

GROUPS RECOVER TOGETHER

BRAND GUIDELINES

groups
recover together



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Mission and Vision

GROUPS IS HERE TO LOWER BARRIERS, FIGHT STIGMA, AND PROVIDE OUR MEMBERS WITH QUALITY CARE.

Our mission is to combat America's opioid epidemic by destigmatizing the disease of addiction, and by providing life-saving treatment to all who need it.

Our vision is to bring high-quality, accessible, evidence-based addiction treatment to everyone who suffers from opioid use disorder. We deliver life-saving care by giving our team and our members things that are desperately lacking from our healthcare system: respect, personal connection, and hope that recovery is possible.

We commit to bringing our unique model and powerful clinical outcomes to everyone with opioid use disorder--regardless of where they live, how they prefer to access care, or who they are.



The Logo

A VISUAL REPRESENTATION OF
RECOVERY IN COMMUNITY

Much like our offices, our logo is designed as a welcome change in the recovery landscape. A modern design translates our tagline graphically with the o and u working together. It is purposefully created to be more people-focused and level up the treatment our members can expect to receive from Groups.

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Logo and usage

USES AND COLORWAYS

The standard Groups logo is teal and includes the tagline. In other cases, other colorways and versions might work better graphically. On a photo or a solid background, we use the white or black logo.

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STANDARD LOGO

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Logo and usage

VERSIONS

These versions without our tagline offer flexibility in our designs and represent the way we talk about Groups. They are available in the same three colorways as the standard logo.



Logo and usage

SAFE SPACE

The safe space around the Groups logo helps prevent it from feeling cramped in any design. In any use, the logo needs to have at least this much distance from any other elements within the design, as well as any edges.



THE DISTANCE IS CREATED BY THE OPEN SPACE IN THE "U" AS SEEN WITH THE ARROWS ABOVE.



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The Color

OUR SIGNATURE TEAL

The Groups teal is an elevated and modern hue that let's someone walking in our door know we value them. It combines calm blue and the renewal of green, and symbolizing open communication and clarity of thought. It's the perfect color to communicate that you are safe, that you will get through this, and we will be there by your side.

Brand Color

PRIMARY COLOR PALETTE

C84 M40 Y40 K9
R35 G119 B133
#237785

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

C71 M65 Y64 K68
R40 G40 B40
#282828

85% #448B97

65% #70A6B0

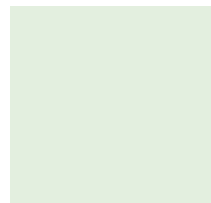
45% #9CC2C8

Opacity can be adjusted on our
signature color. All other colors
must be displayed at full opacity.

SECONDARY COLOR PALETTE



C30 M8 Y26 K0
R181 G207 B192
#B5CFC0



C10 M1 Y14 K0
R228 G239 B223
#E4EFDF



C4 M24 Y79 K0
R243 G194 B83
#F3C253

TERTIARY COLOR PALETTE



C46 M67 Y72 K45 | R95 G63 B51 | #5F3F33



C15 M18 Y22 K0 | R216 G202 B191 | #D8CABF



C75 M68 Y67 K90 | R0 G0 B0 | #000000

This third palette is for small accents only.

Typography

FONTS AND USAGE

To match our elevated branding and services, the Groups family of fonts are modern, relatable, and elegant.

Primary typeface

BRANDON GROTESQUE

In most use cases, Brandon Grotesque is the preferred font. This elegant and geometric font is available in seven weights from light to black with matching italics.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvXxYyZz

abcdefghijklmnopqrstuvwxyz.

AaBbCcDdEeFf0123456789!@#\$%^&*

AaBb

Secondary typeface

VARELA ROUND

Our secondary font, Varela Round, is a soft and legible font that is great at any size. With distinct features and rounded corners, this is a good font for headlines and for use on screens.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvXxYyZz

abcdefghijklmnopqrstuvwxyz.

AaBbCcDdEeFf0123456789!@#\$%^&*

AaBb

Use of Type

HEADLINE STYLE AND CHARACTER USE

For more information and guidance on messaging, content style, and voice please review the Groups Content Style Guide.

Brand Guidelines

Heading style one

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSs

0123456789!@#
\$%^&*

Digital Care

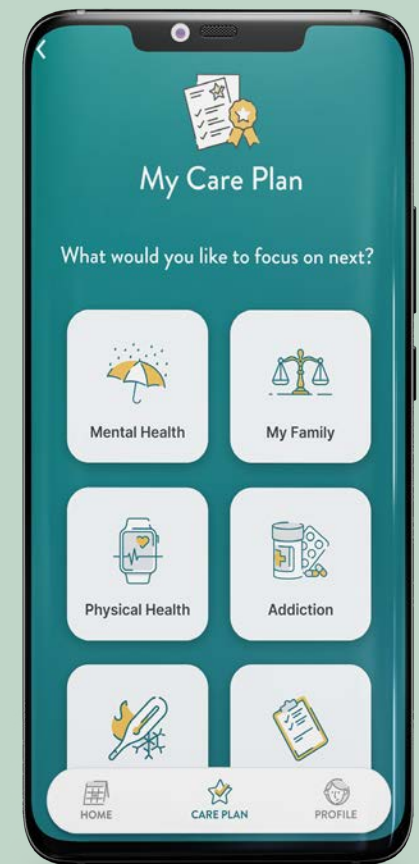
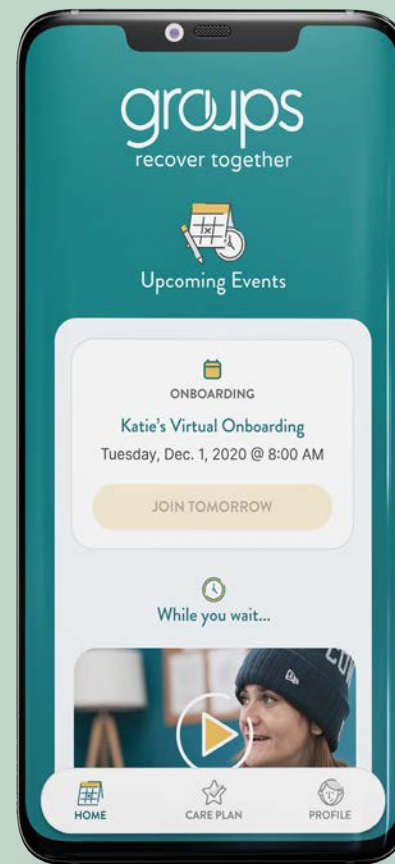
TRANSLATING THE BRAND ONLINE

In order to remove barriers to care, Groups has led the industry in effective care in digital spaces. Here are some guidelines on how we represent the Groups brand online and on the Groups app.

Groups App

THE GROUPS CARE MODEL IN YOUR POCKET

Representing the Groups brand through the color palette, modern design, and keeping our members' needs center stage. The Groups app keeps recovery within reach at all times.

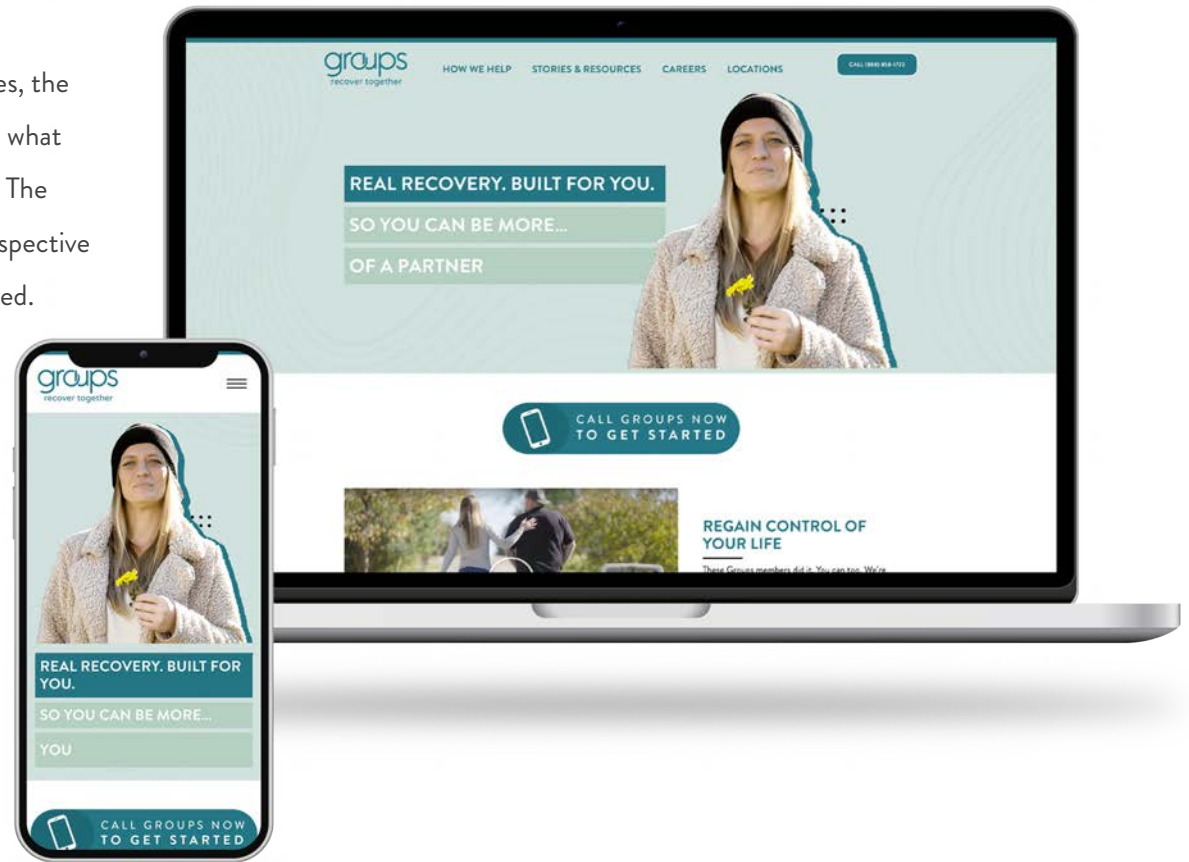


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joininggroups.com

MOBILE-FIRST DESIGN

Our website might be the first thing someone sees, the introduction to our brand. It has to communicate what we find important and identify us within seconds. The new joininggroups.com aims to speak directly to prospective members to help them find the care that they need.



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Imagery

HOW WE SHOW OUR MEMBERS WE SEE THEM

We want our members to know they have a seat at the table, a voice in our brand. Here are our guidelines for the photos and imagery we use to communicate that message in all of our collateral.

Imagery

OUR MEMBERS ARE THE BRAND

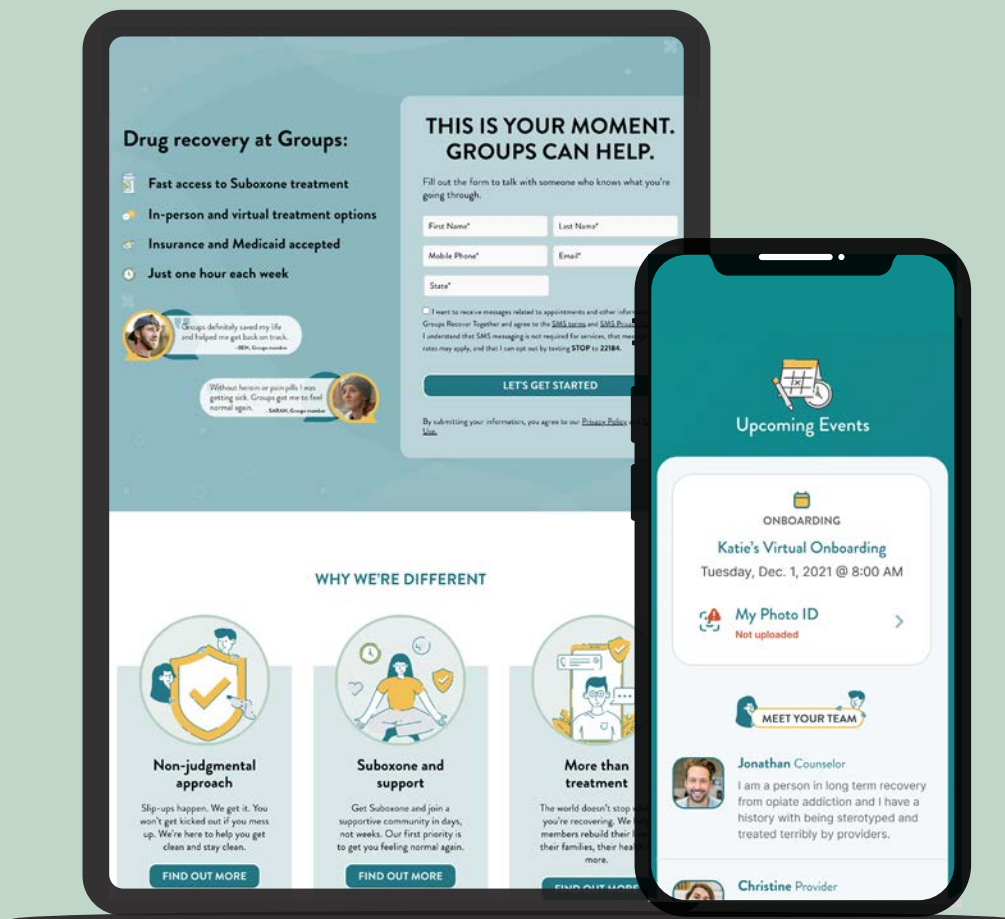
For all platforms, all possible instances, we use real photos of real Groups members. Stock images don't give credit to the hard work our members put in, and don't represent the real folks we have the pleasure of meeting and serving every day. So it is very important in our branding to make clear - we do not use stock photography.



Illustrations

OUR DIGITAL FOOTPRINT NOW SPEAKS
THE SAME VISUAL LANGUAGE

By making use of the visual style in the Groups app and introducing the same illustrations and icons to the website, we close the gap in our member's journey. They recognize these brand ingredients across all of our platforms for a more seamless experience.

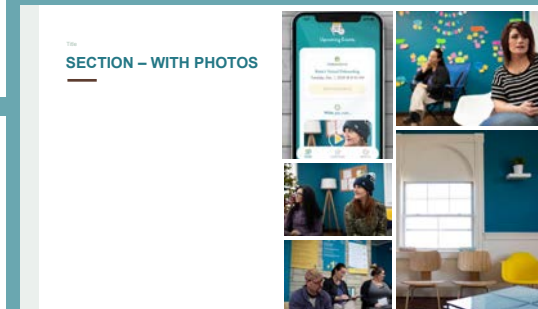
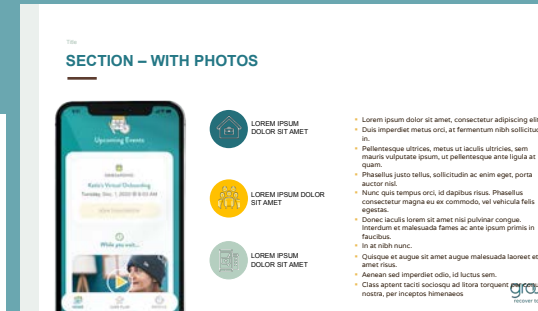
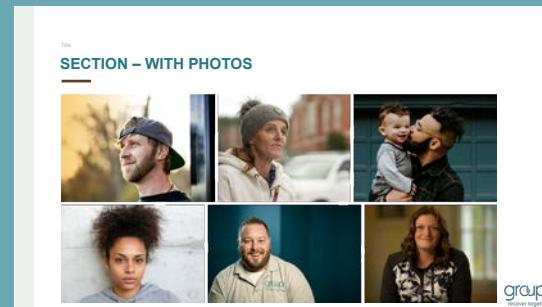
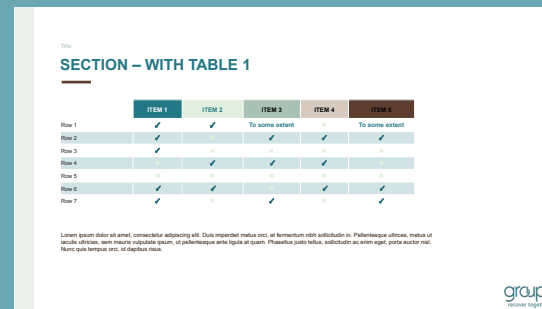
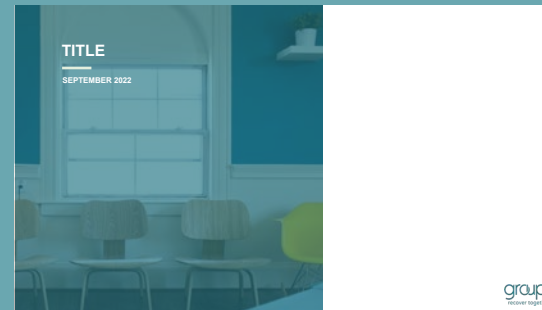


groups

Presentation

FOR PRESENTATIONS ACROSS THE GROUPS ORGANIZATION

This easy-to-use template has the Groups brand built in.
With the structure and design already created, anyone can share the Groups message in a seamless and branded way.



Stationary

LETTERHEAD AND BUSINESS CARD TEMPLATES

Clean, simple, and updated letterhead can be used for a variety of communications and contact opportunities.



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To:
NAME NAME
1234 Address Street
City, State 12345

Dear Client,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed mauris dolor, lacinia ac iaculis ac, aliquam non elit. Pellentesque sem orci, cursus non rhoncus sed, hendrerit sagittis lacus. In porta, eros et feugiat venenatis, risus nisi pellentesque nisl, placerat finibus lorem urna sollicitudin diam. Aenean interdum lectus eget finibus pharetra. Mauris in ullamcorper nisi. Duis tempus, diam et dictum consectetur, velit libero aliquam sapien, et pretium sem mi id turpis. Vivamus vel nulla mollis, suscipit risus in, dictum lorem. Ut sit amet luctus eros, a ultrices nisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sit amet mauris id tortor varius semper. Aenean neque felis, sagittis eu ullamcorper quis, facilisis eu ex. Mauris ut felis nec mi blandit luctus a eget enim. Sed congue tempor congue.

Morbi accumsan et quam pharetra sodales. In dignissim rutrum erat sit amet finibus. Integer sodales quam nec fermentum luctus. Suspendisse auctor lacus non sem varius egestas. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Duis et ullamcorper urna, non finibus elit. Mauris efficitur mauris quis purus aliquam scelerisque.

Suspendisse justo enim, consectetur vulputate risus quis, scelerisque ullamcorper dui. Quisque mi velit, tempus euismod tellus et, viverra pulvinar ligula. Aenean in nulla nec nisi fermentum sagittis ut sit amet quam. Suspendisse at nisl facilisis lorem imperdiet sagittis. Quisque nulla magna, cursus id nisi non, lobortis tristique augue. Curabitur eu lorem risus. Nam tincidunt vulputate tortor vitae luctus.

Thank you,

Signature Signature

Name Name
Title

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111 SOUTH BEDFORD STREET, SUITE 205
BURLINGTON, MA 01803-5145

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Thanks!

For questions regarding branding, design, or marketing, please
contact the Groups Marketing Team:

E: marketing@joiningroups.com

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Burlington, MA 01803-5145