



BRAND GUIDELINES

The Sagepoint Brand



The Sagepoint brand has a lot to be proud of. The company has a long history of high-quality senior care, of family involvement and approval, trustworthy guidance, and a mission of compassionate caregiving.

In defining the Sagepoint brand, we set out to determine:

- who we best serve.
- what unique and competitive strengths we offer.
- what our customers and families care most about.

Our key customer is the decision maker

The recipient of our services is generally an aging senior. But our key customer is the decision maker—most often an adult child (especially an adult daughter), sometimes a spouse.

The job of the decision maker is challenging. Adult children are often unprepared to care for an aging parent, and the options can be bewildering. Many times, the decision maker is under stress and guilt-ridden, with the additional burden of emotional, financial, and family pressures. Decision makers need to take responsibility and learn quickly, and feel comfortable that they made the right choice.

The Sagepoint brand delivers what people value

Our families want reassurance, quality care, trustworthy advice and peace of mind — from day one throughout their relationship with us. And Sagepoint is uniquely able to deliver, with:

- More options in senior living, from day services to long-term care.
- Experienced advisors to help people make the best decision.
- Trusted caregivers who provide high-quality care.
- And a community-focused, nonprofit mission of service.



The Sagepoint name and logo

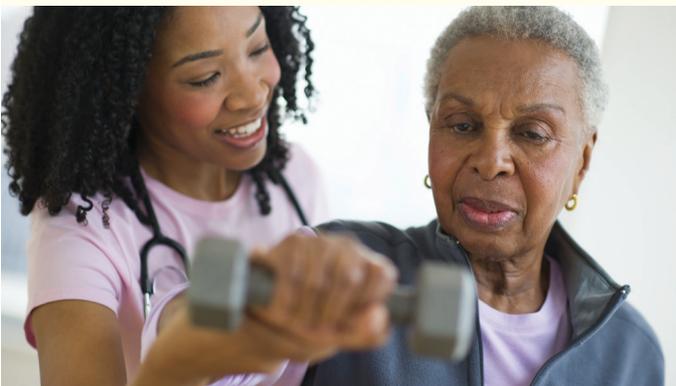
Even our name Sagepoint was chosen to support the brand positioning:

- “Sage” connotes wisdom and good advice. It also is associated with the perennial herb, which conveys nature, renewal, peace and tranquility, and has a pleasant, fresh aroma.
- “Point” can refer to both a location, as in a point of contact, and a direction, as in pointing families to the right services.
- The style of the logo is warm, organic, life-affirming and growing. The arch of the leaf reinforces our continuum of care.

Tone and personality

In all of our communications, we strive to convey what we deliver in our care.

- Our voice is friendly and knowledgeable, helpful and authentic.
- We are respectful, and we deliver trustworthy information in an uncomplicated way.
- We are compassionate and reassuring about the challenges our families face.
- Finally, we are not afraid to smile and have some fun, because comfort and quality of life are the best medicine.



You are the brand

- Brand is about how others see us. Everyone at Sagepoint who interacts with the public is a brand representative. We each own a piece of the brand and each of us has the power to advance Sagepoint.
- By keeping the brand as consistent as possible across all outreach in look, tone, and feel, we can build stronger relationships with our public. They come to trust us, know who we are, what they can count on us to deliver, like a long-time friend. Consistency in the Sagepoint message and personality is what this style guide is about. Thanks for being a part of it.

LOGO

components

The Sagepoint logo consists of:

- A The Sagepoint name is set in the font "Bookman"
- B The leaf element can be used as a stand-alone graphic. See page 14.
- C The descriptor is in the font Helvetica.



color

The logo should always appear as shown when using two or more colors.



PMS 7490 cp
CMYK: 57 6 92 19
RGB: 103 155 65
HEX: 679b41



PMS 2587 cp
CMYK: 58 76 0 0
RGB: 27 88 165
HEX: 7f58a5

background color

The default background for the color logo is white, but can also appear against 8% yellow.



LOGO

black and white

The black logo is reserved for situations when use of the color logo is not technically suitable.



logo in reverse

When reversing the logo to white, use the group of colors below as preferred background. These approved, brand colors are outlined in the **color palette** on page 7.



PMS 7490



PMS 2727



PMS 557



PMS 7497



PMS 550



PMS 7545



PMS 5285



PMS Cool Gray 7

LOGO

usage

The Sagepoint logo should always be used as designed.

Here are examples of what not to do with the Sagepoint logo:

A Stretching or condensing.



D Font substitution.



B Removing the descriptor.



E Rotate the logo.



C Signature with non-standard background colors.*



F Separate the name and leaf.



G Screening or color substitution.



*Standard background colors are specified in the **color palette** section.

LOGO

logo versions

The Sagepoint “Senior Living Services” logo is to be used when promoting the overall organization. However, specific logo versions exist for communications that promote individual services. The same logo restrictions apply to the following:



COLOR PALETTE

signature colors

These signature colors are used as the predominant colors for brand communication materials.



PMS 7490 cp
CMYK: 57 6 92 19
RGB: 103 155 65
HEX: 679b41



PMS 2587 cp
CMYK: 58 76 0 0
RGB: 127 88 165
HEX: 7f58a5



PMS 7488 cp
CMYK: 52 0 82 0
RGB: 132 197 97
HEX: 84c561



process yellow 10%
CMYK: 0 0 8 0
RGB: 235 235 236
HEX: ffeed

Use of purple explained. See page 9

secondary colors



PMS 557 cp
CMYK: 44 4 37 10
RGB: 132 182 160
HEX: 84b6a0



PMS 7497 cp
CMYK: 22 23 47 57
RGB: 106 99 77
HEX: 6a634d



PMS 550 cp
CMYK: 42 7 8 8
RGB: 133 186 207
HEX: 85bacf



PMS 7545 cp
CMYK: 58 32 18 54
RGB: 61 85 103
HEX: 3d5567



PMS 5285 cp
CMYK: 44 40 5 15
RGB: 130 129 168
HEX: 8281a8



PMS 7494 cp
CMYK: 35 5 42 14
RGB: 149 180 146
HEX: 95b492



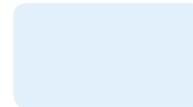
PMS 7588 cp
CMYK: 0 55 69 65
RGB: 115 62 34
HEX: 733e22



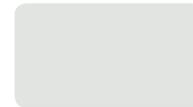
PMS 7542 cp
CMYK: 24 4 8 13
RGB: 170 196 203
HEX: aac4cb



PMS 617 cp
CMYK: 11 6 64 13
RGB: 204 196 110
HEX: ccc46e



PMS 656 cp
CMYK: 10 2 0 0
RGB: 225 238 249
HEX: e1eef9



cool gray 1c p
CMYK: 4 2 4 8
RGB: 223 225 223
HEX: dfe1df



cool gray 7 cp
CMYK: 20 14 12 40
RGB: 135 138 143
HEX: 878a8f

COLOR PALETTE

service area colors

Certain colors of the color palette have been designated to represent specific services. Materials for each service area should use the assigned color as the predominant color for the piece.



Sagepoint Brand

PMS 7490 cp



Home Assistance

PMS 617cp



Adult Day Services

PMS 557 cp



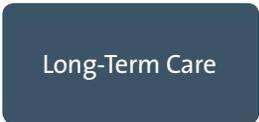
Rehabilitation

PMS 7497 cp



Assisted Living

PMS 550 cp



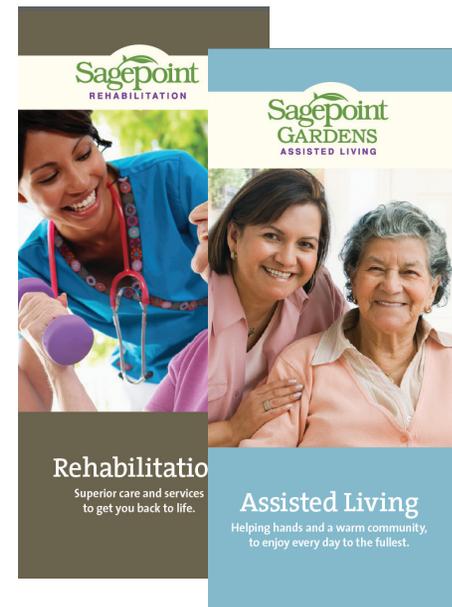
Long-Term Care

PMS 7545 cp



Memory Care

PMS 5285 cp



COLOR PALETTE

use of purple, 2587

The purple used in our palette is brighter and more vibrant than most of the other colors, and should be used sparingly. It is best leveraged to accent or highlight the most important information on the page, and not recommended as a fill color for larger areas.



PMS 2587 cp

Two examples of 2587 being used to highlight the call to action:

**A Nonprofit,
Community-Focused Mission**

For more than 30 years—formerly as CCNRC and Abbey Manor—we have successfully served the needs of Southern Maryland families. Over that time, we've built strong relationships with local health providers, faith organizations and community resources, all of which extend our circle of care. And as a nonprofit organization, we're uniquely able to reinvest our resources into better serving our residents and community, rather than for-profit investors.



"Everyone who cared for me did so with tenderness, a loving spirit and professional service. All the staff made my stay a wonderful experience. My family and I cannot thank you enough for helping me heal."

—Rose Goode

How can we help you and your family?

Call our Sagepoint Advisors for a free personal consultation, and in-home or hospital pre-discharge visit.
SagepointCare.org • 301-934-1900

contact us / news / donate / employment

Sagepoint
SENIOR LIVING SERVICES

Why Sagepoint? Care Options About Us Resources

Start here to find the right senior care.
Talk to our advisors for help, answers and solutions.

GET STARTED

TYPOGRAPHY

primary font families

There are two primary font families used for all collateral, signage and broadcast materials: “The Sans” and “The Serif.”

The Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!

The Sans is the primary font to be used for body copy and all supporting text. All available weights and italics are acceptable as appropriate to the application.

The Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!

The Serif is the primary display font to be used for headlines and callout text. All available weights and italics are acceptable as appropriate to the application.

Both **The Sans** and **The Serif** are available at <http://www.lucasfonts.com/fonts/>

web fonts

Two acceptable substitute fonts for web usage are Ratio and Chaparrel Pro.

Ratio

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!

Ratio is the primary font to be used for web body copy and all supporting text. All available weights and italics are acceptable as appropriate to the application.

Chaparrel Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!

Chaparrel Pro is the primary display font to be used for web headlines and callout text. All available weights and italics are acceptable as appropriate to the application.

TYPOGRAPHY

secondary font families

These secondary font families may be used for applications where it is not practical to use The Serif or The Sans. They should only be used for non-marketing communications such as forms, business letters or general word processing.

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!

Verdana is the font to be used when a sans serif typeface is needed.

Palatino Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!

Palatino or the newer **Palatino Linotype** is the font to be used when a serif typeface is needed.

DESIGN ELEMENTS

brand strip

The brand strip is a simple design element that helps communicate the brand look across a variety of applications. As with the logo, it is intended to be used as designed, with no alterations or manipulations.

The Brand Strip consists of:

- A Background color of 8% yellow, or white
- B The curve
- C The logo
- D The top color bar is usually PMS 7488. However, if appropriate for the design, PMS 7545 may be used.



The Brand Strip can also be reversed out of a solid color.

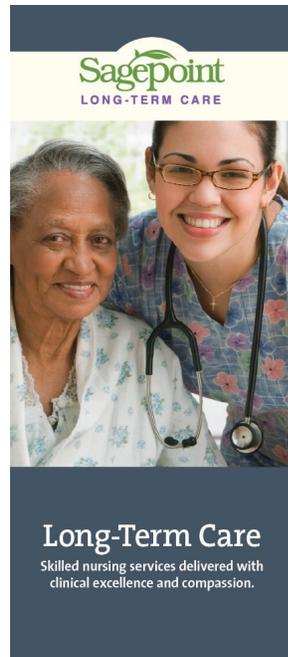
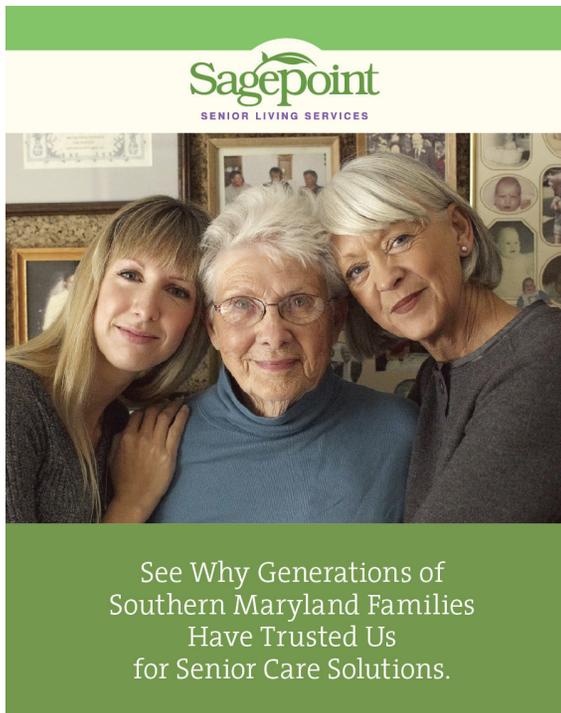


DESIGN ELEMENTS

brand strip

Examples of the Brand Strip as used in various print collateral.

The Brand Strip should always span the width of the material on which it is placed.



The Brand Strip should never be floated or inset.



DESIGN ELEMENTS

the leaf

The Sagepoint leaf can be used selectively as an accent design element. Colors from the Sagepoint color palette can be applied to the leaf as appropriate for the application. As with the other design elements, the leaf should not be manipulated or altered in any way. The leaf should never be used as a replacement for the logo.



Some examples of how the leaf can be applied.

Solutions for Every Stage of Senior Care

Sagepoint offers a continuum of services that no one else in the region can match. At every point in senior care, you can rely on a wide array of services, innovative programs, and homelike environments. For you, that's peace of mind today. And it also means we can continue to serve your loved one and family if your care needs change.

- Adult Day Services
- Rehabilitation
- Assisted Living
- Long-Term Care
- Memory Care

Ex. 1

WELCOME SOLUTIONS AND SAGE ADVICE
FOR SENIORS AND THEIR FAMILIES

ADULT DAY SERVICES • REHABILITATION • ASSISTED LIVING
LONG-TERM CARE • MEMORY CARE

SagepointCare.org

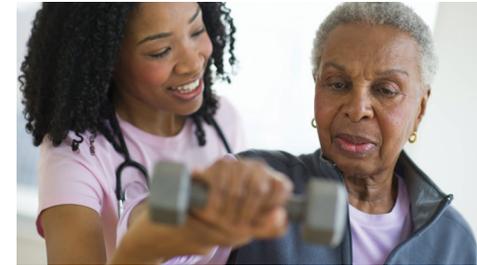
Ex. 2

PHOTOGRAPHY

style and feel

Photography is an essential part of conveying our brand message. We like to emphasize positive relationships between caregivers and patients or residents, and loving relationships between family members. Some characteristics to consider when selecting images:

- focused, friendly caregivers
- empowered residents
- positive emotions
- warm, natural lighting
- not overly posed or staged
- feels authentic
- reflects diversity



COMMUNICATION MATERIALS

stationery



10200 La Plata Road, La Plata, Maryland 20646 • 301-934-1900 • SagepointCare.org

EXAMPLES

business cards

Standard and alternative layouts are available for the business cards.

A. Standard layout



B. Generic layout



C. Alternate layout to accommodate extra titles



► Templates on file at IronMark printing. To order business cards, contact Sheila Tucker: 410-280-9603 • stucker@ironmarkusa.com



Logos and other brand assets are available for download at sagepointcare.org/marketing