◐ **Castlight**

Brand Guidelines

1.1   October 2017   castlighthealth.com

Health navigation, simplified.

Castlight's mission is to empower people to make the best choices for their health and to help companies make the most of their health benefits. Our brand reflects this mission by being clear, modern, and dynamic. These guidelines will help you interpret and build Castlight materials using a flexible framework that should underscore our commitment to improve healthcare outcomes, lower costs, and increase benefits satisfaction.

We are
— Trusted
— Delightful / Helpful
— Essential / Foundational
— Innovative / Modern

We are not
— Naive
— Edgy / Quirky
— Flashy

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Logo

Our logo is the core of our system and the symbol of who we are. Our hub (aka our C), illustrating the continuous dialog between our customers and Castlight, employers and employees, and healthcare providers and patients.

This page shows our core hub rendering, but there are many variations of our hub in the system. Please use this version for any application when the logo is on its own or when it is the hero of Castlight materials.

Our hub and logotype can be used independently of each, but please use both together when possible. Our vertical (pictured) or horizontal logos are interchangeable in the system and should be used as space dictates.
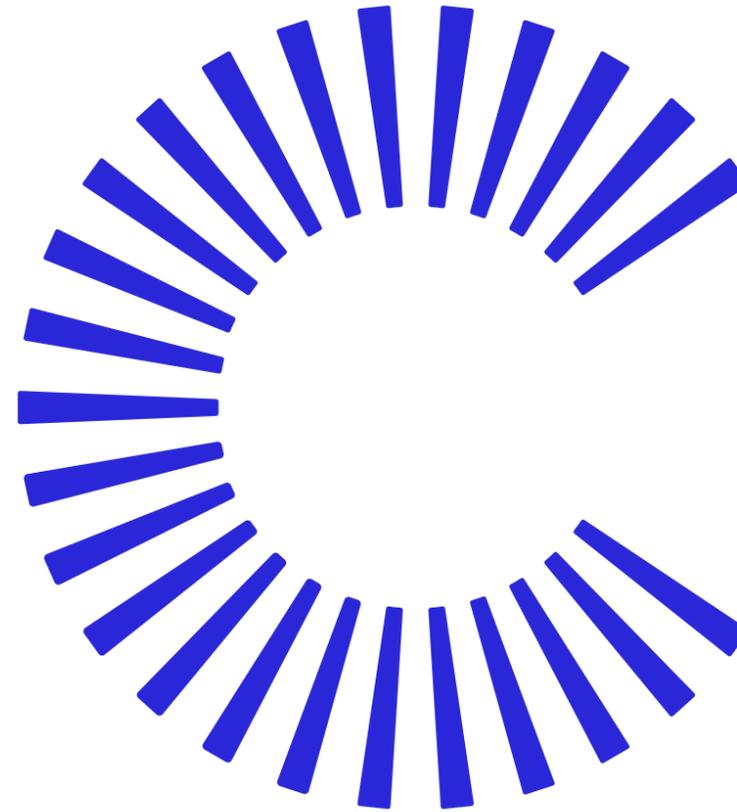
Logo Specs

Our hub is built upon a simple grid with a central counter area that is twice the size of the outer ring. Clearspace is one unit of this grid and the logotype in the vertical layout is two more units wide to the width of the logo.

Either vertical or horizontal version of the logo can be used in any application. They are equal in importance and should be chosen based upon the space available.

Note that we have some optical adjustments within each logo for the best visual balance: the C is left-aligned to compensate for the missing "spokes" and our logotype is spaced within the overall space to make it more harmonious with the mark.

Minimum size restrictions make sure that the logo is still legible in smaller applications.
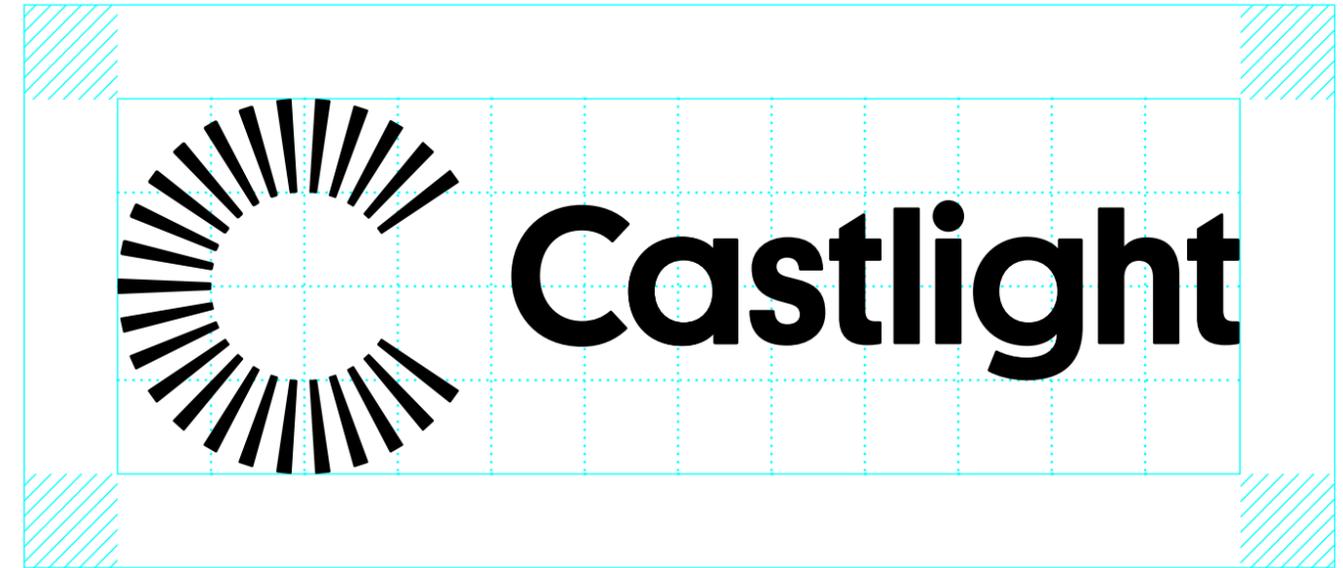

0.75" / 90 px

1" / 180 px

Our Hub

Our hub is the core of who we are. It represents the central nature of our products and services to our customers. We are cyclical and dynamic company, bringing new wellness options and facilitating communication between everyone in our ecosystem.

The hub is created with 30 spokes rotated 12˚ around a central point. We remove five spokes to create not just our C, but to also illustrate the openness of the overall system; we're not closed off from the rest of the world.

The C is easily reproducible, but please use the final artwork that is provided for main branding. There a number of small details in the final logo that improve legibility at all sizes and the our brand overall.

We also kept our hub simple to create so that we can illustrate our flexibility with redrawing the logo in a number of different ways.
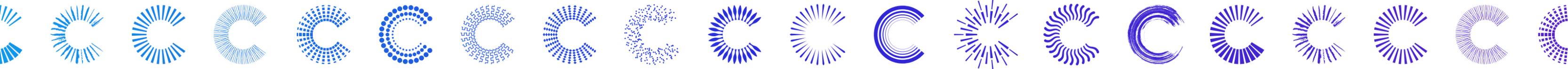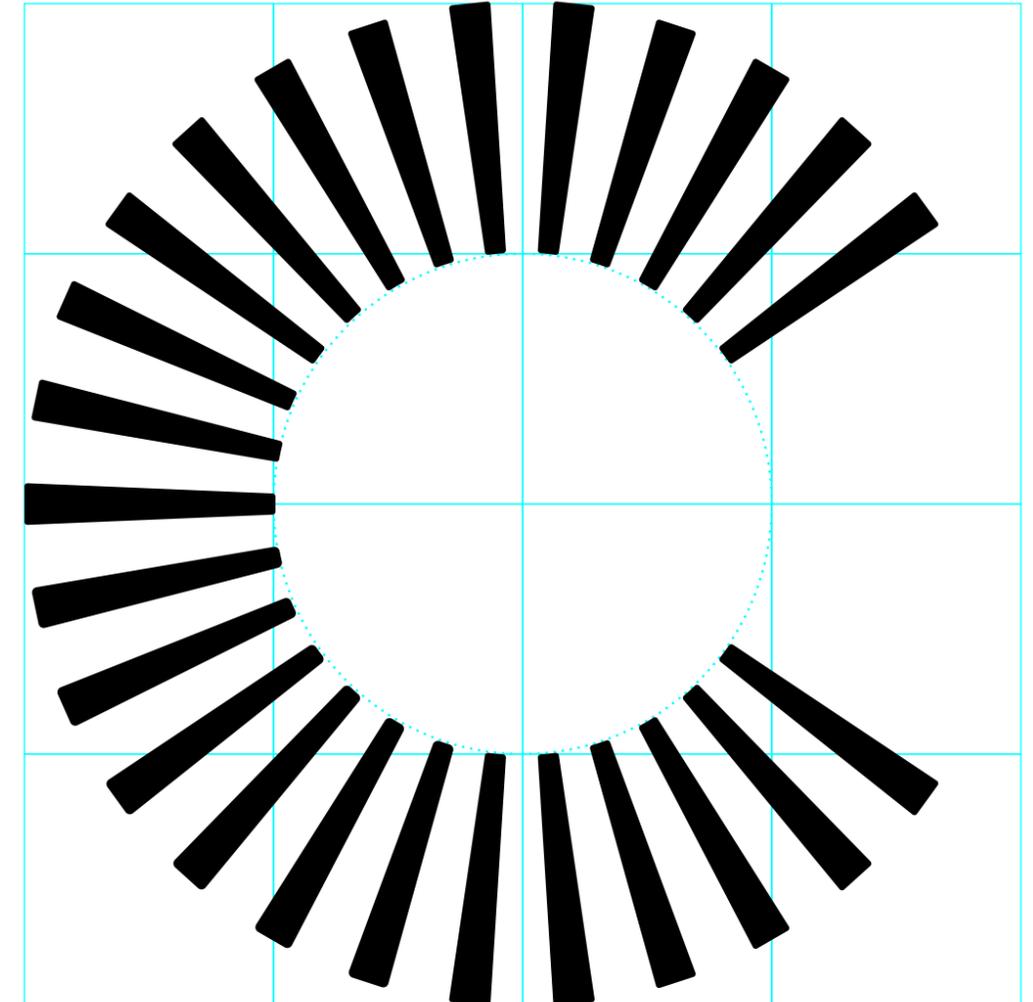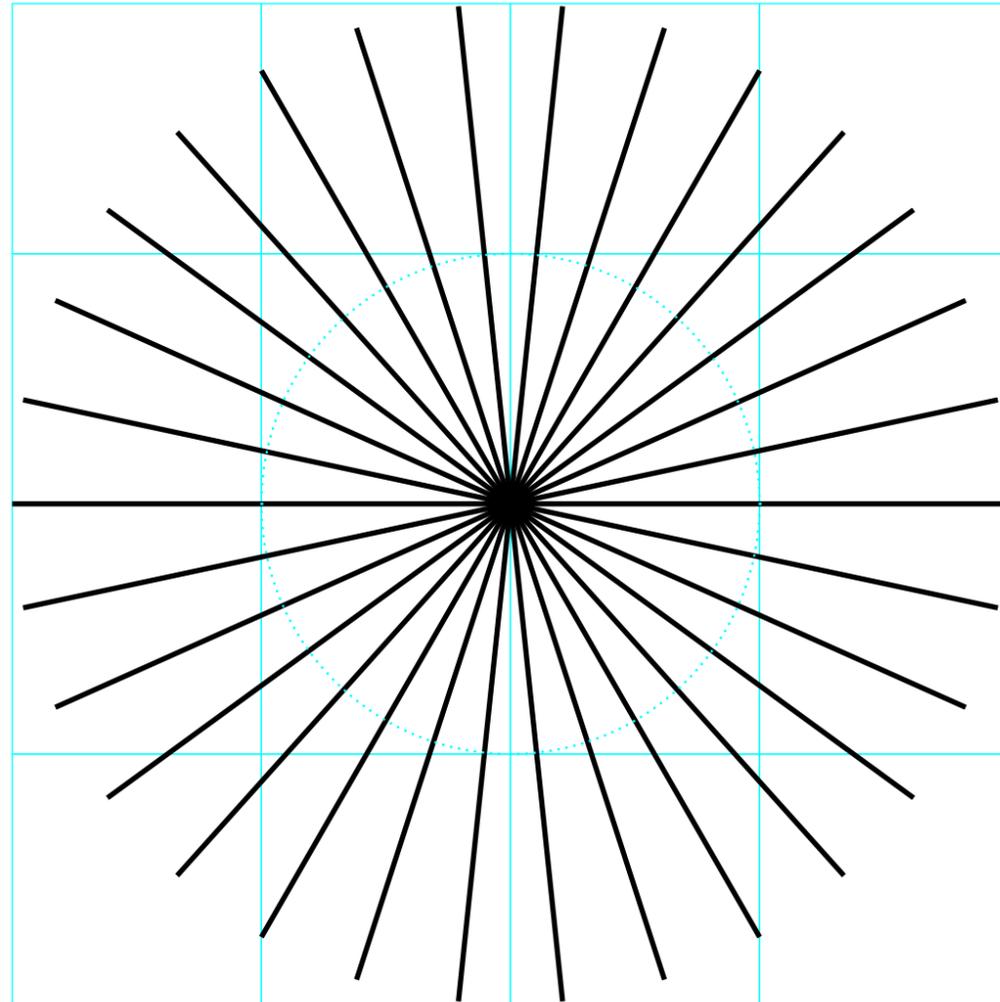
Hub Variations

While our main hub is important, it only illustrates the core of what we do. Castlight is capable of so many things to so many people we created a number of interpretations hub to use throughout our materials. Each represents a unique take on who we are while still be identifiable as us.

The subsequent library of hub variations was created to expand our brand story. It is to be used by the Castlight design. Any other applications are to be presented and approved by Corporate Marketing and Deisgn.

These interpretations support the artwork for our main hub. They can be used in parallel and stacked together to more clearly illustrate our flexibility.
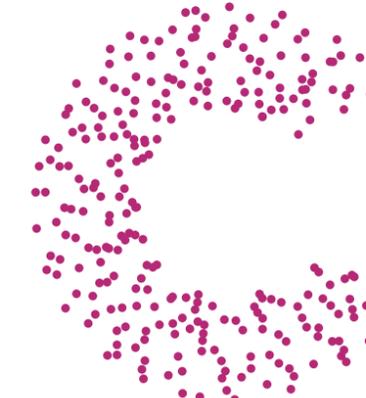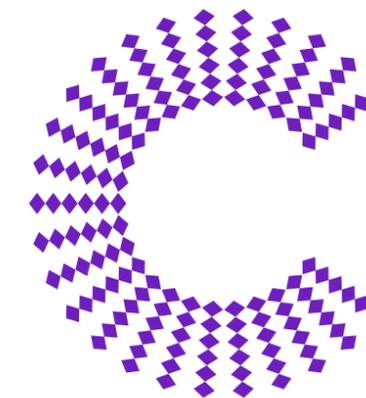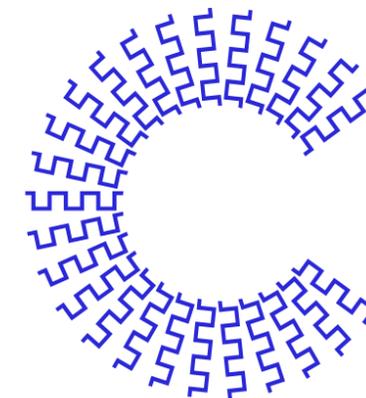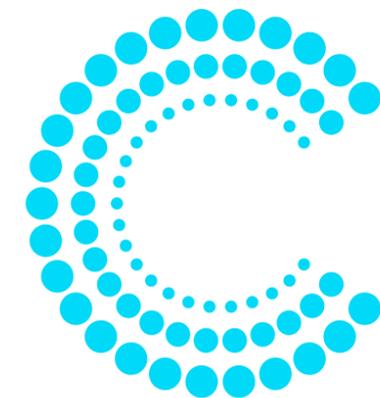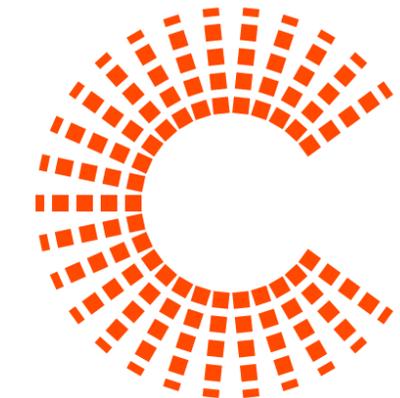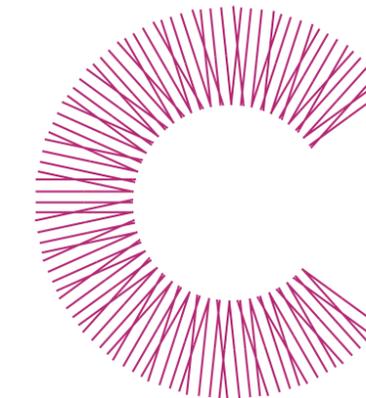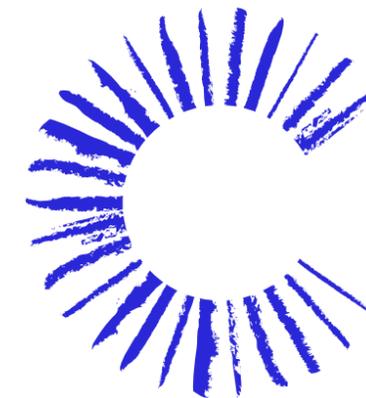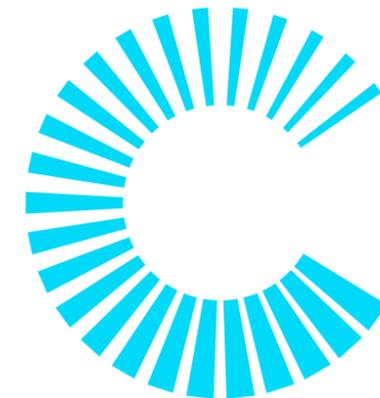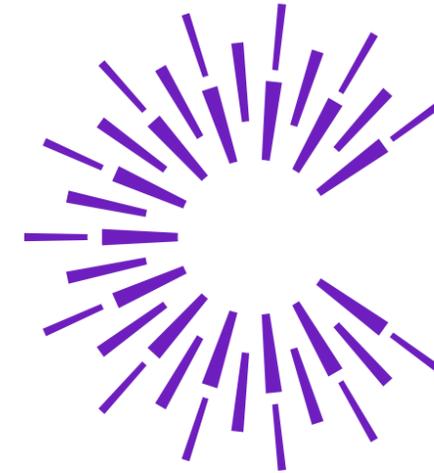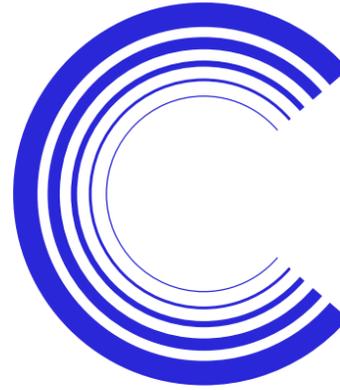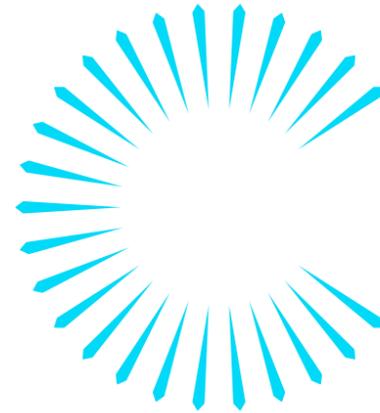
Logo Violations

Our hub logo is the centerpiece of our brand and represents us to the world. Please avoid any of these modifications to the logo.

Do not warp the logo.

Do not crop the logo.
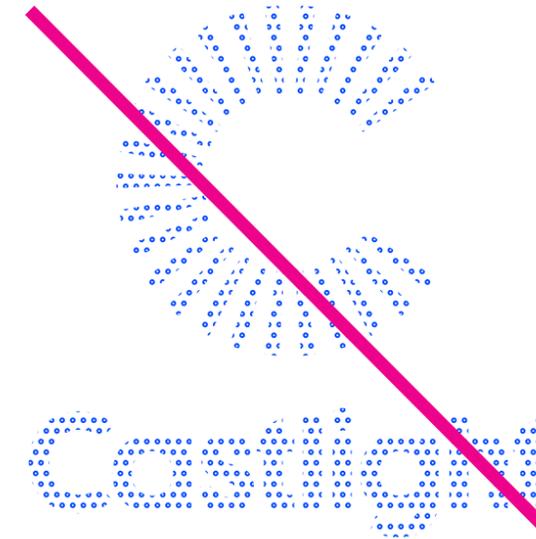
Do not use patterned fills.

Do not use photographic fills.

Do not apply effects such as drop shadows, bevels, or metallic filters.

Do not alter the composition of the logotype.

Do not replace the logotype with another typeface.

Do not outline the logotype.

Colors

Our colors are vibrant and rich, giving us an identifiable palette. Our primary colors are white, blue and black, with a wide secondary palette. The color block sizes indicate the amount of each color someone should see when looking at a piece of Castlight material. Lots of whitespace is a good thing as are floods of our primary and secondary colors. Our orange is the next primary color in our palette and is a good compliment our primary blue.

Accessibility is important to us and our users, so reference the color of the type on top of each color on this page. Only use that color for text or other important information on top of that particular color so everyone can see it.

Primary

#2A27D8	#FFFFFF	#000000
RGB 42, 39, 216	RGB 255, 255, 255	RGB 0, 0, 0
CMYK 100, 52, 0, 0	CMYK 0, 0, 0, 0	CMYK 0, 0, 0, 0
2935c		Process Black c
293u		Process Black u

Secondary

#00D9F7	#6E1EBE	#B52875	#FF4800	#FFCA0D	#00C389
RGB 0, 217, 247	RGB 110, 30, 190	RGB 181, 40, 117	RGB 255, 72, 0	RGB 255, 202, 13	RGB 0, 195, 137
CMYK 77, 0, 16, 0	CMYK 67, 100, 0, 5	CMYK 8, 90, 16, 24	CMYK 0, 79, 100, 0	CMYK 0, 20, 100, 2	CMYK 75, 0, 71, 0
2199c	2612c	7433c	1665c	7406c	7480c
2199u	2070u	208u	485u	7549u	7482u

Grays

#D8DCDB	#A1ABB2	#495965
RGB 216, 220, 219	RGB 161, 171, 178	RGB 73, 89, 101
CMYK 0, 0, 0, 0	CMYK 0, 0, 0, 0	CMYK 45, 25, 16, 59
427c	429c	431c
427u	429u	431u

Screen-only

#EBEDED	#6EE000	#FF0048
RGB 235, 237, 237	RGB 110, 224, 0	RGB 255, 0, 72

Gradients

Gradients of our colors are a primary application within our system. They can be used for full bleed backgrounds, photo overlays, and for coloring artwork like icons.

Please use only the gradient combinations shown on this page. We want to avoid rainbows, so do not use too many colors at one time - especially all of our colors at once.
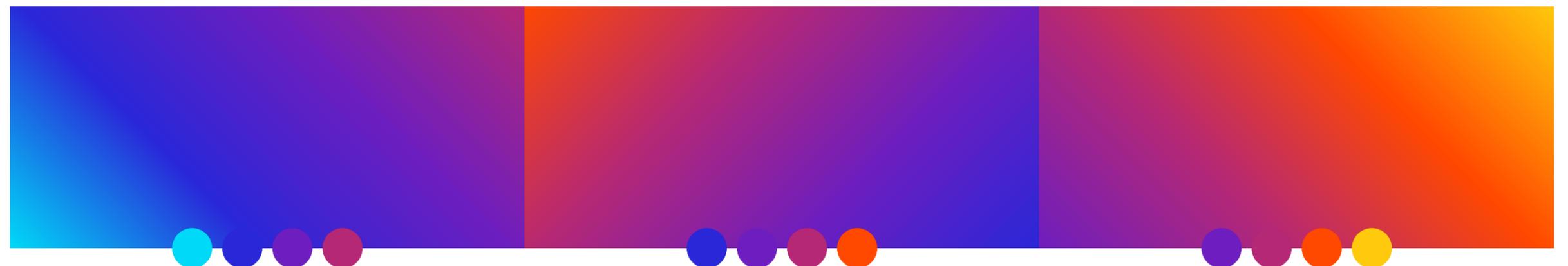
Typography

We use two families for our typography: Karbon and Metric. Karbon Semibold should be use for all headlines while Metric Regular, Regular Italic, Bold, and Bold Italic should be used for everything else. Both mirror each other with their geometric forms, with their details giving us a unique overall typography palette.

The additional weights for each family can be used as needed, but should be use sparingly. They will be most helpful in interface design to aid in legibility at smaller sizes.

Both families were designed by Kris Sowersby of Klim Type Foundry and are available for purchase from: klim.co.nz or vllg.com. Test version of both families are also available.

For Google font replacements, please use Ubuntu in place of Karbon and Lato in place of Metric.

Aa

Karbon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvywxyz
1234567890 1234567890 1234567890
@()[]{}/‖¦|\?¿!¡•·-—«»‹›.,:;…""''„
&$£€¥ƒ¢¤#°%‰πμ∞∂∫√ΔΩΠΣ◊
©®℗®™'' *†‡§¶^~_ªº

Hairline, Thin, Light, Regular, **Medium, Semibold, Bold**

Aa

Metric

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvywxyz
1234567890 1234567890
@()[]{}/|\?¿!¡•·-—«»‹›.,:;…""''„
&$£€¥ƒ¢#°%‰ϖ∞∂∫√ΔΩΠΣ◊
©℗®™'' *†‡§¶^~_ªº

Thin, Light, Regular, **Medium, Semibold, Bold, Black**

Typography Guidelines

We use Karbon Semibold for all headlines over 24pt is size. All body copy and headlines under 24pt should be set in Metric Regular or Metric Bold. Tracking should be set to Metrics and 0. Leading for headlines should beset to 1:1 (eg 72pt over 72pt leading) and body copy should be set to 1:1.33 (eg 9pt over 12pt leading).

We prefer Sentence case for our headlines and the removal of sentence punctuation. Headlines can be set in primary or secondary colors. Avoid mixing multiple colors within one headline. Subheads can either be the same color as a headline or a secondary color that compliments the headline color. Avoid contrasting colors.

Charts should also follow these conventions, with large text set in Karbon and all smaller text set in Metric.

H1 Fam, si quamet estibus reprehe necuscius

H2 Karbon Semibold. Acepudi cum estia cone niet quam nis et ut lat ipienisit prem fuga

Body Metric Regular, *Regular Italic*, **Bold** & ***Bold Italic***. Duci odiscipiet la cuptatat labor sitaspe rferem ut ipsam vera dipic tet paris idel in perupti berumquature nus et vendae. Bitatemquam eatisimpor reped maiorrunt officim iliquas iure, veruptas event et utem quam, nam harum quam es ulpa sant magnaturem id es si cus, sum nonsequ iatenisi ommodis aliquiaerunt ex enderati videlig endaeressi doloratem nonsequ ostruptas ne paruptus maio exero qui quid quasi re plam hil ellaccust ea quis inimint iducipsunt laborrovit volente pore nos nonse di offictore mos ex eatintint, simolorrum doles dignatem dem. Axima soluptat voloribustem eossuntibus sae voluptae nim alitaquo et et ea cuptatem fugiae nem facium utem nam estotas quiati repel mod maiorerum fugia il maionsectota volut quatem que latus re nissuntis qui te mos rat dios at faccabo ressusdam voloris volum, aturepro opturiti cus qui sum et, occum et es ea dolupid modi bea cusam quatum faces ut et pliquuntore,.

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Photography

While we are a photography-light brand, we do use photography to illustrate how we influence our customers. Use photography sparingly and for the most impact instead of using photos to illustrate everything.

Photos should feel candid and authentic. We prefer real, active users over anything that looks too stock-y or staged. Our industry is overloaded with photo clichés so please try to avoid them.

Keep the tonality and lighting clear while keeping the overall color natural or slightly saturated. Avoid over-processing photos or using filters.

We will be building a library of images for everyone to pull from as needed. Please submit images for approval or new image requests to the design team.
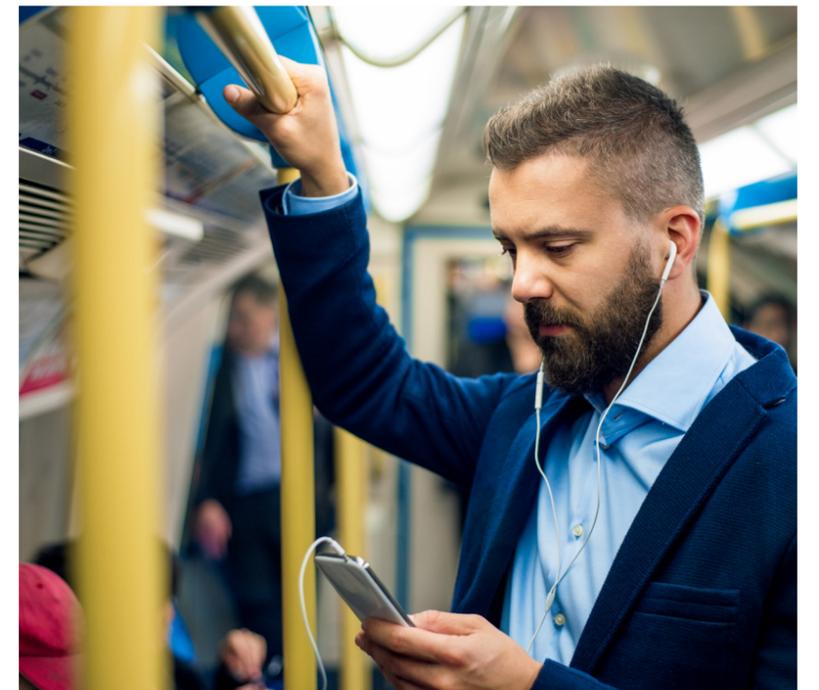
Photography Violations

While our photographs can be inspiring and the hero in our materials, they can also be distracting and say the wrong thing about us. Our industry is full of clichéd images and we want to avoid using those as much as possible.

Please avoid using imagery that looks artificial or like standard stock photography. People in our photos should appear to be natural and in candid moments, not staged or posed. Also avoid anything too silly or too business-y (like shaking hands) or anything overly dramatic. Over processed images or collaged images dilute our overall brand message of focus and clarity, so avoid complicating photos with either treatment.

Photography Treatments

Photos can be teated with color overlays to make them more integrated into layouts or to make them appear more branded as Castlight. Colors can be solid or gradients. Photos should be blended using with "Overlay" or "Luminosity" effects.

Overlay will retain some of the original's coloring while creating a more duo-toned effect. Luminosity will retain the contrast of the original image, but treat the photo as a black-and-white image. Use Luminosity when the subject of the photo needs to be clear and identifiable.

Iconography

Our icon style is simple, minimal, and friendly. They provide meaning and clarity for customers in our products and services. Our icons can also be used on marketing materials to underscore how we can distill complex problems into elegant solutions.

Icons can be shown in any of the system colors or gradients. Stroke weight should be kept light, but can scale depending on application and background color. Line terminals and joins should be kept sharp and not be rounded.

Avoid over-using icons as they can lose their meaning if referenced too many times in too many applications. Try to minimize using icons from applications as symbols in marketing materials as they can cause confusion to our users by assigning them multiple meanings.

We have created a shared library and will continue to create new symbols over time. If you cannot find an appropriate symbol for your needs, please contact the design team.

Stationery

We communicate essential information simply and directly in our stationery, while using our bold colors and variable logo to add in our unique personality. Faces of materials should focus on the information, making it legible and clear. Backs of materials should make bolder statements through use of our full color palette (matching the front and back colors) along with our concentric hubs.

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Castlight

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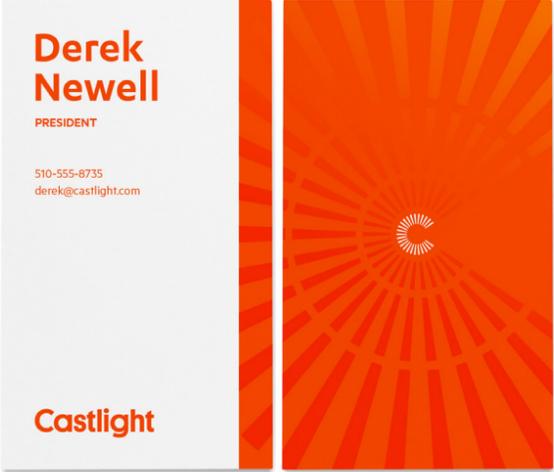
Decks

TBD
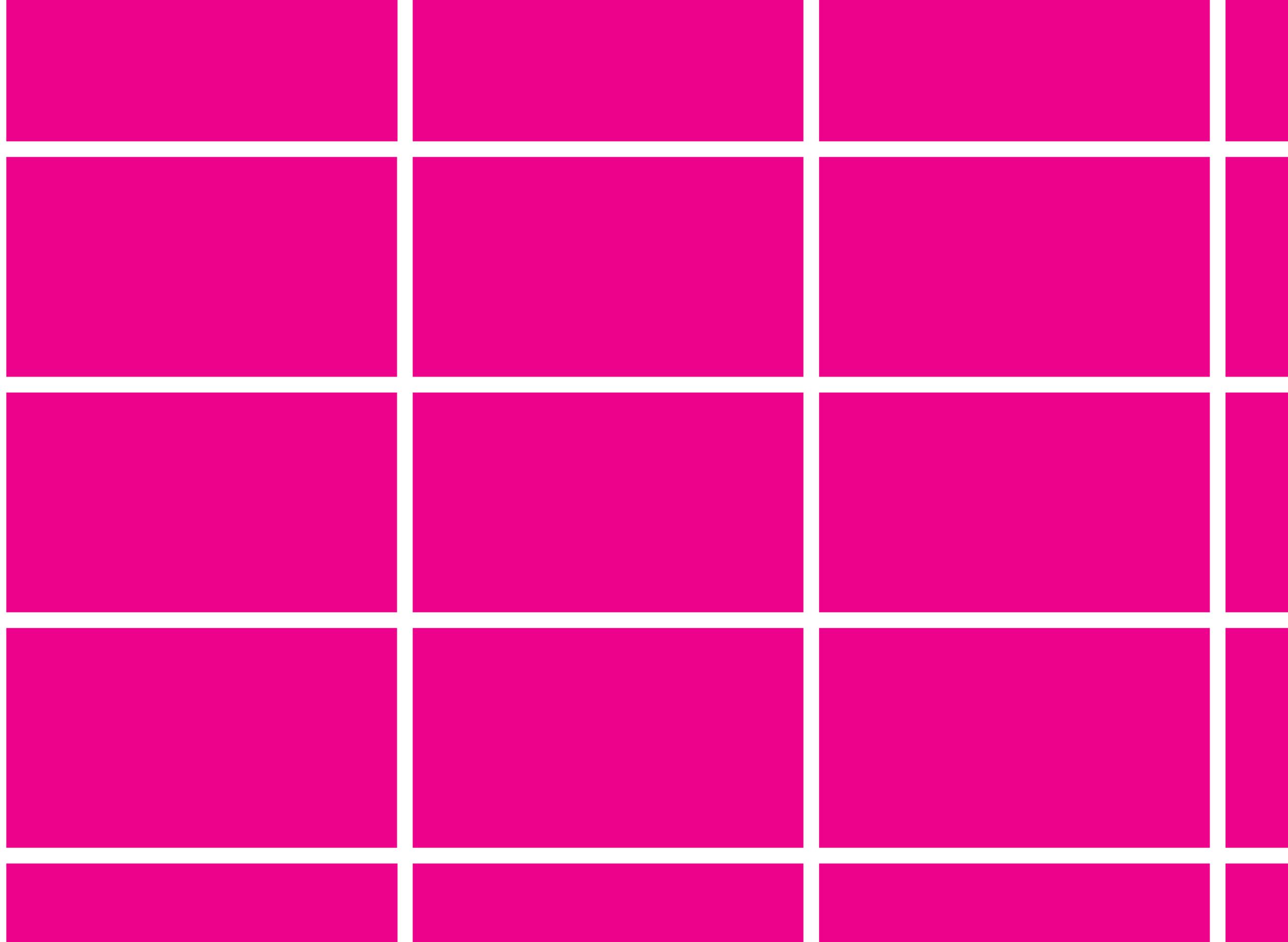
System Examples

These are examples of how we have applied the system to our materials. Newly created materials should look like they can sit next to the items on this page.

There is also a library of previously created documents posted to XXXXX for reference.
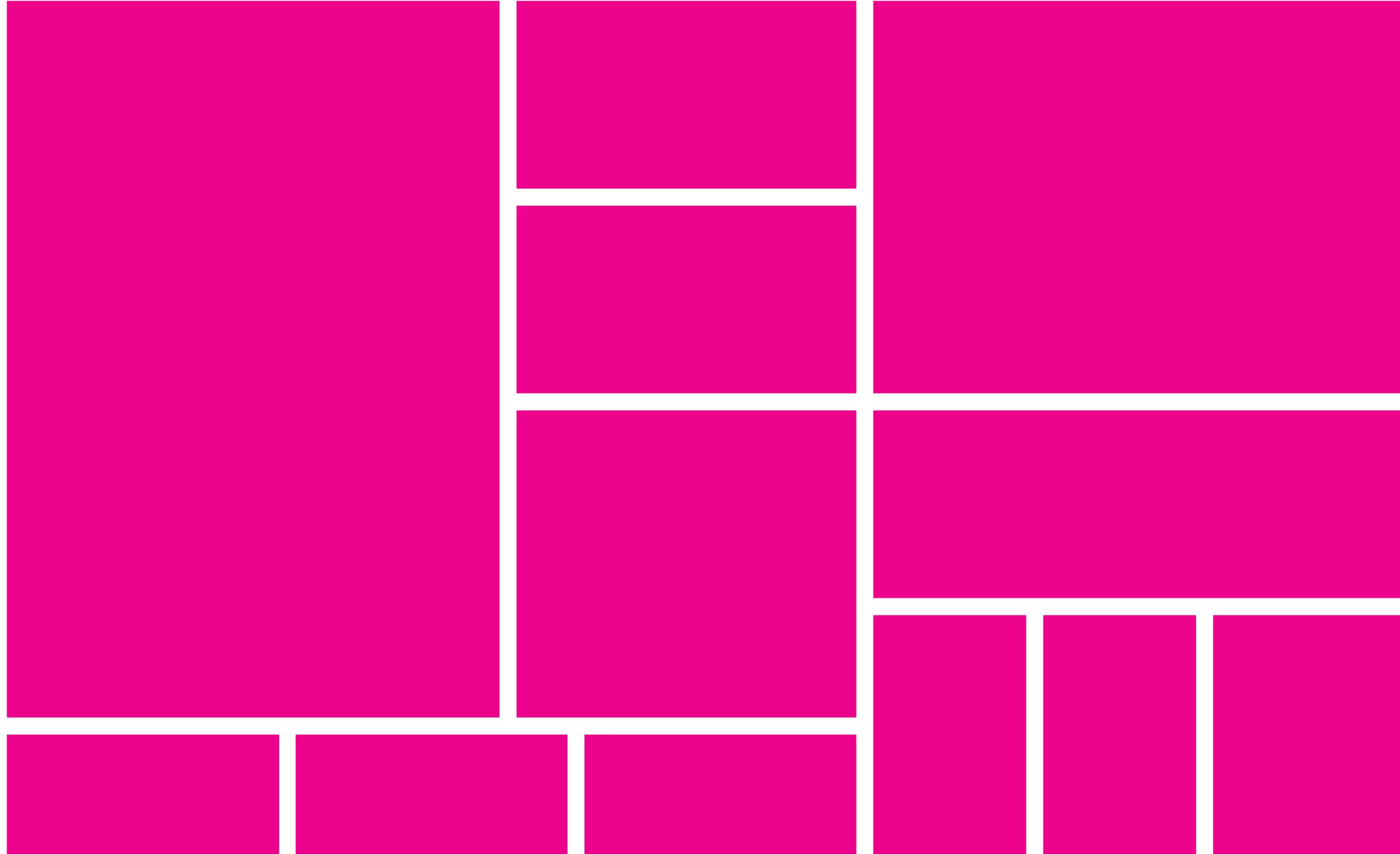
Castlight

Questions?

Please contact the design group:
design@castlighthealth.com