



Brand guidelines

Growth, possibilities, and reaching new heights

<https://brand.cwsio.com/everreach> · 17 September 2026

Foundation

Growth, possibilities, and reaching new heights. The brand foundation everything else builds on.

Who we are

EverReach ABA is a warm, compassionate ABA therapy team serving children with autism and their families in Utah and Maryland. Through in-home therapy, school-based support, and community integration, we give children the skills and confidence to enjoy a meaningful, productive future.

The story in the mark

The hot air balloon represents progress and the journey toward success; the soft clouds add warmth and encouragement. Deep navy and sky blue convey trust and positivity. EverReach is here to support and uplift every step of the way.

How the brand should feel

Warm without being childish. Trustworthy without being clinical. Every application should feel encouraging, clear, and human, like a steady hand guiding families through the journey.

Logo

The hot air balloon represents progress and the journey toward success. The soft clouds add warmth and encouragement. Deep navy and sky blue convey trust and positivity.

Lockups

The primary lockup logo features the word "Ever" in a dark blue sans-serif font, followed by a stylized hot air balloon icon in blue and white, and the word "Reach" in a light blue sans-serif font. Below "Reach" is the acronym "ABA" in a small, dark blue sans-serif font.

Primary lockup
everreach-primary.svg

The reversed lockup logo features the word "Ever" in a light blue sans-serif font, followed by a stylized hot air balloon icon in dark blue and white, and the word "Reach" in a dark blue sans-serif font. Below "Reach" is the acronym "ABA" in a small, light blue sans-serif font.

Reversed
everreach-reversed.svg

The reversed, alternate lockup logo features the word "Ever" in a light blue sans-serif font, followed by a stylized hot air balloon icon in dark blue and white, and the word "Reach" in a light blue sans-serif font. Below "Reach" is the acronym "ABA" in a small, light blue sans-serif font.

Reversed, alternate
everreach-reversed-2.svg

The white lockup logo features the word "Ever" in a white sans-serif font, followed by a stylized hot air balloon icon in white and dark blue, and the word "Reach" in a white sans-serif font. Below "Reach" is the acronym "ABA" in a small, white sans-serif font.

White
everreach-white.svg

The black lockup logo features the word "Ever" in a black sans-serif font, followed by a stylized hot air balloon icon in black and white, and the word "Reach" in a black sans-serif font. Below "Reach" is the acronym "ABA" in a small, black sans-serif font.

Black
everreach-black.svg

Logomark



Logomark



Logomark
reversed



Logomark
reversed,
alternate



Logomark white



Logomark
black

Clear space

Keep clear space equal to 1/3 of the logo height on all sides. This applies to both the primary lockup and the standalone mark.



Misuse

- × Do not stretch or deform
- × Do not rotate
- × Do not recolor
- × Do not place on low-contrast backgrounds
- × Do not add effects

Minimum size

Lockup no narrower than 48px. Below that, use the standalone logomark.

Colors



Rich Electric Blue Accent

HEX #069FDB
RGB 6, 159, 219
CMYK 75, 22, 0, 0

AA Large on white, 3.00:1



Deep Koamaru Anchor

HEX #31375B
RGB 49, 55, 91
CMYK 46, 40, 0, 64

AAA on white, 11.49:1

Deep Koamaru carries the wordmark and primary text. Rich Electric Blue is the accent for highlights, links, and the mark. White space does the rest.

Typography

Two voices. MuseoModerno leads, Poppins carries the reading.

H1 600 · 34px	Growth, possibilities, and reaching new heights
H2 600 · 24px	Every child deserves a steady hand.
H3 500 · 18px	Warm, clear, and human.
Body 400 · 15px	EverReach ABA is a warm, compassionate ABA therapy team serving children with autism and their families in Utah and Maryland. Through in-home therapy, school-based support, and community integration, we give children the skills and confidence to enjoy a meaningful, productive future.
Caption 400 · 12px	EverReach ABA. Growth, possibilities, and reaching new heights.

MuseoModerno 600 for headings and 500 for subheads. Poppins 400 for body copy and 500 for interface labels. Semi Bold is the heaviest weight the brand uses.

Iconography

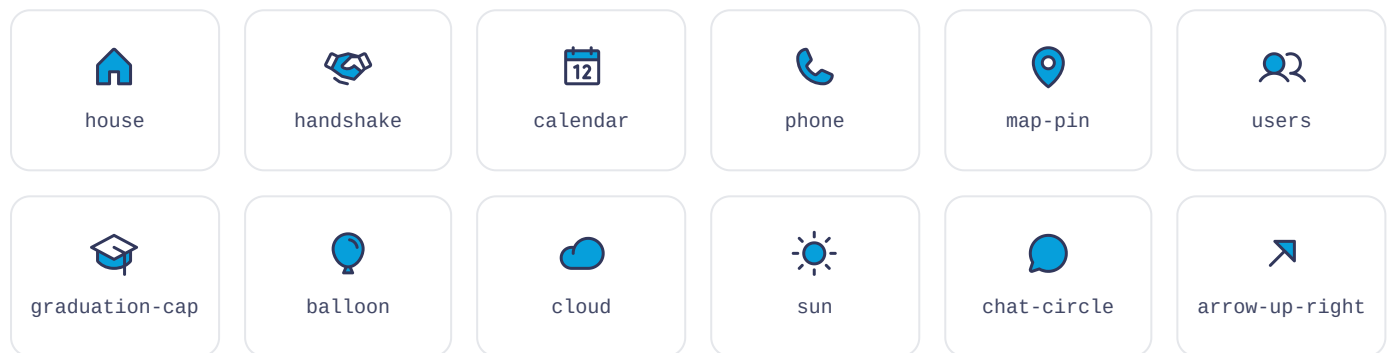
EverReach ABA uses Tabler Icons, outline style only.

1.75px stroke, outline style only. Filled icons are never used.

Sizes from 20 to 24px.

Deep Koamaru on light surfaces, white on navy. Rich Electric Blue only for active or highlighted states.

Phosphor Duotone MIT licensed, free for commercial use. Alternative: Tabler Outline.



UI kit

Approved interface elements for EverReach ABA digital products. Copy the code, keep the brand.

Buttons

Book a consultation

Learn more

Contact us

Skip for now

Start an intake

Buttons with icons

 Call us

Start an intake →





 Sending

Badges and pills

New

Utah

Maryland

Accepting clients

Form controls

Parent or guardian name

Preferred location

Jordan Rivera

Utah

☒ Send me appointment reminders

☒ In home

☐ At school

☒ Text updates

Links

STANDARD

[Read our approach to in-home therapy](#)

UNDERLINE ON HOVER

[Meet the team](#)

ARROW

[Start an intake](#) ↗

BACK

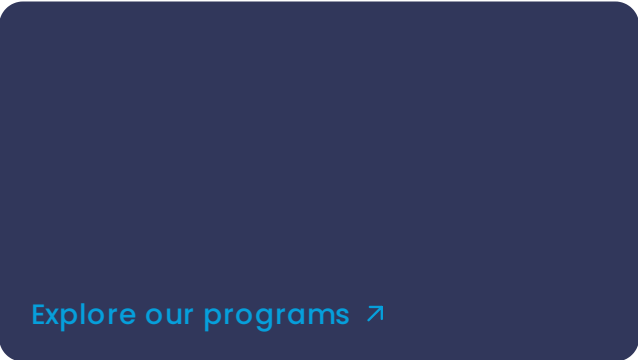
[↩ Back to services](#)

Link over image



[See the space](#) ↗

Link over navy panel



[Explore our programs](#) ↗

Alerts



Intake paperwork updated

Families starting in October use the new consent form.



Session confirmed

Tuesday at 3:30pm with your BCBA. A reminder goes out the day before.



Insurance authorization expiring

Renew before the 30th to avoid a gap in sessions.

Image card



In-home therapy

Skills built where life happens, with parents as partners every session.

[Learn more ↗](#)

Icon card



School-based support

Our team partners with teachers so progress at home carries into the classroom.

Stat card

2 states

Utah and Maryland. In-home, school-based and community programs.

Cards with icons



In-home therapy

Skills built where life happens, with parents as partners every session.



School-based support

Our team works alongside teachers so progress carries into the classroom.



Community integration

Real-world practice, from playgrounds to grocery stores, one steady step at a time.

Testimonials



For the first time, bedtime is calm. Our therapist showed us what to do, then stood back and let us do it.

Maria T.
Parent, Salt Lake City



They talked to our son like a person first. Progress followed from there.

Devon R.
Parent, Columbia

FAQ accordion

Does insurance cover ABA therapy?



Most plans in Utah and Maryland cover ABA with an autism diagnosis. We verify your benefits before the first session and explain any costs up front.

How long is a session?



How involved are parents?



Breadcrumbs and pagination

Home > Services > In-home therapy

< 1 2 3 ... 8 >

Table

Location	State	Weekdays	Saturday
Salt Lake City	Utah	8:00am to 6:00pm	9:00am to 1:00pm
Provo	Utah	8:00am to 6:00pm	Closed
Baltimore	Maryland	8:00am to 6:00pm	9:00am to 1:00pm
Columbia	Maryland	9:00am to 5:00pm	Closed

Stat row

500+

Families served

2

States

40+

Therapists

98%

Parent satisfaction

Navigation header

EverReach
ABA

Services

Locations

About

Book a consultation

Navigation header, navy

EverReach
ABA

Services

Locations

About

Book a consultation

CTA banner

Ready to reach higher?

Tell us about your child and we will match you with a therapist in your area within a week.

[Start an intake](#)

Footer



Growth, possibilities,
and reaching new
heights.

SERVICES

In-home
therapy

School-based
support

Community
integration

Parent training

LOCATIONS

Salt Lake City

Provo

Baltimore

Columbia

COMPANY

About

Careers

Insurance

Contact

 (801) 555-0142

 hello@everreachaba.com

Design tokens

```
:root {
  --color-rich-electric-blue: #069FDB;
  --color-deep-koamaru: #31375B;
  --color-ink: #111318;
  --color-muted: #6B7280;
  --color-surface: #F6F7F9;
  --color-border: #E5E7EB;
  --radius: 10px;
  --space-1: 4px;
  --space-2: 8px;
  --space-3: 12px;
  --space-4: 16px;
  --space-5: 24px;
  --space-6: 32px;
  --space-7: 48px;
  --space-8: 64px;
  --shadow: 0 8px 20px rgba(35, 39, 63, 0.08);
  --font-sans: 'Poppins', Arial, Helvetica, sans-serif;
  --font-display: 'MuseoModerno', 'Poppins', Arial, sans-serif;
}
```

Resources

Portal: <https://brand.cwsio.com/everreach>

Brand kit: <https://brand.cwsio.com/everreach/downloads/everreach-brand-kit.zip>

Logo pack: <https://brand.cwsio.com/everreach/downloads/everreach-logos.zip>

Source files: <https://brand.cwsio.com/everreach/downloads/everreach-logo-source.zip>

Tokens: <https://brand.cwsio.com/everreach/tokens.json>

For AI tools: <https://brand.cwsio.com/everreach/llms.txt>

Maintained by CWS Design. Generated 17 September 2026.