



BRAND GUIDE

BRAND IDENTITY & GUIDELINES FOR APPLICATION





OUR CORE IDENTITY

A COMPREHENSIVE VISUAL SYSTEM

We've created a complete set of design guidelines to ensure consistency over just about every instance of marketing and brand usage.

The core design elements are the essential visual elements of our brand – our logo, color palette, typography, imagery, and graphics.

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“Supporting & empowering
**premature and ill infants in
Neonatal Intensive Care Units**
through resources
& funds.”

OUR BRAND MISSION

TO IMPROVE THE NICU EXPERIENCE FOR FAMILIES OF PREMATURE BABIES

Lion Tales is a nonprofit foundation whose mission is to provide funds in support of premature and ill infants in Neonatal Intensive Care Units (also known as NICU).

The organization is dedicated to improving NICU environments through the use of technology that will catalyze nurturing through enhanced communication and stimulation.

At the Lion Tales foundation, we believe that storytelling can be harnessed as a powerful therapeutic agent in the recovery and development process for babies, and the coping and healing process for parents.

OUR VISION IS TO SUPPORT:

TO IMPROVE THE NICU EXPERIENCE FOR FAMILIES OF PREMATURE BABIES

- Communication: Work with parents to improve interactions and bonding with premature or ill infants in the NICU
- Storytelling: Encourage storytelling as a powerful therapeutic agent in the recovery and development of NICU babies while helping their families heal, cope, and connect
- Connection: Inspire families to share personal experiences from the NICU
- Collaboration: Support parents to increase collaboration with NICU professionals
- Technology: Promote the integration of new technologies to accelerate the common goal of improved outcomes for babies and their families

OUR INITIAL GOALS

The Lion Tales Foundation is a non-profit 501©(3) corporation registered in New York in 2016. We strive to make a difference in neo-natal care for many years to come. Our focus as we begin will encompass 3 primary initiatives:

1 - PROVIDE BEDSIDE TECHNOLOGY

It's our vision to provide every NICU bed with a device to enable communication, such as a smartphone or tablet. We strive to provide tools to enhance communication and bonding.

- Family members can read and record stories so that babies can hear a voice of comfort when parents can't be by their bedside. Reading to babies in the NICU can help parents develop the same feelings of intimacy that parents of healthy newborns cultivate in the days and weeks after a baby's birth.
- Technology can enable virtual communication with family members when they can't be present or with young siblings who are not allowed to visit due to NICU rules.

It also allows milestones and memories to be captured, and the recording of notes from family meetings or hospital rounds.

- With the launch of the Lion Tales foundation we initially plan to pilot the Bedside Bonding program at the Morgan Stanley Children's Hospital of New York (CHONY), part of New York-Presbyterian University Hospital at Columbia in Washington Heights.

2 - CREATE A DIGITAL QUILT OF COURAGE

The Lion Tales Quilt of Courage will be “sewn” together from stories of the NICU experience told by families, friends and NICU professionals.

- By sharing their knowledge and stories of hope and courage these individuals can help demystify the experience for others who are currently in the midst of their NICU journey. Documenting milestones preserves the moments of heartache and joy for families as they move into the next stage of life after the NICU.
- The quilt was started by two families who met while their sons, Leo and Anthony, endured lengthy stays at CHONY and shared a pod in the NICU. It is our hope the digital quilt will provide strength for parents during their roller coaster NICU ride and beyond.

3 - FUND RESEARCH TO IMPROVE UTILIZATION OF TECHNOLOGY IN THE NICU

The Lion Tales Foundation will support innovative research led by medical professionals and student scholars that focuses on leveraging communication to improve outcomes for babies born premature or sick.

- This may include projects to enhance doctor/patient communication and overcome language barriers in the NICU and research regarding the effects of mother/baby interactions with preemies.
- (PENDING) Initially Lion Tales will contribute funding to the Nurture Science Program at Columbia University. The mission of the Nurture Science Program is to develop, rigorously test, and help implement therapies for preventing and overcoming emotional, behavioral, and developmental disorders in children. The term 'nurture' is used in this context to mean naturally occurring interactions between mothers and infants that underlie their emotional connection. These interactions include olfactory exchange, vocal soothing, comforting touch, eye contact, holding, and cuddling.

Results of an initial trial show that the mother-based intervention leads to the mitigation and repair of many deficits that are common in premature birth. The results of the study suggest that the negative effects of stress and trauma of preterm birth are not necessarily permanent. A relatively small “dose” of the mother-infant intervention led to beneficial effects that were sustained throughout the critical 18-month stage following discharge.

our **brand** identity



OUR BRAND PERSONALITY TRAITS

It's our job to make sure that all of our communications are consistent with the following brand personality traits.

Our brand personality traits describe how we want our audience to perceive our company.

KEY WORDS THAT SYMBOLIZE THE BRAND:

- 🔥 Strength
- 🔥 Courage
- 🔥 Storytelling
- 🔥 Community
- 🔥 Hope

Standard Full Logo



Giving a Voice to Courage

LION TALES
FOUNDATION



PANTONE® 431 C



PANTONE® Orange 021 C



HORIZONTAL LOGO RULES

CLEAR SPACE

- Maintain clear space around the logo to protect the logo from distracting graphics or typography.
- Measure clear space by the height of the “L” in Lion Tales for vertical space, and the width of the “L” for horizontal.
- Never allow typography or other elements to “invade” the logo.
- Never redraw or alter the logo, including the placement and size relationship of its letter or lion head symbol.
- Use only authorized artwork from liontales.com/look_logos



MINIMUM HORIZONTAL LOGO SIZE

The signature reproduces well at almost any size. Going too small, however, can damage the logo’s integrity and effectiveness.

Never reproduce:

- the full logo smaller than 1.5" wide, measured from the Lion symbol to the “s” in tales.
- the lion icon smaller than 1/2" [0.5"] wide & high, measured from the top to the bottom of the lion’s mane.
- the wordmark with tagline smaller than 1" wide, measured from the edge of the L to the S on the end.

Stacked Full Logo



Giving a Voice to Courage

LION TALES
FOUNDATION



PANTONE® 431 C



PANTONE® Orange 021 C



STACKED LOGO RULES

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- Never redraw or alter the logo, including the placement and size relationship of its letter or lion head symbol.
- Use only authorized artwork from liontales.com/look_logos

MINIMUM STACKED LOGO SIZE

Never reproduce the full stacked logo & tagline lockup smaller than 1,5" wide by 1,5" high, measured from the lion to the bottom of the tagline.

Logo No Tagline: Std & Stckd



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Logo Icon & Wordmark



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LOGO COLOR:

If the logo is on a white background, use dark & medium grey (PANTONE® 432 C & 431 C) with orange (PANTONE® Orange 021 C).



ONE-COLOR LOGO:

For a one color logo, use medium grey (PANTONE® 431 C) or alternatively dark grey (PANTONE® 432 C).
On a grey background, reverse out to white.



BLACK AND WHITE LOGO:

If you can't use color:

- Produce our logo in black
- If the background is black, please reverse out to white.

■ PANTONE® 432 C

■ PANTONE® 431 C

■ PANTONE® Orange 021 C





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ALTERNATIVE COLOR BACKGROUNDS:

- Use dark (PANTONE® 432 C) or medium grey (PANTONE® 431 C) for a grey background, and reverse out the logo to white.
- For a color background use only PANTONE® Orange 021 C, reverse the logo out to white.
- Three other grey hues (PANTONE® 441 C, 442 C and PANTONE® 430 C) are acceptable background colors, with the logo in dark grey [PANTONE® 432 C] depending on the application.

Use them sparingly in restricted instances, such as in materials for service or to complement main colors.

* **DO NOT** use full colour logo on colored backgrounds. Full color logo may only be used on white or PANTONE® 432 C dark grey background.



PANTONE® 432 C



PANTONE® 431 C



PANTONE® Orange 021 C



PANTONE® 430 C



PANTONE® 442 C



PANTONE® 441 C



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A stylized, dark blue illustration of a woman's face with long, wavy hair. A light blue heart is positioned on her forehead. The background is a solid dark blue.

typography

TYPEFACE & TREATMENT OF TYPOGRAPHY

OPEN SANS

We've selected a type family for general use that gives a friendly, neat, and real voice: Open Sans

- Open Sans is the primary typeface to be used in all communication materials
- For main content, use PANTONE® 432 C text color, and other approved PANTONE® colors for headings & subtext.
- Use type size and weight to establish a clear hierarchy of information
- Don't substitute any other typeface unless you're using Arial or Myriad Pro for corporate communication
- Printed items being distributed, use Open Sans
- In case your computer does not have Open Sans, please use Myriad Pro or Arial for internal presentations

QUALITIES OF OPEN SANS

Open Sans says "approachable" and "straightforward" and is easy to read. A humanistic sans-serif typeface, Open Sans's great for presenting information in a modern, clean way.

Preferred casing:

Uppercase and lowercase styling in headlines and call outs support our brand warmth and friendliness.

OPEN SANS

OPEN SANS OPEN SANS

OPEN SANS *OPEN SANS* OPEN SANS

OPEN SANS OPEN SANS OPEN SANS

open sans open sans open sans open sans

open **sans** open sans

open sans open sans

OPEN SANS



PANTONE® 432 C



PANTONE® 431 C



PANTONE® Orange 021 C



PANTONE® 430 C



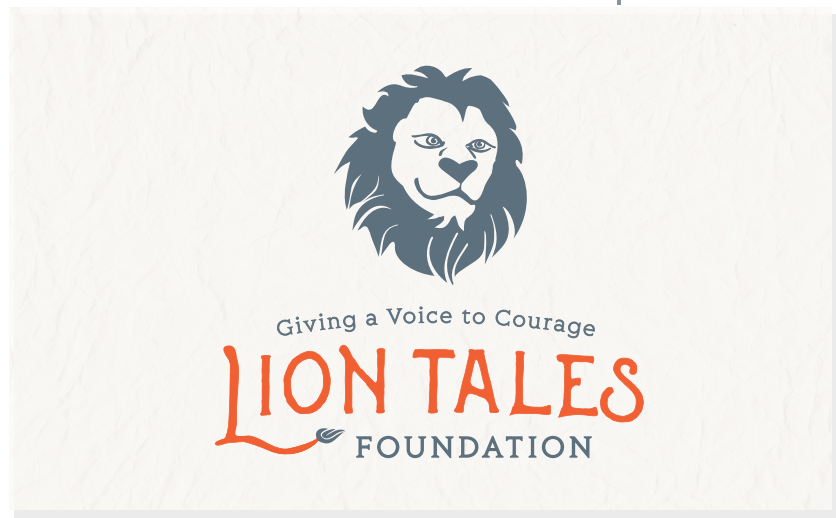
PANTONE® 442 C



PANTONE® 441 C

A stylized, dark-toned illustration of a woman's face serves as the background. The face is composed of simple, bold shapes. The eyes are large and almond-shaped with detailed eyelashes. The mouth is replaced by a solid heart shape. The hair is depicted with flowing, wavy lines. The overall color palette is dark, with shades of grey and black, and a single orange vertical bar highlights the letter 'l' in the text.

collateral



BUSINESS CARD LAYOUT & FORMAT

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WWW.LIONTALESFOUNDATION.ORG

EMAIL SIGNATURE LAYOUT & FORMAT

SOLID JPEG / PNG IMAGE

The source file & font families for the email signature will be provided in the comprehensive brand collective.

- Open Sans is the primary typeface to be used for all communication text (e.g. numbers, addresses, etc).
- Lovato Light to be used [in caps, with a matching stroke of 0.5] for name & website info.
- For main content, use PANTONE® 432 C text color, and the stacked logo in two-tone true color.
- Do not adjust, resize or squash the email signature's dimension or ratio.
Please respect the 5,9" x 2" [445 pixels x 145 pixels] block & the negative space inside.
- Please use Myriad Pro or Arial 10-12 point for body copy of emails.
- Do not add any external quotes, images, links or personal information on top, below or in the email signature's space.
- Use only approved & company issued Lion Tales email signature.



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