



An  LCS Company

## DESIGN BRAND STANDARDS

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# why design brand standards?

Life Care Services is recognized as a leader in senior living—which makes the Life Care Services brand one of our most valuable assets. Consequently, it needs to be respected and protected. Adhering to a set of approved graphic standards for representing our brand visually and in text helps ensure that the superior management services for equity and managed senior living communities are universally recognized as Life Care Services.

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).

**Please note:** Life Care Services should **never** be abbreviated to LCS. LCS is the parent company of Life Care Services. (Please reference the [LCS Family of Companies Brand Guidelines](#) for details).

# logo

proper logo usage

4-color with An LCS Company tag



spot-color with An LCS Company tag (printed)



gray scale with 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)

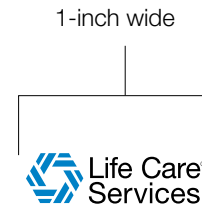


Note: The trademark designation ® in all logos (except reverses and tone-on-tone) always appears in black.

Electronic versions of each of the Life Care Services logos have been created and are available for your use on the LCS Brand Materials website. Never try to recreate the Life Care Services logo yourself. The Life Care Services 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 it for maximum impact with plenty of clearspace to separate it from other elements.

The example shown here represents minimum clearspace requirements.



# color

Primary Color

100%



Pantone

3005C

CMYK

100.34.0.2

RGB

0.129.198

HEX

0b81c4

# fonts

for print

Helvetica 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%\*

Helvetica 46 Light Oblique

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

Helvetica 55 Roman

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

Helvetica 56 Italic

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

Helvetica 65 Medium

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

Helvetica 66 Medium Italic

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

Helvetica 75 Bold

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

Helvetica 76 Bold Italic

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

Helvetica 85 Heavy

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

Helvetica 86 Heavy Italic

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

alternative for print and web

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%\*

Arial Italic

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

Arial Bold

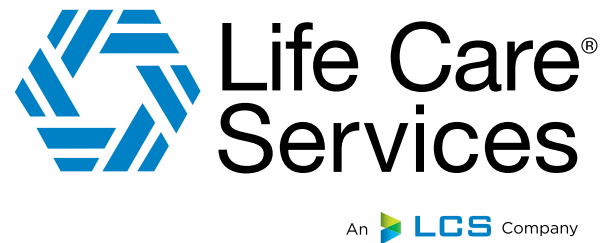
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890!@#\$%\***

Arial Bold Italic

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

# corporate identity

Whenever the company name Life Care Services appears in logo format, it is in uppercase and 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 the logo, it is written Life Care Services—no italicized, no boldface, and no color.

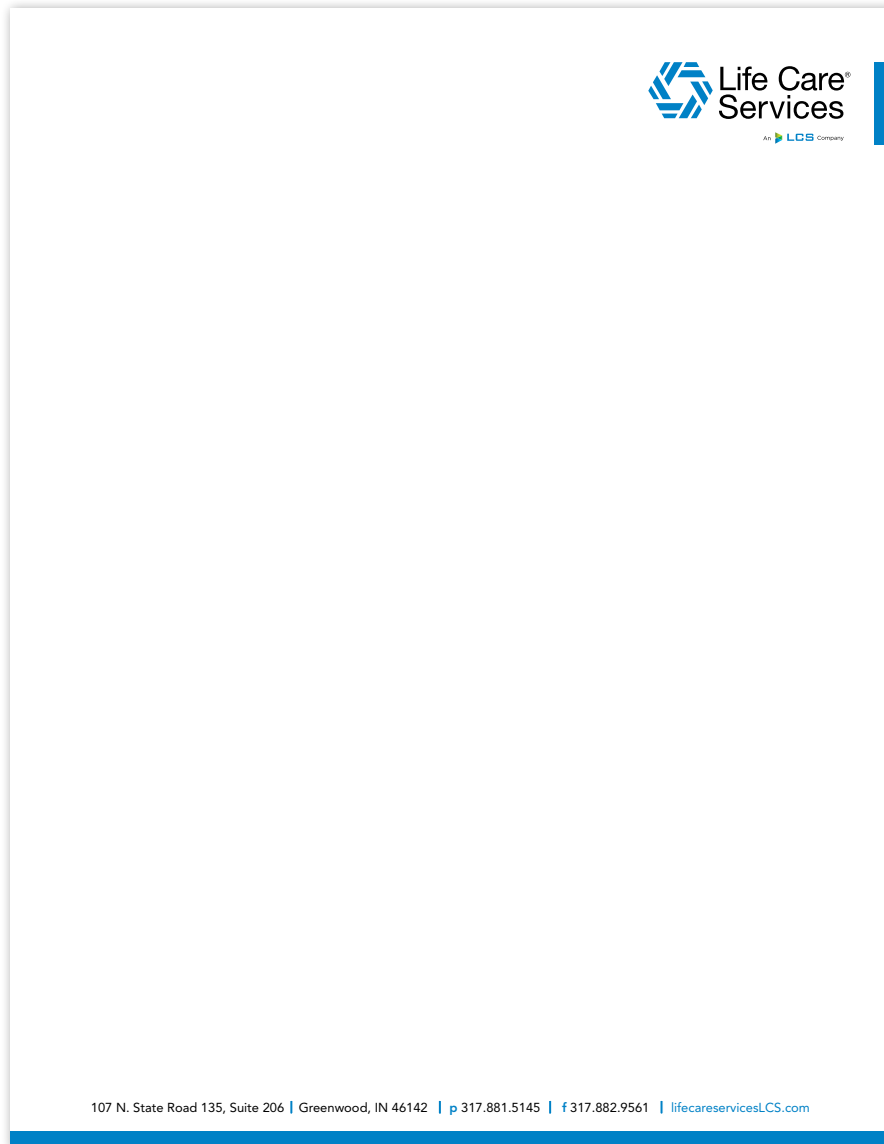
When “An LCS Company” is used with Life Care Services in text, the same rules apply—no italics, no bold and no color as shown here:

Life Care Services®, An LCS® Company

**Please note:** Life Care Services is a [trademarked](#) brand name, so it should carry the ® designation in first use on each page or panel surface unless the logo is included on the same page. Life Care Services should **never** be abbreviated to LCS. LCS is the parent company of Life Care Services. (Please reference the [LCS Family of Companies Brand Guidelines](#) for details)



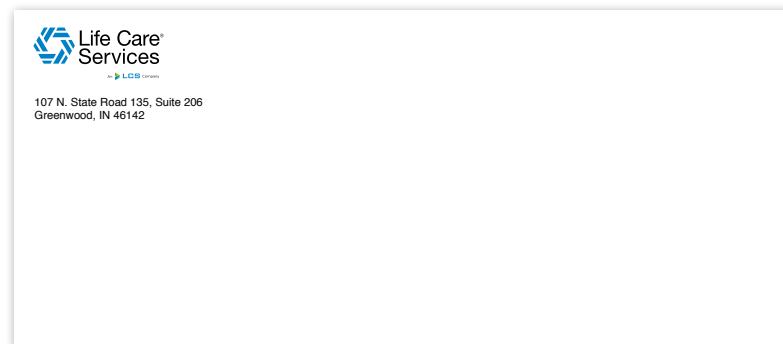
# corporate identity



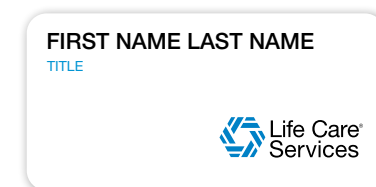
Letterhead



Business Card



#10 Envelope



Name Badge

# advertising & collateral materials

Each piece of advertising or collateral for Life Care Services 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 Life Care Services. A representative sample is shown here:



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

# apparel & promotional items

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

**T-shirts:** Use the complete, four-color Life Care Services 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 Life Care Services 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:

Magnets

Pens

Iced cookies

Candy

Coffee mugs

Caps

**General Rule:** If the logo 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  
(used for signage and other limited applications)



spot color with An LCS Company tag in grayscale



# community reference to Life Care Services

Managed Community Logo use: Use “Managed by” followed by the Life Care Services logo mark, followed by Life Care Services®. Electronic versions of each of the following logos have also been created and are available for your use on the LCS Brand Materials website.

Managed by  Life Care Services®

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or

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Managed by  
 Life Care Services®

Please note the following:

- The reference to brand names is passive when describing a community’s relationship to the parent company and its business lines (sub-brands).  
**Example:** “Timber Ridge at Talus is managed by Life Care Services®, An LCS® Company.
- Brand names are not to be used as adjectives.  
**Example:** “...a community managed by Life Care Services...” not “...a Life Care Services-managed community...”

Please reference the LCS Family of Companies Brand Guidelines for details.

# DESIGN BRAND STANDARDS

