# Be Well

# BRAND STYLE GUIDE

Empowering families to make smart health choices.

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# BRAND STYLE GUIDE

## BE WELL—LOGO USAGE

### Color

Dark blue border is the primary Logo and should be used on light backgrounds.

### Inverse

Light blue should be used when a dark background is unavoidable.

### Black & White

Black border used for black and white print.

### White & Black

Use white border when printing on black background.
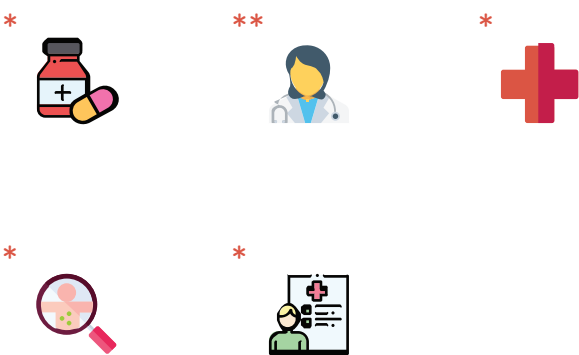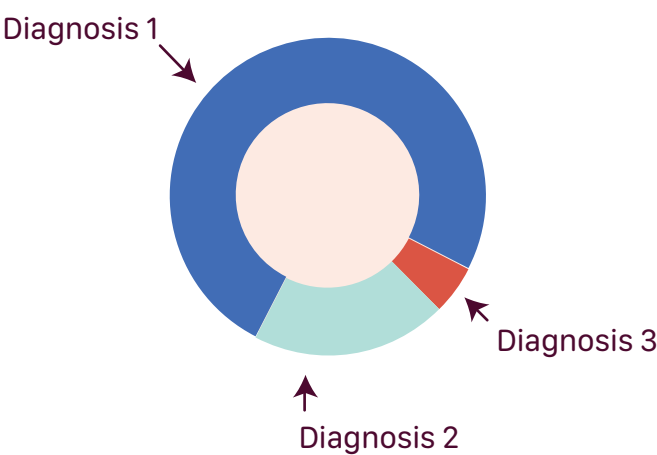
# BE WELL—APP ICON

### Small
80px x 80px

### Medium
120px x 120px

### Large
180px x 180px

# BE WELL—ICONS & VISUALIZATION

Diagnosis 1

Diagnosis 3

Diagnosis 2

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*Icon made by Freepik from www.flaticon.com

** Icon made by Vectors Market from www.flaticon.com
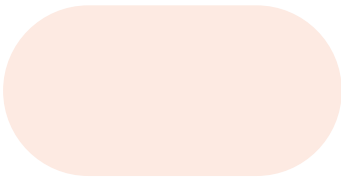
# BE WELL—COLOR PALETTE

## Primary

HEX : 3C6EC3

RGB : 60R 110G 195B

HEX : B1DFD8

RGB : 177R 223G 216B

HEX : FEE9E1

RGB : 254R 233G 225B

## Secondary

HEX : DA5544

RGB : 218R 85G 68B

HEX : 4E0430

RGB : 78R 4G 48B

HEX : F9CCE0

RGB : 249R 204G 224B

# BE WELL—FONTS

Header : SF Pro Rounded : Semibold : 18pt

Header 2 : SF Pro Rounded : Medium : 16pt

Body : SF Pro Rounded : Regular : 14pt

Samllest : SF Pro Rounded : Light : 12pt

AGE : 25 – 36

GENDER : Female

INCOME : $28K – $59K

FAMILY LIFE : Married with two children under seven

EDUCATION : College degree or certification

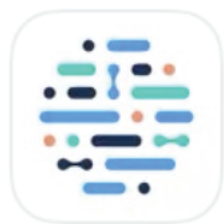HOME LOCATION : United States—midwest region

## COMPETITION—AREAS OF OPPORTUNITY :

WebMD : cumbersome, wide-ranging results

K-Health : hard to cancel, irrelevant questions

Ada—your health companion : difficult login and sign-up

Be Well **BRAND STYLE GUIDE**

THANK YOU!

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