

# LifeSense

## Brand Guidelines



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# The Logo.

The LifeSense logo is an adaptation of sister brand Medicare. Brand variations and style must be kept independent from other Medicare brand assets.

## Logo Master

The logo and logotype (text) must be used in its entirety. It must always be produced exactly as shown and in the defined Pantone solid coated colours or CMYK colours. This is the hero logo and is to be used when branding all internal & external communications. There are a few variations of this logo, please ensure you are using the correct and most up to date version.



Master Logo

## Incorrect Use

Here are some examples on how not to use our Master Logo, these principles apply to treatment of all other logo variations.



Do not alter logo in any way, this includes distorting, stretching, or transforming the proportions.



Do not use drop shadow or effects on the logo.



Do not rotate the logo or use any abstract positioning.



Do not adjust the transparency in any circumstance.



Do not enclose or frame the logo in any way.



## Logo Clear Area

The logo will always be surrounded by minimum clear space separating it from other objects and elements so it can be clearly identified.

This clear space should be kept free of all type, graphic elements, rules and detailed areas within illustrations and photography.

It is important to take note of branded white boarder that surrounds the parimeter.



The Clear Space is defined by the full text height of the Brand Wordmark. Attention to detail is required when positioning the logo beside or surrounding text. See logo placement guidelines for use in graphics and tiles.

## Minimum Sizing

The minimum Master Logo size for print is 36mm high and 94mm wide and 43px for digital for top half and 10mm high and 94mm wide for the bottom half.

The minimum size for the logo should only be used for applications with limited space available, the logo should never be set smaller than these sizes.



### 3 Main Logo Styles

The LifeSense Master Logo is adapted slightly per each category and platform under the Life Sense brand range. It is important to note the differentiating elements and keep them consistent. Clear spacing guidelines set above apply to all use of the logo.

- C=79 M=7 Y=0 K=0
- C=90 M=20 Y=0 K=10



Master Logo Marketing & Comms: all dimensions must be used correctly and scaled appropriately. The distinguishing design features are the radial gradient & white border.

- Pantone 299 C
- Pantone Cool Gray 3 C



Master Packaging Logo: all dimensions must be used correctly and scaled appropriately. The distinguishing design features are the flat red body and gray 'smile' as standard for all packaging logos.

Misc. Material Packaging Logo: all dimensions must be used correctly and scaled appropriately. The distinguishing design features are white basic badge outline with no secondary 'smile' feature or drop shadow.

- 100% White



## Logo Treatment: Social/Advertisment

Logo positioning will vary from platform to platform, here are some guidelines for logo use on popular platforms.

## Social/Advertising Logos

The LifeSense badge is new to online marketing and platforms. There is not differentiating factors between the marketing and packaging logos. It is important the logo remains consistent across all platforms, in it's entirety.

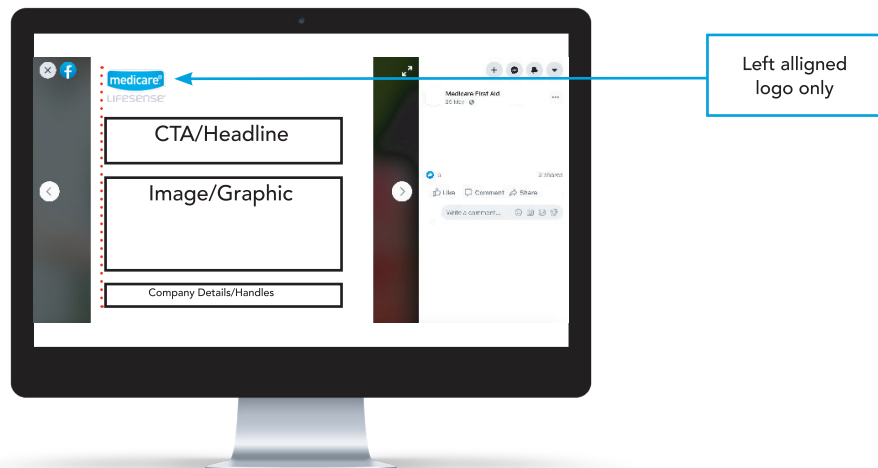


Master Logo - Marketing/Online

## Social/Advertising Logo Positioning

The optimum badge logo positioning is in the top left hand corner of the advert/graphic. This is positionong for maximum awareness and recall.

Text and imagery should allign with logo boarder.



## Packaging Logo Treatment & Positioning

The logo treatment for packaging remains consistent with all other platforms. The logo must remain true to the one and only Master Logo.

- Pantone 299 C
- Pantone Cool Gray 3 C



Packaging Hero Logo - For the majority of packaging, grey smile standard across all colourways and categories



## Packaging Logo Spacing

Spacing guidelines and logo proportions and dimensions should be followed strictly and maintained until any updates are made and communicated.

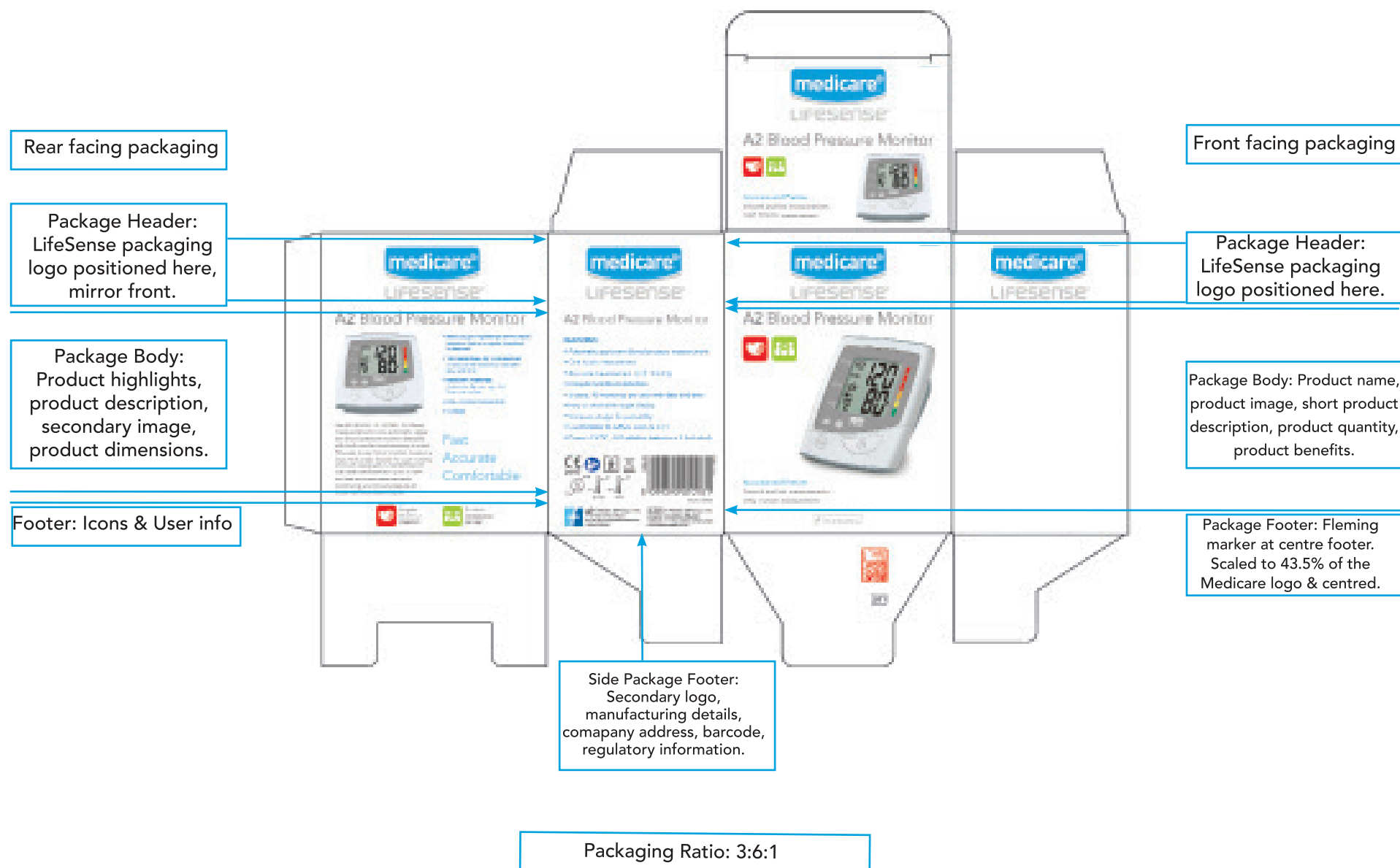


Ensure all boarder and spacing guidelines are followed, this outlines the minimum sizing dimensions. All alternatives must be sized proportionately.



The relationship between the Life Sense and Fleming logo is defined here, with the Life Sense logo taking full scale and the Fleming scaled down to 43.5% of it's size. It should be positioned between the l and the F.

## Packaging Logo Positioning



## Product Categories

The Life Sense brand carries, currently, three core categories: Health Monitoring, Therapeutics and



# Typography.

To ensure the integrity of the Life Sense brand, consistent typography is to be used throughout all internal and external communications as specified below.

Avenir Book

## Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789,.;'""!()?@#\$\$%&\*

Use: Internal & External Communications in Print & Digital

Avenir Medium

## Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789,.;'""!()?@#\$\$%&\*

Use: Internal & External Communications in Print & Digital and Packaging

Avenir Black

## Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789,.;'""!()?@#\$\$%&\*

Use: Online Social Content/Inforgraphics only



## Incorrect Use

Here are some examples on how not to use Avenir as part of the Life Sense brand.

### Avenir Bold



# Avenir Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.;'"/!()?@#\$\$%&\*

No Bold versions of the text to be used, unless single word emphasis.

### Avenir Medium Oblique



# Avenir Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.;'"/!()?@#\$\$%&\*

No Italic versions of the text to be used.

### Avenir



# Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.;'"/!()?@#\$\$%&\*

Try to minimise the colour variations when using the font.

## Type Styles

Guidelines for type sizing, positioning, headlines, sub-heads and body size..

**Headlines should be written in Avenir Black and weight should be decided based messaging and platform.**

Sub-headlines should follow the headline at 3/4 the weight in Avenir Medium. Colour variation can be used

Body and paragraph text style should always be at least 3/4 or less than the sub-headline. It should be written in Avenir Book and should always be in black.

# Tone of Voice.

Life Sense's brand voice is new as it becomes independent from sister brand Medicare. Life Sense has confident and informative tone without being arrogant or condescending. The Life Sense voice must be empowering and educational for consumers.

Consistency in tone is vital and copy should be reviewed often to ensure this consistency.

When creating copy make sure to hit a mix of the following:



Age Inclusive Focus



Empowering



Trust in Innovation/  
Technology



Professional



Confident



Reliable & Dependable



Knowledgeable



Holistic Approach to  
Health

# Tag Lines.

TBD

# Colour Palettes.

The Life Sense colour palette consists of Primary colour palettes.

## Primary Colours



PANTONE  
299 C



PANTONE  
Cool Gray 3 C

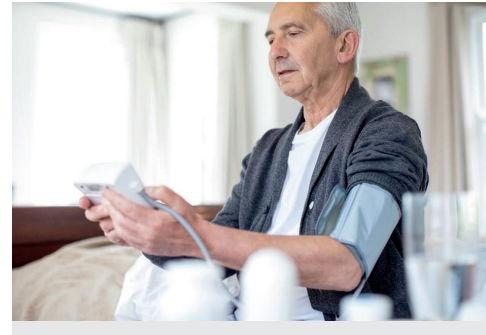


PANTONE  
000 C

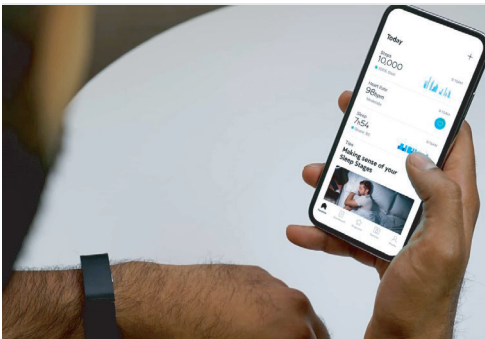
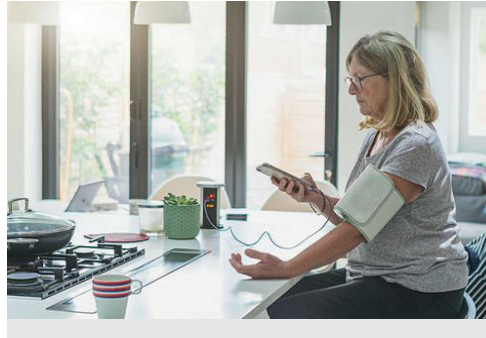
# Imagery.

Imagery should always be in keeping with the brand and should portray the brand image at all times. Below are examples of photography that can be used throughout all communication for the brand. These are examples of the tone, style, composition and subjects we should be focusing on.

The focus is on the usability, home health, consumer independence, consumer health, movement & activity etc. It's important to note that Life Sense is a proactive brand, the imagery must reflect the pre and post product activity and stay on trend and up to date.







## Imagery Incorect Use

Some photography styles & formats to avoid.

### Incorrect Format

Ensure your size, format & dimensions are all in line with the platform and space the image is being presented on. Empty borders should be avoided due to lack of appropriate formatting.



Example: stretched and low re imagery for the platform formatting.



Example: avoid borders and empty space due to incorrect picture sizing/format.





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