



ALERA

CARE COLLECTIVE

Alera Care Collective is a modern medical practice committed to providing exceptional care through General Practice, Emergency Care, Sports Medicine, and Lifestyle Management.

Our team of four experienced doctors work collaboratively to support patients at every stage — from everyday wellness and preventive health to recovery from injuries and performance optimization. We focus on delivering comprehensive, compassionate, and patient-centered care designed to help individuals live healthier, stronger, and more balanced lives.

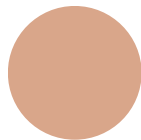
LOGOS



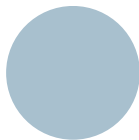
COLOR PALETTE



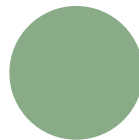
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#D9A68A



#A8COCE



#8AAB88



#4A3A33

FONTS

HEADER FONT - PLAYFAIR DISPLAY

MEDICAL

BODY FONT - LATO

MEDICAL

SECONDARY FONT - MONTSERRAT

Medical

ACCENT SCRIPT

Medical

MOODBOARD INSPIRATION





ALERA

CARE COLLECTIVE

SOCIAL MEDIA HANDLES



@ALERACARECOLLECTIVE

PASSWORD(TEMP):
Medicaldoctor2026!

NOTE: THESE ACCOUNTS HAVE NOT BEEN CREATED AS THEY REQUIRE ACCESS TO CLINIC EMAIL AND OR NUMBER. ONCE THE NAME AND PASSWORD ARE APPROVED, WE WILL PROCEED WITH CREATION.

LAYOUT

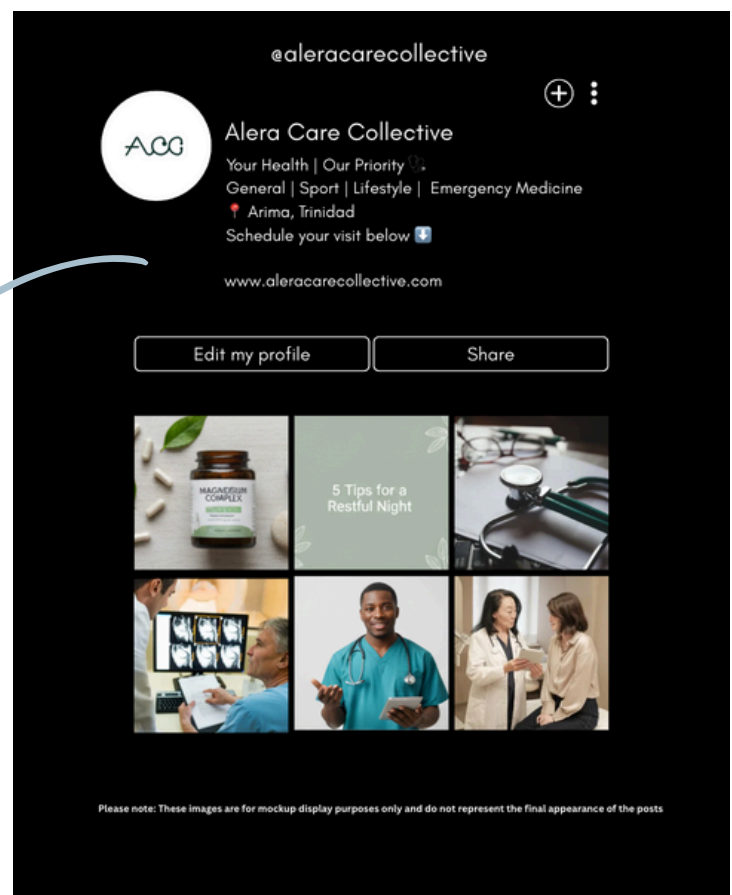


→ LOGO FOR SOCIALS

THE BIO FOR SOCIALS CAN ONLY CONTAIN 150 CHARACTERS AND THEREFORE SHOULD ONLY HAVE THE MOST CRITICAL INFORMATION

- All information such as :
- Telephone #
 - Emails

WILL BE PLACED TO THE TOP OF THE PAGE AS STANDARD





ALERA

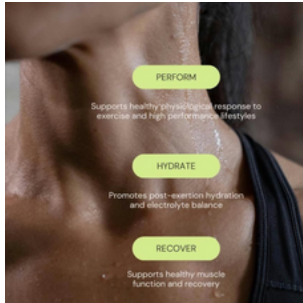
CARE COLLECTIVE

MOODBOARD

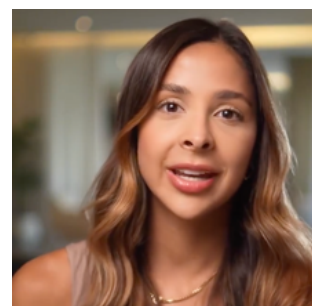
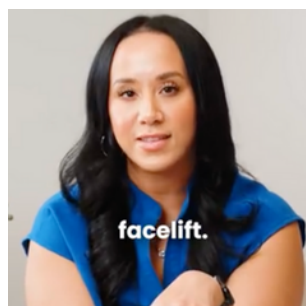
PHOTOGRAPHY



INFOGRAPHICS



VIDEO / REEL LOOK



This mood board is informed by design and post references sourced from Pinterest that resonated with the team during our initial meeting. It serves as a visual guide to support alignment and will assist in shaping the direction of your content strategy moving forward