# table of contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why Brand Standards?</td>
<td>3</td>
</tr>
<tr>
<td>Logo</td>
<td>4</td>
</tr>
<tr>
<td>Size</td>
<td>5</td>
</tr>
<tr>
<td>Color</td>
<td>6</td>
</tr>
<tr>
<td>Fonts</td>
<td>7</td>
</tr>
<tr>
<td>Corporate Identity</td>
<td>8</td>
</tr>
<tr>
<td>Website</td>
<td>10</td>
</tr>
<tr>
<td>Signage</td>
<td>11</td>
</tr>
<tr>
<td>Advertising &amp; Collateral Materials</td>
<td>13</td>
</tr>
<tr>
<td>Apparel &amp; Promotional Items</td>
<td>14</td>
</tr>
</tbody>
</table>
why brand standards?

Health at Home provides consistently high-quality products and services to the senior living industry. Therefore, the Health at Home 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 Health at Home 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 simply like some guidance in your use of the brand, please contact:

US CareNet
Jason Ullery: 706.854.7384
jullery@uscarenet.com
or
Diana Porter: 706.854.7417
dporter@uscarenet.com

LCS
Paul Salais: 515.875.4542
salaispaul@LCSnet.com
or
Jeri Uhlmansiek: 515.875.4702
uhlmansiekjeri@LCSnet.com
proper logo usage

<table>
<thead>
<tr>
<th>4-color with A US CareNet and LCS Partnership tag</th>
<th>spot-color with A US CareNet and LCS Partnership tag (printed)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Health at Home Logo" /></td>
<td><img src="image2.png" alt="Health at Home Logo" /></td>
</tr>
<tr>
<td><strong>health at home™</strong></td>
<td><strong>health at home™</strong></td>
</tr>
<tr>
<td>a US CareNet and LCS Partnership</td>
<td>a US CareNet and LCS Partnership</td>
</tr>
<tr>
<td>Gray scale with A US CareNet and LCS Partnership</td>
<td>reversed black &amp; white with A US CareNet and LCS Partnership</td>
</tr>
<tr>
<td>(used for printed 1-color applications)</td>
<td>tag</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tone-on-tone/black with A US CareNet and LCS Partnership</th>
<th>Reversed black &amp; white with A US CareNet and LCS Partnership</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3.png" alt="Health at Home Logo" /></td>
<td><img src="image4.png" alt="Health at Home Logo" /></td>
</tr>
<tr>
<td><strong>health at home™</strong></td>
<td><strong>health at home™</strong></td>
</tr>
<tr>
<td>a US CareNet and LCS Partnership</td>
<td>a US CareNet and LCS Partnership</td>
</tr>
<tr>
<td>Tone-on-tone/black with A US CareNet and LCS Partnership</td>
<td>Reversed black &amp; white with A US CareNet and LCS Partnership</td>
</tr>
<tr>
<td>(used for signage and other limited applications)</td>
<td>tag</td>
</tr>
</tbody>
</table>

Note: The trademark designation ™ in all logos (except reverses and tone-on-tone) always appears in black.

Electronic versions of each of the Health at Home logos have been created and are available for your use on the US CareNet employee portal and The LCS brand materials website. Never try to recreate the Health at Home logo yourself. The Health at Home text should never be separated from the graphic. Use only the approved, electronic version. Any logo usage for external publications must be submitted via US CareNet Integrated Marketing Communications.
Do not use A US CareNet and LCS Partnership tag when the logo is 1-inch wide or smaller.

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.
This spot color is used on the tagline “Live Well. Be Well.” when it is used in small applications.

### Primary Colors

<table>
<thead>
<tr>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>7461C 307U</td>
<td>78.28.0.0</td>
<td>1.148.211</td>
<td>0194D3</td>
</tr>
<tr>
<td>376C 376U</td>
<td>70.0.100.9</td>
<td>141.198.63</td>
<td>8DC63F</td>
</tr>
<tr>
<td>377C 360U</td>
<td>45.0.100.24</td>
<td>120.162.47</td>
<td>78A22F</td>
</tr>
<tr>
<td>black</td>
<td>0.0.0.100</td>
<td>0.0.0</td>
<td>000000</td>
</tr>
</tbody>
</table>

### Primary Gradients

- 50.0.11.0 location 100%
- 100.20.8.15 location .562%
- 33.0.100.0 location 100%
- 63.0.80.24 location .562%
fonts

for print

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!@#$&*

alternative for print and web

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$&*

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$&*

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$&*

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$&*
Whenever the company name Health at Home™ appears in logo format, it is entirely in lowercase, 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 logo usage, it is written Health at Home, with both H’s always in uppercase and italicized, no boldface and no color.

Never use an abbreviated (or shorthand) version for Health at Home. For example,

**DO NOT USE:** H&H, h&h, H@H, h@h HH, hh, etc.

When “A US CareNet and LCS Partnership” and/or the tagline “Live Well. Be Well.” is/are used with Health at Home in text, the same rules apply—no italics, no bold and no color, as shown here:

Health at Home™, A US CareNet and LCS Partnership, Live Well. Be Well.

Please note: Health at Home is a **trademarked** brand name, so it should carry the ™ designation in first use on each page or panel surface. (Please reference the Writing Style Guide for detailed guidelines)
The company name badge is the one and only approved instance where the Health at Home logo appears in a slightly altered format. The symbol that is part of the logo appears to the right of “health at home” rather than on the left to create sufficient space on the badge to incorporate the individual’s full name and title.
The use of our brand in signage is dependent on the location and purpose of the sign.

On glass or other transparent surfaces (front doors, windows, etc.), the spot color logo, with a white “A US CareNet and LCS Partnership” tagline, is to be used. The telephone number and hours of operation are required to meet with Medicare guidelines.

Indoor reception areas and other indoor wall surfaces should utilize the four-color logo.

Please note: If an agency is in need of ordering any signage for a location, please email all inquiries to US CareNet’s Corporate Procurement Office at dlamar@uscaren.com.
Interior doors, building directory boards and outdoor building signage (where other tenants are listed) use the building directory standard font in black. If we can choose our own font, use Helvetica Neue 75 Bold in upper and lower case. Preference would be to use the name with A US CareNet and LCS Partnership wherever possible.

Health at Home

Health at Home

Health at Home
A US CareNet and LCS Partnership

Health at Home
A US CareNet and LCS Partnership
Each and every piece of advertising or collateral for Health at Home 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.

All advertising, collateral and PR materials must go through US CareNet approval process following US CareNet business development policies and procedures, as found on the US CareNet employee portal. Please submit your requisitions, available on US CareNet employee portal, with sufficient time built in to make any required adjustments.
apparel & promotional items

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

**T-shirts:** Use the complete four-color Health at Home logo with A US CareNet and LCS Partnership and the “Live Well. Be Well.” tagline. Because a T-shirt offers a large display surface, the logo can appear in almost any size desired. Contact dlamar@uscarenet.com to begin the ordering process.

**Polo shirts and apparel:** All approved apparel can be ordered from the US CareNet online apparel website at: www.icostore.net/uscarenet. Please make sure to select the “Health at Home” (see screenshot) under the “Choose Logo and Location” located at the bottom right of the page. FOR CLINICAL STAFF: All community approved apparel is located by clicking “HAH Clinical Approval” link under categories on the left side of the page. To set up an account to order apparel, please contact US CareNet’s procurement department at: dlamar@uscarenet.com.

**Promotional items:** Promotional items are available for ordering through the Care Collateral Center (C3) found at uscarenetc3.com. Approved users are provided access through US CareNet purchasing department by contacting dlamar@uscarenet.com.

Questions and suggestions for C3 items should be directed to Jason Ullery at jullery@uscarenet.com.

**General Rule:** If the logo is 1-inch wide or smaller (not including tagline), use the logo without A US CareNet and LCS Partnership tagline.