



DESIGN BRAND STANDARDS

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why design brand standards?

LCS provides consistently high-quality products and services to the senior living industry. Therefore, the LCS brand is one of our company's most valuable assets. It needs to be respected and protected. Following a set of approved graphic standards for representing our brand visually and in text helps ensure that LCS quality is universally recognized.

This guide explains the standards that must be followed when using our brand in media, printed materials and other forms of communication. Anyone using our brand is expected to comply with these requirements and use these branding elements with care.

If you have any questions about the information presented here or would like some guidance in your use of the brand, please email brand@LCSnet.com.

Please note: LCS is **not** an abbreviated form of Life Care Services. LCS is the parent company of Life Care Services.

logo

proper logo usage

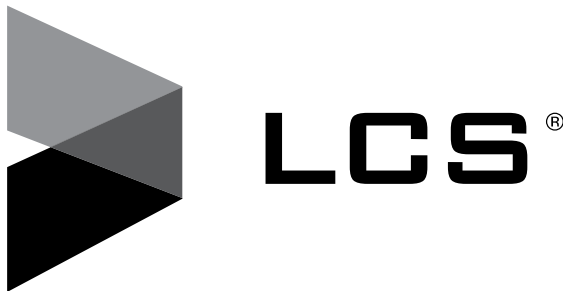
4-color



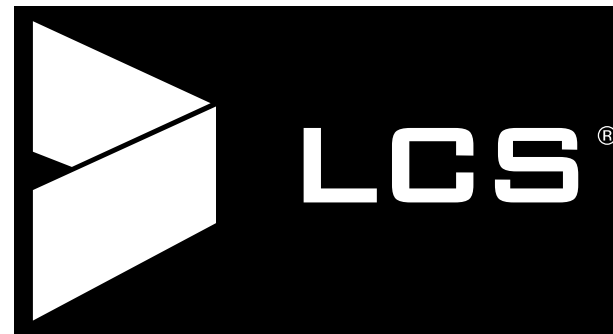
spot-color



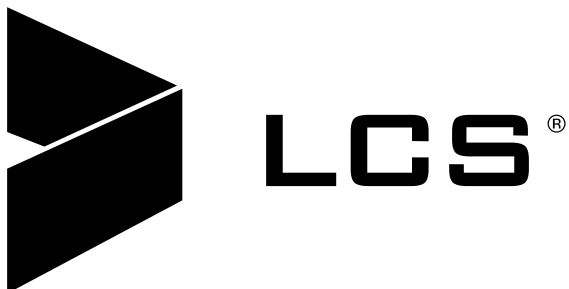
gray scale (use for printed-color applications)



reversed black & white



tone-on-tone/black
(used for signage and other limited applications)



Note: The trademark designation ® in all logos (except reverses) always appears in black.

Electronic versions of each of the LCS logos have been created and are available for your use on the LCS Brand Materials website. Never try to recreate the LCS logo yourself. The LCS text should never be separated from the graphic. Use only the approved, electronic version.





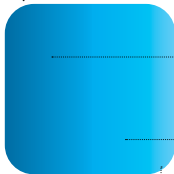

size

Our logo is a valuable asset; always position it for maximum impact with plenty of clearspace to separate it from other elements.

The example shown here represents minimum clearspace requirements.



color

Primary Colors					Primary Gradients	
						<p>100.27.0.27 location 0%</p> <p>100.12.0.12 location 28.22%</p> <p>100.0.0.0 location 50.92%</p> <p>52.0.0.0 location 100%</p>
Pantone	3005C 307U	362C 376U	583C 360U	cool grey 10		
CMYK	100.34.0.2	70.0.100.9	23.0.100.17	0.2.0.60		<p>50.0.100.35 location 0%</p> <p>23.0.100.0 location 69.93%</p>
RGB	0.128.198	73.169.66	176.188.34	128.127.131		
HEX	0081C6	49A942	B0BC22	807F83		

fonts

for print (copy and headline)

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%*

Helvetica Neue 45 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%*

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%*

Helvetica Neue 56 Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%*

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%*

Helvetica Neue 76 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%*

Helvetica Neue 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%*

Helvetica Neue 86 Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%*

for print (headline)

Eurostile Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%*

Eurostile Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%*

Eurostile Demi Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%*

Eurostile Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%*

Eurostile Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%*

alternative for print and web

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%*

Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
*abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%**

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%*

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$\$%*

corporate identity

Whenever the company name LCS appears in logo format, it is entirely in uppercase, in the format shown here. (Please refer to “logo” and “size” pages of this manual for additional information.)



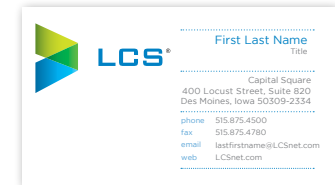
When the company name appears in text, copy or anywhere other than the logo, it is written LCS, always in uppercase—no italics, no boldface, and no color.

Please note: LCS is a [registered](#) brand name, so it should carry the ® designation in first use on each page or panel surface unless the logo is displayed. LCS is **not** an abbreviated form of Life Care Services. LCS is the parent company of Life Care Services. (Please reference the [LCS Family of Companies Brand Guidelines](#) for details)

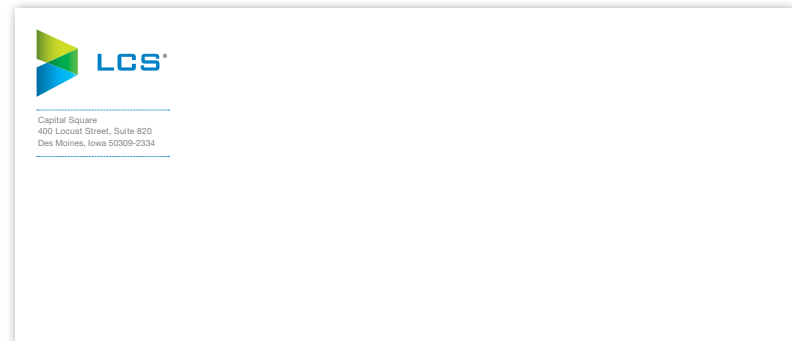
corporate identity



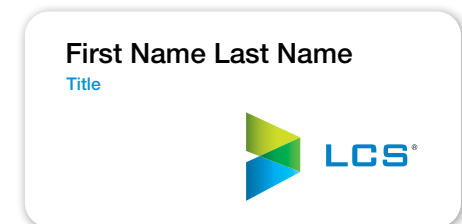
Letterhead



Business Card



#10 Envelope



Name Badge

advertising & collateral materials

Each and every piece of advertising or collateral for LCS is unique, and created for a special circumstance or opportunity. So establishing firm rules for logo use (other than size restrictions) in those materials is difficult.

With that, it is recommended to use the full four-color logo. A representative sample shown here:



Advertising and collateral materials for LCS need to be approved by a designated LCS contact on page 3 prior to publication. Please submit your materials here with sufficient time built in to make any required adjustments.

apparel & promotional items

Apparel that incorporates the LCS logo helps create team spirit and immediately identifies team members or friends of LCS.

T-shirts: Use the complete four-color LCS logo. Because a T-shirt offers a large display surface, the logo can appear in almost any size desired.

Polo shirts: Choose the complete one-color/tone-on-tone logo to embroider on the breastplate or sleeve of the polo shirt. Make sure to use a contrasting but complementing color so the logo stands out attractively against the background color of the shirt.

Promotional items: Below are a few of promotional items that can carry the LCS logo. Selection of the logo may depend on the size and shape of the item. A four-color logo is preferred, if practical.

Examples:

Magnets

Pens

Iced cookies

Candy

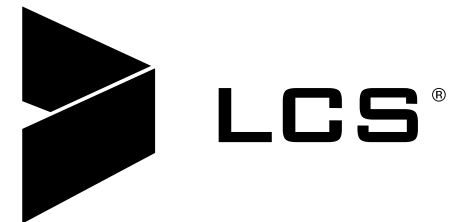
Coffee mugs

Caps

4-color process



tone-on-tone or 1-color
(used for signage and other limited applications)



spot color



DESIGN BRAND STANDARDS

