



Blue Zones Project®
brand guidelines



get started

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1: overview

What are these guidelines for?

These guidelines help reinforce the way we present the Blue Zones Project® brand, ensuring it's professional and consistent. They also identify what makes us unique. All usage of the Blue Zones Project logo, trademarks, and other brand assets must comply with these guidelines.

Anyone referencing the Blue Zones Project brand or producing branded collateral should use these guidelines.

What is Blue Zones Project?

Blue Zones Project® is a community well-being improvement initiative designed to make healthy choices easier through permanent changes to environment, policy, and social networks. By helping people live longer, better through environmental change, communities can lower healthcare costs, improve productivity, and boost national recognition as a great place to live, work, and play.

Blue Zones Project tools and program support for communities include:

- A local Blue Zones Project team that trains and coaches business and community leaders to improve their community's well-being by transforming policy and social and physical environments.
- Help making communities more walkable, bikable, healthy, socially engaged, and productive.
- A central team of Blue Zones Project experts that guide business and community leaders to understand the tools and processes needed to become a certified Blue Zones Community® or Blue Zones Worksite®.
- A suite of online educational tools and services that enable residents, employers, and communities to adopt and maintain healthier lifestyles.

Blue Zones Project® is based on findings from a twenty-year worldwide Blue Zones® longevity study led by Dan Buettner and funded by National Geographic and the National Institute on Aging. It identified the world's longest-lived cultures — the blue zones — and discovered the common lifestyle characteristics of these extraordinary populations.



How did Blue Zones Project begin?

Through third-party research, direct studies, and the University of Minnesota's School of Public Health, Blue Zones, LLC developed lifestyle management materials to support people's health and well-being. In 2009, Blue Zones led a 10-month pilot project in Albert Lea, Minnesota, where residents increased their projected life expectancy by 2.9 years. Employers in that city not only reported a decline in healthcare claims costs, but also a drop in absenteeism.

In 2010, Blue Zones and Healthways, now Sharecare, partnered with the Beach Cities Health District in Southern California to apply Blue Zones principles to three contiguous California communities, including Redondo Beach, Hermosa Beach, and Manhattan Beach. In 2011, the companies delivered Blue Zones Project to 15 communities in Iowa, sponsored by Wellmark® Blue Cross® and Blue Shield®.

Communities across the country continue to take notice. Thanks to the commitment of innovative sponsors and community leaders, more than 50 locations across the country are now applying Blue Zones principles to make healthy choices easier.



2: brand positioning

Brand Positioning

How we communicate with people influences how they respond to us. Being intentional in our Blue Zones Project messaging and maintaining a distinctive tone of voice will help us reach our target audience more effectively.

Use the information and language on this page when explaining or discussing Blue Zones Project.

VISION

To lead and ignite a community-by-community environmental well-being transformation, where people live and work together in Blue Zones Communities® for a better life.

VALUE PROPOSITION

Communities with greater well-being have lower healthcare costs, higher productivity, and are recognized among the best places to live, work, and play – resulting in greater economic and social vitality.

POSITIONING STATEMENT

Blue Zones Project is a community well-being improvement initiative designed to make healthy choices easier through permanent changes in environment, policy, and social networks. By helping people live longer, better through environmental and behavior change, communities can lower healthcare costs, improve productivity, and boost national recognition as a great place to live, work, and play.



3: brand personality

Brand Personality

Brand personality is a set of characteristics our colleagues, partners, and customers should use when describing what makes Blue Zones Project authentic and distinct. Our brand voice should help reinforce our personality and set the tone for all communications.

Use these examples to help guide your writing and speaking voice.

INSPIRING

We're motivated to make a lasting change one community at a time

VITALITY

We're optimistic and energetic, with a passion to succeed

HUMANITARIAN

We're caring do-gooders, leading the way to well-being

PURPOSEFUL

We're helpful, responsible, and directional

COLLABORATIVE

We're in this communal movement together

ACCESSIBLE

We use simple, straightforward language that makes everyone feel welcomed and included



4: language guide

Language Guide

Do not use BLUE ZONES, LLC or BLUE ZONES PROJECT or SHARECARE, INC. owned names, including associated trademarks, logos or domain names in your company name, products and/or communications unless expressly authorized in writing by Blue Zones, LLC or Sharecare, Inc. You may not market any product or service under a name that is similar to the trademark or name of BLUE ZONES, LLC, BLUE ZONES PROJECT, or SHARECARE, INC.

SAY THIS:

We Look forward to becoming a Blue Zones Community®.

These four menu items are inspired by Blue Zones Project®.

These healthy grocery aisle items are inspired by Blue Zones Project®.

The marketing department is practicing Blue Zones Project® principles.

Our fitness club is working to become Blue Zones Project Approved™.

NOT THAT:

We look forward to becoming a Blue Zone.

We have a Blue Zones restaurant menu.

This is a Blue Zones® grocery aisle.

The marketing department is a Blue Zones® department.

Our fitness club is a Blue Zones® Gym.

When referring to the blue zones (geographic regions of the world), use lower case: blue zones areas; blue zones; blue zones longevity hotspots; blue zones regions; blue zones villages of Sardinia

What to call your town's Blue Zones Project Initiative?

When attaching your community's name with Blue Zones Project, always place it after the Blue Zones Project as shown below.

SAY THIS:

Blue Zones Project® — [Community Name]

Blue Zones Project® in [Community Name]

Blue Zones Project®, [Community Name]

NOT THAT:

[Community Name] Blue Zones Project®

[Community Name] — Blue Zones Project®

If you have questions or concerns about the proper usage of the BLUE ZONES or BLUE ZONES PROJECT® name(s), logo(s), in your advertising, promotional materials or communications, we would be glad to review your materials prior to production or distribution. Please direct brand questions to your Blue Zones Project representative.

Community Certification Language

PRIOR TO ACHIEVING BLUE ZONES COMMUNITY CERTIFICATION:

Do not describe your community as a BLUE ZONES COMMUNITY® until it has achieved all of the community certification criteria outlined by Blue Zones Project and completed the audit. Instead, use the terminology below.

SAY THIS:

Our city looks forward to becoming a certified BLUE ZONES COMMUNITY®.

Our city is working to become a certified BLUE ZONES COMMUNITY®.

Our city is working to achieve BLUE ZONES COMMUNITY® certification.

AFTER ACHIEVING BLUE ZONES COMMUNITY CERTIFICATION:

Once your community has met all of the criteria in each of the five sectors — Community Policy, Grocery Store, School, Restaurant, and Worksite — and successfully completed the audit process, it can begin using the BLUE ZONES COMMUNITY certification terminology below.

SAY THIS:

Our city is a certified BLUE ZONES COMMUNITY®.

Our city is proud to be a certified BLUE ZONES COMMUNITY®.

Our city has achieved BLUE ZONES COMMUNITY® certification.

Sector Certification Language

COMMUNITY POLICY, GROCERY STORES, RESTAURANTS, SCHOOLS, WORKSITES, AND FAITH-BASED ORGANIZATIONS WHO HAVE COMPLETED THE PLEDGE TO BECOME BLUE ZONES PROJECT APPROVED™

When talking about organizations that are working toward or have achieved Blue Zones Project Approved™ status,

SAY THIS:

[Community Name] is working to complete the requirements to create community policies that are Blue Zones Project Approved™.

Our grocery store is taking the pledge and working toward becoming Blue Zones Project Approved™.

Becoming a Blue Zones Project Approved™ restaurant sends a message that you are committed to making healthy choices easier.

Our school is taking the pledge and working toward becoming Blue Zones Project Approved™.

[Worksite name] is a Blue Zones Project Approved™ worksite.

Our church has achieved Blue Zones Project Approved™ status.



5: logo

The Logo

The Blue Zones Project logo is the visual identity that anchors our program's image to the brand.



Reverse Logo

Only use the solid white version of the logo on color backgrounds. Avoid using the logo on any other color backgrounds but blue.



Alternate Logo

This is a secondary version of the logo and ONLY to be used on promo materials where display space is limited.



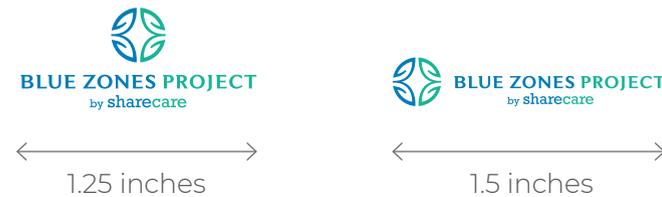
Clear Space

Clear space is the amount of clear space the logo has to have, surrounding itself. No graphic elements of any kind should intrude into the clear space. The clearspace is defined by the X measurement. X equals twice the height of the “B” in the BLUE ZONES type.



Minimum Size

To protect and maintain the integrity of the logo, the stacked version should never be smaller than 1.25” wide, and the horizontal version 1.5” wide including the icon and typography.



Logo Lockups

When used together with another logo in close proximity it must be separated by a 0.25in thick line in the brand Black.



Positioning

Blue Zones Project logo should always be of equal or greater weight than our sponsorship partner’s logo, and it should always be placed in the primary position



Logo Misuse

These are rules to be followed strictly for the use of the Blue Zones Project logo, so as to ensure logo is being used correctly and consistently.



Do not rotate the logo



Do not distort the logo



Do not change the opacity of the logo



Do not change the color of the logo



Do not rearrange elements of the logo



Logo is to be used several ONLY in social media where dimensions prohibit use of full logo and lockup

Logo Use On Images

Only use the solid white version of the logo on photographic backgrounds.

Avoid busy images with too much texture.

When using a brighter image apply a Sharecare Black HEX#333333 overlay at 13% opacity.



Image with black overlay applied

Logo Guidelines For Blue Zones Project Partnerships

The Blue Zones Project logo assumes the primary logo position and it could live independently of other partner logos on materials at the discretion of the Blue Zones Project design team. Partner logos are consistently featured in a Power Position on promotional materials.

Partner logos appear beneath copy that clearly defines how each partner is involved with the project using words like:

Brought to [Community Name] by

-or-

Champions for [Community Name]'s Well-Being



Hear the story. Lead the way to a healthier, longer living community.

Our community is part of something big: a free, well-being initiative called Blue Zones Project®.

INSPIRED BY PLACES AROUND THE WORLD where people are living the longest, Blue Zones Project is all about making healthy choices easier right here in our community. Hear the story of the original blue zones areas and discover how you can help lead the way to an even better [your community].

RSVP:
go.bluezonesproject.com/longcommunitynamewebpage



**Event Title Here
Two Lines**

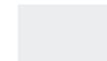
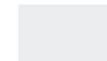
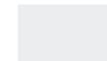
Wed. Sep. 30th
00:00 am - 00:00 pm

Thu. Sep. 31st
00:00 am - 00:00 pm

**Location line 1
Location line 2**



BROUGHT TO
COMMUNITY
BY SPONSOR
TEXT HERE:



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power positions





6: typography

Montserrat is a versatile typeface that can be used for headlines and body copy.

Montserrat
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !?+-() { } # % @ *

Thin Extra Light Light Regular Medium
Semibold Bold ExtraBold Black

Georgia is a serif font that can be used for long body of text and headlines.

Georgia
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !?+-() { } # % @ *

Regular *Italic* **Bold** ***Bold Italic***

AMATIC SC IS A HAND DRAWN ACCENT FONT THAT CAN BE USED FOR QUOTES AND CALL-OUTS.

AMATIC SC
AA BB CC DD EE FF GG HH II JJ KK LL MM NN
OO PP QQ RR SS TT UU VV WW XX YY ZZ
1234567890 !?+-() { } # % @ *

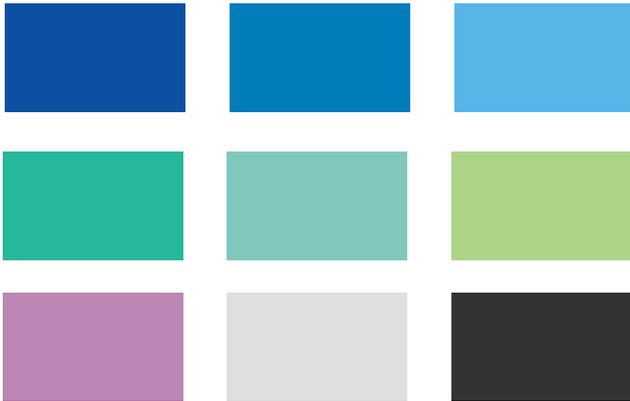
BOLD



7: color

Brand Colors

Brand colors aren't about personal preference. They're a reflection of the Blue Zones Project brand and the personality it embodies. Through color, we can display the energy and optimism our brand emotes.



Give color the consideration it deserves as a very powerful communications tool.

Stick to black for body copy, particularly in large blocks of text. Tints of black can be used to soften the effect, but be mindful of visibility both digitally and in print.

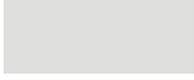
Think about color and imagery collectively. Imagery adds a lot of color and should be considered.

Primary Colors

Use blue as the dominant color in all communications.

When color combinations are applied consistently they provide a strong visual link across various materials.

Color tints can be used for more texture and visual variety.

PANTONE 2915C C59 M11 Y0 K0 R88 G182 B231 58B6E7	50%	PAIRS WELL WITH	
	20%		
	10%		
PANTONE 7461C C95 M41 Y6 K0 R0 G125 B187 007DBB	50%	PAIRS WELL WITH	
	20%		
	10%		
PANTONE 2945C C98 M78 Y0 K0 R12 G81 B163 0C51A3	50%	PAIRS WELL WITH	
	20%		
	10%		

Secondary Colors

To be used supporting the main blue colors.

Keep body copy in black.

Use white for body copy against color and image backgrounds.

Color tints can be used for more texture and visual variety.

PANTONE 7465C C73 M0 Y51 K0 R37 G185 B155 25B99B	PANTONE 358C C35 M0 Y61 K0 R172 G213 B136 ACD588	PANTONE 7439C C26 M53 Y6 K0 R188 G135 B178 BC87B2
75%	75%	75%
50%	50%	50%
25%	25%	25%

PANTONE 412C C69 M63 Y62 K58 R52 G51 B51 333333	PANTONE 7541C C4 M2 Y4 K8 R223 G225 B223 DFE1DF
75%	75%
50%	50%
25%	25%



8: imagery

Photography

Blue Zones Project aims to capture the human element, to be storytellers, and to connect with the original blue zones story. Photography plays a major role in this communication and it should be:

- | | |
|-----------------|-------------------------|
| REAL | CLEAN |
| HONEST | SINGLE-FOCUS |
| RAW | RICH |
| PURE | NARRATIVE |
| SIMPLE | ENGAGING |
| POWERFUL | CAPTIVATING |
| ICONIC | CLEAR IN CONTEXT |

Imagery focus

Imagery should focus on elements of Blue Zones Project's Power 9®, Sectors, Pillars and most of all, People. It should exemplify our brand personality: inspiring, vital, humanitarian, purposeful, collaborative and accessible.

CAPTURE WITH INTENTION:

Movement. Rhythm. Perspective. Repetition. Texture. Negative space.

PROVIDE A VARIETY OF:

Portraits. Activities. Landscapes. Flexible compositions. Demographics.

REFRAIN FROM USING:

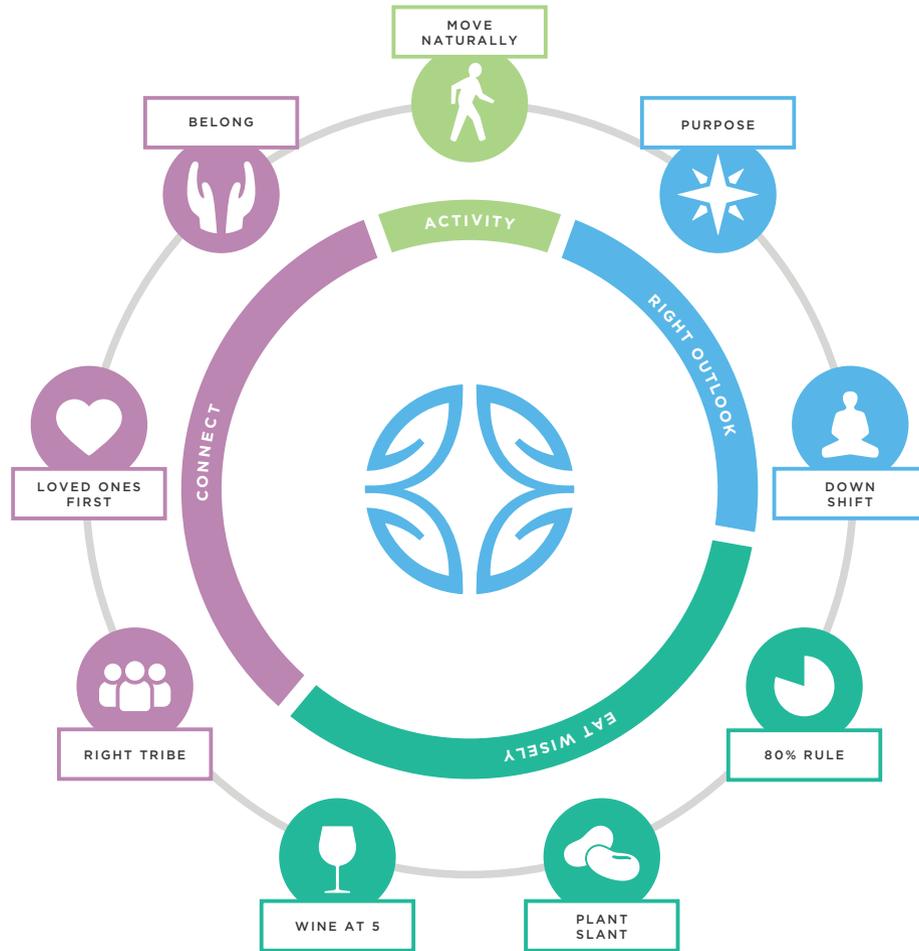
Filters. Unintentional shadow effects. Cloning. Vignettes. Dodging.

CREATE A RELATIONSHIP:

There should always be a relationship. If more than one subject, the subjects should be engaged -- either in activity with each other. If only one subject, he/she should be engaged in an activity or with the viewer. The viewer should sense a flow of energy.

Brand Graphics

Blue Zones Project uses a set of graphics which are vital to showcasing the core principles of the brand. The colors, icons and any other illustration elements of these graphics should not be altered in any way.

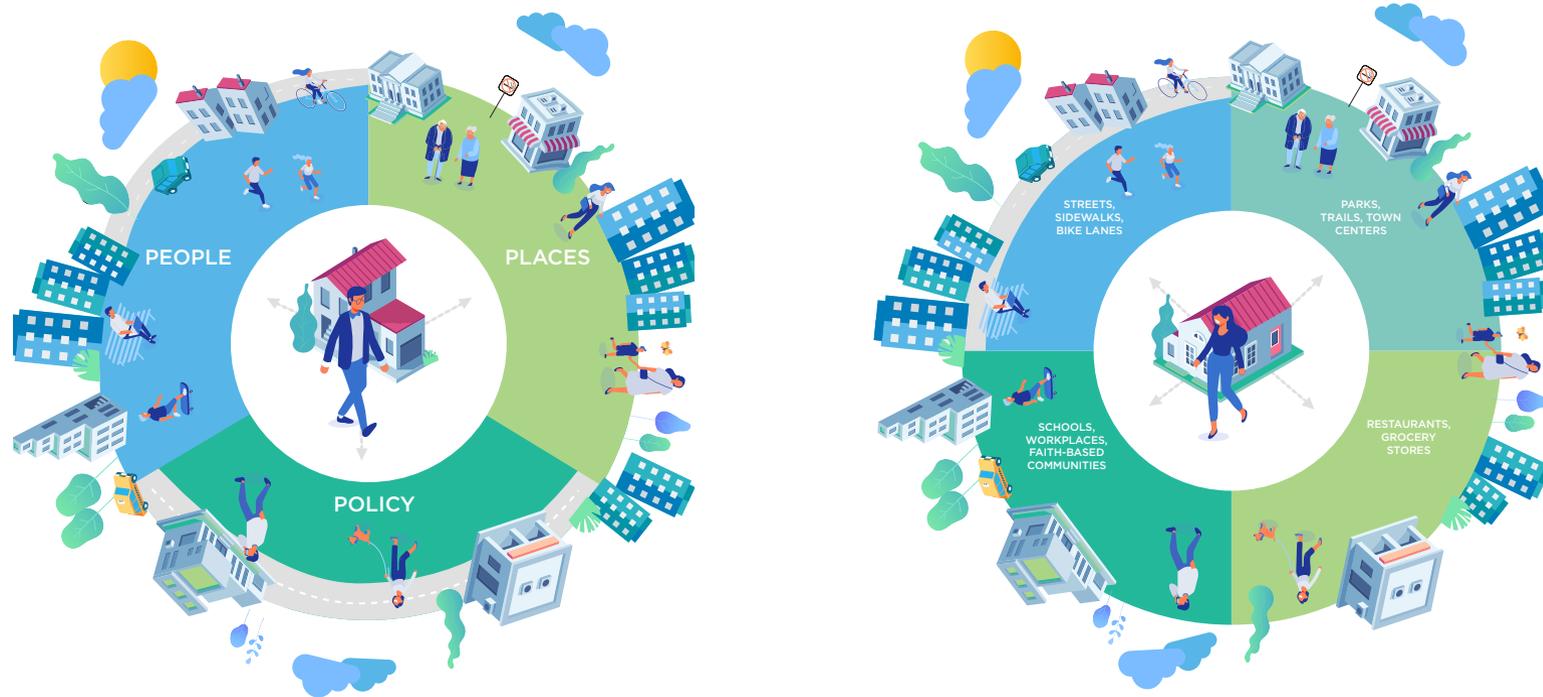


THE POWER 9 PRINCIPLES

If needed in one color only, the graphics should be used in the lightest blue of the brand swatches or in white. No color tints are acceptable to replace the designated colors.

Life Radius Graphics

Because healthier environments naturally nudge people toward healthier choices, Blue Zones Project focuses on influencing the Life Radius® — the area close to home in which people spend the majority of their lives.



Life radius graphics should be used in full color whenever possible and only displayed in the designated colors.

Brand Icons

After locating the world's blue zones areas, Buettner and National Geographic took teams of scientists to each location to pinpoint lifestyle characteristics that might explain the unusual longevity. They found that though the blue zones communities are located in vastly different parts of the world, their residents share nine specific traits that lead to longer, healthier, happier lives. We call these the Power 9®.

The Power9® icons are an essential part of the Blue Zones Project brand set. The symbols represented must not be altered in any way and must always be used in the designated colors. The symbols should always be contained within a circle and should not be used on their own. The icons should never be outlined.



move naturally



downshift



purpose



right tribe



loved ones first



belong



80% full



plant slant



wine @5



friends @5

The number of the Power9 icons is always nine. In some instances Friends @5 icon replaces the one for Wine @5.

Multi-color use: icons can be used in these colors only and in this order.



One color use: white on any of the brand blue backgrounds.



Sector Icons

Within a Blue Zones Project community, we develop deep relationships with the organizations we engage: worksites, schools, restaurants, grocery stores, civic and faith-based groups. The sector icons are used to represent a designated sector and are not subject to change. They should be used in the designated colors below.

policy



schools



individuals



worksites



restaurants



grocery stores



participating organizations





9: trademarks & copyright

Trademarks

A trademark is a word, phrase, symbol, or design, or a combination of these things, that identifies and distinguishes one product or service from another. We use trademarks to protect our brand assets and prevent others from using the same or similar marks.*

TRADEMARK SYMBOLS

- Include trademark symbols in the first mention of the marked name.
- The trademark symbol only needs to be included once within the communication.
- It's unnecessary to include trademark symbols in header copy unless it's the only place the name is referenced.
- Apply trademark symbols to their respective logos.

Copyright

It is always strongly suggested that we use the copyright when we are distributing any of our written works or materials to the public to ensure everyone is aware that the material is subject to copyright protection. As a general rule, we don't need to include it on any social media posts, but do include it on all print materials (hard copy or electronic copies) and all digital landing pages.

Copyright © 2021 Blue Zones, LLC and Sharecare, Inc. All rights reserved.

*All trademarks are subject to change without notification.

BLUE ZONES, LLC. TRADEMARKS

Always use the appropriate trademark symbols.

- Blue Zones®
- Blue Zones Institute®
- Blue Zones Project®
- Live Longer, Better®
- Blue Zones Community®
- Power 9®
- Blue Zones Project Approved™
- Moai®
- Blue Zones University™
- Life Radius®

SHARECARE, INC. TRADEMARKS AND SERVICE MARKS

Always use the appropriate trademark symbols.

- RealAge®

PRODUCT AND COMPANY DESCRIPTIONS

About Blue Zones Project

Blue Zones Project® is a community-led well-being improvement initiative designed to make healthy choices easier through permanent changes to a city's environment, policy, and social networks. Blue Zones Project is based on research by Dan Buettner, a National Geographic Fellow and New York Times best-selling author who identified five cultures of the world—or blue zones—with the highest concentration of people living to 100 years or older. Blue Zones Project incorporates Buettner's findings and works with cities to implement policies and programs that will move a community toward optimal health and well-being. Blue Zones launched the first pilot community in 2009 in Albert Lea, MN with groundbreaking results. In partnership with Sharecare, the model has since been applied to more than 50 communities across North America, impacting more than 3.8 million citizens. The population health solution includes two Health Districts in California; 15 cities in Iowa; the city of Fort Worth, Texas; Corry, Pennsylvania; Brevard, North Carolina; Walla Walla Valley, Washington; and communities in Southwest Florida, Hawaii, Illinois, Oklahoma, Oregon, and Wisconsin. For more information, visit bluezonesproject.com. For more information, visit bluezonesproject.com.

About Sharecare Community Well-Being Index

The Community Well-Being Index (CWBI) is a collaboration between Sharecare and the Boston University School of Public Health (BUSPH) to inform, empower, and unite stakeholders across the healthcare continuum in a collective movement to improve our nation's well-being. Evolving more than 10 years of well-being measurement, the CWBI combines individual risk derived from Sharecare's Well-Being Index (WBI) with community risk from the Social Determinants Health Index (SDOHi) to create a single composite measure that defines our collective health risk and opportunity. Anchored in BUSPH's Biostatistics and Epidemiology Data Analytics Center (BEDAC), the multi-dimensional layering and analysis formulated for the CWBI has resulted in the most expansive, diversified, and dynamic well-being index in the industry. To access the latest CWBI reports and research, visit wellbeingindex.sharecare.com. The Sharecare Community Well-Being Index is the most comprehensive and dynamic measure of well-being in the U.S. Developed in partnership with Boston University School of Public Health, the Index builds upon a decade of well-being insights integrating real time individual data with social determinants of health (SDOH) to contextualize how where an individual works, lives, and plays impacts one's ability

10: index

to achieve optimal health. The Index is fully integrated into the Sharecare platform and offers users custom insights and visuals based on their location, interests, and health. Well-being improvement in participating Blue Zones Communities is measured using the Sharecare Community Well-Being Index.

For more information, visit www.well-beingindex.com.

About RealAge

The RealAge® is Sharecare's clinically-validated health risk assessment that shows users the true age of their body based on lifestyle and medical history as well as often-overlooked risk factors like relationships and stress. Based on individual's RealAge, Sharecare provides information and programs to help users improve overall health and obtain a younger RealAge. RealAge is offered to individuals through the Blue Zones Project program.

About Blue Zones

Blue Zones® employs evidence-based ways to help people live longer, better. The Company's work is rooted in the New York Times best-selling books *The Blue Zones Solution: Eating and Living Like the World's Healthiest People*, *The Blue Zones* and *Thrive*—all published by National Geographic books. Since 2009, Blue Zones has

applied the tenets of the books to communities and corporations across the U.S. and has successfully raised life expectancy and lowered health care costs while bringing down smoking and obesity rates. Blue Zones takes a systematic, environmental approach to well-being, which focuses on optimizing policy, building design, social networks, and the built environment. The Blue Zones Project is based on this innovative approach. For more information, visit www.bluezones.com.

About Sharecare

Sharecare® is the digital health company that helps people manage all their health in one place. The Sharecare platform provides each person - no matter where they are in the health journey - with a comprehensive and personalized health profile, where they can dynamically and easily connect to the information, evidence-based programs and health professionals they need to live their healthiest, happiest and most productive life. With award-winning and innovative frictionless technologies, scientifically validated clinical protocols and best-in-class coaching tools, Sharecare helps providers, employers and health plans effectively scale outcomes-based health and wellness solutions across their entire population. Learn more at www.sharecare.com.



11: style guide

Blue Zones Project Style Guide

The following is a general overview of the style to be used in Blue Zones Project® materials. When in doubt, an individual should rely on AP or CP style. Guidance on specific Blue Zones Project terms is also included. This document is meant to complement the Blue Zones Project Brand Guidelines.

Note: The Sharecare creative team may make exceptions to these rules as needed to accommodate specific design formats and space requirements.

GENERAL GRAMMAR AND LANGUAGE

Always use the Oxford comma.

Example:

SAY THIS:

Live, work, and play.

NOT THAT:

Live, work and play.

All periods or commas lie within the quotation marks. The dash, semicolon, question mark, and exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

SAY THIS:

“We’re excited to add Robert W. Baird to the growing list of Blue Zones Project Approved™ worksites,” said Organization Lead Jane Doe.

NOT THAT:

Doe worked closely with the local team. “Baird has a history of promoting employee well-being”.

Always spell out whole numbers below 10, use figures for 10 and above.

SAY THIS:

There are three new items on the menu.

NOT THAT:

There are 3 new items on the menu.

Always spell out percent instead of using the symbol %. In contrast to above, always use figures for percent and percentages, even when below 10.

SAY THIS:

We saw a 3 percent increase in sales.

NOT THAT:

We saw a three percent increase in sales.

We saw a 3% increase in sales.

Use a single space between sentences.

SAY THIS:

Grocery stores implemented new ideas. They now offer cooking classes.

NOT THAT:

Grocery stores implemented new ideas. They now offer cooking classes.

Farmers market should not have an apostrophe.

SAY THIS:

The event will be at the farmers market.

NOT THAT:

The event will be at the farmer’s market.

The event will be at the farmers’ market.

Well-being should be hyphenated

SAY THIS:

Blue Zones Project is a well-being improvement initiative.

NOT THAT:

Blue Zones Project is a well being improvement initiative. Blue Zones Project is a wellbeing improvement initiative.

Kickoff should be one word when referring to the event.

SAY THIS:

Come to the Blue Zones Project Kickoff event!

NOT THAT:

Come to our kick-off celebration.

ADDRESSES

Use the abbreviation Ave., Blvd. and St. only with a numbered address. Spell out and capitalize when part of a formal street name without a number.

SAY THIS:

We will be setting up a parklet demonstration on Park Street this Saturday.

The exact location will be 1040 Park St.

NOT THAT:

We will be setting up a parklet demonstration on Park street this Saturday.

The exact location will be 1040 Park Street.

Spell out and capitalize First through Ninth when used as a street name. Use figures with two letters for 10th and above.

SAY THIS:

The Walking Moai will begin at 31838 First Ave.

The Walking Moai will end at 4786 21st St.

NOT THAT:

The Walking Moai will begin at 31838 1st Ave.

The Walking Moai will end at 4786 Twenty-First St.

DATES AND TIME

Always use both day and date. Never use figures with two letters (1st, 2nd, 3rd, 4th, etc.).

SAY THIS:

Wednesday, July 2

NOT THAT:

July 2nd

In listing times for an event, list both the hour and minutes, even if beginning on the hour, unless an exception needs to be made for spacing reasons. If the event does not begin on the hour, list the time in its entirety. A.M. and P.M. may be capitalized or lowercase on materials but should be lowercase in body copy.

SAY THIS:

The event begins at 5:00 p.m.

The event begins at 5:30 p.m.

NOT THAT:

The event begins at 5 p.m.

CAPITALIZATION

Terms to capitalize:

○ Ambassador

Note: only capitalize when referencing a Blue Zones Project Ambassador.

○ Blueprint

○ Evidence of Well-Being Improvement

○ Evidence of Economic Impact

○ Leadership Team

○ Moai®

○ Organization Checklist

○ Personal Pledge

○ Power 9®

○ Project

Note: when referencing Blue Zones Project.

○ Purpose Workshop

○ Specific committee names

Example: Worksite Committee, Engagement Committee

○ Top 20

○ Walking School Bus

○ Walking Moai, Potluck Moai, Purpose Moai

CAPITALIZATION

Terms to lowercase:

- blue zones (when referring to the original blue zones areas)
- bluezonesproject.com
- committee

Note: when used in general terms and not as a part of an official committee name.

- cooking class, cooking demonstration

Note: can be capitalized on posters and other marketing materials.

- playbook
- pledge
- pledge actions
- team

CAPITALIZATION OF TITLES

In general, confine capitalization to formal titles used directly before an individual's name.

CORRECT:

... said Vice President John Smith.

... said John Smith, vice president for Acme Engineering.

INCORRECT:

... said vice president John Smith.

... said John Smith, Vice President for Acme Engineering.

TRADEMARK AND COPYRIGHT CLARIFICATIONS

Blue Zones Project terms that are registered trademarks should be marked on their first occurrence within a document. Terms in titles or headers need not be marked unless that is the only mention of the trademarked term.

Trademarks owned by Blue Zones, LLC [insert term] is a trademark of Blue Zones, LLC. All rights reserved.

- Blue Zones®
- True Vitality® Test
- Power 9®
- True Happiness® Test

Trademarks shared with Blue Zones, LLC and Sharecare, Inc. [insert term] is a trademark of Blue Zones, LLC. and Sharecare, Inc. All rights reserved.

- Blue Zones Project®
- RealAge® Test
- Live Longer, Better®
- Moai®
- Life Radius™

Blue Zones VS blue zones

Use Blue Zones to refer to the company (including founder, Dan Buettner)

CORRECT:

Enjoy this Blue Zones recipe from Dan's newest book, the Blue Zones Kitchen.

INCORRECT:

Join us for a special blue zones presentation by Dan Buettner.

Use Blue Zones or BLUE ZONES (all caps) to refer to the brand and its goods and services.

CORRECT:

Blue Zones provided the walkability solution.

Samples of BLUE ZONES coffee will be available for attendees to taste.

Use blue zones (all lowercase) to refer to regions designated by Dan's research as blue zones.

CORRECT:

These Blue Zones longevity principles came from blue zones regions around the world.

We tasted this delicious recipe from the blue zones area of Ikaria, Greece.

BLUE ZONES PROJECT APPROVED

Blue Zones Project Approved™ is the trademarked term and should be capitalized. The sector name that follows is not formally part of the title and should be lowercase.

CORRECT:

Blue Zones Project Approved™ restaurants offer healthy items.

Joey's Pizza is a Blue Zones Project Approved™ restaurant.

INCORRECT:

Joey's Pizza is a Blue Zones Project® Approved Restaurant.

Joey's Pizza is a Blue Zones Project Approved™ Restaurant.

MOAI®

The term Moai® is only marked when used alone.

CORRECT:

A Walking Moai launch will be held on Tuesday.

At the launch, you will have the opportunity to join a Moai®.

INCORRECT:

Join a Walking Moai® at the launch this Friday.

PLEDGES

When referring to pledges, mark the registered term first and capitalize the sector and the term “pledge” as they are formal parts of the title.

CORRECT:

Joey's Pizza completed the Blue Zones Project® Restaurant Pledge.

INCORRECT:

Joey's Pizza completed the Blue Zones® Restaurant Pledge.

Joey's Pizza completed the Blue Zones Project® restaurant pledge.

The only exception to this rule is the Blue Zones® Personal Pledge. The trademark comes after Blue Zones® and “Project” is omitted.

Examples of all the pledge terms:

- Blue Zones Project® Worksite Pledge
- Blue Zones Project® Community Policy Pledge
- Blue Zones Project® Grocery Store Pledge
- Blue Zones Project® School Pledge
- Blue Zones Project® Restaurant Pledge
- Blue Zones® Personal Pledge

POWER 9®

Power 9 should be marked at first mention in copy when referring to Power 9 principles.

GLOSSARY OF TERMS

Ambassador: A brand ambassador is anyone who works for your company and interacts as a representative of the company. An ambassador can be a Sales Person, Executive, or even a Customer Service Representative.

Blue Zones: A lifestyle brand founded by Dan Buettner that designates products and services that are made and marketed consistent with the company's principles and that enable people to live longer, better lives by improving their environment.

Blue Zones Project: The community-led well-being improvement initiative, developed in partnership between Blue Zones and Sharecare, designed to make healthy choices easier through permanent and semi-permanent changes to environment, policy, and social networks.

Chronic disease: Conditions that last one year or more and require ongoing medical attention or limit activities of daily living or both. Chronic diseases such as heart disease, cancer, and diabetes are the leading causes of death and disability in the United States.

Community: A group of people living in the same place or having a particular characteristic in common. A feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.

Community Well-Being Index: The world's most definitive measurement of well-being. Based on over 3M surveys and over 600 elements of social determinants of health data, Sharecare's Community Well-Being Index serves as the definitive measure of community well-being across and within populations. <https://wellbeingindex.sharecare.com>

Icon: An icon directly represents (or shows us) an idea, concept, operation or action. Icons simplify or summarize an operation through a graphical representation, and relays this to the user.

Life Radius: The area close to home in which people spend 80 percent of their lives

Logo: A logo is a recognizable symbol primarily used to represent a business or an organization. Its representation of the organization may be direct, hidden, or abstract. A logo must be immediately associated with the organization it represents. It taps into the organization's mindset and public image, its values, and is a graphical summary of the company 'brand'.

Pledge: Blue Zones Project individual and organization pledges promote evidence-based actions and lifestyle principles to create healthier environments where we live, work, learn, and play.

Power 9: The Power 9 are lifestyle commonalities found in the five original blue zones longevity hotspots of the world.

Move Naturally: The world's longest-lived people don't pump iron, run marathons or join gyms. Instead, they live in environments that constantly nudge them into moving without thinking about it. They grow gardens and don't have mechanical conveniences for house and yard work.

80% Rule: Eat mindfully and stop when 80 percent full. The 20 percent gap between not being hungry and feeling full could be the difference between losing weight or gaining it. People in the blue zones regions eat their smallest meal in the late afternoon or early evening and then they don't eat any more the rest of the day.

Plant Slant: Beans, including fava, black, soy and lentils, are the cornerstone of most centenarian diets. Meat—mostly pork—is eaten on average only five times per month. Serving sizes are 3-4 oz., about the size of a deck of cards.

Wine @ Five: People in the original blue zones (except Adventists in Loma Linda) drink alcohol moderately. Provided you have a healthy relationship with alcohol, you can drink up to 1-2 glasses per day (preferably Sardinian Cannonau wine), with friends and/or with food. *In Blue Zones Project communities or organizations where wine consumption is not promoted, we offer “Friends @ Five.”

Purpose: The Okinawans call it “Ikigai” and the Nicoyans call it “plan de vida;” for both it translates to “why I wake up in the morning.” Knowing your sense of purpose is worth up to seven years of extra life expectancy.

Downshift: Stress leads to chronic inflammation, associated with every major age-related disease. Even people in blue zones areas experience stress, but they have daily routines to shed that stress. Reverse disease by creating a stress-relieving strategy that works for you.

Belong: All but five of the 263 centenarians interviewed by Blue Zones researchers belonged to some faith-based community. Denomination doesn’t seem to matter. Blue Zones research shows that attending faith-based services four times per month will add 4-14 years of life expectancy.

Loved Ones First: Successful centenarians in the blue zones put their families first. This means keeping aging parents and grandparents nearby or in the home (It lowers disease and mortality rates of children in the home too.) They commit to a life partner (which can add up to 3 years of life expectancy) and invest in their children with time and love (they’ll be more likely to care for you when the time comes).

Right Tribe: The world’s longest-lived people chose—or were born into—social circles that supported healthy behaviors, Okinawans created “Moais”—groups of five friends that committed to each other for life. Research from the Framingham Studies shows that smoking, obesity, happiness, and even loneliness are contagious. So, the social networks of long-lived people have favorably shaped their health behaviors.

Public Health: All organized measures (whether public or private) to prevent disease, promote health, and prolong life among the population as a whole. Its activities aim to provide conditions in which people can be healthy and focus on entire populations, not on individual patients or diseases. Thus, public health is concerned with the total system and not only the eradication of a particular disease.

RealAge® : The primary data collection instrument for the Community Well-Being Index. Taken by more than 45 million people, this scientifically-based assessment shows you the true age of the body you’re living in – the first step towards improving your well-being. It provides actionable well-being information to individuals, aggregate information on employee well-being for worksites, and the ability to compare to other cities, states, and the nation. Conceived in 1993, RealAge has been externally validated to be more predictive of mortality than the Framingham Heart Study and chronological age.

Risk factors: Conditions or traits that increase the likelihood that one will develop a disease or infection or experience an injury.

Sectors: The built environments where we spend the majority of our time – worksites, schools, restaurants, grocery stores, and faith-based/civic organizations.

Social Determinants of Health (SDOH): The social determinants of health are the economic and social conditions that influence individual and group differences in health status, functioning, and quality-of-life outcomes and risks. The five elements of SDOH measured by the Sharecare SDOH Index are: healthcare access, food access, resource access, economic security, housing & transportation

Sponsor: An organization or individual that funds some or all of the costs involved in implementing Blue Zones Project at the community or campus level.

Stress: The body's physical and psychological response to traumatic or challenging situations. Stress is a common aspect of everyday life. Unmanaged, it leads to chronic inflammation, which is tied to every major age-related disease.

Well-being: the experience of health, happiness, and prosperity. It includes having good mental health, high life satisfaction, a sense of meaning or purpose, and ability to manage stress. The five elements of well-being are: physical, community, purpose, social, financial.

Contact Us

For questions about any of the topics covered in The Blue Zones Project Brand Guidelines, please contact us at bzpbrand@sharecare.com. To ensure a quick response, please reference "BRAND" in the subject line.

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