

lucine

Brand Guide • Web + Print



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Identity Elements



Lucine Logo

The Lucine logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable asset that must be used consistently in the approved forms.

The Lucine logo is appropriate to use in these instances:

1. Internal and external corporate materials
2. Promotional materials
3. By third parties, under license only



lucine

The logo consists of the word "lucine" in a lowercase, bold, rounded sans-serif font. The letters are slightly overlapping, creating a dynamic feel. The "l" has a unique, sweeping tail that extends downwards and to the left.

Logo Usage

The following are examples of acceptable ways of reproducing the Lucine logo.

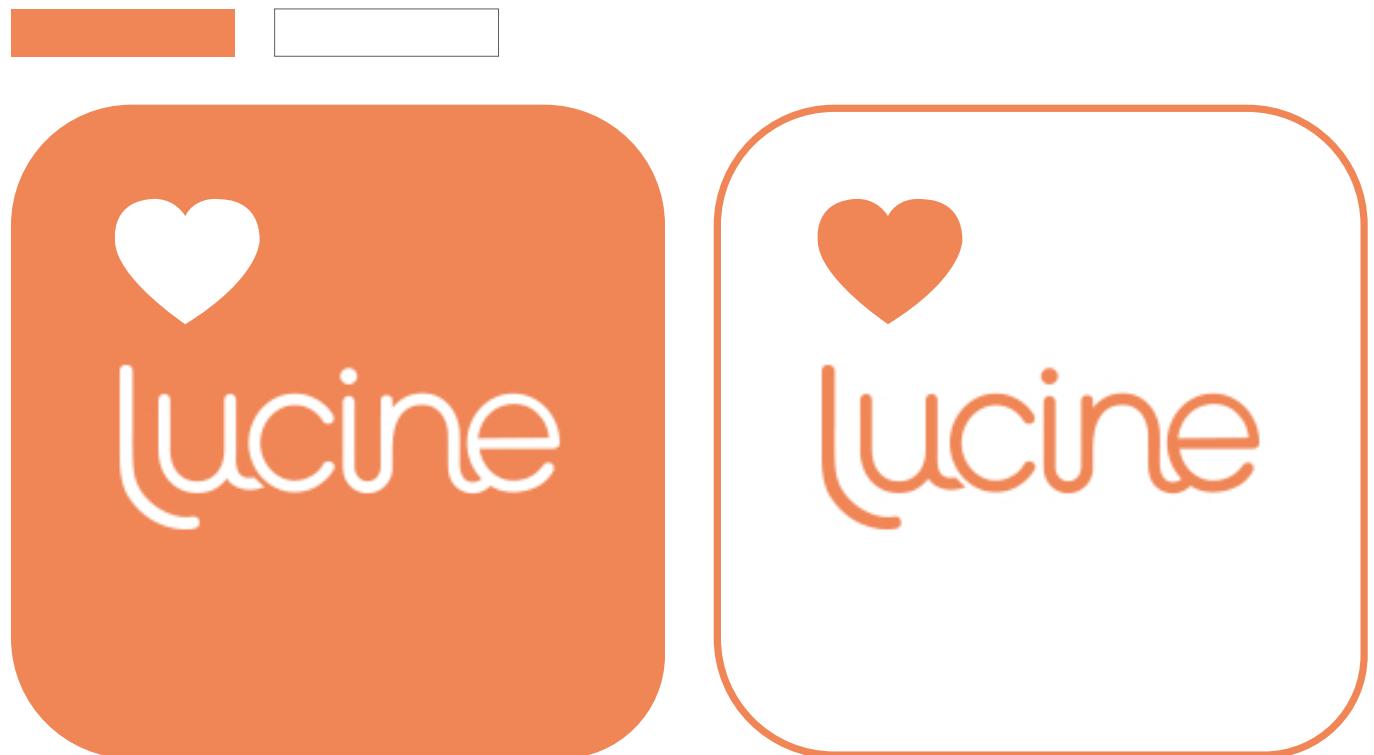
lucine

The logo consists of the word "lucine" in a lowercase, bold, rounded sans-serif font. The letters are slightly overlapping, creating a dynamic feel. The "l" has a unique, sweeping tail that extends downwards and to the left.

lucine

The logo consists of the word "lucine" in a lowercase, white, rounded sans-serif font. It is centered within a solid dark gray square. The "l" has a unique, sweeping tail that extends downwards and to the left.

App Icon



Color Palette



Lucine Pink

CMYK 2 58 72 0



Lucine Blue

CMYK 51 0 23 0



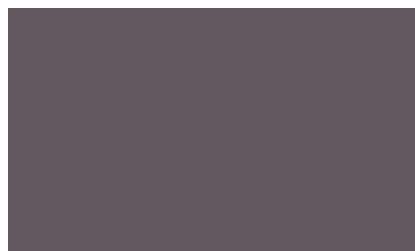
Lucine Green

CMYK 33 1 100 0



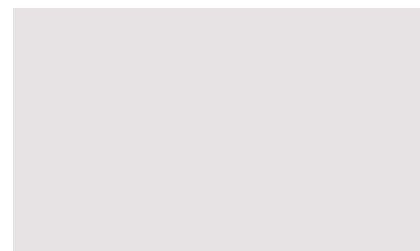
Lucine Purple

CMYK 49 85 33 12



Lucine Gray

CMYK 60 60 48 24



Lucine Light Gray

CMYK 8 8 5 0

Fonts

Helvetica Neue LT Std - family should be used for all Lucine print and web medias.

Helvetica Neue LT Std [Roman]

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
0 1 2 3 4 5 6 7 8 9 0
=~!@#\$%^&*()+=\{}|:;':>?.,/

Helvetica Neue LT [Italic]

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
0 1 2 3 4 5 6 7 8 9 0
=~!@#\$%^&*()+=\{}|:;':>?.,/

Helvetica Neue LT Std [Bold]

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
0 1 2 3 4 5 6 7 8 9 0
=~!@#\$%^&*()+=\{}|:;':>?.,/

Imagery

Images will portray women in all stages of life. Use light airy photos with soft colors that are crisp.
Use images that shows connection and emotion, and relates to womens milestones.



Stationary



UI Kit



Color Palette



Lucine Pink

HEX #f18655

RGB 241 134 85



Lucine Blue

HEX #f77ccccc

RGB 119 204 204



Lucine Green

HEX #b7d332

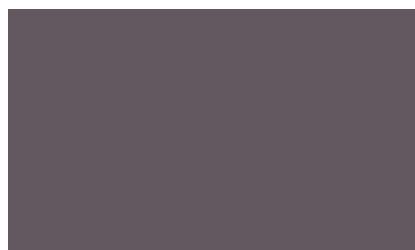
RGB 183 211 50



Lucine Purple

HEX #85416d

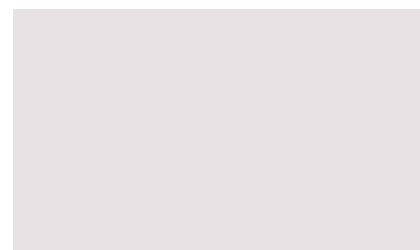
RGB 133 65 109



Lucine Gray

HEX #635860

RGB 99 88 96



Lucine Light Gray

HEX #e8e3e6

RGB 232 227 230



Lucine Background

HEX #ffffff

RGB 255 255 255

Fonts

Header 1 [Helvetica Neue LT Std - Roman 30pt]

Header 2 [Helvetica Neue LT Std - Bold 25pt]

Header 3 [Helvetica Neue LT Std - Roman 25pt]

Header 4 [Helvetica Neue LT Std - Bold 22pt]

This is body copy [Helvetica Neue LT Std - Roman 18pt]: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse viverra feugiat magna, ac congue elit tempor dignissim. Vivamus ultrices auctor.

Name [Helvetica Neue LT Std - Roman 16 pt]

Author [Helvetica Neue LT Std - Roman 14pt]

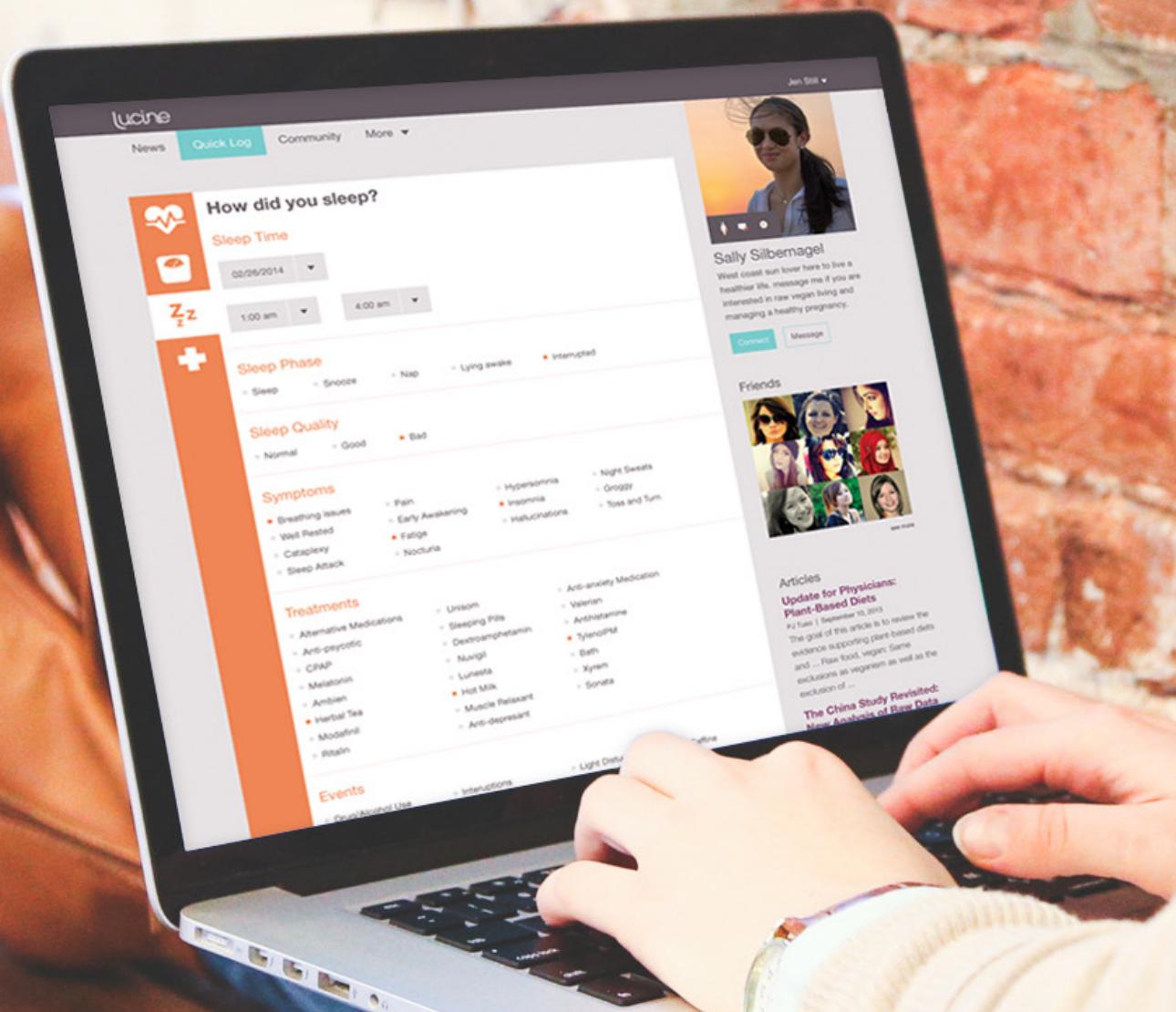
This is secondary text [Helvetica Neue LT Std - Roman 12pt]

Lucine is a social networking and data research platform connecting women, doctors, and researchers to better women's health.

I worked as a Lead UI designer with a team of programmers and front end developers to create user friendly web based software.

These are some views of the social platform and iOS application.

Web



lucine

User Name

Password

[Forgot Password](#)

[Sign In](#)

— or —

[Create Account Now](#)





How are you feeling today?



Post

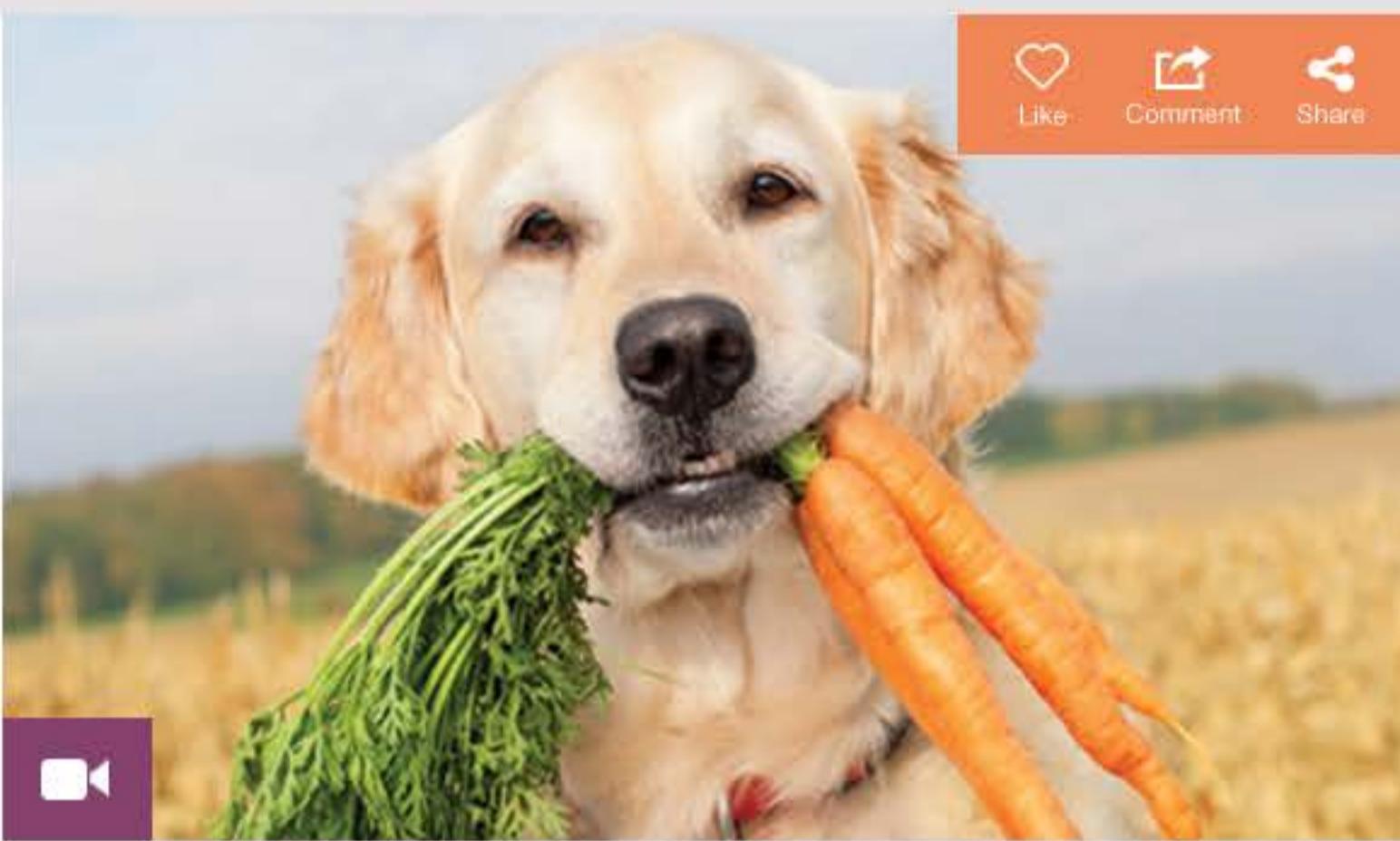
Sally Silbernagel
4 hr · San Jose, CA

5 Likes

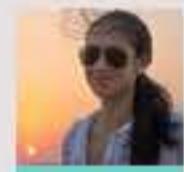
Pros & Cons To The Raw Pet Food Diet: Is It Worth It?

February 6, 2016 | CBS Minnesota

Like all our loved ones, we want what's best for our pets. That includes what they eat!...

[Read more](#)

Like Comment Share

Sally Silbernagel
4 hr · San Jose, CA

5 Likes

Getting ready for three days of meal prepping for post baby, anyone have some good healthy meals that can be made ahead of time? Preferably raw vegan, but I am open to just vegan meals.

Like Comment Share

Teresa Pimentel
4 hr · Santa Cruz, CA

Have you looked up crock pot ideas? you can prep a bunch of fresh stuff then just toss it in that morning!

[Like](#) | [Reply](#)Sally Silbernagel
4 hr · San Jose, CA

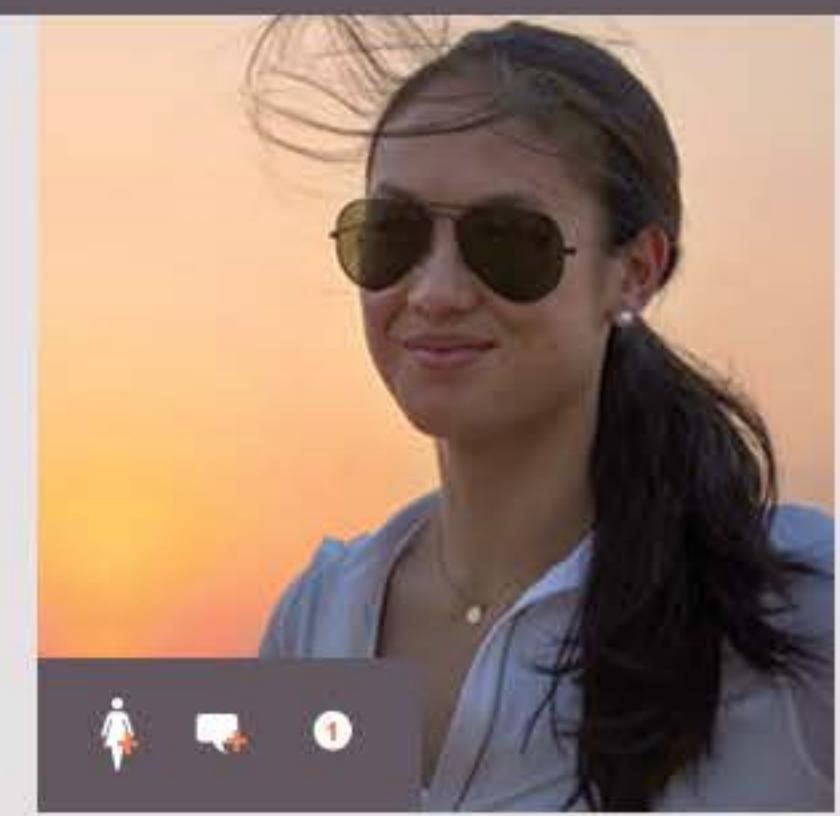
Yes, I found some really great bean recipes but now I want to find some fresher feelign things. I guess fresh doesnt mean cooked!

[Like](#) | [Reply](#)Teresa Pimentel
4 hr · Santa Cruz, CA

Nope, but that is what you have friends for! We can bring you some fresh food after you have the baby. Maybe we can put together a sign up sheet.

[Like](#) | [Reply](#)Jen Still
4 hr · Pacific Grove, CA

You are due in a couple weeks right? Sign up for a CSA box you will get tons of fresh stuff then.

[Like](#) | [Reply](#)**Sally Silbernagel**

West coast sun lover here to live a healthier life. message me if you are interested in raw vegan living and managing a healthy pregnancy.

[Connect](#)[Message](#)**Friends**[see more](#)**Articles****Update for Physicians: Plant-Based Diets**

PJ Tuso | September 10, 2013

The goal of this article is to review the evidence supporting plant-based diets and ... Raw food, vegan: Same exclusions as veganism as well as the exclusion of ...

The China Study Revisited: New Analysis of Raw Data Doesn't Support Vegetarian Ideology

Harriet Hall | Jul 20, 2010

Minger found many more, which she describes in her long article, The claims in Campbell's popular diet book are not peer-reviewed science, so why ... She is also a member of and strong supporter of a vegan group called ...

[see more](#)



How did you sleep?

Sleep Time

02/26/2014

1:00 am

4:00 am



Sleep Phase

- Sleep
- Snooze
- Nap
- Lying awake
- Interrupted

Sleep Quality

- Normal
- Good
- Bad

Symptoms

- | | | | |
|--------------------|-------------------|------------------|-----------------|
| ■ Breathing issues | ■ Pain | ■ Hypersomnia | ■ Night Sweats |
| ■ Well Rested | ■ Early Awakening | ■ Insomnia | ■ Groggy |
| ■ Cataplexy | ■ Fatigue | ■ Hallucinations | ■ Toss and Turn |
| ■ Sleep Attack | ■ Nocturia | | |

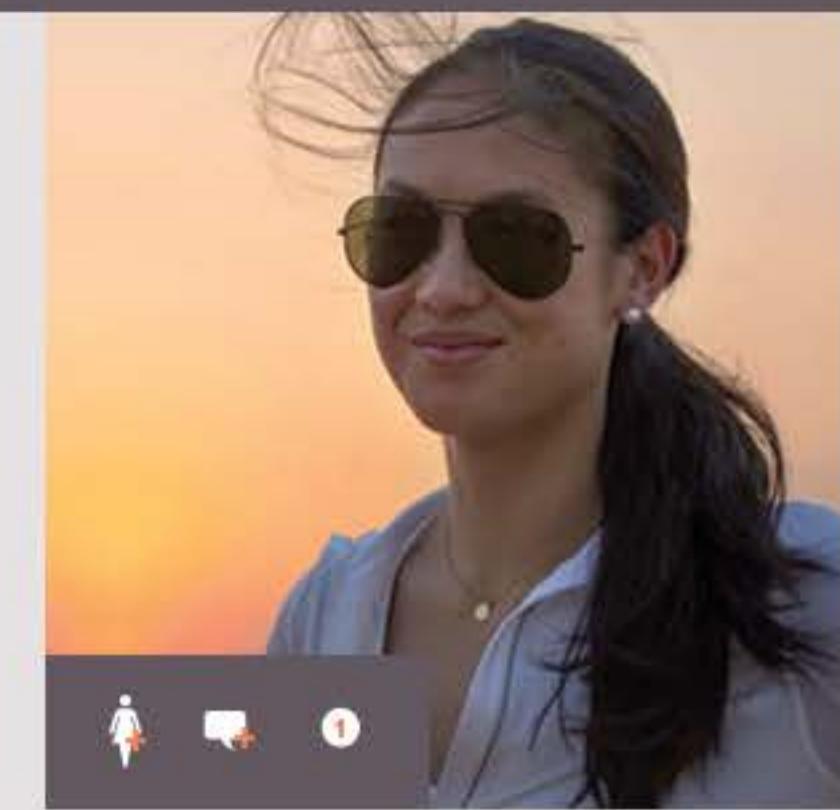
Treatments

- | | | |
|---------------------------|---------------------|---------------------------|
| ■ Alternative Medications | ■ Unisom | ■ Anti-anxiety Medication |
| ■ Anti-psycotic | ■ Sleeping Pills | ■ Valerian |
| ■ CPAP | ■ Dextroamphetamine | ■ Antihistamine |
| ■ Melatonin | ■ Nuvigil | ■ TylenolPM |
| ■ Ambien | ■ Lunesta | ■ Bath |
| ■ Herbal Tea | ■ Hot Milk | ■ Xyrem |
| ■ Modafinil | ■ Muscle Relaxant | ■ Sonata |
| ■ Ritalin | ■ Anti-depresant | |

Events

- | | | | |
|------------------------|---------------------|---------------------|------------|
| ■ Drug/Alcohol Use | ■ Interruptions | ■ Light Disturbance | ■ Caffeine |
| ■ External Temperature | ■ Noise Disturbance | ■ Sleep Paralysis | ■ MSLT |
| ■ Nightmares | ■ Travel | ■ Sleep Lab Study | ■ Dreams |
| ■ Sleep Walking | ■ Day Off | | |

Notes

[Log an Entry](#)**Sally Silbernagel**

West coast sun lover here to live a healthier life. message me if you are interested in raw vegan living and managing a healthy pregnancy.

[Connect](#)[Message](#)

Friends

[see more](#)

Articles

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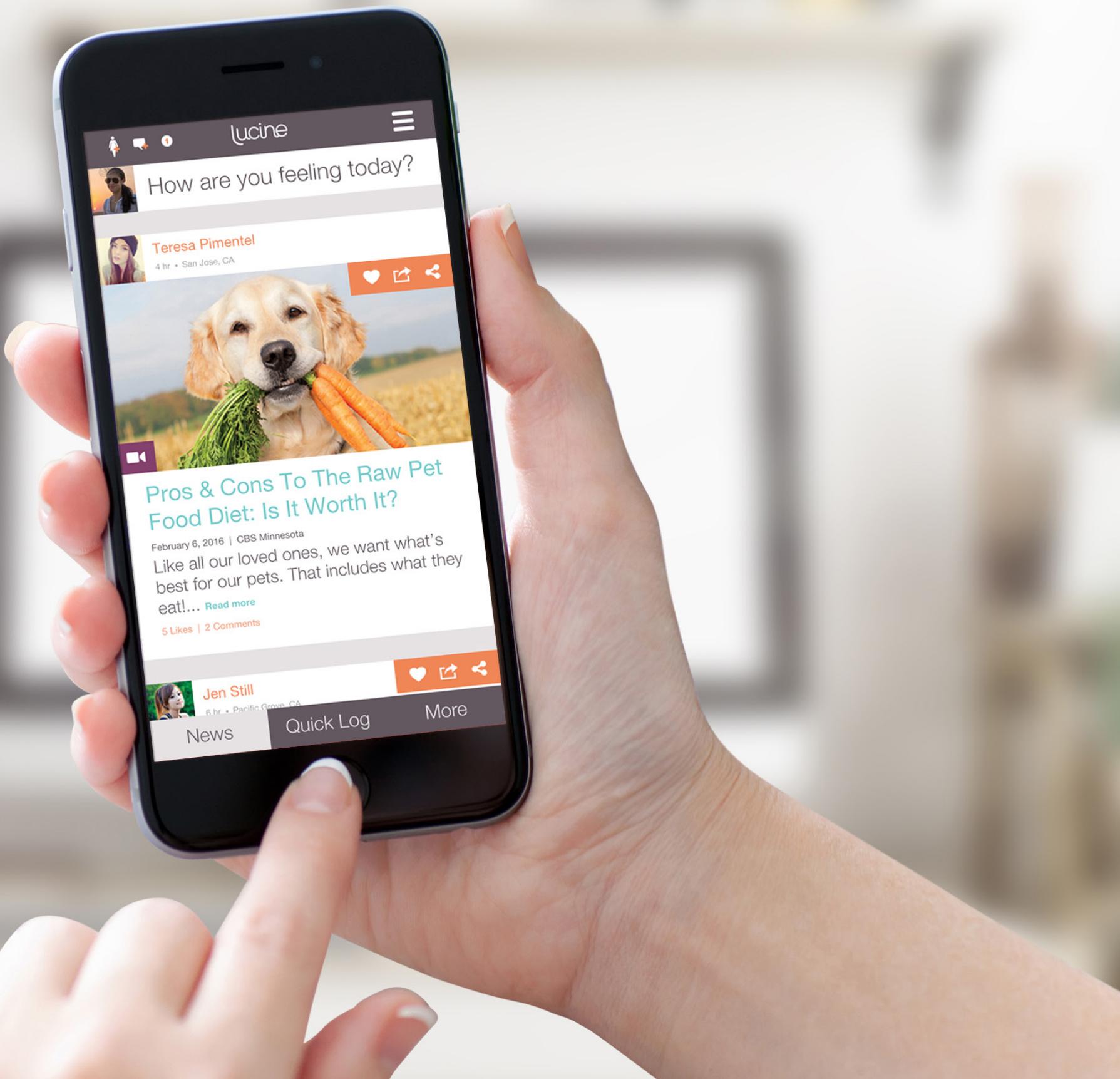
The China Study Revisited: New Analysis of Raw Data Doesn't Support Vegetarian Ideology

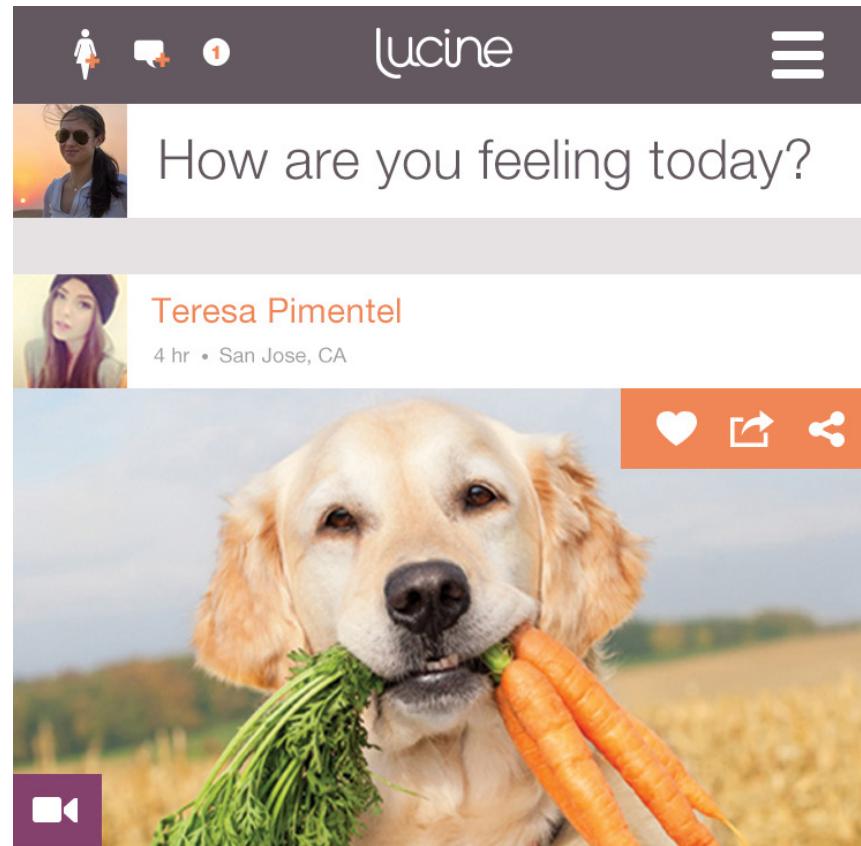
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[see more](#)

Mobile



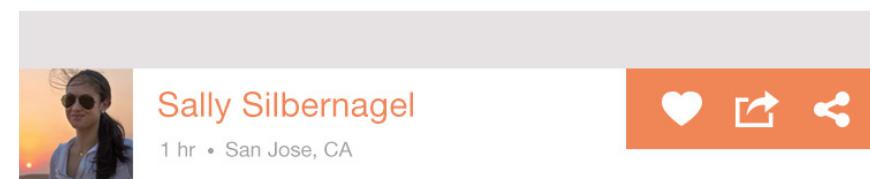


Sally Silbernagel
San Jose, CA

About

West coast sun lover here to live a healthier life. message me if you are interested in raw vegan living and managing a healthy pregnancy.

Connect Message



Getting ready for three days of meal prepping for post baby, anyone have some good healthy meals that can be made ahead of time? Preferably raw vegan, but I am open to just vegan.

5 Likes | 2 Comments



The image shows the Lucine mobile application interface. At the top, there is a dark header bar with three small icons on the left (person, message, notification), the brand name "Lucine" in white, and a menu icon (three horizontal lines) on the right.

The main title "Quick Log" is centered above a date range "2 February 2014". Below this, there is a 4x3 grid of icons:

- Row 1: Heart rate monitor icon, Scale icon, Sleep icon (two "Z"s).
- Row 2: Blood drop icon, Heart with pulse icon, Pill bottle icon.
- Row 3: Female gender icon, Dumbbell icon, Glass of water icon.
- Row 4: Apple icon, Orange plus sign icon, Text "add symptoms".

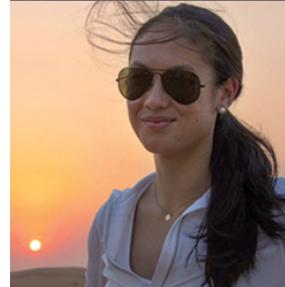
At the bottom, there is a navigation bar with three items: "News" (dark grey), "Quick Log" (light grey, currently selected), and "More" (dark grey).

The image shows the Lucine mobile application interface, similar to the first one but with a different view. It features a "Quick Log" title and a date "2 February 2014". Below this, the text "How did you sleep?" is displayed.

Below the question, there are several input fields with dropdown menus:

- Sleep Time: Two dropdown menus, both set to "1:00 am" with a downward arrow.
- Sleep Phase: An empty input field.
- Sleep Quality: An empty input field.
- Symptoms: An empty input field.
- Treatments: An empty input field.
- Events: An empty input field.
- Notes: An empty input field.

A large green button at the bottom is labeled "Log Entry". At the very bottom, there is a navigation bar with three items: "News" (dark grey), "Quick Log" (light grey, currently selected), and "More" (dark grey).



Sally Silbernagel
San Jose, CA

How are you feeling today?

Cancel Post

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

123 space return

Articles

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  [Bookmark](#)

News Quick Log More

