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Every organization regardless of size or mission needs a carefully crafted and clear set of brand standards to help define and maintain its identity. Brand guidelines should apply to all aspects of an organization’s communication efforts, both internal and external.

Branding and identity standards are meant to assist employees and partners with the creation and proper execution of branded communications. This document provides an overview of the Gateway Rehab brand and is a guide for consistent design and communications with references to approved language, typefaces, design elements, color palettes, photography, logo usage and the overall emotion and persona of the brand. Used consistently over time, these standards will help build a powerful identity in the hearts and minds of our audience.

While designers and marketing professionals always have some flexibility with regard to branded materials, the spirit of these standards should always be adhered to.

MISSION STATEMENT:

To help all affected by addictive diseases to become healthy in body, mind and spirit through personal self-renewal.
THE BRAND

Brand Overview

Gateway Rehab is our region’s most trusted provider of addiction recovery services. Since our founding in 1972 by Dr. Abraham Twerski, Gateway Rehab has impacted and transformed thousands of lives through proven and compassionate care to those afflicted with substance dependences.

Neil Kennedy Recovery Centers, now part of Gateway Rehab, is also the most established and leading addiction recovery service in its Eastern Ohio marketspace.

Progressive in its treatments, successful in its outcomes, respectful of its traditions, compassionate in its approach, Gateway Rehab holds the sanctity of life as its highest value—a life of integrity, freedom and self-esteem. Gateway Rehab does not simply help its patients escape their addiction—it gives people a reason for living, a new future to fulfill and a second chance to achieve the gift of a life well lived.

The Gateway Rehab brand conveys an emotional and compelling call to action: welcome to a new sense of self—a new sense of belonging—of liberation from your past and anticipation for your future. The brand paints a clear and positive picture of addiction treatment as welcoming, unintimidating and transformational. Most of all, the brand embodies the personal and existential benefits of treatment—not just freedom from addiction—but the achievement of recovery. The brand speaks to a single value: A life recovered—life as it is meant to be lived—a life of self-awareness, self-determination and self-respect—your life.
Brand Attributes

Individually and collectively, these attributes make up the Gateway Rehab brand and conceptually govern the development of all communications across the organization:

**Transformational**
First and foremost, Gateway Rehab offers people a life changing experience. Our alumni embody this idea and will help deliver this message as encouragement for others to take the first step toward recovery.

**Experienced**
Gateway Rehab is the most trusted leader in our region for addiction recovery. This simple fact will be clearly communicated in both content and design throughout our marketing efforts with confident, credible and professionally-designed messages.

**Comprehensive**
No other regional addiction recovery center offers the range and depth of services that Gateway Rehab provides. Our size and resources mean we can provide more consistent and reliable service, especially to referral entities who rely on us to be here for their clients, patients, employees or students.

**Innovative**
The nature of addiction is always changing. Gateway Rehab changes with it. Today, the problem of addiction is universally viewed as a medical condition—as a disease that needs to be treated with the latest techniques. In this sense, Gateway Rehab offers both a highly successful Twelve Step program as well as more innovative, medically-centered treatments.

**Compassionate**
Gateway Rehab is known for its caring, professional staff that understands addiction is not a moral failing and nothing to be ashamed of. This deep compassion for people translates into highly personalized service and attention. Our workforce is impassioned by its mission and dedicated to seeing others achieve the freedom of recovery.

Our workforce is impassioned by its mission and dedicated to seeing others achieve the freedom of recovery.
Our wordmark is our most valuable asset. Give it pride of place and present it with clarity and consistency.
Both Gateway Rehab and Neil Kennedy Recovery Centers have built up valuable brand equity over the years in their respective markets. Therefore, both logos should be considered as valuable organizational assets that need to be protected. It is critical to treat these trademarks with deference and carefully follow the logo guidelines in this document.

- Always use the trademark registration symbol with the logo. ®
- Always use the Twelve Step mark sized proportionally as it represents transformation and self renewal.
Primary Use
The primary logos, either horizontal or vertical, should be the first option when placed over a light, solid color or a simple background. It should never appear smaller than 0.25" high. The horizontal version should always be used as the Primary logo.

Reverse Logo
Use this logo when placing over a dark solid color or photography lacking a background with contrast. *This is the recommended logo used for advertising.

Safe Zone
The Gateway Rehab logo should always have plenty of space around it. To maintain a clear space, measure the height of the letter “G” and keep and design elements at least that far away.
Primary Use
The primary logos, either horizontal or vertical, should be the first option when placed over a light, solid color or a simple background. It should never appear smaller than 0.25" high. The horizontal version should always be used as the Primary logo.

Reverse Logo
Use this logo when placing over a dark solid color or photography lacking a background with contrast. *This is the recommended logo used for advertising.

Safe Zone
The Neil Kennedy logo should always have plenty of space around it. To maintain a clear space, measure the height of the letter “N” and keep any design elements at least that far away.
Logo Misuse

Gateway Rehab’s logo is not meant to be changed or altered in any way. Shown are examples of what NOT to do.

- Do not change the color of the font or Twelve Step mark.
- Do not change the typeface of the Gateway Rehab wordmark.
- Do not condense or stretch the logo in any way.
- Do not reposition wordmark or Twelve Step mark in anyway.
- Do not place logo on complicated backgrounds.
- Do not add effects of any kind to the logo.
The Gateway Rehab logo should always appear with the descriptor “Addiction Recovery & Self Renewal.” There will be some exceptions to this rule, such as extremely limited design space, but whenever possible, creative designers should include the descriptor as displayed here. This is critical for two reasons. First, to make perfectly clear the business of Gateway Rehab as contained in the words ‘Addiction Recovery.’ The second is to reinforce the brand as contained in the words ‘Self Renewal.’

For Neil Kennedy Recovery Centers, a second descriptor line is required: A Service of Gateway Rehab.
Bring your true self to life by being deeply mindful of your genuine nature, but also of nature’s true purpose for you—by following a clear and ethical roadmap—by staying the course—by staying true to yourself—by understanding that you can never counterfeit your character, just as you can never cheat the consequences of addiction—by discovering a new form of yourself—a new future for yourself—by being self-aware, self-disciplined and self-determined.

We do more than help people overcome addiction—we give people a new purpose for living.
The new Gateway Rehab persona will be represented by an omnipresent tagline: Bring your•self to life. While Gateway Rehab provides services to overcome dependency, the new tagline represents so much more. It directly speaks to the rewarding personal benefits of recovery: freedom to live YOUR life, on your terms with a renewed sense of self-worth and purpose.

The Different Meanings of “Self”
The tagline is flexible in that variants can be used to expand the meaning of self. As different people have different aspirations, the line can be changed by substituting another word for “yourself.” The main theme line—Bring your•self to life.—should be used whenever possible. As a general rule, variants should be used in juxtaposition with the main theme line, especially in motion and interactive formats.

Bring your passion to life.
Bring your family to life.
Bring your career to life.
Bring your vision to life.
Bring your imagination to life.
Communication studies prove that people retain messages far more effectively through visual impressions. A critical component of this psychology is the influence of color. Colors can define a mood, establish identity and provide vibrancy and character to a brand.
Color Theory
The colors provided in this guide can represent and support an array of different moods and messages, all while supporting the brand.

As a collective whole, these colors represent positive change and new beginnings. Individually, or in small groupings, these colors represent peace and serenity, energy and passion or balance and happiness.

These colors represent the very personal and different aspirations of our customers. They represent life renewed.
COLOR PALETTE

**Primary Colors**
The primary colors for Gateway Rehab are green and vibrant green. The “Gateway Green” should be only used for the logo with a few exceptions. The other primary color, which is to be used on internal and external communications, is the vibrant green.

**Secondary Colors**
The secondary color palette serves several purposes. Not only can they complement both primary colors individually or in groups, they can also complement each other. Each secondary color can portray a mood or expression that is a direct representation of the brand. There is no secondary color that takes precedence over the other.

See Logo section for a more detailed explanation of how the logo can and cannot be used.
COLOR PALETTE

The Logo
The Gateway logo is comprised of black and different tonal percentages of the “Gateway Green.”

See Logo section for a more detailed explanation on how the logo can and cannot be used.

The Twelve Step mark is comprised of several different tonal percentages of the Gateway Green – from 100% down to 50%.

The Gateway wordmark is comprised of two colors – black and Gateway Green. “Gateway” is 100% black with no percentages of Cyan, Magenta or Yellow.

The Gateway wordmark is comprised of two colors – black and Gateway Green. “Rehab” is filled with 100% of Gateway Green.
Type tells a story. The right typeface, used consistently reinforces an organization’s persona and credibility. The main typeface, Avenir, fuses modern foundational forms with universal functionality. With its broad range of weights, Avenir can provide a clear hierarchy of information with special emphasis when needed.
Typography

The chosen typeface for Gateway Rehab is Avenir. Choosing from a combination of weights, you can use Avenir to create a clear and consistent visual hierarchy. Done right, your use of type will draw readers’ attention, lead them to the most important information first and maintain a sense of clarity, order, legibility and structure throughout your written communication.

Avenir also has several oblique and italic options that are not shown.

A complimentary font to Avenir is Roboto Slab. It comes in 3 different weights and can be used in a variety of ways.

For any web-based or powerpoint documentation, Proxima Nova or Arial are the recommended fonts.

Avenir 35 Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 45 Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 55 Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 65 Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 85 Heavy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 95 Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Slab Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Slab Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Slab Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
Photography

Intimate photography captures the essence of our brand by portraying people the emotional and personal rewards of recovery.
The Gateway Brand and all its collateral artwork is replete with authentic, natural and colorful photography. These images are positive, life affirming and reflect the achievement of recovery.

- The subjects are down-to earth, approachable and poised.
- Each image should convey the subject’s personal passion and purpose for living such as music, children, health, exercise, career, etc.
- The backgrounds and settings are rich, complicated and full of life.
- Please avoid stock images that are too posed, contrived and fake.

To access a library of approved photography, please contact:
Gateway Rehab
Marketing Department
Scott Shaw
412-604-8900 Ext. 1107
scott.shaw@gatewayrehab.org
MESSAGING GUIDANCE

The following rules and guidelines apply to all copy writing, proof reading and message development in all communications, both internal and external.
• Always use “Gateway Rehab” as the organization name.
  • Never use just “Gateway” as an abbreviation for the name.
  • Never use “Gateway Rehabilitation” to describe the organization.

• Always use “Twelve Steps” as the proper name of this program.
  • Twelve Steps should be two separate words with both words capitalized.
  • Never use twelve-steps with a hyphen.
  • Never use “12 Steps” as a proper name.
  • Use “12 steps” to describe the actual steps…
    • E.G., “the 12 steps of the Twelve Step program are…”

• Always use “yourself” as one word in standard copy with the following exceptions:
  • As a headline in the context of the theme line: “Bring your•self to life.”
    • See page 13 of the brand standards.
    • Always use the service mark SM with the theme line as the headline.
  • In copy, in the context of the theme line: “Bring your•self to life.”
    • E.G., “…the marketing theme line for Gateway Rehab is Bring your•self to lifeSM.
    • Once again, as a proper theme line, use a capital “B”, a black circle element and a period to end the sentence.
  • In copy, used in the vernacular, use “bring your true self to life.”
    • E.G., “At Gateway Rehab, you will bring your true self to life.”
    • Do not use a SM
For assistance with marketing collateral, obtaining logos and other design elements or any questions related to these brand standards please contact:

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