



**Brand**  
**Guidelines**

# Typography

## Overpass ExtraBold

For headlines.

Overpass ExtraBold

## Overpass SemiBold

Alternative secondary for headlines.

Overpass SemiBold

## Inter Light

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

Inter Light

## *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*

Do not use in materials with a serious corporate tone such as B2B.

## Custom Handlettering

Handlettering is permitted when used tastefully and on the appropriate platforms such as organic social media, partnerships, or influencer content.

# 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

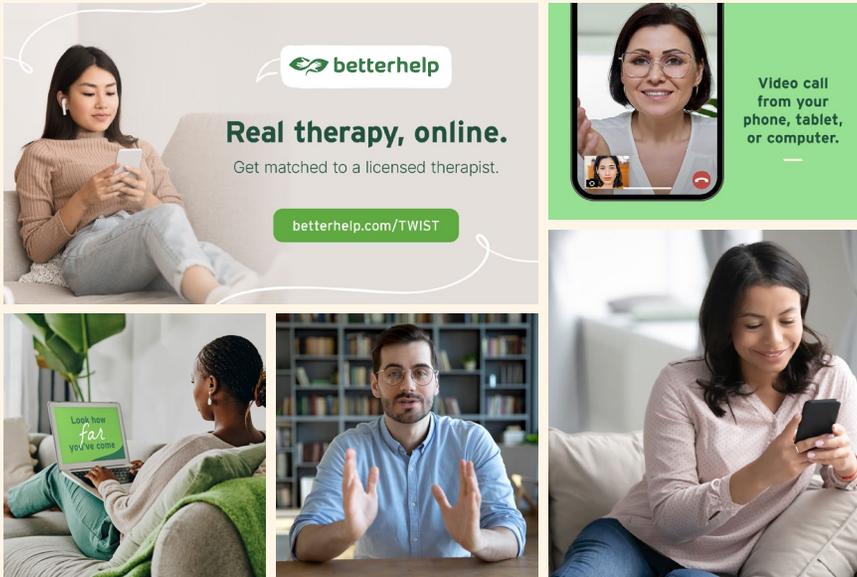
Use on light backgrounds when horizontal space is limited.

# 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 95, 170, 65  
 CMYK 70, 10, 100, 0  
 PMS 555 C, 356 U

## Light Green

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

## Dark Neutral

#F2DEC2  
 RGB 242, 222, 194  
 CMYK 4, 12, 24, 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

#FDE672  
 RGB 253, 230, 114  
 CMYK 3, 4, 68, 0  
 PMS 113 C, 106 U

## Blue

#7BD1CF  
 RGB 123, 209, 207  
 CMYK 49, 0, 22, 0  
 PMS 4471 C, 324 U

## Teal

#417978  
 RGB 65, 121, 120  
 CMYK 76, 37, 50, 8

## White

#FFFFFF  
 RGB 255, 255, 255  
 CMYK 0, 0, 0, 0

## Accent Green

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

# Illustration Style

Illustration is our primary mode of communication in marketing materials. Our style is marked by its use of light and shadow, hand-drawn quality, and selective touches of outlines and strokes.

## Examples

Illustrations should feel optimistic without coming across childish therefore we use semi-realistic proportions with simplified curves and represent realistic scenarios.



# 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 14% brush size on a 3000x3000px or 2160x3840px canvas. 8% may be used on skinny details.

**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 Details

**Tools:** Studio pen or pen tool.

**Technique:** Decide on an imagined angle for the light source or use a photo reference. Use a maximum of 3 point curves for most shadows. Always use rounded shadow on one side of face and neck.



## Background Detail & Texture

**Tools:** Studio pen or pen tool. Provided texture.

**Technique:** Use looping, waving, swirling and expressive lines in the background. May also include rounded fill shapes. Finalize the piece with our soft speckled texture overlaid (provided in appendix).