



JULY 2021

BRAND
GUIDELINES

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This guide communicates PsyGenics design standards. It is intended to support the creating and maintaining of consistent on-brand content.



TABLE OF CONTENTS

PAGE 01	MISSION AND GUIDING PRINCIPLES
PAGE 02	BRAND LOGO
PAGE 03	LOGO CLEARSPACE
PAGE 04	LOGO DO'S AND DONT'S
PAGE 05	COLOR PALETTE
PAGE 06	TYPOGRAPHY
PAGE 07	BUSINESS CARD
PAGE 08	LETTERHEAD
PAGE 09	EMAIL SIGNATURE

THE MISSION

ABOUT US

PsyGenics provides an integrated continuum of holistic care designed to meet each consumers' changing needs and maximize their independence, self-responsibility and community engagement. Through our dedicated staff, supporters and community network, we offer an environment that nurtures consumers' behavioral, physical, economic, social, and spiritual well-being.

MISSION

The mission of PsyGenics is to improve the health and wellness of our community by delivering quality services to individuals diagnosed with Intellectual and developmental disabilities and mental illness.

GUIDING PRINCIPLES

PEOPLE ALWAYS COME FIRST

We provide excellent service, hinged-on respect, dignity and equality, to every person, every day.

THERE IS STRENGTH IN DIVERSITY

PsyGenics, does not just accept diversity — we celebrate it, we support it, and we thrive on it for the benefit of our employees, our services, and our community.

DO WHAT'S RIGHT BECAUSE IT'S RIGHT

We operate in a way that adheres to high ethical standards with integrity and accountability.

THE DESIRE TO IMPROVE IS CONSTANT

We welcome change, value feedback and encourage creativity in the progression of excellence.

BRAND LOGO



95 Mm

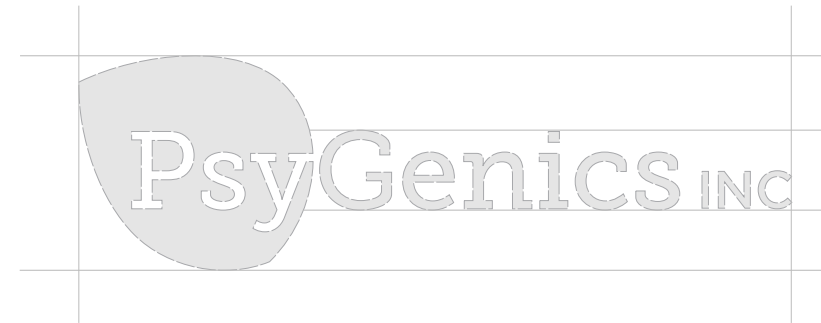
LOGO CLEAR SPACE

To ensure maximum impact and visibility the clear space around the logo must be kept free of any other typeface or graphic elements.

FULL LOGO 50% CLEAR SPACE



FULL CONSTRUCTION



LOGO DO'S AND DONT'S

The following images are examples of correct and incorrect usage of the PsyGenics logo. Proper usage of the logo ensures integrity of the design is maintained.



Don't distort or skew logo

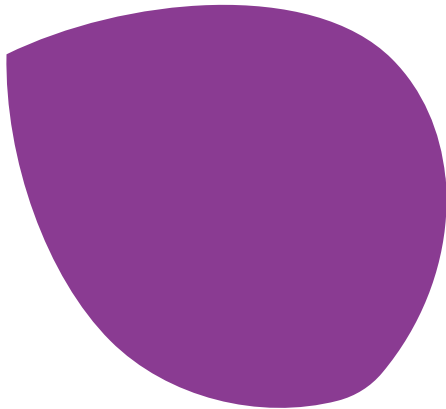


Don't use logo on same background



Don't remove INC from logo

COLOR PALETTE



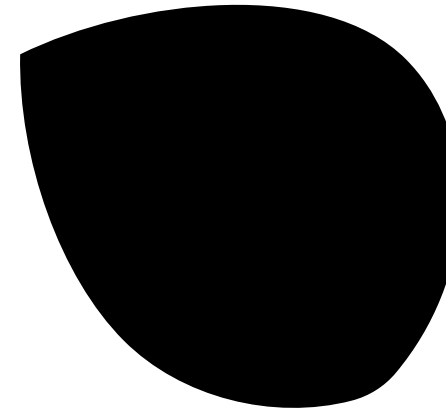
COLOR CODE

Hex : #8A3B92
Rgb : 138, 59, 146



COLOR CODE

Hex : #ffffff
Rgb : 255, 255, 255



COLOR CODE

Hex : #000000
Rgb : 0, 0, 0

TYPOGRAPHY

All written materials for potential and current members will be provided using the official typeface in a font size no smaller than 12 point. Digital media created to compliment or be integrated with PsyGenics web space should use the primary and secondary typefaces.

OFFICIAL TYPEFACE

CALIBRI

Bold A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Regular A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

PRIMARY WEB TYPEFACE

ROBOTO SLAB

HEADING AND SUBHEADING

Bold A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Regular A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

SECONDARY WEB TYPEFACE

OPEN SANS

PARAGRAPHY / BODYCOPY

Regular A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Italic A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

BUSINESS CARD



Integrated Behavioral Health Services

Jonathan Doe, MBA, LMSW
Chief Experience Officer

DETROIT 7800 W. Outer Drive, Ste. 300 Detroit, MI 48235 P 313.340.4442 F 313.340.4443	TRENTON 1660 Fort St. Trenton, MI 48183 P 734.304.4159 F 734.304.4162	DEARBORN 1 Parklane Blvd., Ste. 200 E Dearborn, MI 48126 P 313-846-2606 F 313-846-2657
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E jdoe@psygenics.org
M (XXX) XXX-XXXX
F (XXX) XXX-XXXX

Your next appointment is:

Date: _____

Time: _____

Detroit Trenton Dearborn

LETTERHEAD



EMAIL SIGNATURE

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Name & Credentials

Calibri, Font 12, Bold

Pronouns (optional)

Calibri, Font 12, Bold

Title

Calibri, Font 12, Bold

Company Name

Calibri, Font 12, Bold

Address

Calibri, Font 11

City, Zip

Calibri, Font 11

Office, Fax & Mobile Numbers

Calibri, Font 11

Email Address

Calibri, Font 11

Website

Calibri, Font 11

The logo, social media icons, and Confidentiality Notice have been coded into every outgoing email by PsyGenics' network administrator.



PsyGenics INC