

Modern Health Style Guide

March 2018

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Welcome to the Modern workplace, where mental well-being matters.

The first mental well-being platform for companies that helps all employees be happy and healthy.





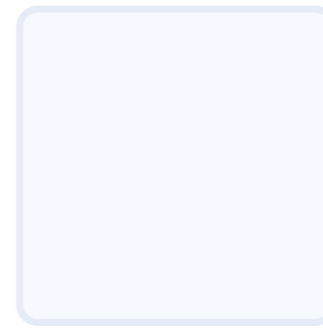

Modern Health

Modern Health is an emotional well-being platform that reduces employee burnout and prevents turnover. 68% of employers report mental health issues, up from 55% in the past year. Modern Health helps all employees no matter what their goals are—lowering the barriers to support by identifying an employee's needs and connecting them to the appropriate care (e.g., career coaches, specific meditations, financial counseling, or therapy).

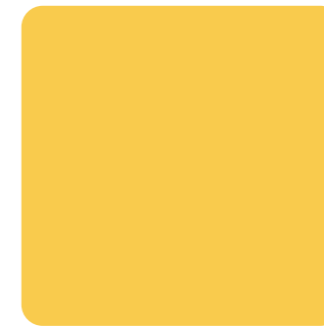
In removing the stigma associated with seeking support, Modern Health has seen 30% employee engagement across its customer base, which is an 8x increase over traditional incumbents. Modern Health helps innovative companies champion a culture of support for emotional health, increase employee happiness, and retain top talent.

Color Palette

The brand colors for the mark consist of carefully selected colors, designed to stand out across the competitive set.



RGB: 246, 249, 255
HEX: F6F9FF



RGB: 249, 203, 77
HEX: F9CB4D



RGB: 255, 110, 136
HEX: FF6E88



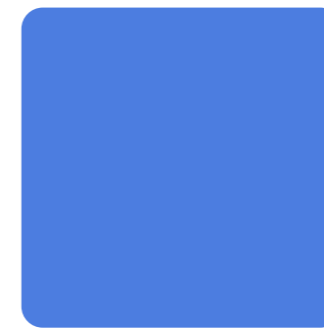
RGB: 105, 216, 236
HEX: 69D8EC



RGB: 29, 198, 216
HEX: 1DC6D8



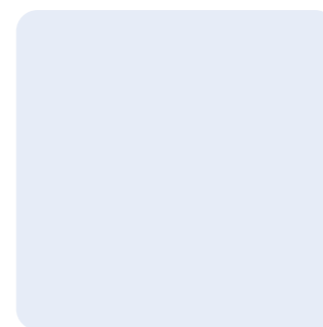
RGB: 163, 194, 255
HEX: A3C2FF



RGB: 76, 125, 224
HEX: 4C7DE0



RGB: 28, 75, 129
HEX: 1C4B81



RGB: 230, 236, 247
HEX: E6ECF7



RGB: 179, 193, 210
HEX: B3C1D2



RGB: 123, 141, 162
HEX: 7B8DA2



RGB: 77, 101, 128
HEX: 4D6580



RGB: 46, 61, 78
HEX: 2E3D4E

 **Modern Health**

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Clear Space

A minimum area of space must always surround the mark/logotype lockups. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

This clear space is based on half of the height of the Nest.

2x

1x



0.5x





Alignment

Please note this relationship and lockup is critical for balance, as the letter-forms have been customized.



Primary Lockup



Vertical Lockup



Color Variations

The brand colors for the mark consist of carefully selected colors, designed to stand out across the competitive set.



Modern Health



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Avenir Font

Letters

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

Numbers

0123456789!@#\$%^&*()_+

Remember to adjust font sizes and their weight

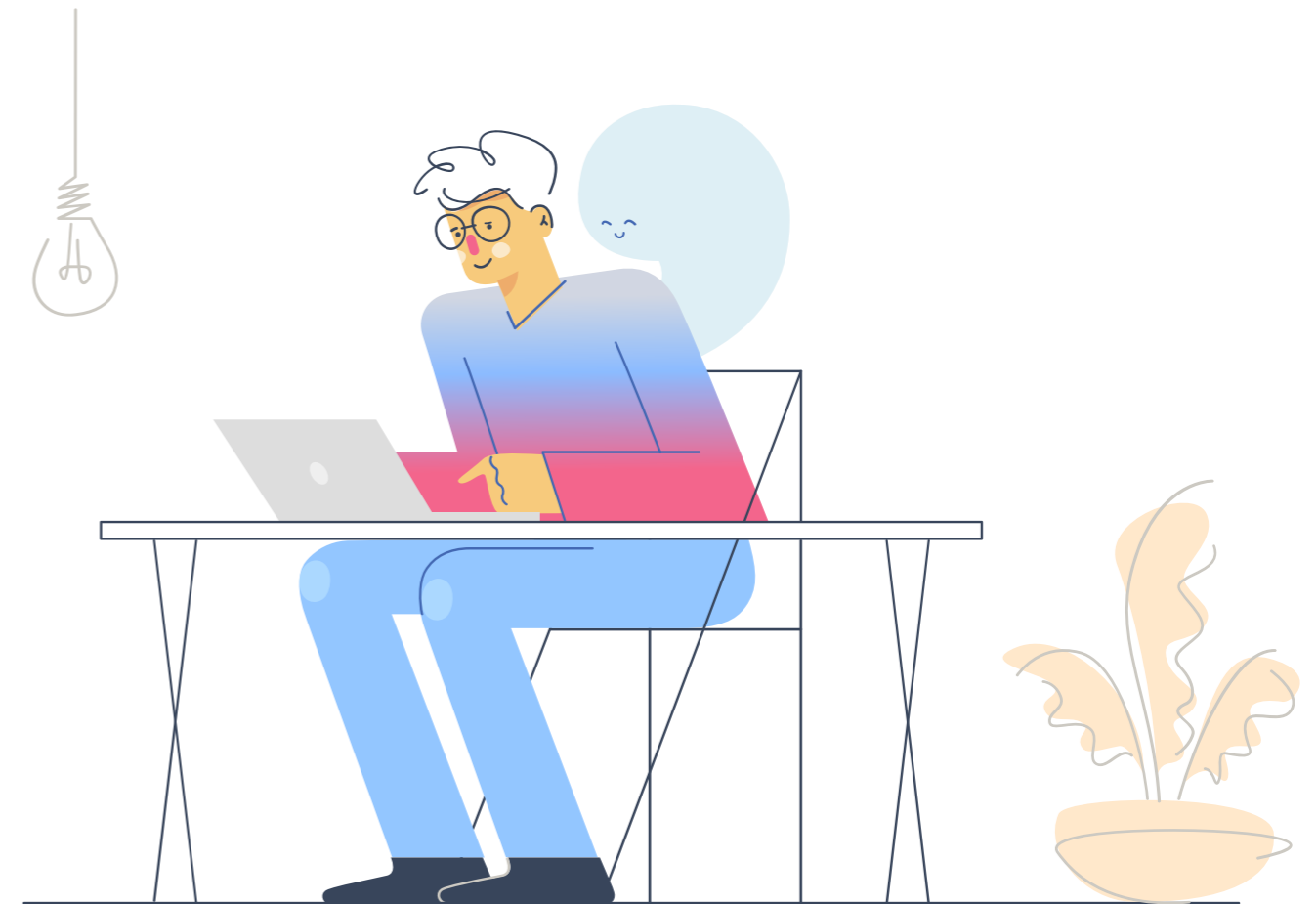
to an environment where it is displayed.

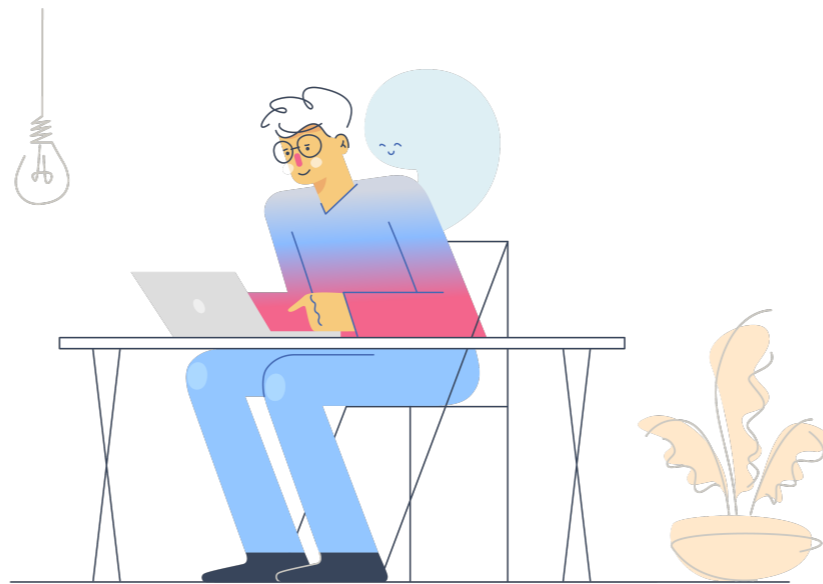
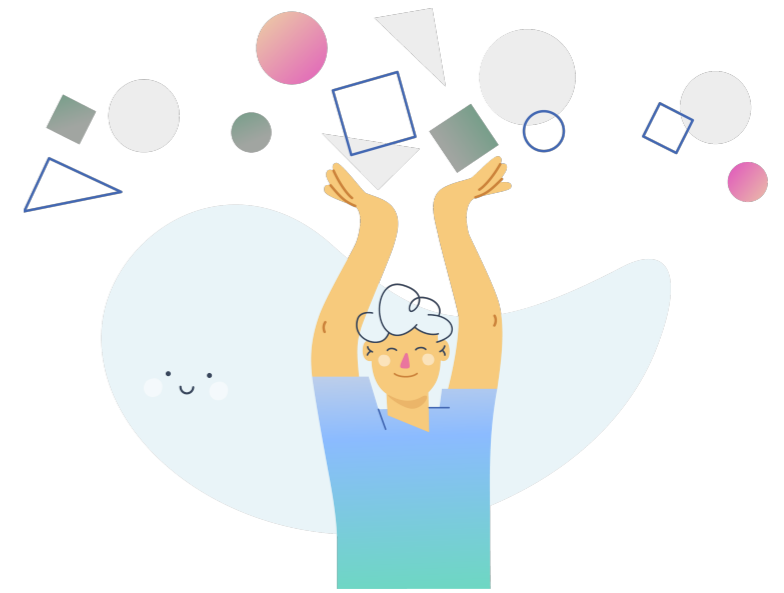
Print and web standards have different rules.

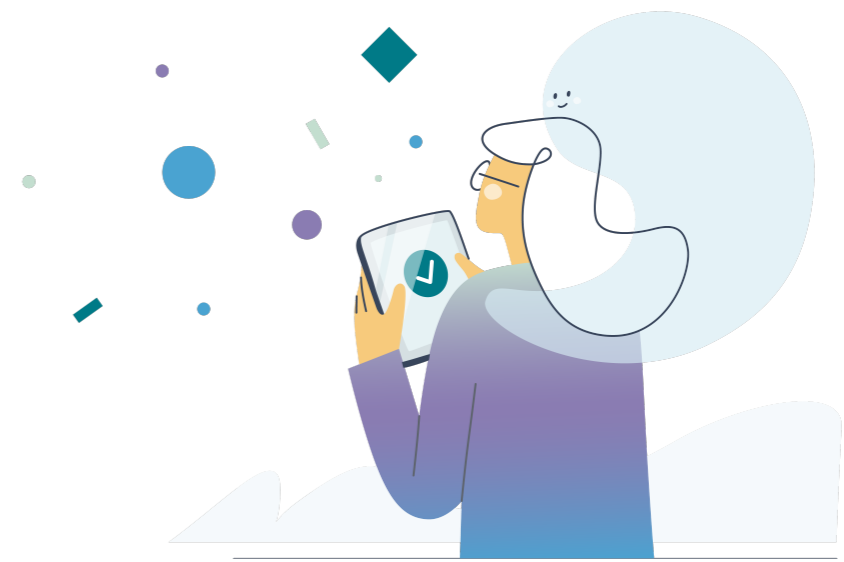
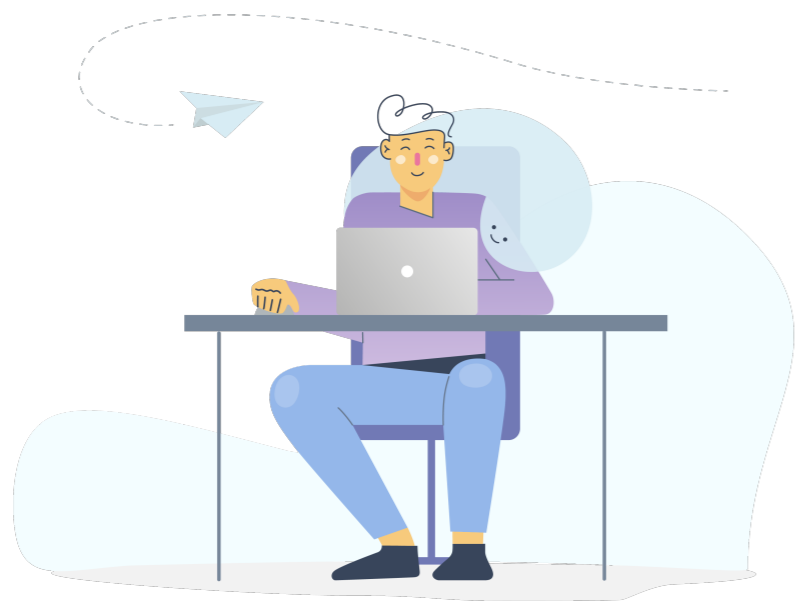
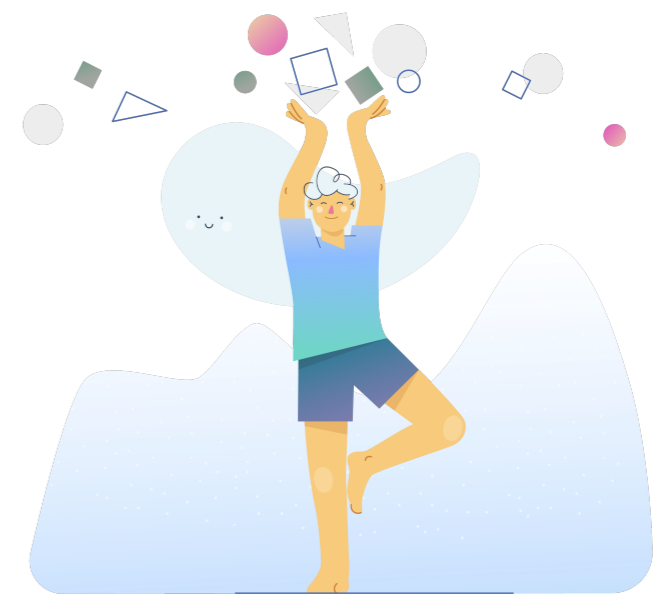


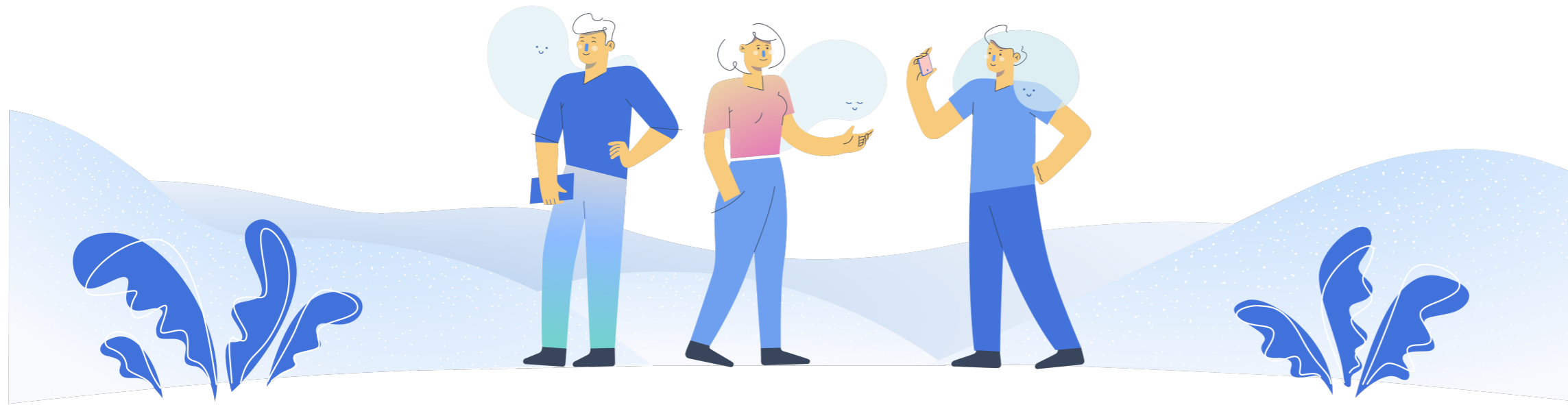
Illustrations

Prepared illustrations are part of the Modern Health Brand.
Only for internal use and cross-promotion with other companies.









Questions ?

For any questions with this style guide, please contact:

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