



RECLAIMABILITY

PAIN SERVICES

Brand Style Guidelines

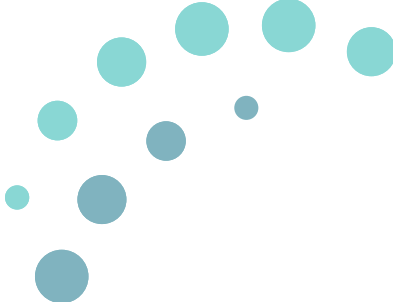


The background is a solid teal color. It features several large, overlapping, semi-transparent geometric shapes in a lighter shade of teal. These shapes include a large circle in the upper left, a large horizontal bar in the middle left, and several diagonal bars and triangles in the lower half, creating a dynamic, layered effect.

**Reach forward.
Pursue more.**

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BRAND OVERVIEW

This guide contains everything you need to know about ReclaimAbility's brand.

MISSION

ReclaimAbility Pain Services' qualified team of board-certified and fellowship-trained pain specialists will thoroughly examine every patient's overall health and well-being. By educating patients on the relationship between body pain and the associated etiologies, our practice will provide an individualized treatment plan that will work to empower patients and help them to attain optimal function and ability.

VISION

ReclaimAbility Pain Services strives to restore hope and improve quality of life for the women and men suffering from chronic pain in our community. By implementing our personal and dynamic approach to pain management, ReclaimAbility Pain Services will work to become the leading pain specialists in South Jersey.

CORE VALUES

COMMUNITY

ReclaimAbility Pain Services will involve the general public by fostering conversations about pain treatment through our outreach and education efforts.

ETHICAL INTEGRITY

ReclaimAbility Pain Services will adhere to our internal code of conduct and moral stance by advocating for the best possible treatment for our patients.

EMPATHY

ReclaimAbility Pain Services will provide understanding and sympathy with regards to the needs and limitations of our patients and referral bases.

COLLABORATION

ReclaimAbility Pain Services will promote teamwork among our specialists. We will also encourage proper partnerships between referral bases and our practice.

CONTINUED IMPROVEMENT

ReclaimAbility Pain Services will champion ongoing growth both within our practice and within the pain management industry as a whole.



BRAND VOICE

SUPPORTIVE

Providing encouragement and emotional stability for our target audiences.

At ReclaimAbility Pain Services, support is at the heart of everything we do. We act as ushers, escorting the women and men of our community towards attainable, realistic goals. By offering our guidance and expertise, our providers aim to unburden our patients, sharing the overwhelming weight of debilitating pain that each of them has been forced to bear. At ReclaimAbility we understand that our patients are the backbone of our practice and we treat them as such.

INFORMATIVE

Clearly demonstrating expertise in the field of pain management.

There is an adage: “knowledge is power.” At ReclaimAbility Pain Services, our mission is to put that power in the hands of our patients. By giving the men and women suffering from debilitating pain the tools they need to understand and manage pain, our practice works to make the community healthier, more inclusive, and accessible for all.

EMPOWERING

Promoting a sense of agency and confidence in the minds of the target audiences.

For many people living with chronic pain, there is a feeling of hopelessness. And the never-ending cycle of pain and depression leaves many feeling helpless. At ReclaimAbility Pain Services, we know that pain sufferers are some of the most courageous women and men in our community. Day after day, they fight through their pain to provide for their loved ones. Every day and at every opportunity, we work to remind our patients of their worth, their fortitude, and the strength that lies within them all. We work to remind them that they are more than sufferers; they are survivors.

EMPATHETIC

Demonstrating understanding and sympathy towards the needs and limitations of the target audiences.

Everybody wants to be understood. Especially when life hands you an unexpected burden. The women and men who walk through our doors are frustrated; they are anxious. They are reaching out to us not just for our expertise, but for our help. At ReclaimAbility Pain Services, we work every day to make sure they are heard.

HONEST & TRUSTWORTHY

Being forthcoming about the topics surrounding pain management.

Honesty is a gateway to trust. And yet, many pain management providers choose to skirt around the issues that make them uncomfortable. The opioid epidemic, the gender disparity of chronic pain, and the fact that sufferers are more likely to come from low-income communities are topics that often go untouched. That’s why ReclaimAbility Pain Services strives to foster meaningful conversations about these subjects with our patients and referral bases. Through these conversations, we will work to make our community more knowledgeable and aware of the issues facing our country.



LOGO



PRIMARY LOGO

The logo should be used in its full form as often as possible.

LOGO



SECONDARY LOGO

When there is not enough space for the primary logo, then the secondary logo should be used.

ICON



ICON

The icon should be used sparingly, but can be implemented in social media icons and supplementary branding to encourage brand recognition. If there is not enough space for the primary or secondary logos, the icon can be used instead.

CORRECT USE



Above are examples of the ReclaimAbility logo being used on different colored backgrounds.

1. This is the standard primary logo. The logo works best when placed on a flat white background. This allows the logo to stand bright and prominent.
2. The ReclaimAbility logo can be used in a single color as needed, but only one of the two colors used in the primary logo. If the background is too dark, then the white logo should be used, as stated below.
3. When the logo or icon is placed on a photograph, it should be shown in all white so as to not get lost in the image.
4. When the logo needs to be placed on a dark background, the flat white version of the logo should be used.

INCORRECT USE



Above are examples of how the ReclaimAbility logo should never be used

1. The logo type should never be used without the icon.
2. Do not warp the logo by stretching it vertically or horizontally. Logo should only be scaled up or down at its exact proportions.
3. Do not alter the layout of the primary or secondary logos as this will compromise the integrity of the design. If the primary logo does not fit a space, then the secondary logo can be used. If neither format fits, then the icon may be used separately.
4. The logo should never be placed on backgrounds of harshly competing colors, or on backgrounds that are too similar in color to the logo. This will cause the logo to be hard to read.

BRAND PATTERN



The brand pattern can be used across digital and print materials as a supporting accent to the brand. Use this pattern sparingly to avoid oversaturation and loss of uniqueness.

COLOR PALETTE



PANTONE 326 C

CMYK 68 0 41 0
RGB 0 175 170
HEX #00afaa



CMYK 100 46 38 13
RGB 0 104 127
HEX #00687f



CMYK 90 100 32 39
RGB 48 23 78
HEX #30174a



CMYK 64 4 12 0
RGB 66 188 216
HEX #44bcd8



CMYK 66 60 49 29
RGB 84 83 92
HEX #54535c

TYPOGRAPHY

ITC Avant Garde Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Open Sans Regular | *Italic* | **Semibold** | Semibold Italic | **Bold**

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SECONDARY IDENTITY



Washington Township
151 Fries Mill Rd #202, Blackwood, NJ 08012
Phone: (855) 727-2465 | Fax: (855) 727-2465

October 30, 2018

John Doe
123 N 4th Street
Any Town, NJ 56789

Dear Mr. Doe

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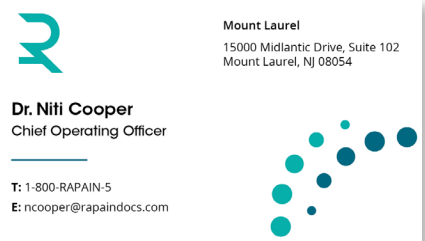
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Sincerely,

Jane Doe

Jane Doe, MD



Washington Township
151 Fries Mill Rd #202
Blackwood, NJ 08012





RECLAIMABILITY

PAIN SERVICES

[CLICK FOR BRAND ASSETS](#)