

SMA Healthcare  
Marketing Department

# Brand Manual

Design and Project Portfolio



## COMPANY DATA

### COMPANY NAME :

SMA HEALTHCARE  
SMA HEALTHCARE FOUNDATION

### COMPANY ADDRESS

150 MAGNOLIA AVENUE  
DAYTONA BEACH, FL 32114

# 2025

**SMA Healthcare**  
**SMA Healthcare Foundation**

# The Brand Manual of SMA Healthcare



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# Section 01 SMA Logo

The Logo Introduction

The Logo Application

The Logo Elements

Clearspace and Computation

Incorrect Logo Applications



# SMA Logo and Trademarks



## The Full Logotype

The SMA Healthcare and SMA Healthcare Foundation logos comprises two elements, the logo symbol and logo type.

The Logo Symbol is a reflection of the previous Stewart Marchman Act logo. It has a historical relationship with the SMA brand. The Logo Type has been chosen for its modern and highly

legible style, which has been further enhanced by the use of upper case letters.

The two SMA colors are Green and Blue. It is a vibrant update of the historical SMA corporate colors, giving the logo a more contemporary look.

## SMA Healthcare



### 1) The Logo Symbol

The Logo Symbol is a reflection of the previous Stewart Marchman Act logo. It has a historical relationship with the SMA brand.

### 2) The Logo Title

has been chosen for its modern and highly legible style

## SMA Healthcare Foundation



### Recommended formats are:

.eps | .ai | .jpg | .tiff | .png

### Attention:

Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with the SMA Marketing Department if you have any questions or need further help.

# Logo Clearspace and Computation and Versions



It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark or the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

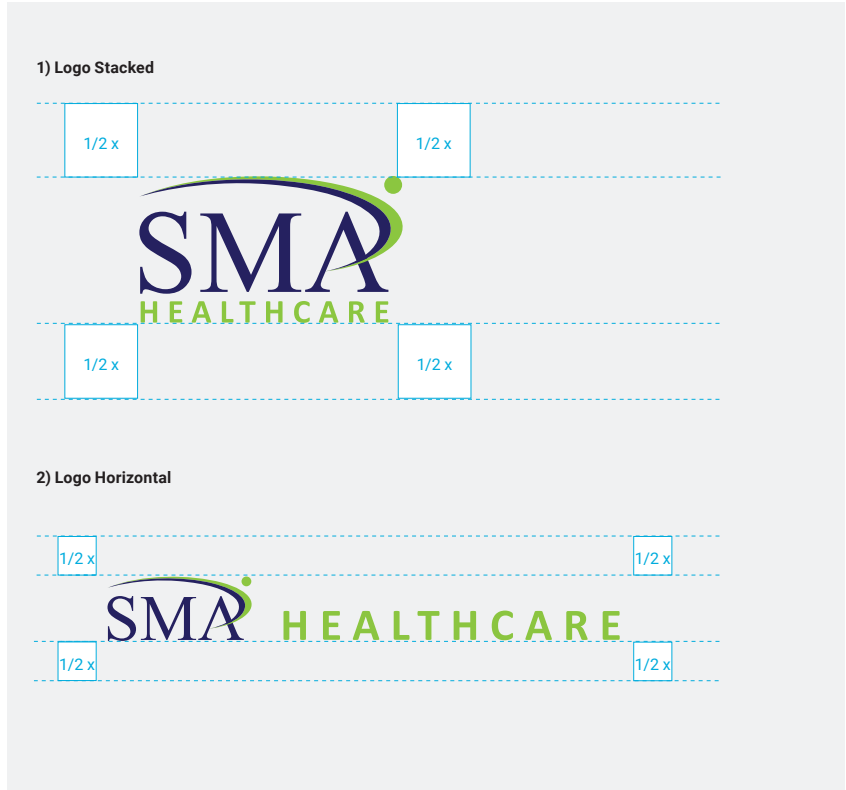
## Clearspace

### Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

### Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



## Logo Versions

Different projects may require a different aspect logo to work in the available space. SMA's logo is available in two layouts, Stacked and Horizontal. The stacked version is the primary use logo with the Horizontal being the secondary. Both versions come in 4 different color treatments to be used according to the logo application standards.



# Logo Application and Standards



## Logo Backgrounds and Positioning

**Logo A**  
Background Dark Solid Color Version



**Logo B**  
Background Photo Version



**Logo C**  
Background Solid Light Color Version



**Logo D**  
Background White Version



Please note: The SMA and SMA Foundation logos should always be centered with regards to the word "healthcare" as opposed to the entire logo.

## Minimum Logo Sizes

### Stacked Logo

Minimum Height: 11.5 mm



### Horizontal Logo

Minimum Height: 7 mm



## Incorrect Logo Application

- 1) Do not use only part of the logo
- 2) Do not alter logo aspect ratio
- 3) Do not use the swoosh as a mark
- 4) Do not alter the logo's color



# Section 02

# SMA Voice

Main Tagline

Historical Tagline

Campaigns

# Voice

# SMA Taglines and Campaigns



The consistent voice of a brand is as important as its visual consistency. It communicates the mission and purpose

of the brand visually in print and other visual platforms, and it is the primary communicator in audio-only media.

## Main Tagline **Transforming Lives Through Hope and Healing**

The Main Tagline font is Acumin Pro Extra Condensed Semi Bold and should be upper and lower case. When used

as a single line the font size should be consistent. When stacked, the font size should vary.



— **Transforming Lives** —  
Through Hope and Healing



## Historical Tagline **Providing Exceptional Behavioral Healthcare**

The Historical Tagline font is Acumin Pro Extra Condensed Semi Bold and should be upper and lower case. It can be a

### **for Over 60 Years**

single line or stacked, but the font should always be the same size. 60 should not be spelled out.



## SMA Campaign **THERE IS A SMART CHOICE!**

The Smart Choice campaign tagline font is Acumin Pro Extra Condensed Semi Bold all CAPS and is always a single

line. The SMA is always a highlight color and the tagline always ends with an exclamation mark.



# Section 03

# SMA

# Typography

The SMA Fonts

Primary Font

Secondary Font

Font Hierachy

# Type



# The SMA Fonts and Typography Guidelines



## Secondary Font

## Helvetica Neue

A B C D E F G H I J K L M **Regular**  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z** **Bold**

0 1 2 3 4 5 6 7 8 9 0 **Figures**

! “ § \$ % & / ( ) = ? ` ; : **Special Characters**  
i “ ¶ ¢ [ ] | { } ≠ ÷ ‘  
« ∑ € ® † Ω ” / ø π • ± ‘  
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç  
√ ~ μ ∞ ... - ≤ < > ≥ ~ > < ◊

# SMA Typography and Text Hierarchy



Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall brand. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for

key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for SMA layouts.

## Context Text and Inner Headlines

### Caption Text

SMA Typo

Helvetica Neue Regular  
6 pt Type / 10 pt Leading

### Copy Text

Purism Typo

Helvetica Neue Regular  
9 pt Type / 12 pt Leading

### Headlines Copy Text

SMA Typo

Helvetica Neue Bold - Inital Letters  
10pt Type / 10pt Leading

## Headlines and Typobreaks

### Sub Headlines and Title

SMA TYPO

Acumin Pro Extra Condensed Semi Bold - Capital Letters  
16pt Type / 19 pt Leading

### Sequencer and Title for Marketing

SMA TYPO

Acumin Pro Extra Condensed Semi Bold - Capital Letters  
40pt Type / 40 pt Leading

# Section 04 SMA Color Sytem

The SMA Colors  
Primary Color System  
Secondary Color System

# Color

# The Primary Color System and Color Codes



Color plays an important role in SMA's corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme. Consistent use of these

colors will contribute to the cohesive and harmonious look of the SMA brand identity across all relevant media. Check with your designer or printer when using the corporate colors to ensure that they will always be consistent.

## Primary Color System



### Color A : SMA Green

Color Codes

CMYK : C50 M0 Y99 K0

RGB : R149 G193 B35

Web : #95c123

### Explanation :

SMA Healthcare and the SMA Healthcare Foundation have three official colors:

Green, Blue and Gray. These colors have become a recognizable identifier for the company.



### Color B : SMA Blue

Color Codes

CMYK : C100 M100 Y26 K25

RGB : R41 G35 B91

Web : #262261

### Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.

### SMA Gray

Tints can be used according to usage. 100% on small type as on the stationary down to 20% for backgrounds. Gradients are not permitted.



### Color B : SMA Gray

Color Codes

CMYK : C47 M41 Y46 K6

RGB : R148 G140 B130

Web : #948c82



100 %

80 %

60 %

40 %

20 %



### No gradients or tints of the primary colors

SMA Primary colors should always be used as 100% solid color

# The Secondary Color System and Color Codes

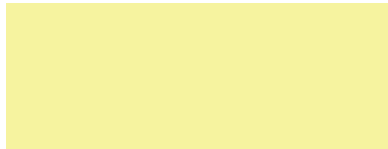


## The secondary color system and color codes



### Secondary Color A

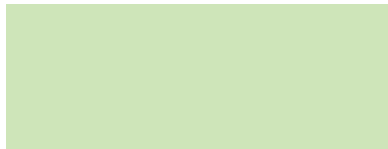
CMYK : C32 M0 Y14 K0  
RGB : R170 G221 B221  
Web : #aaaddd



### Secondary Color B

CMYK : C4 M0 Y47 K0  
RGB : R251 G243 B162  
Web : #fbf3a2

## Secondary Color System :



### Secondary Color C

CMYK : C20 M0 Y34 K0  
RGB : R216 G231 B189  
Web : #d8e7bd

### Explanation :

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for SMA Healthcare. Secondary colors should be used sparingly, that is, in less than 20 percent of the palette in one piece.

### Usage:

Use them to accent and support the primary color palette.



### Secondary Color D

CMYK : C40 M27 Y9 K0  
RGB : R166 G177 B207  
Web : #a6b1cf

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**Colors are one  
of the most  
important things  
to transfer a  
brand to the  
customers.**

# Section 05 SMA Layout & Design

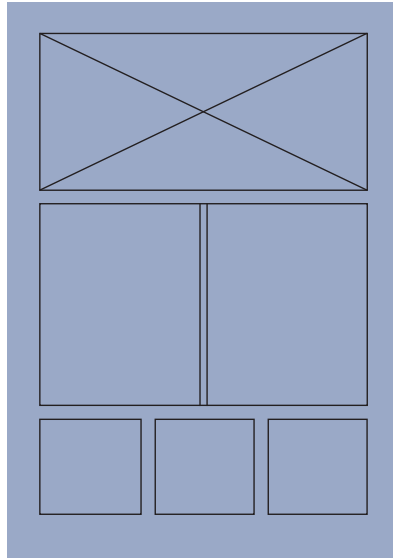
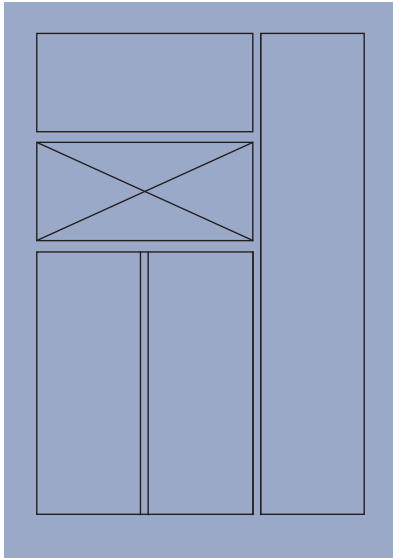
Grid System  
Design Elements

# Design

# The SMA Grid System and Angle Design Attribute



## A4 Vertical Grid System Examples



### Grid System Explanation

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner.

A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or in relation to other parts of the same graphic element or shape.

## Approved Angle Design Attribute

The SMA Healthcare brand manual allows for use of a 2° angle in designs. The angle should only be used in 1 or 2 locations maximum for each page of a design. However, text used in ANY design should NEVER be angled and should always read horizontally.



## Serving **Flagler County** Through Exceptional Behavioral Healthcare

Transforming Lives Through Hope and Healing



# Section 06 Images and Blending Modes

The SMA Image  
SMA Image Color  
SMA Image Black & White  
Blending Modes and Options

# Image

# The SMA Image : Colored Images



Corporate Images are responsible to transfer the values of SMA to our community and our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance,

pronouncements, etc. SMA uses various corporate promotion techniques to enhance our public image in order to improve our reputation as a provider and employer.



## The SMA image system for colored images

### Requirements:

- vivid, clean colors
- strong composition
- sharp images
- minimalistic look
- modern and businesslike



# The SMA Image : Black & White | Duotone

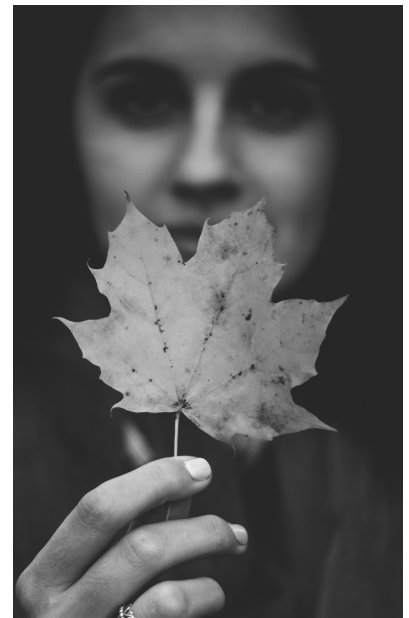


Style and treatments help communicate a mood and establish a campaign brand.

## The SMA image system for B/W images and Duotones

### Requirements:

- emotive
- high contrast
- sharp images
- minimalistic look
- modern



# Blending Modes for Brand Images



Image effects and blending modes raise the recognizability of a brand. Also they are able to divide content and other graphic elements that are used in

layouts. In the same way, they support the statement of the used images and raise application possibilities.

  
**FLAGLER ACCESS CENTER**  
A BEHAVIORAL HEALTHCARE PARTNERSHIP  
**Serving the People of Flagler County**  
 The Flagler Access Center is our front door to services. Staff is in place to welcome individuals for service, provide screening, determine eligibility for services, collect information, and provide appropriate referrals for behavioral health and substance use disorder services.  
**Walk-in | Monday-Friday | 8am-5pm**  
 Transforming Lives Through Hope and Healing

**OPEN HOUSE**  
  
**FLAGLER ACCESS CENTER**  
A BEHAVIORAL HEALTHCARE PARTNERSHIP  
  
 FLAGLER ACCESS CENTER  
 103 E. MOODY BLVD  
 DECEMBER 2, 2022 | 10AM TO 2PM


**Women's Residential**  
 Coming Soon to Marion County  
 This program will be a residential treatment facility for women exhibiting symptoms of drug and alcohol misuse.  
 Women will live and receive intensive and comprehensive treatment in a therapeutic environment. Providing support to each other in recovery sets the stage for life beyond treatment.  
 Through a variety of therapeutic options, the women will learn healthy life and recovery skills. They also are provided with the opportunity to address trauma and other mental health issues.  
 For more information, contact SMA Healthcare's 24/7 Access Center at (800) 539-4228.

**Transforming Lives**  
 Through Hope and Healing  
  
 800.539.4228  
 Providing Exceptional Behavioral Healthcare for Over 60 years

# The SMA Healthcare Image Mood Board

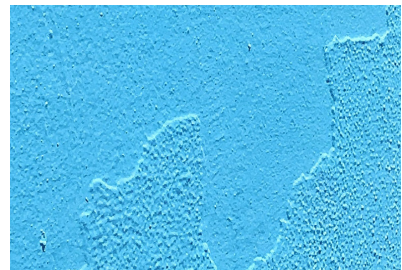




The mood board is extremely useful for establishing the aesthetic feel of the SMA brand. Things that can be explored in the mood board include photography style, color palettes, and the overall

look and feel of the SMA brand. Sharp focus, high resolution, vibrant colors, and a positive mood with an emphasis on composition and cropping to evoke a specific style and feeling.

### SMA Social Media Elements, Textures & Metaphors



# Section 07 Guideline Check List

Checklist Introduction  
Manual Checklist

# Check

# The SMA Healthcare Brand Quality Control and Application



The easiest way to make sure that your work will match the brand manual guidelines is to have a small check list. Before publishing please go through

the following check list, and compare this with your publication. If something is inconsistent please rework until everything is correct.



## 01 The Logo

Only use approved versions of the logo. Please check that you have respected the minimum size and exclusion zone requirements. The logo should not appear on colored backgrounds without being reversed out.



## 02 Color

Please make sure that only the approved primary and secondary colors are used.



## 03 Typography

Use the font Acumin Pro for all top headings. For body text and smaller headings use font Helvetica Neue.



## 04 Imagery

Use vibrant sharp focused well composed and cropped photos, grayscale photos or photos with color overlay. Please follow the rules.



## 05 Print materials

Please use the provided grids and approved layouts and design elements for all printed products.

# SMA Healthcare SMA Healthcare Foundation

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 @SMAHealthcare

 @SMAHealthcareFoundation

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[www.smahealthcare.org](http://www.smahealthcare.org)