

2.1 Logo Usage

Primary Logo Treatments

The preferred used of the logo is left justified when space allows it. It is important to always use the logo clearly and without obstructing its visual integrity.

- Color logo left justified: The text is aligned left and centered to the logo mark.
- Color logo centered: The text is stacked and centered under the logo mark.
- All logo text should be hex code #333333 in the full-color version
- Use color logo on white and light backgrounds.

Logo Colors:
The LifeStance logo is represented by a variety of gradients. The following colors serve as checkpoints within those gradients to maintain consistency.



Logo Color Palette

Mint Green HEX: 6CD58E RGB: 108 / 213 / 142 CMYK 55 / 0 / 61 / 0 PMS: 2255 C	Aqua Blue HEX: 00C0E0 RGB: 0 / 192 / 224 CMYK: 69 / 0 / 10 / 0 PMS: 311 C	Purple Blue HEX: 639DF5 RGB: 99 / 157 / 245 CMYK: 57 / 33 / 0 / 0 PMS: 279 C	Purple RGB: 7 / 87 / 166 CMYK: 82 / 74 / 0 / 0 HEX: 4A57A6 PMS: 2117 C	Teal HEX: 008B99 RGB: 0 / 139 / 153 CMYK: 84 / 29 / 36 / 2 PMS: 321 C	Black HEX: 333333 RGB: 51 / 51 / 51 CMYK: 62 / 48 / 49 / 48 PMS: 447 C
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Logo Violations

Dos:

- Keep the integrity of the logo.

Don'ts:

- These are specific examples to avoid when applying the LifeStance logo.



Don't use random colors outside of the brand family of colors.



Don't fill in the logo with a pattern, gradient, or image.



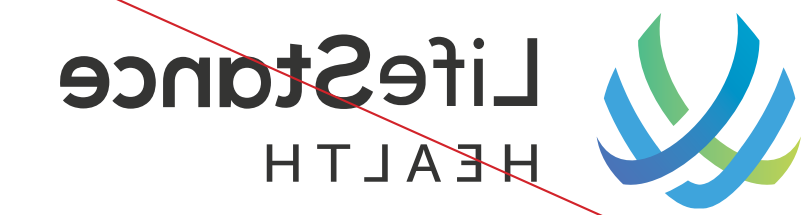
Don't add effects to the logo such as drop shadows or glows.



Don't use random colors for text. Text should be hex code #333333 in the full-color version.



Don't alter the orientation of the logo.



Don't reposition the logo such as reflection.



Don't separate the logo.



Don't outline the logo.