



Brand Guidelines

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Introduction

CFHA's brand reflects who we are, what we do, and our commitment to making integrated care the standard of care for all.

This guide serves as a resource for applying our brand consistently, helping ensure clarity, connection, and cohesion across all CFHA communications.

01.

Naming Convention

CFHA has embraced a fresh new look while remaining firmly committed to its mission of making integrated care the standard of care for all.

Our organizational name remains **CFHA: Collaborative Family Healthcare Association**. As part of our brand evolution, we have adopted an elevated naming convention and tagline—**CFHA - The Integrated Care Association**—which will be used frequently in our communications to better reflect who we are and what we do.

Organizational Name

CFHA: Collaborative Family Healthcare Association

Elevated Tagline

CFHA - The Integrated Care Association

02.

The Logo

Main Graphic

Our new CFHA logo design now includes imagery of people, representing both **our clinician members** who make up our organization and the **role of family** in whole-person integrated care.

This design pays homage to our history, our name, and the work we do, highlighting our vision of all healthcare teams providing **patients** and **families** an optimal and fully integrated experience in the pursuit of health and healing.



Logo Options

Both the **Collaborative Family Healthcare Association** logo and the **CFHA: The Integrated Care Association** logo are approved for use. The two logos are considered equivalent and may be used interchangeably, with neither taking precedence over the other.

Choice of logo, as well as its size and placement, may be determined by personal preference or the specific context in which it is used.



**Collaborative Family
Healthcare Association**



**The Integrated
Care Association**

Logo Icons



Logo Icons

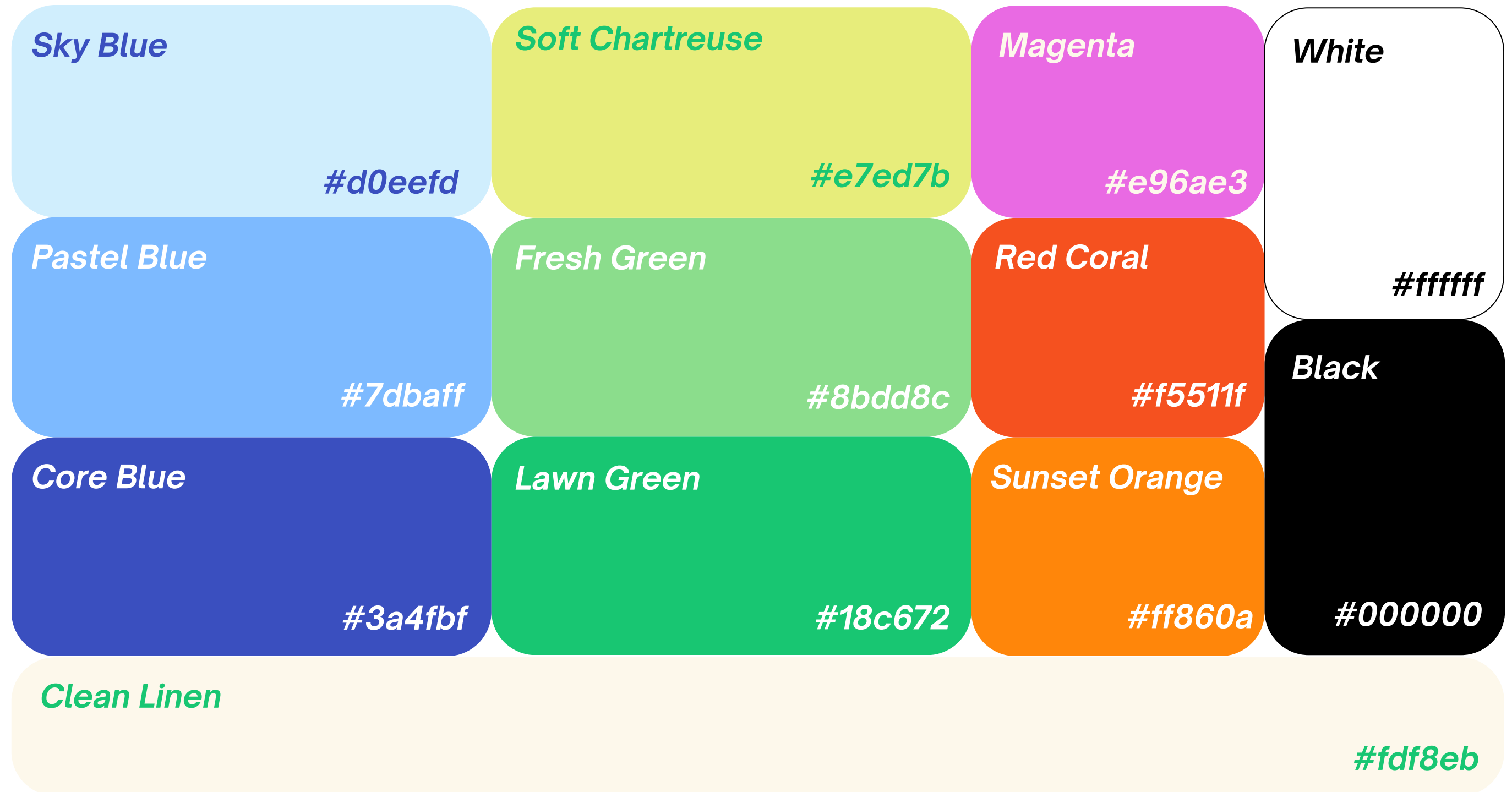


03.

Color Palette

The Color Palette

The CFHA color palette pairs grounding, calming tones that reflect stability and structure with vibrant accents that express momentum, innovation, and the dynamic nature of integrated care.



04.

The Typeface

Open Sauce Font Family

A modern, approachable sans-serif font chosen for its readability, versatility, and ability to communicate complex ideas with clarity.

Letters

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

Numbers & Symbols

123456789
@1?\${}%#/{[(*)"}]}

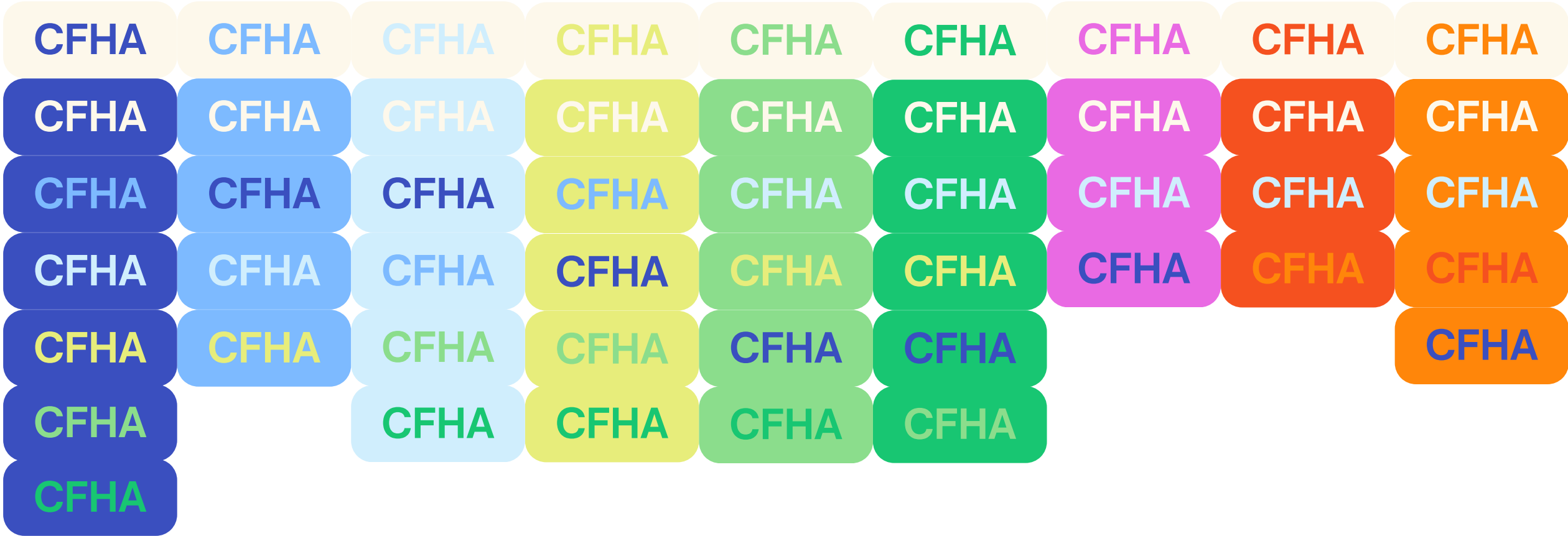
Light
Regular
Medium
SemiBold
Bold
Black

05.

Dos & Don'ts

Color Combination Examples

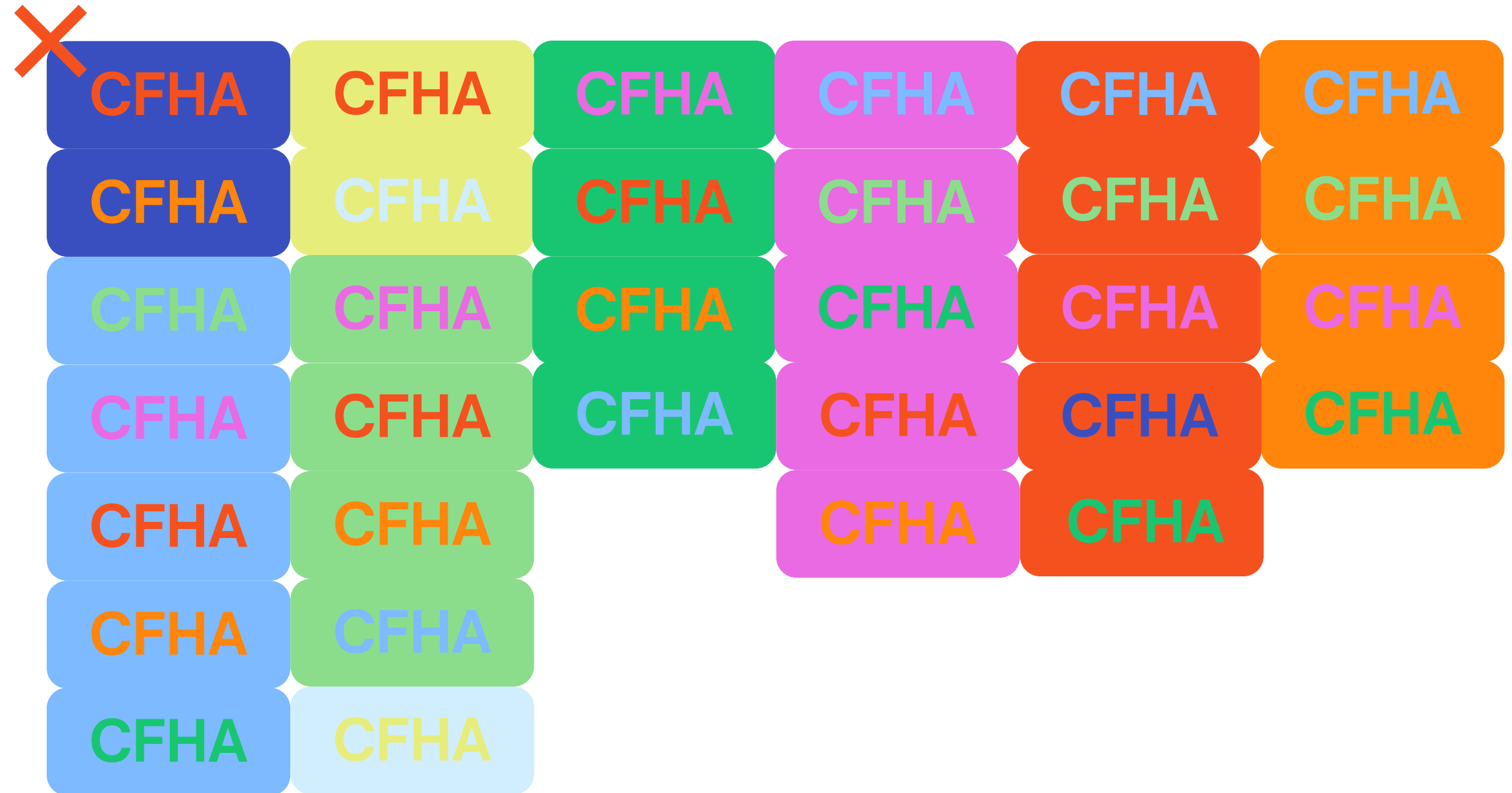
These are examples of recommended color pairings that work well together and will keep our designs consistent.



Avoid These Color Pairings

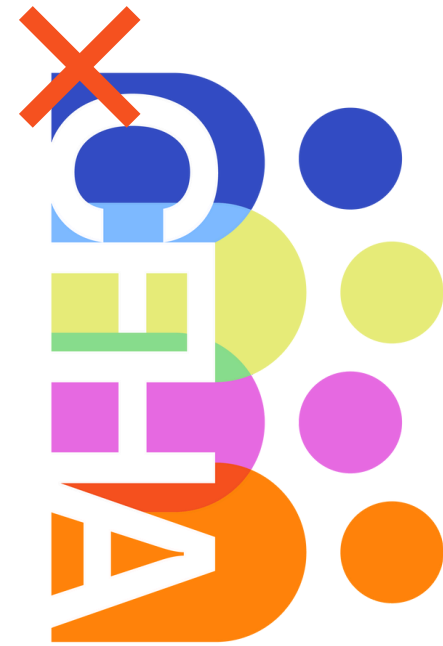
While the CFHA design system allows for flexibility in color usage, it is important to apply the palette intentionally and in alignment with our design principles.

The following examples highlight common color practices to avoid.



Misuse of Logo

Avoid rotating the logo.



Always maintain the logo's original proportions. Do not stretch or distort the logo.



06.

Mockups





CFHA

The Integrated
Care Association



PCBH BluePrint



Collaborative Family Healthcare Association

FAMILIES & HEALTH WEBINAR

Beyond the Individual: Reimagining Single Session Therapy with a Family-Centered Lens



The Integrated
Care Association

A CFHA Training Experience

Care Manager Skillset Immersion Webinar

With Daniela Vela Hernandez

