

# brand book.



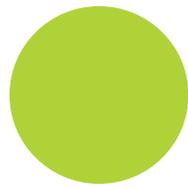


# Hi there,

if you are reading this it means you're one of the best. So, first of all, welcome. You are part of the family now. And we will never let you go. Mwahahahah!

If you're going to work in business, software development, hardware engineering, marketing or something else we haven't created yet, this book should be an historical and cultural reference, as well as a tool to help you understand and communicate the brand.

Now, if you're a designer, this is your bible. It shall provide answers in times of need. It shall guide you through the dark. When faith is threatened and weak, turn to your bible and it shall give you the strength to push through any challenge you might find in your path. This is your best weapon and your best shield. Use it wisely, and you shall become invincible.



# a book about a brand

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This is a book about a brand that was created from the blood, sweat and tears of the amazing people that built it from the ground up. To disobey the following guidelines would be to disrespect the hard work put into it since day one.

The importance of a well structured communication system is many times overrated, but there's no doubt among us of the power of a strong graphical image. It not only identifies the company but also transmits its values, its vision, its commitment. The way a company presents itself is so important when approaching new stakeholders, because it's the first contact in which they'll form a first impression. And we all know the power of first impressions. Many times it's what makes people decide whether they want to find out more or simply close the tab.

We at Line Health pride ourselves at being excelent at what we do, whether it's our products, our apps, our website, our blog, our events, you name it. When we do it, we do it well. So, anyone that comes in contact with the brand for the first time, needs to know we mean business.

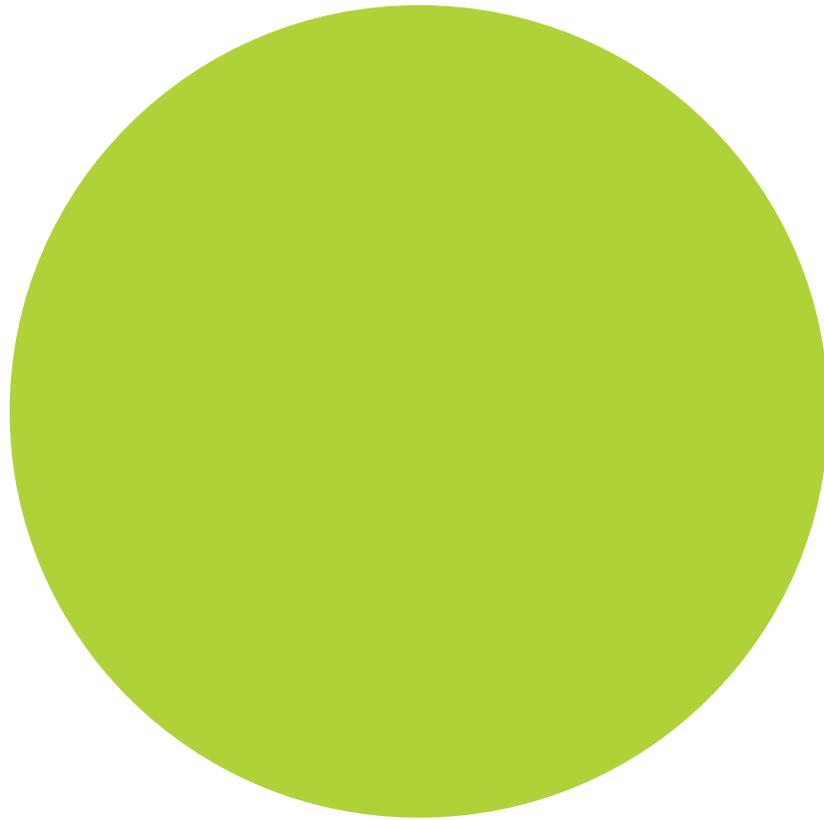
I'm writing this book to assure that these values survive way longer than i will. I'm writing this book to assure myself that, when i'm no longer around, this brand will live on to become an established name in the smart health space. I'm writing this book as a back up of all the knowledge, experience and data collected in my brain since early 2014.

This is my baby, and my legacy. It's the best thing I've created my whole life. If you destroy it I will come back and haunt your dreams. And the best part is: I'm not even joking. Go ahead, ask anyone. Fear me, and protect my child with your life.

It's in your hands now. Don't screw up.

Joana Vieira  
head of design  
october 2015





# our company

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There's a lot being done to prevent chronic diseases, but there are currently 133M chronic patients in the US, and they account for 83% of all healthcare spending in the country.

We aim to make them aware, empowered and in charge of their own health through our mobile app that aggregates all relevant data, such as medication reminders, medical appointments, vital signs measurements and even physical activity tracking.

The app also connects to existing EHR systems, and allows a physician to prescribe a "plan" according to each patient's specific needs and conditions. We've also developed a patented smart pill dispenser to increase & track medication adherence.

**our mission is to  
help people take  
care and live  
healthy lives for  
longer.**

**our vision is to  
become the new  
standard for  
managing chronic  
conditions in the  
world.**



**“  
we are not  
elephants,”**



# our history

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It all started in 2013 with a medication mistake, and quickly evolved into a lot more. After hackathons, accelerators, hirings, business trips, festivals, conferences, awards, achievements, failures, breakthroughs, interviews, developments, pilots, deals, investments, expansions, rebrandings... here we are, putting together a brand book.

It's a story being written as we speak. And what comes next only time will tell. Stay tuned.



Diogo Ortega presents PharmAssistant in the Lisbon Challenge Finale, aka Lisbon Investment Summit.  
July 11th, 2014.



Berlin U-Bahn, Schlesisches Tor.  
September 27th, 2014.



Diogo Ortega and Luís Castro pitching at  
Startups@Reeperbahn Festival.  
November 2014.



Featured article on "i" newspaper.  
March 24th, 2015.



Joana Vieira assembles cabinets on the floor of the  
new Lisbon office.  
January 2015.

# our timeline

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**september 2013**  
**the swapped pill**



Diogo Ortega's grandmother swaps a pill by accident. Diogo, who codes since 15, starts thinking of a way to build a solution that would help Mrs. Isilda to take the right pill at the right time.

**february 2014**  
**the first patent**



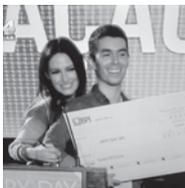
Diogo invested the money he won in building the first low-fidelity prototype and applying for a patent.

**may 2014**  
**lisbon challenge**



They were one of the TOP3 startups of the accelerator, won the "Pirates on Shore" best pitch award, the "Smart Equity" prize and caught international media attention.

**december 2013**  
**"appy day"**



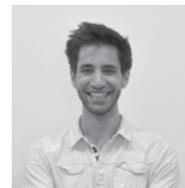
Diogo participates in the 24-hour hackathon, winning the audience and jury prizes (a total of 14.000 euros).

**april 2014**  
**co-founder in**



Sofia Simões de Almeida joins Diogo in this endeavour, after having founded a Journalism Prize, a magazine and a company.

**july 2014**  
**CTO in**



Luís Castro, a young but well experienced developer who worked in two multinationals, one agency and two startups, joins the team.

**august 2014**  
**grants4apps**



The team moves to Berlin to join Bayer's acceleration program "Grants4Apps". They start living and working together in a 24/7 immersion regime that would last for 4 months.

**november 2014**  
**taking europe by storm**



The team was a Finalist of Startups@Reeperbahn Festival, finalist in the BigApps contest, presented the company in the Pioneers Festival as well as several german conferences and meet-ups.

**january 2015**  
**hardware guru in**



Mário Ribeiro, an electrical engineer with experience in health sensors, joins the team to build the device's brain

**september 2014**  
**head of design in**



Joana Vieira, who had been collaborating as a freelance product designer, joins the team full-time in Berlin, just after one of her creations got on the cover of "Luxus Wohnen" magazine as "Best Design of 2014".

**december 2014**  
**back in portugal**



While in Grants4Apps, the team prototyped a lot, making fast iterations of the product, leveraged Bayer's network and studied the German and European markets. Back in Lisbon, they set the development HQ at Startup Lisboa incubator.

**march 2015**  
**first technology test**



The pharma company Abbvie puts the solution to test with 20 users in Lisbon, Portugal. The majority of the testers says they would use the technology in a real-world setting.

**april 2015**  
**first trip to austin,**  
**texas, usa**



Thanks to a partnership with the University of Texas (through the UTEN program), the first contacts with possible US partners and customers take place.

**june 2015**  
**a growing team**



Lourenço J. de Oliveira leaves his job as a consultant in Paris, after living and working in four different countries, to support the business development. Quickly followed by Inês Pimenta that left Amsterdam to handle the graphic design, specially the digital User Interfaces.

**september 2015**  
**android developer in**



Tiago Pereira, who built and maintained 5 different apps at the same time in his previous job, joins the team as the first Android Developer.

**may2015**  
**bayer user acceptance test**



Bayer employees volunteer to test the solution, in Berlin. The majority of the testers don't consider themselves adherent to medication, but during the test they manage to do it 80% of the time.

**september 2015**  
**rebranding**



The company formerly known as "PharmAssistant", becomes "Line Health". This is the new identity of the company and team that want to empower patients, helping them to keep their health in line.

**september 2015**  
**us headquarters**



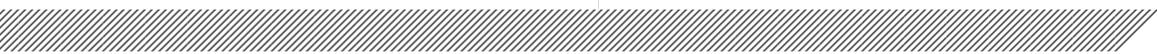
keeping the development center in Lisbon, Line Health HQ moves to Austin, Texas.

**next steps**

**this was just the beginning**



All this work, resulted in two pilots with real patients that will take place in 2016, between two continents. Keep posted for our future developments.



our team /



/the liners

### **DIOGO ORTEGA / CEO**

Started working at the age of 15 and sold his first website when he was 17. He studied Business in the University of London, and worked at Vodafone and TAP Portugal, while working as a freelancer for mobile and web development.

### **SOFIA SIMÕES DE ALMEIDA / COO**

Studied “Communication Sciences” and started working as a journalist, eventually quitting her job to found her first company. This was a natural move, since she has co-founded several initiatives from a young age.

### **LUÍS CASTRO / CTO**

Taught himself how to code and, at the age of 17, built and sold his first game. Luís has more than 5 years of experience as a developer, since he worked in two different multinationals, one agency and two startups previously.

### **JOANA VIEIRA / HEAD OF DESIGN**

Holds a Product Design degree, has applied for more than 40 patents, and has designed everything from technology to furniture and lamps, making the cover of “Luxus Wohnen” magazine as “Best of 2014”. She is also a speaker for Geek Girls Carrots, in Portugal.



## **MÁRIO RIBEIRO / HARDWARE ENGINEER**

Holds a master's degree in "Electrical and Computer Engineering". He did research together with PT Innovation and has experience with embedded systems and health sensors. He participated in the Lisbon Maker Faire 2014.

## **LOURENÇO J. OLIVEIRA / GLOBAL OUTREACH**

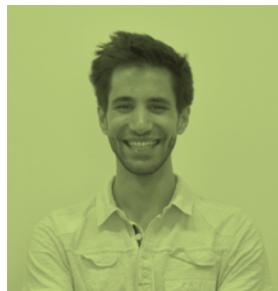
Holds a master's degree in "International Development" from the Sciences Po Paris, having studied "Business Administration" as well. Lourenço lived and worked in 4 different countries.

## **INÊS PIMENTA / UI DESIGNER**

Holds a master's degree in "Architecture" from Lusíada University, but eventually she discovered her passion for design and video - fields that she pursued as a freelancer. She's also a jazz singer and plays the piano.

## **TIAGO PEREIRA / ANDROID DEVELOPER**

Holds a degree in Computer Science from Instituto Politécnico de Viseu. He got his first computer at the age of 10 and got curious about coding, so he could create his own things. Tiago built and managed 6 different apps both for Android and iOS at the same time. He's a soccer player since he was born.





# our culture

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We are proud of the culture we are building, every day, as a team and as an organisation, promoting an atmosphere of mutual learning and challenging each other to always deliver our best. We like to have lunch together and to go out of the office regularly to do sports, have drinks, or just simply hang out.



Luís Castro rides a bike through Lisbon at night, while Mário Ribeiro and Joana Vieira run after him. Mário walks across town wearing a bike helmet, and no bike. This was the same night the trio spent 93€ on a snooker club. They never went back.  
May 11th 2015.



The fateful snooker club.  
May 2015.



Luís Castro and Mário Ribeiro play squash after work. Luís is the winner. Sofia Simões de Almeida and Joana Vieira gave up after 15min. January 20th 2015.



# Individual Growth Plan

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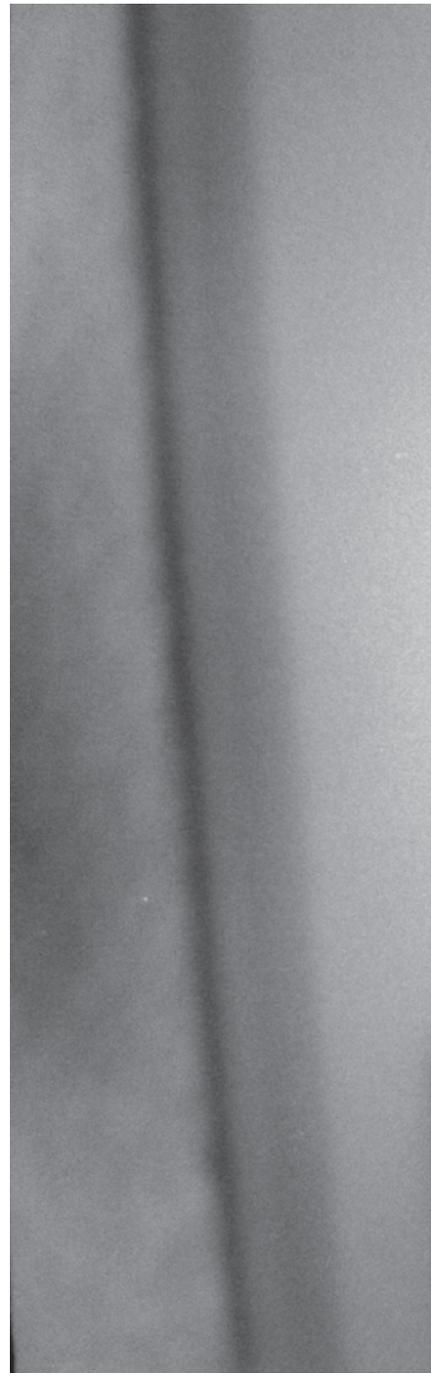
The Individual Growth Plan, or as we call it IGP, is a tool for personal growth inside and outside the company, that is divided into two main branches: career path and personal development.

The career path is all about your core expertise and setting up professional challenges and missions. The goal here is asking yourself: what's your vision for your career inside the company?

The personal development part of the process is basically challenging yourself, and finding ways to learn new things, even outside your area of expertise, and becoming a better version of yourself. To start you just need to think: who do you want to be?

So how do we do it? Through e-learning and classes, like webinars, workshops and courses; mentorship and coaching with some of the best experts (find someone you'd like to learn from and we'll make it happen), and in-house expertise, like *linetalks*.





# State of The Union

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It's very important to know where you are heading to. Every Monday we share what we've been doing, our next steps and current challenges. It is what we call "State Of The Union" – we did it even when the team was spread out between the USA, Berlin and Lisbon timezones. The feedback and constant communication are an everyday must, where "there's no stupid questions, only stupid answers".



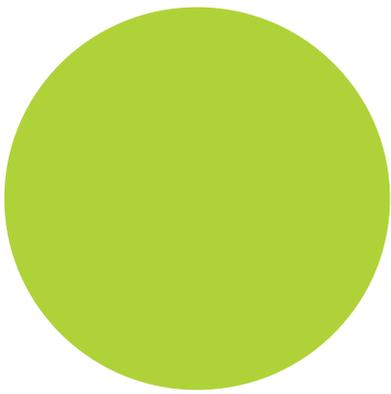
# no corporate ladder

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We encourage everyone to be free and accountable. We've adopted (and customised) Holacracy. When you step into our office, there are no job titles, the decision making process is spread but structured, and our roles are not necessarily attached to our core expertise. We have projects (some always ongoing, others temporary) and, in each one, there's a leader who is accountable for the team's achievements, but everyone is free to join any project and take the responsibility to lead the way.







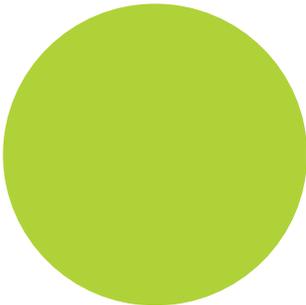
**our**

**brand**

# the colors

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logo colors

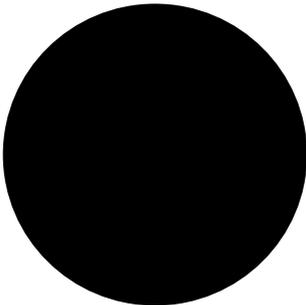


line green

#afd138

R175 G209 B56

C36 M0 Y98 K0

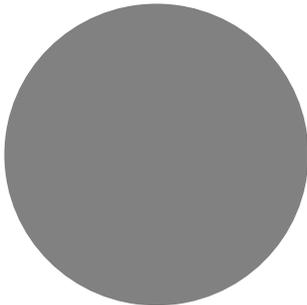


pure black

#000000

R0 G0 B0

C0 M0 Y0 K100



line grey

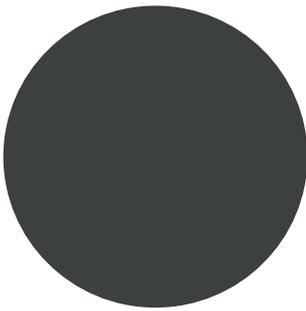
#808080

R128 G128 B128

C0 M0 Y0 K100

primary brand colors

these four primary colors should be the foundation of any branded designs

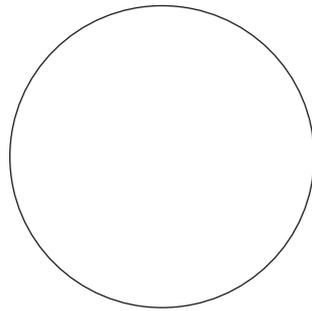


ardósia grey

#3b3f3f

R59 G63 B63

C70 M60 Y60 K48

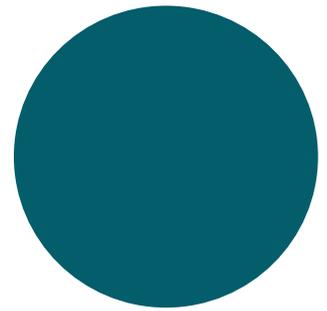


pure white

#ffffff

R255 G255 B255

C0 M0 Y60 K0



berlin blue

#035c6b

R3 G92 B107

C92 M51 Y46 K21

secondary brand color

the berlin blue should be used as an accent color in any kind of marketing or business communication

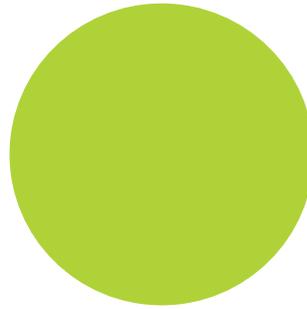
# UI colors

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These are the colors to be used in UI applications only. There is a vast range of colors, with both light and dark options, to create a visually interesting UI that communicates clearly with the user.

Having so many UI color options in this guide, there shouldn't be added any extra colors to the Line Health interfaces. These were chosen to create a unified communication code and overall appearance, and introducing new colors would disrupt that.

Also, these are not considered brand colors, and should be used only for these UI elements and in complex graphics or illustrations to give additional depth to designs, not as background or accent colors in any marketing or business communications.

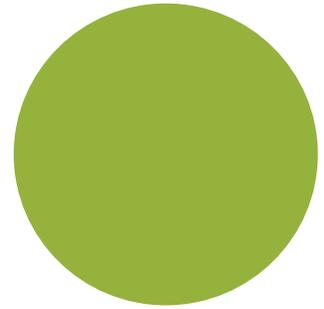


line green

#afd138

R175 G209 B56

C36 M0 Y98 K0

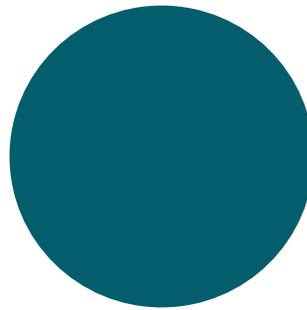


olive green

#95b23c

R149 G178 B60

C47 M14 Y100 K0

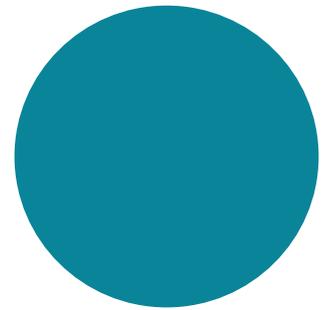


berlin blue

#035c6b

R3 G92 B107

C92 M51 Y46 K21

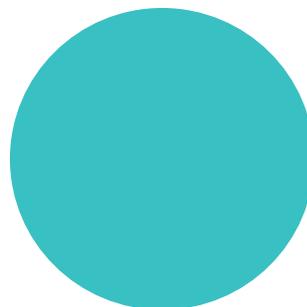


evening blue

#098499

R9 G132 B153

C85 M34 Y33 K3

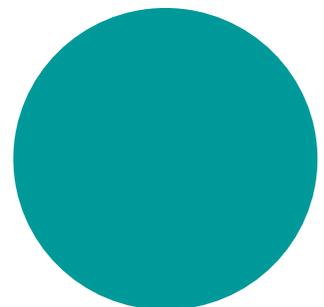


gem blue

#38bfc3

R56 G191 B195

C67 M0 Y27 K0

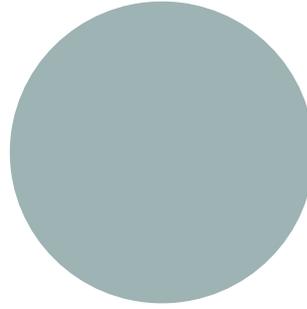


tejo blue

#009999

R0 G153 B153

C81 M20 Y42 K1

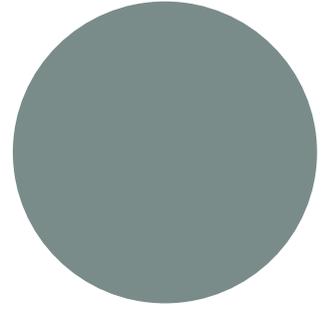


ice grey

#9db2b2

R157 G178 B178

C40 M21 Y27 K0

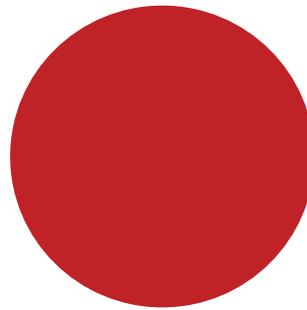


road grey

#788b89

R120 G139 B137

C56 M36 Y42 K5

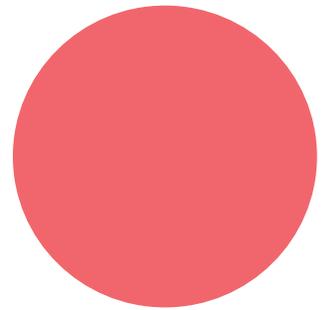


line red

#be2226

R190 G34 B38

C18 M100 Y100 K8

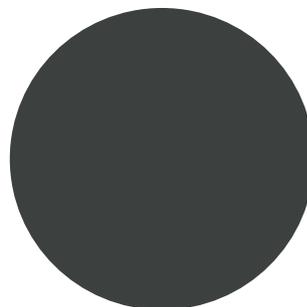


warm rose

#f1656c

R241 G101 B108

C0 M75 Y48 K0

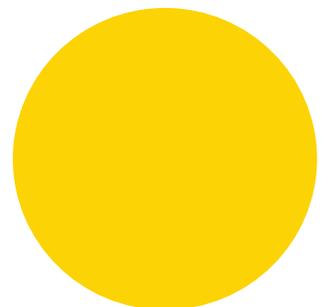


ardósia grey

#3b3f3f

R59 G63 B63

C70 M60 Y60 K48



line yellow

#fcd204

R252 G210 B4

C2 M15 Y100 K0

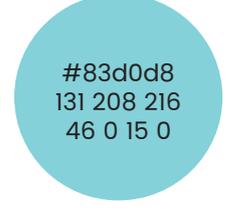
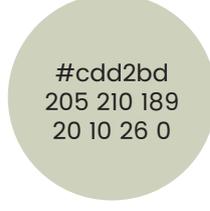
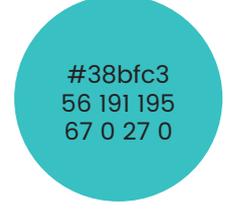
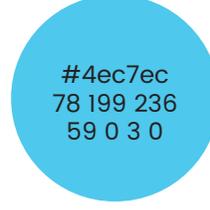
# tints

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Use the tints, rather than the primary colors, in complex graphics or illustrations to give additional depth to designs.

The tints can be used in any marketing and business communication material, either printed or on screen, as well as in app UI or web content.

Having so many tint options in this guide, there shouldn't be added any extra colors to the Line Health communication system. These were chosen to create a unified communication code and overall appearance, and introducing new colors would disrupt that.



#232626  
35 38 38  
73 65 64 69

#301112  
48 17 18  
53 78 70 77

#97762c  
151 118 44  
37 47 100 15

#000000  
0 0 0  
0 0 0 100

#3b3f3f  
59 63 63  
70 60 60 48

#581114  
88 17 20  
37 94 84 58

#ca9d2b  
202 157 43  
21 37 100 1

#5a6766  
90 103 102  
65 48 52 21

#8c1b1e  
140 27 30  
28 99 97 30

#f1c019  
241 192 25  
5 24 100 0

#788b89  
120 139 137  
56 36 42 5

#be2226  
190 34 38  
18 100 100 8

#fcd204  
252 210 4  
2 15 100 0

#9db2b2  
157 178 178  
40 21 27 0

#f1656c  
241 101 108  
0 75 48 0

#fee14c  
254 225 76  
2 7 82 0

#bfd5d9  
191 213 217  
24 8 12 0

#f5979c  
245 151 156  
0 50 25 0

#fde97f  
253 233 127  
2 4 61 0

#daeff2  
218 239 242  
13 0 4 0

#facbcd  
250 203 205  
0 24 10 0

#fef2b2  
254 242 178  
1 2 36 0

#ffffff  
255 255 255  
0 0 0 0

# the logotype

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This logotype is the central element in linehealth's visual communications system. Through consistent and repetitive use as a signature device and design element in all of Line Health's visual communications, the logotype becomes a visual shorthand which identifies the company and symbolically embodies its activities, achievements and goals.

In the logotype, the letters are simplified and rounded, making it legible, even in small sizes. The strokes are all of one width, evoking the qualities of unity and technical precision. The small x-height of the lettering imparts a horizontal thrust to the logotype and lends it a quality of uniqueness and contemporary character.

## **The logo should never be altered. Ever. I'm watching.**

Do not change or distort the logo in any way, other than the official variations available. It must not be re-drawn but reproduced, if necessary, using the guidelines provided in the next pages.



● line

● linehealth

## life

the vibrant green circle shows that we are full of energy and life, we are young, driven, fearless and determined to change the game

## healthcare

the name itself lets everyone know that we're in the healthcare space



linehealth

it's that simple.

## simplicity

we bring a simple solution to the complicated health space, as the tagline shows

## alignment

our whole solution revolves around lines: the app has a timeline and an alignment level line; we align the users' health and align all the stakeholders

# reproducing the logo

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linehealth

The original typeface used was Asenine regular

linehealth

The first change to the typeface was to increase the spacing between characters.

linehealth

Then the height was altered to match the dot on the "i".

linehealth

Afterwards the top stroke of the "a" was removed.

linehealth

Finally "health" was given a grey tone to enhance legibility.

1 6 6 3 2 3 2 2 6 4 3

linehealth

5 5 5 5 5 5 5 5 5 5 5

● linehealth  
● linehealth  
● linehealth  
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● linehealth

## minimum size

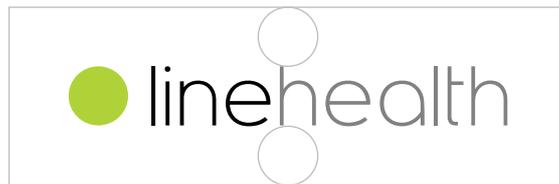


To preserve legibility, the logotype should never be printed smaller than 20mm wide and should never appear at less than 57pixels wide in digital formats.

# clear space

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The clear space around the logotype on all sides should be equal to the diameter of the green circle for maximum legibility and impact.



# the tagline

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The tagline is written in Century Gothic, with the "t"s altered to have only one horizontal stroke, on the right side, to tie in with the one on the logo. It's all written in pure back low caps. The whole sentence is aligned with the word "health", and the line spacing is equal to half x hight of the first line.



# using the logo

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The examples shown in the following pages illustrate acceptable uses of the linehealth logotype in various situations.

Against a white background the logotype may be shown in line green and black & line grey, black, or line grey, Against a very light background, the logotype should be shown in black, or line grey. The one exception to this would be the use of line green logotype in very dark value areas or pure white backgrounds.

The main attributes of the logo must never be changed. Things like the proportions, the lettering, the colors, the opacity, the spacing, are what define the logo, and changing it is losing it's identity, and the brands consistency. Please use the original version of the logo whenever possible, and when needed use one of the authorised alternative versions. Cmon. I'm asking nicely.

**DON'T CHANGE  
YOU REMEMBER  
DARE! USE ORIGINAL  
ROTATE OR LOGO, PLEASE  
CHANGE THE LOGOS,  
DIRECTION OF MARKS TO  
THE LOGO! BE CONSISTENT  
REDUCE THE  
OPACITY!**

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RING! EFFECTS!  
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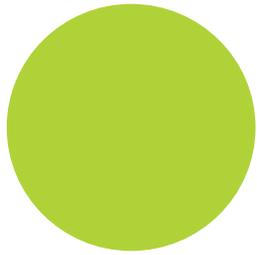
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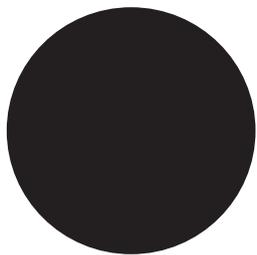
linehealth



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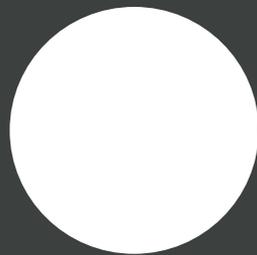
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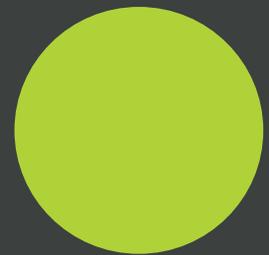
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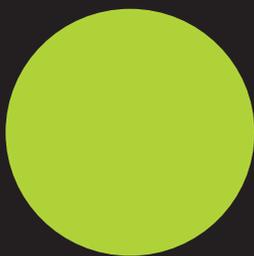
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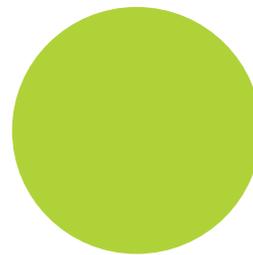
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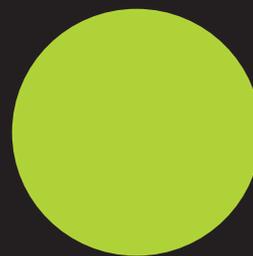


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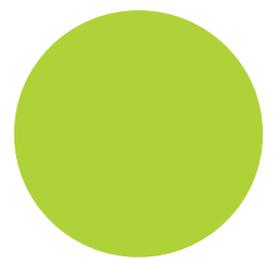
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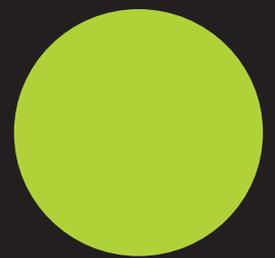
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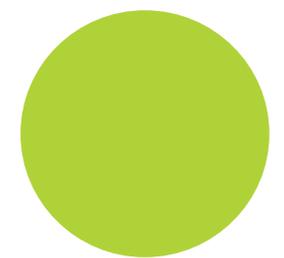
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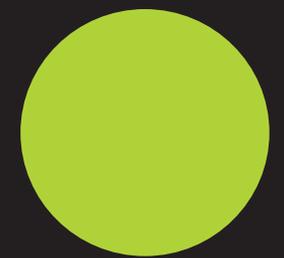


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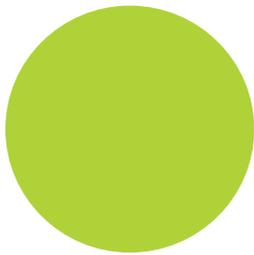


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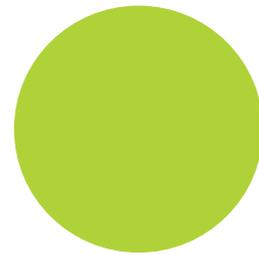
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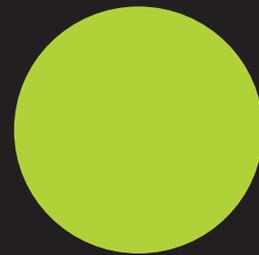
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# product lockups

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In the Line Health communication system the product lockups should relate to the logo, for a unified look. The green circle and "line" should remain as featured in the logo, with no alteration. The product name must be written in Century Gothic regular, in line grey, with the same X height as the rest. The spacing between "line" and the product name must be the same as between every character.

- lineapp
- linedispenser
- linemonitor
- linecloud
- linecareplan

# line badge

---

The green circle can be used outside the logo as a badge. It links the company to the message being communicated, without actually saying the company's name. It should be used in statements, quotes, links, and other similar forms of communication.

The correct way to use the line badge is very simple, as described in the image bellow. The text font must be Poppins light, written in line grey or pure black. The circle should be green. The diameter of the circle must be equal to the X height of the lettering, and the spacing between the circle and the textbox must be equal do the radius of the circle.

This system should only be used over white or very light backgrounds. In case of medium or very dark backgrounds, where at least one of the elements is not legible, the colors must be changed. The alternate colors for text are pure white and line green, as the circle can only be used in those same colors, although it should remain line green as much as possible.



- #linetalks
- @line\_health
- we are not elephants

# powered by line

---

In our short time as a company we've already created our fair share of events and initiatives. And in order to maintain the visual coherence, and establish the connection to the company, the names and logos of such events must be designed according to the Line Health visual communication system.

In short, the circle and the word "line" should always be the prefix of the names, and keep the original design. Then, the following word/words that complete the name must be drawn using the same guidelines and grids as the logo.

## linetalks

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One example is the inhouse initiative linetalks, where we provide open door lectures about various topics, by our guests or ourselves.

In this case, the circle and "line" remain unaltered, as they should, and the word "talks" was added. The "t", "a" and "l" were already present in the original logo, so they were rearranged, and the "k" and "s" were added. For the "s" the base of the design was Lato light, which was then adapted to fit the line style - the round edges were made straight. The "k" was completely designed from scratch, using the logo construction grid.

Linetalks aims to be able to stand on its own, and even though it relates to the company, it has its own set of communication rules. The logo must appear white over a green background, as much as possible, otherwise the alternative is pure black or pure white. Unlike the linehealth logo, this one must all be in the same color. All communication regarding linetalks must be written in Poppins or Century Gothic.



linetalks

● linetalks

● linetalks

○ linetalks

## black&white horizontal photo

the base of communication should always be an horizontal black and white photo, of the speaker or the subject

## white logo

in the case of the linetalks the logo must always be used in white over a green background



● linetalks

**Rodrigo Dias**  
from premium minds

supported by  
**Start UP**  
**Lisboa**

## white text

white text over the green circle provides maximum legibility; the font must be poppins bold, for the main title, semibold for the subtitle and medium for the "supported by"

## green circle

to create a typing area with good legibility, there should be added a green circle, with a multiply effect, as showed above



**typo-**  
**graphy**

## typography – san serif poppins

Poppins is the most important family of type in the Line Health Unified Visual Communications System. Although not being present in the logo, Poppins is used in other fundamental elements of identification, being the brand's primary typeface.

This typeface should be used in every web and mobile application, to create a clean and contemporary visual program. The cursive san-serif letterforms make it extremely legible, even at very small sizes.

Headings which accompany Poppins Light text settings are set in Poppins Bold. In certain situations Poppins SemiBold may be an appropriate alternative. Headings are set in upper and lower case.

---

A a A a

poppins light

poppins bold

---

poppins bold 14pt. light 10pt. bold 10pt.

poppins bold 14pt. light 10pt. bold 10pt.

### **Poppins Bold**

The main purpose of letters is the practical one of making thoughts visible. Ruskin says that all letters are frightful things, and to be endured only upon occasion, that is to say, in places where the sense of the inscription is of more importance than external ornament. This is a sweeping statement from which we need not suffer unduly; yet it is doubtful if there is art in individual letters. Letters in combination may be quite satisfying and in a well-composed page beautiful as a whole. The main purpose of letters is the practical one of making thoughts visible. Ruskin says that all letters are frightful things, and to be endured only upon occasion, that is to say, in places where the sense of the inscription is of more importance than external ornament.

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poppins light

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poppins regular

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abcdefghijklmnopqrstuvwxyz  
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poppins medium

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abcdefghijklmnopqrstuvwxyz  
1234567890\$ (&?!%.,:;-)

poppins semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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poppins bold

## typography – san serif century gothic

Century Gothic is the secondary family of type in the Line Health Unified Visual Communications System. Although not eligible for web or app forms, Century Gothic is used mostly in documents, like WordDocs and PowerPoints, either printed or on screen, being similar to the brand's primary typeface, which creates a unity between the two.

In addition, this typeface can be used in numerous media and in a variety of situations to create a clean and contemporary visual program. The cursive san-serif letterforms make it extremely legible, even at very small sizes.

Headings which accompany Century Gothic Regular text settings are set in Century Gothic Bold. Headings are set in upper and lower case. It is highly inadvisable to mix different typefaces in the same document.

---

The image displays two sets of the letters 'A' and 'a' in the Century Gothic typeface. The first set on the left shows the letters in the regular weight, while the second set on the right shows them in the bold weight. The letters are black and set against a white background.

century gothic regular

century gothic bold

---

century gothic bold 14pt. light 10pt. bold 10pt.

century gothic bold 14pt. light 10pt. bold 10pt.

### Century Gothic Bold

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#### Century Gothic Bold.

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century gothic regular

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1234567890\$(&?!%.,:;-)

century gothic regular italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890\$(&?!%.,:;-)**

century gothic bold italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890\$(&?!%.,:;-)**

century gothic bold

## typography – san serif avenir

Avenir is the alternative typeface to Century Gothic. It's not eligible for web or app forms, and should be used mostly in documents, either printed or on screen. Avenir is a smaller and more formal typeface, useful for large text documents, and anything with a serious tone to it.

In addition, this typeface can be used in numerous media and in a variety of situations to create a clean and contemporary visual program. The cursive san-serif letterforms make it extremely legible, even at very small sizes.

Headings which accompany Avenir Light text settings are set in Avenir Black. Headings are set in upper and lower case. It is highly inadvisable to mix different typefaces in the same document.

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avenir light

avenir black

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avenir black 14pt. light 10pt. black 10pt.

avenir black 14pt. light 10pt. black 10pt.

### **Avenir Black**

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abcdefghijklmnopqrstuvwxyz  
1234567890\$(&?!%.,;:-)

avenir light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$(&?!%.,;:-)

avenir book

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abcdefghijklmnopqrstuvwxyz  
1234567890\$(&?!%.,;:-)

avenir roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$(&?!%.,;:-)

avenir medium

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avenir heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
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avenir black

## typography – san serif helvetica neue

In case everything else fails use Helvetica Neue. This is the most reliable, trustworthy typeface available. No matter what, Helvetica Neue will always be there for you.

In addition, this typeface can be used in numerous media and in a variety of situations to create a clean and contemporary visual program. The cursive san-serif letterforms make it extremely legible, even at very small sizes.

Headings which accompany Helvetica Neue Light text settings are set in Helvetica Neue Bold. Headings are set in upper and lower case. It is highly inadvisable to mix different typefaces in the same document.

---

Aa Aa

helvetica neue light

helvetica neue bold

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helvetica neue bold 14pt. light 10pt. bold 10pt.

helvetica neue bold 14pt. light 10pt. bold 10pt.

### Helvetica Neue Bold

The main purpose of letters is the practical one of making thoughts visible. Ruskin says that all letters are frightful things, and to be endured only upon occasion, that is to say, in places where the sense of the inscription is of more importance than external ornament. This is a sweeping statement from which we need not suffer unduly; yet it is doubtful if there is art in individual letters. Letters in combination may be quite satisfying and in a well-composed page beautiful as a whole. The main purpose of letters is the practical one of making thoughts visible. Ruskin says that all letters are frightful things, and to be endured only upon occasion, that is to say, in places where the sense of the inscription is of more importance than external ornament.

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1234567890\$(&?!%.,;:-)

helvetica neue light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$(&?!%.,;:-)

helvetica neue ultralight

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$(&?!%.,;:-)

helvetica neue thin

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abcdefghijklmnopqrstuvwxyz  
1234567890\$(&?!%.,;:-)

helvetica neue regular

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abcdefghijklmnopqrstuvwxyz  
1234567890\$(&?!%.,;:-)

helvetica neue medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$(&?!%.,;:-)

helvetica neue bold

# letter from the CEO

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Olá! Eu sou o Diogo e vou escrever um texto muito lindo para pôr aqui. Aproveito este momento para dizer que a Joana é super maravilhosa e faz coisas muito lindas. Também aproveito para dizer que adoro esta fotografia, e gostaria de propôr que fosse a capa do brand book, e a imagem principal de toda a comunicação da empresa. Além disso, devíamos mudar o logo, e em vez de ter um círculo verde passava a ter um ananás. Adoro ananás.

Pensando bem, podíamos era passar a vender ananáses. É muito mais fácil de produzir, não é preciso moldes, é só montar uma estufazinha, na varanda ou assim. Bem que podíamos pedir uma sala ao Vasconcelos e fazer lá uma plantação de ananáses. Pensem nisso. PineHealth, it's that simple. Acho que resultava muito melhor. Comes vitaminas não tens doenças. Flawless.

Ai gosto tanto desta música! I've got you...under my skin. I've got you deep in the heart of me... Tenho-me sentado na sala de business. É fisce. Tem luz, não é como o meu corredor. Acho fico aqui. Trocamos, pode ser? Boa, ainda bem que concordam.

Bem acho que já chega.  
Com os melhores cumprimentos,

Diogo Ortega, CEO linehealth  
Outubro, 2015









