



**Health
In Hand™**

Simplifying Self-Care

BRAND GUIDE 2023

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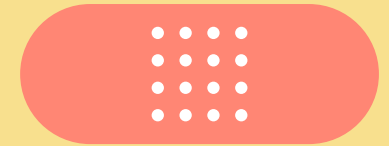
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We're here to help consumers take charge of their self-care decisions, quickly and confidently.



**Health
In Hand**TM
Simplifying Self-Care

1.0 Brand Platform

- 1.1 Brand Name + Tagline
- 1.2 Brand Values
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1.1 BRAND NAME

Our name expresses a core concept of the brand: confidence in self-care decision-making. Having one's health "in hand" implies complete ownership and control over the myriad self-care decisions consumers make each and every day. Our tagline, Simplifying Self-care, is designed to promote the core offering: making information that is too often complex and overwhelming into information that's simpler, easier, and quicker to understand and apply to personal, real-life situations. When the Health in Hand name appears in a logo lockup, "in" should be capitalized. When the name appears in narrative, "in" should be lowercase.

Name

Health in Hand

Tagline

Simplifying Self-Care.

1.0 BRAND PLATFORM

2.0 VISUAL IDENTITY SYSTEM

1.2 BRAND VALUES

Our brand values make up the collection of concepts and characteristics we seek to project throughout every communication and experience with external and internal audiences and colleagues. Use these as a guide when writing about, communicating on behalf of, or creating experiences on behalf of Health In Hand.

Empowerment

Health in Hand helps you take charge of your self-care decisions. Here you find more than information. You find confidence.

Simplicity

With so many to choose from, sometimes the very self-care products designed to make you feel better can make you feel overwhelmed. So we decode dosing, explain ingredients, simplify safety, and help you find the products you need to make the most of your health.

Credibility

At Health in Hand we offer information and advice you can trust, backed by healthcare providers and the CHPA Educational Foundation, a non-profit with 20 years of experience helping consumers safely choose and use personal healthcare products.

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1.3 BRAND STORY

This narrative describes who we are and why that matters. Written in a voice that is both friendly and accessible, the Health in Hand brand story accomplishes several key communications objectives. First, it clarifies our key offering: simple self-care product information that enables confident decision-making for every consumer, no matter their health literacy level. Second, the story's simplified language separates our brand from more complicated healthcare communications. Finally, the story promotes our credibility – via the Foundation behind the brand and its legacy of support – so we reinforce that our brand is a source consumers can count on. When used consistently as a foundation for copywriting, the brand story helps tie together all of our communications—from our website to our pitch decks—and allows them to work together to reinforce our brand values.

Every day, we make important choices about the products we choose and use to feel our best. Over-the-counter medicines to manage our colds and aches. Lotions to treat our skin. Brushes and pastes to keep our teeth healthy. And an alphabet of dietary supplements to help us stay in good health. But with so many useful self-care products to choose from, sometimes the very products designed to make us feel better can make us feel...overwhelmed.

Health In Hand is here to help you take charge of your self-care decisions – quickly and confidently. With simple tools and resources Health In Hand is your place for answers. We decode dosing, explain ingredients, simplify safety, and help you find the products you need to make the most of your health. Health In Hand is backed by the CHPA Educational Foundation, a non-profit with 20 years of expertise helping consumers safely choose and use personal healthcare products.

So everything you find is tested, trusted, and clear.

Find more than information. Find confidence at HealthInHand.org.

1.0 BRAND PLATFORM

2.0 VISUAL IDENTITY SYSTEM

1.4 TALKING POINTS

The following talking points distill the core components of our brand messaging into clear, quick, prompts for spoken, in-person communication.

What is Health in Hand?

- Health in Hand is a user-friendly resource for credible information about personal healthcare products.
- Health in Hand is backed by the CHPA Educational Foundation, a non-profit with 20 years of experience helping consumers safely choose and use self-care products.

Why does Health in Hand exist?

- Health in Hand exists to empower effective self-care decisions for all.
- Today, our stores are full of great products to help consumers make the most of their health – cold medicines, pain relievers, dietary supplements and more...
- But, from the growing number of products to the long words on their labels, the whole experience can be a little overwhelming. Especially for people with lower health literacy levels.

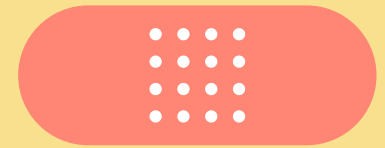
What does Health in Hand do?

- Health in Hand helps consumers take charge of their self-care decisions. To choose and use self-care products safely, easily, and confidently.
- With user-friendly tools and expert advice, Health in Hand helps decode dosing, explain ingredients, and simplify safety.



Find more than
information.

Find confidence.



**Health
In Hand™**

Simplifying Self-Care

2.0 Visual Identity System

- 2.1 Visual Identity Overview
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1.0 BRAND PLATFORM

2.0 VISUAL IDENTITY SYSTEM

2.1 VISUAL IDENTITY OVERVIEW

The Health in Hand visual identity system is designed to promote simplicity and accessibility through clean presentation of content, warm colors, and friendly faces. A key component of the system is a series of icons that represent the wide range of self-care products our consumer audience is looking for every day on the shelf. These icons can be used individually when we are providing information about a specific product, or as a collection to represent the full array of products we cover.



2.2 LOGO

Our logo includes both a heart-in-hand mark and the brand name, locked up together. The heart symbolizes health, and its careful placement within the hand shape evokes confidence and seamless interaction. Both the mark and the font are designed to be bold, clear, and easily understood by all health literacy levels.

Primary Logo

The wordmark in 100% Midnight (Pantone® 541) and 100% Ruby (Pantone® 1785), with the fully-spelled name stacked to the right, is the preferred usage. The two colors are designed to work together to create contrast and clarity, and should be applied in all contexts except for applications without sufficient contrast, color options, or reproduction capability. For brand consistency, colors should never be altered in this logo.



2.2 LOGO: SECONDARY LOGOS

Use these logo variations for applications where the primary logo will not work effectively.

Alternate Treatments for Primary Logo

A "reverse" variation of the primary logo that utilizes 100% White instead of the Midnight (Pantone® 541) color is acceptable when the background will not permit the primary logo to be readable. In addition, a one-color, 100% Black or 100% White is acceptable when the primary brand color options are unavailable.

Reverse



White



Black



2.2 LOGO: SECONDARY LOGOS

Horizontal Variation

A wide variation of the logo is acceptable for situations where spacing will not allow for the stacked version. The same guidelines apply to this variation as noted for the primary logo on the previous page with regard to alternate color options.

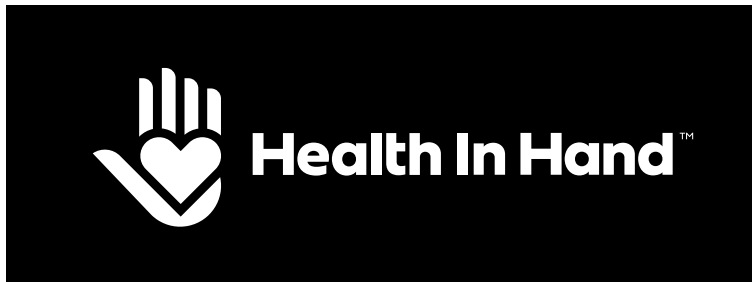
Color



Reverse



White



Black



2.2 LOGO: SECONDARY LOGOS

Mark Only

A variation of the primary logo that utilizes only the hand + heart mark is acceptable when the background will not permit the primary logo to be readable, or when space is limited and the name of the organization has already been established. This should only be used in instances where a variation of the primary logo that includes the full Health in Hand name, or if the name is spelled out in close proximity.

Color



Reverse



White



Black



2.2 LOGO: SPACING AND SIZING

To ensure consistent, clear presentation of our logo, follow these guidelines for spacing and sizing. These requirements should be followed for all logo applications.

Clear Space

An ideal minimum clear space, made from a square whose sides match the width of the heart in the logo mark, should be observed around the logo whenever possible. This margin will help to create enough area of isolation to ensure readability and contrast.



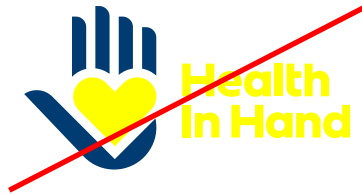
Minimum Size

The preferred minimum print size for the primary logo should be no less than 1" wide for the stacked version of the logo or 1.5" wide for the wide version in print.



2.2 LOGO: INCORRECT USAGE

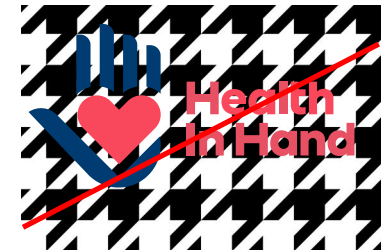
Improper use of the logo compromises the integrity of our brand and makes legal protection more difficult. These examples represent some of the possible misuses—careful consideration should be given to circumstances not illustrated in these examples. Incorrect uses:



DO NOT substitute colors in the logo.



DO NOT reconfigure elements of the logo.



DO NOT place logo on complex images or patterns.



DO NOT substitute fonts in the logo.



DO NOT add a drop shadow or apply filter effects.



DO NOT alter the proportions of the logo.

2.3 COLOR PALETTE

Our primary color palette acts as a key identifier of the Health In Hand brand. The Midnight (Pantone® 541C), Ruby (Pantone® 1785C), Peach (Pantone® 170C), Sunshine (Pantone® 1205C), and Pavement (Pantone® Cool Gray 1C), collectively act as our primary colors, and should be applied in varying combinations to represent our brand. Our color palette is intentionally warm and inviting, combining with friendly photography and clear iconography to create clarity and impact.

The specific Pantone®, CMYK, RGB, and Hex values below represent our color system. Each color has a unique PMS percentage breakdown to achieve the correct tone. Spot colors are more accurate than screen-built colors. Colors displayed below will vary from printed tones. In digital, colors rendered on electronic displays (LCD screens, CRT monitors, etc.) will render slightly brighter and more saturated than in printed materials. The colors shown on this page are not intended to match Pantone® color standards.

Midnight	Ruby	Peach	Sunshine	Pavement
PANTONE 541 C R: 0 G: 58 B: 112 C: 100 M: 84 Y: 31 K: 17 HEX # 003a70	PANTONE 1785 C R: 249 G: 72 B: 92 C: 0 M: 86 Y: 55 K: 0 HEX # f9485c	PANTONE 170 C R: 255 G: 134 B: 113 C: 0 M: 59 Y: 51 K: 0 HEX # ff8671	PANTONE 1205 C R: 246 G: 222 B: 140 C: 4 M: 10 Y: 54 K: 0 HEX # f6de8c	PANTONE Cool Gray 1 C R: 217 G: 217 B: 217 C: 14 M: 10 Y: 11 K: 0 HEX # d9d9d9

2.4 TYPOGRAPHY

Consistent use of our brand typeface, Fieldwork Humanist, helps reinforce our look-and-feel throughout communication materials. Fieldwork is available as part of the Adobe® library.

Headline and Subhead Treatment

Headlines should be in Fieldwork Humanist Demibold, Bold or Black. Subheads may be in Fieldwork Humanist Demibold or Regular, depending on the situation.

Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Fieldwork Hum Bold

Subhead

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Fieldwork Hum Demi

Subhead

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Fieldwork Hum Demi

2.4 TYPOGRAPHY

Body Text Treatment

Body text should be Fieldwork Humanist Hair in a sentence case format in all instances where available. Other weights of Fieldwork may also be used in situations where typography is more complex.

Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Fieldwork Hum Hair

Other Variations Of Fieldwork Humanist

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Fieldwork Hum Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Fieldwork Hum Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Fieldwork Hum Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Fieldwork Hum Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Fieldwork Hum Thin

2.4 TYPOGRAPHY

Microsoft- and Google-safe Fonts

When Fieldwork is unavailable, Calibri may be used in varying weights in upper and lower case formats.

Headlines and subheads

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Calibri Bold

Body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Calibri Light

1.0
BRAND
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2.0
VISUAL
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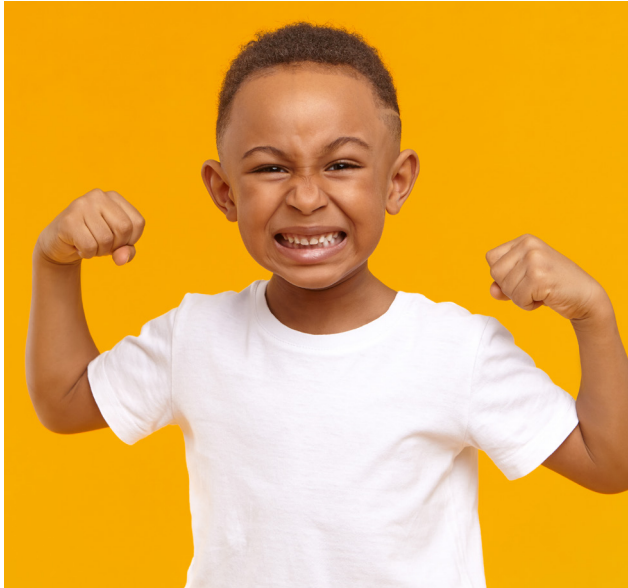
2.5 ILLUSTRATION

Our visual system employs a set of icons to represent the range of self-care products that our information covers. From pain relief tablets to supplement bottles to medical devices, the collection of icons should be used in groups wherever possible to reinforce the collective value of our brand as an information source. Use of individual icons is acceptable for use cases where one category of products is being highlighted, such as sunscreen or pain relievers.



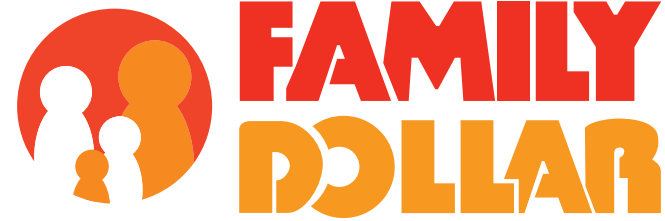
2.6 PHOTOGRAPHY

Our photography should always represent the broad and diverse consumers who connect with Health in Hand. Emotions should reflect the brand promise: confidence, comfort, simplicity, and empowerment. When the use of stock photography is a must, avoid images that appear overly staged, celebrational, or inauthentic. This page offers sample treatments as a guide for style, cropping, and color palette.



2.7 VISUAL ARCHITECTURE

Our logo will often need to appear alongside logos of partner organizations such as a provider or community organization. In these cases, care should be taken to balance the size of each logo equally and to ensure readability of both identities. The preferred arrangement is to place the Health in Hand logo on the left side, and separate the two logos with a thin rule, following our logo spacing guidelines on page 14.



2.8 SOCIAL MEDIA

For Facebook, Twitter, Instagram, LinkedIn, and YouTube profile images, the Health In Hand mark should be used within the limited space, as shown below in full color (in the same proportion to the box and same color), sized according to each platform's specifications. The accompanying cover images for each platform should include the full brand name.



- Facebook:** 170px x 170px
- Twitter:** 400px x 400px
- Instagram:** 320px x 320px
- LinkedIn:** 400px x 400px
- YouTube:** 800px x 800px



1.0 BRAND PLATFORM

2.0 VISUAL IDENTITY SYSTEM

2.9 SAMPLE APPLICATIONS

By consistently applying our visual identity system to social media, the web site, signage, videos, and other brand assets our audiences encounter regularly, we help achieve the repeated impressions we need to establish familiarity and affinity with the Health in Hand brand. The sample applications on the following pages offer a range of reference points for design inspiration.



Collateral

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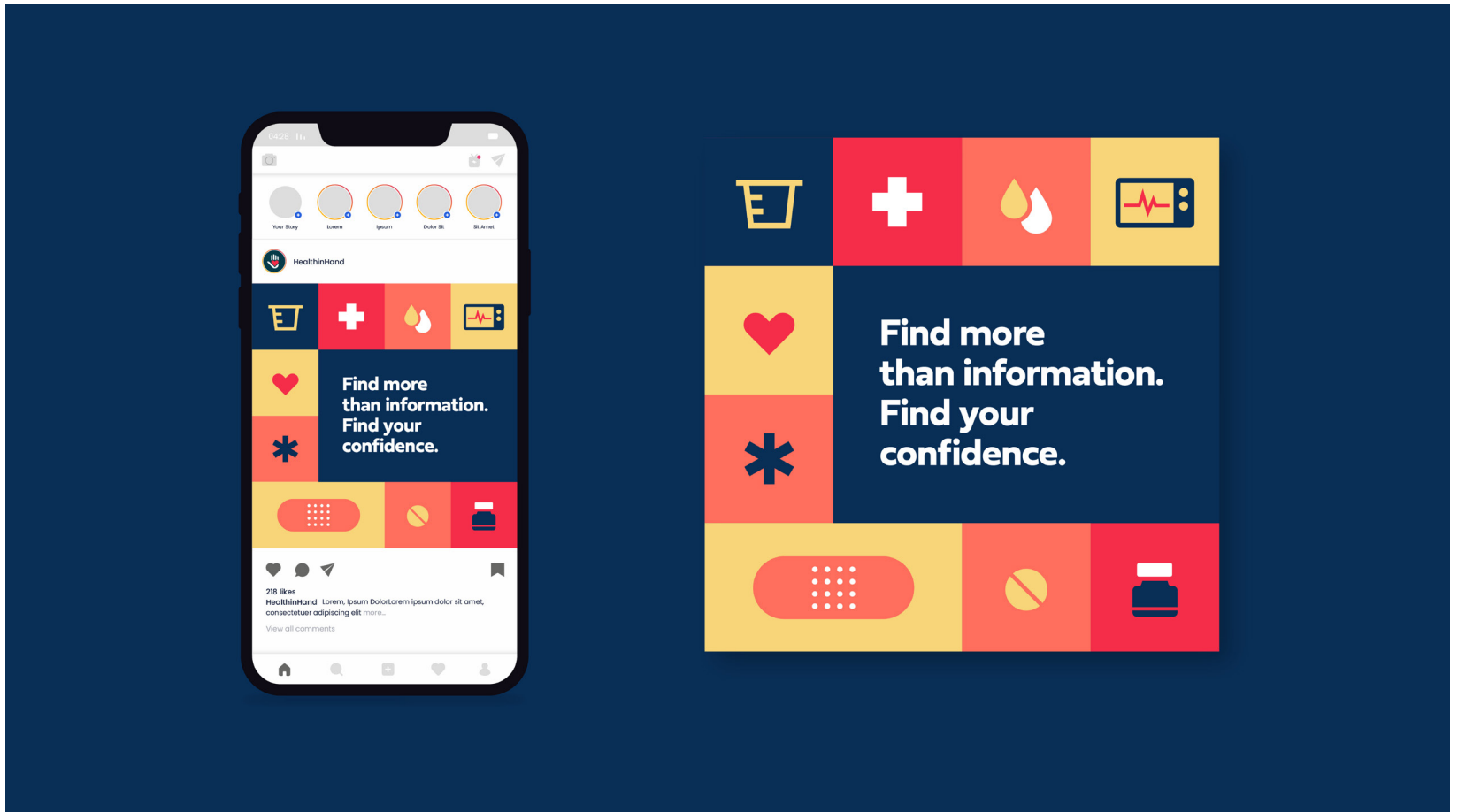
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2.9 SAMPLE APPLICATIONS



Swag

2.9 SAMPLE APPLICATIONS

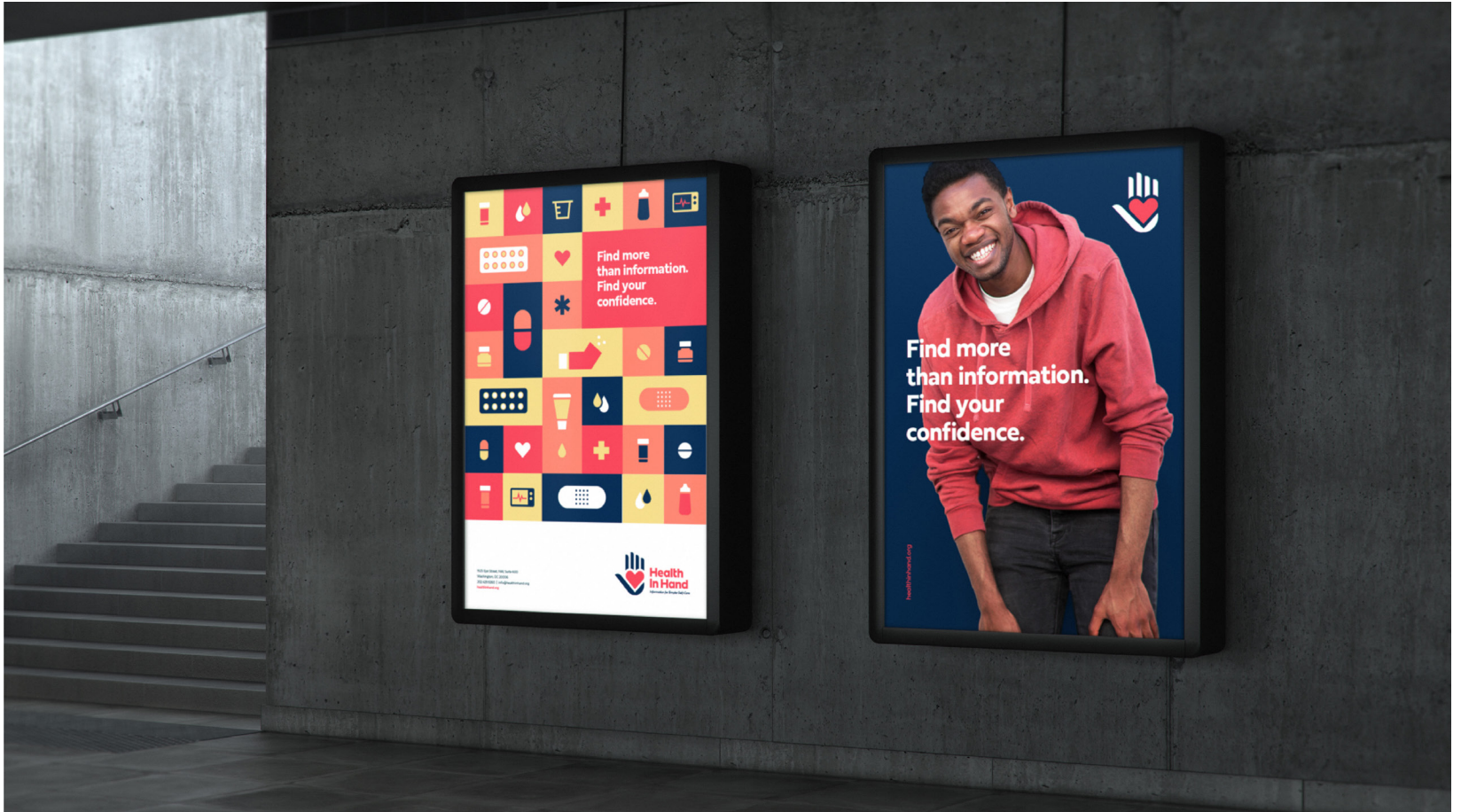


Digital

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2.9 SAMPLE APPLICATIONS



Outdoor



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