

BRAND GUIDELINES

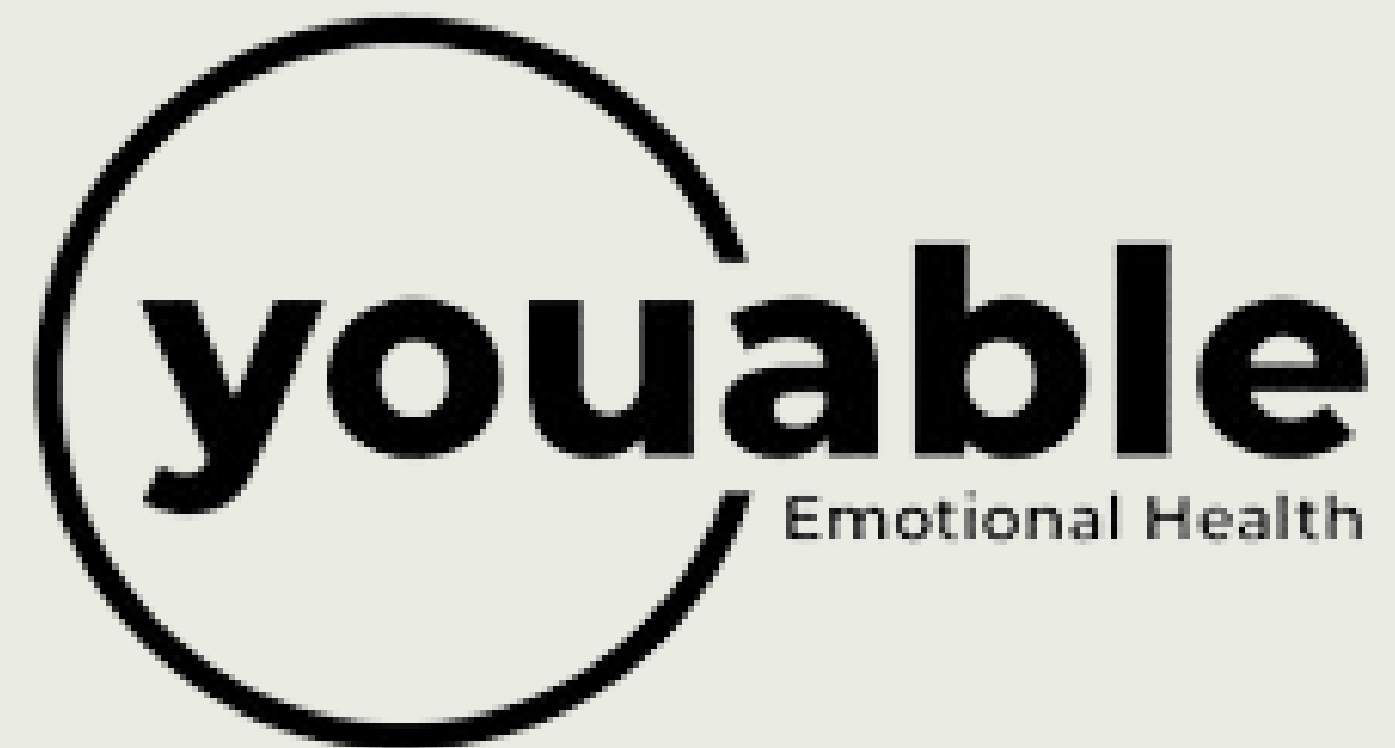
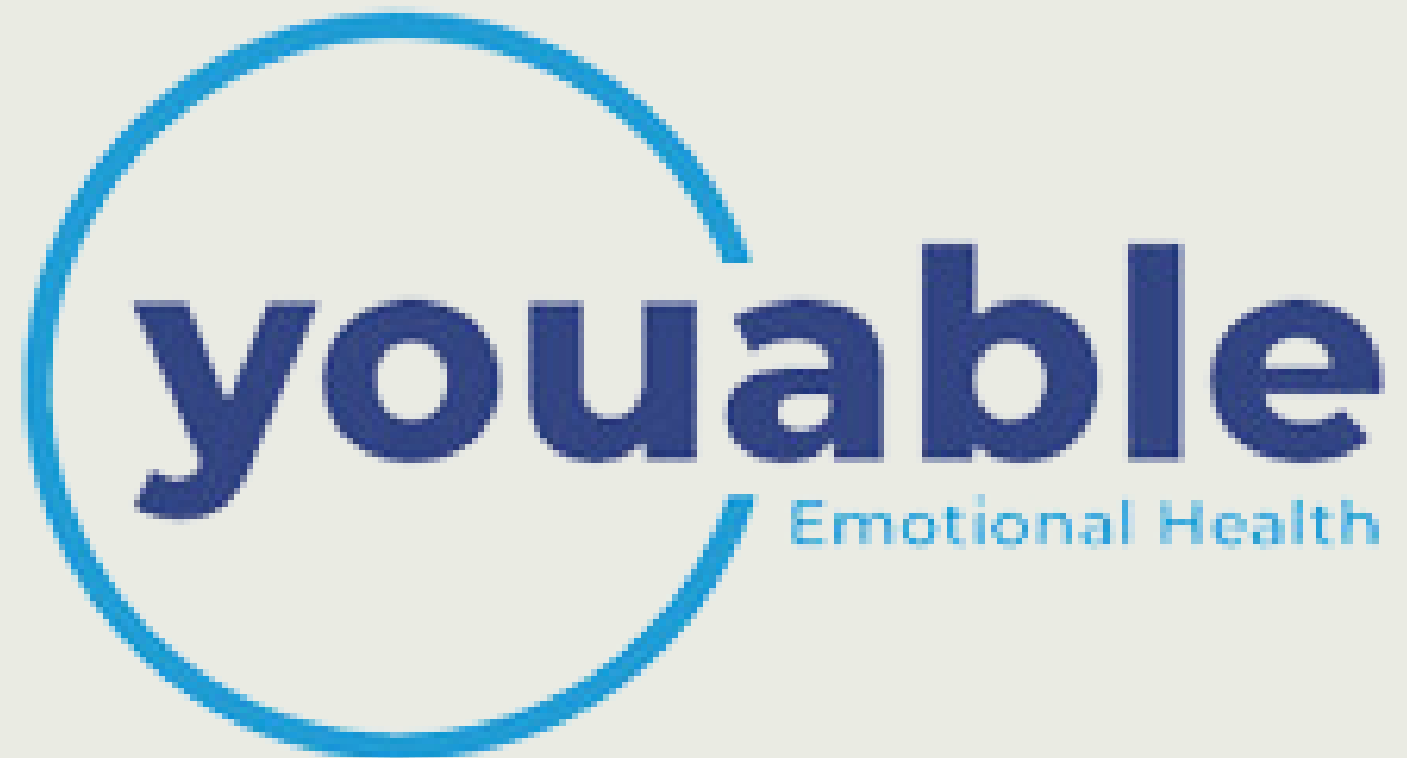
Youable

LOGO

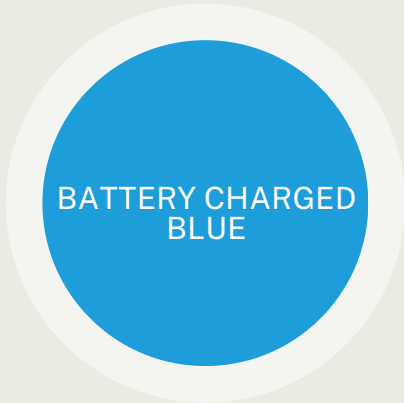
The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.

MASTER LOGO

Our logo is simple, clean, and stylish. This concept focuses around the idea of support. The circle represents the idea of “discovering a circle of support around you. The color palette is comprised of calming colors and a stable font.



COLOR



Color CMYK
87, 28, 0, 15
Color HEX
#1D9EDA



Color CMYK
59, 47, 0, 50
Color HEX
#344480



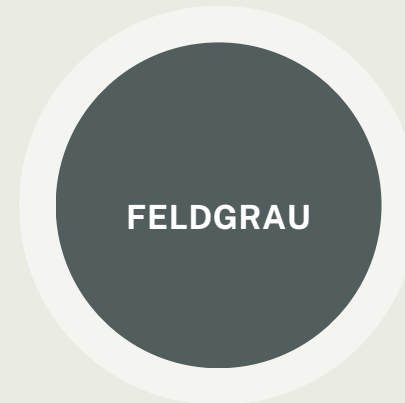
Color CMYK
54, 15, 0, 18
Color HEX
#61B1D1



Color CMYK
56, 1, 0, 43
Color HEX
#409091



Color CMYK
1, 0, 3, 8
Color HEX
#EAEBE3



Color CMYK
12, 0, 0, 64
Color HEX
#525D5D

PRIMARY FONT

MONTERRAT

ABCDEFGHIJKL
MNOPRSTUVWXYZ

abcdefghijkl
mnoprstuvwxyz

1234567890!@#%&()+

Aa

Brand

STRATEGY

THE STORY

Everyone feels bogged down at some point in their life. Sometimes it's an issue with mental health. Sometimes a painful breakup. Or challenges with school, addiction or difficult family dynamics. Whatever is keeping you from living your best life, we can help. Our clinicians are trained in a variety of therapies and will work with you to create a treatment plan that fits you. You are able to rise above whatever is keeping you down. We'll show you how to do it.

VISION STATEMENT

To be a vibrant organization recognized for its client-empowering approach demonstrated by focused leadership, exceptional quality of care, positive outcomes for clients, diversity of its team, organizational innovation, and financial stability

OUR PERSONALITY

Your street-wise friend who's seen it all. Always listens, never judges; always gives it to you straight; and ALWAYS has your back - 'You've got this, and we've got YOU'

MISSION STATEMENT

Empower people of all ages to live emotionally healthy lives

WHERE WE STAND

Emotional health is a spectrum with difficult developmental, relational, or life-altering situations on the one end and everyday hurdles on the other.

Our services address the full spectrum to help you build a healthy emotional base. When future challenges arise, your work with us makes them easier to handle.

Everyone can build up and bring out the resilience to live their lives purposefully. Sometimes, we just need a little help.

PERSON FIRST

Youable sees people for their whole self, not a mental, emotional, or physical diagnosis. Person first language encompasses the whole being instead of reducing them to a label.

OUR TONE

Starting with an empathetic "we've all been there" point of view helps normalize the conscious or unconscious stigma readers may have about seeking emotional health services. It also helps cut down on a potentially alienating "us vs. them," which could be alienating.