EveryAge

Brand Guidelines

Contents

Our Logo

Taking the five loaves and the **two fish** and looking up o heaven, he gave thanks and broke the loaves. Then he gave them to his disciples to distribute to the people. He also divided the two fish among them all.

Mark 6:41

EveryAge

EveryAge

Master Brand Logo: Two Color

Our **master brand logo** may be printed in two "spot" colors (Indigo and Purple or white and Purple) when process printing is unavailable. Examples: apparel, swag.

Master Brand Logo: One Color

Our **master brand logo** may be printed in one "spot" color (Indigo or white) when two color printing is unavailable.

EveryAge

Formerly United Church
Homes and Services

EveryAge

Formerly United Church
Homes and Services

Logo Transition

Until our new brand is established, it is acceptable to typeset **Formerly United Church Homes and Services** in the header or footer of communications OR to use the "Formerly" logo lockup presented on pages 8-10.

EveryAge

Formerly United Church
Homes and Services

**Example:
Formerly lockup**

**Example:
Formerly text in footer**

EveryAge

Formerly United Church
Homes and Services

Welcome!

Lorem ipsum dolor sit amet.

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www.EveryAge.com

**Example:
Formerly text
in header**

EveryAge

Welcome!

Lorem ipsum dolor sit amet.

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Optatumquos eos nus, qui ullite quidestet aut expelicat verum evendam, officiis doluptius, offici corem quia quia nimagnim ipsandu ntestiusandi tem volo quam que sequos

Formerly United Church Homes and Services   **www.EveryAge.com**

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Formerly United Church
Homes and Services

EveryAge
FOUNDATION

EveryAge
FOUNDATION

Sub-brand Logos

Our CCRC's, Affordable Housing and Programs are with their **sub-brand logos**. Each logo in the EveryAge brand family is cradled by the **arc**, or the lower curve of the master brand logo.

The arc

Logo Mark for All EveryAge
CCRCs

Logo Mark for All EveryAge
Affordable Housing
Communities

Logo Mark for All EveryAge
Programs

Primary Logos

Lake Prince Woods
EveryAge Senior Living

Piedmont Crossing
EveryAge Senior Living

Abernethy Laurels
EveryAge Senior Living

Secondary Logos

Lake Prince Woods
EveryAge Senior Living

Piedmont Crossing
EveryAge Senior Living

Abernethy Laurels
EveryAge Senior Living

Primary Logos

Matthew's Place
An EveryAge Senior Community

Covenant Place
An EveryAge Senior Community

The Willows
An EveryAge Senior Community

Secondary Logos

Matthew's Place
An EveryAge Senior Community

Covenant Place
An EveryAge Senior Community

The Willows
An EveryAge Senior Community

Primary Logos

Emmanuel's Place
An EveryAge Senior Community

St Joseph's Place
An EveryAge Senior Community

Carolina Senior Living
An EveryAge Senior Community

Secondary Logos

Emmanuel's Place
An EveryAge Senior Community

St Joseph's Place
An EveryAge Senior Community

Carolina Senior Living
An EveryAge Senior Community

Primary Logos

NOAH
An EveryAge Senior Community

Secondary Logos

NOAH
An EveryAge Senior Community

Program Logos

Primary Logos

Carolina SeniorCare
An EveryAge Program

Lake Prince at Home, LLC
An EveryAge Program

Kids Only
An EveryAge Program

Secondary Logos

Carolina SeniorCare
An EveryAge Program

Lake Prince at Home
An EveryAge Program

Kids Only
**An EveryAge Program**

Logo Guidelines

"Do's":

Always consider color contrast - when placing the logo on a dark color or photo, use wither the reverse master logo or the one color white logo

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Whenever possible, **use the full sub-brand logo with no changes**

In small spaces, **use the secondary sub-brand logo**

In apparel or substrates like fabric where full color printing may not be available, **use the two- or one-color logos** (see Application Examples)
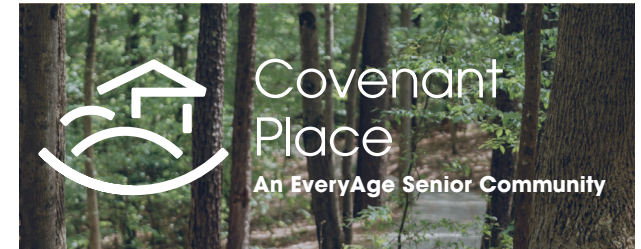
Logo Guidelines – Continued

"Don'ts":

Always consider color contrast - don't place logos over dark backgrounds or photos where they are not visible

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Never change the layout of a logo, skew, stretch or change proportion of mark to type

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Never remove "An EveryAge Community" or "An EveryAge Program from logo

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Never change the colors of any of the logos – use only full-color positive, full-color negative, two color or one-color logos.

Do not remove the logo mark from sub-brand logos – if space is an issue, the secondary sub-brand logos may be used.

Our Palette

Brand Gradient

Our **brand gradient** is a dynamic, prismatic color field that represents the vibrancy and diversity of the EveryAge brand. Made up all colors in the EveryAge brand palettes, the gradient is used within our logo marks and as a background element.

Primary Palette

While the full EveryAge palette is drawn from the brand gradient, these core colors are the **primary palette** used to represent our brand. This palette should be used anywhere large swaths of color are required.

Indigo

PMS 2756 C
C 100 M 92 Y 0 K 26
Hex # 151F6D

Purple

PANTONE Purple C
C 36 M 89 Y 0 K 0
Hex # BB29BB

Teal*

PMS 3265 C
C 75 M 0 Y 43 K 0
Hex # 00C7B1

Crimson

PANTONE Rubine Red C
C 0 M 100 Y 24 K 4
Hex # CE0058

* When using Teal as a background color, please use black or indigo text (not white) for best contrast.

Secondary Palette

Our **secondary palette** colors highlight and compliment the primary colors and can be used in graphics and illustrations.

Gold*

PANTONE Yellow 012 C
C 0 M 2 Y 100 K 0
Hex # FFD700

Orange

PMS 165 C
C 0 M 68 Y 96 K 0
Hex # FF6720

Red

PANTONE Red 032 C
C 0 M 90 Y 76 K 0
Hex # EF3340

Magenta

PANTONE Rhodamine
Red C
C 5 M 92 Y 0 K 0
Hex # E10098

Violet

PANTONE Violet C
C 94 M 100 Y 0 K 1
Hex # 440099

Cyan

PANTONE Process Blue C
C 100 M 15 Y 0 K 6
Hex # 0085CA

Green

PANTONE Green C
C 96 M 0 Y 68 K 0
Hex # 00AB84

Black

C 0 M 0 Y 0 K 100
Hex # 000000

*When using Gold as a background color, please use black or indigo text (not white) for best contrast.

Typography

Print Font

The EveryAge **print font** is ITC Avant Garde Gothic Pro in Regular and Bold weights.

Avant Garde Book

Avant Garde Bold

Avant Garde Book

Avant Garde Bold

Our Story

Help that grows with you

One of the great challenges of providing assistance to those who need it is making sure the solution actually matches the situation. After all, people don't just need help. They need the right help.

Learn More ›

ITC Avant Garde Gothic Pro is available for purchase from My Fonts for $39 per weight: myfonts.com/fonts/itc/avant-garde-gothic

Web Font

The EveryAge **web font** is Poppins. Our brand uses two weights: Bold and Book. Poppins may be used in lieu of ITC Avant Garde when necessary.

Poppins Regular

Poppins Bold

Poppins Regular

Poppins Bold

Our Story

Help that grows with you

One of the great challenges of providing assistance to those who need it is making sure the solution actually matches the situation. After all, people don't just need help. They need the right help.

Learn More ❯

Poppins is a free font available from Google Fonts: https://fonts.google.com/specimen/Poppins

Typography Guidelines

All EveryAge materials, from logos to collateral to emails, need to be easy to read and simple to comprehend.

Style Notes:

Always use title or sentence case versus uppercase text, which is less legible.

Always use sufficiently large text with generous spacing between elements. Preferably, text will be 10 points or greater in print, 16 points or greater online.

Always use hierarchical text styles. Headlines should be substantially larger than subheads and body copy. Subheads should be bold.

Always consider color contrast - use dark text on light backgrounds and white text on dark backgrounds. Learn more about color contrast at: https://webaim.org/resources/contrastchecker/

Use clear calls to action with direct language

Avoid hyphenation

Headline in Title Case

Subhead is bold

Body copy is easy to read and sufficient in size and contrast.

Calls to Action Are Clear ＞

Other Visuals

Accent Type

Accent type may be used as a graphical element, as long as guidelines for size, case, contrast, and spacing are taken into account.

Every lorem, Every lorem, every lorem, every lorem;

**Every lorem,
every loremipso,
EveryAge**

Example: Multi-colored circular text

Example: Multi-colored text on brand gradient background

Brand Graphics

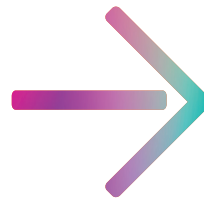## Primary Logos

Fishes

Arc

Heart

Secondary Logos

Plus

Arrow

Check

Image treatments

Isolated photo with brand color background

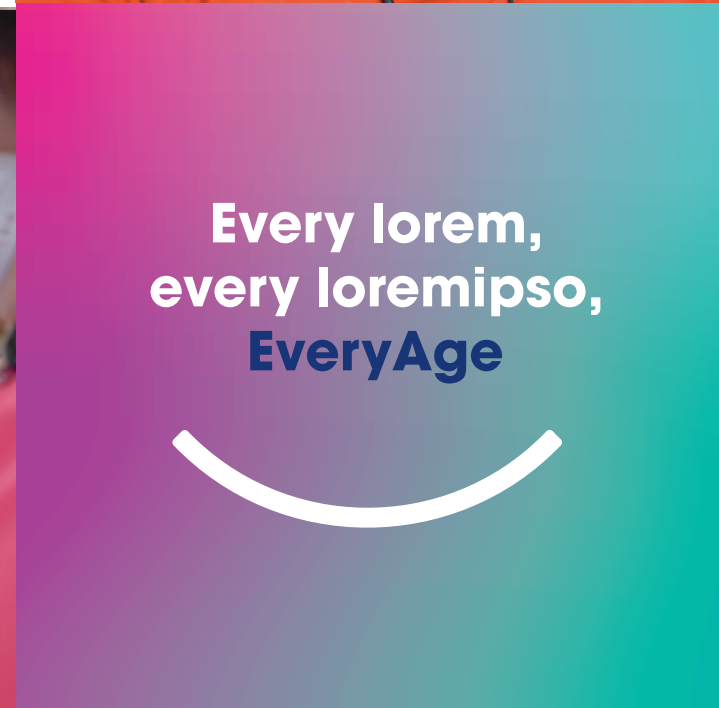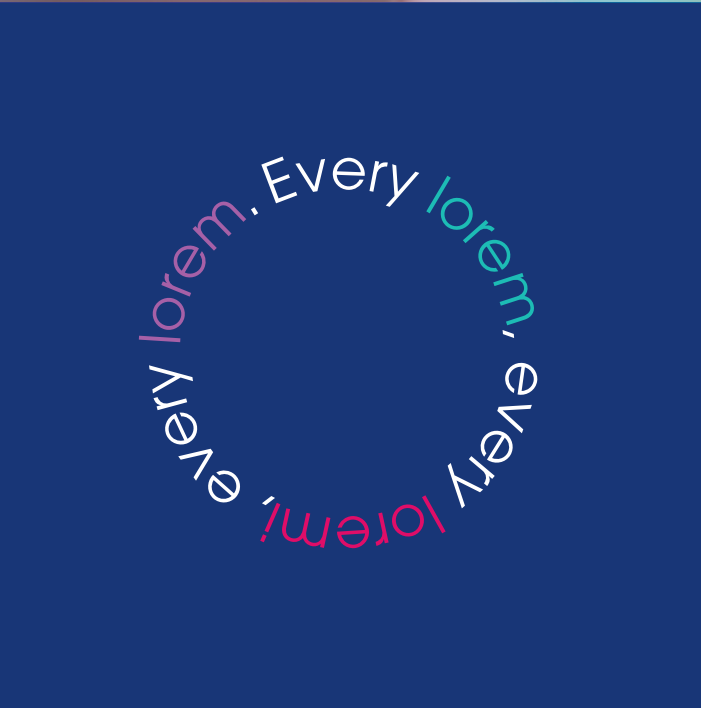**Isolated photo with master brand "fishes" in background**

Isolated photo with brand graphic in background

40% opacity brand gradient overlaying photo

Application Examples

EveryAge

Every lorem. Every lorem, every lorem! every lorem,

Every lorem,
every loremipso,
EveryAge

EveryAge

Firstname Last
Title at EveryAge

000-000-8888
000 Street Address
Town, NC 000000
FirstnameLast@**EveryAge.com**

EveryAge

Carolina
SeniorCare
An EveryAge Program