

SIGNATURE PALETTE

Brand Guidelines.

The marks, the palette, the type, and the way we treat imagery. The kit that keeps The Redpoint Center looking like itself, wherever it shows up.

01 Logo system

02 Imagery and overlay

03 Color

04 Typography

05 Interface

01

THE LOGO SYSTEM.

Two forms. The icon for tight spaces, the lockup for primary placements. Each comes in three single-color vectors plus a treatment for imagery. Download the SVG you need, it scales to any size without losing crispness.

Icon



Navy

Primary, on light surfaces

SVG 256 512 1024 2048



Black

Single-color print

SVG 256 512 1024 2048



White

Navy and dark surfaces

SVG 256 512 1024 2048



On imagery

White mark over photos

A treatment, not a file. Use the White mark at overlay blend.

Lockup



Navy

Primary, on light surfaces

SVG 512 1024 2048 4096



Black

Single-color print

SVG 512 1024 2048 4096



White

Navy and dark surfaces

SVG 512 1024 2048 4096



On imagery

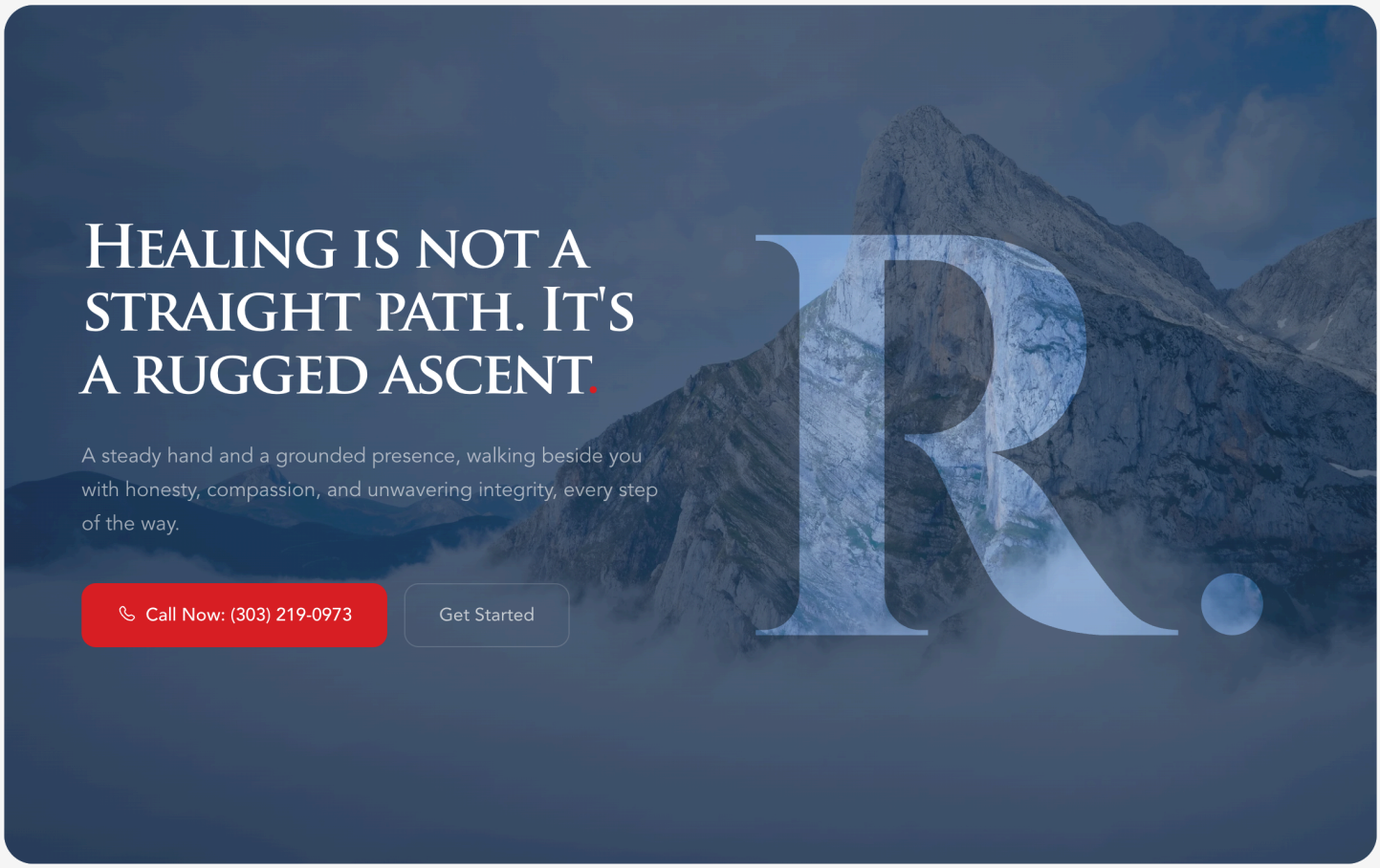
White mark over photos

A treatment, not a file. Use the White lockup at overlay blend.

02

Imagery and overlay.

Hero imagery is mountains, always treated the same way. A layered navy wash keeps the copy legible and ties every photo back to the brand.



Crop imagery to the mountains, never the sky alone.

The "R." is white at overlay blend, 40% opacity on mobile and 70% on desktop, over a bright part of the photo so it reads.

03

Color.

Navy and red carry the brand. Mint and the neutrals support. These five values cover almost everything. Use HEX or RGB on screen and CMYK for print. Click any value to copy it.

CTAs, the period, map pins

Red

`--color-primary`

HEX	#D92027
RGB	217 32 39
CMYK	9 100 100 2

Headlines, overlays, dark surfaces

Navy

`--color-accent`

HEX	#243855
RGB	36 56 85
CMYK	92 77 42 35

Links and arrows on dark

Mint

`--color-secondary`

HEX	#CDE8D9
RGB	205 232 217
CMYK	20 0 17 0

Body copy

Ink

`--color-text`

HEX	#3D3C3C
RGB	61 60 60
CMYK	68 62 60 50

The page itself

Off-White

`--color-bg`

HEX	#F9F8F6
RGB	249 248 246
CMYK	2 1 2 0

04

Typography.

Trajan Pro for the moments that matter, Avenir for everything else.

Display — Trajan Pro

Aa Bb

A Rugged Ascent

Regular 400 — Bold 700

Headlines, H1 and H2, and blockquotes. Tracking is tightened to -0.05em.

Body — Avenir

Aa Bb

The quick brown fox jumps over the lazy dog.
1234567890.

Light 300 — Book 400 — Roman 500

Medium 600 — **Heavy 700** — **Black 900**

Body copy, UI, H3 through H6, captions, and every label. Six cuts, no synthetic weights.

TYPE SCALE

DISPLAY	A RUGGED ASCENT	Trajan Pro Bold
H2	Section titles	Trajan Pro Bold
H3	Card titles	Avenir Medium
BODY	Body copy for paragraphs and longer reading.	Avenir Book
SMALL	Captions, labels, and fine print.	Avenir Book
EYEBROW	SECTION LABEL	Avenir Medium

Care built around the individual, not a template.

The Trajan headline does the emotional work. Avenir carries the rest at a comfortable reading size, with generous line height and a muted ink.

Learn more about us →

THE FONTS

Trajan Pro
Display and headlines. Regular and Bold.
License via Adobe Fonts.

Avenir
Body and interface. Light through Black.
License via Monotype.

Both are commercial typefaces. Anyone producing Redpoint work needs their own license before using them.

05

Interface.

The building blocks, all drawn from the same five values. Buttons, tags, dark panels, and the cards that carry a program.

OUR APPROACH

Care works best when it's personal. Every clinician is a licensed or certified Colorado provider, and every plan is built around the individual, not a template.

Learn more about us →



PROGRAM CARDS

PHP

Partial Hospitalization

Learn more →

EVENING

Evening IOP

Learn more →

OUTPATIENT

Outpatient Therapy

Learn more →

Expert-led care

Led by a board-certified physician and master's-level clinicians with decades in the field.

INSURANCE TAGS

ANTHEM · CIGNA · UHC · TRICARE · RMHP · + MORE

BUTTONS

Verify coverage | Learn more

Call now | Get Started