



- Full ACLM Logo to appear with all elements of icon and typography intact, without modification.
- Color modifications other than black and white/grayscale as shown are prohibited.
- The icon is a registered trademark and must contain the circle R mark.
- Logo should appear on solid background, preferably white, with icon always in color. When logo appears on dark solid color, typography must be reversed in white to improve readability.
- Stacking the logo for space and fit is allowed as shown.
- Abbreviation is appropriate for social media platforms only and must be accompanied by full spelling within content or reference notes.
- There should be a minimum 0.125 inch spacing between the logo and any other type, image or graphic elements.
- In second case and for graphic emphasis, the icon may be displayed alone, if and only if, the full logo is also present on the same frame and it appears no smaller than half an inch in diameter and no larger than 4 inches square.

**FONT:**

Logo - Gill Sans | Content - Franklin Gothic



**Color Palette:**

- |                                                  |                   |
|--------------------------------------------------|-------------------|
| • Red 186 (R:200 G:16 B:46) (Hex C8102E)         | Social Connection |
| • Orange 1505 (R:255 G: 105 B:0) (Hex FF6900)    | Substance Abuse   |
| • Yellow 2006 (R:235 G: 188 B: 78) (Hex EBBC4E)  | Exercise          |
| • Green 2398 (R:0 G: 186 B:179) (Hex 00BAB3)     | Stress            |
| • Dark Green 3288 (R:0 G:130 B:100) (Hex 008264) | Nutrition         |
| • Blue 2196 (R:0 G: 105 B: 177) (Hex 0069B1)     | Sleep             |
| • Black 6 (R: 16 G:24 B:32) (Hex 101820)         |                   |
| • Gray is 40% Black 6                            |                   |



**Sub-Brands:**

Sub-brands are allowed for Member Interest Groups and Committees. Contact the Marketing Department to request custom creation of approved sub-brand logos. [lcasey@lifestylemedicine.org](mailto:lcasey@lifestylemedicine.org).

