

ZION HEALTH ™

HEALTHSHARE REIMAGINED!

BRAND STYLE GUIDE



ZION HEALTH™

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LOGO

PRIMARY

This is the primary logo, which means this is the first logo you use unless a simplified or modified logo is needed. In that case, you would use the secondary logo.



SECONDARY

The secondary logo is used only when a simplified logo is needed.



PRIMARY LOGO

It is important that the primary logo does not exceed a minimum size for both visual clarity and visual weight. If the bottom tagline is unreadable, then the logo is too small.

The smallest the logo should be shown is 12px or 12pt height.

ZION HEALTH 

ZION HEALTH ™

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SECONDARY LOGO

It is important that the secondary logo does not exceed a minimum size for both visual clarity and visual weight. If the bottom tagline is unreadable, then the logo is too small.

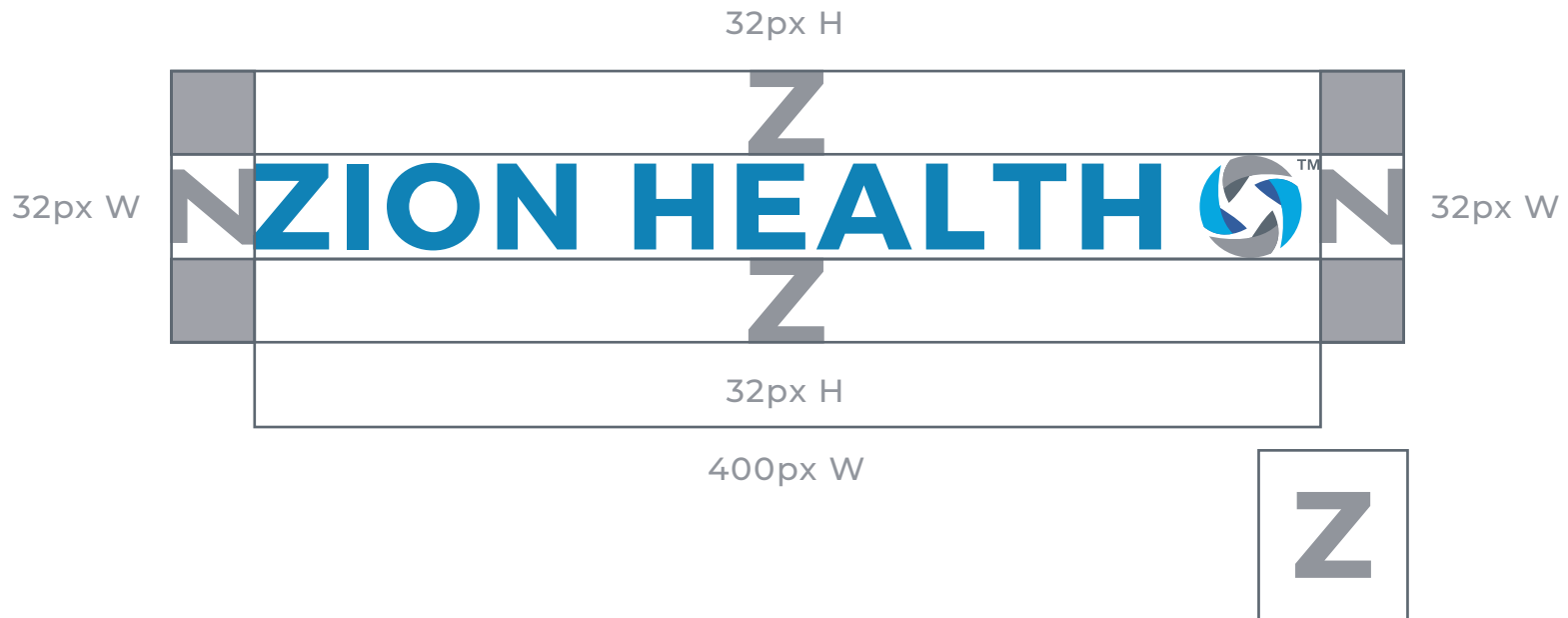
The Smallest the logo should be shown is 50px or 50pt height.



SPACING

PRIMARY LOGO

Always maintain clear space around the logo. Clear space can be measured by the height of the “Z” in the logo. As a vital part of visual identity, it’s crucial that whitespace is used liberally. The space on all sides of the logo is not the expectation, but the absolute minimum.

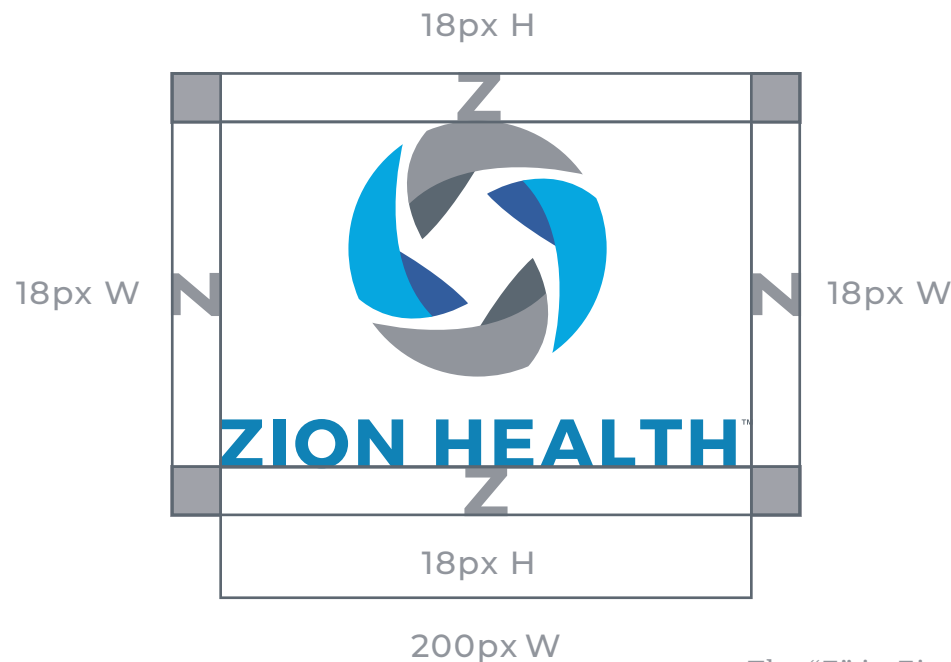


The “Z” height in Zion Health is used as the base margin for the font logo at any size.

SPACING

SECONDARY LOGO

Always maintain a clear space around the logo. Clear space for the secondary logo can be measured by the height of the text in the logo. As a vital part of visual identity, it's crucial that whitespace is used liberally. The space on all sides of the logo is not the expectation, but the absolute minimum.



The “Z” in Zion Health is used as the base margin for the font logo at any size.

MISUSE OF LOGOS

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by skewing or distorting in any way, including adding unnecessary and unattractive text decorations like drop shadows and outlines. Here are a few examples of some ways you should NEVER ever consider using the logo.

A. Don't resize any part.

B. Don't squash or stretch the logo.

C. Don't use colors that are not stated in the branding guide.

D. Don't rearrange parts or create compositions that are not already provided.

E. Don't place elements in the logo clear space.

THE DON'TS

PRIMARY LOGO

DON'T RESIZE



DON'T SQUASH



DON'T RE-COLOR



DON'T REARRANGE



DON'T SUFFOCATE



THE DON'TS

SECONDARY LOGO

DON'T
RESIZE

DON'T
SQUASH

DON'T
RE-COLOR

DON'T
REARRANGE

DON'T
SUFFOCATE

A.

B.

C.

D.

E.



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ZION HEALTH™
I'M TOO CLOSE

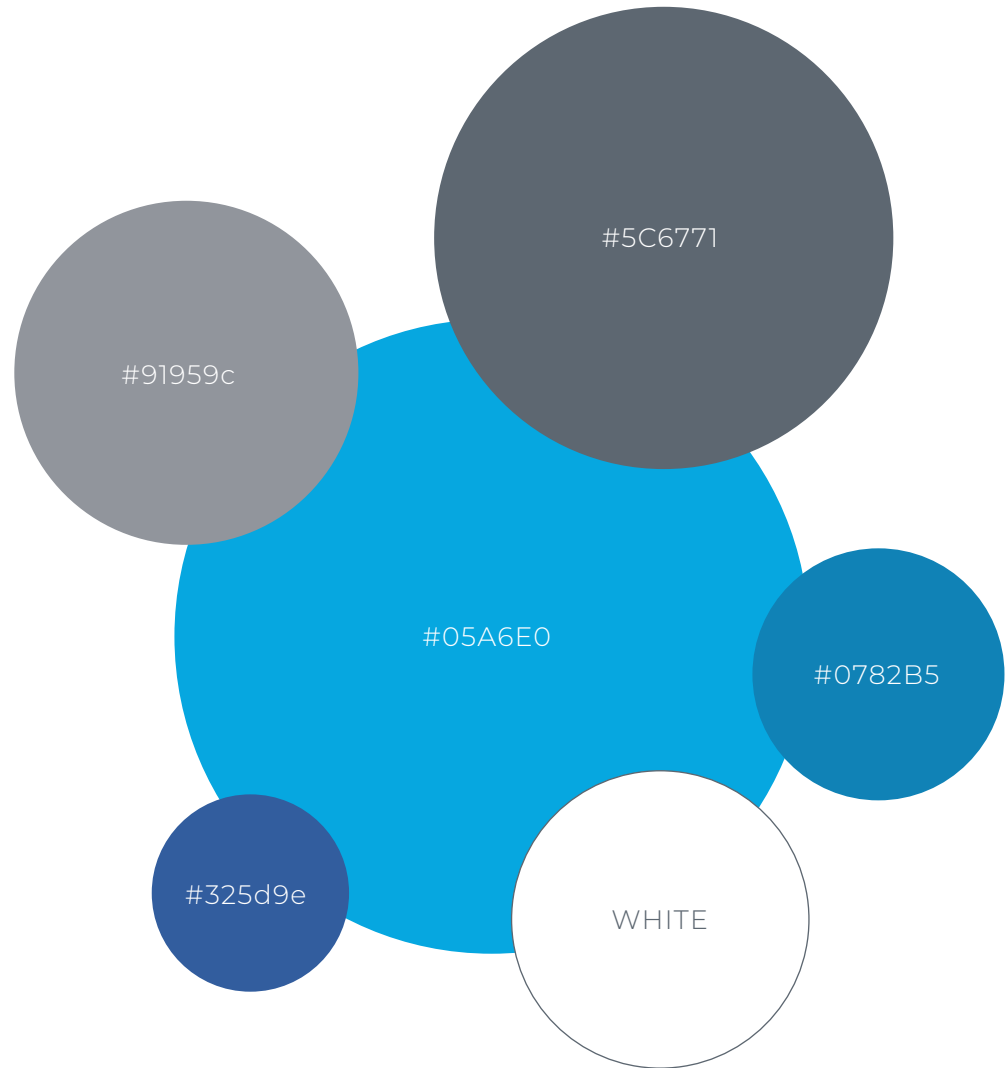
BRAND COLORS

COLOR PALETTE

Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to your audience.

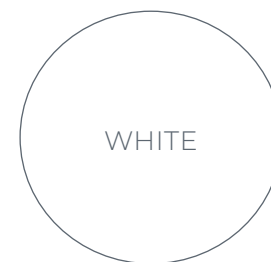
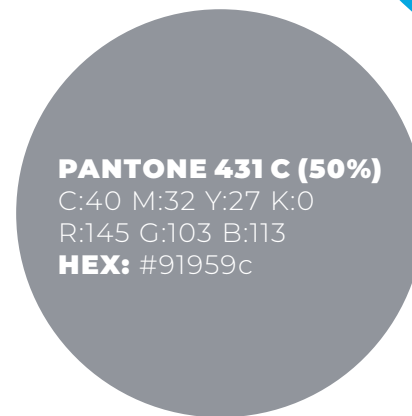
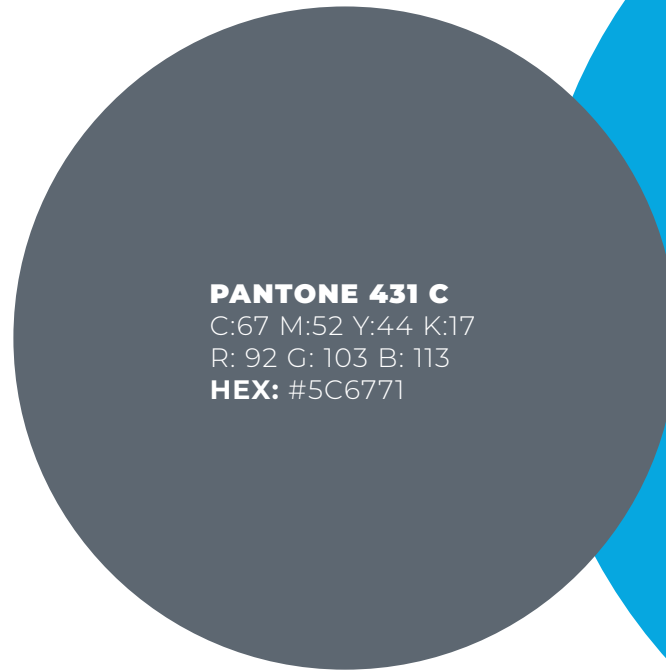
The color palette for Zion Health is calm, focused, and clean, ensuring trust and professionalism.

Zion Health's blue tones associate our brand with the field of medicine.



PRIMARY COLORS

These are the main colors used when designing for the Zion Health brand.



COLORS - SECONDARY COLORS

PANTONE: 640 C

C:84 M:40 Y:11 K:0

R: 7 G: 130 B: 181

HEX: #0782b5

PANTONE 7684 C

C: 88 M:52 Y:44 K:17

R: 92 G:103 B:113





























HEX: #325d9e

SECONDARY COLORS

These colors are used when designing for the Zion Health brand but only when needed.



COLOR - ACCEPTABLE ACCENT COLORS

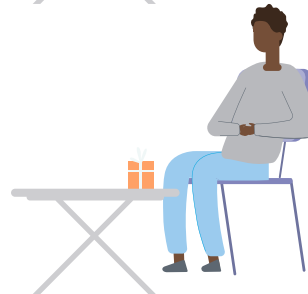
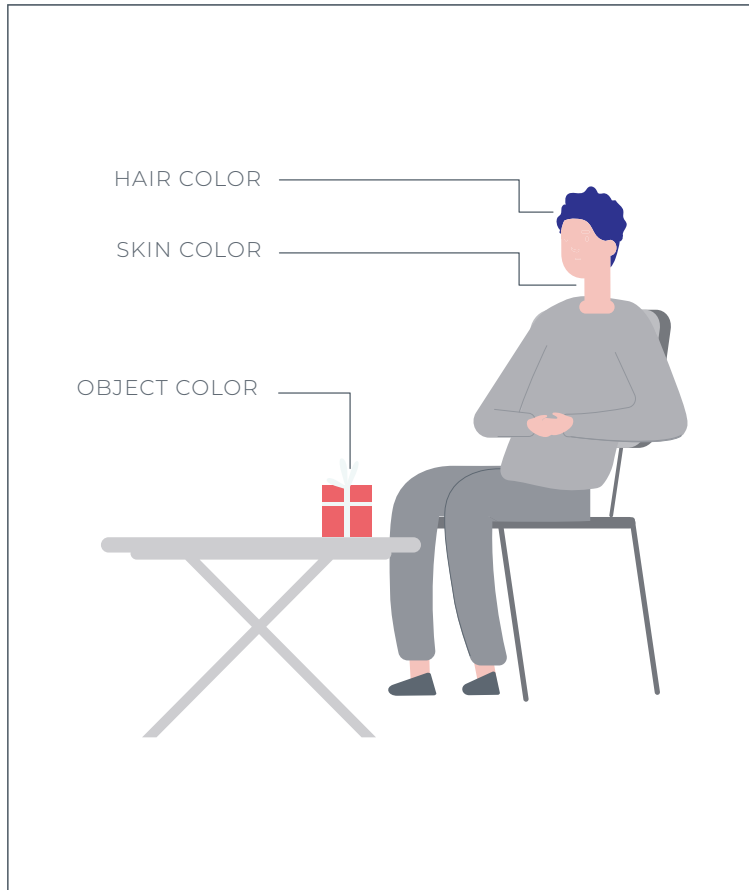
20% SHADE	BASE COLORS	40% TINT	SKIN TONES
	 #2e338f		 #2e338f
	 #7c74b5		 #73c796
	 #3b7d4a		 #ffd482
	 #73c796		 #ffb5d4
	 #ffd482		
	 #ffb5d4		
	 #ffa166		
	 #ed6369		

ACCENT COLORS

Accent colors are primarily to be used for vector graphics and images where other colors are necessary. Examples for use include hair, skin, grass, and colored objects. Tints should not go above 40% tint. Shades should not go above 20% shade. It is better to use brighter colors for images.



CORRECT ACCENT COLOR USAGE (20% USAGE)



ACCENT COLOR EXAMPLES

Eighty percent of all colors used in vector images should be taken from the primary color palette. Accent colors should be used sparingly for hair and skintones and when an object must be colored for realism and/or contrast.

DEFAULT	PRIMARY	#05A6E0
HOVER		#0782B5
DEFAULT	SECONDARY	#5C6771
HOVER		#4A5259
DEFAULT	SUCCESS	#72C596
HOVER		#589974
DEFAULT	WARNING	#FBB62B
HOVER		#DEA126
DEFAULT	ERROR	#ED6468
HOVER		#BF5154
DEFAULT	INFO	#618995
HOVER		#537580
DEFAULT	NEUTRAL	#AFB3B8
HOVER		#8F959C

MEMBER PORTAL COLORS

These are the primary, secondary, and accent colors for the Member Portal.

TYPOGRAPHY

MONTSERRAT

PRIMARY FONT

When using the fonts, there is an average of 50 tracking (space between letters) and an average of 20pt/26px leading (space between lines) when set to 12pt size text. The semi-bold weight is used for large titles. For headers, use the black weight.



Aa

HAIRLINE

LIGHT

REGULAR

MEDIUM

SEMI-BOLD

BOLD

BLACK

REGULAR
MEDIUM
SEMI-BOLD
BOLD

DOMINE

SECONDARY FONT

When using the fonts, there is an average of 50 tracking (space between letters) and an average of 20pt/26px leading (space between lines) when set to 12pt size text. The regular weight is used for paragraphs and body text.

A large graphic showing the letters 'A' and 'a' in the Domine font. The 'A' is a tall, bold, serif capital letter with a wide base. The 'a' is a lowercase letter with a thick, rounded body and a decorative, curved tail that loops back to the left.

LAYOUT SPACING

How to use Fonts and Space

20PX

50PX

There should be 20px leading between the large title and subtitle and a 50px leading between the large title or subtitle to the paragraph.

Example Layout

LARGETITLE (SEMI-BOLD)

SUBTITLE (BOLD)

Large titles are colored a light blue to keep the body text light, which should be colored a gray. Subtitles should have a tracking of 200 to make them stand out from the title and body text. The paragraph text has a 20pt/26px leading and 50 tracking to air out the text. When bolding text in a paragraph use **Domine Bold**. (Regular)/(Bold)

THERE IS ALWAYS A 50 TRACKING WITH TITLES & PARAGRAPH TEXT

IMAGE GUIDELINES

IMAGE GUIDELINES

Images used for Zion Health represent health, community, family, and wellness. The images are bright and inviting. Images with older subjects (appearing over 65) should be avoided.



IMAGERY (SEMI-BOLD)

LAYOUT EXAMPLE (BOLD)

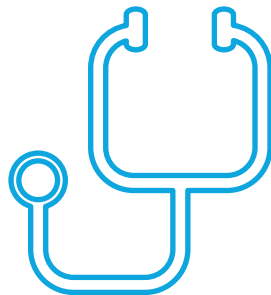
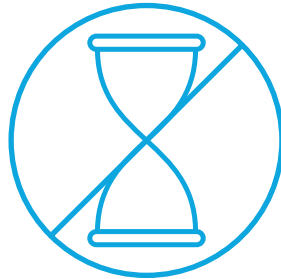
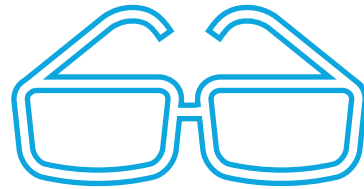
Images for Zion Health should utilize vertical imagery elements and use of grids for a variety of photos and inviting scenery. (REGULAR)



VECTOR GRAPHICS

Zion Health uses vector images for our web and social media content. To maintain brand consistency, vectors should all have a similar style, including the following features: a soft, Zion Health-focused color palette; removed faces; minimal shading; and simple lines without outlining.





ICONS

Icons have a simple design, using single lines with a 1/2px stroke and solid colors with no shading. Fills should be avoided.

VOICE

VOICE

VOICE!

HOW WE SPEAK

TRUSTWORTHY

FRIENDLY

CALMING

ENTHUSIASTIC

GENUINE

The Zion Health voice is friendly, enthusiastic, genuine, trustworthy, and caring. Our language should show that we care about our members as a family-oriented, non-profit organization and are excited to serve them. Zion Health is caring, but we are still professional and want our members to trust our ability to handle their contributions respectfully and effectively. We are always kind, honest, and straightforward. Our language conveys a sense of comfort, calm, and trust.

Dos and Don'ts

To keep our tone consistent with our brand, make sure to follow the dos and don'ts of Zion Health's voice.

**DO
THIS
NOT
THIS**

DO THIS

1. Write in second-person active voice.

We are personable and address our members directly.

2. Use a conversational tone.

Contractions and simple language are our friends.

3. Break up paragraphs and lists.

We use bulleted and numbered lists to make information accessible to our members. We use descriptive headers and short paragraphs to help our readers navigate long text.

4. Show your passion!

At Zion Health, we love that we can help our members every day and change the healthcare industry. We aren't afraid of letting our members see that we care.

DON'T DO THIS

1. Write long-winded sentences.

Our language should be concise and readable.

2. Include long links in running text.

Most links should be hyperlinked to keep our text from looking messy.

3. Use stuffy language.

Healthcare is already complicated! We should make hard topics easy to understand wherever possible.

4. Write sloppy.

Being friendly and conversational is no excuse for sloppy language. We convey trust through our professionalism and expertise.



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