



Greater Cincinnati

Behavioral Health Services

Our Work is Life Changing

Greater Cincinnati Behavioral Health Services Brand Standards

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The standards of the Greater Cincinnati Behavioral Health Services brand help to further distinguish it from other organizations. Maintaining these standards is essential to upholding the integrity of the brand.

Each specification, rule, or guideline has a purpose. The visual identity has been carefully considered and tailored to the needs of the organization.

The logos, color palette, typography, and website all work together as a cohesive system that must not be altered.

This guide describes that system, and provides the specifications needed to design print and digital content in a way that is consistent with it.

Brand Promise

Greater Cincinnati Behavioral Health Services (GCB) is the area's largest and most comprehensive behavioral healthcare organization. We serve more people in more places, and are better able to handle a wide range of mental health conditions and related issues, than anyone else in the area. We seek to help people with mental illness/related barriers lead productive and fulfilling lives through our many individual and group programs. Our presence in the community is strong, and we stand behind our evidence-based approach to treatment, believing it is the best way to truly change lives.

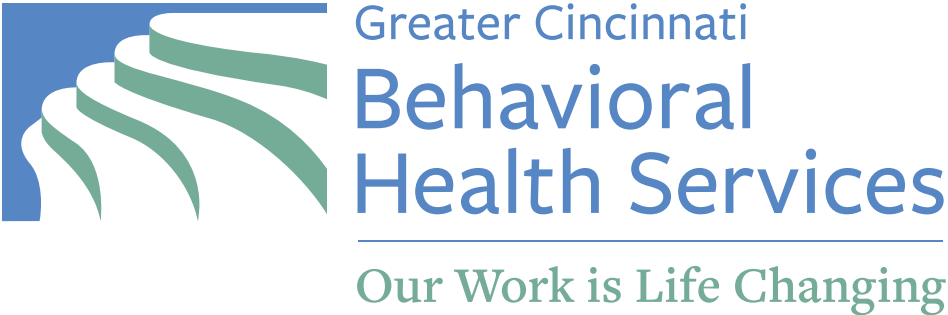
Voice Description & Objectives

The GCB voice is a voice of hope and guidance. It avoids jargon, and speaks to a broad audience—including clients and their families, donors, and referral partners. It actively reaffirms the mission (the difference GCB makes each day), builds on the trust GCB already has in the community, and seeks to give a snapshot of what GCB has to offer to those who aren't familiar (or were only familiar with one of the merging brands). Mental health issues are difficult: GCB is doing its best to help people tackle them and change their lives, to the degree they're able. We want to tell that story, get the word out to those who need it most, and elicit support so we can keep changing lives.

Attributes

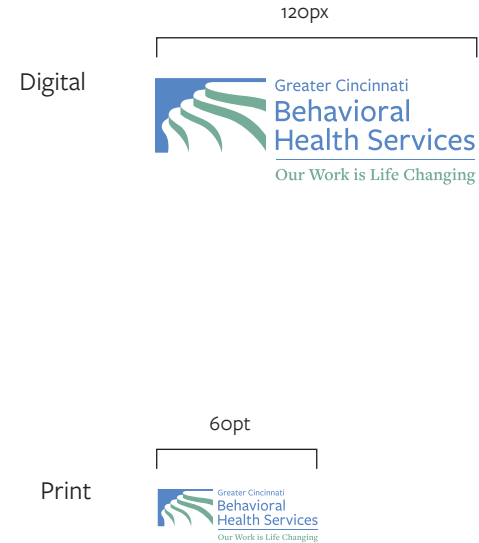
- Warm
- Down-to-Earth
- Forward-thinking
- Proactive
- Empathetic
- Worthwhile

Primary Brand Mark



This is the primary brand mark for GCB. It is the preferred version of the logo and should be used whenever possible. No part of this mark may be altered.

Primary Brand Mark



Clear Space

There should always be a certain amount of space around the brand mark. This keeps it legible and clear. It also keeps the mark from losing its importance and value.

The space around the mark should be at least 10% of the width.

Minimum Sizes

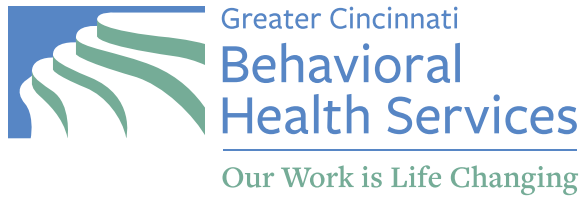
In order to maintain legibility, the brand mark must have a minimum size for both printed and digital versions.

The mark can be no less than 120px wide when displayed digitally.

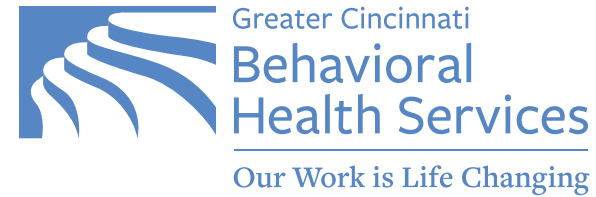
The mark can be no less than 60pt wide when printed.

Primary Brand Mark

Color



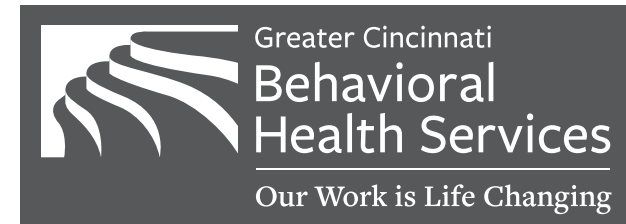
One Color



Black & White



Reversed



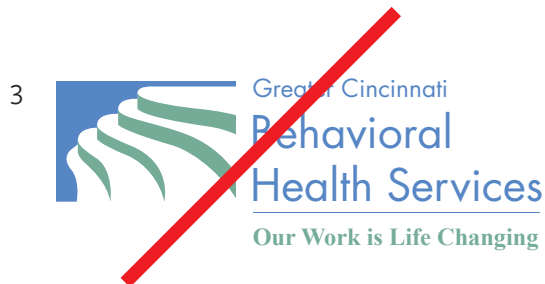
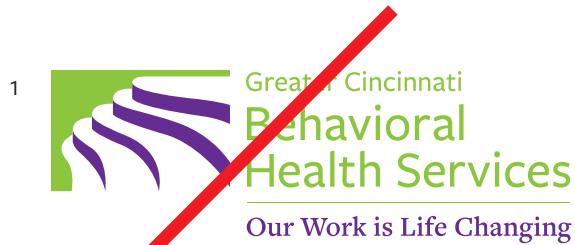
The color version of the logo should be used whenever possible.

Use the one color version when faced with printing limitations on ink.

Use the black and white version when color is not an option.

Use the reversed version over dominant backgrounds or when the brand color is too difficult to see. The reversed out version of the logo should always be white.

Primary Brand Mark



Unacceptable Usage

1. Do not change the colors of the logo.
2. Do not place over dominant backgrounds. Try to use neutral or muted tones only.
3. Do not alter or change the type.

4. Do not rearrange any part of the logo.
5. Do not skew.

Secondary Brand Mark



This is the secondary brand mark for GCB. No part of this mark may be altered.

The secondary brand mark is to be used when a vertical option is needed. This mark may be necessary when spacing and/or layout limitations make it impractical to use the horizontal version of the logo.

Secondary Brand Mark



x = width of brand mark

Clear Space

There should always be a certain amount of space around the secondary mark. This keeps it legible and clear. It also keeps the mark from losing its importance and value.

The space around the mark should be at least 20% of the width.



Minimum Sizes

In order to maintain legibility, the brand mark must have a minimum size for both printed and digital versions.

The mark can be no less than 50px wide when displayed digitally.

The mark can be no less than 25pt wide when printed.

Secondary Brand Mark

Color



One Color



Black & White



Reversed



The color version of the logo should be used whenever possible.

Use the one color version when faced with printing limitations on ink.

Use the black and white version when color is not an option.

Use the reversed version over dominant backgrounds or when the brand color is too difficult to see. The reversed out version of the logo should always be white.

Color Palette



Proportion of Color

	Pantone	CMYK	RGB	Hex
GCBH Blue 	Pantone 646	c: 67 m: 41 y: 0 k: 0	r: 89 g: 135 b: 198	#5987C6
GCBH Green 	Pantone 557	c: 56 m: 16 y: 46 k: 0	r: 118 g: 173 b: 152	#76AD98
Navy 	Pantone 2119	c: 100 m: 100 y: 26 k: 22	r: 40 g: 36 b: 100	#282464
Red-Orange 	Pantone 7417	c: 8 m: 86 y: 79 k: 1	r: 221 g: 74 b: 65	#DD4A41
Orange 	Pantone 1485	c: 0 m: 35 y: 72 k: 0	r: 249 g: 176 b: 94	#F9B05E

Typography

Freight Text Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Freight Text Pro Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Freight Text Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Freight Text Pro is primarily used for headers.

Download Freight Text Pro:

<https://philfonts.com/index.php/fonts/overview/GFo60o23X1>

Freight Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Freight Sans Pro Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Freight Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Freight Sans Pro is primarily used for body copy, but can also be used for headers.

Download Freight Sans Pro:

<https://philfonts.com/index.php/fonts/overview/GFo60o22X1>

Typography

Headers

This is a Header

(Freight Text Pro Semibold 24 pt)

This is a Header

(Freight Text Pro Book 24 pt)

This is a Header

(Freight Text Pro Light 24 pt)

Freight Text Pro should primarily be used for headers, as it is a display typeface. Adjust the point size as needed.

This is a Header

(Freight Sans Pro Semibold 18 pt)

This is a Header

(Freight Sans Pro Book 18 pt)

Freight Sans Pro may be used for secondary headers and/or subtitles. The header should be at least 3 pt larger than the body copy.

Body Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eros lectus, tristique vel fermentum sit amet, efficitur at neque. Praesent cursus sem id ornare rhoncus.

(Freight Sans Pro Book 11/15 pt)

Body copy should have leading that is at least 4 pt more than typeface size. Size should not be any less than 10 pt. Freight Sans Pro Semibold may be used for emphasis.

Footers & Footnotes

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eros lectus, tristique vel fermentum sit amet, efficitur at neque. Praesent cursus sem id ornare rhoncus.

(Freight Sans Pro Book 8/12 pt)

Footers & Footnotes should be between 7 and 9 pt.