



NEW POND VILLAGE

A Benchmark Lifecare Community



New Pond Village



The combination of elements (symbol, wordmark and tagline) is the preferred signature. It most dramatically captures, both in color and orientation, the face of New Pond Village. Use this logo whenever possible.

Clear Space

The examples on this page show the minimum clear space required for the New Pond Village signature and symbol. Whenever possible, use more than the minimum clear space. “X” is defined by the size and aspect ratio of “tree symbol” in the New Pond Village logo.

Follow the examples below for proper clear space around the corporate signature and symbol.



1.25" WIDE



1" WIDE



Minimum Size

Never reduce the full color-logo so that the New Pond Village logo with the tagline is smaller than 1.25" in width. Use the one-color PMS or black logo without the tagline for uses 1" in width, which is the minimum size recommended.

Preferred Color

The full-color logo is the preferred signature of the New Pond Village identity. Use it whenever color, size and format allow. Place this signature on a light background to ensure sufficient contrast and to heighten the impact of the identity.

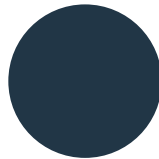
Use only the approved colors when reproducing the identity. Use color chips and the formulas on the next page when working with vendors to ensure color match.



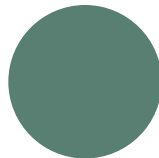
You should use the PANTONE® colors listed, the standards for which are shown in the current edition of the Pantone Color Formula Guide. The colors shown on this page and throughout this manual are not intended to replace the Pantone Color Standards. Always use a current swatch book for the most accurate color representation.

PANTONE® is a registered trademark of Pantone, Inc.

2-COLOR PANTONE



PANTONE 7546
CCRC LOGO BLUE



PANTONE 5555
CCRC LOGO GREEN

Print two-color signature in **CCRC Logo Blue** and **CCRC Logo Green**, always maintaining **CCRC Logo Blue** for the symbol and typography. Use the **CCRC Logo Green** for the rule. Place this signature on a light background to ensure sufficient contrast and to maintain the impact of the identity.



A Benchmark Lifecare Community

Color Chart

The chart below is a reference for the CCRC Logo Blue and the CCRC Logo Green. The community color is NOT used in the logo but it is the New Pond Village community signature color and should be used as a highlight color in marketing materials in conjunction with the logo. Please refer to this chart when reproducing the colors in various media.

Color Guide	CCRC LOGO BLUE	CCRC LOGO GREEN	NPV SIGNATURE COLOR
PANTONE	7546	5555	301
Process/CMYK	C:73 M:45 Y:24 K:66	C:51 M:12 Y:39 K:37	C:100 M:50 Y:0 K:30
Hexadecimal	253746	5C7F71	004D7C



Use a one-color signature when you are restricted to printing in only one color. If legibility is limited due to low contrast, poor reproduction or small size, you may also choose the one-color signature. Print the one-color signature in either CCRC Logo Blue, White or Black. Place the one-color signature on a background to ensure sufficient contrast and to maintain the impact of the identity.



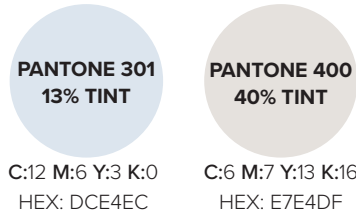
New Pond Village Primary Color Palette

The following colors are the primary colors to be used on marketing and communications materials. The following swatches below represent the hierarchy of colors in use.

NPV signature color



NPV secondary colors

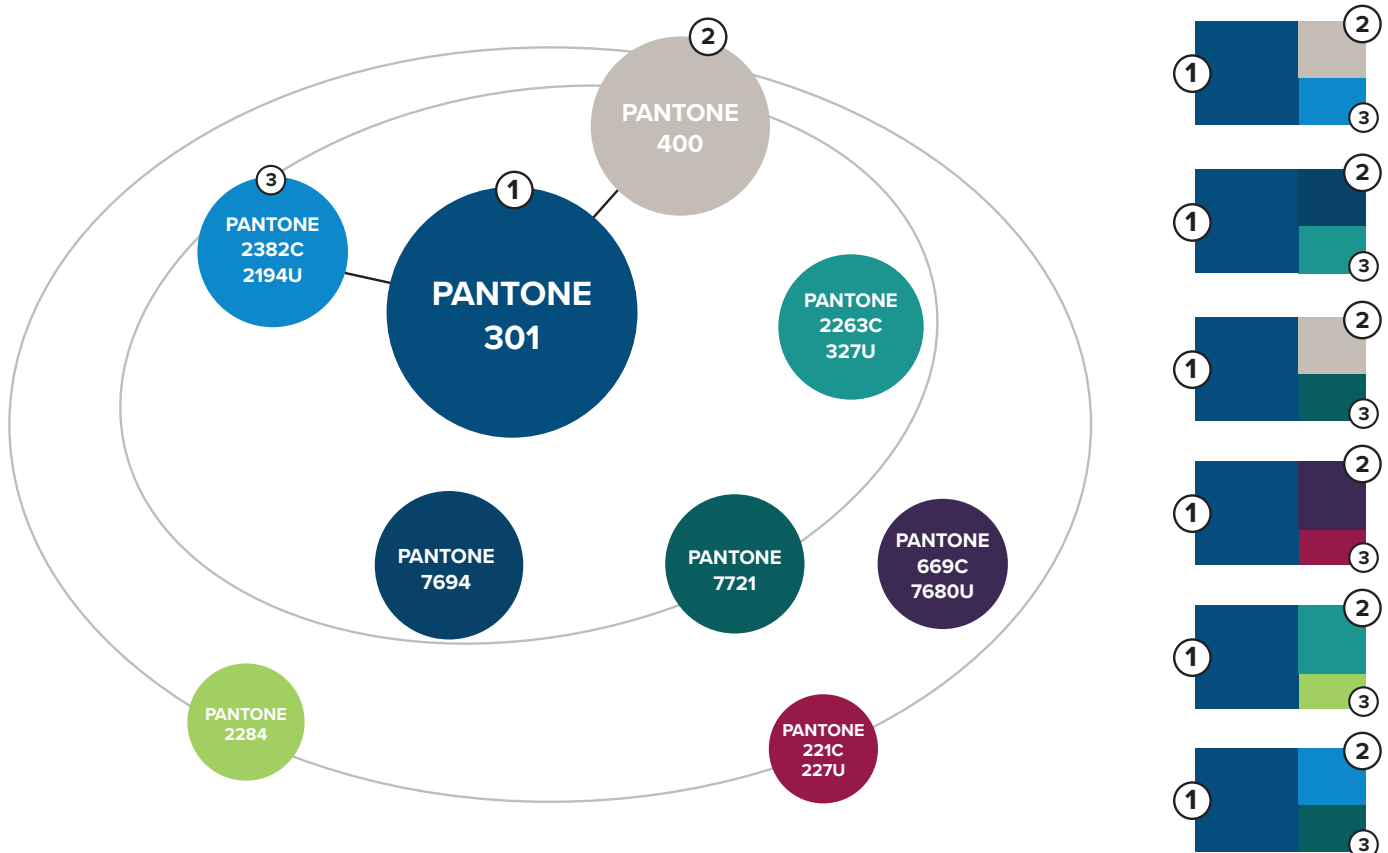


Logo colors
(refrain from using elsewhere)







New Pond Village Family Color Orbit

The color orbit below brings the colors that are more harmonious toward the signature color. The size of the color swatches below represents the hierarchy and amount of color usage. The outer rings should be used in smaller amounts as an accent. It's always best to use no more than 3 colors when developing a palette with the signature as the centerpiece.









Benchmark Corporate Color Palette

The following colors are specified in the **Benchmark Brand Standards Guide Ver. 2** dated June 2019.

<p>Benchmark primary colors</p>	 <p>PANTONE 301</p>	 <p>PANTONE 2382C 2194U</p>	 <p>PANTONE 2284</p>	 <p>PANTONE 7676C 7677U</p>
	<p>Benchmark Blue NPV Signature Color CMYK: 100-50-0-3 HEX: 004D7C</p>	<p>Benchmark Light Blue CMYK: 85-35-0-0 HEX: 3F7CBF</p>	<p>Benchmark Green CMYK: 40-0-80-0 HEX: ASCF60</p>	<p>Benchmark Purple CMYK: 61-64-3-0 HEX: 7566A0 <small>Purple is used for Mind & Memory Materials</small></p>

Benchmark secondary colors

 <p>PANTONE 400</p>	 <p>PANTONE 7694</p>	 <p>PANTONE 7721</p>	 <p>PANTONE 221C 227U</p>	 <p>PANTONE 669C 7680U</p>	 <p>PANTONE 2263C 327U</p>
<p>Benchmark Warm Grey CMYK: 6-7-13-16 HEX: C4BFB6</p>	<p>The Commons Signature Color CMYK: 100-77-34-21 HEX: 0D436B</p>	<p>Edgehill Signature Color CMYK: 97-44-57-7 HEX: 005C5D</p>	<p>Benchmark Wine CMYK: 9-100-26-38 HEX: 910048</p>	<p>Benchmark Dark Plum CMYK: 40-0-80-0 HEX: ASCF60</p>	<p>Benchmark Teal CMYK: 79-13-43-11 HEX: 2C9199</p>

Logo Typography

The logo uses the following typography:



New Century Schoolbook
Bold Small Caps

New Century Schoolbook
Italic

Marketing Material Typography

Use the following fonts for all corporate communications and marketing materials whenever possible to create a consistent and unique look for the brand. These typefaces provide a wide range of type styles, including light, roman, bold and black, which can be mixed and matched for a contemporary and proprietary look.

Headlines: Merriweather font family

Font samples below represent good choices for headlines, headings and callouts.

MERRIWEATHER REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

MERRIWEATHER ITALIC

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

MERRIWEATHER BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

MERRIWEATHER BOLD ITALIC

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

Body Copy: Proxima Nova font family

Font samples below represent good choices for body copy and captions.

PROXIMA NOVA LIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

PROXIMA NOVA MEDIUM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

PROXIMA NOVA EXTRABOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

PROXIMA NOVA REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

PROXIMA NOVA BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

PROXIMA NOVA BLACK

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

Footer Lock Up

Below is an example of how the footer icons should look with accompanying New Pond Village address and information. The icons are set to 80% black and the “heart” icon in full color. If the icons are on a dark-color background, they should be 100% white and the “heart” icon is still in full color with a thin white stroke.

A date stamp is to be applied on all inserts and collateral to indicate the last modified date. This is set to month and year. Ex., 08.24.

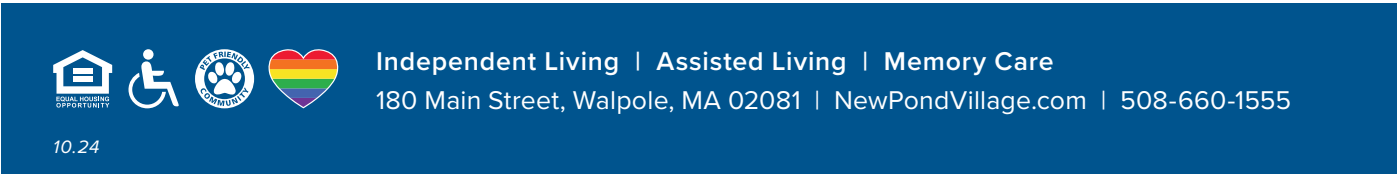
Footers should be placed on all New Pond Village sales material collateral.



Independent Living | Assisted Living | Memory Care

180 Main Street, Walpole, MA 02081 | NewPondVillage.com | 508-660-1555

10.24



Voice & Tone

New Pond Village is a vibrant, friendly and welcoming continuing care retirement community in Walpole, MA.

The tone is inviting and supportive, creating a sense of community and belonging. Use conversational language to create a warm and approachable tone.

Copy Guidelines

No Oxford commas.

Refer to as “community” or “campus” but never “facility.”

Use “apartment home,” not “apartment” or “unit.”

Lifecare is written as one word with a lower-case “c”.

Lifecare can only be associated with “care” not “healthcare.”

Write as lower-case for “continuing care retirement communities” and upper-case for “CCRC.”

Care types are always initial capped—Independent Living, Assisted Living and Memory Care.

Always refer to staff/employees as “associates,” except for Memory care as “care partners.”

Design Elements

Examples of graphic elements for general New Pond Village branding.

Photography

When selecting photography for New Pond Village include clean compositions, and natural, unforced situations. If the primary focus is Independent Living, use engaging, active lifestyle photos. Crop photos to center and feature the subjects, cropping out unnecessary backgrounds. Below are some examples of preferred image selections.



Candid community shots



Friendly and welcoming



Close up detailed shots



Brightly lit apartment homes

Round Corners

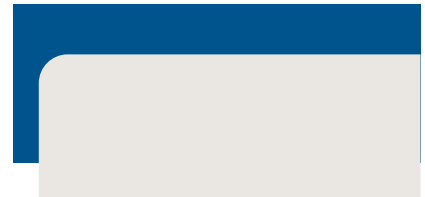
To distinguish New Pond Village from their competitors, round cornering can be used on images and call out boxes to give New Pond Village a fresh and modern look. Note: use sparingly as every image should not have a round corner. Examples of round cornering can be seen below.



Only round one corner on square or rectangular shapes.



For a featured image, both top corners can be rounded to give a window like appearance. Note: this application should be used sparingly.



For overlapping boxes, you can round one corner to help set the box apart.

Icon Usage

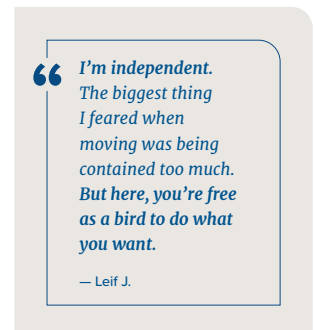
When using icons, use icons from Streamline Regular (www.streamlinehq.com). Icons should be placed in a circle. Icon should be set to the New Pond Village signature blue, Pantone 301. The stroke of the icon shouldn't be too thick. Use line art instead of filled in shapes.



CIRCLE
PANTONE 301 (13% TINT)
C:12 M:6 Y:3 K:0
HEX: 004D7C

Quotes

For quote callouts, quotes can be placed in a colored box using a rounded corner. A thin blue rule is placed inside the box as well, as seen in the example here.



New Pond Village Premier Access Club

The waitlist program for New Pond Village is called the Premier Access Club. When creating collateral or materials for the Premier Access Club, include the below design elements.

Premier Access Club signature color



Name Usage

To give emphasis to the name, Premier Access Club, use the font Dancing Script Bold.

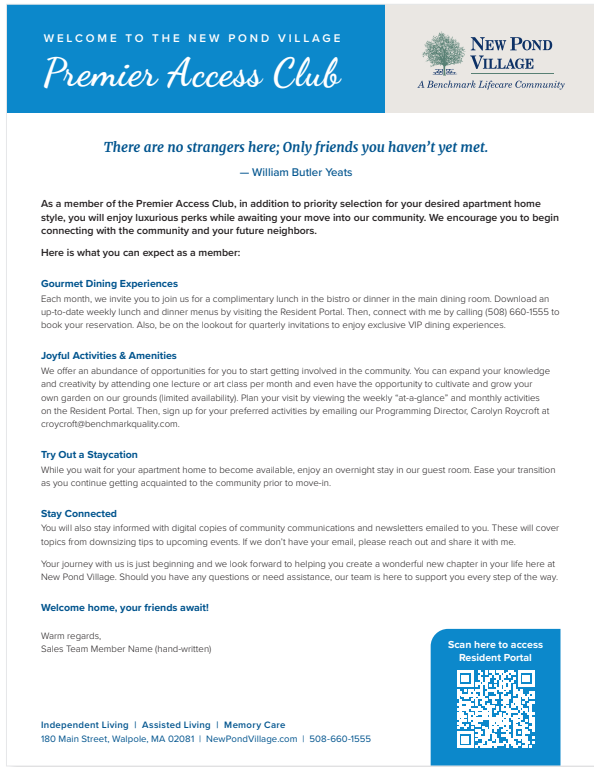
Premier Access Club

Dancing Script Bold

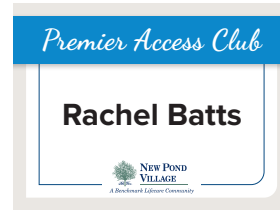
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Welcome Letter



Member Badge



Lanyard Design

