

2018

BRAND

STANDARDS



LOGO

PRIMARY

Use the primary, full-color logo whenever possible when production allows. This version of the logo should always be on white or 10% gray.

The logo should be at minimum 1.5 inches wide to allow for legibility of the dotted bridge.

The logo must **ALWAYS** be shown with tagline to avoid potential copyright infringement. See page 4 for more information on tagline use and guidelines.

PRIMARY / FULL-COLOR



A diagram showing a smaller version of the LifeBridge logo with a bracket underneath it labeled "MINIMUM 1.5'". To the right, a text box explains: "If the logo goes any smaller than 1.5 inches, the dot bridge is lost. Additionally, do not place this logo version on a color darker than this box." The background of the text box is a dark gray color.

SECONDARY

When production limits color use, the gray scale logo should be used to preserve the color transition.

If production calls for a one-color logo, for example on screen-printed or embroidered merchandise, use the one-color black or white logo.

The black & gray scale logo should only be used on light backgrounds and the white should only be used on dark backgrounds.

Scaling and tagline specifications apply to these logos as well.

BLACK AND WHITE

GRAYSCALE



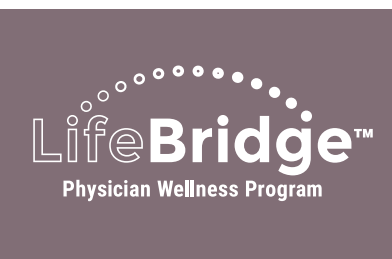
ONE COLOR BLACK



WHITE



ONE COLOR TRANSITION WHITE



LOGO

TRADEMARK & USAGE

LifeBridge Physician Wellness Program™ is a trademark of Travis County Medical Society Foundation. All rights reserved. Use of the name and logo is granted only to medical societies, associations and foundations for nonprofit and noncommercial use in the promotion of physician wellness programs as outlined in this style guide, the tool kit, and the website.

SAFE SPACE

To protect the brand and ensure readability of the logo, be sure to allow a safe area around the logo.

The safe space should be equal to or greater than the width of the “g” in LifeBridge, as shown to the right.

For the tagline, the space below the LifeBridge Logo should be equal to the width of the “i” in LifeBridge. The space between the logo and tagline should measure from the bottom of the “g” to the top of the lower case letters in the tagline.



Space between tagline and LifeBridge should be the width of the “i”

TAGLINE

GENERIC

The LifeBridge logo must ALWAYS be shown with tagline to avoid potential copyright infringement.

The general logo features the tagline, "Physician Wellness Program." You may adjust the tagline to your medical society following the guidelines below; however, a tagline must *always* accompany the logo.

SPECIFIC

If your Physician Wellness Program needs differentiation, the tagline may be appended with the medical society name. For example, Any Medical Society should read as "AMS Physician Wellness Program."

To edit the tagline, simply use the blank logo provided, and type in the tagline using a textbox. The tagline should be centered in the logo.

For best practices, use Adobe Illustrator for amending the tagline. If this is not possible, be sure to follow the remaining guidelines for consistent usage across materials.

Use the following guidelines to ensure correct logo usage:

- *Always* center the tagline
- *Only* use Roboto Condensed Bold (Initial Capitals) in the tagline. (see pg 7 for typography)
- On the full-color logo, the tagline must *only* appear in blue-violet. (see pg 5 for color)

GENERIC BRAND



SPECIFIC USAGE

CORRECT USE ✓



OFFBRAND FONT ✗



INCORRECT COLOR ✗



ALL CAPS ✗



SMALL, NOT CENTERED ✗



NO ITALICS ✗



COLOR

PRIMARY

Primary hues for LifeBridge are Blue-Violet and Bright Purple. These hues are trustworthy and traditional.

In any designed pieces, blue-violet should be the primary hue, with bright purple used as an accent color.

The LifeBridge gradient is a literal bridge between the two colors, and this gradient should only be applied sparingly to motifs such as dotted lines.

NEUTRALS

The primary hues should be paired with neutrals. White should be the most prominent hue besides blue-violet, allowing the coloring of the logo and primary colors to shine.

Light gray may be used as a design element & accent color to divide space.

Warm black should be used for typography/fonts whenever possible. It is a dark alternative to 100% black so the type is easy to read but warmer than a pure black.

BLUE-VIOLET	
PMS 2745	#280071
C97 M100 Y0 K18	R40 G0 B113
LIFEBRIDGE GRADIENT	
BRIGHT PURPLE TO BLUE-VIOLET	
(#D539B5, #280071)	
BRIGHT PURPLE	
PMS 2385	#D539B5
C23 M83 Y0 K0	R213 G57 B181
WHITE	
	#FFFFFF
C0 M0 Y0 K0	R255 G255 B255
LIGHT GRAY	
PMS WARM GRAY 11 (10% TINT)	#EFEDEC
C5 M4 Y4 K0	R239 G237 B236
WARM BLACK	
PMS BLACK 5	#3E2B2E
C42 M69 Y37 K85	R62 G43 B46

TYPOGRAPHY

PRIMARY

Aa

MONTSERRAT

The primary font family for LifeBridge is Montserrat. A sans-serif typeface, Montserrat is friendly, clean, and modern.

Montserrat should be used for any large headlines and body copy, with the bold weights being for headlines or subheads and the lighter weights being for body copy.

This font is a Google Font, meaning it is free and licensed for commercial use. It may be used on any machine and downloaded at: <https://fonts.google.com/specimen/Montserrat>.

.....
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()/?**
.....

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()/?**
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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TYPOGRAPHY

SECONDARY

Aa

NUNITO

The secondary font family for LifeBridge is Nunito. A sans-serif typeface with rounded terminals, Nunito meshes well with Montserrat but gives LifeBridge a more friendly and approachable feeling.

Nunito may be used for any medium headlines and subheads as well as pull quotes or emphasized words or phrases.

This font is a Google Font, meaning it is free and licensed for commercial use. It may be used on any machine and downloaded at: <https://fonts.google.com/specimen/Nunito>

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()/?
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TERTIARY

Aa

ROBOTO CONDENSED

The tertiary font family for LifeBridge is Roboto Condensed.

Roboto Condensed should *only* be used for the LifeBridge tagline, and should not be used for headlines, subheads, or body copy.

This font is a Google Font, meaning it is free and licensed for commercial use. It may be used on any machine and downloaded at: <https://fonts.google.com/specimen/Roboto+Condensed>

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abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()/?
.....

IMAGE STYLING

LifeBridge should use full color imagery to complement the color palette. These images should help to portray LifeBridge as helpful, knowledgeable, friendly and trustworthy.

Imagery should be:

- well-lit, bright photos
- ethnically diverse
- include cool pops of color
- focused on doctors and a happy, healthy lifestyle

Imagery should NOT be:

- dark in hue or saturation
- ethnically homogenous
- overly sad or depressed

