



# 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



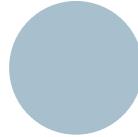
## COLOR PALETTE



#EFE7DD



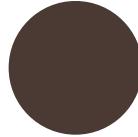
#D9A68A



#A8C0CE



#8AAB88



#4A3A33

## FONTS

HEADER FONT - PLAYFAIR DISPLAY

MEDICAL

BODY FONT - LATO

MEDICAL

SECONDARY FONT - MONTserrat

Medical

ACCENT SCRIPT

*Medical*

## MOODBOARD INSPIRATION





# ALEREA

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

ACC → 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



@aleracarecollective

Alera Care Collective  
Your Health | Our Priority.  
General | Sport | Lifestyle | Emergency Medicine  
Arima, Trinidad  
Schedule your visit below

www.aleracarecollective.com

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MAGNESIUM COMPLEX

5 Tips for a Restful Night

Please note: These images are for mockup display purposes only and do not represent the final appearance of the posts



# ALEREA

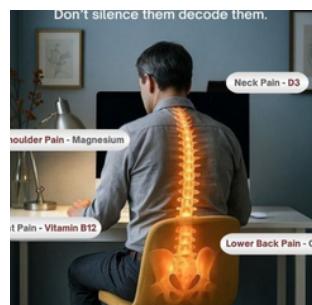
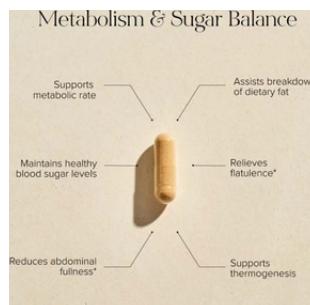
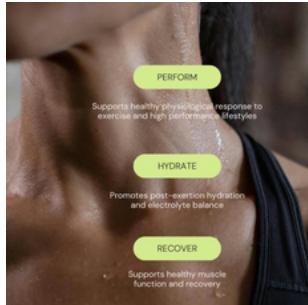
CARE COLLECTIVE

## MOODBOARD

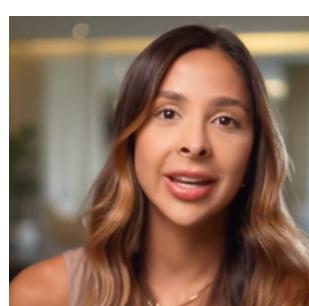
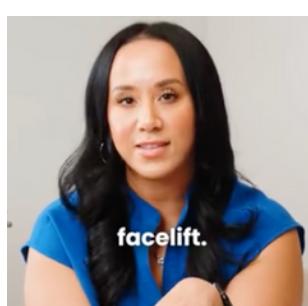
### PHOTOGRAPHY



### 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.