



integral
care

Brand Guidelines

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A strong and consistent visual identity is more than a design choice—it is a critical foundation for trust, recognition, and connection. With this new visual identity, we are ensuring that every interaction reinforces who we are, what we stand for, and the quality of care we provide.

From a logo on a clinic door, to a handed-out half-sheet, to a professional presentation, how we use these elements will shape the way our community perceives us. It helps people decide whether they feel confident seeking care from us.

While a sense of warmth and welcoming are essential for a brand in the mental health space, so are clarity and reliability. A cohesive brand helps reduce confusion, builds familiarity, and fosters a sense of safety.

This Brand Guideline is built to establish and strengthen our identity. By aligning how we present ourselves across all channels and materials, we create a unified and recognizable presence that reflects our commitment to providing expert, compassionate, and coordinated behavioral healthcare.



Everything Integral Care does is guided by a clear purpose. Our vision is simple and ambitious: Mental Health and Well-Being for Everyone.

Our mission brings that vision to life by working to improve the lives of anyone in Travis County affected by mental health challenges, substance use disorder, and intellectual or developmental disabilities. We pursue that mission through a set of core values -- People, Access, Integrity, Excellence, Collaboration, and Compassion -- that shape how we show up every day.

These values are expressed through four brand pillars that define our approach: Providing High-Quality Care, Making Care Accessible to All, an Integrated Whole-Person Approach, and being Rooted in Community.

Together, they are the foundation everything else is built on -- including this brand.

Vision

Mental Health and Well-Being for Everyone

Mission

Improve the lives of anyone in Travis County affected by mental health challenges, substance use disorder, and intellectual or developmental disabilities.

Values

- | | | |
|--------------|-----------------|-------------|
| ☛ Excellence | ☛ Health Access | ☛ People |
| ☛ Compassion | ☛ Collaboration | ☛ Integrity |

Brand Pillars

- ☛ Providing High-Quality Care
- ☛ Making Care Accessible To All
- ☛ An Integrated, Whole-Person Approach
- ☛ Rooted In Community



When brand and logo work together with intention, something powerful happens: recognition turns into trust, and trust turns into impact. Every team member, partner, and collaborator who uses our identity is contributing to that outcome.

These guidelines exist to make that simple, so that no matter where Integral Care shows up, it shows up right.

Brand

A brand is much more than a visual identity. It is the sum of every experience people have with an organization -- the tone of a conversation, the clarity of a document, the feeling someone walks away with after an interaction. For Integral Care, the brand is rooted in a deep commitment to the communities we serve, shaped by our values, and expressed through the people who carry our mission forward every day. It lives in how we show up, not just how we look.



Logo

The logo is the most visible expression of that brand. It is the face people recognize first, the mark that signals trust before a single word is read. Because of that, it carries real responsibility. How it appears -- its proportions, its colors, its placement -- communicates something about who we are. Used consistently, it builds familiarity. Used carelessly, it creates confusion and weakens the credibility we have worked hard to earn.

integral  care

Every element of the Integral Care brand was developed with purpose. Through research and thoughtful exploration, each choice -- the logo, color palette, typography, and imagery -- was shaped to reflect the values we want people to feel when they interact with us. Each decision connects back to who we are, what we stand for, and the trust we want to build with our clients, partners, and community.

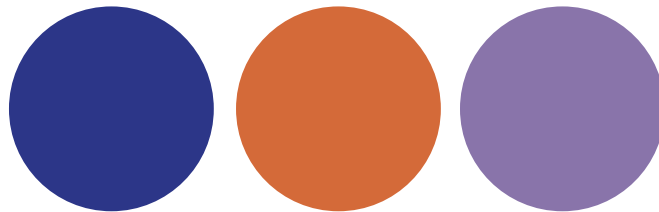
When all of these elements work together consistently, they reinforce the same values at every touchpoint -- turning familiarity into trust, and trust into lasting impact. In the following pages, we will explore each element in detail.

Typography

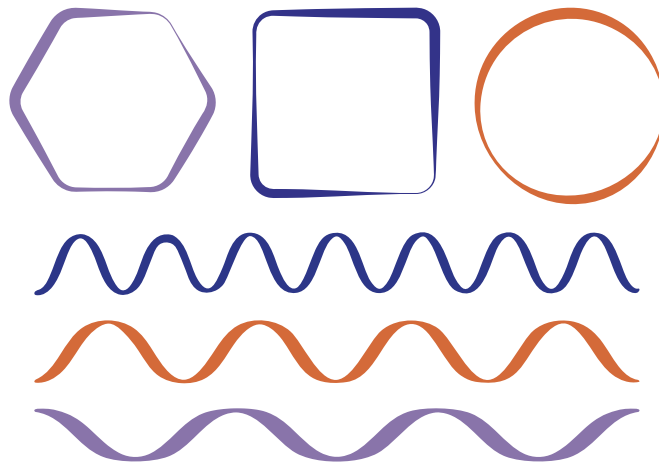
ABCabc123

ABCabc123

Colors



Shapes/Brain Waves



Patterns



The Integral Care logo was thoughtfully designed to reflect everything the organization stands for. It communicates care and warmth while maintaining the professionalism and credibility expected of a high-quality healthcare provider. Its look and feel signals accessibility and affordability without compromising trust, and carries a freshness that feels welcoming to all. Together, every design decision creates a mark that feels right at home within the Travis County community -- familiar, approachable, and built to last.

Our logo is composed of two parts:

- Ψ **Wording:**
 Integral Care, or
 Integral Care Mental
 Health & Wellbeing
- Ψ **Symbol:**
 Three-color Brain

Logo Vertical



Logo Horizontal



Logo Vertical w/ Tagline



Mental Health & Well-Being

Logo Horizontal w/ Tagline



Mental Health & Well-Being

Full Color

This is our primary logo. It should be used over white or light backgrounds where color reproduction is allowed.

Opt for the logo with tagline when presenting to the general public.



Mental Health & Well-Being

Mental Health & Well-Being

Black

Use the logo in black only when color reproduction is not available.



Mental Health & Well-Being

Mental Health & Well-Being

White

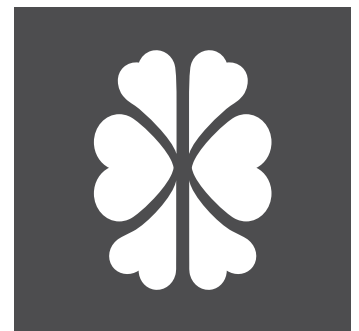
Use the logo in white when the full color logo conflicts with the background, on dark backgrounds, or when color reproduction is not available.



Brain

The isolated brain can be used when Integral Care's brand and services are already known by the public, or as a visual element.

If you have any questions on how to apply the logo alone, please contact the Communications Department.



Logo Pack

Integral Care's Logo Pack includes all extensions necessary for digital and print reproduction:

- .ai** - vector - print, transparent background
- .svg** - vector - print, digital, transparent background (great for PowerPoint)
- .png** - digital/print, transparent background
- .jpeg** - digital/print with white background (not available in white)

Safe Area

The logo needs a clear area around it to keep its integrity. We use the letter "n" from the logotype as our guide for how much clear space should surround the logo at all times. Keeping that area free of other text, graphics, or design elements ensures the logo always stands out the way it should.



Minimum Size

The logo should never be reproduced smaller than the indicated minimum size -- at smaller scales, the details get lost and the mark stops doing its job. The minimum size was tested and defined specifically to guarantee that all elements of the logo remain clear, legible, and recognizable, no matter where it appears.



Division Logos

There might be instances where a division logo would be necessary. These versions follow the same safe area rules as the primary logo -- the same clear space around the mark always applies. On the horizontal logos the division name sits aligned with the bottom of the brain and is set in Bio Sans Regular, a font chosen specifically for the logo.

It is important to note that Bio Sans Regular is used exclusively within the logo system and should never appear in any other brand application, such as documents, presentations, or marketing materials.

Division logos should always be used as a complete unit and should never appear alongside the logo with tagline. Each version has its own role, and mixing the two creates visual clutter that works against the clean, consistent look we want Integral Care to always have.



Crisis Services



Adult Behavioral Health



Child & Family Services



Intellectual & Developmental
Disabilities



Crisis Services



Adult Behavioral Health



Child & Family Services



Intellectual &
Developmental Disabilities

Bio Sans Regular is a licensed font and should be used exclusively by the Communications Department.

Typography helps keep our communications consistent and easy to read. Integral Care uses Hanuman Bold for titles and callouts -- it has a strong presence that grabs attention and gives our materials a confident, recognizable feel.

For body text, we use Arial Regular, a clean and easy-to-read typeface that keeps longer content comfortable to follow.

The Arial family is flexible enough to handle supporting roles as well, such as headers, captions, and other text elements throughout our layouts. Together, these two typefaces create a natural and pleasing contrast -- one bold and expressive, the other clean and neutral -- that gives our materials a balanced, professional look.

For Titles

Hanuman Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

For Body Text

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Hanuman Bold is available for download at [Google Fonts](#).

Arial is a System font.

Color is one of the most immediate ways our brand communicates who we are. Integral Care's color palette was carefully developed to feel warm, welcoming, and professional -- and every color you see in this guide was chosen with purpose.

The palette is organized into three groups: **Brand Colors, Accent Colors, and Neutrals**, each playing a specific role in how our materials look and feel across different applications.

Brand Colors

Reliable Navy

PMS 6105 C
HEX #2C3688
CMYK 100, 95, 11, 2
RGB 44, 54, 136

Optimistic Orange

PMS 7578 C
HEX #D46A39
CMYK 13, 70, 88, 2
RGB 212, 106, 57

Healing Purple

PMS 2094 C
HEX #8974AA
CMYK 51, 58, 7, 0
RGB 134, 116, 170

Accent Colors

Lilac

PMS 2635 C
HEX #C1BCDE
CMYK 23, 24, 0, 0
RGB 193, 188, 222

Violet

PMS 2096 C
HEX #6057A5
CMYK 73, 75, 0, 0
RGB 96, 87, 165

Pink

PMS 682 C
HEX 954871
CMYK 42, 83, 33, 8
RGB 149, 72, 113

Blue

PMS Process Blue
HEX #0482C6
CMYK 83, 40, 0, 0
RGB 4, 130, 198

Peach

PMS 6015 C
HEX #F1A27A
CMYK 3, 42, 53, 0
RGB 241, 162, 122

Red

PMS 1675 C
HEX #AB4124
CMYK 23, 85, 100, 15
RGB 171, 65, 36

Yellow

PMS 7409 C
HEX #EFBD1C
CMYK 7, 25, 100, 0
RGB 239, 189, 28

Green

PMS 364 C
HEX #516E30
CMYK 69, 36, 100, 24
RGB 81, 110, 48

Neutrals

Gray

PMS 7540 C
HEX #4D4D4F
CMYK 66, 59, 55, 36
RGB 77, 77, 79

Light Gray

PMS 663 C
HEX #F1F2F2
CMYK 4, 2, 3, 0
RGB 241, 242, 242

Sand

PMS 7527 C
HEX #D9D6C2
CMYK 15, 11, 24, 0
RGB 217, 214, 194

Cement

PMS 4225 C
HEX #8D8172
CMYK 44, 43, 53, 9
RGB 141, 129, 114

An equally important part of our color system is accessibility. **All colors in this palette meet WCAG 2.1 AA compliance standards and have been tested for color blindness compatibility**, ensuring that our communications are clear and inclusive for everyone -- which, at the end of the day, is exactly what Integral Care stands for.

The guide ahead outlines how each color should be used, whether for regular body text, large text, graphic components, or icons, so that every application stays both on-brand and accessible.

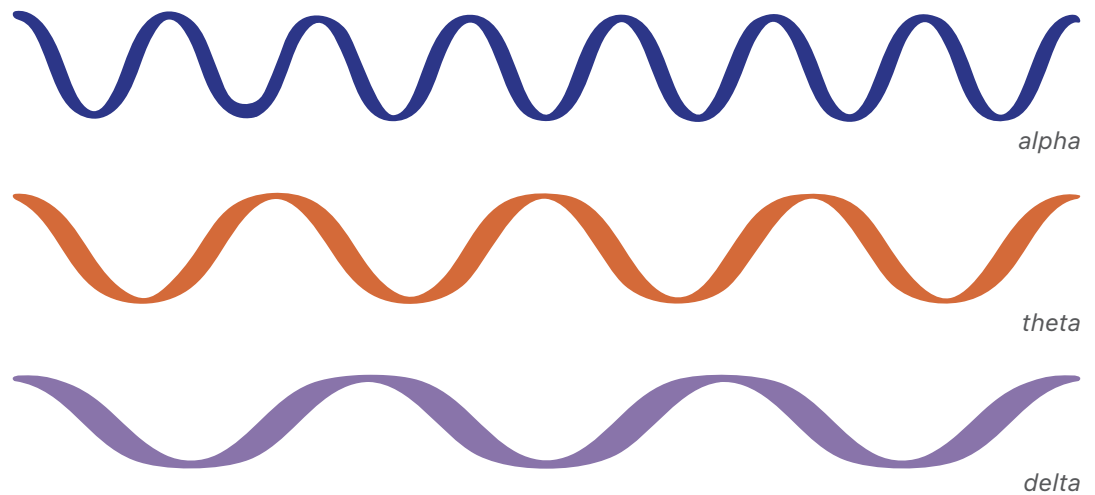
Color	Reliable Navy		Optimistic Orange		Healing Purple		Gray		Light Gray		Sand		Cement	
Regular Text - 17 pt and below	a			a		a	a		a		a		a	
Large Text - for 18pt and above / 14pt bold and above	A		A	A	A	A	A		A		A		A	A
Graphic Components - for icons and actionable graphics	○		○	●	○	●	○		○		○		○	●

Color	Lilac		Violet		Pink		Peach		Red		Yellow		Green		Blue	
Regular Text - 17 pt and below		a		a	a			a	a		a		a		a	a
Large Text - for 18pt and above / 14pt bold and above		A	A	A	A	A		A	A	A		A	A	A	A	A
Graphic Components - for icons and actionable graphics		●	○	●	○	●		●	○	●		●	○	●	○	●

Integral Care's brand offers a set of fun, colorful assets to illustrate how approachable we are.

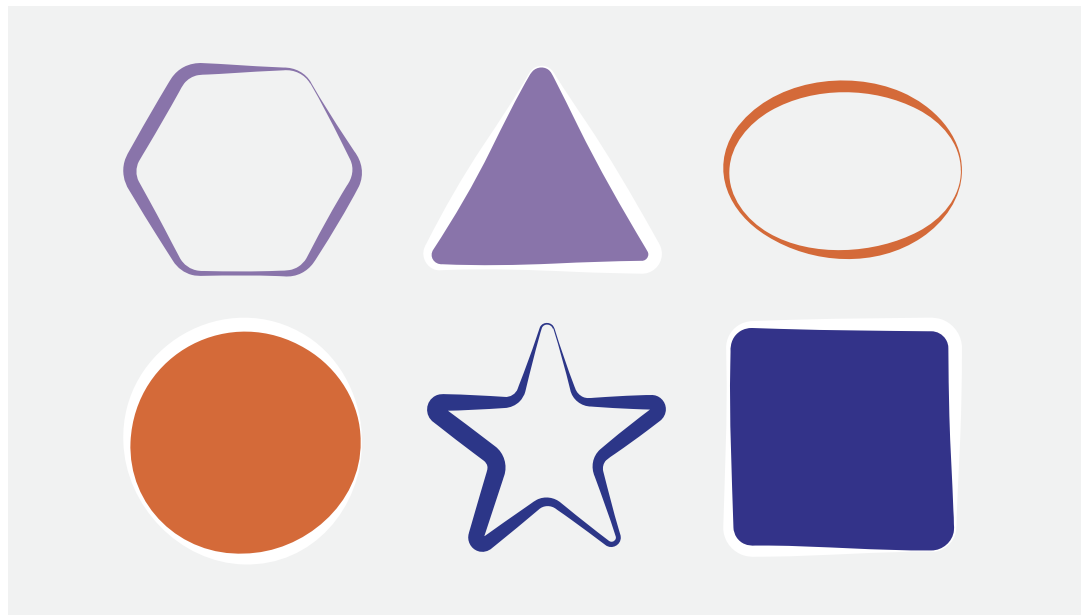
Brain Waves

The collection includes three wave patterns: Alpha, Theta, and Delta, representing a progression from a normal, alert state to a deeply relaxed one. Beyond their scientific reference, these waves carry a quiet symbolism that connects directly to our mission -- the movement toward calm, clarity, and well-being



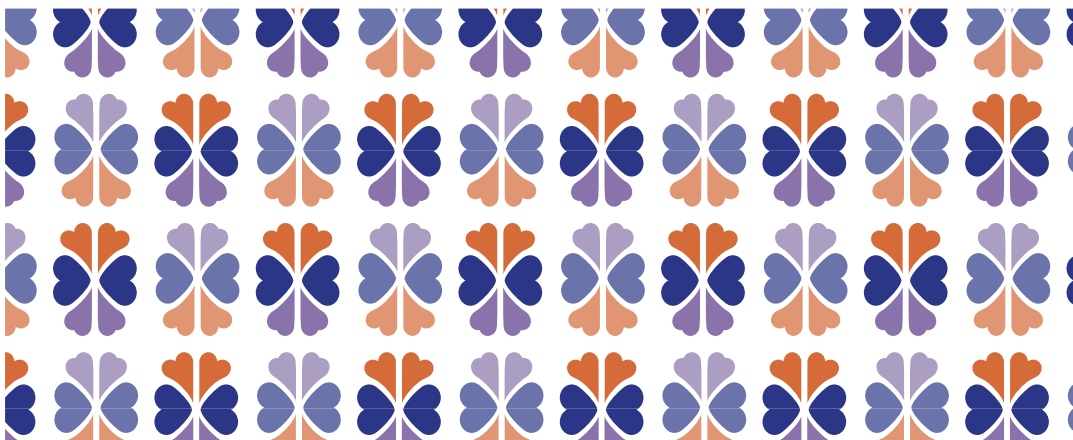
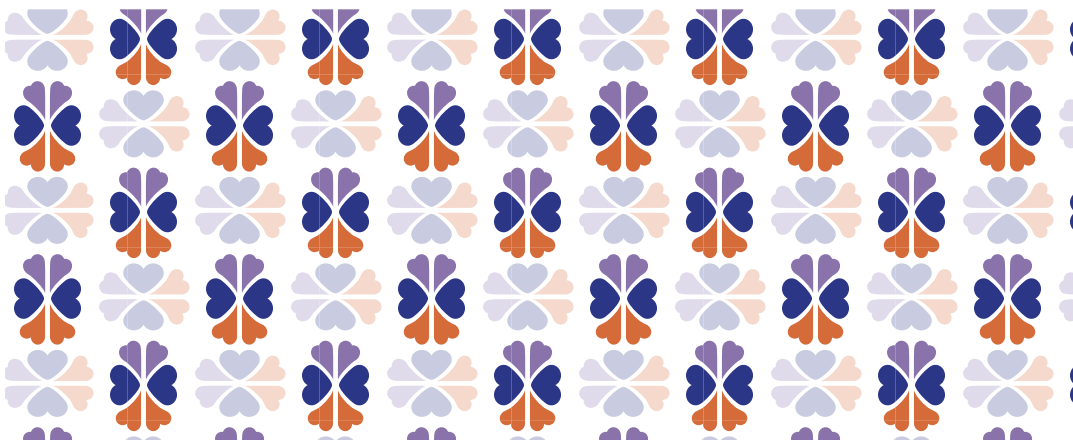
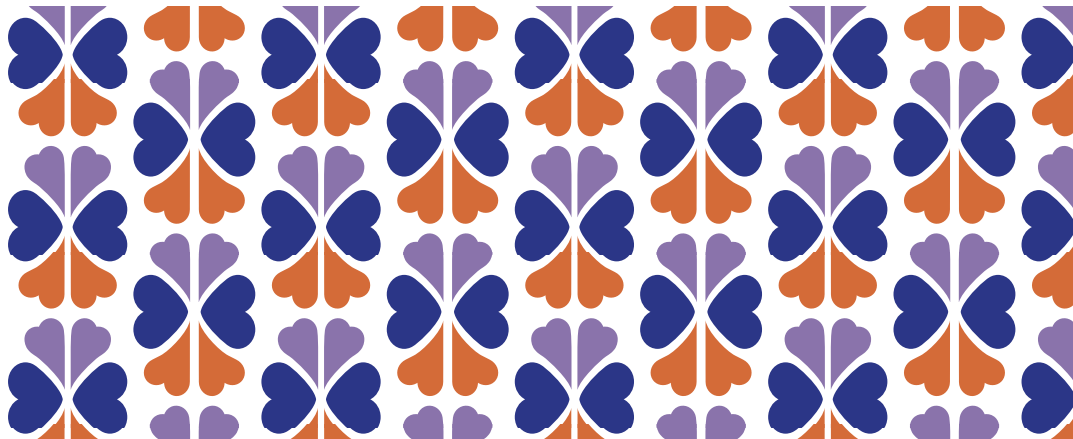
Geometric Shapes

Every shape in the collection was intentionally designed without sharp corners -- a subtle but meaningful choice that reinforces the warmth, approachability, and care that define our brand. Soft edges feel welcoming and human, which aligns naturally with the way Integral Care shows up for the people and communities we serve.



To round out our visual toolkit, we created a set of three patterns built around the brain from the Integral Care logo. These patterns are designed to fill blank spaces in layouts, giving documents and marketing materials a finished, intentional look without adding visual noise.

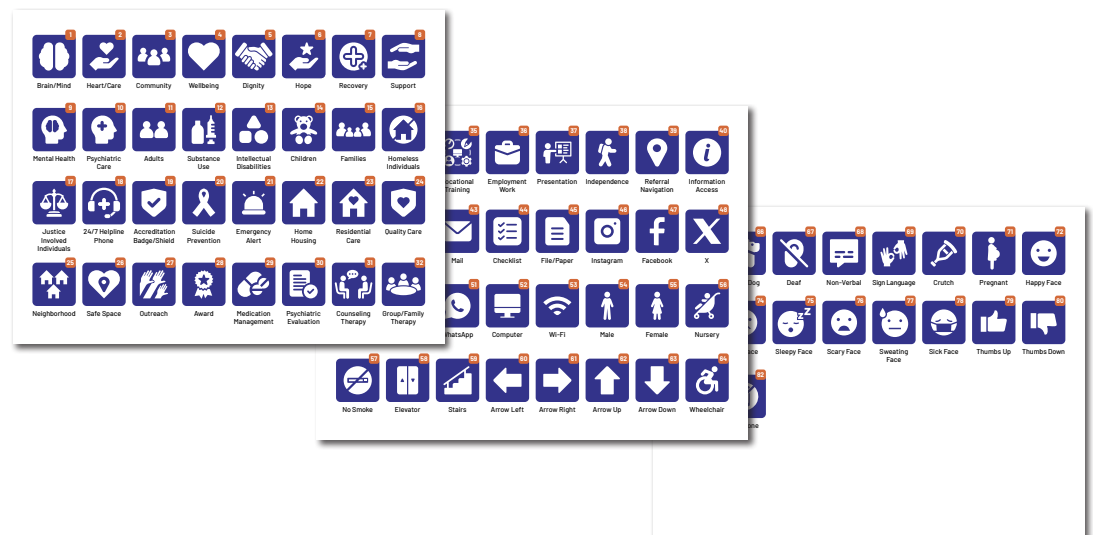
They work as background elements that reinforce brand recognition in a subtle way -- keeping the identity present even in spaces where text and imagery are not. Used thoughtfully, these patterns add depth and cohesion to any piece, while keeping everything feeling unmistakably Integral Care.



To ensure the best readability and accessibility, Integral Care offers a set of custom icons that should be used whenever visual cues are needed to support or simplify communication.

Icons help guide the eye, break down complex information, and make content easier to navigate -- **especially for audiences with varying literacy levels or cognitive needs.** They should always be used in conjunction with the approved brand colors and in contexts where they add clarity rather than decoration.

To locate an icon, open the Icon Library PDF where all icons are displayed alongside their descriptions, making it easy to find the right one for any application.



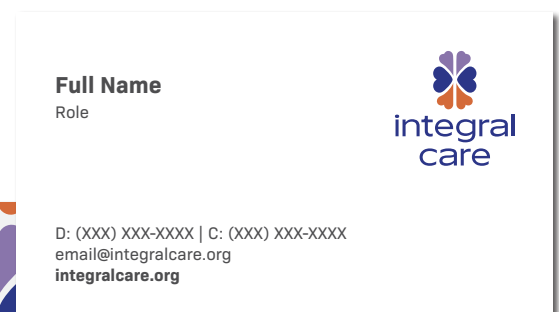
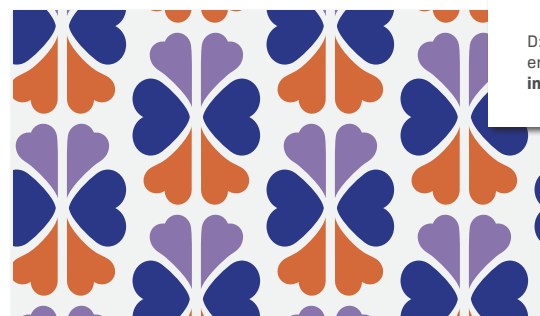
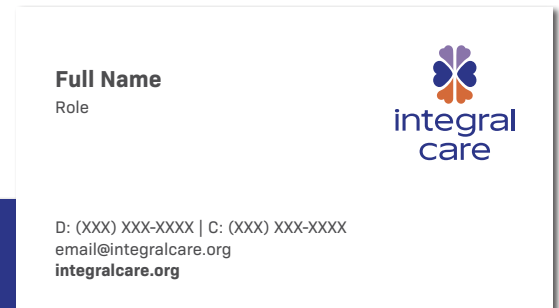
A cohesive stationery system is one of the most visible expressions of a brand in everyday professional life. Integral Care's stationery suite includes a **letterhead, business cards, folder, and half-sheet flyers** -- each designed to reflect the same standards of quality, consistency, and care that define everything we do.

These pieces are often the first physical touchpoint someone has with our organization, so it is important that they always look and feel like Integral Care. Colors, typography, spacing, and logo placement have all been carefully considered and should never be altered.

Templates for each item are provided to make production straightforward and ensure every piece stays true to the brand, no matter who is creating it or where it is being used.

For more information please contact the Communications Department.

Business Cards



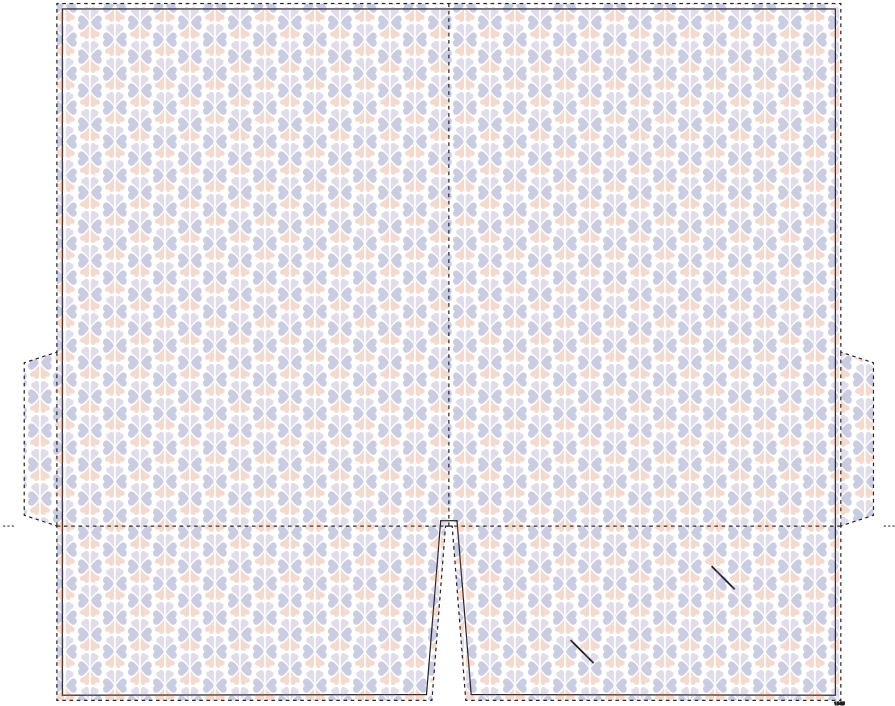
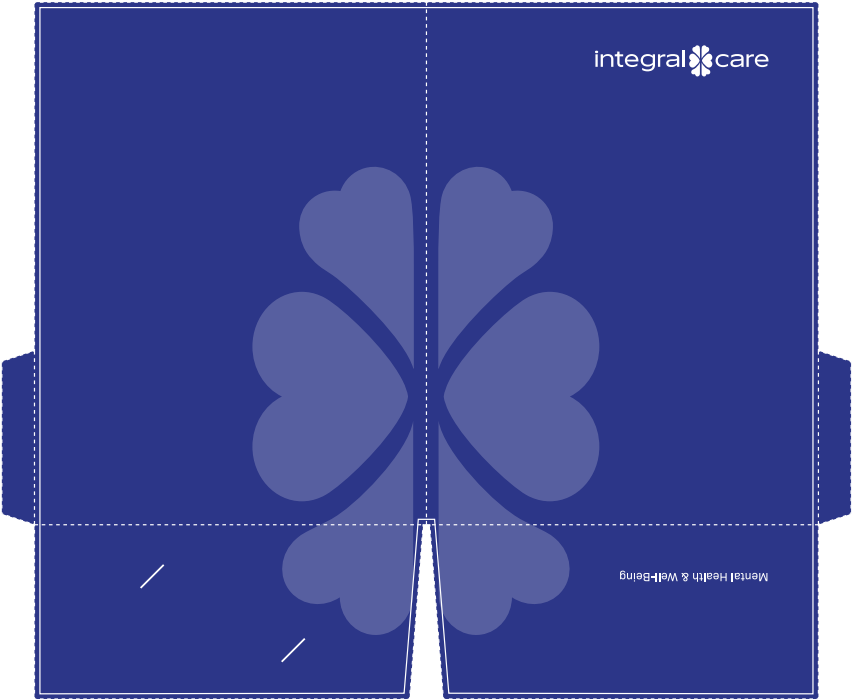
Letterhead



Newsletter Headers



Document Folder



Half-Sheet Flyer

A complete set of templates and forms is available at the Integral Care online store.

If you need a specific file or are having trouble locating it, please reach out to the Communications Department for assistance.



24/7 HELPLINE
512-472-HELP (4357)
integralcare.org



Mobile Crisis Outreach Team

A team of health professionals who help people having a mental health crisis. Help is available 24 hours a day, 7 days a week - at home, work or school, in clinics and on the streets.

The Mobile Crisis Outreach Team (MCOT) also works with the Police Department, the Sheriff's Office and EMS.

Services are available regardless of ability to pay and can be provided in many languages.



We make sure that you're safe.



We create care and safety plans together.



We provide support for up to 90 days.



We connect you to other services.

Someone in a mental health crisis may have a hard time dealing with everything things.

A crisis can happen anytime, anywhere. If you need help now, call the 24/7 Crisis Helpline at 512-472-HELP (4357)

Press 1 for English, then 1 for Mental Health Crisis Support.



24/7 HELPLINE
512-472-HELP (4357)
integralcare.org



My Safety Plan

This plan can help you stay safe during a mental health crisis:

- Get to a safe place.
- How can I take my mind off my problems until help gets here?
- Who can stay with me until help gets here?
Name: _____ Phone: _____
- Who can I call for help?
Name: _____ Phone: _____
- Which MCOT member helped me today?
Name: _____ Phone: _____

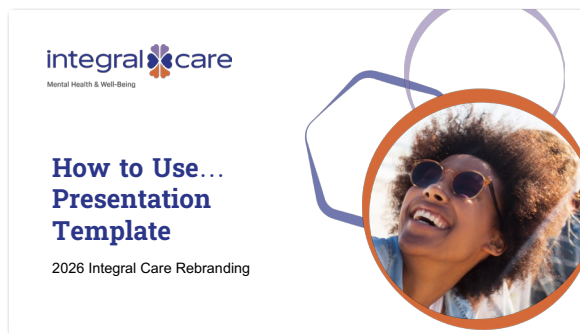
Notes:

If you have concerns about our services or staff, please contact us at feedback@integralcare.org or at 512-440-4086.

To keep presentations consistent and on-brand, Integral Care offers a **PowerPoint template with over 40 slide layouts** designed to cover a wide range of communication needs -- from executive reports to program overviews and everything in between.

The template is built with the official brand colors and fonts already in place, so there is no guesswork involved. Each layout follows the same brand standards as the rest of our materials, ensuring presentations always feel like a natural extension of the Integral Care identity.

The template includes use instructions to help collaborators get the most out of every layout and ensure every presentation looks polished and professional. Simply choose the layout that best fits your content and let the template do the heavy lifting. **And one last reminder -- always save your presentation as a .pptx.**



Typography

Your template uses two typefaces. These are embedded in the theme and should apply automatically when you select text placeholders.

TITLES & HEADINGS

Hanuman Bold

Use for all slide titles, section headers, and large display text.

BODY & CAPTIONS

Arial

Use for all body copy, bullet points, captions, labels, and footnotes.

Important

Hanuman Bold must be installed on your computer for titles to display correctly. If it appears as a substituted font, contact your IT team or design team to install it.

Do not use Hanuman for body text, and do not use Arial for slide titles. The visual contrast between a serif display font and a clean sans-serif body is intentional and part of the brand identity.

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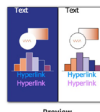
Color Palette

The main brand colors are pre-loaded into the PowerPoint theme. When you click a color picker in PowerPoint, look for the "Theme Colors" row at the top — these are your approved options.

Do not use colors from the "Standard Colors" row. If more colors are needed for graphics, refer to Integral Care's Brand Guidelines to obtain their HEX values.

Do not change the Theme Colors to assure the darker background slides and graphics work properly.

- Text/Background - Dark 1
- Text/Background - Light 1
- Text/Background - Dark 2
- Text/Background - Light 2
- Accent 1
- Accent 2
- Accent 3
- Accent 4
- Accent 5
- Accent 6
- Hyperlink
- Followed Hyperlink



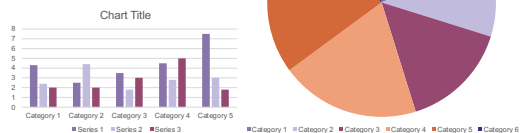
Preview

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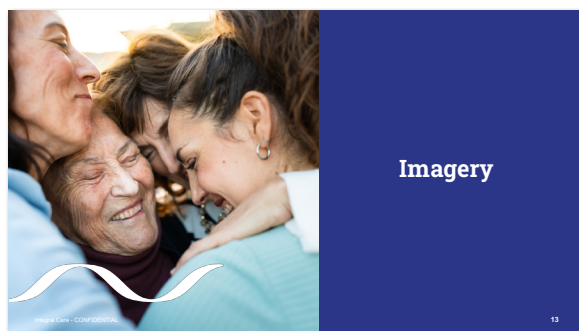
Graphics

These are examples of graphics generated by PowerPoint.



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This guide is here to make it easy for everyone to represent Integral Care with confidence.

Whether you are designing a presentation, printing a business card, or sharing content on social media, these standards are your go-to resource.

Keep it close, use it often, and when in doubt, reach out to the Communications Department.

We are happy to help.



integral  care

Mental Health & Well-Being

integralcare.org