



CARE THAT CONTINUES WITH YOU



LUCY CORR

# BRAND GUIDELINES





# CARE THAT CONTINUES WITH YOU

## INTRODUCTION

Welcome to the Lucy Corr brand identity guide. These brand guidelines are designed to help us present our image and messaging in a consistent way across the board and to showcase some creative applications.

## OUR MISSION

At Lucy Corr, our mission is to support the independence and wellness of our residents and participants through a continuum of care and a community of support, hospitality, and compassion.

## OUR BRAND VALUES

Staying true to the Lucy Corr mission of continuing care, our brand identity incorporates a kaleidoscope graphic element that also represents our multi-faceted services, as well as our tagline and messaging that speaks to our journey of care with residents.

# Table of Contents

---

<b>01 Brand Logo</b> .....	<b>5</b>
<b>02 Typography</b> .....	<b>13</b>
<b>03 Color Palette</b> .....	<b>19</b>
<b>04 Brand Elements</b> .....	<b>23</b>
<b>05 Photography</b> .....	<b>27</b>
<b>06 Brand Voice</b> .....	<b>31</b>
<b>07 Marketing Examples</b> .....	<b>35</b>





# 01

## SECTION ITEMS

| Main Logo

| Clear Space & Size

| Logo Variations

| Alternate Logos

| 50<sup>th</sup> Anniversary Logo

| Formats and Color Types



# Brand Logo

---



## Main Logo

The Primary stacked Lucy Corr logo should be used at all times. In mediums and layouts where this is not possible, the Secondary logo variations should be used in order to maintain a consistent logo and brand look across all communications.

## Logo & Tagline

Use this logo and tagline lockup for printed materials such as advertisements and digital applications, including email banners and digital ads. Do not use this lockup if the tagline is smaller than 8 point font.

Do not use this lockup in applications like embroidery where readability of the tagline would be very poor.

Primary



LUCY CORR



LUCY CORR

CARE THAT CONTINUES WITH YOU

Secondary



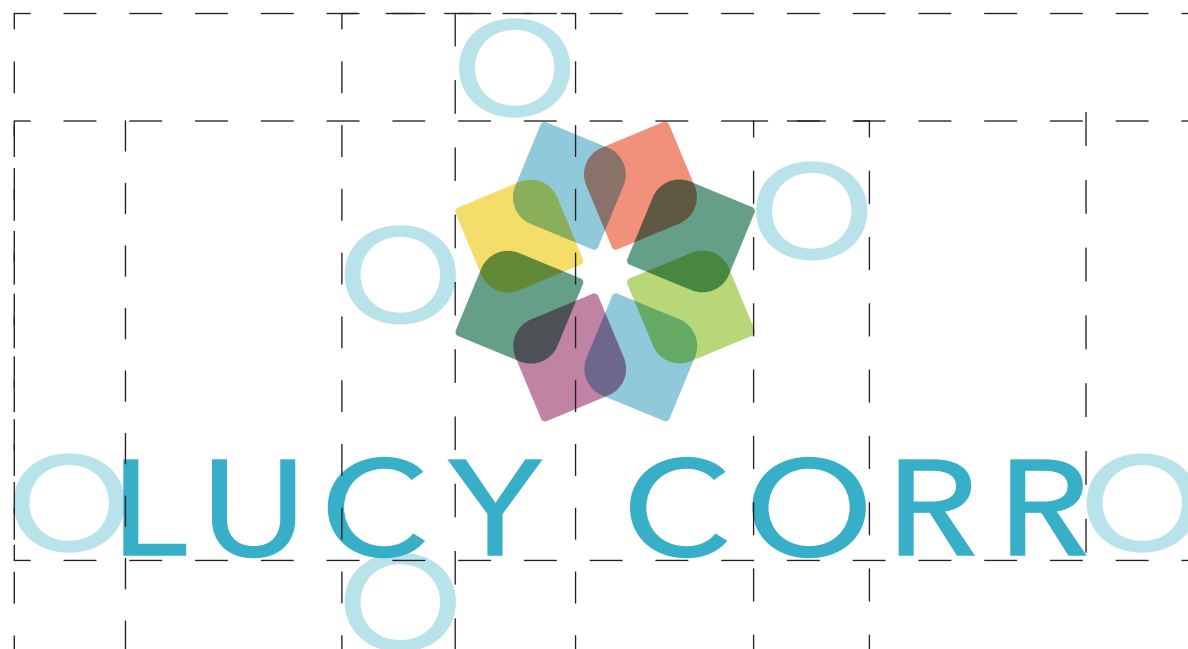
LUCY  
CORR



LUCY  
CORR

CARE THAT CONTINUES WITH YOU



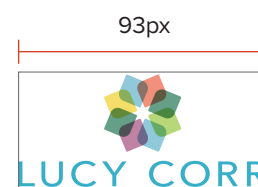
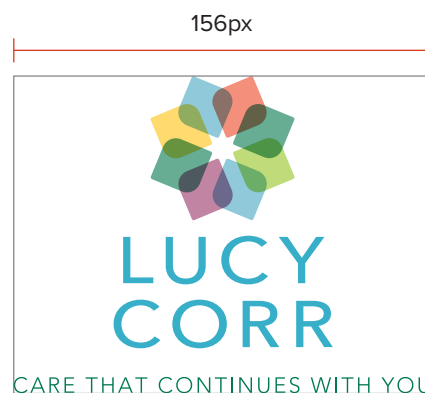
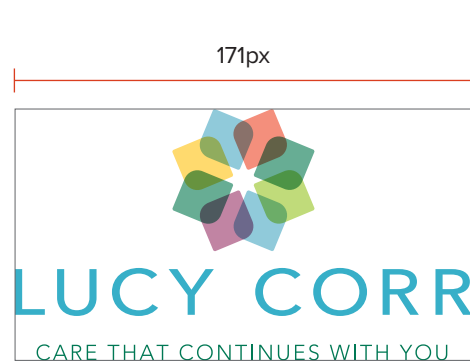


## Clear Space

The Lucy Corr logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text, and other visual elements do not encroach on the logo.

The isolation area is determined by using the height of the “O” in the Lucy Corr logo. A margin of clear space equivalent to this height is drawn around the logo to create the invisible boundary of the isolation area.

## Minimum Sizings



## Logo Size

Scale and proportion should be determined by available space, aesthetics, function, and readability.

The logo does not have a maximum size. Alternate sizes are flexible across different media channels.

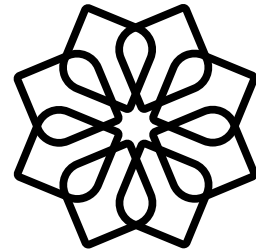


## Logo Variations

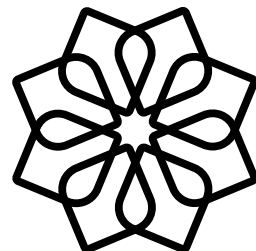
The Lucy Corr logo has been designed so that it can be used with both our Primary and Secondary Color Palettes.

This allows the logo and brand to be flexible in its usage. Color is strongly used throughout all of our marketing communications, so it is essential that our logo has the ability to work with all of our brand assets.

One color on light



LUCY CORR



LUCY  
CORR

One color on dark



LUCY CORR



LUCY  
CORR



LUCY CORR

Should only be used when space does not allow for the Primary or Secondary Logo.

LUCY CORR

Should only be used when space does not allow for the Primary or Secondary Logo and only if the full logo appears elsewhere on the marketing material.

## Alternate Logos

When space does not allow for the Primary or Secondary Logo to be placed in a prominent location, one of these alternate versions may be used in its place. For an alternative logo that does not contain all of the elements, the full logo must still be placed elsewhere on the marketing material.



LUCY CORR  
SPRINGDALE INDEPENDENT LIVING

This is an alternate logo lockup that can be combined with Lucy Corr facility names.



Should only be used when space does not allow for the Primary or Secondary Logo and only if the full logo appears elsewhere on the marketing material.



## 50<sup>th</sup> Anniversary Logo

The Lucy Corr 50th Anniversary logo has been designed to highlight the huge milestone on various marketing materials.

This logo should not be used without also including the primary logo as well.



### Web Logo

This is the primary logo that we recommend only using on the web.



### Print Logo

This is the primary logo, utilizing a flat gold color, that we recommend only using on print to ensure better legibility and the best quality.



### One Color on Light

If only able to print in black and white, use this logo when placed on a light background.



### One Color on Dark

If only able to print in black and white, use this logo when placed on a dark background.

#### FOR WEB

R: 213 G: 174 B: 79

#### FOR PRINTING

C: 18 M: 30 Y: 82 K: 0

## File Formats

### EPS

Ideal for printing vector graphics such as logos to be resized as you'd like without losing quality.

When to use it: Scaling logo up/down for banners, signs, t-shirts, mugs, etc.

### TIFF

Great for high-resolution photos and anything with a raster or bitmapped format. No compression = no loss of quality.

When to use it: Editing files that include high-quality photos.

### JPEG/JPG

This is one of the most widely used formats online. Ideal for photos, email graphics, and large web images such as banner ads.

When to use it: Posting images to social media or online.

### PDF

This format is used to display documents and graphics correctly, no matter the device, application, operating system, or web browser. Most preferred for handling print-ready files both in print and web.

When to use it: Sharing final files for viewing over email or for final printing.

### PNG

Lossless compression with built-in transparency. Ideal for posting images or graphics to the web that contain a transparent background.

When to use it: Posting a logo to the web.

### AI

AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF, and PSD (for web use and further editing).

## Color Types

### RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ads, and any other designs created for electronic use.

### CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging, and other designs used for print.

### Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

## Formats & Color Types

Reference this page when you are unsure of which file type to use in any given marketing piece.





# 02

## SECTION ITEMS

| Print Typography

| Web Typography

# Typography



## Print Typography

Avenir Black should be used only for print headlines. Avenir Medium can be used for subheadlines.

If you have copy that is a paragraph or longer, use Avenir Book.

For any call-to-action copy, please use Avenir Heavy.

### Avenir Black

---

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### Avenir Heavy

---

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### Avenir Medium

---

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### Avenir Book

---

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Color Palette

Headline

#3AB0C8

#007953

Avenir Black

This is an example of a headline.

Subheadline

#007953

#333333

Avenir Medium

This is an example of a subheadline.

Body

#000000

Avenir Book

This is an example of the body copy. Give your paragraph enough leading, the space between your lines, to ensure that your copy has enough breathing room. Also, be sure to give your copy enough tracking, the space between your letters, to ensure that you have the best legibility.

Call-to-Action

#F0907B

Avenir Heavy

This is an example of call-to-action copy.

## Print Typography

Refer to this page for examples of each color palette and font used for print typography copy.



## Web Typography

Nunito Bold should be used only for web headlines. Nunito SemiBold should be only used for subheadlines.

If you have copy that is a paragraph or longer, use Nunito Regular.

(All fonts are already applied to the website.)

---

# Nunito Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

---

# Nunito SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

---

# Nunito Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Color Palette

H1 Heading

#3AB0C8

#333333

Nunito Bold (34px)

H2

#333333

Nunito SemiBold (24px)

H3

#333333

Nunito SemiBold (22px)

H4

#333333

Nunito SemiBold (18px)

H5

#333333

Nunito SemiBold (12px)

H6

#333333

Nunito SemiBold (11px)

Body

#000000

Nunito Regular (17px)

Links

#F0907B

Nunito Regular (17px)

Action Items

#3AB0C8

LEARN MORE

Nunito Bold (13px, All Caps)

## Web Typography

Refer to this page for examples of each color palette and font used for web typography copy.





# 03

## SECTION ITEMS

| Primary Colors

| Facility Colors



# Color Palette

---

## Primary Colors

The Primary Color Palette should be used for all Lucy Corr marketing communications. The palette has been designed to provide bold and exciting direction to our brand, offering flexibility in the design for literature both online and offline. Percentage tints can be used on any of these colors.

## Secondary Colors

The Secondary Color Palette should be used as a guide for color tone. It is intended to be continually evolving and help provide a variety of palette combinations based on your specific communities and levels of service.

### PRIMARY COLOR

**PANTONE**

631 C

**FOR WEB**

R: 58 G: 176 B: 200

**FOR PRINTING**

C: 69 M: 10 Y: 18 K: 0

**HEX**

3AB0C8

### SECONDARY COLOR

**PANTONE**

341 C

**FOR WEB**

R: 0 G: 121 B: 83

**FOR PRINTING**

C: 99 M: 27 Y: 83 K: 15

**HEX**

007953

### SECONDARY COLOR

**PANTONE**

127 C

**FOR WEB**

R: 246 G: 220 B: 107

**FOR PRINTING**

C: 4 M: 10 Y: 70 K: 0

**HEX**

F6DC6B

### GRAY COLOR (ONLY FOR TEXT)

**PANTONE**

COOL GRAY 10 C

**FOR WEB**

R: 99 G: 100 B: 102

**FOR PRINTING**

C: 0 M: 0 Y: 0 K: 75

**HEX**

636466

### BEIGE COLOR (BACKGROUND USE)

**PANTONE**

127 C (10%)

**FOR WEB**

R: 252 G: 252 B: 240

**FOR PRINTING**

C: 1 M: 0 Y: 5 K: 0

**HEX**

FCFCFO

## INDEPENDENT LIVING

**PANTONE**  
631 C

**FOR WEB**  
R: 58 G: 176 B: 200

**FOR PRINTING**  
C: 69 M: 10 Y: 18 K: 0

**HEX**  
3AB0C8

## HEALTH CARE CENTER

**PANTONE**  
366 C

**FOR WEB**  
R: 184 G: 216 B: 122

**FOR PRINTING**  
C: 31 M: 0 Y: 68 K: 0

**HEX**  
B8D87A

## LIFE CARE

**PANTONE**  
127 C

**FOR WEB**  
R: 246 G: 220 B: 107

**FOR PRINTING**  
C: 4 M: 10 Y: 70 K: 0

**HEX**  
F6DC6B

## ASSISTED LIVING

**PANTONE**  
486 C

**FOR WEB**  
R: 240 G: 144 B: 123

**FOR PRINTING**  
C: 2 M: 53 Y: 48 K: 0

**HEX**  
F0907B

## ADULT DAY CENTER

**PANTONE**  
687 C

**FOR WEB**  
R: 194 G: 132 B: 163

**FOR PRINTING**  
C: 24 M: 55 Y: 16 K: 0

**HEX**  
C284A3

## SKILLED NURSING

**PANTONE**  
7597 C

**FOR WEB**  
R: 215 G: 63 B: 34

**FOR PRINTING**  
C: 10 M: 89 Y: 100 K: 1

**HEX**  
D73F22

## Facility Colors

The Facility Color Palette should be used as a guide for the color tone pertaining to each facility in any print or digital piece.





# 04

## SECTION ITEMS

| The Kaleidoscope

| Accent Elements

# Brand Elements

---

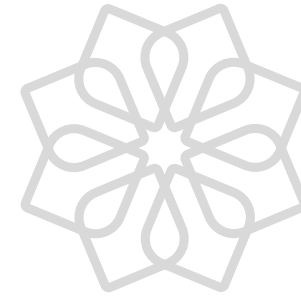
## The Kaleidoscope

The kaleidoscope element is the centerpiece of our brand look and can be used individually in a variety of ways.



The standard kaleidoscope element can be used as a stand-alone graphic in marketing materials that are text-based with no photography, as well as in motion graphics with opportunities for animation.

Each color segment of the kaleidoscope has translucency that should always be visible.



The watermark kaleidoscope can be used in marketing materials in its one-color line art form with 5-15% translucency.

It can be used in either translucent white or translucent black and placed over photography or on solid-color areas to add visual interest.



The line kaleidoscope can be used as a centering element. It can act as a header and lead off the symmetry in design for the elements underneath.





You can utilize the full color element of the kaleidoscope on marketing materials. Use a translucency to get the best effects. The sizes can vary and elements can overlap each other and/or other graphics. You will get the best results when overlapping light colored images or utilizing these elements within the whitespace.



When utilizing the outline of the kaleidoscope elements, use at full opacity. These can be used as an outer frame for photographs to add extra interest to any digital or print marketing pieces.

**Example**



**Loving support every step of the way.**

We meet every resident’s need for care with a focus on helping maintain the highest level of independence. In addition, our strong staff-to-resident ratio allows for an intimate environment with personalized attention and 24-hour care.

**Accent Elements**

Additional graphic elements can be built off of the shapes and colors of the kaleidoscope and used in a variety of applications.





# 05

## SECTION ITEMS

| Primary Photography

| Secondary Photography

# Photography

---



## Primary Photography

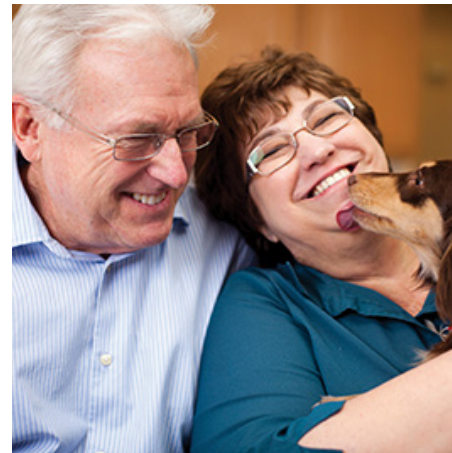
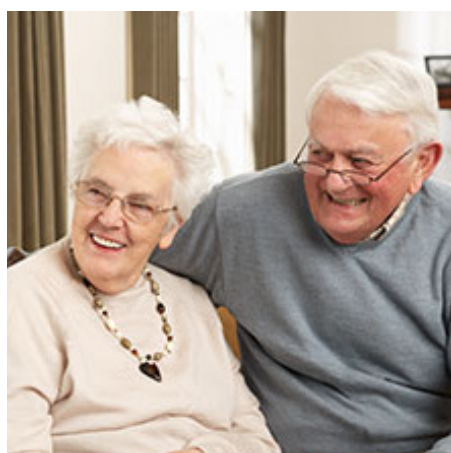
Life at Lucy Corr is at the heart of our brand, and that's why we use photography of actual residents wherever possible. The types of photographs used should include residents engaging in activities with each other or a staff member.





## Secondary Photography

When resident photography just doesn't fit with the message a marketing piece is trying to convey, stock photography may be used. Try to find and use images that look the most natural and realistic to life at Lucy Corr.







# 06

## SECTION ITEMS

| Voice & Tone

| How to Describe Us

# Brand Voice

---

## Voice & Tone

Using the Lucy Corr voice means connecting with current and prospective residents, as well as their loved ones, on a personal and empathetic level. We always speak from a first-person POV and keep the copy simple, short, and conversational. Close with a call-to-action where appropriate.

### **Friendly**

At Lucy Corr, we're not just a community – we're family. We're happy to know you and always looking for ways to make your experience enjoyable.

### **Personal**

We take the time to get to know you and understand what you're looking for. We're right by your side every step of the way.

### **Empathetic**

We understand the emotions involved in major life transitions. We know where you're coming from and we strive to meet you where you are.

### **Approachable**

We're easy to talk to – and we're great listeners. We're always available to answer questions.

### **Transparent**

We're upfront and honest, and we always have our residents' best interests at heart. You can trust us to look out for you in every way, every day.



### **Here is an example of a Call-to-Action:**

**We'd love to meet you. Call 804-748-1511 to schedule a tour today.**



**Instead of this:****Use this:**

Lucy Corr Village	Lucy Corr
IL	Independent Living
AL	Assisted Living
Patients	Residents
Old	Senior
Facility	Community
Homes	Apartments and Cottages
CCRC	Life Plan Community
Group trips	Group outings
Event Calendar	Social Calendar
Support	Care
Online tour	Virtual tour
Campus	Neighborhood
Services	Continuum of Care
Team	Staff
And more	[End list with a noun]

**How to Describe Us**

Consistency is key when it comes to the brand language we use to describe our community. Refer to this page before any marketing materials, social posts, etc. go live to the public to ensure we are using the preferred terms.





# 07

## SECTION ITEMS

| Website

| Email Newsletter

| Brochures

| Direct Mail

| Social Media

| Display Ads

# Marketing Examples

---

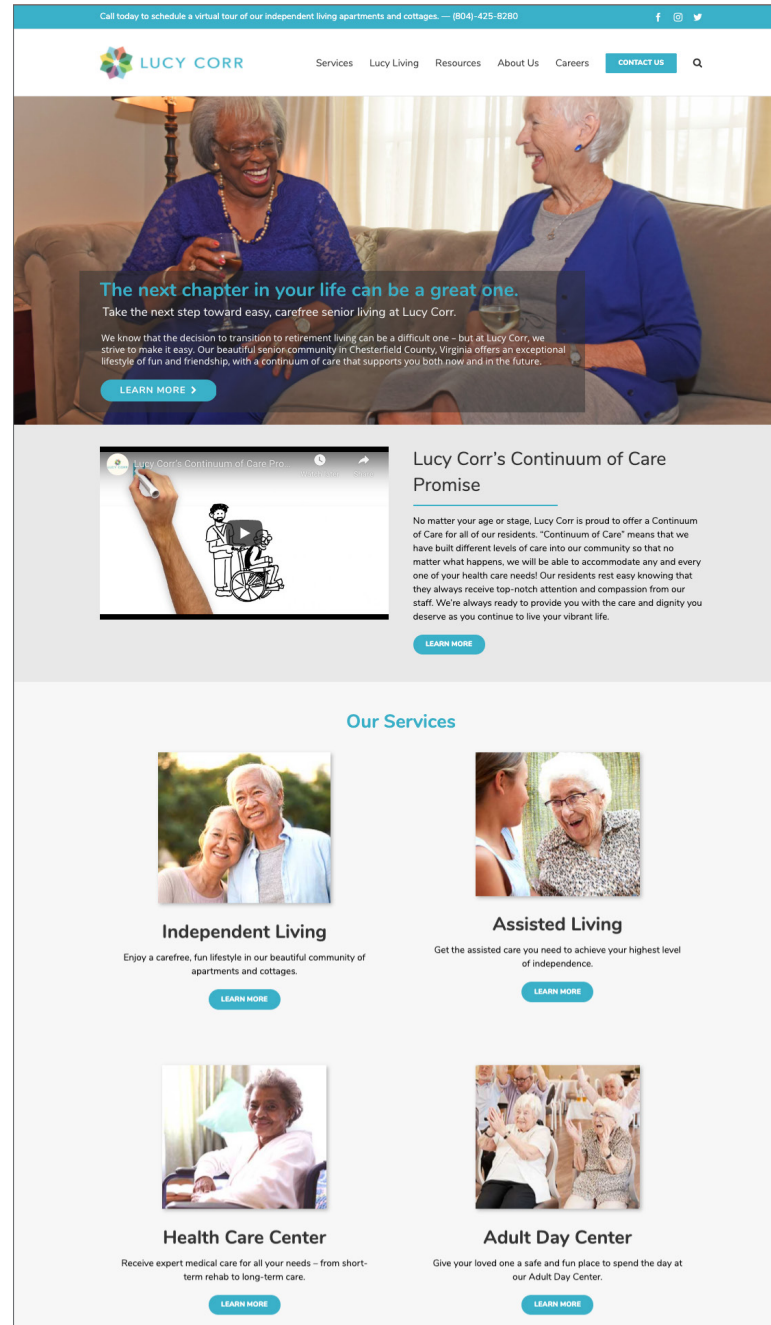
# Website

Our website should remain consistent throughout the desktop and mobile versions, with call-to-action buttons in blue with copy reading “Learn More” or “Call Today.” Primary photography should be of residents, but stock photography can be used when a suitable resident photo cannot be found.

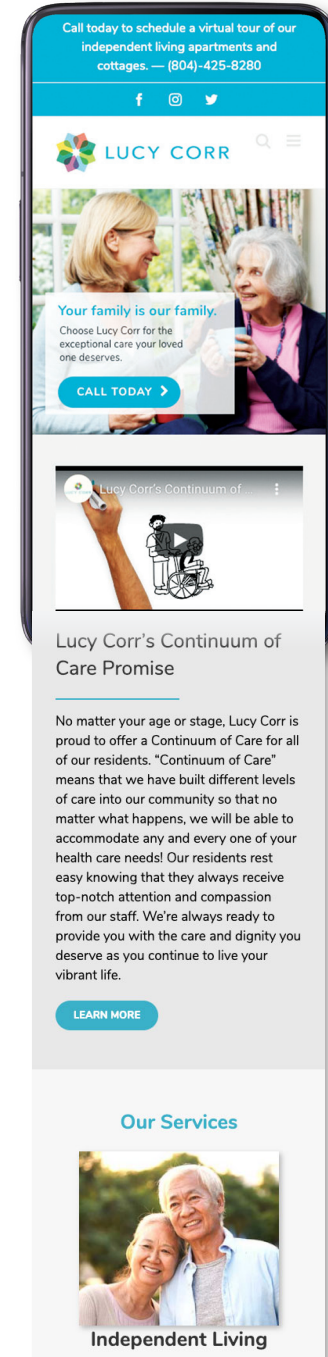
## Favicon




## Desktop




## Mobile




## Top Half



**LUCY CORR**  
CARE THAT CONTINUES WITH YOU



### Spotlight Story



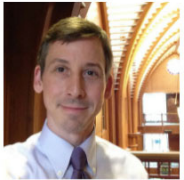
*Our "Seniors Adopting Seniors" project was featured on WRIC 8News!*

Check out the full article to learn how we created pen pals by pairing high school seniors with our senior residents during COVID-19.

[Read More](#)


### Staff Spotlight

**James Newman**



Insert copy about staff member. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque luctus efficitur orci, et tincidunt nibh facilisis eget. Pellentesque sed eros justo. Nullam id faucibus felis. Morbi lacus dolor, ultricies vel rhoncus et, efficitur facilisis augue. Ut et lectus diam.

### Upcoming Events



**Concert for the Residents**  
Date: June 22, 2020  
Time: 6:30 p.m. - 7:30 p.m.

More Upcoming Events

- Event 1
- Event 2
- Event 3
- Event 4

Use this section to highlight articles/stories, our amazing staff, and upcoming events.

## Bottom Half

### Job Openings

We are looking to grow our team with professionals that share our passion for creating the best experience for our residents. View our current job openings and apply online for a rewarding career at Lucy Corr!


Executive Assistant Food Service Worker	Housekeeping Aide Certified Nursing Assistant
--	--

[Apply Now](#)

### Current Promotions


To celebrate 50 Years of Caring, we are offering huge, [once-in-a-lifetime discounts](#) on our Independent Living apartments and cottages!

<b>1/2 Off Entrance Fees</b> Cottages	<b>\$75,000 Off Entrance Fees</b> Three bedroom apartments
<b>\$50,000 Off Entrance Fees</b> Two bedroom apartments	<b>\$30,000 Off Entrance Fees</b> One bedroom apartments




**Call to schedule your virtual tour.**  
804-425-8280 | LucyCorr.Org

Connect with us!



Lucy Corr | 6800 Lucy Corr Boulevard, Chesterfield, VA 23832

[Unsubscribe \(recipient's email\)](#)  
[Update Profile](#) | [About Constant Contact](#)  
 Sent by scohen@lucycorr.org in collaboration with



Try email marketing for free today!

Use this section to highlight any new job openings and current promotions.

## Email Newsletter

Our email newsletter should be sent out on a monthly basis and incorporate a spotlight story, staff spotlight, upcoming events, job openings, and current promotions. The current template should be used for every newsletter.



## Brochures

Our brochures follow the same copy format and include the usage of our transparent kaleidoscope element outline on various pages.

To determine which color to use for the brochure, please reference the Facility Colors on page 21.




## Dimensions


11.875 x 8.5 inches

## Social Media

Our social media posts should be fun, image-focused, and highlight happenings in our community to increase awareness. Posts should be written to inspire engagement and include our logo, website domain, and phone number when appropriate.


 **Lucy Corr**  
Sponsored Like Page

Planning ahead with your parents is always a good decision. We're here to help! Join us for a tour of our caring community.




lucycorr.org  
**Feel the love at Lucy Corr** Learn More  
Call (804) 748-1511 today

Like Comment Share

 **Lucy Corr**  
Sponsored Like Page

Your mom deserves the best, and the loving staff at Lucy Corr will help you support her every step of the way. We're here to help!



lucycorr.org  
**Mom on your mind? Lucy Corr can help!** Learn More  
Call (804) 748-1511 today

Like Comment Share



## Direct Mail

Our direct mail pieces vary in design but are generally focused around upcoming events and current promotions. Series, such as the Lucy Living Lectures, should all be identical in design. Each design should include a strong call-to-action and corresponding contact number/staff member.

**LUCY CORR** | 6653 Roundabout Way  
Chesterfield, VA 23832

**You're Invited to Our Lucy Living Lecture Series!**

Our new seminar series was created to help you plan your future and share health, financial, and residential tips — plus much more! Don't miss out on these free and fun-filled events at **Lucy Corr** starting **January 5**.

<b>Donna Regula MPA, RD, Presents:</b> "Good Nutrition is Our Mission" January 15   2-4 p.m.	<b>Robin Stone Licensed Physical Therapist Presents:</b> "My Get Up and Go Has Got Up and Went" February 12   2-4 p.m.
--	--

Our Registered Dietitian, **Donna Regula MPA, RD**, kicks off our new educational series. She'll highlight therapeutic diets and explain how small changes can make a big difference.

As our Licensed Physical Therapist of 25 years, **Robin Stone** knows a thing or two about mobility and pain control for seniors. Swing by and learn how to confidently be in control no matter your age or stage.

**Call Maria Bond to reserve your seat today! (804) 425-8280**

**Live Longer Through Learning At Lucy Corr.** [LUCYCORR.ORG](http://LUCYCORR.ORG)

**Get Your Notebooks Ready**

You're invited to our **LUCY LIVING LECTURE SERIES**.  
Enjoy complimentary refreshments and door prizes while touring our friendly continuum of care retirement community.

**LUCY CORR** | Event Location | 6709 Roundabout Way  
Chesterfield, VA 23832

**Cork & Canvas**  
Lucy Corr  
May 7 | 4-6 p.m.

Join us and let your artistic side shine! We'll provide all of the art supplies, snacks, and drinks you'll need for a fun-filled evening. Whether you love to engage with others your age, or are considering joining our continuing care retirement community — Lucy Corr welcomes you. Our Independent Living community allows you to rest easy in the comfort of your own apartment or cottage, knowing we are here for you every step of the way.

Toast to the future. Call Maria Bond at (804) 425-8280 to reserve your seat today at our Cork & Canvas event or to learn more about our Independent Living Community.

**LUCY CORR** LucyCorr.org

**Cork & Canvas**  
A fun evening of painting and wine!

**LUCY CORR**

### Dimensions

11.5 x 6.125 inches





## Direct Mail | Events

When creating an event mailer for Lucy Corr, it is okay to steer away from some of the brand aesthetics. We recommend using a more lively and fun font for the headers, and photography can change to fit the event. These can be more creative and engaging.

