HUMANLY

Preface

Our Brand Book exists to help better understand the Humanly brand — why we look and sound the way we do; why we do the things we do; and how we do them.

It does not contain rules but rather guidelines. It is intended to help pave the path forward and allow the Humanly brand to continually expand and grow in a seamless fashion.

Adhering to these guidelines will maintain a strong brand identity for Humanly and establish rules for the consistent implementation of brand elements.

3

Photography

Illustration examples

92

Brand strategy

Our mission	11
Our vision	13
Our positioning	15
Our brand values	18
Our content guides	26
Our tone of voice	34
Our brand architecture	40

4

Illustration

Illustration examples

106

9

Design toolkit

Design values	46
Logo	48
Typography	56
Color	68
Shapes	78

Brand applications

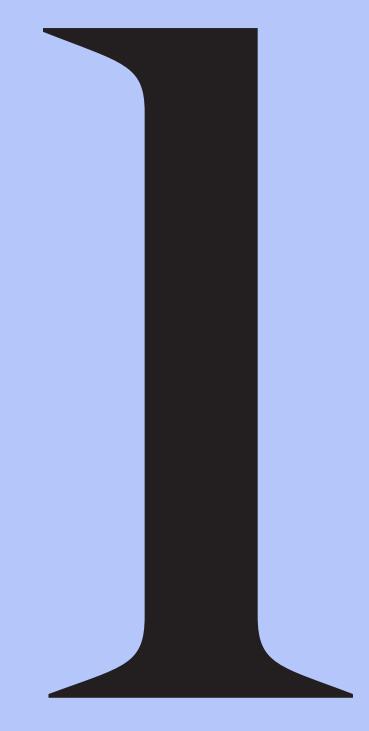
Brand examples

116

4

Brand strategy

Our brand strategy codifies our mission in the world, our vision for the future and where we position ourselves in the landscape. Our unique positions allows us to create core brand values that guide every decision about our brand from the content we make, to the way that we speak, to the way we come to life in design and experience. Our brand strategy is the foundation for our brand.



For too long cancer pharmaceuticals have been treating patients like dollar signs, making care complicated, overwhelming people and telling people who are living with cancer how to act, feel and live.

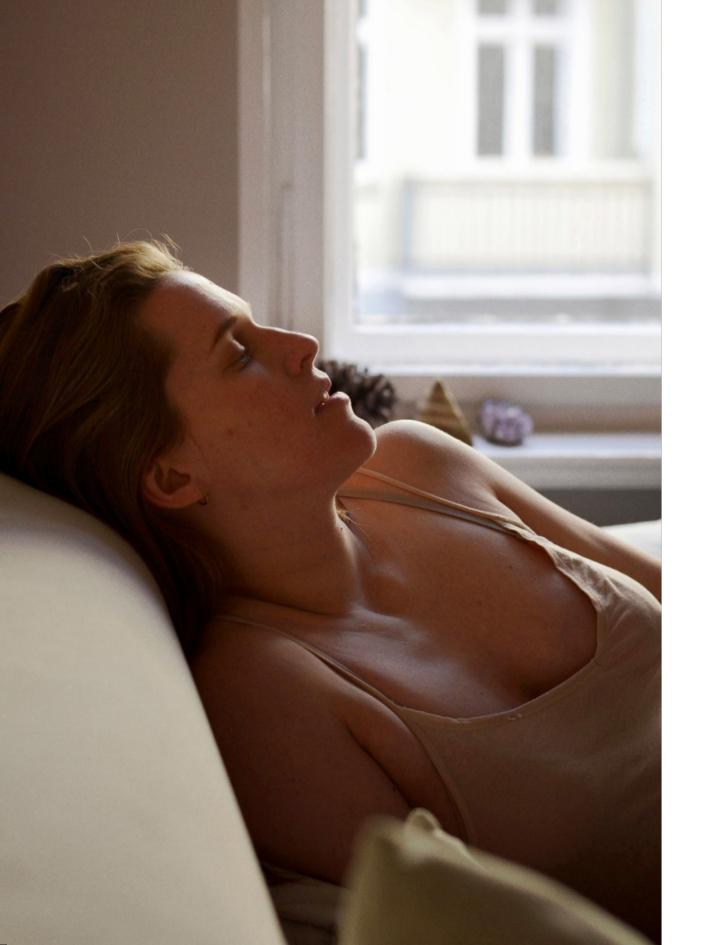
It's time to show them a different paradigm



We are shifting the conversation from us to them, from disease to life to inspire self-advocacy, self-expression, and community.



We celebrate the humanity of people living with cancer and the micro-moments of tender exchange that make up their lives and transform us all forever.



We are a platform for people living with cancer that offers a space to be themselves so that they can feel seen, heard and understood.

Refers to the idea of a break to get in touch with themselves.

Refers to the idea of living and releasing the pressure to do anything.



Refers to the idea of being completely yourself and completely human.

Our brand values

Our brand values will guide every decision we make about the brand — from content to design, innovation and experience. Hold these brand values as guides for the future



We are empathetic, attentive and are inclusive to each person's voice.
We never talk at our community, but we invite dialogue and truly hear each story.
We witness their lives and identities.

GUIDING QUESTIONS

Are we creating dialogue? Are we listening?

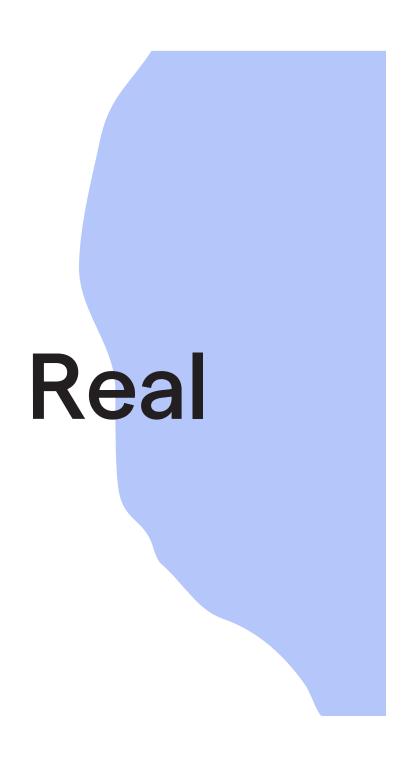


We illuminate things not normally talked about within the cancer community and this gives space for each person to feel a perspective shift for the positive. Feeling heard and understood creates an instant connection that transforms.

GUIDING QUESTIONS

Are we shining a light on things that people actually go through?

22 Brand strategy



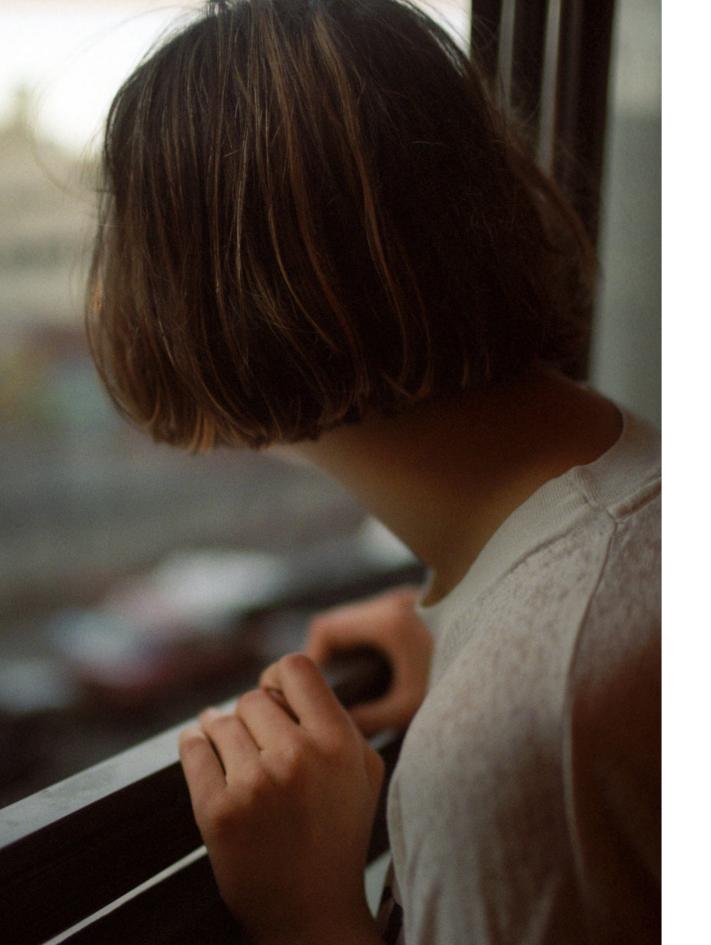
We are focused on the micro-moments of human connection and the real human stories, needs and lives of our community. We represent a new generation and a new face of cancer, one that is accessible.

GUIDING QUESTIONS

Are we focusing on life not disease?

Our content guides

When we create content or any experience we want to make sure that our content does these three things to ensure we are expressing our brand values.



Our content listens

Everything we create is listening and creating dialogue. We let the community speak for themselves.



Our content shines light

Everything we create goes where no one else goes, shining light on things that people actually go through, think about and feel. We want to change the mental model and offer a platform to improve the relationships people have with themselves and others. We shift conversation.



Our content focuses on life

Everything we create is focusing on the micro-moments that make up a life — a moment of gratitude, a tender exchange with a partner, enjoying a good meal. We take a curated approach toward life themes.

Our tone of voice

We don't speak for the community. Rather, the community speaks for themselves.
Our tone of voice guides the voices from our community that we select and our consumer facing messages.

Colloquial

Channeled through community or a true story

EXAMPLES

"How (insert person) found peace with eating chocolate, red meat and red wine without the guilt." vs. Eat better

"I knew that I could either beat myself up for not being perfect or enjoy the moments I was not." vs. You can do it

Courageous

Fearless in its delivery

EXAMPLES

"How I found intimacy with my partner again while going through chemo" vs. "be strong"

"Three best chemo podcasts" vs. "live strong"

"How I created a budget for medicine and my family"

Optimistic

Focuses on a positive shift for self-advocacy

EXAMPLES

"My mastectomy allowed me to create a mark of my own" vs. "The pain of losing my breasts"

"How I learned to set boundaries with my family" vs. "My family doesn't understand"

Actionable

Gives tools to shift perspective and action

"How did"
"Things I learned"
"Whattaught me" my family'
"I never knew"
"What no one tells you"

Brand archi-tecture

Our brand Humanly is a platform that cuts across product, experience and services. Humanly is the overarching platform and ethos of everything we do.

Our Story HUMANLY

Our Lives

We Gather

Every time we name a new product, experience or service we use the inclusive words "We", "Our", "Us", "All" to show that we are building a community of people that have a shared experience. We use verbs or nouns that are human, warm and approachable.

When talking about our products in plain text we always use title case, for example we say Humanly Our Story.

On social media and other external digital platforms, we use a structure of Humanly_OurStory or Humanly.OurStory depending on available special characters.

Please note that both the art direction and names are directional examples only.

42 Brand strategy

Design toolkit

Grounded on our brand strategy, these set of basic design units are combined to create our visual identity.



Organic

Because our brand is real, our design system is organic. We create a soothing, soft environment with organic colors and shapes that holds space for the intimacy we are creating and celebrating with our community.

Expressive

Because our brand is illuminating, our design system is expressive. We create compositions that feel unique and are dynamic showing the types of people and emotions that our community wants to express.

Spacious

Because our brand is receptive, our brand is spacious. We allow the right level of white space and color through our type and shapes of each composition to create a moment for each person to be.

Logo

We know that being a human isn't about being perfect—it's about being an imperfect individual. We created a logo emphasizing a unique U to celebrate the individuality of each of our members giving them the space to be themselves. Because we want to inspire self-advocacy, we draw a bespoke wordmark that stands tall on its own.



Wordmark

Our wordmark is our hero brand asset and a visual representation of our brand, it should appear on all brand communication.

HUMANLY

Clear space

Having the right amount of space around our logo helps us look our best and keep a safe space away from other graphic elements.

The diagrams show the correct minumum amount of space that should surround the logo accompanying text or other logos.



Misuse

The following applications and treatments of the Humanly logo should not be used on any brand communication.

Don't rotate our logo

Don't apply any effects to our logo





Don't alter the proportions of our logo

Don't use an outline version of our logo





Don't change the colors of our logo beyond those outlined in this brand book

Don't apply gradients to our logo





Typography

Our Humanly platform will select topics in a way that feels approachable and personalized as if it's a magazine built specifically for that person. Therefore our typefaces feel editorial in a way that is expressive with a human and organic touch.



Domaine Text

Domaine Text's curvaceous, organic flourishes contrast sharp, angular serifs to create a warm, personal presence with an editorial edge.

Klim Foundry, 2013.

Light Light Italic Medium Medium Italic

Matter

Matter's lively forms and diagonal terminals bring a warm yet subtle touch to this grotesk sans-serif.

Displaay Type, 2017

Light Light Italic Regular Regular Italic Medium Medium Italic Semibold Semibold italic

Misuse

Don't compress type

Don't strech type

I'm living in the light

I'm living in the light

Don't kern type too tightly

Don't kern type too loosley

I'm living in the light

I'm living in the light

Don't add outline to typography

Don't apply any effects to typography

I'm living in the light

I'm living in the light

Don't change the typography color beyond those colors outlined in this brand book

Avoid too tight line spacing

I'm living in the light

I'm living in the light

Avoid widows (words by themeselves on a line) shorter than seven characters

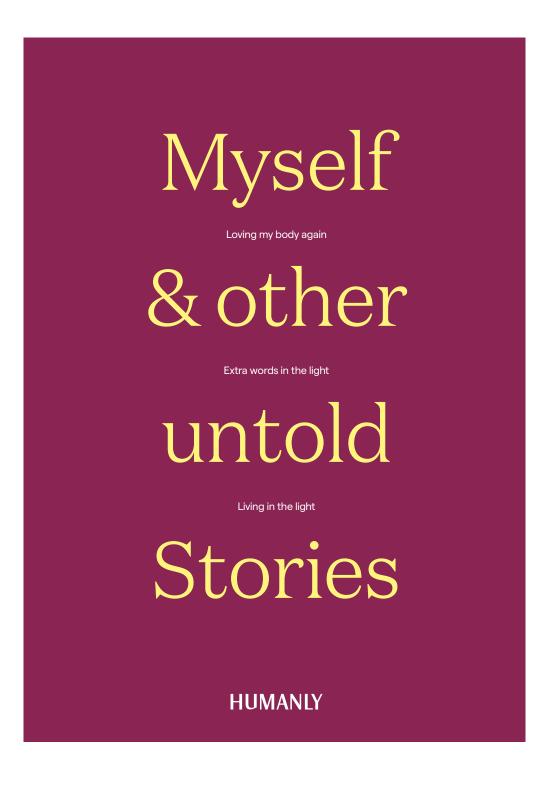
Don't use more than two type styles in close proximity

I'm living in the light

I'm living in the light

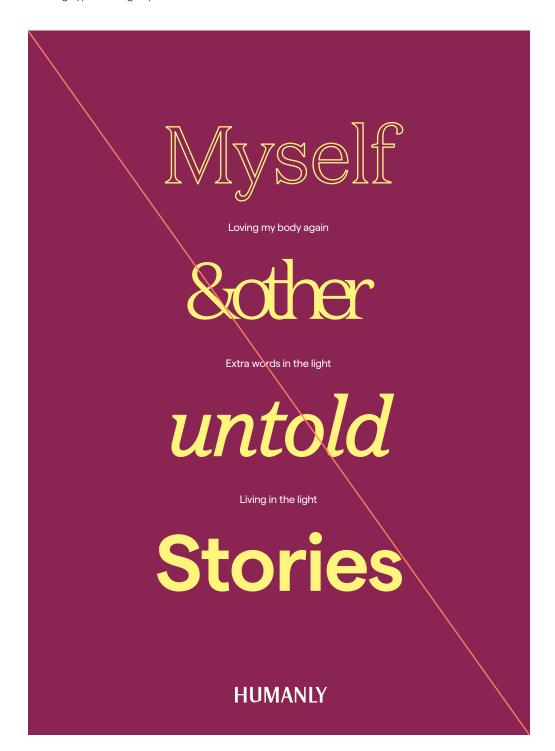
Example

Recommended typography usage.



Misuse

Avoid using more than two type styles in close proximity, adding outline and kerning type too tightly.



Example

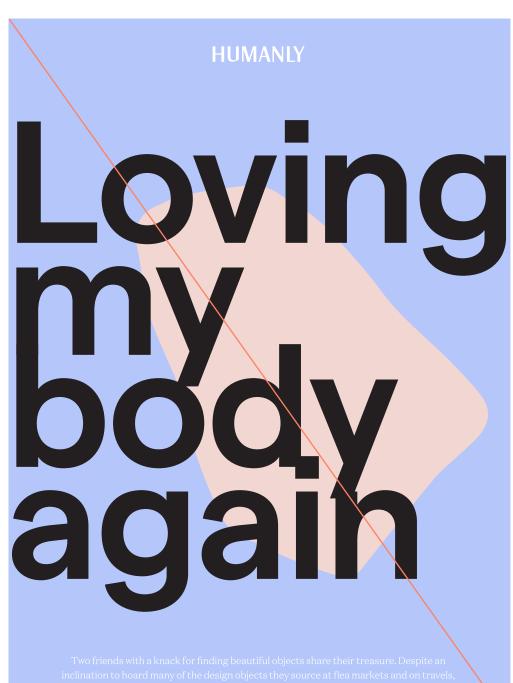
Recommended typography usage.

HUMANLY

Loving my body again

Misuse

Avoid having too tight line spacing, too bold use of typograhy and compositions that do not feel spacious.



Color

Our color system shows the diversity of emotions and topics we illuminate through Humanly while giving our compositions enough space and breathing room.

#D8E2DB 218/228/220 15/05/13/00	#F2D6D1 241/214/209 03/17/12/00	#DBE2ED 220/227/237 12/07/02/00	#F9F2ED 251/242/237 01/04/05/00
#ADEAAF	#F48165	#B5C6F9	#FFF47C
173/234/176	255/131/99	182/198/249	254/245/124
32/00/41/00	00/62/60/00	26/17/00/00	2/00/62/00
#0A635E	#F2A049	#892351	#CCAA7A
10/99/94	242/160/73	137/35/81	204/172/123
89/41/59/24	03/43/81/00	38/97/46/22	21/32/58/00

Example

Example of recommended color usage. Dark typography is readable on white background.



Misuse

Avoid making the typography hard to read, without enough color contrast with the background.



Example of recommended color usage. Typography is readable overlaying these color shapes.

> My bedroom has a window with a view of my favorites is a picture of all of us of some big trees. There are a couple of abstract, nature-form etchings on the walls, a painting of a wooden toy dog over the bed, as well as several drawings by our three daughters one

sleeping that was drawn by my eldest daughter. I keep a lot of books and magazines near my bedside table, as well as a glass of water, a radio and my

Ourstory — told in our words

HUMANLY

Misuse

Avoid making the typography hard to read, without enough color contrast with the overlaying shapes.



Example of recommended color usage. Typography is readable with this color background.



Misuse

Avoid making the typography hard to read, without enough color contrast with the background.



Example of recommended color usage. Each shape has a different color.

> My bedroom has a window with a view of my favorites is a picture of all of us of some big trees. There are a couple of abstract, nature-form etchings on the walls, a painting of a wooden toy dog over the bed, as well as several drawings by our three daughters one

sleeping that was drawn by my eldest daughter. I keep a lot of books and magazines near my bedside table, as well as a glass of water, a radio and my

Ourstory — told in our words

HUMANLY

Misuse

Avoid using the same color for different shapes.

> of some big trees. There are a couple of abstract, nature-form etchings on the walls, a painting of a wooden toy dog over the bed, as well as several drawings by our three daughters one

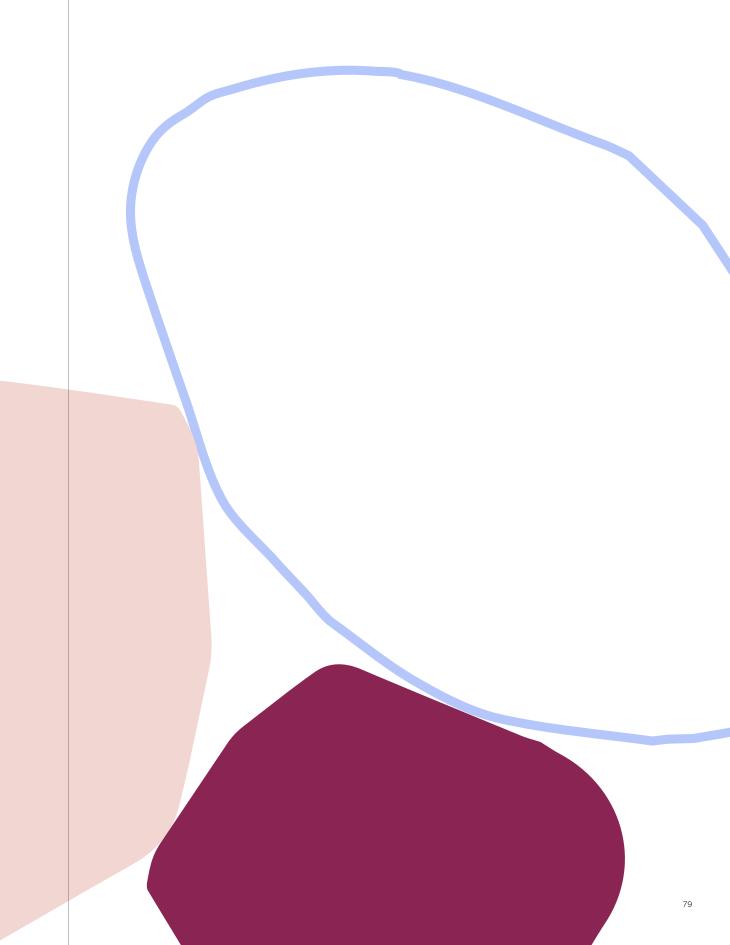
My bedroom has a window with a view of my favorites is a picture of all of us sleeping that was drawn by my eldest daughter. I keep a lot of books and magazines near my bedside table, as well as a glass of water, a radio and my

Our story — told in our words

HUMANLY

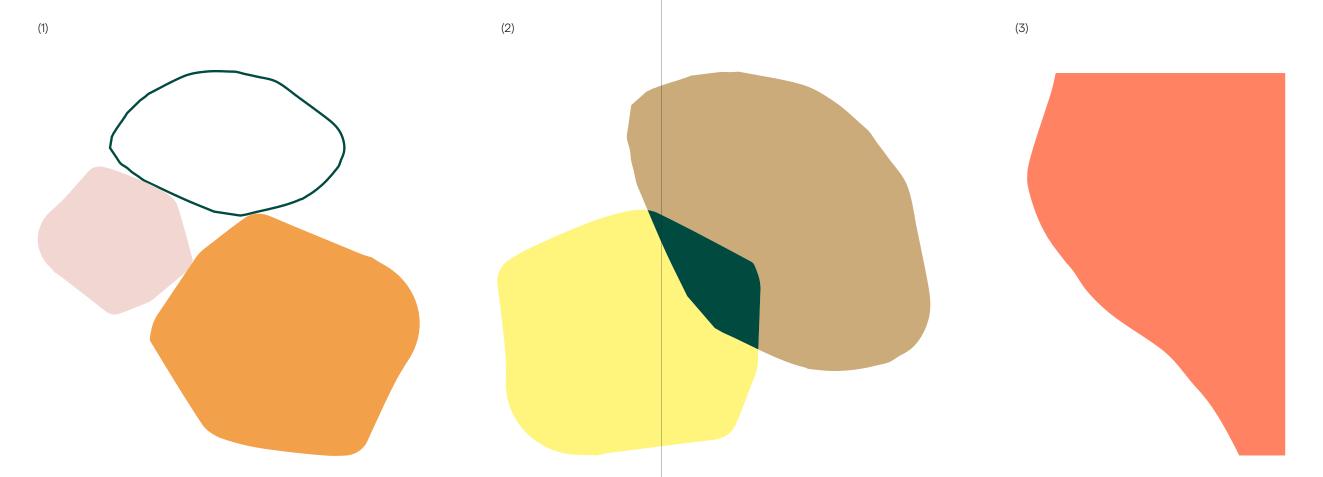
Shapes

Our shapes represent each person in our community as a real voice with unique interests coming together.

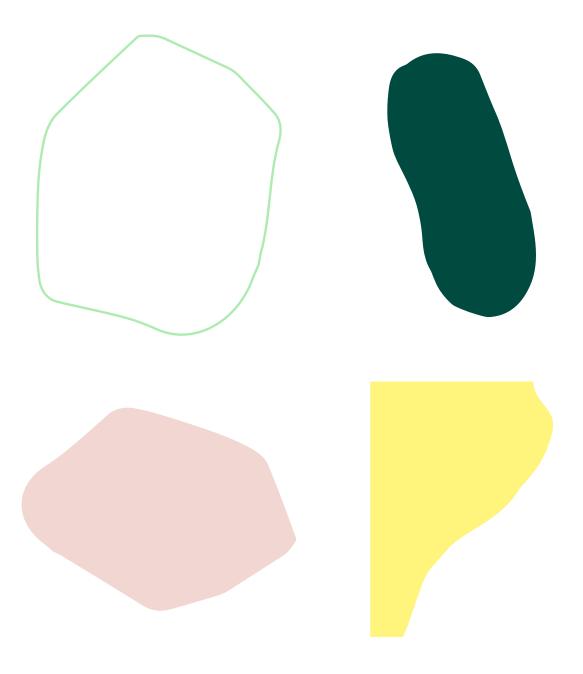


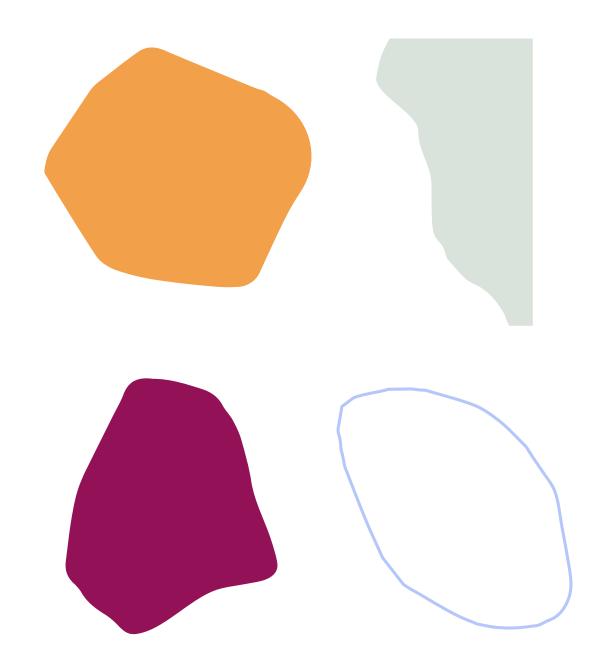
Meaning

(1) Gather, the first step to being part of a community is coming together with other people. (2) Connect, the second step of being part of community is connecting with other. (3) Express, the final stage is expressing oneself within said community.



The number of possible different shapes is not limited to these illustrative examples.





Recommend using shapes that have an organic feel.



Misuse

Avoid using shpaes that are perfectly geometric.



Recommend using few shapes on the same composition and that the design feels spacious.



Misuse

Avoid overcrowding the design, using a lot of shapes in the same composition.



Recommend using only one empty shape that has a stroke on the same composition.



Misuse

Avoid using all empty shapes with strokes on the same composition.



Example of two shapes overlapping.



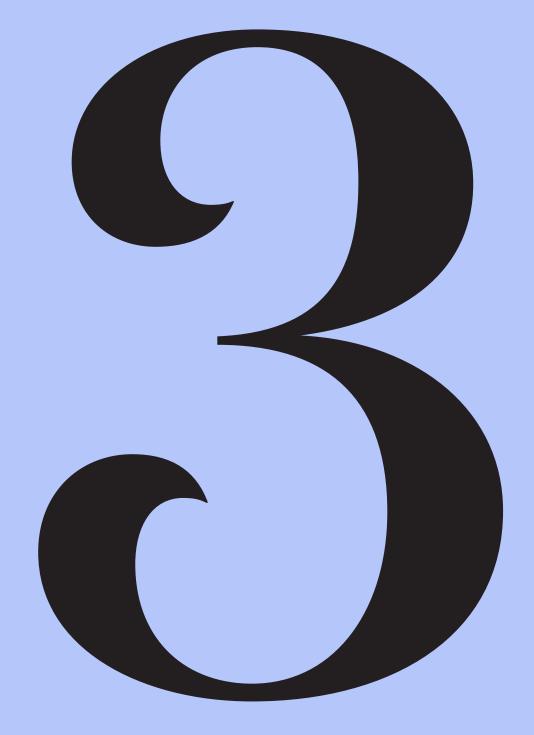
Misuse

Avoid having multiple shapes overlapping.



Photography

Our photography aims to capture people, their humanity and lives, instead of focusing on their disease. We want to focus on the real, raw, natural moments of them living life, exchanging an intangible connection, being lost in a moment or leaving their traces on the environment.



Natural

Examples of observed moments in everyday real life. Photography is not staged and crops where subjects are not perfectly at the center of the image are welcome.







ergus Padel



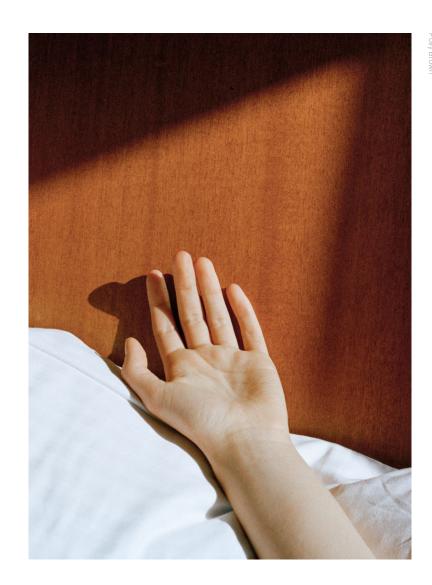






Light

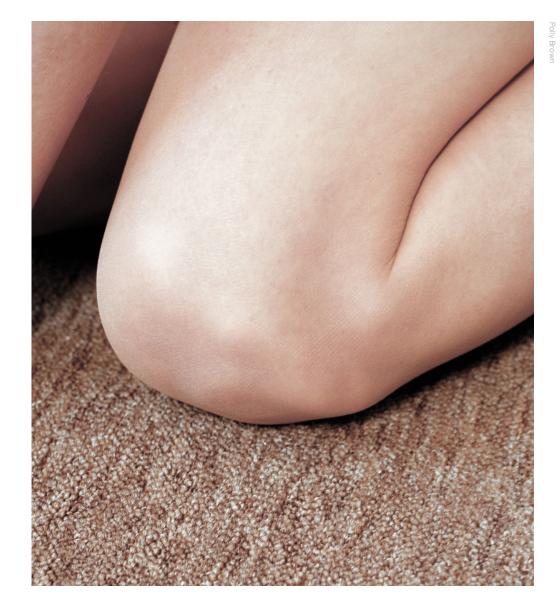
Light and shade create soft, warm or calming tones. We are optimistic. The glass is half full.















Anna Wolf

Transient

Our photography is not limited to portraits. Objects, interiors, landscapes tell stories and are revealing of the human impression in the world.

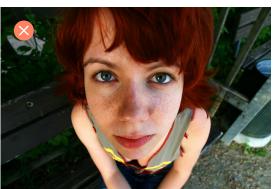


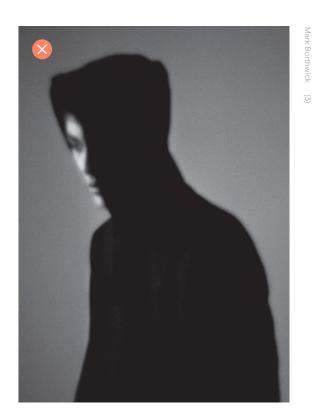


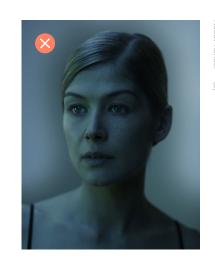
Misuse

- (1) Images that feel staged or stock
- (2) Images that appear unnatural or have been overly edited
- (3) Images that are very dark
- (4) Images shot at overly low or high angles



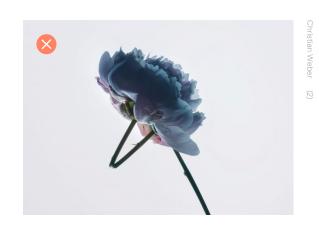














Illustration

We use illustration to help narrate our brand story. Our illustration captures the essence of people. We show a range of body types, genders and ethnicities to show how inclusive we are.



We are not prescriptive to only one specific illustration style. Using different specific illustration styles can bring a different look and feel to a product or service within the Humanly brand.



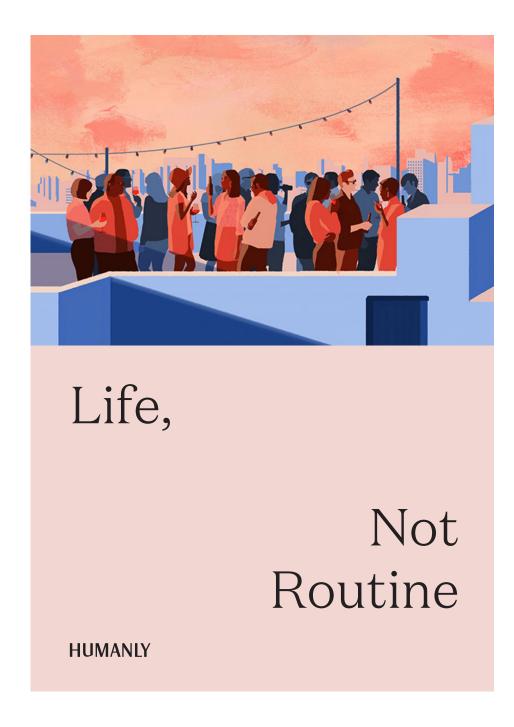






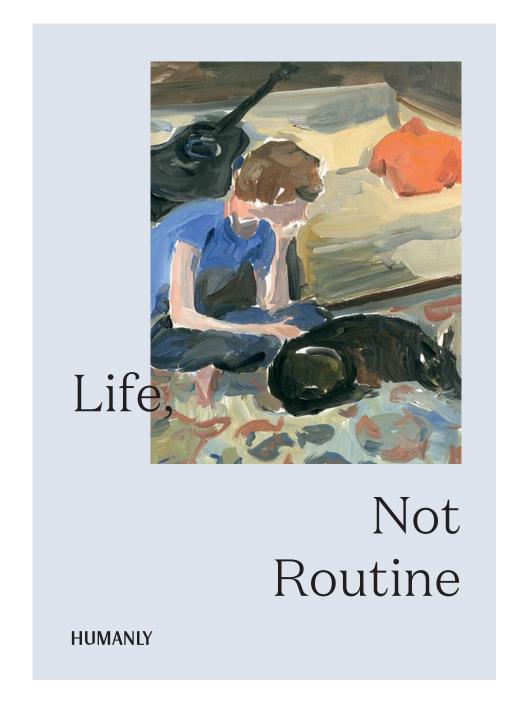






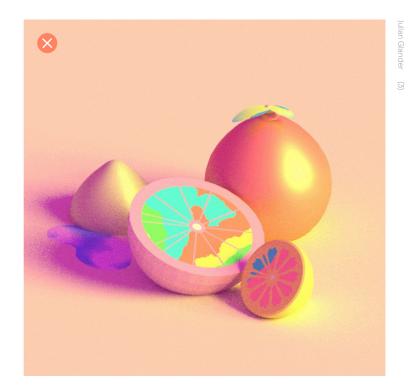






Misuse

- (1) Stock illustration
- (2) Illustrations that are very busy and not spacious
- (3) Illustrations that are using over saturated colors
- (4) Illustrations that are very dark
- (5) Illustrations that are aggressive











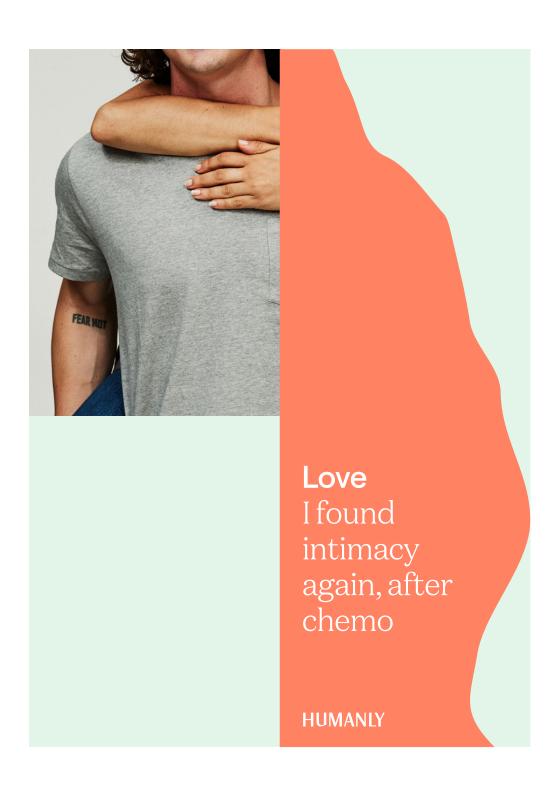
elcer (4)

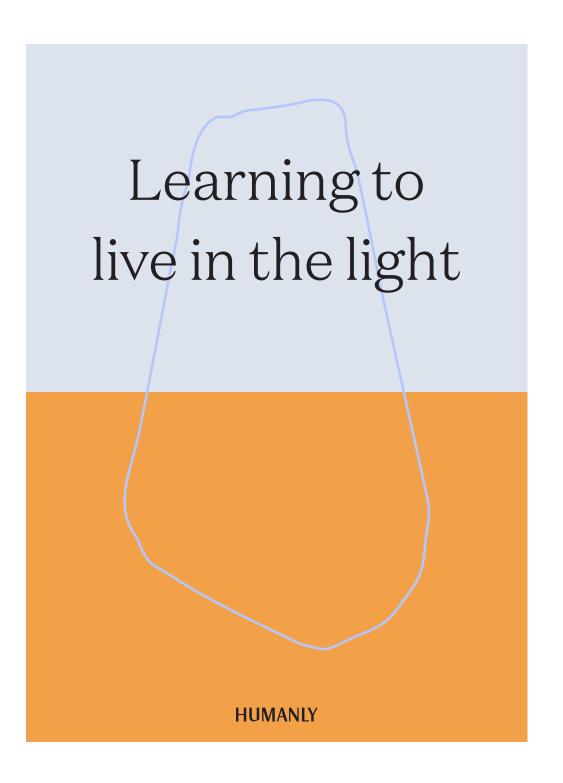
ock (5)

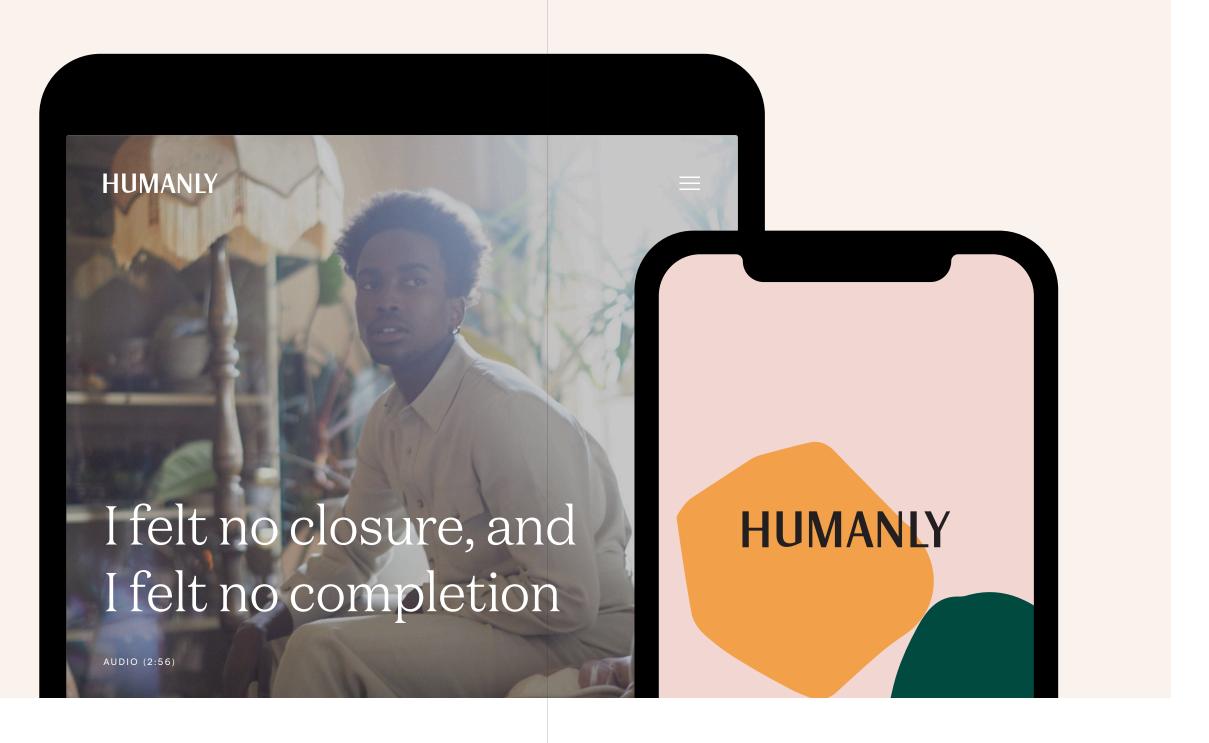
Brand applications

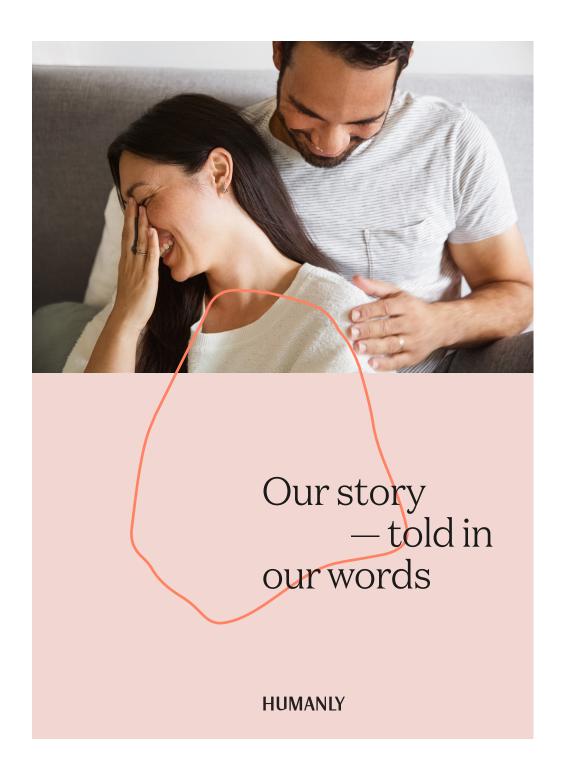
The design toolkit comes to life when we combine it with illustration and photograhy on various brand applications. These are gestural examples to demonstrate how to use our art direction.

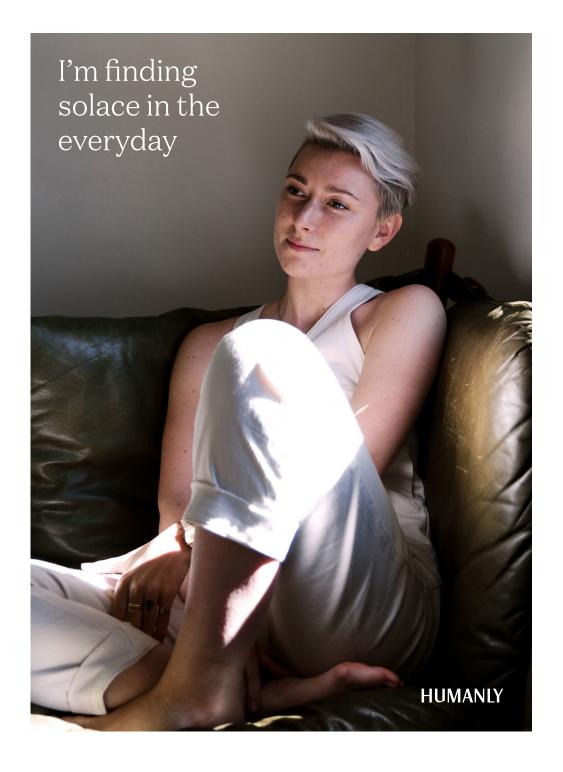




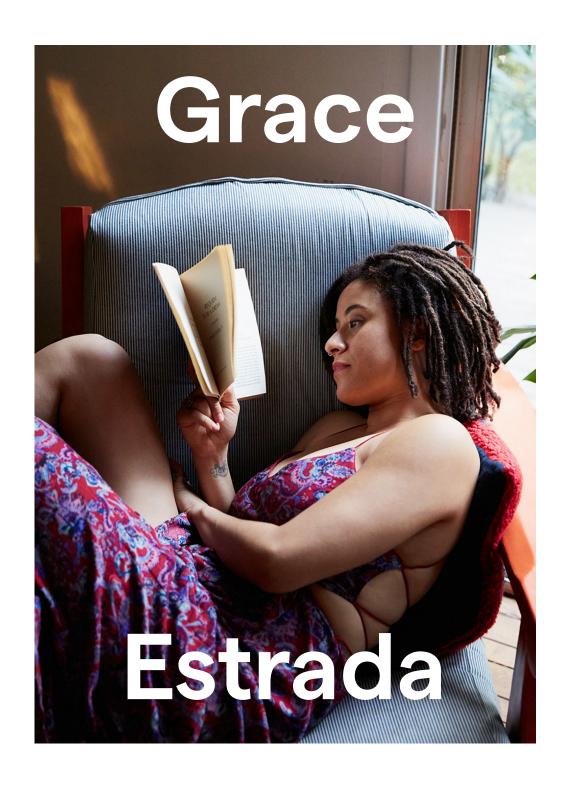








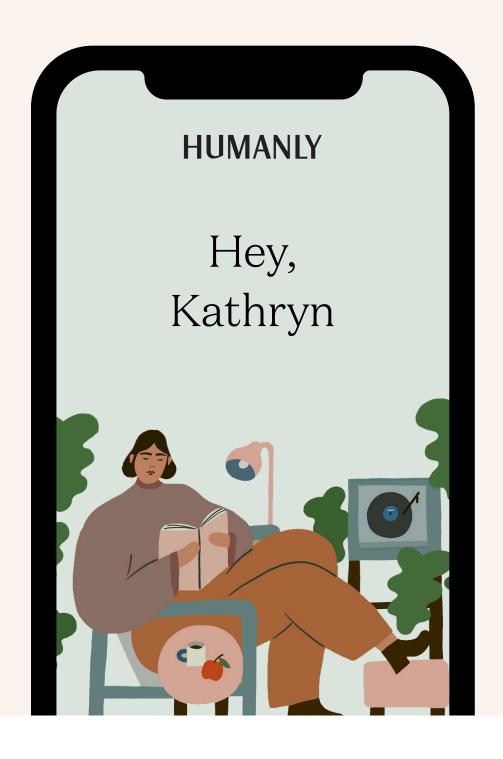


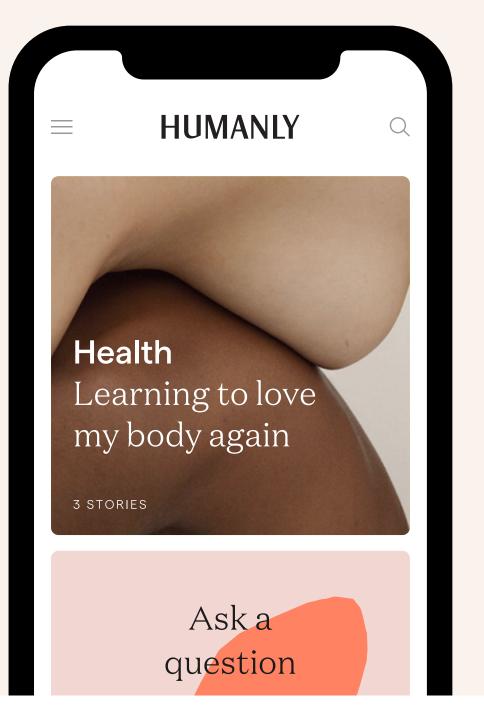


HUMANLY

María Galindo

humanly.com





Humanly

To: Michelle Barnes
This week on Humanly Speaks

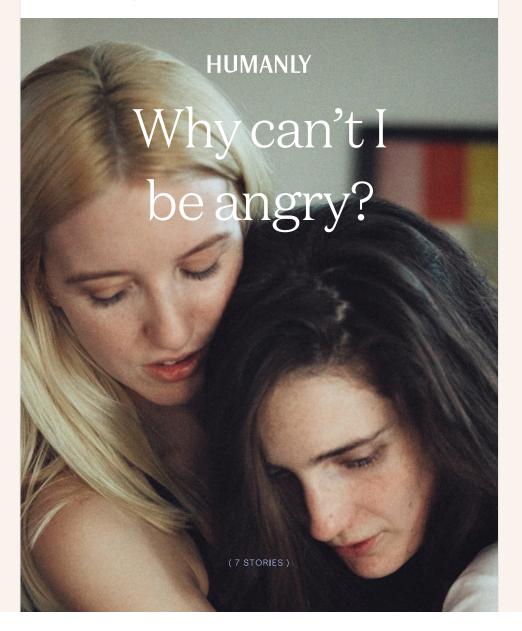
HUMANLY

Why can't I be angry?

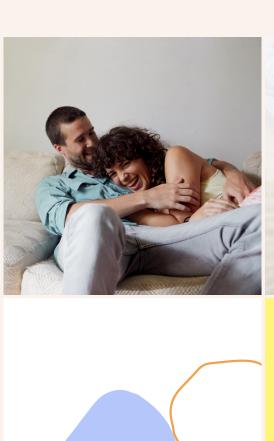
(7 STORIES)

Humanly

To: Michelle Barnes
This week on Humanly Speaks

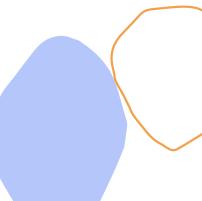


130







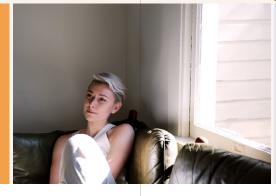


HUMANLY

(August 23—26)



Feel the feels
Feel the feels
Feel the feels
Feel the feels



Health
Learning to love
my body again

152





Triple

THE

Negative

FACES

Breast

OF

Cancer

HUMANLY



138