



Brand Guidelines

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01

Introduction

What This Document Is For

Brand guidelines are essential for maintaining a consistent brand identity. They outline how your logo, colors, fonts, and overall brand personality should be used. By following these guidelines, you ensure that your brand is recognizable and trustworthy to your audience.

Think of brand guidelines as a roadmap for communication. They provide clarity for both internal and external stakeholders on how to represent your brand effectively. With well-defined brand guidelines, you streamline decision-making processes and ensure cohesive brand messaging across all channels. Investing in clear brand guidelines not only enhances your brand's image but also simplifies brand management, giving you a competitive edge in the market.



Brand Foundations

Shenandoah Soundstart is built upon core values that prioritize the well-being of children and their families. We are dedicated to continuous growth, fostering a culture of learning and collaboration among our team and the families we serve, celebrating diversity and embracing the strengths of each individual. Our passionate commitment to positive change propels us to lead in pediatric therapy, setting new standards of excellence locally and beyond.

As the premier center for pediatric therapy services in the Shenandoah Valley, Shenandoah Soundstart partners with pediatricians and family practice doctors to provide inclusive and comprehensive care. Catering primarily to women aged 25–35 seeking quality developmental support for their children, we offer expert guidance and personalized therapy plans to ensure each child's full potential is realized through continuous growth and support.



02

Logos

Primary Logo

The primary logo should be used prominently on all customer touch points for example: your website, printed collateral, social media, signage etc. All of your logos are available in full color, black, white and with transparent backgrounds. You can also use the primary colors for additional color variations. For example: instead of black you can use a dark brown version of the logo.

Unique to your brand (5 color logo)

For printing purposes, we have also provided a logo with slightly less colors. Instead of the full five colors in your full color logo, we have provided you with a variation that includes only two colors. Some printing companies typically charge per color, which can increase costs. Therefore, we offer this variation to provide you with a more cost-effective design solution.

FULL COLOR



TWO COLOR



ONE COLOR



Secondary & Alternate Logos

These logos can be used in addition to the primary logo when it has already been used or if the primary logo doesn't fit in the necessary media. These logos can be used as needed on all customer touch points for example: your website, printed collateral, social media, signage etc.

We believe that every brand needs horizontal, vertical and type only versions of their logo for different applications or uses of their brand. For example: A horizontal logo might look better on your website but a vertical logo might feel better on your printed materials.

Unique to your brand (Stacked Logo)

For your vertical version, it will be the type only version with the submark stacked above. The next page will go over submarks.

SECONDARY LOGO



ALTERNATE LOGO



TYPE ONLY



Submarks

Logo Submarks are emblems or identifying brand marks that should be used throughout your marketing for brand recognition and significance.

Submarks can be used in social media profile pictures, browser icons, watermarks and in addition to the primary logo, logo variation and submarks.

Submarks should not be substituted as your primary logo.

PRIMARY SUBMARK



ALTERNATE SUBMARK



Logo Usage

Always maintain a minimum protective space around the logo to maintain visual clarity and to provide maximum impact. The minimum clear space should be equal to the height of the “T” shown here. The space should be equal on all sides of the logo. This applies to positioning around other printed elements as well as trim lines. The minimum size refers to the smallest size the logo may be reproduced to ensure its legibility.

PROTECTIVE SPACE



MINIMUM SIZE



1.5 INCHES

Incorrect Usage

It's crucial to maintain the authenticity of our primary logo, variations, submarks, and brand icons. Any alterations can impact how our brand is perceived. Here's a quick rundown of what not to do: Avoid stretching or squishing them, outlining, messing with their shapes, tilting or rotating, adding shadows or glows, or changing their colors to ones not provided. Following these guidelines ensures that our brand remains consistent and easily identifiable across all platforms and materials.



DO NOT SQUEEZE OR STRETCH



DO NOT OUTLINE



DO NOT ALTER OR REARRANGE SHAPES



DO NOT TILT OR ROTATE



DO NOT ADD SHADOW OR GLOW



DO NOT CHANGE BRAND COLORS

03

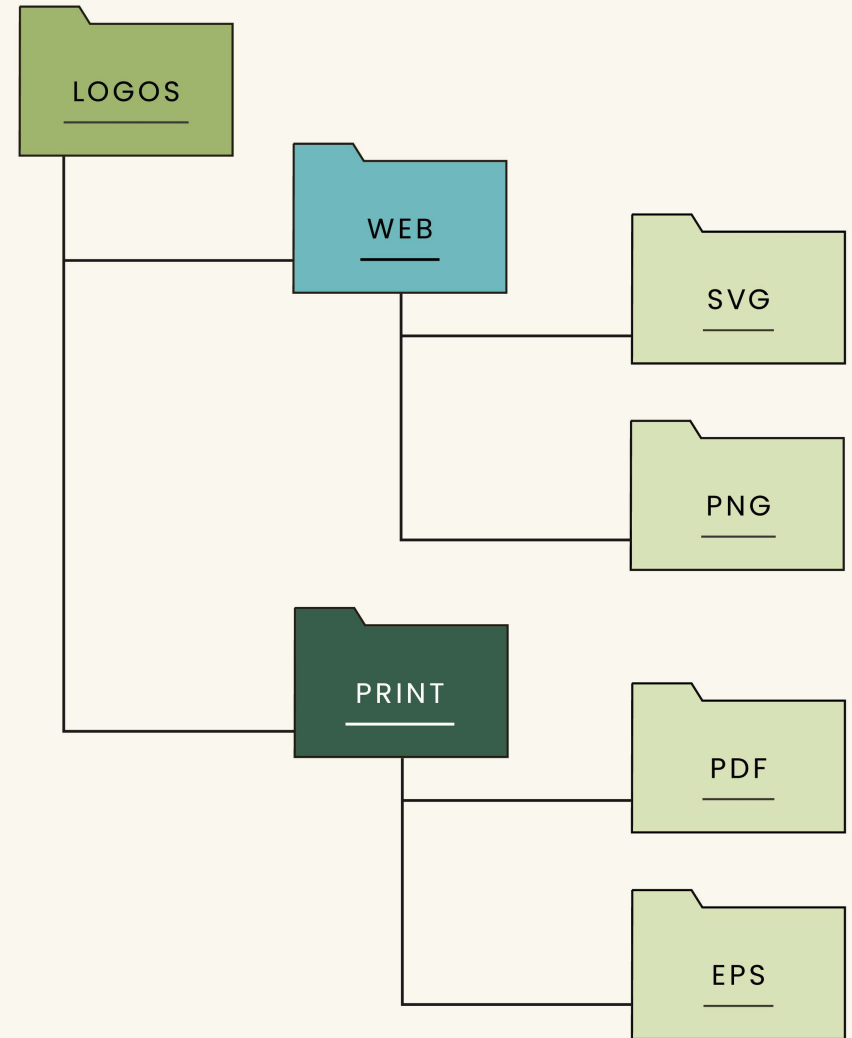
Assets

Logo File Types

For easy access your logo files are organized into folders: Web Files and Print Files.

Web Files: These files are only to be used in digital formats and on your website. SVG files are higher resolution and if able to be used, should be a first choice in web and digital files.

Print Files: These are the logo files that should be used when producing printed materials they are a larger file size for higher resolution and print quality results. For digital printing use the PDF files and if working with a commercial printer or designer they may request the EPS files.



Illustrations

Here you'll discover four delightful characters each representing a different therapy offered by your pediatric private practice.

Meet Nimble Fox, embodying Occupational Therapy with the motto "Crafting Skills, One Paw at a Time." Then there's Mighty Bear, symbolizing Physical Therapy, standing for "Strength in Motion, One Step at a Time." Tender Deer represents Feeding/Swallowing Therapy, fostering growth with the mantra "Nourishing Growth, One Bite at a Time." Finally, Rhythmic Owl embodies Speech Therapy, guiding individuals to find their voice with the message "Finding Your Voice, One Beat at a Time."

These illustrations not only add a touch of warmth and personality to your branded materials but also serve as visual anchors, communicating the essence of each therapy in a memorable way.



Brand Pattern

This pattern, unique to your brand identity, is crafted from icons found in your alternate logo. This pattern seamlessly weaves together elements that encapsulates your overall aesthetic. It's more than just a design; it's a visual representation of your brand essence. The pattern embodies your values, personality, and style, creating a cohesive visual language that resonates with our audience.

By incorporating this pattern into your materials, we reinforce our brand identity and create memorable experiences for our customers. This pattern is optional for usage and not required to uphold your brand identity.



04

Colors

Primary Colors

The Primary Color Palette consists of the five colors in the primary logo as well as one light background color: Meadow Mist, Mossy Grove, Golden Honey, Forest Floor, Turquoise Waters and Ivory Dawn (Background Color). These should be used prominently in the visual brand. Uses for these colors include fonts, graphic elements such as icons, borders and embellishments.

Secondary Colors

The Secondary Color Palette is an additional set of colors that can be used when contrast and pops of color are needed. These colors come from the alternate logo variation: Cocoa Bean, Apricot Sunset and River Stone.

MEADOW MIST

#D9E2B7
 R = 217, G = 226, B = 183
 H = 73, S = 19, B = 89
 H = 73, S = 43%, L = 80%
 C = 16, M = 3, Y = 33, K = 0
 L = 88, A = -9, B = 19
 PANTONE 2274 C
 PANTONE 2274 U

MOSSY GROVE

#9DB562
 R = 157, G = 181, B = 98
 H = 77, S = 46, B = 71
 H = 77, S = 36%, L = 55%
 C = 43, M = 15, Y = 78, K = 0
 L = 70, A = -19, B = 39
 PANTONE 2303 C
 PANTONE 2303 U

GOLDEN HONEY

#EDD87E
 R = 237, G = 216, B = 126
 H = 49, S = 47, B = 93
 H = 49, S = 76%, L = 71%
 C = 8, M = 11, Y = 62, K = 0
 L = 87, A = -2, B = 46
 PANTONE 460 C
 PANTONE 460 U

FOREST FLOOR

#375E4A
 R = 55, G = 94, B = 74
 H = 149, S = 41, B = 37
 H = 149, S = 26%, L = 29%
 C = 77, M = 42, Y = 72, K = 32
 L = 37, A = -19, B = 6
 PANTONE 7736 C
 PANTONE 3537 U

TURQUOISE WATERS

#6DB8BC
 R = 109, G = 184, B = 188
 H = 183, S = 42, B = 74
 H = 183, S = 37%, L = 58%
 C = 56, M = 9, Y = 26, K = 0
 L = 70, A = -24, B = -10
 PANTONE 4174 C
 PANTONE 7472 U

IVORY DAWN

#EEEEFE
 R = 238, G = 239, B = 225
 H = 64, S = 6, B = 94
 H = 64, S = 30%, L = 91%
 C = 6, M = 3, Y = 11, K = 0
 L = 94, A = -3, B = 6
 PANTONE 9064 C
 PANTONE 9544 U

COCOA BEAN

#7C6555
 R = 124, G = 101, B = 85
 H = 25, S = 31, B = 49
 H = 25, S = 19%, L = 41%
 C = 46, M = 54, Y = 63, K = 22
 L = 45, A = 7, B = 12
 PANTONE 4272 C
 PANTONE 477 U

APRICOT SUNSET

#D1925E
 R = 209, G = 146, B = 94
 H = 27, S = 55, B = 82
 H = 27, S = 56%, L = 59%
 C = 17, M = 46, Y = 71, K = 1
 L = 66, A = 20, B = 37
 PANTONE 2431 C
 PANTONE 7569 U

RIVER STONE

#3C6984
 R = 60, G = 105, B = 132
 H = 203, S = 55, B = 52
 H = 203, S = 38%, L = 38%
 C = 81, M = 52, Y = 33, K = 10
 L = 42, A = -10, B = -21
 PANTONE 7699 C
 PANTONE 7469 U

Shades & Tints

These can be used in addition to the primary as long as they maintain the integrity of the brand's style. Uses for these colors include backgrounds, image overlays and as needed for variety.

It is recommended to only use shades & tints for Turquoise Waters, Forest Floor and Mossy Grove.

100%	100%	100%
80%	80%	80%
60%	60%	60%
40%	40%	40%
20%	20%	20%

05

Typography

Display Typeface

The typeface used in "Soundstart" in your logo serves as your primary typeface and should be consistently applied in headlines. While it's suggested to use the Italics version sparingly or as an accent typeface to avoid readability issues when overused, maintaining consistency with the primary typeface reinforces brand identity and enhances visual cohesion across various materials and platforms.

Aa

Kangmas Italic

*The quick brown fox jumps over
the lazy dog*

0123456789

Aa

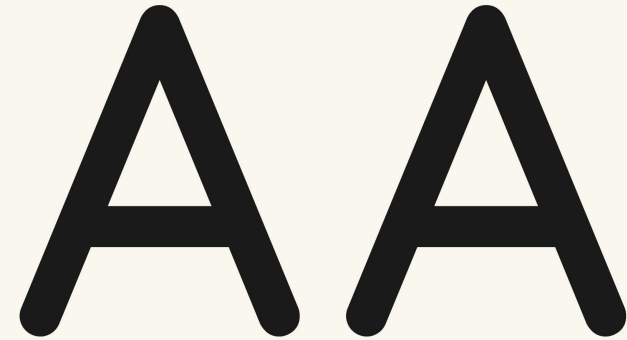
Kangmas Regular

**The quick brown fox jumps over
the lazy dog**

0123456789

Accent Typeface

The typeface used in the Pediatric Therapy Center logo serves as your secondary font and should be consistently applied in supporting text. The font is available only in all caps, so it should be used sparingly to avoid overwhelming visuals. Ensuring consistency with the secondary font contributes to reinforcing brand identity and maintaining visual cohesion across diverse materials and platforms.



ALCOVA SC BOLD

THE QUICK BROWN FOX JUMPS OVER
THE LAZY DOG

0123456789

Text Typeface

The Text typeface, although not showcased in the logo, is designated for body copy or extensive amounts of small text. This font family consists of a wide list of variations for your usage (Black, Extra Bold, Bold, Medium, Semi Bold, Regular, Light, Extra Light, Thin, and Italics for all of these)

A d

Poppins Regular

The quick brown fox jumps over
the lazy dog

0123456789

Typography Application

The Text typeface, although not showcased in the logo, is designated for body copy or extensive amounts of small text. This font family consists of a wide list of variations for your usage (Black, Extra Bold, Bold, Medium, Semi Bold, Regular, Light, Extra Light, Thin, and Italics for all of these)



Relevant Heading Goes Here

In family-centered speech therapy (ST), physical therapy (PT), feeding therapy (FT), and occupational therapy (OT), parents play a pivotal role. Empowered to nurture their child's strengths, identify areas of need, and collaborate closely with clinicians, they facilitate their child's progress effectively.

MEET THE TEAM

We are a staff of clinicians that promotes learning, enrichment, and development by providing quality, research-based, comprehensive care, support, and guidance to children (0-21) and their families.

SEE OUR STAFF



06

Photography

Photographic Style

Photography is a powerful visual tool that helps our brand communicate its values, personality, and story.

Our photographic style should be consistent throughout all branded assets. Keep these mind each time you are using photography.

- Use primarily nature based imagery and images taken of your clinic to accentuate branded collateral
- Include a diverse range of people when appropriate.
- Ensure each image is high quality and the subject is in focus.
- Including elements of our brand is recommended where possible, for example your color palette.
- Editing and retouching should be subtle to ensure each image feels natural.



07

Brand In Action







Soundstart
PEDIATRIC THERAPY CENTER

Designer Contact Information

For questions about these guidelines or different file formats than what you currently have, please contact:

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