

WELLNESS AND STRESS CLINIC OF MEMPHIS

SOCIAL MEDIA AND BRAND GUIDELINES

Created by Obsidian Public Relations
Logo and brand by Hudd Byard
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BRAND LOOK: LOGO

Logo usage

The Wellness and Stress Clinic's logo, developed in May 2021, represents the organization's forward progress and trajectory for the future. In all materials – digital, printed and otherwise, this logo should be used.

There are various iterations of the logo available to accommodate different uses. You can download all of [Wellness and Stress Clinic's logo files here](#). File versions labeled “main version” are preferred in all uses.



BRAND LOOK: LOGO

Logo usage

Do not distort, adjust the colors, crop or otherwise alter the logo in any way that is not provided in the official logo package. Each usage below is incorrect.



Logo proportions distorted.



Logo colors altered.



Logo cropped to remove tagline.

BRAND LOOK: FONT

Font usage

Font consistency is an important element of professional digital and print content development. Obsidian recommends all materials for Wellness and Stress Clinic use the Trueno font family. [It can be downloaded for free here.](#)

HEADERS – TRUENO BOLD
SUBHEADERS – TRUENO REGULAR ITALIC
BODY COPY – TRUENO LIGHT

BRAND LOOK: COLORS

Wellness and Stress Clinic Brand Colors

With its new branding, Wellness and Stress Clinic has new colors. These colors should be used exclusively and in accordance with the intended use chart developed by the designer. The following slides outline the Wellness and Stress Clinic's color pallet and how those colors should be used.

BRAND LOOK: PRIMARY COLORS

PRIMARY COLORS



PMS - 2627C

C - 84
M - 100
Y - 32
K - 35



PMS - 2607C

C - 82
M - 100
Y - 18
K - 12



PMS - 267C

C - 77
M - 97
Y - 0
K - 0



PMS - 2655C

C - 47
M - 57
Y - 0
K - 0

BRAND LOOK: SECONDARY COLORS

SECONDARY COLORS



PMS - 458C

C - 17
M - 17
Y - 81
K - 0



PMS - 207C

C - 22
M - 100
Y - 78
K - 16



PMS - 3135C

C - 100
M - 23
Y - 30
K - 0



PMS - 3258C

C - 65
M - 0
Y - 39
K - 0

BRAND LOOK: BLACKS AND GREYS

BLACKS AND GREYS



Solid Black

C - 0
M - 0
Y - 0
K - 100



PMS - CG 11C

or 80% of
solid black



PMS - CG 4C

or 30% of
solid black

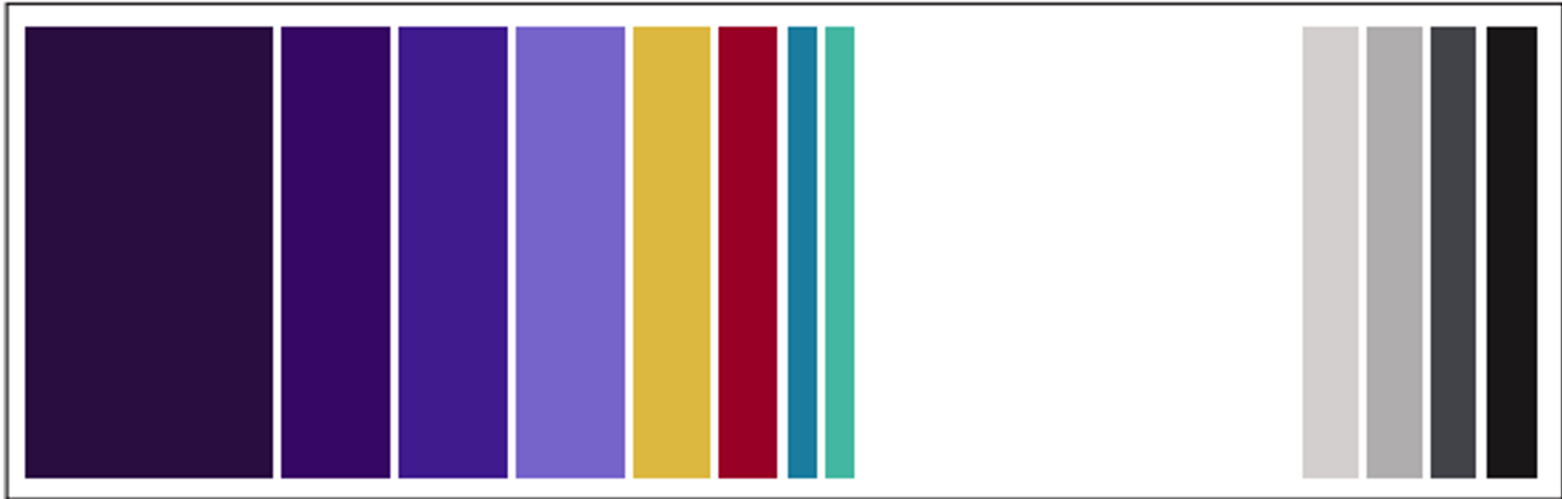


PMS - CG 1C

or 00% of
solid black

BRAND LOOK: PROPORTIONAL COLOR USAGE

This chart shows the amount of each color that should be used in relation to one another



SOCIAL MEDIA PLATFORMS

To connect with the most audiences possible, Obsidian Public Relations recommends the Wellness and Stress Clinic of Memphis leverage the following social media platforms:

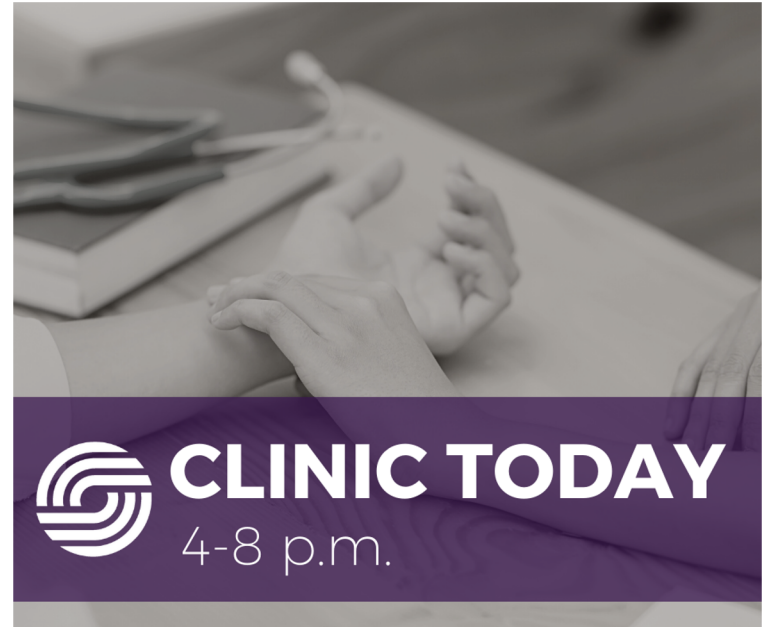
- Facebook - to connect with current and potential clients, current and potential volunteers, and current and potential constituents.
- Instagram - to share impactful images from events when appropriate and communicate with followers about upcoming news and events.

The following pages outline how the Wellness and Stress Clinic should present itself on social media and provides best practices on leveraging the platform to educate users on its mission and services.

SAMPLE SOCIAL MEDIA POSTS

Clinic announcement

Need COVID-19 support? Join us today from 4-8 p.m. for drive-thru testing, general wellness exams and health goodie bags. Tag a friend who needs to know!



SAMPLE SOCIAL MEDIA POSTS

Volunteer spotlight

Today's volunteer spotlight features Sarah Taylor, a COVID-19 vaccination coordinator. Sarah is a graduate of UTHSC and loves giving back to her community. Sarah, we're so thankful for your hard work and your passionate spirit!

If you're interested in volunteering, please fill out the form on our website or call 901-876-5432.



SAMPLE SOCIAL MEDIA POSTS

Educational programming

Mark your calendars! Dr. Jane Doe of the University of Tennessee Health Science Center joins us virtually for our next online course. Learn tips straight from the doctor about how to live your healthiest life! Send us a DM or email to register.



LOWER YOUR CHOLESTEROL

Dr. Jane Doe, UTHSC

FRIDAY, MARCH 19 FROM 7-8 P.M. ON ZOOM

Learn how to lower your cholesterol, maintain a healthy blood pressure and reduce stress surrounding medical procedures.

RSVP by emailing management@memphiswellnessclinic.com

SAMPLE SOCIAL MEDIA POSTS

Area of emphasis

When's the last time you thought about your emotional fitness? If it's been a while, you might need to check in with yourself, your friends or a professional. Wellness and Stress Clinic can help – start by reviewing our blog post. <https://wellness901.org/2021/04/26/checking-your-emotional-fitness/>

HAVE YOU CHECKED YOUR EMOTIONAL FITNESS?

THIS SUICIDE PREVENTION MONTH, TAKE STEPS TO IMPROVE YOUR EMOTIONAL FITNESS. PARTNERING WITH WELLNESS AND STRESS CLINIC IS ONE WAY TO START.



wellness901.org

LANGUAGE USAGE ON SOCIAL MEDIA

Simple and compelling language is important to social media content development. Using active, clear and common language helps increase understanding and supports message retention. OPR recommends using and emphasizing the following words in social media content:

Assess

Benefit

Connect

Educate

Emotional Fitness

Resource

Physical and Emotional Health

Service

Support

Well-Being

COLLABORATIVE PLANNING

OPR will create monthly calendars to provide the Wellness and Stress Clinic with social media content. Each post will contain a corresponding image or link.

Additionally, OPR will rely on Rhodes students and volunteers to supply visual content for in-the-moment posts. These posts are generally tied to updates or events where Obsidian is not present. Examples could include a photo of the speaker at an educational event or a photo of a volunteer performing a special task. Obsidian will use the photos and event information to create timely posts.

ACROSS ALL PLATFORMS

Post timing

While the best time to post on social media varies on your industry, platform and audience, [current best practices](#) suggest that posting during the middle of the week in the middle of the day is most successful. However, throughout the beginning of our relationship, OPR will post at varying times to determine trends specific to the Wellness and Stress Clinic.

Post frequency

The Wellness and Stress Clinic should aim to post around three times per week on all platforms. Posting this frequently allows each social media page to become well-populated with content and increases the likelihood that your audience will see your content.

FACEBOOK

General best practices

1. Facebook posts should always include a photo, video or some sort of visual element.
2. Videos perform better than other types of content on Facebook, but we should not forsake quality to simply have video content to post.
3. Facebook content should point followers to the Wellness and Stress Clinic's website whenever possible.
4. Content should pose questions, promote helpful information or share client and volunteer stories to promote sharing and engagement.

INSTAGRAM

General best practices

1. Leverage hashtags to join conversations and increase engagement. OPR will research relevant hashtags to include.
2. The first sentence of a caption should hook the viewer. Use short, relevant phrases to garner engagement and interaction.
3. Use Instagram to tell your brand story, visually! Feature photos with people as frequently as possible when appropriate.
4. When possible, leverage Instagram Stories to share in-the-moment content. An Instagram Story is great for sharing updates, featuring upcoming events and highlighting happenings around the facility.