

Live Healthy Chicago Brand Guide

"Stronger Hearts. Healthier Neighborhoods."

A complete reference for designers, developers, and communicators building on the Live Healthy Chicago identity. Use these guidelines to ensure every touchpoint is consistent, trustworthy, and community-centered.

Version	Maintained By	Site
1.0 – 2026	LHC Communications	livehealthychi.com

Mission & Purpose

Live Healthy Chicago exists to close the blood pressure gap in Chicago's most underserved neighborhoods by bringing care directly to the community. Our brand communicates three core values.



Urgency

Heart disease is the leading cause of death in Chicago's priority neighborhoods. Our communications reflect genuine concern without resorting to fear-mongering or clinical jargon.



Community Vitality

We meet people where they are — in churches, barbershops, and community centers. Our brand is warm, approachable, and celebrates the strength already present in these neighborhoods.



Institutional Trust

Backed by Rush University Medical Center and a 60+ partner coalition, our brand carries the weight of credibility. Every design decision reinforces reliability and professional integrity.

Color System

Our palette is drawn from the approved style guide. Click any swatch to copy the hex value.



Star Red

Primary action color. Use for CTAs, emergency health warnings, and community urgency messaging.



Trust Navy

Primary brand color. Navigation, headers, institutional messaging, and authority anchors.



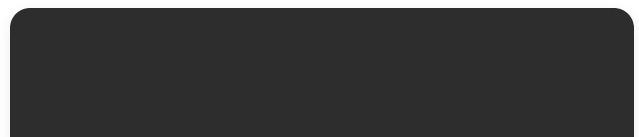
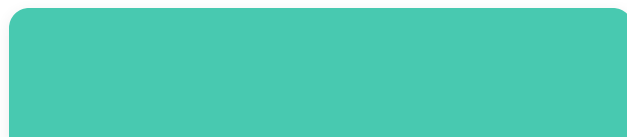
Sky Blue

#46B7E5



Vitality Yellow

#FFB81C





Neighborhood Teal

#48C9B0



Charcoal

#2D2D2D



Cool Gray

#A0AEC0



Soft Cloud

#F7FAFC

 **Star Red — Use For**

- Primary CTA buttons ("Register Now," "Check Your Numbers")
- Hypertensive crisis alerts
- Urgent health event promotions
- Section accent bars on dark backgrounds

 **Trust Navy — Use For**

- Navigation bars and sidebars
- Section headings and institutional titles
- Data visualizations and charts
- Body text on light backgrounds

 **Sky Blue — Use For**

- Sub-headlines and section labels
- Community-focused content blocks
- Interactive link states
- Progress indicators and tags

● **Vitality Yellow — Use For**

- Pressure Drop campaign materials only
 - Celebratory milestones or announcements
 - Highlight accents on very dark backgrounds
 - Never use as background for body text
-

Typography

Three typefaces work together to balance authority, approachability, and legibility across all contexts.

Stronger Hearts.
Healthier
Neighborhoods.

Montserrat
Typeface

Bold / Extra Bold (700–800)
Weight

H1, H2, Display
Usage

Google Fonts
Source

Primary Display

27 Priority Neighborhoods

Community Events · Coalition Partners · Local Resources

NAVIGATION LABEL · SECTION TAG

Poppins
Typeface

Medium / Semi-Bold (500–600)
Weight

H3, H4, Labels, Nav
Usage

Google Fonts
Source

High blood pressure — also called hypertension — affects nearly 1 in 3 adults in Chicago. Many people don't know they have it. That's why Live Healthy Chicago brings blood pressure checks directly into your neighborhood, through trusted community partners who live and work where you do.

Caption text, footnotes, and secondary information use the same typeface at reduced size and lighter color weight.

Open Sans

Typeface

Regular / Medium (400–500)

Weight

Body, Captions, Forms

Usage

Google Fonts

Source

Body Text

Display

Aa

52px / H1

Stronger Hearts

28px / H2

Section Headline

20px / H3

Sub-Headline

16px / Body

Regular body text with comfortable line height for readability at scale.

14px / Small

Secondary content, captions, and form field labels.

11px / Label

SECTION TAG · EYEBROW TEXT

APPROVED HEADLINE — DO NOT ALTER

**"Stronger Hearts. Healthier
Neighborhoods."**

— 04

Logo Usage

The Live Healthy Chicago logo exists in full-color (light backgrounds) and white-reversed (dark backgrounds) forms. Always maintain clear space equal to the height of the "L" in "Live" on all sides.



Full color on light background ✓ Preferred



White reversed on Trust Navy ✓ Preferred



White reversed on Star Red ✓ Use sparingly



White on Sky Blue △ Low contrast — avoid for primary use

✓ Do

- ✓ Use on white, light gray, or solid dark backgrounds
- ✓ Maintain minimum size of 120px wide in digital contexts
- ✓ Keep clear space equal to the logo height on all sides
- ✓ Use the approved CDN asset URL for consistency
- ✓ Stack with partner logos at equal visual weight

✗ Don't

- ✗ Stretch, skew, or alter aspect ratio
- ✗ Recolor or apply filters (except approved white reversal)
- ✗ Place on busy photographic backgrounds without a scrim
- ✗ Use at sizes below 80px wide
- ✗ Add drop shadows, outlines, or decorative effects

Iconography

All icons must be flat, minimalist SVGs. No gradients, shadows, or 3D effects. Icons are always colorable via CSS using `currentColor`.



Style: Flat & Minimalist

Use outline-style SVGs. Avoid filled icons with gradients, drop shadows, or 3D rendering. Consistent stroke weight of `2px`.



Implementation: Inline SVG

Use inline `<svg>` tags directly in HTML, or a library like `heroicons`. Do NOT use `` tags for icons — they can't be styled with CSS.



Coloring: `currentColor`

Set SVG `stroke` or `fill` to `currentColor`. Apply brand colors via CSS classes (e.g., `color: var(--star-red)`).



Default Size: 24×24px

Default icon size is `24×24px` (`w-6 h-6` in Tailwind). Scale proportionally to 16, 20, 32, or 48px for specific contexts.



Brand Integration

Apply brand colors via CSS variables: `var(--star-red)`, `var(--sky-blue)`, etc. Never hardcode hex values in SVG attributes.



Accessibility

Decorative icons: `aria-hidden="true"`. Functional icons (buttons without text): include `aria-label` or a visually-hidden label element.

Icon Size Scale



16px
Inline / Tag



20px
Button



24px
Default ★



32px
Feature Card



48px
Hero / Pillar

Voice & Tone

Our voice is consistent across all communications. Our tone adjusts based on context — warmer for community outreach, more authoritative for clinical partners.

Empowering, Not Alarming

We share facts that motivate action without creating fear. Every statistic is paired with what you can do about it. People have agency.

"You can lower your blood pressure — and we're here to help."

Plain Language, Always

We write for a community audience. No grant-writing jargon, no medical acronyms, no "silent killer" framing. Clear, direct sentences at a 6th–8th grade reading level.

"High blood pressure means your heart is working too hard. The good news: it's treatable."

Community-Centered

We talk about neighborhoods as places of strength, not deficiency. We celebrate the community partners, CHWs, and residents who are the backbone of this coalition.

"Englewood. Austin. Lawndale. Where your neighbors are leading the change."

Primary Audience: Community Members

Adults ages 30–65 in Chicago's 27 priority neighborhoods. Many are uninsured or underinsured. They respond to trusted messengers, practical information, and a sense of being seen and respected — not talked at.

Secondary Audience: Clinical & Coalition Partners

Healthcare providers, community organizations, public health officials, and institutional partners (Rush, CDPH, etc.). They expect credibility, evidence, and clear role definition. More formal tone is appropriate here.

Language Guide

Specific words and phrases that are approved, discouraged, or banned across all LHC communications.

⊗ Avoid These

"Silent Killer"

Fear-based framing that disempowers rather than motivates. Creates anxiety without offering agency.

"Death Gap"

Has been replaced with "Life Expectancy Gap" across all LHC materials to emphasize life over mortality.

"ASCVD" / Medical Acronyms

Alienates non-clinical audiences. Always spell out or use plain-language equivalents.

"Wicked Problem"

Grant-writing jargon that sounds academic. Community members don't relate to this framing.

"Underserved" (standalone)

Can feel othering. Prefer "priority neighborhoods" or name the neighborhood directly.

"Doom and gloom" stats

Statistics without a hopeful follow-through undermine the empowering tone of the brand.

✓ Use Instead

"Blood pressure that's too high"

Plain language that explains the condition without clinical or scary labeling.

"Life Expectancy Gap"

Approved replacement for "Death Gap." Focuses on years of life rather than mortality.

"High blood pressure" / "hypertension"

"Hypertension" is acceptable when paired with the plain-language equivalent on first use.

"Priority neighborhoods"

Signals intentional focus rather than deficit framing. Always pair with neighborhood names.

Named neighborhoods

Englewood, Austin, Lawndale — naming neighborhoods honors the community and builds specificity.

Action + hope pairing

Every challenging statistic is followed by what the community and LHC are doing about it.

Example Rewrites

BEFORE

"Hypertension is a silent killer affecting ASCVD risk in Chicago's underserved populations."



AFTER

"High blood pressure raises the risk of heart attack and stroke — and in priority Chicago neighborhoods, too many people don't know they have it."

BEFORE

"The death gap between Black and white Chicagoans is a wicked problem rooted in structural racism."



AFTER

"Black Chicagoans live up to 30 fewer years than residents on the North Side. We believe that gap can close — and Live Healthy Chicago is working neighborhood by neighborhood to close it."

UI Components

Reusable interface patterns used across livehealthychi.com. All components use Tailwind CSS classes or the CSS variables defined above.

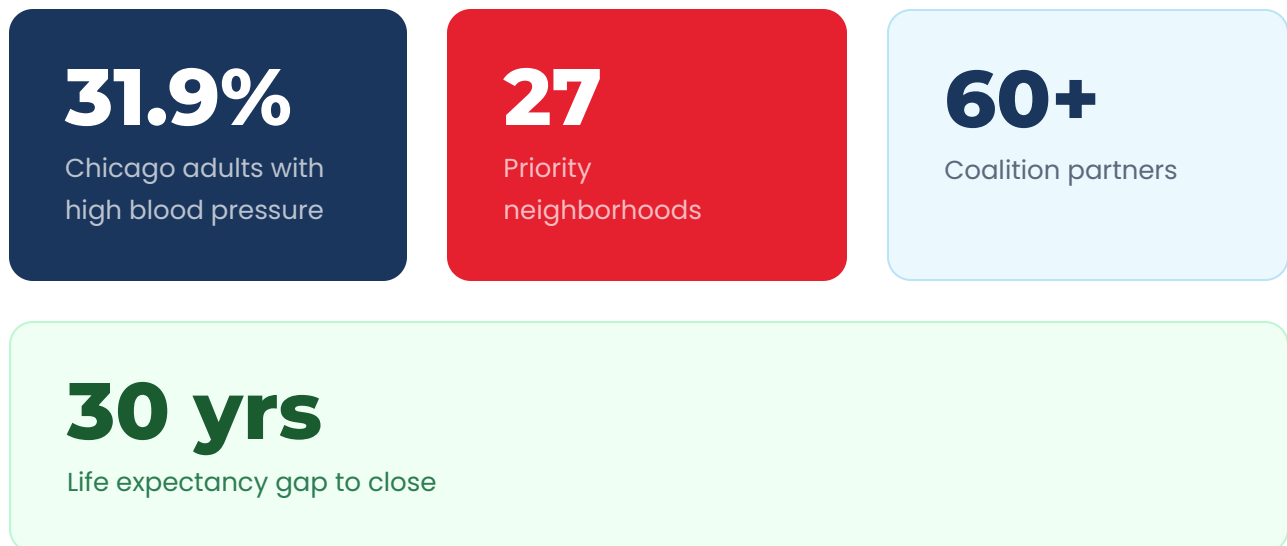
BUTTONS



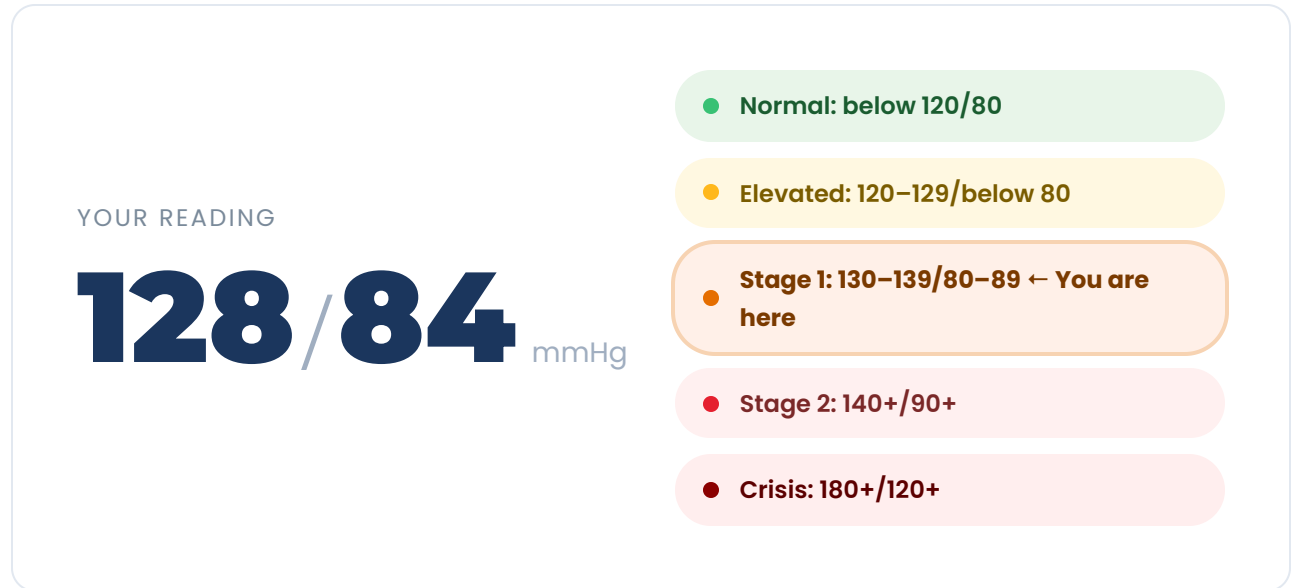
[Read the full story →](#)

Usage rules: Star Red filled = primary CTA (one per section max). Navy outline = secondary action. Sky Blue outline = informational action. Text link = tertiary / inline.

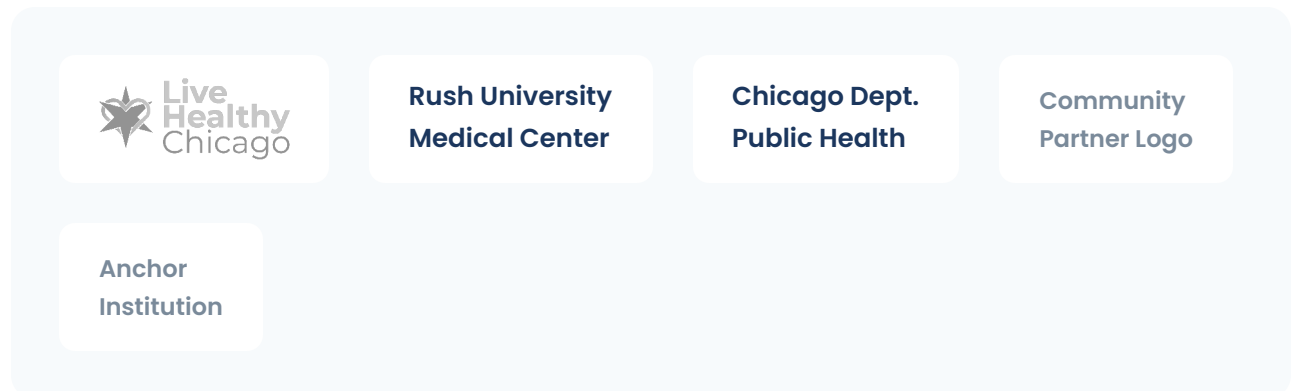
STAT CARDS



BLOOD PRESSURE DISPLAY



PARTNER LOGO TREATMENT



Partner logos display at equal size on a soft cloud background. Apply `grayscale(1)` with reduced opacity for visual cohesion.