

LIFEWAYS BRAND IDENTITY GUIDE

FOR THE COMMUNITY

The Lifeways logo is positioned in the bottom left corner of the page. It features the word "Lifeways" in a sans-serif font, with "Life" in blue and "ways" in green. The letters are slightly overlapping and have a subtle shadow effect.

Lifeways

Introduction

Brand identity is a core element of LifeWays. As an organization, LifeWays' mission is to **inspire hope and promote life-enhancing recovery**. This guide will show how LifeWays' brand identity encompasses that mission. For a brand to become successful, it needs to first become recognizable, memorable, and consistent. While having a "memorable" and "recognizable" brand are factors that lie largely in the hands of the Communications Team, "consistency" is a value that should be maintained by all staff at LifeWays.

This brand identity guide is an important reference for anyone involved in the creation or execution of promotional materials at LifeWays. Whether your work is for internal or external audiences, this guide will help to make sure the work produced by LifeWays appropriately reflects LifeWays' standards and character. Through this, LifeWays' brand will become more focused, consistent, recognizable, and successful.

The standards found in this guide **must be considered in everything LifeWays' staff promotes**. If these standards are considered, then LifeWays will be able to positively impact community perceptions surrounding LifeWays services.



OUR BRAND

LifeWays

Brand at a Glance

Brand Message

The LifeWays brand message aims to use positive messaging when talking about mental illness. Too often “hopeless” and “helpless” are terms used when talking about mental illness.

LifeWays firmly believes that there is always hope and help is always available, because . . .

Hope and help begin at LifeWays.

Values to keep in mind.

When creating materials that represent LifeWays, it's important to understand what the LifeWays brand stands for. Here are the qualities to always keep in mind when creating for LifeWays.

Empathy

LifeWays' services are all about **compassion**; understanding the challenges that those with mental health needs face and striving to lighten those burdens.

Engagement

The LifeWays brand strives to create stronger consumer-provider **relationships**. The brand should always strive to engage LifeWays consumers in a meaningful way.

Hopefulness

The LifeWays brand always comes back to the idea that a little help can open a world of possibilities and there is always hope. The LifeWays brand should reflect this idea by promoting **hopeful** messaging, imagery, and tone.

Simplicity

Mental healthcare can be complicated. LifeWays shouldn't be; it should be **simple, concise**, and make it **easier** for consumers of LifeWays services to focus on their care.

Effectiveness

The value of our services is measured in how they **make a difference** in people's lives. The LifeWays brand should reflect that.

Equity

Being **inclusive** of all people and supporting and promoting **diversity** and **equity** in services and the community we serve is at the heart of LifeWays brand. The brand should strive to uplift this value whenever possible.

VISUAL IDENTITY

LifeWays

Visual Identity at a Glance

LifeWays' Visual Identity is a vital portion of it's overall brand.

Creating consistency in colors, fonts, imagery, and aesthetics will help to create a cohesive and recognizable brand.

LifeWays aims to use uplifting colors, simple fonts, and friendly imagery.

Brand Moodboard

Hopeful.

Helpful.

Approachable.

The inspiration for LifeWays' brand is **hope** and **help** with the **approachability** and **comfort** of a **trusted friend**.

The **clean** fonts and **bright** colors give LifeWays a **happy, modern,** and **uplifting spirit**.

The photography and imagery used displays **joy, laughter, togetherness,** and again, **hope**.



**YOU
ARE NOT
ALONE.**

**WE
CAN
HELP.**

Logo

The standard LifeWays logo is the most recognizable visual element of the LifeWays brand.

Logo Versions

The LifeWays standard logo has three color variations.

[The full color version](#) is the primary logo and should be used whenever possible.

[The all-white version](#) is a secondary option for the logo that should be used when printing constraints or background images make it necessary. This helps to provide needed contrast in specific situations and ensures legibility on most backgrounds.

[The grayscale version](#) is a supplementary option to be used on black and white print materials only.



Logo Clear Space/Minimum Size

There are specifications to help ensure that LifeWays' logos are always legible and easily recognizable. The logo should be surrounded by an area of clear space to avoid competing with nearby graphics or text. As the size of the logo decreases, its impact will also decline. Therefore, a minimum size has been established for the logo.

Clear Space

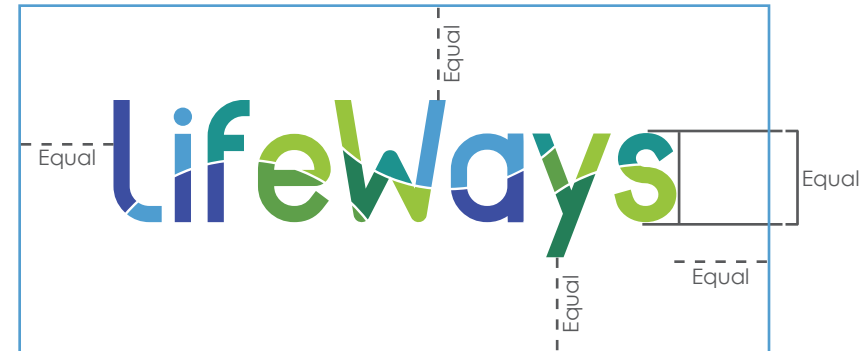
The logo must be surrounded on all sides by clear space that is equal to the height of the "s" in the word "LifeWays."

Minimum Size

The logo should have a minimum width of 83 pixels (1.15") wide.

Maximum Size for Administrative Documents

The logo should have a maximum width of 144 pixels (2") wide for administrative documents. Exceptions must be approved by a Public Relations Coordinator.



LifeWays

83 pixels wide (1.15 inch)
Minimum Size

Logo Misuse

How NOT to use the logo

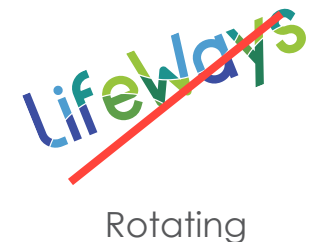
To maintain consistency, the LifeWays logo should not be altered in any way.

For example, the following alterations are NOT acceptable:

- Skewing (Tall/Short)
- Vertical
- Color Changes
- Poor Contrast Background
- Rotation
- Opacity *(Limited Exceptions)*

Exceptions to opacity will be determined and approved by the Public Relations Coordinators.

NOTE: To prevent skewing in most applications, holding down the shift key while you drag out the image using a corner, will usually maintain the images proper proportions. However, all applications do vary in this regard. If you are struggling to resize the logo without skewing, please contact a Public Relations Coordinator for assistance.



Co-Branding with Partners

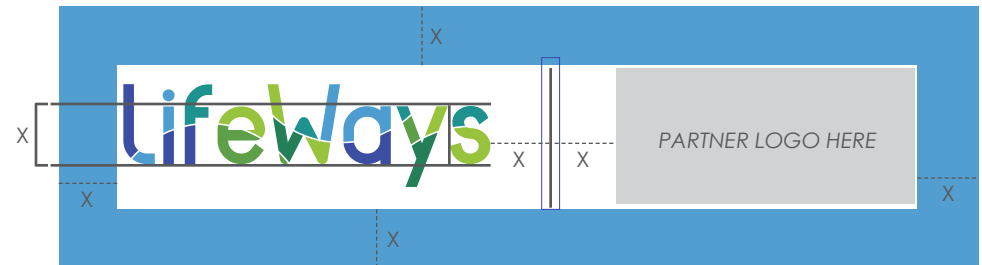
Co-branding shows a partnership between LifeWays and another organization, program, or council. When co-branding, an organization is lending its credibility to a smaller brand or benefiting from the credibility of a larger one.

Co-brands are often used on materials where both brands have ownership.

It is the responsibility of LifeWays staff to understand and obtain the proper permissions from both LifeWays and the partner involved before using a co-branded logo.

Be careful to follow any rules for logo use regarding the partners logo, just as you would expect for the LifeWays logo. The partner's brand standards are usually available on request.

Co-branding works best with two equal partners. If there are more than two partners involved, or if the relationships between them are not equal, a logo wall is recommended.



Logo Wall Sample



LifeWays Favicon

The LifeWays Favicon has two limited uses. As a favicon on our website or as a watermark on certain predetermined documents.

The favicon is not to be used in conjunction with the LifeWays logo or in replacement of the LifeWays logo.

The favicon should not be used except for in the purposes outlined below.

Favicon Uses

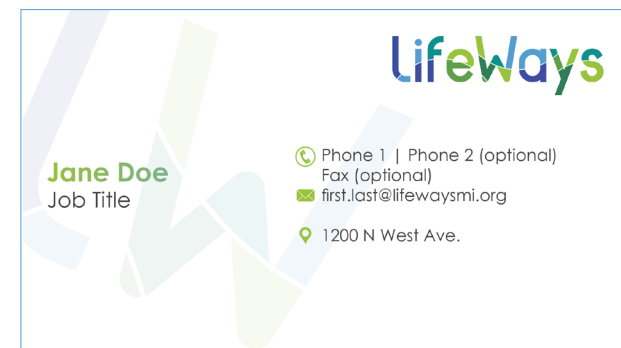
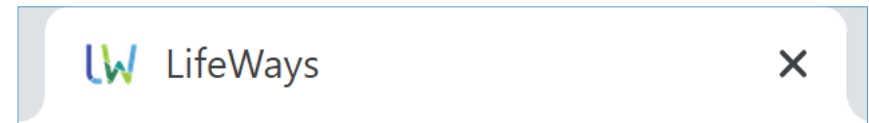
The LifeWays Favicon has two uses.

Website Favicon

The favicon was originally created for use on the LifeWays website as its favicon in the tab of an internet browser.

Watermark

On certain pre-determined administrative documents, such as business cards, the favicon is used in the form of a watermark for decorative design.



24/7 Crisis Logo

The LifeWays 24/7 Crisis Services logo was created for limited use within the context of the promoting 24/7 Crisis Services.

Logo Versions

The LifeWays 24/7 Crisis Services logo has three color variations.

[The full color version](#) is the primary logo for 24/7 Crisis Services and should be used whenever possible.

[The all-white version](#) is a secondary option for the logo that should be used when printing constraints or background images make it necessary.

[The grayscale version](#) is a supplementary option to be used on black and white print materials only.

Using the 24/7 Crisis Services Logo

The 24/7 Crisis Services logo **MUST** be used with the LifeWays logo. This ensures that it is clear that the services are provided at LifeWays.

Exception: Signage within the LifeWays building.



LifeWays Color Palette

The LifeWays Color Palette aims to create a rerecognizable, bright, and uplifting face to the organization.

The palette includes three tiers of colors that are approved for use in promotions:

Primary colors: The main brand colors that should be used most frequently in the promotion of LifeWays.

Secondary colors: Can be used as accents to our primary colors in LifeWays promotions, but should be paired with either LifeWays Light Green or LifeWays Dark Green when possible.

Alert colors: LifeWays Red Orange and LifeWays Yellow are also for use when sending out alerts or highlighting important information.

COLOR CODE USES

PMS: Professionally printed materials using spot colors.

Hex: Coding and web.

RGB: Digital screens and devices.

CMYK: Printed materials not using spot colors.

PRIMARY

LifeWays
Dark Green

HEX: 266D4C

RGB: 38, 109, 76
CMYK: 81, 29, 77, 29
PMS: 7727 C

LifeWays
Light Green

HEX: 97C33C

RGB: 151, 195, 60
CMYK: 46, 3, 100, 0
PMS: 375 C

LifeWays
Light Blue

HEX: 539ED0

RGB: 83, 158, 208
CMYK: 65, 25, 4, 0
PMS: 7688 C

SECONDARY

LifeWays
Blue

HEX: 3547B1

RGB: 53, 71, 177
CMYK: 88, 80, 0, 0
PMS: 7685 C

LifeWays
Orange

HEX: F59C21

RGB: 245, 156, 33
CMYK: 1, 45, 98, 0
PMS: 1375 C

LifeWays
Dark Gray

HEX: 58595B

RGB: 88, 89, 91
CMYK: 0, 0, 0, 80
PMS: Cool Gray 11 C

LifeWays
Red Orange

HEX: FF443B

RGB: 255, 86, 55
CMYK: 0, 87, 78, 0
PMS: Warm Red C

LifeWays
Yellow

HEX: FFDA5B

RGB: 255, 218, 91
CMYK: 1, 12, 76, 0
PMS: 121 C

LifeWays
Purple

HEX: A10162

RGB: 161, 32, 101
CMYK: 35, 100, 24, 8
PMS: 7648 C

LifeWays Standard Fonts

Font

Century Gothic

Our primary font.

Styles

Regular *Italic* **Bold** ***Bold Italic***

Sample

Hope and health begin at LifeWays

Font

Josefin Sans

A great option when looking for thin weight fonts.

Styles

Thin Light Regular **Regular** **Semibold** **Bold**
Thin Italic *Light Italic* *Italic* ***Semibold Italic*** ***Bold Italic***

Sample

Hope and health begin at LifeWays

Font

Heebo

Best for all caps headings and titles that are bold-black thickness.

Styles

Thin Light Regular Medium **Bold** **Extra Bold** **Black**

Sample

HOPE AND HEALTH BEGIN AT LIFEWAYS

Font

Copse

Best for times when a serifed font is needed.

Styles

Regular

Sample

Hope and health begin at LifeWays

LifeWays Supplementary Fonts

All supplementary fonts are to be used sparingly when deemed appropriate by a Public Relations Coordinator.

Font

*Playlist
Script*

Used in graphics for a pop of fun.

Styles

Regular

Sample

Hope and health begin at LifeWays

Font

*Dancing
Script*

Best for use on documents with an air of formality and elegance.

Styles

Regular

Sample

Hope and health begin at LifeWays

Font

*Adobe
Handwriting*

Used in graphics for a pop of fun.

Styles

Ernie Frank

Sample

Hope and health begin at LifeWays

Hope and health begin at LifeWays

Imagery

Stock Photos

LifeWays should strive to use images that have been taken by the LifeWays Communications Team of actual consumers and people within the local community for promotional projects when available and feasible.

In all other instances, it is highly encouraged that stock photos of real people and real scenes are used in promotional documents rather than renderings or graphic representations of people.

It is important to keep in mind the brand message and mission when looking at stock images and to only use images that portray hope and help. We also always want to portray people who appear fulfilled, happy, and satisfied with their lives, not persons in distress or crises.



Imagery

Stock Photos Continued

If there is not an image in the library that meets the interested staffs needs, they are encouraged to send examples of images that do suit their needs and a Public Relations Coordinator can assist them in finding a royalty free version of that image.

LifeWays staff, outside from the Public Relations Coordinators, should not use imagery found outside of the approved imagery library. This includes using Google or another search engine. These images could have copyrights that present serious legal issues, and possibly fines, if used improperly. Also, staff should not take images from another organization's website.

Imagery Don'ts

- Don't utilize graphics and clipart unless approved by a Public Relations Coordinator.
- Don't use images that portray people in distress, who are using substances, who are sad, hopeless, or scared.
- Don't use images of substances.
- Don't forget to utilize a diverse array of photos of people with different backgrounds, races, and cultures to represent all the communities we serve.

