

# BRAND GUIDELINES



GRANITE  
WELLNESS CENTERS

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# THE REAL POWER BEHIND OUR BRAND.

A powerful brand is not just some clever name, cool logo, pretty company colors, or even the latest advertising campaign. All of those things certainly contribute, but the brand itself is a consistent “gut instinct” emotional reaction people have whenever they hear our name.

– THAT’S WHAT THIS GUIDE IS ALL ABOUT. –

We want you to clearly understand our brand and how it will impact your responsibilities so that, in all of your interactions with clients, staff, and friends, you can make a clear, conscious effort to build and further our brand. When we all have clarity, and are operating from the same book, we march in unison down the same path to greatness.

That is the beginning of a powerful, rock-solid brand.



# IT BEGINS WITH

## OUR BRAND RELIES ON YOU.

Top-to-bottom, side-to-side, the responsibility of maintaining and promoting the Granite brand rests firmly upon each person who works here. As a direct result, it influences everything we do. From all outward marketing and messaging to the tiniest internal job responsibility... everything we do becomes a valuable OPPORTUNITY to either align with our brand or fragment it.

# YOU.



# THE CALL TO GREATNESS. A HERO'S CHALLENGE.



From a brand point of view, Granite Wellness Center is a classic HERO brand. Not the muscle-bound hero we think of in Marvel movies (Batman or Superman), but the every-day ordinary character in a story who is called to go on a great and often difficult journey... only to return with a different outlook, a changed life, and a new way of living.

## **This is a real hero.**

To be clear, however, Granite Wellness is not the hero of our own story, rather our clients are the true heroes. We are the ones who call out to the hero... challenging them, urging them on, and encouraging them to press forward and grab hold of a better life.



# UNLEASH

## BRAND POSITION.

Ours is a call to greatness and the promise of being able to overcome anything that stands in our way... to achieve a life worth living. That's a valuable promise.

**“UNLEASH YOUR  
INNER GREATNESS”**

# YOUR

This single statement can help guide a million and one decisions based solely on our brand. Every conversation, every news article or press release, every advertisement or brochure, even the way in which we answer the telephone... everything our organization does can be guided and directed by using this one simple statement as a tool.

# INNER

# GREATNESS



# TELLING OUR STORY.



We have all experienced it; that business function, professional seminar, or proverbial elevator ride in which somebody asks:

*“So, tell me about Granite Wellness...”*

**SALLY:** Hello Bill, great to meet you. I’m Sally Smith with Granite Wellness.

**BILL:** Granite? Like the rock?

**SALLY:** Exactly. Granite is one of the strongest rocks on the planet...and we encourage the people we serve to dig deep, within themselves, and grab hold of that same solid, inner strength.

**BILL:** I could use some of that myself.

**SALLY:** We all can. We are all about transformation... and our clients are so diverse... dealing with everything from severe addictions to

complicated family issues... but the one thing that they all have in common, the thing that unites us all...is that we are so much stronger than we think. We can go further than we ever imagine...if we just believe it.

**BILL:** Sounds inspiring.

**SALLY:** It is, yeah. It’s amazing what can happen when somebody believes in you...even when you’re down-and-out. They say people can’t change...but it’s just not true. I’ve seen it happen. Again and again and again.

**BILL:** Wow.



Based on the words shared, one might assume this conversation is about what makes Granite such a dynamic organization. And while this is true, in the bigger picture, it's really all about Bill. In this short exchange, Bill suddenly cannot help visualizing himself from the perspective of someone who responds to this kind of encouragement, and how it might apply to his own problems, issues, and addiction as well as his dreams and ambitions.

Even in a casual conversation, the promise we make, we now make to Bill personally.

Our brand is about us, yes. More than that, however, our brand is about the one thing we consistently offer everyone. Aside from all the wonderful things about Granite, the most important message we can share is...“You have within you what it takes to be great.”

**PUSH.  
STRIVE.  
OVERCOME.**



# GRAPHIC STANDARDS.

Granite Wellness Centers

Graphic Standards

In keeping with a strong brand, strict adherence to our Graphic Standards will reinforce the brand both internally and externally. The following standards are not a matter of one person's personal preference over another's, rather a calculated guideline that will keep our organization in unison, all marching in the same direction.



## OUR LOGO

The full color logo is the preferred logo when space and reproduction methods allow. It is unacceptable to reproduce the logo in any color other than those specified in this document.



## SINGLE COLOR LOGO

Use the logo in either black, (PMS) purple or gray when reproduction is limited to a single-color.

In addition, the logo can be reversed (white) from a solid block of the same colors.





## CLEAR SPACE

To maintain the integrity of the logo, a minimum amount of clear space has been established. No other element (such as text or images) should appear within the clear space.

**Minimum clear space:** Height of the typographic element of the logo.

## MINIMUM SIZE

The logo should never be smaller than .5" wide to maintain readability.

## FOUNDATION LOGO

Granite Wellness Centers



Foundation Logo



**PMS 3308c**  
 C: 94 M: 28 Y: 74 K: 73  
 R: 3 G: 70 B: 56  
 HEX: 034638

**PMS Cool Gray 9c**  
 C: 0 M: 0 Y: 0 K: 66  
 R: 117 G: 120 B: 123  
 HEX: 75787B





## LOGO MISUSE

To ensure a strong and cohesive impression across all communications, every logo reproduction must be applied clearly and consistently. The following are examples of things to avoid when using the logo:

1. Don't switch colors within the logo.
2. Don't outline the logo.
3. Don't apply drop shadows.
4. Don't use colors other than those specified on page 18.
5. Don't scale or reposition the elements within the logo.
6. Don't use a low-resolution or web-based logo.
7. Don't squeeze or stretch the logo.
8. Don't use the logo at an angle.
9. Don't recreate the logo with alternate typefaces.



## COLORS

In terms of protecting our brand, the same holds true for the use of colors. More is never better. As our primary corporate colors, PMS 2622c and PMS Cool Gray 9 c (or their RGB or CMYK counterparts) should be used. PMS 2033c and PMS 7411c are our secondary colors that can be used to support the primary colors.

**PMS Cool Gray 9c**  
C: 0 M: 0 Y: 0 K: 66  
R: 117 G: 120 B: 123  
HEX: 75787B

**PMS 2033c**  
C: 4 M: 83 Y: 68 K: 9  
R: 197 G: 70 B: 68  
HEX: C54644

**PMS 7651c**  
C: 42 M: 92 Y: 0 K: 47  
R: 106 G: 42 B: 91  
HEX: 6A2A5B

**PMS 7411c**  
C: 0 M: 42 Y: 75 K: 2  
R: 230 G: 166 B: 93  
HEX: E6A65D

## TYPOGRAPHY

The misuse of an organization's corporate typeface is one of the most widely found mistakes in brand management, often changing the entire look and feel of materials and causing severe brand fragmentation. These guidelines apply to even the simplest of materials, such as a directional sign, a name badge or any other printed items. Setting such a standard will not only help guide our staff, but also conserve time and effort during production.

Our primary typeface is Freight Sans. This font should be used for all internal and external promotional materials. You may use any of the individual fonts in this font family (ie. bold, italic, etc.), but please use only these fonts.

Our headline typeface is Knockout HTF 66, please use this for all headlines.

Knockout HTF66 FullFlyweight

**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**

Freight Sans

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789







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WELLNESS CENTERS

[granitewellness.org](http://granitewellness.org)