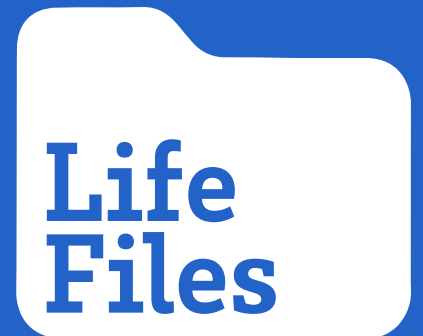


LIFEFILES BRAND GUIDELINES

February 2021

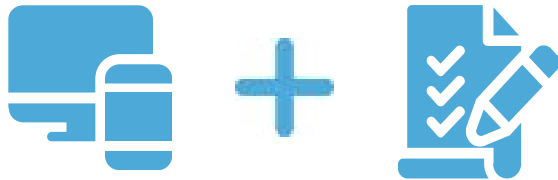


BRAND VISION

LifeFiles is a platform committed to help people control and share their **documents** through a **distributed ledger**, facilitating access to social and health services especially those vital to ending homelessness, such as housing, benefits, and access to medical care.



LifeFiles is a web-based application that encrypts and stores documents.



These documents can be digitally notarized and carry a legal certification within the platform, allowing digital distribution of its original and certified (digital) copy.

What type of documents?

Almost anything. Birth certificates, IDs, proof of income, medical records, voter's registration card are but a few examples that are both appropriate and relevant.

Why?

People lack a dedicated platform for encrypting and securing their documents. LifeFiles makes digital storage, distribution and notarization possible.

4 HISTORY



The concept behind LifeFiles was first inspired by insights gathered by the I-Team during their human-centered research on living the experience of homelessness in Austin, TX. Since then Austin Innovation Office has pursued its execution, testing the extent of its potential and feasibility.



The project reached a pivotal point through the exploration of blockchain technology and Innovation Office hosted a mayor's blockchain challenge, diving further into blockchain's potential benefit to the project.

2019-2021



Robert Wood Johnson Foundation

With the help of a grant funded by Robert Wood Johnson's Foundation, LifeFiles has continued to pursue a document storage solution that facilitates access to services, enables self-determination and extends its use case.

5 BRAND VOICE

The following Brand attributes express the ethos and personality of the LifeFiles brand. They highlight brand characteristics and suggest an approach to communication both visual and verbal. No communication is expected to reflect all brand attributes, but at the least they should contradict none.

Attributes

LifeFiles IS...



Reliable

We offer a tool that is consistent and dependable so that the people that use LifeFiles know that it's always there to help them.



Trustworthy

LifeFiles puts its users first, giving them full agency, privacy and control over all their documents



Innovative

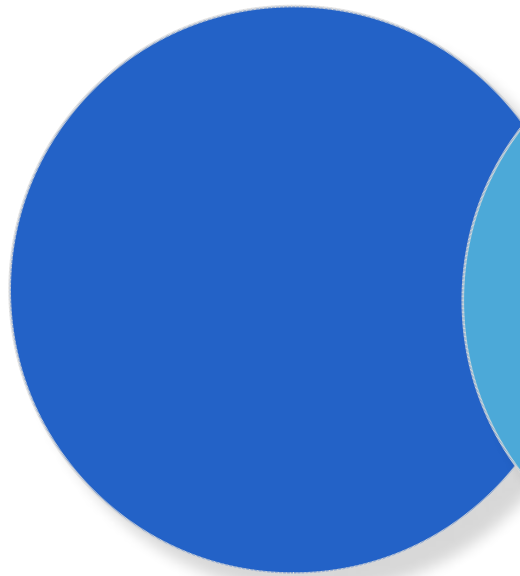
Envisioned and developed by City of Austin Innovation Office, LifeFiles upholds an emphasis on designing for the individual, stirring innovation through the user's lived experience.

6 BRAND COLORS



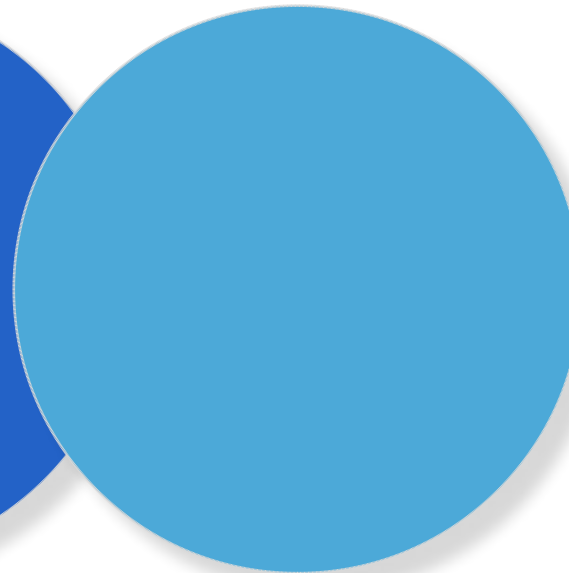
This **mariner blue** brings a composed and disciplined aesthetic to the LifeFiles **owner interface**.

It was chosen as a color to evoke a feeling of reliability and trustworthiness.



OWNER

HEX #2362C7
RGB 35, 98, 199
CMYK 82%, 51%, 0%, 22%



HELPERS

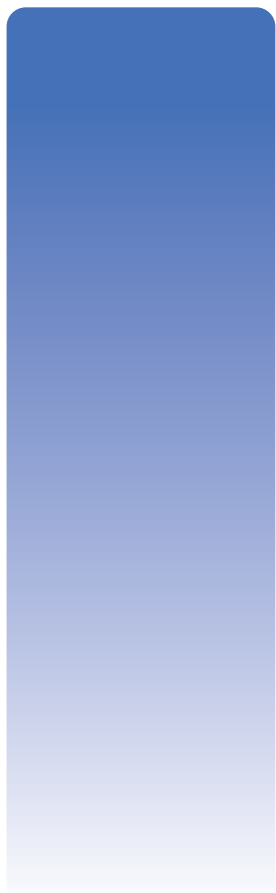
HEX #4CA9D8
RGB 76, 169, 216
CMYK 65%, 22%, 0%, 15%

Inspired on EMS, this **sea-foam blue** is made to resemble the scrubs worn by **care providers**.

Its cool and soothing tint evokes a feeling of responsibility, nurture and care.

7

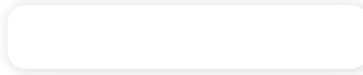
COLOR PALETTE



OWNER



Royal Blue
#2362c7



Neutral White
#ffffff

Primary



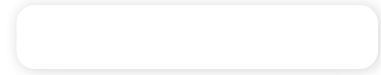
Royal Blue
#90afe2

Mariner
#2975eb

HELPER



Shakespeare
#4ba9d9



Neutral White
#ffffff



Picton Blue
#4ab2de

Jordy Blue
#76b3ef

Secondary



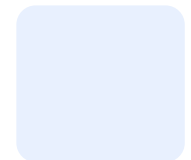
Roman
#d95868



Tosca
#8e3c3c



Vida Loca
#52b528

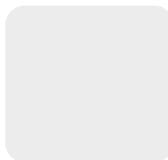


Solitude
#e8f0fe

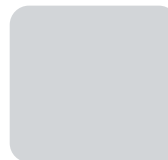
Grayscale



Fuzzy White
#f6f6f6



Wild Sand
#ececec



Gallery
#d2d5d8



Iron
#aab2bd



Zambezi
#645857



Tundora
#3b3b3b

8 TYPOGRAPHY

Typography is a key element used to communicate a unified personality for LifeFiles. We have selected font type families that gives LifeFiles a unique typographic voice: Montserrat and Brix Slab. These are our two main typefaces and should be used in all communications materials and within the app itself.

Montserrat is a modern sans serif font that excels in a broad range of use in applications from signage to text. The typeface is narrow enough to work in interface design, yet energetic and modern to encourage extended reading (for things like on-boarding and file information).

Though this typeface is available in six weights, its use has been limited to medium, semibold, bold and regular, allowing for greater consistency and simplicity of implementation.

Brix Slab is primarily used as part of our logo design, but it can also be used for page/slide breaking, headings and rarely in interactive elements (such as buttons and tabs).

Abcdefg

Heading 1

Font	Montserrat	● #645857
Size	20-32px	● #2975eb
Weight	Bold	● #4ca9d8

Abcdefg

Heading 2

Font	Montserrat	● #f0faff
Size	16-24px	● #645857
Weight	Medium	● #d2d5d8

ABCDEFG

Heading 3

Font	Montserrat	● #90afe2
Size	16-36px	● #d2d5d8
Weight	Bold	● #2975eb

Abcdefg

Heading 4

Font	Brix Slab	● #3b3b3b
Size	20px	
Weight	Regular	

Abcdefgh

Body 1

Font	Montserrat	● #645857
Size	16-24px	● #d2d5d8
Weight	Regular	● #2362C7

Abcdefgh

Logo

Font	Brix Slab	● #2975eb
Size	20px	● #4ca9d8
Weight	Medium	● #645857

9

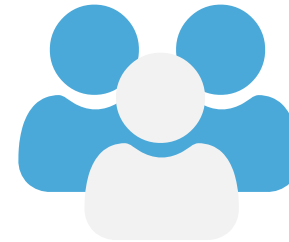
TARGET USER

LifeFiles is a platform with two main interfaces that vary depending on the user they serve. There is an 'Owner' interface and a 'Helper' interface.

OWNER



HELPERS



WHO?

Document Owners use this platform as a way to backup their documents and facilitate their access to services. They are the ultimate authority over how their digital files are stored, who they are shared with and for how long.

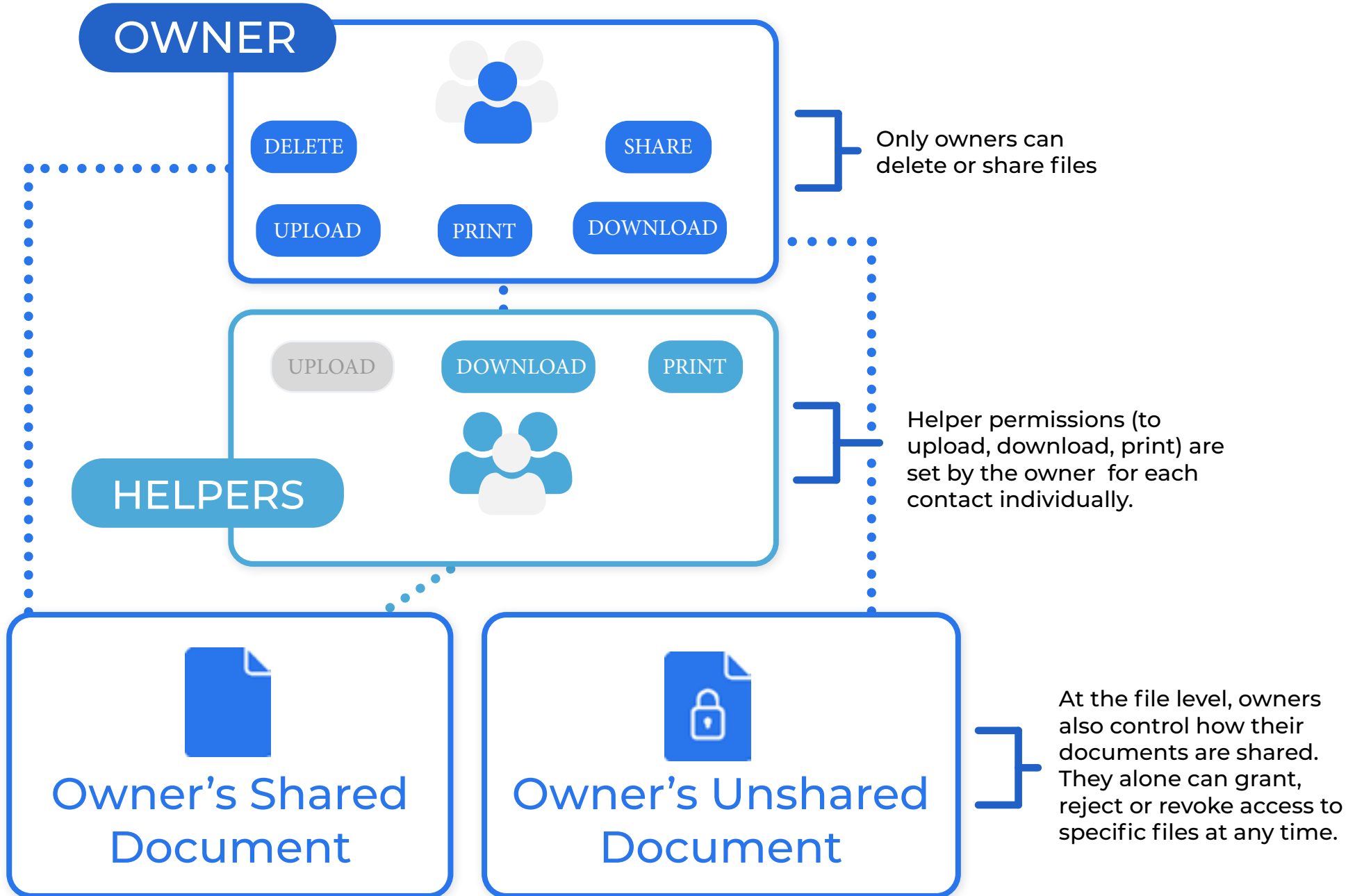
In the homeless community, these would be the people experiencing homelessness that are using LifeFiles as a way to backup their physical documents.

WHO?

Document helpers use this platform to assist documents owners in storing their digital files. Their ability to upload, download, access and print files is conditioned by the permissions the document owners bestow them.

In the homeless community, these would usually be case managers, advocates and relatives helping people experiencing homelessness.

USER INTERACTIONS



11 BRAND ARCHITECTURE

Brand architecture is the organizing structure that specifies the type, number, relationship, and purpose of branches within our brands.

The chart shown here illustrates how LifeFiles businesses, products, and services are organized and presented to the marketplace, and can be used as a glossary to the guidelines to follow.

While LifeFiles is launching in Austin, it is being built with extensibility in mind, allowing its adoption in other cities all over the country.

Since that extensibility is a core part of LifeFiles and its brand identity, there is always room to add a tagline to the signature that specifies where this solution has been implemented.

Legal Name

LifeFiles

Use the legal name of our company on all documents that legally require its presence (e.g., contracts, agreements, invoices and copyright notices).

Masterbrand Signature



Use the LifeFiles masterbrand signature as the primary brand expression to service providers, owners, advocates, clients and the community at large.

Outlined



This is how the signature looks when it is outlined. This format is appropriate for press releases or print formats that are minimalist an alternative and minimalist look.

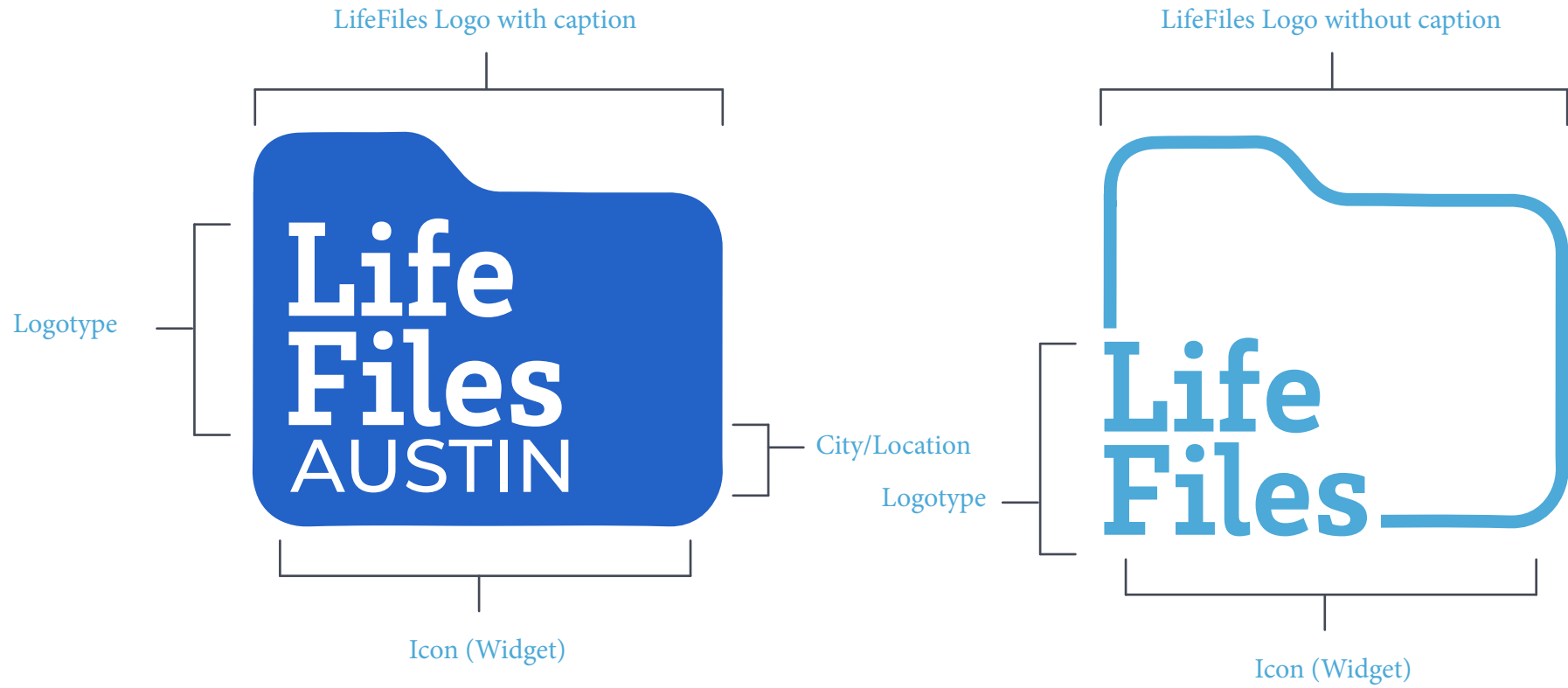
With Tagline



The Tagline shows where LifeFiles is being distributed and used, speaking to its potential for extensibility.

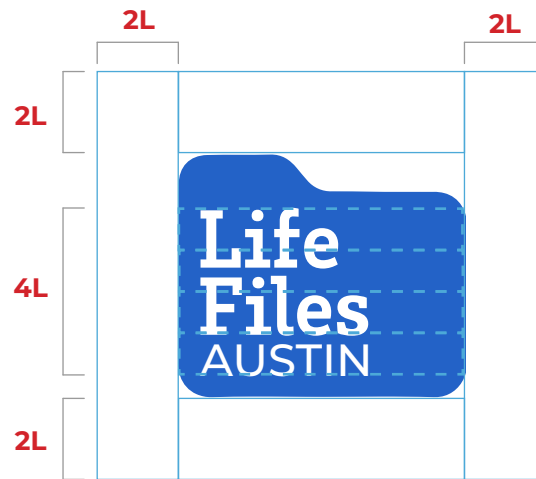
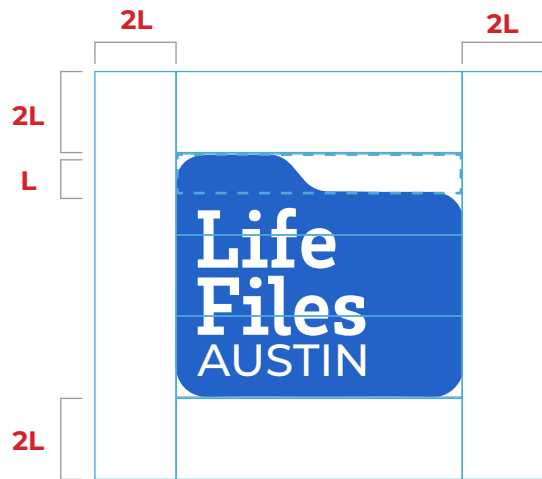
12 SIGNATURE: OVERVIEW

Our masterbrand signature is the simplest, most immediate and most recognizable representation of our brand. It builds a reputation, while communicating a confident, modern and renewed energy that represents our future. The all-blue folder icon and Slab Serif logotype speak with evoke a sense of transparency, security and reliability.

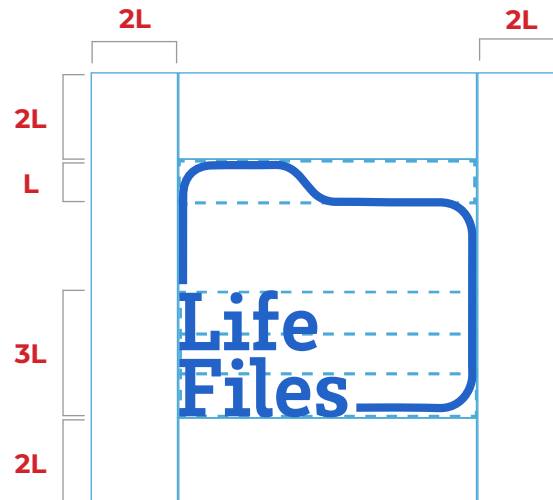
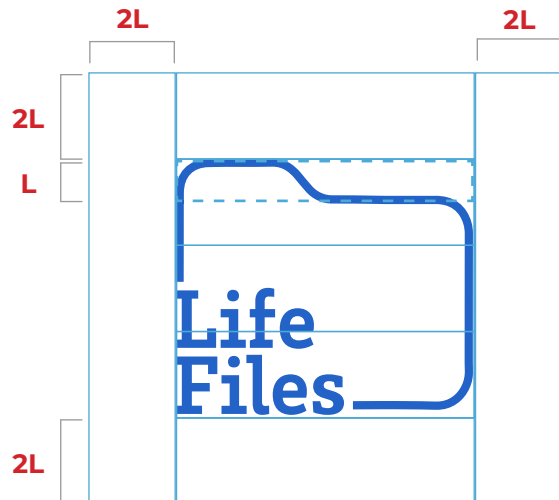


13 SIGNATURE: CLEARSPACE

To properly size the logo and the clearspace that surrounds it, you may easily calculate this by taking the measurement of the folder tip and doubling its height in size. This becomes the length by which the logo is then divided into three parts. The measure of each one of those three parts also determines the text size and the amount of clearspace that should be left all around the logo to ensure proper breathing space of its design.



Masterbrand Signature (with tagline)



Outlined Signature (without tagline)

14 SIGNATURE: VARIATIONS

The following are acceptable logo variations that can be used both in interface design and in communication/marketing materials. Consistent use of the LifeFiles signature will help build visibility and recognition for the platform.

The integrity of the signature must be respected at all times. Don't stretch, condense or otherwise abstract it. Any modification of the signature confuses its meaning and diminishes its impact.

The [masterbrand universal signature](#) encapsulates the most vital elements of the brand. Both the condensed and uncondensed versions are interchangeable and can be switched out to suit a variety of formats and contexts.

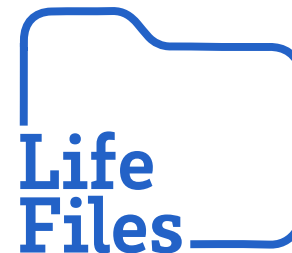
[Print signature](#) is more appropriate for publishing because its outlined format is not only more formal, but easier to read in a newspaper or magazine column format.

[Mobile signature](#) is good for small screens that visually compensate for space (phones, tablets, etc.).

Universal Signature



Print Signature



Mobile-friendly signature



15 LOGO: DO'S AND DONT'S

DO use the WHITE version of the logo over photos, make sure the photo is not too light.



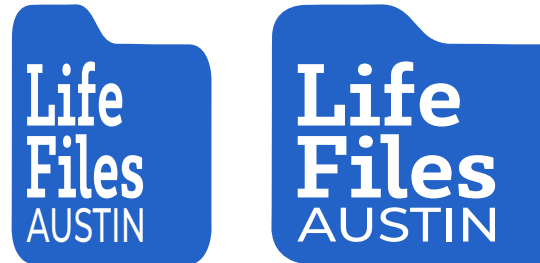
DON'T use any color version of the logo over photos



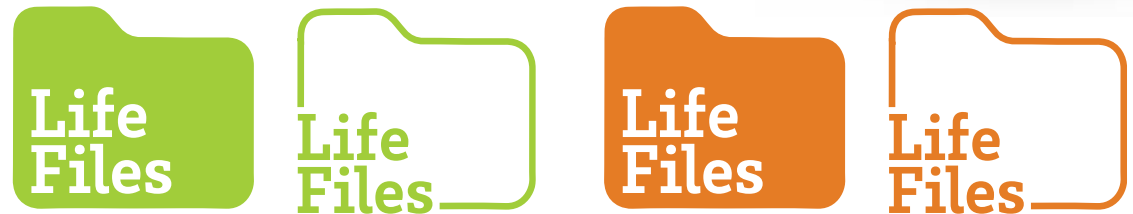
DO use the black and white version for faxes and photocopy-prone documents.



DON'T distort, stretch or crop parts of the logo!



DON'T use any unapproved colors on the logo



DO use the logo and its variations in appropriate contexts...



DON'T use drop shadows with more than 16% opacity (on universal logo)



Fin.

