



Speaking as one

BRAND STANDARDS GUIDE

September 2022

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SPEAKING AS ONE

The standards described in this guide are essential in creating a unified brand experience that reinforces our identity in the communities we serve.

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Brand positioning and messaging

WHERE BRAND LIVES

Brand position exists at the intersection of an organization's unique attributes and those most valued by its stakeholders. This differentiates it from other organizations.



Brand positioning

The strategic brand position bridges the organizational strategy with the client experience. The positioning influences communications. The positioning statement is a brand promise; a declaration of how Chileda Shine is exceptional.

Chileda Shine overarching brand positioning statement

Chileda Shine serves youth and adults who seek lasting solutions for challenges that impede their mental, social, cognitive and behavioral well-being. Chileda Shine evolved from the renowned Chileda residential services for youth who have extraordinary behavioral needs, to offer clients spanning all ages with a broader offering of services. Chileda Shine programs take place in a home, school or office setting, where specific, individualized needs can best be met.

Chileda Shine methods are research-based, proven practices to help clients achieve lasting change. Professional therapists are certified in evidence-based techniques; they find great reward and satisfaction through their dedication to helping each client build a better future.

Chileda Shine Behavior Solutions brand positioning statement

Chileda Shine Behavior Solutions supports youth and their caregivers with proven strategies for long-term change in behavior, social and communications skills.

Through Chileda Shine Behavior Solutions, Chileda specialists are now able to collaborate with clients in the home. Using the best of today's evidence-based ABA practices, they identify opportunities, establish measurable goals and individualize an approach for lasting, meaningful change.

Nationally renowned Chileda is strongly positioned to bring their proven expertise to a wider group of clients through this in-home program.

Brand positioning

Brand ideals guide and inspire how we think, feel and talk about the brand. Used internally, they keep us focused on the unique aspects of the Chileda Shine brand.

Brand ideals

Expertise

Transformation

Proven

Personal

Supportive

Together

Confidence

Lasting

Progress

Leadership

Brand name strategy

Chileda Shine name

Name: Chileda Shine

The name Chileda Shine was inspired by

- Dedicated professionals who see each person in their best light
- Therapy that allows the individual to reach their potential
- Treatment that provides each person the opportunity to shine
- Services that are provided outside the renowned Chileda residential facility

The naming strategy leverages the strong brand equity and legacy of the parent brand, Chileda.

Following the branded-house brand-architectural model, Chileda precedes Shine: On all logo versions

- On all logo versions
- In all titles and headlines
- At first mention in body copy (per page for website and digital properties)

Chileda Shine service lines

Services preceded with the words, Chileda Shine, are title capitalized: **Chileda Shine Behavior Solutions** and **Chileda Shine Mental Health Services**

When used as descriptive copy in text, use lower case: "Our behavior solutions professionals will meet with you..." and "As you explore mental health services..."

Brand messaging

Chileda Shine tagline

Tagline: Begin a bright future

This tagline is a hopeful message of resolve and life-long change, speaking directly to the parent, caregiver or client. This tagline is also appropriate for recruiting.

The tagline is primarily presented as an approved graphic file, with or without logo.

When used within text, the tagline is always sentence capped as shown.

Brand messaging

Chileda Shine Behavior Solutions key messaging for client communications

Differentiated benefits

- Chileda Shine offers proven, lasting change.
- Our professional therapists leverage the best of today's evidence based ABA practices to provide lasting transformation, .
- Chileda Shine is a proven choice for long-term reduction of challenging behaviors and household stress,
- Beginning with a functional behavior assessment ensures effective and long-lasting improvements in daily living skills, interactions and self-regulation.

Individualized

- An assessment-based approach identifies opportunities, establishes measurable goals and individualizes an approach for lasting, meaningful change.
- Each person is seen in their best light and given their best opportunity to shine.
- Therapy is individualized to meet each client precisely where they are in terms of needs, specific challenges and potential.

In-home

- The in-home setting allows for individualized treatment that sets clients up for long-term success.
- A collaborative approach to problem-solving and behavior modeling allows therapists to meet the unique needs of your household.
- Chileda Shine Behavior Solutions serves clients with diverse behavior and social needs, who have less severe needs from those in Chileda residential care.

Brand messaging

Chileda Shine Behavior Solutions key messaging for employee recruiting

Leadership

- Chileda, a national leader in behavior therapy, is expanding services to help more families and individuals through Chileda Shine
- Chileda Shine is a proven choice for long-term reduction of challenging behaviors,

Team

- Work with other professionals who use an assessment-based approach to identify opportunities, establish measurable goals and individualize evidence-based therapy for lasting, meaningful change.
- Professional therapists are certified in evidence-based techniques.
- Help clients through a remarkable job that provides team support, continuing education, physical safety and tremendous rewards.
- Find great reward and satisfaction through helping each client build a better future.

Approach

- Therapy is individualized to meet each client precisely where they are in terms of needs, specific challenges and potential.
- Chileda Shine therapies are evidence-based, proven practices to help clients achieve optimum, lasting change.
- Our professional therapists focus on lifelong improvement leveraging the best of today's evidence-based ABA practices.
- Our team sees clients in their best light and gives them the opportunity to shine.

In-home setting

- Therapists take a collaborative approach that meets the unique needs of the client's household.
- The Chileda Shine in-home setting allows for an individualized treatment approach that sets clients up for long-term success.

Brand standards

VISUAL COMMUNICATION

How we present ourselves visually reveals a lot about our organization. Consistent adherence to visual communication standards shows we are reliable, disciplined, predictable, organized and working together with a common purpose.



Logo

Overview | Full color

Logo usage

The logo is one component of the brand identity. It is a mark that communicates who you are, at a glance. Proper use of the logo (and its variations) is necessary to present a consistent brand.

Acceptable colors for the logo are full color, black, white and reversed (white with full color icon).

Logo variations

Primary



Primary with tagline



Logo

Overview | Service lines

Logo usage

Chileda Shine offers many services to the community. Each service has its own logo variation that may be used when promoting a particular service.

Logo examples

Behavior Solutions



Mental Health Services



Music Therapy



Logo

Usage

Usage guidelines

Do

Always use an approved, provided logo file

Adhere to clear space requirements

Ensure logo is legible on chosen background

Do not

Recreate the logo

Scale or stretch

Colorize (other than the color versions provided)

Clear space requirements

The Chileda Shine logo must clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the logo. Clear space is an area that is kept free of any other text, graphic elements or other visual distractions.

Please ensure that a clear space, or margin, of logo Shine icon is maintained around the logo, where Shine icon is the height of the logo icon. More than this clear space is always acceptable.



Logo

Black, white and reversed

Logo variations

For black and white print pieces, the black or white logo may be used as an alternative to the full color.

When necessary, use the all white or reversed (white with full color icon) logo to enhance logo readability against an image or background that provides strong contrast.

Black



White



Reversed



Logo

Co-branding

Logo usage

In some instances, it's appropriate to feature the Chileda and Chileda Shine logos together.

When shown:

- The Chileda and Chileda Shine logos must appear in their entirety and not be altered in any way
- The logos should be of equal size and there must be adequate white space in and around them
- The logos must appear in the same color representation: black, white or full color
- The logos must never be combined or overlaid with text or graphics and, in general, collateral must adhere to the brand guidelines for usage

Co-branded examples



Logo

Usage

Application

Conceptual use of logo on team member badge, exterior building signage and apparel



Color palette

Primary, accents and neutrals

Primary



PANTONE 273 C

RGB 36 18 95
CMYK 99 100 27 28
HEX #24125F

PANTONE 1655 C

RGB 252 76 2
CMYK 0 85 100 0
HEX #FC4C02

Accents



PANTONE 158 C

RGB 232 119 34
CMYK 5 65 100 0
HEX #E87722

PANTONE 1365 C

RGB 255 181 73
CMYK 0 33 81 0
HEX #FFB549

PANTONE 122 C

RGB 254 209 65
CMYK 1 16 85 0
HEX #FED141

PANTONE 1205 C

RGB 248 224 142
CMYK 3 9 53 0
HEX #F8E08E

PANTONE 2191 C

RGB 0 163 225
CMYK 73 19 0 0
HEX #00A3E1

Neutrals



Black 100

RGB 0 0 0
CMYK 0 0 0 100
HEX/HTML #000000

Black 80

RGB 88 89 91
CMYK 0 0 0 80
HEX/HTML #58595B

Black 40

RGB 167 169 172
CMYK 0 0 0 40
HEX/HTML #A7A9AC

White

RGB 255 255 255
CMYK 0 0 0 0
HEX/HTML #FFFFFF

Fonts

Family and usage



Poppins | Primary font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Usage: Headlines, subheads, callouts, display and body copy

Poppins is available for [download from Google](#).



Skia | Secondary font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Usage: Subheads and special callouts

Visual elements

Brand assets and photography

Imagery

Consistent photographic style helps set the tone of the brand. Bright, well-lit images reflect a welcoming, warm and professional feel.

Diversity and inclusion is important to the brand. When featuring individuals, strive to balance authentic representation with aspirational representation.

Icon

The Chileda Shine logo icon may be used as a subtle decorative element. Icon can appear as a white transparent overlay against a background or gradient (as shown right).



Begin a ***brighter future***