



Building stronger
communities,
person by person

Presentation Title

PRESENTATION TITLE

01

LifePath Systems



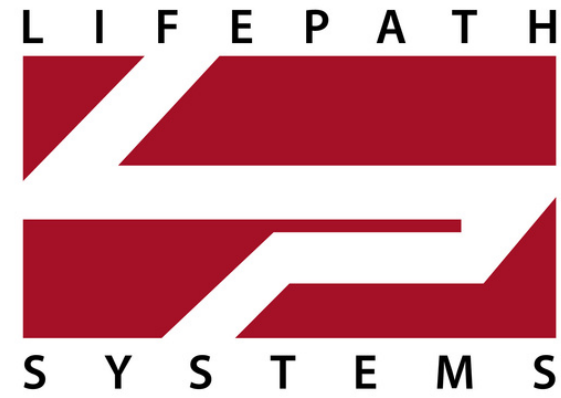
03

Presentation Title



MISSION STATEMENT

“ LifePath Systems’ mission is to serve individuals and families impacted by behavioral health, intellectual or developmental challenges, resulting in stronger communities.



LIFEPATH SYSTEMS

About Us

Who We Are

LifePath Systems is the designated behavioral health and intellectual and developmental disabilities authority for Collin County. We operate as a unit of local government and a not-for-profit center.

We receive federal, state, and local funding to provide essential mental health, substance use, intellectual and developmental disability services to families and individuals. LifePath Systems has been in operation since 1986.



05

Presentation Title



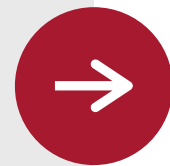
Vision

LifePath Systems will be a constantly improving, accountable system of care that responds to the identified needs of individuals, families, stakeholders, and the communities we serve.

Core Values

- Service Excellence
- Stewardship of Resources
- Integrity
- Community
- Continuous Improvement in Measurable Ways





Brand Identity

Brand Archetype

The Caregiver

Stability and Control

Motto: "How can we help?"

Brand Voice

Caring
Warm
Reassuring

Traits

Generous
Strong
Benevolent
Supporter

Strategy

To do things for others
To put others first before oneself

Goal

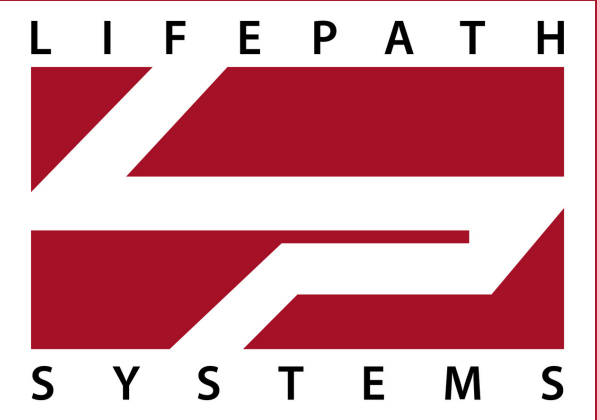
To help others

Promise

Empathy

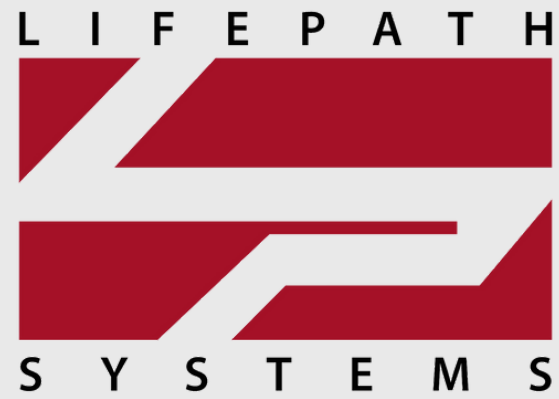
Other Caregiver Brands



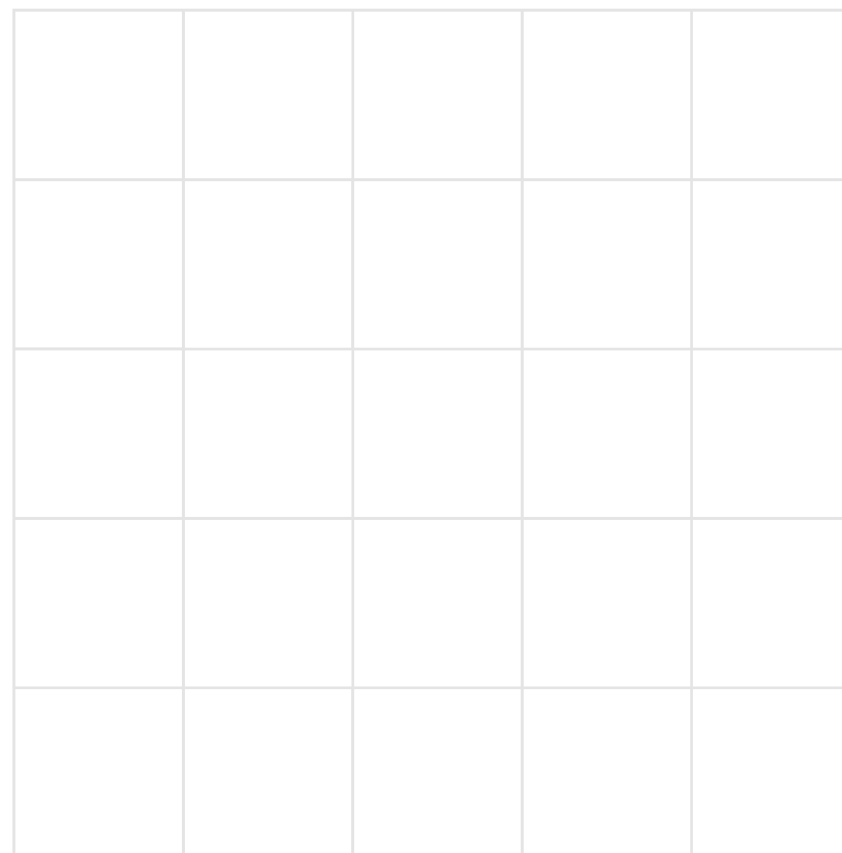


LOGO





MAIN LOGO ELEMENTS



Logo Mark

Word Mark

Insert logo information here. Insert logo information here. Insert logo information here.



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Presentation Title

LOGO USAGE

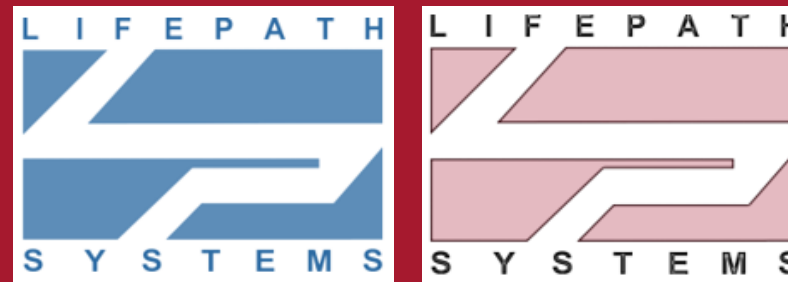


Do's

- **Do** use the color version of the logo whenever possible
 - If a single color version is needed, approval must be requested from the Communications team
- **Do** always ensure logo is large enough to read



LOGO USAGE CONTINUED



Don'ts

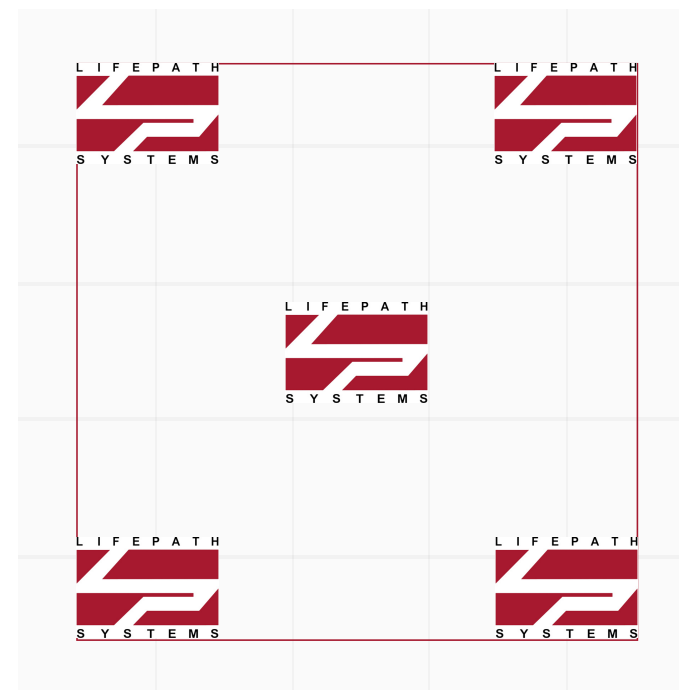
- **Don't** alter the logo in any way except for scaling size up or down
- **Don't** distort, stretch, or tilt logo
- **Don't** alter logo colors
- **Don't** remove any part of the logo (ex.: the words "LifePath Systems")
- **Don't** alter the logo to represent specific programs or services



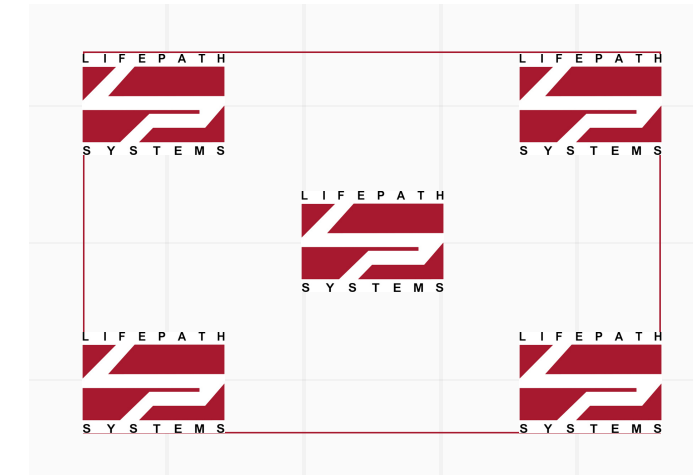
PROPER LOGO PLACEMENT

Usage Examples

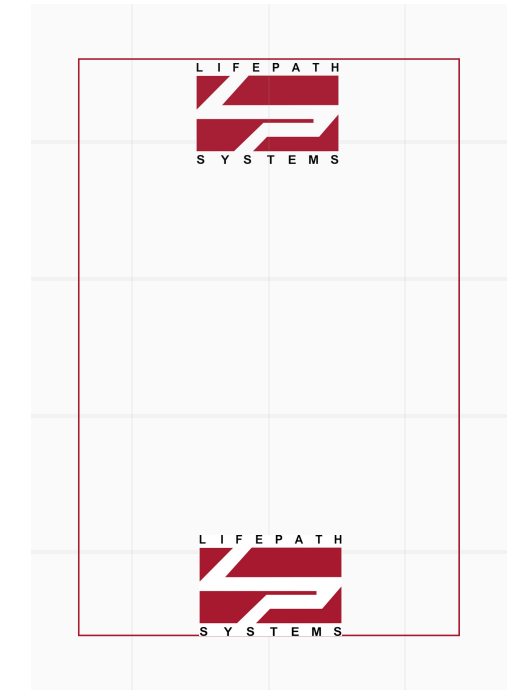
10



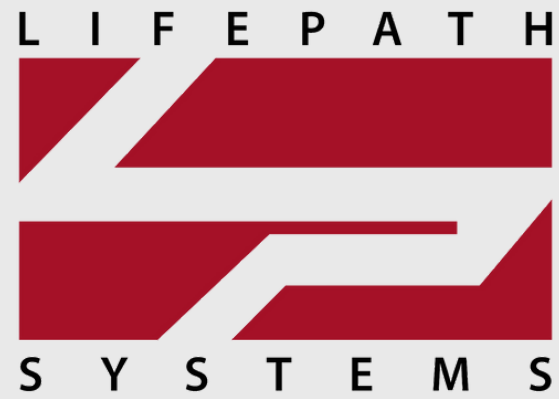
Physical Assets



Digital Assets



Business Documents



BRAND TYPOGRAPHY

Main Font

For headers and body

Our main font is Open Sans. When Open Sans is unavailable, Calibri is an acceptable substitution.

Aa

Open Sans

Open Sans Light

Open Sans Extra Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



BRAND TYPOGRAPHY

Alternative

For subheaders

Our alternative font is Open Sans Condensed. When Open Sans Condensed is unavailable, Tahoma is an acceptable substitution.

Aa

Open Sans Condensed
Open Sans Condensed Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



COLOR PALETTE

Primary

The three colors below are our primary brand colors. LifePath Logo Red, White, and Light Gray are all acceptable to use for any materials.

Hex Code
#a6192e

CMYK
0% 85% 72% 35%

RGB
65-10-18

Hex Code
#ffffff

CMYK
0% 0% 0% 0%

RGB
100-100-100

Hex Code
#e9e9e9

CMYK
0% 0% 0% 9%

RGB
91-91-91



COLOR PALETTE

Secondary

The four colors below are our Secondary Colors. Each color represents a specific division.

Behavioral Health

Hex Code
#474b8a

CMYK
49% 46% 0% 46%

RGB
28-29-54

Early Childhood Intervention

Hex Code
#EF7A2D

CMYK
0% 49% 81% 6%

RGB
94-48-18

Intellectual & Developmental Disabilities

Hex Code
#439e3e

CMYK
58% 0% 61% 38%

RGB
26-62-24

Administration

Hex Code
#7C41AD

CMYK
28% 62% 0% 32%

RGB
49-25-68