

LMP Brand Guidelines

LOGO AND DESIGN ELEMENTS

Updated August 2025

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01

Introduction

WHAT IS THE LABOR MANAGEMENT PARTNERSHIP?

The Labor Management Partnership (LMP) is jointly led and funded by Kaiser Permanente and two groups of Partnership unions, the Coalition of Kaiser Permanente Unions and the Alliance of Health Care Unions. Created in 1997, the Partnership brings together Kaiser Permanente workers, managers, and physicians at all levels of the organization. It is the largest and longest lasting partnership of its kind in the country. Our frontline unit-based teams (UBTs) are the engine of performance improvement at Kaiser Permanente, with union members, managers, dentists and physicians sharing information, responsibility and decision making.

We're stronger together — and together, we're achieving more than ever before.

[Read more about LMP.](#)



02

Our Logo

The LMP logo captures the essence of partnership. The logo is a treatment that combines a monogram with a logotype. In the monogram, each of the three LMP initials works with the others to create the whole. In the logotype, the word “partnership” supports “labor” and “management”—visually capturing the essence of partnership.

As an expression of the Labor Management Partnership’s core values, the logo is a very important asset. To maintain consistency, the following pages illustrate the correct usages of the logo and also provide examples of how not to use it.

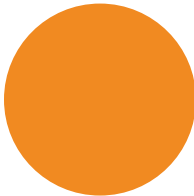
MONOGRAM AND LOGOTYPE

The LMP logo is a 2-color type treatment where the letterforms of LMP are combined to convey the idea that labor and management form a partnership.

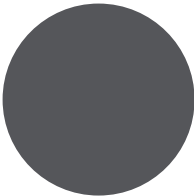


LMP monogram

the logotype



Pantone 144C
CMYK: 2 55 100 0
RGB: 241 138 33
HEX: #f08921



Pantone Cool Gray 11C
CMYK: 65 57 52 29
RGB: 85 86 90
HEX: #555659

02

Our Logo: Clear Space and Minimum Size

CLEAR SPACE

A defined amount of space around the logo should be kept clear of any other text, graphics, decorative trims, or borders. The optimal clear space is represented by “1x,” which is equivalent to the height of the logo.



MINIMUM SIZE

The logo should never be smaller than 0.25” (18 pixels) in height for readability issues.



02

Our Logo: Proper and Improper Uses

✓ PROPER USES



2-color:
Pantone 144C, Cool Gray 11C



1-color:
100% Black



2-color on dark background:
Pantone 144C, White



1-color on dark background:
White



Grayscale:
50% Black (LMP symbol)
85% Black (logotype)

✗ IMPROPER USES



Distorting the logo
(squeezing, stretching, etc.)



Changing the font of the logotype



Placing on top of a complex photo or image



Placing on a background without enough contrast



Adding an effect
(drop shadow, outer glow, etc.)



Changing the color of the LMP symbol or logotype



Creating a new arrangement of the logo's elements



Tilting or slanting

02

Our Logo: Placement

PREFERRED PLACEMENT

For materials intended for audiences within LMP, the preferred logo placement is: 1) the lower right hand corner; 2) the upper right hand corner.



Lower right hand corner



Upper right hand corner

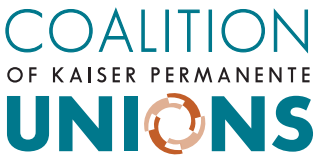
02

Our Logo: Co-branding

COMBINING LOGOS

For materials intended for audiences within the LMP, there may be times when the LMP logo will need to appear with our partner logos: Kaiser Permanente, the Coalition of Kaiser Permanente Unions and Alliance of Health Care Unions. The following pages illustrate the correct usages of when to use the LMP logo by itself and when to co-brand it with our partner logos.

OUR PARTNER LOGOS



02

Our Logo: Co-branding with All Unions

ALL UNIONS AND EXTERNAL AUDIENCES

When communicating with all Partnership unions, or audiences outside of Kaiser Permanente, the LMP logo is to be used by itself without our partner logos.



PowerPoint presentation for PSP Palooza



UBT Health and Safety champions flier



Social media slide for flu prevention campaign

02

Our Logo: Co-branding with the Coalition of Kaiser Permanente Unions

INTERNAL AUDIENCES

For materials intended for internal audiences within the Coalition of Kaiser Permanente Unions, the LMP logo will need to appear with both the Kaiser Permanente and the Coalition of Kaiser Permanente Unions logos. The following pages illustrate the correct usages of when to combine the LMP logo with this specific partner.

✓ PROPER USES



Full color



1-color: 100% Black



1-color on dark background: White

✗ IMPROPER USES



Changing the order of the logos



Stacking the logos

02

Our Logo: Co-branding with the Coalition of Kaiser Permanente Unions (continued)

DESIGN EXAMPLES

Here are examples of collateral intended for Coalition union audiences.



PowerPoint presentation for PSP Goals and Metrics



Joint Staffing Resources cover page



Performance Sharing Program email banner

02

Our Logo: Co-branding with Alliance of Health Care Unions

INTERNAL AUDIENCES

For materials intended for internal audiences within Alliance of Health Care Unions, the LMP logo will need to appear with both the Kaiser Permanente and Alliance of Health Care Unions logos. The following pages illustrate the correct usages of when to combine the LMP logo with this specific partner.

✓ PROPER USES



Full color



1-color: 100% Black



1-color on dark background: White

✗ IMPROPER USES



Changing the order of the logos



Stacking the logos

02

Our Logo: Co-branding with Alliance of Health Care Unions (continued)

DESIGN EXAMPLES

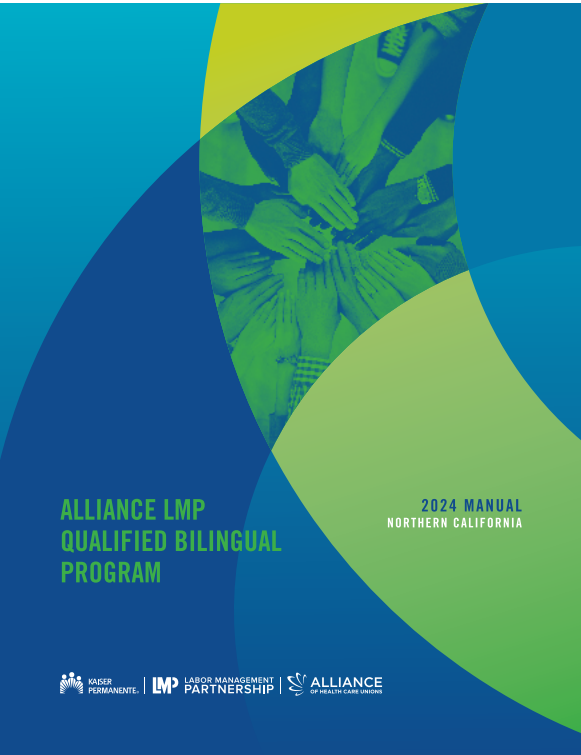
Here are examples of collateral intended for Alliance union audiences.



APSP Goal templates



UBT Health Equity Toolkit



Qualified Bilingual Program

02

Our Logo: Choosing File Formats

FILE FORMATS

The LMP logo is available in the following file formats; visit LMPartnership.org/tools and click on **LMP** logo. These files are available in color and in black and white.

EPS: Vector format to produce high-resolution graphics for print.

TIF: Widely used image format for printed material; does not use compression, therefore does not lose image information; typically preferred for print projects and not recommended for web.

JPG: This compressed file requires less memory; used for web, email and multimedia such as PowerPoint presentations; better color accuracy than PNGs or GIFs.

PNG: Small file format; used for web, email and multimedia such as PowerPoint presentations; more colors than a GIF; has option of saving with a transparent background.

GIF: Smallest file format; uses minimum information needed to render a graphic; used for web and multimedia such as PowerPoint presentations; has option of saving with a transparent background; can be used for simple animations on the web.

CHOOSING FILE FORMATS

PROGRAM	PREFERRED FORMATS
PowerPoint on screen	jpg, png, gif
PowerPoint to print	tif, jpg
MSWord on screen	jpg, png, gif
MSWord to print	eps, tif
Excel	jpg, png, gif
Microsoft Publisher	tif, jpg
Web	jpg, png, gif

For professionally printed materials, check with your printer for preferred format specifications.

USE OF THE UNION BUG IN OFFSET PRINTING

For professionally printed materials, you must use a union printer. Please communicate with the printer and make sure the bug is positioned prominently on the back cover or bottom front of the piece. It is essential that the union bug is visible on any printed piece for the LMP.

03

Design Elements

USE OF TYPOGRAPHY AND COLOR

This section provides specifications for typography, colors and imagery. Following these guidelines will help ensure that each graphic element reinforces LMP’s identity in a clear and consistent way.



Ready, Set, Goals

Use these huddle messages to help your team meet goals for the Performance Sharing Program (PSP).



Get Ready: Start with the Basics.

The PSP is part of the national agreements negotiated between Kaiser Permanente and the Partnership unions. Ensure your teams are aware of their PSP goals.

The Coalition’s PSP goals — set by management and labor — are KP-wide and run from 2024 to 2027. They are:

- » Attendance
- » Controlling high blood pressure
- » HCAHPS — Likelihood to recommend¹
- » CAHPS — Meteor care experience²
- » Flu vaccination rate

Use the [Coalition PSP fact sheet](#) to communicate these goals.

The Alliance’s PSP goals are set by management and labor in each market. They are:

- » Affordability
- » Attendance
- » Quality
- » Service
- » Workplace safety

Use the [PSP affordability goal template](#) to highlight the top goal.



Get Set: Own the Goals.

Help your team meet PSP goals and metrics. Show the value of unit-based teams — improve care, help KP succeed, and get rewarded for it. This is a win for everybody.



Go: Lead the Way.

You’ve got the goals and the know-how — now rally your team. Launch UBT projects that drive results. Deadlines are coming fast. Every step takes us closer to our goals and payouts.



PRO TIP

Visit www.LMPartnership.org to find PSP tools and resources:

- » [Coalition how-to guide](#)
- » [Alliance how-to guide](#)

1 Service goal is split between HCAHPS and CAHPS in Hawaii, Northern California, Northwest and Southern California.
2 Only CAHPS goal applies to Colorado, Mid-Atlantic States and Washington.

03

Design Elements: Typography — Primary Fonts

When creating LMP materials — PowerPoints, brochures, posters, etc. — use the Trade Gothic and Gotham fonts if they are available on your system. If they are not, please use Avenir and Arial as substitutes (*see next pages*).

TRADE GOTHIC

Trade Gothic is a sans serif font that is the LMP branded font and the preferred font family to use for body copy and smaller text because of it's great readability. The condensed versions also work well for headers and subheads.

Trade Gothic Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%\$^&*()_+<=>?:",

Trade Gothic Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%\$^&()_+<=>?:",*

Trade Gothic Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%\$^&*()_+<=>?:",

Trade Gothic Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%\$^&()_+<=>?:",*

Trade Gothic Bold No.2
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%\$^&*()_+<=>?:",

Trade Gothic Bold No.2 oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%\$^&*()_+<=>?:",

Trade Gothic Condensed No. 18
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%\$^&*()_+<=>?:",

Trade Gothic Condensed No. 18 Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%\$^&()_+<=>?:",*

Trade Gothic Bold Condensed No. 20
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%\$^&*()_+<=>?:",

Trade Gothic Bold Condensed No. 20 Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%\$^&*()_+<=>?:",

03

Design Elements: Typography — Primary Fonts (continued)

GOTHAM

Gotham is another san serif font family that works well with creating emphasize such as headlines and subheadlines.

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()_+-=<>?:",

Gotham Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&()_+-=<>?:",*

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()_+-=<>?:",

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&()_+-=<>?:",*

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()_+-=<>?:",

Gotham Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&()_+-=<>?:",*

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()_+-=<>?:",

Gotham Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&()_+-=<>?:",*

Gotham Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()_+-=<>?:",

Gotham Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()_+-=<>?:",

03

Design Elements: Typography — Alternative Fonts

AVENIR

Avenir is the Kaiser Permanente branded font family and can be used when Trade Gothic and Gotham are not available.

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

Avenir Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

Avenir Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

Avenir Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

Avenir Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

Avenir Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

03

Design Elements: Typography — Alternative Fonts (continued)

ARIAL

Arial is a Microsoft system font and should only be used when no other font is available, primarily used in Microsoft applications such Word, Powerpoint and Excel.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

Arial Narrow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

Arial Narrow Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

Arial Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

Arial Narrow Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+<=>?:",

03

Design Elements: Color

PRIMARY COLORS

Below are the colors to be used on collateral materials.



Pantone 144C
CMYK: 2 55 100 0
RGB: 241 138 33
HEX: #F08921



Pantone Cool Gray 11C
CMYK: 65 57 52 29
RGB: 85 86 90
HEX: #555659



Pantone Black
CMYK: 70 66 70 83
RGB: 20 17 11
HEX: #14110B

ACCENT COLORS

These colors can be used as accents in conjunction with the colors above.



Pantone 294C
CMYK: 100 85 30 22
RGB: 0 46 109
HEX: #002E6C



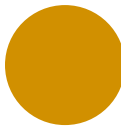
Pantone 3125C
CMYK: 95 2 22 0
RGB: 0 172 200
HEX: #00ABC7



Pantone 123
CMYK: 0 24 94 0
RGB: 255 196 37
HEX: #FFC425



Pantone 2727C
CMYK: 77 50 0 0
RGB: 37 124 225
HEX: #257CE1



Pantone 7550C
CMYK: 17 45 100 1
RGB: 210 144 0
HEX: #D29000



Pantone 361C
CMYK: 76 4 100 0
RGB: 255 131 0
HEX: #3CAD2B



Pantone 389C
CMYK: 25 0 100 0
RGB: 205 222 0
HEX: #CCDD00



Pantone 7452C
CMYK: 51 38 0 0
RGB: 125 147 219
HEX: #7D93DB



Pantone 3145C
CMYK: 87 29 62 11
RGB: 0 127 111
HEX: #00748D



Pantone 470C
CMYK: 26 70 97 16
RGB: 166 90 42
HEX: #A65A2A

✕ COLORS TO AVOID

Please avoid any use of colors in the red or purple family.

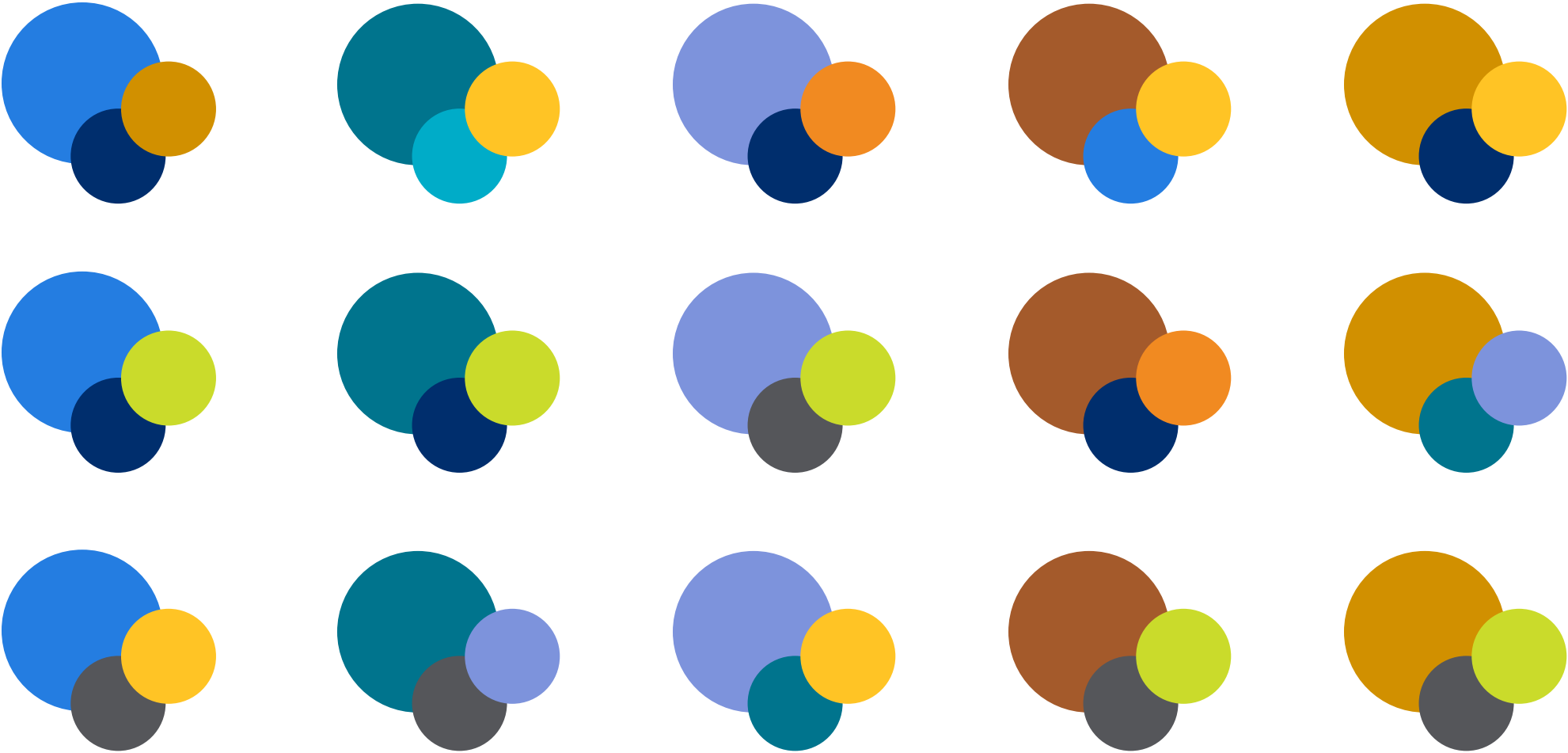


03

Design Elements: Color (continued)

COLOR COMBINATIONS

Refer to these color combination suggestions below, integrating the new colors.



03

Design Elements: Color (continued)

ADA COMPLIANCE

Refer to these colors that provide maximum contrast, including enough contrast between content and the background, so that text and non-decorative images are legible for anyone with low vision or color deficiencies.

✓
#F08921

✓
#00ADC7

✓
#FFC425

✓
#3CAD2B

✓
#CCDD00

✓
#D29000

✓
#7D93DB

Black type on approved colored background

✗
#555659

→

✓
#949599

✗
#257CE1

→

✓
#5499E8

✗
#A65A2A

→

✓
#D38250

Black type on adjusted colored background

✗
#14110B

✗
#002E6C

✗
#00748D

Avoid these colors for black type

03

Design Elements: Color (continued)

ADA COMPLIANCE

✓

#14110B

✓

#555659

✓

#002E6C

✓

#00748D

✓

#A65A2A

White type on approved colored background

✗

#00ADC7

→

✓

#00778A

✗

#F18921

→

✓

#A8590B

✗

#D29000

→

✓

#9E6C00

✗

#3CAD2B

→

✓

#24651A

✗

#7D93DB

→

✓

#4766CD

✗

#257CE1

→

✓

#1B6BC5

White type on adjusted colored background

✗

#FFC425

✗

#CCDD00

Avoid these colors for white type

03

Design Elements: Color (continued)

ADA COMPLIANCE

✓
#14110B

✓
#555659

✓
#002E6C

✓
#00748D

✓
#A65A2A

Approved colored type on white background

✗
#00ADC7

→

✓
#00778A

✗
#F18921

→

✓
#A8590B

✗
#D29000

→

✓
#9E6C00

✗
#3CAD2B

→

✓
#24651A

✗
#7D93DB

→

✓
#4766CD

✗
#257CE1

→

✓
#1B6BC5

Adjusted colored type on white background

✗
#FFC425

✗
#CCDD00

Avoid these colors on white background

03

Design Elements: Color (continued)

ADA COMPLIANCE

✓

#14110B

✓

#555659

✓

#002E6C

✓

#00748D

✓

#A65A2A

Approved colored type on tinted background

✗

#00ADC7

→

✓

#00778A

✗

#F18921

→

✓

#A8590B

✗

#D29000

→

✓

#9E6C00

✗

#3CAD2B

→

✓

#24651A

✗

#7D93DB

→

✓

#4766CD

✗

#257CE1

→

✓

#1B6BC5

Adjusted colored type on tinted background

✗

#FFC425

✗

#CCDD00

Avoid these colors on tinted background

03

Design Elements: Icons

STYLIZED SET

These are to be used for main topics or ideas.



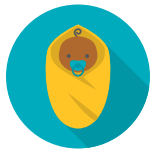
Affordability/money



Agreement/trust



Approved/positive result



Baby: African American



Baby: Asian



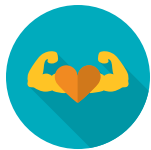
Baby: Caucasian



Bee/pollinate



Calendar/schedule



Challenge/strength



Checklist



Comics/Super Scrubs



Communication



Computer



Customize



Document/bulleted list

03

Design Elements: Icons (continued)

STYLIZED SET



Education



E-store/shopping



Exercise/weights



Eye drops



Food service



Gear/performance



Glasses



Graph/decrease



Graph/improvement



Infrastructure



Job Aid



Launch/implement



Learning skills



Light bulb/idea



Link/close loop

03

Design Elements: Icons (continued)

STYLIZED SET



Magazine/read



Mail order pharmacy



Measure/precision



Medical visit/screening



Meditation/yoga



Meeting icebreaker



Metrics/data



Outdoor/adventure



Patient/injury



Pharmacy/medicine



Postcard/mail



Poster



Powerpoint



Protection/prevention



Puzzles/games

03

Design Elements: Icons (continued)

STYLIZED SET



Quality/award



Reports/folders



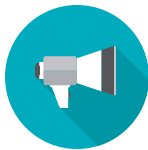
Salad/healthy eating



Savings



Search/look



Share/speak up



Smoking/bad habits



Snapshot/hobby



Steps/progress



Stress/signs of stress



Target/goal



Team members



Template



Thumbs up/satisfaction



Time

03

Design Elements: Icons (continued)

STYLIZED SET



Treasure



Tools



UBT



Vaccination



Video



Workplace safety




Write/tip sheet


03

Design Elements: Icons (continued)


SIMPLE SET


These are to be used for specific or sub topics.







Affordability/money







Arrow: down







Arrow: left







Arrow: right







Arrow: up







Bee/pollinate







Bell/reminder







Brainstorm







Briefcase







Calendar/schedule







Caution/hazard







Celebrate







Checklist





Comics/Supper Scrubs



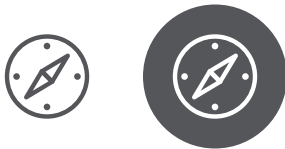


Communication

03

Design Elements: Icons (continued)

SIMPLE SET



Compass/direction



Computer search



Contact/call



Contracts/agreements



Demographic: adult



Demographics: baby



Demographic: child



Deep breath



Degree/certificate



Delivery/ship



Download



Education



Emoji: angry



Emoji: happy

































Emoji: sad

03

Design Elements: Icons (continued)































SIMPLE SET

 	 	 	 	 
E-store/shopping	Examine/lab equipment	Fish/healthy protein	Focus/view	Gallery
 	 	 	 	 
Give	Glove	Go	Graph/data	Graph/decrease
 	 	 	 	 
Healthy food	Heart/love	How-to guide	Ideas	Inpatient

03

Design Elements: Icons (continued)































SIMPLE SET

 	 	 	 	 
Key	Kudos board	Launch/implement	Leader/leadership	Light bulb/idea
 	 	 	 	 
Listen	Location	Magazine/brochure	Medical visit/screening	Meeting icebreaker
 	 	 	 	 
Needle/shot	News	Notebook	Outpatient	Patient safety

03

Design Elements: Icons (continued)































SIMPLE SET

 	 	 	 	 
Pay/reimbursement	Performance/gear	Post	Postcard	Posters
 	 	 	 	 
Powerpoint	Precision/measure	Present/presenter	Print	Protection/prevention
 	 	 	 	 
Puzzles/games	Quality/award	Questions/unsure	Receive	Savings

03

Design Elements: Icons (continued)





























SIMPLE SET

 	 	 	 	 
Search	Self aware	Service	Share/spread	Shoe/running
 	 	 	 	 
Skills/training	Snapshot	Sponsorship	Sports/exercise	Star
 	 	 	 	 
Steps/progress	Stop/caution	Support individual	Support love	Target/goal

03

Design Elements: Icons (continued)

SIMPLE SET

 	 	 	 	 
Team	Templates	Test/experiment	Time	Thumbs down/dislike
 	 	 	 	 
Thumbs up/like	Tip/attachment	Tools	Total health/strength	Upload
 	 	 	 	
Video	Wellness/meditation	Workplace safety	Write/tip sheet	

For additional or custom icons, please contact Stoller Design Group at: tia@stollerdesigngroup.com.

04

Photography

THE LMP PHOTO LIBRARY

In keeping with our journalistic style, our photos portray our employees and care providers engaged in their work, in their workplace — “real people doing real things,” from caring for patients, checking them in, and giving shots to filing, typing at the computer or dishing up food in a cafeteria. We prefer candid shots over posed photographs, although portraits are included in the mix. Whether candid or posed, expressions on people’s faces should be relaxed and natural; big smiles are appropriate for a photograph of a celebration, but otherwise often seem staged or forced.

National LMP Communications maintains an extensive photo library that is being added to frequently.

For access, please contact:
Imp-communications@kp.org.



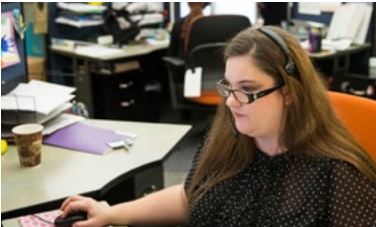
04

Photography: Categories

There are many different categories in the photo library for LMP communications. For instance, the Alliance and Coalition have their own category of photos.



Alliance unions



Coalition unions



Healthy Workforce



Bargaining and conferences



Workplace and meetings



Historical



Portraits



Objects

04

Photography: Improper Uses

The following things should be avoided when using photography in LMP communications.

✖ IMPROPER USES



Poor quality or pixelated



Awkward cropping



Bored or unhappy



Distorting by stretching or squeezing



Objects unrelated to health care



Unapproved stock imagery



Dark or poor lighting

Contact Information

**FOR GENERAL QUESTIONS, DESIGN ASSISTANCE,
TECHNICAL ISSUES AND PHOTO LIBRARY**

Email: Imp-communications@kp.org