



AAR Healthcare

INFORMED by SCIENCE | DRIVEN by COMPASSION

BRAND STYLE GUIDE

BRAND IDENTITY

OUR MISSION

The key to the AAR mission is in our name: Applied Addiction Research. We firmly believe that the key to giving individuals the tools they need for genuine, long-term recovery is to combine compassionate, individualized treatment with medically advanced, evidence-based, research-driven knowledge. The experienced medical and clinical team at AAR Healthcare are experts in the field of substance abuse who have spent years on the front lines of addiction treatment.

Our mission at AAR Healthcare is to provide patients from all walks of life and social strata with science-backed treatment options. Our focus is on relentless innovation in the field of addiction treatment. Our broad range of clinical and therapeutic approaches allows us to guide our patients through every step of the recovery process. Additionally, we make a point of constructing individual treatment plans for each of our patients based on their unique needs. At AAR Healthcare, we inspire and empower individuals battling addiction, one patient at a time.

OUR VISION

At AAR Healthcare, we will offer addiction treatment that is unrivaled in terms of quality for individuals who are suffering from the disease of addiction. Patients from all walks of life and all social strata will be welcomed at AAR Healthcare and will be treated with the dignity and respect they deserve. By treating our patients as individuals, we will offer unmatched care, tailoring our treatment approaches to each patient based on their individual needs. At AAR Healthcare, medically and technologically advanced, patient-centered approaches to addiction treatment will always be the foundation of our practice. As such, we will serve to inspire and heal individuals battling substance use issues and the people who care about them.

OUR CORE VALUES

At AAR Healthcare, our practice is founded on the ideas that:

- Addiction is a disease and should be approached with compassion and clinical expertise, as any other medical condition would.
- Individuals with substance use issues have the right to the best care available, no matter their background or circumstance.
- Treating substance use issues must involve a combination of evidence-based, scientifically determined treatment modalities and more holistic, patient-centered approaches.

LOGO USAGE

PRIMARY LOGO



AARHealthcare
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FULL COLOR HORIZONTAL
This is the standard, full color version of the logo.



AARHealthcare
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FULL COLOR VERTICAL
This is a stacked version of the standard, full color logo.



AARHealthcare
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ALL WHITE HORIZONTAL
This version of the logo is for usage on dark backgrounds.



AARHealthcare
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ALL WHITE VERTICAL
This stacked version of the logo is for usage on dark backgrounds.

LOGO USAGE GUIDELINES



RECOLOR

Recoloring of the logo in any color outside of the primary color palette is prohibited.



LAYOUT

Altering the layout of the logo in any structure aside from the primary vertical and horizontal variants is prohibited.



SIZE

The logo should always be legible. Do not use the logo if there is not ample space for legibility. Minimum digital size is 30px high.



PROPORTIONS

Do not distort the logo in any way. The logo proportions should always be properly maintained

LOGO CLEAR SPACE REQUIREMENT



EXCLUSION ZONE

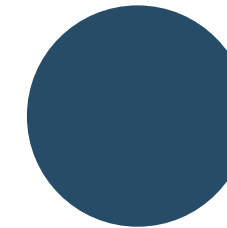
Make sure that design elements or text do not encroach upon the logo

This x mark space should always be given to let the logo breathe, free from distraction

COLOR PALETTE

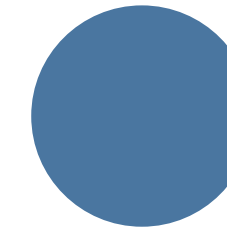
PRIMARY COLOR PALETTE

DEEP BLUE



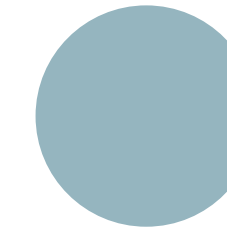
HEX: #274C68
RGB: rgb(39,76,104)
CMYK: cmyk(63,27,0,59)

DULL BLUE



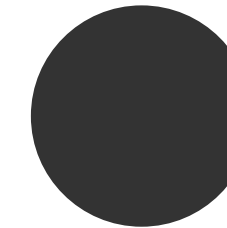
HEX: #4A76A0
RGB: rgb(74,118,160)
CMYK: cmyk(54,26,0,37)

TAHOE BLUE



HEX: #95B5BF
RGB: rgb(149,181,191)
CMYK: cmyk(22,5,0,25)

CARBON



HEX: #333333
RGB: rgb(51,51,51)
CMYK: cmyk(0,0,0,80)



TYPOGRAPHY

PRIMARY HEADINGS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZabcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz123456789

Sofia Pro
Bold
Uppercase
Tracking: 30

SECONDARY HEADINGS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZabcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz123456789

Sofia Pro
Medium
Uppercase
Tracking: 30

BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZabcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz123456789

Proxima Nova
Regular
SentenceCase
Tracking: 0

PHOTO USAGE

STOCK PHOTOGRAPHY

Stock photography is acceptable in print and digital materials for the AAR Healthcare brand. Stock photos should evoke feelings of hope. AAR Healthcare is exclusive to San Diego, and Stock photos should incorporate beachy imageries.



WEB PHOTOGRAPHY OVERLAY

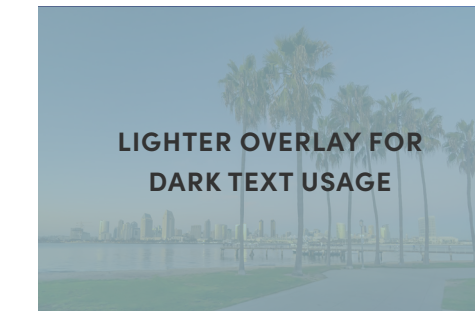
For web photography overlay usage, it should include the overlay color from AAR Healthcare brand color palette.



original



opacity: 50% | RGB: rgb(39,76,104,0.5)



opacity: 80% | RGB: rgb(149,181,191,0.8)