

# Elder Care Alliance Brand Style Guidelines

## Logos

The Entwined Heart logo is a spiraling modern design, representing the flourishing heart, the enlivened soul. The abstract design allows for multiple layers of interpretations, of engaging hearts, transformation, and a life without bounds. The gradient color change denotes the purposeful journey of wellness and wholeheartedness.



Primary Logo



Square Logo



Logo Mark



Grayscale



Knockout

## Typeface Usage

**Be Vietnam Pro Bold** and **Raleway Medium** typefaces are selected for clean, straightforward easy legibility, and ease of use, to convey renewed purpose, compatibility, and forward-looking attributes with the new Entwined Heart logo.

### Headlines and Sub-headlines - Be Vietnam Pro Bold

Download Be Vietnam Pro font family here:

[Download](#)

Always use **Be Vietnam Pro Bold** for headlines and sub-headlines. Heading fonts are used as larger, higher impact text, such as in a title or section header. A headline's main goal is to draw the reader in and lead him or her toward secondary headings. Subheadings also includes pull quotes, captions, and anything else that stands apart and supports the main text.

**\*If Be Vietnam Pro or Raleway font families are not available, please use Arial as the font family for both Headline and Body content.**

### Body Copy - Raleway Medium

Download Raleway font family here:

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Always use **Raleway Medium** for body copy or main content blocks. Body fonts are usually used with longer text, like a paragraph or secondary text. *Raleway Italic* can be used to italicize words that need to be called out. **Raleway Bold** can be used to bold headings or words within a paragraph. Please use **Raleway Bold** sparingly.

## Color Usage

The color palette of Blue, Teal, Orange, and Black has been selected to provide continuity and evolution from the prior brand color palette, with judicious use of orange for accents only for a modern refresh.

### BLUE

RGB: 53, 123, 161  
CMYK: 81, 44, 22, 2  
HEX (Web): #357ba1

Primary Color for Headings and Subheadings

### TEAL

RGB: 91, 180, 178  
CMYK: 49, 0, 1, 29  
HEX (Web): #5bb4b3

Secondary Color for Subheadings and Accents

### ORANGE

RGB: 238, 121, 31  
CMYK: 0, 49, 87, 7  
HEX (Web): #ee791f

Used Only for Accents

### BLACK

RGB: 0, 0, 0, 0  
CMYK: 0, 0, 0, 100  
HEX (Web): #000000

Body Copy Font Color