



lightshare
BEHAVIORAL WELLNESS & RECOVERY

Brand Guidelines



Quality care. For everyone.



Brief History



Lightshare

A better tomorrow begins with empathetic care and for those struggling with mental health and drug addiction, Lightshare has built a legacy of this type of care. For over 50 years, Lightshare has helped to make the unseen feel seen, shining a light on children adolescents, adults, seniors and their families contending with mental health and substance-use.



Brand Archetype

The Caregiver

The core expression for a company that provides the type of care and the level of care that Lightshare offers is a Caregiver. However, this primary archetype is supported by aspects of the Sage—providing wisdom, knowledge and stability. Along with aspects of the Sage, we found aspects of the Hero—which imbues its patients with the tools they need to be the champions of their own lives.

The Caregiver

PROMISE

Provide empathy to all people

CORE DESIRE

Protect others from harm

GOAL

Help those in need of help

FEAR

Selfishness and carelessness

STRATEGY

Help others help themselves

GIFT

Compassion and understanding

MOTIVATION

Stability, safety and control



Secondary
Archetypes

The Sage & The Hero

The Sage

PROMISE

To always pursue the truth

CORE DESIRE

Provide others with truthfulness

GOAL

Use intelligence to help the world

FEAR

Deception and ignorance

STRATEGY

Use information and process to create helpful change

GIFT

Wisdom and understanding

MOTIVATION

Fulfillment through independence

The Hero

PROMISE

There's always a way forward

CORE DESIRE

To build worth through motivation

GOAL

Exert mastery over self and work

FEAR

Succumbing to weakness

STRATEGY

Build competence and confidence

GIFT

Courage to challenge others and self

MOTIVATION

Mastery, control and leadership



Brand Pillars

Creating a Legacy of Care.

Brand Pillars

Compassion

For the community we serve

Acceptance

For every individuals right to quality care

Respect

For everyone's unique journey to healing

Empowerment

To enable life-changing wellness

Stewardship

To ensure our resources are used effectively



Brand Voice



Express care, understanding and empathy with a voice that is calm, reassuring and motivating. The tone should be upbeat, but soothing; hopeful but self aware; compassionate but knowledgeable.

Energy levels should remain consistently neutral to low. This evokes a sense of mastery, control and reassurance that your services are meant to provide stability and help.

This energy level also speaks to a measured approach to wellness that as both a legacy of success along with a commitment to reach a better solution for the future through innovative approaches.



Brand Voice Examples

From crisis to recovery, we
are a light in the dark.

Become the hero in your
own story.

Your journey to wellness is
our only care.