



BRAND BOOK 2021

Women's healthcare,
reimagined.

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Our Story

While the healthcare industry has innovated at a rapid pace, women's healthcare has fallen behind. Health indicators for U.S. women, particularly during pregnancy and childbirth, are worse than in other developed countries. Advantia Health is changing that. In pursuit of our mission to transform healthcare for all women, Advantia has created the ultimate integrated care experience.

MEET LIV

Designed for women, powered by women, Liv by Advantia Health is changing the way women experience and expect healthcare. We provide our members with complete women's healthcare by offering OB/GYN, primary care, mental wellness, physical therapy, and so much more, all in an inviting space in the heart of D.C.

The simple fact is that women are different from men when it comes to health. We experience pain differently, we have different mental health constructs, and our bodies are physically different. We are seven times more likely to be misdiagnosed during a heart attack, and women in the U.S. are more likely to die during childbirth than in any other developed nation.

It's time for the healthcare industry to do better. We all deserve a healthcare system and experience built around our bodies, our lives and our unique needs. You should be able to schedule an appointment conveniently on your phone while dropping off your kids at school or heading to that big meeting. You should be able to get help with anxiety, pregnancy and abnormal thyroid levels under the same roof, from the highest-quality providers. Doctors should listen and understand your health needs – mental and physical. A waiting room doesn't have to feel stark, and you don't need to spend all day there. And technology can help make the whole experience better, end-to-end.

At Liv, we believe your health doesn't have to be so hard to manage. **Liv** is the next generation of healthcare: an innovative care model that puts women at the center, making it easy to start out healthy and stay that way.

Our Vision

Liv is transforming women's healthcare into a personalized, integrated, and inviting experience by providing complete care & empowering community involvement. We're committed to three key values in support of our mission:

WHOLE SELF CARE

We've assembled a diverse clinical team, fiercely passionate about providing high-quality care. Liv's integrated services support a woman's whole health, giving you confidence in your care, every single time.



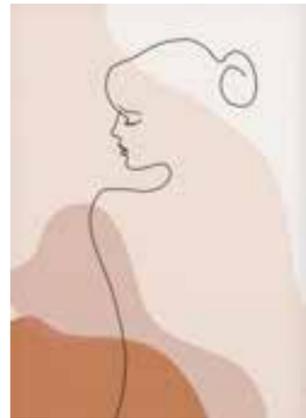
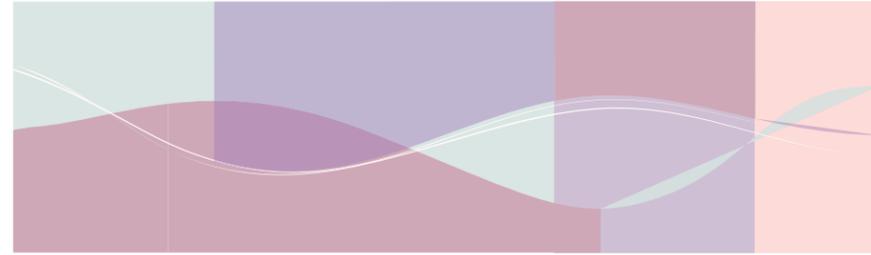
CONVENIENCE & COMFORT

Liv is designed with a woman's needs and preferences at the center, offering personalization throughout the experience. From scheduling an appointment to visiting our beautiful D.C. location, Liv makes it easy and enjoyable to get the care you deserve.

GROUNDED IN COMMUNITY

As a Liv member, we invite you to access exclusive events and partnerships that empower your physical and mental well-being. From your care team to the Liv community, we're in this together.

MOODBOARD



Approachable Lively Collaborative Courageous
Personalized Creative Dependable Elevated
Energetic Unique Experienced Fierce Honest
Forward-Thinking Proactive Familiar Functional
Quality Innovative Influential Convenient Inviting
Modern Passionate Powerful Warm Professional
Progressive Relaxing Friendly Enthusiastic Smart
Tasteful Unconventional Welcoming Supportive
Reliable Comfortable Impactful Thoughtful
Compassionate Inspiring Fresh Community

Women's healthcare, reimagined.

Taking women's healthcare personally.

Complete care designed for women, powered by women.

Expect more from women's healthcare.

Complete women's care designed with you at the heart.

A transformative healthcare experience for all women.

Flipping the script on women's healthcare.

All your care needs under one roof.

Changing the way women experience & expect healthcare.

Our Voice

HOW DOES LIV SPEAK?

Liv's voice is approachable, upbeat, calm and confident. Our main goal is to put our members at ease and leave them with a positive and personalized experience. Most of the time we maintain an informal and casual tone, but this varies depending on the situation. We let our members' mood be the guide for crafting our tone.

Are we speaking to a group of Instagram followers who look forward to our daily tips? Or is this a response to a Washington Post OpEd? One already knows and loves Liv, and the other might require more of a polished approach.

Liv's voice is:

Honest, but not harsh
Expert, but not over-the-head
Intelligent, but not pretentious
Calm, but not disinterested
Elevated, but not snooty
Friendly, but not unpolished
Intentional, but not short

Liv's tone is:

Warm
Familiar
Approachable
Relatable
Upbeat
Excited
Refined

Liv's tone is never:

Defensive
Uncertain
Condescending
Judgmental
Argumentative
Sarcastic
Exclusionary

BRAND PERSONA

Liv is a practicing clinician living in D.C. Her friends are always texting her with questions about medical advice & how to get involved in her latest projects. On a Friday night she attends lectures for one of the community organizations she's involved with. On a Sunday morning she heads out for a hike on the Potomac with her family. She's passionate about healthcare, wellness, women's empowerment and believes you shouldn't have to choose between health & wellness.

Liv is the friend you admire, the mentor you respect, the woman you can always turn to when you need advice.



Our Community

Liv is a unique membership experience - our patients, customers, and community are our members. At Liv, we've curated an experience with the unique needs and preferences of the women we serve at the heart of every decision. Our appointment times, modality of care, and continued support are dictated by our members - within and beyond the four walls of our practice.

MEET THE LIV WOMEN - MOVERS & SHAKERS, MUSES & MAMAS, AND SO MUCH MORE!

- **Women of D.C.** and the greater **DMV** area.
- **Ages 22-45** make up our key demographic, though we serve the care needs of all women ages 18-65.
- **Family planning** - our members may not have children today, but value the support they'll need if that changes.
- **LGBTQIA** - The district has the highest LGBTQIA-identifying population in the country! Liv is welcoming and inclusive of all members of our community, no matter how they identify.
- **Health equity conscious** - Liv women are members of a community that reflects the diversity of the DMV area. They are sensitive to and care about amplifying diversity and inclusion, and are passionate about proactively transforming a broken system that disproportionately affects health outcomes for minorities in the US, and for African American women in particular.
- **Value** equality, innovation, and progress. Liv members don't have time for inefficiency, inequity, or broken systems.
- **Passionate** about self care and wellness - Liv women are empowered with the tools and resources they need to support their whole health, and recognize the importance of mental health in that bigger picture.
- **Locavore** - our members are neighborhood-loyal consumers. They love that Liv is convenient to their favorite places to shop, dine, indulge, sweat, relax, and, well...live!
- **The word** - Liv women are ahead of revolving news cycles, are social media savvy, and value keeping themselves informed. No matter the latest, Liv women never miss a beat.



Logo

Liv is an Advantia Health venture, proudly represented by the Advantia emblem - the fundamental expression of our brand identity. It should never be distorted or redrawn when utilized for communications or co-branding. Please adhere to the following guidelines to ensure that the Liv by Advantia Health logo is applied consistently and maintains brand integrity.



PRIMARY

To maintain legibility of the "by Advantia Health" subheading, our primary lockups should not be scaled below 1.25" (96 pixels) wide.

SECONDARY

In instances when the Liv by Advantia Health brand has already been established, or when scaling below 1.25" (96 pixels) wide, the Liv mark without the Advantia subheading or the Advantia icon may be used on their own.

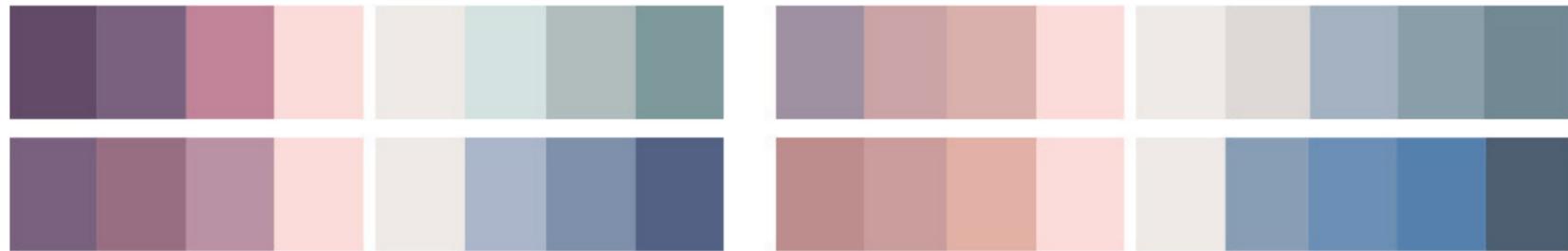
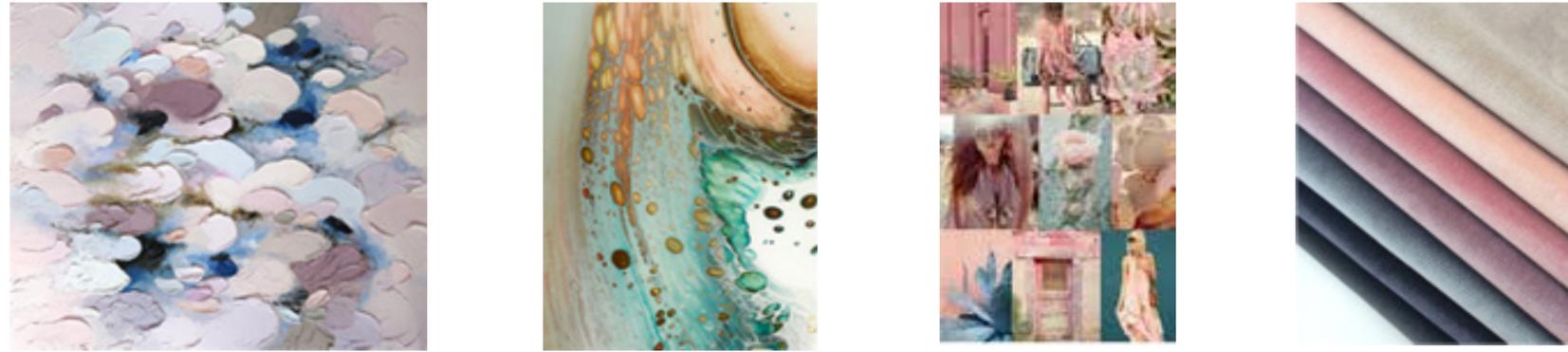
SPECIAL HORIZONTAL

To maintain legibility of the "by Advantia Health" subheading, we have created a unique lockup to be used in special horizontal use cases (eg banners, website headers, billboards).

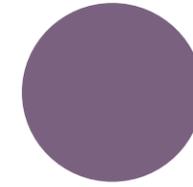


Palette

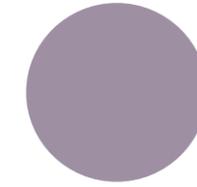
Liv's color palette is slightly more robust than that of Advantia Holdings, thoughtfully curated to appeal to the preferences and sensibilities of our members. From clean, bright neutrals, to rich, sophisticated jewel-tones, the spectrum below speaks to the many facets of women that make up the Liv community. We have customized this palette for flexible application in a variety of settings, from print and web, to interior design, to products and apparel. Please use the spectrum below for inspiration, and refer to the schema on the opposite page to remain on-brand when representing Liv in marketing and branding initiatives.



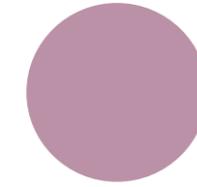
PRIMARY Please use these colors most frequently and in the highest volume.



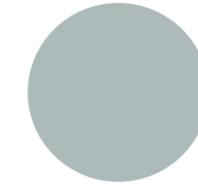
PMS: 4117 C
CMYK: 57/65/32/9
RGB: 121/97/127
HEX #79617F



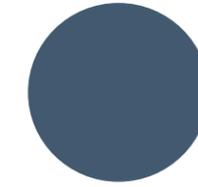
PMS: 7660 C
CMYK: 41/43/24/0
RGB: 158/143/163
HEX #9E8FA3



PMS: 5215 C
CMYK: 28/46/21/0
RGB: 186/145/166
HEX #BA91A6

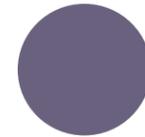


PMS: 5517 C
CMYK: 33/19/23/0
RGB: 173/186/186
HEX #ADBABA

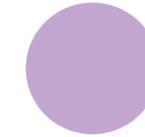


PMS: 4143 C
CMYK: 79/60/39/19
RGB: 66/89/112
HEX #425970

SECONDARY Please use these colors as accents.



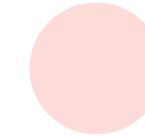
PMS: 2362 C
CMYK: 64/62/33/11
RGB: 105/97/125
HEX #69617D



PMS: 2351 C
CMYK: 22/36/0/0
RGB: 194/166/207
HEX #C2A6CF



PMS: 7471 C
CMYK: 48/0/20/0
RGB: 125/207/209
HEX #7DCFD1



PMS: 705 C
CMYK: 0/16/9/0
RGB: 252/219/217
HEX #FCDBD9



PMS: 7541 C
CMYK: 16/4/10/0
RGB: 212/227/224
HEX #D4E3E0

TERTIARY Please use these colors where neutrals are necessary.



PMS: 425C
CMYK: 65/55/54/29
RGB: 85/87/88
HEX #555758



PMS: Cool Gray 9 C
CMYK: 56/47/45/12
RGB: 115/117/119
HEX #737577

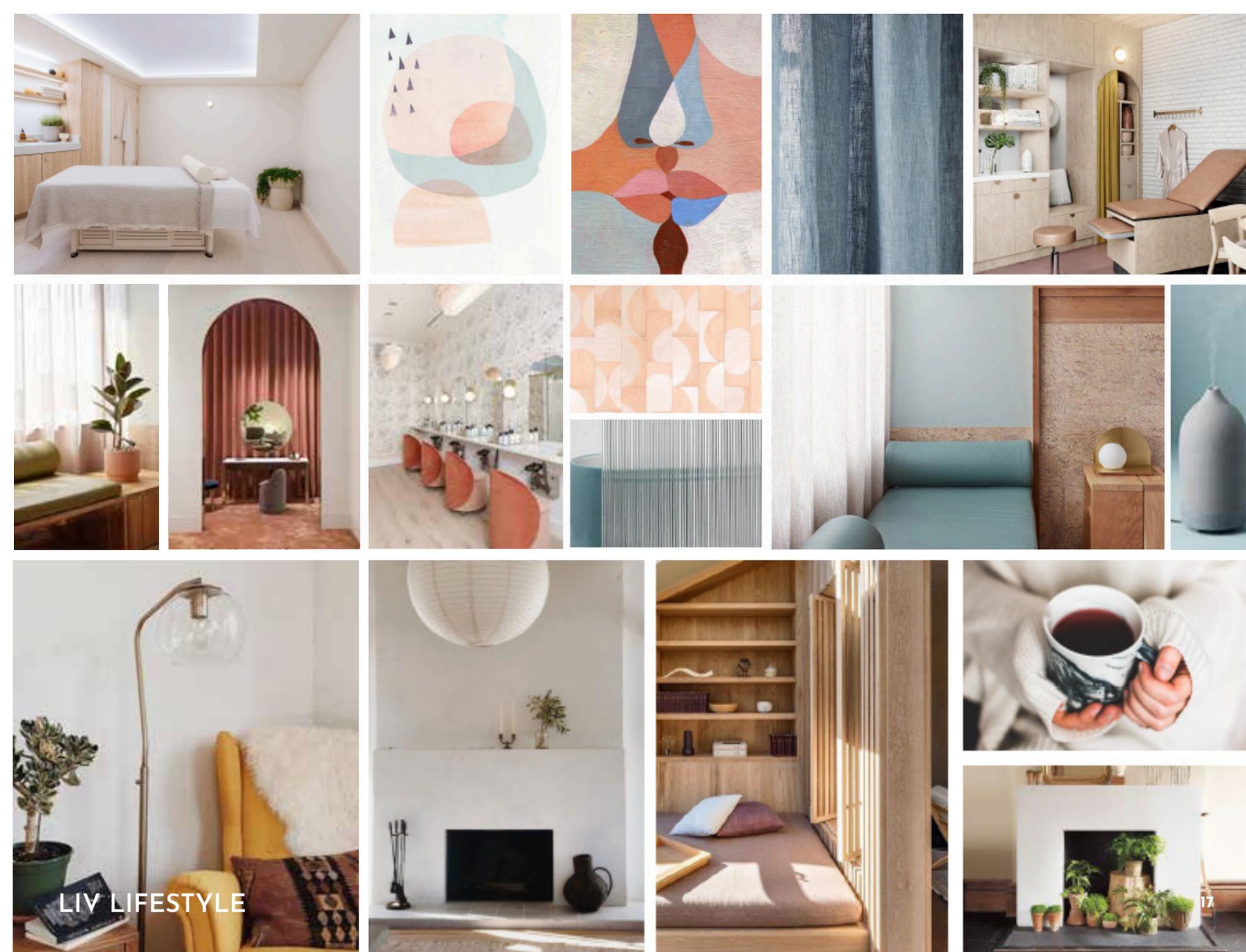


PMS: Cloud Dancer
CMYK: 5/5/7/0
RGB: 239/235/231
HEX #EFEFE7

Photography

Photography is a vital tool for representing the diverse communities that we serve, establishing an emotional connection with our audiences, and communicating the values that drive the Liv by Advantia Health experience.

Our photographic style is good-natured and inclusive, utilizing natural light and a neutral, soothing palette whenever possible. We depict a mix of candid and semi-candid scenes to help our consumers relate to our values and imagine themselves in each image - all photos should feel natural and unassuming, and should depict diversity across age, ethnicity, culture, and lifestyle. Photos used in Liv-related collateral should communicate believable and approachable sentiments focused on compassion and empathy for **every** woman's health and wellness journey.



LIV LIFESTYLE





Illustration

We use graphics and illustration to communicate ideas, visualize data, and tell stories to our members and partners alike. Liv's illustrative style has been carefully crafted to convey a sense of friendly inclusivity and artful sophistication; our hand-drawn vignettes employ flowing, open curves, and a playful color palette. We serve diverse populations and are careful to represent the many shapes, sizes, backgrounds, and interests of the women in our communities.

Clean, open lines are soothing and feminine; selective color blocking adds a playful, modern touch.

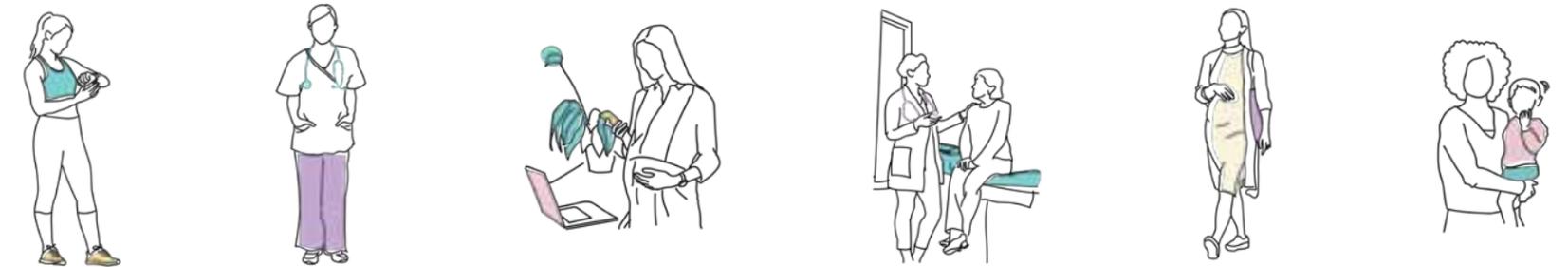


Simplicity of detail and lack of full-color shading allows for demographic diversity and inclusivity; absence of detailed facial expressions enables relatability for all women.

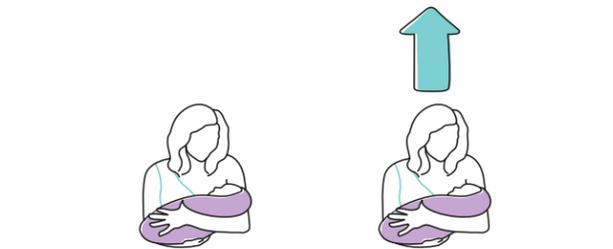
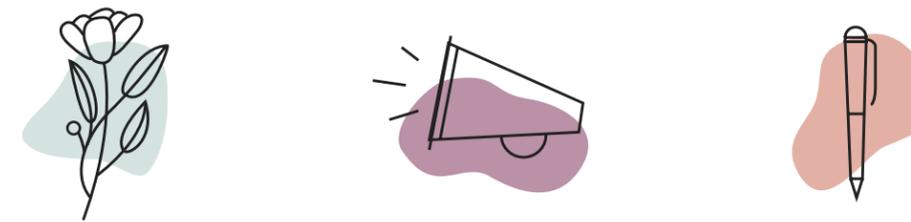
ICONS

Liv's iconographic styles range from detailed illustrations (full color palette, maximum visual information included), 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 Vignettes



Simplified Bullets



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

Typography

PRIMARY TYPEFACE

Across all platforms representing the Liv by Advantia Health brand, as a rule and wherever possible, use **Josefin Sans**. It's geometric, elegant, and welcoming appeal make it ideal for both consumer and partner-facing design.

FALL-BACK FONT

Wherever Josefin Sans is not available, use fall-back font as needed. Please note: contracts, grants, and other legal documents sent or received may adhere to the standards expected of that medium (eg. Times New Roman).

TEXT COLOR OPTIONS



CMYK: 78/60/39/18
RGB: 67/90/113
HEX #435A71



CMYK: 64/61/34/11
RGB: 104/98/124
HEX #68627C



CMYK: 65/55/54/29
RGB: 85/87/88
HEX #555758



CMYK: 45/51/22/1
RGB: 149/128/158
HEX #95809E



CMYK: 25/61/0/0
RGB: 189/122/179
HEX #BD7AB3



CMYK: 82/19/44/1
RGB: 0/153/151
HEX #009996

Josefin Sans Thin
Josefin Sans Thin Italic
Josefin Sans Light
Josefin Sans Light Italic
Josefin Sans Regular

Josefin Sans Thin
Josefin Sans Thin Italic
Josefin Sans Light
Josefin Sans Light Italic
Josefin Sans Regular

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

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 #435A71; 28 pt

THIS IS A PRIMARY HEADING - H2

Font: Josefin sans (semibold, uppercase only); HEX #95809E; 14 pt

This is a Secondary Heading - H3

Font: Josefin sans (semibold); HEX #555758; 12 pt

This is Paragraph Text. Lorem ipsum dolor sit amet, consectetur 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 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#555758 (highlight semibold, HEX #009996); 12 pt

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

Data callout A Font: Josefin Sans (semibold); HEX #BD7AB3; 18-24 pt

Applications

LIV BY ADVANTIA HEALTH - 1443 U STREET NW, WASHINGTON, D.C.

Storefront Window Wrap



SOCIAL MEDIA

Liv's voice and vision is carefully crafted to best suit the audience, medium, and functionality of each of our social media platforms. Please see the following guidelines for examples of how we utilize these powerful tools to share news relevant to our mission, instigate and inspire thought leadership in our community, and garner brand awareness to reach a broader audience.

Instagram:

Liv's **personality** on Instagram is lively, bright, upbeat, and personable. Our **voice** is informal, but informative - we speak to our Instagram audience as a friend sharing all the latest exciting developments about women's health and wellness.

As a primarily **visual** platform, we have more freedom on Instagram to embrace the brighter colors in our palette and get creative with eye-catching illustrations, graphics, gifs, and photos that will impact the viewer to stop their scrolling. This is our most dynamic and vibrant social media outlet - don't be afraid to be playful, whimsical, and cheeky when sharing insightful content and important updates with our Instagram followers.

We also have a unique opportunity to utilize the grid layout of the Instagram UI. Effective especially when we are gradually sneak-peaking news and announcements consistently over a few hours or days, we can use the app **"9 Cut"** to evenly divide a larger piece of art into separate squares that make up a full image or message once all have been posted.

Important: when sharing one-off posts that are not a part of a larger grid, be sure to adhere to the **rule of 3's** between grid campaigns to ensure full campaign layouts continue to effectively lineup over time: keep 3, 6, 9, etc. individual posts between grid series.



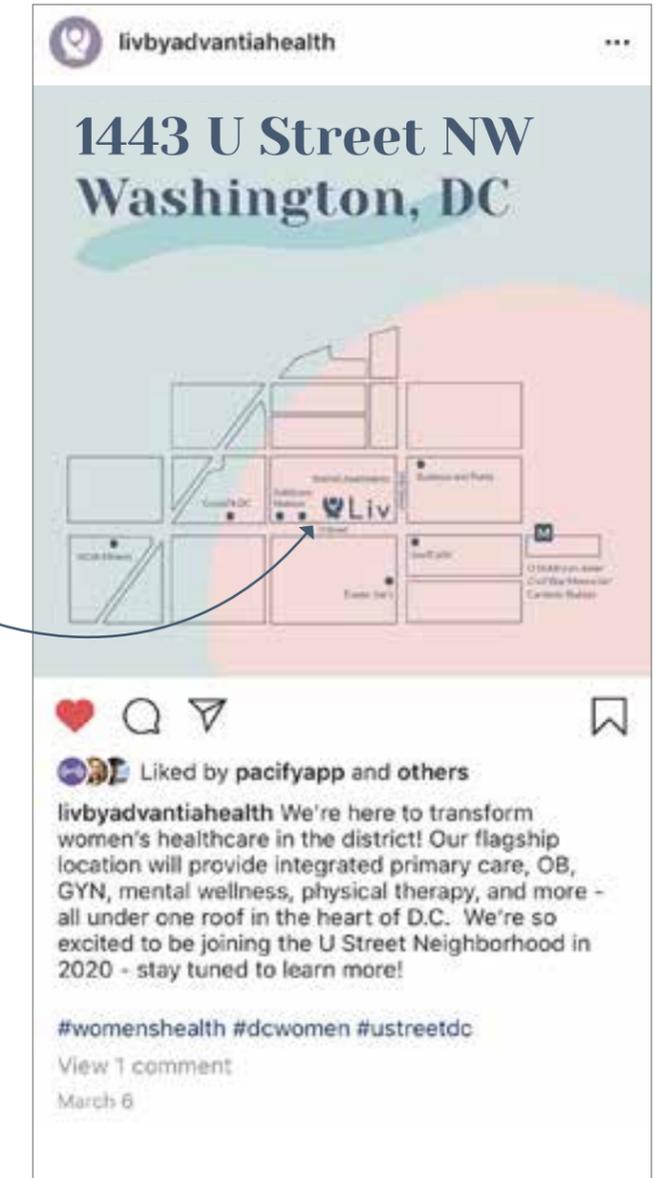
Examples of Use:

Bold use of color palette, clear concise use of tagline and essential info for quick messaging takeaways (in case viewers don't read captions).

Secondary Liv logo in solid color, no Advantia subheading due to scale and established branding.

Captions expand upon image content. Voice is friendly, personable, and excited. Ask questions to encourage engagement.

Effective use of relevant hashtags to increase visibility.





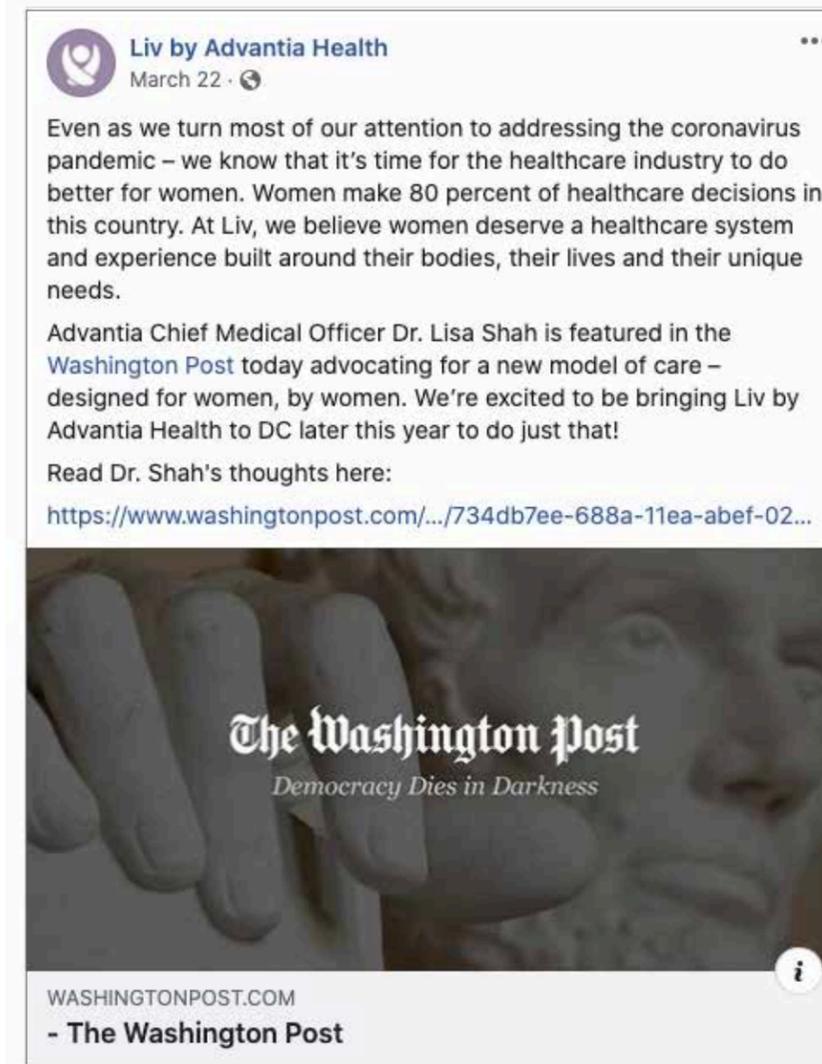
Facebook:

Liv's **personality** and **voice** on Facebook are similar to those which we use on Instagram - friendly, excited, and approachable. We can repurpose visual elements, captions, and hashtags from Instagram on our Facebook feed (with the exception of the 9 grid posts), to ensure a broader audience reach.

The main difference in how we use Facebook is in regards to the kind of content we share. This is where we share links to articles and richer content - both original thought leadership produced by our team and relevant external sources that our audience would find interesting or useful. Because of this differentiation, our **tone** may sometimes be more informative and formal in our captions, depending on the content we're sharing. Articles by external partners or scholarly journals, for example, may be accompanied by captions that describe the resource in language more in keeping with that author's voice, or include pull quotes that summarize the main takeaways.

Facebook is also a powerful tool to share news and promotions about upcoming community events. Whatever you're sharing, be sure that the main ideas are concisely delivered up front and that the CTA's (link clicks, requests to share or comment, etc.) are clearly highlighted to reduce our audience's bounce rate.

Examples of Use:



Caption summarizes what to expect in the article, tags the relevant partners and sources, and links to externally published article..

Language acknowledges current events and appropriately adjusts tone. Includes clear call-to-action: "Read..."





LinkedIn:

Liv's **personality** and **voice** on LinkedIn are the most divergent from our other social media platforms. As a professional networking platform, we're more likely to be addressing potential partners, clients, clinical personnel, or future employees. We can repurpose visual elements from our other content, but captions and messaging should trend toward the more formal and informative in tone.

LinkedIn, like Facebook, is a good place to share links to informative articles and richer content, keeping in mind that the audience we're sharing with has different priorities, preferences, and needs. We may want to share more clinical content that would be of interest to our providers and other healthcare organizations, for example, rather than lifestyle pieces geared toward our key patient demographic. Articles by external partners or scholarly journals should maintain the same descriptive captioning conventions as Facebook (language in keeping with the author's voice, pull quotes that summarize the main takeaways).

LinkedIn should also be used to recruit new talent, post job listings, garner interest in community partnerships, and keep the pulse on our peers and competitors. When engaging on this platform, always remember this is the channel through which we manage our professional identity, build and engage our professional network, and access opportunities for professional development.

Appendix

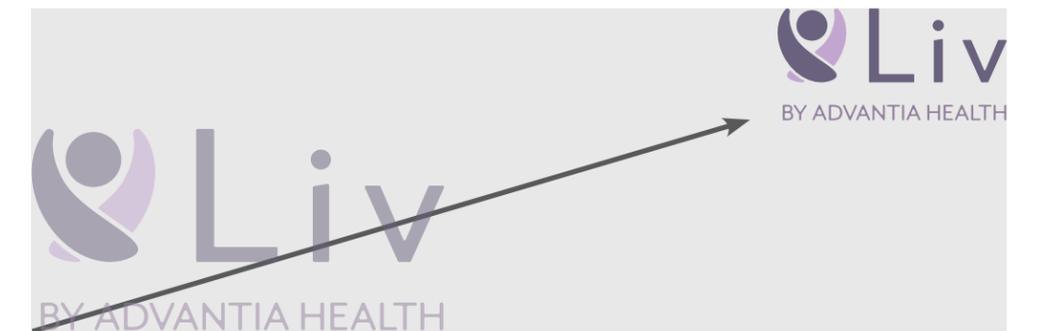
LOGO CLEAR SPACE

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.



SCALING

To maintain proportions when scaling, hold the "Shift" key in most software programs.



Over Photos: Our best practice logos should only be placed over light photos upon which they are 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

Notes

- This style guide will be updated as additional brand collateral is produced and as our brand needs evolve.
- Brand specifications for channel-specific partnerships and projects are outlined in separate documents (eg. Practice Interiors Style Guide). Please see those documents for specifications regarding co-branding and customization.

Contact

For questions regarding branding or to request additional brand templates or materials, please contact Advantia Health's Creative Director, Courtney Beglin, at courtney.beglin@advantiahealth.com.



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