

LifeData.

Guidelines

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Logo

Typography

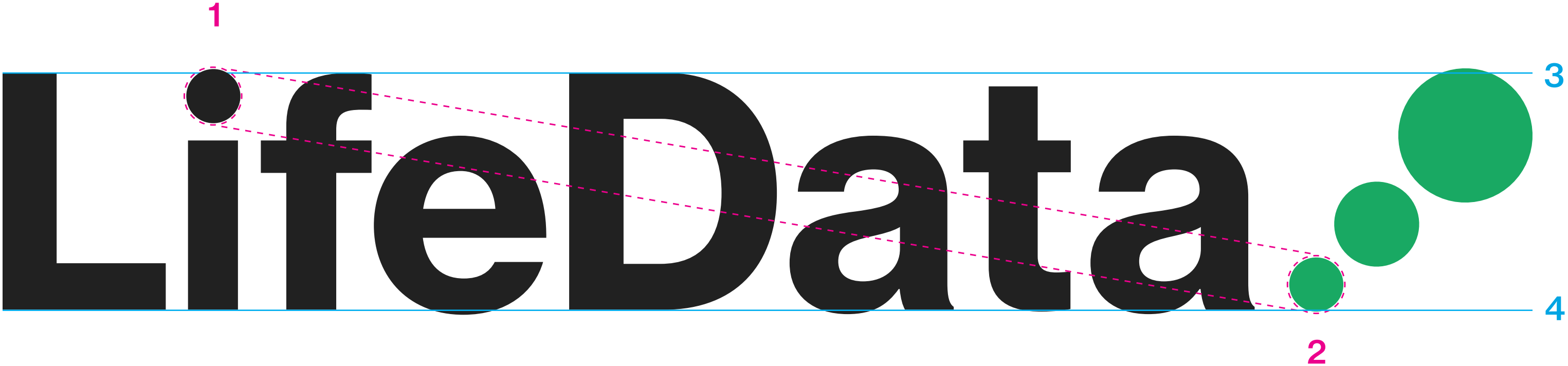
Color

Photography



This is the standard version of the LifeData logo. It is a core brand asset, so it is vital that it is always presented consistently.

The following pages detail how the logo is constructed, proper clearspace around it, scaling and colors.



The dot of the “i” in LifeData (1) is always the same scale as the smallest dot in the LifeData icon (2).

The edges of the rounded characters and the top of the icon have a slight “overshoot” beyond the lines (3,4). This is so that they are optically aligned and have equal weight to the eye.

The scale between the individual dots in the icon is based on the Fibonacci sequence.



Whenever possible, the wordmark should always be surrounded by generous white space for a feeling of openness and clarity.

In cases where that is not possible, the minimum amount of acceptable clearspace around the logo is based on the dot of the “i”.

LifeData

LifeData

LifeData



Always scale the wordmark and icon together,
do not scale them separately.

Wordmark Minimum size: 24 px (height)
Icon Minimum size: 16 px (height)



01



03



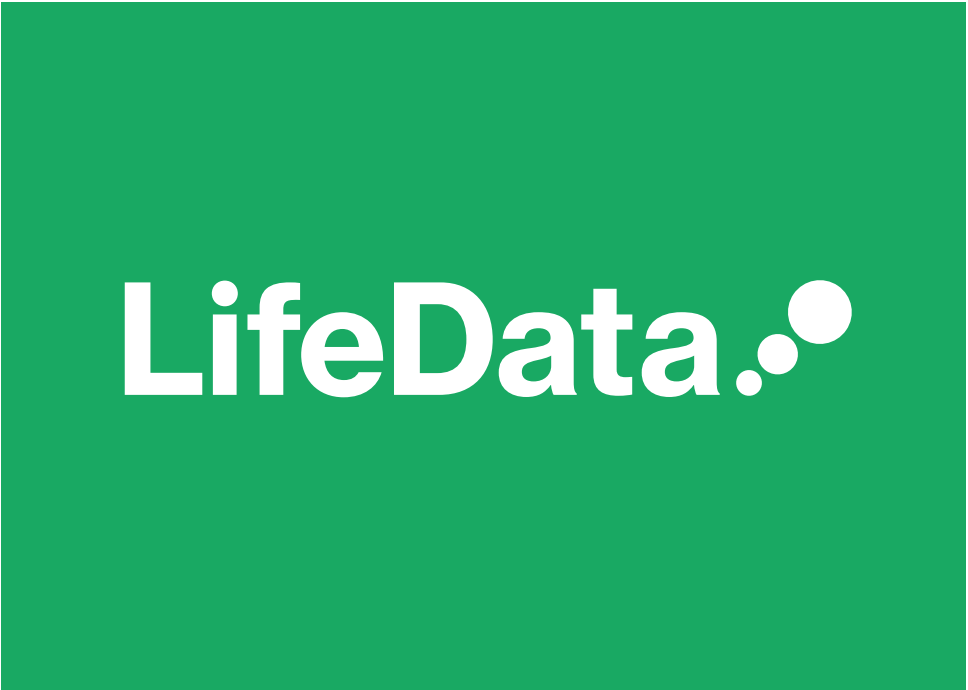
05



02



04



06

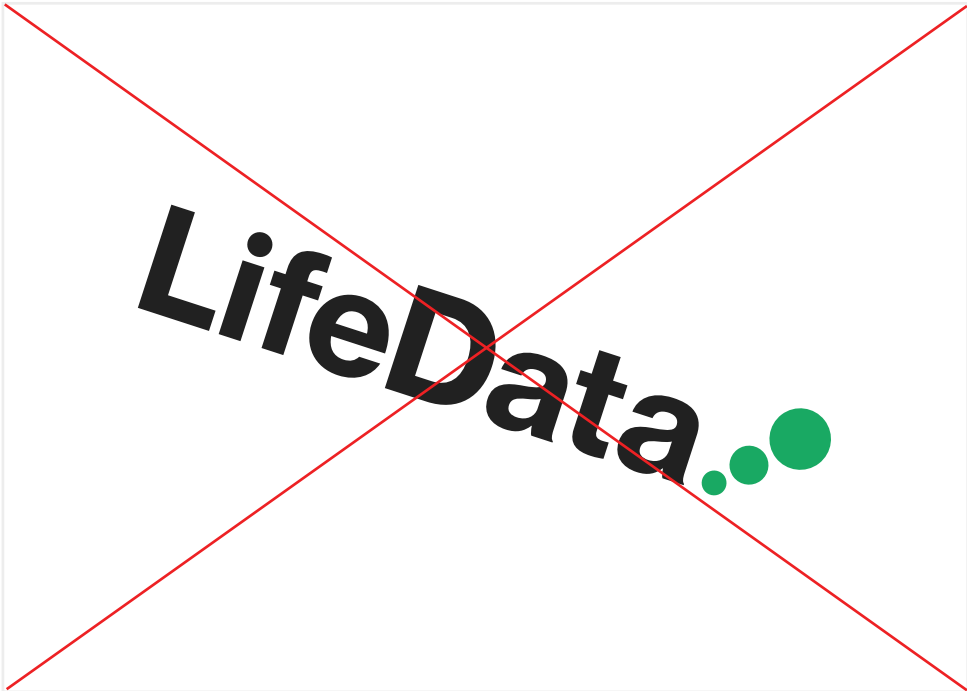
Primary Usage (01, 02)
The two color version of the LifeData logo on neutral backgrounds.

Limited Color Usage (03, 04)
In applications where color is limited, the use of a black or white logo is acceptable.

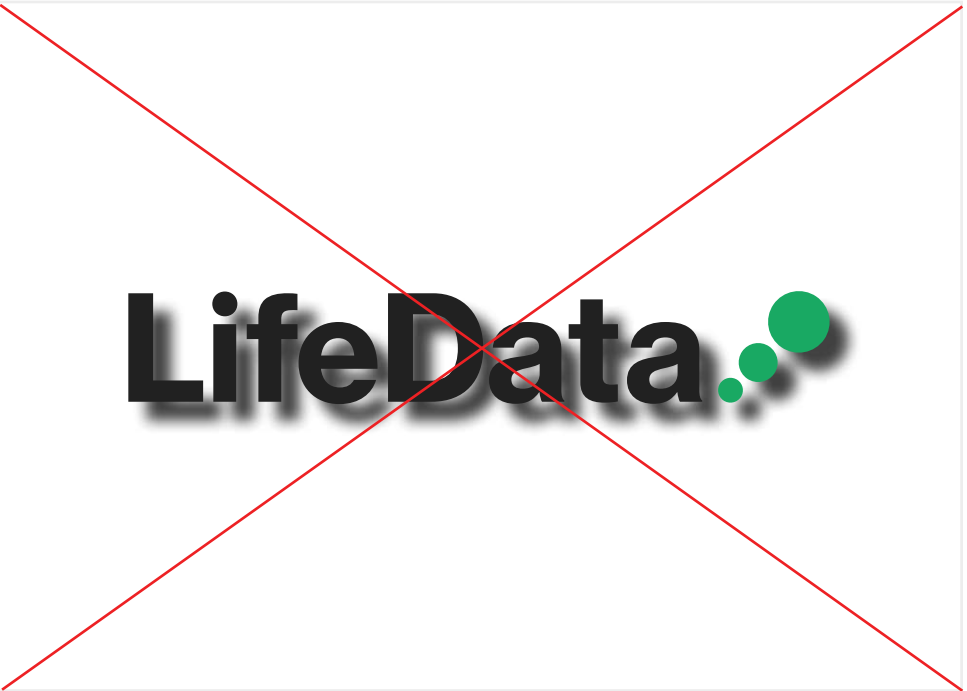
Discretionary Usage (05, 06)
In special cases, the logo may appear on a color background.



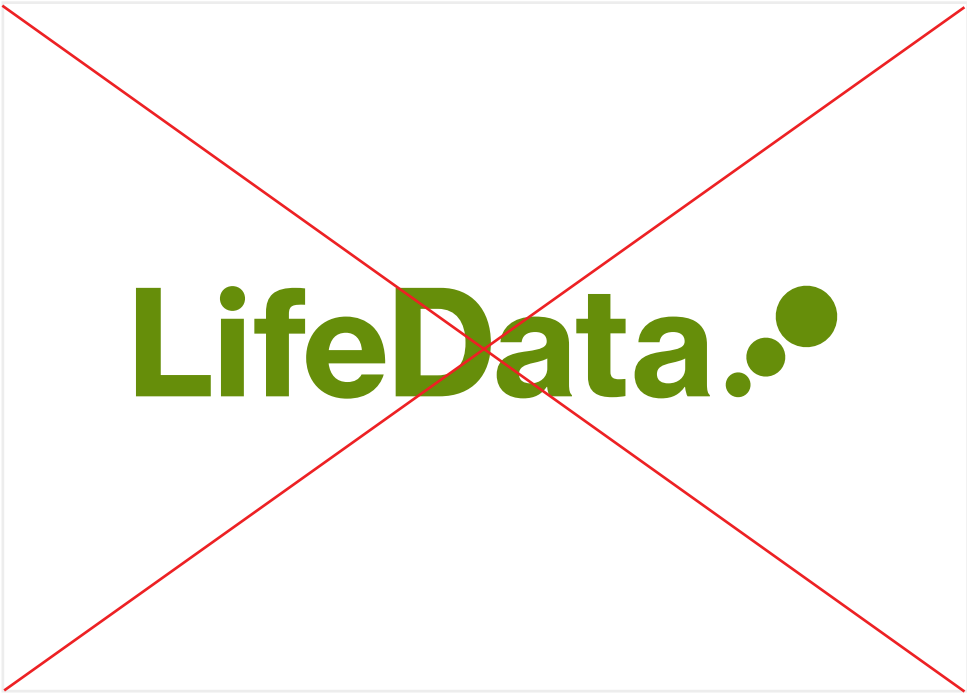
DON'T stretch or distort the logo.



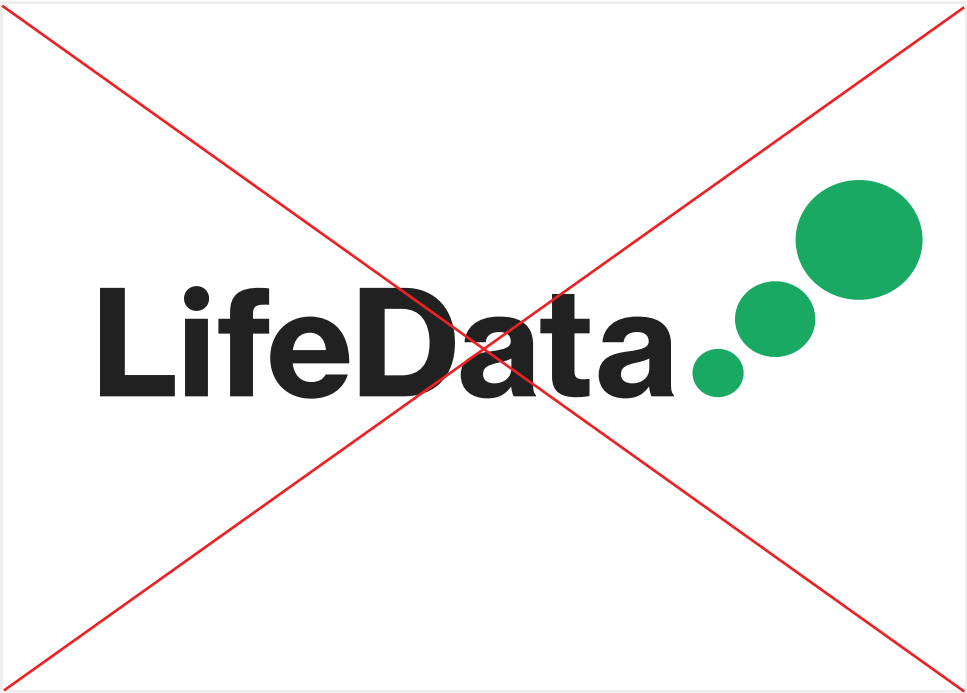
DON'T rotate the logo arbitrarily.



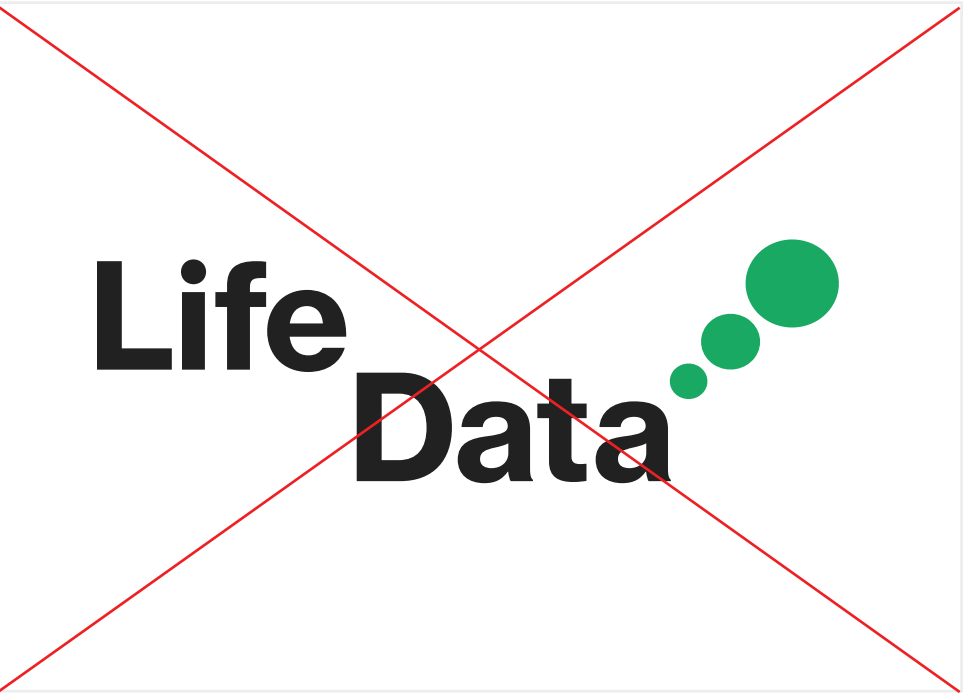
DON'T add effects to the logo.



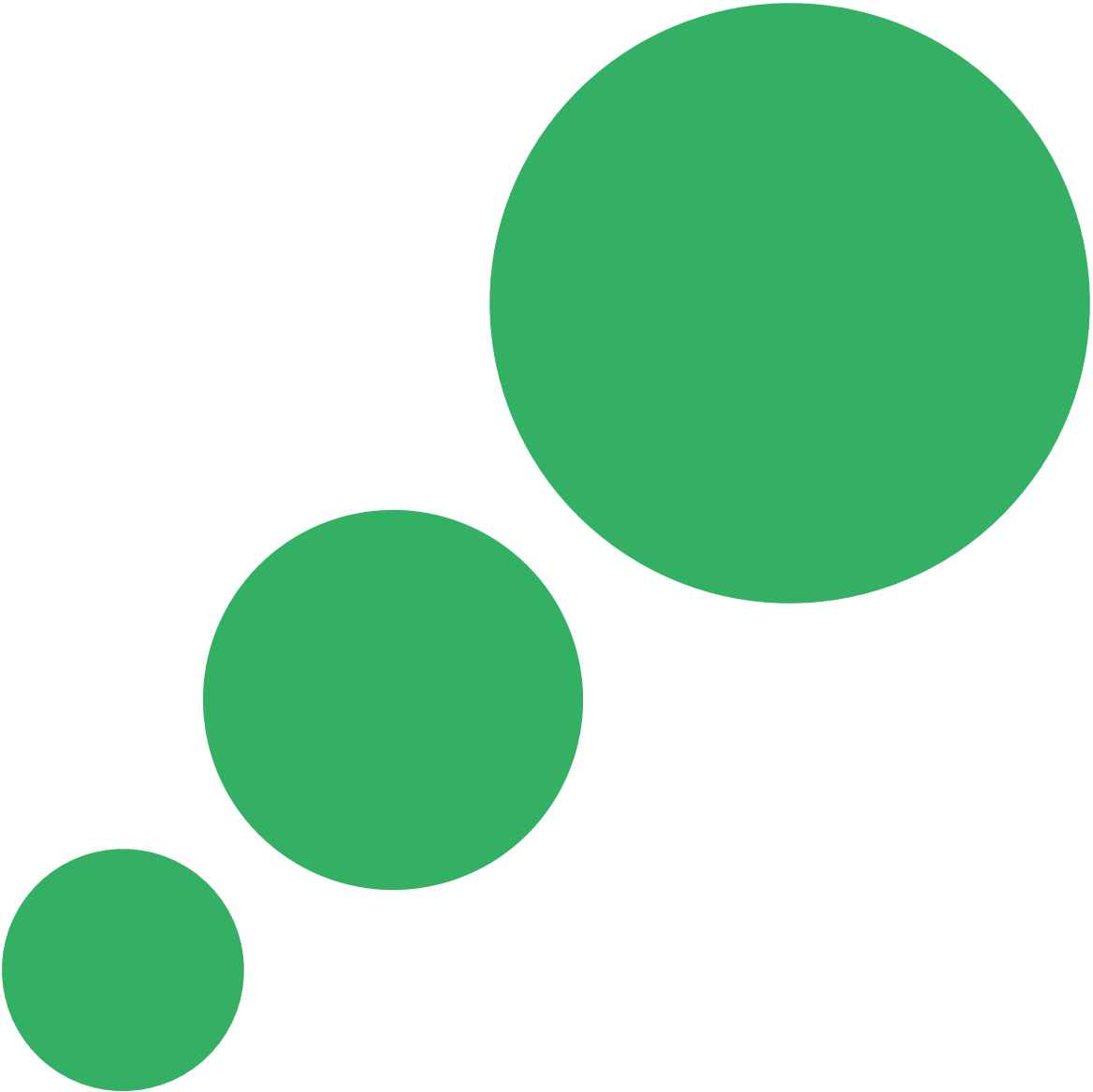
DON'T use the logo in off brand colors.



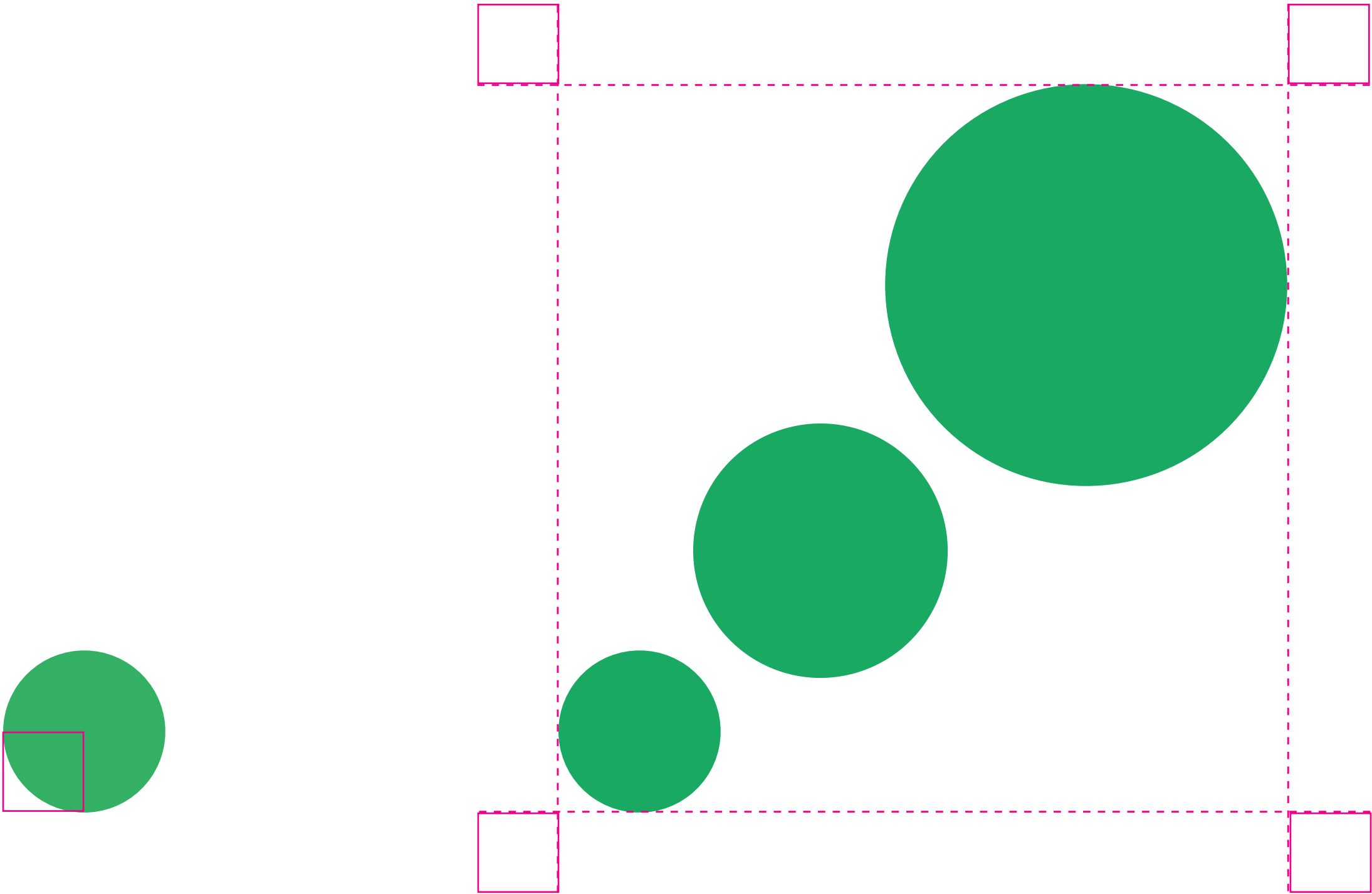
DON'T scale the icon or wordmark separately.



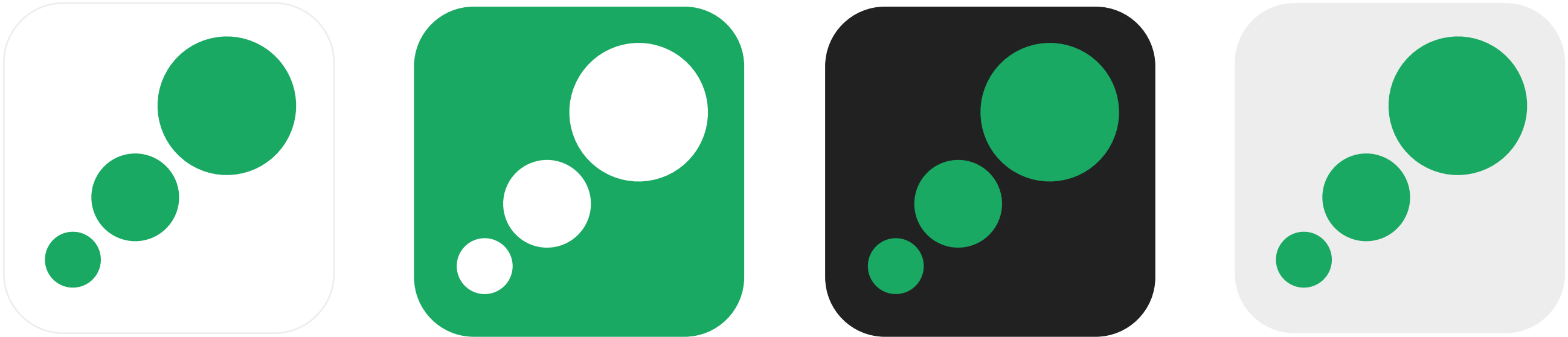
DON'T rearrange the elements of the logo.



The LifeData icon may be used on it's own without the word part of the logo lockup. It should always face to the right with the dots ascending upwards left to right.



When the LifeData icon appears by itself, the clearspace around it can be reduced to a square that is the width of half the icon's smallest circle.



The LifeData icon may be placed into a holding shape.
White, Green, Off Black or Light Gray backgrounds
are preferred.

Icon Example

The icon can be used separately and take on a life of it's own, apart from just appearing in the logo.

Here's an example of the icon in use as an avatar.

Schedule Demo

See LifeData in action

Enter your email address to watch the tour.

Watch now

Back to home

Hi, what can we help you with?

1

Alternate Logo
Version

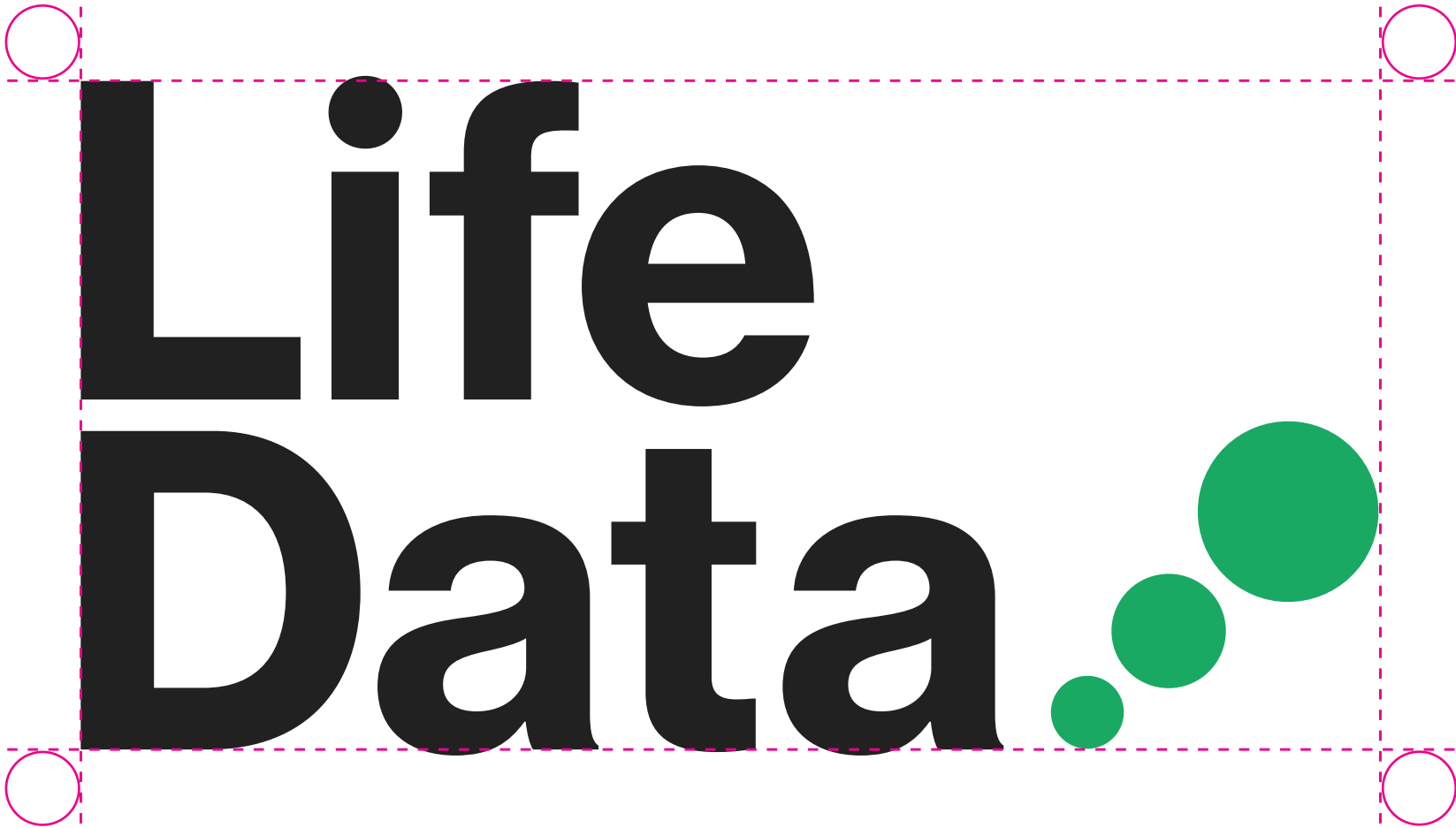


In applications where horizontal space is limited, an alternate version of the LifeData logo may be used.

The words Life and Data are stacked and the icon is to the right of Data. The smallest dot of the icon remains same size as the dot of the “i.”

Note: This alternate logo version is only for when the standard LifeData logo (pg. 4-9) will not fit. In all other scenarios, the standard version is preferred.

Alternate Logo
Clearspace



Generous space around the logo is always recommended. However, the minimum clearspace around the alternate logo is equal to the dot of the “i”.

Logo

Typography

Color

Photography

Typography

LifeData’s brand system uses the Neue Haas Grotesk typeface family. It is available from Commercial Type: https://commercialtype.com/catalog/neue_haas_grotesk_text_round

01
Neue Haas Grotesk 75 Bold is used for the LifeData logo. Neue Haas Grotesk Bold has a rounded dot for the “i” that complements the logo icon. It can also be used for headlines and emphasis.

02
Neue Haas Grotesk 65 Medium is used for titles and descriptions.

03
Neue Haas Grotesk 55 Roman is used for body copy and captions.

01
Neue Haas
Grotesk 75 Bold

02
Neue Haas
Grotesk 65 Medium

03
Neue Haas
Grotesk 55 Roman

Type Sizes

Make sure to choose type sizes with enough contrast in size between each treatment.

Aa
10 px

Aa
14 px

Aa
18 px

Aa
24 px

Aa
36 px

Aa
48 px

Aa
60 px

Aa
72 px

Aa
98 px

Examples

Neue Haas Grotesk Medium 48px

Title

Secondary title
55 Roman 18 px

55 Roman 14 px body copy with 20 pt leading
consectetur adipiscing elit, sed do eiusmod tempor incididunt labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud. Quid pell qualum tenidis ut lorem.

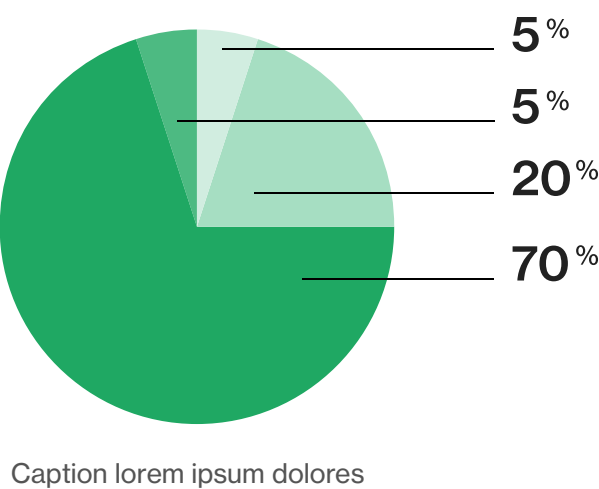
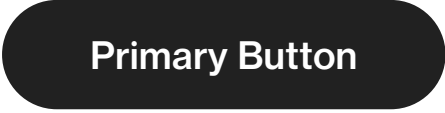


Title

- List item 1
- List item 2
- List item 3

Description

Exercitation ullamco laboris nisi ut aliquip ex ea commodo conse quat.



The primary type color is Off Black (#212121).
In digital applications, longer body copy can be set in Dark Gray (#555555).

Logo

Typography

Color

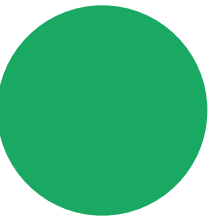
Photography

Primary Colors

Core colors that anchor the brand system

Guidelines

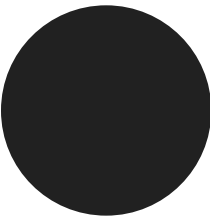
Color



Green
Hex: #1fa963
RGB: 31, 169, 99
CMYK: 93, 0, 100, 0
Pantone 355
Use: Primary brand color, links, backgrounds, buttons



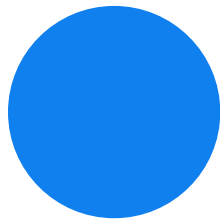
White
Hex: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
Pantone: None
Use: Primary background color, text, buttons, lines, borders



Off Black
Hex: #212121
RGB: 33, 33, 33
CMYK: 100, 58, 21, 92
Pantone 7547
Use: Primary text color, backgrounds, lines, borders, buttons

Secondary Colors

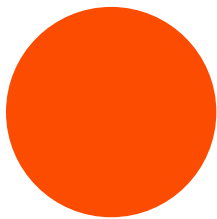
Colors that support and pair with the primary brand color



Blue
Hex: #1180ef
RGB: 17, 128, 239
CMYK: 100, 35, 0, 2
Pantone 3005
Use: Secondary brand color



Purple
Hex: #a854fa
RGB: 168, 84, 250
CMYK: 65, 73, 0, 0
Pantone 2665
Use: Secondary brand color



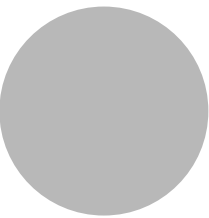
Orange
Hex: #f55a3d
RGB: 245, 90, 61
CMYK: 0, 77, 100, 0
Pantone 1655
Use: Secondary brand color

Utility Colors

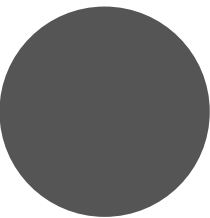
Colors that are used for backgrounds, borders, type, alerts, and warnings



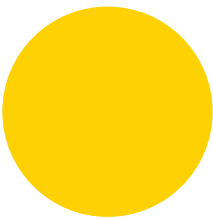
Light Gray
Hex: #eaeef1
RGB: 234, 238, 241
CMYK: 10, 7, 5, 0
Pantone Cool Gray 1
Use: Backgrounds, buttons, labels, lines, borders



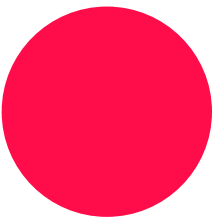
Medium Gray
Hex: #b7b7b7
RGB: 183, 183, 183
CMYK: 28, 21, 18, 1
Pantone Cool Gray 5
Use: Buttons, labels, lines, borders



Dark Gray
Hex: #555555
RGB: 119, 119, 119
CMYK: 44, 34, 29, 10
Pantone Cool Gray 8
Use: Body text color



Yellow
Hex: #ffd100
RGB: 250, 198, 68
CMYK: 0, 5, 100, 0
Pantone 109
Use: Alerts, caution



Red
Hex: #ff0e49
RGB: 235, 14, 73
CMYK: 0, 89, 66, 0
Pantone 1787
Use: Warning, errors

Color Tints

For digital applications, tints of brand colors may be used.

Suggested tints are 40% and 20% of the original color.



Green
#1fa963

Green 40
#8cd1ab

Green 20
#d6edd9



Blue
#1180ef

Blue 40
#7db8e8

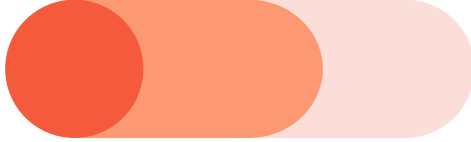
Blue 20
#d4e8f7



Purple
#a854fa

Purple 40
#cc99fc

Purple 20
#eddeff



Orange
#f55a3d

Orange 40
#fc9972

Orange 20
#fcded9



Yellow
#ffd100

Yellow 40
#ffe87a

Yellow 20
#fff5cc



Red
#ff0e49

Red 40
#ff9eb5

Red 20
#ffcfdb

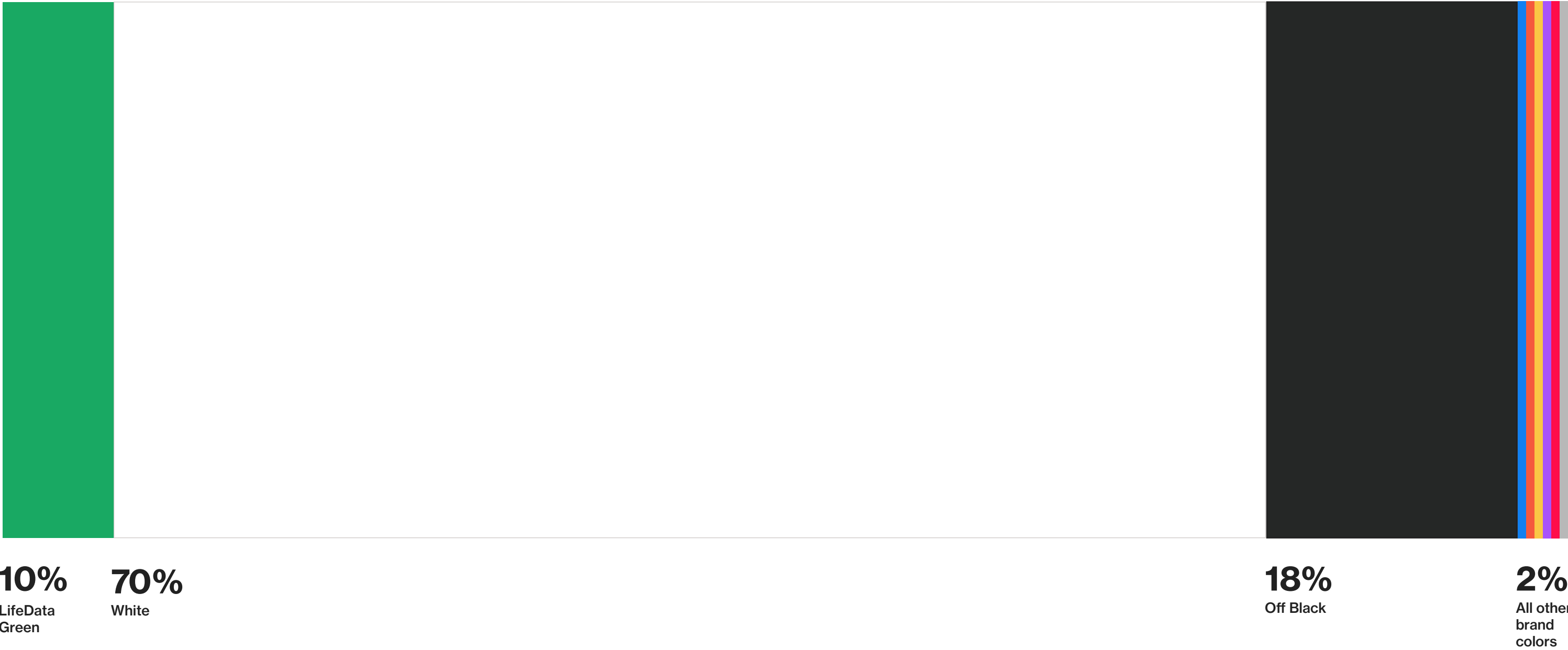


Gray
#555555

Gray 40
#b7b7b7

Gray 20
#eaeef1

Color Weight



Although Green is the primary brand color, the above is a suggestion for how to balance the amount of colors used in a design.

Green is meant to be a pop of color or highlight, used with primarily white or neutral backgrounds and Off Black as the primary text color.

There will certainly be applications where a different ratio of color will be needed. This is ideally a balance of colors to aim for in the majority of cases.

Color Example

An example of the color weighting ratio in practice.

The background color is White, the text is Off Black, and Green is used for buttons and links.



Login to your account

hmdesignbd@gmail.com

••••••••

☐ Remember me

Forgot Password?

LOGIN

Don't have an account yet?

Create an account

Color Example

Alternatively, a darker color scheme can be created from the LifeData color palette.

In this example, the background color is Off Black, and Green is used, along with White, Purple, and Blue.



WCAG Compliance

When creating assets for digital applications, reference and adhere to WCAG and ADA guidelines for color accessibility.

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

These colors pass WCAG 2.1 with White on them.

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

These colors pass WCAG 2.1 with Off Black on them.

Logo

Typography

Color

Photography

Photography

LifeData is a vibrant, helpful, cool, and healthy brand. Selecting photos which reflect that and reinforce the messaging you are pairing the photo with is important.

Try and select a quality photo that has an interesting composition and elements that suggest life, data, humanity, nature or daily experiences. Try not to select photos that are too bland or look overly “stock” like.



Photo: Martin Reisch, Unsplash.com

This photo has a unique perspective and a strong presence of green.



Photo: Alex Furgiele, Unsplash.com

This photo is of a house plant but it is cropped in to form a composition with some tension in it.



Photo: Eddy Klaus, Unsplash.com

This photo contains pops of green and some hints of the other secondary palette colors in it. It shows a person at work in a way that doesn't seem staged.

Photography Contrast

The LifeData logo may be placed on top of an image.
Make sure that you select an image that has strong contrast with the logo and is not too busy for it to be clearly legible.



Photo: Chuttersnap, Unsplash.com

DO. This photo has enough contrast.



Photo: Anton Lochoy, Unsplash.com

DON'T. Too busy of a photo for the logo to be seen clearly.



Photo: Jonas Tebbe, Unsplash.com

DON'T. Not enough contrast behind the logo.

A Final Note

A brand system is an ecosystem. It will always be changing and growing. Since we cannot predict each and every scenario, the LifeData guidelines are meant to be a baseline or foundation for building new pieces.

When creating something new, think about the core brand system. Ask questions. Do we need a new style for this? Is there something we can reuse or base it on? Is this consistent or in harmony with everything else?

Keep in mind the principles of simplicity, clarity, and consistency and the system will grow and thrive.

LifeData.

Guidelines