

GUARDIAN

PRIMARY CARE

Brand Guidelines

A practical standard for clear consistent and compassionate communication

How to Use These Guidelines

These guidelines help employees, contractors, and creative partners present Guardian Primary Care consistently across clinical, operational, and marketing materials. Use them whenever creating communications, signage, digital content, printed materials, or branded merchandise. When a situation is not addressed here, protect the qualities that define the brand: warmth, trust, professionalism, clarity, and patient-centered care.

1 Brand Overview

Mission Provide comprehensive healthcare that allows patients to become the best versions of themselves.

Vision Become the premier healthcare provider in Southeast Missouri and elevate healthcare standards across the region.

Core Values Integrity, passion, inclusivity, equality, faith, compassion, respect, balance, honesty, humility, and personal development.

Brand Personality Warm, professional, trustworthy, innovative, and patient-centered.

Team Philosophy Every employee is a valued team member. Collaboration and evidence-based practice support optimal patient outcomes.

Employee Resources [Guardian Primary Care Employee Almanac](#) contains day-to-day operations and staff expectations.

2 Logo Use

Primary Logo Use the full-color official logo whenever space and background allow. It is the preferred expression of Guardian Primary Care and reflects holistic, trustworthy care.

Alternate Versions Use approved black-and-white, reversed, stacked, or icon-only versions when the primary logo is not suitable.

Clear Space and Sizing Maintain adequate open space around the logo and use a size that keeps every element legible.

Correct Use

- Use only approved logo files.
- Preserve the original proportions and orientation.
- Choose a background with sufficient contrast.

Incorrect Use

- Do not stretch, compress, rotate, or distort the logo.
- Do not recolor the logo outside the approved palette.
- Do not place the logo over busy or cluttered backgrounds.

Logo Files [Access the approved Guardian Primary Care logo library](#)

3 Color Palette

Color	Hex	Primary Use
Guardian Blue	#0095E9	Website headers, signage, brochures, and prominent brand accents
White	#FFFFFF	Clean backgrounds, negative space, and text on dark brand colors
Guardian Dark Blue	#00304B	Body text, buttons, highlights, and high-contrast backgrounds

Use Guardian Blue as the primary visual accent. Use white generously to keep materials open and approachable, and use Guardian Dark Blue for readable text and strong contrast.

4 Typography

Primary Typeface Marcellus for headings and major titles.

Secondary Typeface Lato or Roboto for body copy and supporting text.

Web Safe Alternatives Arial, Helvetica, or another clean sans-serif typeface.

Typography Hierarchy

- H1: Marcellus Bold, large size, using Guardian Blue when appropriate.

- H2: Marcellus Regular, using Guardian Blue when appropriate.
- Body: Lato or Roboto in Guardian Dark Blue or dark gray.
- Captions and Notes: Lato or Roboto Italic in a secondary brand color.

5 Imagery and Photography

Tone Bright, approachable, and authentic, with natural lighting and real-world care environments.

Do

- Show diverse patients, families, and team members.
- Communicate warmth, movement, community engagement, and active lifestyles.
- Represent holistic care environments with dignity and realism.

Do Not

- Use staged, gloomy, intimidating, or fear-based medical imagery.
- Rely on generic stock images that feel impersonal or inauthentic.

6 Voice and Messaging

Tone of Voice Clear, compassionate, encouraging, and professional.

Writing Style

- Use plain language for patient-facing communications.
- Make community education evidence-based, practical, and approachable.
- Use direct peer-to-peer clarity in professional communications.

Tagline Guardian Primary Care - Compassionate care for every stage of life.

7 Applications and Examples

- Stationery: letterheads, business cards, and envelopes.
- Digital: website headers, email signatures, and social media templates.
- Print: brochures, flyers, posters, and exterior or interior signage.
- Merchandise: scrubs, staff polos, and patient giveaways.

Marketing Focus Prioritize educational campaigns about preventive care, chronic disease management, and holistic wellness.

8 Compliance and Legal

HIPAA Marketing Rules Do not use protected health information in advertising or promotional content without valid written authorization.

Trademark and Ownership Guardian Primary Care owns its logo and brand assets. Use them only for authorized company purposes.

Brand Contact Contact Preston Holifield, GPC Founder, for brand questions or approvals.

Marketing and Advertising Principles Keep messaging consistent, educational, patient-centered, and aligned with the mission and core values.

9 Organizational Philosophy Integration

Evidence-Based Practice Guide clinical decisions with the latest research, clinical expertise, and patient preferences.

Patient-Centered Care Treat each patient as a unique individual and address physical, emotional, and social health.

Team Member Expectations Demonstrate professional conduct, ethical responsibility, role clarity, collaboration, and commitment to continuous learning.