

Little Roots Pediatric Chiropractic media kit and brand guide

The logos, colours, type and motion rules for Little Roots Pediatric Chiropractic 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, cream or any light background.

[Download SVG](#)[Download PNG](#)



ON DARK

Logo for dark grounds

On black, dark brown, or the dark part of a photo. "Roots" turns white; "LITTLE" keeps its colours.

[Download SVG](#)[Download PNG](#)



ON ORANGE

One-colour white logo

On the brand orange, and where only one colour can print.

[Download SVG](#)[Download PNG](#)

The round mark

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



ON LIGHT

The “r” mark

The family's round mark, shared with The Roots Health Centers. For 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 the height of the round “r” in “Roots”, on every side. No text, edge or other logo goes inside it.

Smallest size	On screen	In print
Full logo	120 px wide	1 in (25 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 littleroots@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.

Website colours

#EA580C

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

#C2410C

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

#431407

Heading brown
HEX #431407 · RGB 67, 20, 7
Headings.

#1C1917

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

#FAF9F6

Cream
HEX #FAF9F6 · RGB 250, 249, 246
The page background.

#F5F0E8

Warm cream
HEX #F5F0E8 · RGB 245, 240, 232
Soft panels and cards on cream.

#FFF7ED

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

Logo colours

These live inside the logo only. Never use them for backgrounds, buttons or text.

#07B9A9

Teal
HEX #07B9A9 · RGB 7, 185, 169
A letter in "LITTLE".

#C27CD2

Purple
HEX #C27CD2 · RGB 194, 124, 210
A letter in "LITTLE".

#F57C45

Coral
HEX #F57C45 · RGB 245, 124, 69
A letter in "LITTLE".

#F5C531

Yellow
HEX #F5C531 · RGB 245, 197, 49
A letter in "LITTLE".

#F67090

Pink
HEX #F67090 · RGB 246, 112, 144
A letter in "LITTLE".

#E53A17

Red
HEX #E53A17 · RGB 229, 58, 23
A letter in "LITTLE".

#FD6604

Logo orange
HEX #FD6604 · RGB 253, 102, 4
"Roots" and the "r" mark.

TYPE

Nunito and Inter, 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

Nunito

Headings. Rounder and softer than the parent clinic's type, on purpose.

Extra bold 800 Big numbers and title cards in video

Bold 700 Headings and names

[Get Nunito free from Google Fonts](#)

Aa

Inter

Body text, labels, captions.

Semibold 600 Labels, buttons, the small capitals over headings

Regular 400 Body text and captions under photos

[Get Inter 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 = Nunito, body = Inter.

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.

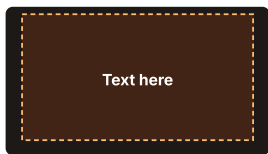
Words follow each other 0.06 seconds apart. Lines of text, 0.1 seconds.

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

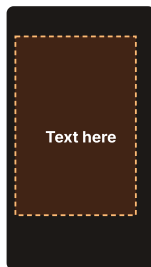
The dashed box is where words and logos may go. Pictures can fill the whole frame.



16:9 · 1920 × 1080

YouTube, the website, TV in the waiting room

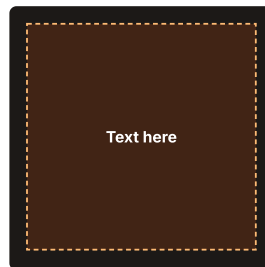
Text 120 px from the sides and 110 px from the bottom.



9:16 · 1080 × 1920

Reels, TikTok, Shorts, Stories

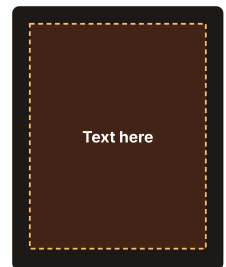
Keep words out of the top 220 px, the bottom 400 px and the right 140 px: the app's buttons and captions sit there.



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 (little-roots-on-dark.svg) 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 #431407

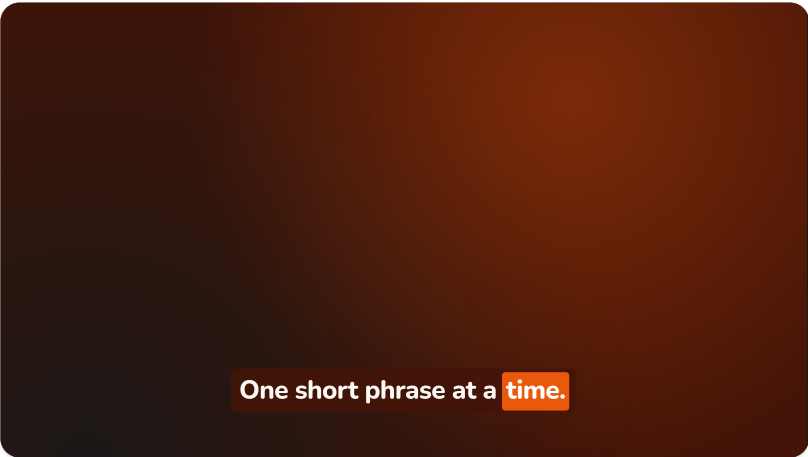


EXAMPLE 2

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 Nunito extra bold 50 px, role Inter 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	Nunito extra 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



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 Nunito extra bold 124 px (16:9); label Inter 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 #431407, text #FAF9F6, label and rule #EA580C



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 Nunito extra 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

Little Roots Pediatric Chiropractic is a pediatric and prenatal chiropractic clinic in Lakewood Ranch, Florida, and the sister clinic of The Roots Health Centers next door. It opened in 2025, founded by Dr. Logan Swaim, MS, DC and Dr. Laura Swaim, DC, both Webster certified. Gentle care focused on the nervous system supports newborns, children and expecting mothers, with Dr. Grayson Fox, DC, whose focus is pediatrics. Each child is different, so every plan is personal. The clinic's mission is helping families achieve optimal health naturally.

PRESS CONTACT

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

✉ [Email littleroots@therootshealth.com](mailto:littleroots@therootshealth.com)

☎ [Call \(941\) 932-4611](tel:9419324611)

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.

Name	Little Roots Pediatric Chiropractic	
Address	8209 Natures Way, Unit 117, Lakewood Ranch, FL 34202	
Phone	(941) 932-4611	
Email	littleroots@therootshealth.com	
Website	littlerootschiro.com	
Founded	2025, by Dr. Logan Swaim and Dr. Laura Swaim	
Parent clinic	The Roots Health Centers, next door at Unit 115	
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.



Dr. Logan Swaim, MS, DC

Co-Director

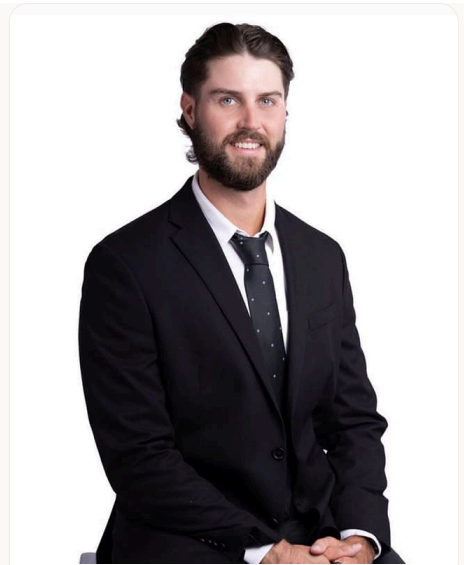
[!\[\]\(5ebcf382a6ee952d6c5b8b948415801e_img.jpg\) Download photo](#)



Dr. Laura Swaim, DC

Co-Director

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



Dr. Grayson Fox, DC

Pediatric Chiropractor

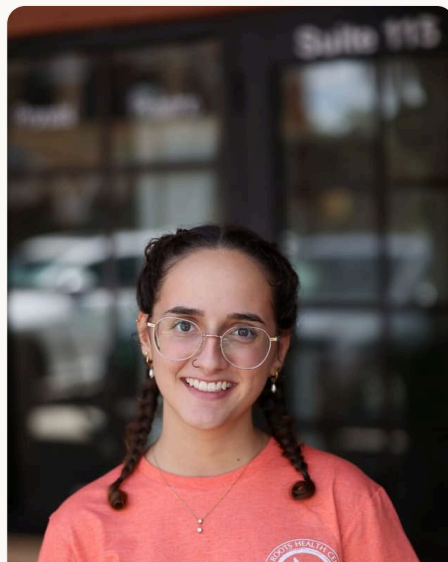
[!\[\]\(ac7494f141109b59d18bf9c3aeb84d93_img.jpg\) Download photo](#)



Ms. Carly Lovato

Office & Lead Case Manager

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



Yohanna Miller

Patient Care Coordinator

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