



BRAND GUIDELINES

CONTACT INFORMATION

If you have questions regarding the use of our Brand Guidelines, please contact the Marketing Department.

WELCOME TO OUR BRAND

Our brand is one of the most important assets we have as an organization. Guidelines are developed to help us communicate with each other and our core audiences in a consistent manner and to provide a strong foundation for our emerging brand, and protect it from misuse.

Using Our Brand

These guidelines serve as a reference tool for internal and external audiences. They should be used when developing communication materials—everything from brochures and websites to posters and billboards. All communications that carry the HomeWell Care Services name should be treated in the same professional manner and deliver brand consistency across all communication channels.

Your efforts in adhering to these guidelines helps maintain a brand that distinguishes us from competitors and elevates us in the marketplace.

REGISTRATION SIZING

The (R) should be legible, but not so large that it's distracting. A good rule of thumb is to make the height so that it always top aligns with the top of the larger, ascending letters, and no larger than the bottom of the (R) aligning with the top of the lower case letters.

URL USAGE

The URL is used in a number of ways, depending upon the form of communication:

In print and digital, it typically appears in copy above or next to the logo, as part of the call-to-action.

In out-of-home (billboards, posters) it may appear above, below or beside the logo. It may also appear in copy in a call-to-action. The overall design of the piece should dictate its placement.

For promotional items, follow the basic guidelines for out-of-home. These items vary so greatly in size, shape, color and materials and need to be evaluated on a case-by-case basis.

Using the HomeWell name within copy

THE HOMEWELL NAME: When using the brand name in body copy, be sure to also capitalize the H and W, and to add a superscript registration mark (R) at the end of the name. If the name ends a sentence, be sure to close up space between the period and (R). The (R) should be utilized on its first appearance in copy on any given piece. After the first time use, the (R) does not need to appear again.

**Your peace of mind is our
priority at HomeWell.[®]**

THE URL: The HomeWell URL should always appear in all lower case, without www or any other prefix. **homewellcareservices.com**, The URL should be typeset in Raleway Bold on a solid, HomeWell brand color background.

homewellcareservices.com

VISUAL IDENTITY

CORE COMPONENTS

- A** Logotype
- B** Embracing Heart
- C** Product Identifier

The HomeWell logo is comprised of three components: the logotype, embracing heart, and the product identifier. Together, the components form a unique, professional visual identity that sets us apart in the marketplace. In most cases, all three components will be locked and used together, but there may be unique instances where "Care Services" will be dropped from the lockup. If you're unsure of which version to you, contact someone on the marketing team.



Our logo needs breathing room. It's important that it's seen clearly, is legible and unobstructed by other visual or verbal elements. White space calls attention to our brand, so make sure there's plenty of room around the logo.

The "Rule of x" Clear Zone

Be sure that a clear zone of white space surrounds the logo in all applications. The clear zone should be, at minimum, the x height of the lowercase letters in the logotype. In all cases, you should make an effort to use a larger clear zone when design allows.



Minimum Size

The minimum size for the logo, in all printed brand communications, is 1 inch wide. Digital applications, such as display ads, vary in requirements and may be handled on a case by case basis provided the end result is a clear and legible logo. If "Care Services" is no longer legible, it should be removed from the lockup.



REVERSE AND 1-COLOR OPTIONS

When color use is limited, the logo can also appear in 1 color: white, black, PMS 7693, PMS 2350, or PMS 423.



Color Variations

In chorus with our logo, our brand colors are another important element of our brand identity and is a key brand identifier to our audiences. While it is ideal and preferred to always display the logo utilizing its blue, grey, and red gradient color scheme, there may be times when use of all colors isn't an option. Please refer to the following options for such instances:

Full Color



3 Color



2 Color



1 Color



PLACEMENT QUICK TIPS

To maintain brand consistency and integrity, here are some additional common mistakes to avoid when using our logo:

- A** Screen back
- B** Use over a cluttered image
- C** Place on background with little to no contrast.
- D** Attempt to replicate, rearrange, or scale components



COLOR PALETTE

COLOR MATCHING IS IMPORTANT

When having items produced, it's tempting to choose a color that's "close enough" when options are limited. Please work with someone in Marketing to help in color selection and production to ensure the integrity of the brand is maintained.

Using the HomeWell Color Palette

The Primary Color Palette is used for all brand communications and is an important aspect of the visual system. Not only does it help communicate the brand tone, look and feel, but it also serves as a unifying element that heightens the recognizability of our brand.

The Secondary Palette offers a range of color options complementing the Primary Palette. It should be used sparingly, dedicated to accents and call-outs.

PRIMARY PALETTE

PMS 7693



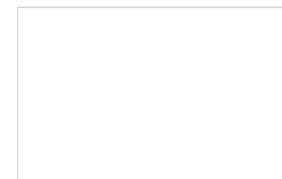
PMS 485



PMS 2350



White



PMS 3538



PMS 423



PMS 420



SECONDARY PALETTE

PMS 3501



PMS 2292



PMS 716



PMS 143



Please refer to these color specifications for all communications.

When designing for offset printing, please use the listed PMS colors.

For digital applications, please use the RGB or HEX values.

All 4-color printing that uses process colors should feature the listed CMYK values. Using the coated values is preferred as the colors are more vibrant.

The CMYK numbers shown are the approximation of the PMS standard in converting a spot PMS to a 4-color process. Colors shown on a computer screen tablet or phone are not equivalent to the color reproduced in swatch books, color printers or the commercial printing process.

Color Conversion Chart

Primary	Spot Color	Process Color	Screen Color	Hex Color
	PMS	CMYK	RGB	#hex
	7693	C 100 M 57 Y 9 K 47	R 0 G 73 B 118	004976
	485	C 0 M 95 Y 100 K 0	R 218 G 41 B 28	DA291C
	2350	C 0 M 95 Y 100 K 21	R 175 G 35 B 28	AF231C
	White	C 0 M 0 Y 0 K 0	R 0 G 0 B 0	FFFFFF
	3538	C 97 M 20 Y 0 K 0	R 0 G 139 B 205	008BCD
	423	C 22 M 14 Y 18 K 45	R 137 G 141 B 141	898D8D
	420	C 6 M 4 Y 7 K 13	R 199 G 201 B 199	C7C9C7
Secondary	Spot Color	Process Color	Screen Color	Hex Color
	PMS	CMYK (Coated/Uncoated)	RGB	#hex
	3501	C 64 M 0 Y 100 K 0	R 68 G 167 B 5	44A705
	2292	C 48 M 0 Y 92 K 0	R 147 G 201 B 14	93C90E
	716	C 0 M 61 Y 99 K 0	R 234 G 118 B 0	EA7600
	143	C 0 M 32 Y 87 K 0	R 241 G 180 B 52	F1B434

TYPOGRAPHY

Our primary typeface is Raleway. This typeface is modern, yet timeless, has clean lines, a variety of weights, and works effectively across all mediums at various sizes. Italics are available for all weights shown here.

Raleway can be downloaded from Google Fonts and embedded for web use.

Raleway Font Family

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Our secondary typeface is Libre Baskerville. This typeface is a modern update of a known classic. It has professional, reliable characteristics with a bit of quirky personality and is a wonderful complement to Raleway when used together.

Libre Baskerville can also be downloaded from Google Fonts and embedded for web use.

Libre Baskerville Font Family

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

These typefaces are universally available to PC and MAC users, ensuring reliable viewing on websites, emails, Word docs and PowerPoint presentations.

Helvetica Font Family: Default for Raleway

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Georgia Font Family: Default for Libre Baskerville

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**



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homewellcares.com

Trusted Care. True Compassion.®

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