

LMP Brand Guidelines

LOGO AND DESIGN ELEMENTS

Updated August 2022

01

Introduction

WHAT IS THE LABOR MANAGEMENT PARTNERSHIP?

The Labor Management Partnership (LMP) is jointly led and funded by Kaiser Permanente and two groups of Partnership unions, the Coalition of Kaiser Permanente Unions and the Alliance of Health Care Unions. Created in 1997, the Partnership brings together Kaiser Permanente workers, managers, and physicians at all levels of the organization. It is the largest and longest lasting partnership of its kind in the country. It includes more than 134,000 union members in 35 locals, 17,000 managers and 22,000 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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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.

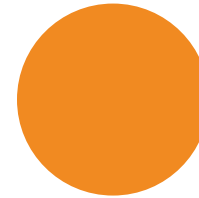
MONOGRAM AND LOGOTYPE

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.

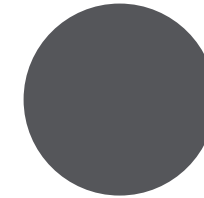


LMP monogram

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

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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.



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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

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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

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Our Logo: Co-branding

COMBINING LOGOS

For materials intended for audiences within the LMP, there may be times when the LMP logo will need to appear with our partner logos: Kaiser Permanente, the Coalition of Kaiser Permanente Unions and Alliance of Health Care Unions. The following pages illustrate the correct usages of when to use the LMP logo by itself and when to co-brand it with our partner logos.

OUR PARTNER LOGOS



02

Our Logo: Co-branding with All Unions

EXTERNAL AUDIENCES AND ALL UNIONS

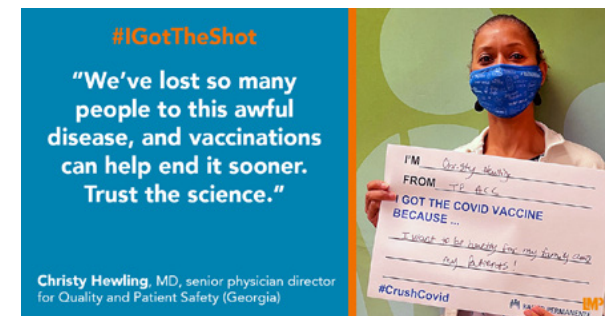
For materials intended for audiences outside of Kaiser Permanente, and when communicating with all Partnership unions, the LMP logo is to be used by itself without our partner logos. Here are examples of collateral intended for all audiences that use the LMP logo only.



PowerPoint presentation for Uplift Oregon campaign



UBT Health and Safety champions flier



Social media ad for #IGotTheShot campaign

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Our Logo: Co-branding with the Coalition of Kaiser Permanente Unions

INTERNAL AUDIENCES

For materials intended for internal audiences within the Coalition of Kaiser Permanente Unions, the LMP logo will need to appear with both the Kaiser Permanente and the Coalition of Kaiser Permanente Unions logos. The following pages illustrate the correct usages of when to combine the LMP logo with this specific partner.

✓ PROPER USES



Full color



1-color: 100% Black



1-color on dark background: White

✗ IMPROPER USES



Changing the order of the logos



Stacking the logos

02

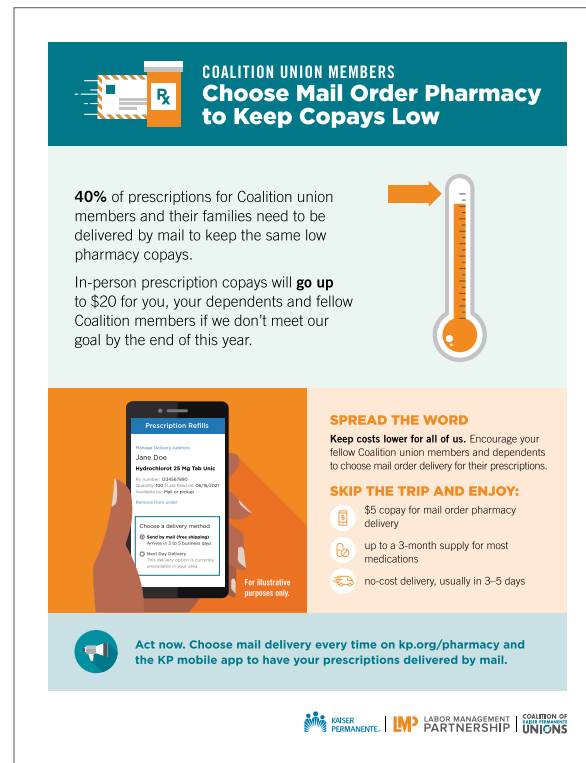
Our Logo: Co-branding with the Coalition of Kaiser Permanente Unions (continued)

DESIGN EXAMPLES

Here are examples of collateral intended for Coalition union audiences.



PowerPoint template



Flier for mail order pharmacy campaign



Postcard for SEIU union local

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Our Logo: Co-branding with Alliance of Health Care Unions

INTERNAL AUDIENCES

For materials intended for internal audiences within Alliance of Health Care Unions, the LMP logo will need to appear with both the Kaiser Permanente and Alliance of Health Care Unions logos. The following pages illustrate the correct usages of when to combine the LMP logo with this specific partner.

✓ PROPER USES



Full color



1-color: 100% Black



1-color on dark background: White

✗ IMPROPER USES



Changing the order of the logos



Stacking the logos

02

Our Logo: Co-branding with Alliance of Health Care Unions (continued)

DESIGN EXAMPLES

Here are examples of collateral intended for Alliance union audiences.



PowerPoint template



National Agreement



Affordability & Competitiveness Task Force banners

02

Our Logo: Choosing File Formats

FILE FORMATS

The LMP logo is available in the following file formats; visit 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.

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Design Elements

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.



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

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

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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



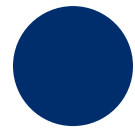
Pantone Cool Gray 11C
CMYK: 65 57 52 29
RGB: 85 86 90
HEX: #555659



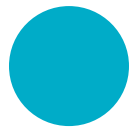
Pantone Black
CMYK: 70 66 70 83
RGB: 20 17 11
HEX: #14110B

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



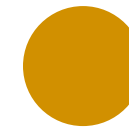
Pantone 3125C
CMYK: 95 2 22 0
RGB: 0 172 200
HEX: #00ABC7



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



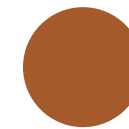
Pantone 389C
CMYK: 25 0 100 0
RGB: 205 222 0
HEX: #CCDD00



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.

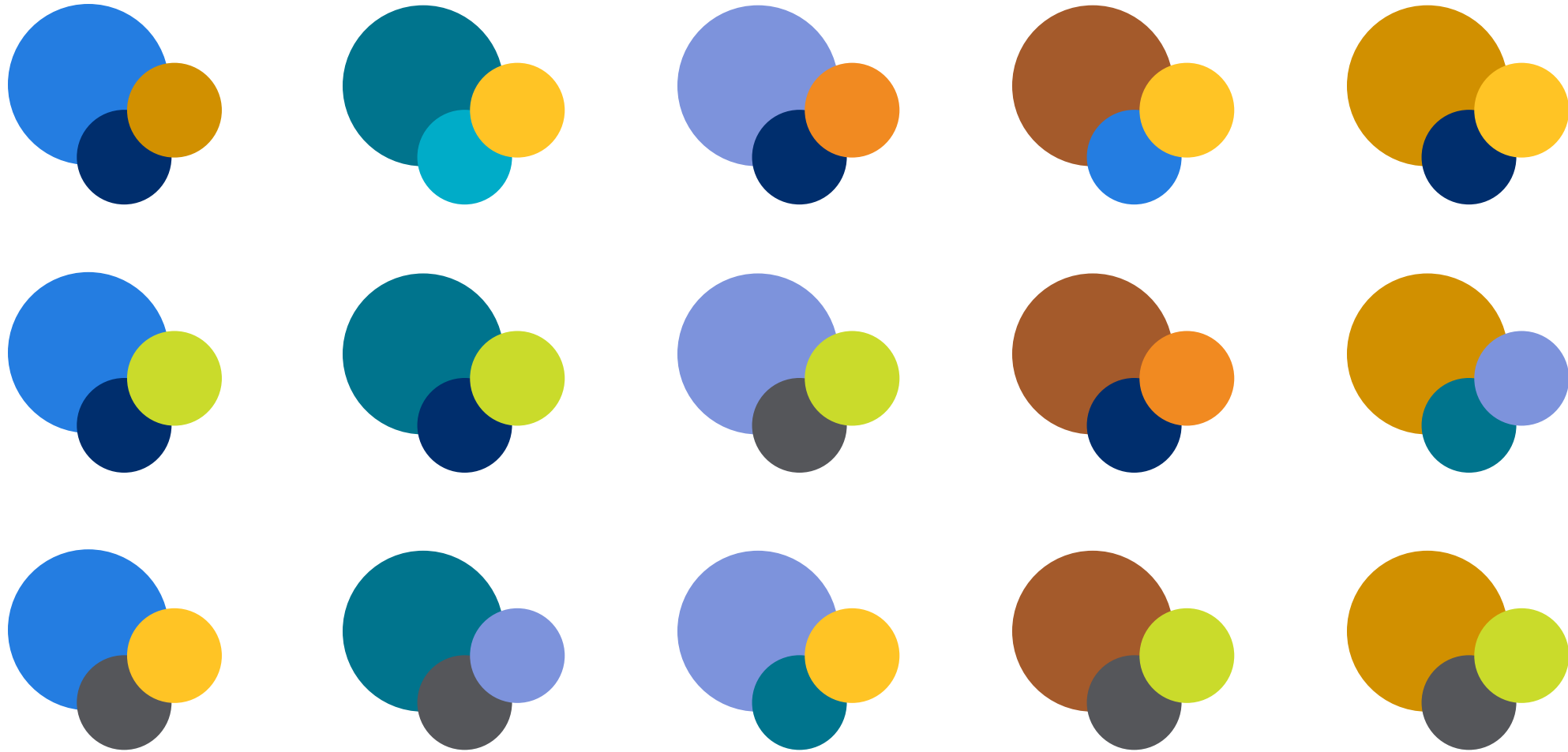


03

Design Elements: Color (continued)

COLOR COMBINATIONS

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

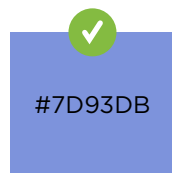
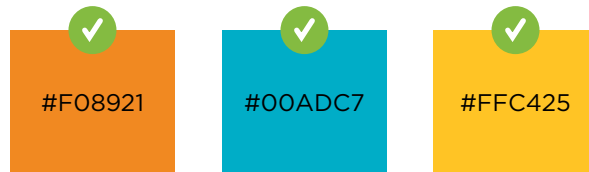


03

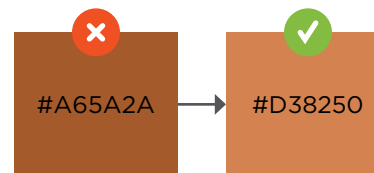
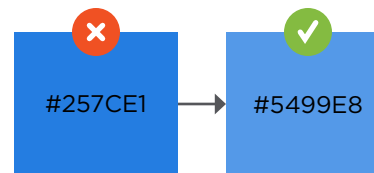
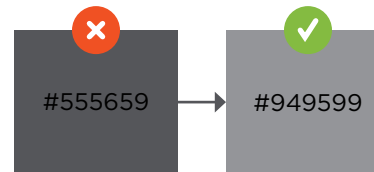
Design Elements: Color (continued)

ADA COMPLIANCE

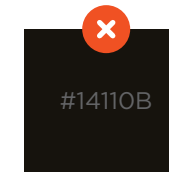
Refer to these colors that provide maximum contrast, including enough contrast between content and the background, so that text and non-decorative images are legible for anyone with low vision or color deficiencies.



Black type on approved colored background



Black type on adjusted colored background

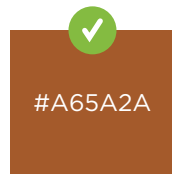


Avoid these colors for black type

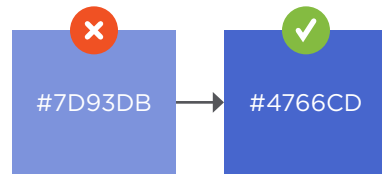
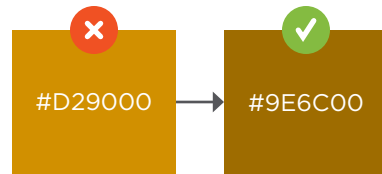
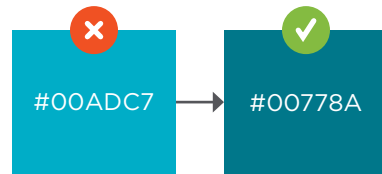
03

Design Elements: Color (continued)

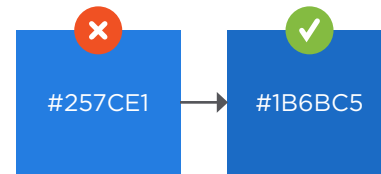
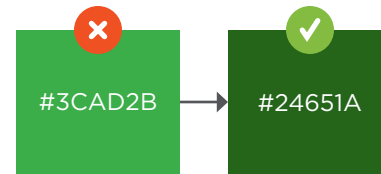
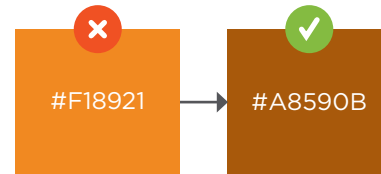
ADA COMPLIANCE



White type on approved colored background



White type on adjusted colored background



Avoid these colors for white type

03

Design Elements: Color (continued)

ADA COMPLIANCE



Approved colored type on white background



Adjusted colored type on white background

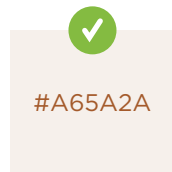
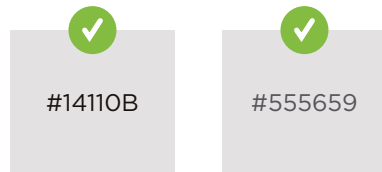


Avoid these colors on white background

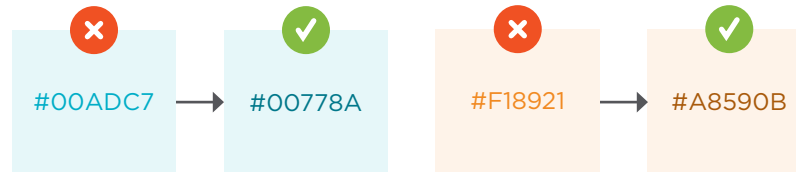
03

Design Elements: Color (continued)

ADA COMPLIANCE



Approved colored type on tinted background



Adjusted colored type on tinted background



Avoid these colors on tinted background

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



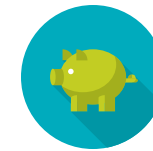
Smoking/bad habits



Quality/award



Affoarability/money



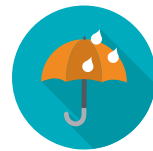
Savings



Document/bulleted list



Medical visit/screening



Protection/prevention



Gear/performance

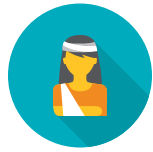


Write/tip sheet

03

Design Elements: Icons (continued)

STYLIZED SET



Patient/injury



Team members



Graph/improvement



Graph/decrease



Agreement/trust



Customize



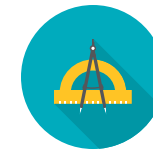
Infrastructure



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



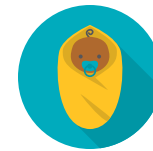
Reports/folders



Caucasian baby



Asian baby



African american baby



Video



Checklist



Hank/magazine



Learning skills



Education

03

Design Elements: Icons (continued)

STYLIZED SET



Mail order pharmacy



Steps/progress

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



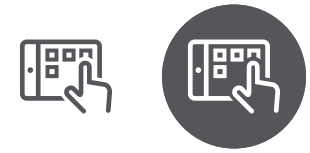
Glove



Contracts/agreements



Templates



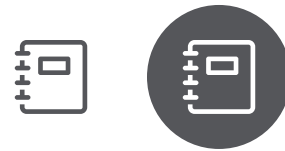
Gallery



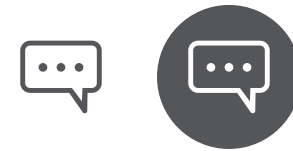
Post



Sponsorship



Notebook



Communication



Brainstorm



Star



E-store/shopping



Compass/direction



Listen



Needle/shot

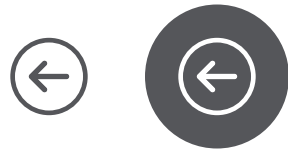
03

Design Elements: Icons (continued)

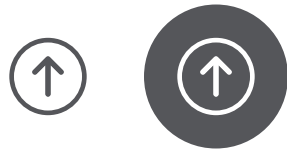
SIMPLE SET



Right arrow



Left arrow



Up arrow



Down arrow



Inpatient



Outpatient



Workplace safety



Tip/attachment



Patient safety



Puzzles/games



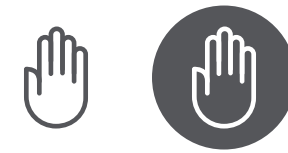
Happy emoji



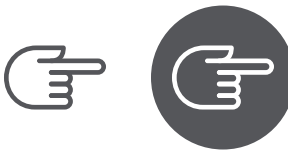
Sad emoji



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.

04

Photography

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.



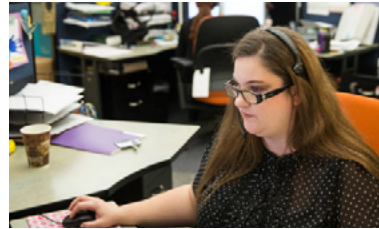
04

Photography: Categories

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



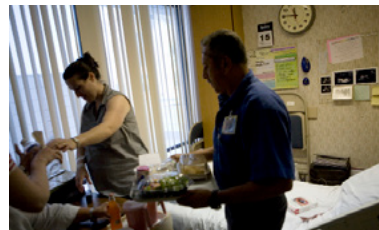
Distorting by stretching or squeezing



Objects unrelated to health care



Unapproved stock imagery



Dark or poor lighting

Contact Information

GENERAL QUESTIONS AND DESIGN ASSISTANCE

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TECHNICAL ISSUES ACCESSING FILES AND PHOTO LIBRARY ASSISTANCE

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