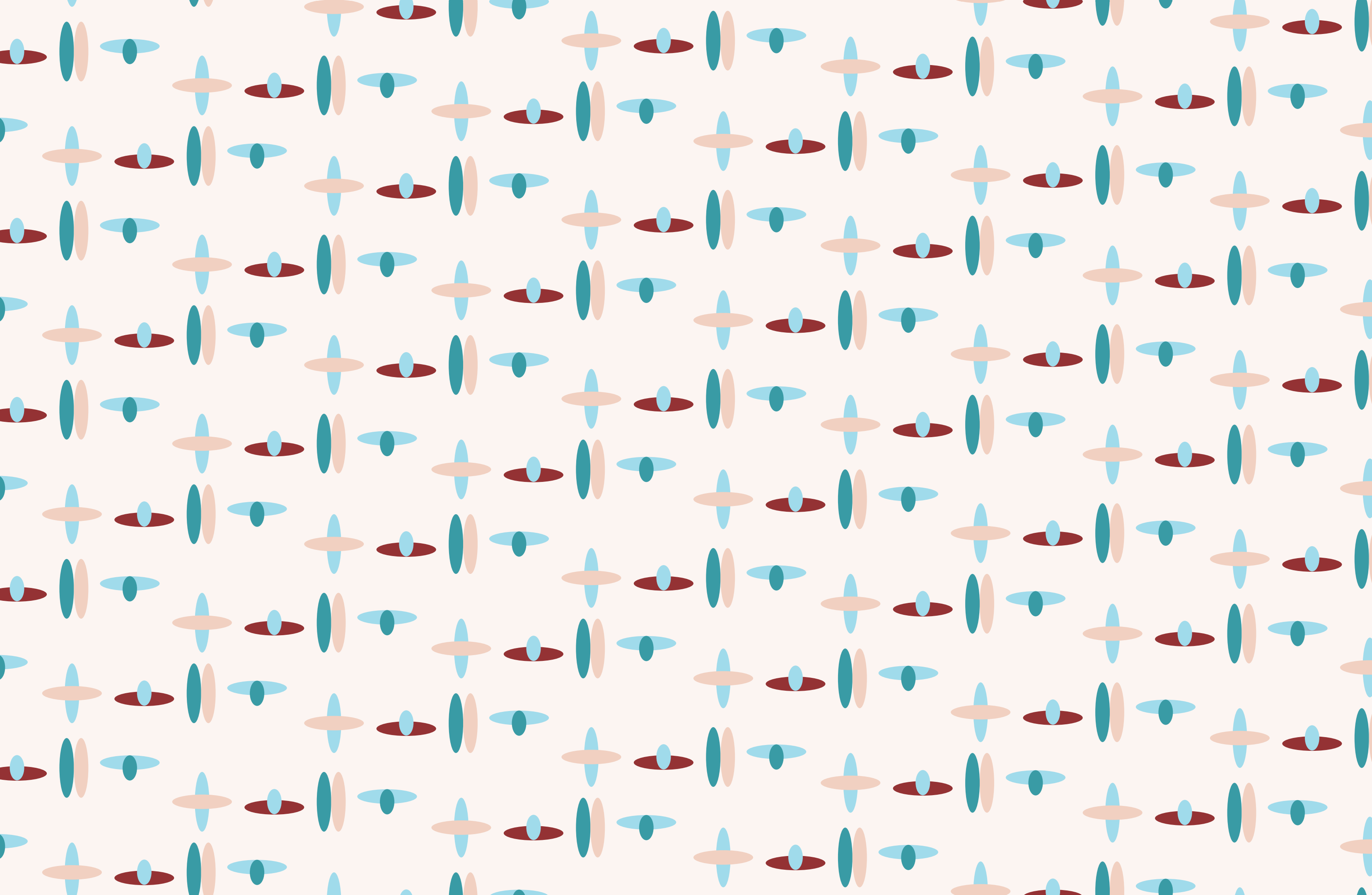
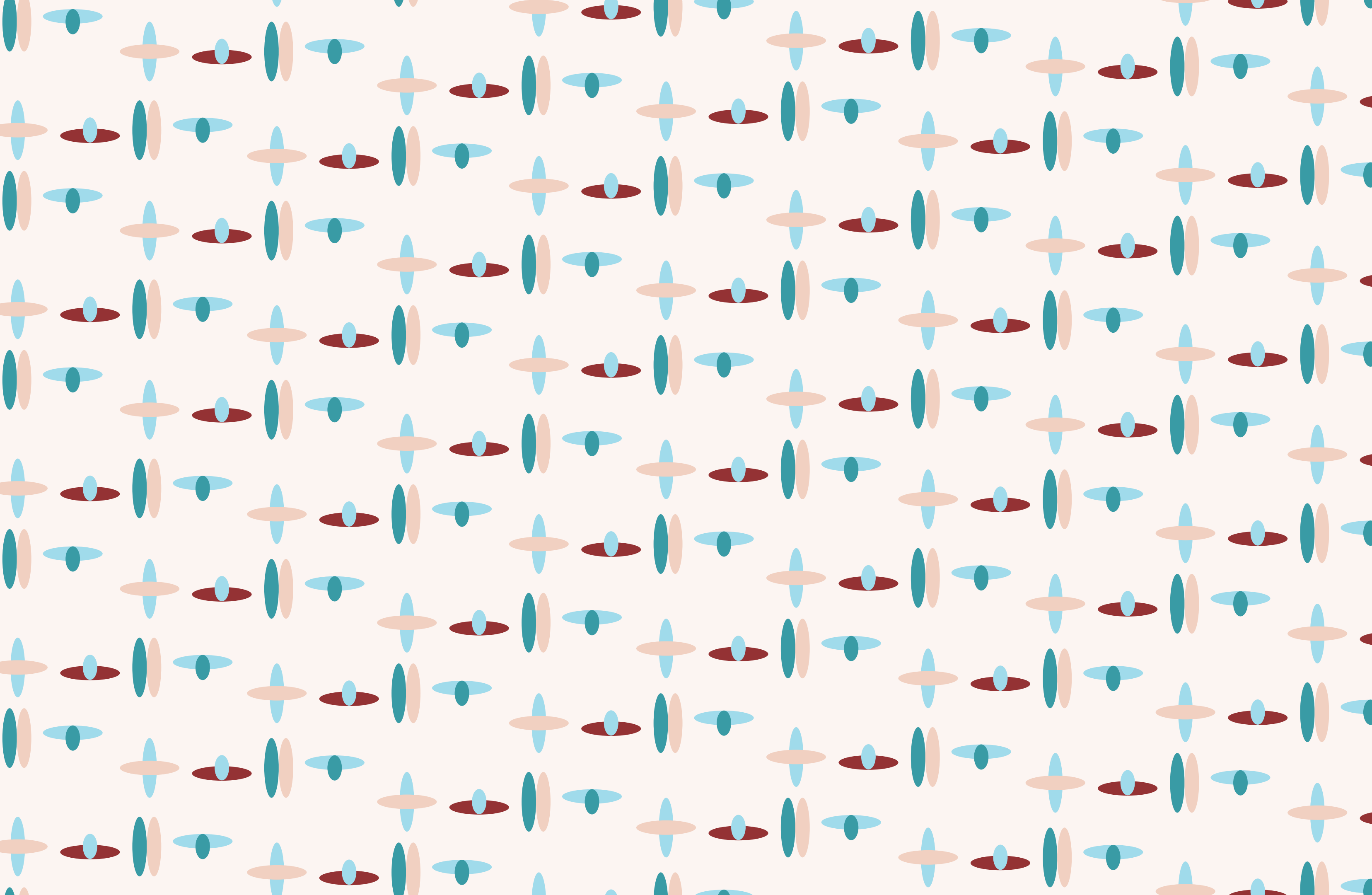


# Bridge Recovery Visual Brand Guidelines





# Who We Are

The focus of this organization is helping children and young adults who are in the throes of Self-Harm, Drug, and Alcohol addiction. We educate adolescents and their families on addiction for the importance of understanding themselves and each other. **This understanding is powerful for it leads to accepting then healing.** Our techniques and ideas use self-empowerment and mutual support for recovery to help you change your life from one that is self-destructive and unhappy to one that is constructive and satisfying. We teach methods designed to empower you to change and to develop a more positive lifestyle.

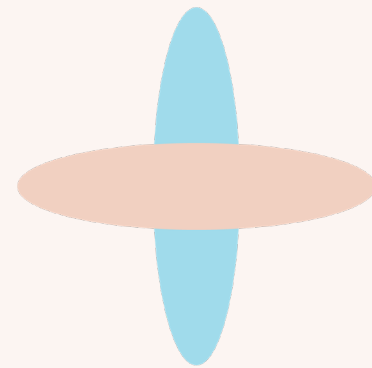
Addictive behaviors can serve a purpose — to cope with life’s problems and emotional upsets. There can be drawbacks, while addictive behaviors may be effective coping methods in the short term, they may cause harmful problems in the long term. We focus on learning coping skills that work well short and long-term. We base our ideas on what is effective. We have adapted these ideas into tools for change. **We learn from the past to understand the present and future.** We focus on present events and the causes of self-destructive behaviors. We concentrate on what to do about them to achieve a positive lifestyle change, especially in the areas of our lives that are related to harmful addictive behavior.



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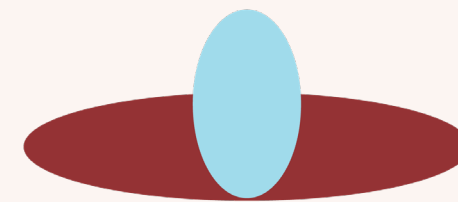
## Compassion

Compassion is needed for meaningful connections with others and self.



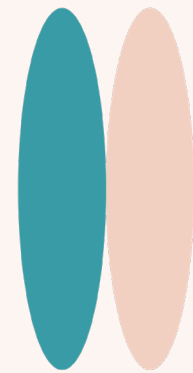
## Acceptance

This is necessary for healing to acknowledge everything that is uncomfortable within.



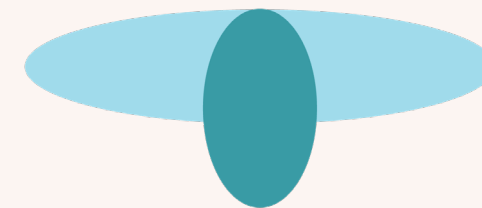
## Respect

This value creates a safe place to share actions and decisions to improve wellbeing.



## Education

We need to learn about addiction and learn about yourself to not repeat negativity.



# Personas & Competition



I am growing up with a flawed but happy family. They give me everything that they can but there was a part of me that believed that I didn't deserve the happiness they provided and I needed to understand why. I was questioning everything about myself pushing my emotions away. I started using a blade to feel something because that was the only release I could find. My parents found out and found this place to help me. And that is what it did. They helped me understand why I was feeling undeserving of happiness and why I chose cutting as a coping technique. **When they helped me understand why. I found that power within myself to change my patterns and coping into positive actions and thoughts.**



We found this place for my son who was struggling in school and attached himself to the wrong friends. These friends introduced him to drugs and alcohol. He became addicted to these no matter how much we tried to help him. He just pushed us away more and more. We couldn't keep seeing him destroy himself. When we talked to him throughout his progress in this program, we heard and felt the change in himself and toward us. He shared the reason why he went down that past and **we are stronger as a family for it to give him the support and understanding** he needed from us. And himself.



This place is ridiculous. Kids don't get addicted to drugs and alcohol. Their parents should be ashamed of giving the kids the substances. The parents are the problem. And what is even "self-harm" that isn't a thing. Never has been and won't be. Do what has always worked: get a hobby. Stop letting yourselves be ruled by mesly emotions. Get over yourselves!

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There are no free rehab options in Utah for adolescents such as NA or AA for adults

Competitors:

LifeLine for Youth based in Salt Lake

Teen Challenge Utah based in Erda

Utah Support Advocates for Recovery Awareness based in Salt Lake

Triumph Youth Services based in Brigham City

Recovery Ways based in Murray

House of Hope Based in Salt Lake

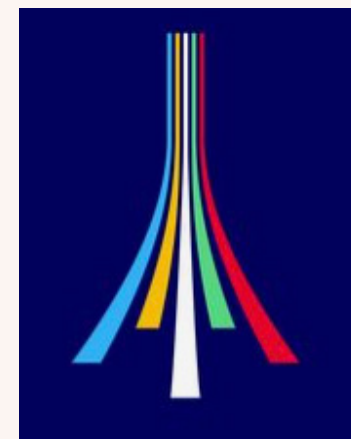
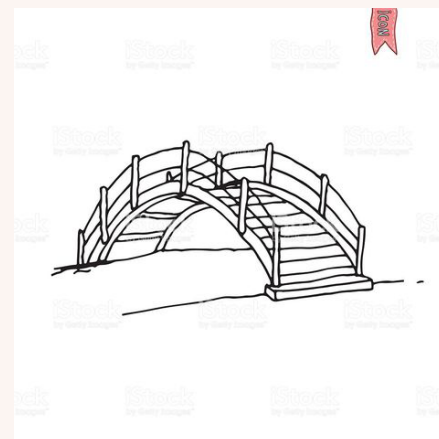
Restore Troubled Teens based in St George

Vive Adolescent Care based in St George

The logo for LifeLine for Youth features the word "Lifeline" in a large, bold, sans-serif font. A horizontal line is drawn through the middle of the letters "i", "l", "l", and "i". Below "Lifeline", the words "FOR YOUTH" are written in a smaller, blue, all-caps sans-serif font.The logo for USARA features a green silhouette of a family of four (two adults and two children) holding hands. To the right of the silhouette, the word "USARA" is written in a large, black, serif font. Below "USARA", the full name "Utah Support Advocates for Recovery Awareness" is written in a smaller, black, sans-serif font.The logo for Recovery Ways features the words "Recovery Ways" in a green, serif font. To the right of the text is a green silhouette of a person with their arms raised in a "V" shape, with a small "TM" trademark symbol above the figure.

# Moodboard

## Logo





# Posters

## WHOLENESS & INTEGRATION

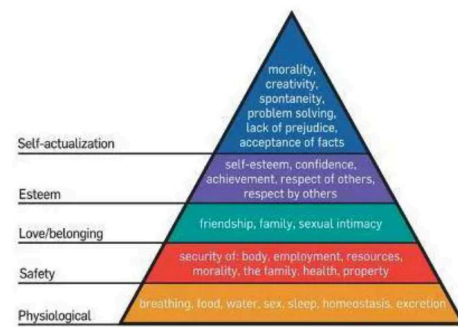
amiracleworkbook.com



I AM NOT  
IN RECOVERY  
TO ADD  
DAYS TO  
MY LIFE  
I AM IN  
RECOVERY  
TO ADD  
LIFE TO  
MY DAYS

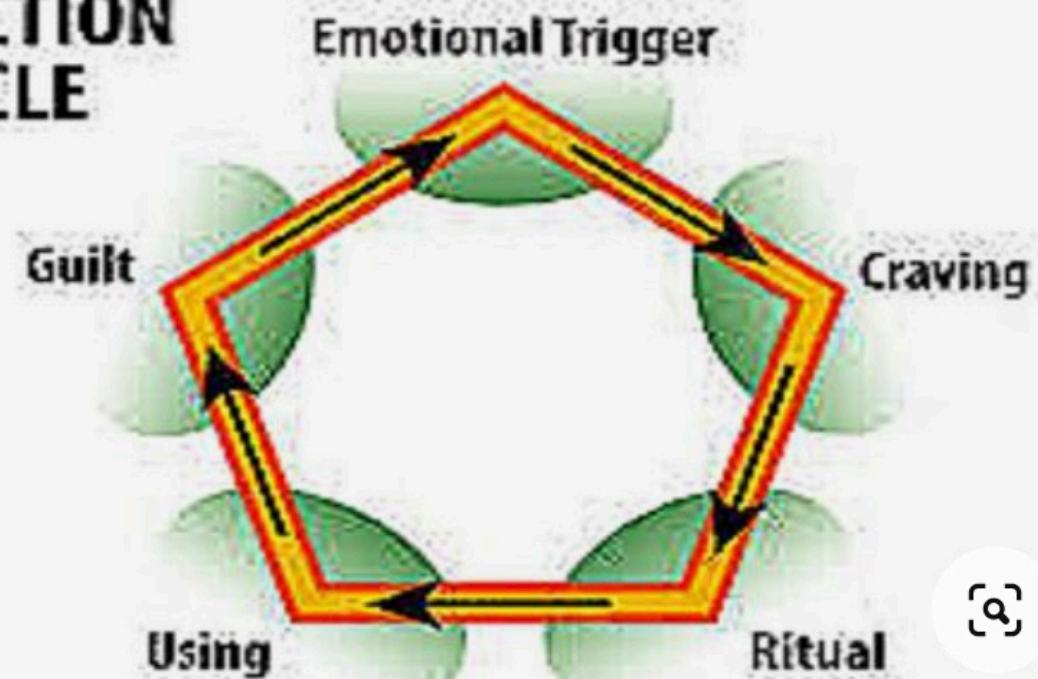
GraniteRecoveryCenters.com

## A THEORY OF HUMAN MOTIVATION



Abraham H. Maslow

## ADDICTION CYCLE



# Logo Ideation

To play off the name of the organization, an abstract bridge was decided. The bridge symbolizes moving forward and overcoming faults.





# Logo

## Main Logo



The abstract bridge gives a sense of getting through and past an individual's struggles. The name of the group is blue to give a calming relief to an individual that has negative actions on their mind with the saying "water under the bridge" as the saying goes.

## Secondary Logo



This version is used for smaller applications still giving the sense from the main logo.

Do



The proper spacing around the logos is the width of the base of the abstract bridge.

Don't



# Typography & Color

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Title & Headings: Aviner Medium 60pt

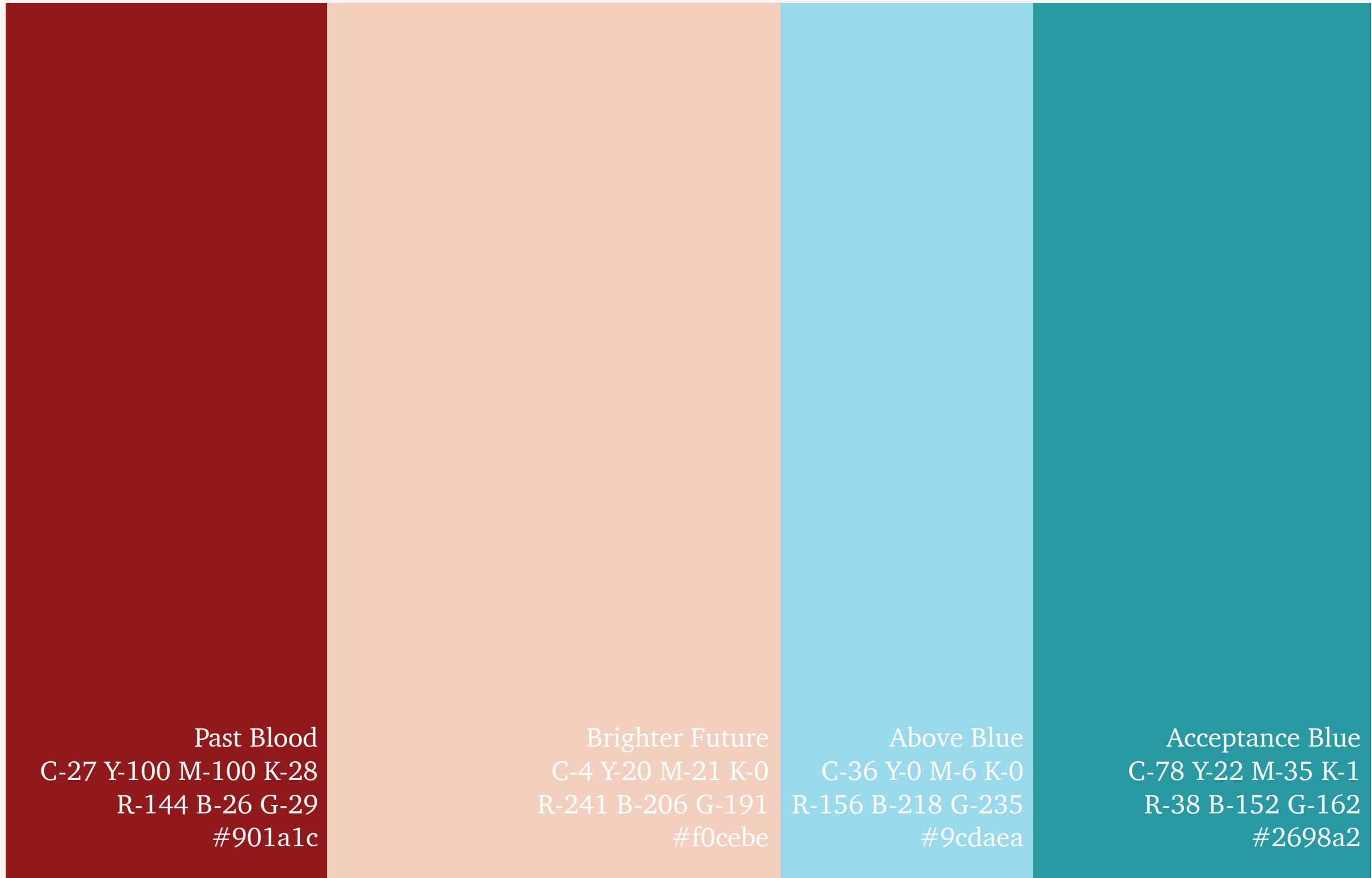
Sub-Title: Aviner Roman 32pt

Body: Charter Roman 18-24 pt

Can use more weights to emphasize importance.

## Example Paragraph

Icitiorporiae solestion re sus quatiae litenistem que  
est acia nemperem. Me sint aut offic tem. Reici  
te corepra quasperibus. Boreheni ne nonsecum  
nonsequ iatur, ut remporiorem



Past Blood  
C-27 Y-100 M-100 K-28  
R-144 B-26 G-29  
#901a1c

Brighter Future  
C-4 Y-20 M-21 K-0  
R-241 B-206 G-191  
#f0cebe

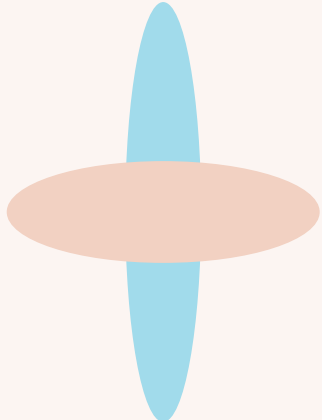
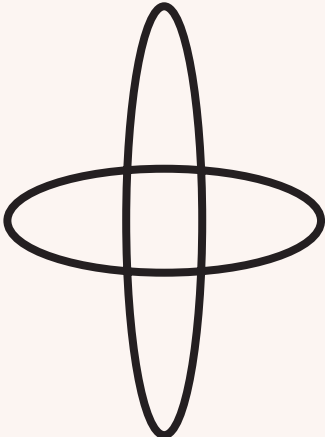
Above Blue  
C-36 Y-0 M-6 K-0  
R-156 B-218 G-235  
#9cdaea

Acceptance Blue  
C-78 Y-22 M-35 K-1  
R-38 B-152 G-162  
#2698a2

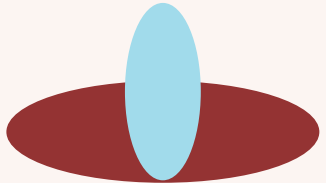
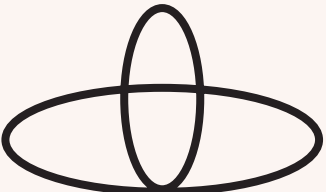
# Iconography

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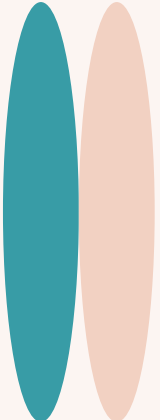
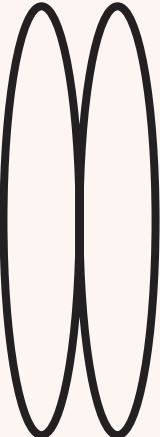
Compassion



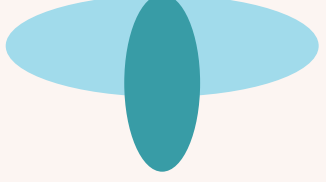
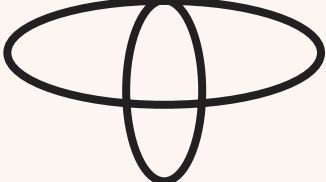
Acceptance



Respect



Education





# Tone

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We want our visitors to feel welcome without judgement. We understand that everyone is coming for a reason with their own past and regrets. We want people to feel safe to share and grow.



# Renderings

