



INSPIRED
SENIOR LIVING

BRAND IDENTITY GUIDELINES
PART *two*

CONTENTS

DESIGN CONCEPT

KEY ELEMENTS OVERVIEW.....	4
VERVE LOGOTYPE	5
COLOUR PALETTE	10
TYPEFACE	12
PHOTOGRAPHY STYLE	15

KEY ELEMENTS OVERVIEW

CORE ELEMENTS

The core elements are our base. It's essential that they're always used. Preferably together with one or more of the supporting elements.

LOGO



FONTS

PRIMARY FONT

OPEN SANS

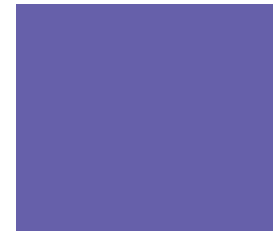
SECONDARY FONT

MILLER DISPLAY

DISPLAY FONT

Kinescope

COLOUR



PRIMARY
BRAND
COLOUR

VERVE LOGOTYPE

CORE ELEMENTS

Verve Inspired Senior Living should always be together.

- Ⓐ Verve with 'INSPIRED SENIOR LIVING' on the right side.
(This is the preferred layout to be used whenever possible)

Ⓐ



INSPIRED
SENIOR LIVING

VERVE LOGOTYPE

CORE ELEMENTS

Verve Inspired Senior Living should always be together.

- Ⓑ Verve with 'INSPIRED SENIOR LIVING" placed underneath.
- Ⓒ "INSPIRED SENIOR LIVING WITH" placed on the left side of Verve.



Ⓑ

INSPIRED SENIOR LIVING

INSPIRED SENIOR LIVING WITH



Ⓒ

VERVE LOGOTYPE

PROTECTED SPACE

Whenever possible, the minimum space required around all sides of the logo is equal to double the height of the letter  from "Verve". It must remain clear, otherwise it interferes with the brand / brand look.



VERVE LOGOTYPE

DIFFERENT BACKGROUNDS

"Inspired Senior Living" should always be placed on a SOLID background

- Ⓐ Verve colour logo on a white background
- Ⓑ Verve colour logo on a solid light background
- Ⓒ Verve colour logo on a solid dark background
- Ⓓ Verve black & white halftone logo on a white background

Ⓐ



Ⓑ



Ⓒ



Ⓓ



VERVE LOGOTYPE

IMPROPER USES

The logos should **NEVER** be modified in any way. In order to maintain a consistent look and feel for the Verve brand, you must never do the following:

NEVER STRETCH
ANY PART OF
THE LOGO



NEVER MODIFY
OR ADD IMAGE
EFFECTS

NEVER USE
NON BRAND
COLOURS



NEVER CHANGE
THE LOGO
TYPEFACE

NEVER USE
WITHOUT
CIRCLE



NEVER USE ON
A TEXTURED
BACKGROUND

COLOUR PALETTE

LOGO COLOURS



VERVE LOGO BLUE **SHADOW**

RGB | R=50 G=43 B=127
CMYK | C=100 M=100 Y=14 K=3
PMS | 2735 C
HEX # |

VERVE LOGO BLUE

RGB | R=102 G=96 B=170
CMYK | C=70 M=70 Y=0 K=0
PMS | 2725 C
HEX # |

INSPIRED SENIOR LIVING

INSPIRED SENIOR LIVING TYPE GREY

RGB | R=119 G=119 B=119
CMYK | C=0 M=0 Y=0 K=80
PMS | COOL GRAY 9 C
HEX # |

COLOUR PALETTE

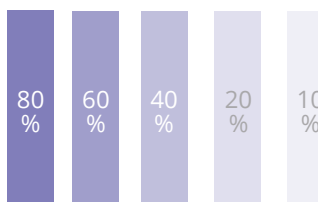


PRIMARY AND SECONDARY COLOURS

It's fresh, modern and welcoming.

PRIMARY BRAND COLOUR

VERVE BLUE
RGB | R=102 G=96 B=170
CMYK | C=70 M=70 Y=0 K=0
PMS | 2725 C
HEX # |



VERVE BLUE **SHADOW**
RGB | R=50 G=43 B=127
CMYK | C=100 M=100 Y=14 K=3
PMS | 2735 C
HEX # |

BACKGROUND COLOURS

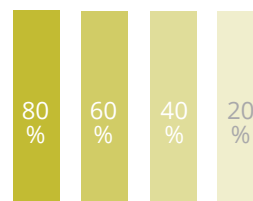
VERVE BACKGROUND
RGB | R=240 G=240 B=240
CMYK | C=4 M=3 Y=3 K=0
PMS | COOL GRAY 1
HEX # |

VERVE WHITE
RGB | R=240 G=240 B=240
CMYK | C=0 M=0 Y=0 K=0
PMS | WHITE
HEX # |

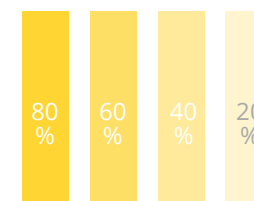
SECONDARY BRAND COLOURS

HARMONIOUS COLOURS

VERVE MOSS GREEN
RGB | R=170 G=174 B=55
CMYK | C=20 M=0 Y=100 K=20
PMS | 383 C
HEX # |

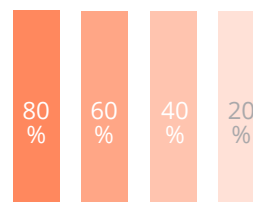


VERVE PINEAPPLE
RGB | R=242 G=205 B=20
CMYK | C=0 M=20 Y=100 K=0
PMS | 7405 C
HEX # |



COMPLEMENTARY COLOUR

VERVE SORBET
RGB | R=255 G=130 B=100
CMYK | C=0 M=70 Y=80 K=0
PMS | 1645 C
HEX # |



COOL GRAY 6
COOL GRAY 7
COOL GRAY 9
COOL GRAY 11

COOL GRAYS
FOR TYPE

TYPEFACES

PRIMARY FONTS

OPEN SANS

LIGHT : ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

REGULAR : ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

REGULAR ITALIC : ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

SEMI BOLD : ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

BOLD : ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

EXTRA BOLD: ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

TYPEFACES

SECONDARY FONTS

MILLER DISPLAY

LIGHT : ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

ITALIC : ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

ROMAN : ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

ROMAN SC: ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

SEMIBOLD : ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

SEMIBOLD ITALIC : ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

BOLD : ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

DISPLAY FONT

Kinescope

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

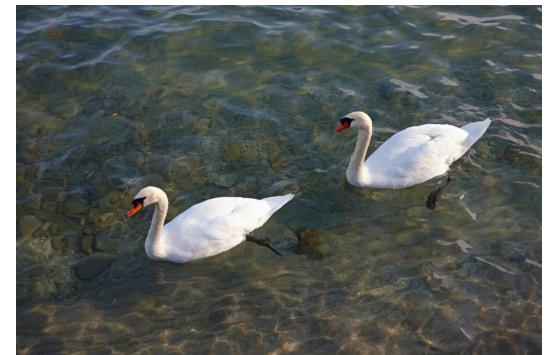
TYPEFACE STYLES

SENIOR LIVING FOR THE YOUNG AT HEART.

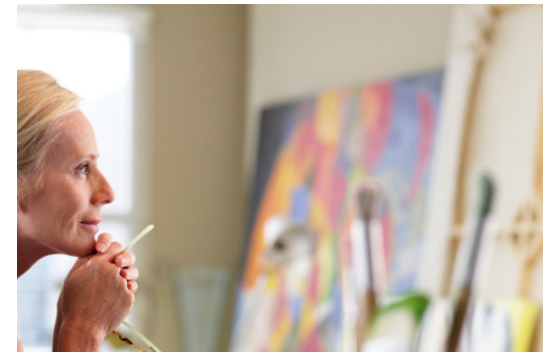
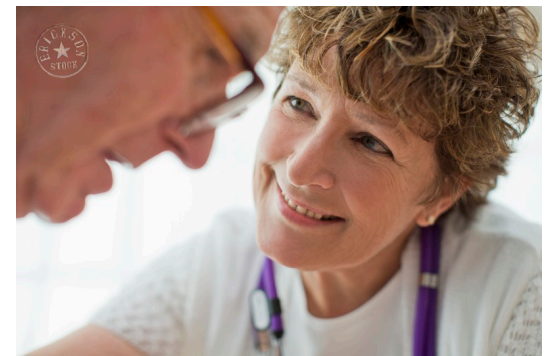
Senior living for the *young at heart*.

Ut wisi enim ad minim veniam. quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

PHOTOGRAPHY STYLE | RESIDENCE



PHOTOGRAPHY STYLE | PEOPLE



PHOTOGRAPHY STYLE | INTERIOR + FOOD





INSPIRED SENIOR LIVING