# **Design Brief – 30 Days to Value Report (Behavioral Health Partners)**

### **Overview**

We are creating a professional, modern, and slightly edgy **PDF-style report document** to showcase the results of a client’s first 30 days with Behavioral Health Partners.

The report will be designed as a **customizable Canva template** so the Client Success team can easily update logos, screenshots, and text for each client.

This document will serve as both a **visual presentation piece** and a **report deliverable**, blending clean design, modern layout, and data-driven storytelling.

## **Design Objectives**

* Professional and **clean**, with a **modern and bold/edgey**
* Match the **look and feel** of the **Behavioral Health Partners website** (fonts, color palette, iconography style, and spacing)
* Create visual differentiation for each section using subtle color blocks, textures, and icon systems
* Allow for **easy client customization** (logos, screenshots, text edits) in Canva
* Final output: Canva design template & downloadable **PDF report** for presentation and sharing

## **General Design Direction**

### **Brand Alignment**

* **Primary Colors:** Use BHP website palette (dark navy, white, steel gray, muted teal/blue accent, and soft off-white background tones)
* **Accent Colors:** Use light neutrals and small highlights of bold color (e.g., green, orange or aqua) to suggest progress and growth
* **Fonts:** Match BHP website fonts (clean sans-serif heading + readable paragraph font — e.g., *Montserrat* for headlines and *Open Sans* or *Lato* for body text)
* **Logo:** Behavioral Health Partners logo on every page (bottom right or header bar); placeholder for client logo where applicable

### **Visual Style**

* Clean grids and whitespace — avoid clutter
* Consistent header/subheader treatment
* Incorporate **light overlays or background texture**
* Use iconography to reinforce section topics (SEO, strategy, map, analytics, etc.)

## **Page-by-Page Layout & Creative Direction**

### **1. Cover Page**

* **Content:**
  + Title: “30 Days to Value Report”
  + Subtitle: “Your First Month of Progress”
  + Client logo placeholder
  + BHP logo
  + Date field
* **Design Direction:**
  + Use a strong full-bleed background image or gradient inspired by growth, data, or connection (e.g., abstract lines or topographic patterns)
  + Overlay title text in bold font
  + Include subtle motion elements like gradient streaks or lines leading forward

### **2. Welcome & Overview Page**

* **Content:** Section intro text + a short paragraph about the 30-Day Promise
* **Design Direction:**
  + Hero-style layout — left-aligned text block on white/light background
  + Use a **photo or abstract background** representing partnership or success (optional)
  + Include subtle visual divider (e.g., horizontal line or shaded side banner)

### **3. Highlights & Quick Wins**

* **Content:** Checklist or bullet list of 5–6 key wins
* **Visual Suggestions:**
  + Use **icon-based tiles or cards** — each quick win gets its own box with an icon (e.g., rocket, map pin, link, pencil, analytics graph)
  + Optionally include progress bar or timeline visual (e.g., “Day 1–30 progress”)
  + Use accent background color or alternating shaded rows

### **4. Comprehensive Audits & Strategy Development**

* **Content:** List of audits completed and strategy summary
* **Visual Suggestions:**
  + Use **flow or funnel diagram** showing “Audit → Analysis → Strategy → Execution”
  + Optional: background grid or subtle magnifying glass/gear icon pattern
  + Use data-inspired layout (lines, grids, or hexagon nodes) to suggest depth of analysis

### **5. Website Progress**

* **Content:** Summary + screenshot frames
* **Design Direction:**
  + Create **two mock device frames** — one for desktop, one for mobile view
  + Use realistic mockups (browser window outline, phone outline) with placeholders for screenshots
  + Include small caption area for “Launched Pages,” “Optimizations,” and “Next Steps”
  + Clean white or light background for this page

### **6. Google Business Profile**

* **Content:** GMB stats, images, and local map performance
* **Design Direction:**
  + Integrate **map-inspired design elements**:  
    - Abstract world map or dotted city map background
    - Pinpoint icons or map waypoints
  + Screenshot placeholders for:  
    - GMB performance graph
    - GMB Radar or local map visibility image
  + Optional sidebar for key metrics (impressions, direction requests, calls, etc.)

### **7. Content & SEO**

* **Content:** Blog publishing summary + SEO strategy notes
* **Visual Suggestions:**
  + Use a **flow-style graphic** (left to right or top to bottom) showing:  
     **Planning → Strategy → Implementation → Growth**
  + Incorporate icons or thin connecting lines
  + Optional abstract background texture: faint grid or lines resembling data or keywords
  + Include a placeholder area to list blog titles

### **8. Citation Listings & Backlink Strategy**

* **Content:** Summary of citation directories and backlink work
* **Visual Suggestions:**
  + Use a **network or global map visualization** — lines connecting points around a globe or web grid
  + Include iconography for “directory,” “link,” or “globe”
  + Optionally overlay a transparent world map with network lines or dots connecting key points
  + Include small text callouts like “Core Listings,” “Authority Links,” “Tier 1 Outreach”

### **9. Tracking & Reporting**

* **Content:** List of systems connected (GA4, Search Console, Call Tracking, etc.) + screenshot placeholder
* **Visual Suggestions:**
  + Include a **graph/chart placeholder frame** — wide rectangular area where a performance graph or analytics chart screenshot can be placed
  + Use iconography for data, charts, dashboards
  + Consider a light-gray background with bold accent color for section header
  + Overlay subtle gridlines or data dots as texture

### **10. Next Steps & Recommendations**

* **Content:** Key bullet points for next phase + closing note + signature line
* **Visual Suggestions:**
  + Use a clean split layout:  
    - Left column: “Next Steps” checklist
    - Right column: inspirational or partnership image (hands, growth, abstract progress graphic)
  + Include signature area with Andrew Norris’s name, title, and BHP logo
  + Optional accent background gradient to suggest forward motion

## **Technical Requirements**

* **Format:** Canva design template (A4 or US Letter portrait orientation)
* **Export:** Optimized for PDF download and email sharing
* **Editable Fields:**
  + Text boxes for all main sections
  + Logo placeholders (client + BHP)
  + Image/screenshot frames (smart placeholders)
  + Background and accent colors editable via Canva brand kit
* **Page Count:** ~10 pages

## **Final Deliverables**

1. Canva template file (editable master version)
2. Example filled-out version for internal reference (using a sample client)
3. PDF export of the designed report