

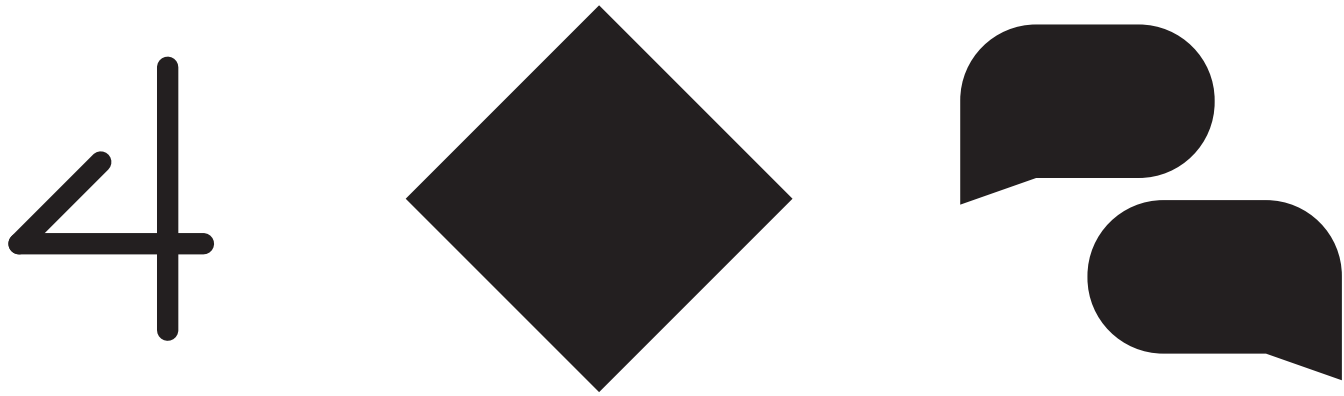
tips 4 health

*2019 identity*



tips4health

An interactive, personalized,  
text-messaging program









## Core Ideas





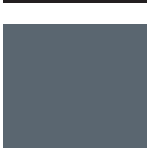
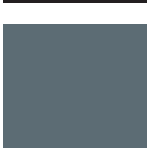


The logo was derived for core ideas of speech / communication, the number “4” and quadrilaterals, and a modern look to suggest innovation and trust.



PRIMARY

<i>PMS7409</i>			<i>#E4A840</i> <i>rgb(228, 168, 64)</i> <i>C0 M25 Y80 K0</i>
<i>PMS178C</i>			<i>#D95C53</i> <i>rgb(217, 92, 83)</i> <i>C0 M64 Y 52 K0</i>
<i>PMS360C</i>			<i>#5FAC58</i> <i>rgb(95, 172, 88)</i> <i>C56 M0 Y 73 K0</i>

SECONDARY

<i>PMS7689</i>			<i>#3077BB</i> <i>rgb(48, 119, 187)</i> <i>C70 M32 Y 0 K0</i>
			<i>#000000</i> <i>rgb(0, 0, 0)</i> <i>K100</i>
<i>PMS431C</i>			<i>#4D5960</i> <i>rgb(77, 89, 96)</i> <i>C67 M49 Y41 K7</i>
<i>PMS550C</i>			<i>#809BAB</i> <i>rgb(128, 155, 171)</i> <i>C42 M20 Y13 K0</i>

## Palette

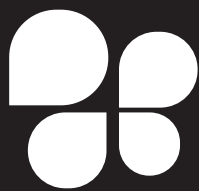
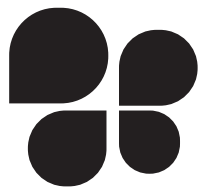
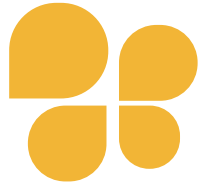
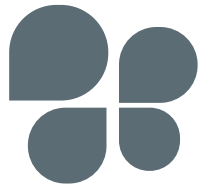
The **primary palette** is an array of colors that span the spectrum from warm to cool, with three primary levels of tone to complement the hues.



## Forms

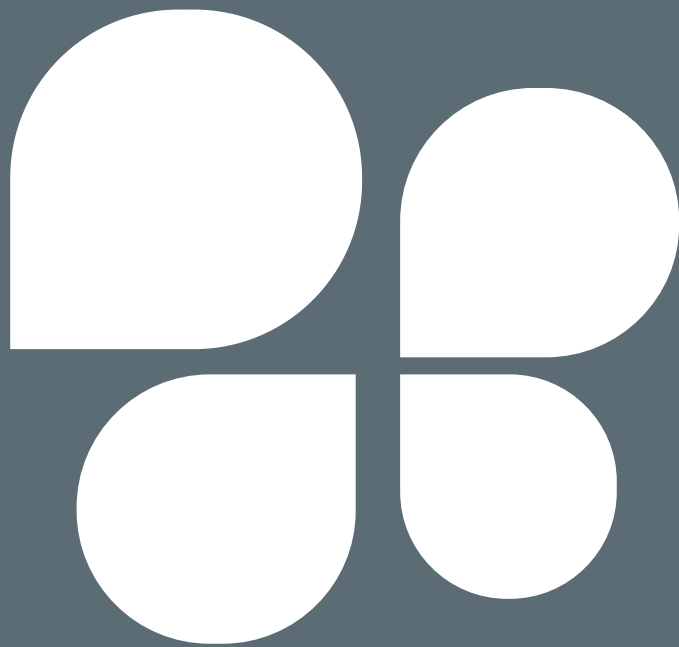
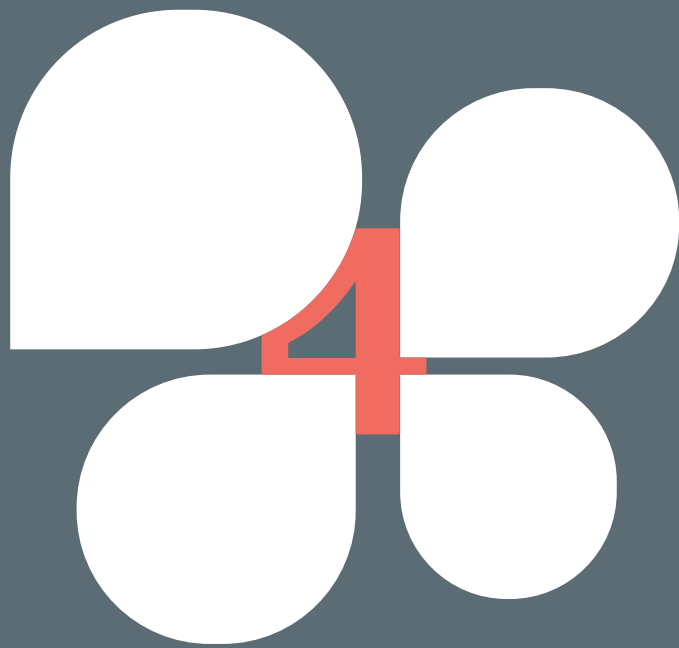
Tips 4 Health is about **communication** through text messaging, and so the primary form of the mark is a modernized , streamlined **speech bubble**.

The various sizes add a playfulness to the configuration.



## Simplicity

The use of these simple forms allows for display in either 1-color, spot, or 4-color work in addition to its primary display on screen.



## Negative Space

The arrangement of the balloon isn't random, though one goal was to evoke a sense of playfulness.

The negative space between the bubbles outlines the unique "4" shape that is used to create the logotype.

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Logotype



Plex Sans	<b>Plex Sans Bold</b>
abcdefghijklm	<b>abcdefghijklm</b>
nopqrstuvwxyz	<b>nopqrstuvwxyz</b>
1234567890	<b>1234567890</b>

*Plex Sans Italic*

*abcdefghijklm*

*nopqrstuvwxyz*

*1234567890*

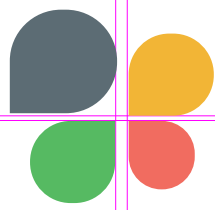
## Typeface

The primary typeface is Plex Sans, developed by IBM, derived from the company's iconic logo.

<https://www.ibm.com/plex/>

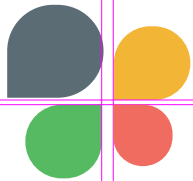
It was chosen for its sturdy and readable forms that balance emotional, organic curves with rational, machine derived edges.

It also comes in a variety of **weights** and *styles*.

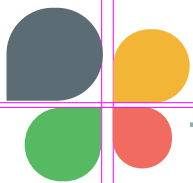


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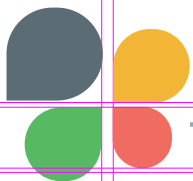
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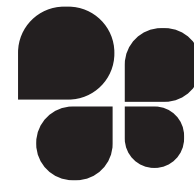
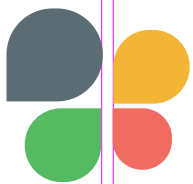


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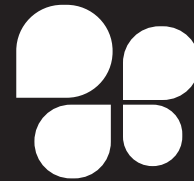
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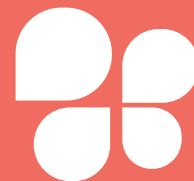
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## Configurations

The preferred use of the mark is alongside the logotype, but either mark can live on its own.

The primary thresholds for alignment are provided by the mark.

An optional secondary line of text can accompany the main mark.

The primary palette colors can be used together in some configurations.



## Reverse ground

The best presentation of the logo is on a white background, however, it can be used in its full palette even in reverse if the background is limited to black or the darkest gray available in the palette.

Otherwise, use a 1-color white logo when on a non-white background.