



**LifeSpeak Inc.**

**◆ ALAViDA**

Substance Use

# Visual Guide

*Brand Guide • LifeSpeak • Version 01 2022*

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**LifeSpeak Inc.**

# The Logo

Corporate and Product Logos

The LifeSpeak family of companies is moving to a unified brand. All brands will adopt the same font as the LifeSpeak logo with a short line of identifying subtext.

LifeSpeak Inc.

Corporate logo

◆ LifeSpeak  
Mental Health & Resilience

◆ Wellbeats  
Wellness

◆ ALAViDA  
Substance Use

◆ Torchlight  
Parenting & Caregiving

Product logos

**LifeSpeak Inc.**

**Color**

Color

The core brand color pairing is Teal as the hero and Navy as the supporting secondary. Prioritize these colors while artfully adding the secondary colors in the palette for accents and support.

<div>Primary Teal</div> <div>00D1B2</div>	<div>Bright Blue</div> <div>006FD3</div>	<div>Gray 1</div> <div>F2F2F2</div>	<div>Gray 2</div> <div>DEDEDE</div>	<div>Gray 3</div> <div>A7A7A7</div>	<div>Gray 4</div> <div>919191</div>
<div>Primary Navy</div> <div>111F53</div>	<div>Mid Navy</div> <div>1A2B69</div>	<div>Light Navy</div> <div>2C3E78</div>	<div>Yellow</div> <div>FFD043</div>	<div>Gradient Yellow</div> <div>F6B92B</div>	<div>Bright Red</div> <div>FF004D</div>

## Using LifeSpeak Inc. Colors

Using the color palette correctly is important for maintaining the authenticity and professionalism of the brand. We are visually bold and energetic, while also caring and trustworthy. We strive to be approaching for all people, from the athlete coming for an advanced workout to the caregiver looking for relevant content to help them support their aging parent.

To achieve a bold and approachable look, balance white space and color. For single page documents, most copy should have a white background. For multi-page documents such as our brand guidelines, sales presentations, or proposals, full color pages can be used interspersed with pages with white backgrounds.



## Color Guidelines



Uses for the primary Teal include text color (headers, subheads, body), the logo and spark, and color overlay for photos. Lean into this color to drive the brand personality.



Uses for the primary Navy include text color (headers, subheads, body), the logo, and as a color overlay for photos.



Pair the Mid Navy with Navy in a linear color gradient to give blocks of color a refined look. Place the Navy at the top of the page or block of color with Mid Navy at the bottom.



Uses for the Light Navy include text color (subheads, body) and color overlay for photos.



The Yellow and Gradient Yellow should be used in a color gradient for CTA buttons across websites, within the applications, and for CTA on other collateral. The Yellow can also be used as a stand-alone color for buttons, color overlay for photos, and color background. Gradient Yellow should only be used in a gradient.



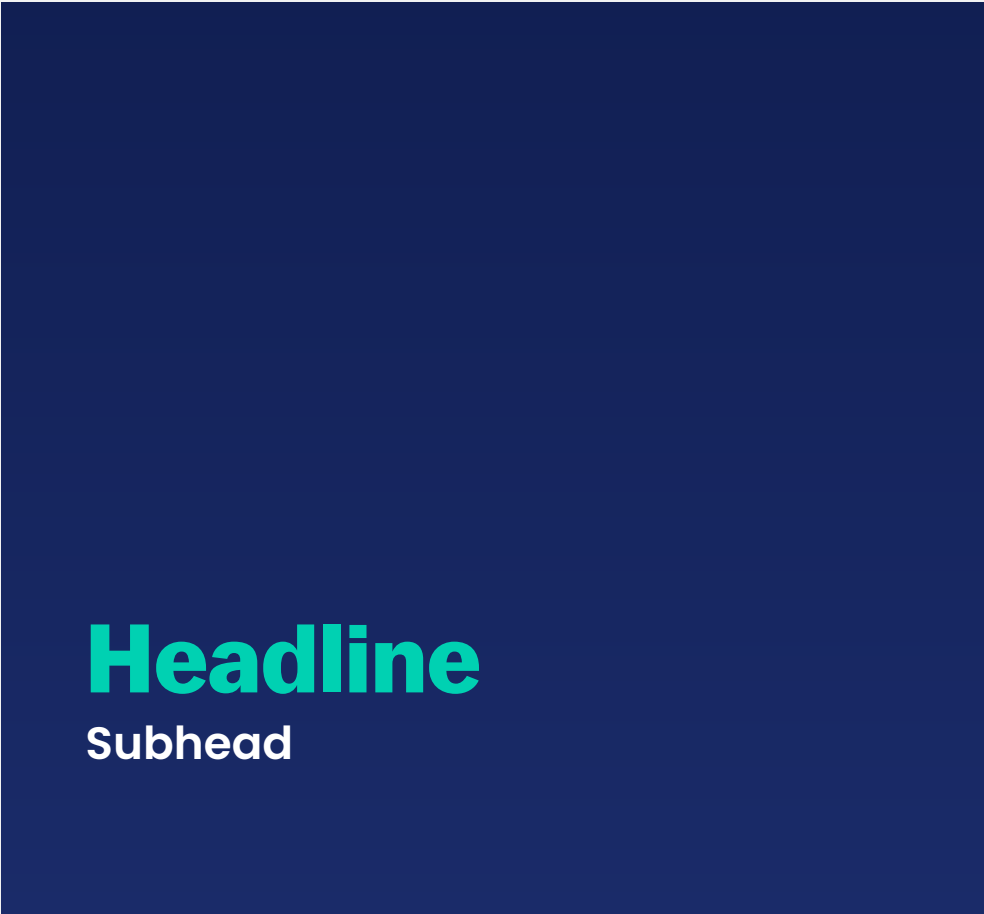
Uses for the Bright Blue include text color (headers, subheads, body, hyperlinked text), the logo and spark, a color background, and for color overlay for photos.



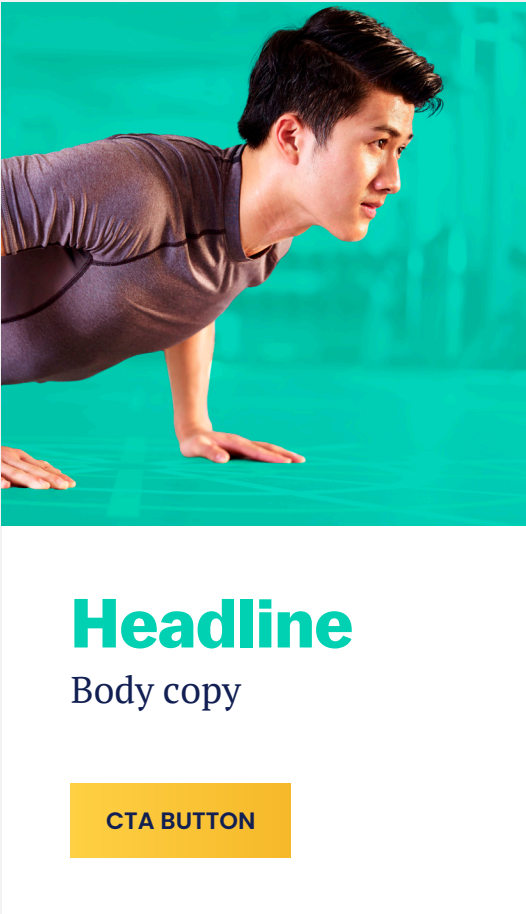
Bright Red is the text color for error or warning messages within applications or websites.



Color Use Examples



Navy/Mid Navy gradient as a background color for transition page



Teal as a color overlay, Yellow/Gradient Yellow as a CTA button in web ad



Yellow as a color overlay in poster or large display

**LifeSpeak Inc.**

# Typography

Typography

Balto Bold HEADLINE

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456780

BODY COPY

PT Serif BODY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Poppins CALLOUTS, SUBHEAD, SECONDARY BODY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

SECONDARY FONTS (for use in applications such as PowerPoint where the primary brand fonts will not be accessible)

Century Gothic HEADLINES, CALLOUTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Georgia BODY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



**LifeSpeak Inc.**

# Photography



**Photography**

Photography represents our personality and tone. Images should be forthright, energetic, and authentic, as well as clear and uncluttered, showing a moment in time. Images must be inclusive and representative across all metrics—gender, race, ability, age, identity, cognition, sexual orientation, family construct, etc. Every member should see themselves reflected in the platform and communications imagery. Images should align with topics, including difficult or sensitive topics. Be mindful not to undermine the member’s reality by using a positive image to force a positive spin when the member likely does not feel one.



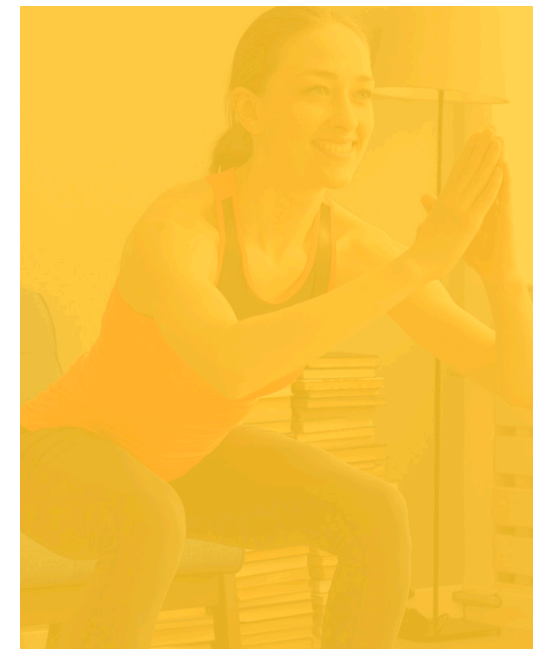
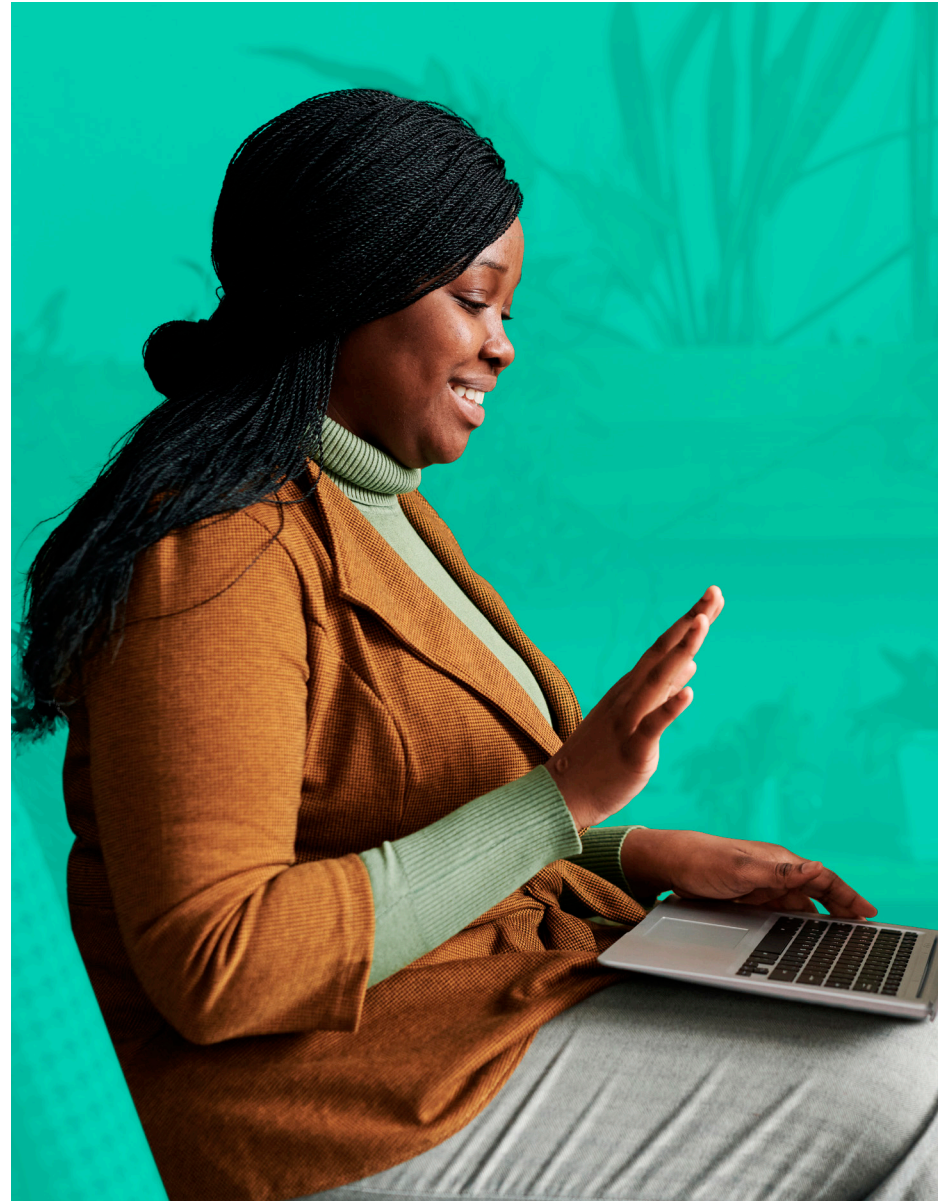


## Photography Color Overlays

When adding color overlays to photos, please follow these steps to ensure each LifeSpeak Inc. color appears accurately vivid.

1. Open a photograph in Photoshop.
2. Select **Edit** in the menu, followed by **Assign Profile...**
3. In the dialog box, switch to **Profile:** and ensure **Adobe RGB (1998)** is selected in the drop down menu and select **OK**.

With the document set to the correct profile, you can now add a new color layer above your photo. Depending on your needs, it can cover the entire photo, or include a mask showing the individual or subject in the photo. In most cases, setting the color layer between 70-85% opacity is ideal.

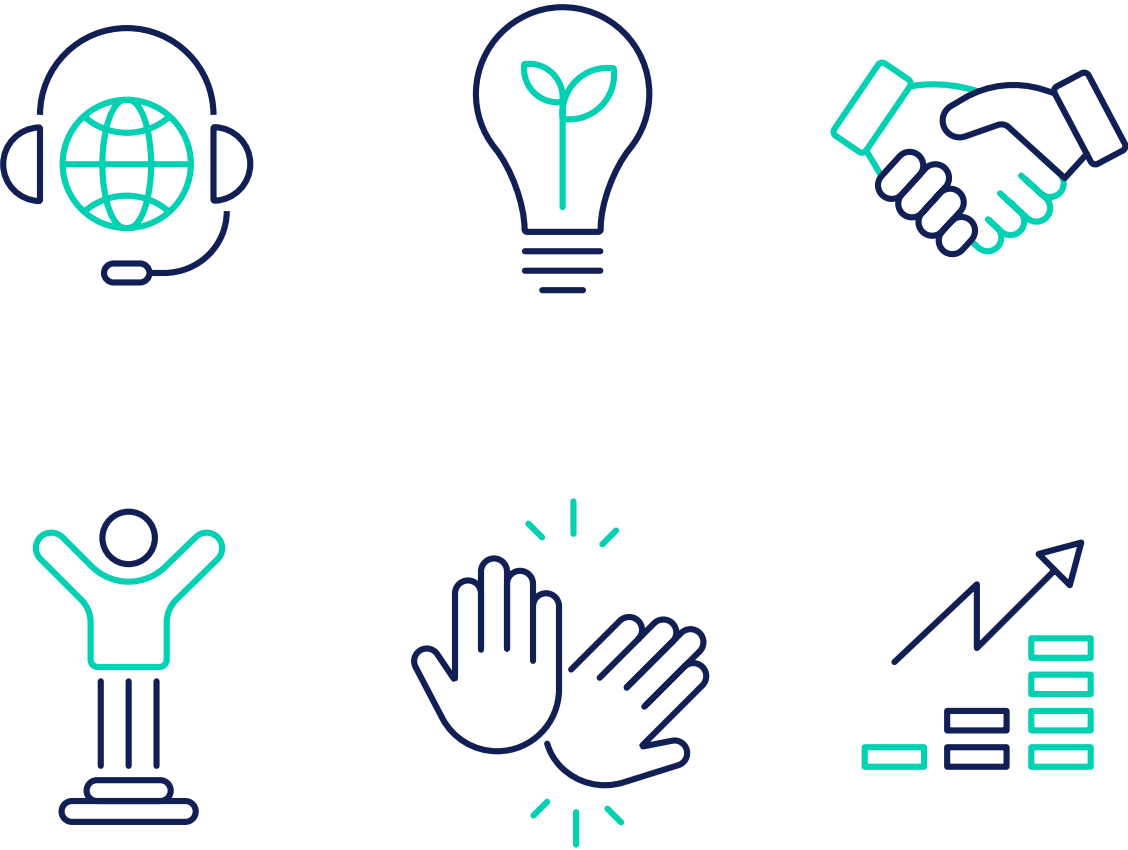


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# Iconography

Iconography

Iconography should be monoweight and limited to 1-2 colors from the primary color palette. Icons should be used periodically for emphasis on categories like values or various programs.







**LifeSpeak Inc.**

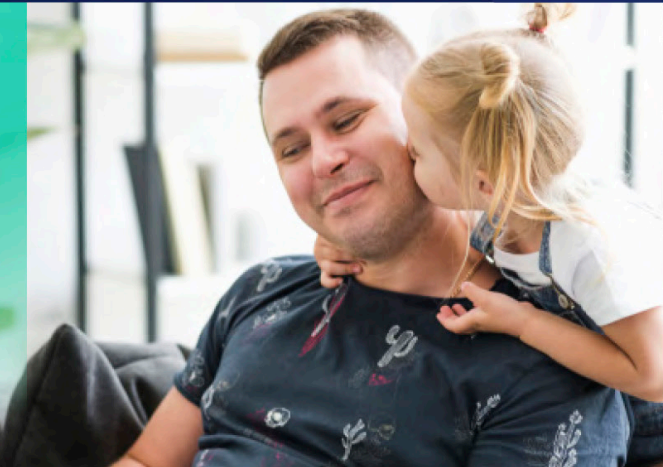
# Example Application



Note: copy in application is placeholder

Your substance use  
employee benefit

Those challenging  
conversations  
just got a lot easier.



Comprehensive substance use  
management designed for employers.

Did you know?

MORE  
THAN 90%

of people with substance  
use issues do not get help,



Stigma is real: 44.5% do not  
get treatment because of  
stigma or job concerns,

THE PROBLEM

Substance Use Disorders (SUDs) represent 65% of employee mental health issues, but modern treatment has remained out of reach for most Canadians due to stigma, cost, and lack of availability.

That's why 90% of people with substance use problems are not getting help.

WHERE WE COME IN

With its comprehensive service, ALAViDA is your **one-stop-shop** solution for substance use. Employees get access to prevention, detection, treatment, aftercare and family support for substance use, all from a **single, smart platform**. Content and features adapt to the individual's needs in a **confidential, approachable and stigma-free** environment. Coaching, therapy, and medical support are provided by licensed practitioners **specialized in addiction** and are accessible **rapidly and seamlessly** from the user's device.





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