

Brand Guidelines



Welcome

Welcome to Hometown Health's Brand Guidelines

Hometown Health is redefining healthcare by bringing testing and treatment directly to you at home, in churches, offices, and beyond. Our brand stands for trust, convenience, and compassionate care.

This guide ensures a consistent and cohesive representation of our mission, helping us communicate clearly and effectively across all platforms.

Together, let's make healthcare more accessible, personal, and community-driven.



Every heartbeat matters

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- 05. Visual Moments
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- 07. Community Voices
- 08. Essential Wellness
- 09. Caring Connections
- 10. Keep in Touch



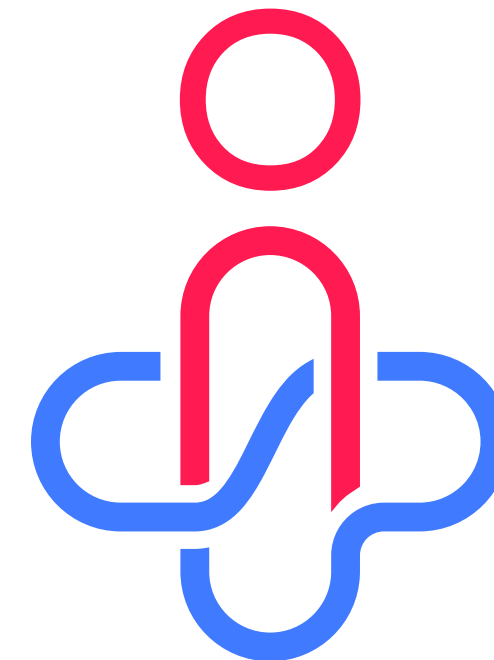
Every Home's Health

01



The Brand

We bring quality healthcare to every community, making testing and treatment accessible in homes, workplaces, and trusted spaces. Guided by compassion and convenience, our mission is to empower individuals with patient-centered care.



Vision

To inspire wellness and peace of mind through accessible, community centered care, bringing quality healthcare wherever it's needed.



Mission

Providing accessible, high-quality healthcare wherever it's needed focused on wellness, convenience, and empowering communities to take charge of their health.



Values

1. Empowerment
2. Sustainability
3. Trusted Care

The Core of Health

02

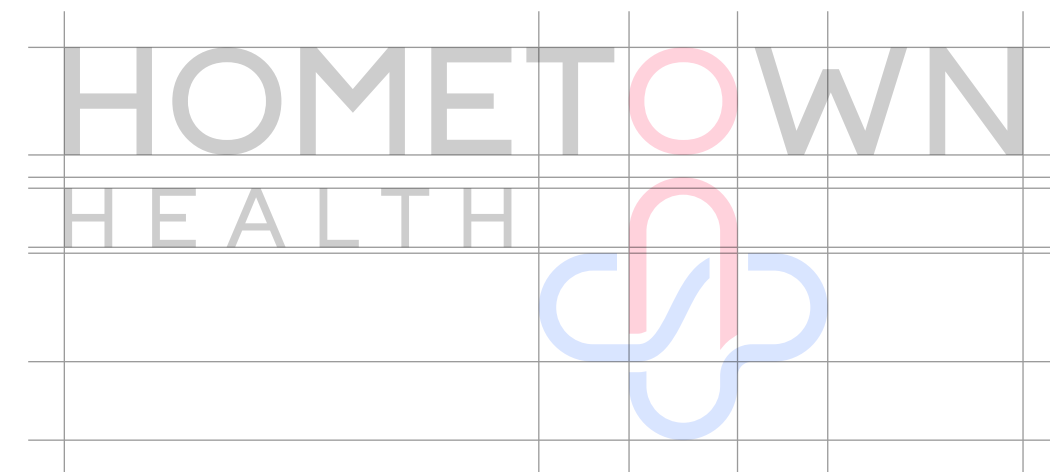
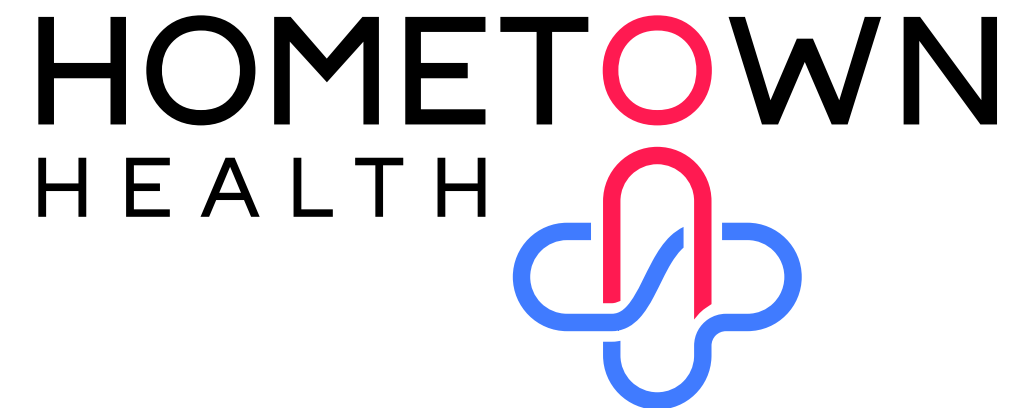


Primary Logo

The Hometown Health logo symbolizes trust, care, and accessibility, reflecting our mission to bring quality healthcare to communities with compassion and reliability.

Logo Grid

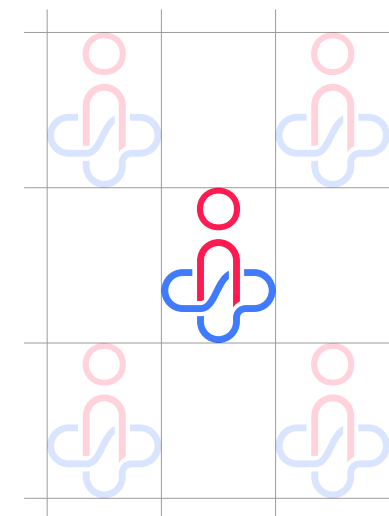
The Hometown Health logo is designed with a precise grid system, ensuring balance and harmony. Its clean and structured form reflects our commitment to accessible, reliable, and community-focused healthcare.



Clear Space

To maintain the visibility and impact of the Hometown Health logo across all applications, a clear space should be preserved around it. This space acts as a protective boundary, keeping the logo free from any text, images, or graphic elements that could affect its readability and prominence.

Guideline: Maintain a minimum clear space equal to the height of the "H" (denoted as X) around all sides of the logo.



Secondary Logo

The stacked Hometown Health logo maintains a clean and cohesive look while ensuring flexibility across various applications. Its structured design makes it ideal for smaller spaces, vertical layouts, and consistent branding across packaging, social media, and print.

A large, light pink rounded rectangle containing two examples of the Hometown Health logo. The top example shows the logo in a dark grey color, with "HOMETOWN" in a bold, sans-serif font and "HEALTH" in a smaller, all-caps, sans-serif font below it.

HOMETOWN
HEALTH

HOMETOWN
HEALTH

Badge Logo

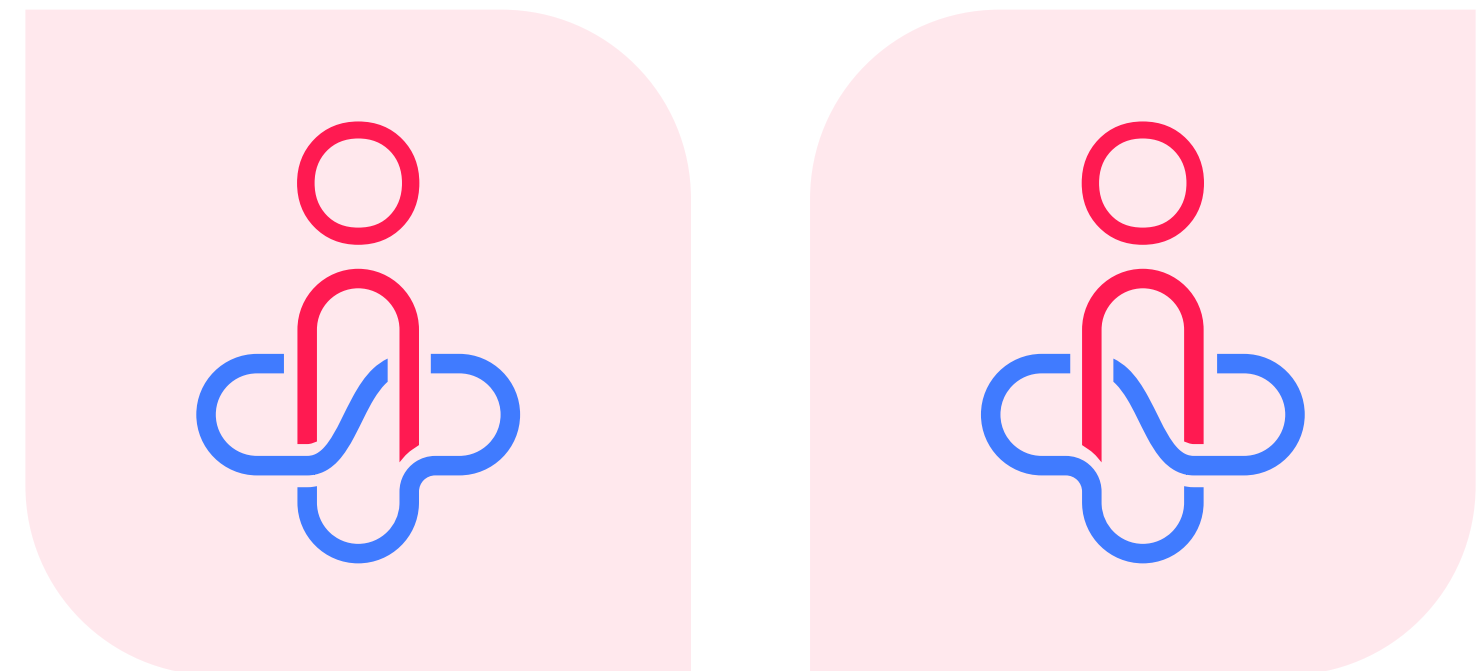
The badge logo is a versatile extension of the Hometown Health brand, designed to embody care, trust, and community. Featuring the iconic symbol at the center with circular text, it creates a strong visual identity that resonates with the brand's values. Its compact design makes it perfect for small-scale applications such as tags, buttons, merchandise, and social media icons, ensuring brand consistency across various touchpoints while maintaining a visually appealing and professional look.



Logo Mark

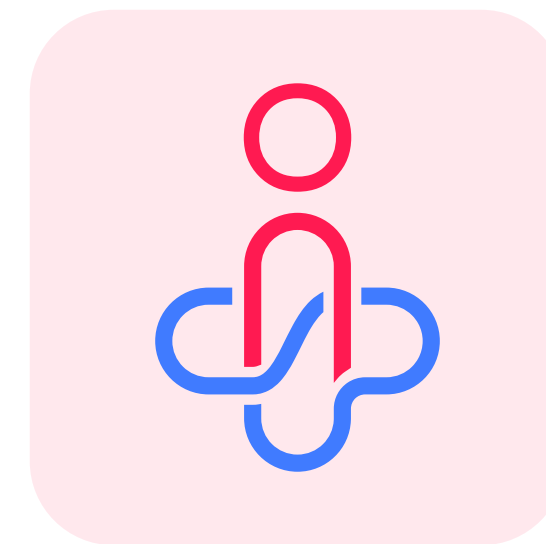
The Hometown Health logo mark is a modern and approachable symbol of care and well-being. Featuring a minimalistic design with clean geometric lines, it represents trust, accessibility, and a patient-first approach.

The human figure within the cross embodies holistic healthcare, compassion, and community support. Designed for adaptability, this logo ensures clarity and recognition across social media, app icons, and small-scale branding applications.

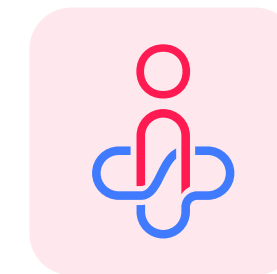


Favicon

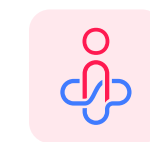
The Hometown Health favicon ensures brand recognition across digital platforms with a clean, modern design. Representing care, trust, and accessibility, it maintains clarity at all sizes—from 128x128 pixels for high-resolution screens to 16x16 pixels for browser tabs. Designed for versatility, it keeps Hometown Health’s presence strong and consistent online.



128 X 128



64 X 64



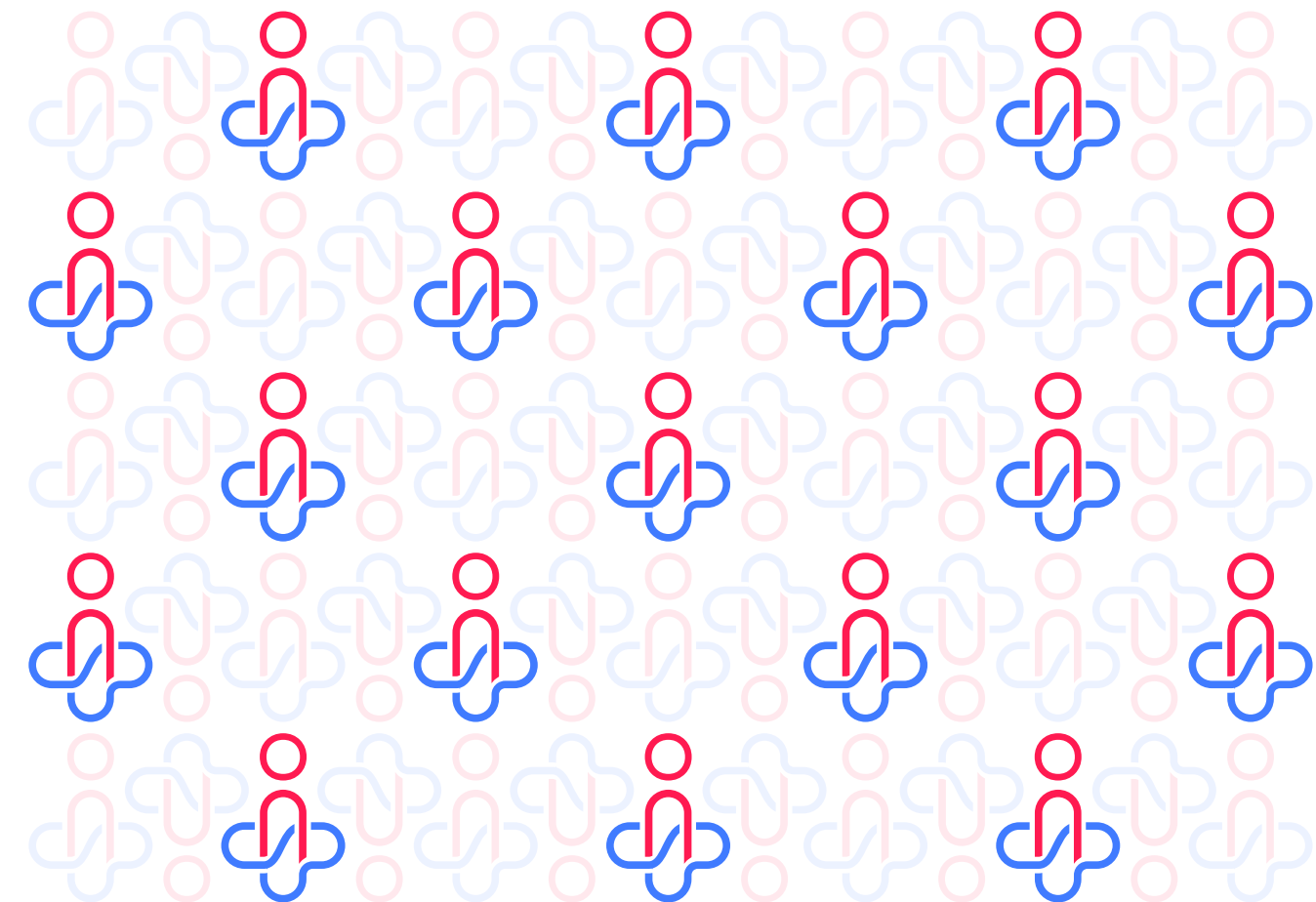
32 X 32



16 X 16

Brand Pattern

The Hometown Health brand pattern is inspired by the core elements of our logo, symbolizing care, connection, and well-being. Designed with a harmonious blend of our brand colors, this pattern enhances visual consistency across packaging, digital platforms, and print materials. Its balanced structure reflects trust and accessibility, ensuring a seamless and recognizable brand experience.



Logo Usage

Do's:

This guide highlights the correct use of the Hometown Health primary logo on light and dark backgrounds. Use approved color variations to maintain readability, consistency, and brand integrity. Always ensure proper contrast and alignment with Hometown Health's clean and professional aesthetic.

Note: These guidelines apply to all logo variations, including the secondary logo, badge, and logo mark.



On Light Background



On Dark Background

Logo Usage

Don'ts:

This guide highlights the correct use of the Hometown Health primary logo on light and dark backgrounds. Use approved color variations to maintain readability, consistency, and brand integrity. Always ensure proper contrast and alignment with Hometown Health's clean and professional aesthetic.

Note: These guidelines apply to all logo variations, including the secondary logo, badge, and logo mark.



Text in Style

03



Primary Typeface

Breymont Light embodies elegance and clarity, making it the perfect choice for Hometown Health's branding. Its clean and modern design ensures excellent readability across headlines, body text, and digital platforms.

This refined sans-serif font reinforces Hometown Health's professional and welcoming identity, allowing the message to be clear and impactful.

ABCD

BREYMONT LIGHT

ABCDEFGHIJKL
MNOPQRSU
VWXYZ

0123456789
~!@#\$%^&*()_+|{}:;"/\<>?

Secondary Typeface

Outfit adds a modern and approachable touch to Hometown Health's typography. Its geometric shapes and clean lines balance the elegance of Breymont Light, ensuring versatility and readability.

With a range of weights, Poppins is perfect for subtitles, body text, and captions, maintaining a cohesive and dynamic visual identity while complementing the primary typeface.

A b c d

Outfit

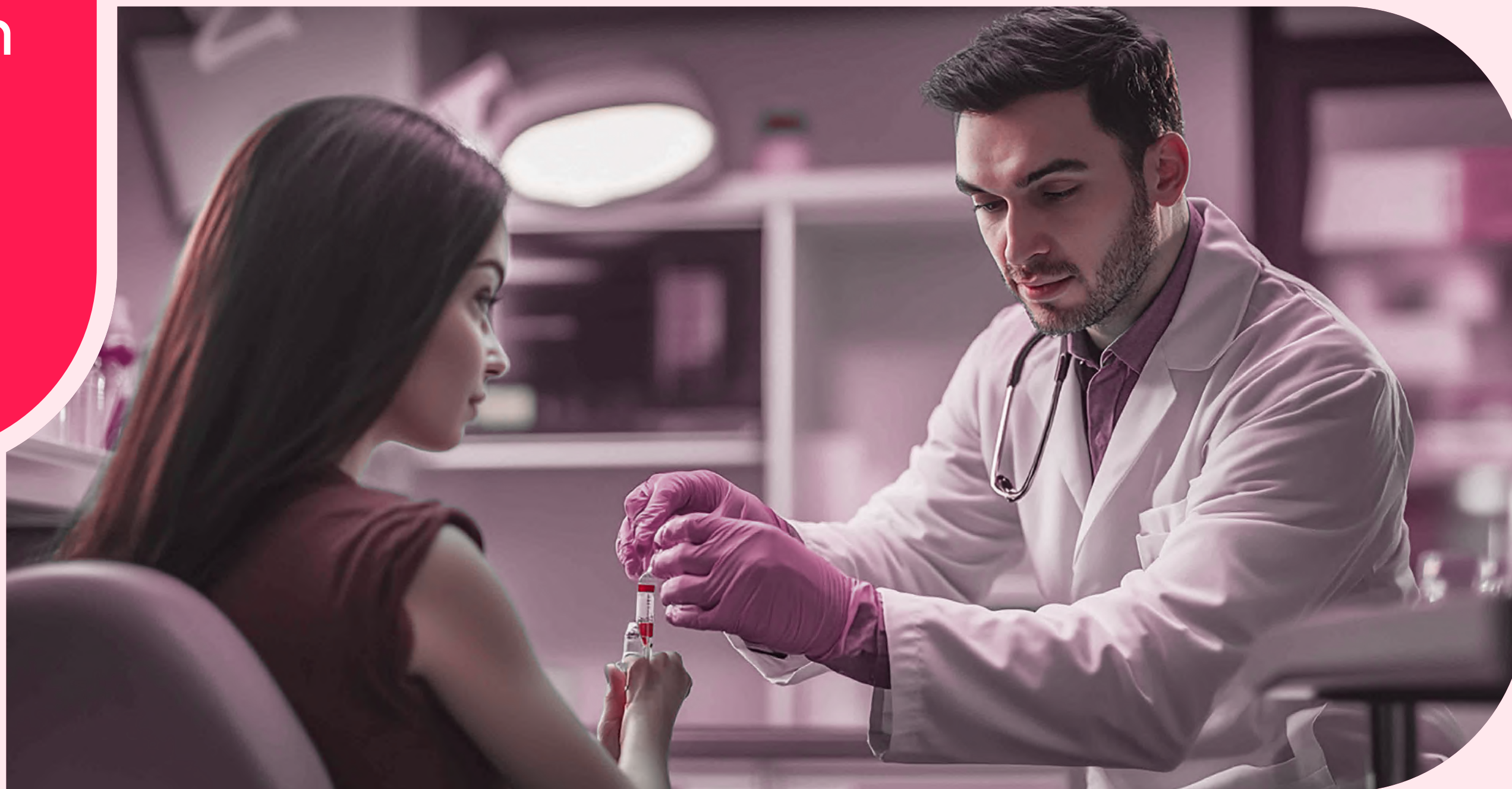
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Colors of Health

04



Primary colors

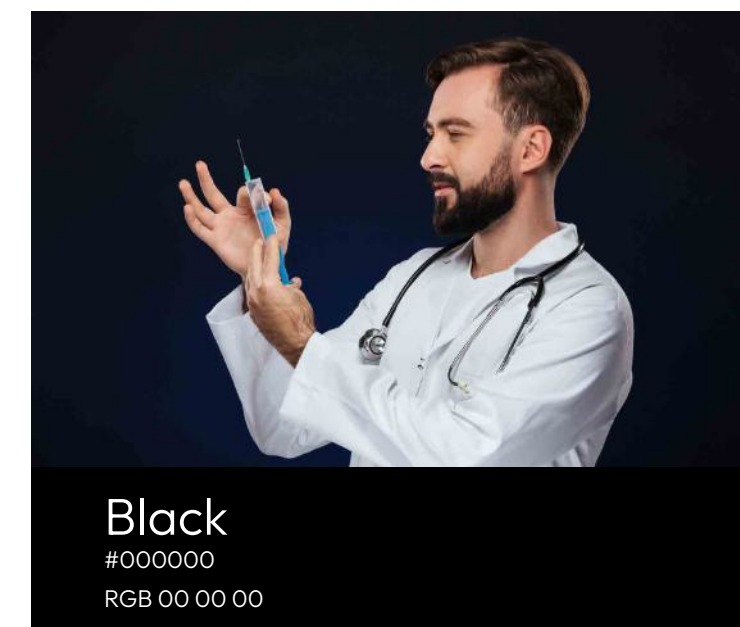
Our primary colors are carefully chosen to reflect our brand's identity grounded in trust, vitality, and holistic well-being.

Healing Red: A warm, compassionate red representing care, wellness, and human connection.

Trust Blue: A calming, reliable blue that embodies trust, stability, and professionalism.

Timeless Black: A classic, bold black that conveys strength, clarity, and sophistication.

Together, these colors embody our commitment to wellness, innovation, and community care.



Secondary Colors

Our secondary colors reinforce the warmth and trust at the heart of Hometown Health.

Green Cyan, a vibrant and refreshing hue, represents vitality, care, and wellness, bringing energy to our visuals. Cyan Blue, a deep and grounding shade, conveys professionalism and reliability, ensuring a strong and trustworthy presence.

White, a symbol of clarity and openness, enhances balance and contrast, maintaining a clean and modern aesthetic.

Together, these colors create a harmonious and inviting brand experience.



Visual Moments

05



Imagery

Hometown Health's visuals capture the essence of wellness and community through inviting colors, natural lighting, and genuine moments. Each image reflects trust, care, and a dedication to a healthier lifestyle, creating a warm and uplifting brand experience.



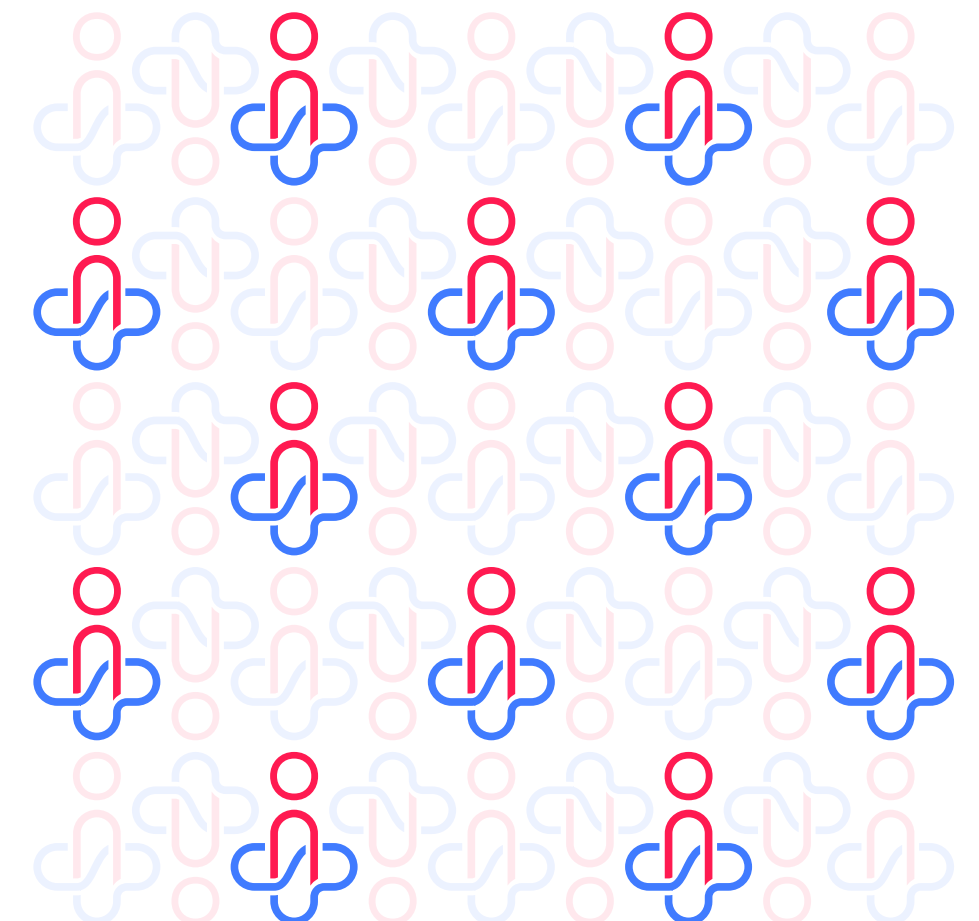
Healing Touches

06



Design Features

Hometown Health's design seamlessly blends modern simplicity with a sense of warmth and trust. From branding elements to digital and print applications, each design choice reflects clarity, approachability, and a commitment to well-being. The cohesive aesthetic ensures a professional yet inviting brand presence across all platforms.



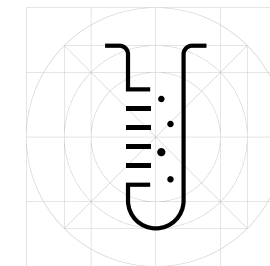
Design Features



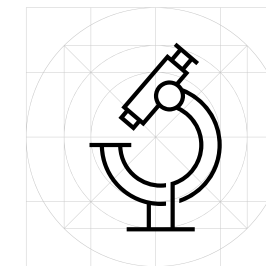
Iconography

Hometown Health's iconography reflects our commitment to clarity, care, and trust. Each icon is thoughtfully designed in a clean, minimalist style capturing essential healthcare services with simplicity and precision.

The cohesive grid layout ensures consistency across platforms, whether digital or print. More than just visuals, these icons build trust and reinforce our promise of warm, accessible, and human-centered care.



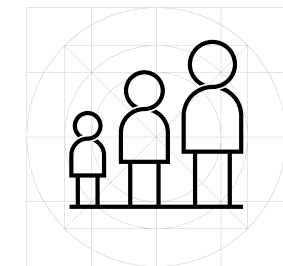
Sample



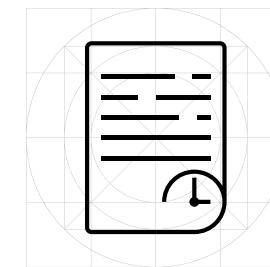
Lab Test



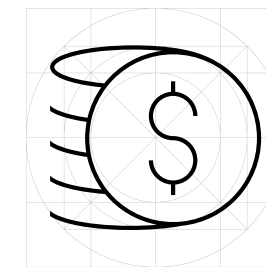
Blud Report



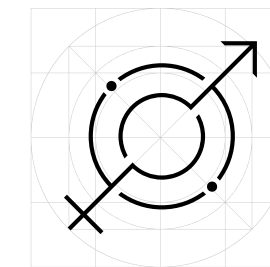
Age Group



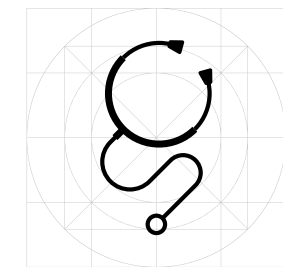
Report Time



Cost



Gender



Doctor

Iconography

Test Tube (Sample): Represents accurate and reliable diagnostics.

Microscope (Lab Test): professional testing.

Clipboard (Blood Report): Symbolizes clear and detailed health reports.

Family Icons (Age Group): Shows inclusive care for every age group.

Report Sheet (Report Time): Stresses fast and timely result delivery.

Dollar Coin (Cost): Reflects affordable

Gender Icon (Gender): Represents care tailored to gender needs.

Stethoscope (Doctor): Symbolizes expert medical support.



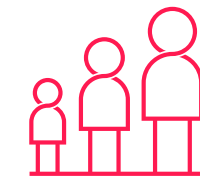
Sample



Lab Test



Blud Report



Age Group



Report Time



Cost



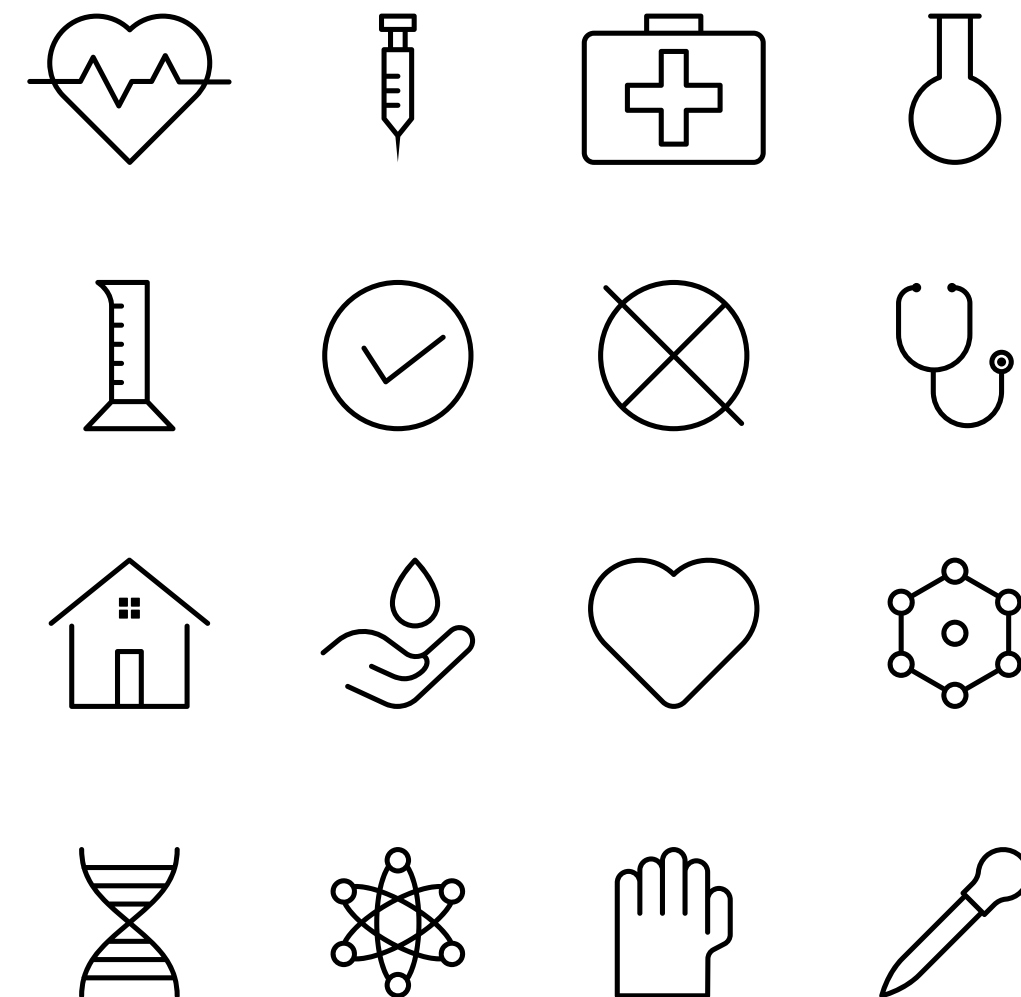
Gender



Doctor

Iconography

The Hometown Health logo and icon system are thoughtfully designed to reflect trust, clarity, and compassionate care. Each icon is crafted to guide individuals through simple healthcare steps highlighting both what to do and what to avoid. This approach ensures transparency, encourages healthier choices, and reinforces our commitment to making healthcare feel personal, approachable, and easy to understand and making sure every experience is transparent, efficient, and truly caring.



Community Voices

07



Brand Voice & Tone

Voice:

Hometown Health's voice is compassionate, trustworthy, and empowering. It fosters a sense of community while delivering clear, supportive, and informative messaging that promotes well-being and a healthier lifestyle.

Tone:

Professional yet Approachable: Combining expertise with warmth to create a welcoming and trusted experience.

Empowering: Inspiring confidence in making informed health decisions.

Clear & Reassuring: Communicating with simplicity and support to build trust and connection.

Key Traits

Welcoming and inclusive messaging.

“Embrace wellness, every step of the way. „

Confidence that empowers health and well-being.

“Simple care, maximum well-being. „

Clear and simple, for effortless well-being.

“Your health, our inspiration. „

Essential Wellness

08



Business Card

Business cards are a timeless reflection of professionalism and brand identity. Hometown Health's design features clean typography, a harmonious color palette, and structured details, ensuring clarity, elegance, and trust for a lasting first impression.



Invoice

Hometown Health's invoice design reflects clarity and professionalism with clean layouts and refined typography. Prioritizing accessibility, it ensures essential details are easy to read while maintaining a polished, trustworthy appearance.



Thank you card

Hometown Health's thank you card leaves a lasting impression with warmth and sincerity. Thoughtfully designed, it reflects our commitment to care, trust, and meaningful connections.



Envelope

Hometown Health's envelope embodies simplicity and professionalism with a clean design and clear typography. Crafted from eco-friendly materials, it reflects our commitment to care, trust, and sustainability.



Email-Signature

Hometown Health's email signature embodies professionalism and clarity with a clean, modern design. Featuring key contact details in our signature colors, it ensures a cohesive, elegant, and polished brand presence across all communications.



Caring Connections

09



Brand Detailing

Every element, from refined design accents to thoughtfully crafted materials, reflects Hometown Health's commitment to quality and care. With a focus on clarity and sustainability, our branding ensures a seamless and trustworthy experience at every touchpoint.



Brand Detailing

Every detail reflects Hometown Health's commitment to care, quality, and well-being, creating a meaningful connection on the journey to wellness.



Packaging

At Hometown Health, packaging goes beyond function—it embodies our values of simplicity, care, and sustainability, creating a thoughtful and uplifting experience.

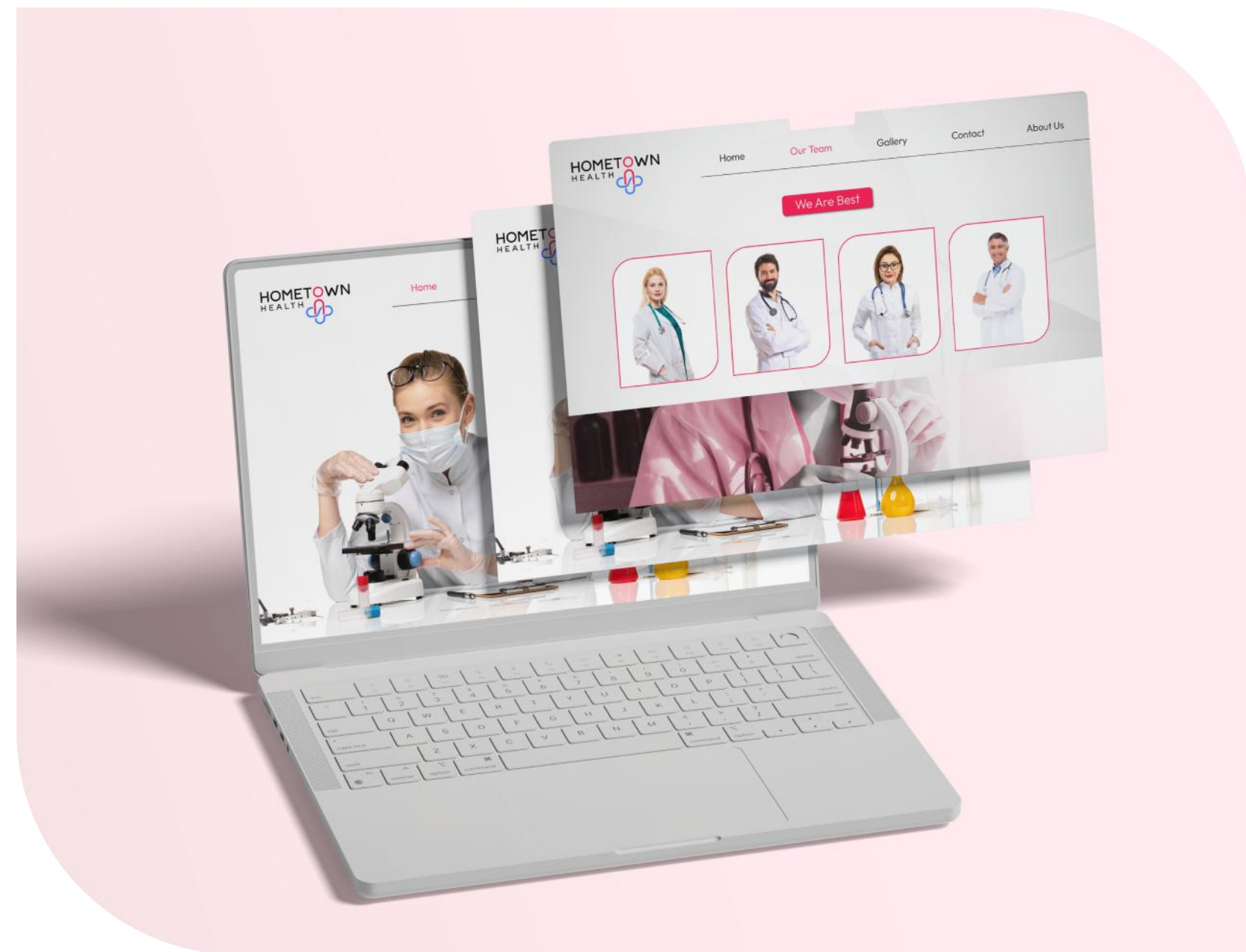






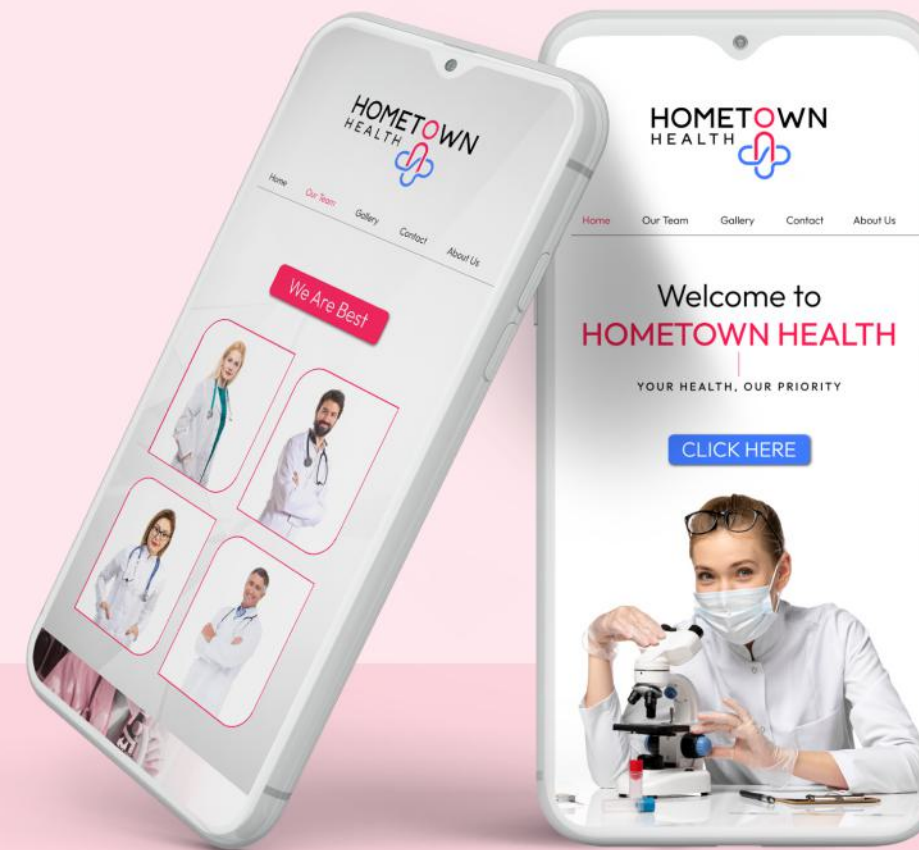
Website

Hometown Health's website embodies clarity and care with a clean, intuitive design. It seamlessly presents our services, values, and resources, ensuring an informative and engaging experience across all devices. Thoughtfully crafted, it reflects our commitment to wellness and accessibility.



Mobile App

The Hometown Health app offers a seamless, user-friendly experience, making wellness resources and services easily accessible anytime, anywhere.



Instagram

Hometown Health's Instagram showcases our journey with inspiring visuals, meaningful captions, and engaging content. It's a space to connect, share, and reflect our commitment to well-being and authenticity.



Instagram Stories

Hometown Health's Instagram Stories offer engaging, time-sensitive content from exclusive deals to wellness insights—designed to connect, inspire, and encourage immediate interaction.



Instagram Stories

Hometown Health's Instagram Stories offer engaging, time-sensitive content from exclusive deals to wellness insights—designed to connect, inspire, and encourage immediate interaction.



Keep in Touch

10



Connect with Hometown Health

Adrian Bennett
Chief Wellness Director

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adrianbennett@email.com

Follow Us Online:
Instagram: @hometownhealth
Facebook: @hometownhealth

