

Visual Brand Guide

BRAND LOGO

The CareServ logo is the most important element in our visual brand identity. This is the only approved version and may not be altered in any way.

Our logo consists of a wordmark in a modern, sans-serif font that has been customized to reflect our friendly, yet serious, brand personality.

Our primary colors, PMS 7712 and PMS 248, have been deliberately chosen to showcase a vibrant presence across the CareServ spectrum.

Brand Wordmark with Tagline

Two color logo – Pantone 7712 + Pantone 248



Clear Space = lowercase e



0.5" H with Tagline

.25" H without Tagline

CARESERV MASCOT

This friendly little guy is the CareServ mascot!

Our industry is full of confusing jargon, and by and large, the imagery is relatively flat and dull. Our mascot allows us to create a brand that is more dynamic, connect better with our audience, and will leave a lasting impression.

The red panda represents security, trust, and patience. He teaches us persistence, to be laid back, and to never lose our sense of humor. He values gentleness, compromise, and a caring attitude.

Our brand has several illustrations of the panda, so design discretion may be used depending on the nature of the message and communication channel.



THE DO-NOT LIST FOR OUR BRAND LOGO

Our logo has been carefully crafted for balance and engagement. Shown to the right are examples of non-approved usages for our logo.

If ever in doubt, please contact the CareServ marketing department to confirm if the logo is being used properly.



DO NOT change the color of the logo



DO NOT change the fonts of the logo



DO NOT skew the logo



DO NOT resize elements of the logo



DO NOT change the placement of any logo elements

BRAND COLORS



Our brand identity uses a wide variety of colors to create a flexible and vibrant approach.

CareServ uses two primary brand colors, and should be present in every single piece that gets designed for us.






We also have four supporting colors to add depth and flexibility to our marketing materials.

Finally, a dark gray has been provided for use in body copy, backgrounds, and to provide a grounding effect when necessary.

Primary Colors

7712	248
	
98 0 28 7	33 80 0 0
34 139 157	161 79 140
#228B9D	#A14F8C

Secondary Colors

7471	7406	130	281	Cool Gray 10
				
44 0 22 0	1 17 93 3	0 31 90 0	99 75 3 25	26 16 9 43
127 226 216	241 184 40	247 155 46	63 74 117	129 131 135
#7FE2D8	#F1B828	#F79B2E	#3F4A7F	#818387

BRAND FONTS

Our brand uses three fonts to provide an array of options when crafting our messages in visual format.

Cabin is our primary font and should always be used for headlines and subheads, but may also be used for body copy, callouts or quote content.

Questa and Questa Slab are our secondary fonts - primarily used for body copy and disclaimers, design discretion may be used for subheads, callouts, or quote content.

Our third font, Dancing Script, should be used sparingly and only to add an emphasis effect. Use of this font is strictly limited and must be approved by the CareServ marketing team.

Cabin

1234567890!@#\$%&?()
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
8 Font Variations

Questa

1234567890!@#\$%&?()
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
10 Font Variations

Questa Slab

1234567890!@#\$%&?()
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
10 Font Variations

Dancing Script

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890!@#\$%&?()*

LOGO + BACKGROUND COMBINATIONS

The advantage of such a wide color palette for our brand is that it provides ample opportunity for our logo to be presented in our Primary 7712, Black, White or Grayscale colors against a variety of solid background.

Shown to the right are all approved combinations. If you want to use a variation not shown here, please obtain approval from the CareServ marketing department before proceeding.



BRAND VOICE + TONE

When crafting our messages, we need to imagine we are having face-to-face conversations with our audience. It's entirely possible to relay our skills and expertise while throwing in a joke (or two.)

We'll avoid sarcasm and snark, instead choosing to focus on friendly, personable language. At the end of the day, our clients are humans, caring for other humans. Many of them are uneasy about technology and/or its associated costs, so we need to talk to them on their level, not down to them.

We need to quickly convey both sides of our brand personality:

Sincerity + Competence.



Human Empathy + Technical Expertise



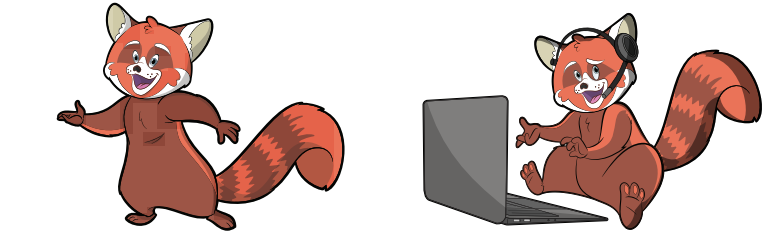
NURSE + NERD

IMAGERY

We use a wide variety of images for our brand messaging. Depending on the nature of the communication piece, image content may range from using our panda, to custom photography of our staff and/or clients, to stock photos that convey concepts we want to portray.

Whenever possible, we prefer our photography in grayscale for print marketing materials so that our brand colors stand out. This rule is NOT set in stone however, and design discretion must be used accordingly.

Our two dominant brand colors must be used for any social media and any future icons we create. Grayscale, black, or reverse may also be used.



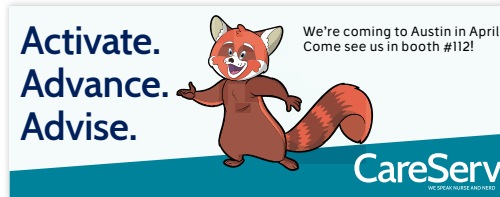
PRINT LAYOUT CONSIDERATIONS

While we don't believe in locking down layout specs so tightly that there remains no room for creativity, there are some general guidelines we expect our designers to follow.

For layouts that use our mascot, he must be prominently visible at all times. Always place him overtop a white, solid or two-toned background.

When photographic images are used, we prefer (although DO NOT require) grayscale images so that our brand colors may better stand out.

We do allow the panda's tail or face to be used without the body when spacing or design considerations calls for it. It's part of the fun!



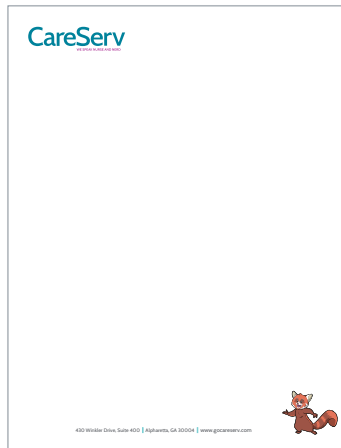
Web Ad Using Mascot



Web Ad Using Photography



Magazine Ad Using Mascot



Stationary



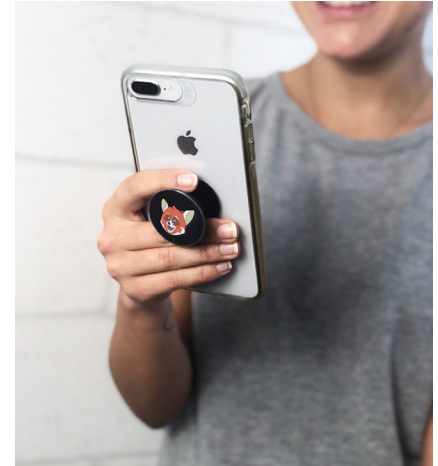
Magazine Ad Using Photography

BRANDED SWAG CONSIDERATIONS

CareServ attends tradeshows and conferences on a regular basis, so we are constantly creating new swag items for handing out.

From time to time, your merchandise producer will vary from these, but in general, you will want the following file types depending on your production:

- » For embossing, engraving, etching, and burning applications, use our BLACK .EPS file.
- » For embroidery, use our BLACK .EPS file
- » For screen printing, either our CMYK or PANTONE .EPS files will be required
- » For printing on paper-based marketing materials, use our CMYK .EPS, PDF, or .AI files
- » For website and screen applications, use our RGB .EPS, JPG, or PNG files.





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For inquiries, please contact CareServ Sales
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