



Spring Health Partner Brand Guidelines

| 2023

This document is an introduction to the Spring Health brand.

It outlines the key elements that make up our brand identity and showcases how those elements come together to create a flexible and modern identity system.

These guidelines cover all elements of our brand system and provides an overview of why we made the choices we made.

Spring Health will provide all necessary assets and templates, including photos, iconography, and typography. Please do not make changes or edits to any of the assets we provide.

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1

Brand Foundations

1 Our Positioning

Precision *with humanity*

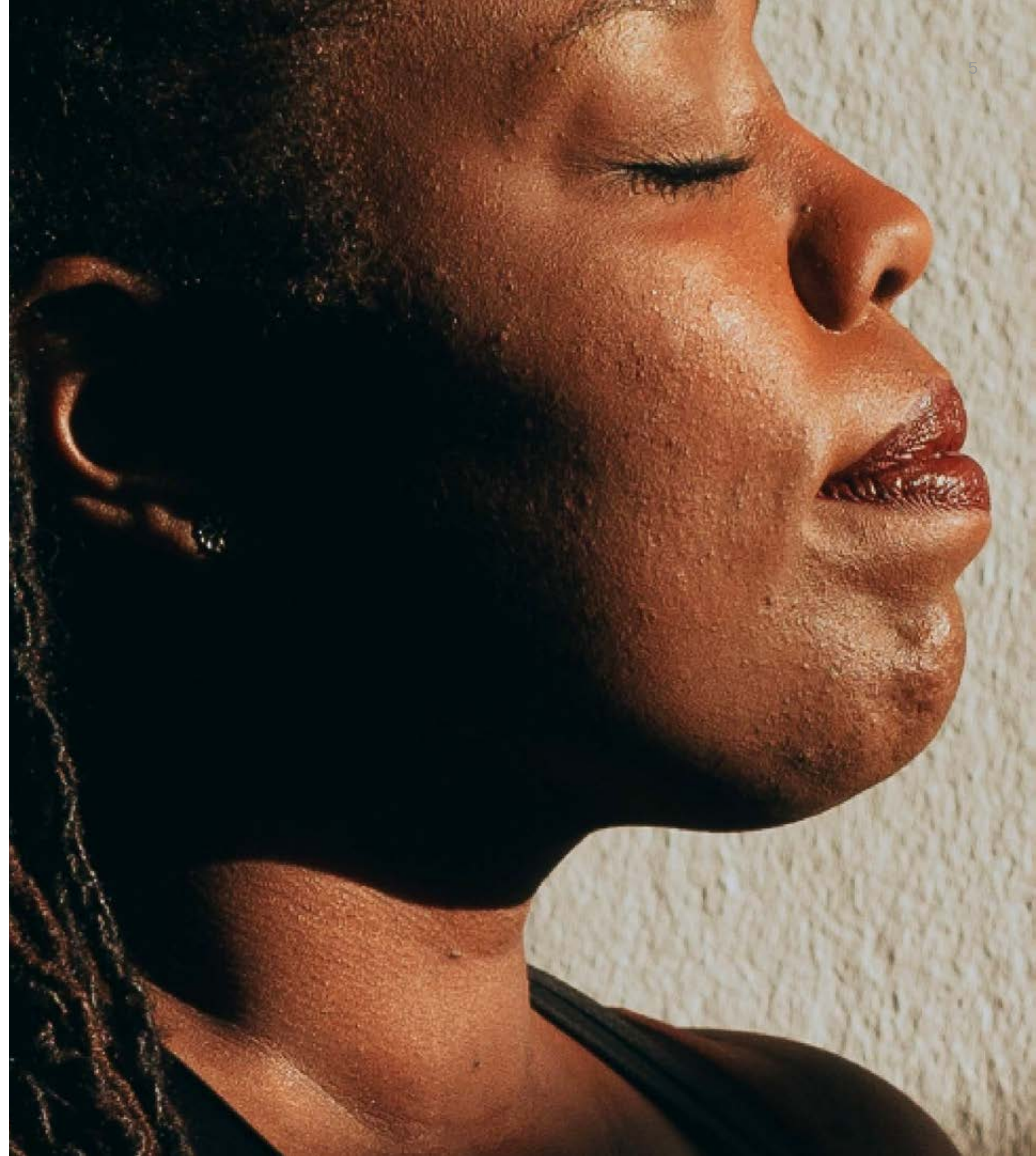
Spring Health drives precision in mental health. We quickly connect you to a proven, personalized solution that performs no matter what your challenges or what your past experiences with mental health have been. That is because we have done it before.

Spring Health delivers better results, faster—ensuring a significant reduction in total medical spend. We create the most direct access to support for you and those around you.

We break through the jargon to get to the truth—that everyone's life is complicated and challenging. The data proves how we have helped change the lives of millions of people just like you.

We are committed to building affordable and premium mental health into the human experience and redefining its significance in the world. We transform mental health with rigor, heart, and compassion.

You are in safe hands with us.



Our Behaviors



Compassionate

We will *never* abandon anyone

Our brand feels *human* and supportive, not overly clinical. We capture *real* people (HR, providers, and members) never shying away from the realities of mental health.



Pragmatic

We are *clear* on how to address the challenges ahead

We are *smart* and *helpful*. We take our members and customers on a journey by presenting complex ideas as simply as possible.



Purposeful

We *lead the way*, confident in the value of our knowledge and expertise

To demonstrate that we are the change, we bring a *dynamic* and *spirited* energy to our expression. We don't stand still in our quest for better mental care.

More than just a name,

Spring is a statement.

It is a declaration of intent, and a rallying cry to all who hear it.

It is the starting point.

A journey to be undertaken.

A story to be told.



Logos

2 Primary Lockup

Our logo is our lead asset and at the core of our identity. Its structured yet organic form provides an energetic and modern feel to our identity.

The lockup intentionally leads with the wordmark and ends with the symbol to visually evoke continued growth as we help individuals get to the next chapter of their life.

Spring Health 

Partnerships

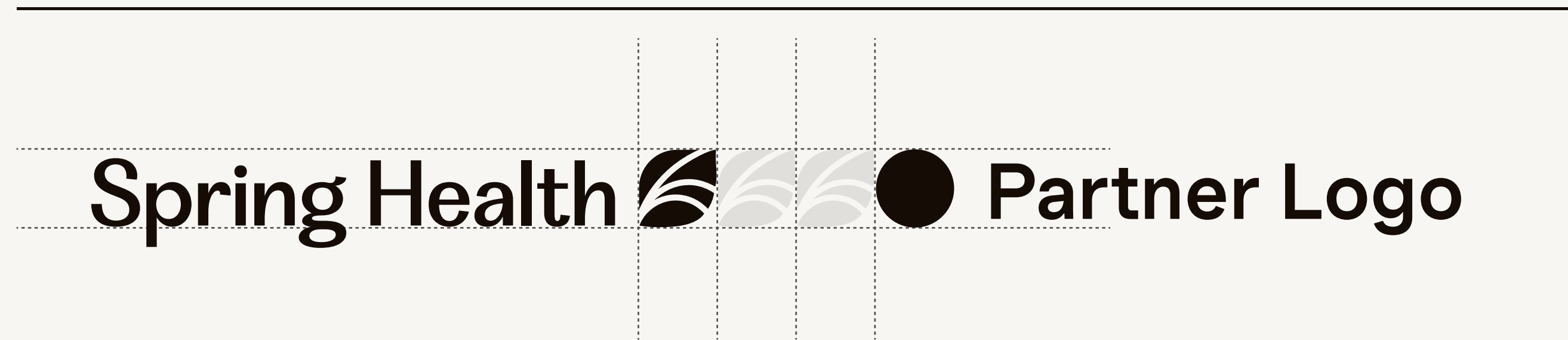
When communicating branded partnerships, our logo will always come first, followed by the partner's.

Logo Lockups

Horizontal: For full lockups, we use a spacing of x2 symbol widths. Sizing between the two lockups is determined by matching the x-height of the symbols.

Vertical: To be used only as a secondary option, if limited by space. We use a spacing of x1 symbol height. Sizing between the two lockups is determined by matching the x-height of the symbols.

Horizontal Logo Lockups



Vertical Logo Lockups



Colors

Our logo lives only in specific colors depending on the contrasting background.

- Spring Green on Winter Green
- Winter Green on Gray 1 or light backgrounds
- White or Gray 1 on imagery or dark backgrounds
- Gray 4 or Black on lighter imagery or light backgrounds

These color combinations apply to all formats of the logo: full lockup, symbol, and wordmark.



Clear Space

To maintain consistent legibility and clarity, always use set clear space around the logo.

Lockup

The clear space is determined by the size of the symbol.

Wordmark

The clear space is determined by the height of the 'H'.

Symbol

The clear space is determined by the size of the symbol.

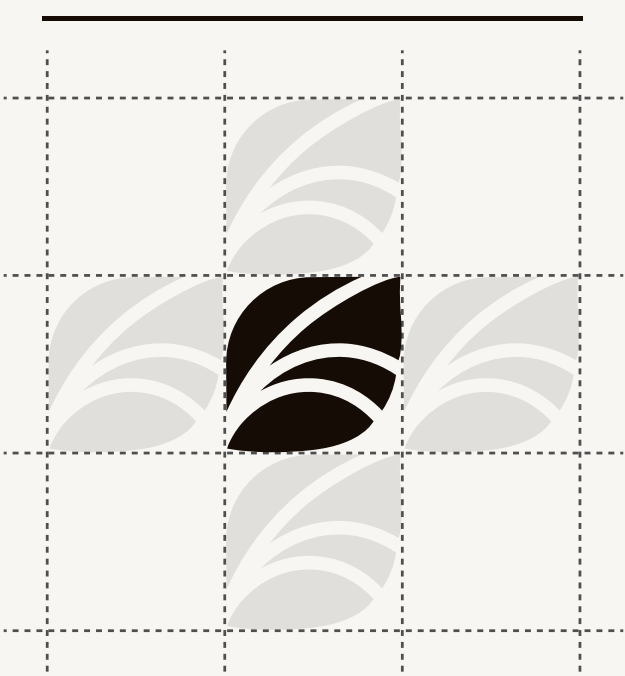
Lockup



Wordmark



Symbol



Misuse

The logo should not be re-created or modified in any way. Its orientation, color, and composition should never be changed. Always use the logo files provided.



Do not rearrange the logo elements.



Do not stretch the logo.



Do not apply multiple colors to the logo elements.



Do not rotate the logo.



Do not create unapproved logo lockups.



Do not apply effects to the logo.

Partnerships

Logo Lockups

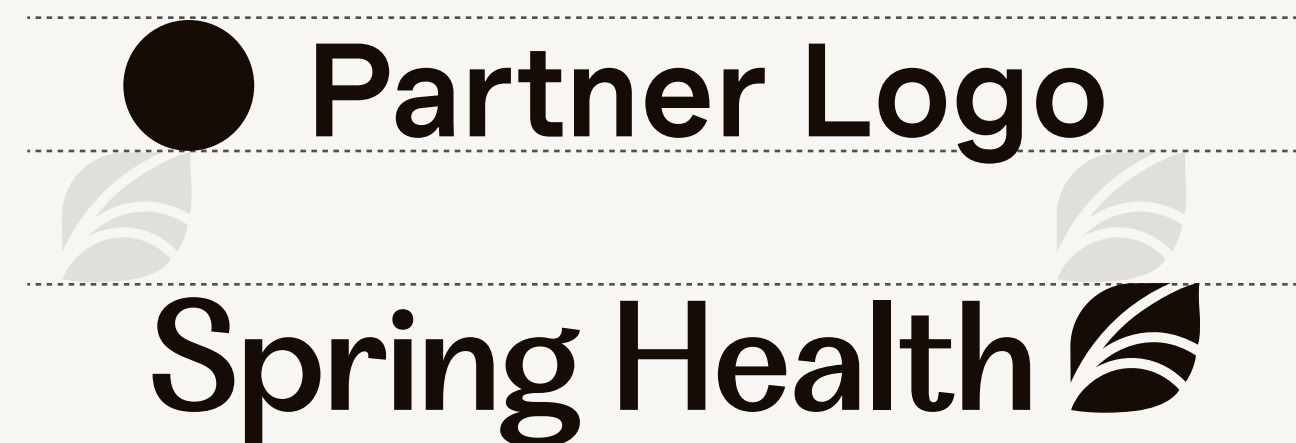
Horizontal: For full lockups, we use a spacing of x2 symbol widths. Sizing between the two lockups is determined by matching the x-height of the symbols.

Vertical: To be used only as a secondary option, if limited by space. We use a spacing of x1 symbol height. Sizing between the two lockups is determined by matching the x-height of the symbols.

Horizontal Logo Lockups



Vertical Logo Lockups





3

Color

Our Colors

Our primary greens of Spring and Winter are further expanded to tell the full cyclical journey of growth across the seasons.

Summer and Fall Green should never be used in place of Spring or Winter to represent the brand.

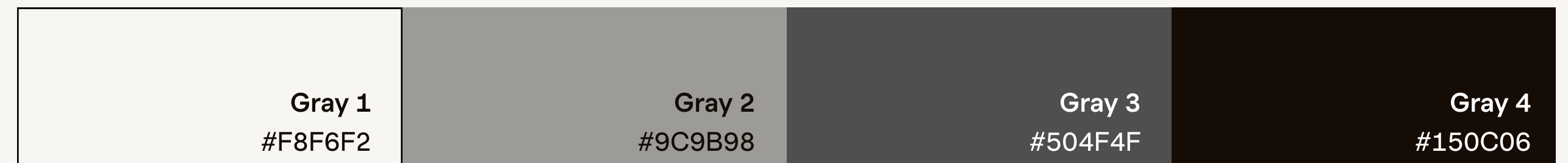
Our grays lean on the warmer side to feel inviting and are used primarily in place of a pure white or black which often times feel too harsh or stark.

Our neutrals help add depth and a warm, tactile touch to our system.

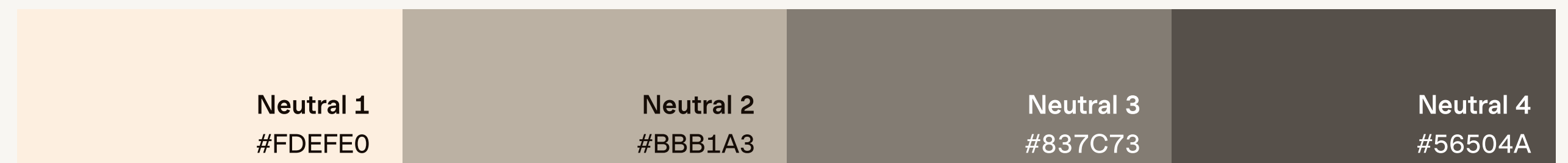
Greens



Grays



Neutrals



Primary Palette

Our primary palette should be used wherever possible in brand communications.

White and Gray 1 make up the majority of our system as they provide a blank sheet for our brand's story to come to life through imagery and messaging.

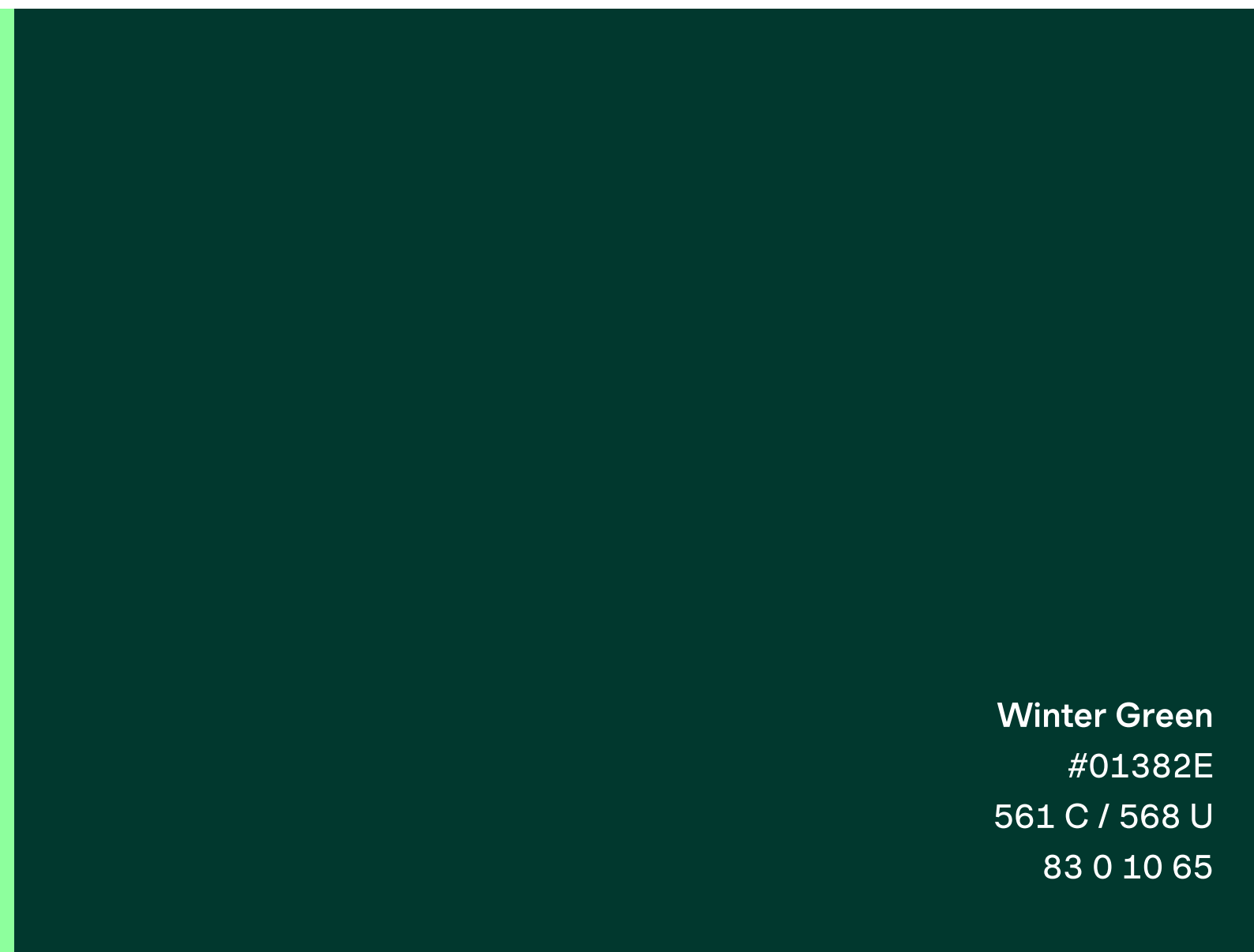
Spring Green brings modern energy to our identity and balances well with Winter Green, which provides depth and stability to our system.

Gray 4 is the color we use for the majority of our copy. It adds a subtle layer of warmth and depth instead of a pure black.

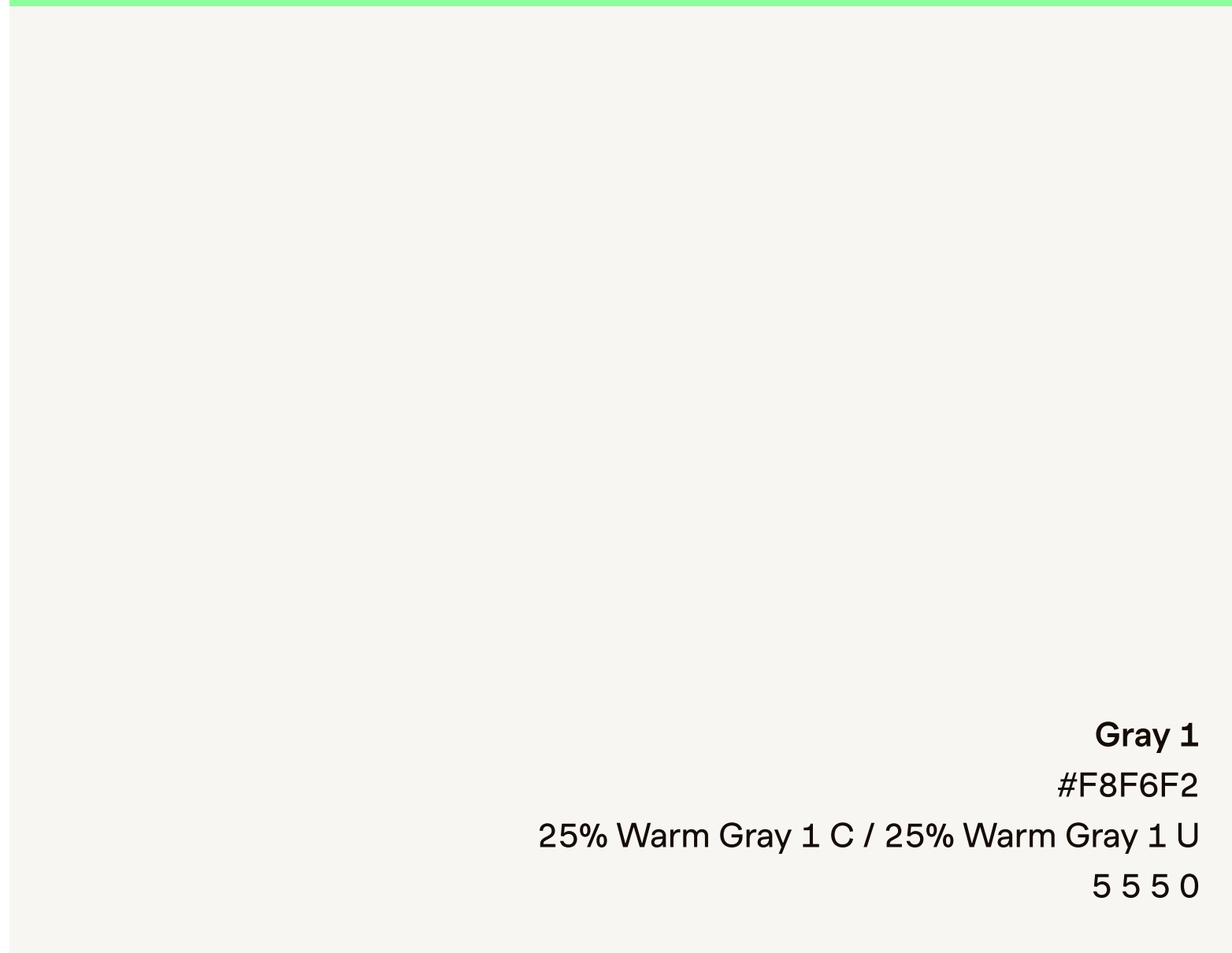
Note: While these colors come with suggested print builds for CMYK and PMS in both coated and uncoated, they have yet to be tested for true accuracy.



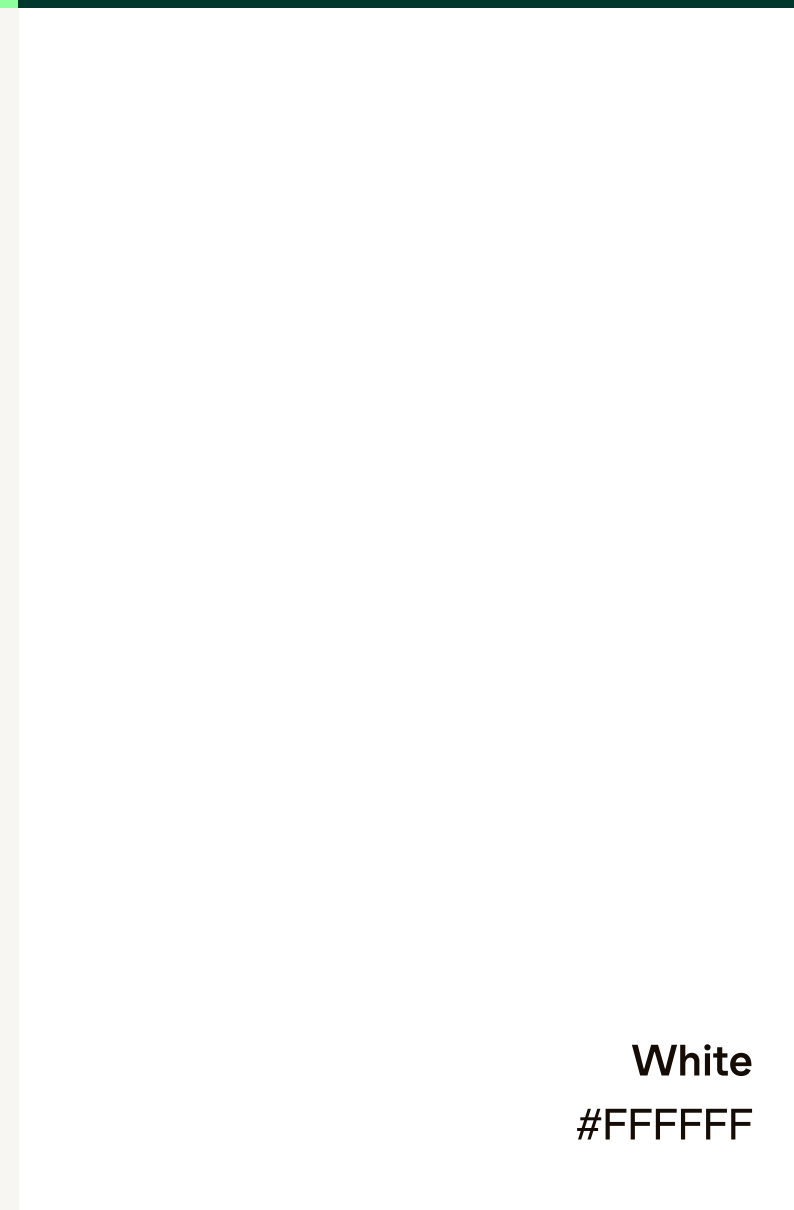
Spring Green
#8DFF9D
7487 C / 7487 U
25 0 50 0



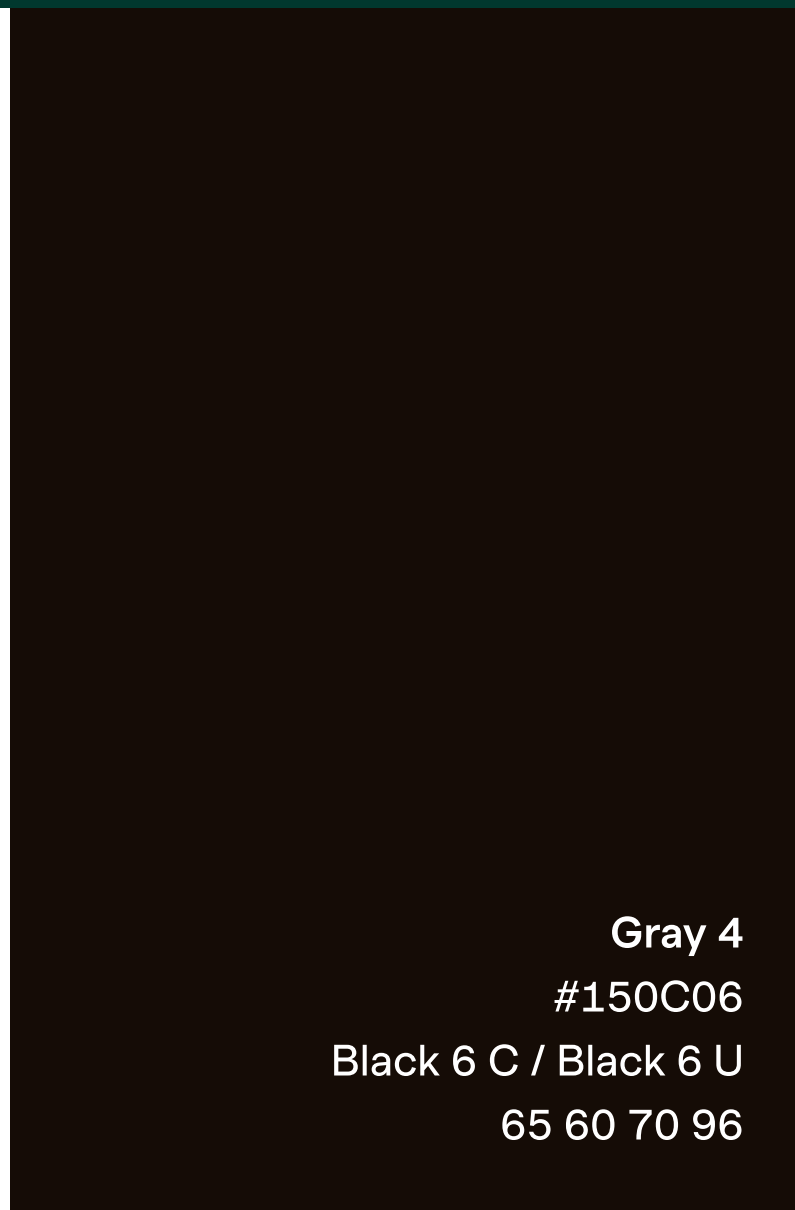
Winter Green
#01382E
561 C / 568 U
83 0 10 65



Gray 1
#F8F6F2
25% Warm Gray 1 C / 25% Warm Gray 1 U
5 5 5 0



White
#FFFFFF



Gray 4
#150C06
Black 6 C / Black 6 U
65 60 70 96

3 Secondary Palette

Our secondary colors provide variety and range to help express our identity. Each color is provided in a dark Winter and a light Spring to parallel the seasonal story of our primary Spring and Winter Greens. Every color ties the narrative of how it is experienced, whether it's the Winter Purple of the crocus flower that thrives in the cold, or the Spring Orange that brings the warmth of the rising sun as it breaks through the long nights of winter.

<p>Winter Red #90201B</p>	<p>Winter Blue #093A56</p>	<p>Winter Purple #3C2768</p>	<p>Winter Gold #916010</p>	<p>Winter Orange #8D3500</p>
				
<p>Spring Red #FFA39F</p>	<p>Spring Blue #7ACFFF</p>	<p>Spring Purple #AC84FF</p>	<p>Spring Gold #FFE86F</p>	<p>Spring Orange #FF9555</p>
				

3 Color Combinations

Type

Within our range of colors there are certain combinations that not only provide the best contrast but also best uphold our brand's color story.

Light Mode

Our preferred background colors are White and Gray 1 with Neutral 1 as an acceptable alternative. These exemplify blank sheets of paper to build our brand story onto. Darker type is necessary for best contrast.

- Headlines and body copy: Gray 4
- Highlighted words: Winter Green, Fall Green

Dark Mode

Whether as a contrasting pop of color or in dark mode, our preferred background colors are Winter Green or Gray 4. Neutral 4 is an acceptable alternative. In these instances, type should be used in lighter shades.

- Headlines and body copy: White
- Highlighted words: Spring Green, Summer Green

Light Mode, Preferred

Precision with powerful results

Traditional mental health providers make you wait weeks to see someone. With Spring Health, members can see a therapist in an average of just two days.

Precision with powerful results

Traditional mental health providers make you wait weeks to see someone. With Spring Health, members can see a therapist in an average of just two days.

Alt.

Precision with powerful results

Traditional mental health providers make you wait weeks to see someone. With Spring Health, members can see a therapist in an average of just two days.

Dark Mode, Preferred

Precision with powerful results

Traditional mental health providers make you wait weeks to see someone. With Spring Health, members can see a therapist in an average of just two days.

Precision with powerful results

Traditional mental health providers make you wait weeks to see someone. With Spring Health, members can see a therapist in an average of just two days.

Alt.

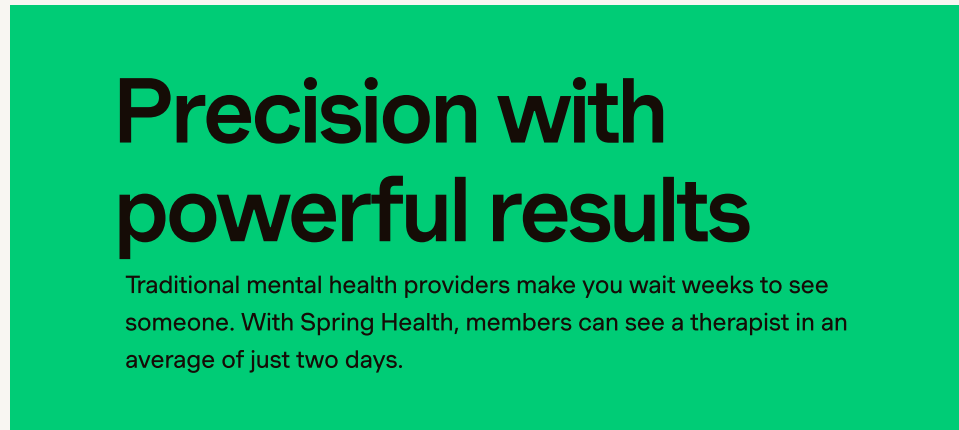
Precision with powerful results

Traditional mental health providers make you wait weeks to see someone. With Spring Health, members can see a therapist in an average of just two days.

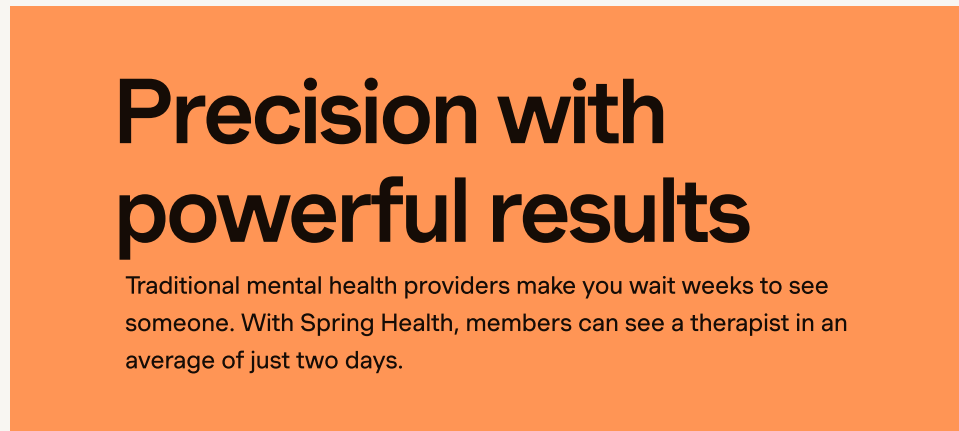
Misuse

Avoid these incorrect uses of color to keep our brand representation consistent.

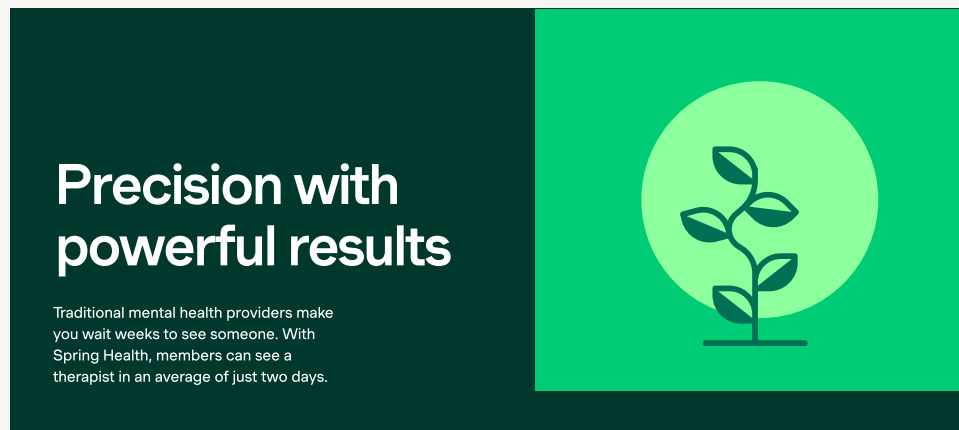
Do not use color combinations that are not AA WCAG accessible.



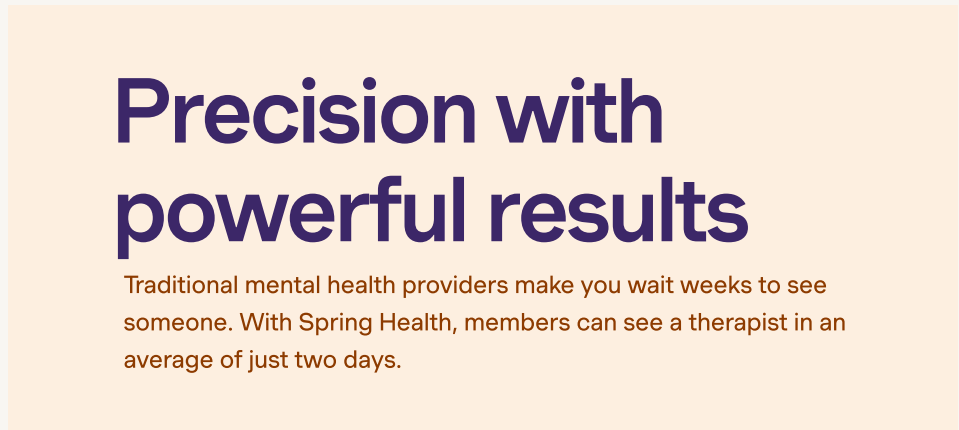
Do not set backgrounds in unapproved primary colors.



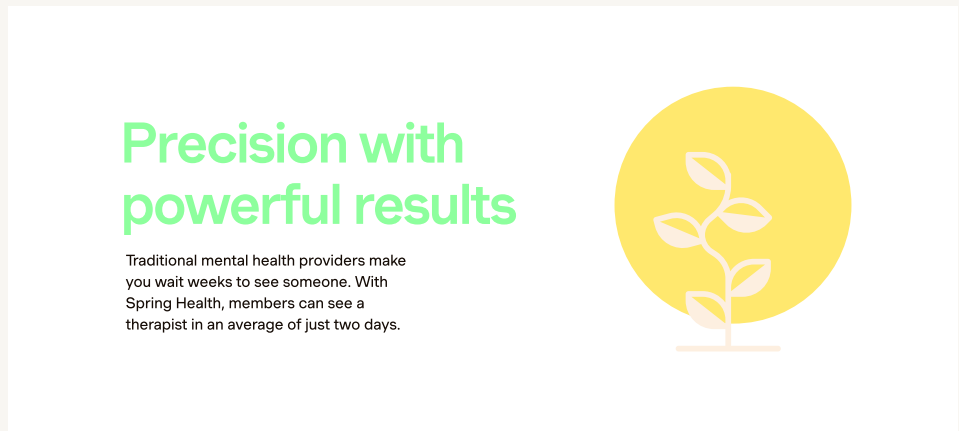
Do not set backgrounds in any of our secondary colors.



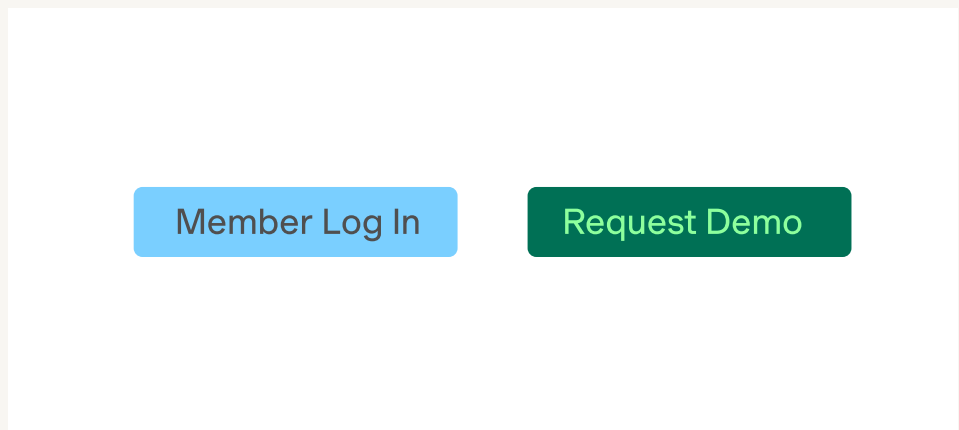
Do not layer multiple combinations of our Greens which can feel overwhelming.



Do not set type in unapproved colors.



Do not use color combinations that create poor contrast.



Do not use unapproved color combinations for UX/UI.



4

Typography

4 Hierarchy

A clear type hierarchy ensures all our communications are distinctly Spring Health.

Headlines

Headlines are set in Medium Muoto for impact, with italics used for emphasis. As a guide we recommend leading at 110% and tracking at -4%. This will vary slightly depending on the size of the headline.

Sub-headers

Sub-headers are set in Regular Libre Baskerville with italics used as emphasis.

Body copy

For body copy, we use the Regular weight of Muoto for accessibility and ease. As a guide we recommend leading at 150% and tracking at 0% for a slightly more open feel as a nod to editorial design.

These typography style examples are optimized for digital use and may need adjustments for print.

While these rules for hierarchy should be followed to keep our brand communications consistent most of the time, it is acceptable to lead with our secondary font of Libre Baskerville in moments where we want to dial up our behaviors of compassion and pragmatism.

Headline
Muoto Medium + Med Italic
110% leading, -4% tracking

**Precision with
powerful results**

Sub-header
Libre Baskerville Regular + Italic
120% leading, 0% tracking

Personalized mental healthcare
for teams and families.

Body copy
Muoto Medium + Regular
150% leading, 0% tracking

A Simple Member Experience Drives Fast Access to Care
Traditional mental health providers make you wait weeks to see someone. With Spring Health, members can see a therapist in an average of just two days. In addition to therapy, members have access to comprehensive support including self-guided digital exercises, coaching, and more, to prevent and treat a range of conditions from sub-clinical concerns to high-acuity issues.

Callouts
Libre Baskerville Regular + Italic
-5% tracking

“ 33% ”

Labels
Libre Baskerville Regular + Italic
Muoto Regular
0% tracking

Name	Location	Occupation
Guide	SECTION	02

4 System Font

For instances when Muoto is unavailable, the Google system font Inter is the approved alternative.

There is great *strength*
in seeking out help.

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

0123456789

~!@#\$\$%^&*()
-+?<>:;'"

Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz*

0123456789

~!@#\$\$%^&()
-+?<>:;'"*

Semi Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz**

0123456789

**~!@#\$\$%^&*()
-+?<>:;'"**

Semi Bold Italic

***ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz***

0123456789

***~!@#\$\$%^&*()
-+?<>:;'"***

4 Stylization

Within copy there are two methods of stylization.

Italics

Set type in italics to be draw emphasis to a specific word or phrase within the copy and to help strengthen the overall message. Italicization is applicable to all levels of type hierarchy.

Highlights

Add a differentiating color within copy to highlight the solution or positive intent within the statement. This method is best saved for headlines and sub-headers and care should be taken to only use colors that provide contrast and will pass accessibility standards.

Life is about knowing
who you are, where
you are, and **where**
you want to get to.

4 Accessibility

For on-screen and web applications, it is recommended to meet AAA color contrast accessibility for text legibility where possible.

To remain compliant, those with AA contrast are only suitable for text larger than 18px.

- AAA Gray 4
- AAA Winter Green
- AA Gray 3
- AA Neutral 4
- AA Fall Green

- AAA White
- AAA Gray 1
- AAA Spring Green
- AAA Neutral 1
- AAA Spring Blue
- AAA Spring Gold
- AA Gray 2
- AA Summer Green
- AA Neutral 2
- AA Spring Red
- AA Spring Purple
- AA Spring Orange

- AAA Gray 4
- AAA Winter Green
- AAA Gray 3
- AAA Neutral 4
- AAA Winter Red
- AAA Winter Blue
- AAA Winter Purple
- AAA Winter Orange
- AA Fall Green
- AA Winter Gold

- AAA White
- AAA Gray 1
- AAA Spring Green
- AAA Summer Green
- AAA Neutral 1
- AAA Neutral 2
- AAA Spring Red
- AAA Spring Orange
- AAA Spring Blue
- AAA Spring Gold
- AA Gray 2
- AA Neutral 3
- AA Spring Purple

Misuse

Do not alter or replace our approved brand typefaces or their hierarchies in any way.

**Precision with
powerful results**

Do not use unapproved typefaces.

Precision with
powerful results

Do not lead with Libre Baskerville as the primary typeface.

Precision with
powerful results

Do not set type in color combinations that fail WCAG standards.

**Precision with
powerful results**

Do not apply effects to type.

**Precision with
powerful results**

Do not arbitrarily stylize type.

**Precision with
powerful results**

Do not use Inter in scenarios where our primary system font, Muoto, is available.



5

Photography

Principles

1

Tell Stories

Images should have a documentary and journalistic approach. Truly getting to know the person on the other side of the camera and conveying their emotions and stories is always our goal.

2

Feel Honest

Our photography should capture people simply living their true lives. Whether that's exciting or simple, indoors or outdoors, alone or with others, we want to portray real moments of real lives.

3

Get Intimate

Embrace close-up shots to represent a deep and meaningful connection with the subject. Macro details help bring focus to individuals and all the layers of their story through trust, intimacy, and vulnerability.

4

Observe

Subjects should feel natural by never looking directly at the camera and behaving as if the camera is not present.



5 Principles

5

Show Diversity

Being inclusive and featuring people from all types of backgrounds and different life-experiences brings value to our story in a relatable and authentic way.

6

Embrace Spring

Include our primary brand colors in the composition. Whether through subtle details like potted plants or more prominent in backgrounds, bringing our colors in reinforces our brand presence.

7

Look Natural

Keep colors and levels of contrast natural. Images should not be over-processed or filtered, or heavily edited. We show only the truth of people's stories.

8

Have Empathy

We never put people on a pedestal or portray them as pitiful because of their story. Therefore the camera should never be angled to look up or down at people.



Misuse

Photography is the primary way our brand shows up visually in the world. The way we portray unfiltered and honest stories is vital. Keep these misuses in mind when art directing photography, whether it's choosing stock or producing custom imagery.



Do not have subjects pose for the camera.



Do not use stereotypical or cliché workplace imagery.



Do not use filtered or stylized imagery.



Do not push too much of an environment into an unfocused blur.



Do not use low or high camera angles to portray subjects.



Do not use shots that look and feel crafted or manufactured.



Iconography

6 Illustrative Icons

Our illustrative icons help tell a complex idea or a story. Their more organic quality allude to humanity and emotion and should be used for larger moments that need a more noticeable visual impact.

Construction

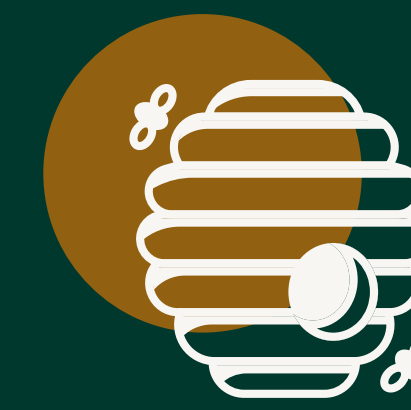
These icons are built using thick strokes and filled in areas to emphasize shadows or objects to create balance and visual interest.

Color

Illustrative icons should always be used either Gray 4 or Gray 1 depending on background contrast. To add visual interest, a circular colored highlight can be added behind the icon.



**Precision with
powerful results**



6 Misuse

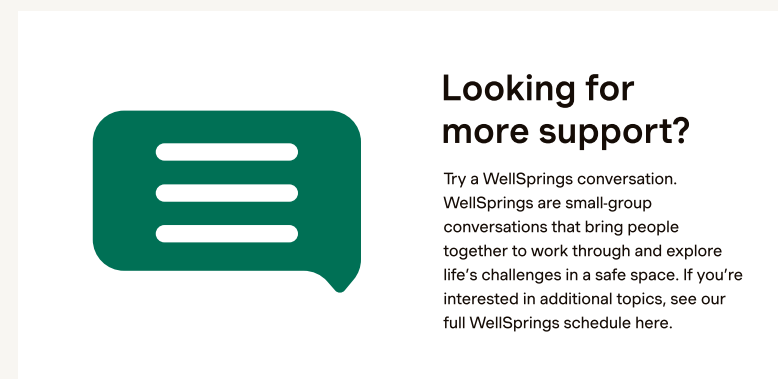
Unapproved variations in the use of our icons cause them to deviate too far from our identity and therefore less ownable as part of the system.



Do not use thin strokes for system icons.



Do not use multiple colors in system icons.



Do not use system icons in large instances.



Do not use illustrative icons on their own in unapproved colors.



Do not add circular highlights to illustrative icons that do not provide contrast.



1. Mindfulness



2. Meditation



3. Coaching

Do not use the two icons interchangeably within the same content block.



Layout

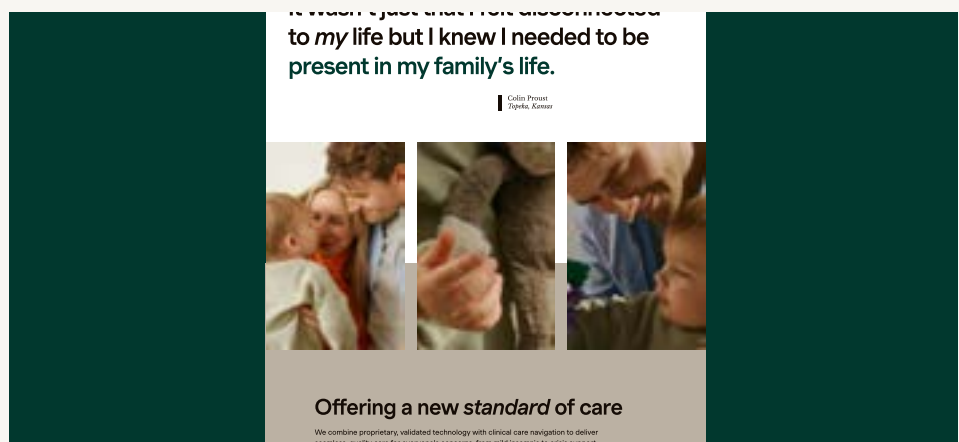
Misuse

Our system emphasizes clear, honest imagery and messaging to help tell stories that are easily followed and understood. Deviations from our guidelines not only creates confusion within our brand but also confusion in comprehension for the viewer.

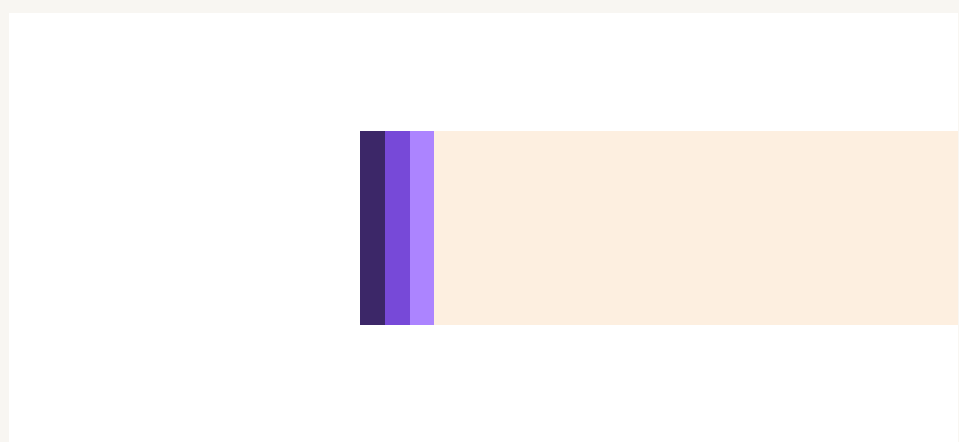
Do not edit any materials, including typography, images, colors, or layouts, that we provide.



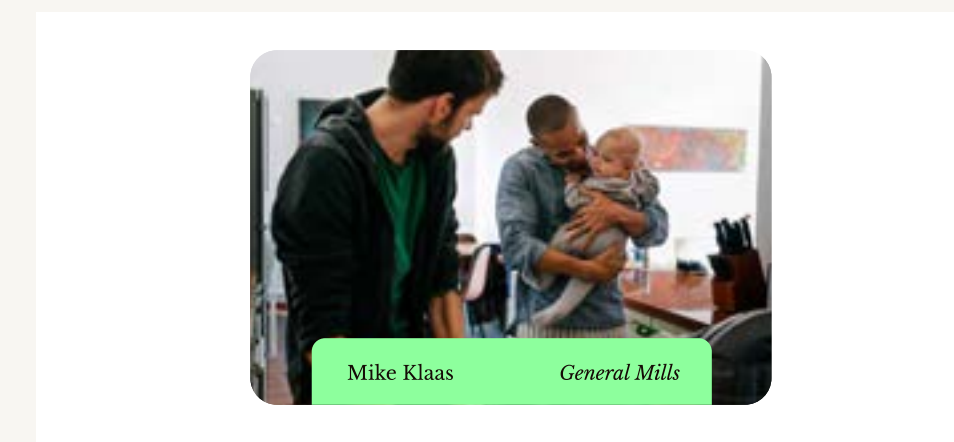
Do not mask imagery inside shapes.



Do not place elements that overlap designated content areas.



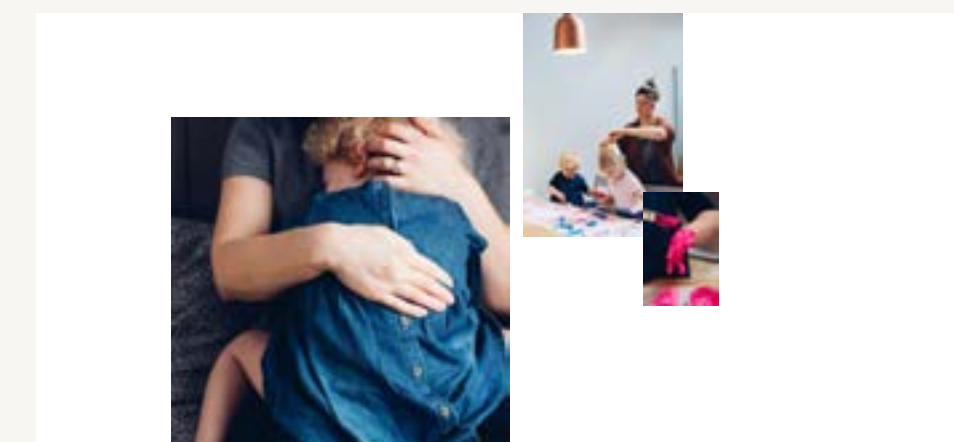
Do not create new colors to force secondaries to work as layers.



Do not add rounded corners to design asset elements.



Do not use a highlight in a different shape.



Do not set imagery in messy, overlapping collage-style clusters.

| *Thank you*

Spring Health 