

Brand Guidelines for Partners

PARTNER LOGO USE:

Always use the official version of the ACLM logo as provided through your signed partnership agreement, without modifying colors, dimensions, typography, or design elements. Ensure proper scaling and sizing across all applications to maintain the professional integrity of our brand.

The official ACLM font is Figtree.

Primary Colors

- Grounding Navy — RGB: 30, 30, 80 | Hex #1E1E50
- Clarity White — RGB: 250, 250, 250 | Hex #FFFFFF
- Gentle Linen — RGB: 251, 246, 233 | Hex #FBF6E9

Secondary Colors

- Social Red — RGB: 185, 40, 95 | Hex #B9285F
- Cautious Orange — RGB: 230, 130, 35 | Hex #E68223
- Active Yellow — RGB: 235, 188, 78 | Hex #EBBC4E
- Nutritious Green — RGB: 26, 140, 68 | Hex #1A8C44
- Calm Teal — RGB: 0, 185, 180 | Hex #00B9B4
- Restive Blue — RGB: 70, 105, 175 | Hex #4869AE

USING THE ACLM LOGO

- Use only the official logo files as provided — do not recreate or retype any logo elements.
- The logo may appear in full color on light/white backgrounds, or in white on dark backgrounds only.
- Do not use the full-color logo on dark or distracting backgrounds; do not use the white logo on light or distracting backgrounds.
- Maintain a clear safe area around the logo greater than the height of the letter “M” in “Medicine.”
- The icon is a registered trademark and must include the ® designation at all times.
- On websites and digital materials, the logo should link to lifestylemedicine.org.
- Use the primary horizontal logo as default. Use the stacked secondary logo when space is too narrow. Use the ACLM acronym logo only for small placements like social media or large-format signage.
- Do not alter colors, stretch or distort the logo, place it at an angle, or rearrange any elements.
- Do not create your own version of a partner logo by setting your organization’s name in text next to the logo.
- Do not use the logo as part of a URL, domain name, or keyword search.
- Do not use the logo in any way that implies ACLM endorses activity beyond the scope of your partnership.

BRAND IDENTITY & PERSONALITY

ACLM’s brand identity informs the tone and mood of every asset, ensuring consistency across all communications. Rooted in the Sage archetype, ACLM is a trusted authority—evidence-based and expert-driven; forward-thinking, rational, and visionary; human-centered and accessible in its passion for healing.

PILLAR USE

The lifestyle medicine pillar icons and descriptions may be freely used to create new resources and custom communications to advance standardization of the field.

