



BLUE ZONES®

BLUE ZONES PROJECT®
Brand Guidelines

A woman with glasses and a smile is holding a light-colored umbrella. She is wearing a dark t-shirt with a circular logo that says "LIVE LONG" and "MAKING HEALTH CHOICES EASIER" around it. The background is a blurred outdoor scene with other people and umbrellas, suggesting a community event or walk. The entire image has a blue overlay.

Getting Started

BLUE ZONES PROJECT

Inside the Brand

Overview	4
What is Blue Zones Project?	6
How did Blue Zones Project begin?	7
About Blue Zones	8
Brand Positioning	10
Brand Personality	12
Language Guide	14
Certification Language	17
Logo	18
Clear Space and Minimum Size	20
Logo Misuse	21
Typography	24
Color	26

Imagery	30
Photography	30
Brand Graphics	32
Brand Icons	36
Trademarks & copyrights	38
Index	40
Product & Company Descriptions	40
Style Guide	42
General Grammar and Language	44
Addresses, Dates, Time	44
Capitalization, Trademarks, Copyright	45
Approved Organizations, Moai, Power 9 ...	46
Glossary of Terms	47

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-driven well-being initiative designed to make healthy choices easier through permanent and semi-permanent changes in environment, policy, systems, and social networks. By helping people live better, longer through environmental change, communities can lower healthcare costs, improve productivity, and boost national recognition as great places 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 policies, systems, and social and physical environments.
- A central team of Blue Zones Project experts that guide business and community leaders to understand the tools and processes needed to become a Blue Zones Community® or Blue Zones Worksite®.
- Help making communities more walkable, bikable, healthy, socially engaged, and productive.
- A suite of educational tools and services that enable residents, employers, and communities to adopt and maintain healthier lifestyles.

How did Blue Zones Project begin?

Through third-party research, direct studies, and the University of Minnesota's School of Public Health, Blue Zones ("Blue Zones"), 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 70 locations across the country are now applying Blue Zones principles to make healthy choices easier.

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.

About Blue Zones

Transforming communities takes time, but every step of the way adds value. Blue Zones rigorously measures this value throughout the entire process so that change is not just felt, but proven.

Background on Blue Zones

Nearly 20 years of research by Blue Zones and its partners has shown that by applying the cultural and environmental practices of the world's longestlived people, we can quickly and dramatically change a community's future course to one of improved health and economic vitality. To tackle the chronic disease crisis and health disparities that plague our nation, we take a holistic view and focus on systemic changes in the environment.

Scientists, public health experts, and healthcare researchers agree that our health outcomes begin in our homes, jobs, schools, and neighborhoods.* As such, the Blue Zones approach marries intersectoral collaboration, public-private partnerships, and policy changes to make changes in the way communities look and operate. The result is measurable and undeniable: the well-being of our Blue Zones communities is rising.



*Social Determinants of Health:

<https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-of-health>

Since its launch in 2008, Blue Zones and its BLUE ZONES brand have attracted global recognition, with more than 10 billion media impressions to date. Blue Zones has been heralded for innovative approaches to population health management in such publications as The New York Times, National Geographic, Scientific American and the Oprah Magazine. The Blue Zones TED Talk has been viewed over 2 million times and Blue Zones has been featured on shows like CNN, NPR, Good Morning America, ABC World News and CBS's The Early Show.

Blue Zones was founded with a grant from the National Institute on Aging and more than a dozen National Geographic research expeditions. Our research and findings have been published in the Proceedings of the National Academy of Sciences and the New England Journal of Medicine.

The New York Times



TEDMED



THE WALL STREET JOURNAL.

SCIENTIFIC AMERICAN



Men'sHealth



HUFFPOST



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

Informed and inspired by the world's longest-lived cultures, we empower everyone, everywhere to live better, longer.

Value Proposition

Communities with higher 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® makes healthy choices easy through permanent changes to humanmade surroundings, policies, systems, and social networks.

This systems-focused model helps communities lower healthcare costs, improve productivity, and boost national recognition as great places to live, work, learn, and play.



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.

Blue Zones is:

Inspiring. Purposful. Credible. Visionary. Tenacious.
Personable. Curious.

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

Simple solutions for happiness and longevity.

At Blue Zones, exploration and discovery are part of our DNA. We are curious thinkers, truth seekers and avid doers. We believe the opportunity to live longer and better can be available to everyone, everywhere. Informed and inspired by the world's longest-lived cultures, our mission is to empower everyone, everywhere to live longer, better. Constantly moving, thinking, and exploring the world, Blue Zones brings excitement and energy into every space it enters.

No matter where you go in the world and find long-lived Blue Zones populations, you find the same cluster of characteristics that help people do the right things for the long run. We license our brand to products and services that help people incorporate these Power 9 principles in their lives.

Pro-Plants

The longest-lived people primarily eat plants.

Pro-Movement

The healthiest people live in environments that constantly nudge them into moving without thinking about it.

Pro-Social

Relationships and connection with family, friends and people of faith lengthen lifespans.

Pro-Purpose

When people find their sense of purpose they live a longer life.

Approachable. Optimistic. Collaborative.
Bold. Straightforward.

Tone of Voice

Interacting with Blue Zones is like spending time with a smart friend or trusted mentor. Its genuine, positive, and down-to-earth personality coupled with vast experience, confidence, and unmatched expertise leave audiences feeling supported and comfortable. Blue Zones is clear and pragmatic, yet hopeful and uplifting. It speaks without fancy, inaccessible jargon. The brand connects with others through humility and fine-tuned listening skills. It communicates its mission and values through storytelling, proven results, gathered wisdom, and infectious enthusiasm — all with a bright sparkle in its eye.

Key Messages

Live a Full Life

Like you, we cherish the moments spent with our loved ones, and are motivated to feel a sense of belonging, purpose, and balance in our lives. Our research-based solutions enable you live a full, healthy life doing the things that truly excite you.

Headlines

- Well-being from Ikaria to Iowa
- Because the healthier option should be the easier option
- We make the healthy choice, the easy choice
- Live a longer, fuller, bolder life
- Making well-being a way of life
- Get the most out of your years
- Change your environment, change your health
- Health starts with your environment
- Inspired by communities, backed by data
- Sharing lifestyle secrets to longevity
- Sharing the secrets of real people who live longer, better

Language Guide

Do not use BLUE ZONES or BLUE ZONES PROJECT 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. You may not market any product or service under a name that is similar to the trademark or name of BLUE ZONES or BLUE ZONES PROJECT.

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.~~

Blue Zones vs blue zones

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

When referring to the research, company, or projects, use upper case:

- Blue Zones guidelines
- Blue Zones, LLC
- Blue Zones Project
- Blue Zones Institute



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.

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.



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.





BLUE ZONES PROJECT



BLUE ZONES PROJECT



BLUE ZONES PROJECT



BLUE ZONES PROJECT



BLUE ZONES PROJECT

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.



BROUGHT TO
COMMUNITY BY
SPONSOR TEXT:

Sponsor logo

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.



BROUGHT TO
COMMUNITY BY
SPONSOR TEXT:

Sponsor logo

Sponsor logo

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.



BLUE ZONES PROJECT

Do not change the opacity of the logo



BLUE ZONES PROJECT

Do not change the color of the logo



BLUE ZONES PROJECT

Do not rearrange elements of the logo



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



BLUE ZONES PROJECT

Do not rotate the logo



BLUE ZONES PROJECT

Do not distort the logo

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 overlay at 13% opacity. We strive for authentic representation in community as well as inclusive representation



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

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.



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/longcommunitynamewebsite



Event Title Here Two Lines

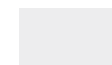
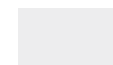
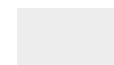
Wed. Sep. 30th
00:00 am – 00:00 pm

Thu. Sep. 31st
00:00 am – 00:00 pm

Location line 1
Location line 2



BROUGHT TO
COMMUNITY
BY SPONSOR
TEXT HERE:



© 2019 Blue Zones Project. All rights reserved. Blue Zones Project is a registered trademark of Blue Zones Project.

power positions



Typography

Two collections of typefaces have been purposefully chosen to promote consistency, accent the BLUE ZONES logo, and enhance our unique brand personality. One collection is recommended for general office use while the other is preserved for professional designers.

Typefaces For Professional Designer Use

Professional designers, either internal or hired externally to develop communications, may use these typefaces in addition to the standard typefaces to enhance graphics and allow for greater versatility of design.

Utopia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Utopia is a display typeface that can be used for headlines and quotes.

Commuter Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Commuter Sans is a display typeface that can be used for subheads and callouts.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Gotham is a versatile typeface that can be used for body copy and callouts.

Typefaces For Standard Use

For general, day-to-day office communications — from email to office memos and reports — use Calibri, Arial and Georgia. They are standard fonts on office computers and available to everyone.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri and Arial are versatile typefaces that should be used for body copy, subheads and callouts.

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Georgia is a display typeface that can be used for headlines, quotes and callouts.



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.

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.

Do

- Give color the consideration it deserves as a very powerful communications tool.
- Stick to black or navy blue 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.

Don't

- Overuse color. Black, gray, neutrals and white space are just as important.
- Alter the colors of the BLUE ZONES logo.

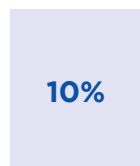
	PANTONE COLOR	C	M	Y	K	R	G	B	HEX NUMBER
Primary									
	PANTONE 2145C	98	62	0	14	0	78	168	004EA8
	PANTONE 292C	59	11	0	0	105	179	231	69B3E7
	PANTONE COOL GRAY 1C	4	2	4	8	217	217	214	D9D9D6
Secondary									
	PANTONE 2058C	26	53	6	0	187	133	171	BB85AB
	PANTONE 2024C	0	58	65	0	248	124	86	F87C56
	PANTONE 157C	0	42	74	0	236	161	84	ECA154
	PANTONE 141C	0	16	65	0	242	199	92	F2C75C
	PANTONE 2283C	35	0	61	0	167	225	99	A7E163
	PANTONE 564C	43	0	23	0	134	200	188	86C8BC

Primary Colors

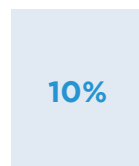
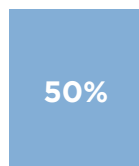
Use blue as the dominant color in all communications.

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

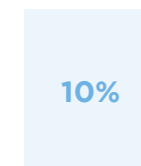
Color tints can be used for more texture and visual variety.



PAIRS WELL WITH



PAIRS WELL WITH



PAIRS WELL WITH



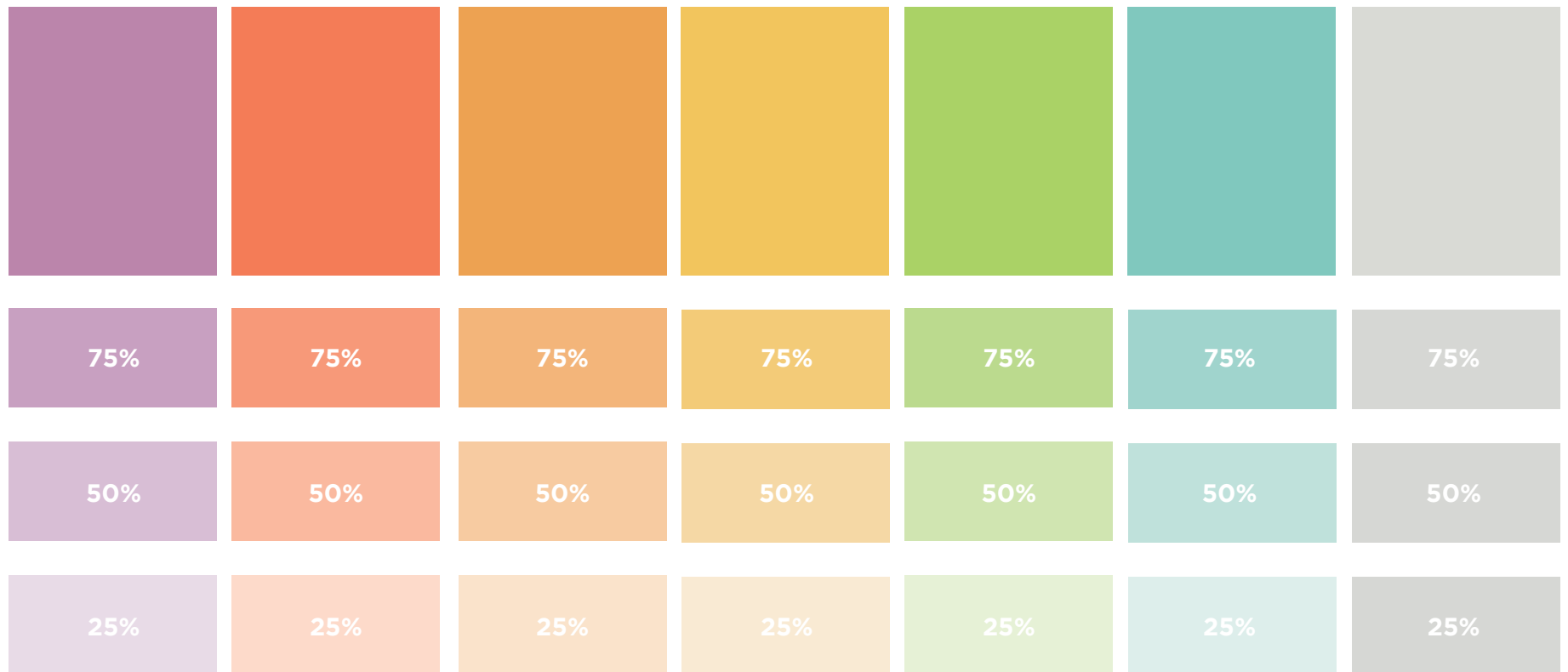
Secondary Colors

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.



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. Honest. Raw. Powerful. Iconic. Clean. Single. Focus. Rich. Narrative. Engaging. Captivating. Clear In Context.

Images used in Blue Zones communications should reflect our brand personality and complement our design. They should represent the diversity of the communities we serve, but most importantly fit within our existing family of photos. Please try to use photographs from Blue Zones Project communities and workplaces to avoid stock photos.

Best Practices

Use this image guide to help your photo selections.

- Keep the images simple, but offer some perspective
- Show people engaged in real life activities
- Make sure the setting is natural
- Ensure all design principals and selected imagery work together to support our brand personality
- Include a photo credit line for each image. “Photo by____.” If the piece you’re creating has multiple pages and multiple images, there can be a small section on one of the pages that includes all the photo credits.
- Provide the brand guidelines when contracting with a professional photographer

Social Media Best Practices

- Captivating images with one main focus
- Must tell a story
- Does not include animals, dairy products, meat or fish



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.

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

Power 9®

Though the original blue zones are located across vastly different parts of the world, their residents share nine specific traits that lead to longer, healthier, and happier lives. We call these the Power 9®.

1. Move Naturally

The world's longest-lived people are in environments that nudge them into moving without thinking about it.

2. Purpose

Waking up in the morning knowing your purpose is worth up to seven years of extra life expectancy.

3. Down Shift

Stress leads to chronic inflammation and is associated with every major age-related disease. The world's longest-lived people have routines that shed stress.

4. 80% Rule

“Hara hachi bu”—the Okinawans say this mantra before meals as a reminder to stop eating when 80 percent full.

5. Plant Slant

The cornerstone of most centenarian diets? Beans. They typically eat meat—mostly pork—only five times per month.

6. Wine At 5

Moderate drinkers outlive non-drinkers, especially if they share those drinks with friends.

7. Belong

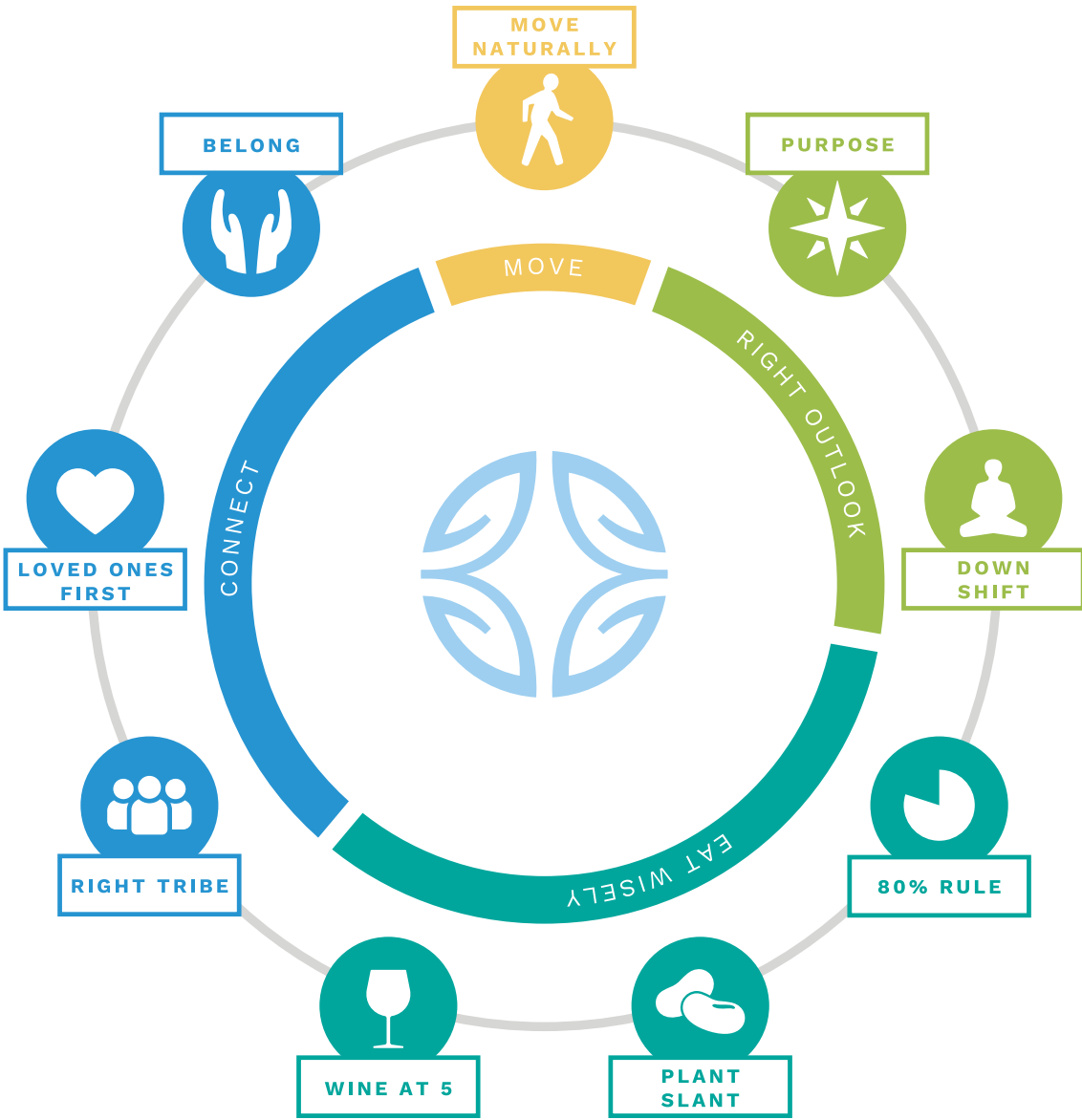
Attending faith-based services four times per month—no matter the denomination—adds up to 14 years of life expectancy.

8. Loved Ones First

Centenarians put their families first. They keep aging parents and grandparents nearby, commit to a life partner and invest in their children.

9. Right Tribe

The world’s longest-lived people chose or were born into social circles that support healthy behaviors.



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.

Life Radius

At Blue Zones we focus on the area close to home where we spend 90 percent of our lives. We optimize:

- The built environment: Improving roads and transportation options, parks and public spaces.
- Municipal policies and ordinances: Promoting activity and discouraging junk food marketing and smoking.
- Restaurants, schools, grocery stores and workplaces: Building healthier options into the places people spend most of their time.
- Social networks: Forming and nurturing social groups that support healthy habits.
- Habitat: Helping people design homes that nudge them into eating less and moving more.
- Inner selves: Encouraging people to reduce stress, find their purpose and give back to the community.



©2018 Blue Zones, LLC. All Rights Reserved.



©2018 Blue Zones, LLC. All Rights Reserved.



©2018 Blue Zones LLC All Rights Reserved

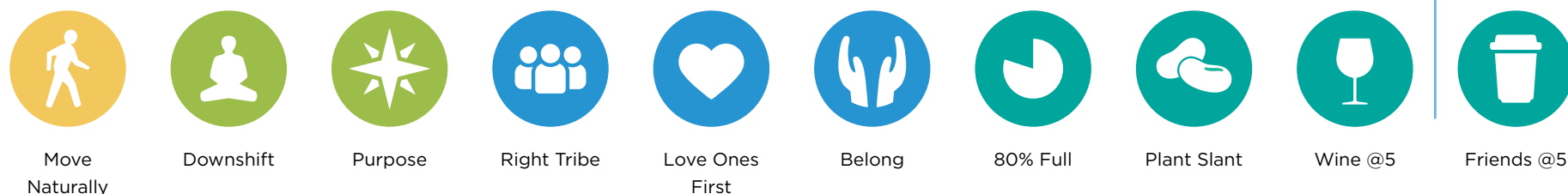
Rather than relying on individual behavior change, we focus on creating surroundings that default to healthier behaviors.

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 Power 9® 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.

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



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.
- Make sure the setting is natural
- 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.

Trademark Symbols

- Include trademark symbols on at least the first mention of the trademarked term and at least once within each communication.
- Apply trademark symbols to their respective logos.

*All trademarks are subject to change without notification.

Trademark Disclaimer Example

BLUE ZONES® is a registered trademark owned by Blue Zones, LLC. All rights reserved. All other trademarks are the property of their respective owners.

- Referencing the disclaimer once within a collateral is enough.
- Apply the trademark disclaimer to all Blue Zones communications, including white papers, presentations, websites, and related marketing materials.

Blue Zone, LLC Trademarks

Always use the appropriate trademark symbols.

- | | |
|--------------------------------|--------------------------|
| • Blue Zones® | • Blue Zones School® |
| • Blue Zones Activate™ | • Blue Zones University™ |
| • Blue Zones Campus™ | • Blue Zones Worksite® |
| • Blue Zones Challenge® | • Live Longer, Better® |
| • Blue Zones Community® | • Life Radius® |
| • Blue Zones Institute® | • Power 9® |
| • Blue Zones Grocery Store® | • Moai® |
| • Blue Zones Life™ | • True Happiness® Test |
| • Blue Zones Project® | • True Vitality® Test |
| • Blue Zones Project Approved™ | • Vitality Coach® |
| • Blue Zones Restaurant® | • Vitality Compass® |

Copyrights

A copyright is an exclusive legal right to sell, publish, reproduce or distribute the fixed manifestation of an original idea or creative work (such as writing, recording, video, etc.). In this instance, Blue Zones retains all rights, titles and interest in and to all copyrights and other proprietary rights therein the creative work.

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 © 2022 Blue Zones, LLC, Inc. All rights reserved.

- Copyright disclaimer should be used for documents such as BLUE ZONES Pledges, Checklists, Checkups and supporting collateral such as Guidelines, Research and "Hows and Whys," the copyright belongs to Blue Zones.

Index



Product And Company Descriptions

About Blue Zones Project

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. For more information, visit bluezones.com/services/blue-zones-project.

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.



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.



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)
- 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.

- Blue Zones®
- True Vitality® Test
- Power 9®
- True Happiness® Test
- Blue Zones Project®
- Life Better, Longer®
- 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.

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.

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. In the blue zones region of Okinawa, Japan, people repeat *hara hachi bu* before every meal to remind themselves to eat until 80% full.

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.

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.





BLUE ZONES PROJECT

Contact Us

For questions about any of the topics covered in The Blue Zones Project Brand Guidelines, please contact us at brand@bluezones.com.

To ensure a quick response, please reference “BRAND” in the subject line.

Copyright © 2022 Blue Zones, LLC. All rights reserved.