

Vida

Brand Guidelines

PARTNER VERSION

LAST UPDATE: AUGUST 2026

This section highlights both the reasoning and guidelines for using the Vida logo library to maintain consistency across a wide range of usage scenarios.

Logo

Wordmark

The Vida logotype is the primary expression of the brand and should be used whenever space allows. Its continuous forms communicate momentum, confidence, and a seamless health journey.



Symbol

The symbol exists as a supporting asset for constrained environments such as avatars, social icons, and product touchpoints. It should never replace the logotype where brand recognition is the primary objective.



Logo Suite

The following provides general guidance on when to use, or avoid using specific logos from our suite across different contexts.

Symbol



The standalone symbol is our secondary mark. Use in cases where space is constrained and the full Vida wordmark would not be legible. Ideal use is for favicons and social media avatars.

Wordmark



The standalone wordmark is our primary logo. It should be used across all branded materials. The only exception is when space is constrained and the logo would not be legible. In this case, use Vida’s standalone symbol.

Color Applications

The logo must always provide clarity, contrast, and compositional balance. Maintain a minimum contrast ratio for accessibility. Avoid the logo on highly saturated, busy, or multicolored areas.

The word "Vida" is written in a dark teal, cursive script font against a plain white background.The word "Vida" is written in a white, cursive script font against a solid dark teal background.The word "Vida" is written in a bright yellow, cursive script font against a solid dark teal background.

Clear Space

To keep the logo impactful, it needs room to breathe. Always maintain the minimum clear space around the mark to protect its presence and legibility across any layout. The counter of the “d” is our measuring tool.



Sizing

Minimum sizes are defined to preserve clarity. When scaling, ensure that the wordmark remains sharp and legible, the symbol's negative space retains its form, and the logo never dominates the composition.

As a rule of thumb, size for presence, not dominance.

×



×



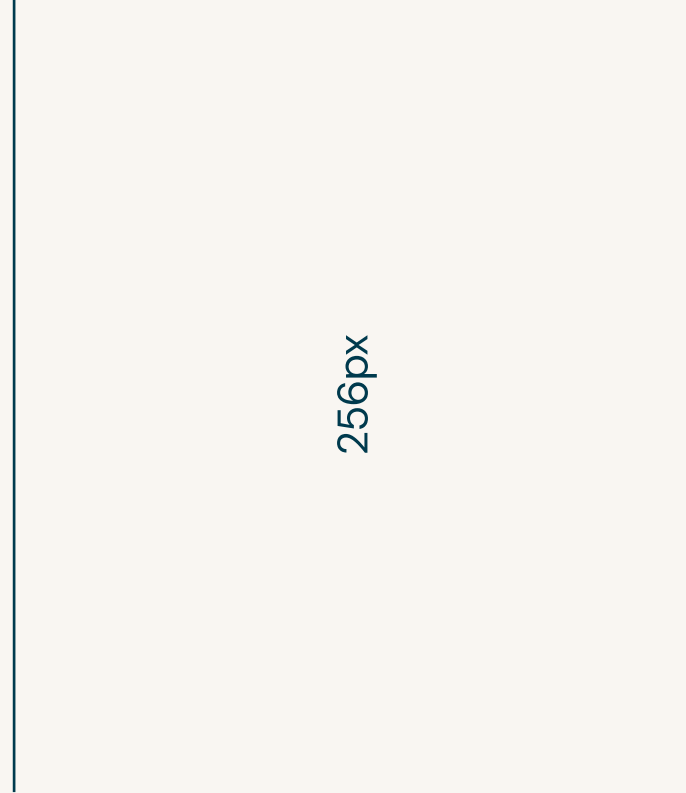
Vida



Vida



Vida

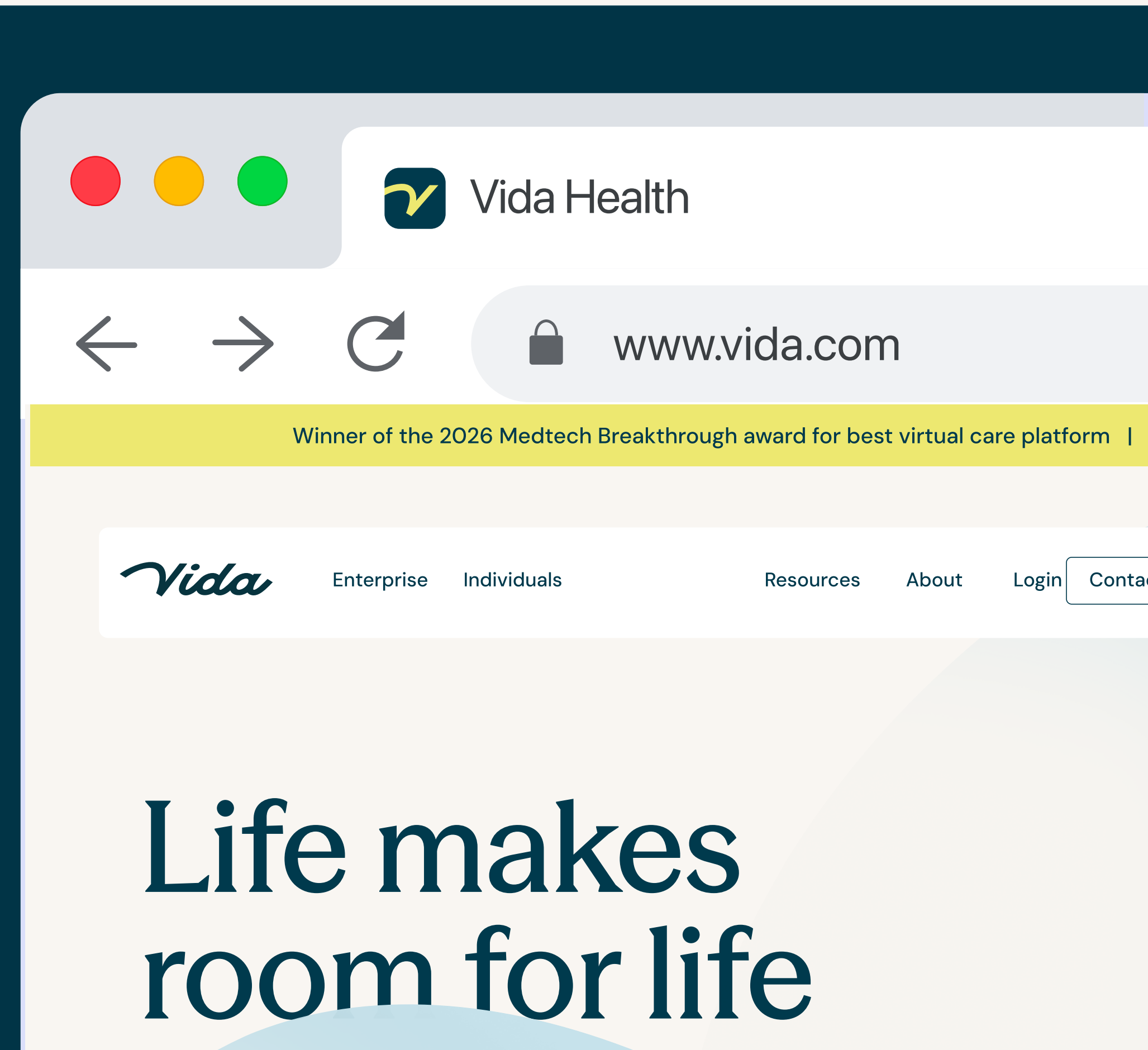
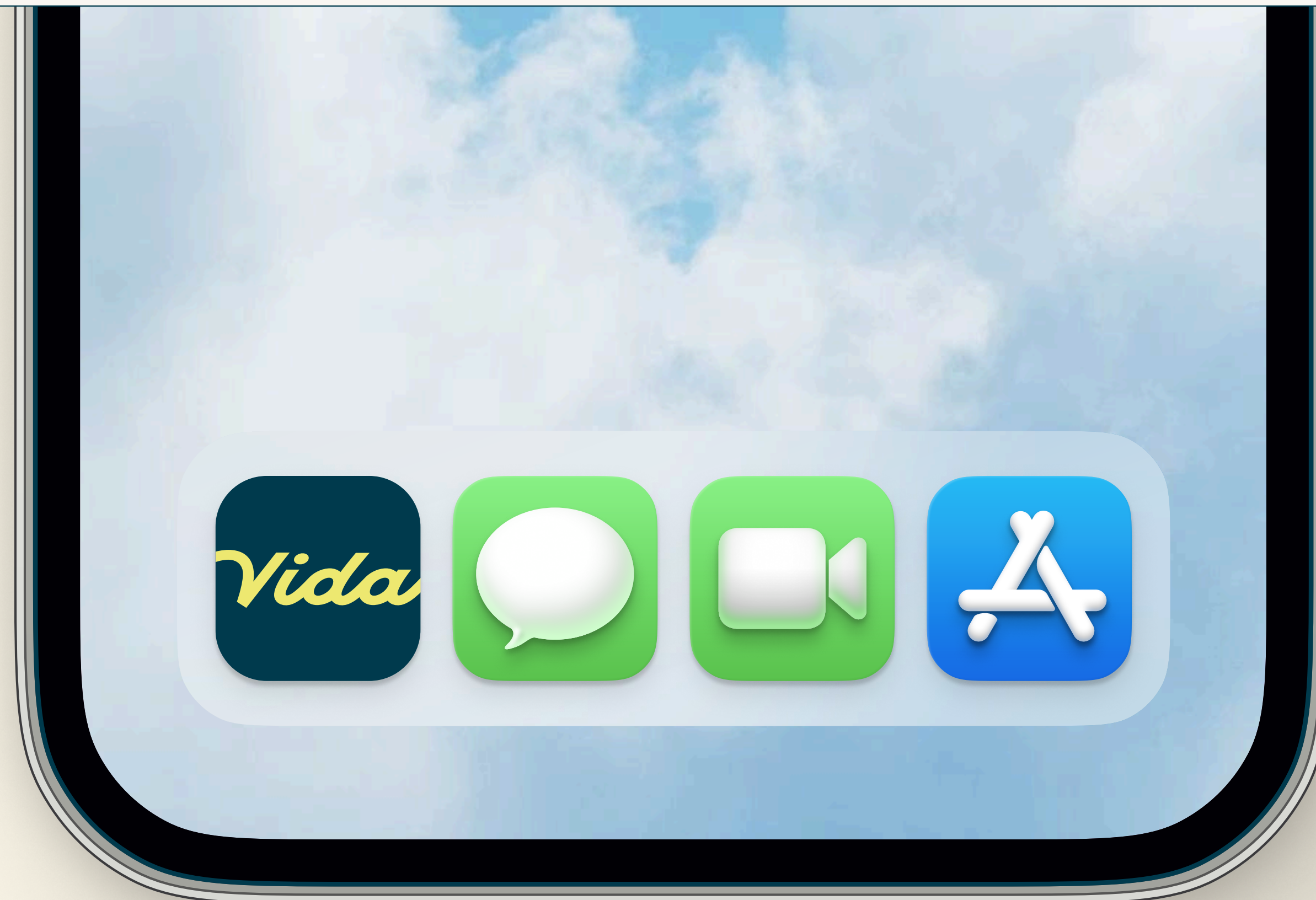


Vida



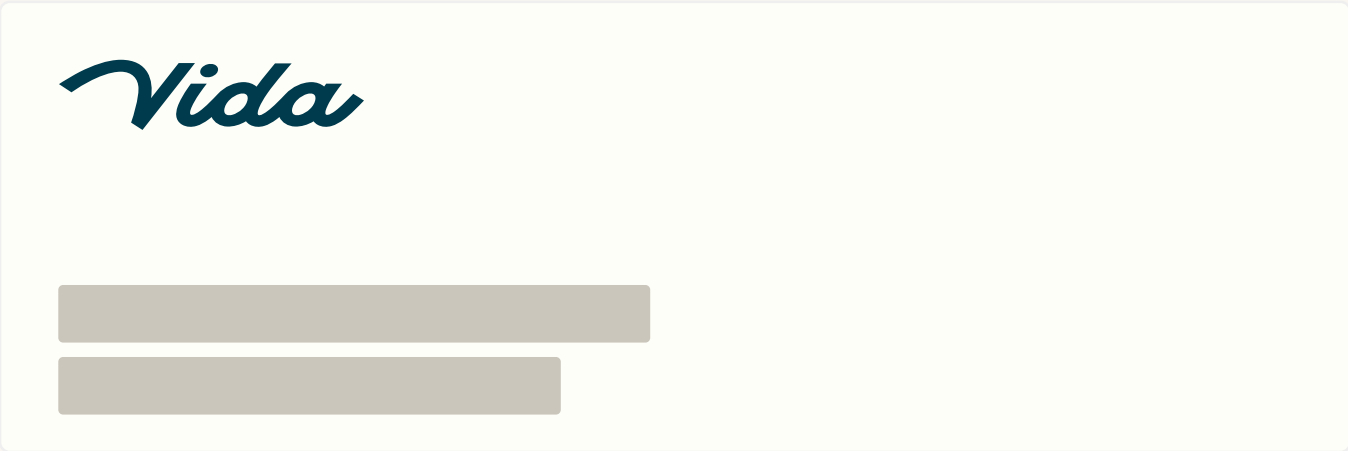
Avatars

For digital avatars, use the brand symbol alone. This ensures recognition at small sizes and across varied contexts. Use the circular version for social media and the square version for platforms like Slack or internal tools.



Placement

The logo must always be anchored to a clear part of the layout to maintain visual consistency and brand recognition. In most scenarios, it should be positioned in a corner of the page, typically top-left or bottom-right. However, in certain compositions, it may also be aligned with key content elements where appropriate. Regardless of placement, the logo should always feel intentional and integrated within the overall design.



Co-branding

Intentional co-branding is important to ensure consistency of the Vida brand. Use the primary logo and mark for co-branding purposes.

01



02



Logo Misuse

Misuse distorts the brand’s clarity and weakens trust. Avoid the following under all circumstances. The integrity of the mark should be preserved in every application.

✗ Do not outline the logo



✗ Do not apply drop shadows to the logo



✗ Do not pair the wordmark with the symbol



✗ Do not apply off brand colors to the logo



✗ Do not squash or stretch the logo



✗ Do not rotate the logo



Color

The color palette is a dynamic and flexible tool of the visual brand. Careful consideration is required to ensure the brand remains consistent in various contexts while preserving a sense of harmony.

Primary Palette

Our primary colors establish the core of the brand’s visual identity. Each color serves a distinct purpose, creating structure and emotional tone while maintaining harmony across print, digital, and environmental contexts.

CMYK values are based on GRACoL 2013 (CRPC6) and are provided as general commercial–print references. For color–critical production, use CMYK values appropriate to the printer's specified output condition.

Tidal

HEX: #003A4D
RGB: 0, 58, 77
CMYK: 91, 44, 24, 65
PANTONE: 309 C

Wind

HEX: #F9F6F2
RGB: 249, 246, 242
CMYK: 3, 3, 5, 0
PANTONE: NA

Swift

HEX: #EDE870
RGB: 237, 232, 112
CMYK: 10, 1, 66, 0
PANTONE: 610 C

Secondary Palette

The palette is designed to communicate vitality while remaining trustworthy. Primary colors establish recognition and consistency, while secondary colors introduce flexibility and emotional range. Most communications should rely heavily on the core palette. Brighter accents are reserved for spot illustrations, emphasis, interaction, and moments of celebration.

- Principles
- Lead with restraint.
 - Introduce accent colors intentionally.
 - Build consistency before expression.
 - Let color communicate hierarchy as much as emotion.

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CMYK: 10, 1, 66, 0
PANTONE: 610 C

Evergreen

HEX: #1E3E2B
RGB: 30, 62, 43
CMYK: 75, 34, 73, 70
PANTONE: 553 C

Pomegranate

HEX: #73003A
RGB: 115, 0, 58
CMYK: 9, 100, 14, 59
PANTONE: 222 C

Earth

HEX: #5A2D00
RGB: 90, 45, 0
CMYK: 10, 70, 94, 72
PANTONE: 477 C

Wind Shade

HEX: #F7EEDA
RGB: 247, 238, 218
CMYK: 4, 5, 15, 0
PANTONE: 7499 C

Water

HEX: #008DC5
RGB: 0, 141, 197
CMYK: 80, 27, 2, 3
PANTONE: 2925 C

Grass

HEX: #75C34E
RGB: 117, 195, 78
CMYK: 58, 0, 86, 0
PANTONE: 361 C

Lilac

HEX: #FDC0DF
RGB: 253, 192, 223
CMYK: 0, 33, 0, 0
PANTONE: 671 C

Peach

HEX: #FFCD9C
RGB: 255, 205, 156
CMYK: 0, 22, 41, 0
PANTONE: 712 C

Wind Tint

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Sky

HEX: #72D6FE
RGB: 114, 214, 254
CMYK: 51, 0, 0, 0
PANTONE: 311 C

Typography is an extremely important visual asset that influences the tone of the brand. Here, we outline the correct fonts to use at various levels of application, along with simple composition guidelines.

Typography

Primary Typeface

Typography carries much of Vida’s voice. Headlines create warmth and confidence while supporting type prioritizes clarity and accessibility.

Season Mix

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

0123456789 !@#\$%^&*?

AaBbCc

Headings

Our hierarchy system balances expressiveness with clarity. It directs readers on where to focus first, how information flows, and what is most important at any moment.

Guidelines:
H1: Use for primary hero statements.
H2–H4: Use for section introductions, campaign lines, and key highlights.

Headlines must be succinct, confident, and visually grounded.

Care that makes room for life

H1

Weight
Medium

Font Size
120px

Line Height
110%

Letter Spacing
–1%

Care that makes room for life

H2

Weight
Medium

Font Size
96px

Line Height
110%

Letter Spacing
–1%

Care that makes room for life

H3

Weight
Medium

Font Size
64px

Line Height
110%

Letter Spacing
–1%

Care that makes room for life

H4

Weight
Medium

Font Size
32px

Line Height
110%

Letter Spacing
–1%

Secondary Typeface

The pairing balances expressive character with functional readability, allowing communications to feel both human and credible.

DM Sans

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz 0123456789

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQ
qRrSsTtUuVvWwXxYyZz 0123456789

Semibold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQ
qRrSsTtUuVvWwXxYyZz 0123456789

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 0123456789

Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz 0123456789*

Medium Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQ
qRrSsTtUuVvWwXxYyZz 0123456789*

Semibold Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQ
qRrSsTtUuVvWwXxYyZz 0123456789*

Bold Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 0123456789*

AaBbCc

Paragraphs

- Guidelines:
- P1: Use large text for marketing or high visibility instances.
 - P2/P3: Apply standard paragraph styles.
 - P4: Reserve for dense or technical content, particularly UI-related material.

Ready to get started on your new healthy journey?
Visit us at [vidahealth.com](#)

P1	Weight Medium	Font Size 35px	Line Height 120%	Letter Spacing -2%
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Members were guided to the most appropriate core path, whether behavior change alone, GLP-1s, or lower-cost anti-obesity medications

P2	Weight Medium	Font Size 24px	Line Height 135%	Letter Spacing -2%
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Members were guided to the most appropriate core path, whether behavior change alone, GLP-1s, or lower-cost anti-obesity medications

P3	Weight Regular	Font Size 20px	Line Height 140%	Letter Spacing -1%
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Members were guided to the most appropriate core path, whether behavior change alone, GLP-1s, or lower-cost anti-obesity medications

P4	Weight Regular	Font Size 16px	Line Height 145%	Letter Spacing -1%
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Type Color Usage

Tidal is the default text color across neutral backgrounds—clear, confident, and the right choice for most brand surfaces. On Tidal backgrounds, a second approach is available: Swift or Wind can be brought in to emphasize headlines, with body copy always set in Wind. This keeps the system tonally harmonious while adding warmth and depth to the layout.

Email is the exception. On a Tint 10 background, headlines are set in Tidal, but subtitles and body copy shift to Neutral Shade 20. Tidal reads darker and higher-contrast on screen than it renders across email clients, and at body-copy sizes that can feel heavier than intended over long blocks of text. Neutral Shade 20 softens that weight while still meeting accessibility contrast requirements, keeping longer passages easy to read without competing with the headline.

These examples show how these three approaches sit side by side in practice.

 Background  Headline  Supporting

Life makes

One-on-one personal coaching
available from Vida Health
benefits, at no extra cost

Vida delivers personalized nutrition support for your state of health (SDoH) like culture, food access, and sustainable behavior change and better health outcomes from Vida Health as part of your comprehensive care. A dedicated health coach for personalized support. Your health coach will provide the support and advice you need.

Visit [Vida.com](#)

 Background  Headline  Supporting

Life makes

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Visit [Vida.com](#)

 Background  Headline  Supporting

EMAIL EXCEPTION

Life makes

One-on-one personal coaching
available from Vida Health
benefits, at no extra cost

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Visit [Vida.com](#)

Fallbacks

When our primary typefaces aren’t available, particularly in environments like Google Suite or as a client or partner creating internal assets to promote Vida, we recommend using approved alternatives to preserve the clarity and character of Vida’s typographic system.

These alternatives aren’t exact matches, but they carry forward the tone, structure, and intent of the original system.

BRAND

Use most often in design and marketing.

Aa

Season Mix

Aa

DM Sans

ALTERNATIVES

Use most often within the Google Suite.

Aa

Georgia

Aa

DM Sans

UNIVERSAL BACKUPS

Use only if brand and alternative typefaces are not supported.

Aa

Georgia

Aa

Helvetica

Fallback Usage

Use this fallback typography direction as a general guide. There is room for this to flex depending on the touchpoint and the context. Use your best judgment.

The tracking is tight but readable for headlines and subheads. The body copy is set for optimal readability with tracking tightened up and the leading opened up as needed.

The paragraph style can be centered or left-aligned, depending on the layout. Whenever possible try not to mix the paragraph style within a single touchpoint.

Eyebrow

DM Sans Bold
Tracking 4%

Headers

Georgia
Tracking -4% / Line Height 100%

Subheaders

Georgia
Tracking -3% / Line Height 120%

Body Text

DM Sans Regular
Tracking -1% / Line Height 140%

CTA

DM Sans Medium
Tracking -1%

WEIGHT LOSS

Life makes room for life

One-on-one personalized health coaching is now available from Vida Health as part of your company benefits, at no extra cost to you.

Vida delivers personalized nutrition support that meets members where they are, accounting for social determinants of health (SDoH) like culture, food access, affordability, health conditions, and personal preferences to drive sustainable behavior change and better health outcomes. One-on-one personalized health coaching is now available from Vida Health as part of your company benefits, at no extra cost to you. When you join Vida, you'll get your own dedicated health coach for personalized nutrition guidance and exercise tips that work for your day-to-day life. Your coach will provide the support and accountability to get you where you want to go.

Visit [Vida.com](#)

These guidelines are intended for use by the Vida team and our creative partners, including external agencies and collaborators. They exist to protect the integrity of the brand and ensure every expression, from UI to campaign, feels intentional, consistent, and unmistakably Vida.

If you’re ever unsure how to apply a visual element or interpret a system, return to this document as your source of truth.

For further clarification or support, please reach out to the Vida Brand Design team. We’re here to help guide consistency and collaboration as the brand evolves.

