling of forward motion.

Color

The single triangle graphic may be used with any color from the Modern Health color palettes or with the gradient.

Triangle Graphic Pair — Version 1

MH Blue triangle graphic on white background

White triangle graphic on MH Dark Blue background

Triangle Graphic Pair — Version 2

MH Blue triangle graphic on white background

White triangle graphic on MH Dark Blue background

Single Triangle

Single MH Blue triangle

Single white triangle with gradient

Triangle Graphic Usage

TRANSPARENCY

To add richer texture and layering, transparency may be used with the triangle graphics. This can be achieved by using the "Normal" effect with a reduced opacity. Opacity may be adjusted in 5% increments. For optimal results, be sure when using opacity on one of the pairs that they are a group.

SCALING AND CROPPING

Be sure when scaling the triangle graphic pairs that they are grouped and any stroke scaling option is active.

While cropping on at least one side of a communication is preferred, the triangle graphics may be left uncropped as long as they don't look disconnected. For added interest, the single triangle graphic may also be used as a container to create a curved element.

ROTATION

The triangle graphics may be rotated in any direction and/or flipped. However, avoid rotating the graphics such that they point down. To convey a positive and forward-moving message, the preferred direction is to have the graphics pointing up or to the right. If pointing down, the bottom should be cropped or behind an image.

Transparency

MH Blue version 1 triangle graphic pair on white at 60% opacity on white

White version 2 triangle graphic pair on white at 40% opacity on MH Dark Blue

White single triangle graphic at 25% opacity on MH Light Blue

Scaling, Cropping, and Rotation

Triangle graphic pair version 1 scaled, cropped, and flipped horizontally

Triangle graphic pair version 2 scaled, cropped, and rotated 45°

White single triangle graphic scaled, cropped, and rotated 10°

Photography

OVERVIEW

Images are a key part of our brand. Photography allows us to represent different parts of our story and engage with our customers. When selecting images of people, look for images of diverse professionals; balance all audiences, but skew to our business audience.

To create clean silhouettes, it is recommended to choose images that have clear contrast between the subject and background and that do not use harsh lighting around the head. In general, all images should feel real, not posed, and bring out the personality in each of the subjects in the image.

MH is composed of three groups of imagery types; forward thinking people, people in motion, and secondary story support imagery. See the following pages for descriptions and examples of each image type.
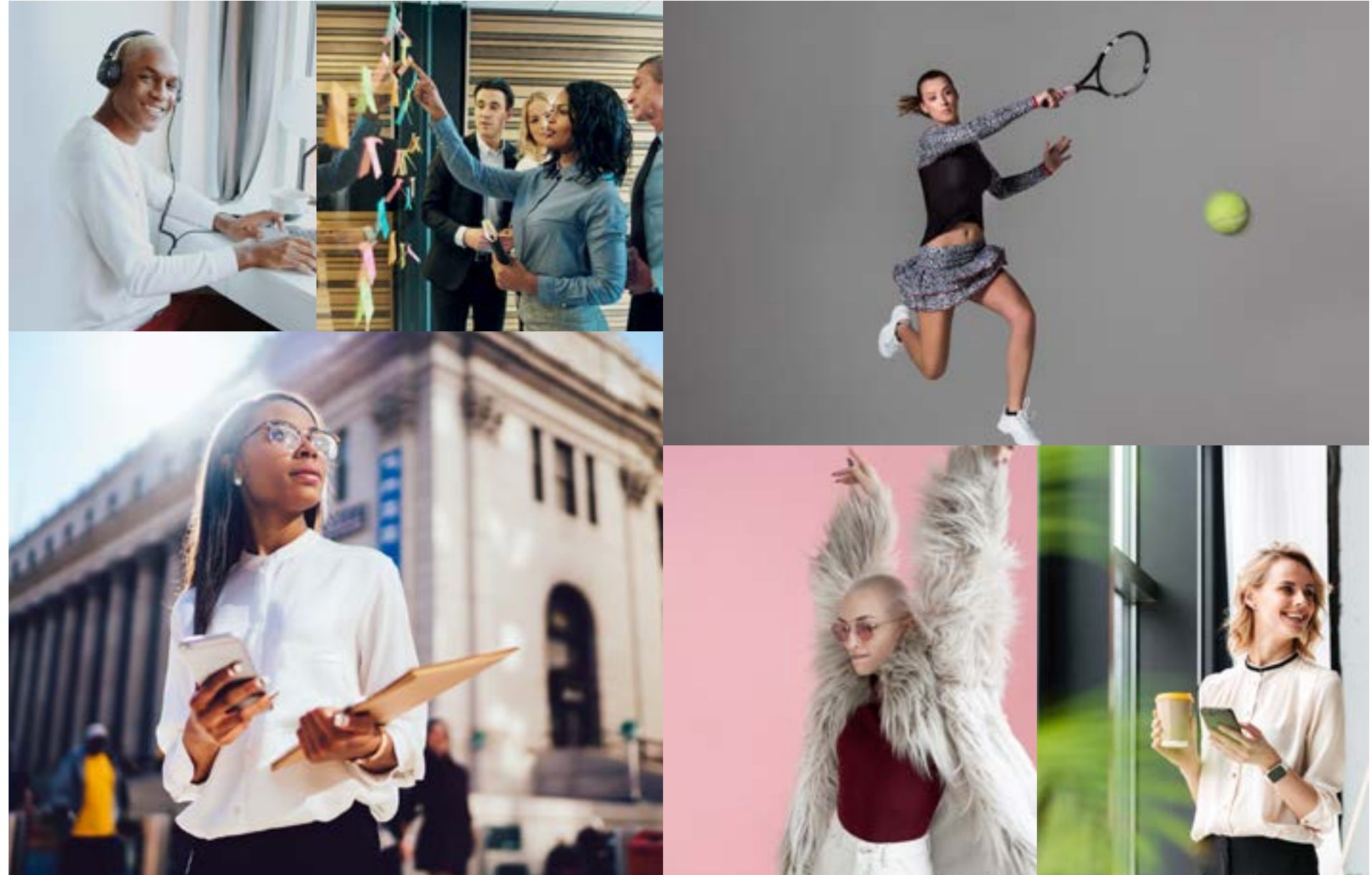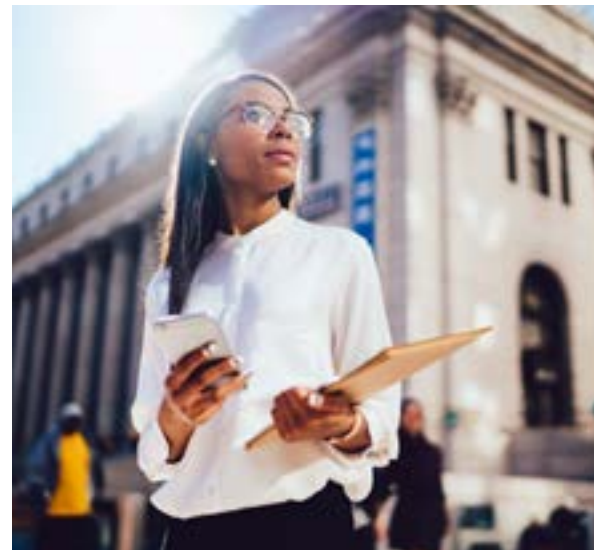
Photography

Forward Thinking People

These are our hero images. They can be individuals or groups of people. They are meant to be positive and are more focused on the person rather than their environment. They can be categorized by light and airy, optimistic and genuine.

Photography

People in Motion

These are images that show dimensionality and movement. These are also hero images, all about life and emotion rather than environment. They should always have simple backgrounds.

Story Support

Images that support or focus directly on the clinical message. These are secondary images to reinforce categorical story content.

Using Graphics and Photography Together

The role of each element and how they're integrated into our communications is the root to maintaining a consistent look and feel of the Modern Health brand.

Integrating images with color and our triangle graphic brings the Modern Health visual language to life and adds interest to a communication. To provide flexibility in compositions, images may be layered with color and our triangle graphic in a variety of ways:

- As a background image under the triangle graphic

- Silhouetted over the triangle graphic

- Integrated through the triangle graphic

Images are typically full-color and not used as grayscale. A gradient may be used not only to increase type contrast and legibility, but also to create a more dynamic look and feel. General principles to keep in mind:

- Size and rotation of the triangle graphic

- Color and opacity of the triangle graphic

- Image selection

- Will the image be full bleed or silhouetted

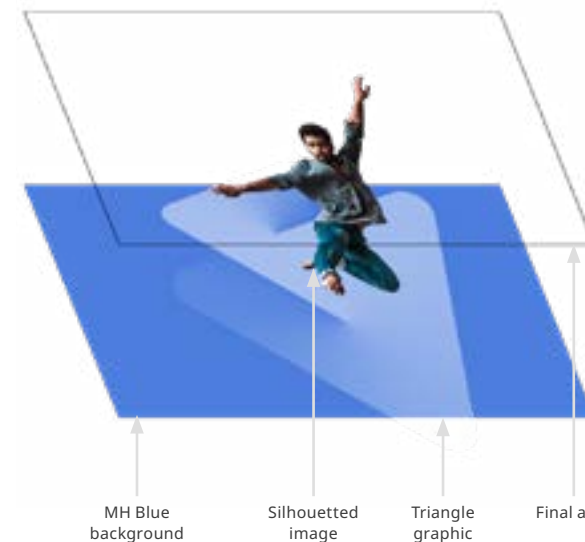Full-bleed image   Triangle   Final area
                    graphic

Full-bleed image with single triangle graphic

MH Blue   Silhouetted   Triangle   Final area
background   image   graphic

Image silhouetted over white triangle graphic pair on MH Blue background

MH Blue   1st layer   Triangle   2nd layer   Final area
gradient   blended   graphic   blended
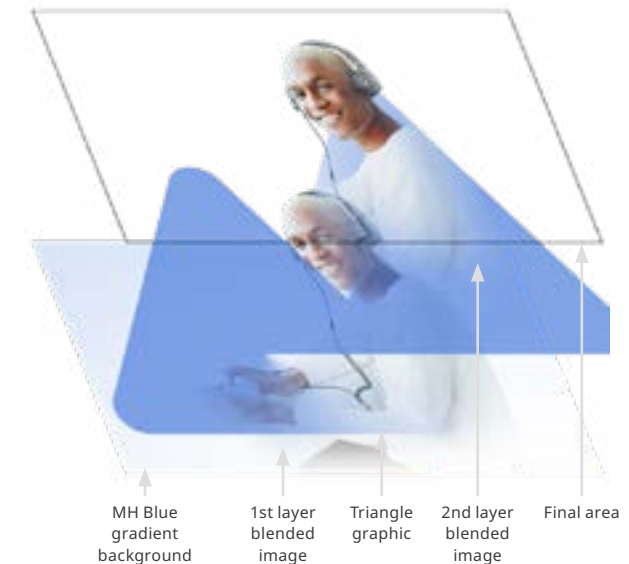background   image   image

Image integrated with MH Blue triangle graphic pair and white background with slight MH Blue gradient

Use Violations

Your choice of image has a great impact on the success of a piece of communication — an image, in many ways, can make or break a piece. Along with image selection, certain combinations and uses of the triangle graphic may not represent the brand in a consistent or professional way, which in turn dilutes the brand.
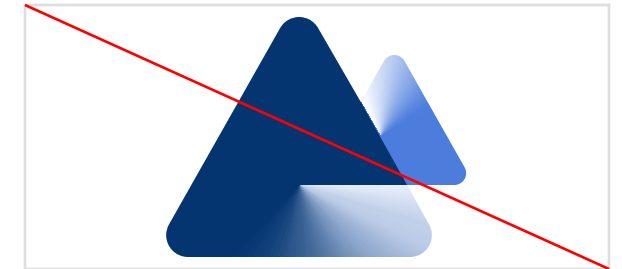
Here are some examples of inappropriate photography and rules of thumb for selecting images and using them with the triangle graphic. See the Visual Examples page for suggested graphic and photography usage.
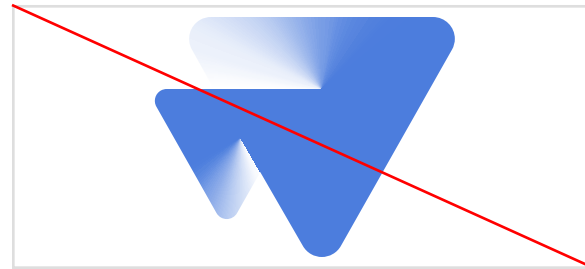
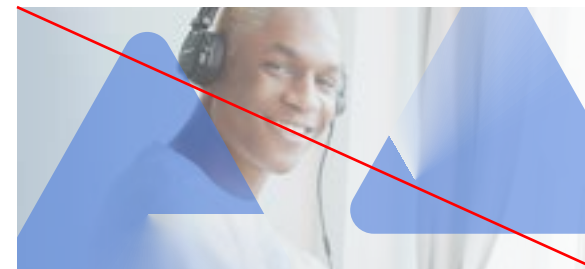Do not show a triangle graphic pointing down without layering/crop to cover the bottom point(s)
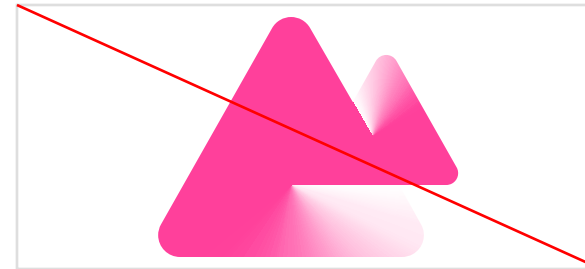
Do not use triangle graphic pairs in an accent color

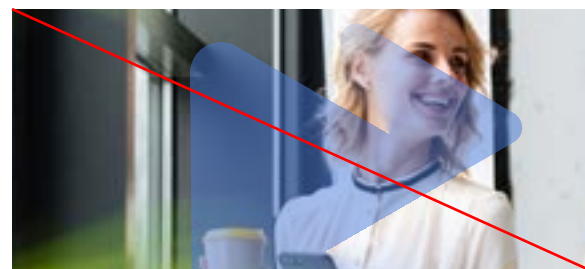Do not use multiple colors in a triangle graphic pair

Do not use more than two triangle graphic pairs in a single communication

Do not split a triangle graphic pair apart

Do not use images with a negative emotion as a hero image

Do not use the triangle graphic in a position that cuts across a person in an unflattering way

Do not use a triangle graphic as a mask for an image

Do not make a collage out of the triangle graphic and images

Digital Applications

The following are digital examples of how you can use the Modern Health visual system to create a variety of brand communications. They are meant as inspiration only, to demonstrate the flexibility and potential of the system. Please follow the spirit of these examples.

Remember to send all of your communications materials before they are produced to brand@modernhealth.com, for review and approval.
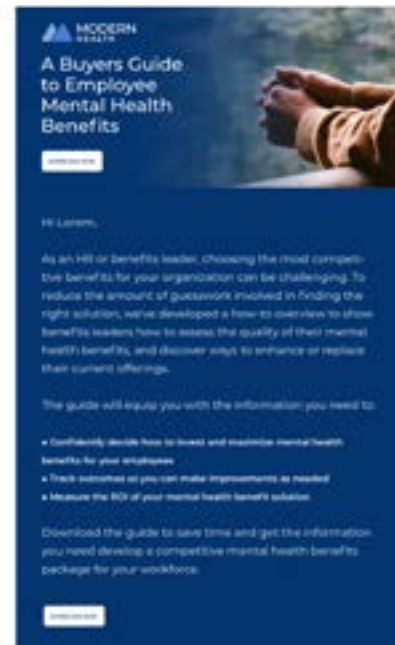
Print Applications

The following are print examples of how you can use the Modern Health visual system to create a variety of brand communications. They are meant as inspiration only, to demonstrate the flexibility and potential of the system. Please follow the spirit of these examples.

Remember to send all of your communications materials before they are produced to brand@modernhealth.com, for review and approval.

Contact

Questions about appropriate logo and color usage or
font access should be directed to the Brand Team.
Any questions should be sent directly
to brand@modernhealth.com.