

MAT access
points
project

Website Branding Guidelines

The background of the lower half of the page features several thick, flowing teal-colored lines that curve upwards and to the right, creating a sense of movement and modern design.

Website Branding Guidelines Pg 1

GRAPHIC ELEMENTS

GRAPHIC ELEMENTS | SHAPES

Abstract shapes are a modern take on the feeling the individuals and culture MAT project is trying to create (a place where a person can come to find non judgmental help and can feel at ease) the abstract shapes represent the personal connection and smooth welcome.

These elements can act as a framing device for messaging and separate photography for emphasizes. The branded elements will help the viewer navigate easily through the website.

PHOTOS

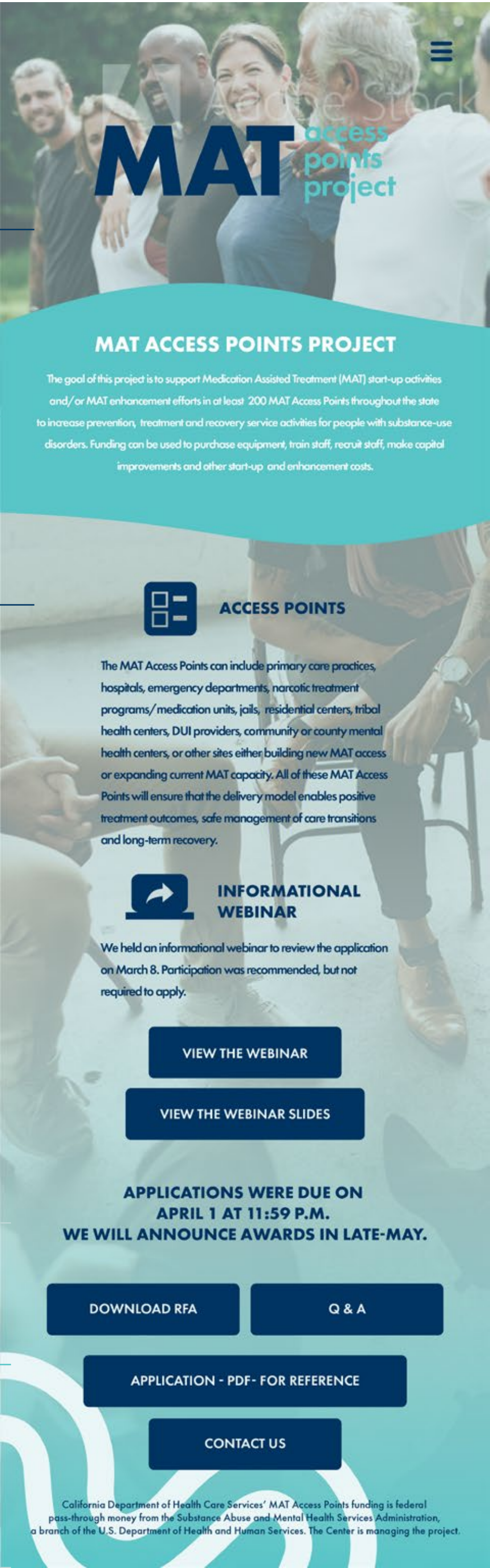
PHOTOS

High quality images will play a crucial role throughout the website design. The images chosen are just important as the branding aesthetics implemented.

GRADIENT

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Gradient should be used to create separation between sections or to create emphasize. Gradient can be used in conjunction with MAT brand shapes.



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GRAPHIC ELEMENTS | SHAPES

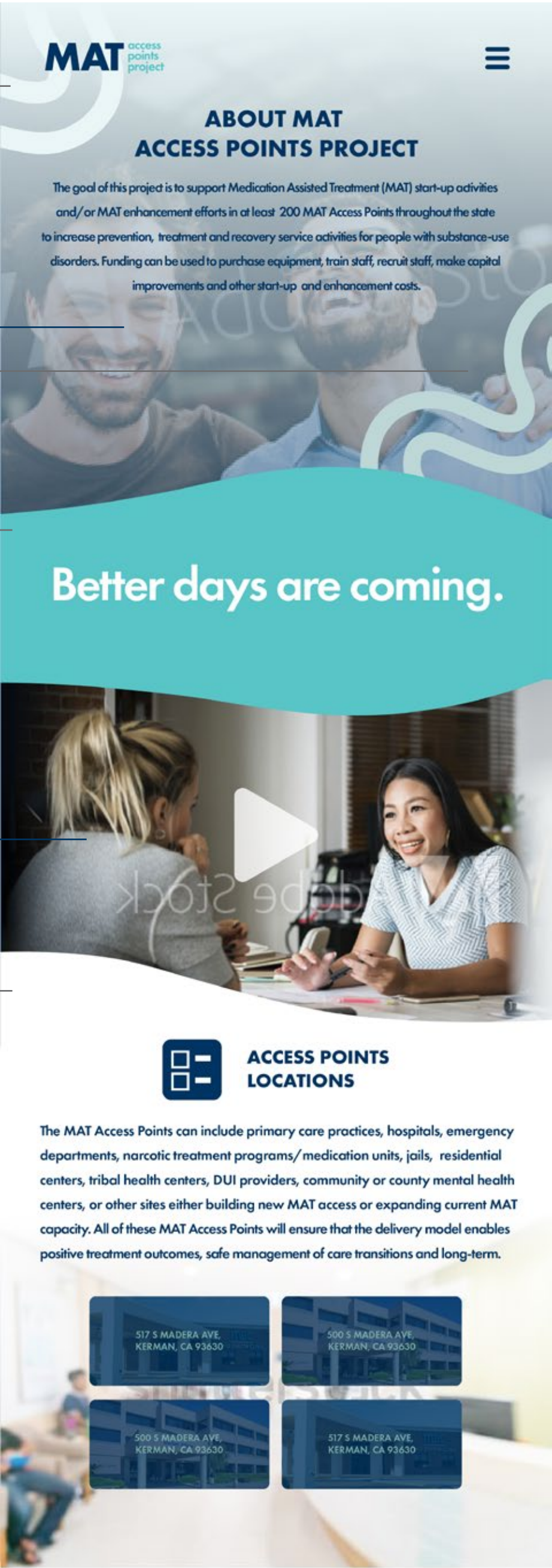
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Website Branding Guidelines Pg3

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CONTACT US

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

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Name....

Email@connect.com

Regarding...

Message....

We would love to hear from you.

California Department of Health Care Services' MAT Access Points funding is federal pass-through money from the Substance Abuse and Mental Health Services Administration, a branch of the U.S. Department of Health and Human Services. The Center is managing the project.

500 S MADERA AVE • KERNAN • CA 93630
(111)111-1111

Brand Checklist



BRAND IS

- Dedicated
- Caring
- Understanding
- Empathetic
- Credible
- Community driven
- Welcoming
- A Journey

○ When doing creative for the brand (copy, visuals graphics or other elements) use this checklist as a starting point to drive the direction. This checklist serves as a reminder of what the brand is and is not; it will help keep a consistent narrative. Anything outside these guidelines will deter from the brand image.



BRAND IS NOT

- Judgemental
- Humorous
- Boring
- Careless
- Pushy
- Quick

