Brand Style Guide

January 2019
BACKGROUND

Pacify is the first 24/7 telehealth app for new parents. Our on-demand technology quickly and conveniently connects new parents to a nationwide network of healthcare experts at the touch of a button through their mobile devices. Studies have shown that the first 1,000 days of a child’s life are the most important to their development. Pacify’s technology was created because we recognized that new parents need highly-responsive, non-emergency healthcare support during this critical time period.

In addition to maintaining a thriving consumer product business, Pacify provides its services to many new parents at no cost through partnerships with employers, health plans, and other public health programs. Pacify is filling an important gap in the healthcare system as a premier go-to resource for pediatric advice and support.
Brand Vision

Pacify is bringing peace of mind to new parents. We created Pacify to provide low-cost, high-quality healthcare services to new and expecting parents, relieving their anxieties and keeping them and their children healthier. Pacify is committed to five key values in support of our mission:

Clinical excellence
Research clearly demonstrates that breast milk provides superior health, nutritional, economic, and emotional benefits to both mom and baby. We use approaches that have strong, evidence-based support to increase breastfeeding rates and support new parents.

Empathy
Pacify is committed to following the breastfeeding recommendations set forth by the American Academy of Pediatrics and the World Health Organization (WHO). We are also committed to empathy, and our goal is never to make a Pacify user feel defensive, anxious, or insufficient.

Health Equity
Pacify believes everyone should have a fair and just opportunity to be healthier. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.

Innovation
Pacify is committed to bringing the best technologies to the toughest public health problems. We believe telehealth can continue to improve the well-being and happiness of our users, and innovation will always be at the core of what we do!

Team
Pacify is building a team of mission-driven, high-achieving, public health warriors! None of the above matters if we can’t attract, cultivate, and retain the best people.
Color Palette

We have carefully curated Pacify’s color palette to appeal to the maternal and nurturing sensibilities of our users, while communicating the innovation of our mobile platform technology. Preeminent in our primary palette is our logo color, “Pacify Purple,” which should be used most liberally to identify the brand; the remaining primary palette should accompany “Pacify Purple” where additional color is needed, with the secondary palette serving as subtle accent tones. Refer to the following schema to remain on-brand when representing Pacify in print and web graphics, data visualization, and related collateral.

**PRIMARY**

“Pacify Purple”

- CMYK: 66/74/0/0
  - RGB: 111/89/165
  - HEX #6f59a5

- CMYK: 25/57/0/0
  - RGB: 194/130/184
  - HEX #c282b8

- CMYK: 21/35/0/0
  - RGB: 196/167/208
  - HEX #c4a7d0

- CMYK: 55/0/6/0
  - RGB: 95/202/232
  - HEX #5fcae8

**SECONDARY**

- CMYK: 0/69/31/0
  - RGB: 242/117/134
  - HEX #f27586

- CMYK: 8/4/4/0
  - RGB: 232/236/238
  - HEX #e8ecee

- CMYK: 21/35/0/0
  - RGB: 196/167/208
  - HEX #c4a7d0

- CMYK: 43/2/42/0
  - RGB: 149/204/168
  - HEX #c282b8

- CMYK: 8/4/4/0
  - RGB: 232/236/238
  - HEX #e8ecee

- CMYK: 21/35/0/0
  - RGB: 196/167/208
  - HEX #c4a7d0
Logo

The Pacify wordmark is the fundamental expression of our brand identity - it is used to represent Pacify the product (mobile app) and Pacify-related collateral (SDK technology, Provider networks, collaborations and partnerships, etc.). It should never be distorted or redrawn when utilized for communications or co-branding. Please adhere to the following guidelines to ensure that the Pacify wordmark is always applied consistently and maintains brand integrity.

CLEAR SPACE

When using our logo with additional visual elements (text, graphics, photographs, or other logos), it’s important to give it some space to breathe. Always maintain a minimum clear space proportionally equal to x, as outlined in the diagram at left.

MINIMUM SIZE AND SCALING

Do not alter, rotate, or distort the Pacify wordmark. To ensure the wordmark maintains visual impact, do not reduce its scale below a half inch (36 pixels) wide. To maintain proportions when scaling, hold the “Shift” key in most software programs.
COLOR

Best Practice: Pacify’s wordmark should appear in “Pacify Purple” over white or reversed out wherever possible.

Secondary Options: In cases where our “Pacify Purple” and white color combination is not possible, you may utilize our brand color palette as a backdrop for our wordmark in the following combinations.

Incorrect Color Usage: The Pacify wordmark itself should never be modified to any color other than “Pacify Purple,” white, or black (when color is not possible). Do not place our standard “Pacify Purple” or black logo over any backdrop other than white. Do not place our white logo over light backdrops which would render it illegible.
Over Photos: Our “Pacify Purple” logo should only be placed over light photos upon which it is legible. In other instances, our white logo may be used prominently or as a watermark.

DON’TS

Do not alter, distort, or embellish our logo in any way. The following examples demonstrate incorrect usage of our logo:

Do not italicize, skew, stretch, or distort the proportions.

Do not change the opacity

Do not outline

Do not apply drop-shadows

Do not rotate

Do not apply gradients

Do not apply graphic effects or filters
Typography

PRIMARY TYPEFACE

Across all platforms representing the Pacify brand, as a rule and wherever possible, use **Josefin Sans**. It’s geometric, elegant, and welcoming appeal make it ideal for both user and partner-facing design. After this, use fallback font as needed.**

FALLBACK FONT

Helvetica Neue Thin
Helvetica Neue Light
Helvetica Neue Regular
Helvetica Neue Medium
Helvetica Neue Bold

Josefin Sans Thin
Josefin Sans Thin Italic
Josefin Sans Light
Josefin Sans Light Italic
Josefin Sans Regular
Josefin Sans Italic
Josefin Sans SemiBold
Josefin Sans SemiBold Italic
Josefin Sans Bold
Josefin Sans Bold Italic

TEXT COLOR OPTIONS

CMYK: 66/74/0/0
RGB: 111/89/165
HEX #6f59aa5

CMYK: 84/74/47/45
RGB: 44/51/71
HEX #2c3347

CMYK: 65/56/53/29
RGB: 85/87/90
HEX #55575a

CMYK: 59/46/29/3
RGB: 116/127/150
HEX #747f96

CMYK: 55/0/6/0
RGB: 95/202/232
HEX #5fcae8

CMYK: 23/57/0/0
RGB: 194/130/184
HEX #c282b8

**Please note: contracts, grants, and other legal documents sent or received may adhere to the standards expected of that medium (eg. Times New Roman).**
Typography

**HIERARCHY OF FONT STYLES**

The following definitions classify typographic rules for web and document-based collateral. Marketing materials such as flyers, posters, postcards, etc., may customize these styles (adjust size, weight, and color) to accommodate design flexibility.

**This is a Page Title - H1**

Josefin sans (semibold); HEX#6f59aa; 28 pt

**THIS IS A PRIMARY HEADING - H2**

Font: Josefin sans (semibold, uppercase only); HEX #2C3347; 14 pt

**This is a Secondary Heading - H3**

Font: Josefin sans (semibold); HEX #2C3347; 12 pt

This is Paragraph Text. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec odio. Nullam malesuada erat *ut turpis*. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede. Morbi in sem quis dui placerat ornare. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium volupatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Font: Josefin Sans (light); HEX#55575a (highlight semibold, HEX#5fcae8); 12 pt

- Over **1,500** participants enrolled in the Pacify program between **June 2016** and **December 2017**

Data callout A Font: Josefin Sans (semibold); HEX#c282b8; 18-24 pt

Users connected with an IBCLC in an average of **22** seconds

Data callout B Font: Josefin Sans (semibold); HEX#5fcae8; 18-24 pt
Illustration

We use illustration to communicate ideas, visualize data, and tell stories to our users and partners alike. Pacify’s illustrative style has been carefully crafted to convey a sense of optimism, tranquility, and approachable innovation through the use of geometric shapes, smooth curves, and a soothing color palette. We serve diverse populations across the country and are careful to represent the wide range of demographics in our communities.

ILLUSTRATIONS

Solid, left-oriented, tonal shadows (no soft gradient/drop shadows)

Circular frames create narrative vignettes

Diverse demographic representation; absence of facial features allows for relatability

Smooth curves, soft geometric shapes

Reduce and simplify illustrations to create icons and building blocks for infographics
INFOGRAPHICS

Infographics can consist of illustrative vignettes woven together by timelines, directional narratives, and text...

...or a full, cohesive illustration conveying a moment-in-time.
ICONS

Pacify’s iconographic styles range from detailed illustrations (full color palette, maximum visual information included), to simplified graphics (primary color palette only, two-tone, reduced detail), to basic icons (monochrome, suggestive representation). Narrative infographics and animations should implement the highest level of detail, whereas broader concepts and overviews (such as data visualization and bulleted lists) can utilize simplified icon styles.

Detailed

Simplified

Basic
Photography

Photography is a vital tool for representing the diverse communities that we serve and communicating the values that drive the Pacify experience.

Our photography style is light, relaxed, and approachable, utilizing natural light and a soft focus whenever possible. Photos of users interacting with our product and with each other should feel natural and unassuming. Photos used in Pacify-related collateral should communicate calming, nurturing, and optimistic sentiments focused on empathy for the parenting journey (see following pages).

When cropping and placing photos, use soft curves as framing devices, which can incorporate bands of our brand colors and/or a matching overlay on the image.

When depicting the Pacify app itself, use either or both of these screens:

![Home Call Screen](image)

![Provider Call Screen](image)
Photography
Photography
Examples of Use

Please see the following examples of materials incorporating some of the principles outlined in this style guide:

**8.5” X 11” FLYER (NOT TO-SCALE)**

- Photo meets brand photography criteria, framed by soft waves in our primary palette
- Primary logo over white with appropriate clear space
- H3 font style, scale adjusted to accommodate flyer layout

Support that never sleeps.
Connect instantly with breastfeeding experts at the touch of a button.
No appointments, no waiting.

Pacify provides support from pregnancy to parenthood. Call for face-to-face consultation with an expert about:
- Breastfeeding • Pumping • Poop • Latching
- Sore nipples • Spit-up • Return-to-Work/School

There’s no question too big or small when it comes to your baby! When you need advice, don’t guess, don’t Google, call Pacify.

Bulleted list of simple two-toned icons, consistent graphic styling

Body font weights adjusted to emphasize information

Standard in-app call screen
Examples of Use

8.5” x 11” FLYER (NOT TO-SCALE)

Photo meets brand photography criteria, framed by soft waves in our primary palette

White logo over primary palette with appropriate clear space

H3 font style, scale and color adjusted

Support that never sleeps
Pacify makes being a parent easier with free support, available 24/7!

Mississippi WIC now offers free memberships to Pacify for unlimited video visits with Board-Certified Lactation Consultants, 24/7!

Activate your membership today - it’s easy! Just download the Pacify app to get started.

PARTNER LOGO

Standard in-app provider call screen

Body font weights adjusted to emphasize information

Space saved for co-branding with partner organization
Examples of Use

8.5” X 11” FLYER (NOT TO-SCALE)

Photo meets brand photography criteria, framed by soft curves in our primary palette

Standard logo, legible over light photo, with appropriate clear space

Body font weights adjusted to emphasize information

Space saved for co-branding with partner organization

Mississippi WIC now offers **free** memberships to Pacify for **unlimited video visits** with Board-Certified Lactation Consultants!

- 24/7 support (nights and weekends)
- Unlimited consultations
- Services available in English & Spanish
- Answer time of 3 minutes or less

Activate your membership today - it’s easy! Just download the Pacify app and ask us for your sign-up code!

[Partner Logo]

Standard in-app call screen

Simple two-toned icons, consistent graphic styling
Notes

- This style guide will be updated as additional brand collateral is produced and as our product needs evolve.

- Brand specifications for channel-specific partnerships and projects are outlined in separate documents (e.g., Medicaid Marketing Guide). Please see those documents for specifications regarding co-branding and customization.

Contact

For questions regarding branding or to request brand templates or materials, please contact Pacify’s Creative Director, Courtney Beglin, at courtney@pacify.com.