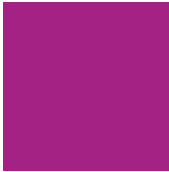
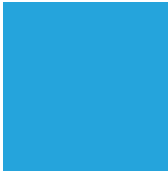







SOCIAL MEDIA BRAND STYLE GUIDE

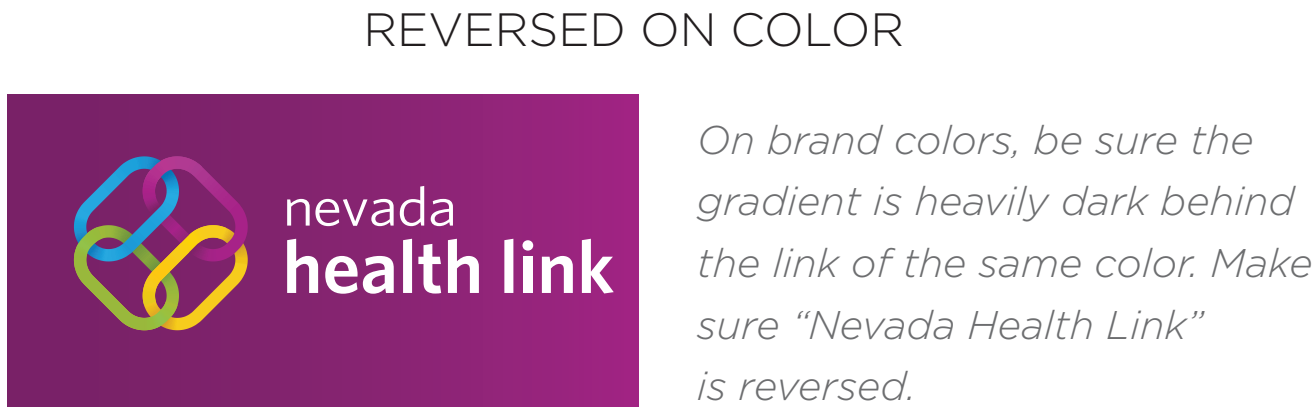
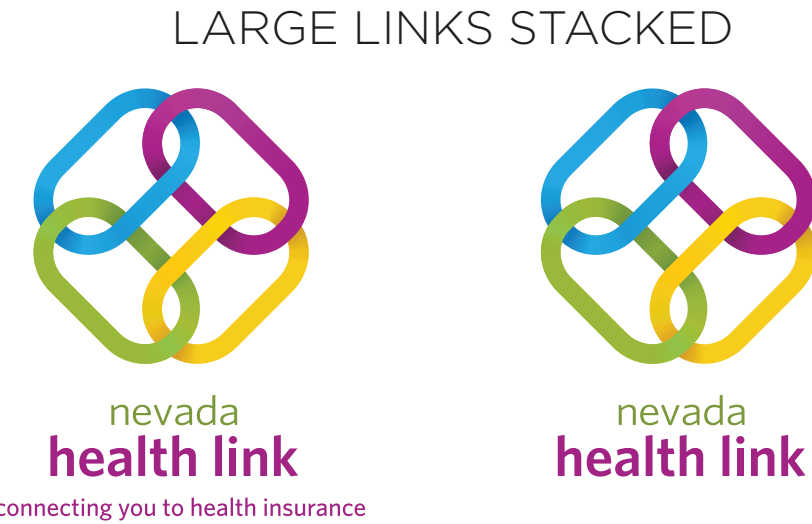
PRIMARY BRANDING COLORS

	HEX# A91C89 R:168 G:28 B:136		HEX# 00AEEF R:44 G:170 B:226
	HEX# 9AB82D R:154 G:183 B:45		HEX# F6CE1A R:246 G:203 B:28
	HEX# 6D6E71 R:109 G:110 B:113		HEX# BCD C0 R:188 G:190 B:192

BACKGROUND GRADIENTS



LOGO USAGE



DESIGN FONT - WHITNEY

HEADLINES - WHITNEY BLACK (Tight kerning)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
1234567890

SUB HEADLINES - WHITNEY MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
1234567890

NEW SECONDARY HEADLINE FONT - HEATHER

*This serif font pairs really well with all caps whitney black and has a nice contemporary feel.
SEE "HEADLINE TREATMENTS"*

HEADLINES - HEATHER REGULAR LOWERCASE (Mind the kerning)

abcdefghijklmnopqrstuvwxyz
1234567890

ALT DESIGN FONT - WHITNEY ITALIC

ALT HEADLINES - WHITNEY BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
1234567890

ALT HEADLINES - WHITNEY MEDIUM ITALIC LOWERCASE

abcdefghijklmnopqrstuvwxyz
1234567890

WEB FONT - OPEN SANS (Use only when necessary)

HEADLINES - OPEN SANS EXTRA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
1234567890

SUB HEADLINES - OPEN SANS MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
1234567890

ICON STYLE 1



Three dimensional style icons work well for simple animations and call outs over solid brand gradients. You may also choose to ground these type of icons with a simple oval shadow to around 10% opacity.



ICON STYLE 2



Flat vector two-tone icons also work great. In particular a mix of brand yellow and white work great on top of either blue, purple or green.



You may use yellow but use it sparingly and usually with solid reversed white.

LIFESTYLE PHOTOGRAPHY

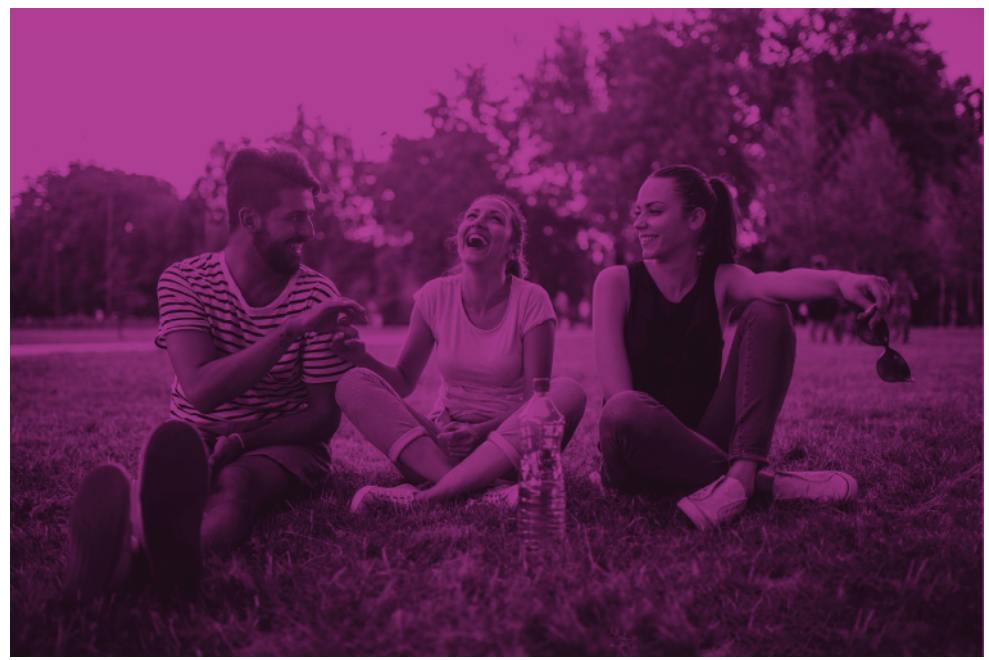


Photography should feel real and candid. Photographs should be contemporary in style and color. Avoid portraits and looking at the camera, when possible.



LIFESTYLE PHOTOGRAPHY - COLOR

Brand colors can be used over proper stock photography. Colors should be set to 85% opacity and multiplied over the image. The image needs to be converted to grayscale and have proper contrast to be visible through the colors.



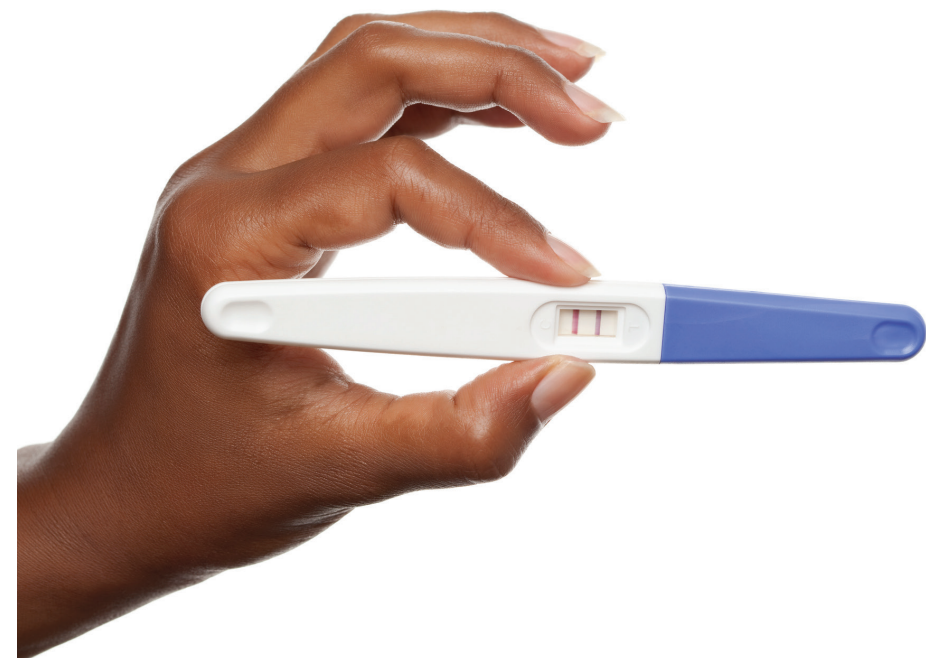
Yellow may be used sparingly if compatible with the graphic and the photo, just be wary of readability.





OBJECT PHOTOGRAPHY - WHITE BACKGROUND

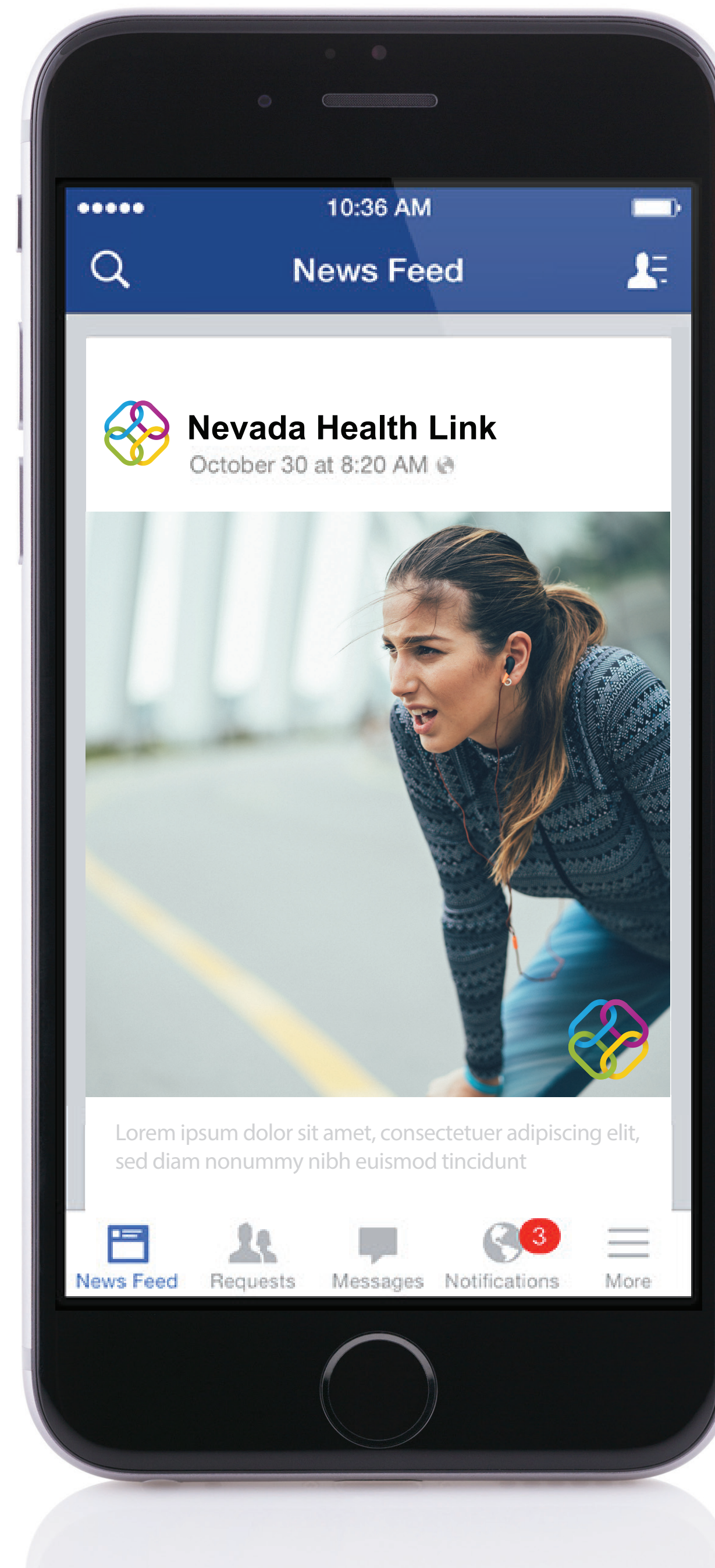
Photography on white backgrounds can be utilized for clean content layouts with simple messages. Grounded shadows are preferred, especially if they occur naturally.



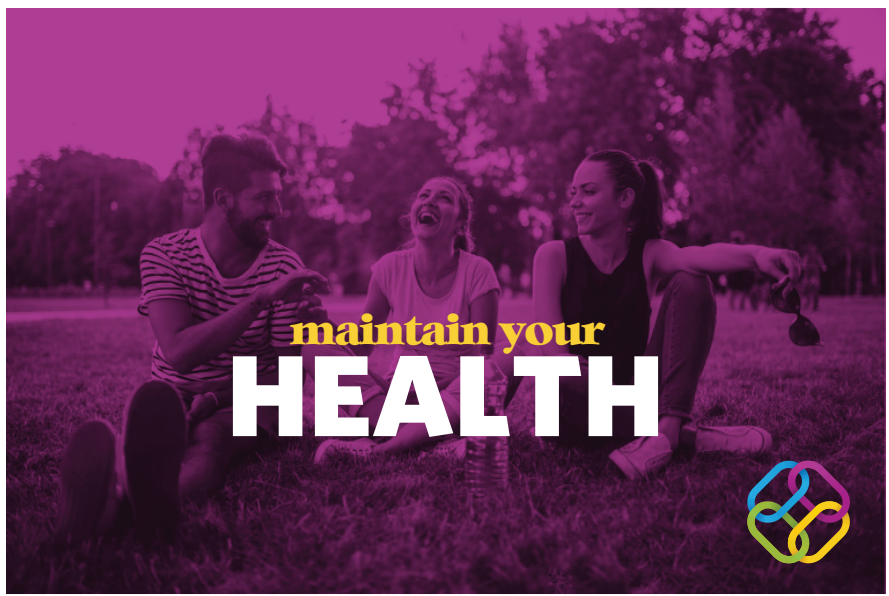


LINKS ICON TREATMENT

The link icon should be utilized with every content post. When motion is applicable, have the animator add simple motion to bring a dynamic element to the brand. Placement should be in the bottom right corner.



HEADLINES IN PRACTICE

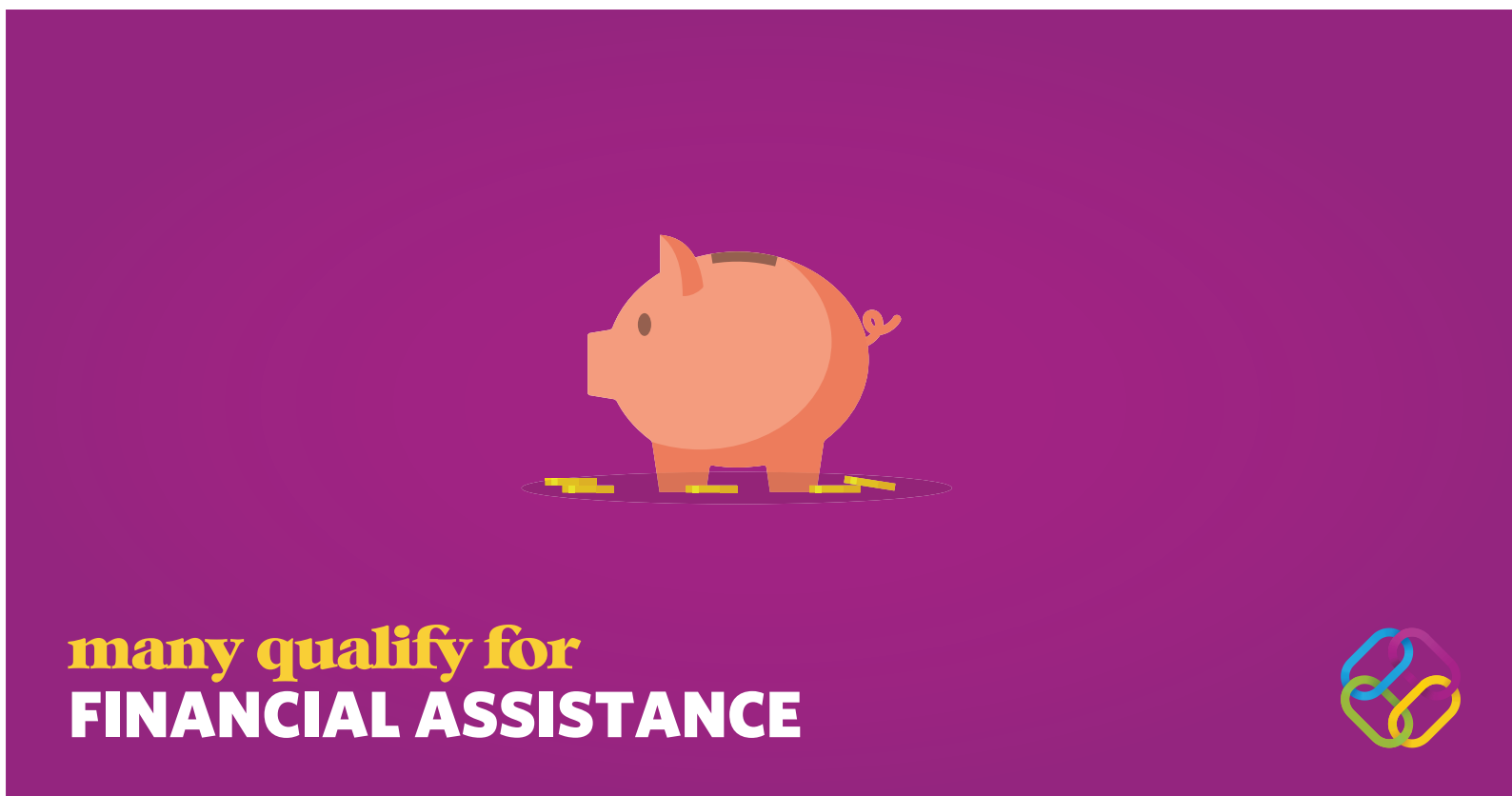


prescriptions are
COVERED

HEADLINES IN PRACTICE - ALT STYLE



FACEBOOK IN PRACTICE - 1200x628





ICONS IN PRACTICE



 **true comprehensive**
HEALTH
COVERAGE



 **many qualify for**
PAYMENT
ASSISTANCE



 **ten essential**
HEALTH
BENEFITS
INCLUDING PRESCRIPTIONS




always stay active and
STAY HEALTHY




many qualify for
FINANCIAL ASSISTANCE




our health plans cover
PRESCRIPTIONS



INSTAGRAM IN PRACTICE

