



Brand Guidelines

V 1.3 | 09.18.21



Well is worth it.



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OUR STORY

Everyone deserves to feel good about themselves and their workplace. That's why we started True Measure. We bring out the best in organizations and their people by elevating wellbeing.

As a woman-led business, we believe the way to make meaningful change through wellbeing isn't one-size fits all. Every organization is different. That's why our personalized approach to inspiring high-performance cultures is driven by people, rooted in science, powered by technology and accessible to all.

Our name, "True Measure," points to the idea that the truest measure of an organization's is its people. How happy they are. How engaged

they are. How healthy they are. These are the most important measurements of all. Because when your employees feel positive about themselves and their work, everyone succeeds together.

By engaging your entire workforce — wherever they are, whatever their background — with innovative, fun, approachable wellness and engagement activities, we inspire them to do their life's best work.

OUR POSITION

Real humans obsessed with elevating wellbeing through science, technology and heart.

OUR MISSION

To help organizations create the healthy workplace cultures their employees dream about.

OUR VISION

A world where every employee is healthy, happy and inspired to do their life's best work.

OUR DIFFERENCE

True Measure isn't for everyone. If you prefer cookie-cutter, set-it-and-forget-it employee wellness and engagement apps, odds are we're not for you. And that's okay. We happen to believe the way to total cultural wellbeing isn't one-size fits all. Every organization is different. That's why our personalized approach to inspiring high-performance cultures is driven by people, rooted in science, powered by technology and accessible to all.



High-touch programs

True Measure's holistic solutions are personalized to the unique physical, emotional and mental wellbeing requirements of each business and employee.

Rooted in science

Our founder and CEO is a national board-certified health and wellness coach. Science is embedded in everything we do for you.

Powered by technology

We provide digital tools that enhance the way people look at, experience and take control of their wellbeing.

Accessible to all

We meet people where they are. Our engaging, no-judgment programs encourage small changes to make the journey to wellbeing enjoyable.

OUR VALUE

True Measure brings out the best in employees to inspire a healthier, high-performance culture.



BRAND ARCHITECTURE



Services

The services provided to employees within organizations and to the organizations themselves.

Human Wellbeing

Workplace wellness, health, safety and wellbeing programs provided to employees.

Cultural Wellbeing

Organizational development services and programs provided to companies.

Programs

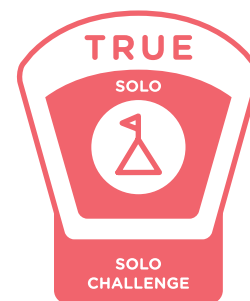
Activities, challenges and clubs that employees participate in.

Epic Wellness will use four categories defined by color.

Team Challenges



Solo Challenges



Camps/Intensives



Other



Achievement

Individual achievement badge template.

Badges use high contrast two color illustrations reflecting the type of award.

Use the program category color as the primary color to tie back to the type of program when appropriate.

Solo Challenge Achievement Award



Consulting

- Wellness program strategy
- Workplace culture strategy
- Wellness program Implementation
- Ergonomic evaluation/planning
- Environmental wellbeing

Assessment

- Well-being survey instrument

Training

- 360 Performance
- 360 Leadership
- Decision Making
- Time Management
- Mindfulness
- Primordial Stone Meditation

Coaching

- Executive Coaching

MESSAGE HOUSE



Well is worth it.

Position

Human beings obsessed with elevating wellbeing through science, technology and heart.

Mission

To help organizations create the healthy workplace culture their employees dream about.

Vision

A world where every employee is healthy, happy and motivated to do their life's best work.

Master Message and supporting messages

Elevating wellbeing.

Happy, Healthy Employees

Inspire your entire workforce — wherever they are, whatever their background — with innovative, fun, approachable wellness and engagement programs that people enjoy.

- Healthy habits
- Increased morale
- Improved recruitment and retention
- Elevated employee engagement

High-Performance Cultures

Inspire employees and equip them with resources that motivate them to be their best — whether your workforce is remote, in the office, or somewhere in between.

- Improved energy and motivation
- Stronger teams and leaders
- Reduced absenteeism and presenteeism

Measurable Returns

A world where every employee is healthy, happy and motivated to do their life's best work.

- Culture as a competitive advantage
- Improved business performance
- Healthcare cost containment

Unique value proposition and differentiators

True Measure brings out the best in your people to inspire a healthier, high-performance culture.

High-touch programs

True Measure's holistic solutions are personalized to the unique physical, emotional and mental wellbeing requirements of each business and employee.

Rooted in science

Our founder and CEO is a national board-certified health and wellness coach. Science is embedded in everything we do for you.

Powered by technology

We provide digital tools that enhance the way people look at, experience and take control of their wellbeing.

Accessible to all

We meet people where they are. Our engaging, no-judgment programs encourage small changes to make the journey to wellbeing enjoyable.

Program messaging

The intent for the names for the two categories of services is to help website visitors and other prospects more easily understand and find the services True Measure offers. The names exist solely to organize programs in a more coherent fashion. Use of the word "Wellbeing" helps people quickly recognize the type of business True Measure is.

Human Wellbeing

Enjoy the journey to workplace wellbeing.

- Movement
- Mindfulness
- Nourishment
- Body
- Sleep
- Money

Approachable

Many small micro-adjustments that add up to something massive.

Tailored

We meet your employees where they are, delivering personalized programs and activities that fit their lives.

Engaging

We deliver content both digitally and through our experts and wellbeing practitioners.

Cultural Wellbeing

Empower your people to pursue their greatest potential.

- Strategy
- Assessment
- Training
- Executive Coaching
- Ergonomics
- Environment

Complete

Complete solutions to develop effective managers, highly engaged employees, and top performing workforces.

Meaningful

We gather insights and understand your employees so we can make the best decisions that drive impactful change.

Customized

Our consultants have experience navigating complex enterprise environments and aligning with internal initiatives and diverse employee populations.

OUR TONE OF VOICE

Our three tone of voice principles inspire how we write and speak. Refer to them often when writing anything about True Measure.



Human +
Approachable

Inspiring +
Confident

Positive +
Refreshing

TONE OF VOICE

Human + Approachable

How do we talk to people? Like people. Our tone is personal and inviting, but we stop short of trying to be your best friend. Instead, we strike a balance between casual and professional. Our voice feels like a welcoming smile, with a firm handshake. We write like this:

- Make it personal: prioritize “We” and “Our” over “True Measure is ...” or “The company...”
- Speak directly to the reader: use “you” and “us” where relevant but avoid an overly casual tone.
- Write clearly and simply — concise and natural, not robotic.

Inspiring + Confident

Coaching and inspiring people is a big part of what we do. Our ability to get people excited should carry over into how we communicate. We’re brave enough to lead, comfortable feeling uncomfortable, and use our energy to empower and encourage others. We write like this:

- Use the active tense as much as possible — because we’re proud of what we have to say.
- Avoid falling back on tired cliches and corporate jargon.
- Focus on the benefits we bring to people and don’t be afraid to have a point of view.

Positive + Refreshing

We constantly look to do things differently and in a better way. We give color and positive energy to everything we do because we want to make a difference in people’s lives. While we have a strong sense of purpose, we also have a sense of humor.

- Speak positively about ourselves, and not negatively about others.
- Use humor where appropriate – clever headlines that feel like a knowing smile.
- Opt for short, simple phrases to make a connection.

OUR LOGO

As the key expression of our visual identity, the logo is to be used consistently across all applications to protect the integrity of the True Measure brand.





OUR LOGO

Vertical Lockup

The vertical lockup is considered the primary logo and is the preferred mark for use on all marketing material.



Clearspace

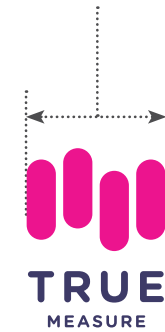
Whenever you use the logo it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. To ensure proper clear space measure the height of the "T" in from the left, top, right, and baseline of logo.



Minimum Size

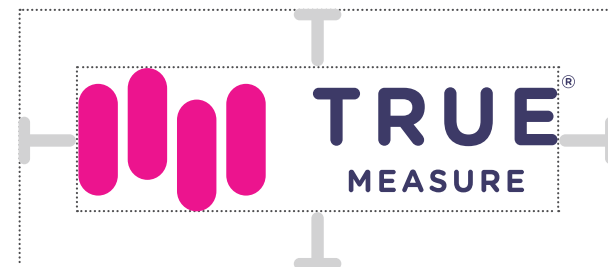
To ensure readability do not size the logo smaller than the minimum horizontal dimensions shown below.

0.75" (82 px) minimum width

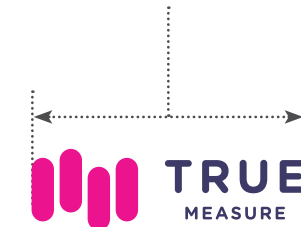


Horizontal Lockup

The horizontal lockup is designed for use when vertical space is limited.



1.425" (205 px) minimum width



OUR LOGO

Black Logo

Use the black logo for applications when our primary colors are not available.



Reversed Logo

Use the reversed (white) logo for applications when our primary color logo does not read well or if there is not sufficient contrast with the background color.



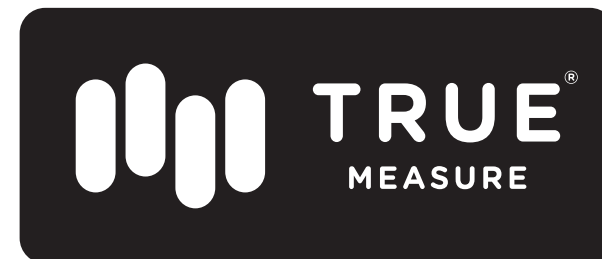
Reversed Logo Color Options

The reversed logo may be used against any of the colors in the True Measure color palette.



Horizontal Lockup

The horizontal lockup is designed for use when vertical space is limited.

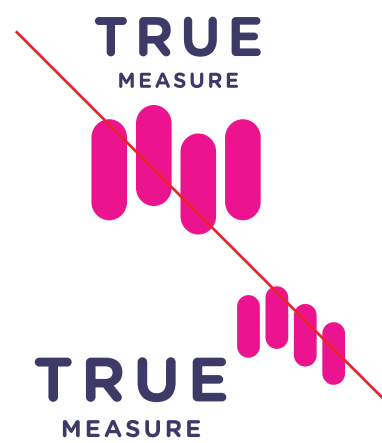


OUR LOGO

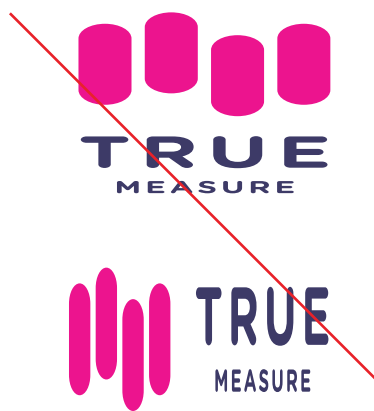
Logo Restrictions

To protect the integrity of our logo please do not alter or modify it in any way. Here are a few examples of alterations and improper applications.

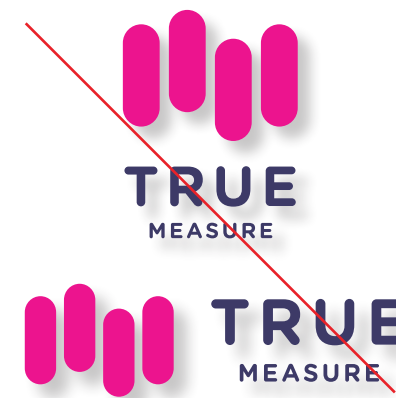
Reconfigure



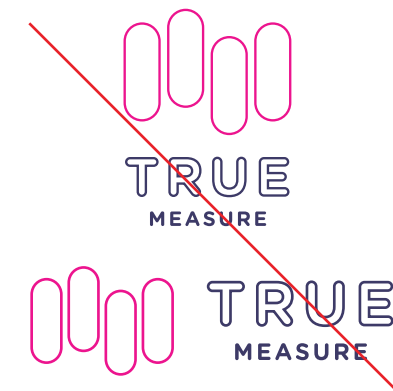
Stretch



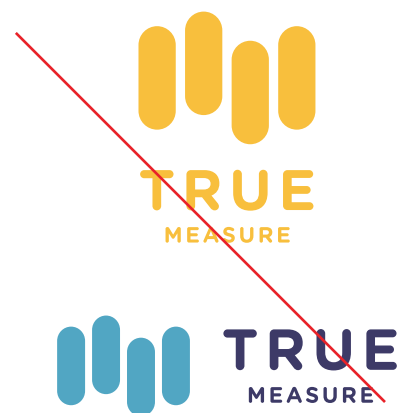
Apply Special Effects



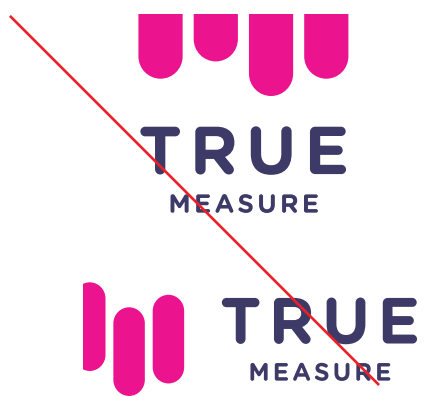
Outline



Recolor



Crop



Apply over image without sufficient contrast.

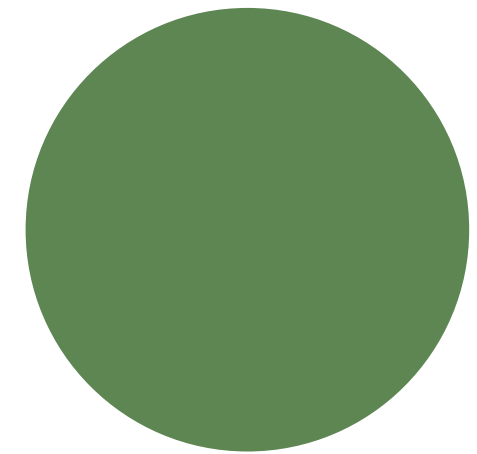
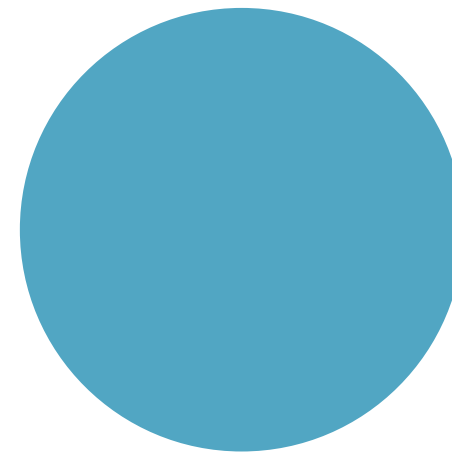
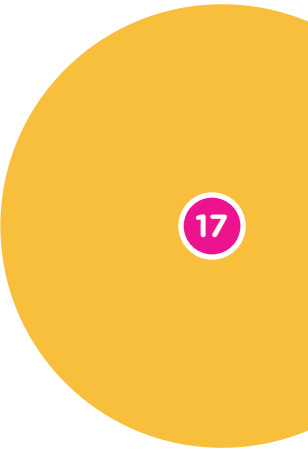
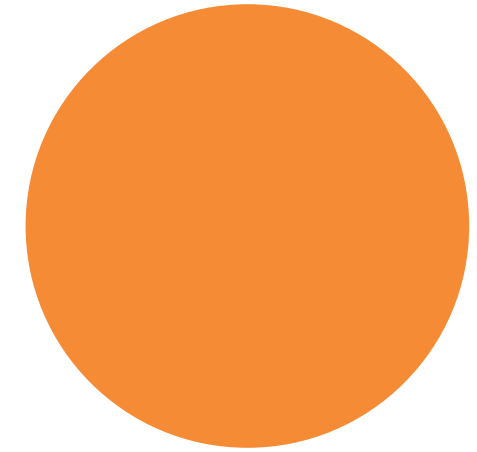
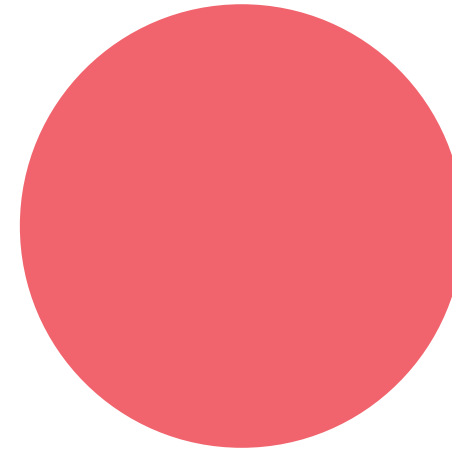
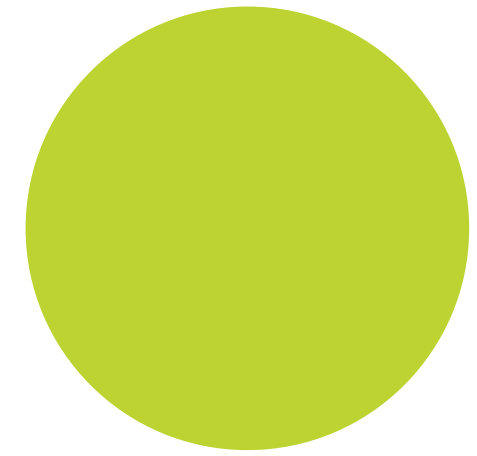
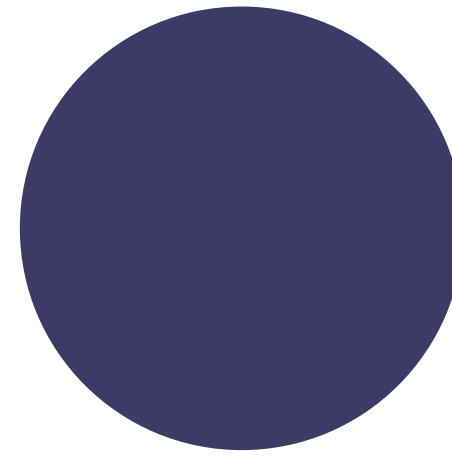


Apply over image with busy background.



OUR COLORS

Bright and vibrant,
our colors convey
the excitement and
energy of the
True Measure brand.



OUR COLORS

Colors are shown in relative hierarchy with Red Violet as the core brand color. All color should be used in ample white space to effectively bring attention to important aspects of the composition. Avoid using large areas of more than two colors together.

Primary Colors

Red Violet HEX #EC148E RGB 236, 20, 142 CMYK 0, 95, 0, 0 SCSS \$red-violet PMS 219	Martinique HEX #3D3A67 RGB 61, 58, 103 CMYK 80, 78, 11, 38 SCSS \$martinique PMS 5265	Key Lime Pie HEX #BCD331 RGB 188, 211, 49 CMYK 38, 0, 94, 0 SCSS \$key-lime-pie PMS 2299	
	Alizarin Crimson HEX #E82229 RGB 232, 34, 41 CMYK 0, 93, 82, 0 SCSS \$alizarin-crimson PMS 1788	Froly HEX #F1646D RGB 241, 100, 109 CMYK 0, 73, 32, 0 SCSS \$froly PMS 709	Jaffa HEX #F68B35 RGB 246, 139, 53 CMYK 0, 50, 93, 0 SCSS \$jaffa PMS 715
	Pelorous HEX #51A6C3 RGB 81, 166, 195 CMYK 66, 8, 7, 1 SCSS \$pelorous PMS 7702	Hippie Green HEX #5D8653 RGB 93, 134, 83 CMYK 58, 15, 71, 30 SCSS \$hippie-green PMS 2265	Mid Gray HEX #4D4D4F RGB 77, 77, 79 CMYK 67, 54, 46, 40 SCSS \$mid-gray PMS 7540

Photography

Our photography is used to create an authentic connection with the audience.



Photography

We employ four types of photography depending on the context and audience that we are speaking to. Refer to the guide below when selecting images for use in all communications.



Culture That Moves You

Used for the corporate brand where we convey excitement and optimism. Subjects appear on a simple background and may address the viewer with eye contact and convey an authentic expression.



Being Well

Individuals engaged in an activity that creates a sense of wellbeing where the viewer can imagine themselves as the subject.



In The Moment

Employees either alone or in groups engaged in their day-to-day, not addressing the viewer directly.

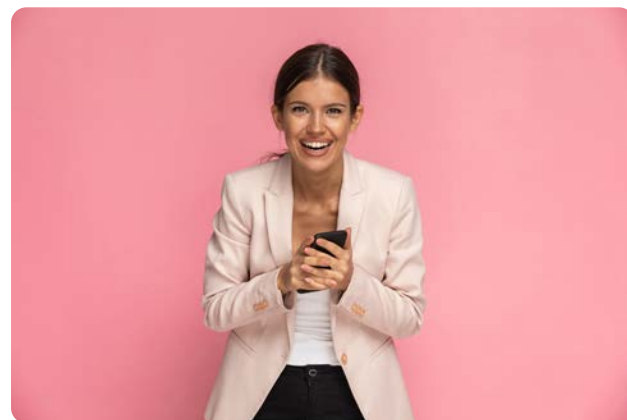


Mindful Pause

Environments and objects that evoke a sense of peace or tranquility - could be a yoga mat or a beach towel or a dock on the lake.

Photography

Culture That Moves You



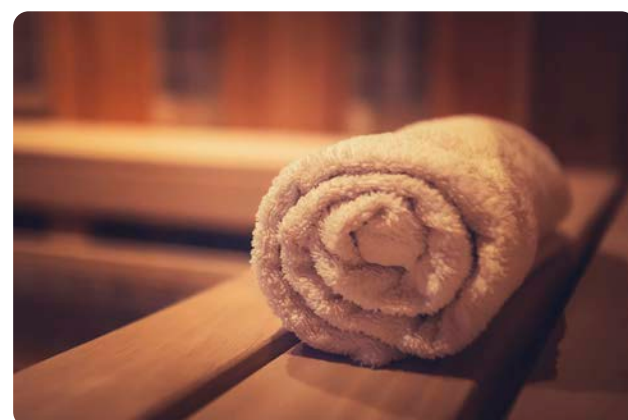
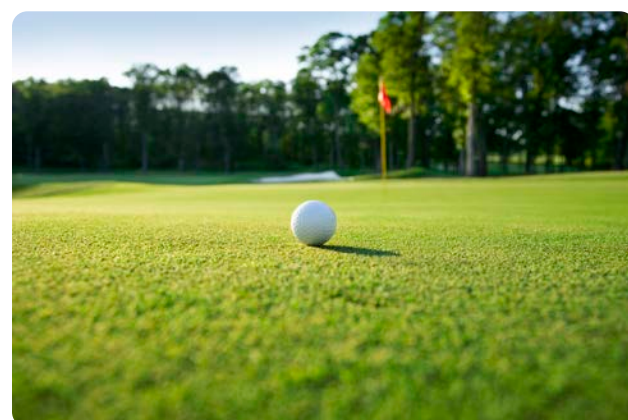
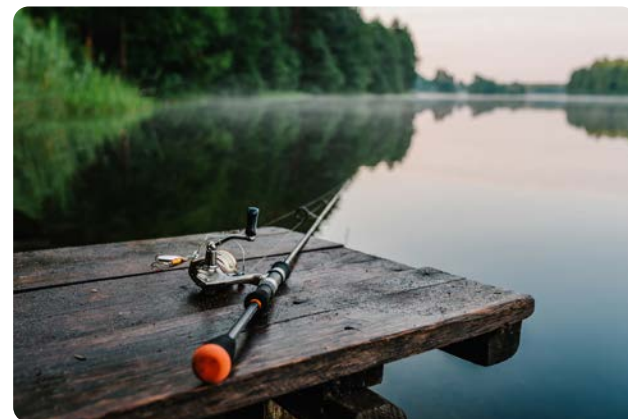
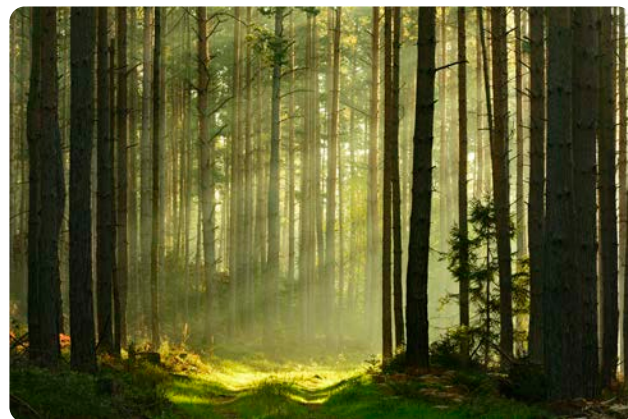
Photography

In The Moment



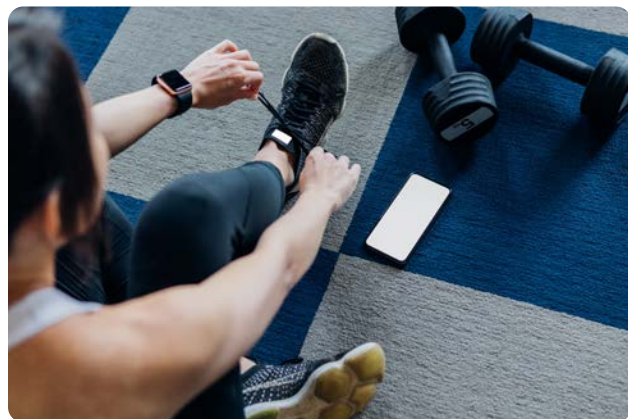
Photography

Mindful Pause



Photography

Being Well



TYPOGRAPHY

Our typography provides harmony and consistency across the brand and allows for variety in distinct applications.

Gotham Rounded

25



Gr

Gotham Rounded

Bold

Simplicity is the ultimate sophistication.

Medium

Simplicity is the ultimate sophistication.

Book

Simplicity is the ultimate sophistication.

Light

Simplicity is the ultimate sophistication.

Our primary typeface.

Gotham rounded is our primary typeface and is used on all corporate communications including website, stationery, core marketing collateral, advertising and events.

This typeface was chosen to reflect key characteristics of the True Measure Brand:

- Friendly
- Approachable
- Professional
- Fun

The consistent use of our primary typeface is key to maintaining the integrity of the True Measure brand across all marketing communications.

Auxiliary typefaces.

Auxiliary typefaces are selected to compliment our primary typeface while providing creative freedom within specific program material. These typefaces can be used for headlines and subheadings. They can also be used in bespoke graphic elements that require a distinct flair.

Be considerate of your audience when using the script typefaces as non-English speakers may find it difficult to read.

Continue to use Gotham Rounded for body copy regardless of the headline or subhead typeface selection.

Clean

Use in all- mixed-caps heading or subheading.

The Foregen

DO ANYTHING, BUT LET IT PRODUCE JOY.

League Gothic

DO ANYTHING, BUT LET IT PRODUCE JOY.

Stylistic

Use in all- mixed-caps headings or subhead to add personality.

Gagalin

DO ANYTHING, BUT LET IT PRODUCE JOY.

Bobby Jones/Soft

DO ANYTHING, BUT LET IT PRODUCE JOY.

Casual

Use in all- mixed-caps headings or subheading or accent text for a casual, conversational, approachable feeling.

Varine Script

Do anything, but let it produce joy.

Chewy

Do anything, but let it produce joy.

SAMPLE APPLICATIONS

The following pages contain examples of how to apply the True Measure visual elements to create unique and memorable experiences.



Sample Executions



Sample Executions



Sample Executions



Sample Executions











The graphic features a dark grey background. On the left, the text "Make culture pop." is written in a large, white, sans-serif font. To the right of the text is a bar chart with four yellow, rounded rectangular bars of increasing height from left to right. A smiling man in a light grey button-down shirt stands in front of the tallest bar, with his arms crossed. In the bottom right corner, the True Measure logo is displayed, consisting of three white vertical bars of varying heights above the words "TRUE" and "MEASURE" in a white, sans-serif font.

Make culture pop.

TRUE
MEASURE

Bring out the best in your people.

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Culture that moves you.

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TRUE
MEASURE

Sample Executions



WELLNESS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



Sample Executions

