



# NEW POND VILLAGE

*A Benchmark Lifecare Community*



## New Pond Village Brand Identity Guidelines

UPDATED DECEMBER 2025



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The combination of elements (symbol, wordmark and tagline) is the preferred logo. 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.



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

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



## Color Chart

The chart below is a reference for the CCRC Logo Blue and the CCRC Logo Green. The New Pond Village Signature Color is NOT used in the logo, but 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
<b>PANTONE</b>	534 C	5555 C	301 C
<b>Process/CMYK</b>	<b>C:95 M:74 Y:7 K:44</b>	<b>C:51 M:12 Y:39 K:37</b>	<b>C:100 M:50 Y:0 K:30</b>
<b>Hexadecimal</b>	1B365D	5C7F71	00558F

Note: These color values have been converted from spot using the Pantone color match system, which makes recommendations for the closest possible match. Colors appear differently when applied to various surfaces, in different environments and according to printing methods.

These conversions may be evaluated and updated over time as work is printed in different applications.

## One-Color Logos

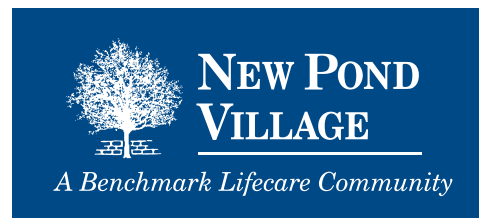
Use a one-color logo when you are restricted to printing in only one color. If legibility is limited due to low contrast, poor reproduction or small size, you may also choose the one-color logo. Print the one-color logo in either CCRC Logo Blue, White or Black. When using the one-color logo in white,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



One-color logo in CCRC Logo Blue



One-color logo in black



One-color logo in white



## New Pond Village Primary Color Palette

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

### New Pond Village Signature Color

**Pantone 301 C**

C:100 M:50 Y:0 K:30  
R:0 G:85 B:143  
Hex: #00558F

### New Pond Village Secondary Colors

**Pale Tan  
40% Tint**

C:6 M:7 Y:13 K:16  
R:235 G:233 B:229  
Hex: #EBE9E5

**Pale Blue**

C:12 M:6 Y:3 K:0  
R:0 G:73 B:135  
Hex: #DCE4EC

### Tertiary Colors

**Black**

#000000  
R0 G0 B0

**Black (Tint 80%)**

### Premier Access Club Signature Color

**Pantone 2382 C**

C:85 M:35 Y:0 K:0  
R:0 G:136 B:203  
Hex: #0088CA

### Mind & Memory Care Signature Color

**Pantone 669 C**

C:83 M:90 Y:37 K:31  
R:63 G:43 B:86  
Hex: #3E2A55

### Assisted Living Signature Color

**Pantone 2236 C**

C:79 M:13 Y:43 K:11  
R:4 G:149 B:144  
Hex: #04958F

## Logo Typography

The logo uses the following typography:



## 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, regular, 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 EXTRA BOLD**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz**

**PROXIMA NOVA REGULAR**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz

**PROXIMA NOVA BOLD**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz**

**PROXIMA NOVA BLACK**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz**

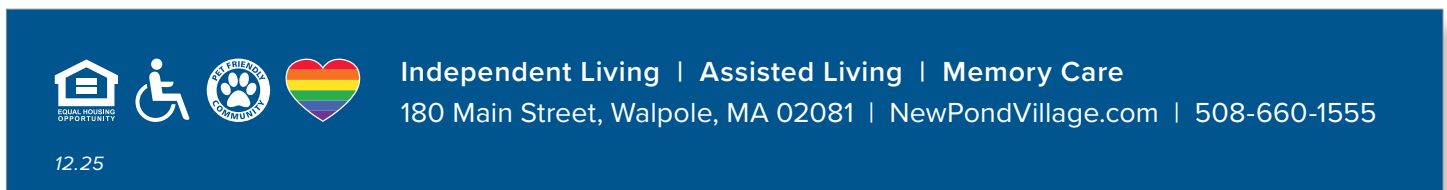
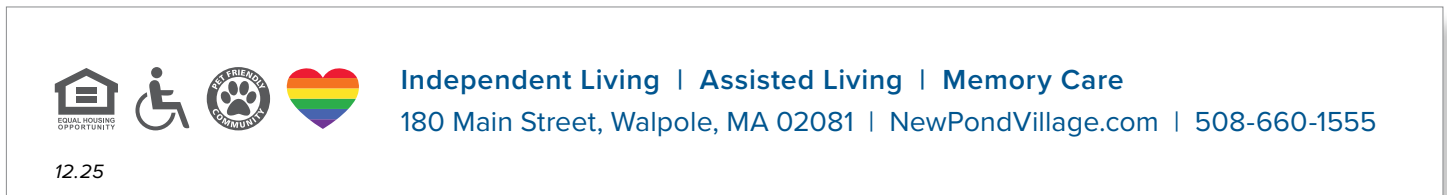
<p><b>Website Navigations (header/footer)</b> Ex. Floor Plans</p>	<p>Title Case</p>
<p><b>Website Hero Image Text Overlays</b> Ex. Enjoy personal attention, concierge services and unparalleled amenities.</p>	<p>Sentence case</p>
<p><b>Website Headlines</b> Ex. Feel confident your future care needs will be met with a Lifecare contract.</p>	<p>Sentence case</p>
<p><b>Website H1s</b> Ex. INDEPENDENT LIVING IN MASSACHUSETTS</p>	<p>ALL CAPS</p>
<p><b>Website Buttons</b> Ex. Schedule a Tour</p>	<p>Title Case</p>
<p><b>Email Buttons</b> Ex. RSVP to Making the Right Move</p>	<p>Title Case</p>
<p><b>Email Marketing Subject Lines</b> Ex. The Art of Living Well at New Pond Village</p>	<p>Title Case</p>
<p><b>Email Marketing Preview Lines</b> Ex. Smooth transitions, culinary flair and creative spirit.</p>	<p>Sentence case</p>
<p><b>Email Headlines</b> Ex. Upcoming Event</p>	<p>Title Case</p>
<p><b>Social Post Captions</b> Ex. We gathered for our annual Veterans Day Luncheon to honor and celebrate the incredible veterans in our community.</p>	<p>Sentence case</p>
<p><b>Social Hashtags</b> Ex. #ActiveAgingWeek</p>	<p>Title Case</p>
<p><b>Print Headlines</b> Ex. Welcome home. New friends await.</p>	<p>Sentence case</p>
<p><b>Printed Insert Category Headers</b> Ex. CLUBS AND COMMITTEES, FREQUENTLY ASKED QUESTIONS</p>	<p>ALL CAPS</p>

## 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 with the “heart” icon in full color. If the icons are on a dark-colored background, they should be 100% white and the “heart” icon 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. 12.25.

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





## Voice & Tone

New Pond Village’s messaging should consistently reflect the warm, vibrant and welcoming spirit of the community.

The tone is inviting, supportive and conversational, creating an immediate sense of belonging for prospective residents and their families.

Messages should showcase community life, connection, independence and the confidence that comes with Lifecare.

## 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 lowercase “c.” Lifecare can only be associated with “care,” not “healthcare.”

Write as lowercase for “continuing care retirement communities” and uppercase 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

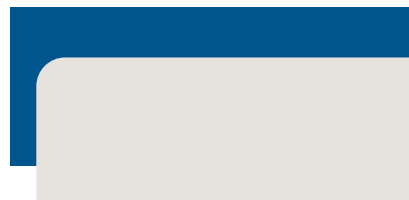
## Round Corners

To distinguish New Pond Village from its competitors, round cornering can be used on images and callout 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 overlapping boxes, you can round one corner to help set the box apart.



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

## Icon Usage

When using icons, use icons from Streamline Regular ([www.streamlinehq.com](http://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.

*" I'm independent.  
The biggest thing  
I feared when  
moving was being  
contained too much.  
But here, you're free  
as a bird to do what  
you want.*

— Leif J.

## 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.

### Name Usage

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

*Premier Access Club*

*Dancing Script Bold*

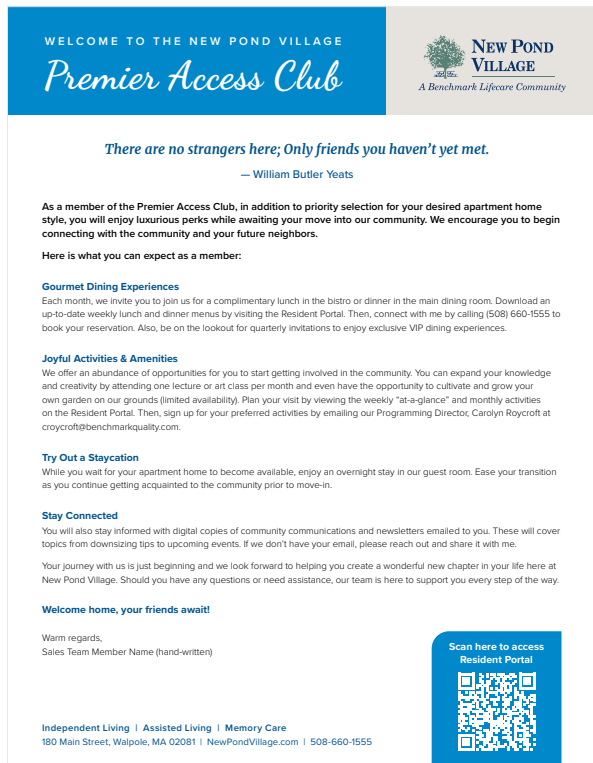
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

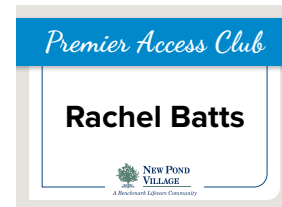
### Premier Access Club Signature Color



Welcome Letter



Member Badge



Lanyard Design



## Benchmark Corporate Color Palette

The following colors are specified in the **Benchmark Brand Guide** dated February 2025.

### Brand Color Palette

<p><b>Navy Blue</b></p> <p>#083449 R8 G52 B73</p>	<p><b>Warm Green</b></p> <p>#3b5b1d R59 G91 B29</p>	<p><b>Sky Blue</b></p> <p>#c4dce8 R196 G220 B232</p>	<p><b>Cool Gray</b></p> <p>#f1f2f2 R241 G242 B242</p>
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### Employer Brand

<p><b>Light Green</b></p> <p>#d9eab2 R217 G234 B178</p>
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### Mind & Memory Care

<p><b>Lavender</b></p> <p>#e2cbf7 R226 G203 B247</p>
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These colors are rooted in the blues and greens of our original brand palette, now refined to include both dark and light shades for added visual contrast and depth. We've introduced a touch of lavender to soften the palette and bring warmth to the identity. Lavender represents Mind & Memory Care. Employer brand emphasizes use of light green.

### Tertiary Colors

<p><b>Black</b></p> <p>#000000 R0 G0 B0</p>	<p><b>White</b></p> <p>#ffffff R255 G255 B255</p>
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