Brand Guidebook

Your all-inclusive guide to maintaining
the identity of Liazon and Bright Choices

LIAZON®

Good brand stewardship

Brand stewardship is the **leadership and accountability for the long-term wellbeing of a brand**. It is the willingness to use the broadest array of tools and techniques to understand, **develop and enhance the relationship between a consumer and a brand**.

At Liazon, it is the **shared responsibility of all employees to serve as brand stewards** by using strategies and tactics to **consistently manage the customers' experience** of the brand.

What makes a genuine brand

A **brand is a person's gut feeling about a product, service, or company**...It's a person's gut feeling, because in the end individuals, not companies, define the brand. Each person creates his or her own version of it.

There are too many products and services in the modern world. **Customers want simplicity, value and convenience, and strong brands help them choose among the alternatives.** Strong brands increase the value of the products and services we sell in terms of buyer satisfaction, perceived benefit, etc. **They enhance the business and financial performance of our company.** Brands help people make a choice, a choice among health benefits, food, financial institutions, political parties, and so on, and the choices are increasing. The number of brands on grocery store shelves, for example, tripled in the 1990s from 15,000 to 45,000. The purpose of branding is to ensure that our products are the preferred choice in the minds of our key customers.

Brand tagline

Taglines, by contrast, are the **expressive line used to clarify or dramatize the brand's emotional and functional benefits** to customers and prospects. The tagline is designed to tell the customer how they will hopefully feel about the brand.

Bright Choices

A better way to buy benefits

EMPHASIZES OUR KEY ROLE IN REVOLUTIONIZING AND IMPROVING THE BENEFITS MARKETPLACE

Corporate & product logos

Liazon is the parent company.
It is used to message credibility. It's **the primary brand** in the corporate website, PR, market development and corporate conferences.

Bright Choices is a Liazon product.
It is the primary brand for communications. Bright Choices is **"A better way to buy benefits."** It is used when communicating the product features and benefits.
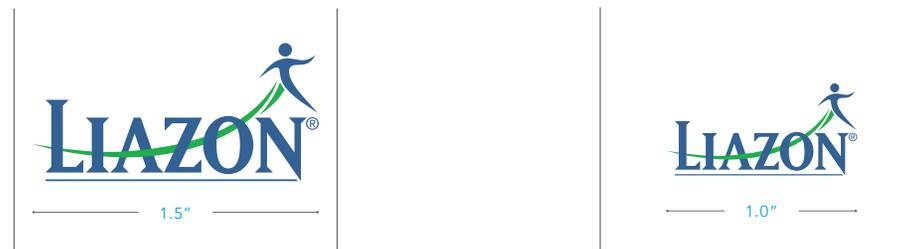
Specifications for Liazon logo

SIZING

When reducing or enlarging the logo it must always be treated as one piece of art and scaled in proportion.

Never condense the logo horizontally or vertically.

There are minimum and maximum sizes for logo reproduction. The size of the logo is determined by measuring its width. When sizing the logo for materials such as brochures, sell sheets, print ads, web, etc., the logo should be no longer than 1.5 inches and no smaller than 1 inch. Sizing may exceed these specifications for oversized pieces such as posters and billboards, in those cases the "Registration Mark" should be resized so it is never larger than 1 inch in diameter.

INCORRECT

1.5"

1.0"

Specifications for Liazon logo

COLOR SPECIFICATIONS

The logo, wherever possible, should be reproduced in two colors, PMS 653 (Blue) and PMS 354 (Green) following the color breaks shown below.

PMS 354

PMS 653

PMS 653

PMS 354

PMS 653

PMS 653

The logo may also be reproduced in one color PMS 653 or Black. It should never be reproduced in solely PMS 354. The logo can also be reversed out in white, however, it's use should be limited to situations where there is no other acceptable alternative.

ALL THE LOGO ELEMENTS ARE 100% PMS 653 EXCEPT THE SWOOSH AND LEG WHICH ARE 40% PMS 653

ALL THE LOGO ELEMENTS ARE 100% BLACK EXCEPT THE SWOOSH AND LEG WHICH ARE 40% BLACK

REVERSED WHITE LOGO

Specifications for Bright Choices logo

VERSIONS

There are two versions of the Bright Choices logo: a vertical or stacked version and a horizontal version. When designing a piece, the stacked version is preferred. If vertical space is limited, the horizontal one may be used. If the logo is to appear more than once in the same piece, the same version should be used throughout.

Specifications for Bright Choices logo
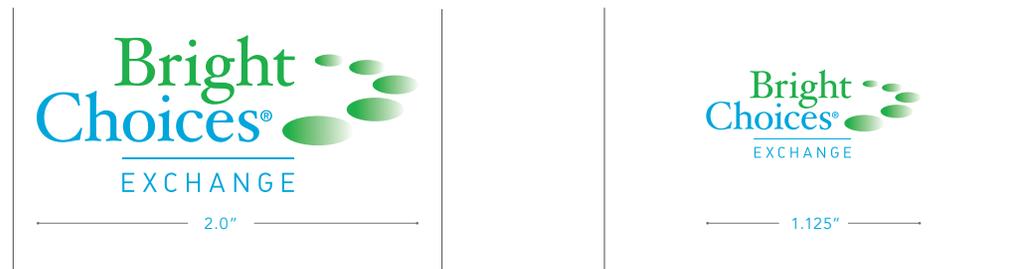
SIZING

When reducing or enlarging the logo it must always be treated as one piece of art and scaled in proportion.

Never condense the logo horizontally or vertically.

INCORRECT

SIZING OF VERTICAL VERSION

There are minimum and maximum sizes for logo reproduction. The size of the logo is determined by measuring its width. When sizing the logo for materials such as brochures, sell sheets, print ads, web, etc., the Vertical logo should be no longer than 2 inches and no smaller than 1.125 inches. Sizing may exceed these specifications for oversized pieces such as posters and billboards, in those cases the "Registration Mark" should be resized so it is never larger than 1 inch in diameter.

2.0"

1.125"

Specifications for Bright Choices logo

SIZING OF HORIZONTAL VERSION

There are minimum and maximum sizes for logo reproduction. The size of the logo is determined by measuring its width. When sizing the logo for materials such as brochures, sell sheets, print ads, web, etc., the Horizontal logo no longer than 2.75 Inches and no smaller than 1.5 inches. Sizing may exceed these specifications for oversized pieces such as posters and billboards, in those cases the "Registration Mark" should be resized so it is never larger than 1 inch in diameter.

BrightChoices®
EXCHANGE
2.75"

BrightChoices®
EXCHANGE
1.5"

CLEAR SPACING

When placing type of graphic elements near the logo there must be clear space left around it on all sides. The minimum amount of clear space is determined as the x-height of the lower case letters in the logo type.

X-HEIGHT

BrightChoices®
EXCHANGE

Specifications for Bright Choices logo

COLOR SPECIFICATIONS CONTINUED

The logo may also be reproduced in one color Black. It should never be reproduced in one color PMS 639 or PMS 354. The logo can also be reversed out in white.

ALL THE LOGO ELEMENTS ARE 100% BLACK EXCEPT "BRIGHT" WHICH IS 75% BLACK AND THE "PATH" GRADIENTS WHICH ARE 75% BLACK TO WHITE

REVERSED WHITE LOGO

Never print the logo over a color or a photograph. It is best used on a white background.

NEVER PLACE A COLORED LOGO OVER COLORED OR BLACK BACKGROUND

NEVER PLACE A COLORED LOGO OVER A COLORED BACKGROUND.

NEVER PLACE THE GRAYSCALE LOGO OVER A GRAY OR COLORED BACKGROUND.

Typography specifications

Liazon and Bright Choices use **four typefaces**: Avenir Lt Std 65 Medium, Avenir Lt Std 65 Medium Oblique, Museo Slab 300 and Museo Slab 300 Italic.

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Museo Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography specifications

These specimens display the various weights and typefaces that should be used whenever possible.

HEADING 1 - AVENIR LT STD 65 MEDIUM (TRACKING 0)

Lorem Ipsum

SUB-HEADING 2 - AVENIR LT STD 65 MEDIUM (TRACKING 25)

Lorem Ipsum

SUB-HEADING 1 - AVENIR LT STD 65 MEDIUM (TRACKING 25)

Lorem Ipsum

SUB-HEADING 3 - MUSEO SLAB 300 (TRACKING 25)

Lorem Ipsum

LEAD PARAGRAPH - MUSEO SLAB 300 (TRACKING 25)

Lorem ipsum aci eugue conse magna feugait, quiscilissit do od ting essequi erilisi tem iurem nit wis delisciduip erit, sim dolobore veros nisci tat. Duis aut lum qui bla facil.

SMALL TEXT - MUSEO SLAB 300 (TRACKING 100)

Lorem Ipsum

Color palette specifications

The two main corporate colors are Light Blue - PMS 639 and Bright Green - PMS 354. They can also be reproduced in Process Color (CMYK) and for digital presentations in RGB. Liazon Navy - PMS 653 can be used as a secondary color with the two main colors. The formulas for each are shown below.

LIGHT BLUE - PMS 639
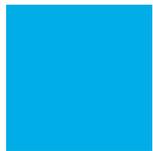
PANTONE 639

C 100 M 0 Y 5 K 5

R 0 G 165 B 217

BRIGHT GREEN - PMS 354

PANTONE 354

C 80 M 0 Y 90 K 0

R 0 G 178 B 90

LIAZON NAVY - PMS 653

PANTONE 653

C 100 M 62 Y 0 K 20

R 0 G 82 B 149

The colors below can be used as accents to the main and secondary colors when needed (e.g., graphs and charts).

TEAL - PMS 7473

PANTONE 7473

C 70 M 0 Y 38 K 8

R 0 G 152 B 151

DARK TEAL - PMS 7477

PANTONE 7477

C 80 M 0 Y 10 K 68

R 2 G 73 B 93

MEDIUM BLUE - PMS 660

PANTONE 660

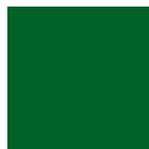C 90 M 57 Y 0 K 0

R 15 G 111 B 198

RED - PMS 485

PANTONE 485

C 0 M 97 Y 100 K 0

R 221 G 41 B 30

LIGHT GREEN - PMS 368

PANTONE 368

C 57 M 0 Y 100 K 0

R 102 G 189 B 41

DARK GREEN - PMS 7483

PANTONE 7483

C 85 M 0 Y 100 K 55

R 16 G 89 B 44

PURPLE - PMS 527

PANTONE 527

C 73 M 100 Y 0 K 0

R 117 G 47 B 164