



Brand Style Guide



## MISSION

Life Time Health delivers a personalized solution that spans all aspects of health — nutrition, exercise, life - to provide our clients the tools they need to meet their goals.

Lisa lives in a suburb of Cincinnati with her husband, two children (a boy, 9, and a girl, 7) and her two dogs.

She works as an accountant for Procter & Gamble, where she has spent the last 15 years of her career.

She has struggled with weight most of her life and finally wants to lose those extra 30 pounds. Her kids have a lot of energy and she wants to keep up with them, and also wants to make sure she will be healthy enough to see them grow up and run around with their kids one day.

She has tried a lot of different weight loss programs and nothing has worked. With a desk job and 30 minute commute she finds it hard to be active during the day and just wants to relax on the couch with her family after work.

For breakfast this morning, she had a bowl of cereal. She was hungry before lunch so had a half a bagel from the breakroom. For lunch, she and her coworkers went out to Subway where she ordered a ham and cheese sub. Dinner is always a challenge trying to find something her whole family will eat. She's been trying to cook at home more. She saw a recipe on Pinterest for Cheesy Cheeseburger Mac so she'll be giving that a try tonight. It's hard to get her kids to eat veggies so she usually doesn't bother making them.

This is the target audience we are aiming to impact.

## BRAND CHAMPION

Stays away from soda but thinks fruit juice is ok

Her kids don't like veggies so she doesn't make them which means her and her husband aren't eating any either.

She wants to be more active but after a long day and commute she is just too tired.

Lives in a middle class neighborhood.





## BRAND PRINCIPLES

We believe in consistency, not perfection.

We believe small changes over time are more effective than big changes all at once.

We believe when you focus on getting healthier, the weight comes off. Not the other way around.

We believe the right kinds of fat won't make you fat. Margarine's out, butter's back.

We believe in eating sugar, just a lot less of it than you may think.

We believe in looking at ingredient lists before calories.

We believe veggies are basically magic.

We believe you can't out-exercise poor eating habits.

We believe in fit, not skinny.

We believe strength training is for everyone, regardless of your gender, age or goals.

We believe weight loss doesn't just happen on a treadmill.



## Primary Logo

- Use this logo almost always unless space does not allow
- For ultimate viability and impact, it's important to retain a designated minimum clear space around the logo. This area is designated as being equal to the height of the "l" in Life Time. It should never be intersected or intruded upon by any other graphic objects or edge.
- Spacing guidelines are based off 1.5in high logo, scale accordingly



## Secondary Logo

- Use this logo when tight on space or at top of web page
- “Health” should be the same height as “Life Time”
- For ultimate viability and impact, it’s important to retain a designated minimum clear space around the logo. This area is designated as being equal to the height of the “l” in Life Time. It should never be intersected or intruded upon by any other graphic objects or edge.
- Spacing guidelines are based off 1.5in high logo, scale accordingly



A woman with dark curly hair in a ponytail is running from left to right. She is wearing a light grey jacket, black leggings with a white stripe, and white sneakers. The background is a blue corrugated metal wall. The entire image has a blue tint.

LOGO

## Dark Colors

When logo is used over a dark color the “Life time” portion of the logo must change to white

**LIFE TIME<sup>®</sup>**  
**Health**  
**LIFE TIME<sup>®</sup> Health**



LOGO

DO:

**LIFETIME<sup>®</sup>**  
**Health**

**LIFETIME<sup>®</sup>**  
**Health**

**LIFETIME<sup>®</sup>**  
**Health**

**LIFETIME<sup>®</sup>**  
**Health**

DO NOT:

~~**LIFETIME<sup>®</sup>**  
**Health**~~

~~**LIFETIME<sup>®</sup>**  
**Health**~~

~~**LIFETIME<sup>®</sup>**  
**Health**~~

~~**LIFETIME<sup>®</sup>**  
**Health**~~

## TYPEOGRAPHY

Helvetica Neue is used in print

San Francisco Display & Roboto Slab are used for IOS

Roboto & Roboto Slab are used for Android.

The weight and order in which the type faces are used are unique to the situation.

Serif font's should not be used as body copy

**Aa**  
Roboto  
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  
1 2 3 4 5 6 7 8 9 0

**Aa**  
Roboto  
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  
1 2 3 4 5 6 7 8 9 0

**Aa**  
Roboto Slab  
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  
1 2 3 4 5 6 7 8 9 0

**Aa**  
Roboto Slab  
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  
1 2 3 4 5 6 7 8 9 0

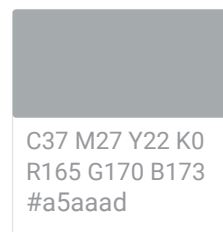
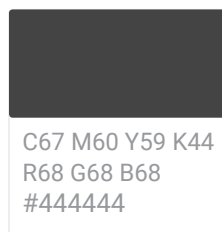
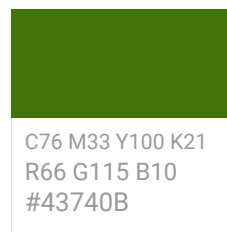
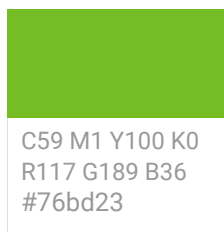
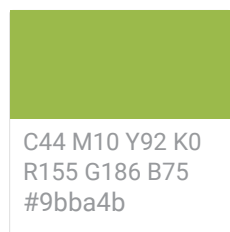
**Aa**  
San Francisco  
Display  
A B C D E F G H I J  
K L M N O P Q R S T  
U V W X Y Z a b c d  
e f g h i j k l m n o  
p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

**Aa**  
San Francisco  
Display 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  
1 2 3 4 5 6 7 8 9 0

**Aa**  
Helvetica Neue  
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  
1 2 3 4 5 6 7 8 9 0

**Aa**  
Helvetica Neue  
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  
1 2 3 4 5 6 7 8 9 0

## COLOR PALLET



## Overall Health & Well-Being

- Inspiring, positive energy
- Natural, real moments.
- Shows a natural, healthy life.
- Diversity of race, gender, sizes and ages

## We are not

- Staged or Cheesy
- Perfect or unrealistic

This:



Not This:



## Nutrition & Meal Planning

- Natural, bright, approachable ingredients and styling
- Real people engaged in the moment
- Diversity of race, gender, sizes and ages

## We are not

- Perfectly prepared
- Mess-free
- Unrealistic or overly complicated

This:



Not This:





## Exercise & Fitness

- Realistic people of all colors, sizes, gender, size and ages
- People engaged with our brand, using the knowledge or content we've provided
- Real people naturally engaged in the moment

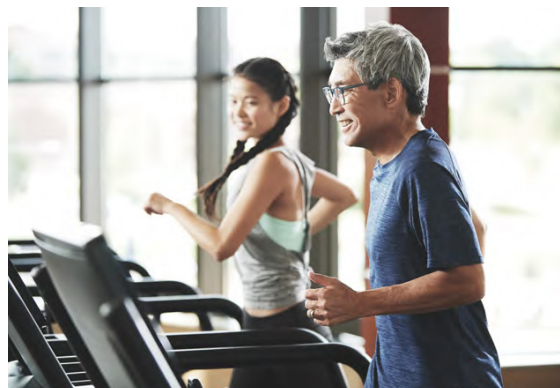
## We are not

- Cold and dark
- Unapproachable or aggressive
- Unrealistic body types
- Hardcore exercises

This:



Not This:





## PHOTOGRAPHY

This:



Not This:



## Coaches

- Shows personality
- Makes coaches feel approachable
- Relaxed, natural, fun

## We are not

- Closed off
- Unapproachable
- Too perfect
- Call center





## PATTERNS

### Print

Use the pattern subtly against solid backgrounds. Keep the pattern from taking over and having too much dominance. Never to use at 100% opacity.

### Digital

No longer being used.



## ICONS

LTHealth iconography is a visual tool to aid in contextualizing of the content.

### DO:

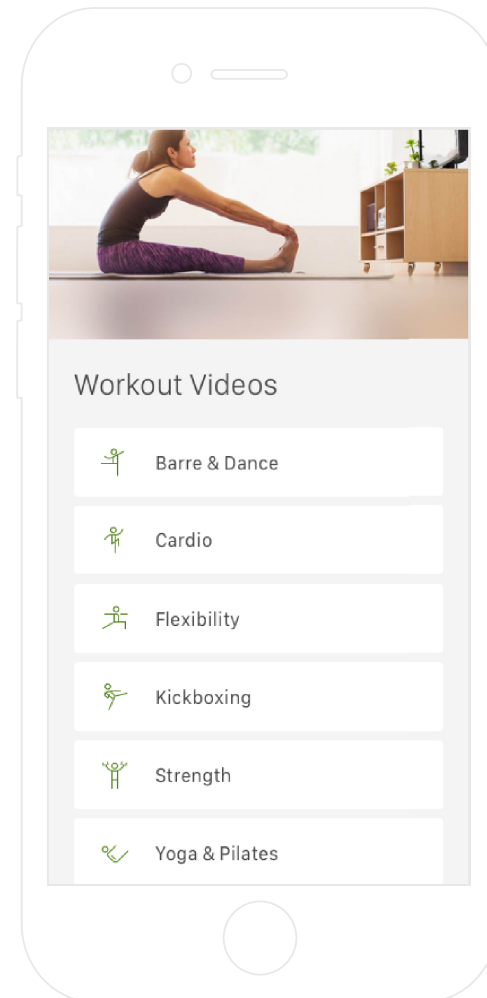
- Use icons with appropriate content to visualize context and help provide a visual break in the layout.
- Use one icon per element and/or component.
- Keep it simple.

### DON'T:

- Use too many icons at once.
- Place icons too close together.
- Use an icon where an illustration or photo is needed. Icons are meant for smaller spaces, illustrations for larger spaces.

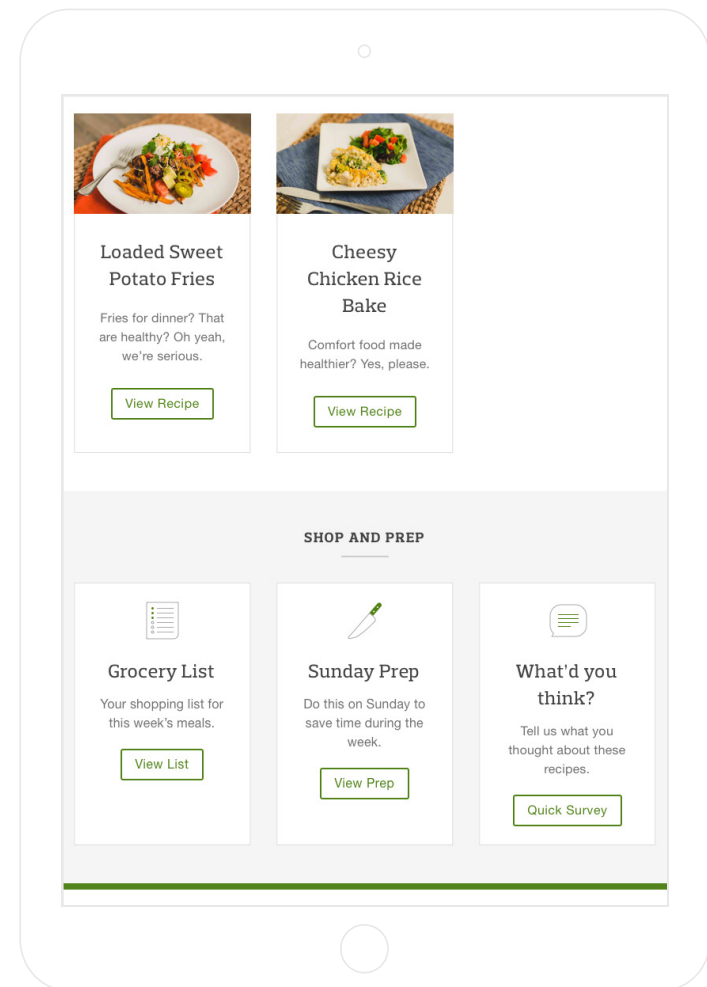
## Exercise & Fitness

- Icons used to represent activity through a dynamic positioning of figure or items
- Used to help inform user what each activity is
- Limited to one color with consistent stroke weight



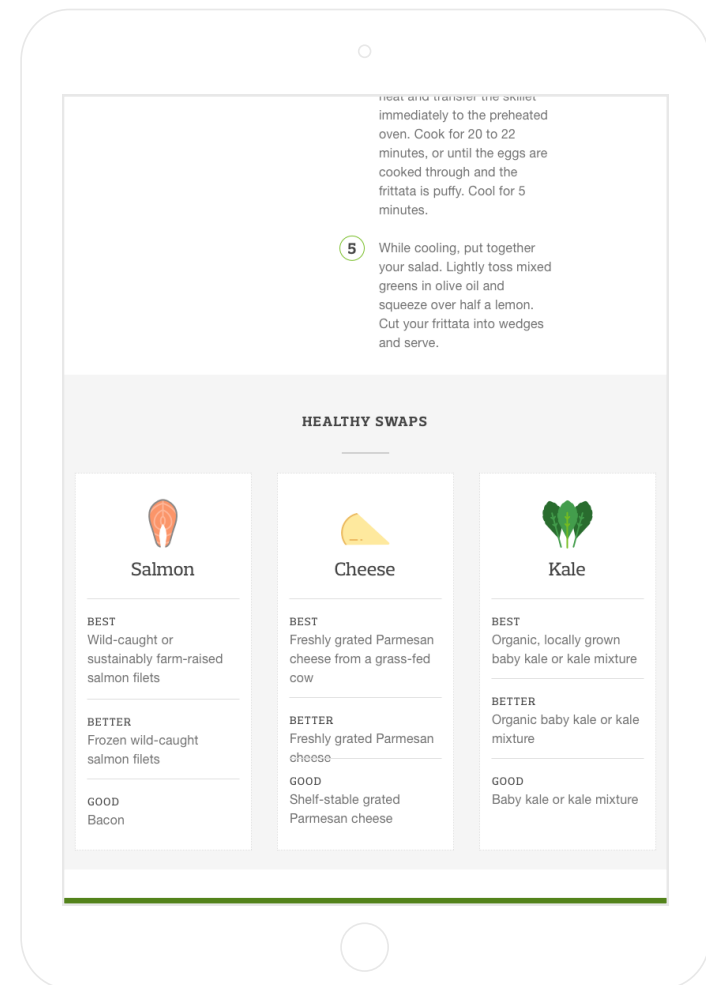
## Utility & Tasks

- Used in correlation with action items to help organize content
- Used to help reference the task at hand
- Limited color palette of gray and green



## Nutrition & Meal Planning

- Use sparingly in place of an image to visualize content
- Bring playfulness and personality to content subtly
- Use a combination of bright and subtle colors that feel apart of the Life Time Health color scheme and that reference the real food.
- Not to be used in conjunction with photography







## Voice

It's personable and approachable.

It's friendly and conversational.

It's confident and knowledgeable.

This voice leads a healthy way of life.

It's professional, but fun and at times a little cheeky.

There is always a smile.

It takes things that are complicated and makes them easy to understand.

Its job is to be helpful and engaging, never gimmicky, preachy or sales-y.

It's to share the benefits of living healthier every day. To be a trusted resource. To inform. To coach.

This voice is honest. And it's got your back.

No matter what your reality is or obstacles are, it gives you the know-how and tools to succeed.



## Voice

### Is:

Approachable  
Knowledgeable  
Conversational  
Friendly  
Trusted  
Individualized  
Empowering  
Engaging  
Honest

### Is Not:

Gimmicky  
Preachy  
Unattainable  
Perfect  
Cold  
Complicated  
Judging  
Unsupportive  
Shaming

#### ABBREVIATIONS

Avoid abbreviations wherever possible.

#### ASTERISKS

An asterisk should always follow any other punctuation.

Like this: Get more in the app.\*

#### COMMAS

We do not use the oxford comma. It should only be added in instances of ambiguity.

Like this: The Life Time Health app is filled with programs, workouts and more.

#### CONTRACTIONS

Contractions are always preferred, unless needed for clarification or emphasis.

Like this: Don't

Not this: Do not

## DATES

When a month is used with a specific date, abbreviate the following months as shown. Months not included below should always be spelled out.

Jan.	Oct.
Feb.	Nov.
Aug.	Dec.
Sept.	

When a month is used alone or with a year and no date, spell it out.

Like this: Dec. 6

Or this: December 2017

Do not add “th” or “rd” or “st” to a date.

## ELLIPSIS

A space always precedes and follows an ellipsis.

Like this: “My Health Coach is the best ... she’s changed everything for me.”

#### EM DASH

We use the em dash for pacing. A space always precedes and follows the em dash.

Like this: All it takes is a few simple steps — and we can help.

#### FIRST VERSUS SECOND PERSON

We use “you” when referring to the audience and “we” when referring to the company.

Like this: We’re here to help you build healthy habits that last.

#### NUMERALS

Spell out a number when it begins a sentence or if the number is nine or below. Otherwise, use figures.

Like this: I lifted weights for six minutes.

Or this: I lifted weights for 12 minutes.

#### PHONE NUMBERS

Do not include a 1 in front of an 800 number. Always use dashes, never dots. Extensions should be abbreviated with ext. and preceded by a comma.

Like this: 800-709-0555

Or this: 800-709-0555, ext. 4256

## PUNCTUATION

Avoid the use of exclamation points. In certain cases they may be used, but sparingly.

## SPACING

Double spacing should never be used after a period and before the beginning of the next sentence.

## SYMBOLS

Avoid symbols, like % or &, wherever possible. Instead, spell out the word.

Like this: Eat this 90 percent of the time for improved health and fat loss.

Not this: Eat this 90% of the time for improved health & fat loss.

## TIME

Use figures expect for noon and midnight. Use colons only if separating hours from minutes. Insert a space in between the numeral and time of day designator. The am and pm is always lowercase and separated by periods. When indicating a period of time, use a en dash with no surrounding spaces.

Like this: 7 p.m.

Or this: noon–1:30 p.m.



## TITLES

Capitalize someone's title when it precedes their name.

Like this: Registered Dietitian Sally Summers works at Life Time.

Or this: Sally Summers, registered dietitian, works at Life Time.

## TITLE CASE VERUS SENTENCE CASE

Title case is to be used in all headlines, unless it's a full sentence with punctuation. Then, use sentence case. When using title case, capitalize the first and last words, all verbs, nouns, pronouns, adjectives adverbs and some conjunctions, as well as any words with more than three letters.

Like this: Sugar is Evil

Or this: It's time to break up with sugar.

## URLS AND EMAIL ADDRESSES

No capitalization should be used. Never include "www" in web addresses.

Like this: support@lthealth.com

Or this: lifetimehealth.com

## Webinars

We combine our wealth of industry knowledge, the latest functional medicine research and consumer brand marketing expertise to create highly engaging webinar content. Each webinar has its own design personality, but always remains true to the Life Time Health voice.

This content is presented by a variety of Life Time Health experts and coaches. Viewers leave with accurate information and tangible next steps to improve their health.

