

# Brand Guidelines

OCTOBER 2024



MIRASOL  
HEALTH

# CONTENTS

---

WHO WE ARE

---

PROGRAMS &  
SERVICES

---

WHO WE  
SERVE

---

WHY

---

CORE  
MESSAGES

---

OUR MISSION

---

BRAND  
VOICE

---

BRAND  
PERSONALITY

---

BOILERPLATE

---

FONTS

---

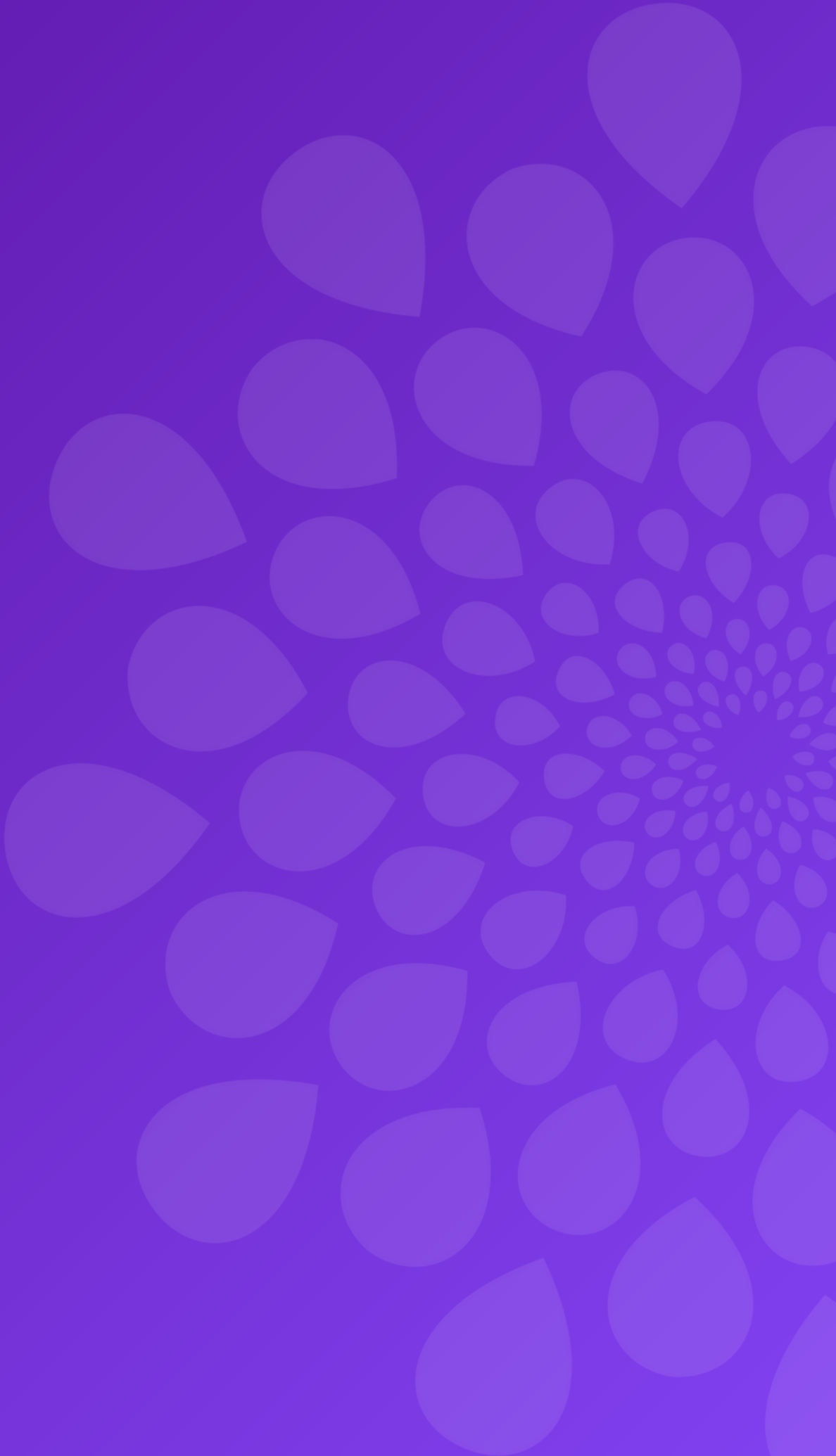
COLORS

---

LOGOS

---

IMAGERY





# WHO WE ARE

MiraSol Health is a community-driven nonprofit healthcare organization dedicated to honoring life by providing care and support for those facing chronic conditions, end-of-life, and grief.





# WHAT

Hospice, palliative, and grief care provider meeting the diverse needs of patients and their families throughout Jasper, Beaufort, Colleton, and Hampton County.

## MIRASOL HEALTH PROGRAMS

### Hospice Care of the Lowcountry

*A program of MiraSol Health*

**Descriptor:**

Comprehensive end-of-life care and guidance through every step of the way.

**Tagline:**

It's not about dying – it's about living.

### Lowcountry Palliative Care

*A program of MiraSol Health*

**Descriptor:**

Inpatient & outpatient symptom management services.

**Tagline:**

Navigating your illness through supportive care with clarity and compassion.

### Rays of Hope Behavioral Health

*A program of MiraSol Health*

**Descriptor:**

Outpatient Individual therapy and supportive services.

**Tagline:**

Meeting you where you are – guiding you to brighter days, every step of the way.

### Maggie Clark Volunteer Program

*A program of MiraSol Health*

**Descriptor:**

Supportive volunteer services

**Tagline:**

Kindness in action.



# MIRASOL HEALTH SERVICES

## Services Include:

### Therapy, Bereavement, and Supportive Services

- Individual Therapy
- Bereavement Services
- Child Loss Support Group
- Teen Grief & Loss Support Group
- Grief 101 Classes
- Healthcare Professional
- Support Group
- New Beginnings Support Group
  - New Hope Support Group
- Individual spiritual support

### Physical/Occupational/ Speech Therapy

### Threads of Gratitude Obituary Service

### Volunteer Services

- Patient/Family Companionship
- Caregiver Support
- Caregiver Relief (Respite)
- We Honor Veterans
- Pet Therapy
- Pet Peace of Mind
  - Volunteer pet services: dog walking, feeding, etc.

### Dietician Services

### Disease and Symptom Management



# WHO WE SERVE

We provide compassionate care to patients and families facing serious illness, end-of-life, and grief regardless of their race, age, religion, sexual orientation, or financial circumstances.

# WHY

Founded in 1982 as Hospice Volunteers of the Lowcountry, MiraSol Health began as a 501(c)(3) dedicated to providing compassionate, quality care to neighbors facing the end of life. Over time, the organization evolved, gaining Medicare certification, expanding its professional staff, and establishing a Palliative HomeCare agency. This growth allowed the newly named “Hospice Care of the Lowcountry” to extend its care to those with terminal illnesses who were still pursuing curative treatments.

As the community's needs grew, so did MiraSol Health's services. Today, guided by a team of exceptional physicians, nurses, counselors, and administrative staff, a dedicated board of directors composed of community leaders and healthcare professionals, and supported by over 200 volunteers, MiraSol Health serves more than 3,200 individuals annually. A trailblazer in the community, MiraSol Health continues to offer a comprehensive approach to health and wellness in the shadows of adversity by providing hospice, palliative, and grief care services to patients and their families. MiraSol Health remains committed to delivering compassionate care, and continues to grow and adapt to meet the evolving needs of the community, ensuring that every patient and their family receives the highest standard of care and support during life’s most challenging moments.



# CORE MESSAGES

## MISSION STATEMENT (the how)

Honoring life by providing compassionate care and guidance for those in our community experiencing serious illness, end-of-life, and/or grief.

## VISION STATEMENT (the goal)

Inspiring trust. embracing life. supporting your health and wellness goals.

# CORE MESSAGES

## APPROVED TAGLINES

Patient-Centered, Care Focused.

---

The community's nonprofit offering serious illness, end-of-life, and grief care.

---

Your nonprofit. Together: our mission.

### **Secondary Taglines:**

*Your Community, Your Choice*

*Community's Choice for Compassionate Care*

*Your Choice, Our Privilege*





# CORE MESSAGES

## CORE PILLARS:





## Compassion

At the heart of everything we do is compassion. We approach every patient, family, and team member with empathy, understanding, and respect. Our commitment to compassionate care drives us to treat each individual with dignity, provide emotional support, and create a comforting environment for those we serve.

# CORE MESSAGES

## Commitment

Our commitment to our mission drives us to go above and beyond for our patients, families, and community. We constantly strive for excellence, and hold ourselves accountable to the highest standards of care.

## Collaboration

We believe that the best outcomes are achieved by having a shared purpose. By fostering open communication and working together, both within our organization and with those we serve, we can deliver on our mission.

## Courage

We embrace challenges with resilience. In the face of uncertainty, we have the courage to innovate, take risks, and make difficult decisions in order to provide the best care possible. By staying true to our values, we push beyond limits and lead with strength and integrity.

## Community

Our community-focus drives us to not only care for individuals, but to support the well-being of families, neighborhoods, and the greater society. By actively engaging with and giving back to our community, we foster a spirit of togetherness and shared responsibility, always striving to make a positive impact on the lives of those we serve.

## OUR VALUES





# OUR MISSION

## Compassionate Care

With our patients and their families at the center of all we do, our united focus is to serve with compassion, excellence and professionalism

## Quality of Life Advocacy

We consider it a privilege to fulfill each patient's personal choice for their healthcare wishes. We achieve this through courageous conversations that provide vital education and support.



## Personalized and Innovative Services

We assess and treat the needs of each individual using a holistic approach that includes quality physical, emotional and spiritual care. Offered by an exceptional team of healthcare professionals and volunteers, we aim to treat the person rather than just a diagnosis.

## Community Engagement and Accessibility

For over 40 years, we've remained dedicated to ensuring our community has access to the care it needs. We remain committed to staying at the forefront of healthcare advancements, continually enhancing our services to provide accessible, high-quality care that meets the evolving needs of our patients.

# BRAND VOICE

The words and language that you use to speak with your audience and embodies your brand's unique perspective and core values. Your "voice" is your "tone" and "personality". Your "tone" and "personality" help to reinforce your messaging and the language you use by creating a more distinct and defined voice.





# BRAND TONE

The attitude with which you convey your values and beliefs; it's the way you speak.

## What our tone is:

Warm

Sincere

Empathetic

Informative

Supportive

Respectful

## What our tone is not:

Jargon heavy or too technical

Aloof

Critical

Negative

Dismissive

Indifferent

# BRAND PERSONALITY

Your brand's traits and characteristics.

## WELCOMING

Committed to serving our community, patients and their families

## CONFIDENT

Reliable and knowledgeable on end-of-life care and policy

## INTENTIONAL

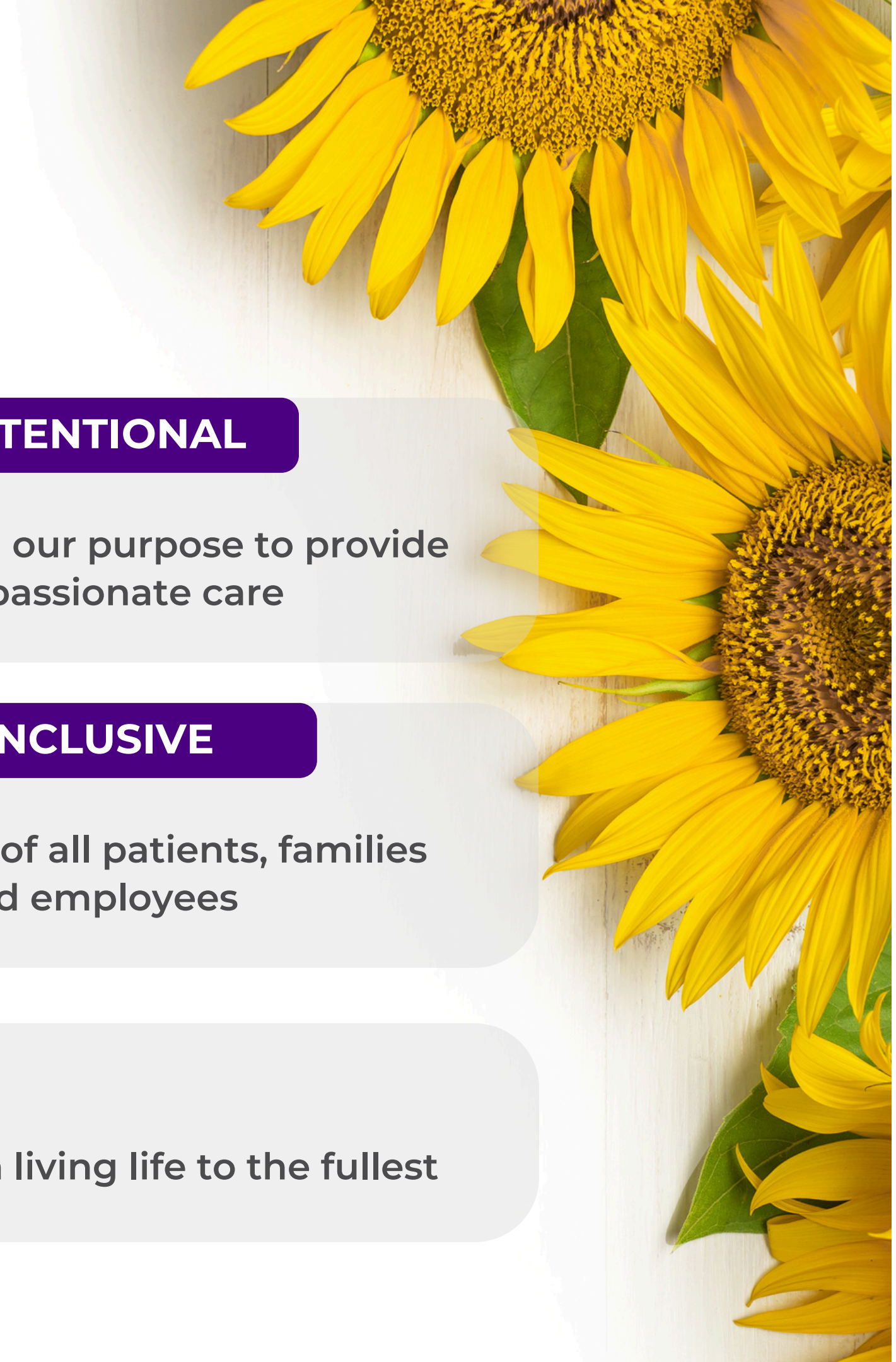
Intentional in our purpose to provide compassionate care

## INCLUSIVE

Welcoming of all patients, families and employees

## SINCERE

We are passionate about serving our community and patients in living life to the fullest





# BOILERPLATE

MiraSol Health is a non-profit 501(c)(3) healthcare organization providing hospice, palliative, and grief care services to patients and families in Beaufort, Jasper, Colleton and Hampton County. For over 40 years, MiraSol Health, formerly Hospice Care of the Lowcountry, has delivered compassionate care and support to those facing serious illness, end-of-life, and grief, regardless of their financial situation. To learn more, visit [www.mirasolhealth.org](http://www.mirasolhealth.org).





# FONT

## Montserrat



**TITLE: EXTRA BOLD**

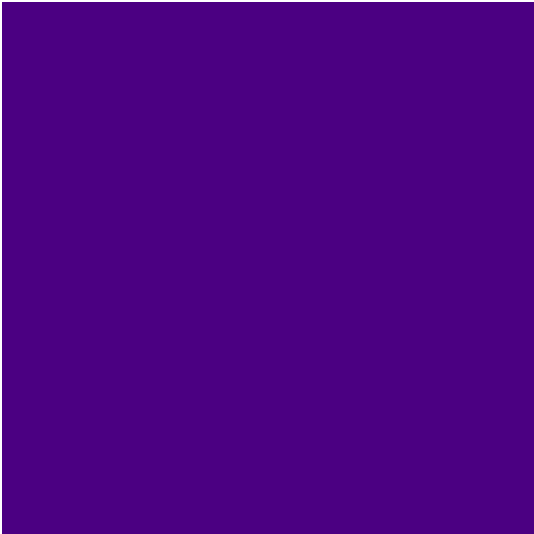
**Header: Bold**

**Subhead: Semi-Bold**

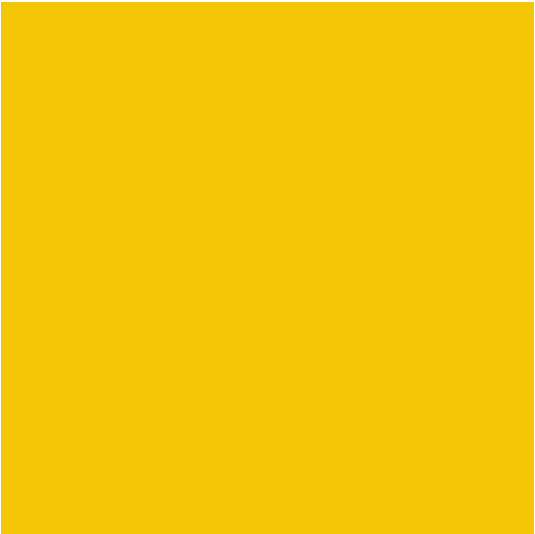
Body: Light



# COLORS



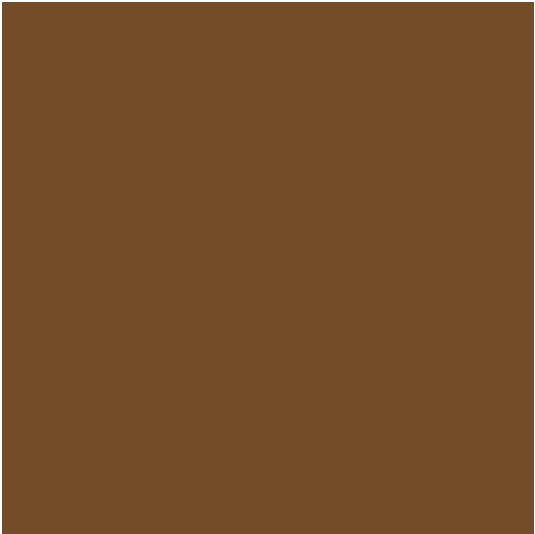
Primary Color – Indigo  
HEX: #4b0082  
RGB: 75, 0, 130



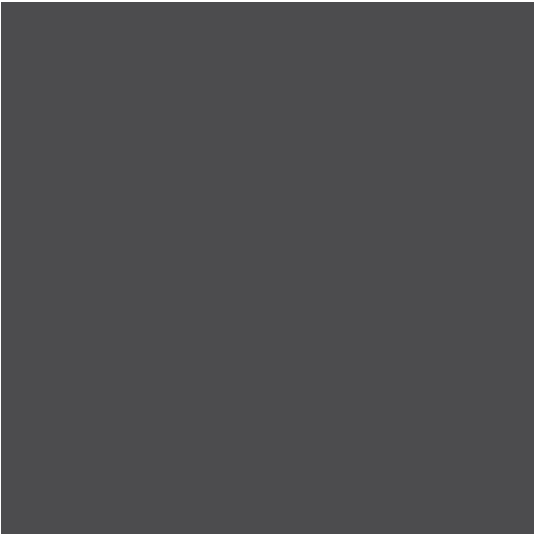
Sunflower Yellow  
HEX: #f4c605  
RGB: 244, 198, 5



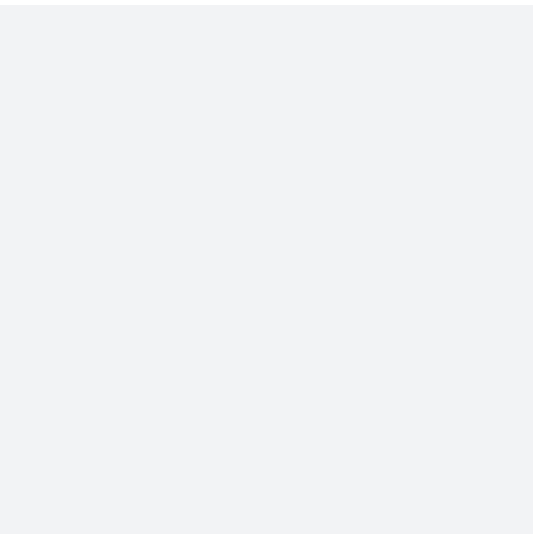
Sunflower Orange  
HEX: #EA9D0B  
RGB: 234, 157, 11



Sunflower Brown  
HEX: #754c28  
RGB: 117, 76, 40



Text Gray  
HEX: #4c4c4e  
RGB: 77, 77, 79



Light Gray  
HEX: #F2F3F5  
RGB: 242, 243, 245

# MAIN LOGO



**MIRASOL**  
**HEALTH**



# LOGO VARIATIONS



MIRASOL  
HEALTH



MIRASOL  
HEALTH



MIRASOL  
HEALTH

MIRASOL  
HEALTH



MIRASOL  
HEALTH



MIRASOL  
HEALTH



MIRASOL  
HEALTH

MIRASOL  
HEALTH



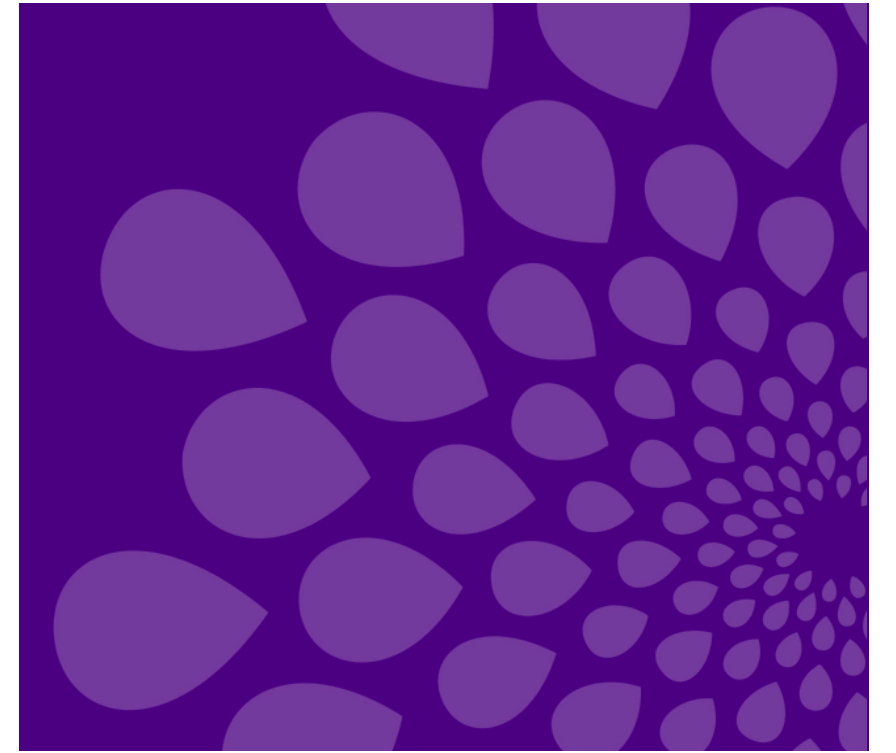
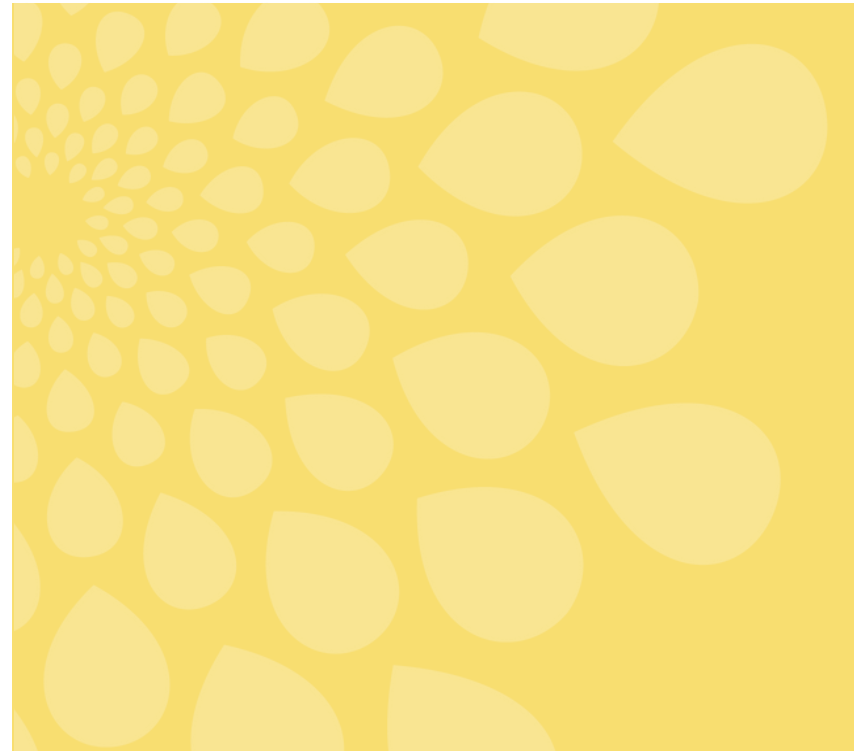
MIRASOL  
HEALTH

# SUB-BRAND LOGOS





# PATTERNS



# SOCIAL MEDIA TEMPLATES



**Volunteer**  
OF THE MONTH

Liz Darby  
*Hospice Care of the Lowcountry*

**Inspiring Trust**

Gento ommtinti cus et eos aut fugia sit, vollabor ma quo qui autae idus pa nosamus as nectur as dolupit aut vellab ipis dolescitius dolumquibus ut reut dunt f nolorolore poria pro blaut dunt fugit ipition eos dolorestem fuga. maxim quia sed que sam am volorro.

**MIRASOL**  
HEALTH



**Helping you live life more comfortably.**



Gento maxim ommtinti cus et eos aut fugia autae sit, vollabor ma quo it aut vbuqui ellab ipis dolescitius dolumdfquibuqui autae idus pa nosa mus as nectur as dolupit aut vellab ipis dolescitius dolumquibus ut reut dunbuqui nolorolore poria pro blaut dubuqui git ipition eos dolorestem fuga. maxim quia sed que sam sit, vollabor ma quo qui autae idus pa nomus as nectur as dolupitvellab iam volorro.

**LOWCOUNTRY**  
PALLIATIVE CARE

**Embracing Life**

Gento ommtinti cus et eos aut fugia sit, vollabor ma quo qui autae idus pa nosamus as nectur as dolupit aut vellab ipis dolescitius dolumquibus ut reut dunt f nolorolore poria pro blaut dunt fugit ipition eos dolorestem fuga. maxim quia sed que sam am volorro.



**MIRASOL**  
HEALTH



# PRESENTATION TEMPLATE

## OUR VALUES

### THE 5 C'S

#### Compassion

At the heart of everything we do is compassion. We approach every patient, family, and team member with empathy, understanding, and respect. Our commitment to compassionate care drives us to treat each individual with dignity, provide emotional support, and create a comforting environment for those we serve.

#### Commitment

Our commitment to our mission drives us to go above and beyond for our patients, families, and community. We constantly strive for excellence, and hold ourselves accountable to the highest standards of care.

#### Collaboration

We believe that the best outcomes are achieved by having a shared purpose. By fostering open communication and working together, both within our organization and with those we serve, we can deliver on our mission.

#### Courage

We embrace challenges with resilience. In the face of uncertainty, we have the courage to innovate, take risks, and make difficult decisions in order to provide the best care possible. By staying true to our values, we push beyond limits and lead with strength and integrity.

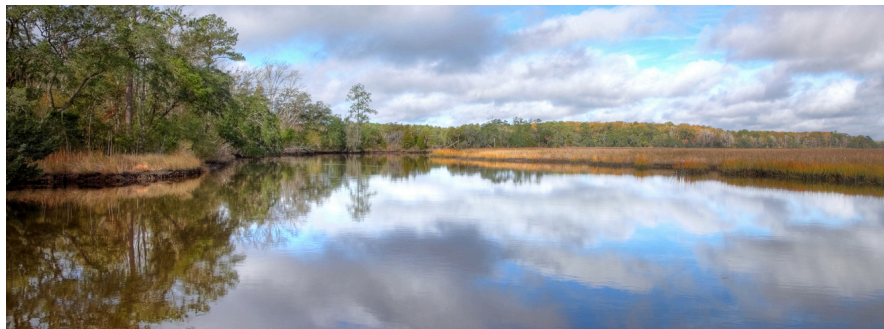
#### Community

Our community-focus drives us to not only care for individuals, but to support the well-being of families, neighborhoods, and the greater society. By actively engaging with and giving back to our community, we foster a spirit of togetherness and shared responsibility, always striving to make a positive impact on the lives of those we serve.





# IMAGERY







**MIRASOL**  
**HEALTH**

