

LifeWorks

YOUR INTEGRATIVE HEALTH PARTNERSHIP

Welcome to LifeWorks. This is what our brand stands for.

For individuals and healthcare decision makers who are determined to live a vibrant life free of disease, build a positive and healthy community, and are looking for guidance they can count on, LifeWorks is the most thorough and cutting-edge integrative health service provider today.

Unlike other healthcare service providers, only LifeWorks has a diverse team of compassionate, knowledgeable providers who utilize a holistic approach to discovering and treating the root-cause of disease, using various evidence-based methods of physical and functional medicine. LifeWorks gives individuals the hope of healing and empowerment to take back control of their lives, by delivering the highest level of comprehensive care available.



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Our Story

A note from Dr. Matthew Gianforte, DC

Founder and Owner of LifeWorks Integrative Health

Our highly trained and diverse medical team is propelled by our desire to provide the best physical medicine. Each practitioner at LifeWorks Integrative Health has, through their career, gone above and beyond the status quo through additional training, innovation in their area of expertise, and a firm commitment to excellent health care services that get results.

On a daily basis this exceptional team hears stories of the countless practitioners our patients have seen who couldn't help them. This pushes us to dig deeper, work harder and excel in every area of LifeWorks Integrative Health.

LifeWorks Integrative Health has built a team that truly knows root cause-based medicine on all levels, including all aspects of physical medicine, so that you can better manage your pain and wellness.

Whether it is chiropractic care, pain management, chronic disease, or physical rehab that you need, we have the service and we have Kansas City's finest practitioners to serve you.

Each member of LifeWorks Integrative Health Kansas City is committed to a healthier you and a healthier community. We so look forward to serving you and your family.



Our Promise

We inspire, educate, guide, and empower
people to live a life of vitality

Our Anthem

We are here for the determined. The diligent. The resilient. The one's who will not settle for mediocrity. To bring back hope of healing. Together. Because life is meant to be lived. Wholly.

To establish ourselves as the most knowledgeable and trusted source of guidance. We build a foundational relationship with patients. An understanding that we are a team. That healing is a journey. And we both must do our part. We listen with compassion and investigate each individual separately, and create a healing plan respectively.

We have and incredible opportunity. To discover and treat the root-cause of disease. To bring back life. To educate and guide. To build a community around vitality. And most of all, give individuals the confidence that LifeWorks is a cutting-edge and trusting resource for healing the body naturally.





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Our Logo

The Meaning

Our logo represents a vibrant life. The life individuals can have when they are well. People are drawn towards this simple and holistic approach. It guides. It is a light of hope. A hope of healing. Healing that allows their body to work.



Lifeworks

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Our Logo

Logo Space and Size

Space: The amount of space around the logo must be maintained. Always maintain a clear space that is at least equal to the width of the r.

Minimum Size: To ensure logo readability, on -screen total width should never be less than 100 pixels. If smaller than 200 pixels, the tagline should not be included. For print, logo typography should never be smaller than 1.00”



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Our Logo

Logo Letter Details

The straight edges and geometric corners convey strength and purpose, while the rounded letters give the type a soft approachable feel.



Our Logo

Logo on Backgrounds

Take note of the LifeWorks brand when being used on white. The logo uses the two primary colors and the tagline in a complimentary gray.

If white is not available, there must be sufficient contrast to allow our logo to prominently stand out. When on a color backdrop the logo becomes completely white for legibility.



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Our Logo

Logo on Photography

Take note of the LifeWorks brand when being used on photography. It is important the logo is always legible on the photo. If there is space on a solid colored background the white logo can be used. If the logo is not legible on it's own use white or black or colored box to highlight and give it placement on the image. When using a colored box, use the LifeWorks brand approved colors for the backdrop.



Our Logo

Logo Improper Usage

Altered and incorrect use of the LifeWorks logo distorts and damages the continuity of our brand. It is essential to avoid stretching, compressing, or any other distortion of our logo.



DO NOT: Scale the logo disproportionately

LifeWorks

DO NOT: Change the logo font

LifeWorks

DO NOT: Rotate the logo

LifeWorks

DO NOT: Separate or move the words individually

Life Works

DO NOT: Use excessive drop shadows

LifeWorks

DO NOT: Reproduce in non-approved colors

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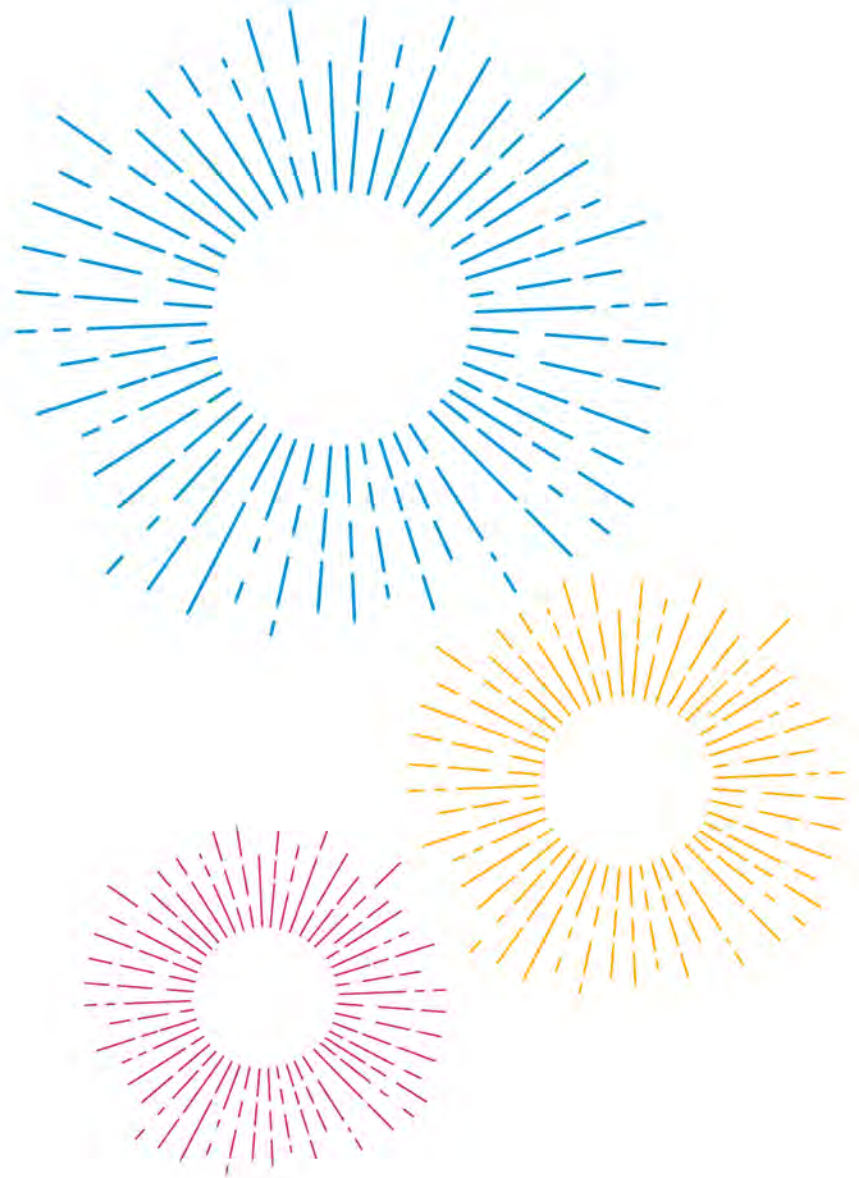
Brand Elements

LifeWorks Proper Color Usage

All colors used must be a part of the LifeWorks brand color scheme, you must use the appropriate RGB or CMYK color values.

The primary colors should be prominent. Secondary colors should only exist to accent the layout. Avoid using more than one secondary color at a time. Avoid using more than one gradient color system at a time. Using more than one can complicate the layout. Use black or LifeWorks gray for the body of the text only and balance the layout space. This will help present the information in a pleasing manner.

Any deviation from our established brand colors must be approved. LifeWorks is vibrant but simple when it comes to design and brand color usage.



Brand Elements

LifeWorks Primary Colors

Green

CMYK: 25/0/100/44

RGB: 107/143/0

HEX: #6b8f00

Blue

CMYK: 77/39/0/0

RGB: 16/127/201

HEX: #107fc9

Dark Gray: CMYK: 66/59/58/41 RGB: 71/71/71 HEX: #474747

Brand Elements

LifeWorks Secondary Colors



Magenta

CMYK: 0/100/50/27

RGB: 186/0/93

HEX: #ba005d

Yellow

CMYK: 0/40/100/0

RGB: 225/153/0

HEX: #ff9900

Light Blue

CMYK: 33/4/0/4

RGB: 164/234/244

HEX: #a4eaf4

Light Gray

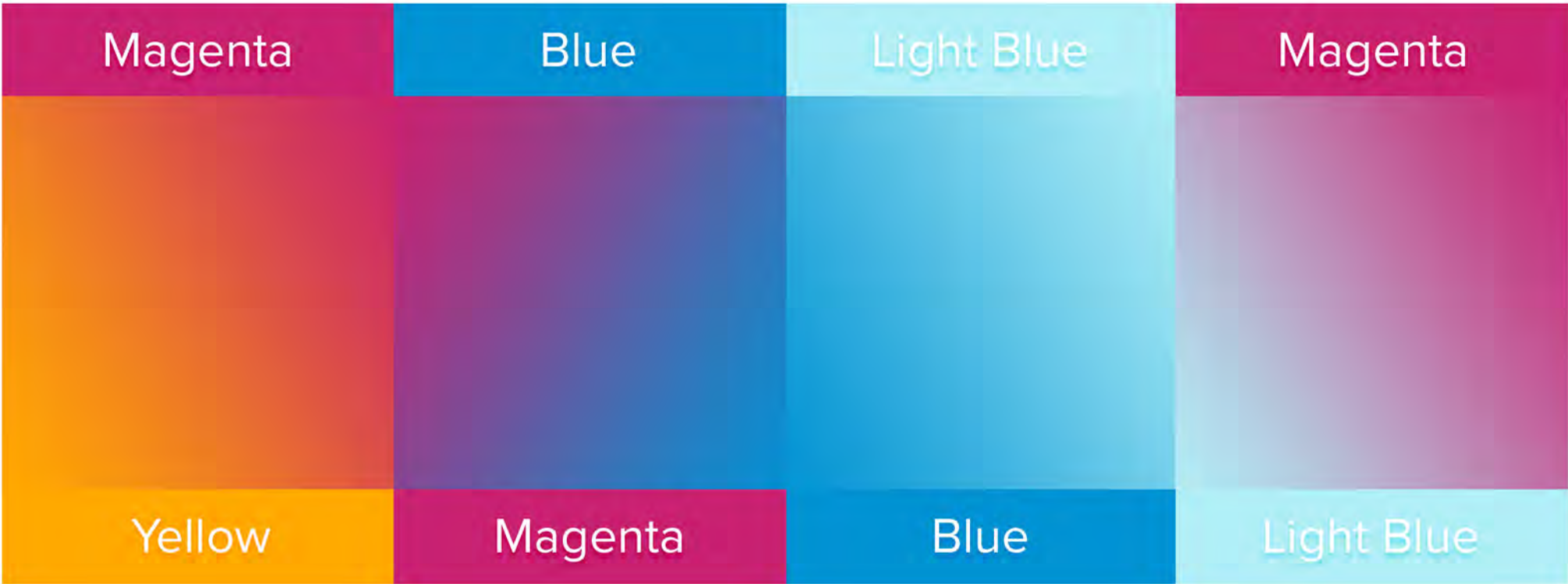
CMYK: 0/0/0/25

RGB: 191/191/191

HEX: #bfbfbf

Brand Elements

LifeWorks Gradient Colors



Brand Elements

LifeWorks Typography

Proxima Nova

Proxima Nova Extrabold

**I am a geometric typeface
primarily used in headlines**

Proxima Nova Bold

**I am a geometric typeface
primarily used in headlines**

Proxima Nova Regular

**I am a geometric typeface
primarily used in headlines**

Proxima Nova Light

**I am a geometric typeface
primarily used in headlines**

Brand Elements

LifeWorks Typography

Nu Serif

Nu Serif Bold

**I am a perfect typeface for
title or a section header**

Nu Serif Bold Italic

***I am a perfect typeface for title
or a section header***

Nu Serif Regular

**I am a perfect typeface for title
or a section header**

Nu Serif Italic

***I am a perfect typeface for title or
a section header***

Brand Elements

LifeWorks Typography

Avenir Next

.....
Avenir Next Bold

I am a typeface you will want
to use for paragraphs

.....
Avenir Next Demi Bold

I am a typeface you will want
to use for paragraphs

.....
Avenir Next Medium

I am a typeface you will want
to use for paragraphs

.....
Avenir Next Regular

I am a typeface you will want
to use for paragraphs

Brand Elements

LifeWorks Typography Hierarchy

The Headline

Proxima Nova 72 pt

The Title or Section Header

Nu Serif 36 pt

The paragraph and body text should be written in Avenir Next. This is an example of how the three different fonts should be used and in what format they should be used in. Consider how these fonts work together with simple variations of style which help create a hierarchy between sections.

Avenir Next 14 pt

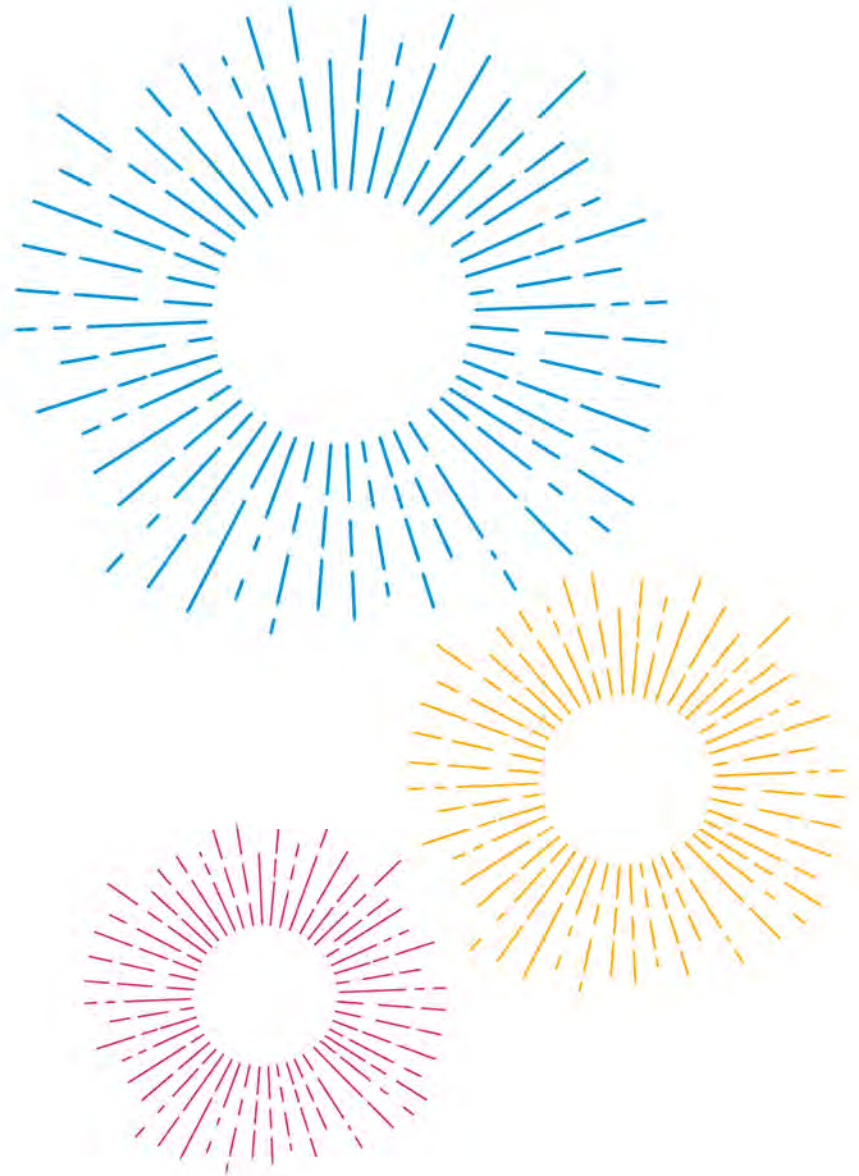
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Brand Marketing

LifeWorks Marketing Templates

Review the following pages and take note of the advertising layouts. These templates are guides to help you design using all the brand guidelines shown prior. You can see the use of the gradient color schemes and use of photography depending on the medium they are designed for.

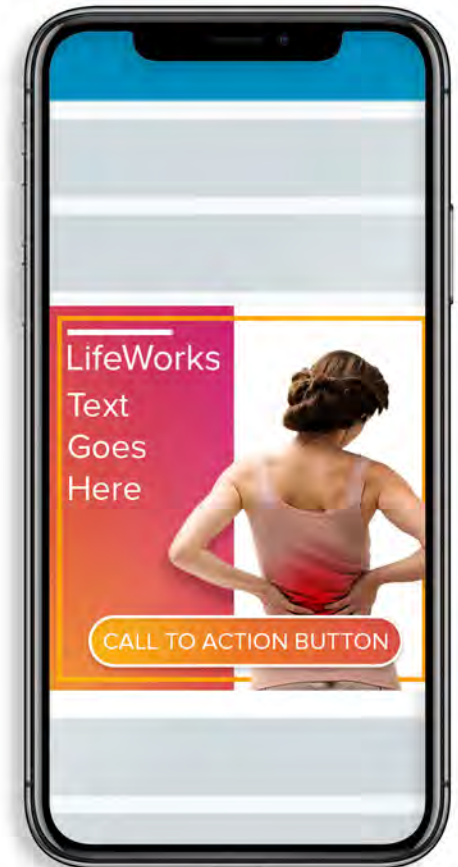
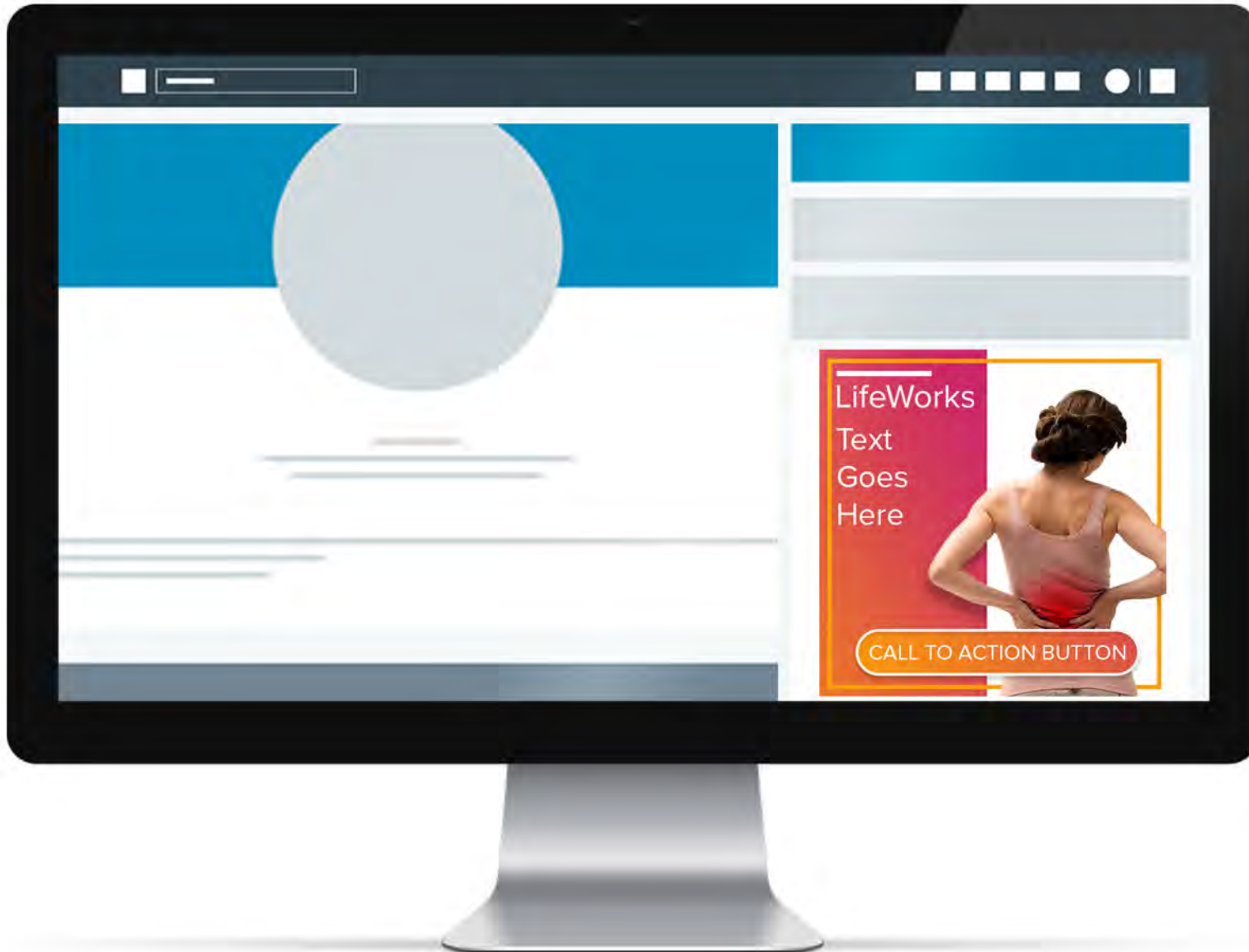
You will be able to see how to keep the the brand consistent while noticing slight variations of design depending on the layout it is used for. The goal of every ad is to keep a similar look and feel while still pushing the main objective of the ad.



Brand Marketing

LifeWorks Digital Ad Templates

Shown below is an example template for digital advertising for LifeWorks. Take note of the three main sections and the opportunity to use this space for visual information. Make sure the ad has a call to action and the correct logo and typography.



Brand Marketing

LifeWorks Print Ad Template

Shown below is an example template for print advertising for LifeWorks. Take note of the four main sections and the opportunity to use this space for visual information. Make sure the ad has all the information and use the paragraph space for all the important details.



Let there be light

*Et ut quis nulla perire. Nisi ut aliquam
consequatur alia volubundum ad quam*

*Et ut quis nulla perire. Nisi ut aliquam
consequatur alia volubundum ad quam*

HEADLINE

Secondary Tagline Goes Here

LifeWorks
YOUR INTEGRATIVE HEALTH PARTNERSHIP

Paragraph Information Goes Here. Paragraph Information Goes Here. Paragraph Information Goes Here.
Paragraph Information Goes Here. Paragraph Information Goes Here. Paragraph Information Goes Here.
Paragraph Information Goes Here. Paragraph Information Goes Here. Paragraph Information Goes Here.
Paragraph Information Goes Here. Paragraph Information Goes Here. Paragraph Information Goes Here.
Paragraph Information Goes Here.

| CONTACT INFO LISTED ALONG THE BOTTOM OF THE PAGE |

Brand Marketing

LifeWorks Video Title Graphic

Shown below is an example template for Video title graphic for LifeWorks. This will be displayed at the beginning of all video ads such as YouTube or any Online video source. The goal is to have a consistent intro that the audience is familiar with over time.



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Thank you for reviewing and following this guide. Our goal is to bring our brand to life by making a memorable look and giving a LifeWorks experience to our audience.