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why 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 simply like some guidance in your use of the brand, please contact:

<table>
<thead>
<tr>
<th>LCS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul Salais: 515.875.4542</td>
</tr>
<tr>
<td><a href="mailto:salaispaul@LCSnet.com">salaispaul@LCSnet.com</a></td>
</tr>
<tr>
<td>or</td>
</tr>
<tr>
<td>Jeri Uhlmansiek: 515.875.4702</td>
</tr>
<tr>
<td><a href="mailto:uhlmansiekkjeri@LCSnet.com">uhlmansiekkjeri@LCSnet.com</a></td>
</tr>
</tbody>
</table>

Please note: LCS is not an abbreviated form of Life Care Services. LCS is the parent company of Life Care Services.
### Proper Logo Usage

<table>
<thead>
<tr>
<th>4-color</th>
<th>Spot-color</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo_4-color.png" alt="Logo 4-color" /> LCS®</td>
<td><img src="logo_spot-color.png" alt="Logo Spot-color" /> LCS®</td>
</tr>
<tr>
<td>Gray Scale (use for printed-color applications)</td>
<td>Reversed Black &amp; White</td>
</tr>
<tr>
<td><img src="logo_gray-scale.png" alt="Logo Gray Scale" /> LCS®</td>
<td><img src="logo_reversed-black-white.png" alt="Logo Reversed Black &amp; White" /> LCS®</td>
</tr>
<tr>
<td>Tone-on-Tone/Black (used for signage and other limited applications)</td>
<td></td>
</tr>
<tr>
<td><img src="logo_tone-on-tone-black.png" alt="Logo Tone-on-Tone/Black" /> LCS®</td>
<td></td>
</tr>
</tbody>
</table>

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.
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.
<table>
<thead>
<tr>
<th>Pantone</th>
<th>3005C 307U</th>
<th>362C 376U</th>
<th>583C 360U</th>
<th>cool grey 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>100.34.0.2</td>
<td>70.0.100.9</td>
<td>23.0.100.17</td>
<td>0.2.0.60</td>
</tr>
<tr>
<td>RGB</td>
<td>0.128.198</td>
<td>73.169.66</td>
<td>176.188.34</td>
<td>128.127.131</td>
</tr>
<tr>
<td>HEX</td>
<td>0081C6</td>
<td>49A942</td>
<td>B0BC22</td>
<td>807F83</td>
</tr>
</tbody>
</table>

**Primary Colors**

- Pantone: 3005C 307U
- Pantone: 362C 376U
- Pantone: 583C 360U
- Pantone: cool grey 10

**Primary Gradients**

- Pantone: 100.27.0.27
- Pantone: 100.12.0.12
- Pantone: 100.0.0.0
- Pantone: 52.0.0.0

**Color Codes**

- CMYK: 100.34.0.2
- CMYK: 70.0.100.9
- CMYK: 23.0.100.17
- CMYK: 0.2.0.60
- RGB: 0.128.198
- RGB: 73.169.66
- RGB: 176.188.34
- RGB: 128.127.131
- HEX: 0081C6
- HEX: 49A942
- HEX: B0BC22
- HEX: 807F83
fonts

for print (copy and headline)

Helvetica Neue 45 Light
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$*

Helvetica Neue 45 Light Italic
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$*

Helvetica Neue 55 Roman
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$*

Helvetica Neue 56 Roman Italic
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$*

Helvetica Neue 75 Bold
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$*

Helvetica Neue 76 Bold Italic
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$*

Helvetica Neue 85 Heavy
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$*

Helvetica Neue 86 Heavy Italic
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$*

for print (headline)

Eurostile Regular
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$*

Eurostile Demi
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$*

Eurostile Demi Oblique
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$*

Eurostile Bold
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$*

Eurostile Bold Oblique
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$*

alternative for print and web

Arial Regular
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$*

Arial Regular Italic
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$*

Arial Bold
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$*

Arial Bold Italic
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$*
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 Writing Style Guide for detailed guidelines)
corporate identity
Our website is designed to communicate our company’s identity in the same clear and consistent manner as our other communications.

The preferred type font for the LCS website is Arial. (See “fonts” page for examples.) It is best to feature one dominant type font “look” throughout the website, with a second face used sparingly for emphasis, sidebars and supplemental content.

The LCS website does not need the “www” prefix.

The web address is:

LCSnet.com
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 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