



# LifeWise

Where Knowledge and  
Nurture Change Futures

StL

**Purple**



**CMYK** 60 / 90 / 0 / 0  
**RGB** 134 / 51 / 153  
**HEX** 863399  
**Pantone** PMS 2593 C

**Blue**



**CMYK** 70 / 7 / 10 / 0  
**RGB** 54 / 176 / 201  
**HEX** 36B0C9  
**Pantone** PMS 631 C

**Green**



**CMYK** 55 / 0 / 100 / 0  
**RGB** 106 / 191 / 75  
**HEX** 6ABF4B  
**Pantone** PMS 360 C

**Yellow**



**CMYK** 0 / 35 / 85 / 0  
**RGB** 255 / 181 / 72  
**HEX** FFB548  
**Pantone** PMS 1365 C

**CMYK** // For use with any standard 4-color print process, including offset, inkjet, laser, color copiers, and any digital printing.

**RGB** // For use in any on-screen application, including websites, video, digital displays, ebooks, mobile apps, interactive kiosks, etc.

**Hexadecimal** // For use only when working in HTML and other interactive and web-based applications.

**Pantone** // For use with spot color and screenprinting output. These values are optically matched, and will not maintain perceptual accuracy if converted back to other color modes for use with other applications.

# Bauhaus

## Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890







Lifewise StL.org



Lifewise StL

If necessary, the horizontal version can be used without the butterflies.



The LifeWise STL logo should always be surrounded by an area of unused space, where no type or other visual elements are present.

When using the horizontal variation, the minimum space should be no less than the height of the yellow butterfly. When using vertical variation, the minimum space should be no less than the height of the green butterfly.

Minimum desired heights are listed below. The height refers to the size of the "L".



DO NOT DISTORT



DO NOT EMBELLISH



DO NOT INVERT OR CHANGE COLORS

