



Brand Guidelines

Last Updated — 11/2022 | AHCA / NCAL



Mission Statement

The demand for long term care is growing rapidly, and nursing homes and assisted living facilities across the country are actively hiring for thousands of positions. Careers in Caring aims to build and strengthen the long term care workforce by showing job seekers why being a caregiver is a rewarding and lasting profession and offering long term care facilities the resources and tools to assist in their hiring efforts.

Key Branding Traits

People-First

The goal of Careers in Caring is to provide long term care communities with the research-based resources they need to attract more dedicated caregivers. We have a great story to tell, and we want to help you share yours.

Professional

Careers in Caring prioritizes a clean, structured look that reflects the high standard of care long term caregivers provide for their residents.

Action-Oriented

Strong primary colors, streamlined design and eye-catching visuals are intended to motivate potential job seekers to action.

Typography

Avenir Black

H1

Primary font

Avenir Heavy

H2

Sub header font

Avenir Book

B1

Body font

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&

Primary Logo

Careers In Caring's mission is to strengthen the long term care workforce and showcase the rewarding nature of careers in nursing homes and assisted living facilities. The logo symbolizes both the professional and personal nature of the long term care industry with medical imagery and a human hand. A bright red heart visually connects audiences to the "care" aspect of the profession.



CAREERS IN CARING



No altering of shape



No altering of color



No modifying



No rotation



No adding elements



No removing elements

Meaning & Incorrect Usage

No altering of the logo to reshape, color, modify, rotate, add or remove elements.

Logo Use, Sizing & Meaning

General Use of Logo

The logo is to be used on all branded pages and items according to necessary size, including web pages, stationary, confirmation pages, email marketing, social media profiles, thank you emails, business cards and merchandising.



Sizing

EPS or Vector Files should be used whenever possible - this will be the highest resolution of the logo and will provide the best visual output.

PNGs should be used in any case where JPEG is asked for and an EPS cannot be used - this is a universally accepted superior alternative to JPEGs. PNGs also provide the logo without a background for use on websites and on-screen color backgrounds.

The logo should never be used in a size that is smaller than 24px in height for digital media or 1" wide for print media.

PRIMARY BRAND COLOR

Cloud Burst Blue

HEX: #222E61

RGB: 23, 40, 82

CMYK: 100, 89, 36, 37

PMS: PANTONE 655 C

PRIMARY BRAND COLOR

Steel Blue

HEX: #4C7ABD

RGB: 66, 123, 191

CMYK: 76, 47, 0, 0

PMS: PANTONE 660 C

SECONDARY BRAND COLOR

Poppy Red

HEX: #EF4136

RGB: 239, 72, 62

CMYK: 0, 87, 80, 0

PMS: PANTONE Warm Red C

SECONDARY BRAND COLOR

Cornflower Blue

HEX: #DEEAFD

RGB: 222, 234, 252

CMYK: 11, 4, 0, 0

PMS: PANTONE 290 C

SECONDARY BRAND COLOR

Meadow Green

HEX: #3FBEAC

RGB: 63, 190, 172

CMYK: 68, 0, 40, 0

PMS: PANTONE 7465 C

Primary Brand Colors

Digital and screen files should use RGB / HEX codes. All print files should only use CMYK or Pantone (PMS) codes

Secondary colors can be used as background colors, highlights or design accents.

Recommended Photography

Stock Photography:

- There is not one gender or racial make-up of long term care staff or residents. A diverse set of subjects will most accurately reflect potential job seekers and their future residents.
- Look for authentic photos.
- Avoid unnecessarily staged stock photography (over smiling, white backgrounds, and obvious studio shots).
- Avoid photos in long term care facilities that are too staged or look professionally decorated.
- Recommend outdoor photos for a more neutral background.
- Focus on images of staff in uniforms if appropriate, with residents or staff members alone looking directly-to-camera, smiling.
- Positive imagery with residents, such as handholding, non-invasive medical situations if appropriate (e.g., looking at a chart together) and other visuals of support and care, are critical.

Photography:

- High quality photos taken with a professional camera.
- Avoid zooming in too closely on subjects – photos will be used across different media platforms – cropping and flexibility will be ideal for post-production.
- Recommend leaving space for copy.

Tone:

- For acquisition advertising, a priority on faces is recommended, focusing on benefits of the industry. Use bright colors and heavy calls-to-action.
- For persuasion advertising and organic social media graphics, lighter colors and photos that focus on support and benefits are recommended.





Social Ads & Social Media

Social advertisements and social media posts should grab the attention of potential job seekers with bright colors, minimal text, and the faces of long term care staff and residents.



Events & Fair Media

Event and job fair collateral should be bold and uncluttered, allowing passersby to see and read content from a distance.



Lorem ipsum
dolor sit adipiscing
consectetur elit.



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consectetur elit.

