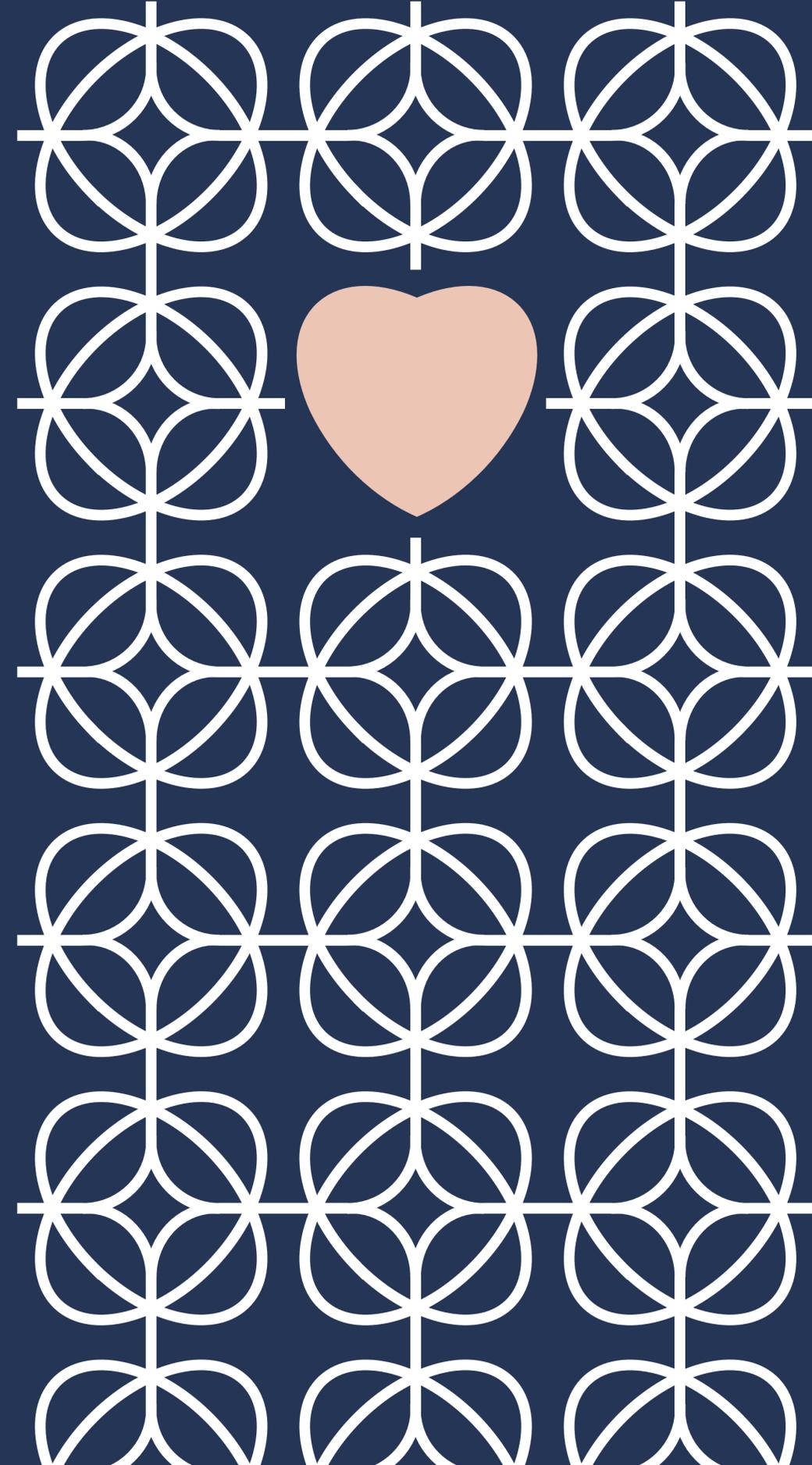


Brand Guide



MERIDIAN
HEALTHCARE



In Your Brand Guide

1. Verbal Identity
2. Visual Identity
3. In Use Examples

PART ONE

Verbal Identity

The written and spoken language of our brand.

Verbal Identity

1. **Purpose:** Why do we exist?
2. **Profile:** What is our elevator pitch?
3. **Proposition:** What makes us remarkable?
4. **Approach:** What is our rally cry?
5. **Messaging:** How will our message captivate?
6. **Audience:** Who are our main audiences?*
7. **Personality:** What's our brand's personality?*
8. **Story:** What's our brand story?
9. **Values:** What do we value?
10. **Ambition:** How will we change the world?

**internal-facing language*

Our Purpose

We restore and build community with *life-changing* care.

Every day, we support our patients and their families on their journey to hope, recovery, and wellness. We provide them with resources to rise from challenges and soar to new heights. The word meridian means “a high point.” That’s what we strive for: to build up community by helping people reach their highest potential.

Since our founding over 50 years ago, we’ve broadened our behavioral health services and expanded our reach to 14 counties throughout North Central Florida. But we are still guided by a shared purpose: people first, always. This means we treat mental illness and substance use with humanity and compassion for every individual. We nurture our staff and support their abilities because they are what makes Meridian such a special place.

Our Profile

Meridian is *more* than a crisis center.
We're a community.
And a community resource.

Meridian Healthcare meets the mental health needs of our communities regardless of age, race, gender, income, or zip code. We meet urgent needs and provide long-term treatment plans. When someone feels like they have nowhere to turn, we never turn them away.

Because we all benefit from having access to mental health and substance use recovery resources. With over a dozen locations, a mobile response team, and telehealth availability, we provide everything from psychiatric and rehabilitation treatment to everyday needs like primary care.

Our Proposition

Community means *caring* for the whole person, wholeheartedly.

We practice whole-person care rooted in hope and empathy. By understanding each individual's needs, we can connect them to the mental health and substance use recovery resources they need. That's why we have primary care embedded in our two largest clinics and care coordination to make sure whatever's happening with your cardiologist or oncologist is aligned with your psychiatric wellness. We go beyond preventative treatment and rehabilitation. We offer our patients the space, tools, and belief they need to restore their well-being.

Whole-person care also leads to a stronger staff and culture. To support the health of our community means we have to establish and maintain a healthy work environment. At Meridian, we value your expertise, creativity, and unique perspective. Our people are what makes Meridian such an empathetic treatment center and an employer of choice. We can care for our community because we care for one another. This empowers our patients and staff to not only make progress in their own lives but to have an outsized impact in their community.

Our Approach

One *life* at a time.

It's overwhelming to consider the systemic issues that are often at the root of mental illness and substance use, nationally and locally. Issues like housing insecurity, gun violence, and rising rates of depression are affecting more and more lives. So what role does Meridian Healthcare play in making progress in these areas? How do we create positive change in our community?

One life at a time. Many of us are familiar with the phrase "It takes a village to raise a child," — a philosophy of communal care that supports each individual. At Meridian, we believe that one person also has the power to impact the entire community. When someone is surrounded by caring family, friends, and clinicians they can reach their full potential and in turn, elevate the well-being of those around them.

Our mantra also draws inspiration from "One step at a time" — a common rallying cry for those in recovery. One life at a time captures how we make progress person-to-person and heart-to-heart. No one chooses mental illness, and substance use disorders are not a character flaw that needs fixing. People are not beyond repair; they simply need a place that prioritizes their well-being and offers the tools needed to achieve growth.

We're empowering one life at a time, one community at a time.

Our Messaging

One *community* at a time.

Now that we have the core statements above to define who Meridian is and what our voice sounds like, it's time to bring it all to life. Here are some examples of how we might tailor our messaging to connect with each of Meridian's four audiences or communities.

Patient Focus

Empowering our patients to turn adversity into *hope*.

This headline format helps our patients gain a new perspective on their health journey. The contrasting phrases show how progress is more attainable than they might think.

Where emptiness
becomes *empowerment*.

Where setbacks
become *comebacks*.

Where obstacles
become *opportunities*.

Staff Focus

Showing *everyone* what it means to be a Meridian.

These headlines offer a way to create a positive vocational identity associated with working at Meridian. Our goal is to show how staff use their gifts and passions in many ways, while serving a common cause.

“I’m a Meridian because I can share my *knowledge* and my passion for people.”

What It Means to Be a Meridian

“I’m a Meridian because I can care for my *community* on an individual level.”

What It Means to Be a Meridian

“I’m a Meridian because I get to work with youth and *support* their mental health.”

What It Means to Be a Meridian

Supporter Focus

Reminding others that there's *more* to Meridian.

“There’s more to Meridian” is a potential campaign that speaks to Meridian’s compassionate, comprehensive care while also changing the narrative that Meridian is only a crisis center for the most at-risk in the community. This messaging resonates with individual patients, families, and supporter organizations.

We welcome walk-ins. Because no one schedules a crisis.

There’s *more* to Meridian.

You work hard to take care of your family, but who’s taking care of you?

There’s *more* to Meridian.

Together, we can cover our community in compassionate care.

There’s *more* to Meridian.

Partner Focus

Inviting partners to play a bigger role in community-wide *care*.

How can we encourage donors and volunteers to support our mission and highlight their personal role in improving access to care?

If we restore even one life, we've strengthened our entire *community*.

Let's surround North Central Florida with *compassionate* care.

Caring for the whole person takes the *whole* community.

Our Audience

Because *community* is central to our brand, organization, and work, we define our audience groups by sub-communities we serve and partner with.

Community of *Patients*

Community of *Meridians*

Community of *Supporters*

Community of *Partners*

Community of *Patients*

First and foremost, we meet the mental health needs of individuals in North Central Florida. People of all ages and backgrounds turn to Meridian for hope and healing. Children and teens grappling with challenges beyond their years; the unhoused who are searching for stability; veterans who feel forgotten; anyone wrestling with mental illness or substance use disorders; individuals facing an immediate crisis and individuals looking for a treatment plan. We serve diverse populations, but our message is clear: we welcome you with open arms and provide compassionate, comprehensive care no matter where you are in your health journey.

Community of *Meridians*

To be an employer of choice, we must attract and empower exceptional people. A Meridian employee/staff member is someone whose heart beats for our patients. They believe that by impacting one life they can build community. From counselors to custodians and clinicians to administrators, our staff should feel united in a common cause. Whether they're on the front lines or the back office, answering the phone or answering the call to join our team, Meridian's messaging should resonate with current staff and potential hires. It should inspire us to build an authentic and healthy culture so we can deliver the best patient experience possible.

Community of *Supporters*

Individuals and organizations who help us create a comprehensive support system. Our supporter community is an essential extension of our care team. These are the family members, friends, and sponsors who encourage our patients to seek our help. They are often weary from walking this difficult journey with our patients. Families and friends need comfort and reassurance that they're not alone, no matter what they're going through. This group also includes pillars in the community such as faith-based organizations, shelters, schools, and law enforcement. Our messaging should remind these supporters that we're just as much here for them as we are for our patients. And together, we provide wrap-around care for our communities' health needs.

Community of *Partners*

Difference-makers who help sustain our work by giving their time, money, and attention. While Meridian is financially healthy, we need to prioritize fundraising efforts that can further improve the level of care we provide. We use targeted messaging that appeals to donors and highlights how their contributions can have a direct impact on their community. We also want to inspire volunteers to get involved in a variety of ways. And we can't overlook the importance of referral sources and service providers who aid our mission.

Our Personality

We are Caring, Inspiring, Reliable, and Knowledgeable.

Caring

Compassion guides the way we work with patients, families, and our staff. We believe everyone is deserving of unconditional love.

Inspiring

We shine as a beacon of light throughout North Central Florida, giving the individuals, families, and communities we serve hope for brighter tomorrows.

Reliable

When life has you feeling off-balance and uncertain, you can rely on Meridian. We've served our communities with comprehensive healthcare for over 50 years and we'll continue to be there for our patients and staff.

Knowledgeable

Our communities look to us as a trustworthy leader in whole-person healthcare. Rest assured that anyone who comes to Meridian will receive specialized, high-quality care from experienced medical and clinical professionals.

Voice & Tone

Our voice is *affirming and empowering*.

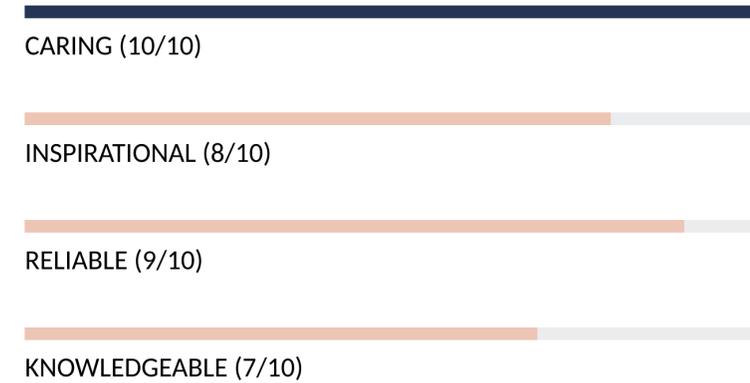
Voice expresses our distinctive point of view. It connects us to audiences and amplifies what to expect from our organization. Our voice should be consistent across platforms – whether social media, video, or print.

Our voice doesn't change. But the tone we use can vary.

Tone reflects our personality traits.

Our communications may sound more empathetic when we're focused on our patient community and more inspiring when we're targeting donors. We should adapt our writing tone to the situation just like we do in face-to-face communications.

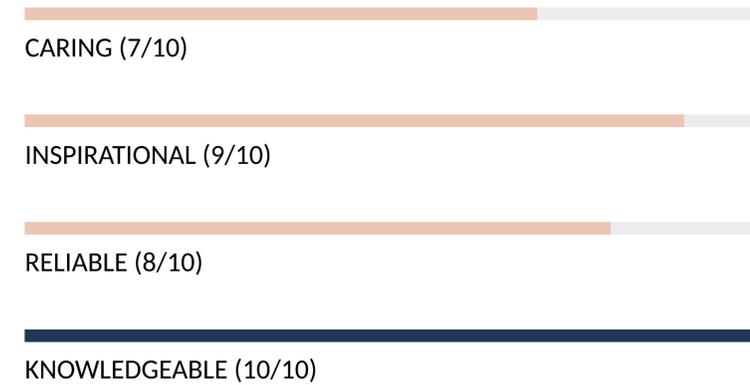
Tonal Amplification



Patients

Our patient-focused messaging should feel compassionate, relational, and empathetic. From headlines and videos to emails and print materials, our content should feel warm and inviting. Even though we're a relatively large organization that provides a wide range of healthcare services, individuals should see themselves in our brand. We need to strike a balance to seem professional without being overly clinical.

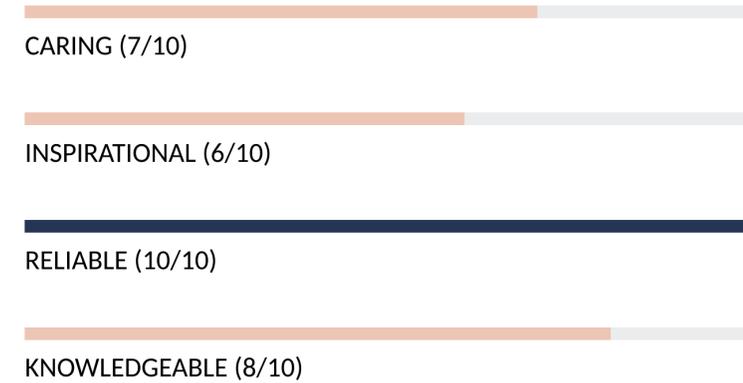
Tonal Amplification



Meridians

Prospective employees and current staff should feel motivated by our messaging. We want to emphasize that Meridian is a place where they're valued, they can make a difference, and they can grow their careers. They should see Meridian as an exciting, rewarding place to work; a place where they can directly impact the health of our communities. Let's build on our extensive history in behavioral healthcare and position ourselves as a leader in whole-person healthcare that empowers our patients and staff.

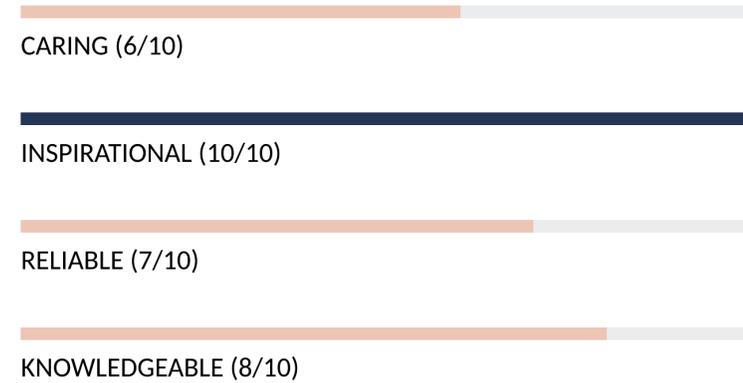
Tonal Amplification



Supporters

This may be our broadest demographic, but our messaging for supporters is unifying: We're in this together. This includes the families and friends who serve as a vital support system for our patients. To them, we are affirming as we walk with them every step of the way. Supporters also include faith communities, schools, and law enforcement. Meridian is aligned with these organizations in seeking ways to strengthen the health of our communities. Adopt a tone that is strong yet humble; honest yet resolute.

Tonal Amplification



Partners

Partners includes the valued relationships we have with referral sources and partner agencies. We must maintain and strengthen those vital connections through our communications. Partners also refer to donors and volunteers who believe in our mission and help sustain our resources. Connect with them by translating statistics into stories and showing that even if they help impact one life, they've served their entire community in immeasurable ways.

Rational vs. Emotional Tone



Our Story

How do you strengthen an entire *community*? One life at a time.

I opened my eyes, staring at the ceiling, unable to move. It feels like I'm lying at the bottom of a deep well. I'm so exhausted, but I haven't slept in a week. On my nightstand is a half-empty bottle of painkillers, on top of unpaid bills, next to my phone with dozens of unanswered calls and texts. Asking, where have you been?

Then, there was a knock on the door. After missing several of her calls, my sister let herself in with her spare key. She sees the kind of shape I'm in and drops a ladder down into my well. I wasn't quite strong enough or ready to climb all the way out, but my sister helped me take the first step. I met with a counselor and they helped me see that there is hope.

For the next few months, my sister drove me to my counseling sessions and I continued climbing. Some rungs on the ladder were slippery and I almost descended back into the darkness. But the staff and my friends cared too much to let me go back down.

Now, the most incredible thing is that not only was I strong enough to finally climb out of my own well. But I can now support others who feel trapped and weighed down by mental illness or substance use.

This story, this journey represents personal healing that leads to collective growth. This is what it looks like to build community by empowering one life at a time. By restoring individuals, we can uplift many. When we lead with empathy and compassion and meet people where they are, we can show them the way forward.

We are Meridian Healthcare. Empowering one life at a time. One community at a time.

Our Values

Hope

Empathy

Accountability

Resilience

Teamwork

Hope

A healthy dose of *hope* helps us stay positive on the most challenging days.

Associated Behaviors (internal-facing):

We remain hopeful in the face of the challenging situations and seasons of life our patients experience.

We bring enthusiasm and joy to work every day. When someone is down, whether it's a patient or fellow staff member, we lift them up.

There are always hard days and weeks in healthcare, yet we believe better outcomes are possible.

Empathy

We are committed to compassion, understanding, and *genuine* human connection.

Associated Behaviors (internal-facing):

Compassion is at the core of our interactions and care. Our interactions should exude warmth and acceptance.

We are mindful of the human component of healthcare, making everyone feel like they matter and are deserving of love.

Rather than make assumptions, we ask questions that enable us to provide more focused and intentional care.

Accountability

We all have a *responsibility* to work with integrity as we strive to deliver high-quality care.

Associated Behaviors (internal-facing):

Regardless of title or time on staff, we all contribute to Meridian's growth and the quality of care we provide.

No one is perfect. When we make a mistake, we own it. But more importantly, we learn from it.

We empower each staff member to own their area of expertise and continually raise the bar in their role.

Resilience

Our community depends on us to show up and *continually* give our best.

Associated Behaviors (internal-facing):

In healthcare, progress is rarely linear. When we experience setbacks, we bounce back and move forward.

We don't have to always have a perfect answer, but we should always seek pragmatic solutions.

We are steadfast and determined to get 1% better every day.

Teamwork

Collaboration is key to providing exceptional care.

Associated Behaviors (internal-facing):

We work together with our community partners to ensure each patient receives comprehensive care.

We celebrate wins and show appreciation for our teammate's efforts and unique gifts.

We bring a can-do attitude to work every day.

Our Ambition

Together, we will transform our communities from the inside out.

As the rates of mental illness and substance use continue to rise, we will rise to the occasion. Throughout our 50-plus-year history, Meridian Healthcare has been an innovator in behavioral healthcare, working to remove stigma and improve access to care. Now, we will demonstrate a renewed approach to supporting individuals and families on their journey to recovery and wellness.

Where there is crisis, we will respond with compassion and understanding. Because healing comes from the heart. Where there is darkness, we will be the light illuminating the way forward, one step at a time. When someone falls down, we will pick them back up — whether they are a patient, family member, or fellow staffer. Because we are stronger together. Whenever we impact one life, we will reach one hundred. This is how we transform community.

Narrative Overview

PURPOSE

We restore and build community with life-changing care.

PROFILE

Meridian Healthcare meets the mental health needs of our communities regardless of age, race, gender, income, or zip code. When someone feels like they have nowhere to turn, we never turn them away. Because we all benefit from having access to mental health and substance use recovery resources.

PROPOSITION

We practice whole-person care rooted in hope and empathy. By understanding each individual's needs, we can connect them to the mental health and substance use recovery resources they need. We go beyond preventative treatment and rehabilitation. We offer our patients the space, tools, and belief they need to restore their well-being. This empowers our patients and staff to not only make progress in their own lives but to have an outsized impact in their community.

APPROACH

How do we create positive change in our community? One life at a time. This mantra captures how we make progress person-to-person and heart-to-heart. Steadily gaining momentum and building a movement. We're empowering one life at a time, one community at a time.

AMBITION

Together, we will transform our communities from the inside out.

Summary

In the simplest form, these are the answers to our essential brand questions:

Purpose: Why do we exist?

We restore and build community with life-changing care.

Profile: What is our elevator pitch?

Meridian is more than a crisis center. We're a community. And a community resource.

Proposition: What makes us remarkable?

Community means caring for the whole person, wholeheartedly.

Approach: What is our rally cry?

One life at a time.

Messaging: How will our message captivate?

One community at a time.

Audience: Who are our main audiences?

Patients, Meridians, Supporters, and Partners

Personality: What's our brand's personality?

We are Caring, Inspiring, Reliable, and Knowledgeable

Story: What's our brand story?

Empowering one life at a time. One community at a time.

Values: What do we value?

We value Hope, Empathy, Accountability, Resilience, and Teamwork.

Ambition: How will we change the world?

Together, we will transform our communities from the inside out.



PART TWO

Visual Identity

The visual language of our brand.

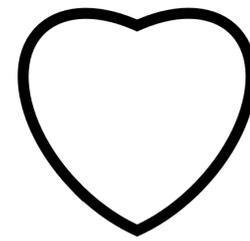
Visual Identity

- Concept Origins
- Logo
- Logo Colors
- Logos on Background Colors
- Clear Space
- Incorrect Usage of the Logo
- Logomark
- Vertical Logo Lockups
- Logo Lockup Variation
- Avatar, App, and Favicon
- Color Palette
- Gradients
- Colorways: Preferred Pairings
- Colorways: Accessible Color Combinations
- Fonts
- Display Fonts
- Body Fonts
- Font Substitution
- Patterns
- Photography
- Values Seal

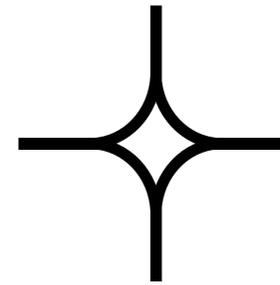
CONCEPT ORIGINS

At the core of Meridian's Healthcare brand lies a deep commitment for transformation, inspired by the Verbal Identity in the ethos of "One life at a time" and "One community at a time."

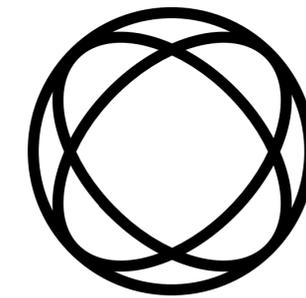
With Meridian being the heart of the community, we empower one life at a time, one community at a time. Our logo, a fusion of heart, individual empowerment (life), and commitment, symbolizes our mission to create change from within, igniting a ripple effect across our communities. It acts as a visual beacon, embodying the vision to redefine healthcare by prioritizing well-being at its core.



HEART



LIFE



COMMUNITY

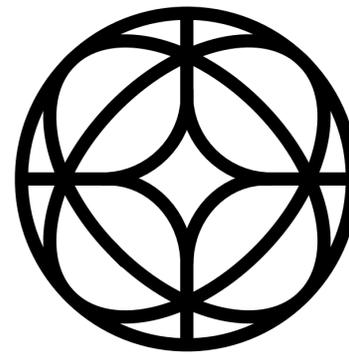
LOGO

The Meridian Healthcare logo stands as the cornerstone of our brand identity, embodying our core values and mission. It serves as the most significant visual representation of who we are and what we stand for.

The fusion of life, heart, and community within the logo encapsulates the essence of our unique system, symbolizing our commitment to holistic care and community well-being. Each element within the logo holds profound significance, reflecting our dedication to empowering individuals, nurturing connections, and fostering positive change.

As the visual anchor of our brand, the Meridian Healthcare logo not only signifies our presence but also serves as a beacon of hope and transformation within the communities we serve.

Logo



Logomark

MERIDIAN
HEALTHCARE

Logotype

LOGO COLORS

The Meridian Healthcare logo may be used in *Deep Black* and *Bright White*. Use the elements in your piece of communication to determine the color of the logo for maximum contrast and clarity.

If your background is light, you should be using the *Deep Black* logo. If the background is dark, use the logo in *Bright White*.

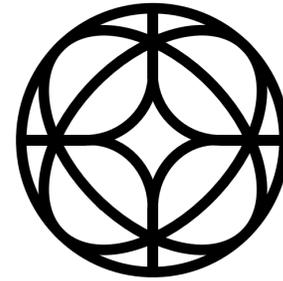
On photography, you may use *Bright White* or *Deep Black*, but be sure it is clear and legible.

Never use the logo in any of the secondary colors.

Logo color recommendations:

1. *Deep Black* logo on light background.
2. *Bright White* logo on dark backgrounds.
3. *Deep Black* or *Bright White* logo for use on photographs.

1.



MERIDIAN
HEALTHCARE

2.



MERIDIAN
HEALTHCARE

3.



MERIDIAN
HEALTHCARE

LOGOS ON BACKGROUND COLORS

In maintaining consistency and reinforcing brand identity, it's essential to ensure that our logo is always presented in the most appealing and impactful manner. The following examples have been chosen to prioritize colors that provide sufficient contrast and align with the brand's color palette.

By ensuring readability, visibility, and adherence to accessibility standards, we strengthen brand recognition and resonance across various mediums. These applications ensure our logo remains distinct, memorable, and impactful in communicating our brand identity.

1. *Deep Black logo on Bright White.*
2. *Bright White logo on Meridian Blue.*
3. *Deep Black logo on Almond Brown.*
4. *Deep Black logo on Alabaster White.*
5. *Deep Black logo on Dogwood Pink.*
6. *Deep Black logo on Jasmine Yellow.*
7. *Deep Black logo on Azure Blue.*

1.



2.



3.



4.



5.



6.



7.



CLEAR SPACE

The logo's clear space is the distance between the logo and any graphic element it is next to. For the horizontal logo, the clear space around it should always be greater than or equal to the size of the logomark.

To ensure legibility of the logo, we've created minimum size guidelines. Anything smaller than 50 pixels wide, when used digitally or .5-inch wide in print limits readability and loses legibility. Minimum logo size recommendations:

Digital: 50 pixels high

Print: 0.5 inch high

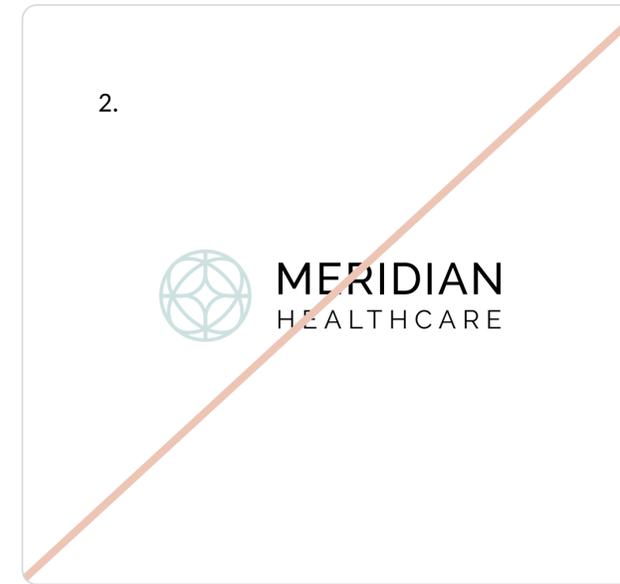


50 pixels high



INCORRECT USAGE OF THE LOGO

1. Do not reverse the logo.
2. Do not apply colors.
3. Do not rotate any single part of the logo.
4. Do not stretch or alter the proportions of the logo.
5. Do not change the arrangement of the logo.
6. Do not apply gradients, shadows, or other effects to the logo.

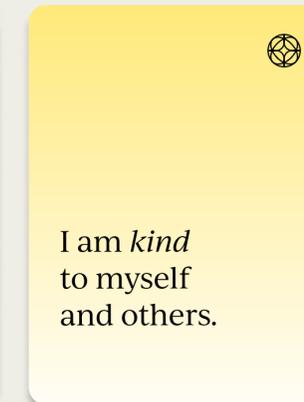
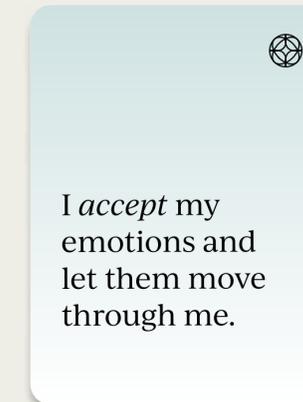
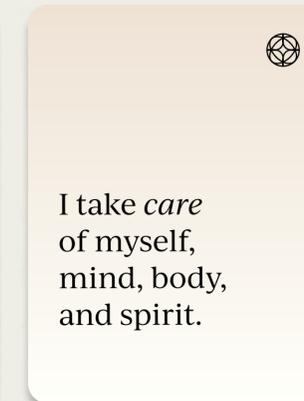
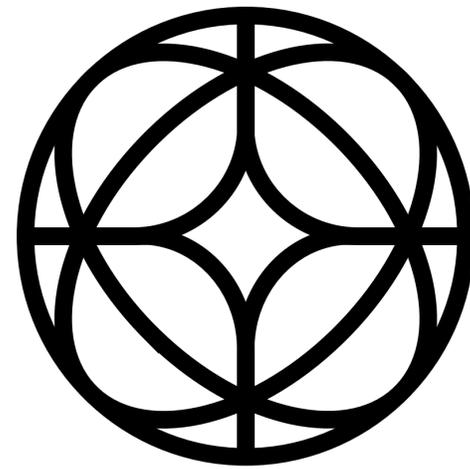


LOGOMARK

This is the logomark. The logomark can be used on its own within specific situations in which Meridian Healthcare is clearly established and controlled. See provided examples as a reference.

The same general rules for clear space that apply to the logo also apply to the logomark.

The clear space around it should always be greater than or equal to the size of the logomark.



VERTICAL LOGO LOCKUPS

This is the Meridian Healthcare logo in a vertical format. It is to be used as a secondary option in cases where the primary logo cannot be used due to its horizontal orientation. See provided examples as a reference.

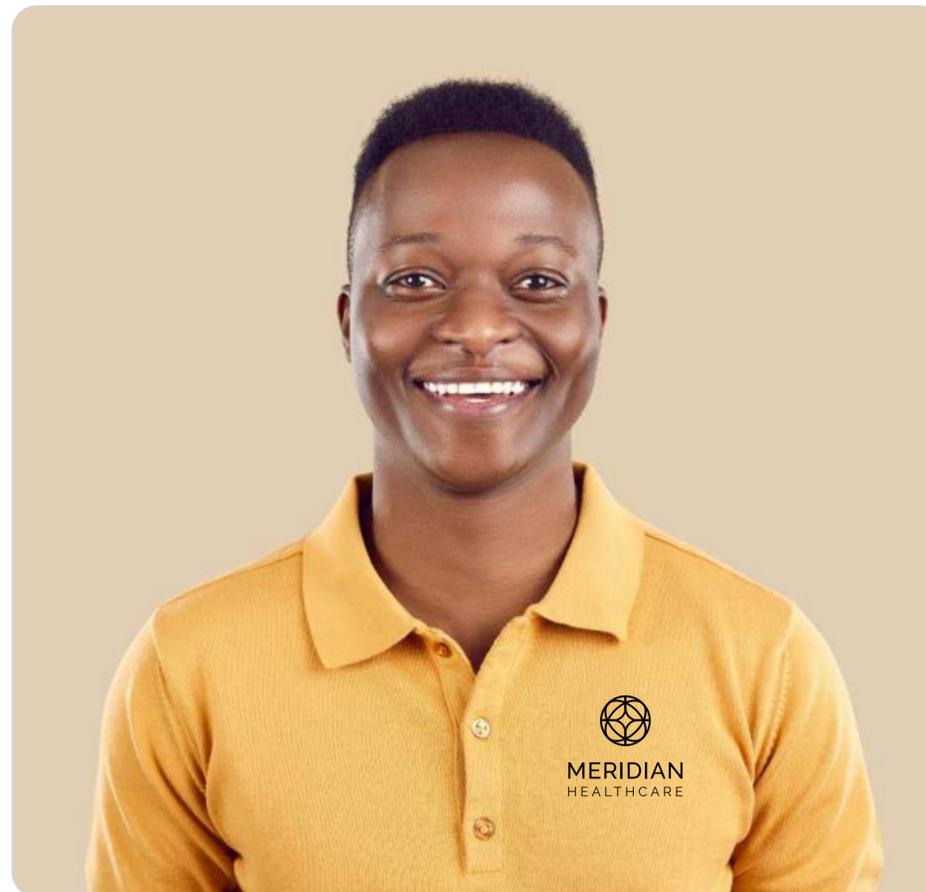
The logo's clear space should always be greater than or equal to the size of the logomark.

To ensure legibility of the logo, we've created minimum size guidelines. Anything smaller than 50 pixels wide, when used digitally or .5-inch wide in print limits readability and loses legibility. Minimum logo size recommendations:

Digital: 100 pixels high
Print: 0.5 inch high



100 pixels high



LOGO LOCKUP VARIATION

This logo lockup variation is designed for small applications to ensure consistency and recognizability across all touch points, particularly in healthcare contexts where space is limited and brand recognition is still evolving. See provided examples as a reference.

The logo's clear space is the distance between the logo and any graphic element it is next to. For the horizontal logo, the clear space around it should always be greater than or equal to the size of the logo mark.

To ensure legibility of the logo, we've created minimum size guidelines. Anything smaller than 50 pixels wide, when used digitally or .5-inch wide in print limits readability and loses legibility. Minimum logo size recommendations:

Digital: 50 pixels high

Print: 0.5 inch high



50 pixels high



AVATAR, APP, AND FAVICON

These are suggested guidelines and dimensions for avatars, app icons, and browser favicon:

For color usage, we recommend utilizing *Bright White* on the *Meridian Blue* background as the preferred choice.

When working with sizes smaller than 256 pixels in width, we advise incorporating the logo mark featured in the logo. This mark symbolizes the Meridian Healthcare brand.

Rectangular: 256px



128px



64px



32px



16px



Round: 256px



128px



64px



32px



16px



COLOR PALETTE

This is the Meridian Healthcare color palette carefully crafted to reflect our brand personality and color psychology principles. It is anchored by *Meridian Blue* for stability and trust, complemented by *Alabaster White* and *Bright White* for clarity.

Our secondary colors: *Almond Brown* for stability, *Dogwood Pink* for care, *Jasmine Yellow* for inspiration, and *Azure Blue* for reliability. Each hue evokes specific emotions and traits, creating a welcoming and harmonious palette that embodies our brand ethos. Utilize *Deep Black* for textual content and when higher contrast is needed.

PRIMARY

Meridian Blue

#243555
RGB 87, 106, 154
PMS 7686 U
CMYK 86, 62, 2, 10

Alabaster White

#EFFFFF
RGB 229, 220, 239
PMS 663 U
CMYK 5,8, 0, 0

Bright White

#FFFFFF
RGB 255, 255, 255
PMS WHITE
CMYK 0, 0, 0, 0

SECONDARY

Almond Brown

#EEE2D4 | RGB 231, 203, 186
PMS 4685U | CMYK 3, 16, 24, 0

Dogwood Pink

#EDC5B5 | RGB 211, 169, 166
PMS 7612U | CMYK 8, 33, 28, 3

Jasmine Yellow

#FFEA79 | RGB 255, 230, 86
PMS 107U | CMYK 0, 0, 89, 0

Azure Blue

#CEE1E1 | RGB 175, 208, 231
PMS 552U | CMYK 29, 4, 2, 0

Deep Black

#000000 | RGB 0, 0, 0,
PMS Black 6 | CMYK 60, 40, 40, 100

GRADIENTS

The gradients used in this brand are inspired by the secondary colors of the color palette and are meant to symbolize transformation as each color transitions to *Bright White*. These gradients embody our commitment to navigating transitions with clarity and optimism.

Utilize these gradients in messaging to articulate the evolving nature of Meridian Healthcare and its initiatives, ensuring consistency and balance across brand collateral. Let these gradients serve as visual cues, guiding viewers through moments of transformation with purpose and unwavering dedication to our mission.



Example of gradients in use.

Azure Blue Gradient

#CEE1E1
RGB 175, 208, 231
PMS 552U
CMYK 29, 4, 2, 0



#FFFFFF
RGB 255, 255, 255
PMS WHITE
CMYK 0, 0, 0, 0

Jasmine Yellow Gradient

#FFEA79
RGB 255, 230, 86
PMS 107U
CMYK 0, 0, 89, 0



#FFFFFF
RGB 255, 255, 255
PMS WHITE
CMYK 0, 0, 0, 0

Dogwood Pink Gradient

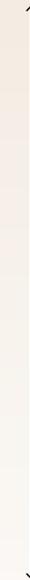
#EDC5B5
RGB 211, 169, 166
PMS 7612U
CMYK 8, 33, 28, 3



#FFFFFF
RGB 255, 255, 255
PMS WHITE
CMYK 0, 0, 0, 0

Almond Brown Gradient

#EEE2D4
RGB 231, 203, 186
PMS 4685U
CMYK 3, 16, 24, 0



#FFFFFF
RGB 255, 255, 255
PMS WHITE
CMYK 0, 0, 0, 0

COLORWAYS: PREFERRED PAIRINGS

When working with these preferred pairings, within the color palette, it's crucial to pay attention to the context and overall design goals. Using these colors thoughtfully and strategically will help achieve a visually appealing and impactful composition that resonates with the intended audience.



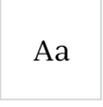
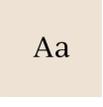
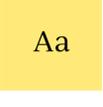
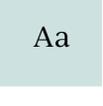
COLORWAYS: ACCESSIBLE COLOR COMBINATIONS

These recommended foreground/background color pairings have been WCAG tested and confirmed for meeting AA+ contrast standards for large (3.0 above 18pt) and small (4.5 below 18pt) text.

When pairing text to gradients, it is essential to ensure optimal contrast for text readability. For seamless integration of text onto gradients, refer to this guide for recommendations that guarantee adherence to AA+ contrast standards.

Accessible Color Combinations

 Avoid using these color combinations, as they fail to meet the 4.5:1 color contrast ratio required by Section 508 standards for body text, which could make it challenging for some individuals to read the text. Incorporating accessibility best practices enhances the overall user experience for everyone.

	Deep Black Text #000000	Alabaster White Text #EFFFFF	Bright White Text #FFFFFF	Almond Brown Text #EEE2D4	Dogwood Pink Text #EDC5B5	Jasmine Yellow Text #FFEA79	Azure Blue Text #CEE1E1
 Meridian Blue Background #243555							
 Alabaster White Background #EFFFFF							
 Bright White Background #FFFFFF							
 Almond Brown Background #EEE2D4							
 Dogwood Pink Background #EDC5B5							
 Jasmine Yellow Background #FFEA79							
 Azure Blue Background #CEE1E1							

FONT SUBSTITUTION

Maintaining consistency across platforms is vital. Sometimes desktop fonts can't be easily accessed in software ecosystems or font licensing can be expensive for large enterprises.

Our Font Substitution recommendations help ensure our brand identity remains intact, even when fonts differ. Refer to this table to ensure our brand presence remains consistent across platforms and applications.

Desktop	Web	Within Google	Within Microsoft
IvyJournal Regular (Adobe)	IvyJournal Regular (hosted-subscription)	Trirong Regular (Google)	Book Antiqua Regular (Microsoft)
IvyJournal Italic (Adobe)	IvyJournal Italic (hosted-subscription)	Trirong Italic (Google)	Book Antiqua Italic (Microsoft)
Carlito Regular (Google)	Carlito Regular (hosted-Google)	Carlito Regular (Google)	Calibri Regular (Microsoft)
Carlito Italic (Google)	Carlito Italic (hosted-Google)	Carlito Italic (Google)	Calibri Italic (Microsoft)
Carlito Bold (Google)	Carlito Bold (hosted-Google)	Carlito Bold (Google)	Calibri Bold (Microsoft)
Carlito Bold Italic (Google)	Carlito Bold Italic (hosted-Google)	Carlito Bold Italic (Google)	Calibri Bold Italic (Microsoft)

Note: Listed fonts are carefully selected substitutes matching our typeface.

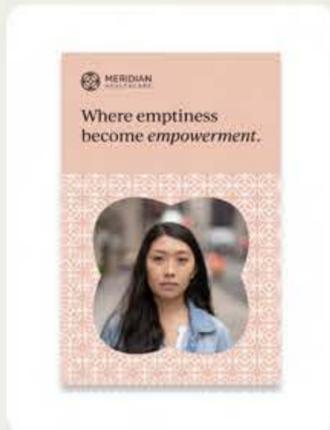
PATTERNS

We refer to these patterns, derived from our logo mark, as the heartstrings of our community. They symbolize the interconnectedness of life, community, and heart.

The "Community" pattern signifies Meridian's commitment to serving everyone while addressing each individual's unique needs. It serves as a backdrop, symbolizing support surrounding the individual shown in the "spotlight" image.

The "Heart" pattern signifies embracing the individual as a whole, embodying support. The heart shape within this pattern serves as the focal point of design, conveying an individual surrounded by community without the use of specific imagery.

See below examples as references.

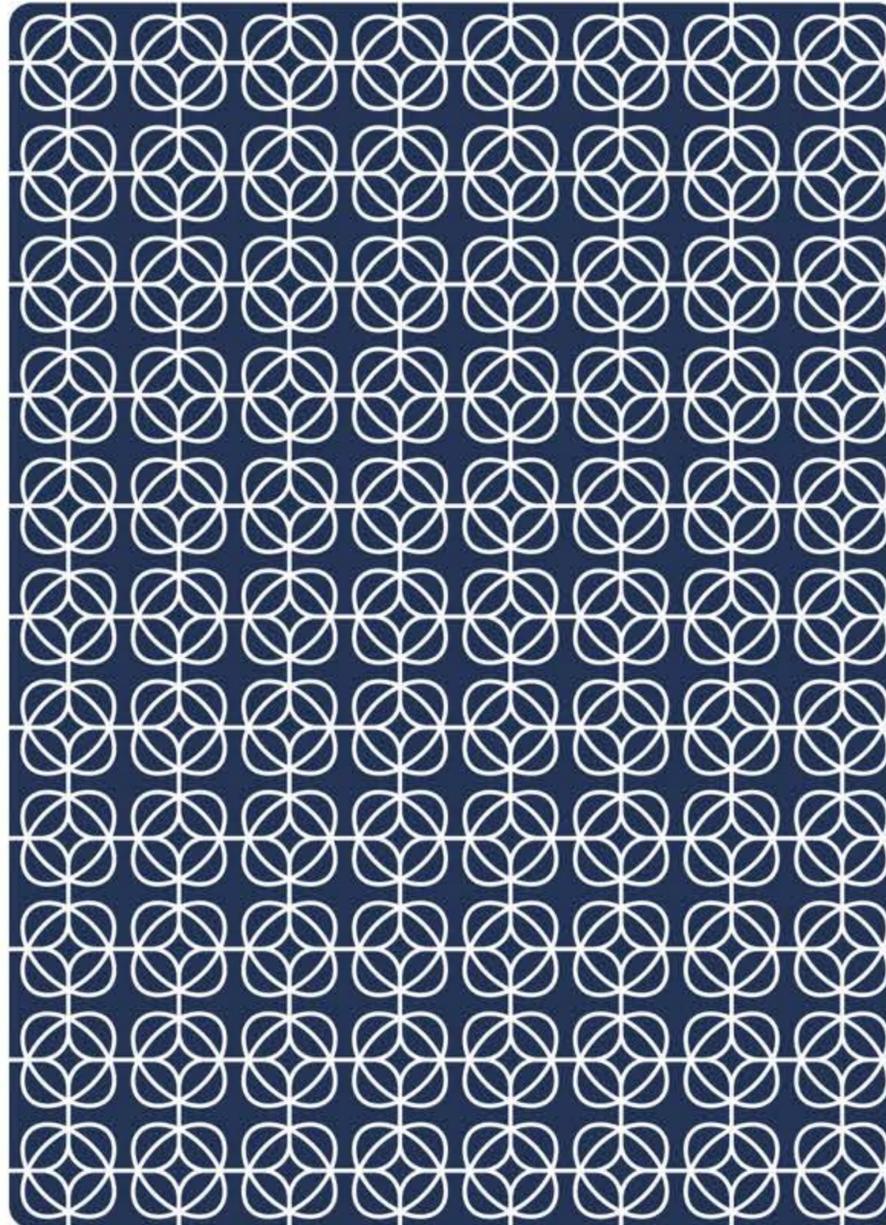


Example of the "Community" pattern.



Example of the "Heart" pattern.

COMMUNITY



LIFE



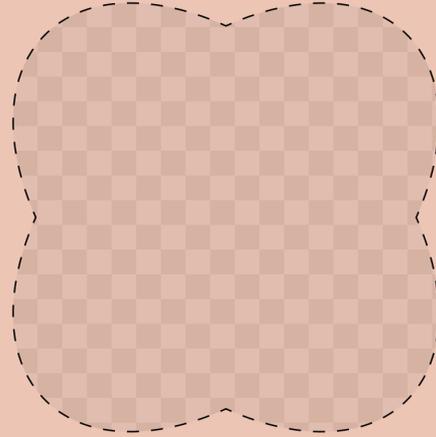
PHOTOGRAPHY

Our photography celebrates diversity and authenticity, showcasing people and landscapes in their raw forms. Each image is framed within our unique "spotlight" shape, drawing attention to what matters most.

Different audiences require different emotional tones. With patients, supporters, and partners, we maintain a serious tone, while with staff, we aim for warmth and happiness. Landscapes reflect familiar places from our communities.

This approach creates a relatable atmosphere, emphasizing the authenticity and diversity of our communities.

1. Spotlight mask shape for image placement



2. Community image



3. Audience: Patients, supporters, and partners.



4. Audience: Staff



VALUES SEAL

This is the Meridian Healthcare Values Seal, a symbol that represents our core values: Hope, Empathy, Accountability, Resilience, and Teamwork.

This serves as a visual reminder of our dedication to fostering positive change and unity within our team and is to be used for internal facing materials. It is important to note that the seal is to be used in limited and subtle applications meant to act as an accent piece to design.



Example of the values seal in use.





PART THREE

Brand Expression

A vision for how our brand can be applied.

Brand Expression

- Website Homepage
- Bus Stop Posters
- Interiors
- Advertising Campaign
- Advertising Campaign (Cont'd)
- Poster
- Postcards
- Tote Bag
- Social Presence
- Website About Page
- Staff Appreciation
- Affirmation Cards
- Shirt

352-374-5600

SCHEDULE A TELEHEALTH APPOINTMENT



Services

Start Now

About

Locations

Resources

Careers

We restore and build *community* with life-changing care.

Whether in person or through telehealth, our dedicated team is committed to rebuilding and enhancing lives.

Schedule Consultation



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Got It

MERIDIAN HEALTHCARE

Where setbacks become *comebacks*.

MERIDIAN HEALTHCARE

Where obstacles become *opportunities*.

MERIDIAN HEALTHCARE

Where emptiness become *empowerment*.



Where
emptiness
becomes
empowerment.

 MERIDIAN
HEALTHCARE



Together, we can cover our
community in *compassionate care.*

There's more to Meridian.



MERIDIAN
HEALTHCARE



We welcome walk-ins.
Because *no one schedules a crisis.*

There's more to Meridian.



You work hard to take care of your
family, but who's taking *care of you?*

There's more to Meridian.



You work hard to take care
of your family, but who's
taking *care of you?*

There's more to Meridian.



If we
restore even
one *life*, we've
strengthened
our entire
community.



Let's surround
North Central
Florida with
compassionate
care.

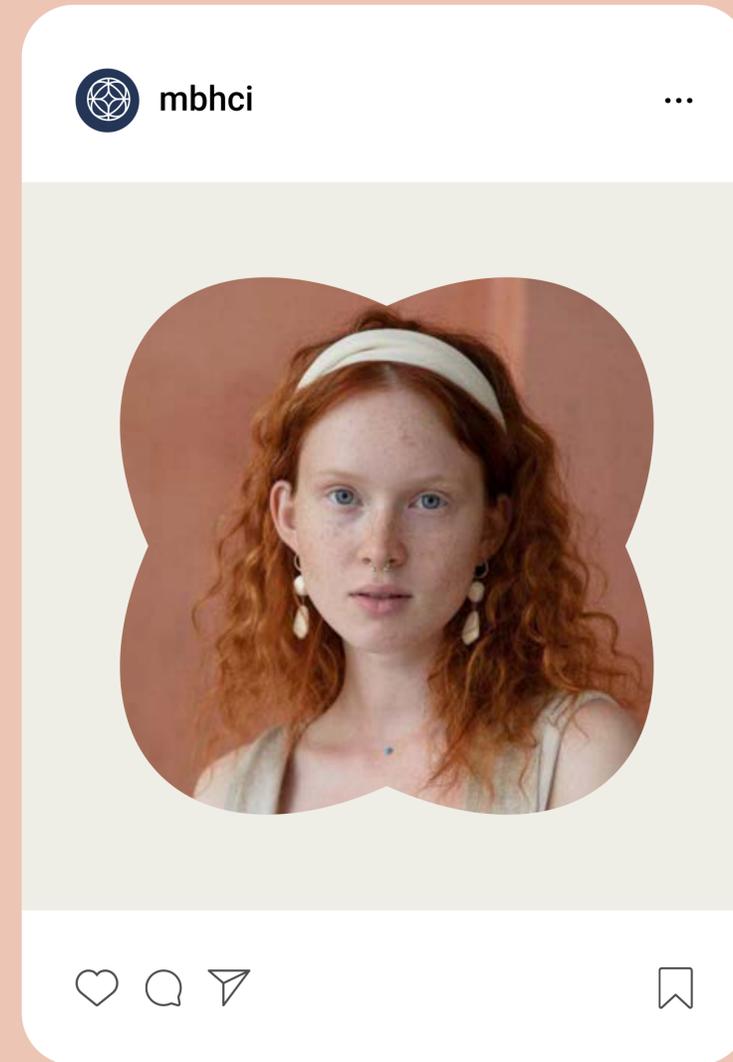
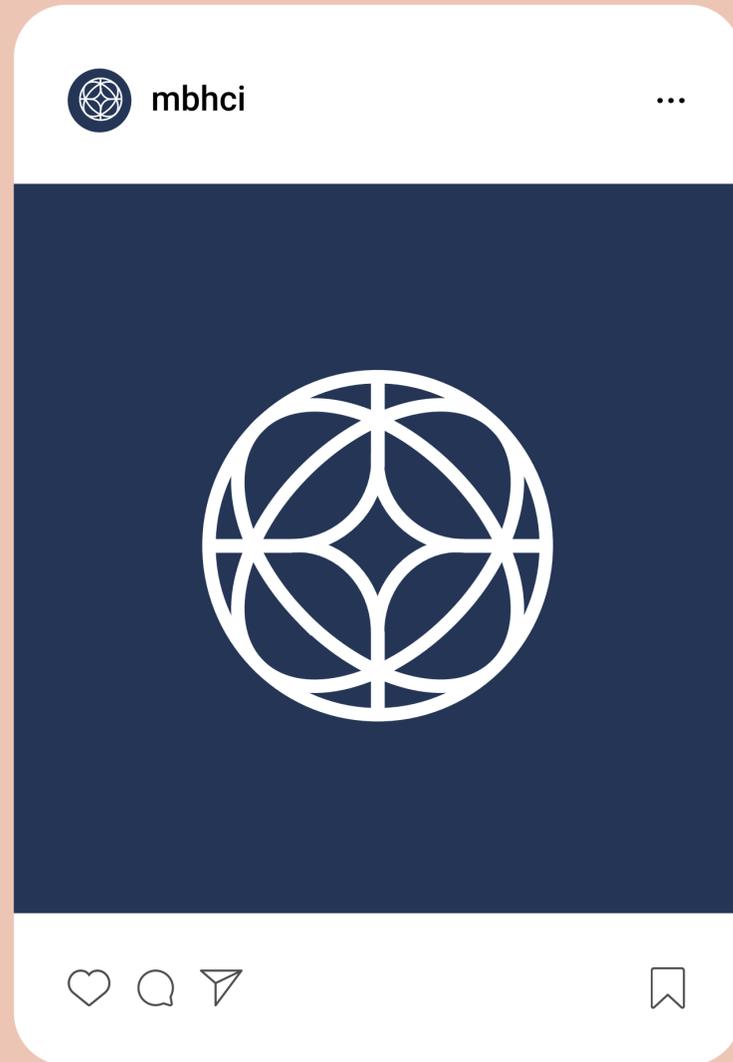


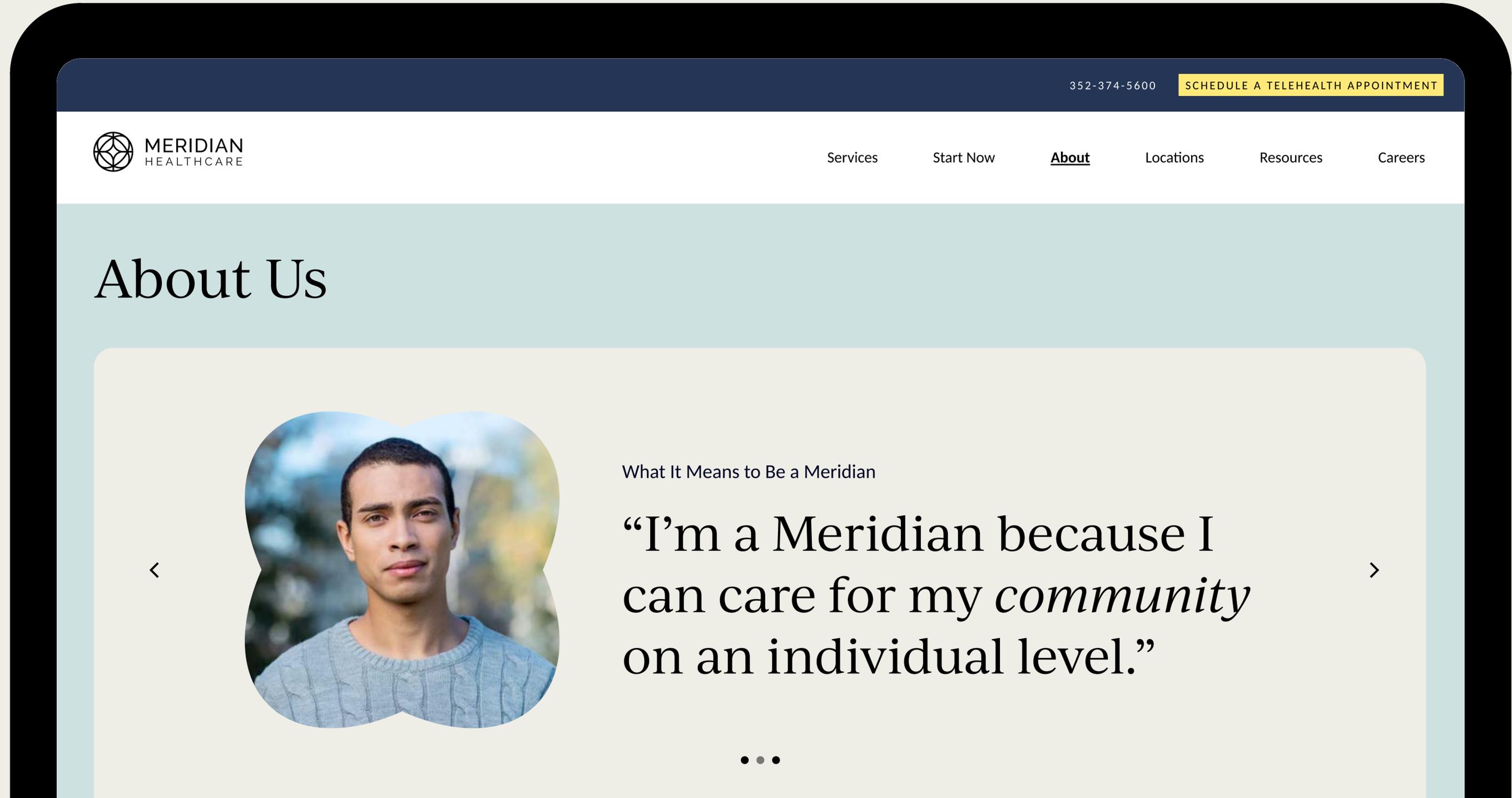
Caring for the
whole person
takes the whole
community.



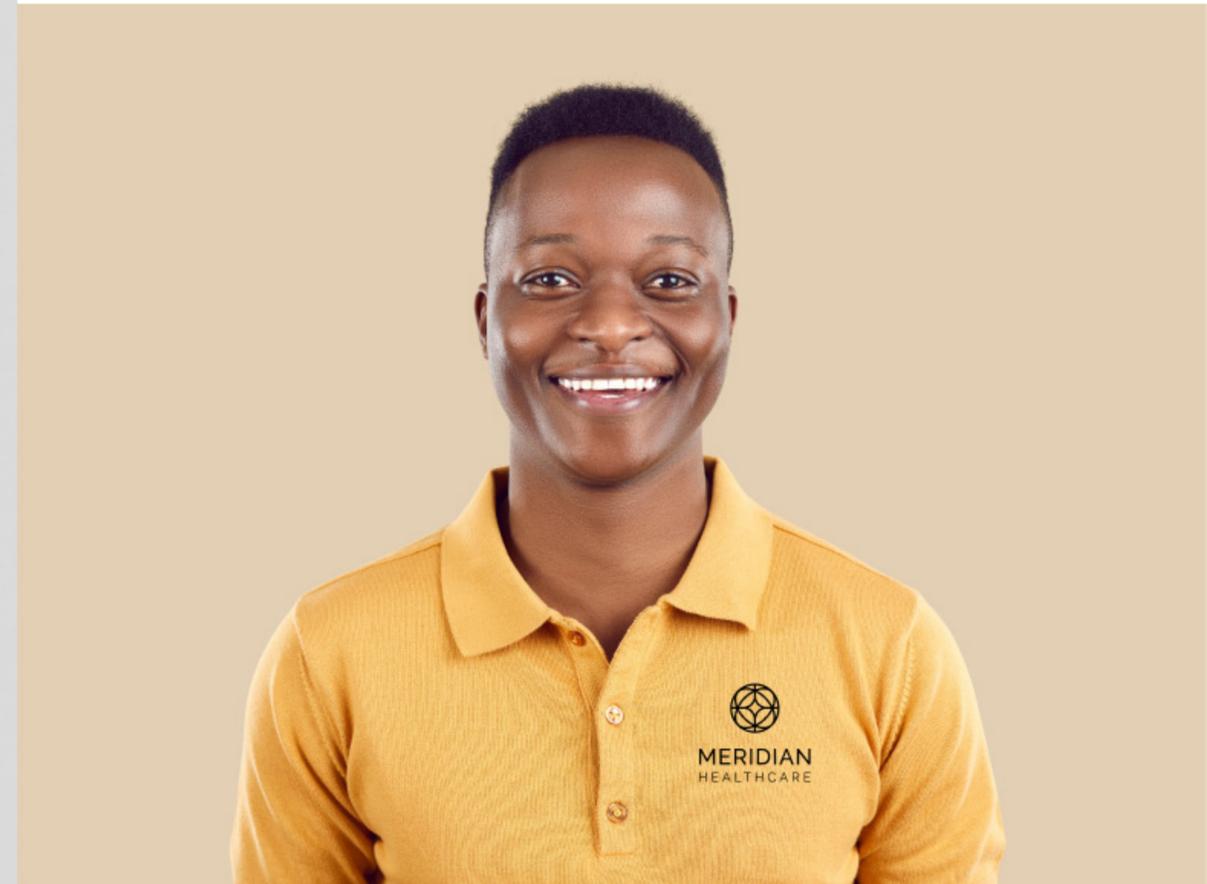
TOTE BAG



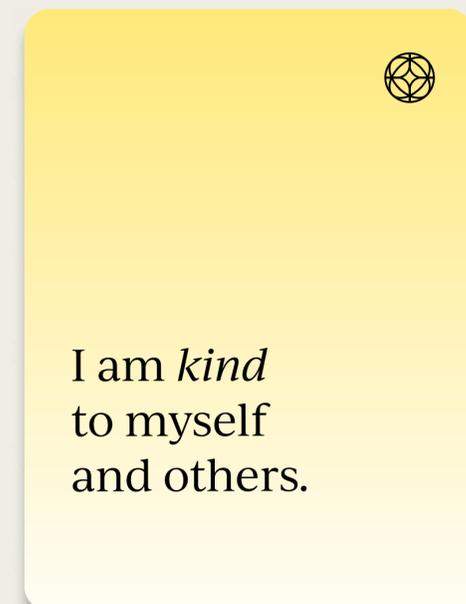
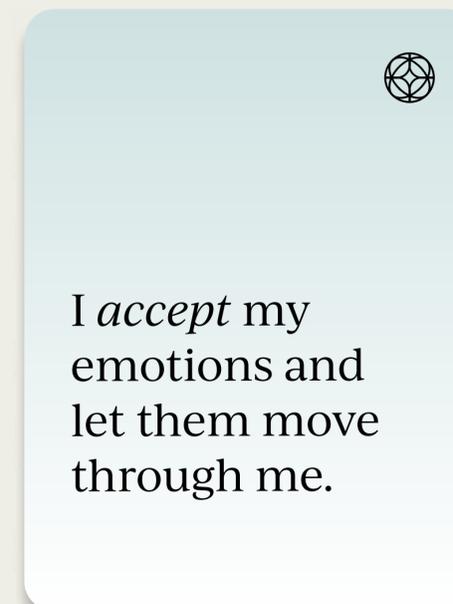
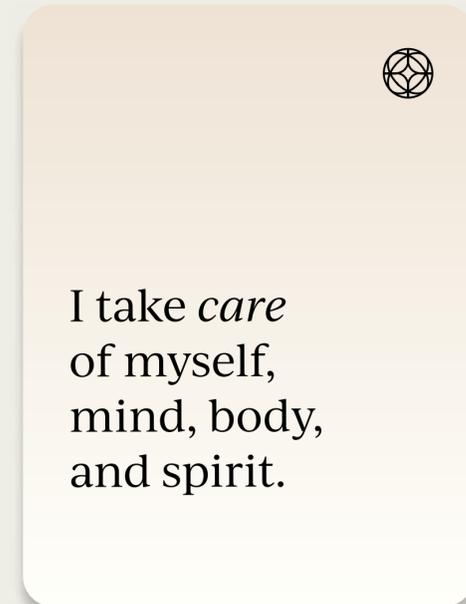
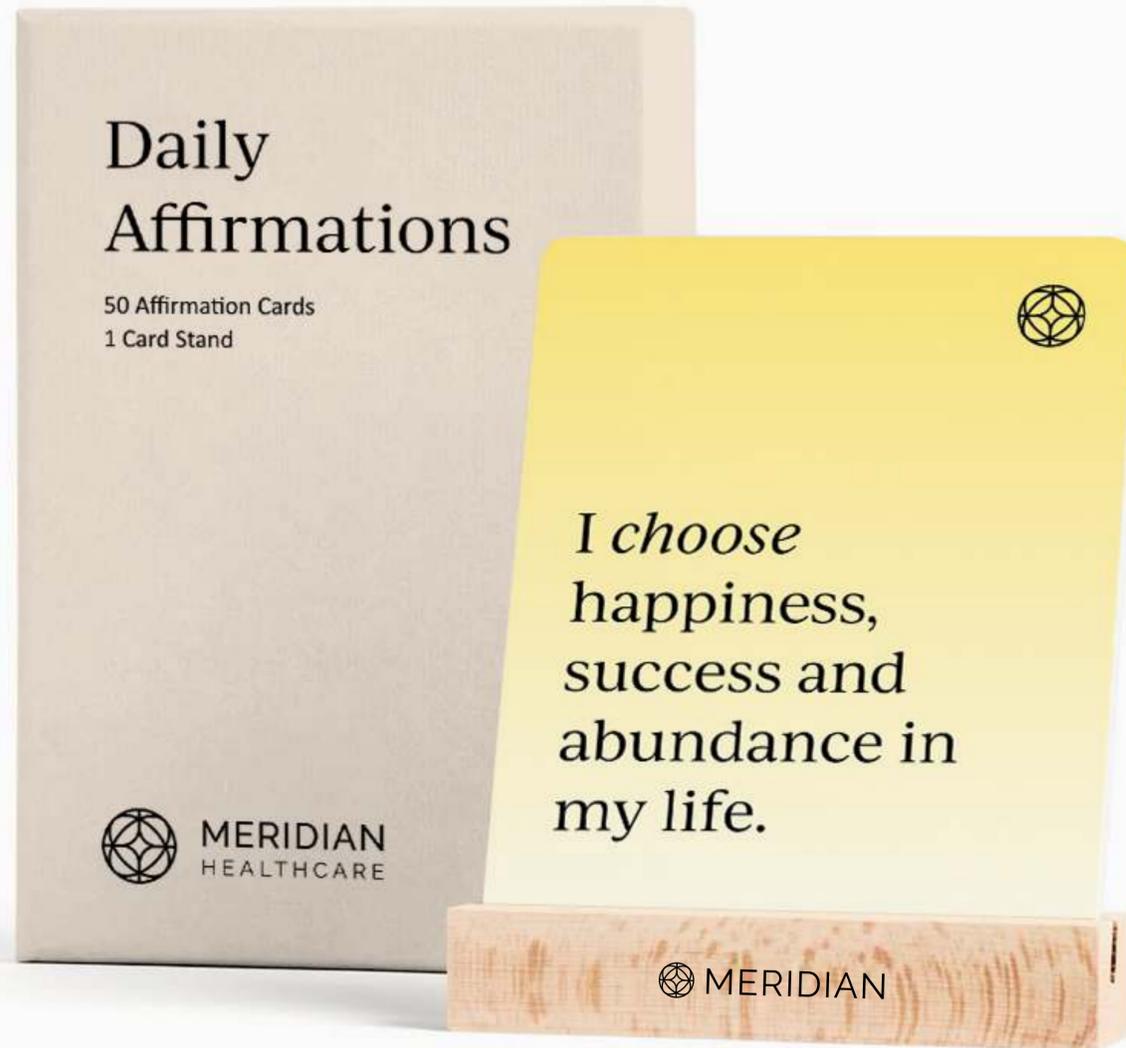




STAFF APPRECIATION



AFFIRMATION CARDS



SHIRT

Dear person behind me,
the world is a better
place with *you* in it.

From, the person in front of you.



MERIDIAN
HEALTHCARE

Together, we
will transform our
communities from
the inside out.



MERIDIAN
HEALTHCARE

