



# Brand Style Guidelines

# TABLE OF CONTENTS

Introduction ..... 3

Mission, Vision, Core Values ..... 4

Center Name..... 5

Color Palette ..... 6

Logo Usage ..... 7

Improper Logo Usage..... 8

Logo Boundary & Size ..... 9

Collateral & Placement..... 10

Typography ..... 11

Email Signature..... 12

Voice Mail Scripts..... 13

Photography..... 14

Designers/Printers ..... 15

**I****NTRODUCTION** How Gulf Bend Center is perceived is in large part the result of brand image, public perception, and the consistency of communications that shape the mindset of the Gulf Bend Center community. Our brand plays a pivotal role in contributing to the image of Gulf Bend Center; therefore, brand consistency is critical to Gulf Bend Center’s image and marketplace position. As we communicate about our work both internally and externally, it is crucial that we be both consistent and effective.

A branding strategy simplifies our efforts to explain who we are and why we matter and offers several advantages:

- **Increased visibility** - Brand standards, applied in a consistent and thoughtful manner in all internal and external communications, raise the visibility of the Center.
- **Improved recognition of our value** - Greater visibility enables us to speak to each facet of our mission and share how we make a difference in our community.
- **Attract like minds** - A clear sense of who we are, what we do and why it matters helps attract customers, staff, donors, partners and advocates who share our mission, vision and goals and strengthens our Center.

Who is responsible for branding our Center? Everyone. Though the Marketing Department is responsible for managing and maintaining our brand, it is the responsibility of the entire Center to implement, support and promote it. Everyone is a brand ambassador.

The brand name, Gulf Bend Center, logos and accompanying brand communications are a means of symbolizing and differentiating the Center’s identity in the market. Correct and appropriate use of Gulf Bend Center’s name and logo creates long-term value for the Center.

The objective of the brand guidelines is to help those who use the Center’s brand elements to understand the values while providing detailed specifications and guidance on the use of all aspects of the brand. It defines graphic standards for the correct use of Gulf Bend Center’s logos. The intention is to give the Center a uniform brand identity, greater visibility and more powerful marketing possibilities. We ask that each Center employee and department work to uphold these standards to ensure that our visual communications—print or electronic— convey a cohesive message. To ensure brand consistency, please review the guidelines to be certain your brand usage falls within approved standards.

If you have specific questions, please contact the Marketing Department.

# MISSION. VISION. CORE VALUES.

## MISSION STATEMENT:

To improve the quality of life in our community for individuals and their families by providing excellent and trusted care for wellness.

## OUR VISION:

A welcoming environment of positive attitudes driven by honesty, integrity and ethics.

## CORE VALUES:

The graphic features the Gulf Bend Center logo (silhouettes of three people) and the text "Gulf Bend Center" on the left. To the right, the words "CORE VALUES" are written in large, bold, blue capital letters. Below this, four circular icons are arranged horizontally: an orange circle with people, a purple circle with a heart and hand, a blue circle with a heart and hands, and a green circle with a star. Under each icon is a colored square containing a core value: "TEAM WORK" (orange), "CARING" (purple), "COMPASSION" (blue), and "QUALITY" (green). At the bottom, a dark blue banner contains the text "3Q's" in large white letters on a green background, followed by "QUALITY STAFF / SERVICES / OUTCOMES" in white capital letters.

Gulf Bend Center

# CORE VALUES

TEAM WORK

CARING

COMPASSION

QUALITY

**3Q's** QUALITY STAFF / SERVICES / OUTCOMES

**CENTER NAME** The consistent use of the "Gulf Bend Center" name plays a critical part in the Center's identity.

By using the official name of the Center, we build greater recognition throughout the crossroads and state. The recommended designations for the Center are:

- Formal and first reference—Gulf Bend Center  
(Please do not use Gulf Bend MHMR Center as we no longer use the terminology MHMR)
- Second reference—GBC

When used in copy, the complete name "Gulf Bend Center" should be used on first reference. Thereafter, "GBC" or "the Center" may be used.

When referencing the Center, consider the audience of the publication. Internal audiences are familiar with the acronym "GBC" so it may be used more frequently. For external audiences that may be less familiar with the acronym, use "GBC" sparingly. The formal name of the Center must be on all legal documents as well as Center publications.

**COLOR PALETTE** Color is a key element in Gulf Bend Center’s brand. No matter what you are designing or printing, please make every effort to ensure that the colors you print or use match those specified here as closely as possible.



**Primary Palette Colors:** The primary palette is made up of our core colors and if possible, should appear on some level in all designs and communications.







**Secondary Palette Colors:** The secondary palette supports the primary palette and gives our brand greater visual flexibility.



#### GULF BEND CENTER LOGO

Pantone Color:	CMYK Value	RGB Value
 PMS 2768 U and C	C100 / M78 / Y0 / K44	R15 / G32 / B75
 PMS 468 C and U	C6 / M9 / Y23 / K0	R221 / G211 / B175

#### SECONDARY PALETTE COLORS

Pantone Color	CMYK Value	RGB Value
 PMS 345 C	C26 / M0 / Y23 / K18	R154 / G209 / B162
 PMS 136 C	C0 / M30 / Y74 / K1	R252 / G176 / B64
 PMS Cool Gray 5 C	C0 / M0 / Y0 / K29	R179 / G179 / B180
 PMS Cool Gray 9 C	C3 / M3 / Y0 / K54	R115 / G114 / B115

**LOGO USAGE** Gulf Bend Center’s logo is a key part of our identity. It should appear in all our communications and always be used in a clear and legible manner. Our logo is composed of two vital components that are essential to the brand. The relationship between the two is fixed and should never be altered. All the elements must always appear together. There is another version of the logo without a tagline that is used in select cases. If you are in doubt, use the preferred logo or contact the Marketing Department to see if this logo is appropriate for your project. Our logo represents the changing dynamics of our organization and represents its growth and future direction. The image conveys the concept of family and that of embracing the community we serve.



PRIMARY Full Color Logo



Black & White Logo



Full Color Logo – No Tag

**IMPROPER LOGO USAGE** Here are some examples of unacceptable usage of Gulf Bend Center Logo's. Consistent and proper usage of the logo is essential to maintaining the integrity of the Center's brand. The official logos may not be altered in any way. Take steps to ensure that the logo is used correctly by following the information in this guide.

The following examples illustrate unacceptable usage or variations.



Do not rotate the logo.



Do not use colors other than those specified in this document.



Do not stretch, condense or change the dimensions of the logo.



Do not crop the word mark.



Do not use drop shadows or other visual effects with the logo.



**LOGO BOUNDARY & SIZE** Placing any element too close to the logo diminishes its importance, make sure that there is an equal amount of clear space around the logo on all sides. An exclusion zone has been established around our logo to allow it to stand out and to protect its prominence and integrity. The zone extends around the logo using the Gulf Bend Center “G” as a boundary guide. The clear space created is demonstrated below. Do not put the logo in a box or print a line around it.



**MINIMUM SIZE** Our logo should never be reproduced on any material below 2 inches in width.



Contact the Marketing Department if you have questions about the logo boundary and minimum size requirements.

**COLLATERAL & PLACEMENT** To provide a consistent visual image, all Center brochures, publications and promotional material should share common elements:

- The Center logo should be placed on the front and/or back cover, preferably the front, consistent with approved guidelines.
- All publications intended for external audiences should be reviewed by Marketing to ensure they follow official guidelines and to check for consistent image quality before printing.
- In-house production ensures that your pieces maintain the Center’s graphic identity and style.

The preferred placement for Gulf Bend Center logos is centered at the top or bottom of a communication.



**T****YPOGRAPHY** Careful and consistent use of typography reinforces Gulf Bend Center’s brand personality and ensures both clarity and harmony in all communication. Available in a variety of weights, Garamond & Helvetica are a harmonious duo, which works well for both headlines and body copy while setting a clean, confident tone for communication (i.e., brochures, newsletters, etc.). Garamond is a serif font, and Helvetica is a San serif font. Both fonts have become renowned for their excellent readability and elegance. For consistency, it is important to use these typefaces for all Gulf Bend Center marketing and communication.

## PRIMARY FONT

**Garamond:** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()

***Garamond Italics:*** *ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789!@#\$%^&\*()*

## SECONDARY FONT

Helvetica ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Neue Light: abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()

*Helvetica* *ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*Neue Light:* *abcdefghijklmnopqrstuvwxyz*  
*Italics* *0123456789!@#\$%^&\*()*

**EMAIL SIGNATURE** The email signature should be formatted using an approved font (Garamond, Goudy Old Style, or Helvetica Neue Light). The font size should not be larger than 12 pt and should be black or navy (R-15 G-32 B-7). Phone and email options can be changed as necessary to your preferred contact method (P: phone, O: office, C: cell, F: fax, etc.). Cell phone numbers are optional.

- Do not include the Center logo, logos from other organizations or any other images in the signature.
- Do not add a favorite quote to your signature.
- Do include a professional closing statement.
- Do include the Warning/Privacy statement at the bottom of the signature.

**STANDARD SIGNATURE** The standard signature is provided below. Enter your information in the layout provided. When you are finished, copy & paste into your email program's "Signatures" preference.

**Standard Gulf Bend Center Email Signature:**

Name

Title

**Gulf Bend Center**

6502 Nursery Drive, Suite 100

Victoria, Texas 77904

P: 000.000.000 | F: 000.000.0000

C: 000.000.000

[email@gulfbend.org](mailto:email@gulfbend.org)

"WARNING: This e-mail and any file(s) transmitted with it is the property of Gulf Bend Center, is confidential, and is intended solely for the use of the individual or entity to whom this e-mail is addressed. If you are not one of the named recipient(s) or otherwise have reason to believe that you have received this message in error, please notify sender and privacy officer ([privacy@gulfbend.org](mailto:privacy@gulfbend.org)) at Gulf Bend Center and delete this message from your computer. Any other use, retention, dissemination, forwarding, printing, or copying of the communication is strictly prohibited."

If you are at an off-site location such as the Wellness Community, please use the following location title format & location contact information. Also include the "Warning" statement.

**Example:**

**Wellness Community** provided by Gulf Bend Center

1009 N. Nimitz

Victoria, Texas 77901

P: 000.000.0000 | F: 000.000.0000

C: 000.000.0000

[email@gulfbend.org](mailto:email@gulfbend.org)

**V**oice Mail Scripts The voice mail script is a standardized message employees are to use to ensure professional, consistent communication is in place when they are unavailable to answer calls. The standard greeting scripts are provided below.

Please be sure to set up your voice mail with one of the scripts provided below.

**Greeting Scripts:**

**Short Version:**

You have reached the office of \_\_\_\_\_ (name and position). Please leave a message. If this is an emergency, please hang up and dial 911. If this is a crisis, please hang up and call 1(877)723-3422. Thank you.

**Long Version:**

This is Full Name, Position with Gulf Bend Center.

Please leave a brief message with a call back number and your name at the tone; I'll get back to you as soon as possible.

If this is an emergency, please hang up and dial 911.

If you are experiencing a mental health crisis, please hang up & dial our crisis hotline at 1-877-723-3422; that is 1-877-723-3422

Or dial 1-877-SAFE GBC

Thank you.

**P**HOTOGRAPHY Please take care when selecting images for any communications, whether external or internal.

### CONSIDER THESE GUIDELINES:

- Make sure photography is current. Be aware of changes in style or Center environments that may make the image look dated.
- Ensure that you use an accurate and engaging caption whenever appropriate.
- Use original Center photography for shots of our campus, etc. If you have trouble finding images, contact the Marketing Department, which maintains a photo-bank of approved, high-resolution imagery.
- Be mindful to represent the diversity across our service area. Look at your photo selections in aggregate to see if they are representative of our community.
- While posed photography such as family photos may be appropriate for specific projects, it should be used sparingly. Likewise, photography that appears “staged” should be avoided. Our goal is to use interesting, compelling imagery which reflects the Center’s dynamic environment and engages the audience.

### PHOTO EXAMPLES

---



**D**ESIGNERS AND PRINTERS The Marketing Department works regularly with a number of talented graphic designers who are familiar with the Center’s style and brand and can share their contact information. To maintain the visual consistency and quality of our communications, the Marketing Department should be consulted before outside graphic designers are hired for a project.

The Marketing Department should be notified about major printing jobs, especially pieces intended for external distribution. This department will direct the job to the appropriate resource, be it through Gulf Bend Center’s internal copy and printing or an outside vendor.