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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Photography shown throughout this document is for illustrative purposes only. Spring Health must secure proper licenses for usage.
Brand Foundations
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

1. 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.

2. 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.

3. 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
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 continues growth as we help individuals get to the next chapter of their life.
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.
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.
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.
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 replace 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.
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
#8DF9F7
74 87 C / 74 87 U
25 0 50 0

Winter Green
#01382E
56 1 C / 56 1 U
83 0 10 65

Gray 1
#F8F8F7
25% Warm Gray 1 C / 25% Warm Gray 1 U
55 5 0

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

White
#FFFFFF
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.

Winter Red
#90201B

Winter Blue
#093A56

Winter Purple
#3C2768

Winter Gold
#916010

Winter Orange
#8D3500

Spring Red
#FFA39F

Spring Blue
#7ACFFF

Spring Purple
#AC84FF

Spring Gold
#FFE86F

Spring Orange
#FF9555
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
Misuse

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

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

- Do not set backgrounds in unapproved primary colors.
- Do not set type in unapproved 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 use unapproved color combinations for UX/UI.
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.

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**Precision with powerful results**

**Personalized** mental healthcare for teams and families.

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.

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**Callouts**

Libre Baskerville Regular + Italic
-5% tracking

**Labels**

Libre Baskerville Regular + Italic
Muoto Regular
0% tracking

---

"33%"
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.

<table>
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<tr>
<th>Regular</th>
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Stylization

Within copy there are two methods of stylization.

Italics
Set type in italics to 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.
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 1.5px.
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 set type in color combinations that fail WCAG standards.

**Precision with powerful results**

- Do not arbitrarily stylize type.

**Precision with powerful results**

- Do not lead with Libre Baskerville as the primary typeface.

**Precision with powerful results**

- Do not apply effects to 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.
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 overprocessed 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 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
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
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.
- Do not use the two icons interchangeably within the same content block.
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 create 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