Pacify

BRAND STYLE GUIDE
2021

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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.

Pacify

Brand Vision

All families will have access to a modern healthcare experience that seamlessly connects insurers, clinicians, and community support. Pacify provides 24/7 access to highly-trained doulas and lactation consultants. Our mission is to be the leading provider of virtual value-based care in maternal and pediatric health, providing instant feeding and doula support for every family. Pacify is committed to four key values in support of our mission:

DATA-DRIVEN STRATEGIES

We bring high-quality care to our partners and the families they serve using data-backed strategies. We uphold the highest standards of maternal and infant health research in partnership with leading organizations such as the National Institutes of Health.

PARTNERSHIP OVER DISRUPTION

We convene healthcare decision-makers to bridge gaps in access to maternal and infant health services. We complete the continuum of care by reinforcing the medical home with 24/7, on-demand support.

FAMILIES FIRST

We bring a modern healthcare experience to patients, members and the families that support them. We streamline interactions with the healthcare system, helping families access existing services and creating solutions where none exist.

HEALTH EQUITY

Our work with Medicaid, WIC and other public health programs underscores our commitment to serving all families, particularly the medically underserved. Through our Diversity in Lactation Consulting Scholarship, we promote diversity within the maternal healthcare provider workforce.

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Color Palette

We have carefully curated Pacify's color palette to appeal to the ever-evolving demopgraphic of our users, while communicating the innovation of our mobile platform technology. Preeminent in our primary palette is our logo color, "Pacify Purple." As we have matured, our palette has evolved along with us. Part of our evolution includes allowing "Pacify Purple" to maintain its significance as our primary logo color, but otherwise reducing the volume and frequency of the color in our brand materials. Our other two primary colors should be utilized more frequently, along with our secondary palette when other colors are needed.
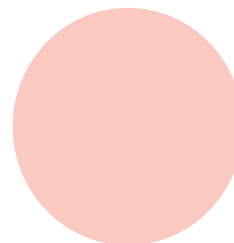
PRIMARY

"Pacify Purple"

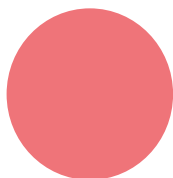CMYK: 66/74/0/0
RGB: 111/89/165
HEX #6f59a5
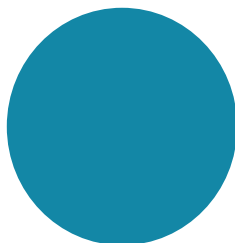
CMYK: 84/34/26/1
RGB: 0/134/165
HEX #0086a5

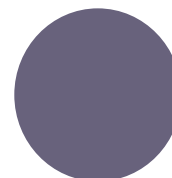CMYK: 0/25/17/0
RGB: 255/202/193
HEX #ffcac1

SECONDARY

CMYK: 1/67/41/0
RGB: 239/118/122
HEX #ef767a

CMYK: 17/3/13/0
RGB: 209/227/221
HEX #d1e3dd

CMYK: 64/61/34/11
RGB: 104/99/125
HEX #68637d

CMYK: 0/16/32/0
RGB: 254/217/176
HEX #fed9b0

CMYK: 35/9/14/0
RGB: 165/202/210
HEX # a5cad2

CMYK: 100/96/37/35
RGB: 18/32/82
HEX #122052

Pacify

Logo

WORDMARK

The Pacify wordmark is one of two expressions 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.

0.5" or 36 pixels
Minimum size
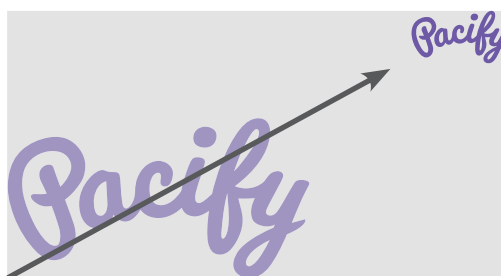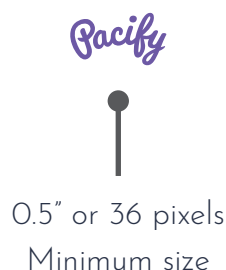
Color: Pacify's wordmark should appear in "Pacify Purple" or reversed out wherever possible.

In cases where our "Pacify Purple" and white color combination is not possible, you may utilize our brand color palette 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.
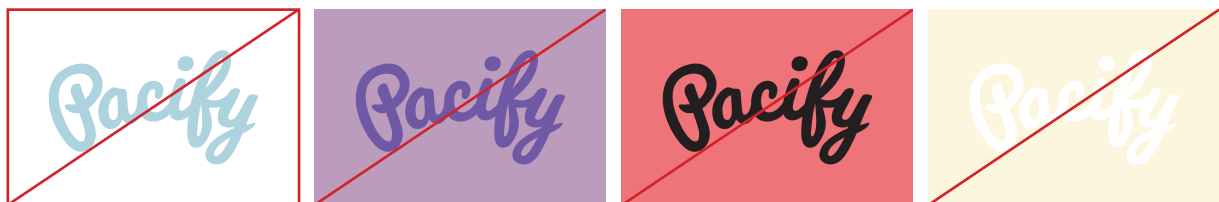
Over Photos: Our wordmark should only be placed over light photos upon which it is legible, in "Pacify Purple". In other instances, our white logo may be used prominently or as a watermark.

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

SECONDARY LOGO ICON

Clear space: In place of the wordmark, Pacify's "P" symbol can be used to denote the brand. Similar to the wordmark, the symbol should never be re-drawn or distorted to maintain the brand's integrity. The symbol needs adequate spacing around it based on the following guidelines:

The inner shape of white space within the "P" charcter creates a circle equal to x. When using our symbol with other imagery or text, be sure to leave a margin equal to **2x** aligned with the edges of the symbol.
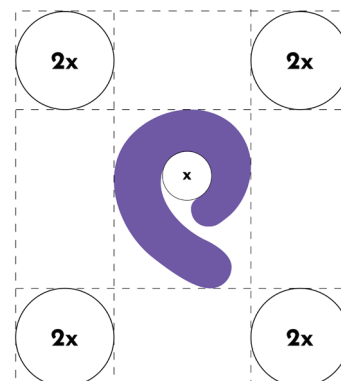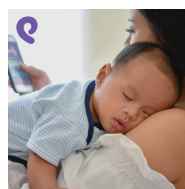
Uses: Pacify's "P" symbol is an alternative logo icon that can be used in collateral where the wordmark is not appropriate. The symbol can be utilized in the following ways:

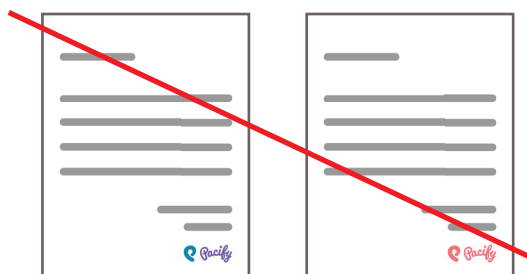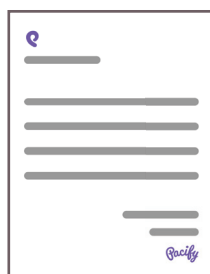As Pacify's app icon

On internal & partner collateral

On photography

Within illustrations to represent the app

The Pacify wordmark and symbol should not appear next to one another in a horizontal lockup. When using both the wordmark and the icon on the same material, both must appear in either "Pacify Purple", white, or black.

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Color: Whenever possible, our symbol should only appear in "Pacify Purple." If "Pacify Purple" is not possible, it may appear in white or black.

In instances where these options are not possible, the symbol can appear in white on top of the following colors in our palette:

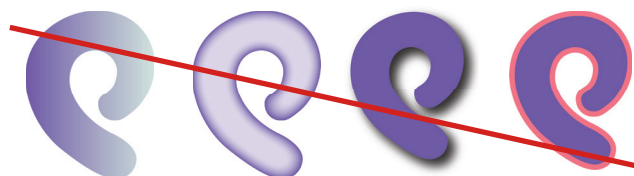**Over Photos:** Our symbol can be placed over photos as a prominent branding element or as a watermark in "Pacify Purple" or white.
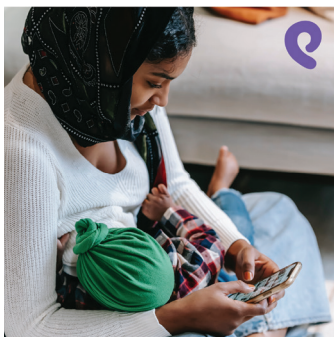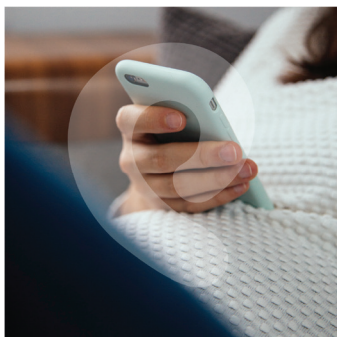
Don'ts: Do not alter, distort, or embellish our logo in any way. The following examples demonstrate incorrect usage of our logo:
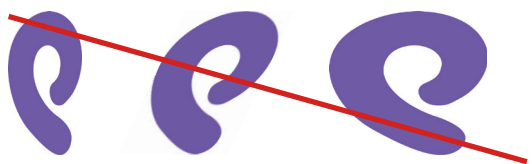
Do not skew, distort, or otherwise change the proportions of the symbol.

Do not apply gradients, graphic effects/filters, drop shadows, or outlines.

Pacify

Typography

PRIMARY TYPEFACES

Across all platforms representing the Pacify brand, as a rule and wherever possible, use **Mulish for headings** and **Josefin Sans for body text.** Both fonts are geometric, elegant, and welcoming, making them ideal for both user and partner-facing design. After this, use fallback font as needed.**

Mulish

SemiBold
Bold
Extra Bold
Black
ExtraBlack

SemiBold Italic
Bold Italic
Extra Bold Italic
Black Italic
ExtraBlack Italic

Josefin Sans

Thin
Light
Regular
SemiBold
Bold

Thin Italic
Light Italic
Italic
SemiBold Italic
Bold Italic

FALLBACK FONT

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

Helvetica Neue Thin Italic
Helvetica Neue Light Italic
Helvetica Neue Italic
Helvetica Neue Medium Italic
Helvetica Neue Bold

TEXT COLOR OPTIONS

CMYK: 100/96/37/35
RGB: 18/32/82
HEX #122052

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

CMYK: 84/34/26/1
RGB: 0/134/165
HEX #0086a5

CMYK: 1/67/41/0
RGB: 239/118/122
HEX #ef767a

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

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

Pacify

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

Font: Mulish (Black); HEX#0286a5; 25 pt

THIS IS A PRIMARY HEADING - H2

Font: Mulish (ExtraBold, Uppercase or Title Case); HEX #0286a5; 14 pt

This is a Secondary Heading - H3

Font: Josefin Sans (ExtraBold); HEX #0086a5; 13 pt

THIS IS A TERTIARY HEADING - H4

Font: Josefin Sans (Bold, Uppercase); HEX #6f59a5; 11 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 voluptatum deleniti…

Font: Josefin Sans (light); HEX#122052 (highlight semibold, HEX#0086a5); 12 pt

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

Data callout A Font: Josefin Sans (bold); HEX#0086a5; 18-24 pt

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

Data callout B Font: Josefin Sans (bold); HEX#ef767a; 18-24 pt

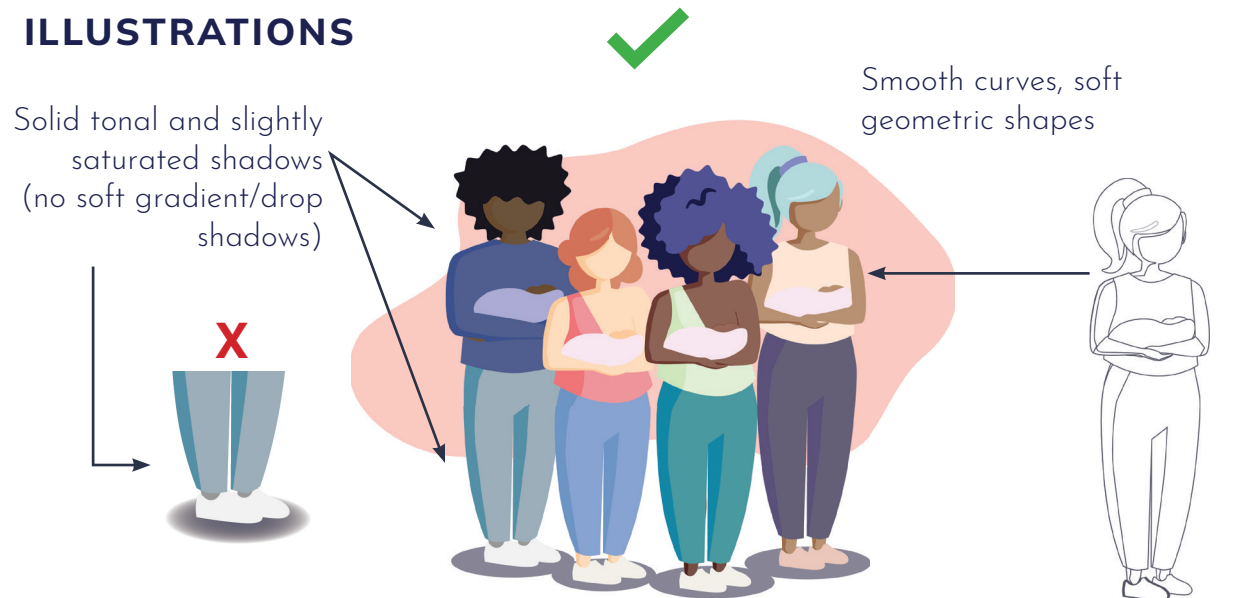Pacify's network of lactation consultants and registered nurses has helped more than

100,00 families.

Data callout C Font: Josefin Sans (bold); HEX#6f59a5; 18-24 pt

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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 tonal and slightly saturated shadows (no soft gradient/drop shadows)

Smooth curves, soft geometric shapes

Diverse demographic representation; absence of facial features allows for relatability

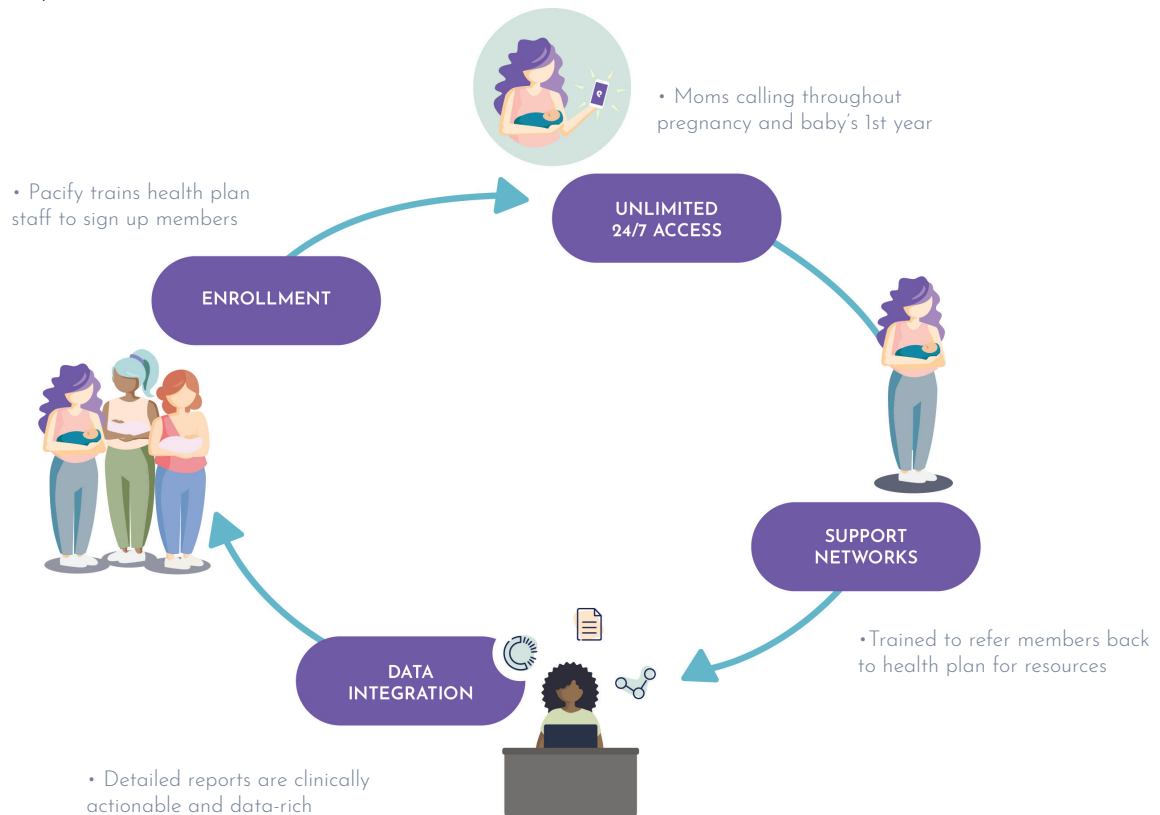Organic shapes and circular frames create narrative vignettes

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

Pacify

INFOGRAPHICS

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

• Moms calling throughout pregnancy and baby's 1st year

• Pacify trains health plan staff to sign up members

UNLIMITED 24/7 ACCESS

ENROLLMENT

SUPPORT NETWORKS

DATA INTEGRATION

•Trained to refer members back to health plan for resources

• Detailed reports are clinically actionable and data-rich

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

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ICONS

Pacify's iconographic styles include detailed illustrations (full color palette, maximum visual information included) as well as 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 a more simple style.
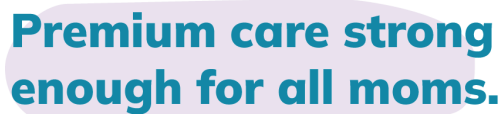
Detailed
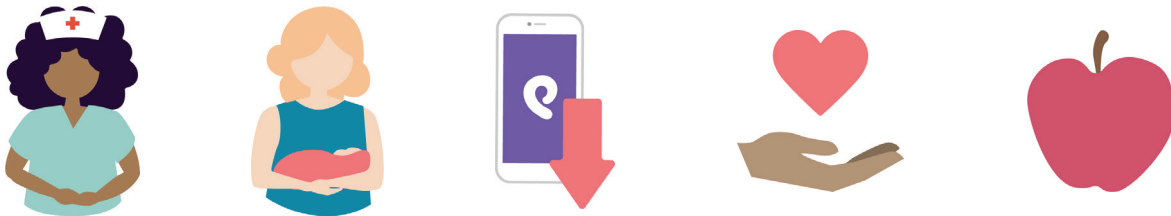
Basic

SHAPES

We use soft shapes to complement and accentuate text and images in our various materials. This is an important aspect of Pacify's visual identity. When using shapes to emphasize or accompany information, sharp angles should be avoided. Soft, organic shapes and circles within our color palette may be used in the following ways:
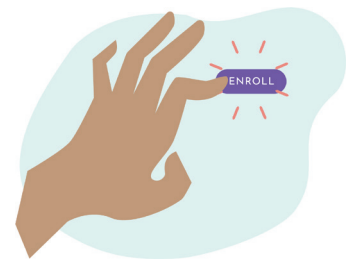

Premium care strong enough for all moms.

Behind text, at reduced opacity/saturation

Over photos at reduced opacity as a branding element

As a background for illustrations

When creating infographics, charts, and diagrams, organic shapes can make the composition too visually cluttered. In these instance, use circles, pill shapes, or rounded rectangles in our color palette to emphasize and contain information. When utilizing lines and arrows, use rounded angles and leave some space between the different elements to create a smooth and natural flow.
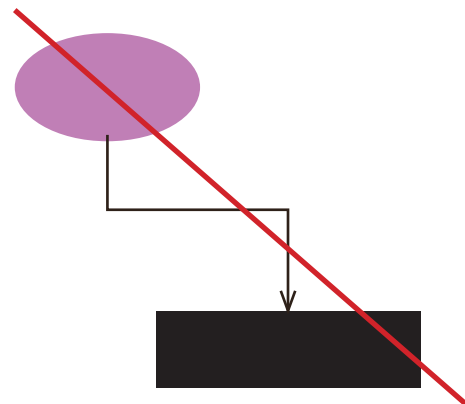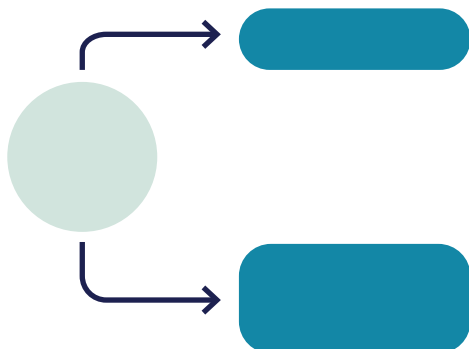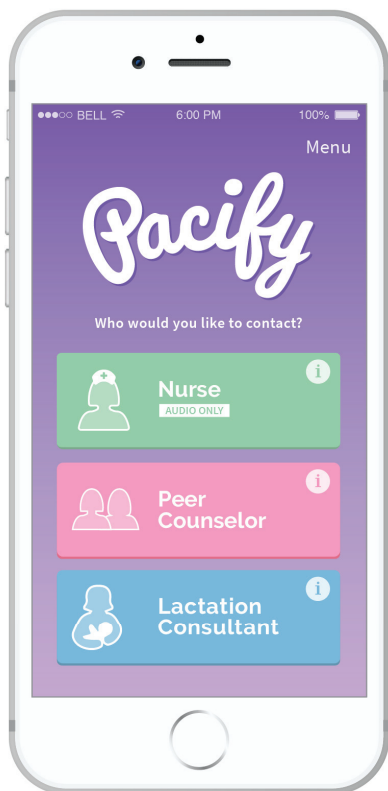
Pacify

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 of these screens or the symbol logo, in white, on a "Pacify Purple" background.

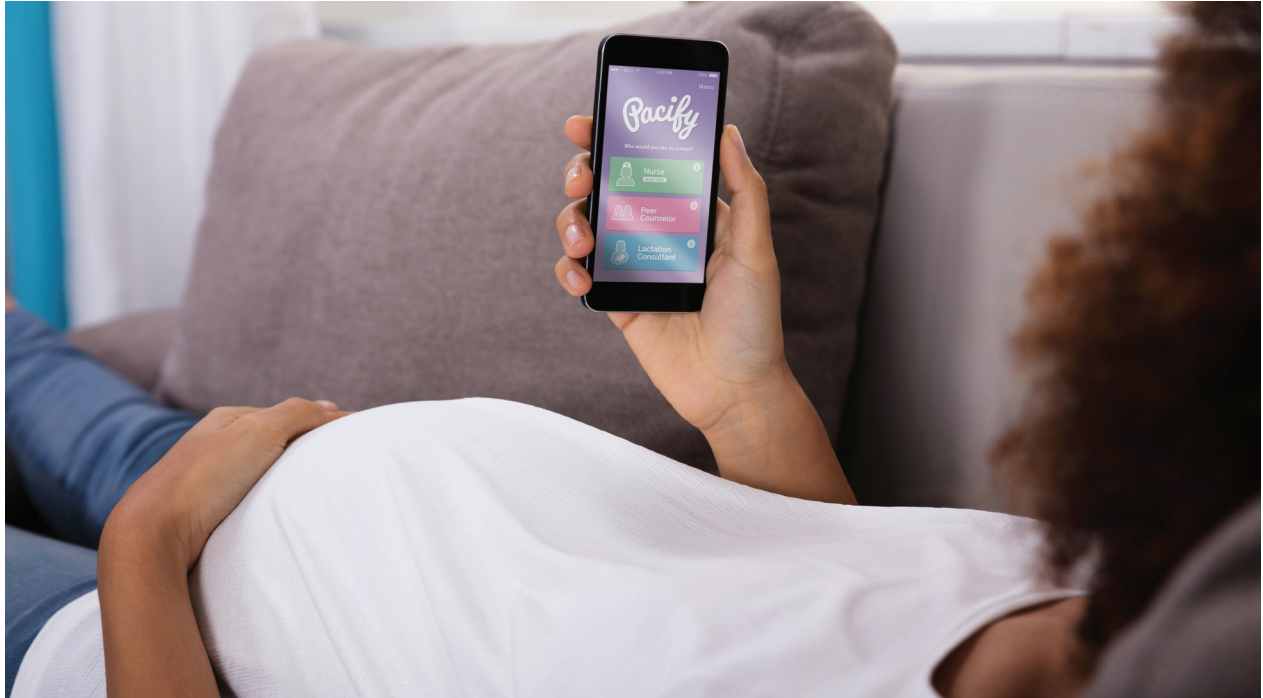Home Call Screen   Provider Call Screen   Pacify Logo Icon

Photography

Pacify

Photography

Pacify

Photography

Pacify

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)

Body font weights and colors adjusted to emphasize information

H1 and H2 fonts scaled to fit materials

Primary logo with appropriate clear space

Instant feeding and doula support for every family.

24/7 access to highly-trained doulas and lactation consultants. Peace of mind, anytime.

Pacify's network of **100+ lactation consultants and registered nurses** have helped more than **100,000 families**, reducing costs and improving outcomes for 50+ partners at managed care organizations, health systems, non-profits and employers across the country.

Soft organic shapes used to frame content and break up text

24/7 video support

Unlimited consultations

Services available in English & Spanish

Answer time of 3 minutes or less

Bulleted list of simple icons, consistent graphic styling

Symbol logo represents Pacify app

@pacifyapp
www.pacify.com

8.5" X 11" FLYER (NOT TO-SCALE)

Photo meets brand photography criteria, framed by soft shapes

Primary logo with appropriate clear space

H1 font framed with organic shapes

Pacify

Premium care strong enough for all moms.

Pacify partners with employers, public health groups, Medicaid managed care organizations and state and city health departments.

Symbol color consistent with wordmark, appropriate space between the two

Because better outcomes shouldn't come at a premium.

24/7 member support

Increased engagement

Average savings of $850 per member

Improved outcomes

Consistent icon styling

@pacifyapp
www.pacify.com

PARTNER
LOGO

Space saved for co-branding with partner organization

Pacify

8.5" X 11" FLYER (NOT TO-SCALE)

Photo meets brand photography criteria, framed by oragnic shapes in our primary palette

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

Body font weights adjusted to emphasize information

Pacify's network of **100+ lactation consultants** and registered nurses have helped **more than 100,000 families** across the country.

Standard in-app call screen

Peace of mind, anytime.

Services available in English & Spanish

Unlimited consultations

24/7 video support

Answer time of 3 minutes or less

Simple, consistent icons

@pacifyapp
www.pacify.com

PARTNER LOGO

Symbol color consistent with wordmark

Space saved for co-branding with partner organization

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 (eg. 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.**

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