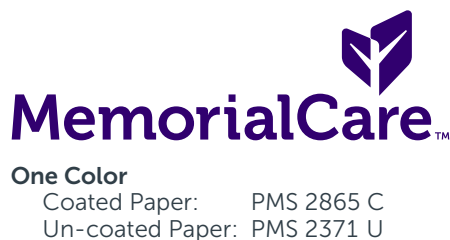


MemorialCare Branding Quickstart Guide

memorialcare.org/brand-id

Masterbrand Signature:



Masterbrand sizing width

Recommended: 1.5 inches
No smaller than: .875 inch
No larger than: 2 inches
Minimum on-screen: 75 pixels

Preferred logo placement

1. Top Left (preferred)
2. Bottom Left
3. Top Right
4. Bottom Right

Vector logos available:
memorialcare.org/brand-id/assets

Masterbrand Elements:



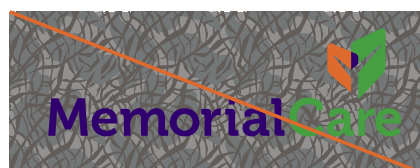
Masterbrand Margin Spacing:



Logo Misuse:



Do not stretch or skew the logo by scaling it disproportionately.



Do not place the logo over busy backgrounds.



Do not add drop shadows, outlines or other visual effects to the logo.



Do not change a color logo into a single-color logo (the "head" on the tree of life needs to be "deleted").

Color:

Pallets	Color Name	PANTONE	R	G	B	C	M	Y	K	HEX
PRIMARY	Purple	2685 C 2371 U	51	0	111	87	97	0	10	#33006F
	Green	7738 C 361 U	71	161	65	74	0	98	2	#47A141
	Orange	7578 C 716 U	225	106	45	0	65	100	0	#E16A2D
CORE	Gold	123 C 121 U	254	202	48	0	15	89	0	#FECA30
	Powder Blue	636 C 636 U	138	212	232	42	0	0	0	#8AD4E8
	Pink	2395 C 247 U	202	45	154	20	94	0	0	#CA2D9A
	Pear	382 C 396 U	196	214	0	28	0	100	0	#C4D600
COMPASSIONATE	Olive	2305 C 2305 U	158	167	0	43	20	100	0	#9EA700
	Cerulean	2150 C 2185 U	65	119	161	78	38	8	12	#4177A1
	Crimson	4070 C 4070 U	187	60	85	4	86	43	17	#BB3C55
	Lavender	2075 C 2075 U	130	102	188	55	65	0	0	#8266BC
THRIVING	Capri	2925 C 2995 U	0	160	215	75	18	0	0	#00A0D7
	Turquoise	7465 C 7465 U	32	186	172	65	0	38	0	#20BAAC
	Fuchsia	213 C 213 U	237	44	114	0	95	9	0	#ED2C72
	Thulian	2060 C 674 U	194	103	167	15	66	0	0	#C267A7
GRAYS	Text Gray	7545 C 2189 U	48	62	71	0	0	0	85	#303E47
	Gray	428 C 427 U	191	198	203	6	2	0	20	#BFC6CB
	Light Gray	Cool Gray 1 C Cool Gray 2 U	222	225	229	3	2	0	10	#DEE1E5
	Off-White	663 C 663 U	247	247	247	0	0	0	3	#F7F7F7
WEBSITE	Purple		51	0	111					#33006F
	ADA Green		40	130	34					#288222
	ADA Orange		200	81	20					#C85114
	ADA Blue		0	123	180					#007BB4
	Pink		202	45	154					#CA2D9A
	Lavender		130	102	188					#8266BC

C 73 M72 Y0 K0

R94 G92 B175

Gradient Purple
Color (for use
behind images
- Gradient
Feather)

From C3 M2 Y1 K0

To C24 M23 Y10 K0

Light Gradient for
angled footers, place
logo over lighter color

Typography:

MUSEO SANS 100
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

MUSEO SANS 100 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

MUSEO SANS 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

MUSEO SANS 300 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

MUSEO SANS 500
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

MUSEO SANS 500 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

MUSEO SANS 700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

MUSEO SANS 700 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

Microsoft Applications:

CORBEL LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

CORBEL REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

CORBEL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

CORBEL ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890

CORBEL BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#%& 1234567890