

PATHWAYS RECOVERY CENTER

We believe in empathy, unconditional love, and community.





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INTRODUCTION

Thank you for being a part of our Pathways family. Welcome!

In the following pages, we invite you to delve into the heart of our identity—a journey meticulously crafted to evoke hope, warmth, inspiration, and trust. Each element serves as a testament to our commitment to fostering meaningful connections.

As we explore the significance of every design choice, you'll uncover the distinctive story behind our brand, rooted in the inviting landscapes of Azusa, California, where mountains stand as both a geographical marker and a symbol of resilience.

Join us in this exploration of our visual language, where every choice contributes to the vibrant tapestry that is our brand identity.



ABOUT US

Tim and Lisa Evans have 9 Sober Livings that have serviced the community in effectively transitioning those suffering with addiction back into society as productive members. They opened PRC through inspiration to provide more encompassing services to those struggling with addiction.

WHAT WE DO

- Addiction treatment center in LA County, CA
- Evidence-based & trauma-informed treatment
- Individualized care and a family of staff members
- Empower people who have lost hope and faith in themselves.
- Provide the tools to live a fulfilling sober life.



“Our mission is to reach those struggling with addiction through genuine empathy, high-quality treatment services and expertise in the field. We want to empower people who feel defeated by substances to realize their own strengths that can be applied toward a better life through evidence based therapies.”

LOGO GUIDELINES

We believe in empathy, unconditional love, and community.



MASTER LOGO

The deliberate inclusion of a path in our logo serves as a visual representation of the journey we undertake with our customers, offering a comforting and trustworthy experience.

Complemented by the majestic mountains, our logo not only reflects our Azusa, California roots but also embodies the inspiring and resilient spirit that defines our brand.

SPACING & SIZING



VARIANTS



PATHWAYS
RECOVERY CENTER



RESTRICTIONS



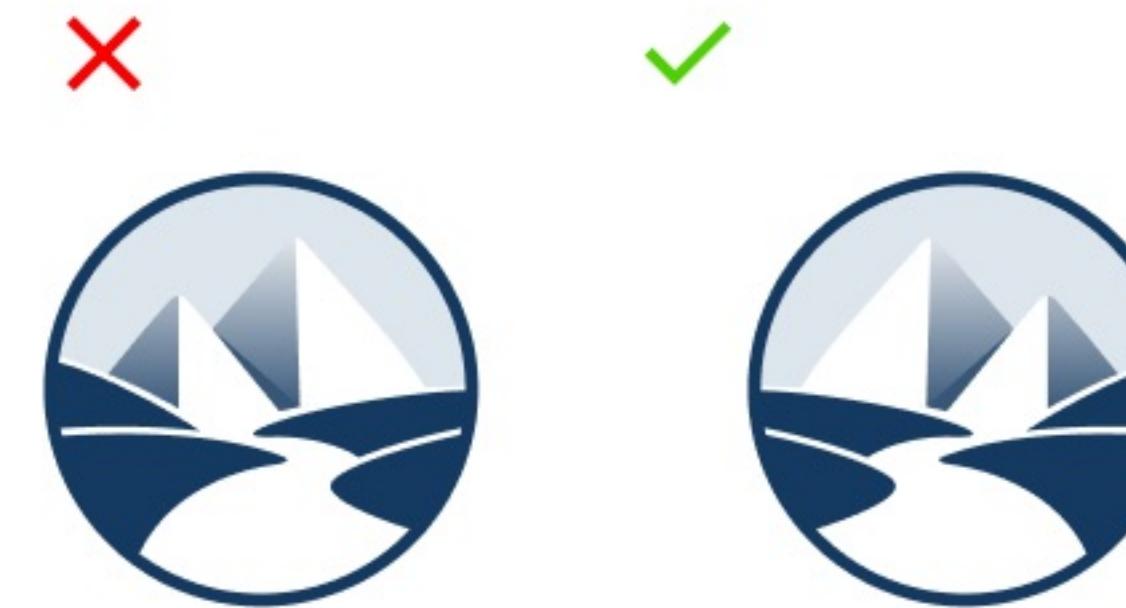
Do not transform, skew, or squash the logo.



Do not use colors that are not mentioned in the branding guidelines.



Do not use the main logo in an angular shape.



Do not flip the logo.

TYPE GUIDELINES

We believe in empathy, unconditional love, and community.

FONT

Aa

Magnificent Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#\$%^&*()?

Aa

Sofia Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#\$%^&*()?

Aa

Sofia Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#\$%^&*()?

TYPE

Headings

Magnificent Regular

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
The quick brown fox jumps over the lazy dog.

Subheadings

Sofia Pro Light
All Caps

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Body

Sofia Pro Light

The quick brown fox jumps over the lazy dog.

Subheadings/Body (on Dark Backgrounds)

Sofia Pro Regular

The quick brown fox jumps over the lazy dog.

TEXT HIERARCHY

H1 60 px The quick brown fox jumps over the lazy dog.

H2 48 px The quick brown fox jumps over the lazy dog.

H3 36 px The quick brown fox jumps over the lazy dog.

H4 28 px The quick brown fox jumps over the lazy dog.

H5 20 px The quick brown fox jumps over the lazy dog.

Body 16 px The quick brown fox jumps over the lazy dog.

Small 14 px The quick brown fox jumps over the lazy dog.

COLOR GUIDELINES

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PALETTE BRAND COLORS

RGB (21, 58, 97)

CMYK (78%, 40%, 0%, 62%)

HEX #153A61

RGB (221, 230, 237)

CMYK (7%, 3%, 0%, 7%)

HEX #DDE6ED

RGB (215, 191, 171)

CMYK (0%, 11%, 21%, 16%)

HEX #D7BFAB

RGB (248, 247, 243)

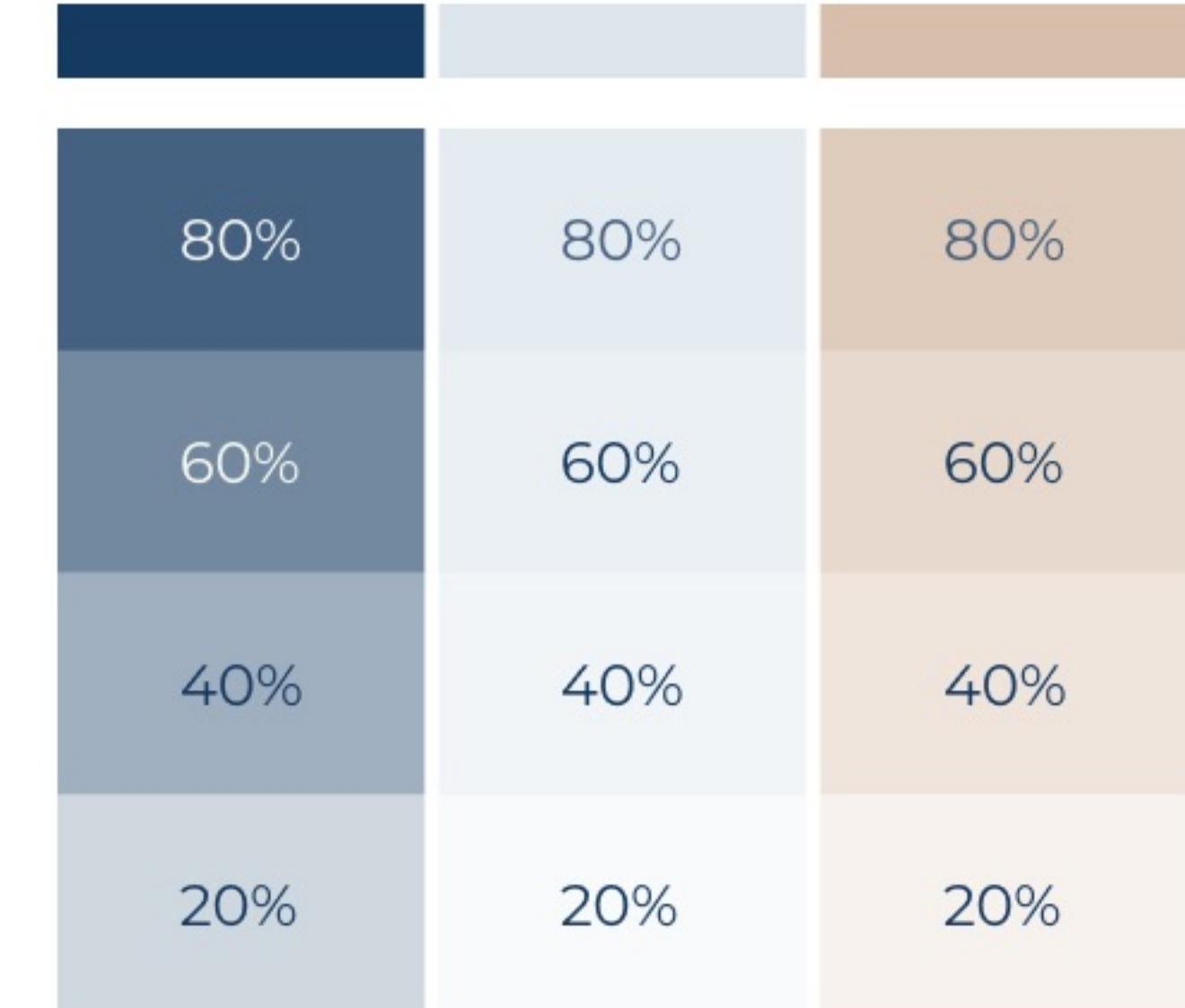
CMYK (0%, 0%, 2%, 3%)

HEX #F8F7F3

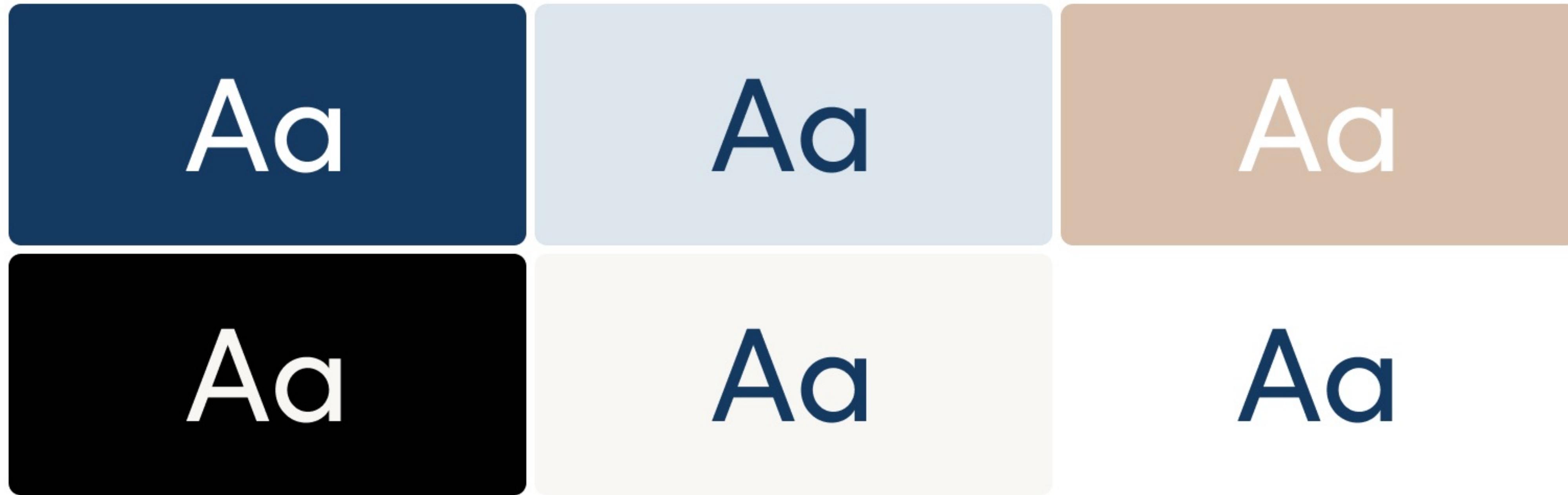
The primary hue, #153A61 ■, a deep and rich blue, represents the steadfast depth of our commitment and the trustworthy foundation upon which our brand stands.

Paired with #DDE6ED □, a soft and serene shade of pale blue, it creates a balanced interplay that evokes a sense of calm and reliability.

Accentuating our palette, #D7BFAB ▨, a warm and earthy tone, adds a touch of rustic elegance, symbolizing the genuine and approachable nature of our brand. Lastly, #F8F7F3 □, a light and airy neutral, contributes a sense of openness and clarity, reinforcing our commitment to transparency and inspiration.



USAGE GUIDELINES



Primary blue (#153A61) : prominent elements to create a strong visual hierarchy.

Warm earthy tone (#D7BFAB) : buttons or highlight elements.

Pale blue (#DDE6ED) : background color to maintain readability and a calming ambiance, especially for content-heavy sections.

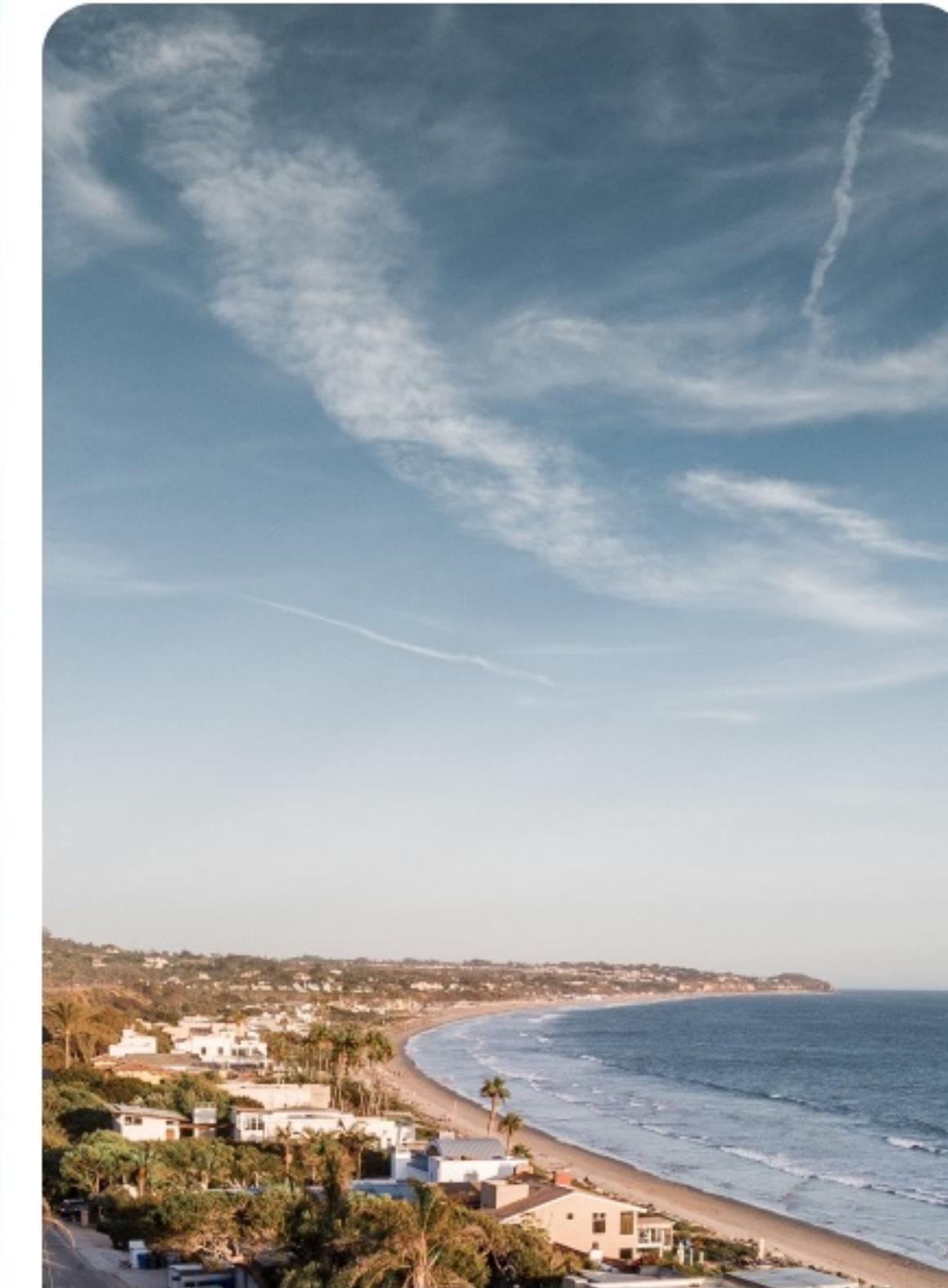
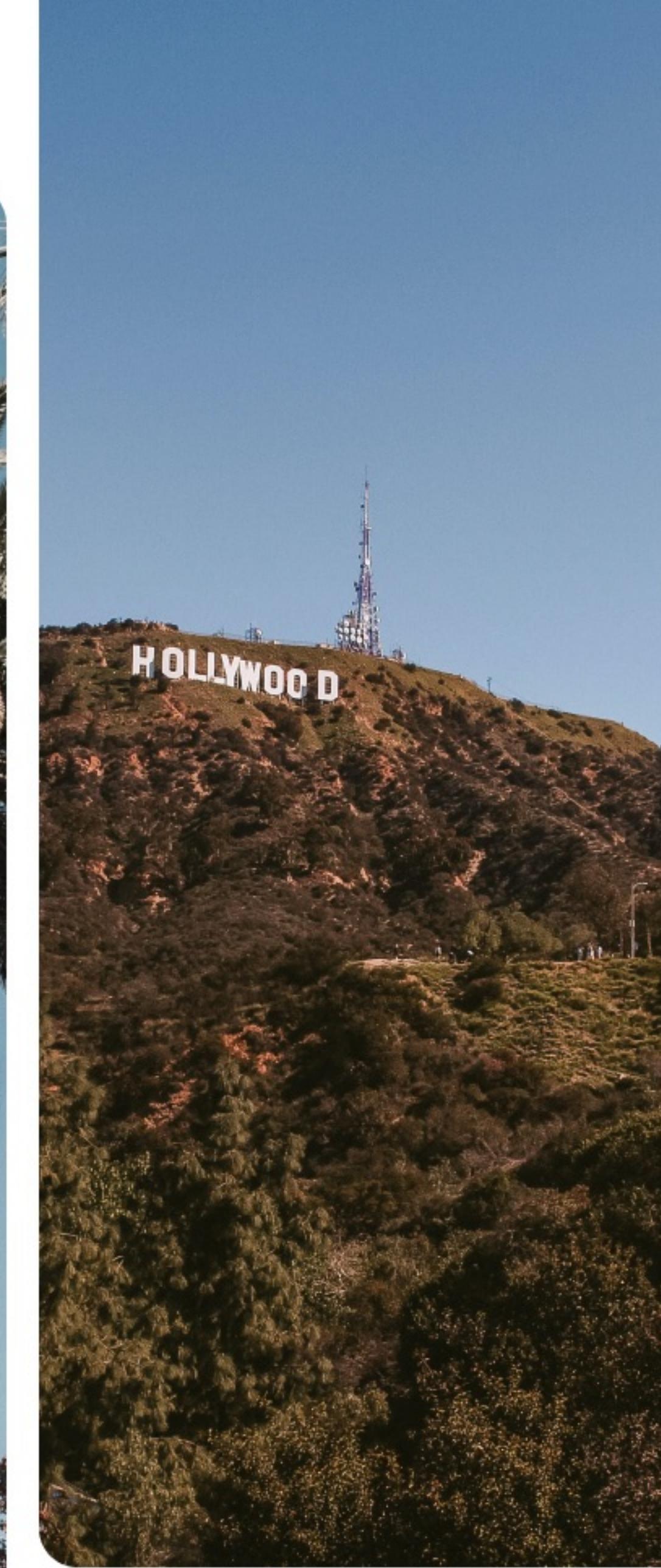
Light neutral shade (#F8F7F3) : backgrounds or negative space, ensuring a clean and accessible design.

IMAGE GUIDELINES

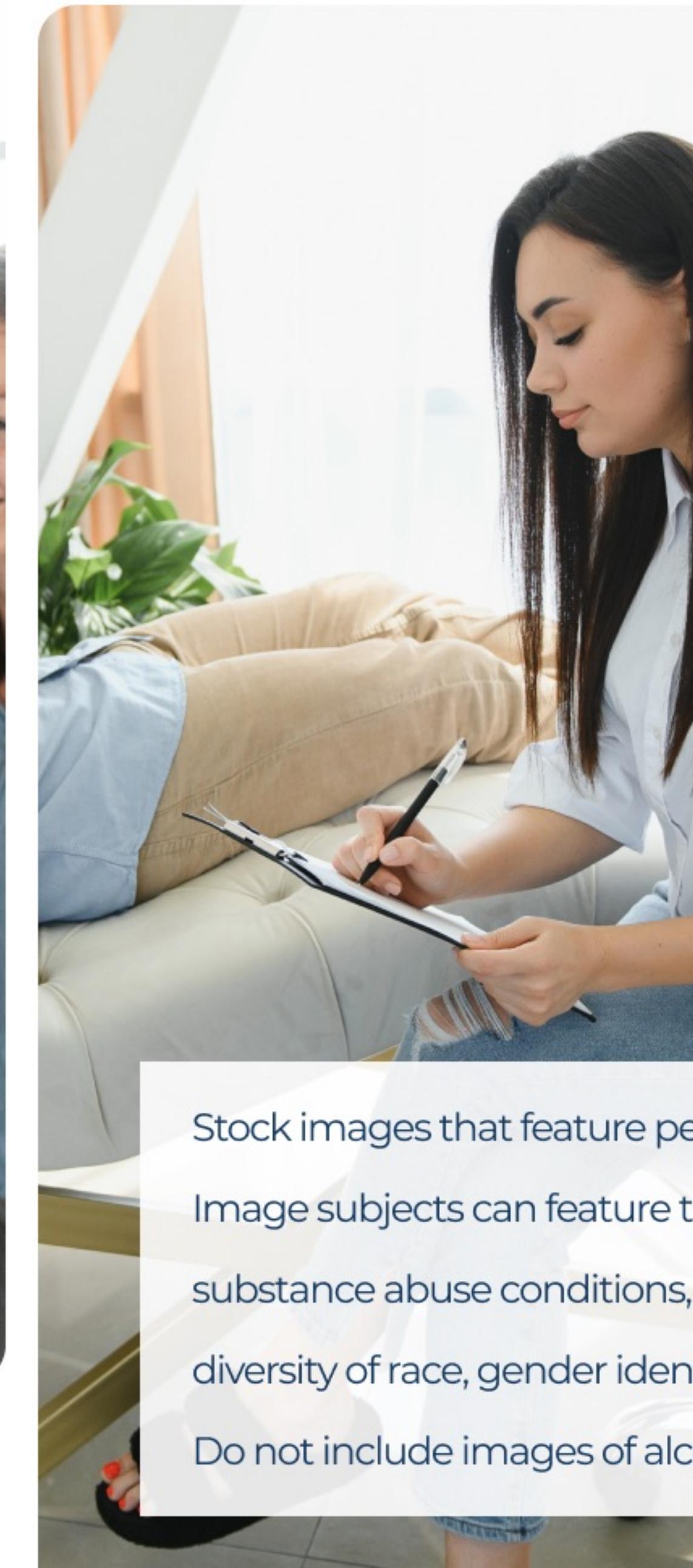
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FACILITY PHOTOS





When using images of nature and environment, use imagery that represents Southern California, LA County. This can include palm trees, beaches, or mountains. Make sure the photo is bright and has blue and orange tones.



Stock images that feature people must be bright and warm. Image subjects can feature treatment modalities, the state of substance abuse conditions, and community/family. Include diversity of race, gender identity, age, and other groups. Do not include images of alcohol & substances.

CONCLUSION



The branding book serves as the cornerstone of our visual identity. Its significance lies in fostering consistency and coherence across all facets of our communication. By adhering to these guidelines, we ensure that our creatives align harmoniously with the intended narrative.

Our goal is to communicate Pathways Recovery Center's integrity and sincerity, and ultimately, cultivate a lasting and impactful impression in the hearts and minds of our target audience. Let our brand not only be a symbol but a story, an invitation for our audience to join us on a journey of warmth, trust, and enduring inspiration.



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