



**ENVIRONMENTAL GRAPHICS  
PROGRAM**

*[https://seniorhelpers.marketing/SeniorHelpers\\_Storeview/](https://seniorhelpers.marketing/SeniorHelpers_Storeview/)*

# LOGO MARKS

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## SUPPLEMENTAL LOGO

Should be smaller than the SH logo



## SUPPLEMENTAL VETERANS LOGOS

Size: 10" X 13.33"



## DEMOGRAPHIC OWNERSHIP LOGOS

Size: 10"x10"



# BRAND COLORS

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PANTONE 259C

C M Y K  
55 100 0 15



PANTONE 072C

C M Y K  
100 97 3 3



PANTONE 4165 C

C M Y K  
85 34 55 12

# TYPOGRAPHY

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**AVENIR NEXT BOLD**

AVENIR NEXT MEDIUM

**PATUA ONE REGULAR**

# IMAGE OPTIONS



24-SH-BRAND-1



24-SH-BRAND-2



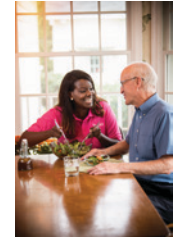
24-SH-BRAND-3



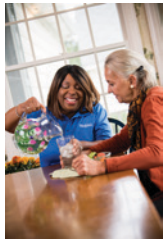
24-SH-BRAND-4



24-SH-BRAND-5



24-SH-BRAND-6



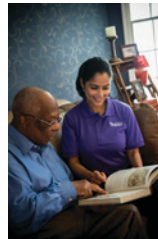
24-SH-BRAND-7



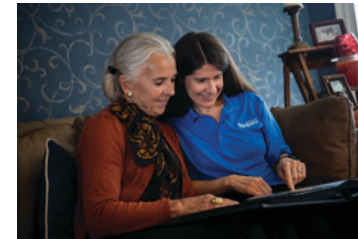
24-SH-BRAND-8



24-SH-BRAND-9



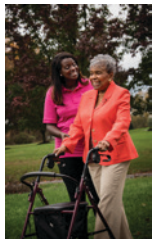
24-SH-BRAND-10



24-SH-BRAND-11



24-SH-BRAND-12



24-SH-BRAND-13



24-SH-BRAND-14



24-SH-BRAND-15



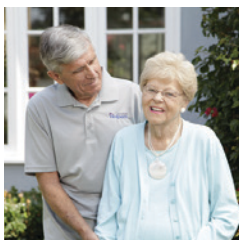
24-SH-BRAND-16



24-SH-BRAND-17



24-SH-BRAND-18



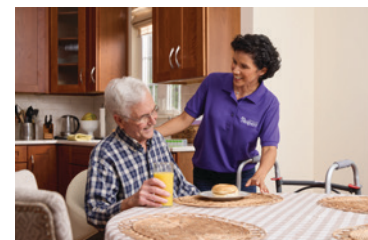
24-SH-BRAND-19



24-SH-BRAND-20



24-SH-BRAND-21



24-SH-BRAND-22



24-SH-BRAND-23

# IMAGE OPTIONS

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24-SH-BRAND-24



24-SH-BRAND-25



24-SH-BRAND-26



24-SH-BRAND-27



24-SH-BRAND-28



24-SH-BRAND-29



24-SH-BRAND-30



24-SH-BRAND-31



24-SH-BRAND-32



24-SH-BRAND-33



24-SH-BRAND-34



24-SH-BRAND-35



24-SH-BRAND-36

## MAIN TAGLINES

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1. They don't need to leave home to live better.
2. Better Assessment. Better Care Plan. Better Outcome.
3. Helping Seniors Age Successfully Safe at Home.
4. We treat your loved one like the only one.
5. Quality In-Home Care for Your Loved One. Peace of Mind for You.
6. Is home care right for you? Learn more... (maybe QR Code)

## SERVICE TAGLINES

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1. Our services range from specialized care for those with chronic diseases to companion services for seniors looking for assistance with daily activities.
2. Specialized care from the comfort of home.

## SERVICE OPTIONS

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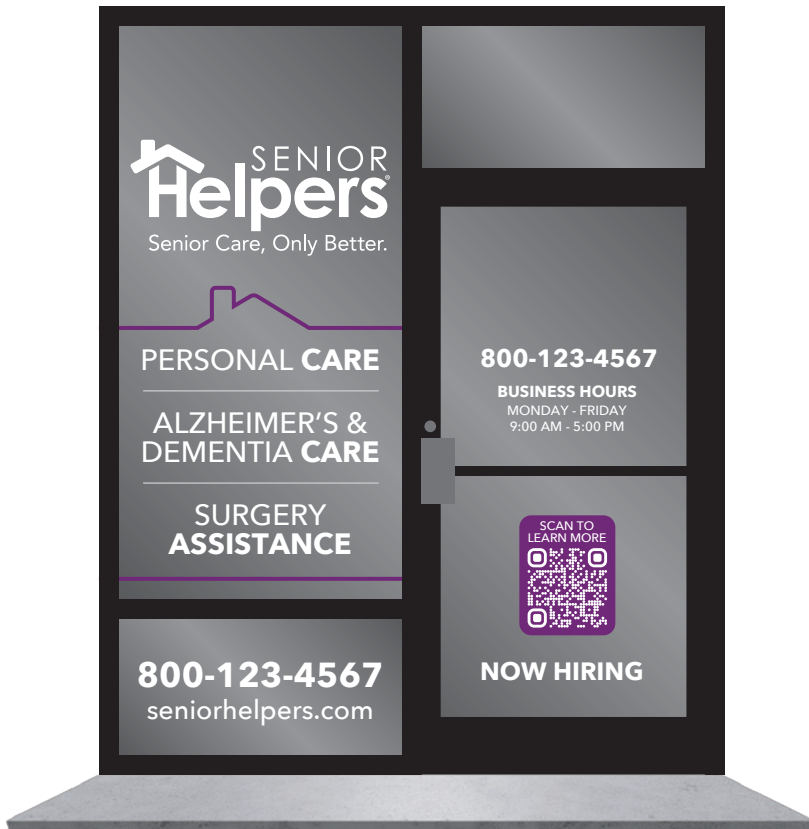
- Alzheimer's & Dementia Care
- Companion Care
- Transitional Care
- VA Benefit Assistance
- Veteran Care
- Surgery Assistance
- flexHOME
- Parkinson's Care
- Personal Care
- Chronic Disease Care
- Respite Care
- End-of-life Support Care

# WINDOW GRAPHICS

## OPTION 1 - MINIMAL COVERAGE

Material Specs: Regular Opaque Vinyl

### 1 WINDOW LAYOUT



### 2 WINDOW LAYOUT



## NOTE:

Large SH window logos to be used with tagline. Small SH door logos to be used *without tagline*.

# WINDOW GRAPHICS

## OPTION 2 - MINIMAL COVERAGE

Material Specs: Regular Opaque Vinyl

### 3 WINDOW LAYOUT



#### NOTE:

Large SH window logos to be used with tagline. Small SH door logos to be used *without tagline*.

# WINDOW GRAPHICS

## OPTION 3 - PARTIAL COVERAGE

Material Specs: Regular Opaque Vinyl or Perforated Window Vinyl

### 1 WINDOW LAYOUT

**Senior Helpers**  
Senior Care, Only Better.

**800-123-4567**  
seniorhelpers.com

**Senior Helpers**  
800-123-4567

**BUSINESS HOURS**  
MONDAY - FRIDAY  
9:00 AM - 5:00 PM

SCAN TO LEARN MORE

**NOW HIRING**

### 2 WINDOW LAYOUT

**Senior Helpers**  
Senior Care, Only Better.

**800-123-4567**  
seniorhelpers.com

**ALZHEIMER'S & DEMENTIA CARE**

**PERSONAL CARE**

**SURGERY ASSISTANCE**

**Senior Helpers**  
800-123-4567

**BUSINESS HOURS**  
MONDAY - FRIDAY  
9:00 AM - 5:00 PM

SCAN TO LEARN MORE

**NOW HIRING**

#### NOTE:

Large SH window logos to be used with tagline. Small SH door logos to be used *without tagline*.

# WINDOW GRAPHICS

## OPTION 3 - PARTIAL COVERAGE *continued*

Material Specs: Regular Opaque Vinyl or Perforated Window Vinyl

### 3 WINDOW LAYOUT



#### NOTE:

Large SH window logos to be used with tagline. Small SH door logos to be used *without tagline*.

# WINDOW GRAPHICS

## OPTION 4 - FULL COVERAGE (only available for 3+ window layouts)

Material Specs: Perforated Window Vinyl

### 3 WINDOW LAYOUT



#### NOTE:

Large SH window logos to be used with tagline. Small SH door logos to be used *without tagline*.

# WINDOW GRAPHICS

## OPTION 5 - PARTIAL COVERAGE

Material Specs: Regular Opaque Vinyl or Perforated Window Vinyl

### 1 WINDOW LAYOUT

SENIOR  
**Helpers**  
Senior Care, Only Better.

**800-123-4567**  
BUSINESS HOURS  
MONDAY - FRIDAY  
9:00 AM - 5:00 PM

SCAN TO  
LEARN MORE

**800-123-4567**  
seniorhelpers.com

**NOW HIRING**

### 2 WINDOW LAYOUT

SENIOR  
**Helpers**  
Senior Care, Only Better.

**800-123-4567**  
BUSINESS HOURS  
MONDAY - FRIDAY  
9:00 AM - 5:00 PM

SCAN TO  
LEARN MORE

**800-123-4567**  
seniorhelpers.com

**NOW HIRING**

#### NOTE:

Large SH window logos to be used with tagline. Small SH door logos to be used *without tagline*.

# WINDOW GRAPHICS

## OPTION 5 - PARTIAL COVERAGE

Material Specs: Regular Opaque Vinyl or Perforated Window Vinyl

### 3 WINDOW LAYOUT



### NOTE:

Large SH window logos to be used with tagline. Small SH door logos to be used *without tagline*.

# WINDOW GRAPHICS

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## ALA CARTE EXTRAS

**DOOR LOGO,  
PHONE & HOURS**



**DOOR LOGO  
& PHONE ONLY**



**HOURS  
ONLY**



**NOTE:**  
Small SH door logos to be used *without tagline.*

# WALL GRAPHICS

## LOGO+TAGLINE



## SUPPLEMENTAL LOGOS



## CENTER OF EXCELLENCE

### CIRCLE



### SQUARE



# WALL GRAPHICS

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## MISSION STATEMENT

**To provide compassionate care and improve the quality of life for our clients, their families and our employees.**

## CORE VALUES



## WORD MARK

CORE VALUES *Open & Effective Communication*  
**POSITIVE** *Improve Quality of Life*  
**ATTITUDE** *Integrity Without Compromise*  
*Continuous Advancement* **CELEBRATE LIFE**

# WALL GRAPHICS SUBSTRATES

## PRODUCTION OPTIONS:



**WALL WRAPS**  
full or partial vinyl wall wraps



**CUT TEXT**  
cad cut vinyl graphics



**ACRYLIC CUT LETTERS**  
flush mounted acrylic letters & graphics



**ACRYLIC STAND-OFF SIGNS**  
square cut acrylic signs with stand-offs  
multi-level layering available,  
clear or full color print panels



**SEG FRAMES OR CANVAS**  
full color imagery, high quality fabric print  
on silicone edge graphics frame or canvas  
*photography only - no text or logos*



**FROSTED VINYL GRAPHICS**  
full color graphics on frosted vinyl

# WALL GRAPHICS

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## MISSION STATEMENT AND VALUES ACRYLIC STAND-OFF SIGNS

AVAILABLE IN PURPLE, BLUE OR GREEN  
multi-level acrylic signs with standoffs

