



walk[®] with a
K DOC

BRAND GUIDE

Our Brand

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Our Name:

Walk with a Doc® - the appropriate capitalization when using Walk with a Doc in narrative text is leading caps for “Walk” and for “Doc” and lower case for “with a”.

Our Mission Statement:

Inspiring communities around the world through movement and conversation.

Our Core Values:

- + We believe that walking is medicine! At any age and any ability level, the simple act of walking (or rolling!) has the power to change lives.
- + We believe in humanizing the healthcare experience by improving patient-physician relationships and disrupting the white-coat barrier. Our physician leaders connect with their communities outside of the office and walk directly beside them on their journey to better health.
- + We believe that through empowerment, each member of our global community has the power and agency to change their own lives through preventative and lifestyle medicine.
- + We believe that opportunities to learn about and improve health must be accessible for all, regardless of race, gender, socioeconomic background, or disability status.



Our Personality: Key Brand Attributes

- + **Fun, Playful** - providing entertainment, amusement, and enjoyment
- + **Unique** - unlike anything or anyone else
- + **Magical** - extraordinarily pleasant, enjoyable, and exciting
- + **Clinical-Community Link** - humanizing the healthcare experience
- + **Loving** - showing affection or warm regard, empathetic
- + **Inspirational, Motivational** - bringing hope to others and encouraging movement
- + **Lighthearted** - cheerfully optimistic and hopeful
- + **Uninhibited** - boisterously informal
- + **Goofy** - crazy, ridiculous, and mildly ludicrous
- + **Informative** - dispensing health information in a digestible way
- + **Friendly** - inviting people to connect, get to know each other with an open mind

Written Communication Guidelines

All writing on behalf of the Walk with a Doc® Brand should reflect our mission, core values, and brand personality. The following additional guidelines help employees and volunteers stay true to who we are as an organization.

+ **Our Voice: Uplifting, Positive, and Lighthearted!**

*In all of our communications, we keep things positive and motivating to **empower** audiences to make a lasting personal commitment to their health. We also have a duty to ensure that the life-changing information we share is accessible to everyone, so ditch the jargon at the door and above all have fun with it!*

+ **Using Taglines:**

Our Walk with a Doc® name and logo speak for themselves and do not need to be connected to an additional tagline. With this in mind, the taglines below are approved for use with the name and logo in most circumstances.

- Educate, Exercise, Empower
- Dispensing Health and Happiness
- Taking steps towards better health

Do's

1. Keep it positive, encouraging, and supportive, even in the face of adversity
2. Sneak in humor when the topic allows
3. Prioritize cultural sensitivity and accessibility. We stand for justice and against injustice.
4. Be genuine - we are not afraid to not know the answer and never try to come across as something we are not.
5. Always aim to find common ground and do your best to find your way to yes!

Don'ts

1. Do not provide individualized medical advice
2. Do not present opinions as fact, instead cite research from credible sources
3. Avoid language that is rude or closed-minded
4. We refrain from discussion of political topics. We do not endorse particular candidates, policies, or parties as an organization

Official Descriptions and Key Talking Points

Official Brand Description:

Walk with a Doc® (WWAD) inspires communities through movement and conversation with physician-led walking groups. With an aim to make hope and well-being accessible to all, Walk with a Doc offers a simple, sustainable solution for exercise, health education, and social connection. Healthcare providers ditch their white coats in favor of a ball cap and sneakers. There's laughter, education, and communication on a level that is altering the healthcare landscape.

Official Description of Walk with a Doc Programs:

Walk with a Doc Programs are free, physician-led walking events throughout the year. Walks begin with a brief discussion on a current health topic and then participants enjoy a healthy walk and conversation.

Walk with a Doc's Four Components:

1. **Exercise: Walking** is one of the single most important things we can do for our health. It's good for the heart, brain, bones, lungs, muscles, and even helps prevent disease.
2. **Health Education:** Our docs will give you tips on maintaining a healthy lifestyle and you can also ask them health-related questions while you walk.
3. **Social Connection:** Research suggests that connecting with others can improve your quality of life, boost your mood, and decrease depression.
4. **Nature:** Spending time outdoors can be extremely beneficial for both your physical and mental health.

Visual Communication Guidelines

At Walk with a Doc®, we aim to present ourselves visually in a professional manner that reflects our status as an international non-profit organization.

With this in mind, we consider the following in our design process:

+ Showcase Diversity

We represent an incredibly diverse community of healthcare professionals, medical students and walking fans around the world, so photos and graphics used in our designs should reflect this..

+ Design Principles

To ensure accessibility and readability for all audiences, proper use of color, spacing, and font size should all be considered in visual products. Photos should be high quality and/or edited to a high quality standard.

+ Personality is Everything

We are not your average healthcare non-profit. When seeking inspiration, look outside of the sector for inspiration, keeping the audience in mind in all decisions we make.



Logo Guidelines

1. The Walk with a Doc logo should be included on all communication pieces that represent Walk with a Doc.
2. To preserve the logo's prominence, the use of additional logos in conjunction with the Walk with a Doc logo/narrative text must be pre-approved and equal height or smaller than the Walk with a Doc logo.
3. The logo should have a margin of clear space on all sides around it equal to half of the Walk with a Doc typeface.

Brand Marks

In cases where our primary logo can not fit on an image at a readable size, one of the following marks should be used.

@walkwithadoc

walkwithadoc.org

Walk with a Doc®

Primary Colors

There should be an effort to include at least one of the following primary brand colors in all graphics created for the brand:

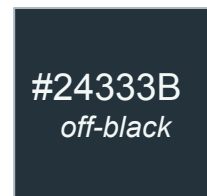
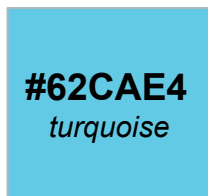


Healthcare Blue
Hex: #0E8DCC
RGB: 14,141,204



Nature Green
Hex:#679F58
RGB: 103,159,88

Extended Color Palette:



PHARMACY (LOGO FONT)

Architect's Daughter (Title) ... Handy Casual Berlin Sans FB Regular Roboto Black
Montserrat (subtitle & body) ... Roboto Calibri Regular

SCRIPTS: use sparingly

Brusher Apricots

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