LMP
Style Guide

Logo and design
elements

01

Introduction

**WHAT IS THE
LABOR MANAGEMENT PARTNERSHIP?**

The Labor Management Partnership (LMP) is an agreement between Kaiser Permanente and the Coalition of Kaiser Permanente Unions to work together collaboratively. Created in 1997, it is the largest and longest-lasting partnership of its kind in the country. It includes more than 110,000 union members in 28 locals, 14,000 managers and nearly 18,000 physicians.

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.

Our Logo

PROPER LOGO USAGE

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.

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Logo Usage

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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 **LABOR MANAGEMENT PARTNERSHIP**

LMP monogram   the logotype

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

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

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.

1X

1X   **LMP** **LABOR MANAGEMENT PARTNERSHIP**   1X

1X

MINIMUM SIZE

The logo should never be smaller than 0.25" in height for readability issues.

0.25" **LMP** **LABOR MANAGEMENT PARTNERSHIP**

Logo Usage: Variations

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COMBINING LOGOS

For materials intended for audiences outside of Kaiser Permanente, the LMP logo may need to appear with the Kaiser Permanente, the Alliance of Health Care Unions, and/or the Coalition of Kaiser Permanente Unions logos. In this case, we recommend the placement below, as it creates visual balance by putting the more horizontal logos on either side and the Alliance and Coalition logo, which is more compact, in the center.

lockup with three logos

lockup with three logos

Logo Usage

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✅ PROPER USES

Whether using the LMP logo with or without the tagline, please refer to the guide on this page for correct and incorrect usage.

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

1-color:
Pantone Cool Gray 11C

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

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

1-color on dark background:
White

❌ IMPROPER USES

Distorting the logo
(squeezing, stretching, etc.)

Changing the font of the logotype

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

Creating a new arrangement of the logo's elements

Placing on top of a complex photo or image

Placing on a background without enough contrast

Changing the color of the LMP symbol or logotype

Tilting or slanting

Logo Usage

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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.

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

EPS: Ensures highest possible output quality; this is the original file format (Adobe Creative Cloud).

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

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 transparent background; can be used for simple animations on the web.

CHOOSING FILE FORMATS

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

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Design Elements

USE OF TYPOGRAPHY, COLOR AND PHOTOGRAPHY

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.

Typography: Preferred Fonts

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When creating LMP materials — PowerPoints, brochures, posters, etc. — use the Avenir and Garamond fonts if they are available on your system. If they are not, please use Arial and Times New Roman (see next page).

AVENIR

Using different weights and sizes of one font allows for maximum flexibility while keeping our materials clean and simple.

Avenir 35 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+-=<>?:",

Avenir 35 Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+-=<>?:",

Avenir 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+-=<>?:",

Avenir 85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+-=<>?:",

GARAMOND

Garamond can be used in conjunction with Avenir as a text font.

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

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

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

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

Typography: Substitute Fonts

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ARIAL

When Avenir is not available, use Arial,
which is available on a PC or a Mac as a system font.

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

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

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

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

TIMES NEW ROMAN

When Garamond is not available, use Times New Roman,
which is available on a PC or a Mac as a system font.

Times New Roman Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+-=<>?:",

Times New Roman Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+-=<>?:",

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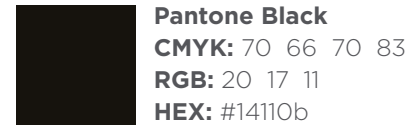1234567890!@#$%^&*()_+-=<>?:",
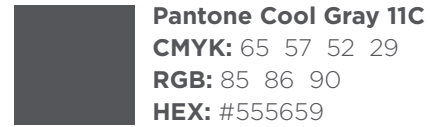
Times New Roman Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
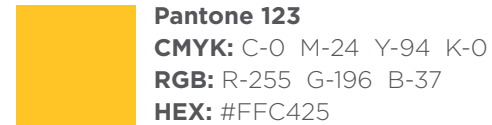abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+-=<>?:",

Color

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MAIN COLORS FOR PRINT

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: C-0 M-24 Y-94 K-0
RGB: R-255 G-196 B-37
HEX: #FFC425
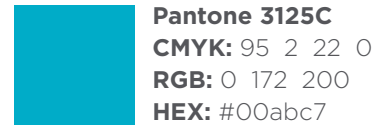
ADJUSTED COLORS FOR WEB

These colors should replace the teal and orange on web and screen applications to comply with ADA regulations.

RGB: 239 112 0
HEX: #ef7000

RGB: 0 163 177
HEX: #0083b1

❌ COLORS TO AVOID

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

Photography

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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.

Contact Information

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