



# 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

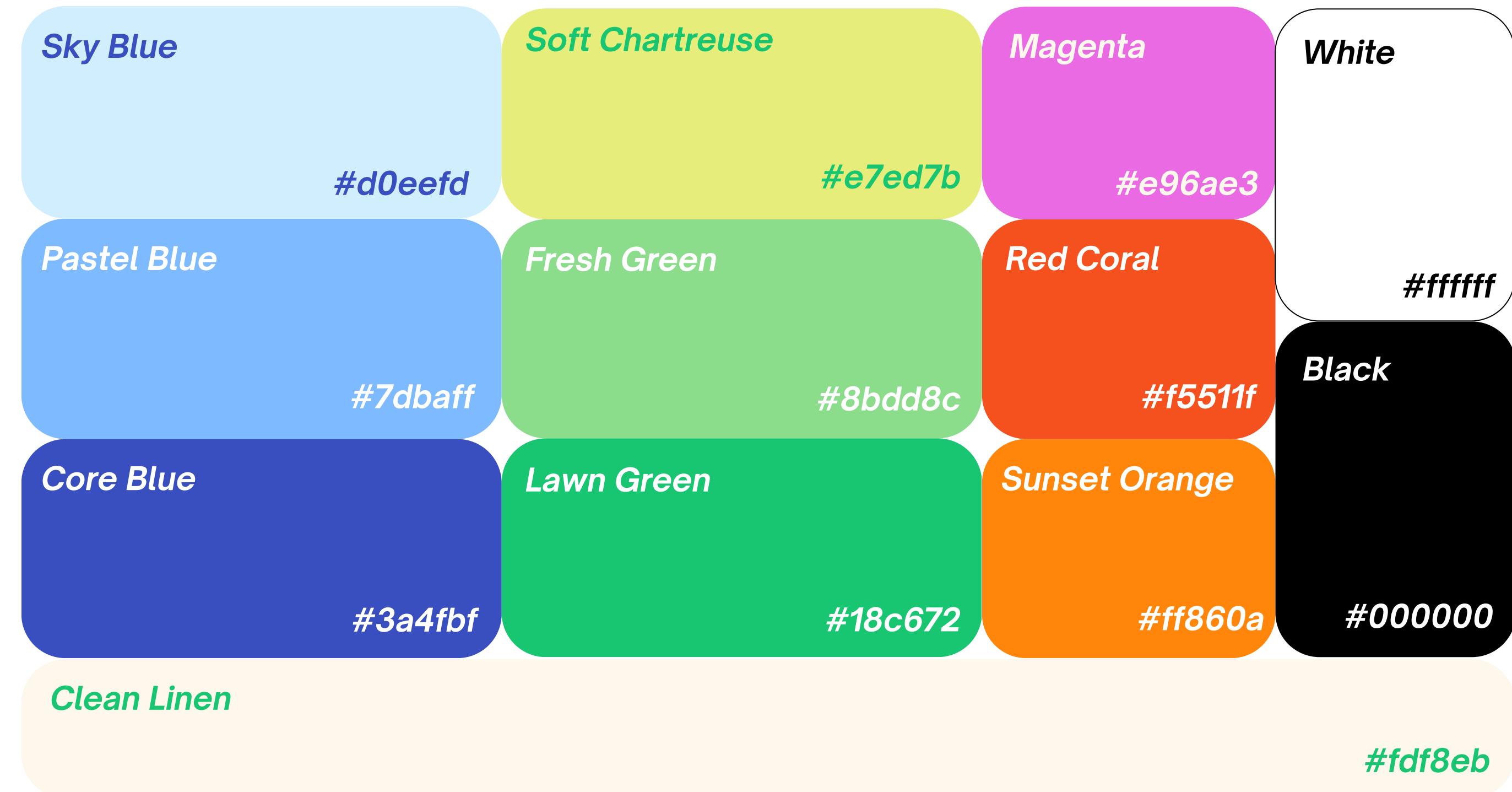


03.

# 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?%#/{{(\*')}}.

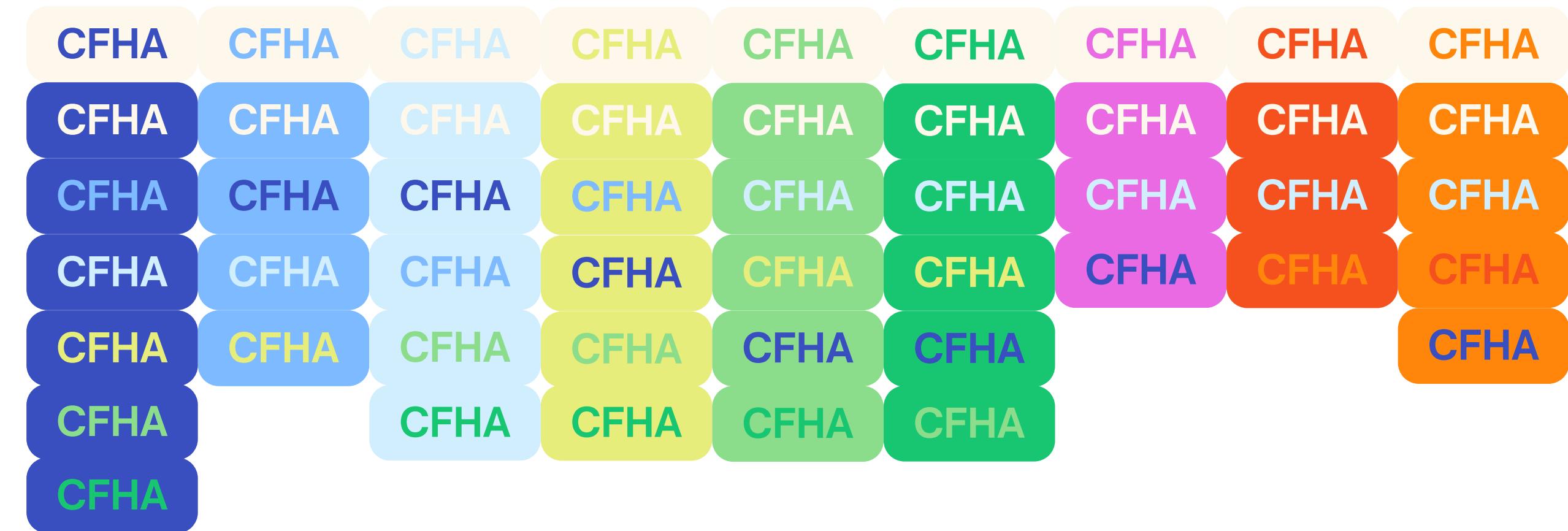
Light  
Regular  
Medium  
SemiBold  
Bold  
Black

05.

# Dos & Don'ts

# Color Combination Examples

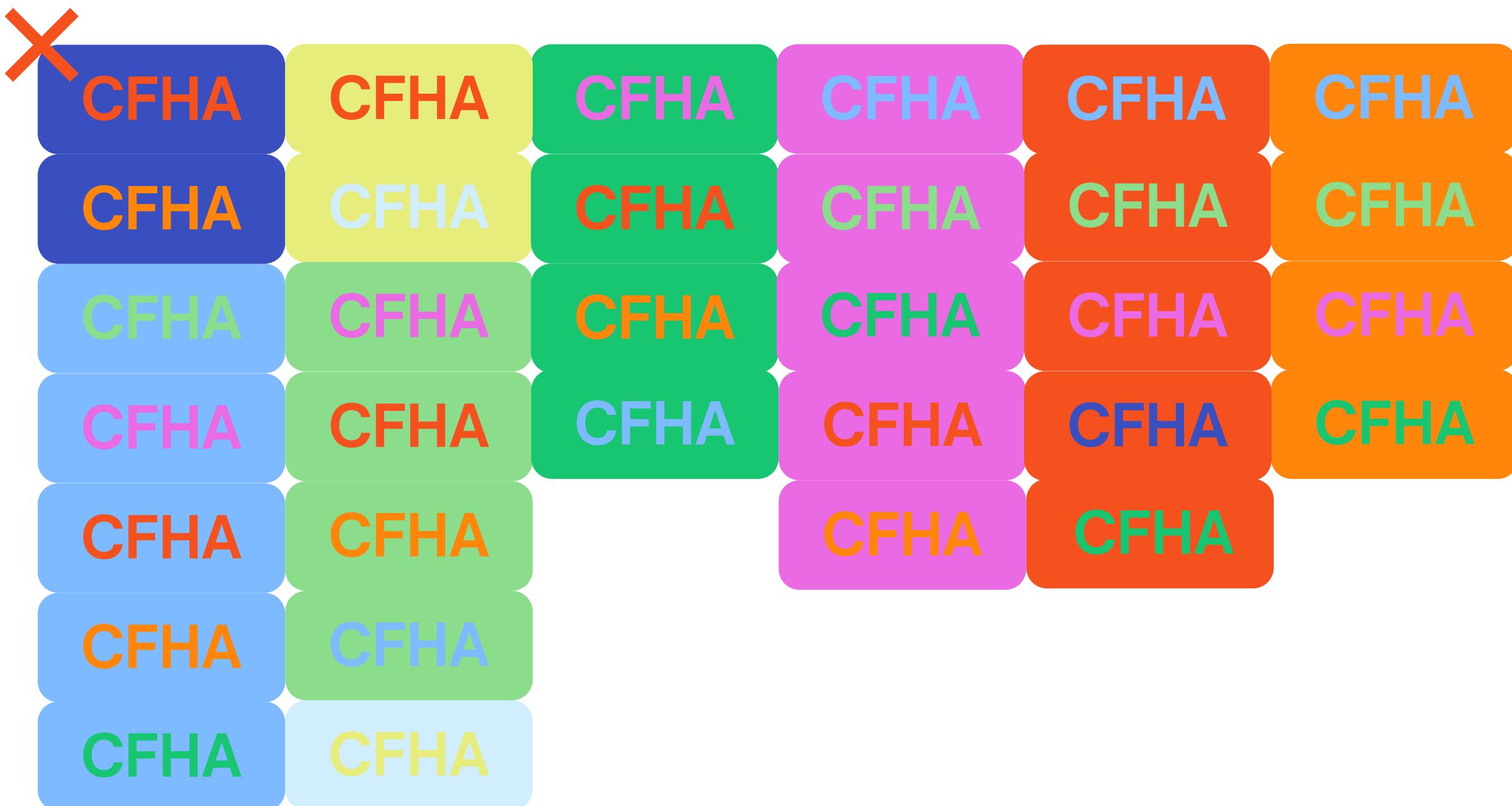
These are examples of recommended color pairings that work well together and will keep our designs consistent.



# 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.

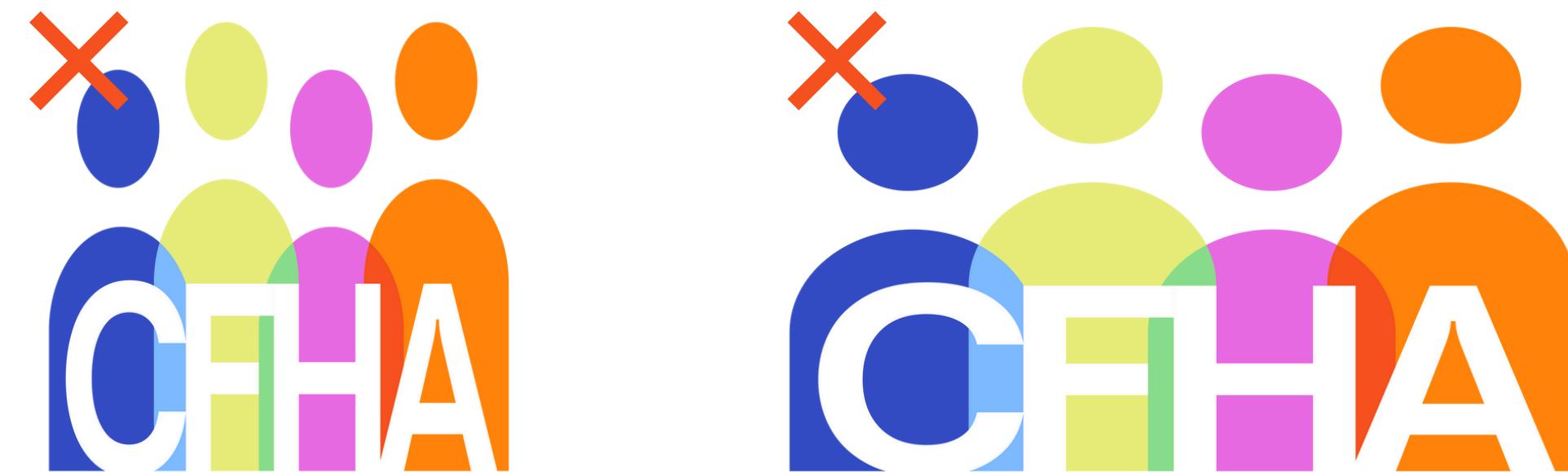


# Misuse of Logo

Avoid rotating the logo.



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



06.

# Mockups



**David**  
David Johnson PhD, LMFT  
Atrium Health Wake Forest Baptist  
Winston-Salem, NC

**Andrea**  
Andrea Meyer Stinson  
Atrium Health Wake Forest Baptist

**Morgan**  
Morgan Sherrill, PhD  
Atrium Health Wake Forest Baptist  
Winston-Salem, NC



CHIA



CHIA

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*

