



**LifeSpeak Inc.**

**◆ Wellbeats**  
Wellness

# Visual Guide

*Brand Guide • LifeSpeak • Version 01 2023*

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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>

## 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.

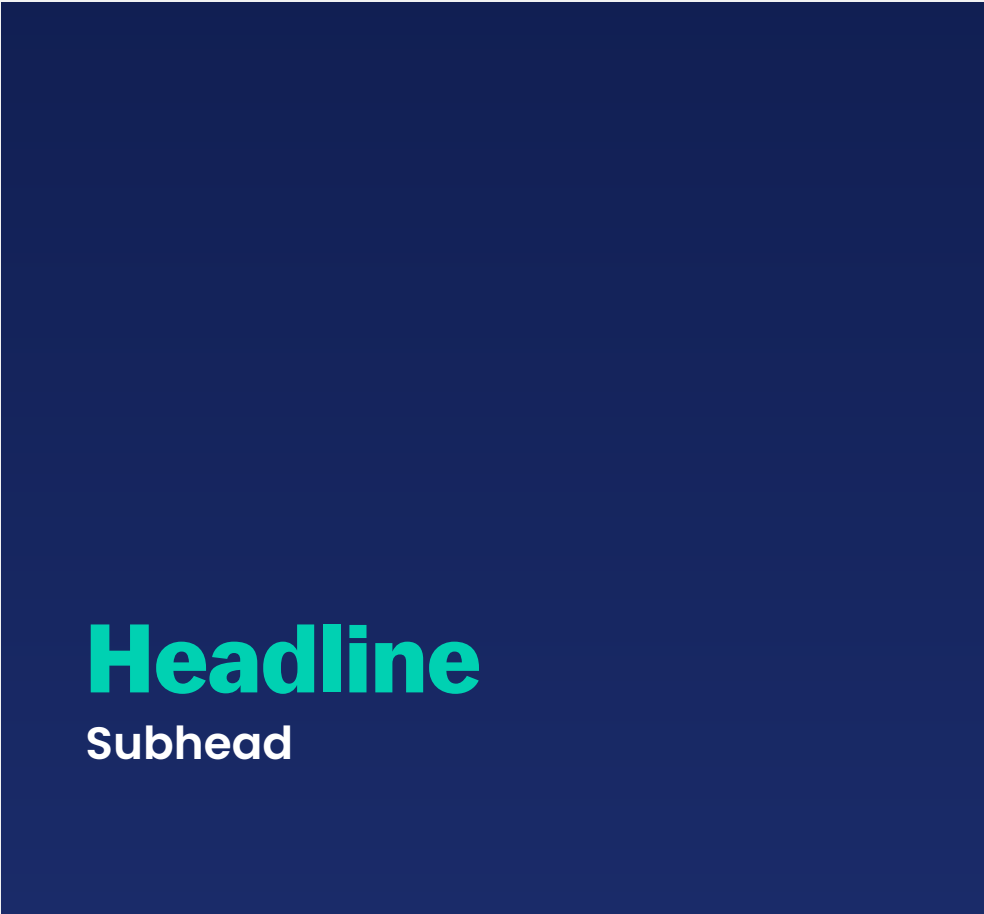


Uses for the Bright Blue include text color (headers, subheads, body, hyperlinked text), the logo and spark, a color background, and for color overlay for photos.

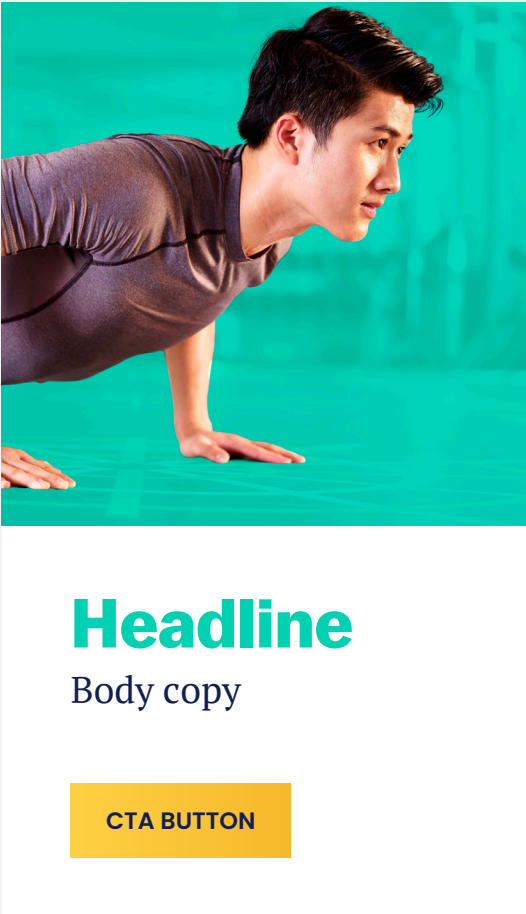


Bright Red is the text color for error or warning messages within applications or websites.

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