

MEDIA KIT

The Roots Health Centers media kit and brand guide

The logos, colours, type and motion rules for The Roots Health Centers in Lakewood Ranch, Florida, with the press facts and team photos. For news outlets and video editors.

LOGOS

Use the logo made for the background

Each logo below was drawn for one kind of background, and its card shows that background. Pick the one that matches yours. Never change its colours to make it fit.



ON LIGHT

Primary logo

The first choice, on white or any light background.

↓ Download PNG



ON DARK

Reversed logo

On black, dark grey, or the dark part of a photo.

↓ Download PNG



ON ORANGE

Logo on orange

Only on the logo orange (#FD6604).

↓ Download PNG

The round mark

For small spaces only. When there is room, use the full logo.



ON LIGHT

The "r" mark

Where the full logo will not fit: a profile picture, a watermark, a corner of a video.

↓ Download SVG

↓ Download PNG



ON DARK

The "r" mark, knocked out

On dark grounds and over video.

↓ Download SVG

↓ Download PNG



Clear space and smallest size

Leave empty space around the logo equal to half the height of the round "r" mark, on every side. No text, edge or other logo goes inside it.

Smallest size	On screen	In print
Full logo	140 px wide	1.25 in (32 mm) wide
"r" mark	32 px wide	0.375 in (10 mm) wide

Need a vector file (EPS or PDF) of the full logo for large print? Email info@therootshealth.com.

Four ways to get it wrong



⊗ Don't

Recolour it

Use the files as they are. If no version fits your background, pick a different background.



⊗ Don't

Stretch or squash it

Scale it from a corner so its shape stays the same.



⊗ Don't

Put the colour logo on a photo

On a photo, use the reversed logo over a dark, quiet area, or put the logo on a plain band.



⊗ Don't

Add shadows, outlines or glows

The logo goes on flat, clean ground with nothing added to it.

COLOURS

The colours, with their numbers

Match these exactly. HEX is for screens and web, RGB for video and design software. The full list is also in the download as colours.json.

Brand colours

#EA580C

Roots orange
HEX #EA580C · RGB 234, 88, 12
Buttons, links and the small labels over headings.

#FD6604

Logo orange
HEX #FD6604 · RGB 253, 102, 4
Inside the logo and the “r” mark, and behind the logo on orange.

#C2410C

Deep orange
HEX #C2410C · RGB 194, 65, 12
Small orange text on white, and buttons when pressed.

#1C1917

Ink
HEX #1C1917 · RGB 28, 25, 23
Headings, body text and the dark footer band.

Supporting colours

#696663

Mark grey
HEX #696663 · RGB 105, 102, 99
The grey inside the “r” mark.

#78716C

Warm grey
HEX #78716C · RGB 120, 113, 108
Captions, dates and small print.

#FAF9F9

Light stone
HEX #FAF9F9 · RGB 250, 250, 249
Light section backgrounds.

#FFF7ED

Orange tint
HEX #FFF7ED · RGB 255, 247, 237
Soft highlight panels.

FFFFFF

White
HEX #FFFFFF · RGB 255, 255, 255
Page background and cards.

DM Sans, and nothing else

Both the website and every video use only these faces. They are free from Google Fonts under the SIL Open Font License, so editors can install them. Never swap in a serif or a script face.

Aa

DM Sans

Every heading and every line of text, on the site and in video.

Bold 700	Headings, names, big numbers
Semibold 600	Labels, buttons, the small capitals over headings
Regular 400	Body text and captions under photos

[Get DM Sans free from Google Fonts](#) ↗

Sizes on the website

Phone → tablet → desktop.

Page headline (H1)	36 → 48 → 60 px	Bold
Section heading (H2)	30 → 36 px	Bold
Card title	18 – 20 px	Semibold
Intro under a heading	18 → 20 px	Regular
Body text	16 px, line height 1.6	Regular
Small capitals over a heading	14 px, letter spacing 0.1 em	Semibold

Sizes in video

Pixels in the finished frame. Display = DM Sans.

Text	16:9	9:16	1:1	Face
Title card headline	124 px	140 px	112 px	Display, bold
Lower third: name	50 px	70 px	50 px	Display, bold
Lower third: role	29 px	40 px	29 px	Body, semibold
Captions	62 px	100 px	64 px	Display, bold
Small label over a title	24 px	30 px	24 px	Body, bold, capitals, wide spacing
End card web address	124 px	138 px	100 px	Display, bold

MOTION

How graphics move in our videos

Five moves, the same in every video. If your editor has easing curves, the numbers below match ours; if not, aim for the feel in the words.



Arrive · 0.55 s

Things enter fast and settle slowly: text rising 40 px into place, words sliding up from behind a line.

`cubic-bezier(0.16, 1, 0.3, 1) · expo.out`



Settle · 0.6 s

A gentler slow-down for lines and bars growing from one end, and a photo easing in.

`cubic-bezier(0.25, 1, 0.5, 1) · power3.out`



Move · 0.7 s

Something crossing the frame: a colour wipe, a panel sliding from one place to another.

`cubic-bezier(0.76, 0, 0.24, 1) · power3.inOut`



Pop · 0.45 s

A small overshoot for faces and buttons, from 86% of their size to 100%.

`cubic-bezier(0.34, 1.56, 0.64, 1) · back.out(1.6)`



Leave · 0.3 s

Exits speed up as they go and are quicker than entrances.

`cubic-bezier(0.32, 0, 0.67, 0) · power2.in`

Timing rules

Everything lands in the first 0.8 seconds, then holds still.

A graphic stays 2 to 5 seconds. Long enough to read twice.

Exits take 0.3 seconds, quicker than the way in.

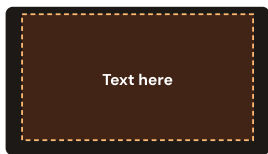
Words follow each other 0.06 seconds apart. Lines of text, 0.1 seconds.

Nothing loops, bounces or spins. One move in, one move out.

Keep faces clear. Graphics sit beside or below the person speaking, never across them.

Formats and safe areas

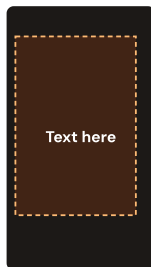
The dashed box is where words and logos may go. Pictures can fill the whole frame.



16:9 · 1920 × 1080

YouTube, the website, TV in the waiting room

Text 120 px from the sides and 110 px from the bottom.



9:16 · 1080 × 1920

Reels, TikTok, Shorts, Stories

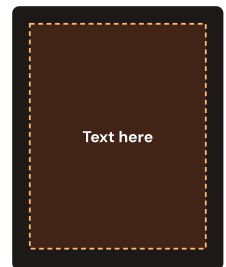
Keep words out of the top 220 px, the bottom 400 px and the right 140 px: the app's buttons and captions sit there.



1:1 · 1080 × 1080

Feed posts

Text 72 px from every edge, 84 px from the bottom.



4:5 · 1080 × 1350

Instagram and Facebook feed

Text 90 px from the sides and top, 110 px from the bottom.

Live examples, in this brand

Each one plays once when you reach it. Switch the format to see the phone and square versions; press Replay to watch again.



EXAMPLE 1

Opening: logo reveal

The first three seconds. A wipe of orange crosses the frame, the dark follows it, and the reversed logo rises into place with the line under it.

Length	3.5 seconds, then it holds
Logo file	Reversed logo (the-roots-health-centers-white.png) on the dark
Moves	Orange wipe 0.7 s (Move); dark follows at 0.28 s; logo rises 0.9 s (Arrive) while settling from 108% to 100% (Settle); rule grows at 1.4 s
Colours	Wipe #EA580C, ground #1C1917

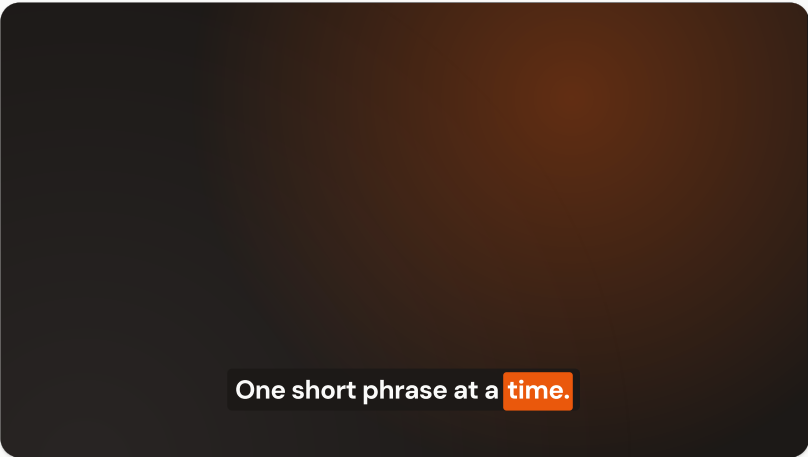


EXAMPLE 2

Lower third: who is speaking

The name and role of the person on screen, always with their face. It sits along the bottom while they talk, then leaves before the next speaker.

Length	4 seconds, then it holds
Type	Name DM Sans bold 50 px, role DM Sans semibold 29 px (16:9)
Place	Runs in from the left edge, 110 px above the bottom; in 9:16, 330 px up, clear of the app's captions
Moves	Bar wipes in 0.6 s (Settle), orange line grows, face pops at 0.2 s (Pop), name slides up at 0.3 s (Arrive), role at 0.5 s
Hold	At least 3 seconds on screen



EXAMPLE 3

Captions

Big captions for talking-head video: one short phrase at a time on a dark ribbon, each word lighting up as it is said, the key word in orange.

Length	3 seconds, then it holds
Type	DM Sans bold, 62 px in 16:9, 100 px in 9:16, 64 px in 1:1
Words	Up to 6 words a phrase, never more than 2 lines
Place	Low centre in 16:9 and 1:1; about two-thirds down in 9:16, above the app's own text
Moves	Each word pops in as it is spoken (0.3 s, Pop); the ribbon fades in 0.25 s

LAKEWOOD RANCH, FL

What to expect at your first visit

EXAMPLE 4

Title card

A chapter or video title on the dark ground: a small label, the title, a short orange rule.

Length	3 seconds, then it holds
Type	Title DM Sans bold 124 px (16:9); label DM Sans bold 24 px, capitals, wide spacing
Moves	Label tracks in 0.5 s (Settle); words slide up 0.06 s apart (Arrive); rule grows at 0.6 s
Colours	Ground #1C1917, text #FAFAF9, label and rule #EA580C



Book a complimentary consultation

therootshealth.com

Book a consultation →

EXAMPLE 5

End card

The last thing a video says: the logo, what to do next, the web address and a button.

Length	4 seconds, then it holds
Type	Web address DM Sans bold 124 px (16:9), the ending in orange
Moves	Logo fades 0.5 s; line rises; address slides up 0.7 s (Arrive); button pops at 0.65 s (Pop); arrow nudges at 1.6 s
Hold	At least 3 seconds after everything lands

PRESS

About the clinic, in a few lines

Use the paragraph as it is, or quote any part of it. The facts below are checked; please don't round or change them.

The approved paragraph

The Roots Health Centers is a family chiropractic and wellness clinic in Lakewood Ranch, Florida, founded in 2016 by Dr. Logan Swaim, MS, DC and Dr. Laura Swaim, DC. Care starts with a neurological evaluation and includes corrective chiropractic using Torque Release Technique, spinal decompression, shockwave therapy, red light therapy, pelvic floor therapy on the Freedom+ chair, and a dedicated neuropathy program. Its sister clinic next door, Little Roots Pediatric Chiropractic, cares for babies, children and expecting mothers. The clinic's mission is helping families achieve optimal health naturally.

Name	The Roots Health Centers	
Address	8209 Natures Way, Unit 115, Lakewood Ranch, FL 34202	
Phone	(941) 877-1507	
Email	info@therootshealth.com	
Website	therootshealth.com	
Founded	2016, by Dr. Logan Swaim and Dr. Laura Swaim	
Google rating	4.8 from 655 Google reviews	
Sister clinics	Little Roots Pediatric Chiropractic (next door, Unit 117) and The Roots Neuropathy program	
Hours	Monday	9am – 1pm, 2pm – 6:30pm
	Tuesday	11am – 2pm, 3pm – 6:30pm
	Wednesday	9am – 2pm
	Thursday	9am – 1pm, 2pm – 6:30pm
	Friday	9am – 2pm
	Saturday	Closed
	Sunday	Closed

The team

Names and titles as they should be printed. The photos are for editorial use in stories about the clinic.

PRESS CONTACT

Interviews, photos, a quote from one of the doctors, or a fact to check.

 [Email info@therootshealth.com](mailto:info@therootshealth.com)

 [Call \(941\) 877-1507](tel:(941)877-1507)

Photos of patients

This kit has no pictures of patients, and we cannot supply them. For clinic or team photos beyond the ones below, ask the press contact.



Dr. Logan Swaim, MS, DC

Co-Director

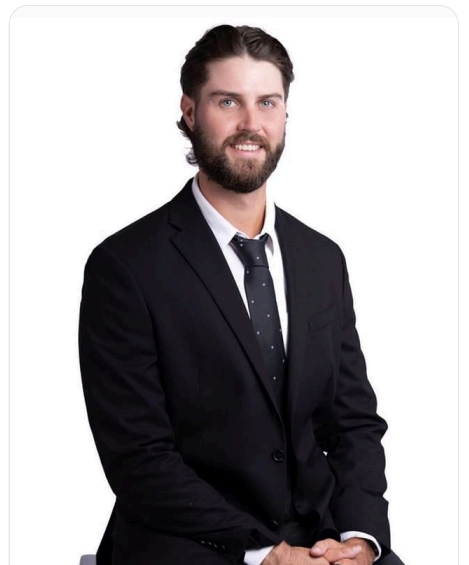
[!\[\]\(5ebcf382a6ee952d6c5b8b948415801e_img.jpg\) Download photo](#)



Dr. Laura Swaim, DC

Co-Director

[!\[\]\(a69696d69cfd88b51cbd02e5288eca32_img.jpg\) Download photo](#)



Dr. Grayson Fox, DC

Chiropractor, pediatric focus

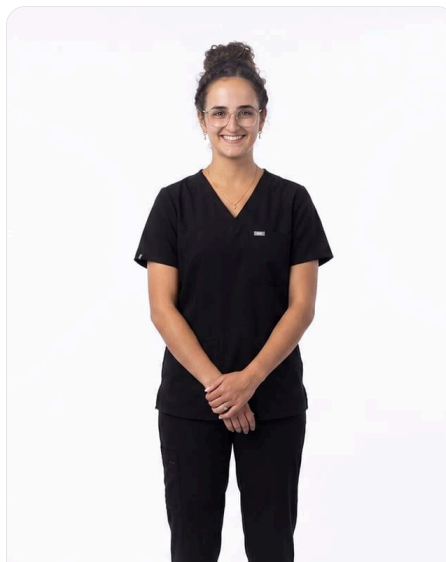
[!\[\]\(ac7494f141109b59d18bf9c3aeb84d93_img.jpg\) Download photo](#)



Ms. Carly Lovato

Office & Lead Case Manager

[!\[\]\(41959a55675a4cf6a0c75249945ddd26_img.jpg\) Download photo](#)



Yohanna Miller

Patient Care Coordinator

[!\[\]\(ab45609bcd3346fe6539308be8d5cbb8_img.jpg\) Download photo](#)