betterhelp

Brand
Guidelines

betterhelp

What are our Brand Values?

We're Trustworthy

At BetterHelp, trust is the cornerstone of our service. Our dedicated team, consisting of therapists, creators, and compassionate professionals, is deeply committed to enhancing mental health care. Every day, we strive to provide the best and most accessible therapy experience possible, continually improving to meet your needs with integrity and care.

We're Experienced

As the largest and most established player in the online therapy space, BetterHelp brings over a decade of expertise to the table. In this time, we've steadily refined our product, platform, and processes – and touched the lives of over 4 million members. Our journey of growth and service continues with unwavering commitment.

We're Approachable

We understand the importance of being there when it matters most. BetterHelp stands out as a supportive community rather than a distant corporation. We make it easy for anyone to access the help they need during tough times, offering a friendly, open environment where members feel welcomed and valued.

We're Empathetic

Empathy is at the heart of everything we do. Having navigated many of the same challenges, we offer genuine understanding and support. We foster an environment where openness, vulnerability, and acceptance are normalized, ensuring that everyone feels seen and supported.

We're Encouraging

Even on your worst days, BetterHelp aims to be a beacon of hope. We are not just about addressing challenges; we are here to inspire and motivate. As a source of positivity, we encourage every member to take steps towards a more fulfilling and happier life.

What is BetterHelp's Brand Voice & Brand Expression?

Empathetic & Realistic

We address mental health with the seriousness it deserves, while recognizing that therapy can also be enlightening and even uplifting. Our approach is professional, clinical, and informative, but also accessible and engaging. We offer sincere support that acknowledges the complexities of mental challenges, inspiring users to view therapy as a tool for both overcoming difficulties and enhancing life. Less "Live, laugh, love," more "therapy can help you change how you see the world and find balance."

Inclusive & Welcoming

We open our doors wide to everyone seeking support. Our mission is to normalize therapy and highlight its benefits, making it more approachable and less intimidating for newcomers. We are dedicated to creating an environment where every individual feels comfortable and empowered to begin their journey toward well-being. By continuously inviting and welcoming new members onto our platform, we foster a diverse community where therapy is seen as a positive, normal part of maintaining mental health.

Trusted & Authoritative

We understand that many of our users come to us during challenging times. As a leading authority on mental health and therapy, we prioritize a serious, consistent approach that reassures and comforts. Our brand is committed to providing dependable, research-backed content and services that respect the gravity of our users' experiences. We earn trust by offering reliable support and expert guidance and making every interaction meaningful – rather than seeking attention through splashy gimmicks.

In Conclusion

When working on your project, partnership, creative strategy, etc, consider the following:

BRAND CONSISTENCY: Assess whether your project, partnership, or creative strategy aligns with the brand values and voice outlined above. If discrepancies arise, identify what subtle adjustments can be made to realign with our core principles.

ENGAGEMENT & IMPACT: Put yourself in the potential member's shoes. Would the content you're creating capture your attention or would it just blend into the background as you scroll? Evaluate the immediate impact of seeing an ad, reading about a partnership, or hearing a message from an outsider's perspective.

EMOTIONAL CONNECTION: Consider the emotional response your project might evoke. Does it make the viewer feel understood and supported? Is it compelling enough to encourage signing up? If the answer is no, think about what elements could be tweaked to change this perception and enhance engagement.

Typography

Overpass ExtraBold

For headlines.

Overpass ExtraBold

Overpass SemiBold

Alternative secondary for headlines.

Overpass SemiBold

Inter Light, Regular

For body paragraphs. If using in white on a dark background in print, may use Inter Regular.

Inter Light, Regular

Inter Medium

For CTA on buttons.

Inter Medium

Custom Handlettering

Handlettering can be used in special cases on the appropriate platforms such as organic social media, ooh, partnerships, or influencer content.

Page 5 for more on this

La Belle Aurore

For short phrases and decorative words used to match the illustration style. Requires custom edits on certain characters such as "r".

La Belle Aurore

Caveat Brush

For body copy that needs to be both legible and organic. Pair with handlettering.

Caveat brush

Primary Logotype

We use the horizontal logo in most instances. Prioritize the two-color logotype on light colored backgrounds. When writing about BetterHelp, keep it one word and capitalize the "H".

Safespace

Use the icon mark to measure how much room to leave around the logo.

Primary Logotype

Use on dark backgrounds.

Primary Logotype

Use on light backgrounds.

Stacked logotype on dark

Use on dark backgrounds when horizontal space is limited.

Stacked logotype on light

Use on dark backgrounds when horizontal space is limited.

Stock Imagery

Illustration should be primary mode of communication in marketing materials. In the case that stock imagery is necessary, here are examples of acceptable imagery.

Do

Use uplifting and well-lit images. Soft smiles, relaxed conversations, and subtle emotions are preferred. Use diverse clients, therapists, and current devices.

Avoid

Don't use dramatically sad, pixelated, or over-edited photos.

Color Palette

The marketing brand colors are adjusted from the product colors in order to energize and support the illustration style. Use these colors when working with illustrations and marketing materials.

Dark Green
#184C3D
RGB 24, 76, 61
CMYK 94, 60, 84, 25
PMS 343 C, 135-16 U

Main Green
#397A4A
RGB 57, 122, 74
CMYK 80, 30, 86, 17
PMS 555 C, 356 U

Light Green
#96E092
RGB 150, 224, 146
CMYK 38, 0, 53, 0
PMS 358 C, 358 U

Dark Neutral
#F9EAD4
RGB 249, 234, 212
CMYK 2, 7, 16, 0
PMS 7506 C, 7506 U

Main Neutral
#FFF5E6
RGB 255, 245, 230
CMYK 0, 3, 9, 0

Light Neutral
#FFFBF3
RGB 255, 251, 243
CMYK 0, 1, 4, 0

Orange
#FCB13A
RGB 252, 177, 58
CMYK 0, 34, 88, 0
PMS 1365 C, 1235 U

Yellow
FBE986
RGB 251, 233, 134
CMYK 0, 7, 47, 2
PMS 601 C, 0131 U

Blue
#A1D9D8
RGB 161, 217, 216
CMYK 35, 0, 16, 0
PMS 4471 C, 324 U

Accent Green
#5FAA41
RGB 95, 170, 65
CMYK 70, 10, 100, 0

Beige 100
#F7F0E6
RGB 247, 240, 230
CMYK 2, 4, 8, 0

Accent Blue
#7BD1CF
RGB 123, 209, 207
CMYK 49, 0, 22, 0

Illustration Style

Our illustrations are optimistic but not childish, therefore we use semi-realistic proportions with simplified curves. Our style is gestural, marked by its use of light and shadow, hand-drawn quality, and selective touches of outlines and strokes.

Examples

An eye should only be composed of one line and one organic dot. Hair strands define the hair direction and quality. Strands use the background color or the character skin colors and generally overlap with the hair shape on at least one edge. When copy is baked into the graphic, keep illustrations simple with less elements to streamline the focus on the message.

Find your space for healing & growth.

Get 20% off
your first month

Check in on your mental health.
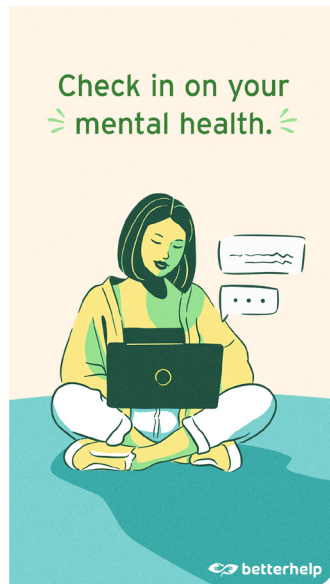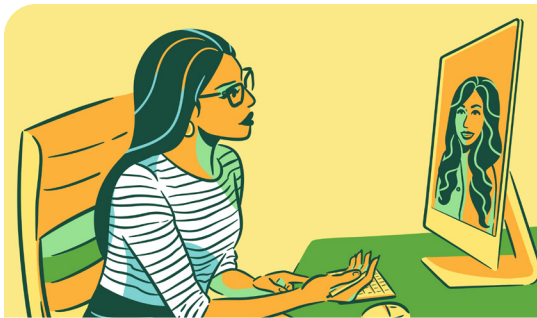
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Illustration Guide

Follow these specs to recreate BetterHelp's illustration style. The preferred tool is procreate as it produces the most organic linework. Start with a previous illustration sample when possible to match line weight to your canvas.

Line Weight Variation

Tools: Use the studio pen under "Inking" with adjusted settings of 72% streamline amount and 30% stabilization. Use 8% brush size on a 3000×3000px or 2160×3840px canvas.

Technique: Use Dark Green for outlines. Taper stroke ends. Place strokes selectively. Within Illustrator, line weight should vary by 1-3pts.

Fills & Inverse Lines

Tools: Use the same studio pen or pen tool if Illustrator.

Technique: Use fills to complete the form. Choose one or two filled areas to flood with Dark Green. Make sure to fill neck shadow. Use inversed lines in the dark green fills using the main fill color to distinguish negative forms.

Light, Shadow & Texture

Tools: Studio pen or pen tool. Provided texture.

Technique: Decide on an imagined angle for the light source. Use a maximum of 3 point curves for most shadows. Limit to 2 colors per object. Keep shapes simple and color-blocked. Use rounded shadow on one side of face and neck. Finalize with our speckled texture overlayed (in appendix).

Other Notes

Technique: Aim to create dynamic compositions and fill the space for the orientation. Imagining an X, Y, and Z axis can help.

Illustration Style

More Examples

Illustrations should fill the space in dynamic ways but also give breathing room with simple backgrounds. Less is more. When using accented elements such as swirls, blobs, rays, arrows, shapes, confetti, etc, make sure that it is added with purpose. Make sure to consider dimensionality and simplicity when illustrating. We are constantly pushing this further.

Handlettering Examples

Handlettering can be paired with photography or illustration. The preferred tool is procreate or photoshop with tablet as this produces the most organic linework. Pair with caveat brush for body copy.

Style 1

Tools: Hard round, Kyle's classic cartoonist, or animator pencil (ipad) on photoshop. Tinderbox on procreate.

Technique: Draw chunky block letters with rounded corners. Duplicate and fill with Dark Green for drop shadow. Outline photo subject selectively.

Style 2

Tools: Same as above.

Technique: Draw rounded block letters. Alternate between strokes in Dark Green, and no stroke with fill of white and greens per line of text. Add drop shadows (no blur, full opacity) in greens behind white or the inverse. Draw blobs behind some lines of text.

Style 3

Tools: Same as above.

Technique: Draw a wavy Dark Green shape across the subject. Use rounded linear lettering in white following the wave shape. Draw second wave shape behind and fill with an accent green. Outline the subject and add short rays.

Style 4

Tools: Same as above.

Technique: Draw rounded block letters in Dark Green. Duplicate and offset with Main Green fill for drop shadow. Add a white stroke around main letters. Write the subtitle as white lines. Add a Dark Green Blob behind it.