



BRAND SPECIFICATION GUIDE

SPRING 2020



## BRAND GUIDELINES

Brand guidelines are an imperative tool in the execution of a strong, memorable identity. To clearly communicate your brand personality, it's important that all public materials (marketing, promotion, environmental, etc.) consistently adhere to the following guidelines.

# LOGO USAGE

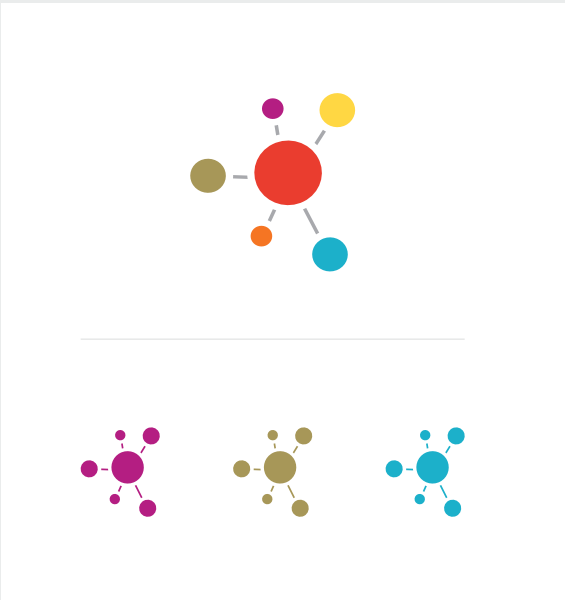
## PRIMARY LOGO & ICON BUG

The Transforming Age brand consists of a primary 7-color stacked logo, horizontal logo, and a supporting icon/bug. The primary stacked logo should be used in all print and web applications. When vertical space is limited, the horizontal version may be used.

Reserve the reverse logos for placement upon a solid background color flood or photo treatment. A 1-color black version should be used when paired with affiliate logos.

The icon bug can be used as necessary at any scale in multi-color or solid. An oversize 10% opacity watermark version of the bug can be used as a supporting brand element for added visual interest on a page.

SUPPORTING BUG:



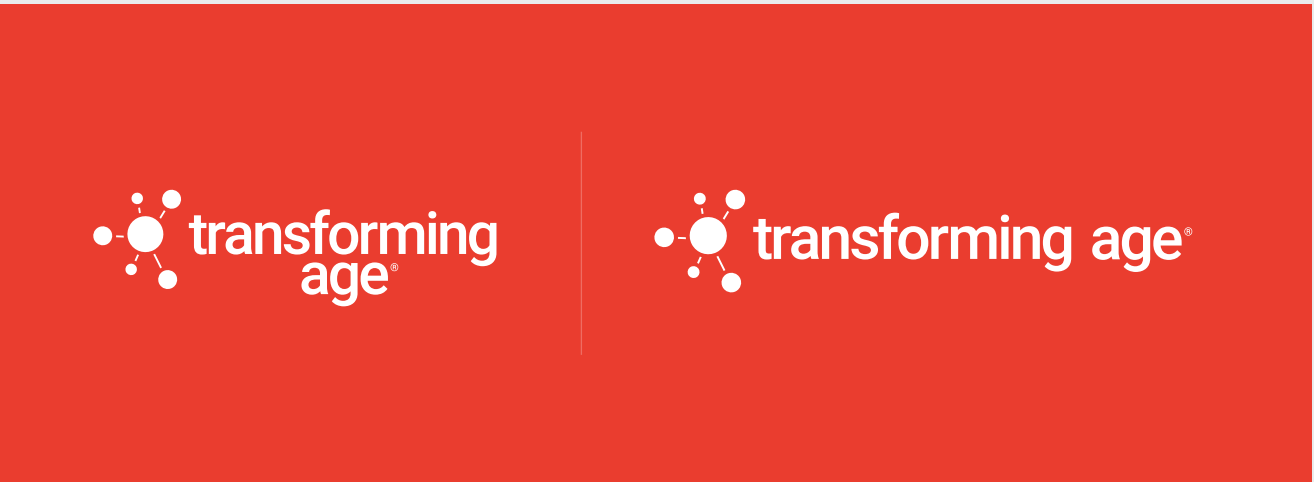
BUG WATERMARK:



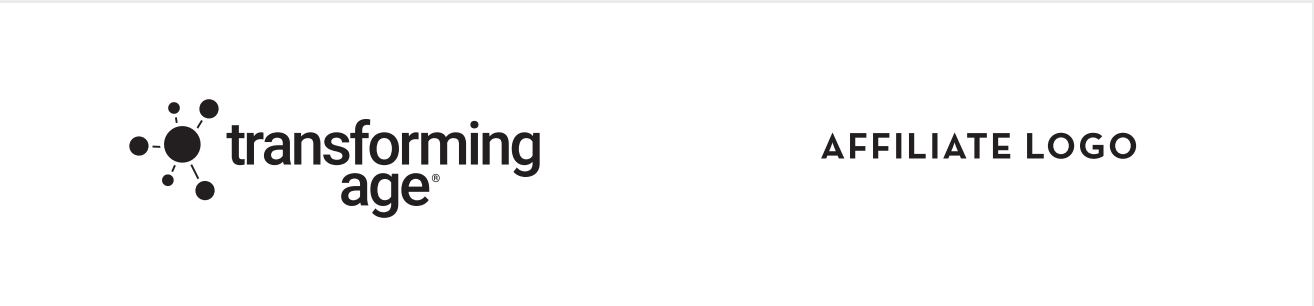
PRIMARY LOGO



PRIMARY LOGO: REVERSE



1-COLOR



AFFILIATE LOGO

# LOGO USAGE

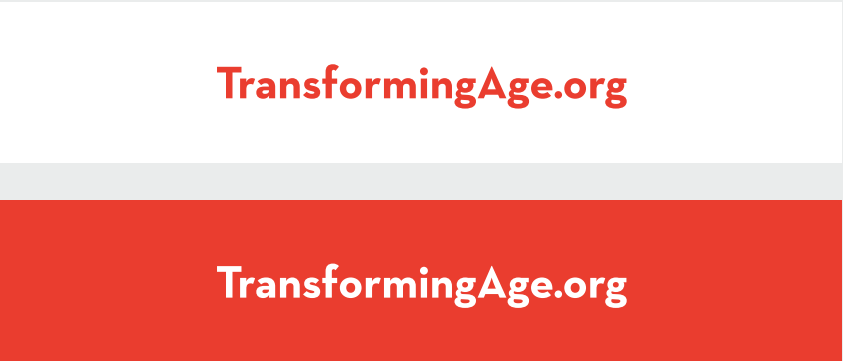
## LOGO MINIMUM SIZE

The minimum size of the Transforming Age logo is as follows:



## URL DISPLAY

When placed as display text, the URL should always be presented as shown:



## LOGO CLEAR SPACE

The Transforming Age logo requires clear space around it to maximize its presence. The height of logo's "B" can be used to gauge the minimum amount of clearance around the logo. This area should be kept free of graphics, type, etc. This applies to all variations of the logo.





# CO-BRANDING

Our family of affiliate communities and organizations each have their own unique visual identity. To build brand equity and communicate the parent brand relationship of Transforming Age, affiliate communities and organizations should co-brand with Transforming Age whenever space allows. The tagline lockups (in Neutraface font) for communities and non-housing affiliates are the preferred lockup for primary logos on web, print advertising, and signage. As an alternative option, the side-by-side logo lockup can be used where a smaller and/or horizontal orientation is suitable, such as website/advertisement footers or email signatures, or when the Transforming Age brand should receive equal billing. Note that the tagline should adopt the primary color represented in the property or affiliate logo.

## NON-HOUSING AFFILIATE LOCKUP

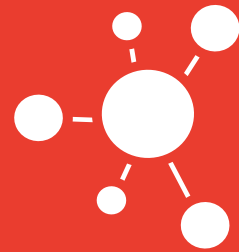


## TAGLINE LOCKUP



## LOGO LOCKUP





# OUR MISSION

We create unlimited possibilities to enhance the lives of older adults by integrating housing, community services, technology, philanthropy and business services.

**We are Transforming Age.**



# COLOR PALETTE

A vibrant, energetic palette has been selected to reinforce the aesthetic of the Transforming Age brand. The primary color palette is to be used for all collateral.

## PRIMARY PALETTE

PRINT  
PMS 302 C

WEB  
HEX #003B5C

## SECONDARY ACCENTS

PRINT  
PMS 158 C

WEB  
HEX #F36E21

PRINT  
PMS 7404 C

WEB  
HEX #FACB0B

PRINT  
PMS 5835 C

WEB  
HEX #EBE3D7

PRINT  
PMS 631 C

WEB  
HEX #2CA9C8

PRINT  
PMS 241 C

WEB  
HEX #AB2B80

PRINT  
100% BLACK

WEB  
HEX #000000

PRINT  
PMS CG 10

WEB  
HEX #63656B





“ If you can **dream** it,  
you can do it. ”

- Walt Disney



# TYPEFACES

The Neutraface and Montserrat type families have been selected specifically per application, to translate beautifully and maintain a consistent look and legibility between web and print.

## DIGITAL APPLICATIONS

Web versions of Neutraface and Montserrat have been selected as web-safe brand fonts. Samples can be viewed/purchased at the link below. If these fonts are not accessible in a specific application (ie: *Mailchimp, Constant Contact etc*), Arial may be used as a web-safe alternative.

NEUTRAFACE

MONTSERRAT

HEADLINES  
(WEB + PRINT)  
CAPS OR TITLE CASE

NEUTRAFACE BOOK, DEMI, BOLD  
Neutraface Book, Demi, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ?

BODY COPY  
(WEB + PRINT)

Montserrat Reg, Med, Med Italic, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ?

ALTERNATE

Arial Regular, Italic, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ?





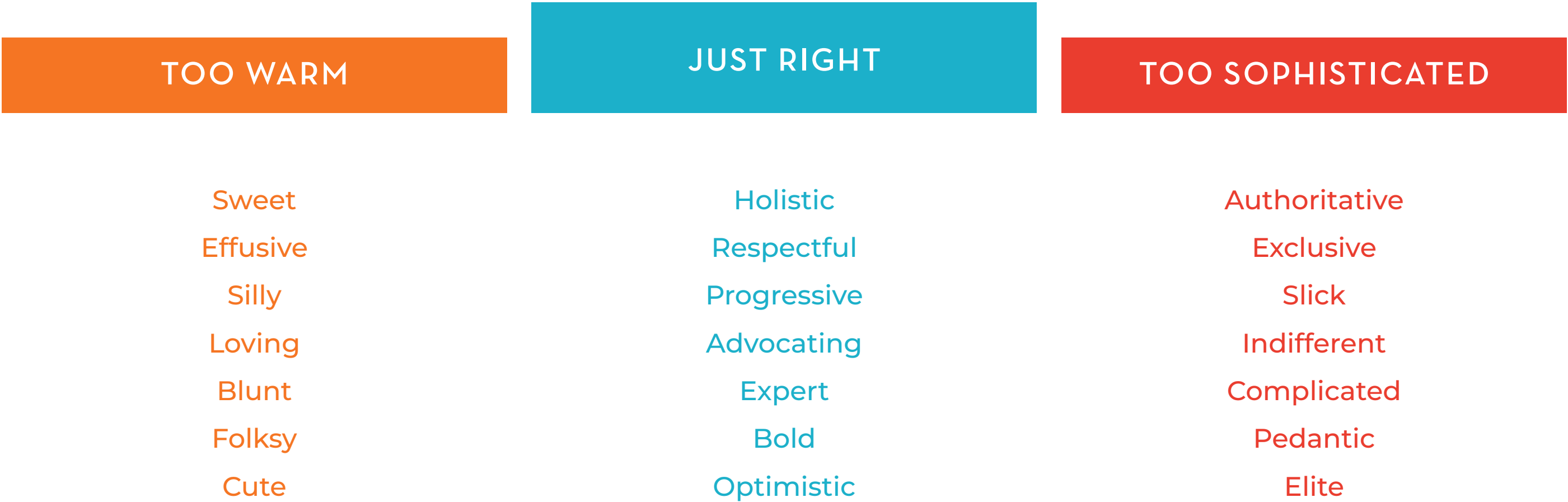
“ People don't care  
how much you  
know until they  
**know** how much  
you **care.** ”

- Theodore Roosevelt



# BRAND + VOICE TONE

Transforming Age’s brand voice is the verbal and written extension of your unique personality, story and selling points. We believe that Transforming Age should speak with a balance of personal warmth and sophistication. The warmth in your voice shows people you care. The sophistication in your voice shows people they can trust you.





## ✗ NEVER SAY

## ✓ DO SAY

| Patient                   | Resident                                     |
|---------------------------|--|
|                           | Tour   |
| Senior                    | Older Adult (when possible)                  |
| Admission, Discharge      | Move-in, Move-out                            |
| Unit                      | Apartment                                    |
| Front Desk                | Concierge                                    |
| Memory Care               | Memory Support                               |
| Facility                  | Community                                    |
| Activities Director       | Lifestyle Coordinator                        |
| Not-for-profit            | Nonprofit                                    |
| Nursing Home              | Health Center                                |
| Park Shore                | Parkshore (one word)                         |
| Skyline at First Hill     | Skyline                                      |
| Bed                       | Room   |
| Employee                  | Team member                                  |
| Nurse                     | Director of Wellness                         |
| Maintenance               | Environmental Services                       |
| Rent                      | Monthly Service Fee                          |
| Buy-in                    | Entrance fee                                 |
| Life Plan Community       | CCRC (we decided not to adopt this term due) |
| Dietary                   | Dining or culinary                           |
| Cook                      | Chef   |
| Corporate Office          | Home Office                                  |
| Owned by Transforming Age | Affiliate of Transforming Age                |
| Acquired                  | Affiliated                                   |
| Growth                    | Increased impact                             |



# PHOTOGRAPHY STYLING

The photography style should be consistent across the website, social media, and promotional materials.

The overarching tone/style should feel contemporary, optimistic, warm and vibrant.







# CULTURE OF EXCELLENCE.

Transforming the perception of age is at the core of everything we do.

FOR QUESTIONS REGARDING THE TRANSFORMING AGE BRAND, OR TO OBTAIN LOGO & GRAPHIC FILES, PLEASE CONTACT KRISTEN CRAWFORD, CORPORATE DIRECTOR OF SALES AND MARKETING AT [KCRAWFORD@TRANSFORMINGAGE.ORG](mailto:KCRAWFORD@TRANSFORMINGAGE.ORG)