

# Lose It! Brand Guidelines



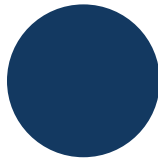
## Mission

Lose It! is mobilizing the world to achieve a healthy weight.

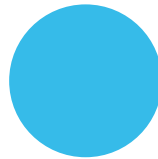
## Primary Brand Colors



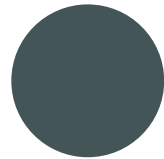
**Orange** #FF9400



**Dark Blue** #183962



**Light Blue** #31BAE9



**Dark Gray** #455555  
(PRIMARY TEXT COLOR)

## Brand Pillars



### User-Friendly

We build experiences that help people achieve their healthy weight. We work hard every day to make high quality products that are simple and easy to use.



### Empowering

We are passionate about giving our members the power/tools they need to harness motivation achieve their goals and create lasting change. We help our members harness their motivation. It's about giving members the tools to be empowered to do what they need to do.



### Effective

Through science-backed weight loss tools, we help our members set realistic goals and gain control of their choices towards reaching them. We keep members accountable to their goals and encourage them to be honest with themselves.

We uphold these pillars by being forward thinking, innovative and creative. We aspire to offer personal solutions that mobilize the world to achieve a healthy weight.

## Personality and Tone

**Our personality is:** real, friendly, and fun. We are the knowledgeable friend people turn to to get encouragement and stay accountable.

**Our values are:** honesty, encouragement, relatability, and empathy.

### **Honest**

Are we telling the truth? We speak honestly, even when it's hard. We encourage our audience to be honest with themselves and we help set realistic expectations about the weight loss journey.

### **Relatable**

Are we showing that we "get it?" Our messaging connects to our audience and shows them that we truly understand them. We help people feel like they're supported, accepted, and not alone.

### **Encouraging**

Are we providing motivation? We use messaging that is positive, uplifting, and reassuring. We speak with optimism and confidence to inspire our audience.

### **Empathetic**

Are we showing that we care? We make it known that we care about the people we're talking to. We try to understand the other person's perspective, and treat everyone with respect.

**We do this by being: Clear, straightforward, and positive, with a healthy dose of humor.** We're mindful about our audience and consider how they'd like to be treated when we connect with them. No matter what touchpoint it hits, our communication fits.

**We don't:** take ourselves too seriously, use complicated jargon, judge, curse, or condescend. Never crass, judgmental, stuffy or rude.

**Above all, we communicate with respect, express empathy, and have a little fun. We're all in this together!**

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## Imagery

Blog images should be 1010px (width) by 545px (height).

Our photography and the images we use across all platforms are visual examples of our brand pillars and personality. They are relatable, motivational, and fun. They are eye catching and modern, and resonate with our audiences. They make us feel happy, strong, empowered, and understood.

### We are not...



### We are...



# Image Stylization

## Photography

Lifestyle imagery will be focused on the person as the main focal point in the image. Imagery is not corny but lively, fun, and relatable. The background of the image should always be simple and not too busy. The subjects of our photography are as diverse as our members are in real life, with different looks and lifestyles. Imagery showing people in action should incorporate people in their daily lives eating, shopping, exercising, cooking, and living a well balanced life. Still imagery should show the subject at a reasonable distance to ensure the emotions on the subject's face are visible and understood.

Imagery is saturated (no high contrast, no black and white) and brand colors are added on a subliminal level to each of these images for pops of color. Overlays can be used if text is placed over the image. Imagery always looks professional, and is high resolution and high quality.



### Food Recipe Images

Food images should be clear, well lit, and saturated. The food should be either in pan or plated - with a hint of messiness.



### Lifestyle Food Images

People with food always look happy, never guilty. People are the primary subject food is secondary.



### Exercise Images

Exercise images should show real people exercising - subjects are not always overly fit but have varying body styles. Subjects should be wearing workout clothes, and emotion of the imagery will be real and relatable, humor incorporated when necessary.