

Visual Brand Guidelines.

Brand's identity and communications platform is built on the foundation of this document. In the same way that the brand continues to develop, so will the contents of this guide.

**This document shows
who we are.**

Overview

This section provides a comprehensive introduction to the brand, including its mission, values, target audience, and positioning in the market.

Who we are

Embracing a Legacy of Compassion and Dedication

At Grace Inspired Living, we are driven by a profound commitment to enriching the lives of older adults in a setting guided by the unwavering love of God. Formerly known as Grace Inspired Ministries, our brand embodies a legacy of compassion, service, and dedication.

Our mission

Heartfelt Dedication to Senior Well-Being

Guided by God's love, Grace Inspired Living is dedicated to providing communities and services that enhance the lives of older adults in a supportive setting that values residents, employees, volunteers, and families.

Our Vision

Pioneering Comprehensive Care at Grace Inspired Living

We aspire to lead by identifying and addressing community needs with innovation and accountability. Our vision is to be at the forefront of providing comprehensive care and services that meet the diverse needs of our residents.

Audience

We aspire to lead by identifying and addressing community needs with innovation and accountability. Our vision is to be at the forefront of providing comprehensive care and services that meet the diverse needs of our residents.

Seniors aged 65 and above seeking a maintenance-free lifestyle.

Individuals from all industries are welcome.

Audience includes those meeting specific age and income/asset qualifications.

Active individuals committed to a lifestyle that nurtures body, mind, and spirit.

Older adults interested in a full spectrum of care levels tailored to individual needs.

A diverse community embracing residents, employees, volunteers, and families.

Values (Community at Rockhill)

ASPIRE

Accountability Stewardship Integrity Excellence

Peace Relationships

Values (Lutheran Community at Telford's)



Logo Guidelines

This section outlines the correct usage, variations, sizing, clear space, and color specifications for the brand's logo, ensuring consistent and impactful visual representation.

Logo

The Grace Inspired Living logo is the visual embodiment of our values, and it plays a pivotal role in conveying our message to the world. To ensure the consistent and effective representation of our brand, these logo guidelines have been meticulously crafted. Whether you're an in-house designer, a partner, or a fellow advocate of Grace Inspired Living, this document will serve as your compass in maintaining the integrity and identity of our logo. Let us embark on this journey to ensure that every time our logo is displayed, it radiates the grace, inspiration, and living that defines us.







Sub Brands

The subbrands of Grace Inspired Living, namely Lutheran Community at Telford and Community at Rockhill, are essential components of our broader mission. All guidelines established for the main Grace Inspired Living logo are equally applicable to the subbrand logos. Consistency is key, ensuring that the design elements, fonts, colors, and proportions align with the primary logo's identity. This uniformity not only upholds our commitment to quality and professionalism but also reinforces the strong and interconnected values that underpin the Grace Inspired Living family of brands.







Logo Clearspace

To maintain the visual impact and integrity of our logos, a clearspace has been defined as the height of the lowercase "e" in the main Grace Inspired Living logo and the height of the lowercase "o" in our subbrands. This clearspace must be consistently observed in all applications to ensure our brand remains unobstructed and visually compelling. This practice safeguards the grace and inspiration that defines our brand across diverse mediums.



Minimum Size

The minimum size guidelines for Grace Inspired Living and its two sub-brands, stipulating a minimum width of 23mm on printed materials and 100 pixels on digital screens for the parent logo, and 30mm on printed materials and 140 pixels on digital screens for the two sub-brands, are crucial to maintain brand identity and recognition. Adhering to these size parameters ensures that the logos and branding elements remain visually cohesive and legible in various applications, safeguarding the brand's consistency and professionalism across both print and digital platforms.



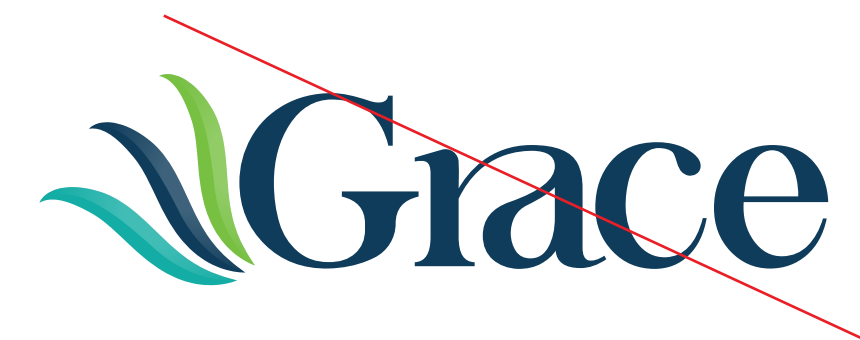


Logo Restrictions

The following guidelines will help you preserve the integrity of the logo and our brand:

- Never add effects to the logo.
- Never stretch or distort the logo.
- Never tilt or skew the logo.
- Never outline the logo.
- Never apply non-approved colors to the logo.

Beyond the variations provided, do not create new arrangements of letterforms.



Color Palette

The Grace Inspired Living color palette is thoughtfully constructed around three core hues: Yellow Green, Robin Egg Blue, and Indigo Dye. These colors are not only featured prominently in our logo but also serve as the cornerstone of our brand identity. When utilizing our color palette, it is essential to maintain the integrity of these three primary colors, as they embody the essence of Grace Inspired Living. These colors should be applied consistently across all visual materials to ensure a cohesive and recognizable brand presence. Whether in print or digital media, these colors reflect our brand's core values of vitality, tranquility, and depth, reinforcing the message of Grace Inspired Living in every aspect of our visual communication.

Yellow Green

CMYK: 84 / 46 / 65 / 37
RGB: 34 / 83 / 75
78C513

Robin Egg Blue

CMYK: 40 / 17 / 44 / 0
RGB: 158 / 180 / 152
00B1A7

Indigo Dye

CMYK: 11 / 15 / 30 / 0
RGB: 226 / 206 / 176
003E5F

Logo Color Usage

For optimal visibility across various backgrounds with textures, images, or colors, it is imperative to use the Grace Inspired Living logo in white on black or black on white backgrounds. Alternatively, the full-color, black, or white logo versions can be used on images serving as a background. It is essential to uphold a sufficient level of contrast in all applications to ensure maximum visibility. Careful evaluation of the logo's color and placement may be required to achieve this contrast effectively. Adhering to these guidelines guarantees that the Grace Inspired Living logo remains consistent in brand recognition and stands out effectively, regardless of the background it is placed on.



Primary Typography

The branding of Grace Inspired Living, embraces the elegant and functional attributes of Libre Baskerville as its primary typeface. This choice has been made intentionally, as Libre Baskerville offers wider counters and reduced contrast, making it an ideal font for legibility and comfortable on-screen reading. When utilizing our primary typeface in all branding materials, including digital and print, it's crucial to maintain consistent use and ensure it aligns with our brand's values of grace and inspiration. The use of Libre Baskerville should reflect our commitment to delivering clear, accessible, and visually appealing content across all platforms, reinforcing our brand's identity and message.

Libre Baskerville - Regular / **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Typography

Complementing our primary typeface, Libre Baskerville, the Grace Inspired Living Branding introduces Franklin Gothic as the secondary typeface. Franklin Gothic is a sans-serif font that enhances the versatility of our branding materials. While Libre Baskerville provides an elegant and readable touch, Franklin Gothic adds a modern and dynamic element to our visual identity. When incorporating the secondary typeface, be mindful of its sans-serif characteristics, which lend a clean and contemporary feel to our communication. This font should be used selectively, typically for headings, subheadings, or other design elements that require a bold and impactful presence. By harmonizing Libre Baskerville and Franklin Gothic, we maintain a well-rounded typographic palette that reinforces our brand's commitment to grace, inspiration, and contemporary design.

Franklin Gothic - Regular / Medium / Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Brand Photography

Our brand photography is a vital element of the Grace Inspired Living identity, evoking specific themes and emotions that resonate with our values. When creating and selecting images for our branding materials, always aim to capture the essence of "calm," "trust," "brightness," and the sense of embarking on a "new chapter of life." These feelings should be central in all photography choices. Seek images that convey serenity, instill trust, and emit a bright, optimistic ambiance, representing the new beginnings and inspired living that define our brand. Whether portraying serene outdoor landscapes, trustworthy interpersonal connections, or the vibrancy of new experiences, our brand photography should consistently embody these qualities.



In Application

This section demonstrates how the brand should be applied across various touchpoints, such as stationery, digital media, presentations, and other marketing collateral, to maintain a cohesive and professional brand identity.



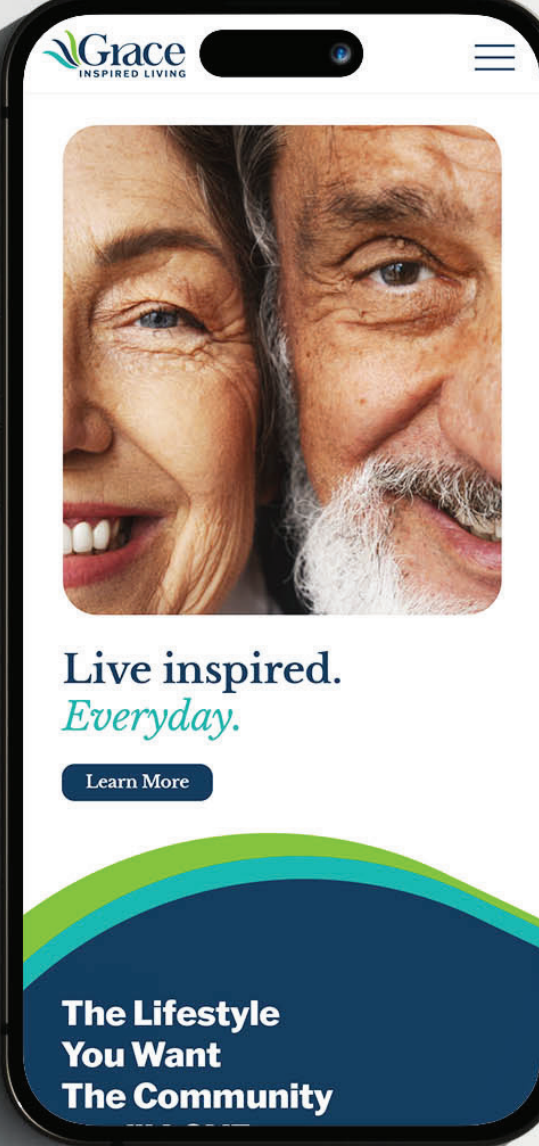
123 456 789
info@lctelford.org
www.lctelford.org



Devon Calabrese
Director of Sales &
Marketing
123 456 789
dcalabrese@lctelford.org
www.lctelford.org



The Lifestyle
You Want
The Community
You'll LOVE

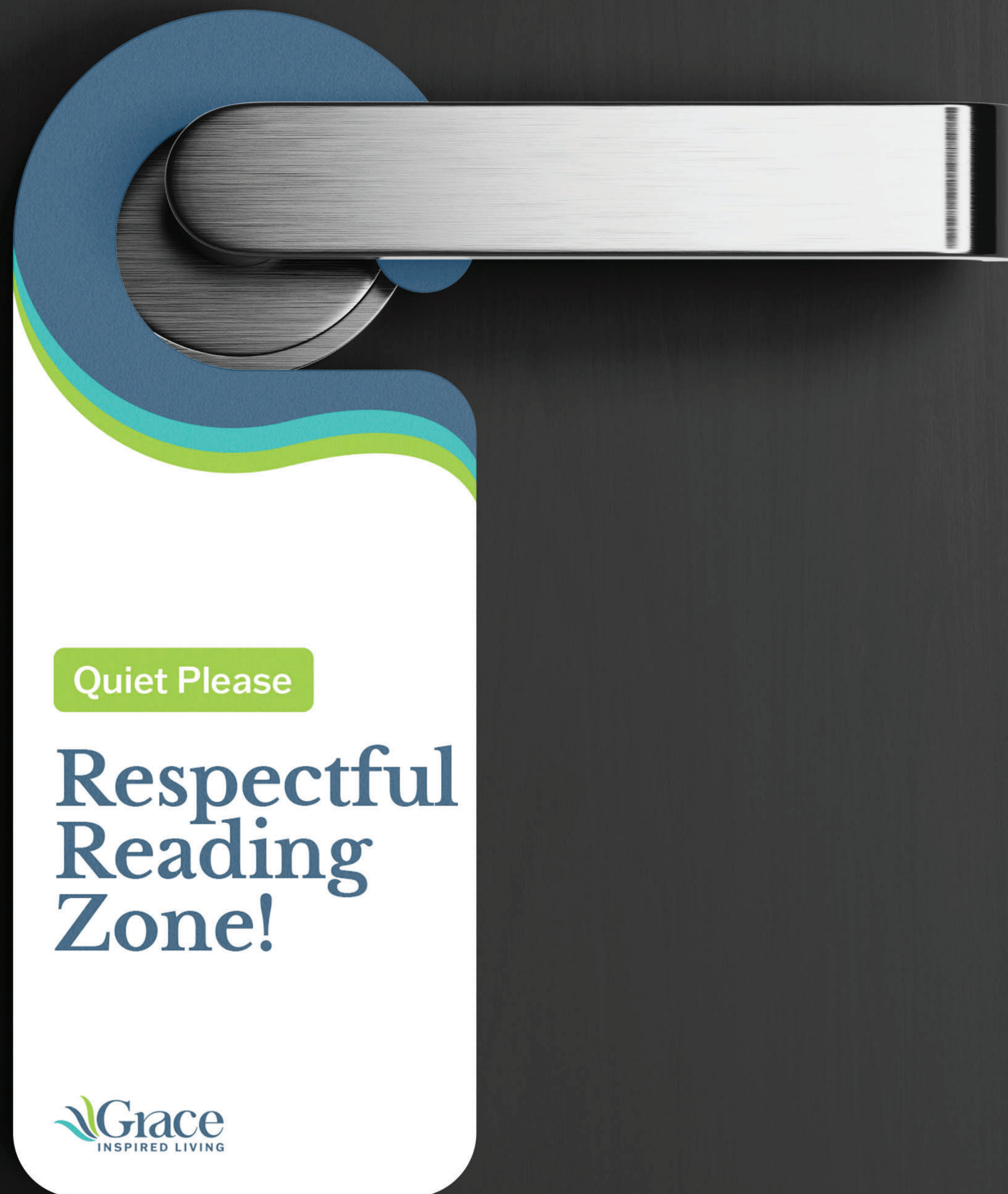








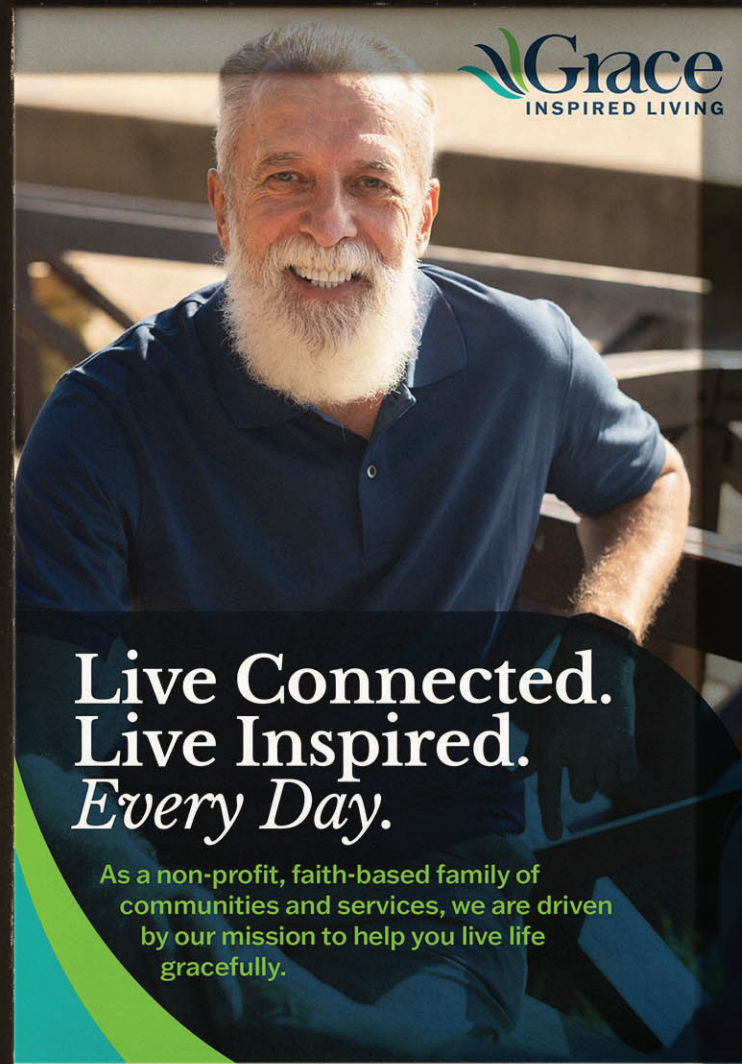
Wellness Center
Your Path to Holistic Well-Being



Quiet Please

Respectful
Reading
Zone!





Grace
INSPIRED LIVING

**Live Connected.
Live Inspired.
*Every Day.***

As a non-profit, faith-based family of communities and services, we are driven by our mission to help you live life gracefully.







 Grace
INSPIRED LIVING



 LUTHERAN
Community
at Telford
GRACE INSPIRED LIVING



 Community
at Rockhill
GRACE INSPIRED LIVING







acountname



1015
Posts

7,666
Followers

265
Following

Grace Inspired living

Elevating lives with love and vibrant communities. 🏡

💖 #InspiredLiving #SeniorCare

Follow

Message



News



About US



Community



People



- Chat
- Spaces
- Meet

- Inbox
- Starred
- Snoozed
- Sent
- Drafts
- More

Labels

- Notes

Upcoming Partners meeting External Inbox x

Hello Team,

vos squalidius, illorum vides quam niteat oratio. Atque haec ita iustitiae propria sunt, ut sint virtutum reliquarum communia. Poterat autem inpune; Non potes ergo ista tueri, Torquate, mihi crede, si te ipse et tuas cogitationes et studia perspexeris; Sint ista Graecorum;

Quid interest, nisi quod ego res notas notis verbis appello, illi nomina nova quaerunt, quibus idem dicant? Haec dicuntur inconstantissime. Negabat igitur ullam esse artem, quae ipsa a se proficisceretur; Quid adiuvas? Non laboro, inquit, de nomine. Ecce aliud simile dissimile. Quem Tiberina descensio festo illo die tanto gaudio affecit, quanto L.

Si enim ita est, vide ne facinus facias, cum mori suadeas. Estne, quaeso, inquam, sitienti in bibendo voluptas? quaeso, inquam, sitienti in bibendo voluptas? Saepe ab Aristotele, a Theophrasto mirabiliter est laudata per se ipsa rerum scientia; vitium consuetudo Latina traduceret.

Regards,
Devon Calabrese



Full Name | Job Title
Phone#
www.graceinspiredliving.org
@ f in v

Chrome File Edit View History Bookmarks Profiles Tab Window Help

Grace Inspired Living | Welcome x +

← → ↻ 🏠 🔒 <https://www.graceinspiredliving.org/>





Visual Brand Guidelines.

www.graceinspiredliving.org

Identity Zilla