Introduction

A brand is so much more than just a logo or a tagline. Our brand is how we’re perceived. It comes from the quality of service we provide and the messages we share. Simply put, our brand is the reaction people have when they hear our name and it encompasses both logical and emotional responses.

Every time we communicate about KVC, we have the opportunity to build positive associations with our brand. We care about our brand because we care about our purpose and our brand promise.

Our Promise

We all need connection, and KVC’s brand promise is to make meaningful, impactful connections with people in everything we do, from our biggest organizational decisions to our smallest daily interactions.

Consistent branding is one of the key steps in effective branding. Effective branding builds trust in and goodwill towards our business. This document is intended to be the definitive guidebook for representing the KVC Health Systems brand.

While an effective brand is consistent, an effective brand also must evolve over time and adapt to new situations. Any deviations should align with these guidelines; and be done rarely and with great care.

A brand is comprised of more than just a visual representation. All day-to-day activities, services, interactions and communications contribute to our brand. We encourage the same high standard that we apply to our operations be applied also to all of our marketing collateral.
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The following guidelines best represent the KVC Health Systems brand. A consistent use of these guidelines will help create a consistent and on-brand experience for all of our KVC families, patients and friends.

If you have any questions or are unsure if your artwork is consistent, please contact the Communications Team.

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Our **Vision**

At KVC, we envision a world in which every person is safe and connected to a strong family and a healthy community.

Our **Mission**

We work to enrich and enhance the lives of children, adults and families through medical and behavioral healthcare, social services and education.

We envision a world in which every person is safe and connected to a strong family and a healthy community.

that’s why...

We work to enrich and enhance the lives of children and families by providing medical and behavioral healthcare, social services and education.
Our Values Guide Us Daily

The heart of our work is helping people.

Our character is built on authenticity and compassion.

Family connection drives our culture.
Our **Values** Guide Us Daily

**Collaboration**
fuels our improvement.

**Urgency and innovation**
mark our approach.

**Diverse perspectives**
are key to our progress.
Our leading message should focus on the children, families and people that KVC exists to help. From there, we focus on our leadership and our three main qualities - compassion, innovation and effectiveness. Once that foundation has been laid, we follow with all specific services we provide since all of it will now be seen through the lens of the why and the how.

While our services vary, our message is the same. We exist because we, and the people we serve, all need connection.
Our Logo & Tagline

KVC Logo and Tagline

KVC is committed to strengthening families, preventing child abuse and neglect, and helping people experience mental health wellness. With a broad continuum of care and locations across the nation, it’s important to us that all of our communications stay centered on our purpose.

“We all need connection” explains why KVC exists. We exist to help children, adults and families. Their most immediate need and their best path forward always involves connection to a caring person. This is both heart and mind, emotion and expertise, art and neuroscience.

Positive relationships are the key to building resilience, preventing childhood adversity, and healing from trauma. This tagline conveys empathy, solidarity and vulnerability. We at KVC are part of the “we all” who need connection.

Lack of connection is a public health epidemic. Boldly calling out this need is similar to bravely ending the stigma around mental health. Human connection is the thread that goes through KVC’s broad continuum of care, from prevention to foster care to children’s psychiatric treatment.

More people are experiencing loneliness, depression and thoughts of suicide than ever before. There has never been a better time to shine a light on the power of connection.
Brand Architecture

The brand architecture demonstrates how the logo system is structured.
Logo Usage

A light or white background should always be prioritized when displaying the logo, but when that’s not the case there are allowable variations intended to maintain legibility.

Midtone backgrounds cause the midtone qualities of the symbol to be lost visually, so the all white version should be used in those cases.

Dark backgrounds cause the dark letters to be lost visually, so the white text version should be used.

For situations that fall in between these clear scenarios, contact the Communications Team for guidance.
One-Color Logo Usage

Examples of Incorrect and Unacceptable Usage

Heart icon MUST NOT be outlined without fill
Heart icon MUST NOT be a solid filled shape without lines

All-white with transparency for use on dark backgrounds
One-color solid logo for use on promotional products where gradients can not be achieved
Our Look and Feel  Logo Specifications

Maintain clear space around the KVC Health Systems logo to protect it from distracting graphics or typography.

For the KVC Health Systems logo, measure clear space by 1/2 the height of the V in KVC for vertical and horizontal space. This is intended to be the primary lockup layout.

For the KVC Health Systems alternate logo, measure clear space by the height of the V in KVC for vertical and horizontal space. The intended use is for situations with limited vertical height.

For the KVC symbol, measure clear space by 1/3 of the height of the symbol. The symbol maybe be displayed independently in situations where the name isn’t essential.

Minimum Size
Going too small can degrade the integrity of the mark.

Using the Tagline
When using the KVC tagline, do not alter the size or position of the KVC tagline lockup.
Lockups

KVC Health Systems is made up of many subsidiaries, but there’s a specific way to approach each logo lockup. The subsidiary is located under the letters KVC.
KVC Statewide Subsidiaries

These same specifications apply to KVC Kentucky, Missouri, Nebraska and West Virginia.

Maintain clear space around the KVC Kansas logo to protect it from distracting graphics or typography.

For the KVC Kansas logo, measure clear space by 1/2 the height of the V in KVC for vertical and horizontal space. This is intended to be the primary lockup layout.

For the KVC Kansas alternate logo, measure clear space by the height of the V in KVC for vertical and horizontal space. The intended use is for situations with limited vertical height.

Minimum Size

Going too small can degrade the integrity of the mark.

Using the Tagline

When using the KVC tagline, do not alter the size or position of the KVC tagline lockup.
KVC Hospitals

Maintain clear space around the KVC Hospitals logo to protect it from distracting graphics or typography.

For the KVC Hospitals logo, measure clear space by 1/2 the height of the V in KVC for vertical and horizontal space. This is intended to be the primary lockup layout.

For the KVC Hospitals alternate logo, measure clear space by the height of the V in KVC for vertical and horizontal space. The intended use is for situations with limited vertical height.

Minimum Size

Going too small can degrade the integrity of the mark.

Using the Tagline

When using the KVC tagline, do not alter the size or position of the KVC tagline lockup.

KVC Hospitals

Children’s Psychiatric Treatment

We all need connection.
Color Palette

Consistent use of color is one of the most effective ways to establish a recognizable and lasting brand impression.

The brand colors are comfortable, fresh, organic and caring. They’re corporate but not dry. They feel native to healthcare but aren’t sterile.

Please follow the specified values when creating any KVC Health Systems branded collateral.
 Accent Color Palette

Color Palette: Accent Colors

To enliven our layouts and add visual interest, we have included several accent colors that can be incorporated into your designs. These accents should be balanced with our primary colors.

Please follow the specified values when creating any KVC branded collateral.
KVC Health Systems’ primary typeface is Gotham. The chart to the left demonstrates a range of weights of Gotham that may be applied to branded materials. As the primary typeface, Gotham should be used the most in any given circumstance.

“From the lettering that inspired it, Gotham inherited an honest tone that’s assertive but never imposing, friendly but never folksy, confident but never aloof.”

- H&FJ type foundry
KVC Health Systems' secondary typeface is Archer. The chart to the left demonstrates a range of weights of Archer that may be applied to branded materials. Archer should be used sparingly to add personality or character. It should not be more present than Gotham.

"Sweet but not saccharine, earnest but not grave, Archer is designed to hit just the right notes of forthrightness, credibility, and charm."

- H&FJ type foundry
To support our human-centered brand, we have included several typefaces that appear to be written by hand to incorporate into our designs. These should be balanced with our other fonts to provide warmth, depth and a human touch to a layout. Please limit yourself to one script font per layout.
KVC Health Systems’ photography is family and future-focused, authentic and optimistic.

We celebrate the diversity and potential of the people we serve with imagery that is as sunny, bright and hopeful. Photos feel energetic and lively. Interactions between people show strong positive emotional connections. Avoid stiff, overly posed stock images. Subjects should be engaged and at ease. Every image should pack an emotional punch. When possible, the KVC color palette should be integrated.
Photos

KVC Health Systems’ photos are family-focused. Family units or children should be the subject of most photos with attention paid to reflect racial, generational and developmental diversity.

The mood should range from happy to goofy, sometimes content, but never upset or sad. Active and candid shots are preferred to stiff posed images. Lighting should be sunny, bright and natural.

In photos that do not feature people, images should incorporate KVC color palette whenever possible.

To the right are a few examples of photos that do not align with the brand guidelines and represent solutions that should not be used in branded materials.

- Do not use photos without families or children.
- Do not use photos that are too solemn or serious.
- Do not use photos that are poorly lit or out of focus.
- Do not use photos that are too dark or moody.
- Do not use photos that have been distorted.
KVC Health Systems’ visual language includes illustrations and design elements that are hand-rendered, textural and approachable.
Illustrations & Design Elements

KVC Health System illustrations can interact with photos and content when possible. Visuals should always show depth through texture and layering. Too many flat surfaces or hard edges can make your layout appear cold. We strive for warm, engaging imagery that reflects the human-centered focus of our mission. We all need connection—bring that to life in your image selections.

Supporting design elements should complement our human-centered approach and should include elements that appear hand-rendered or organic as opposed to slick pixel-perfect symmetry. Designs should feel calm & balanced, never chaotic, aggressive or overwhelming.

Elements should be artfully and carefully placed. To the right are some examples of illustrations and design elements being used in a way that is consistent with the guidelines.
Brand Lens

Our Brand Lens is the filter we view all design projects through to evaluate whether they are on brand or need further revisions to achieve that goal.

All KVC visual communications should feel:

**Optimistic:** Do you feel an immediate emotional connection? Does it make you smile or touch your heart? If subject matter is serious/somber - does it give you a sense of hope?

**Human:** Are people prominently featured? If not, are there elements that feel hand-done?

**Balanced:** Does the piece have an overall feeling of order? People reach out to us in times of crisis, chaos or overwhelm - our visuals should reflect the opposite of that.