



Style Guide + Brand Standards

Purple



CYMK 60 / 90 / 0 / 0
RGB 134 / 51 / 153
HEX 863399
Pantone PMS 2593 C

Blue



CYMK 70 / 7 / 10 / 0
RGB 54 / 176 / 201
HEX 36B0C9
Pantone PMS 631 C

Green



CYMK 55 / 0 / 100 / 0
RGB 106 / 191 / 75
HEX 6ABF4B
Pantone PMS 360 C

Yellow



CYMK 0 / 35 / 85 / 0
RGB 255 / 181 / 72
HEX FFB548
Pantone PMS 1365 C

CYMK // For use with any standard 4-color print process, including offset, inkjet, laser, color copiers, and any digital printing.

RGB // For use in any on-screen application, including websites, video, digital displays, ebooks, mobile apps, interactive kiosks, etc.

Hexadecimal // For use only when working in HTML and other interactive and web-based applications.

Pantone // For use with spot color and screenprinting output. These values are optically matched, and will not maintain perceptual accuracy if converted back to other color modes for use with other applications.

Bauhaus

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



Logo Versions



Grayscale, Black, and White



LifeWise StL.org



LifeWise StL

If necessary, the horizontal version can be used without the butterflies.

Alternate Logos



The LifeWise StL logo should always be surrounded by an area of unused space, where no type or other visual element are present.

When using the horizontal variation, the minimum space should be no less than the height of the yellow butterfly. When using the vertical variation, the minimum space should be no less than the height of the green butterfly.

Minimum desired heights are listed below. The height refers to the size of the "L".



DO NOT DISTORT



DO NOT EMBELLISH



DO NOT INVERT OR CHANGE COLORS



Logo Usage - Don'ts