



Brand Guidelines

September 2020 castlighthealth.com

Our Brand Identity

Castlight's brand is one of our most valuable assets. The power of the brand is built upon a foundation of consistency across all communications, products, and services. These guidelines will help you to build and interpret Castlight materials using a flexible framework. If applied correctly, these guidelines underscore our brand's promise: to improve healthcare outcomes, lower costs, and increase benefits satisfaction.



Health navigation, simplified.

Our Mission

Castlight is on a mission to make it as easy as humanly possible to navigate healthcare and live happier, healthier, more productive lives.

We aim 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.

Our Values

**We are one team,
on a mission,
making things happen.**

Logo

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

This page shows our core hub rendering and logo lockup. Please use this version for any application when the Castlight logo is on its own or when it is the hero of materials. However, our hub and logotype can be used independently of each other in larger communications.

Our vertical (pictured) or horizontal logos are interchangeable in the system and should be used as space dictates.

Our Logo Lock-up



Our Hub Mark

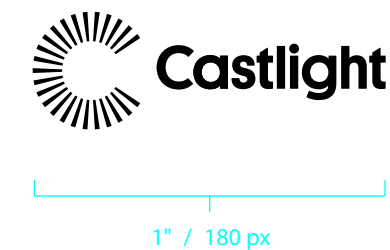
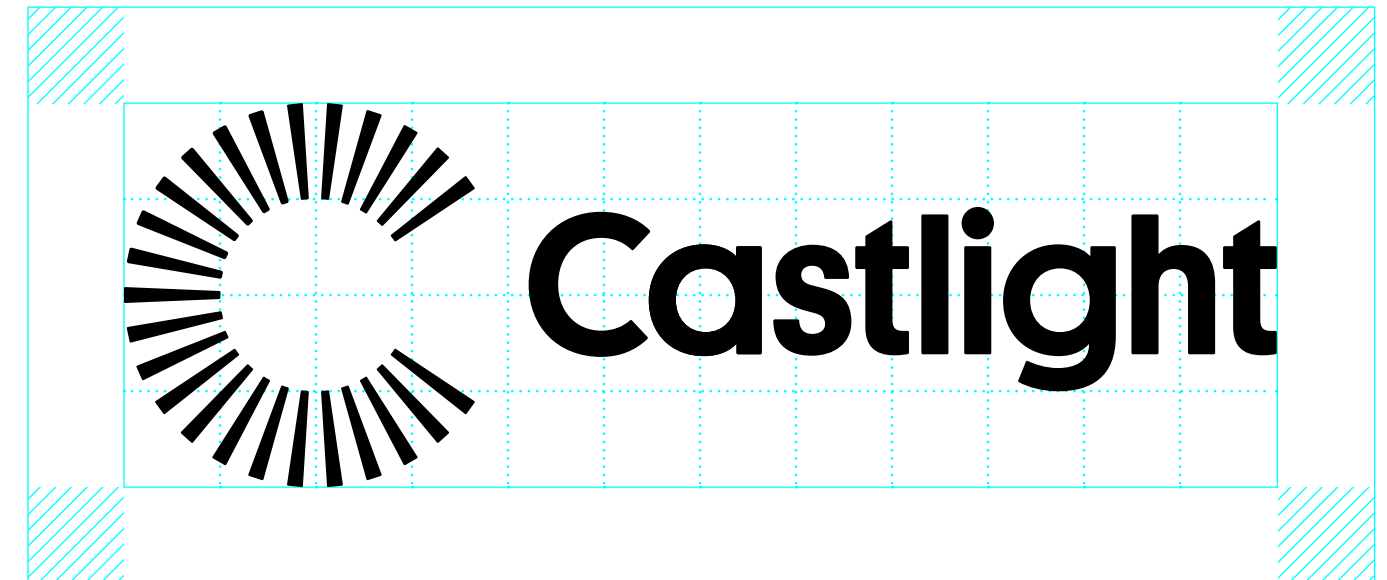
Logo Specs

Our hub is built upon a simple grid with a central counter area that is twice the size of the outer ring. Clear space 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.



Logo Colors

We prefer that our logo is used in full color, in our primary blue color, on a white background in all most communications.

Our logo can also be used in white on our approved brand colors, gradients, and photography.

A black version of our logo is available if limited printing methods are being used such as black and white printing.

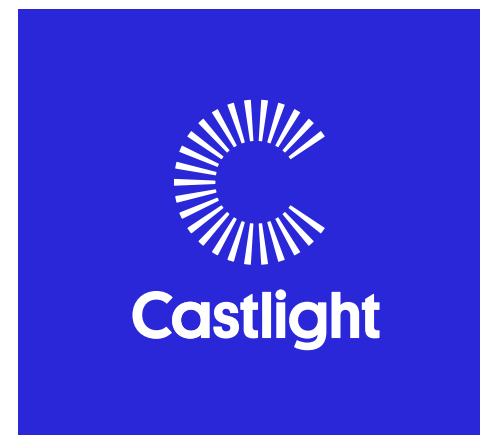
Primary Usage: Full color logo on white



Black & White Print Option:



White logo for use on approved brand color backgrounds and photography



Logo Violations

Our hub logo is the centerpiece of our brand and represents us to the world.

Please avoid any alteration of our logo.

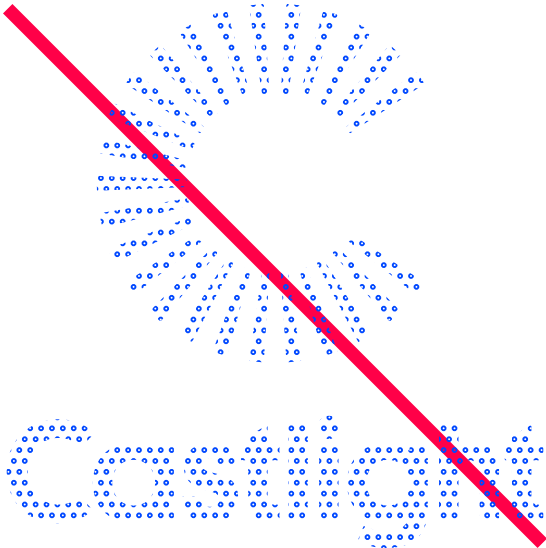
The following are some examples of modifications to the logo.



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 or change the color of the logo.

Partner Logo

When partnering or co-sponsoring an effort, the Castlight logo can be shown with a partner logo by using a horizontal rule to separate the two identities. Both logos should be visually equal in size to each other.

Partner Logo guidelines apply:

- Do not alter the Castlight logo.
- Keep an even clearspace around the logo to ensure legibility and to maintain a distinct presence.
- This logo lockup is only available in Castlight blue, black, or white.

Primary Usage: Horizontal



Horizontal limited space option:



Vertical: limited space option:





Questions?

Please contact the design group:
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