

ieso

Style Guide

ieso is on its way to becoming the organisation that positively transforms the state of our mental health.

But change is never easy. It's why we've created a brand with the power to overcome the stigmatisation, scepticism and stagnation that has held us back.

A brand that delivers new thinking in mental health, from brilliant therapy to new treatments to scientific breakthroughs.

But our promise is just the start. It's over to you to help make the world see everything within ieso.

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Strategy

WHAT'S CHANGING

We all aspire to be mentally healthy, but the mental health experience presents a stark contrast.

As more people seek becoming their 'best selves', the opposite effect is being felt. Mental illness is on the rise, stealing our quality of life and sometimes life itself. The experience of treating mental health needs to catch up to our aspirations to get well, stay well and be well.

WHAT'S MISSING

ieso goes beyond the transaction of accessing good therapy, it transforms mental health.

The market is very mission-aligned, but focused on treating the immediate need, access to treatment. We see space to go beyond; augmenting our expertise with science, creating a brand that learns and innovates as it takes care.

WHO WE'RE FOR

We attract courageous people
who want concrete progress,
we call them *Pragmatic Reflectors*.

Our patients and therapists work hard to get better.

COURAGEOUS

Finding the strength to
face challenges.

HARD-WORKING

Making the effort
worthwhile.

OPEN

Able to be both vulnerable
and accepting.

CONCRETE

Looking for solid information
and intelligence.

WHAT'S TRUE

Science catapults our
expertise and empathy, enabling
ieso to do what others only
dare to imagine.

Three principles define ieso: excellence,
compassion and audaciousness. We not only change
the experience of therapy, we change how the world
can understand and treat mental health.

THE OPPORTUNITY

We see an opportunity to transform mental health beyond the transaction, using science and data to support progress and make breakthroughs.

TRANSACTION

Access
good therapy



TRANSFORMATION

Change
mental health

POSITIONING
STATEMENT

By creating collective knowledge
and technology to advance treatment,

**we are the mental health
innovators who deliver new
ways of thinking.**

POSITIONING
STATEMENT

We are the mental health innovators who deliver new ways of thinking.

Reasons to believe

Functional

Our data set of therapy patterns sheds new light on how to treat people better.

Emotional

We give people belief that real progress is possible.

Aspirational

We spark widespread innovation, making everyone co-pilots in progress.

BRAND PLATFORM
OVERVIEW

WHY WE EXIST

The change you're
trying to affect.

BRAND STORY

An internal
narrative that brings
together who, what,
how and why.

BRAND IDEA

The distillation
of what you
stand for.

BRAND PERSONALITY

The rational,
emotional and
aspirational side
to who you are.

WHY WE EXIST

This is what we stand for, and our reason for being. It captures the impact we want to make in the world, and the reason we're excited to make the world a better place.

To create *leaps*
in mental health.

BRAND STORY

This story is for us. It's an internal narrative that sums up why, how, who and what we do. And we hope it makes you proud to be part of ieso.

Our minds continually surprise us. We have this knack for solving hard problems with new thinking. And right now, we need our minds to leap across the mental health void.

We exist for this exact challenge. To use the creativity and compassion within us, supercharging it with science and data to discover new thinking and transform treatment.

We continually break ground with our technology and therapy experiences that deliver brilliant care. And we use the underlying data to create a holistic view of mental health. Patients and therapists work in confidence, with the added confidence of collective evidence.

We've already seen incredible insights, from nuances in diseases to the language that signals recovery. Imagine a world where every treatment feeds into better therapy and better health. This is how big change begins.

The progress of one can become progress for everyone. And we can break through.

BRAND IDEA

A bit like a golden rule, this idea is an instructive promise. It's the starting point for culture, service development and identity. It's where we begin.

Break through

Therapy
Science
Thinking
Mental Health
Health

BRAND PERSONALITY

Our brand personality defines how we speak and act. When we're writing, designing or communicating, we come back to these words to make sure we're staying true to who we are.

Brilliant

Positively intelligent

Compassionate

Kind-hearted, open-hearted

Audacious

Surprising courageousness

BRAND ON A PAGE

Positioning statement

By creating collective knowledge and technology to advance treatment, we are the mental health innovators who deliver new thinking.

Why we exist

To create leaps in mental health.

Brand story

Our minds continually surprise us. We have this knack for solving hard problems with new thinking. And right now, we need our minds to leap across the mental health void.

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Brand idea

Break Through

Brand idea

Brilliant
Compassionate
Audacious

Design

WORDMARK

Our wordmark is a clean and confident anchor within our identity. When using our brand name in copy we do not capitalise every letter, rather we use sentence case: ieso.



ieso

WORDMARK: COLOUR VARIATIONS

Our wordmark also comes in our brand teal and brand off-white to use when the green wordmark isn't appropriate.

ieso



Green wordmark: Used on off-white or teal.

ieso



Teal wordmark: Used on green or off-white.

ieso



Off-white wordmark: Used on teal or photography.

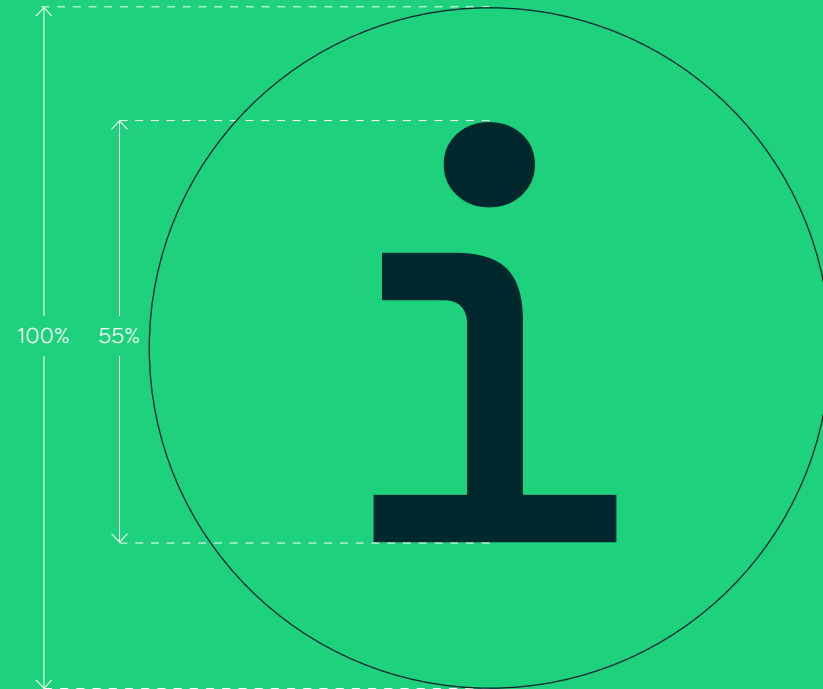
WORDMARK: USAGE

When positioning the wordmark, ensure it has room to breathe and never appears any smaller than the minimum width.



ieso

Minimum width: 50px / 18mm



Our wordmark has been designed to work well at small sizes. When creating an app icon or avatar, you should aim to fill approximately 55% of the available height.

COLOUR: PRIMARY PALETTE

The neutral off-white and dark teal both work effectively when supporting our highly visible brand green.

Off-white

R245 G245 B235
#F5F5EB
C3 M1 Y7 K1
PMS 9100

Teal

R0 G40 B45
#00282D
C100 M0 Y20 K90
PMS 2217

Green

R30 G210 B125
#1ED27D
C67 M0 Y68 K0
PMS 2412

COLOUR: SECONDARY PALETTE

A series of three accent colours create a secondary palette that allows greater flexibility when producing infographics and other information.

Off-white

R245 G245 B235
#F5F5EB
C3 M1 Y7 K1
PMS 9100

Teal

R0 G40 B45
#00282D
C100 M0 Y20 K90
PMS 2217

Green

R30 G210 B125
#1ED27D
C67 M0 Y68 K0
PMS 2412

Blue

R150 G215 B210
#96D7D2
C35 M0 Y15 K0
PMS 635

Olive

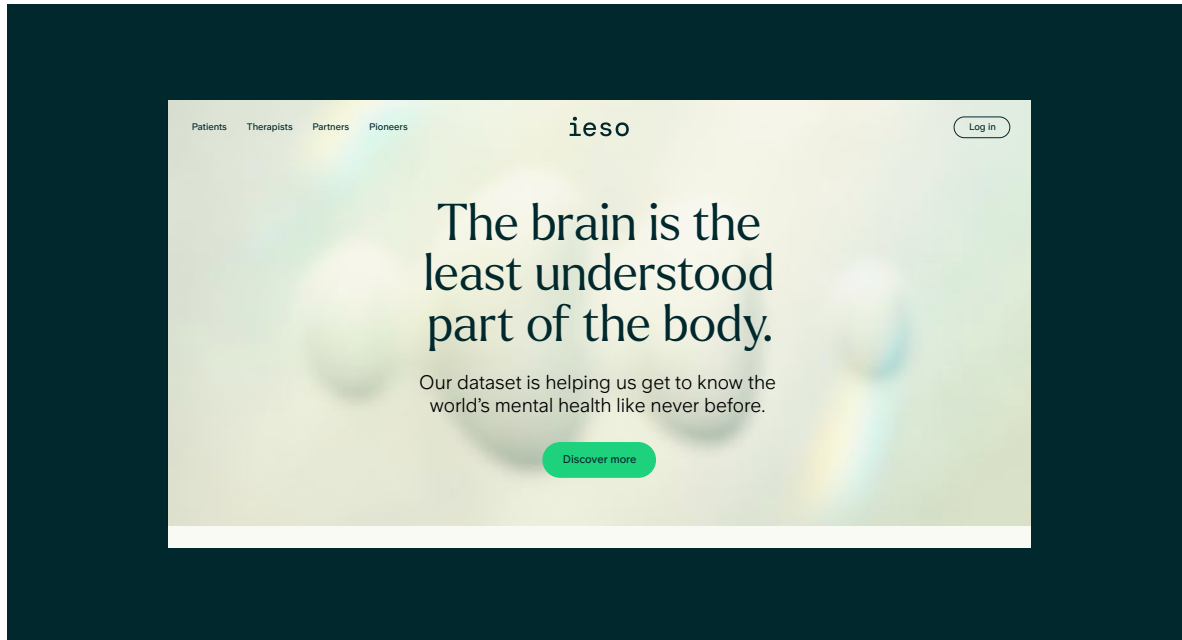
R160 G170 B140
#A0AA8C
C28 M10 Y39 K6
PMS 5665

Yellow

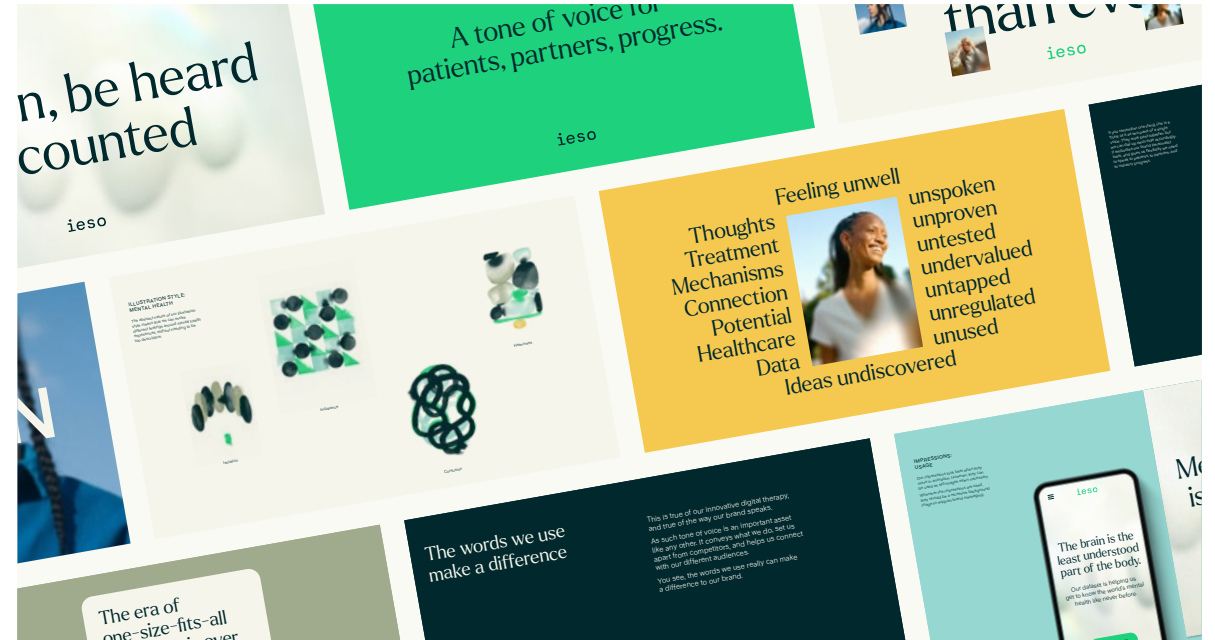
R245 G200 B80
#F5C850
C0 M17 Y73 K0
PMS 1215

COLOUR: PROPORTIONS

At first glance, the primary palette should always be most prominent within the ieso brand, whilst the secondary palette plays a supporting role.



Initial impression
Off-white, Teal, Green



Secondary impression
Off-white, Teal, Green + Yellow, Olive, Blue

**TYPOGRAPHY:
PRIMARY TYPEFACE**

Larken is a confident serif by EllenLuff, focused on combining bold usability with beautiful communication.

A typeface designed to
create a sense of *softness*
and *expressiveness*.

TYPOGRAPHY: SUPPORTING TYPEFACE

Universal Sans is a clean, contemporary sans serif typeface, designed for clarity of communication with an exceptional attention to detail.

If you're struggling with anxiety or depression, our digital therapy offers a better chance of recovery than face-to-face treatment.

Be part of ieso

TYPOGRAPHY: HIERARCHY

When setting type, it's important that we create a clear and simple hierarchy. This means using as few type sizes as possible, as well as creating an obvious contrast between sizes of different type styles.

Larken Light / Light Italic

Leading: x1.1
Tracking: -10
Kerning: Metrics

Universal Sans 600

Leading: x1.2
Tracking: +40
Kerning: Metrics

Universal Sans 600 / 400

Leading: x1.2
Tracking: 0
Kerning: Metrics

Headlines in a soft and *expressive* flare serif.

NAVIGATION AND SMALL DETAILS

Subheading for paragraph

The passage of body copy that makes a paragraph.
Il maiorem eruntiiis et odiatur, el inus doluptatio ma
veliquam laborep recupta sitatemolore nempellis mod.

TYPOGRAPHY: SYSTEM FONTS

Occasionally, it may not be possible to use our brand typefaces. In these specific cases, we use Georgia in place of Larken, and Arial Bold or Regular in place of Universal Sans.

Georgia Regular / Italic

Leading: x1.1
Tracking: -10
Kerning: Metrics

Arial Bold

Leading: x1.2
Tracking: +50
Kerning: Metrics

Arial Bold / Regular

Leading: x1.2
Tracking: 0
Kerning: Metrics

Headlines in a soft and *expressive* flare serif.

NAVIGATION AND SMALL DETAILS

Subheading for paragraph

The passage of body copy that makes a paragraph.
Il maiorem eruntis et odiatur, el inus doluptatio ma
veliquam laborep recupta sitatemolore nempellis mod.

PHOTOGRAPHY

A photographic style that emerges

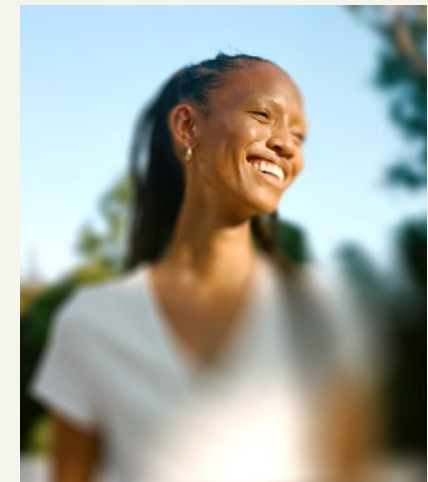
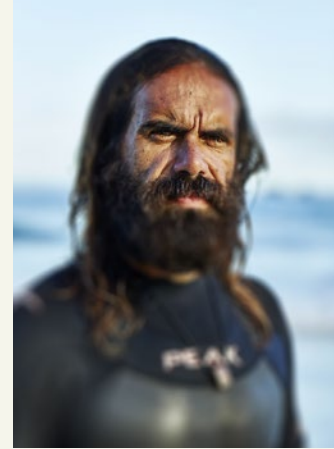
PHOTOGRAPHY



Image used for demonstration purposes only. Do not publish.

PHOTOGRAPHY: SELECTING IMAGES

Our photography is engaging and direct. We show real people, with a diversity of age, gender, and race. And focus on a single person whenever possible. Poses should feel optimistic and natural. Light and bright shots are best i.e. outside with a blue sky.



Images used for demonstration purposes only. Do not publish.

PHOTOGRAPHY: ADDING DEPTH

To help focus our attention on the individual, and create clear space within images to overlay copy, we treat photography with a blurred layer to emphasise the subject's features and character.



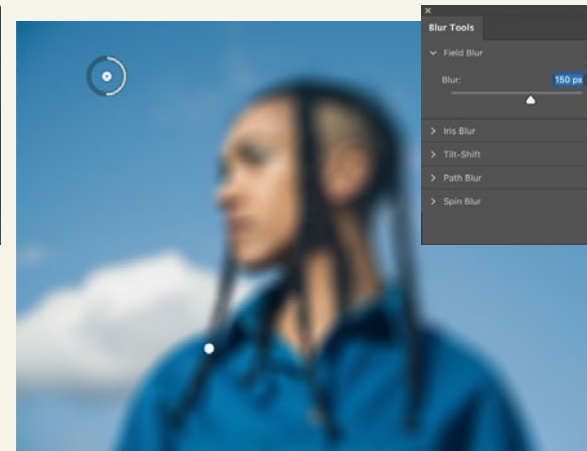
1. Select image

Choose an image that has a clear, central subject with a clean silhouette and enough space around them to create a depth of field.



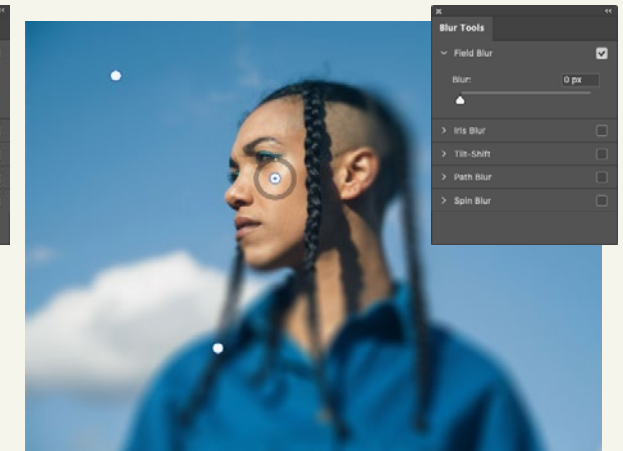
2. Duplicate layer

In Photoshop, duplicate the image onto a separate layer and create a smart object, so that any effects will be non-destructive to the original image.



3. Apply field blur

Select 'Filter > Blur Gallery > Field Blur' and with the field blur tab selected, click different points around the image and apply various blur values between 15-150px.



4. Keep features clear

Ensure you add a point with 0px blur over the subject's face and any other area that should remain in focus.

IMPRESSIONS

When it's not possible to use photography, we have a series of animated impressions that work as a branded texture, to both support our messaging and convey a sense of emotion.

Creating an *impression* of mental health

IMPRESSIONS

We have three versions of our impressions, with each animation expressing a different atmosphere. They all loop seamlessly and can be used either individually or as a set.

The soft qualities, such as the adapting colour and a refracted light that plays across the surface of each impression, help to align these assets with the rest of our visual identity.



Pulse

The movement captured here has a smooth sense of calm, with four fluid impressions that sweep across the surface.



Pressure

This impression gives a sense of tension building below the surface, and spilling across the screen before subsiding again.



Panic

A much more frantic and immediate sense of movement, shown through short, sharp bursts of activity.

IMPRESSIONS: STILLS

Each impression is available as three still images. These assets aim to capture the movement of each impression for use when displaying the animation is not possible.



Pulse

01



02



03



Pressure

01



02



03



Panic

01



02

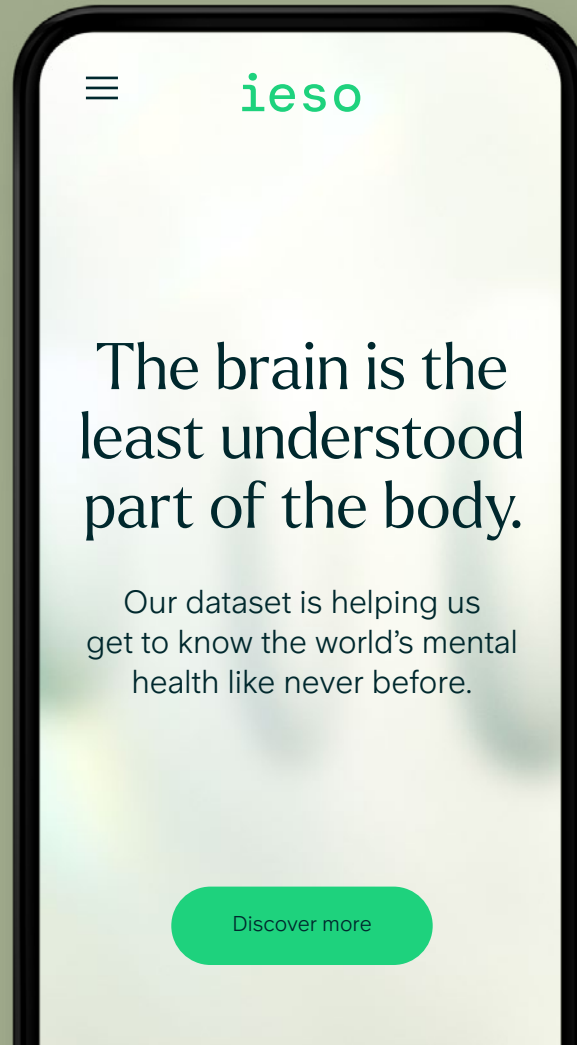


03

IMPRESSIONS: USAGE

Our impressions look best when they move in animation. However, they can be used as still images when necessary.

Wherever the impressions are used, they should be a recessive background image to support brand messaging.



Mental health is everyone's business.

INVESTOR CONFERENCE 2021

ILLUSTRATION STYLE

Our illustration style is rooted in a fluid aesthetic, using a collection of abstract shapes that feel warm and organic. We can use illustration to help express a specific message, either as standalone images or in place of more functional icons.

Illustrations used for demonstration purposes only. Do not publish.



ILLUSTRATION STYLE: MENTAL HEALTH

The abstract nature of our illustration style means that we can evoke different feelings around mental health experiences, without needing to be too descriptive.



Isolation



Imbalance



Confusion



Heaviness

ILLUSTRATION STYLE: ICONOGRAPHY

This same style also lends itself to creating simplified iconography, to help illustrate specific points or product features.



Therapy



Treatment



Partnership

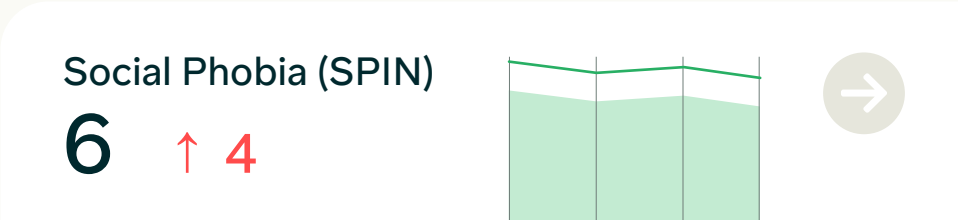
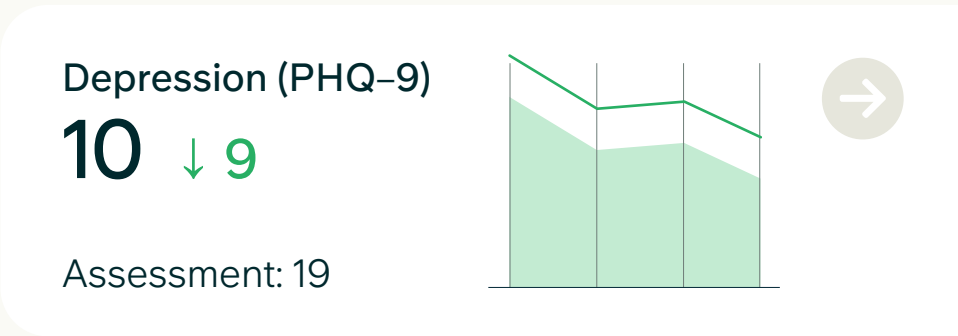
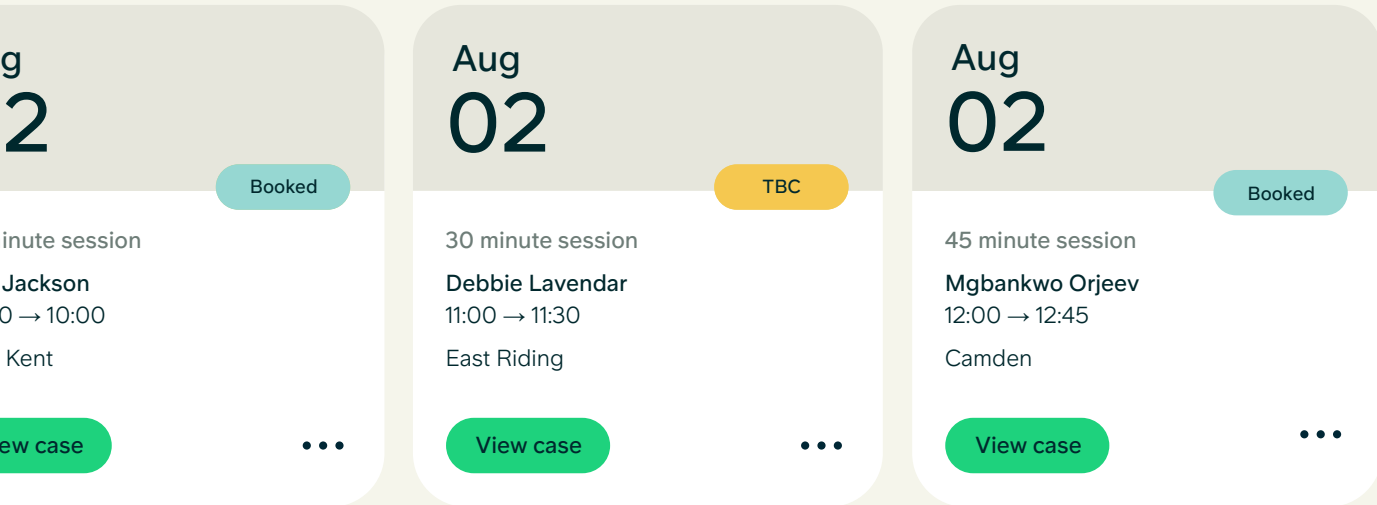
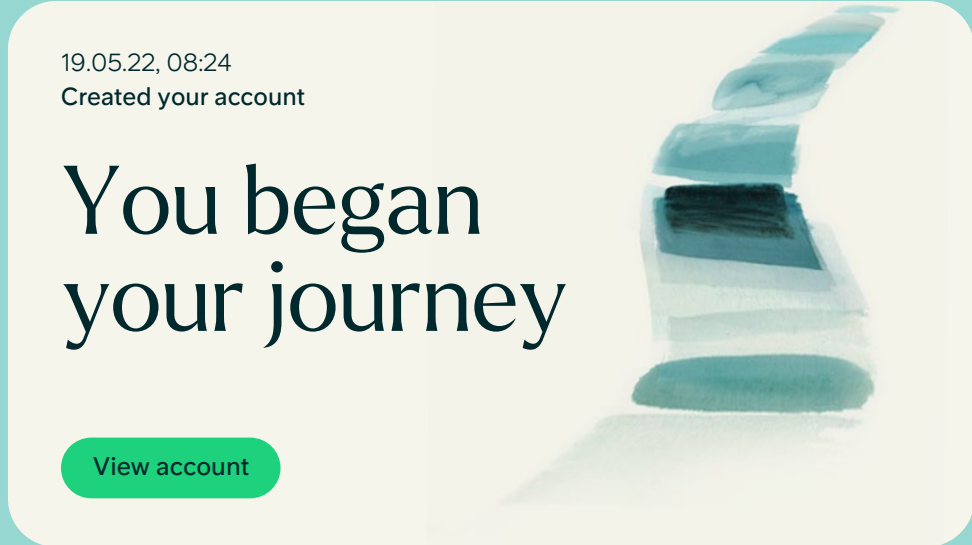


Pioneers

USER INTERFACE: BUTTONS AND PANELS

Our UI is a major touchpoint for the ieso brand, so it's important that it feels considered, communicative and clear to reflect the rest of the identity.

The rounded panels are used to divide information clearly whilst our button styles are simple, soft and used at a size that feels easily clickable.



USER INTERFACE: FUNCTIONAL COLOURS

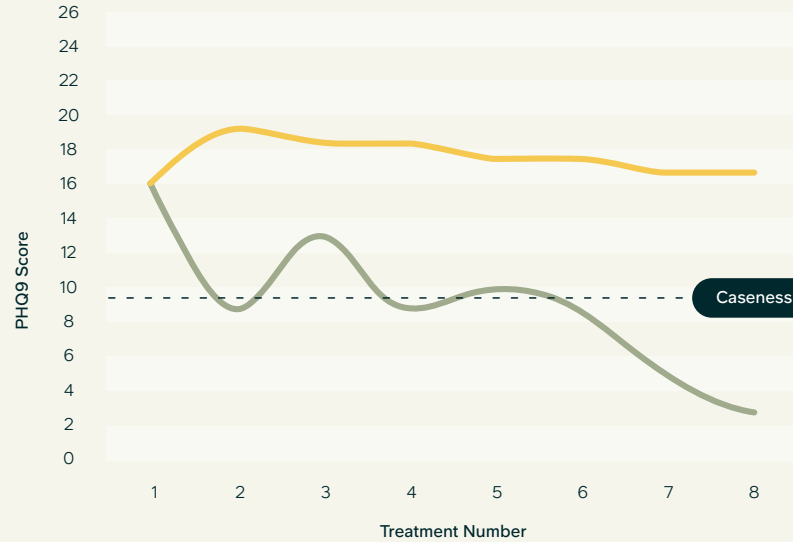
To support our brand colour palette, these functional colours are for use on screen to help navigation and data visualisation.

Green	Teal	Off-white	Blue	Olive	Yellow	Orange (Warning)	Red (Alert)	Emerald (Success)	Sky (Info)

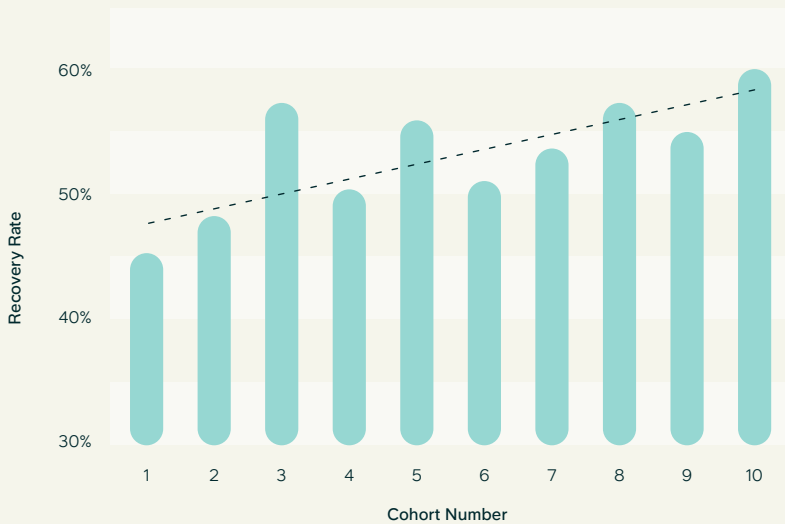
The tints of our brand green should only be used for functional purposes (e.g. button roll-over states).

USER INTERFACE: CHARTS AND TABLES

Our information graphics are designed to be clear and simple, using the fewest design elements possible and only including what is needed for the effective communication of our data.



Charted information and other data is presented in the most reductive way possible, without losing any detail.



The key shapes that show data have rounded edges to mirror other elements of the brand.

Functional colours should be used to indicate button states, such as 'success' or 'warning'.

Status	Contract Name	Contract Type	Triage Flag	Suggested Pathway
Triage	AWP (Wiltshire)	Organic	Yes	Step 3
Triage	Lets Talk (Enfield)	Organic	Yes	Step 3
Triage	Talking Helps (Newcastle)	Organic	Yes	Step 3
Triage	Talking Helps (Newcastle)	Organic	Yes	Step 3
Triage	Talking Mental Health (DerbysHNFT)	Organic	Yes	Step 3
Triage	Devon	Organic	No	Step 3
Triage	CIFT (Camden)	Organic	Yes	Step 3
Triage	Devon	Organic	Yes	Step 3

Tone of voice

The words we use make a difference

This is true of our innovative digital therapy, and true of the way our brand speaks.

As such, tone of voice is an important asset like any other. It conveys what we do, sets us apart from competitors, and helps us connect with our different audiences.

You see, the words we use really can make a difference to our brand.

Speaking to multiple audiences with a single voice

We need to speak to many different people, who all care about different matters. But while what we talk about might alter, our voice should remain consistent. This will establish familiarity, and build trust for our brand.

Don't worry. Such flex is something we all do every day. You'll speak one way with your friend and another with your boss. One way when you want to make someone laugh, and another when you want to console them. But it's always identifiably you. And it's the same for ieso.

While we should always consider who we're speaking to and what we're speaking about, we have a key principle to guide our writing and offer the flexibility we need.

If you remember one thing, this is it. Think of it as two parts of a single voice that work best together but can be dialled up on either side accordingly. It embodies our brand personality traits, and gives us flexibility we need to speak to patients, to partners, and to industry progress.

Audacious
empathy

Audacious gives us the ability to defiantly talk about data, to be bold in our vision, confident in our efficacy, and assertive in our opinions. It is the part of our voice that is ready to lead change in mental healthcare.

Retaining empathy in our audacity means we never stray into sounding cold or arrogant. We always want to keep the humanity in our copy. And we never want to be impudent about the practises of our peers in mental healthcare.

Audacious
empathy

MORE AUDACIOUS

- Headlines can be bold and assertive. This is an ideal opportunity to grab attention and highlight that ieso is something different.
- Confidence in our methodology should shine through the language we use. And don't be afraid to use the word 'data'.
- We talk about 'digital therapy' predominantly. CBT can be used when speaking to a patient, or when more detail is needed.
- Don't shy away from words like 'innovative', 'effective', 'quality' to describe the benefits of ieso.

The era of one-size-fits-all treatment is over

Measurement and data hold the key to progress in mental health for patients, clinicians and the community at large.

By delivering therapy digitally, we have thousands of hours of anonymised therapy transcripts. From which we're learning more and more about conditions, causes, symptoms, treatments, and even prevention.

Our evidence-based approach to mental healthcare provides innovative training for therapists, more effective treatment for patients, and a standard of quality around the world.

MORE AUDACIOUS

Good examples to inspire your writing.

As you get
better so do we

By looking after your mental health,
you are looking after the mental
health of others.

The data
speaks for itself

Our evidence-based approach
means not only do we understand the
nuances of mental illness and effective
treatment, it puts us at the forefront of
mental healthcare innovation.

There was
always hope.
Now there's
recovery.

Patients
and progress
deserve a new
way of thinking

Empathy enables us to speak to our patients at a very human level, about what they're going through, always in relatable terms. It's the softer part of our voice that demonstrates our understanding of the needs of patients.

Adding a touch of audacity to our empathy means we never sound saccharine or unfocussed. It allows us to practically speak about how our collective learning and innovative therapy will help everyone get better.

Audacious
empathy

MORE EMPATHETIC

- As we dial up the empathy, say when speaking directly to patients, our copy should be warmer and humane. Less commanding, but still compelling.
- The use of 'you', 'your' and 'us' will naturally increase as we look to really connect with readers on their level.
- Look for human, relatable ways to describe our technology like 'the more people we treat, the more we learn'. And use contractions like 'you're', 'it's', 'we'll' to avoid unnecessary formality.
- Terms like 'look after' and 'get better' allow for a more empathetic and conversational description of the use and benefit of ieso.

The words we use can make a difference

1 in 4 of us will experience a mental health problem this year. And by looking after your mental health with our digital therapy, you are looking after the mental health of others.

As part of ieso, you're helping us to understand the nuances in depression and anxiety, and in turn what quality, effective treatment really is.

The more people we treat, the more we learn about the words that work, and the more people we can help get better.

MORE EMPATHETIC

Good examples to inspire your writing.

You matter

Our digital therapy tracks the words that work giving you a better chance of recovery than face-to-face treatment.

What you say makes a difference

By tracking therapy sessions, we are beginning to see patterns in mental health that others can't, and understand the words that really work. This allows for more effective treatment and better recovery rates for everyone.

We need each other now more than ever

The more people we treat, the more we learn about mental health, and the better mental healthcare can be.

BEFORE AND AFTER

Before

After

What changed

Twitter Bio

Online CBT. Just as good, no long waits. Speak to a therapist, anytime, anywhere. Available on the NHS in many areas of the UK.

The more people we treat, the more we learn about mental health, and the better mental healthcare can be.

Speak to a therapist today.

The before example is too perfunctory. While practicalities are important, in this introductory copy we want to set ourselves apart by alluding to our innovative and visionary approach. We can offer a directive CTA without comparing ourselves to others ie. 'no long waits'. And importantly the rewrite better establishes our compassion and humanity.

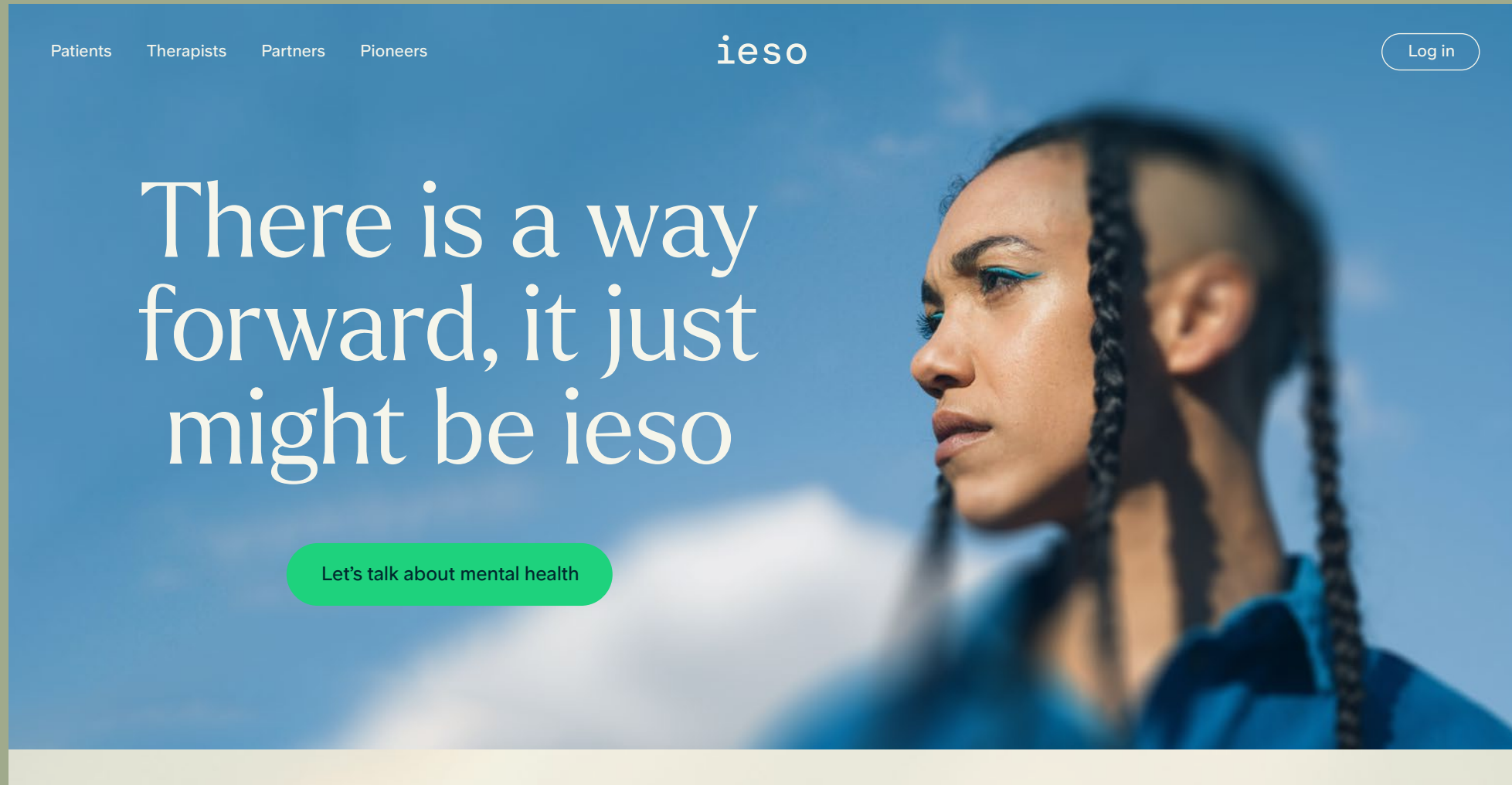
LinkedIn Bio

An innovative & effective way to treat mental health problems online - with a live dedicated therapist. NHS commissioned.

Providing innovative training for therapists, more effective treatment for patients, and a standard of quality for mental healthcare around the world.

This context is perfect to showcase our vision for patients, therapists and healthcare at large. By removing functional detail like 'live dedicated therapist' which is more suited to patients, we can talk more audaciously about what our approach means for the world. Confident language like this will inspire and reassure readers in equal measure.

Bringing it
all together



Patients

Therapists

Partners

Pioneers

ieso

Log in

There is a way
forward, it just
might be ieso

Let's talk about mental health

[Patients](#) [Therapists](#) [Partners](#) [Pioneers](#)

ieso

[Log in](#)

The brain is the least understood part of the body.

Our dataset is helping us get to know the
world's mental health like never before.

[Discover more](#)

[Patients](#) [Therapists](#) [Partners](#) [Pioneers](#)

ieso

[Log in](#)

The more people we treat, the more we learn about mental health, and the better mental healthcare can be.



Talk to a therapist



Treat patients



Partner with us



Pioneer projects

Feeling unwell

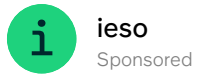
Thoughts
Treatment
Mechanisms
Connection
Potential
Healthcare
Data



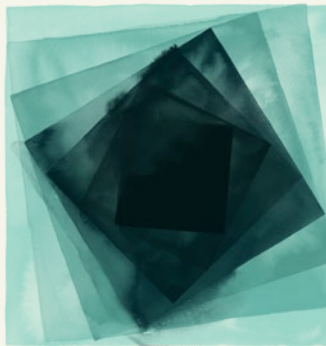
unspoken
unproven
untested
undervalued
untapped
unregulated
unused

Ideas undiscovered

facebook

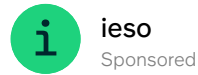


1 in 4 will experience a mental health problem this year. Our digital therapy offers a better chance of recovery than traditional face-to-face treatment.



Lost?

facebook

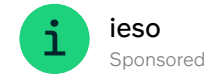


1 in 4 will experience a mental health problem this year. Our digital therapy offers a better chance of recovery than traditional face-to-face treatment.



Overwhelmed?

facebook



1 in 4 will experience a mental health problem this year. Our digital therapy offers a better chance of recovery than traditional face-to-face treatment.

Time for
a new way
of thinking

Let's talk

Pioneer



Our dataset and AI technology is key to transforming mental health science.

The knowledge from our anonymised therapy transcripts reveals what treatment is most effective for patients, provides personalised training for therapists, and sets a standard of quality mental healthcare around the world.

[Discover more](#)

Talk



Our CBT starts with a conversation. One to one. Just you and a qualified therapist.

Taking place over text means your sessions can happen where and when you feel most comfortable. And more importantly, it means there's a better chance of recovery.

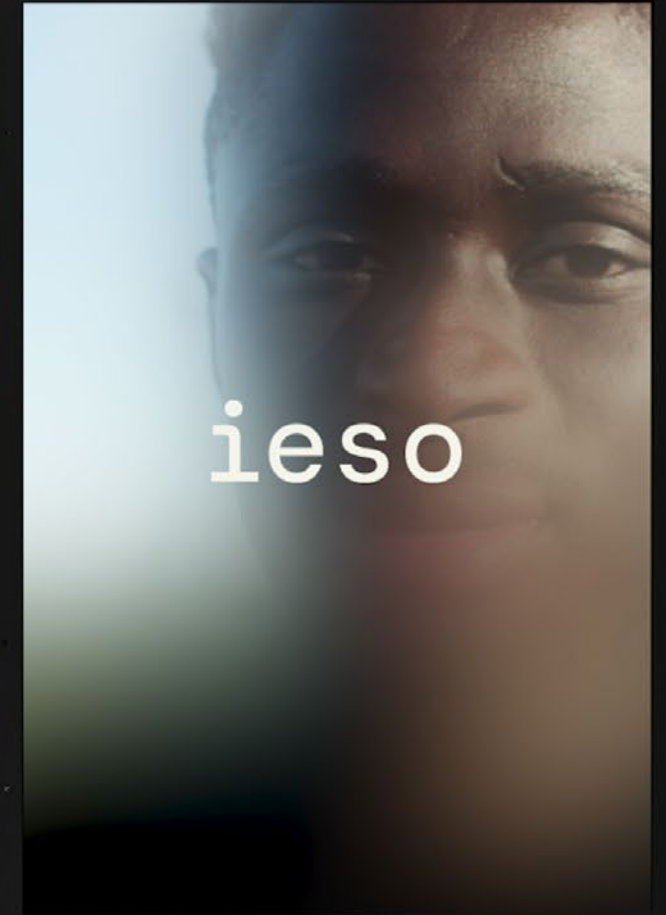
[Text a therapist](#)



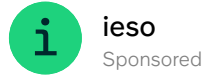
As you
get better
so do we

By looking after your mental
health, you are looking after
the mental health of others.

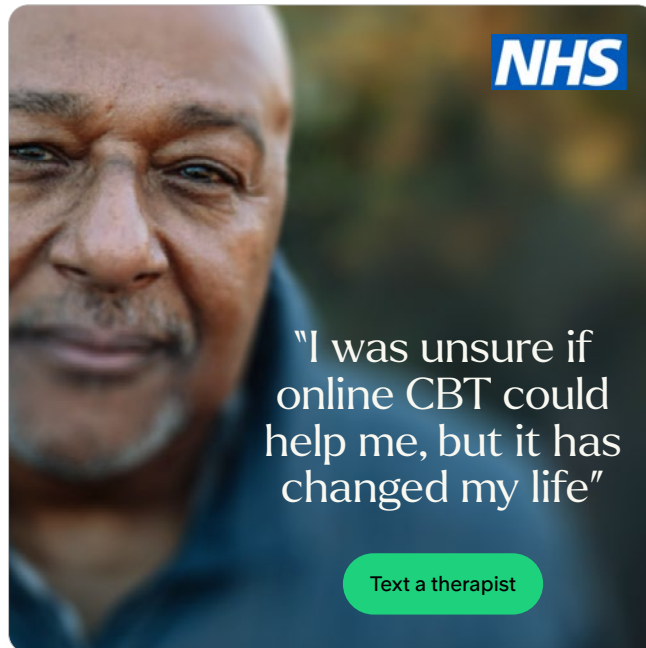
ieso.io



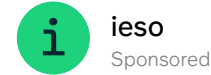
facebook



We are ready to help. Our CBT takes place over text one-to-one, just you and a qualified therapist.



facebook



If your mental health is suffering during lockdown, our CBT accredited therapists are ready to help.



INVESTOR CONFERENCE 2021

Mental health is everyone's business

ieso



INVESTOR CONFERENCE 2021

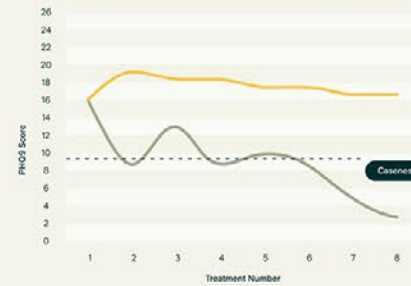
Our evidence-based approach means not only do we understand the nuances of mental illness and effective treatment, it puts us at the forefront of mental healthcare innovation.

ieso

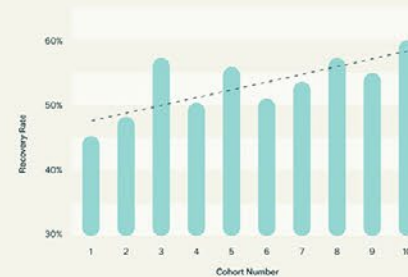
The data speaks for itself

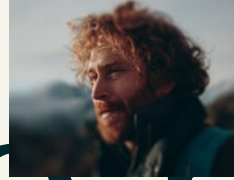
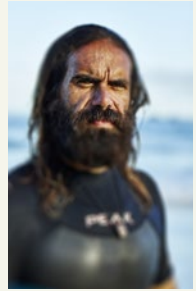
Our dataset and AI technology is establishing what quality mental healthcare looks like

DEPRESSIVE EPISODE, SERIAL COHORT ANALYSIS

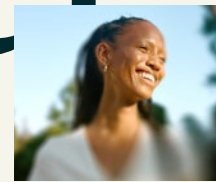


PHQ9 - PATIENT MAKING GOOD PROGRESS





We need each
other *now* more
than ever



ieso

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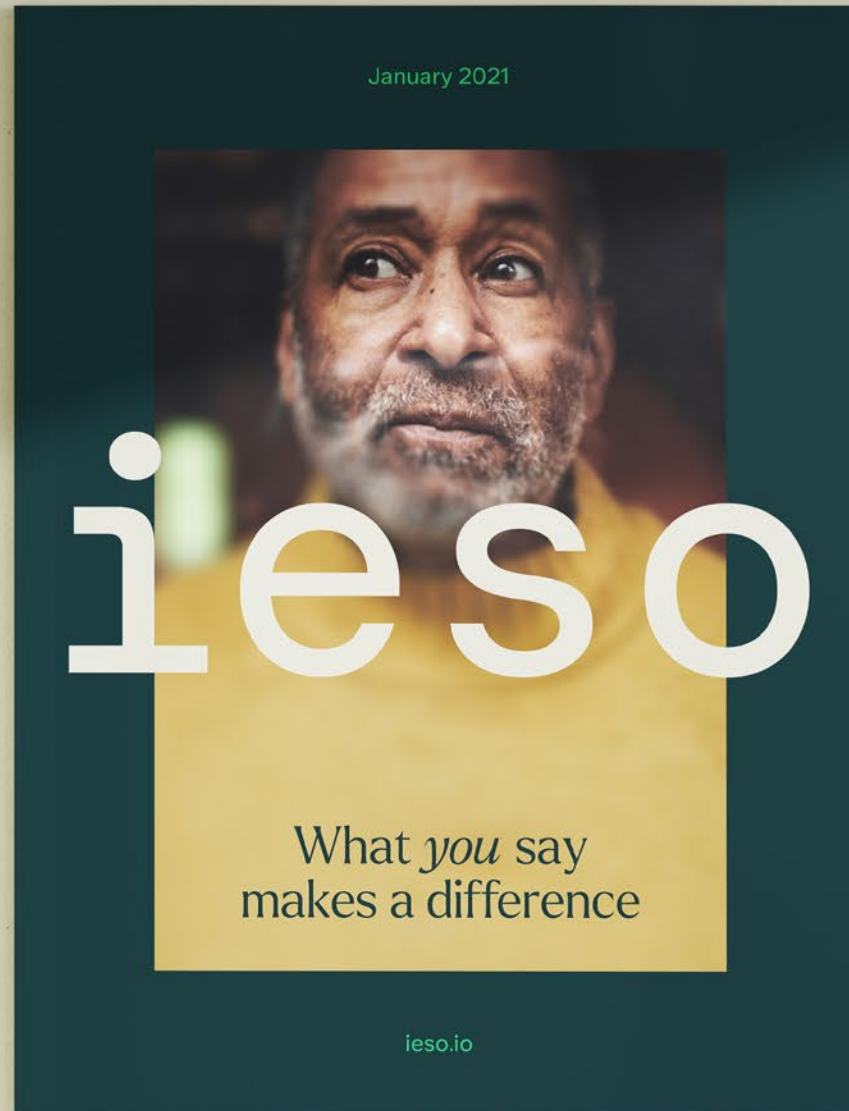
Better therapy needs better therapists

Our evidence-based approach to CBT is making clinicians the best they can be.

As an ieso therapist, not only do you benefit from a more flexible way of working, you get all the benefits of our collective learning.

The insights, tools and training we provide give you the best chance of making good clinical decisions and delivering effective treatment to your patients.

Apply



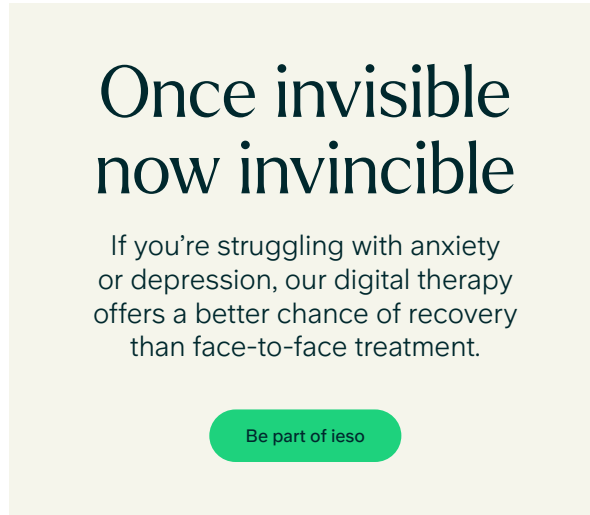




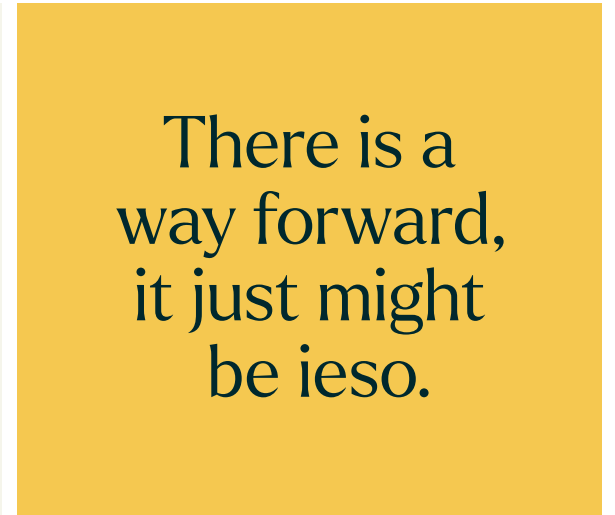
Logo



Colour



Typography



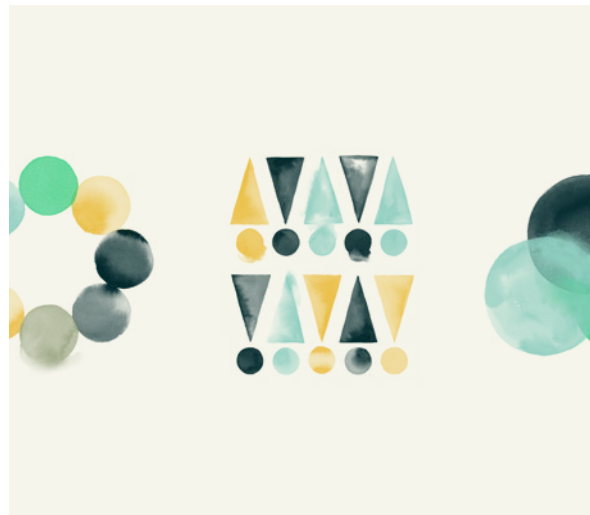
Tone of voice



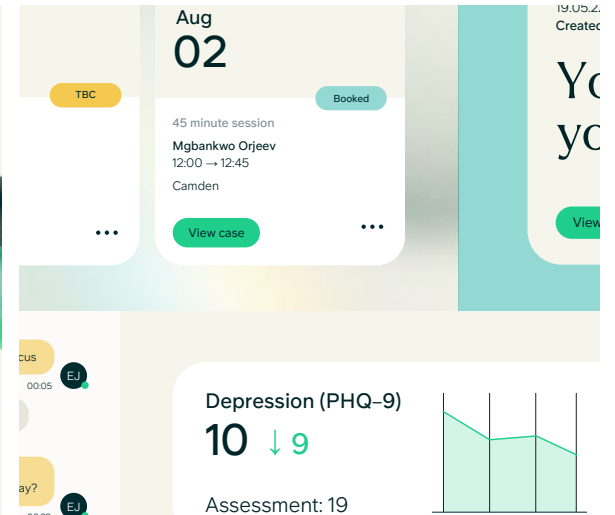
Impressions



Photography



Illustration



UI

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