



Brand Guidelines & Graphics Standards

March 2019

Introduction

This book was created to provide Natura Health and Wellness employees and contractors with guidelines for using the Natura Health and Wellness logo, color palette and brand elements. In it you’ll find rules that apply to the use of logos, colors and photography. Following these guidelines — both verbal tone and graphic visual — will help to ensure that the Natura Health and Wellness brand is presented consistently across the region and over time.

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BRAND PRINCIPLES:

Core messaging & guidance



We are in the wellness business.

For those who are willing to take an empowered role in their own health, Natura Health and Wellness provides cost-effective traditional and modern therapies that foster a return to complete wellness.

Natura's **expert** doctors **collaborate** with patients to address the root causes of illness through **integrated** therapies rooted in traditional and modern methods.

Natura physicians are trained family practice *experts* who invest deep knowledge and experience to help educate, empower and improve the whole health of each patient. The Natura approach is *collaborative* — engaging individuals to understand and activate their own capacity for self-healing. We work with patients to develop *integrated*, personalized and cost-effective health plans that address the causes of illness through the healing power of nature.

Core messaging & guidance



Our guiding messages.

Our brand mission

Educating, empowering and activating patients toward sustainable health improvements.

Our brand vision

To create a healthier world where naturopathic approaches are embraced as an essential part of successful outcomes.

Our brand values.

COMPREHENSIVE VIEW

WE BELIEVE that broad and deep knowledge, expertly applied, is what drives the results we seek to achieve for ourselves and our patients.

WITH, NOT TO

WE BELIEVE that the best outcomes are always achieved through empowered, trusting collaboration and communication.

GO TO THE SOURCE

WE BELIEVE that a commitment to addressing causes rather than treating symptoms is how we produce long-term value.

CURIOSITY ALWAYS

WE BELIEVE that an insatiable thirst for new information, openness to surprise, and commitment to identifying the most appropriate solutions are essential to improving our relationships, our business and the health of our patients.

Our guiding principles.

For those who are willing to take an empowered role in their own health, Natura provides cost-effective traditional and modern therapies that foster a return to complete wellness.

Empowering

The way Natura expresses itself should be about empowering and enabling, not “do as the doctor orders.” Natura does “with,” not “to” patients. In fact, Natura patients are expected to be highly proactive in taking control of their wellness. Natura is not for passengers.

Rational

Natura employs best practices that are proven to help improve health and address the root causes of illness over the long term. We know and consider a full spectrum of modern and traditional, scientific and empirical methods as we work to achieve the best outcomes for each individual patient. Natura should never be presented as a part of the “crystal brigade” or as a “health alternative” brand.

Compassionate

A lot of modern medicine presents itself as clinical, antiseptic, impersonal, mechanistic. By contrast, Natura should always seek to present an authentic, empathetic and engaged humanity through all communications. Natura believes passionately in the power of the individual and of complementary medicine. Natura listens, engages and cares.

Inclusive

Natura takes into account the whole picture around the patient’s health and looks at causes, rather than only treating symptoms. It is a “yes-and” not an “either-or” approach. Natura should never present itself as dismissive of or better than any proven health care or wellness practice; rather, it should always demonstrate inclusiveness toward those and other practices that can improve health outcomes.

DESIGN SYSTEM:

Corporate identity



The Natura Health and Wellness logo

Whenever possible, the logo should be used in color. Our brand colors are prominently used in a variety of applications. If four-color process or Pantone color is not possible, the logo may be reversed to white or printed in black.

Primary logo:



Reversed logo over color:



Black logo:



Reversed logo over black:



Logo usage

Minimum size

The logo should be used no smaller than the minimum sizes as shown. Minimum sizes are in inches for print and pixels for digital media such as video, film and web.



print = 1.5" minimum



digital = 100 pixels minimum

Clear space

Leave 1/8 inch of clear space around the logo, all four sides. No elements, type or blocks of color should extend into the white space.



 = 1/8" or 15 pixels (digital)

Logo usage

Backgrounds

The following are examples of how the logo should be used over tints of color. If the logo is to be printed one color, it should be either PMS 370 or black.

Logo

May be used over color fields equal to or less than 10 percent.



White



10 percent PMS 370



10 percent black

Reversed logo

May be used over color fields greater than or equal to 50 percent. Reversed logo should always be white.



100 percent PMS 370



100 percent black



50 percent black

Logo usage

Dos and don'ts

Choose background images and positions that allow sufficient contrast between photo and logo. Always use the brand colors.

Do not:

- Use logo on busy backgrounds.
- Alter the proportion of the logo.
- Use scanned, pixelated or low-resolution versions of the logo.
- Embellish the logo.

PROPER LOGO USAGE



Choose images and positioning that allow sufficient contrast between photo and logo. Use reverse logo on dark backgrounds.



Choose images and positioning that allow sufficient contrast between photo and logo. Use color logo on light backgrounds.

IMPROPER LOGO USAGE



Do not use white logo on light backgrounds.



Do not use color logo on dark backgrounds.



Do not use logo on busy backgrounds.

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Do not screen the logo behind text, place over text, or use as a watermark.

Logo formats

Various logo formats can be confusing because applications require different file types. Following is an explanation of these formats and their best uses.

PDF

This is the preferred version for print and viewing. These logos are normally vector images, meaning they can be viewed or printed at virtually any size with no loss in quality. PDF logos almost always will have transparent backgrounds to be used over colored backgrounds. They can be opened and edited with Adobe Illustrator if needed.

EPS

This format was once the standard for print, but the industry is moving away from this type of file because it has limitations as far as transparency and special effects. EPS sizes are usually larger than PDF. These are used if a printer specifies that it can accept ONLY EPS files or if a layout program cannot import PDF logos, such as MS Publisher. They function the same as the PDFs except that most computers cannot view them without special software.

JPG-HR

You will use these in layouts with applications that cannot import EPS or PDF graphics that will be printed at a large size. They are high resolution so they will print well in most cases, however, these are RGB images and will NOT necessarily print color to match brand standards. JPG

logos have a white background, so if you need to place them against a colored object, you will need to use a different format such as PDF, EPS or PNG.

JPG-Med

These are medium-resolution images that will be used in Word, PowerPoint or other instances where a smaller logo is preferred. Again, these are RGB images with white backgrounds as above. These are ideal for most web uses as well.

PNG-HR

PNG files are preferred over JPG files when a transparent background is needed. You will use these for Word, or Publisher where it will be printed large. They are high resolution, so they will print well in most cases. Again, these are RGB images and will NOT necessarily print color to match brand standards.

PNG-Med

These are medium-resolution images that have transparent backgrounds to be used in Word, PowerPoint, web or other instances where a smaller logo is preferred.

Corporate color palette

Color designations can be confusing for those who are not familiar with the print industry. Here is a brief explanation of what they are and how they are used.

CMYK is a term that stands for Cyan, Magenta, Yellow, Black. It is also referred to as full-color or four-color process. All printed materials you see with color photos or a large number of colors are done in this manner.

PMS stands for Pantone Matching System. It is a standardized system that was developed years ago for keeping color standards industrywide. Each color (PMS 370, etc.) is mixed separately by the printer and matched to a color book. This is used for business collateral and these types of materials in order to keep logo colors matching as closely as possible.

GS in a logo file name stands for Grayscale. This is a single-color file that is created with black and tints (screens) of black. This type of file is appropriate for publications that will only print with black ink.

Primary brand colors are used with graphic elements including semitransparent text boxes, large color fields and the core messaging.

Accent colors should be used sparingly as secondary elements that help to add visual texture to materials or call out desired actions. For example, as a web link rollover color to signify navigation.

Where images are present, the color and tone of those images should complement the brand color scheme.

Pantone		CMYK				RGB		Web	
PMS 370		55 / 28 / 100 / 10				83 / 146 / 74		539200	
100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
539200	84984c	90a35f	9eae73	acba88	bac59b	c9d1b0	d5dcc2	e3e7d7	f2f2e8
PMS 5477		76 / 47 / 56 / 21				51 / 93 / 89		335d59	
100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
335d59	55706e	698482	7d9392	8ea2a2	a0b1b0	b3c1c0	c6d0cf	d9e0df	eceeed

Primary colors

<div>PMS 374</div> <div>22 / 0 / 68 / 0</div> <div>182 / 240 / 87</div> <div>b6f057</div>	<div>PMS 316</div> <div>100 / 50 / 54 / 33</div> <div>0 / 71 / 79</div> <div>00474f</div>	<div>PMS 574</div> <div>64 / 47 / 90 / 35</div> <div>62 / 83 / 34</div> <div>3e5322</div>	<div>PMS 284</div> <div>60 / 18 / 0 / 0</div> <div>94 / 166 / 224</div> <div>5ea6e0</div>
<div>PMS 877</div> <div>50 / 37 / 36 / 3</div> <div>136 / 140 / 141</div> <div>888c8d</div>	<div>PMS 5605</div> <div>81 / 56 / 74 / 47</div> <div>25 / 56 / 43</div> <div>19382b</div>	<div>PMS 382</div> <div>21 / 6 / 100 / 0</div> <div>187 / 222 / 0</div> <div>bbde00</div>	<div>PMS 376</div> <div>26 / 40 / 73 / 03</div> <div>188 / 149 / 92</div> <div>bc955c</div>

Secondary colors

Step-by-step color guide

Microsoft Word

(Applying a custom theme color)

1. Open the document that you want to apply the new theme color to.
2. On the **View** menu, click **Publishing Layout**.
3. On the **Design** tab, click **Colors**.
4. Click a custom color theme that you created or a built-in color scheme.

Microsoft Excel

(Applying a custom theme color)

1. Open the workbook that you want to apply the new theme to.
2. On the **Page Layout** tab, under **Themes**, click **Colors**.
3. Click a custom color theme that you created or a built-in color scheme.

Microsoft PowerPoint

(Applying a custom theme color)

1. On the **Design** tab, click the arrow under **Variants**, and point to **Colors**.
2. Click **Customize Colors**.
3. Click a color box that you want to change. For example, **Accent 1**.
4. Click a new color in the **Colors** dialog box.
5. Repeat steps 3 and 4 for each color you want to change.
6. Close the **Colors** dialog box.
7. In the **Name** box, type a name for your custom theme color, and then click **Save**.

Corporate fonts

Typography is important to the design and tone of our materials.

BREE SERIF is our primary headline and subhead font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body copy is set in BITTER REGULAR.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Our secondary font is ROBOTO LIGHT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

VERDANA is an alternate font that can be used in PowerPoint and other Microsoft Office documents where brand fonts mentioned above may be problematic due to system font compatibility issues.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bree Serif, Bitter and Roboto are Google fonts available at <https://fonts.google.com>.
Verdana is a system font installed by default on most all personal computers.

Imagery

Photography

The Natura Health and Wellness brand is about collaboration. Photography in ads, brochures and online helps convey that. When selecting or shooting photography avoid clichés, such as handshakes and stereotypical business meetings. Use images that are authentic to our markets and the people, industries and companies we serve. Photos should convey relevant emotions and complement the Natura Health and Wellness color palette. When photographing Natura employees, always shoot them in a location (not against white, gray or black) that gives context to their roles. Candid, real-life situations are preferred over portrait-style images.



Imagery

Photography

These are examples of imagery to not use. They appear and feel posed, stilted and/or portrait style, not “real life.”

The health care professionals appear to be “doing to” the patients, not “collaborating with” them. Most importantly, they do not project the Natura Health and Wellness brand’s guiding principles of collaboration, inclusion, empowerment, engagement and expertise.

Avoid:

