



THE  
Dementia  
careHUB

# Brand Guidelines

**Online**

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# Logo & Icon

**The Dementia Care Hub Logo** uses three colours and fonts that aim to create a friendly and caring feel. The best use of the logo is the coloured version on a white background and images should be faded to white behind the logo.

**The icon** is a combination of a heart outline, two figures in yellow and green that form another heart. The idea is to highlight companionship, love and care. A further heart is used for the dot of the i in Dementia.



Main Logo



Icon



Heart Outline



Two people



Heart



The brand colours consist of the three main colours of Yellow, Green and Blue with white being the main background or highlight colour and Dark Blue being for body text. Green and blue should be used for headlines and the box elements, with yellow being used as an attention grabber when needed. White text should never be used on a yellow background for ease of reading always use dark blue.

The aim of the bold use of colours is to create a friendly and happy vibe.

# Brand Colours

## Main Colours



**Yellow**  
C : 0 M : 18 Y : 97 K : 0  
R : 254 G : 211 B : 10  
#F3CF23



**Green**  
C : 97 M : 0 Y : 48 K : 0  
R : 0 G : 161 B : 153  
#00A199

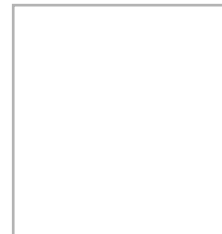


**Blue**  
C : 77 M : 31 Y : 29 K : 10  
R : 84 G : 130 B : 152  
#548298

## Secondary Colours



**Dark Blue**  
C : 100 M : 91 Y : 43 K : 47  
R : 28 G : 35 B : 68  
#1C2344



**White**  
C : 0 M : 0 Y : 0 K : 0  
R : 255 G : 255 B : 255  
#FFFFFF



**Grey**  
C : 49 M : 38 Y : 38 K : 19  
R : 128 G : 128 B : 128  
#808080

# Imagery & Elements



Imagery should be of happy smiling older people and where possible use photos from the groups. Images should be either feathered to white or in a box with rounded corners. Full colour images should be used where possible.



Coloured box with rounded corners



Heart Element



Attention Grabber

Lines

The main elements to use are the coloured boxes with rounded corners. Used to highlight titles, main subjects and important text. Other elements are the heart and arrows and the Attention grabber circle for prices or important information.



# Typography

## Primary Typeface

To be used for headers only and used in one of the brand colours. Headers should be on a white background if possible but can be used on one of the other colours. Usually white on colour except on yellow where a darker colour should be used.

### Existence Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()\_+

Aa Bb

## Secondary Typeface

For main body text use Avenir light and where possible at 14 pt to allow for easy reading. **For subheadings use Avenir Black in a brand colours**

### Avenir Light **and Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*()\_+

Aa **Bb**