

COMMUNICATING OUR
LIFE-TRANSFORMING
EXCELLENCE THROUGH
OUR BRAND IDENTITY



National Church Residences

MAY 2018 EDITION



Managing Our Brand Is Important



Since the opening of our first retirement community in 1961, National Church Residences has earned a solid reputation that stands for excellence in the way we work to transform the lives of the people we serve. Today, we are the nation's largest provider of affordable senior housing and a national leader in supportive services.

Like any company or organization, our logo is our most visible symbol and stands for everything we do and say. It reflects National Church Residences' promise of Excellence That Transforms Lives. As we continue to evolve, it's more important than ever to apply consistent graphic standards to all our brand identity elements. This updated *Brand Identity Style Guide* will help you build an even stronger brand for National Church Residences.

By following these simple guidelines, you provide important brand leadership for our organization. By consistently presenting our brand identity at every point of contact on both a national and local community level, we all have the opportunity to continue to enhance the value of the National Church Residences' brand for years to come.

Thank you,



Mark Ricketts
President & CEO

OUR EVOLVING IDENTITY

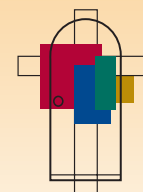


1960s



1970s & 1980s

National CHURCH RESIDENCES



1990s

National Church Residences

TODAY



National Church Residences

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This guide provides basic rules for applying the National Church Residences' brand identity.

If you have questions about a specific application or need more information, please contact Jessica Dusenbery, Director of Creative Services at 614.273.3654.

Logo Overview



National Church Residences

LOGO

Our logo must appear on every National Church Residences' visual communication. The logo is composed of the "National Church Residences" letter forms and the graphic element (detailed below). Together as a whole this is our logo — and, as such, must be displayed in its entirety on all our communications.

GRAPHIC ELEMENT

The National Church Residences' graphic element (sometimes it's called a brand symbol) represents the essence and meaning of our brand. The two adjacent rooflines represent a modern, minimalist symbol showing National Church Residences as a dynamic leader in serving vulnerable populations. The four panels signify National Church Residences' four core values of Mission, Compassion, Professionalism and Leadership. The intersections of colors demonstrate the new possibilities for integrating home and health care.

The deliberate placement of the graphic element over the word "Church" emphasizes our mission-driven intent in serving vulnerable populations.

The color palette resonates:

- **optimism** for the vulnerable populations we serve
- a **modern elegance** to reinforce our status as a forward-thinking leader
- the **active vibrancy** of an innovative and energetic organization
- the **open and warm** nature that supports our compassion

The font used to depict our corporate name – National Church Residences – is Helvetica Light. This enduring font style is universally understood to be classic and clear. The classic intonation reinforces National Church Residences' legacy and long-term strength. The font's clarity reflects our professionalism and confidence as a leader.

The logo speaks strongly to our brand promise and tagline: **Excellence That Transforms Lives**

Our **brand tonality** expresses key characteristics of National Church Residences:

- | | | |
|-----------------|-------------------|--------------|
| – Innovative | – Integrity | – Optimistic |
| – Compassionate | – Ambition/Active | – Sincere |
| – Modern | – Leadership | |

DOs and DON'Ts

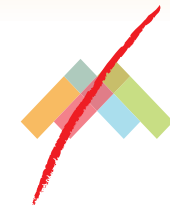
DO

Always use the National Church Residences' logo on every visual communication. This includes printed material, electronic communications, presentations and signage.

DON'T

Never reconstruct the logo using other type or a different rendering of the graphic element.

Never separate the "rooftop" graphic element from the "National Church Residences" letter forms in the logo. The only exception is in a limited context for interior and exterior signage. (See pages 22 to 33 for details.)



A NOTE ABOUT COLOR...

Color is an integral part of the National Church Residences' brand identity. How color may be used within our logo and elsewhere is explained in detail beginning on the next page and throughout this style guide.

Logo Colors



The “National Church Residences” letter forms appear in solid (not screened) black in the standard full-color logo.

CMYK: 0C 0M 00Y 100K

RGB: 0R 0G 0B

HEX: 000000

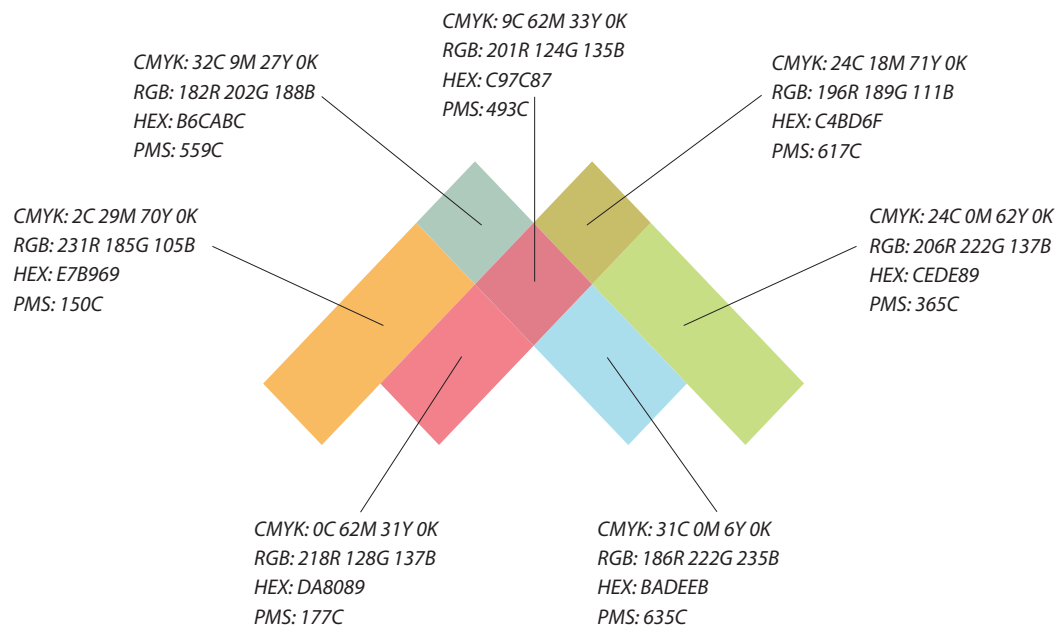
PMS: Process Black

National Church Residences

OUR TRUE COLORS

The National Church Residences’ color system was carefully chosen to reinforce our key brand attributes. Consistently using these colors helps us establish a strong graphic identity. The National Church Residences’ color palette is comprised of multiple color values. **Do not alter these values.** Most printed materials will use the CMYK values for accurate reproduction. Most electronic materials will use the RGB or HEX values. Some specialized printing processes (like silk screening) may require the Pantone Matching System (PMS) colors. Do **not** use the PMS colors unless your reproduction process requires them.

GRAPHIC ELEMENT COLOR REPRODUCTION



MORE ABOUT COLOR...

For more detail on secondary color options, logo color variations and background colors, see pages 13 and 14.

DOs and DON'Ts

DO

Always use the color values detailed on this page when creating full-color National Church Residences communications.

When you are not using full color to reproduce the logo, always use an approved black or reverse version of the logo artwork. See pages 13 and 14 for details.

Apart from our logo and its reproduction requirements, apply the color palette to headlines, body copy, backgrounds and other elements – using recognized principles of effective design.

Recognize how photographs and illustrations can support the brand palette. Though not every image will match our brand colors, create or choose imagery that incorporates (or is in harmony with) the palette.

DON'T

Never reproduce the logo in non-standard colors. No other colors should be used to represent National Church Residences.

Do not alter the tint values defined within our logo’s “rooftop” graphic element or any other color within the brand palette.

Logo Levels of Prominence

IDENTITY HIERARCHY

How big should the National Church Residences logo be in relation to a community name? Where should it be placed? The short answer is, "It depends." The relative scale and placement of the National Church Residences logo is dependent on what community or department it is endorsing.

National Church Residences is the primary "parent brand" connected with specific housing communities or organizational departments. So the National Church Residences logo is placed uppermost and larger, and the community or department name typically follows and is less prominent.

Exceptions to this rule are the senior living communities. For these communities, the community name is significantly more prominent than the National Church Residences logo, which is placed under the community name. In these cases, the property name descriptor serves as the primary brand, and National Church Residences serves as the endorsing secondary brand.

Another exception is logo use on exterior signage. See page 22 for details on this non-standard variation.

WHEN IN DOUBT...

PLEASE ASK!

If you aren't sure what logo treatment is right for your community or area, please contact the Communications Department at 1.800.388.2151.

We will advise you or assist in the preparation of the proper logo artwork for your situation.

EXAMPLES

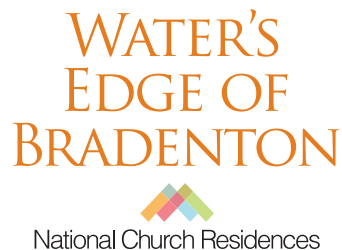
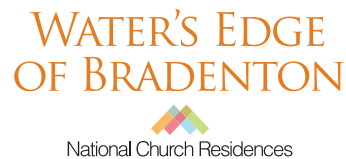
STANDARD HOUSING COMMUNITY



STANDARD SERVICE LINE



EXCEPTION SENIOR LIVING COMMUNITY



Only a limited number of National Church Residences senior living communities are approved for this identity approach.

As of May 2018, the approved communities are:

- Bristol Village**
- First Community Village**
- Inniswood Village**
- Legacy Village**
- Water's Edge of Lake Wales**
- Water's Edge of Bradenton**

Unless listed above or added to the approved list, all other communities follow the standard identity hierarchy.

Community Names with Logo

The National Church Residences' logo is used with community names and service lines under very specific guidelines. By following these guidelines, we minimize the risk of using too many identities and create a stronger, unified brand for National Church Residences.

IDENTITY HIERARCHY

PRIMARY BRAND

Use standard full-color logo colors, as detailed on page 3.



National Church Residences

National Church Residences is the primary brand for all communities – except for senior living communities and supportive housing, where the primary brand is “The Commons at (fill in geographic descriptor).”

See pages 4, 6 and 8 for exception details and usage.

SECONDARY BRAND

Community name type is Trajan Pro Regular in Community Name Orange.

CMYK: 2C 60M 100Y 5K

RGB: 203R 122G 45B

HEX: CB7A2D

PMS 152C



National Church Residences

WESTMINSTER GARDENS

Communities (excluding supportive housing) use a location descriptor, such as Westminster Gardens.

TERTIARY BRAND

Service descriptor type is Helvetica Light in solid black.

CMYK: 0C 0M 00Y 100K

RGB: 0R 0G 0B

HEX: 000000

PMS: Process Black



National Church Residences

WESTMINSTER GARDENS

A Senior Residential Community

For affordable housing communities, use the descriptor “A Residential Community” or “A Senior Residential Community.”

If it's necessary to have an identity for a service line within a community, use one of the “service descriptor” phrases for the primary service offering at the location, such as “Assisted Living & Alzheimer's Care.”

Senior Living Community Names with Logo

The National Church Residences' logo is used with community names and service lines under very specific guidelines. By following these guidelines, we minimize the risk of using too many identities and create a stronger, unified brand for National Church Residences.

IDENTITY HIERARCHY

ONE-LINE TREATMENT

Use standard full-color logo colors for the endorsing National Church Residences logo, as detailed on page 3.

WATER'S EDGE OF BRADENTON



Brand Prominence

For selected senior living communities, the location or property name descriptor serves as the primary brand. National Church Residences serves as the endorsing secondary brand in these cases.

TWO-LINE TREATMENT

Senior living community name type is Trajan Pro Regular in Community Name Orange for all treatments (one-line, two-line and three-line).

CMYK: 2C 60M 100Y 5K
RGB: 203R 122G 45B
HEX: CB7A2D
PMS 152C

WATER'S EDGE
OF BRADENTON



Approved Communities

Only a limited number of National Church Residences senior living communities are approved for this identity approach.

As of May 2018, the approved communities are:

Bristol Village

First Community Village

Inniswood Village

Legacy Village

Water's Edge of Lake Wales

Water's Edge of Bradenton

Unless listed above or added to the approved list, all other communities follow the identity hierarchy detailed on page 4.

THREE-LINE TREATMENT

WATER'S
EDGE OF
BRADENTON



Service Lines with Logo

The National Church Residences' logo is used with community names and service lines under very specific guidelines. By following these guidelines, we minimize the risk of using too many identities and create a stronger, unified brand for National Church Residences.

IDENTITY HIERARCHY

PRIMARY BRAND

Use standard full-color logo colors, as detailed on page 3.



National Church Residences

National Church Residences serves as the primary brand for all service lines.

SECONDARY BRAND

Service line type is Trajan Pro Regular in Community Name Orange.

CMYK: 2C 60M 100Y 5K
RGB: 203R 122G 45B
HEX: CB7A2D
PMS 152C



National Church Residences

HOME & COMMUNITY SERVICES

Service lines use the name of the service line or organizational department for the secondary brand, such as Home & Community Services.

TERTIARY BRAND

Sub-service descriptor type is Helvetica Light in solid black.

CMYK: 0C 0M 00Y 100K
RGB: 0R 0G 0B
HEX: 000000
PMS: Process Black



National Church Residences

HOME & COMMUNITY SERVICES

Hospice Services

Service lines typically do not require a tertiary brand.

If it's necessary to have an identity for a sub-service line within a service line, use one of the "service descriptor" phrases for the offering, such as "Hospice Services."

Supportive Housing Guidelines

Supportive housing communities are planned, funded, built and operated in collaboration with many entities — not exclusively by National Church Residences. So the National Church Residences brand is secondary to the supportive housing community name. Note that Supportive Housing is a special type of affordable housing within the National Church Residences portfolio.

IDENTITY HIERARCHY

PRIMARY BRAND

Service line type is Trajan Pro Regular
in Community Name Orange.

CMYK: 2C 60M 100Y 5K
RGB: 203R 122G 45B
HEX: CB7A2D
PMS 152C

The Commons —
AT THIRD

“The Commons” letter forms
appear in Helvetica Light in
solid (not screened) black.

CMYK: 0C 0M 00Y 100K
RGB: 0R 0G 0B
HEX: 000000
PMS: Process Black

The primary brand is the
supportive housing community
—or “The Commons at (fill
in geographic descriptor or
property name),” such as The
Commons at Third shown here.

SECONDARY BRAND

Use standard full-color logo colors
for the endorsing National Church
Residences logo, as detailed on
page 3.

The Commons
AT THIRD



National Church Residences
serves as the secondary and
endorsing brand.

Typically there is no tertiary
brand used with supportive
housing communications.



Sign Application

*The Commons at Third sign
(shown here) is a prototype
for all supportive housing.
The National Church
Residences brand is in a
secondary, endorsing role,
since multiple organizations
– governmental, service and
non-profit – collaborate to
create and operate supportive
housing properties.*

Managed Properties Guidelines

When National Church Residences manages a property – instead of being the owner of a property – a special and less prominent endorsed relationship must be communicated.

IDENTITY HIERARCHY

PRIMARY BRAND

McKendree Lambeth
at Gallatin, Inc. Owned Properties

In this case, the name of the property that National Church Residences manages (but doesn't own) serves as the primary brand — such as McKendree Lambeth at Gallatin. The name may be in the form of a unique logo that is outside the National Church Residences identity.

SECONDARY & TERTIARY BRANDS

McKendree Lambeth
at Gallatin, Inc. Owned Properties

National Church Residences serves as the secondary and endorsing brand.

“Property Management” is the tertiary brand here, linked to the endorsing National Church Residences logo.

Use standard full-color logo colors for the endorsing National Church Residences logo, as detailed on page 3.



Sign Application

Here is a sign based on the supportive housing sign model. It shows an alternative treatment of the managed property name, with National Church Residences Property Management serving as a secondary brand in parallel with McKendree Lambeth's own property logo.

Alternative Stacked Logo



STANDARD LOGO

The standard logo treatment is preferred, but is not functional or appropriate for all materials and applications. The standard logo is ideal for horizontal spaces and uses at larger sizes.



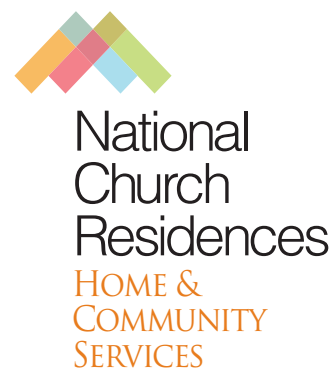
STACKED LOGO

The stacked logo is an approved alternative for identifying National Church Residences. This version of the logo works better when the shape of the space where the logo appears is vertical or square.

The stacked logo also may be more appropriate and legible for very small uses and for low-resolution digital communications, such as on web pages.

The stacked logo is acceptable for use with community names and with service lines.

Instead of being centered under the "National Church Residences" letter forms, the community name or service line descriptor aligns flush left with those letterforms – as shown in the examples below.



DOs and DON'Ts

DO

Always use an approved version of the National Church Residences' logo on every visual communication. This can be the standard logo or the alternative stacked version.

DON'T

Never show two different versions of the logo on the same surface – such as a double page spread, a front cover, a video frame, a PowerPoint slide or one side of a giveaway item. In general, do not show more than one National Church Residences logo on a single surface.

Note that the multiple logos shown on many pages in this brand identity style guide are an exception – and are included to provide comparisons and show relationships. They are not meant to model document designs for National Church Residences communications.

Our Tagline

The National Church Residences' tagline is our promise. It creates an emotional connection with our brand. The tagline is aspirational, benefit-oriented and enhances National Church Residences' commitment to our core values of Mission, Compassion, Professionalism and Leadership.

STANDARD LOGO AND TAGLINE

Tagline type is Trajan Pro Regular in Tagline Teal.

CMYK: 90C 5M 40Y 0K

RGB: 65R 167G 167B

HEX: 41A7A7

PMS 326C



National Church Residences
EXCELLENCE THAT TRANSFORMS LIVES

ALTERNATIVE STACKED LOGO AND TAGLINE

Stacked tagline type also is Trajan Pro Regular in Tagline Teal.

CMYK: 90C 5M 40Y 0K

RGB: 65R 167G 167B

HEX: 41A7A7

PMS 326C



National
Church
Residences
EXCELLENCE THAT
TRANSFORMS LIVES

THE TAGLINE AND BODY COPY

Note that the ideas communicated by the tagline Excellence That Transforms Lives may be incorporated within body copy. Depending on the context, if the exact words Excellence That Transforms Lives are used, then they should use Initial capitals. The tagline also may be defined by surrounding quotation marks or via italics (when part of non-italicized body copy). The words of the tagline also may be used outside of this exact phrasing, making reference to transforming lives or to excellence. In those cases, no initial caps, quote marks or other separating device is needed or should be used – since this is not the exact tagline wording.

DOs and DON'Ts

DO

Always use the specially created artwork that "locks up" the tagline with the National Church Residences' logo. Don't try to recreate this arrangement.

Though not the preferred treatment, it is acceptable to use the tagline by itself (and apart from the logo). This may be necessary when a communication is a very small size or an unusual shape.

DON'T

Never combine a community name with the tagline.



Never mix the horizontal logo with the tagline type treatment for the stacked version.



Secondary Color Options

BLACK AND GRAY VALUES

Black is part of the core color palette for National Church Residences' brand. It is used for the letter forms within the standard logo and can be a background color for several logo variations. Values of gray created from black also may be used freely in National Church Residences communications.



Values from solid black to screens lighter than 10% may be used.



DARK GREEN

To complement the relatively soft colors of the "rooftop" graphic element, a Dark Green is available as a secondary option. Like all the colors in the brand palette, it may be used as a background or for type. However, it is not meant to replace any of the tints within the "rooftop" graphic element — and it may not be used for the tagline or community name that appears with the National Church Residences logo.

Dark Green color reproduction values are:

CMYK: 45C 0M 100Y 24K
RGB: 120R 162G 47B
HEX: 78A22F
PMS 576C



TOUCHING LIVES WITH PERSONALIZED SERVICES

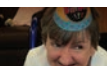
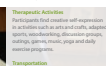
Health Care
A registered nurse monitors each client's health and administers prescribed medications.

Rehabilitation
Resident clients work with physical, occupational, speech, and social workers to improve skills.

Activities
Residents meet and make plans to enjoy with friends and family.

OUR MISSION
We are a not-for-profit organization of adult day programming. National Church Residences Center for Senior Health Services with over 1,800 family caregivers to:

- Support the health and well-being of our residents
- Promote independence and dignity for all residents
- Support seniors in their desire to age in place
- Help seniors live out their lives in the comfort of home and family
- Address the physical, mental and cognitive challenges of aging

THE NATIONAL CHURCH RESIDENCES CARE SYSTEM
Our person-centered system takes a holistic approach.

Personal Care
National Church Residences delivers services across the health care spectrum, resulting in the best possible care for our residents. Services encompass physical, emotional, and spiritual care. Our care system includes:

- Adult Day Services
- Home Care Services
- Hospice Services
- Long-term Care Services
- Memory Care Services
- Palliative Care Services
- Skilled Nursing Services
- Subacute Care Services
- Transitional Care Services
- Wound Care Services

Therapeutic Services
Residents find creative self-expression in a variety of art and craft projects, adapted sports, music-making, discussion groups, and other programs.

Transportation
We operate a fleet of specially equipped vehicles to assist those clients who require transportation to and from our centers.




WHO WE ARE
Taking care of people is what we do best. National Church Residences is an innovative leader in integrating housing, health care and other support services for seniors, families and others who need it. The needs of people nationwide come home to the community, affordable housing that we offer. National Church Residences continues and services are open to people of all ages.

We transform the way seniors and others live and thrive.
National Church Residences is the nation's largest not-for-profit provider of affordable housing and health care services. We also offer the housing services and disability services that allow seniors to live in their homes and enjoy the benefits of aging in place. We are also offering care by integrating housing and support services.



HEALTH CARE IN OHIO
We provide options that help people remain at home.

National Church Residences Center for Senior Health Services is a not-for-profit organization that provides a variety of health care services to help seniors remain in the comfort of their own homes. We offer a variety of services to help seniors live out their lives in the comfort of home and family.

Adult Day Services
National Church Residences Center for Senior Health Services is a not-for-profit organization that provides a variety of health care services to help seniors remain in the comfort of their own homes. We offer a variety of services to help seniors live out their lives in the comfort of home and family.



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616-453-1111 | 800-368-2515
1000 Main Street, Suite 400, 45203
info@nationalchurchresidences.org
www.nationalchurchresidences.org

DOs and DON'Ts

DO

Assess legibility of gray type. Consider the reproduction method, paper quality, audience's reading challenges and other factors when selecting how dark or light a gray to use.

Incorporate gradients of brand colors selectively. Gradients can add dimension or interest, while still preserving a clean background on which to place the National Church Residences logo. Overuse of gradients, however, could muddle the brand palette.

DON'T

Do not introduce new colors to the palette. The core palette and the secondary color options provide great flexibility for design choices.

Never use the dark green for the community name attached to the logo.



Literature Application

The dark green often is used for subheads, as shown in this example printed piece for Home & Community Services.

Logo Colors and Backgrounds

Different logo color variations are designed to reproduce on a white or a dark background. Though the preferred horizontal version of the logo is shown, a stacked version also is possible for each variation.

REVERSE

LOGO ALONE

CMYK Logo (Preferred)

- CMYK logo values on page 3
- Solid black text



1-Color Logo

- All solid black



Reverse CMYK Logo (Preferred)

- CMYK logo values on page 3
- White text, printed in white on a dark material or reversed to white substrate

Reverse 1-Color Logo

- White
Printed in white on a dark material or reversed to white substrate
- Solid black background standard
Other dark-colored backgrounds may be used judiciously

LOGO WITH TAGLINE

CMYK Logo with Tagline (Preferred)

- CMYK logo values on page 3
- CMYK tagline values on page 11
- Solid black text



1-Color Logo with Tagline

- All solid black



Reverse CMYK Logo with Tagline (Preferred)

- CMYK logo values on page 3
- White text
Printed in white or reversed to white
- Tagline in unique teal for reverse
CMYK: 54C 2M 24Y 0K
RGB: 141R 196G 197B
HEX: 8DC4C5

Reverse 1-Color Logo with Tagline

- White
Printed in white on a dark material or reversed to white substrate
- Solid black background standard
Other dark-colored backgrounds may be used judiciously

Logo Colors and Backgrounds CONTINUED

Different logo color variations are designed to reproduce on a white or a dark background. Though the preferred horizontal version of the logo is shown, a stacked version also is possible for each variation.

REVERSE

LOGO WITH COMMUNITY NAME

CMYK Logo (Preferred)

- CMYK logo values on page 3
- CMYK community name values on page 7



Reverse CMYK Logo (Preferred)

- CMYK logo values on page 3
- "National Church Residences" letter forms in white, printed in white on a dark material or reversed to white substrate
- CMYK community name values on page 7

1-Color Logo

- All solid black



Reverse 1-Color Logo

- White
Printed in white on a dark material or reversed to white substrate
- Solid black background standard
Other dark-colored backgrounds may be used judiciously

STACKED LOGO

CMYK Stacked Logo

- CMYK logo values on page 3
- Solid black text



Reverse CMYK Stacked Logo

- CMYK logo values on page 3
- White text
Printed in white or reversed to white

1-Color Stacked Logo

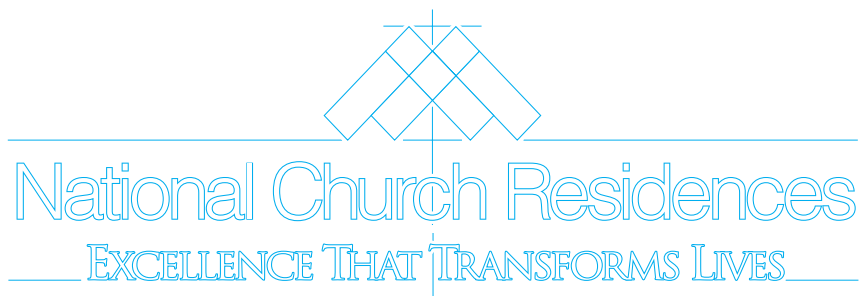
- All solid black



Reverse 1-Color Stacked Logo

- White
Printed in white on a dark material or reversed to white substrate
- Solid black background standard
Other dark-colored backgrounds may be used judiciously

General Standards of Use



ISOLATION AREA

Just like people have a comfortable “zone” of personal space around themselves, so our logo needs an area of protected space – to be recognizable and not look crowded by other information or visuals. Always maintain a minimum clear area (around all sides of the logo) that is at least the height of the upper case “N” in “National.” In the illustration shown at the below, “X” equals this desired clear space.



The upper case “N” in “National” is the basis for protected space around the logo.

VISUAL CENTERING

When centering (or “floating”) the National Church Residences’ logo, always use the visual centering as shown. The center line bisects the logo’s “rooftop” graphic element.

Visual Center Line



The center of the graphic element guides centering of the National Church Residences logo.

THE RIGHT STUFF

AUTHORIZED ART

The design of the National Church Residences’ logo has been carefully considered and crafted. Use only authorized original art. Do not alter, redraw or otherwise re-create logo or tagline art. See the Resources section of this guide for logo art and file format availability.

MINIMUM LOGO SIZE

The logo width ideally should not be less than 1 3/4 (1.75) inches. Special situations (including small-scale promotional items, like pens or flash drives) may require a smaller logo than this desired minimum. Contact the Communications Department at 1.800.388.2151 to discuss any unique needs that fall outside this standard.



What NOT to Do



Do not place the logo over textured backgrounds or patterns.



Do not use the logo to create a headline.



Do not use the logo's letter forms without the "rooftop" graphic element.



Do not alter or re-size individual elements of the logo.



Do not place the logo within a frame or other enclosing shape.



Do not violate the logo's isolation area.



Do not display in 3D or otherwise distort the logo.



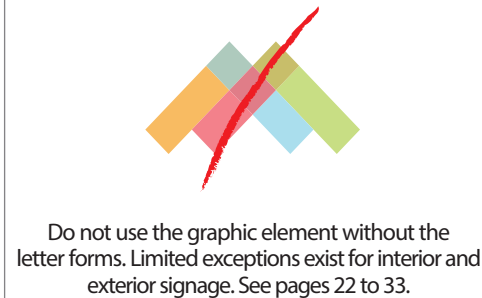
Do not display the logo on a complicated photo background.



Do not use an outline of any kind or color around the logo.



Do not use a drop shadow.



Do not use the graphic element without the letter forms. Limited exceptions exist for interior and exterior signage. See pages 22 to 33.



Do not display the logo in non-standard colors.

IMPROPER USE

Here are some — but by no means all — of the ways that the National Church Residences' logo can be misused.

What's the top line?

Do not alter or add to the National Church Residences' logo in any way.

Changing the logo or combining it with other non-standard elements reduces impact and distracts from the consistent, professional image we want to project.

Typography Guidelines

YOUR “GO-TO” FONTS

These type styles – Myriad Pro, Trajan Pro and Trajanus – were selected for their beauty and their contrasts – sans serif and serif, contemporary and traditional. Together they allow a wide range of typographic design possibilities.

Note that although this style guide illustrates only one or two styles from each font family, the full family – italic, bold, condensed, semibold and so on – of each font may be used.

These are the only fonts to be used for marketing and advertising materials, and are the preferred fonts for all internally produced corporate communications.

PREFERRED FONTS

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;:'/"!@#\$%&*

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;:'/"!@#\$%&*

Trajan Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.;:'/"!@#\$%&*

Trajanus Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;:'/"!@#\$%&*

SOURCING FONTS

National Church Residences brand fonts are not available via Cornerstone because of font licensing restrictions.

They are available for purchase from many online digital font sources.

Alternate fonts are part of the standard Microsoft Office package.

For more information on font sourcing, contact the Communications Department at 1.800.388.2151.

A GLANCE AT MORE APPROVED FONTS

MYRIAD PRO

Myriad Pro Condensed

Myriad Pro Condensed Italic

Myriad Pro Bold Condensed

Myriad Pro Bold Condensed Italic

Myriad Pro Italic

Myriad Pro Semibold

Myriad Pro Semibold Italic

Myriad Pro Bold Italic

Myriad Pro Black

TRAJAN PRO

TRAJAN PRO BOLD

Typography Guidelines CONTINUED

“PLAN B” FONTS

These alternate fonts are for corporate communications where the preferred fonts are not available or practical. The following generic PC fonts may be substituted:

- Use either Calibri or Arial in place of Myriad Pro.
- Use Times New Roman or Century in place of Trajan Pro.

ALTERNATE FONTS

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.;'"/""!@#\$\$%&*

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.;'"/""!@#\$\$%&*

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.;'"/""!@#\$\$%&*

Century

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.;'"/""!@#\$\$%&*

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.;'"/""!@#\$\$%&*

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.;'"/""!@#\$\$%&*

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.;'"/""!@#\$\$%&*

Century Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.;'"/""!@#\$\$%&*

USING THE FONT FAMILIES

Having trouble loading an approved brand font to your system? Can't get the font to appear as a choice within an application?

Different font formats may work better in particular operating system and software versions.

Contact your information technology support resource, or call the Communications Department at 1.800.388.2151.

INTERNAL vs. EXTERNAL COMMUNICATIONS

Maintaining brands standards is important for all audiences, both internal and external. For materials destined for external audiences, following brand guidelines for fonts, logos and other identity elements is particularly critical.

E-mail Signatures

FOLLOW THESE RULES

Your e-mail signature should conform to the following format and content standards:

- First and last name, middle initial optional, professional designation optional
- Job title
- Corporate name
- Mailing address: street, city, state and zip
- Contact info to include AT LEAST ONE of the following:
 - phone, mobile and fax (move up e-mail and web address if no mobile or fax number are available)
- E-mail address (recipients can hit reply, but sometimes it does not appear in forwards)
- Web address

Use consistent font size and color for all parts – body, header and signature.

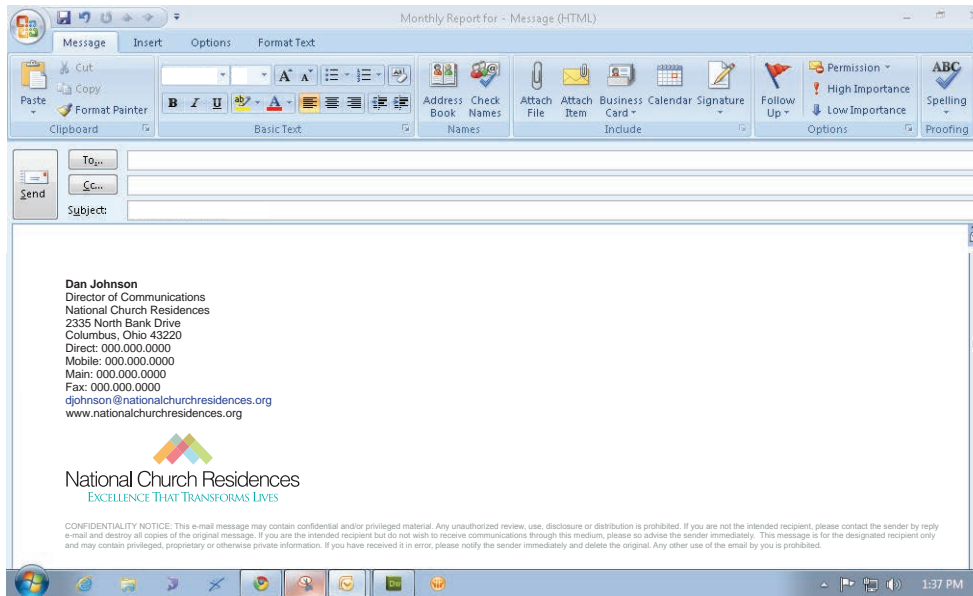
- Name: Arial Bold, 9 point size
- All else: Arial Regular, 9 point size
- All information leading: 10 point
- All information color: black

The footer disclaimer should be set with Arial Regular, in 8 point size and 7 point leading.

The National Church Residences logo with tagline art is available on the Cornerstone website.

For the same reason all National Church Residences' business cards have a consistent look, e-mail signatures need to present contact information that is consistent from team member to team member.

Your e-mail signature is any block of text and/or graphics that is automatically attached to the end of an electronic message as a way of providing more information about you. This signature also can be a tool to project a positive brand image for National Church Residences.



Dan Johnson
Director of Communications
National Church Residences
2335 North Bank Drive
Columbus, Ohio 43220
Direct: 000.000.0000
Mobile: 000.000.0000
Main: 000.000.0000
Fax: 000.000.0000
djohnson@nationalchurchresidences.org
www.nationalchurchresidences.org

CONFIDENTIALITY NOTICE: This e-mail message may contain confidential and/or privileged material. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message. If you are the intended recipient but do not wish to receive communications through this medium, please so advise the sender immediately. This message is for the designated recipient only and may contain privileged, proprietary or otherwise private information. If you have received it in error, please notify the sender immediately and delete the original. Any other use of the email by you is prohibited.

KEEP IT SIMPLE

The sample at left is the approved e-mail signature. Backgrounds, clip art, scanned business cards or personal quotes are not to be used as part of an e-mail signature.

DON'T

Do not omit key information or the logo.

John Doe
Direct: 000.000.0000
jdoe@nationalchurchresidences.org

Do not add emojis, illustrations, famous quotes or personal statements to your e-mail signature.

Jane Smith
🌸🌸🌸🌸🌸🌸🌸🌸🌸🌸🌸
Director of Department
National Church Residences
2335 North Bank Drive
Columbus, Ohio 43220
Direct: 000.000.0000
Mobile: 000.000.0000
Main: 000.000.0000
Fax: 000.000.0000
jsmith@nationalchurchresidences.org
www.nationalchurchresidences.org

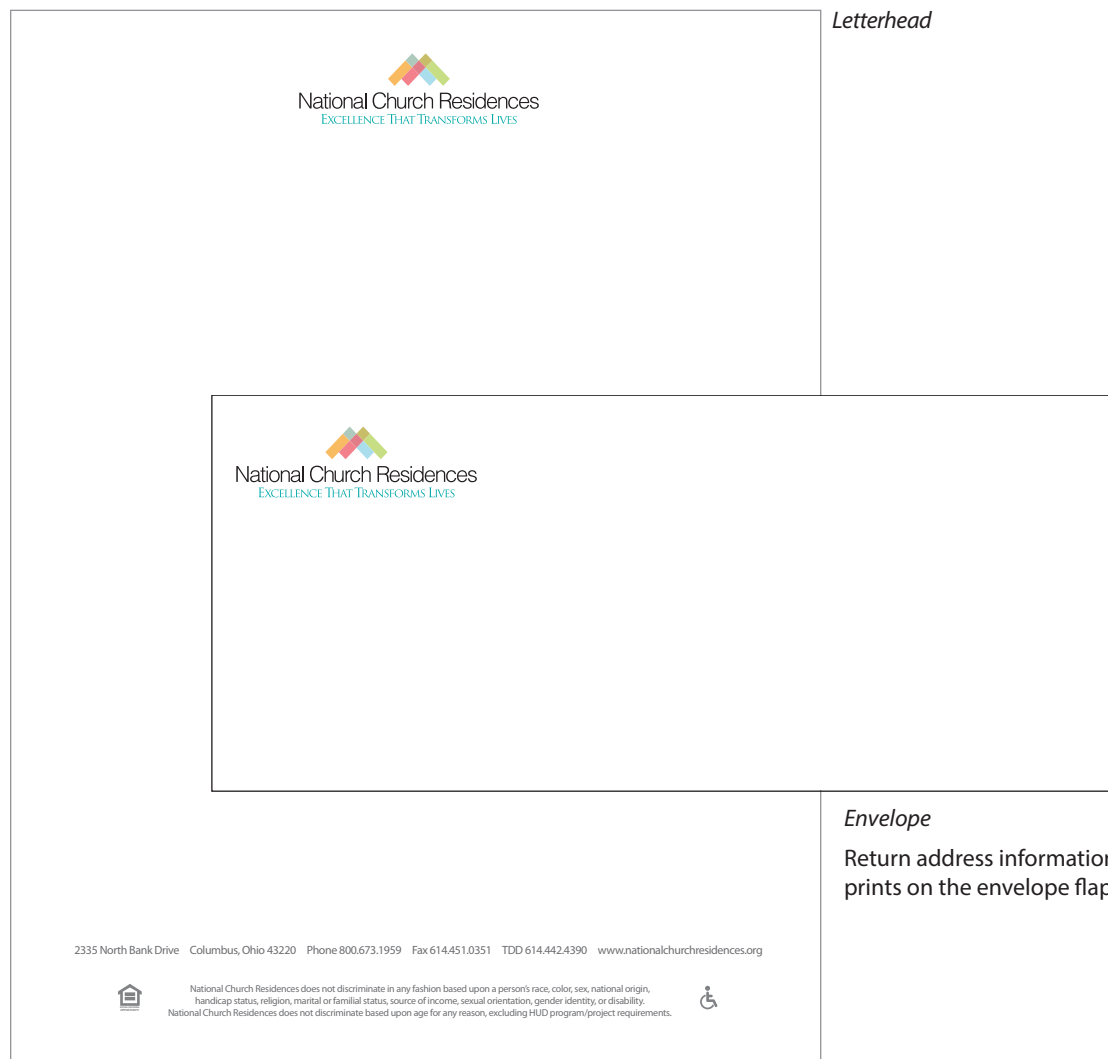
Imagination is more important than knowledge. – ALBERT EINSTEIN

Business Set / Stationery

A basic business set template has been designed to assure that all correspondence from National Church Residences has a consistent look, which strengthens our brand.



Business Card



Letterhead

Envelope

Return address information prints on the envelope flap.

PRINT AND DIGITAL RESOURCES

Artwork for offset printing the business set is housed on the Cornerstone website and is available from the Communications Department.

A Microsoft Word template also is available for letterhead.

For more information, call the Communications Department at 1.800.388.2151.

Vehicle Identification

National Church Residences vans and other vehicles are a highly visible opportunity to reinforce our brand. Each vehicle will have unique areas where graphic elements may be placed, based on the location of windows, placement of doors and varying shapes and surfaces.

TO WRAP OR NOT TO WRAP?

Deciding whether to wrap a vehicle or to apply custom auto magnets? If your need or the message you are communicating is short term, or your budget is limited, magnets or decals may be the solution.

VEHICLE WRAPS

Here are some examples of vehicle wrap treatments that conform with National Church Residences identity guidelines.



MAGNETS AND DECALS

When preparing artwork for vehicle magnets, choose a background color for the magnet that matches the vehicle's color. So if you are applying a magnet to a white van, make the magnet background material white. If you are applying a magnet to a black bus, then make the magnet background material black.

Below is an example showing both magnets and window decals that fit National Church Residences brand identity guidelines.



LET THE BRAND STYLE GUIDE BE YOUR GUIDE

In general, follow the core National Church Residences brand standards for logo use, protected space, color and typography when designing artwork for use in vehicle identification.

IT'S A WRAP!

When preparing a vehicle wrap or car magnet purchase, each regional community is responsible for finding a local vendor and making arrangements for the vehicle wrap or magnet printing.

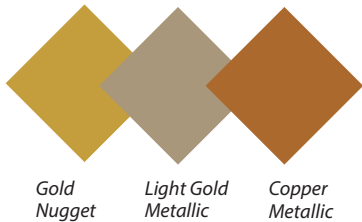
The final art must be approved by the Communications Department before the vehicle is wrapped or the magnets created.

To review your vehicle art or to request assistance with art preparation, contact the Communications Department at 1.800.388.2151.

Exterior Community Site Signage

METALLIC COLORS

In addition to the standard logo colors and black, these metallics are part of the National Church Residences exterior signage colors. For precise specifications to match these colors, please contact Sherri Mixter, Senior Director of Communications at 614.273.3512.



For community site exterior signage, the size of the community name is larger in relation to the National Church Residences type and rooftop symbol than the usual standard (illustrated on page 5).

This enlarged treatment is an exception to improve sign readability. It is not to be used elsewhere in community brand communications.



Approved community site signage design

Note that the brick base is not a required element.

SIGN TEMPLATE

National Church Residences has created a template for site signage with an approved sign vendor.

Please call the Communications Department at 1.800.388.2151 for information on approved vendors for sign fabrication and installation.

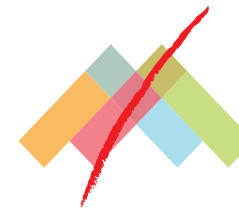
WHAT NOT TO DO



Do not use the usual brand hierarchy proportions and standard logo art for exterior signage. Do not use the old site signage design (above), which included much smaller community name, descriptor and fair housing icons.



Do not use a background color other than black.

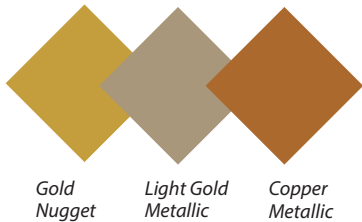


Do not use the graphic element without the letter forms for primary exterior signage. Selected outdoor way-finding signage, such as directional signs on walking trails, may include the graphic element alone.

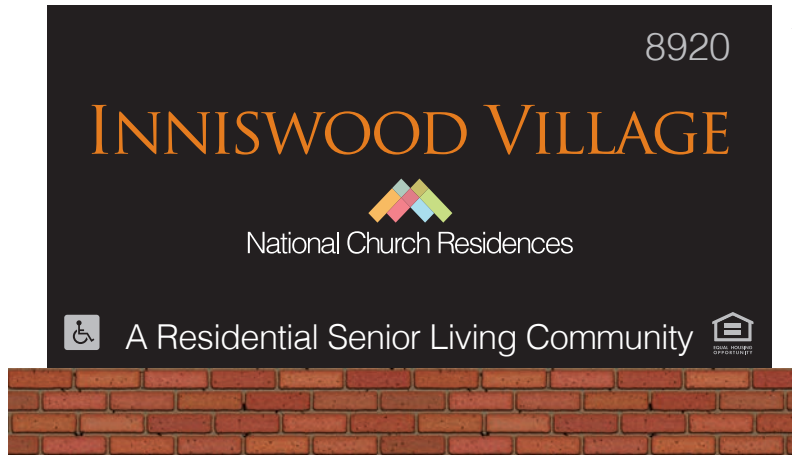
Exterior Senior Living Community Site Signage

METALLIC COLORS

In addition to the standard logo colors and black, these metallics are part of the National Church Residences exterior signage colors. For precise specifications to match these colors, please contact Sherri Mixter, Senior Director of Communications at 614.273.3512.



For senior living community site exterior signage, the size of the community name is larger in relation to the National Church Residences type and rooftop symbol – following the usual scale relationships established for senior living communities.



Approved senior living community site signage design

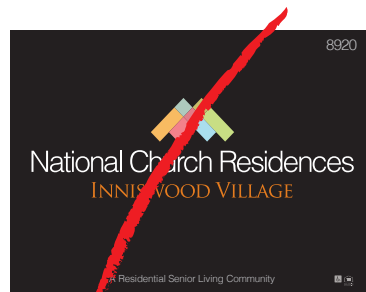
Note that the brick base is not a required element.

SIGN TEMPLATE

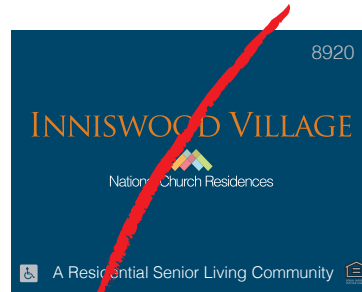
National Church Residences has created a template for senior living community site signage with an approved sign vendor.

Please call the Communications Department at 1.800.388.2151 for information on approved vendors for sign fabrication and installation.

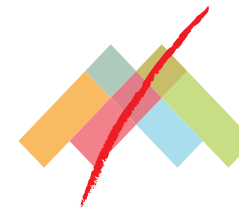
WHAT NOT TO DO



Do not use the old site signage design (above), which included a different treatment of the community name, National Church Residences type and rooftop symbol, and a much smaller descriptor and fair housing icons.



Do not use a background color other than black.



Do not use the graphic element without the letter forms for primary exterior signage. Selected outdoor way-finding signage, such as directional signs on walking trails, may include the graphic element alone.

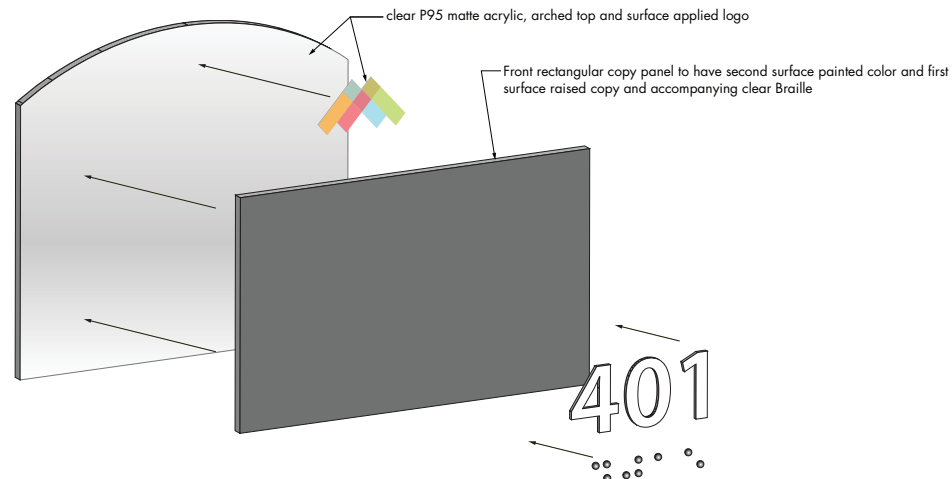
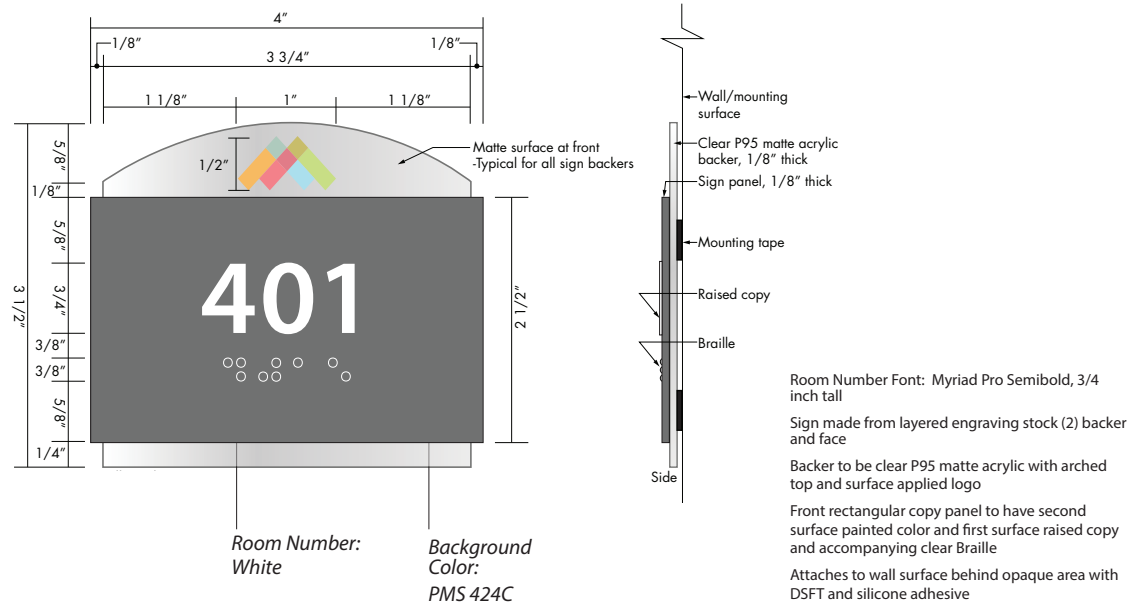
Interior Community Site Signage

For interior community site signage, designs have been developed for a number of situations, as shown on pages 24 to 33.

EXCEPTION

Unit Room Number Signs are one of the limited number of acceptable uses of the graphic element without the letter forms.

UNIT ROOM NUMBER SIGN



SIGN TEMPLATES

National Church Residences has created templates for site signage with an approved sign vendor.

Please call the Communications Department at 1.800.388.2151 for information on approved vendors for sign fabrication and installation.

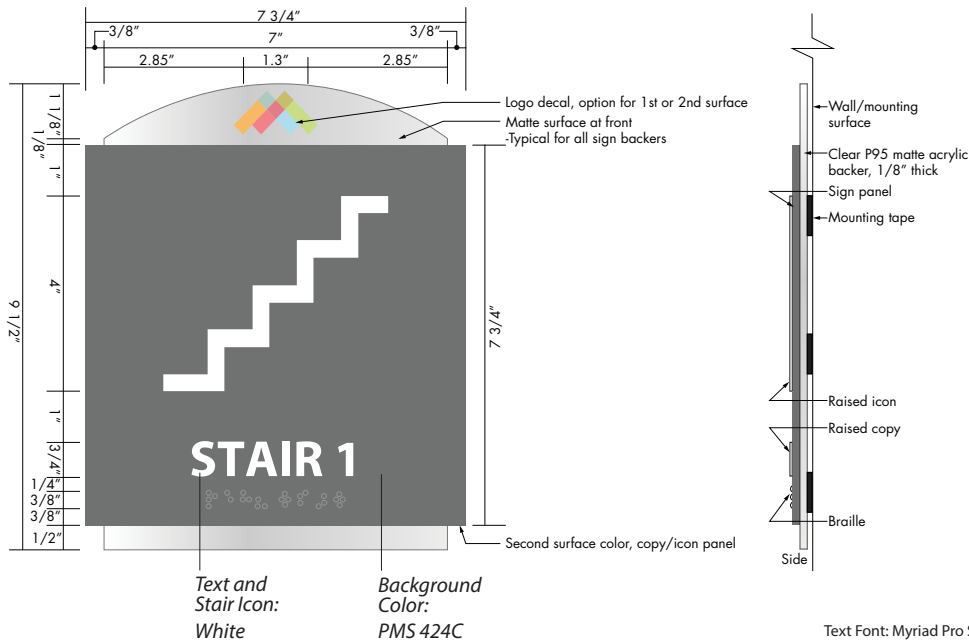
Interior Community Site Signage CONTINUED

For interior community site signage, designs have been developed for a number of situations, as shown on pages 24 to 33.

EXCEPTION

Stair Identification Signs are one of the limited number of acceptable uses of the graphic element without the letter forms.

STAIR IDENTIFICATION SIGN



Text Font: Myriad Pro Semibold, 3/4 inch tall
 Stair icon at 4 inches tall
 Sign made from layered engraving stock (2) backer and face
 Backer to be clear P95 matte acrylic with arched top and surface applied logo
 Front rectangular copy panel to have second surface painted color and first surface raised copy and accompanying clear Braille
 Attaches to wall surface behind opaque area with DSFT and silicone adhesive

SIGN TEMPLATES

National Church Residences has created templates for site signage with an approved sign vendor.

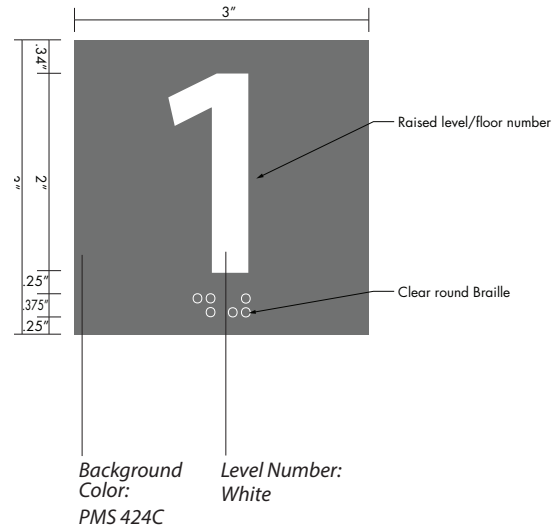
Please call the Communications Department at 1.800.388.2151 for information on approved vendors for sign fabrication and installation.

Interior Community Site Signage CONTINUED

For interior community site signage, designs have been developed for a number of situations, as shown on pages 24 to 33.

Inclusion of clear round Braille helps signage conform to Americans with Disabilities Act (ADA) regulations.

ELEVATOR LEVEL ID SIGN



Sometimes these signs are provided by the elevator vendor. Check your bid package.

Numeral Font: Myriad Pro Semibold, 2 inches tall

Sign made from engraving stock

No backer for this sign, due to proximity to high pedestrian traffic area

Square copy panel to have second surface painted color and first surface raised level/floor number and accompanying clear Braille

Attaches to wall surface behind opaque area with DSFT and silicone adhesive

SIGN TEMPLATES

National Church Residences has created templates for site signage with an approved sign vendor.

Please call the Communications Department at 1.800.388.2151 for information on approved vendors for sign fabrication and installation.

Interior Community Site Signage CONTINUED

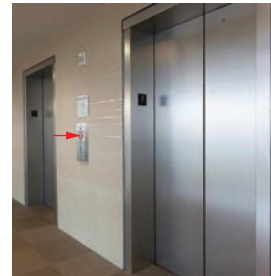
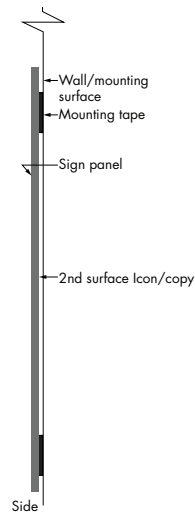
For interior community site signage, designs have been developed for a number of situations, as shown on pages 24 to 33.

IN CASE OF FIRE SIGN



Text and Icons:
White

Background
Color:
PMS 424C



Sometimes these signs are provided by the elevator vendor. Check your bid package.
-Typical mounting location centered over elevator call controls

Text Font: Myriad Pro Semibold, heights vary

Sign made from layered engraving stock (1)

Backer not used on this sign

Front rectangular copy panel to have

second surface painted color and copy

Attaches to wall surface with DSFT and silicone adhesive

SIGN TEMPLATES

National Church Residences has created templates for site signage with an approved sign vendor.

Please call the Communications Department at 1.800.388.2151 for information on approved vendors for sign fabrication and installation.

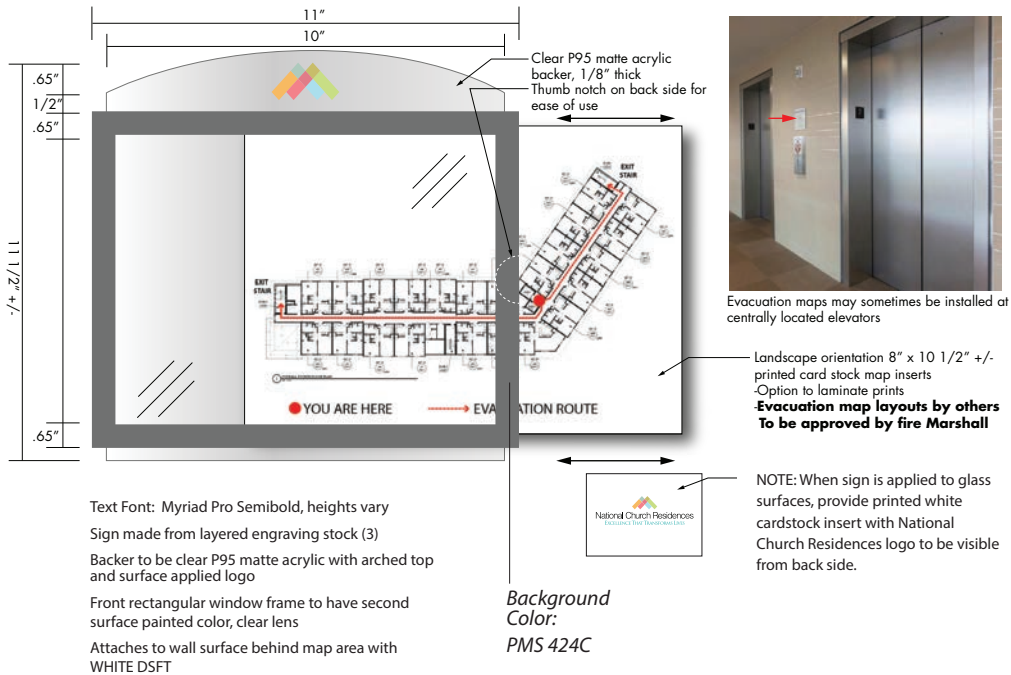
Interior Community Site Signage CONTINUED

For interior community site signage, designs have been developed for a number of situations, as shown on pages 24 to 33.

EXCEPTION

Evacuation Map Signs are one of the limited number of acceptable uses of the graphic element without the letter forms.

EVACUATION MAP SIGN



SIGN TEMPLATES

National Church Residences has created templates for site signage with an approved sign vendor.

Please call the Communications Department at 1.800.388.2151 for information on approved vendors for sign fabrication and installation.

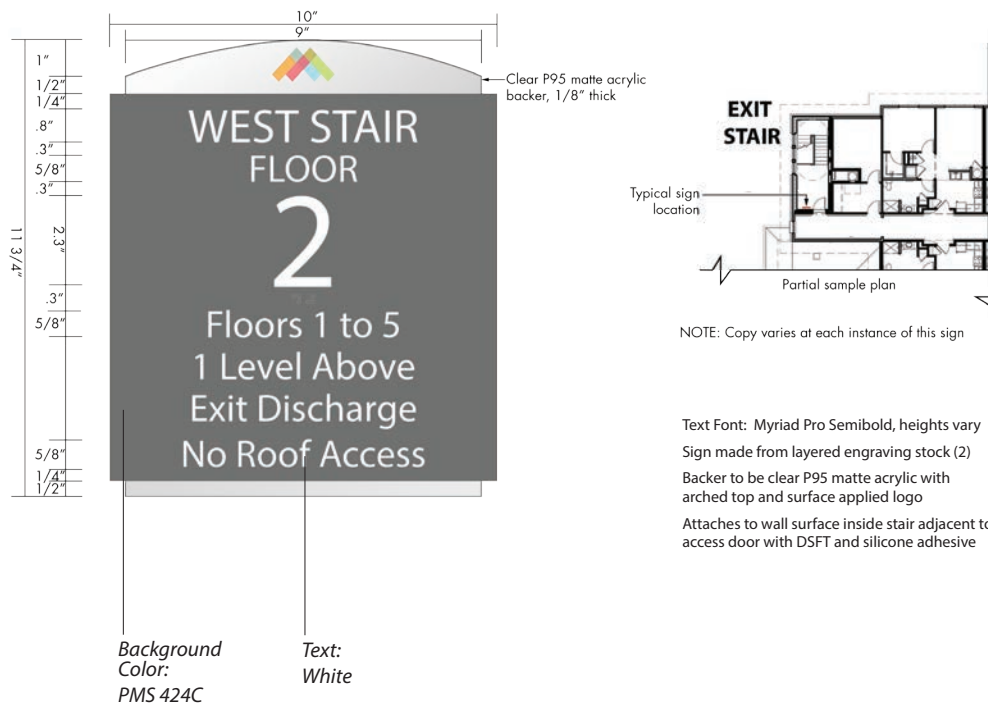
Interior Community Site Signage CONTINUED

For interior community site signage, designs have been developed for a number of situations, as shown on pages 24 to 33.

EXCEPTION

Stair Core Level ID Signs are one of the limited number of acceptable uses of the graphic element without the letter forms.

STAIR CORE LEVEL ID SIGN



SIGN TEMPLATES

National Church Residences has created templates for site signage with an approved sign vendor.

Please call the Communications Department at 1.800.388.2151 for information on approved vendors for sign fabrication and installation.

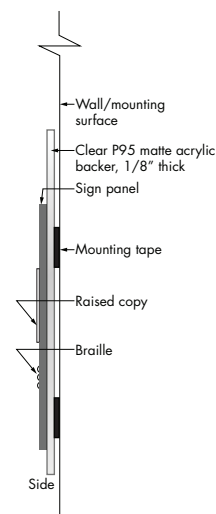
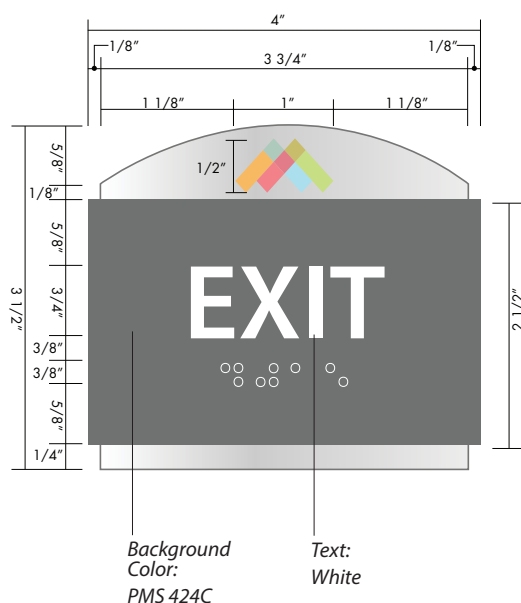
Interior Community Site Signage CONTINUED

For interior community site signage, designs have been developed for a number of situations, as shown on pages 24 to 33.

EXCEPTION

Exit Signs are one of the limited number of acceptable uses of the graphic element without the letter forms.

EXIT SIGN



Text Font: Myriad Pro Semibold, 3/4 inch tall
Sign made from layered engraving stock (2)

Backer to be clear frosted acrylic with
arched top and surface applied logo

Front rectangular copy panel to have second surface painted color and first surface raised copy and accompanying clear Braille

Attaches to wall surface behind opaque area with DSFT and silicone adhesive

SIGN TEMPLATES

National Church Residences has created templates for site signage with an approved sign vendor.

Please call the Communications Department at 1.800.388.2151 for information on approved vendors for sign fabrication and installation.

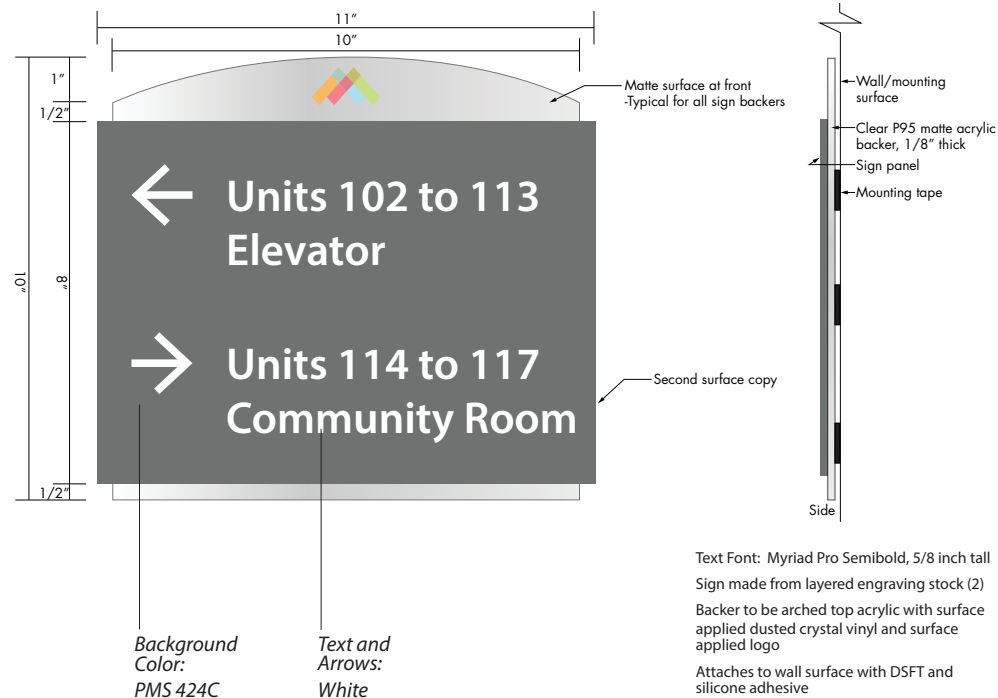
Interior Community Site Signage CONTINUED

For interior community site signage, designs have been developed for a number of situations, as shown on pages 24 to 33.

EXCEPTION

Directional Wall Mount Signs are one of the limited number of acceptable uses of the graphic element without the letter forms.

DIRECTIONAL WALL MOUNT SIGN



SIGN TEMPLATES

National Church Residences has created templates for site signage with an approved sign vendor.

Please call the Communications Department at 1.800.388.2151 for information on approved vendors for sign fabrication and installation.

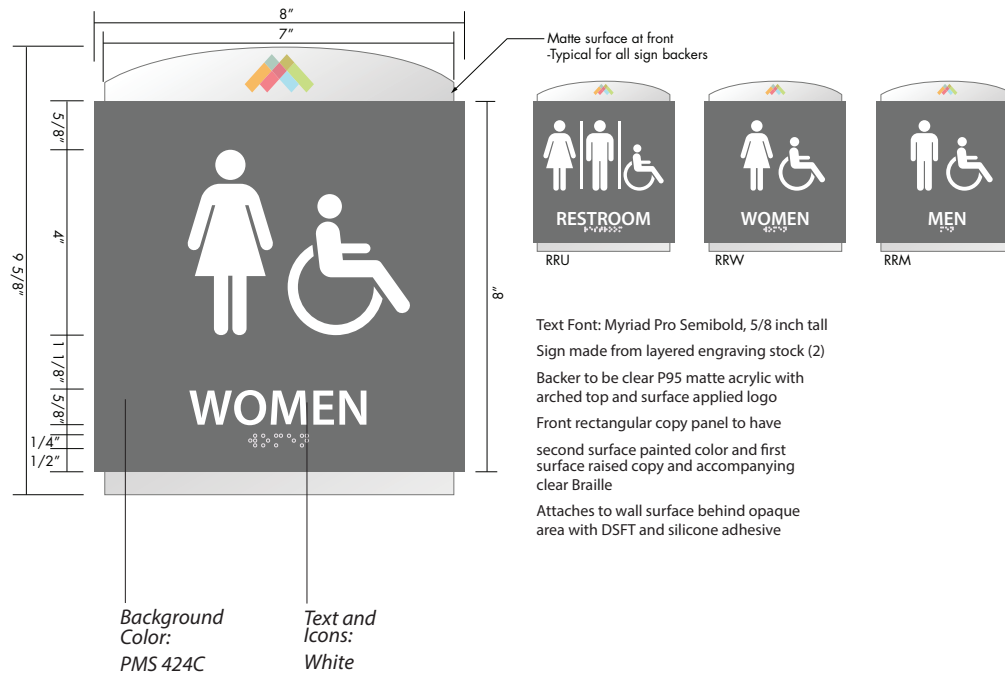
Interior Community Site Signage CONTINUED

For interior community site signage, designs have been developed for a number of situations, as shown on pages 24 to 33.

EXCEPTION

Restroom Signs are one of the limited number of acceptable uses of the graphic element without the letter forms.

RESTROOM SIGN



SIGN TEMPLATES

National Church Residences has created templates for site signage with an approved sign vendor.

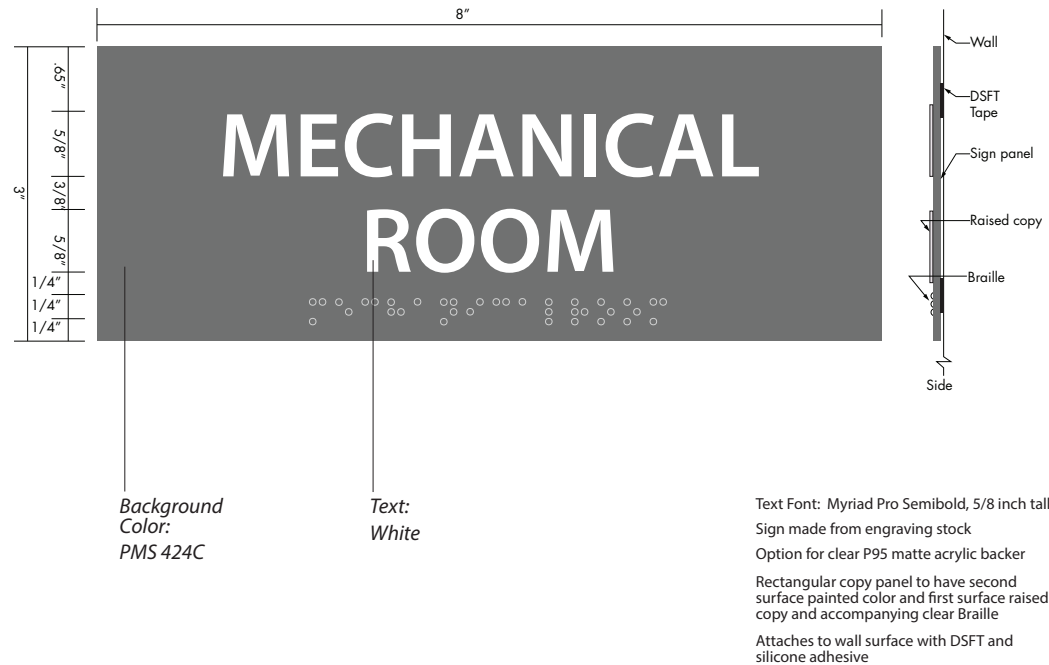
Please call the Communications Department at 1.800.388.2151 for information on approved vendors for sign fabrication and installation.

Interior Community Site Signage CONTINUED

For interior community site signage, designs have been developed for a number of situations, as shown on pages 24 to 33.

Inclusion of clear round Braille helps signage conform to Americans with Disabilities Act (ADA) regulations.

TYPICAL ROOM SIGN



SIGN TEMPLATES

National Church Residences has created templates for site signage with an approved sign vendor.

Please call the Communications Department at 1.800.388.2151 for information on approved vendors for sign fabrication and installation.

Resources

This easy-to-follow *Brand Identity Style Guide* provides you with the practical tools and information you need to be an effective builder of the National Church Residences' visual identity.

If you have any visual identity questions, please contact Jessica Dusenbery, Director of Creative Services at 614.273.3654.

EXAMPLE LOGO ART



The following are available to team members as digital files:

Logos

All National Church Residences versions (for either positive or reverse printing)

- CMYK (4-color process)
- Black and white
- EPS
- JPG (white background)

Templates

- Business set
- Selected advertisements
- Selected collateral and literature formats
- PowerPoint presentation
- Other print, electronic, display and digital tactics

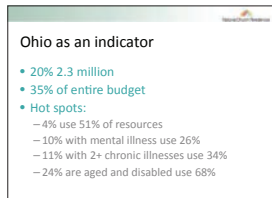
PROTECTING AND EVOLVING THE BRAND

Our Brand Council

National Church Residences has established a corporate brand council to provide guidance and decision support for the evolution of our visual identity. Decisions relating to the use of specific identities or creating new identities all must be presented to the brand council for approval.

In addition, other questions or clarifications regarding the use of our visual identity should be addressed to the brand council.

EXAMPLE TEMPLATES



PowerPoint presentation

Pop-up display banner



Vehicle wrap



Print ad



Literature



Website and e-communications

