

# AdvanCare

# Brand Guidelines



## COMPANY BIO

AdvanCare provides 24-hour In-Home Care for Veterans and Seniors. Our services will take the stress out of caring for your loved one, all while providing them with the respect and compassion they deserve.

## LOGO USAGE

While using any design, there are some basic and logical rules to follow. These are the foundations for monochrome backdrops, graphics, or video. On light, white, or yellow backgrounds, it is not recommended to use the white form of any logo. It is not suggested to utilize a logo's full color rendition on its analog color. On dark backgrounds (black), it is not suggested to use the black form of any logo. When it comes to backdrops with a variety of colors or videos, it's important to remember that the logo's legibility must not be compromised. Because its purpose is not emphasized, the logo can be used in a very clear color over white for watermarks.

### LOGO A

Color Logo



### LOGO B

Tan Logo



### LOGO C

Tan Icon

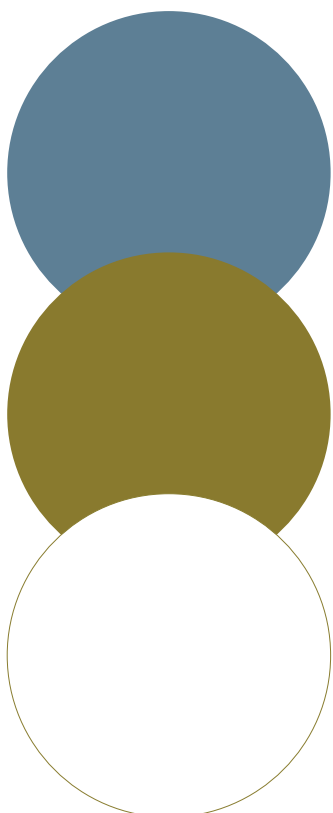


### LOGO D

Blue Icon



## COLOR PALETTE



PANTONE 5415 C  
HEX 5B7F95  
RGB (91, 127, 149)  
CMYK (23%, 9%, 0%, 42%)

PANTONE 105 C  
HEX #897A27  
RGB (137, 122, 39)  
CMYK (0%, 6%, 38%, 46%)

PANTONE WHITE  
HEX FFFFFFFF

## TYPOGRAPHY

The font families **Hello Branch Font** and **Avenir** below can be utilized in slogans, taglines, websites, extra information, and so on.

Hello Branch Font

abcdefghijklmnop

qrstuvwxyz

Avenir Medium

abcdefghijklmnop

qrstuvwxyz