



2022 BRANDED STYLE GUIDE



BRAND VALUES

Brand attributes

- Simple
- Accessible
- Honest
- Hopeful

Brand promise

To share hopeful stories with love.

Brand mission

Communicating hope and light through storytelling and collaboration.

“THE MISSION ‘LIFE>NUMBERS’ REPRESENTS A STEP AWAY FROM OUR METRIC DRIVEN WORLD. WHILE A CRUCIAL ASPECT OF OUR DAILY LIVING, I DO BELIEVE THAT THERE’S ROOM TO BREATHE, SEPARATE FROM QUANTIFICATION.”

LOGOS

STACKED WORDMARK

LIFE IS
GREATER
THAN
NUMBERSTM

LIFE IS
GREATER
THAN
NUMBERSTM

LIFE IS
GREATER
THAN
NUMBERSTM

HORIZONTAL WORDMARK

LIFE > NUMBERSTM

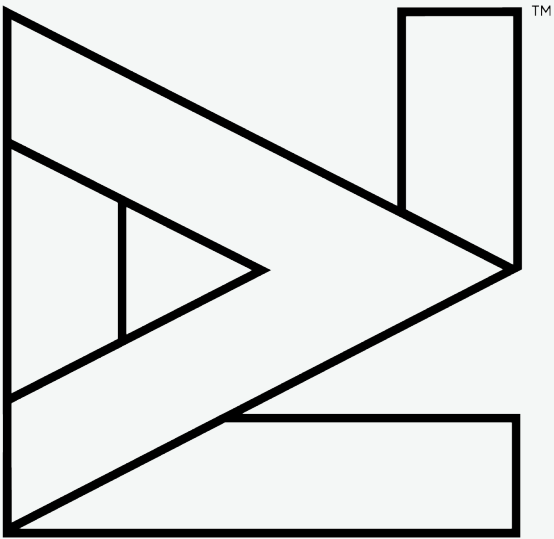
LIFE > NUMBERSTM

LIFE > NUMBERSTM

LOGOS



SYMBOL OUTLINE



COLOR AND TYPEFACES



#304c58 48 / 76 / 88

#B4c9D1 180 / 200 / 209

#FDF7F0 255 / 248 / 241

UTZINGER 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,./?!>

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Segoe UI Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,./?!>

The quick brown fox jumps over the lazy dog.

ADDITIONAL ASSETS

