



# DESIGN BRAND STANDARDS

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# why design brand standards?

LCS Development provides consistently high-quality products and services to the senior living industry. Therefore, the LCS Development 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 Development 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 a question about the information presented here or would simply like some guidance in your use of the brand, please email [brand@LCSnet.com](mailto:brand@LCSnet.com).

# logo

proper logo usage

4-color with An LCS Company tag



spot-color with An LCS Company tag (printed)



gray scale with An LCS Company tag  
(used for printed 1-color applications)



reversed black and white with An LCS Company tag



tone-on-tone/black with An LCS Company tag  
(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 Development logos have been created and are available for your use on the LCS Brand Materials website. Never try to recreate the LCS Development logo yourself. The LCS Development text should never be separated from the graphic. Use only the approved, electronic version.

# size

Do not use An LCS Company tag when the logo is 1-inch wide or smaller.





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

The example shown here represents minimum clearspace requirements.



# color

Primary Color		Primary Gradient	
100%	Pantone	186	
	CMYK	0.100.81.4	 0.87.100.0
	RGB	227.24.55	13.99.100.4
	HEX	E31837	32.97.100.42

# fonts

for print

Helvetica 57 Condensed

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

Helvetica 57 Condensed Oblique

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

Helvetica 67 Condensed Medium

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

Helvetica 67 Condensed Medium Oblique

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

Helvetica 77 Condensed Bold

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

Helvetica 77 Condensed Bold Oblique

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

Helvetica 55 Roman

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

Helvetica 66 Italic

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

Helvetica 75 Bold

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

Helvetica 76 Bold Italic

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

alternative for print and web

Arial Regular

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

Arial Italic

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

Arial Bold

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

Arial Bold Italic

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

# corporate identity

Whenever the company name LCS Development appears in logo format, it is in uppercase letters and is accompanied by our corporate symbol, 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 Development, always in uppercase and italicized, no boldface and no color.

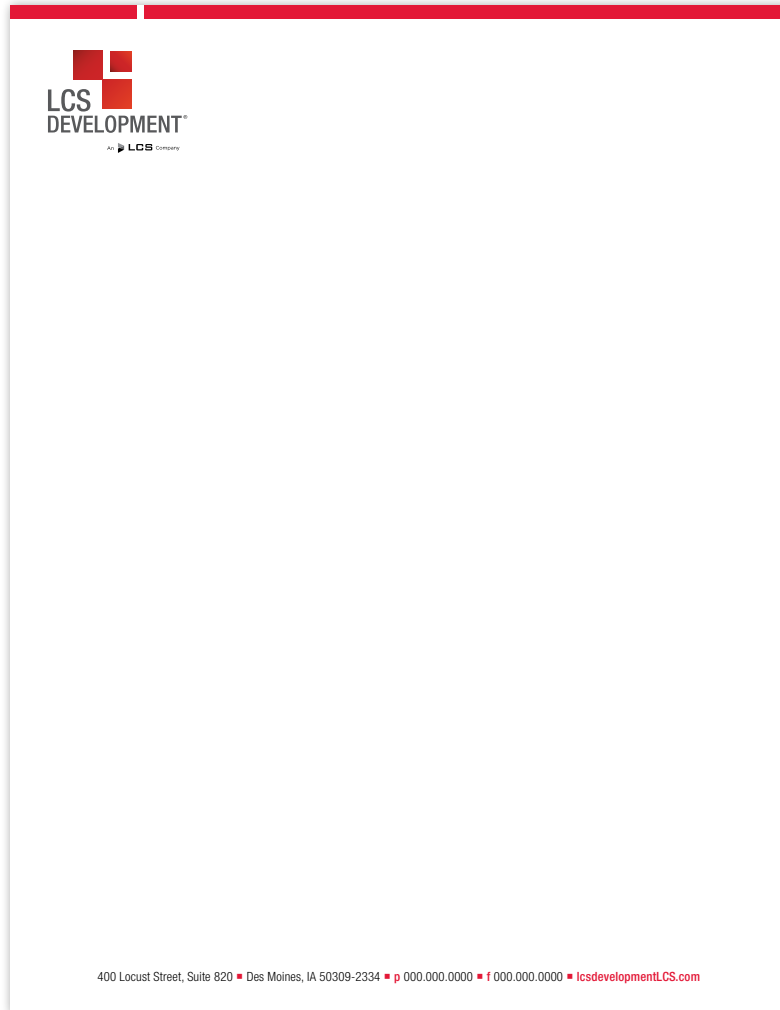
When “An LCS Company” is used with LCS Development in text, the same rules apply—no italics, uppercase, no bold, and no color, as shown here:

LCS Development®, An LCS® Company

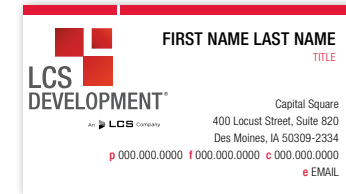
**Please note:** LCS Development is a **trademarked** brand name, so it should carry the ® designation in first use on each page or panel surface. (Please reference the [LCS Family of Companies Brand Guidelines](#) for details)



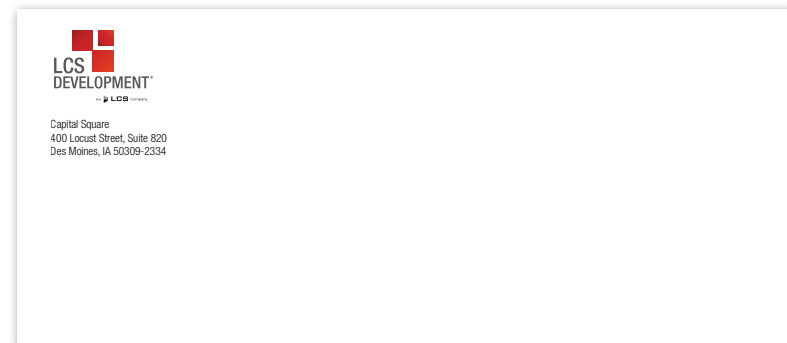
# corporate identity



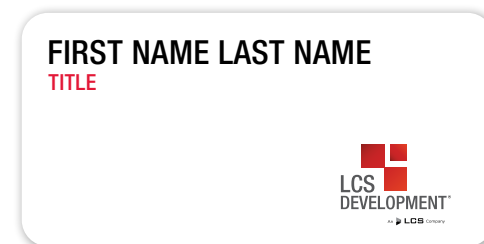
Letterhead



Business Card



#10 Envelope



Name Badge

# advertising & collateral materials

Each piece of advertising or collateral for LCS Development 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 with An LCS Company tag wherever possible, positioned prominently and in an appropriate size to foster positive brand identity for LCS Development. A representative sample is shown here:



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

o

# apparel & promotional items

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

**T-shirts:** Use the complete four-color LCS Development logo with An LCS Company tag. 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 with tag 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 promotional items that can carry the LCS Development logo. Selection of the logo to use may depend on the size and shape of the item. A four-color logo is preferred wherever practical.

Examples:

Iced cookies

Coffee mugs

Caps

Hard hats

Ceremonial ground breaking shovels

Pens

**General Rule:** If the logo area is 1-inch wide or smaller, use the logo without An LCS Company tag.

4-color with An LCS Company tag



tone-on-tone/black with An LCS Company tag in black  
(used for signage and other limited applications)



spot-color with An LCS Company tag in grayscale



# DESIGN BRAND STANDARDS

