

Brightlife

Brand Guidelines

Brightlife

Brand Guidelines

- 01 Logo
 - 02 Colors
 - 03 Typography
 - 04 Graphic elements
 - 05 Photos
 - 06 Digital & Print
-

Values

Safety, efficiency, development,
easy-to-use, fresh,
professional, reliable

Brightlife

Visual style

Light, professional, with a hint
of happiness & brightness

Tone of Voice

AMBASSADORS OF HAPPINESS

Happiness is not only a place, but also a process. It is a continuous process of growth that requires the right attitude and actions to continue being happy.

We are **ambassadors of happiness** - people getting help through convenient, discreet and seamless access to a licensed therapist through an online platform.

ADDRESSING THERAPISTS

With smart and simple features, like an interactive scheduler, secure messaging, and high-quality video sessions, you have everything you need to do counselling with ease and manage your practice from just one place. Focus on clients, we will do the rest.

Make a positive change Today!

KEY PHRASES

Make a Positive Change.

Run your practice with ease.

Manage your practice from just one place.

Ability to help anytime and anywhere.

Focus on clients, we will do the rest.

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01 Logo

01 Logo

Logo structure

Brightlife

01 Logo

Logo wordmark

Logo is created from simplified bolded letters, to give a light feel and easy readability. Corners are slightly rounded to give the logo a softer look. Letter B resemple a heart which is associated with health and care. There is extended spacing between the letters to create even more light and airy feeling.

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Icon



01 Logo

Logo clearspace

The logo needs sufficient space to stand out.
Other objects are placed outside the clearspace as shown below.
Clearspace size to all sides is equal to logo letter height.



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02 Colors

02 Colors

Primary colors

Light colors and white are used for backgrounds.
Black color is used for texts and icons.

LIGHT BLUE

#F7FCFE

CMYK 2/0/0/0

RGB 247/252/254

BLUE

#D7ECF4

CMYK 16/0/2/0

RGB 215/236/244

LIGHT SAND

#F7F1E7

CMYK 2/4/8/0

RGB 247/241/231

SOFT BLACK

#212635

CMYK 84/76/52/59

RGB 33/38/53

Secondary colors

Secondary colors are used in graphs, charts, infographics and other materials when more than one color is needed to express information.

Bright orange is used as the main accent color. Dark blue is mainly used as button color.

Secondary colors can be used in lighter or darker shades to create more tones.

BRIGHT ORANGE

#F77643

CMYK 0/71/85/0

RGB 247/118/67

PEACH

#FFB480

CMYK 0/38/55/0

RGB 255/180/128

YELLOW

#E9EF75

CMYK 14/0/76/0

RGB 233/239/117

MINT

#B6D8CE

CMYK 32/1/22/0

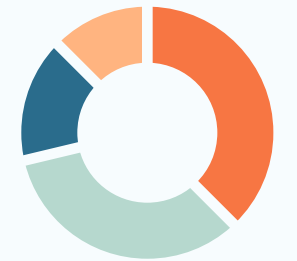
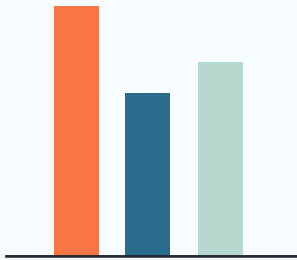
RGB 182/216/206

DARK BLUE

#2A6C8C

CMYK 91/49/29/6

RGB 42/108/140



02 Colors

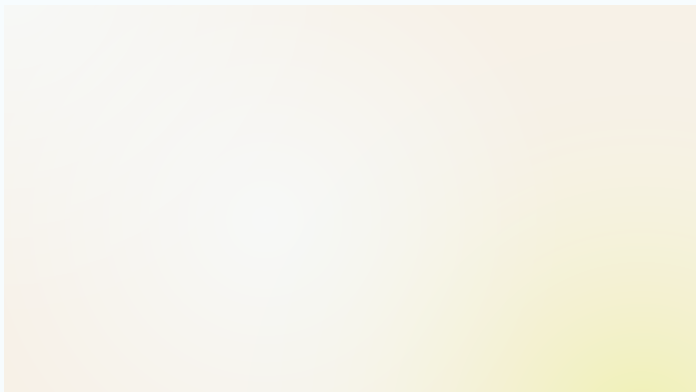
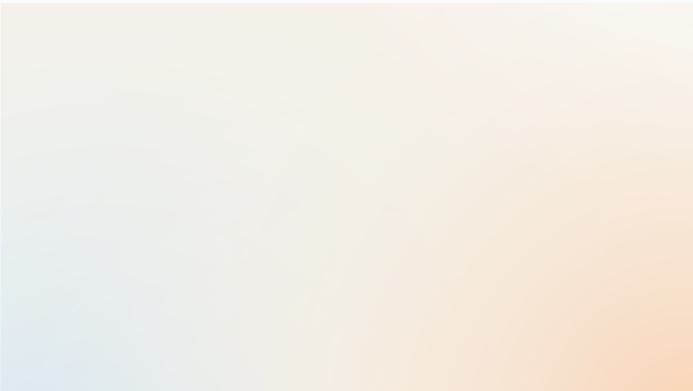
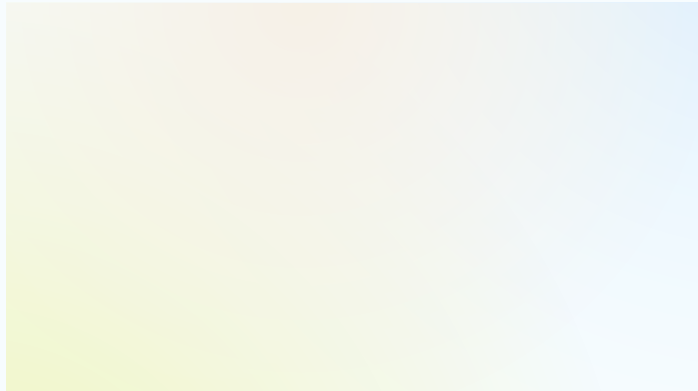
Use of
gradients

Gradient backgrounds can be used to add a more happy and bright vibe when needed.

Best to use in social media stories, in presentations to add some more color or switch attention, in print materials, in loading screen, error page, etc.

Use the ready made gradients, rotate and crop to a size needed.

Gradients are made in Adobe Illustrator and can be edited/adjusted using primary and secondary brand colors.

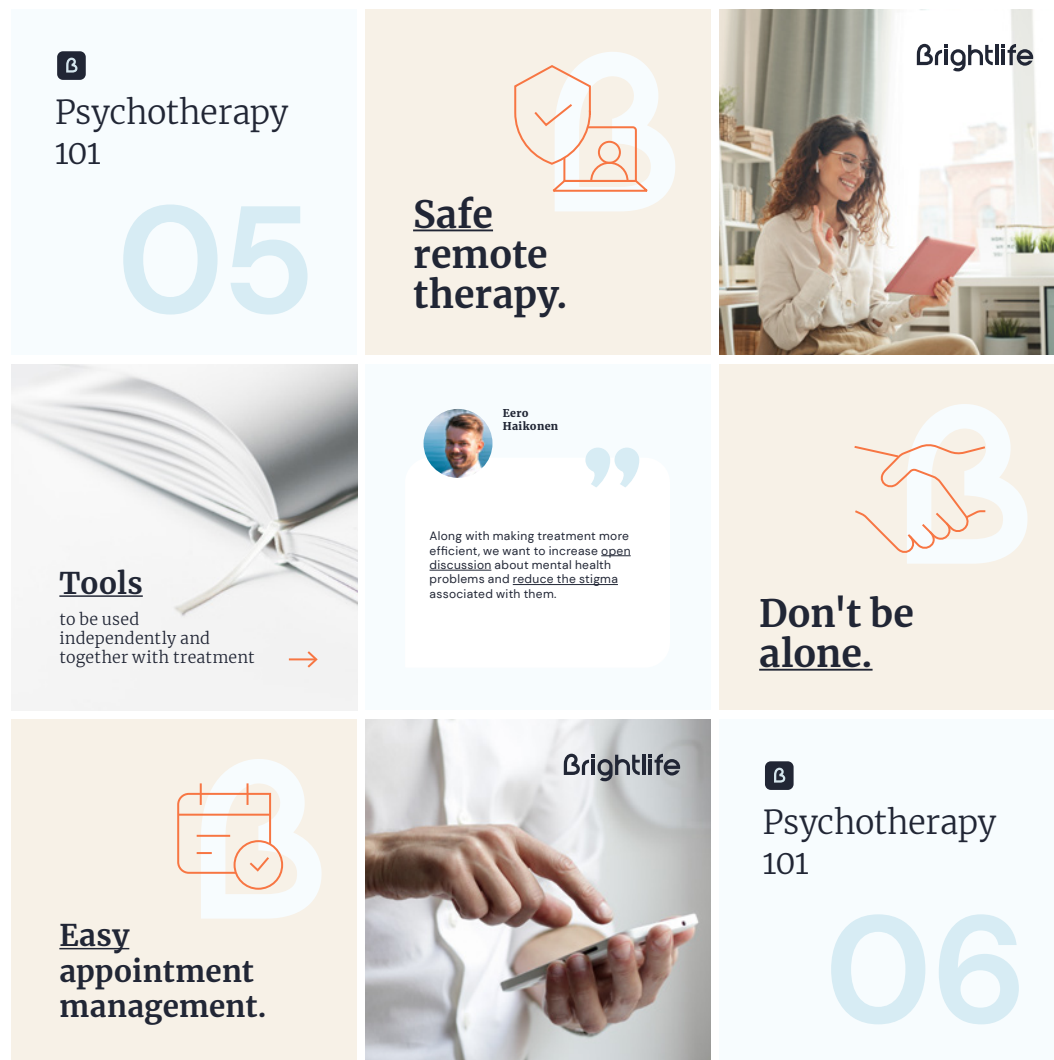


02 Colors

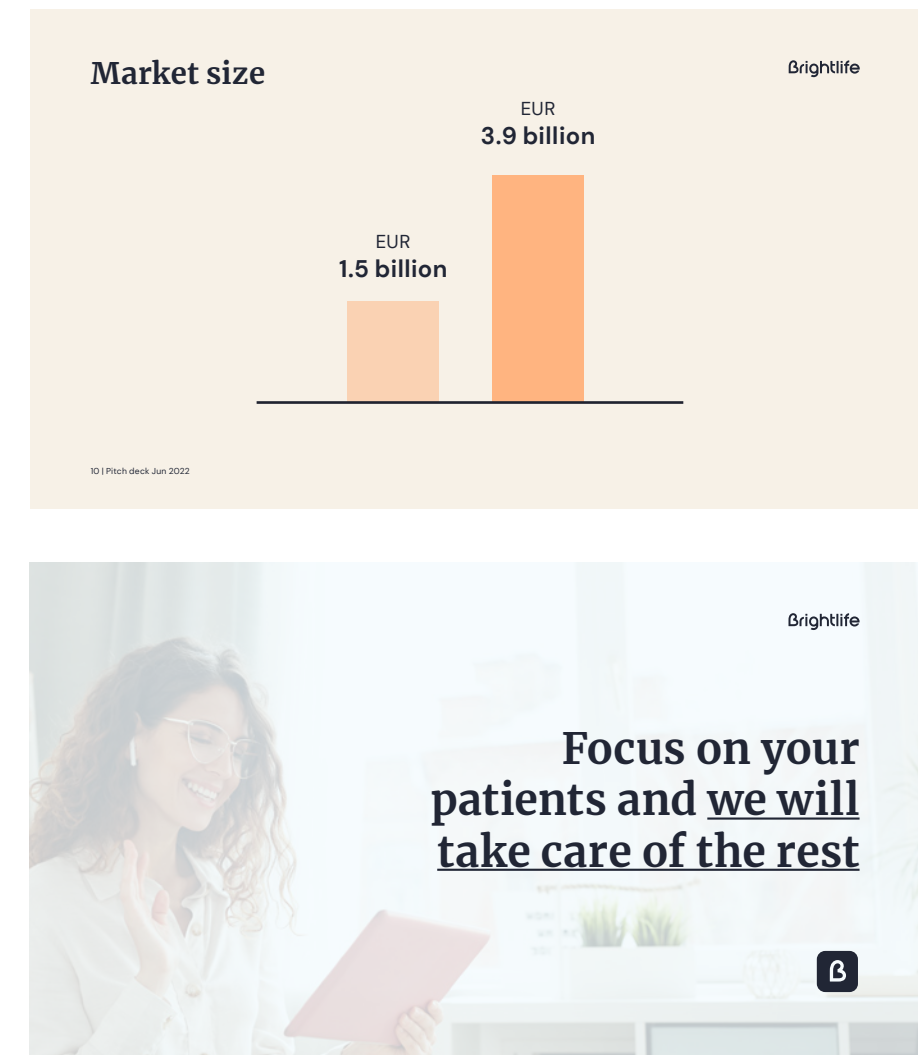
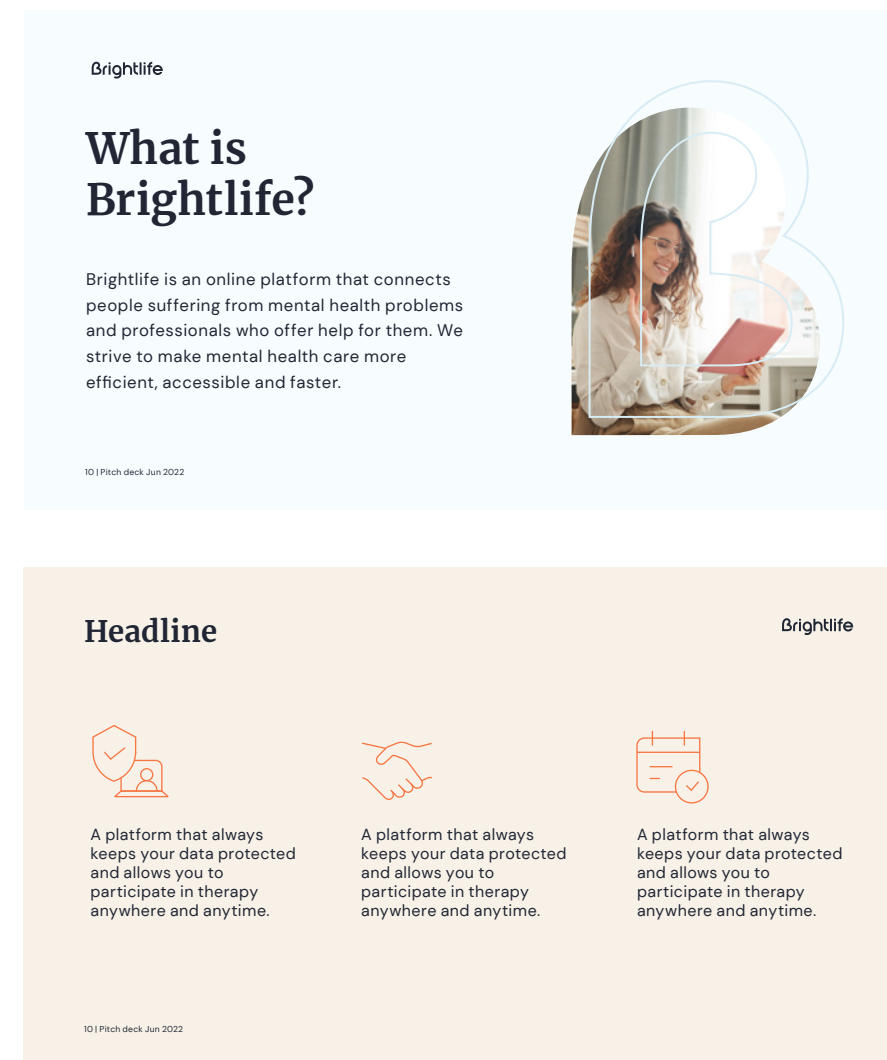
Example: optimal use of orange accent color

Use orange icons and blue graphic elements on light color background to create a brighter, more colorful visual look.

Social media feed example



Presentation slide example



02 Colors

Example: too much use of orange accent color

Limit use of orange accents, so that they do not overdominate the primary tones.

Social media feed example



Presentation slide example



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03 Typography

03 Typography

Brand fonts

Good typography can help build a visual hierarchy, make text easier to read, and communicate personality.

Brightlife uses typography that is accessible and easy to read. Combining sans serif paragraph font with serif headline font creates a clean, professional, trustworthy look.

Merriweather and DM Sans are the only typefaces that should be used in the Brightlife brand.

Select type based on its intended size and use case.

- Use Merriweather Bold for headlines of all sizes.
- Use DM Sans Bold for subheadlines.
- Use DM Sans Regular for paragraphs, short sentences, and smaller supporting text.
- Additionally other weights of Merriweather type, as well as italic, can be used in social media visuals or print materials to add more personality and detail to text heavy visuals.

Headlines

Merriweather Bold

AaBbCc
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?:./”_()&*@\$€%

Paragraph

DM Sans Regular

AaBbCc
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?:./”_()&*@\$€%

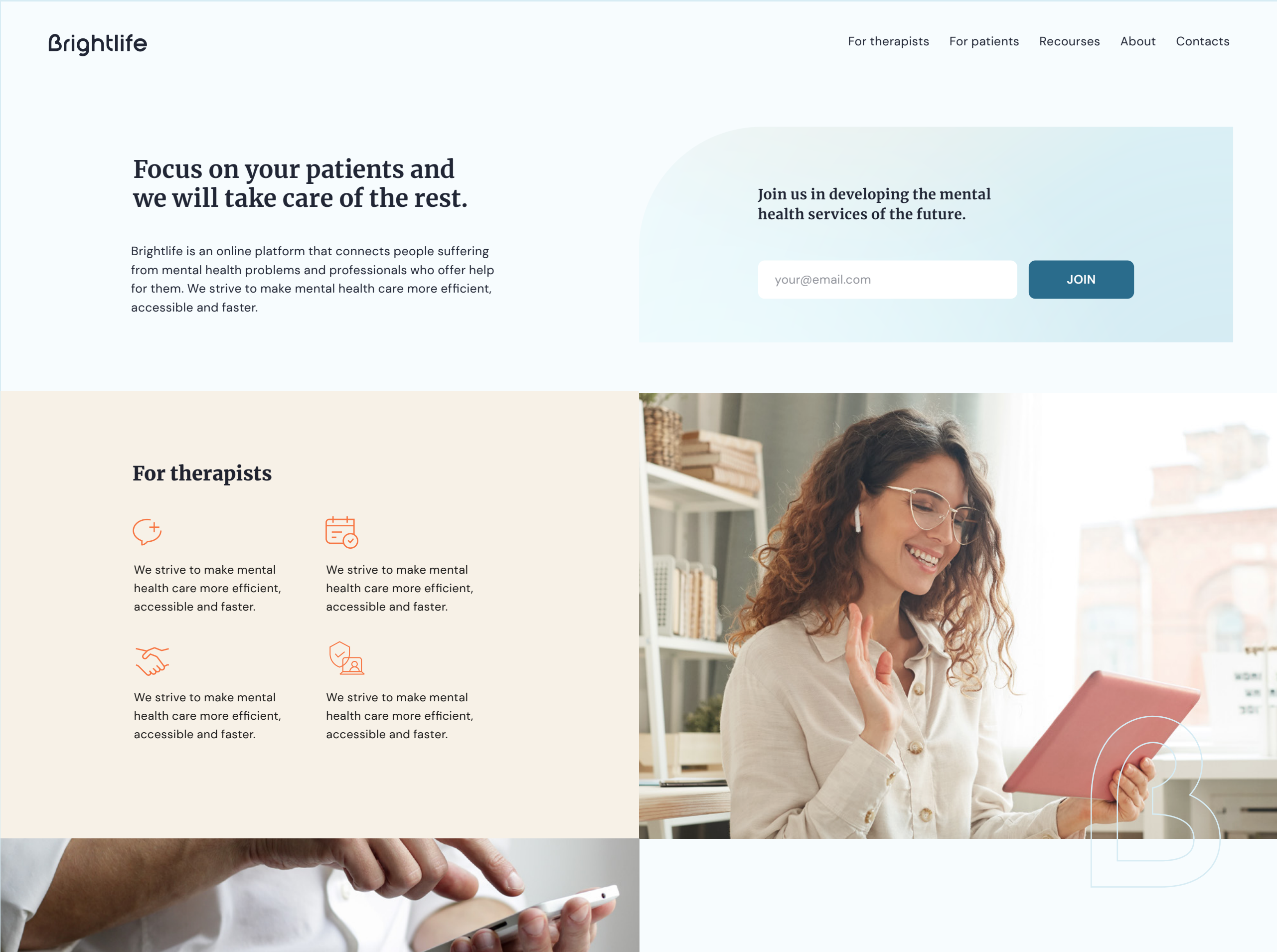
03 Typography

Example of font use

Make headlines stand out by making them bigger, use extra spacing between elements and lines of text.

Use extra spacing between letters.

Group information, use lots of white space between groups of texts to make information easy to find and read.



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04 Graphic elements

04 Graphic elements

Icons

Brighlife uses minimal line icons in black or bright orange color.

Alternatively black icons can be used in a color circle as shown below.

Use SVG icon files where possible. Use PNG icon files only when SVG is not possible to upload.

It is possible to change color of SVG icons in Canva.com, PowerPoint and Adobe Illustrator.



chat



video
meeting



calendar



computer /
laptop



documents /
forms



invoice



Scurity /
safe



Charts /
analytics



handshake



support /
help



group of
people



location



book
a meeting



thumbs up



homeworks

04 Graphic elements

Graphic elements

Brightlife keeps it simple. Mainly black or orange line elements are used on light color backgrounds.

Filled light color elements can be used individually as accents or added behind the line elements.

B letter is used as filled element, as line element as well as a photo frame.

Thickness of the outline should be consistent in all of the visuals:

- in A4 size visual the thickness of divider is ~1pt,
- in PowerPoint presentation the thickness of divider is ~2pt,
- in 1080x1080px size social media visual thickness of divider is ~3pt.

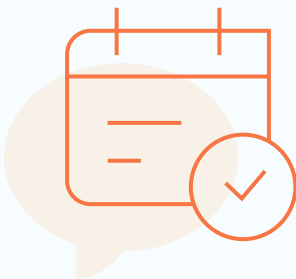
01
dividers
black line



02
B photo frame



04
Filled B letter or other silhouette
in the background of icons/illustrations

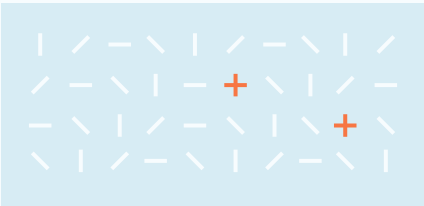


Safe
remote
therapy.

03
Bold typography
as a graphic element

06

05
Minimal line patterns & illustrations



07
Outline B letter
white / light blue / blue

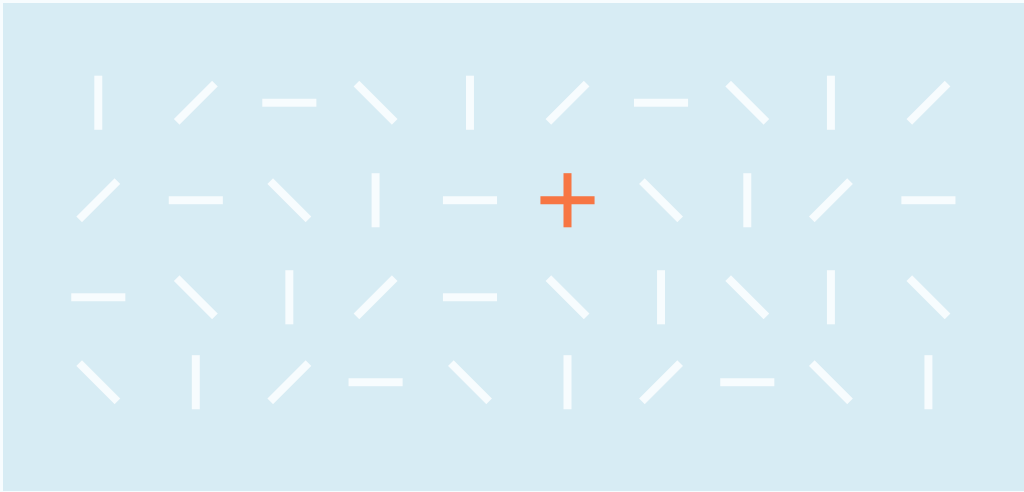
06
blocks with one rounded corner



04 Graphic elements

Illustration style

Minimal line patterns & illustrations, created based on associations with the topic, using brand colors.



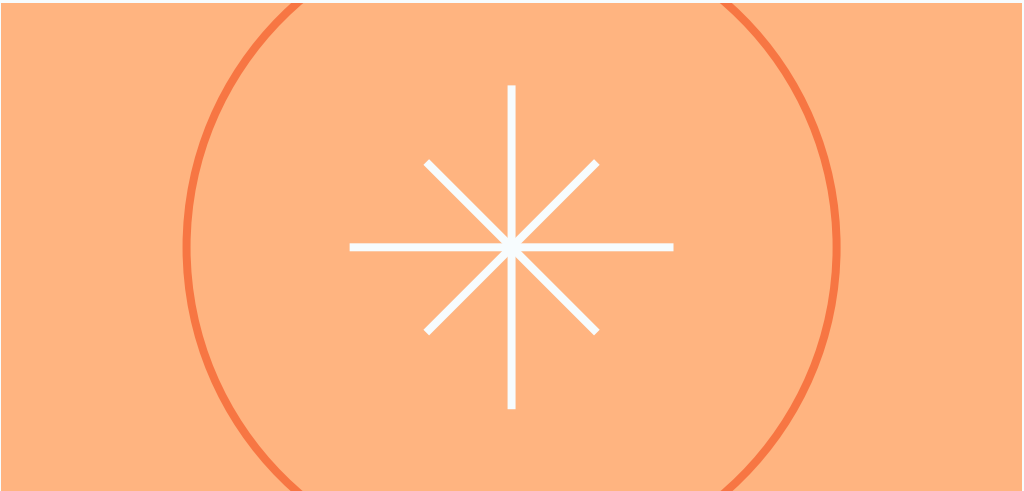
Best self



Future vision



Five values



Wheel of life

Brightlife

05 Photos

05 Photos

Photo style

01
PEOPLE
happy therapists with devices

02
TOOLS & SPACES
notebook, pen, computer,
desk, phone

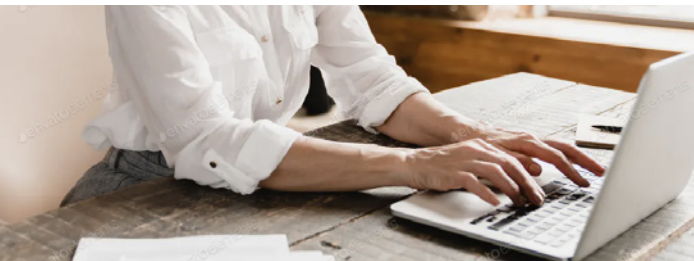
03
ABSTRACT
bright, spacious, sky, outdoors

MOOD
Light colors
Calm spacious anvironment
Home feeling
Professionals working
Digital tools

Adjust photo brightness,
contrast and saturation to
match the primary brand color
palette. Additionally with
secondary colors ar accents.



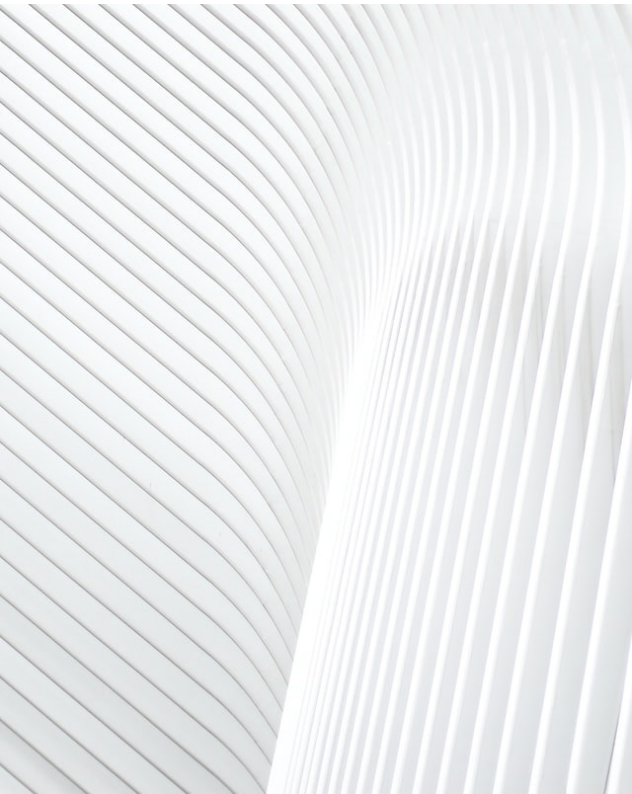
01
PEOPLE



02
TOOLS & SPACES



03
ABSTRACT



05 Photos

Color filters

Use 80% transparent light blue or sand color overlay on saturated photos to be able to use a photo background with text on top.



05 Print & Digital examples

06 Materials

Business Cards

Two-sided business card.

One side with personal information and logo icon.

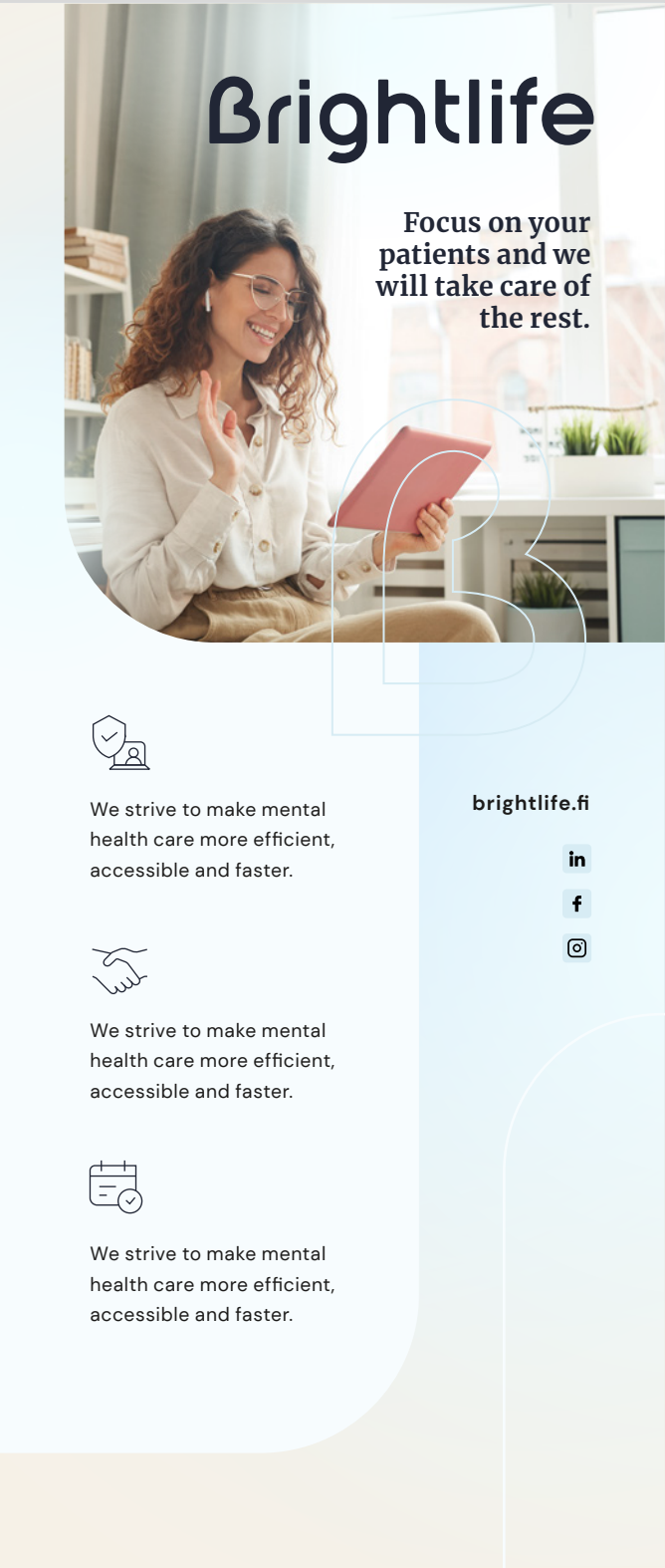
Other side with full logo wormmark, oneliner and website link.



Rollup

Size:
85 mm X 2000 mm

V1



V2

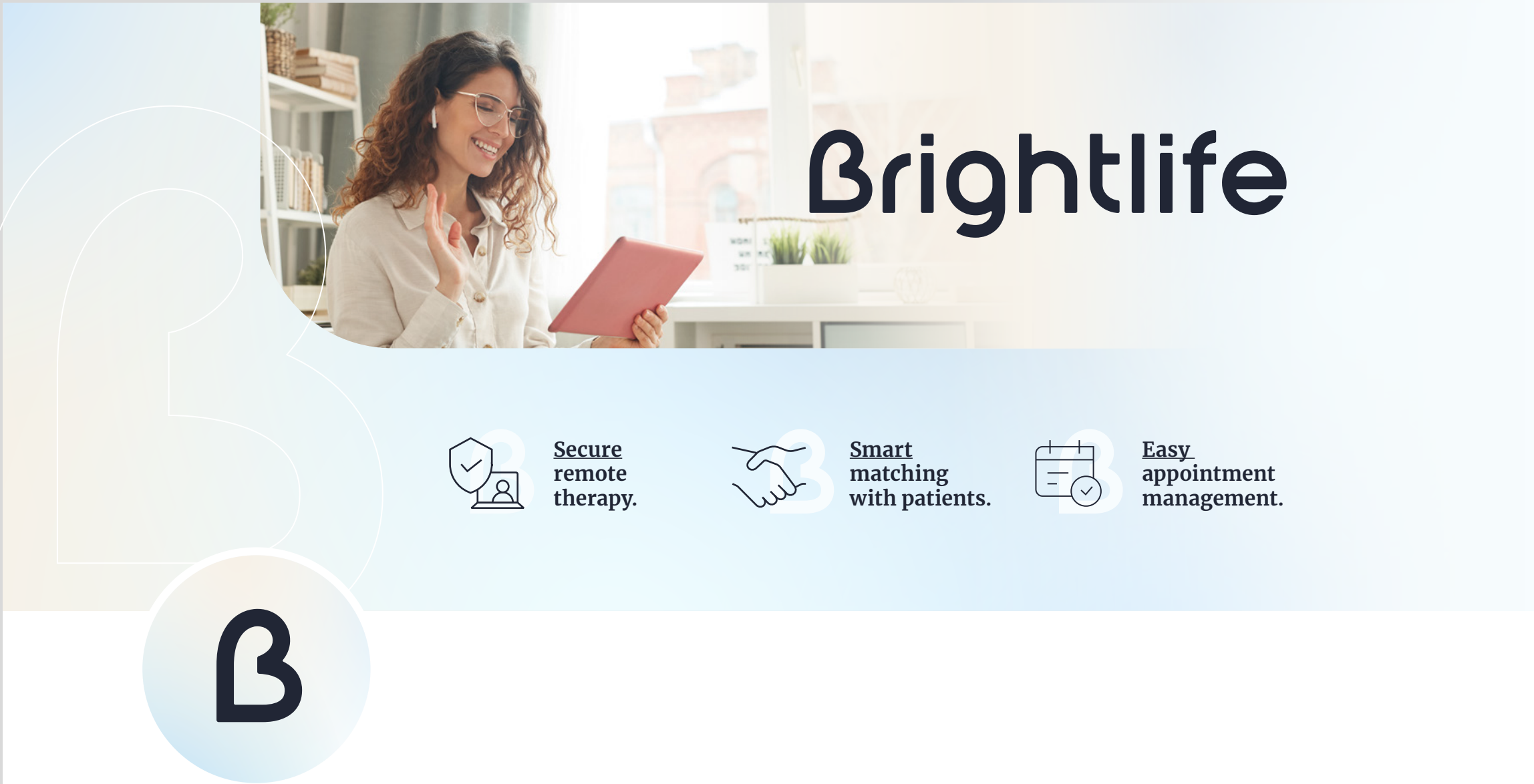


06 Materials

Social media
profile image
and header

Example of Facebook cover
image and profile photo.

Use icon in profile photos
because of better readability
in smaller sizes.

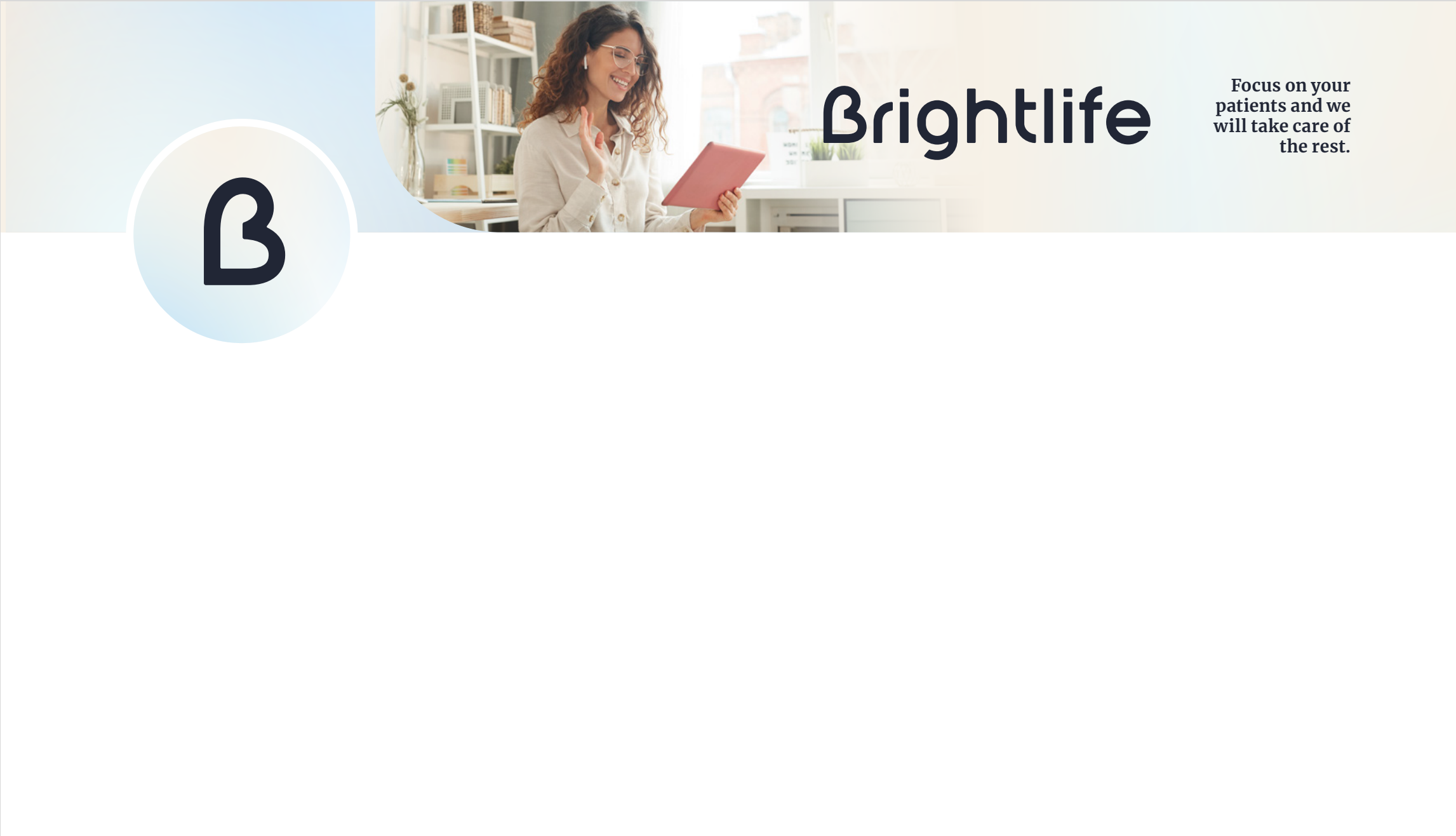


06 Materials

Social media
profile image
and header

Example of LinkedIn cover
image and profile photo.

Use icon in profile photos
because of better readability
in smaller sizes.



06 Materials

Homework
thumbnails

Photos are picked based on association with the homework topic. Gradient filter is added.



Best self



Future vision



Five values



Wheel of life

Social media
post examples

Example of the Instagram
feed, different types of posts
and their layouts and colors.



Presentation examples

Examples of the presentation slides and different layouts.

Brightlife

What is Brightlife?

Brightlife is an online platform that connects people suffering from mental health problems and professionals who offer help for them. We strive to make mental health care more efficient, accessible and faster.

10 | Pitch deck Jun 2022

Market size

Brightlife

Category	Value
EUR	1.5 billion
EUR	3.9 billion

10 | Pitch deck Jun 2022

Headline

Brightlife

A platform that always keeps your data protected and allows you to participate in therapy anywhere and anytime.

A platform that always keeps your data protected and allows you to participate in therapy anywhere and anytime.

A platform that always keeps your data protected and allows you to participate in therapy anywhere and anytime.

10 | Pitch deck Jun 2022

Brightlife

Focus on your patients and we will take care of the rest

Brightlife