

LIFEWAYS BRAND IDENTITY GUIDE

VERSION 3.22

The Lifeways logo is positioned in the bottom left corner of the page. It features the word "Lifeways" in a sans-serif font, with "Life" in blue and "ways" in green. The letters are slightly overlapping and have a subtle shadow effect.

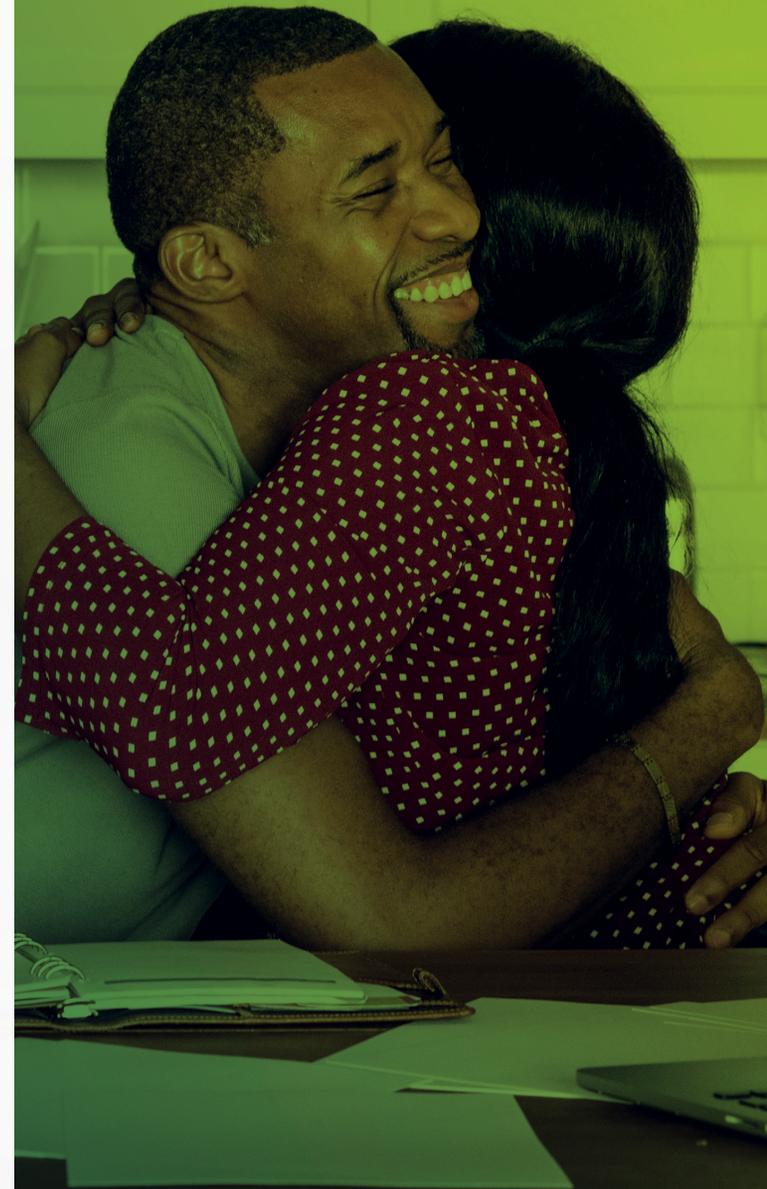
Lifeways

Introduction

Brand identity is a core element of LifeWays. As an organization, LifeWays' mission is to **inspire hope and promote life-enhancing recovery**. This guide will show how LifeWays' brand identity encompasses that mission. For a brand to become successful, it needs to first become recognizable, memorable, and consistent. While having a "memorable" and "recognizable" brand are factors that lie largely in the hands of the Communications Team, "consistency" is a value that should be maintained by all staff at LifeWays.

This brand identity guide is an important reference for anyone involved in the creation or execution of promotional materials at LifeWays. Whether your work is for internal or external audiences, this guide will help to make sure the work produced by LifeWays appropriately reflects LifeWays' standards and character. Through this, LifeWays' brand will become more focused, consistent, recognizable, and successful.

The standards found in this guide **must be considered in everything LifeWays' staff promotes**. If these standards are considered, then LifeWays will be able to positively impact community perceptions surrounding LifeWays services.



OUR BRAND

LifeWays

Brand at a Glance

Brand Message

The LifeWays brand message aims to use positive messaging when talking about mental illness. Too often “hopeless” and “helpless” are terms used when talking about mental illness.

LifeWays firmly believes that there is always hope and help is always available, because . . .

Hope and help begin at LifeWays.

Brand Mission

To effectively communicate messages of hope and help as well as LifeWays’ commitment to integrated care and inclusion to the Jackson and Hillsdale communities and beyond.

Using the LifeWays Brand Message

The LifeWays brand message flows into everything the LifeWays brand portrays, from the use of bright hopeful colors to the portrayal of happy people receiving help. It extends to the tone and language used when talking about mental illness in LifeWays promotional materials. Everything the brand does should be able to pass the simple test of “does it portray hope and help?” This is the question that should be kept in mind whenever the LifeWays brand message is used.

The LifeWays brand message has two approved standard variations:

- *Hope and help begin at LifeWays.*
- *Hope and help begin here.*

Hope and help begin at LifeWays

This is the primary variation of the brand message and should be used most often.

Sample Radio Ad Script:

“This year, the holidays can be difficult for many people. Traditions are changing and some may even be celebrating alone. With these changes can come feelings of isolation, sadness, or loss. LifeWays is here to help. If you or someone you know is having a mental health crisis and can't get to LifeWays, you can call us 24/7 and we can send our mobile crisis team to you. Call 1 (800) 284-8288. *Hope and help begin at LifeWays.*”

Hope and help begin here.

This is a secondary variation and must be used along with the LifeWays logo as shown below:



Using the Brand Message in Promotional Sentences

The LifeWays brand message can be applied to all areas of service. This can be done by adding information at the end of the words “Hope and help” to create a promotional sentence.

Examples:

- Hope and help for suicide prevention begins here.
- Hope and help for families begin here.
- Hope and help for recovery begin here.
- Hope and help for your wellness journey begins here.

All promotional sentences must be accompanied by the LifeWays logo. All new promotional sentences must be approved by a Public Relations Coordinator.



How NOT to use the brand message

- Do not capitalize the word “help.”
Use sentence case (Uppercase first letter of first word of a sentence and proper nouns) or use all caps only for the brand message.
Example: “Hope and help begin at LifeWays” or “HOPE AND HELP BEGIN AT LIFEWAYS.”
- Do not use the brand message when promoting 24/7 Crisis Services, it has its own unique brand message of “Hope and help when you need it most.” (See page 13)
- Do not change the brand message to replace “LifeWays” with a specific department or service area at LifeWays. All LifeWays promotions should promote the entire organization without diverting into subcategories. This helps to keep the brand simple, concise, and recognizable.

If there is a desire to focus on a certain services area, utilizing a promotional sentence is the best option.

X Incorrect:
“Hope and help begin at LifeWays Children Services.”

✓ Correct:
Use a promotional sentence with the LifeWays logo.
“Hope and help for children begin at LifeWays.”

Values to keep in mind.

When creating materials that represent LifeWays, it's important to understand what the LifeWays brand stands for. Here are the qualities to always keep in mind when creating for LifeWays.

Empathy

LifeWays' services are all about **compassion**; understanding the challenges that those with mental health needs face and striving to lighten those burdens.

Engagement

The LifeWays brand strives to create stronger consumer-provider **relationships**. The brand should always strive to engage LifeWays consumers in a meaningful way.

Hopefulness

The LifeWays brand always comes back to the idea that a little help can open a world of possibilities and there is always hope. The LifeWays brand should reflect this idea by promoting **hopeful** messaging, imagery, and tone.

Simplicity

Mental healthcare can be complicated. LifeWays shouldn't be; it should be **simple, concise**, and make it **easier** for consumers of LifeWays services to focus on their care.

Effectiveness

The value of our services is measured in how they **make a difference** in people's lives. The LifeWays brand should reflect that.

Equity

Being **inclusive** of all people and supporting and promoting **diversity** and **equity** in services and the community we serve is at the heart of LifeWays brand. The brand should strive to uplift this value whenever possible.

VISUAL IDENTITY

LifeWays

Visual Identity at a Glance

LifeWays' Visual Identity is a vital portion of it's overall brand.

Creating consistency in colors, fonts, imagery, and aesthetics will help to create a cohesive and recognizable brand.

LifeWays aims to use uplifting colors, simple fonts, and friendly imagery.

Brand Moodboard

Hopeful.

Helpful.

Approachable.

The inspiration for LifeWays' brand is **hope** and **help** with the **approachability** and **comfort** of a **trusted friend**.

The **clean** fonts and **bright** colors give LifeWays a **happy, modern,** and **uplifting spirit**.

The photography and imagery used displays **joy, laughter, togetherness,** and again, **hope**.



**YOU
ARE NOT
ALONE.**

**WE
CAN
HELP.**

Logo

The standard LifeWays logo is the most recognizable visual element of the LifeWays brand.

Logo Versions

The LifeWays standard logo has three color variations.

[The full color version](#) is the primary logo and should be used whenever possible.

[The all-white version](#) is a secondary option for the logo that should be used when printing constraints or background images make it necessary. This helps to provide needed contrast in specific situations and ensures legibility on most backgrounds.

[The grayscale version](#) is a supplementary option to be used on black and white print materials only.



Logo Clear Space/Minimum Size

There are specifications to help ensure that LifeWays' logos are always legible and easily recognizable. The logo should be surrounded by an area of clear space to avoid competing with nearby graphics or text. As the size of the logo decreases, its impact will also decline. Therefore, a minimum size has been established for the logo.

Clear Space

The logo must be surrounded on all sides by clear space that is equal to the height of the "s" in the word "LifeWays."

Minimum Size

The logo should have a minimum width of 83 pixels (1.15") wide.

Maximum Size for Administrative Documents

The logo should have a maximum width of 144 pixels (2") wide for administrative documents. Exceptions must be approved by a Public Relations Coordinator.



LifeWays

83 pixels wide (1.15 inch)
Minimum Size

Logo Misuse

How NOT to use the logo

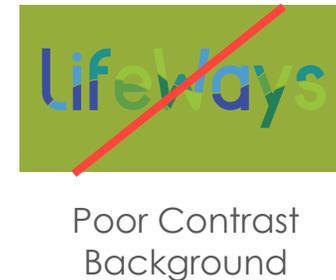
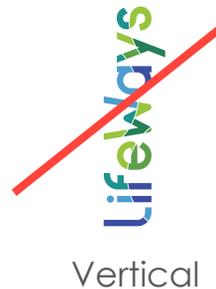
To maintain consistency, the LifeWays logo should not be altered in any way.

For example, the following alterations are NOT acceptable:

- Skewing (Tall/Short)
- Vertical
- Color Changes
- Poor Contrast Background
- Rotation
- Opacity *(Limited Exceptions)*

Exceptions to opacity will be determined and approved by the Public Relations Coordinators.

NOTE: To prevent skewing in most applications, holding down the shift key while you drag out the image using a corner, will usually maintain the images proper proportions. However, all applications do vary in this regard. If you are struggling to resize the logo without skewing, please contact a Public Relations Coordinator for assistance.



Co-Branding with Partners

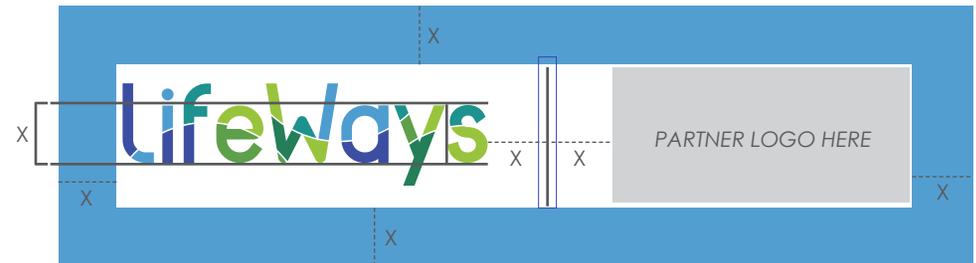
Co-branding shows a partnership between LifeWays and another organization, program, or council. When co-branding, an organization is lending its credibility to a smaller brand or benefiting from the credibility of a larger one.

Co-brands are often used on materials where both brands have ownership.

It is the responsibility of LifeWays staff to understand and obtain the proper permissions from both LifeWays and the partner involved before using a co-branded logo.

Be careful to follow any rules for logo use regarding the partners logo, just as you would expect for the LifeWays logo. The partner's brand standards are usually available on request.

Co-branding works best with two equal partners. If there are more than two partners involved, or if the relationships between them are not equal, a logo wall is recommended.



Logo Wall Sample



LifeWays Favicon

The LifeWays Favicon has two limited uses. As a favicon on our website or as a watermark on certain predetermined documents.

The favicon is not to be used in conjunction with the LifeWays logo or in replacement of the LifeWays logo.

The favicon should not be used except for in the purposes outlined below.

Favicon Uses

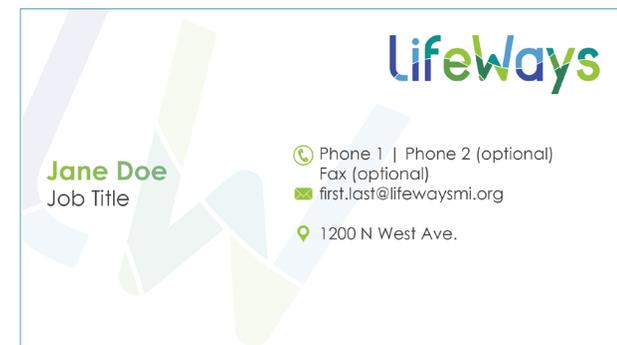
The LifeWays Favicon has two uses.

Website Favicon

The favicon was originally created for use on the LifeWays website as its favicon in the tab of an internet browser.

Watermark

On certain pre-determined administrative documents, such as business cards, the favicon is used in the form of a watermark for decorative design.



24/7 Crisis Logo

The LifeWays 24/7 Crisis Services logo was created for limited use within the context of the promoting 24/7 Crisis Services.

Logo Versions

The LifeWays 24/7 Crisis Services logo has three color variations.

[The full color version](#) is the primary logo for 24/7 Crisis Services and should be used whenever possible.

[The all-white version](#) is a secondary option for the logo that should be used when printing constraints or background images make it necessary.

[The grayscale version](#) is a supplementary option to be used on black and white print materials only.

Using the 24/7 Crisis Services Logo

The 24/7 Crisis Services logo **MUST** be used with the LifeWays logo. This ensures that it is clear that the services are provided at LifeWays.

Exception: Signage within the LifeWays building.



LifeWays Color Palette

The LifeWays Color Palette aims to create a rerecognizable, bright, and uplifting face to the organization.

The palette includes three tiers of colors that are approved for use in promotions:

Primary colors: The main brand colors that should be used most frequently in the promotion of LifeWays.

Secondary colors: Can be used as accents to our primary colors in LifeWays promotions, but should be paired with either LifeWays Light Green or LifeWays Dark Green when possible.

Alert colors: LifeWays Red Orange and LifeWays Yellow are also for use when sending out alerts or highlighting important information.

COLOR CODE USES

PMS: Professionally printed materials using spot colors.

Hex: Coding and web.

RGB: Digital screens and devices.

CMYK: Printed materials not using spot colors.

PRIMARY

LifeWays
Dark Green

HEX: 266D4C

RGB: 38, 109, 76
CMYK: 81, 29, 77, 29
PMS: 7727 C

LifeWays
Light Green

HEX: 97C33C

RGB: 151, 195, 60
CMYK: 46, 3, 100, 0
PMS: 375 C

LifeWays
Light Blue

HEX: 539ED0

RGB: 83, 158, 208
CMYK: 65, 25, 4, 0
PMS: 7688 C

SECONDARY

LifeWays
Blue

HEX: 3547B1

RGB: 53, 71, 177
CMYK: 88, 80, 0, 0
PMS: 7685 C

LifeWays
Orange

HEX: F59C21

RGB: 245, 156, 33
CMYK: 1, 45, 98, 0
PMS: 1375 C

LifeWays
Dark Gray

HEX: 58595B

RGB: 88, 89, 91
CMYK: 0, 0, 0, 80
PMS: Cool Gray 11 C

LifeWays
Red Orange

HEX: FF443B

RGB: 255, 86, 55
CMYK: 0, 87, 78, 0
PMS: Warm Red C

LifeWays
Yellow

HEX: FFDA5B

RGB: 255, 218, 91
CMYK: 1, 12, 76, 0
PMS: 121 C

LifeWays
Purple

HEX: A10162

RGB: 161, 32, 101
CMYK: 35, 100, 24, 8
PMS: 7648 C

LifeWays Standard Fonts

Font	Styles				
Century Gothic	Regular	<i>Italic</i>	Bold	<i>Bold Italic</i>	
	Sample	Hope and health begin at LifeWays			
<i>Our primary font.</i>					

Font	Styles					
Josefin Sans	Thin	Light	Regular	Semibold	Bold	
	<i>Thin Italic</i>	<i>Light Italic</i>	<i>Italic</i>	<i>Semibold Italic</i>	<i>Bold Italic</i>	
	Sample	Hope and health begin at LifeWays				
<i>A great option when looking for thin weight fonts.</i>						

Font	Styles						
Heebo	Thin	Light	Regular	Medium	Bold	Extra Bold	Black
	Sample	HOPE AND HEALTH BEGIN AT LIFEWAYS					
<i>Best for all caps headings and titles that are bold-black thickness.</i>							

Font	Styles
Copse	Regular
	Sample
Hope and health begin at LifeWays	
<i>Best for times when a serifed font is needed.</i>	

LifeWays Supplementary Fonts

All supplementary fonts are to be used sparingly when deemed appropriate by a Public Relations Coordinator.

Font

*Playlist
Script*

Used in graphics for a pop of fun.

Styles

Regular

Sample

Hope and health begin at LifeWays

Font

*Dancing
Script*

Best for use on documents with an air of formality and elegance.

Styles

Regular

Sample

Hope and health begin at LifeWays

Font

*Adobe
Handwriting*

Used in graphics for a pop of fun.

Styles

Ernie Frank

Sample

Hope and health begin at LifeWays

Hope and health begin at LifeWays

Imagery

Stock Photos

LifeWays should strive to use images that have been taken by the LifeWays Communications Team of actual consumers and people within the local community for promotional projects when available and feasible.

In all other instances, it is highly encouraged that stock photos of real people and real scenes are used in promotional documents rather than renderings or graphic representations of people.

It is important to keep in mind the brand message and mission when looking at stock images and to only use images that portray hope and help. We also always want to portray people who appear fulfilled, happy, and satisfied with their lives, not persons in distress or crises.

For staff outside of the Communications team, approved imagery can be found in [LifeWays official image library](#) or by consulting with the Public Relations Coordinators.



Imagery

Stock Photos Continued

If there is not an image in the library that meets the interested staffs needs, they are encouraged to send examples of images that do suit their needs and a Public Relations Coordinator can assist them in finding a royalty free version of that image.

LifeWays staff, outside from the Public Relations Coordinators, should not use imagery found outside of the approved imagery library. This includes using Google or another search engine. These images could have copyrights that present serious legal issues, and possibly fines, if used improperly. Also, staff should not take images from another organization's website.

Imagery Don'ts

- Don't utilize graphics and clipart unless approved by a Public Relations Coordinator.
- Don't use images that portray people in distress, who are using substances, who are sad, hopeless, or scared.
- Don't use images of substances.
- Don't forget to utilize a diverse array of photos of people with different backgrounds, races, and cultures to represent all the communities we serve.



Event Photography and Social Media

Sharing photos on social media is a great way to engage with followers. Here are some guidelines for sharing photos that contribute to LifeWays' brand and social media efforts.

DO

- Share photos from events.
- Share photos that have people in them (with permission of those being photographed – see [photo release guidelines](#) and [form](#)).
- Share photos that show people working together, communicating or having fun.
- Keep posed photos to a minimum.

DON'T

- Share photos of consumers to social media or in promotional materials without their express permission (see the [photo release guidelines](#) and [form](#)).
- Share photos from our community partners without getting permission and giving them credit.
- Share photos to social media without a “human element” (e.g., a photo of a table/booth without staff - exceptions to this rule include updates regarding building construction projects and other similar items).



LANGUAGE GUIDELINES

LifeWays

Language Guidelines at a Glance

LifeWays' Language Guidelines embody the spirit of LifeWays.

Consistency is key when trying to establish a connection with the community. These guidelines outline the essential qualities of LifeWays' editorial voice.

Proper use of these guidelines will create heightened professionalism in everything put out by LifeWays.

AP Style

LifeWays utilizes AP Style, with the exception that LifeWays will use Oxford commas in all materials.

An oxford comma is the comma before the "and" in a list.

Example: LifeWays is a helpful, fulfilling, and trustworthy organization.

For more details about LifeWays editorial style please see the [LifeWays Editorial Style Guide](#).

Editorial Style Guide Overview

- Additional details on tone
- Additional details on voice
- Language choice
- Audience
- Mental health terminology
- Talking about mental illness
- Culture and identity terminology
- Types of editorial content
- Writing best practices
 - Using plain language
 - Using engaging titles
 - Being relevant
 - Being factually accurate
 - Use of colloquial phrases

Tips for Writing for LifeWays

[Tips for Writing for LifeWays](#) will help you to write as an agent for LifeWays.

Tips for Writing for LifeWays Overview

- Know your audience
- Be casual, but smart
- Be brief
- Be specific
- Be accurate
- Make the content scannable
- Avoid idioms, clichés, and jargon
- Avoid phrasal verbs
- Use person first language

How We Talk About LifeWays and Mental Illnesses

[How We Talk About LifeWays and Mental Illnesses](#) will help you understand the kinds of language to use when speaking about LifeWays within the community.

How We Talk About LifeWays Overview

- LifeWays boilerplate statement
- Writing for LifeWays checklist
- LifeWays Tone and Voice
- LifeWays Specific Language
- Words to avoid

ADDITIONAL RESOURCES

LifeWays

Additional Resources at a Glance

These additional resources have been curated for easy access and easy use for all staff at LifeWays.

Presentations

LifeWays delivers presentations to a variety of audiences. All presentations should always maintain a consistent and professional look and feel.

Templates

Templates for creating high impact presentations that meet brand standards can be found here:

[Business Presentation Template](#)

[Creative Presentation Template](#)

[PowerPoint Graphs and Icons Templates](#)

One of the approved LifeWays templates must be used for all presentations (both internal and external).

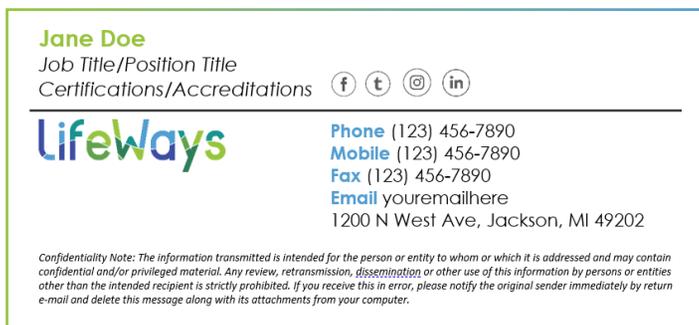
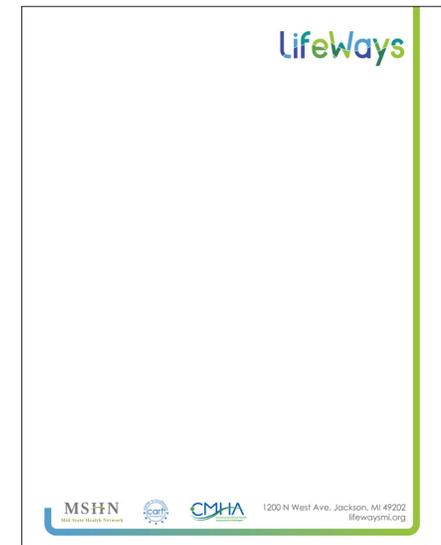
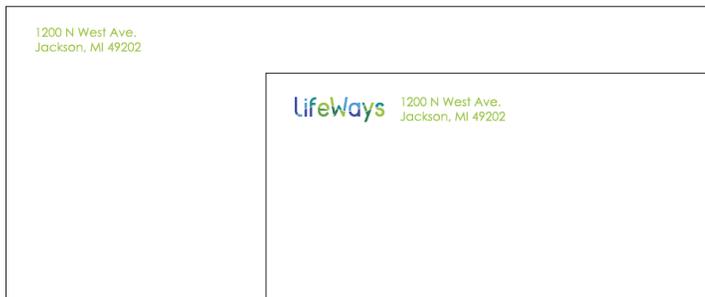
Use of Imagery in Presentations

The imagery guidelines referenced on pages 17-19 should also be used when creating presentations.



To view all the administrative and clinical documents, click the links below:

- [Letterheads](#)
- [Internal Use Memo Template](#)
- [Business Cards](#)
- [Envelopes](#)
- [Appointment Cards \(Coming Soon\)](#)
- [RX Cards \(Coming Soon\)](#)
- [Email Signature](#)
- [Administrative Document Layout Requirements](#)



All promotional documents (brochures, flyers, postcards, signage, handouts, newsletters, etc.) **must** meet the standards found in this guide.

If a promotional document needs to be created it is recommended to make a request with a Public Relations Coordinator.

However, if a LifeWays staff has an existing document, they want to make edits to, or has already created their own document - it **must go through an approval process to be used in the public.** All promotional documents must be approved by the director of the department it pertains to and a Public Relations Coordinator. This will ensure accuracy for the relevant department and consistency to the brand for the Communications Team.

If needed, a Public Relations Coordinator may need to make changes to the document to bring it up to brand standards.

To submit a promotional document approval request, email PR@lifewaysmi.org