

# LMP Brand Guidelines

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## LOGO AND DESIGN ELEMENTS

Updated July 2021

## 01

# Introduction

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## WHAT IS THE LABOR MANAGEMENT PARTNERSHIP?

The Labor Management Partnership (LMP) is an agreement between Kaiser Permanente and the Coalition of Kaiser Permanente Unions to work together collaboratively. Created in 1997, it is the largest and longest-lasting partnership of its kind in the country. It includes more than 110,000 union members in 28 locals, 14,000 managers and nearly 18,000 physicians.

Our frontline unit-based teams (UBTs) are the engine of performance improvement at Kaiser Permanente, with union members, managers, dentists and physicians sharing information, responsibility and decision making.

We're stronger together — and together, we're achieving more than ever before.

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## 02

## Our Logo

The LMP logo captures the essence of partnership. The logo is a treatment that combines a monogram with a logotype. In the monogram, each of the three LMP initials works with the others to create the whole. In the logotype, the word “partnership” supports “labor” and “management”—visually capturing the essence of partnership.

As an expression of the Labor Management Partnership’s core values, the logo is a very important asset. To maintain consistency, the following pages illustrate the correct usages of the logo and also provide examples of how not to use it.

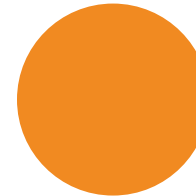
### MONOGRAM AND LOGOTYPE

The LMP logo is a 2-color type treatment where the letterforms of LMP are combined to convey the idea that labor and management form a partnership.

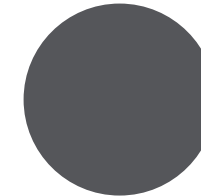


LMP monogram

the logotype



**Pantone 144C**  
**CMYK:** 2 55 100 0  
**RGB:** 241 138 33  
**HEX:** #f08921



**Pantone Cool Gray 11C**  
**CMYK:** 65 57 52 29  
**RGB:** 85 86 90  
**HEX:** #555659

## 02

## Our Logo: Clear Space and Minimum Size

### CLEAR SPACE

A defined amount of space around the logo should be kept clear of any other text, graphics, decorative trims, or borders. The optimal clear space is represented by “1x,” which is equivalent to the height of the logo.



### MINIMUM SIZE

The logo should never be smaller than 0.25” (18 pixels) in height for readability issues.



02

# Our Logo: Proper and Improper Uses

## ✓ PROPER USES



**2-color:**  
Pantone 144C, Cool Gray 11C



**1-color:**  
100% Black



**2-color on dark background:**  
Pantone 144C, White



**1-color on dark background:**  
White



**Grayscale:**  
50% Black (LMP symbol)  
85% Black (logotype)

## ✗ IMPROPER USES



**Distorting the logo**  
(squeezing, stretching, etc.)



**Changing the font of the logotype**



**Placing on top of a complex photo or image**



**Placing on a background without enough contrast**



**Adding an effect**  
(drop shadow, outer glow, etc.)



**Changing the color of the LMP symbol or logotype**



**Creating a new arrangement of the logo's elements**



**Tilting or slanting**

02

## Our Logo: Placement

### PREFERRED PLACEMENT

For materials intended for audiences within LMP, the preferred logo placement is: 1) the lower right hand corner; 2) the upper right hand corner.



Lower right hand corner



Upper right hand corner

### COMBINING LOGOS

For materials intended for audiences outside of Kaiser Permanente, the LMP logo may need to appear with partner logos such as Kaiser Permanente, the Coalition of Kaiser Permanente Unions and Alliance of Health Care unions.



Combining 2 logos



Combining 3 logos



Partner logos

## 02

## Our Logo: Choosing File Formats

### FILE FORMATS

The LMP logo is available in the following file formats; visit [LMPartnership.org/tools](https://LMPartnership.org/tools) and click on **LMP** logo. These files are available in color and in black and white.

**EPS:** Vector format to produce high-resolution graphics for print.

**TIF:** Widely used image format for printed material; does not use compression, therefore does not lose image information; typically preferred for print projects and not recommended for web.

**JPG:** This compressed file requires less memory; used for web, email and multimedia such as PowerPoint presentations; better color accuracy than PNGs or GIFs.

**PNG:** Small file format; used for web, email and multimedia such as PowerPoint presentations; more colors than a GIF; has option of saving with a transparent background.

**GIF:** Smallest file format; uses minimum information needed to render a graphic; used for web and multimedia such as PowerPoint presentations; has option of saving with a transparent background; can be used for simple animations on the web.

### CHOOSING FILE FORMATS

PROGRAM	PREFERRED FORMATS
PowerPoint on screen	jpg, png, gif
PowerPoint to print	tif, jpg
MSWord on screen	jpg, png, gif
MSWord to print	eps, tif
Excel	jpg, png, gif
Microsoft Publisher	tif, jpg
Web	jpg, png, gif

For professionally printed materials, check with your printer for preferred format specifications.

### USE OF THE UNION BUG IN OFFSET PRINTING

For professionally printed materials, you must use a union printer. Please communicate with the printer and make sure the bug is positioned prominently on the back cover or bottom front of the piece. It is essential that the union bug is visible on any printed piece for the LMP.

03

# Design Elements

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## USE OF TYPOGRAPHY AND COLOR

This section provides specifications for typography, colors and imagery. Following these guidelines will help ensure that each graphic element reinforces LMP's identity in a clear and consistent way.

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## 03

## Design Elements: Typography — Primary Fonts

When creating LMP materials — PowerPoints, brochures, posters, etc. — use the Trade Gothic and Gotham fonts if they are available on your system. If they are not, please use Avenir and Arial as substitutes (*see next pages*).

### TRADE GOTHIC

Trade Gothic is a sans serif font that is the LMP branded font and the preferred font family to use for body copy and smaller text because of its great readability. The condensed versions also work well for headers and subheads.

#### Trade Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%\$^&\*()\_+<=>?:",

#### *Trade Gothic Light Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%\$^&\*()\_+<=>?:",

#### Trade Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%\$^&\*()\_+<=>?:",

#### *Trade Gothic Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%\$^&\*()\_+<=>?:",

#### Trade Gothic Bold No.2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%\$^&\*()\_+<=>?:",**

#### *Trade Gothic Bold No.2 oblique*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%\$^&\*()\_+<=>?:",**

#### Trade Gothic Condensed No. 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%\$^&\*()\_+<=>?:",

#### *Trade Gothic Condensed No. 18 Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%\$^&\*()\_+<=>?:",

#### Trade Gothic Bold Condensed No. 20

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%\$^&\*()\_+<=>?:",**

#### *Trade Gothic Bold Condensed No. 20 Oblique*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%\$^&\*()\_+<=>?:",**

## 03

## Design Elements: Typography — Primary Fonts (continued)

### GOTHAM

Gotham is another san serif font family that works well with creating emphasize such as headlines and subheadlines.

#### Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+<=>?:",

#### *Gotham Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+<=>?:",*

#### Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+<=>?:",

#### *Gotham Book Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+<=>?:",*

#### Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+<=>?:",

#### *Gotham Medium Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+<=>?:",*

#### Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+<=>?:",**

#### *Gotham Bold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+<=>?:",***

#### Gotham Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+<=>?:",**

#### *Gotham Black Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+<=>?:",***

## 03

## Design Elements: Typography — Alternative Fonts

### AVENIR

Avenir is the Kaiser Permanente branded font family and can be used when Trade Gothic and Gotham are not available.

#### Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%^&\*()\_+<=>?:",

#### *Avenir Light Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%^&\*()\_+<=>?:",

#### Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%^&\*()\_+<=>?:",

#### *Avenir Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%^&\*()\_+<=>?:",

#### Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%^&\*()\_+<=>?:",

#### *Avenir Medium Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%^&\*()\_+<=>?:",

#### Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%^&\*()\_+<=>?:",

#### *Avenir Heavy Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%^&\*()\_+<=>?:",

#### Avenir Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%^&\*()\_+<=>?:",**

#### *Avenir Black Oblique*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%^&\*()\_+<=>?:",**

## 03

## Design Elements: Typography — Alternative Fonts (continued)

### ARIAL

Arial is a Microsoft system font and should only be used when no other font is available, primarily used in Microsoft applications such Word, Powerpoint and Excel.

#### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+<=>?:",

#### Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+<=>?:",

#### Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&\*()\_+<=>?:",**

#### Arial Bold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&\*()\_+<=>?:",**

#### Arial Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&\*()\_+<=>?:",**

#### Arial Narrow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+<=>?:",

#### Arial Narrow Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+<=>?:",

#### Arial Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+<=>?:",

#### Arial Narrow Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()\_+<=>?:",

03

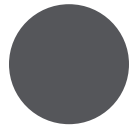
## Design Elements: Color

### PRIMARY COLORS

Below are the colors to be used on collateral materials.



**Pantone 144C**  
**CMYK:** 2 55 100 0  
**RGB:** 241 138 33  
**HEX:** #f08921



**Pantone Cool Gray 11C**  
**CMYK:** 65 57 52 29  
**RGB:** 85 86 90  
**HEX:** #555659



**Pantone Black**  
**CMYK:** 70 66 70 83  
**RGB:** 20 17 11  
**HEX:** #14110b

### ADJUSTED COLORS FOR WEB

These colors should replace the teal and orange on web and screen applications to comply with ADA regulations.



**RGB:** 239 112 0  
**HEX:** #ef7000



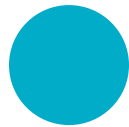
**RGB:** 0 163 177  
**HEX:** #0083b1

### ACCENT COLORS

These colors can be used as accents in conjunction with the colors above.



**Pantone 294C**  
**CMYK:** 100 85 30 22  
**RGB:** 0 46 109  
**HEX:** #002e6c



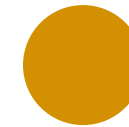
**Pantone 3125C**  
**CMYK:** 95 2 22 0  
**RGB:** 0 172 200  
**HEX:** #00abc7



**Pantone 123**  
**CMYK:** 0 24 94 0  
**RGB:** 255 196 37  
**HEX:** #ffc425



**Pantone 2727C**  
**CMYK:** 77 50 0 0  
**RGB:** 37 124 225  
**HEX:** #257ce1



**Pantone 7550C**  
**CMYK:** 17 45 100 1  
**RGB:** 210 144 0  
**HEX:** #d29000



**Pantone 361C**  
**CMYK:** 76 4 100 0  
**RGB:** 255 131 0  
**HEX:** #3cad2b



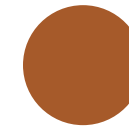
**Pantone 389C**  
**CMYK:** 25 0 100 0  
**RGB:** 205 222 0  
**HEX:** #ccdd00



**Pantone 7452C**  
**CMYK:** 51 38 0 0  
**RGB:** 125 147 219  
**HEX:** #7d93db



**Pantone 3145C**  
**CMYK:** 87 29 62 11  
**RGB:** 0 127 111  
**HEX:** #00748d



**Pantone 470C**  
**CMYK:** 26 70 97 16  
**RGB:** 166 90 42  
**HEX:** #a65a2a



### COLORS TO AVOID

Please avoid any use of colors in the red or purple family.

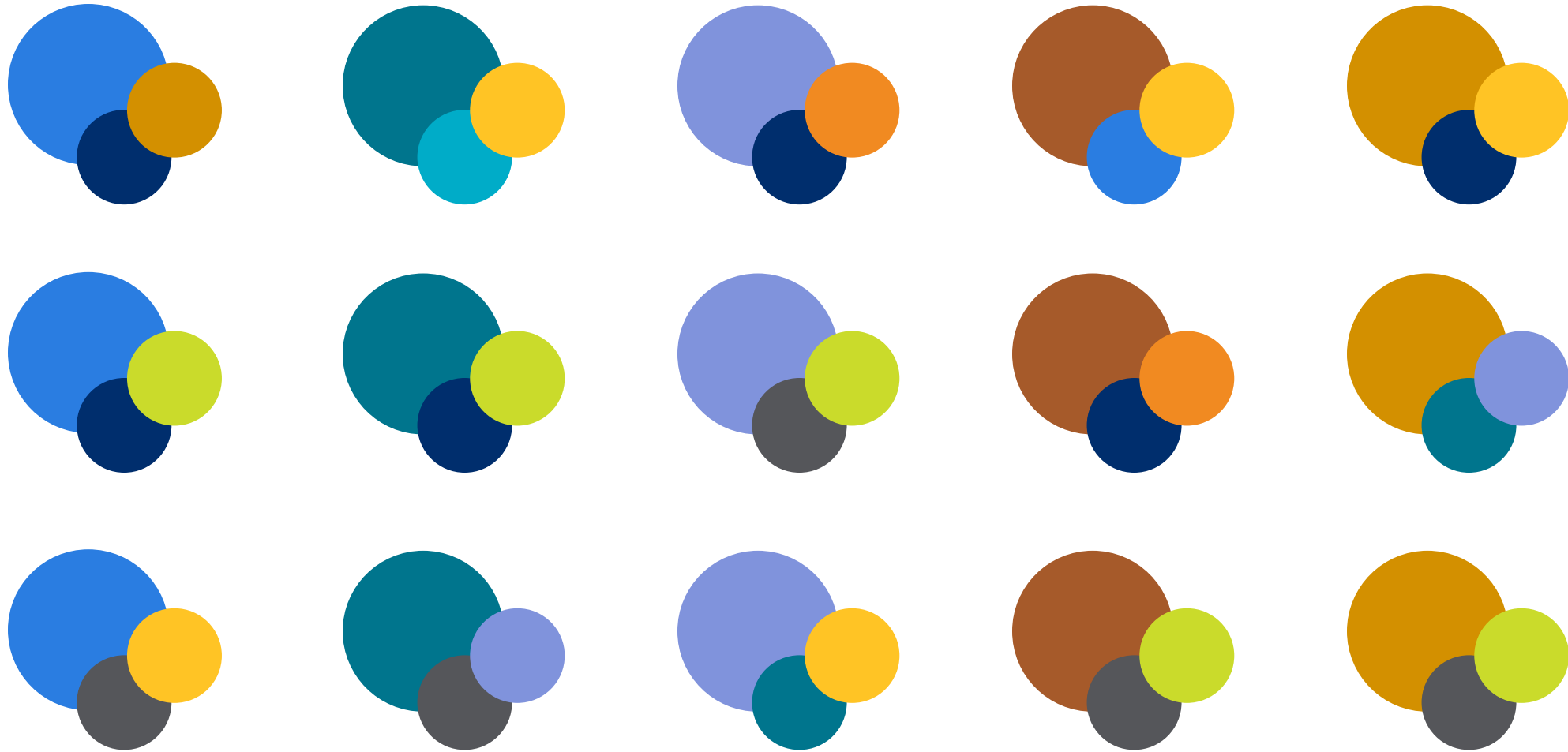


03

# Design Elements: Color

## COLOR COMBINATIONS

Refer to these color combination suggestions below, integrating the new colors.



03

# Design Elements: Icons

## STYLIZED SET

These are to be used for main topics or ideas.



Calendar/schedule



Approved/positive result



Time



Search/look



Metrics/data



Food service



Pharmacy/medicine



Workplace safety



Tools



Outdoor/adventure



Snapshot/hobby



Exercise/weights



Meditation/yoga



Stress/signs of stress



Computer

03

# Design Elements: Icons (continued)

## STYLIZED SET



Communication



Share/speak up



Linked/close loop



Salad/healthy eating



Challenge/strength



Thumbs up/satisfaction



Smoking/bad habits



Quality/award



Affoarability/money



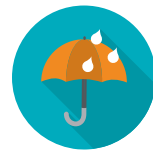
Savings



Document/bulleted list



Medical visit/screening



Protection/prevention



Gear/performance



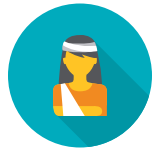
Write/tip sheet



03

# Design Elements: Icons (continued)

## STYLIZED SET



Patient/injury



Team members



Graph/improvement



Graph/decrease



Agreement/trust



Customize



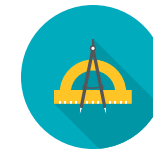
Infrastructure



Target/goal



Launch/implement



Measure/precision



Bee/pollenate



Checklist



Template



Powerpoint



Puzzles/games

03

# Design Elements: Icons (continued)

## STYLIZED SET



Postcard/mail



Poster



Meeting icebreaker



Comics/Super Scrubs



E-store/shopping



UBT



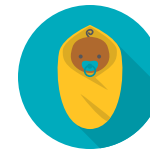
Reports/folders



Caucasian baby



Asian baby



African american baby



Video



Checklist



Hank/magazine



Learning skills



Education

03

**Design Elements: Icons** (continued)

**SIMPLE SET**

These are to be used for specific or sub topics.



Calendar/schedule



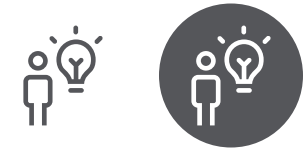
Share/spread



Time



Team



Leader/leadership



Target/goal



Protection/prevention



Quality/award



Key



Examine/lab equipment



Test/experiment



Precision/measure



Launch/implement



News

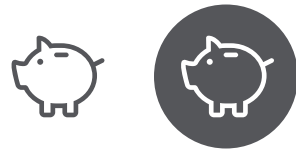


Graph/data

03

# Design Elements: Icons (continued)

## SIMPLE SET



Savings



Money/affordability



Download



Upload



Light bulb/idea



Checklist



Steps/progress



Service



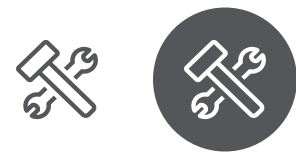
Thumbs up/like



Thumbs down/dislike



Write/tip sheet



Tools



Performance/gear



Print



Contact/call

03

# Design Elements: Icons (continued)

## SIMPLE SET



Fish/healthy protein



Glove



Contracts/agreements



Templates



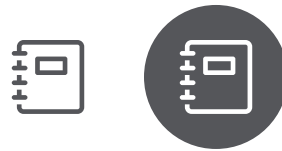
Gallery



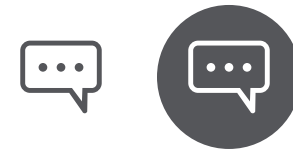
Post



Sponsorship



Notebook



Communication



Brainstorm



Star



E-store/shopping



Compass/direction



Listen



Needle/shot

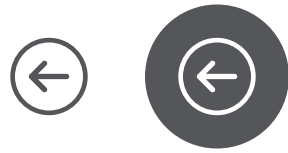
03

# Design Elements: Icons (continued)

## SIMPLE SET



Right arrow



Left arrow



Up arrow



Down arrow



Inpatient



Outpatient



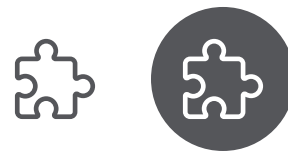
Workplace safety



Tip/attachment



Patient safety



Puzzles/games



Happy emoji



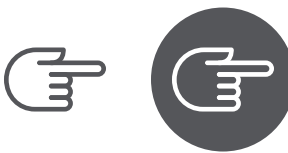
Sad emoji



Angry emoji



Stop/caution



Go

03

# Design Elements: Icons (continued)

## SIMPLE SET



Demographics: baby



Demographic: child



Demographic: adult



Receive



Give



Bee/polenate



Powerpoint



Tip/attachment



Postcard



Comics/Supper Scrubs



Meeting icebreaker



Graph/decrease



Posters



Video



How-to guide

03

## Design Elements: Icons (continued)

### SIMPLE SET



Hank/magazine



Briefcase



Total health/strength



Computer search



Degree/certificate



Education



Skills/training



Pay/reimbursement

For additional or custom icons, please contact Stoller Design Group at: [tia@stollerdesigngroup.com](mailto:tia@stollerdesigngroup.com).



## 04

# Photography

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## THE LMP PHOTO LIBRARY

In keeping with our journalistic style, our photos portray our employees and care providers engaged in their work, in their workplace — “real people doing real things,” from caring for patients, checking them in, and giving shots to filing, typing at the computer or dishing up food in a cafeteria. We prefer candid shots over posed photographs, although portraits are included in the mix. Whether candid or posed, expressions on people’s faces should be relaxed and natural; big smiles are appropriate for a photograph of a celebration, but otherwise often seem staged or forced.

National LMP Communications maintains an extensive photo library that is being added to frequently. For access, please contact Tracy Silveria at: [Tracy.L.Silveria@kp.org](mailto:Tracy.L.Silveria@kp.org).

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## 04

## Photography: Categories

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There are many different categories in the photo library for LMP communications. For instance, the Alliance and Coalition have their own category of photos.



Alliance unions



Coalition unions



Healthy Workforce



Bargaining and conferences



Workplace and meetings



Historical



Portraits



Objects

04

## Photography: Improper Uses

The following things should be avoided when using photography in LMP communications.

### ✘ IMPROPER USES



Poor quality or pixelated



Awkward cropping



Bored or unhappy



Distorting by stretching or squeezing



Objects unrelated to health care



Unapproved stock imagery



Dark or poor lighting

# Contact Information

## **GENERAL QUESTIONS AND DESIGN ASSISTANCE**

**Sherry Crosby**

Sherry.D.Crosby@kp.org

## **TECHNICAL ISSUES ACCESSING FILES AND PHOTO LIBRARY ASSISTANCE**

**Tracy Silveria**

Tracy.L.Silveria@kp.org