



**LifeSpeak Inc.**

**◆ Torchlight**  
Parenting & Caregiving

# 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.



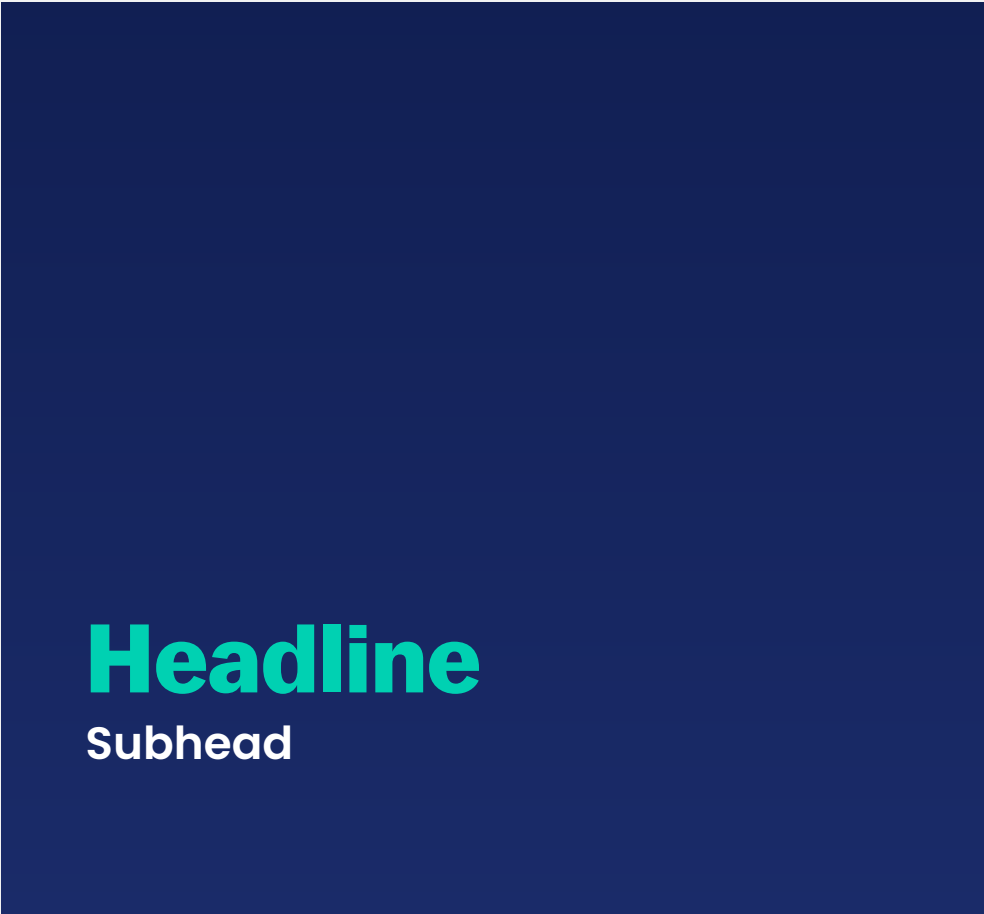
Uses for the Bright Blue include text color (headers, subheads, body, hyperlinked text), the logo and spark, a color background, and for color overlay for photos.



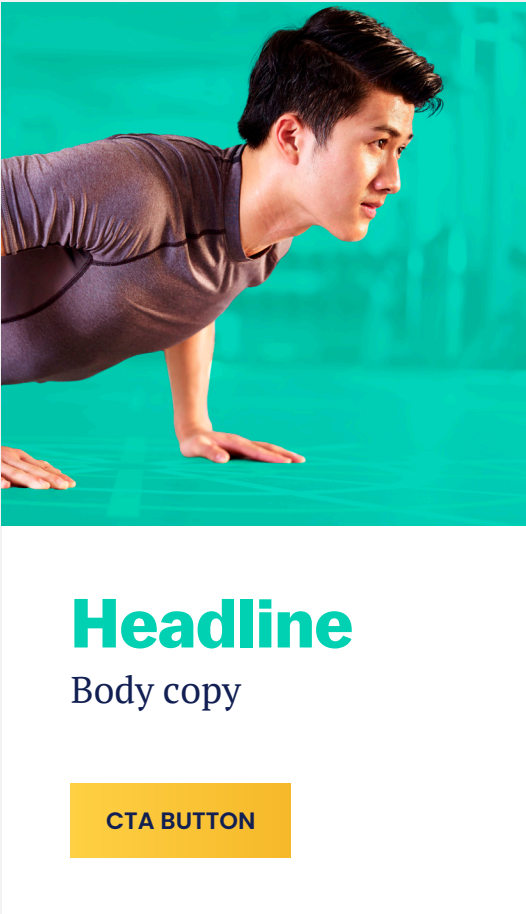
Bright Red is the text color for error or warning messages within applications or websites.



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.



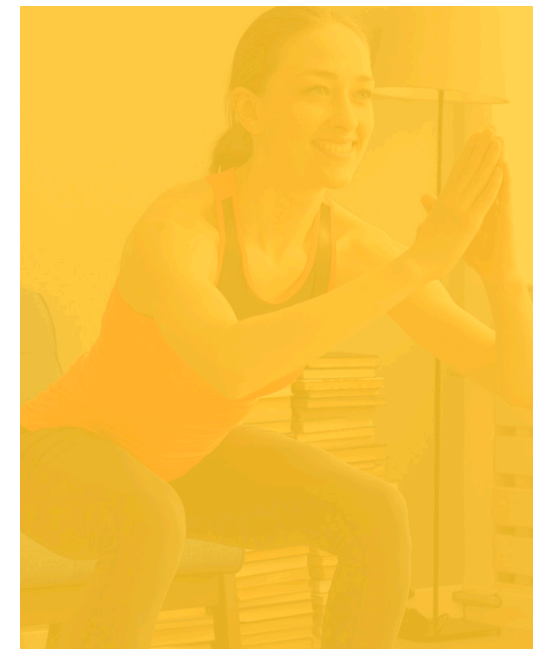
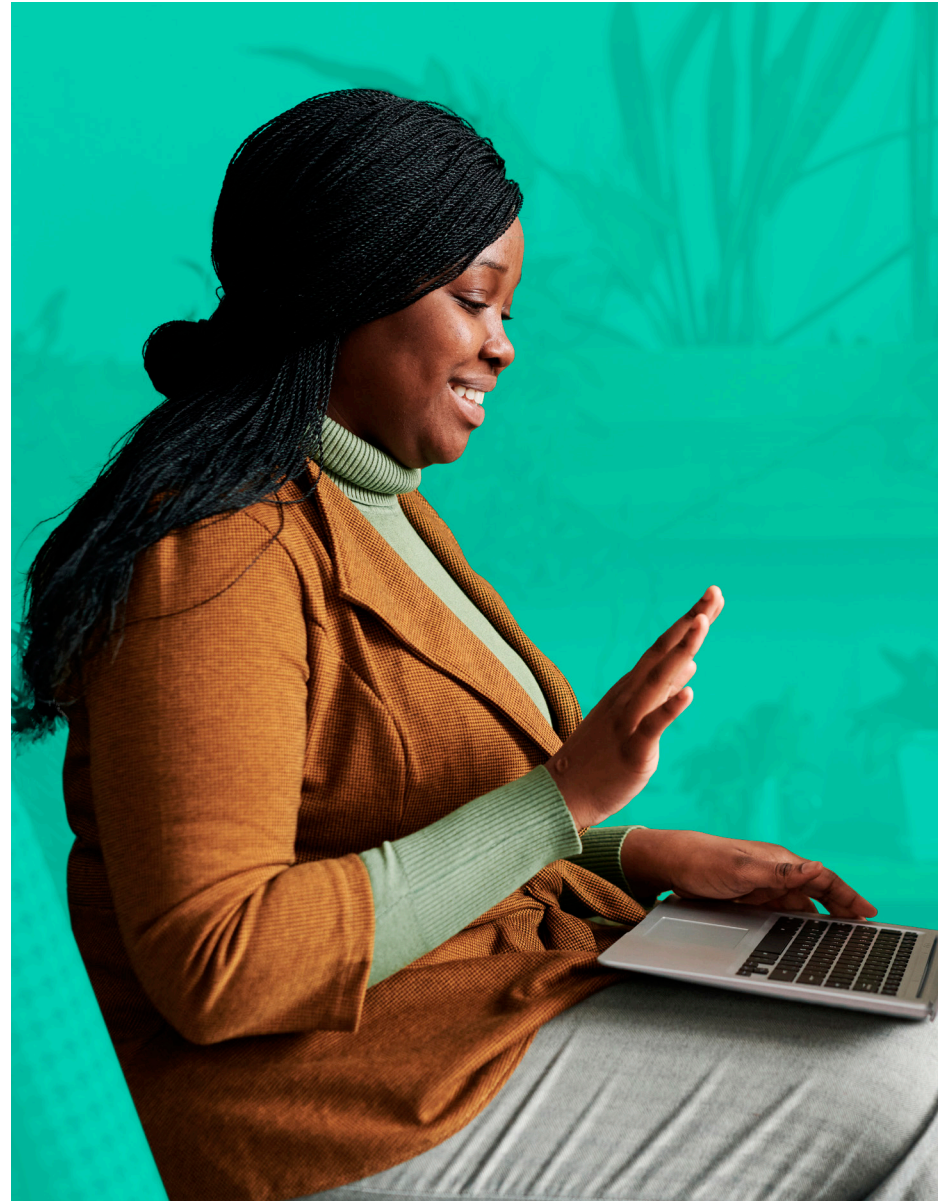


## Photography Color Overlays

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.

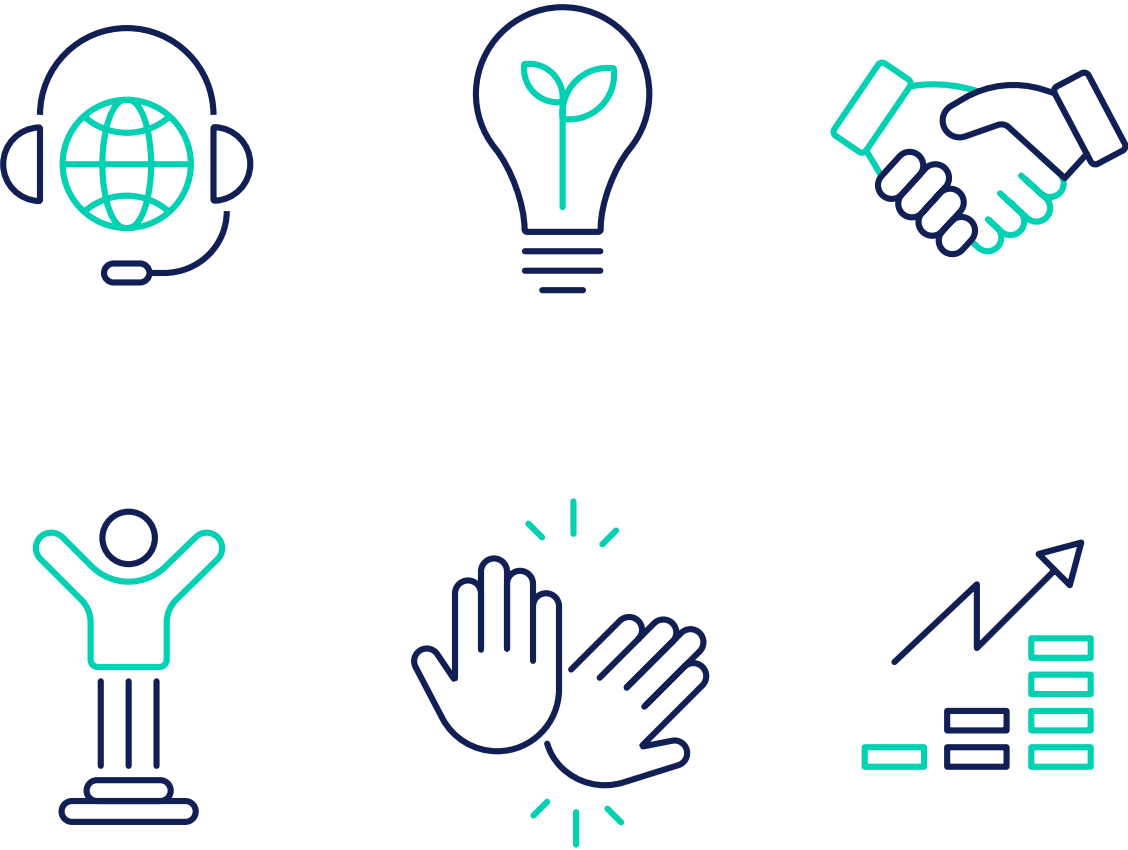


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# Iconography

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.







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# Example Application



Note: copy in application is placeholder

A National Healthcare Innovation Company Saw Significant Spikes in Caregiver Benefit Utilization After Adding It to Wellbeing Rewards Program

INDUSTRY  
HEALTHCARE INNOVATION  
EMPLOYEES  
300,000  
LOCATION  
UNITED STATES

The Senior Director of Benefits at a national healthcare innovation company saw an urgent need to increase their caregiver support benefits. Family caregivers often experience a decline in their own mental and physical health due to the stress brought upon them by their caregiver responsibilities, and these effects are greater for family caregivers that are also employed. For the healthcare company, their employees are located in nearly every town across the United States, and many of them are on the front lines. The company wanted to find a way to support their employees both in and outside of the workplace and to make it known, as part of the company culture, that supporting employee caregivers means supporting employee wellbeing.

**THE APPROACH:** One of the core values of this healthcare innovation company is keeping their employee caregivers informed of the latest and greatest resources and support available to them, which is why the Senior Director of Benefits chose Torchlight to round out their caregiver support benefits.

When asked about her decision to add Torchlight to their suite of wellbeing benefits, the Senior Director of Benefits shared:



“As a healthcare company, we put our employees’ health and wellbeing at the top of our list of priorities. Many of our employees are customer-facing, and they’re on their feet all day. For our employee caregivers, after a long day at work, their jobs don’t end when they walk through the front door. From aging parents with complex medical needs to children who need extra attention at home, we recognize the challenges that our employee caregivers face. We engaged Torchlight because we wanted to do everything we could to support our caregiver employees. We believe that there is no caregiving without self-care.

Senior Director of Benefits at Healthcare Innovation Company

After implementing Torchlight into their benefits program, the healthcare innovation company then added Torchlight to their wellbeing rewards program. “This was a natural step for us, as we believe that caregiver support is a critical aspect of overall wellbeing,” said the Senior Director of Benefits

THE TORCHLIGHT IMPACT

134%  
increased  
utilization rate of  
Torchlight platform  
among its eligible  
population

Once Torchlight was added to the company’s wellbeing rewards program, there was a significant uptick in utilization. Employees enrolled in the company’s medical plan were eligible to receive a small reward for creating a Torchlight account and engaging in the platform. In just one month’s time, Torchlight’s utilization increased by 134%, and it continues to steadily increase over time, meaning a larger portion of the company’s employee caregiver population is getting the necessary support.

Additionally, as part of Torchlight’s population prevention model, Torchlight is now sending dedicated email campaigns directly to the healthcare innovation company’s employees with helpful tips on caregiving that can solve challenges today and prevent crises in the future.





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