



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  
NUMBERS™

LIFE IS  
GREATER  
THAN  
NUMBERS™

LIFE IS  
GREATER  
THAN  
NUMBERS™

### HORIZONTAL WORDMARK

LIFE > NUMBERS™

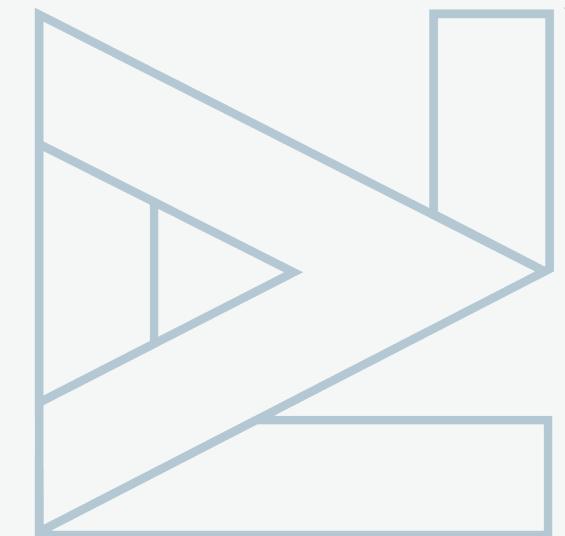
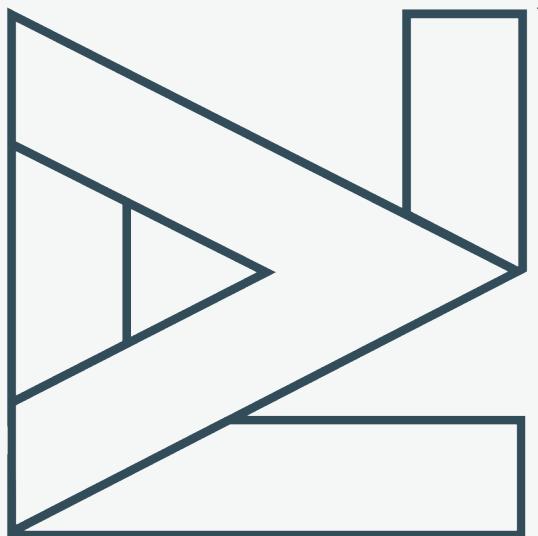
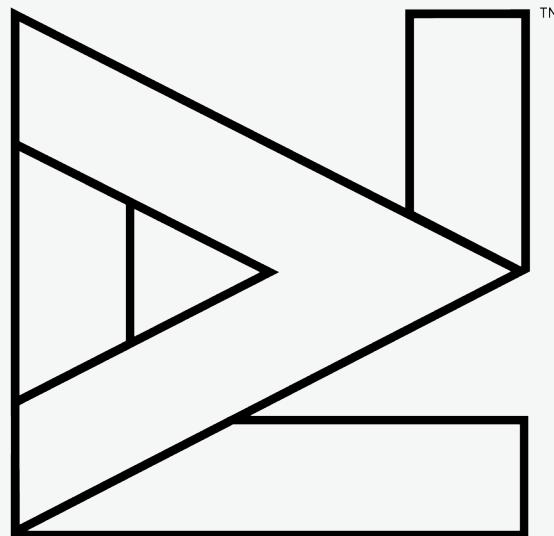
LIFE > NUMBERS™

LIFE > NUMBERS™

# LOGOS



SYMBOL OUTLINE



# COLOR AND TYPEFACES



#304c58 48 / 76 / 88



#B4C9D1 180 / 200 / 209



#FDF7F0 255 / 248 / 241

## UTZINGER 3

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 , . / ? ! >

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

## Segoe UI Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 , . / ? ! >

The quick brown fox jumps over the lazy dog.

## ADDITIONAL ASSETS

