



GUARDIAN **RECOVERY**

Brand Guidelines

V1 - 2025



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GUARDIAN RECOVERY

1

Logo & Brand Image

BRAND GUIDELINES

Primary Logo



The Foundation

Our logo is the most important expression of the Guardian Recovery brand and the core of our visual identity. It directly represents our brand and should be treated with the greatest care. The brand logo is a proprietary artwork, and original files should always be used for maximal clarity and effectiveness.

Background Colors with Logos

Depending on the background, you can use either the dark blue version for lighter backgrounds, or the knockout (white) version on darker backgrounds. Our preference is always to use a white, light gray, dark blue, or black background as shown.

Horizontal Orientation



Color Background & Knock-Out Variants

 GUARDIAN RECOVERY	 GUARDIAN RECOVERY	 GUARDIAN RECOVERY	 GUARDIAN RECOVERY
 GUARDIAN RECOVERY	 GUARDIAN RECOVERY	 GUARDIAN RECOVERY	 GUARDIAN RECOVERY

Primary Logo



Using Proper Spacing

- Keep at least the height of the capital “G” around the logo clear of any text, images, or other elements.
- This ensures the logo stands out and remains easy to read.
- When re-sizing the logo, the amount of clear space will change proportionally.

Minimum Size

- The logo should never be smaller than one and a half inches (1.5”) wide to maximize visibility and legibility across all contexts.

*Examples on the page are not actual scale and are to provide a comparison between logo and size.

Clearing Space & Scale



144 x 18 Pixels
(1.5 in x .1875 in)



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Vertical Orientation



144 x 18 Pixels
(1.5 in x .1875 in)



Secondary Logo



The Foundation

Our secondary logo of the Guardian Recovery brand is an alternative expression of the brand image and used as an alternative to the primary. It directly represents our brand and should be treated with the greatest care. The secondary logo is a proprietary artwork, and original files should always be used for maximal clarity and effectiveness.

Background Colors with Logos

Depending on the background, you can use either the dark blue version for lighter backgrounds, or the knockout (white) version on darker backgrounds. Our preference is always to use a white, light gray, dark blue, or black background as shown.



Color Background & Knock-Out Variants



Secondary Logo



Using Proper Spacing

- The minimum amount of clear space equals to exactly half the size of the of the arch divider found in the logo.
- This ensures the logo stands out and remains easy to read.
- When re-sizing the logo, the amount of clear space will change proportionally.

Minimum Size

- The logo should never be smaller than one inch (1”) wide to maximize visibility and legibility across all contexts.

*Examples on the page are not actual scale and are to provide a comparison between logo and size.

Clearing Space & Scale



76 x 78 Pixels
(1 in x 1.0131 in)



Monogram & Signatures



Our Sunrise

An essential element of our logo is our radiant sunrise. The converging paths toward the sunrise reflect the unique and varied routes to healing, acknowledging the distinct nature of the disorders we address.

Primary Logo Icon



Sunrise Icon



Micro-Signatures

-  **GUARDIAN RECOVERY**
-  **GUARDIANRECOVERY.COM**
-  **GUARDIAN RECOVERY**
-  **GUARDIANRECOVERY.COM**
-  **GUARDIAN RECOVERY**
-  **GUARDIANRECOVERY.COM**
-  **GUARDIAN RECOVERY**
-  **GUARDIANRECOVERY.COM**



GUARDIAN RECOVERY

2

Color & Brand Palette

BRAND GUIDELINES

Color

Simplified Palette

This palette can be useful to share with agents and 3rd party vendors for clarity and consistently when the brand needs to be implemented outside of our purview.

Color Palettes

Primary Brand Colors

Midnight

PMS: 4160C
RGB: 0.72.96
CMYK: 100.64.43.27
HEX: #004860

Gambodge

PMS: 2010C
RGB: 255.173.0
CMYK: 0.36.100.0
HEX: #FFAD00

Brand Accent Colors

Cerulean

PMS: 6131C
RGB: 0.114.139
CMYK: 89.44.34.7
HEX: #00728B

Pacific

PMS: P120-12C
RGB: 82.146.167
CMYK: 70.31.27.1
HEX: #5292A7

Prussian

PMS: 539CP
RGB: 8.48.69
CMYK: 97.74.49.47
HEX: #083045

Interface Colors

Frost

RGB: 252.253.255
CMYK: 1.0.0.0
HEX: #FCFDFD

Smoke

PMS: P179-1C
RGB: 242.241.240
CMYK: 4.3.3.0
HEX: #D2F1F0

Glacier

PMS: P118-1C
RGB: 211.231.238
CMYK: 16.2.4.0
HEX: #D3E7EE

Battleship

PMS: Cool Gray 7C
RGB: 151.153.155
CMYK: 43.35.34.1
HEX: #97999B

Cadet

PMS: 5435UP
RGB: 153.176.182
CMYK: 42.22.24.0
HEX: #A0B5BD

Interface Accent Colors

Text Colors

Cave

PMS: P172-16C
RGB: 71.70.70
CMYK: 66.60.58.42
HEX: #474646

Eerie

PMS: 419C
RGB: 33.35.34
CMYK: 72.64.65.72
HEX: #212322

Text Accent Colors

Crest

PMS: 7697C
RGB: 78.135.160
CMYK: 72.37.28.2
HEX: #4E87A0

Frost

RGB: 252.253.255
CMYK: 1.0.0.0
HEX: #FCFDFD

Color

Type Usages for Headers

Incorporating an extended color palette necessitates thoughtful consideration of how various colors interact with typography. The graphic on the right showcases successful examples of color pairings, specifically tailored for large type such as headlines.

It is essential to note that these pairings may not be suitable for small body copy, as the latter requires high contrast combinations to ensure readability. Keep this distinction in mind while selecting color combinations for different typographic elements.

RULES

- 1. Generally use color pairs that are high-contrast to preserve legibility.
- 2. Lower contrast pairings can be acceptable for tertiary messaging (except in most digital materials; see following page).
- 3. When considering type color, try not to use more than two different colors for type hierarchy to keep the design from feeling messy or overly complicated.

Type Color Combinations

Headlines and Large Text

<div>ON FROST</div> <div>Midnight Cerulean Pacific</div>	<div>ON SMOKE</div> <div>Midnight Cerulean Pacific</div>	<div>ON GLACIER</div> <div>Midnight Cerulean Pacific</div>	<div>ON GAMBODGE</div> <div>Frost Midnight</div>
<div>ON MIDNIGHT</div> <div>Frost Cerulean Pacific Gambodge</div>	<div>ON CERULEAN</div> <div>Frost Pacific Prussian</div>	<div>ON PACIFIC</div> <div>Frost Cerulean Prussian</div>	<div>ON PRUSSIAN</div> <div>Frost Cerulean Pacific Gambodge</div>

Type Usages for Headers

The following examples demonstrate successful color pairings tailored for these specific contexts. Selecting appropriate combinations ensures readability and visual harmony in your design.

RULES

- 1. Generally use color pairs that are high-contrast to preserve legibility.
- 2. Lower contrast pairings can be acceptable for tertiary messaging (except in most digital materials; see following page).
- 3. When considering type color, try not to use more than two different colors for type hierarchy to keep the design from feeling messy or overly complicated.

Type Color Combinations

Body Copy and Small Text

ON FROST

“Eerie” on “Frost” for **Lead-in** body copy and small text. **Begin Your Recovery Journey.**

“Cave” on “White” for **body copy**. Guardian Recovery is dedicated to providing comprehensive addiction care.

“Crest” on “Frost” for **body copy**. All it takes is one call. Reach out to Guardian Recovery.

ON SMOKE

“Eerie” on “Smoke” for **Lead-in** body copy and small text. **Begin Your Recovery Journey.**

“Cave” on “Smoke” for **body copy**. Guardian Recovery is dedicated to providing comprehensive addiction care.

“Crest” on “Smoke” for **body copy**. All it takes is one call. Reach out to Guardian Recovery.

ON GLACIER

“Eerie” on “Glacier” for **Lead-in** body copy and small text. **Begin Your Recovery Journey.**

“Cave” on “Glacier” for **body copy**. Guardian Recovery is dedicated to providing comprehensive addiction care.

“Crest” on “Glacier” for **body copy**. All it takes is one call. Reach out to Guardian Recovery.

ON GAMBODGE

“Eerie” on “Gambodge” for **Lead-in** body copy and small text. **Begin Your Recovery Journey Today.**

“Cave” on “Gambodge” for **body copy**. Guardian Recovery is dedicated to providing comprehensive addiction care.

ON MIDNIGHT

“Frost” on “Midnight” for **Lead-in** body copy and small text. **Guardian Recovery.**

“Smoke” on “Midnight” for **body copy**. Guardian Recovery is dedicated to providing comprehensive addiction care.

“Crest” on “Midnight” for **body copy**. All it takes is one call. Reach out to Guardian Recovery.

ON CERULEAN

“Frost” on “Cerulean” for **Lead-in** body copy and small text. **Guardian Recovery.**

“Smoke” on “Cerulean” for **body copy**. Guardian Recovery is dedicated to providing comprehensive addiction care.

“Prussian” on “Cerulean” for **body copy**. All it takes is one call. Reach out to Guardian Recovery.

ON PACIFIC

“Frost” on “Pacific” for **Lead-in** body copy and small text. **Guardian Recovery.**

“Smoke” on “Pacific” for **body copy**. Guardian Recovery is dedicated to providing comprehensive addiction care.

“Midnight” on “Pacific” for **body copy**. All it takes is one call. Reach out to Guardian Recovery.

ON PRUSSIAN

“Frost” on “Prussian” for **Lead-in** body copy and small text. **Guardian Recovery.**

“Smoke” on “Prussian” for **body copy**. Guardian Recovery is dedicated to providing comprehensive addiction care.

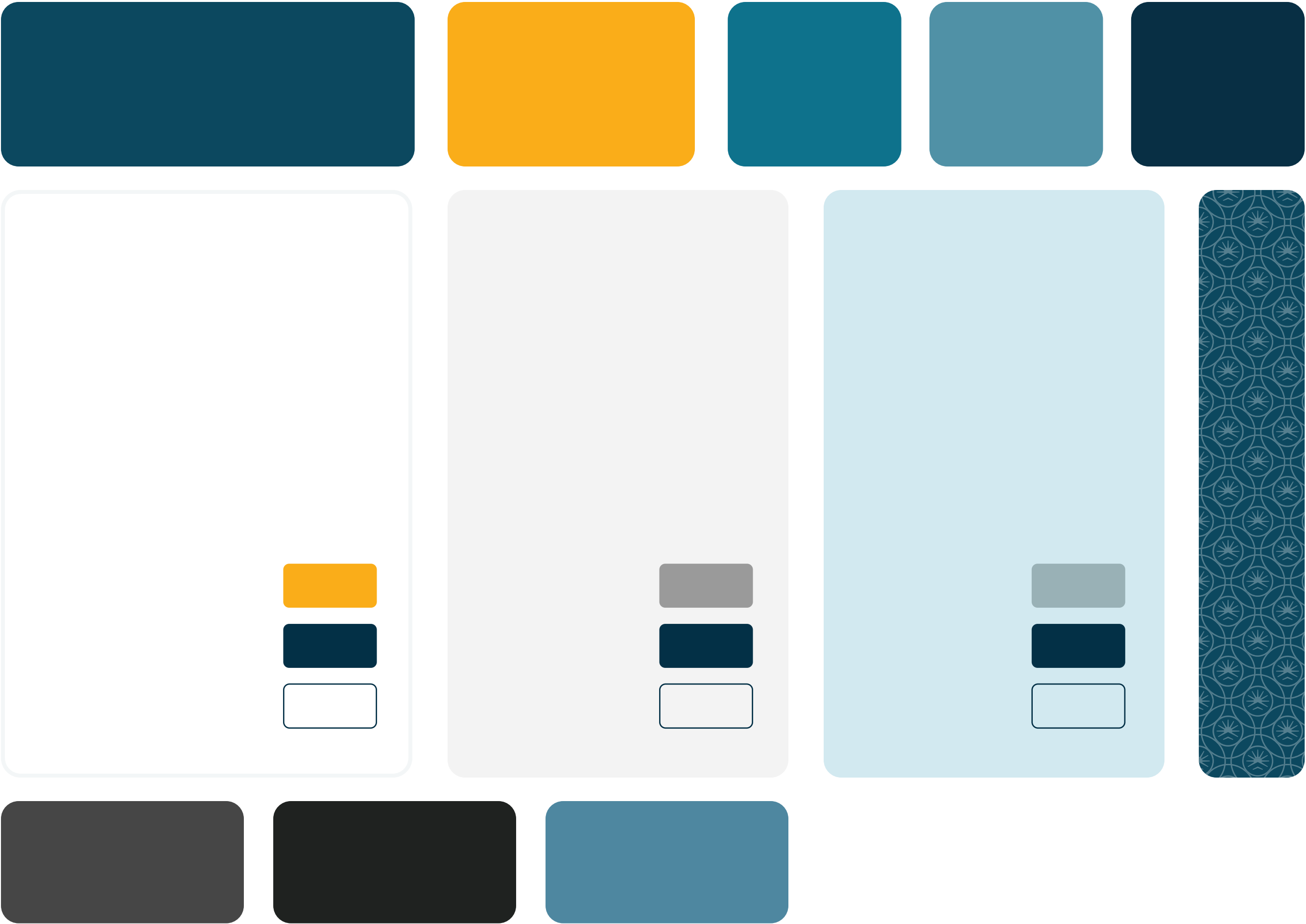
“Pacific” on “Prussian” for **body copy**. All it takes is one call. Reach out to Guardian Recovery.

Simplified Ratio Hierarchy

The graphic shown here is an attempt to demonstrate the relationship between our colors in terms of hierarchy and application. The larger swatches represents the dominant colors in any given design, while the accompanying swatches correspond to the ratio of supporting and accent colors that work best.

Take note of the sizes shown in each relationship: those help guide how much each color should factor into total use across our brand.

Brand Palette Ratios





GUARDIAN RECOVERY

3

Typography

BRAND GUIDELINES

Font Range

Our brand typefaces have been carefully chosen to, together, be the voice in which the Guardian Recovery brand speaks. These typefaces represent both an elegant, expressive, and modern way to present the brand voice effectively.

Brand Typefaces

Brand Typeface

STEM

Logo and brand
signature elements.
Captions / Sub Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 !@#\$%^&*()+?

Thin | Light | Regular | Medium | Bold

Headline Typeface

DM Serif Text

Headers, Preheader
Subheader, Pull Quotes,
Large (H1), (H2), and
medium (H3) size text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 !@#\$%^&*()+?

Medium | Semi-Bold | Bold

Body Copy Typeface

IBM PLEX SANS

Lead-In text.
Paragraph Text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 !@#\$%^&*()+?

Extra Light | Light | Thin | Regular | Medium | Semi-Bold | Bold

Font Usages

Hierarchy in type is a critical design principle employed in creating any layout or composition.

Scale, weight, and orientation considerations made when laying out messaging ensures that copy is both legible and harmonious for the reader. The demonstration presented here is a brief but relevant example of best practices in regards to hierarchy.

Type Hierarchy

Brand Font

STEM



Headline / Sub-Header Font

DM Serif Text

(Font Sizes 38pt / 62pt / 85pt)

This is an example of
a place to use our main
headline font

Sub-Section Header Font

IBM Plex Sans

(Font Sizes 18pt / 22pt)

Subheads, pull quotes, and other
medium-sized text

Body Copy Font

IBM Plex Sans

(Font Sizes 12pt / 14pt)

Ecto ta doluptam nimendi doluptas sinventiis eumque poremqu untemquidem fugit exere voluptasin rem ad moluptae nos earum ut quis sum dis nos solorum ventusa ellatur antion ne dolorro repudam dignimi nimaionse vellia cuscua cuptas modionse eum volup ta sitaquiaerum cor apedit. Ecto ta doluptam nimendi doluptas sinventiis eumque poremqu untemquidem fugit exere voluptasin rem ad moluptae nos earum ut quis sum dis nos solorum ventusa ellatur antion ne dolorro repudam dignimi nimaionse vellia cuscua cuptas modionse eum volup ta sitaquiaerum cor apedit.



GUARDIAN RECOVERY

4

Photography

BRAND GUIDELINES

Photography



Image Selection

Considerations:

- Rounded edged framing is a defining signature element for Guardian Recovery leading images. Curvature on corners should be less than 10% of the square size and be smaller for correspondingly smaller blocks.
- Focal points of the images can bleed out of no more than two edges to add a mild parallax.
- Gradient back ground should be reflect the Guardian Recover brand accent colors.
- Strive for well-balanced natural lighting. Under exposure can feel depressing, while over exposure can feel sterile.
- Look for candid shots that don’t feel forced or posed to help create more relatable moments.
- Tighter crops on individuals will draw focus towards facial expressions and emotions. These should not be overly staged, but natural feeling.
- Settings should be kept to normal, everyday surroundings or Guardian Recovery centers, not big scenery like mountain ranges or dense city streets.
- Always keeping diversity in mind. (within context of the client and target audience, and geographic relevance.)
- Abstracted concepts such as hands or gestures should be used sparingly so as to not feel overly dramatic. However, the same ideas as above should still be considered when it comes to lighting, subject and focus.

Image Framing

Lead Image Framing

