



**Elevated***living*<sup>®</sup>



# Brand Guidelines

*Elevated living. Exceptional care.*

THE BRAND

# Small-town care, *the way it should be.*

Elevated Living is a locally owned assisted living residence in the heart of the Bridger Valley — private suites, around-the-clock support, and the same small-town care the valley is known for.

Every space is designed with the cozy feeling of home in mind. It's assisted living that doesn't feel like a facility — because it isn't one. It's home.

24/7

Around-the-clock care

2027

Opening in spring

Local

Owned & operated



# Elevated living. *Exceptional care.*

## Warm

Speak like a neighbor, never like a brochure.

## Plainspoken

Short sentences. No jargon, no "senior solutions."

## Neighborly

Rooted in Lyman and the Bridger Valley — name real places.

## Reassuring

Calm and confident. No pressure, no obligation.

*"We're building a residence where staff know every resident, every family, every story."*

## THE LOGO

# Three lockups, one voice.

The tree mark and wordmark travel together in the primary lockup. Use the stacked and wordmark-only versions where space demands.



### Primary lockup

Default for all uses — covers, signage, headers



### Stacked

Square spaces — social avatars, stamps, embroidery



### Wordmark

Tight horizontal spaces — footers, document headers

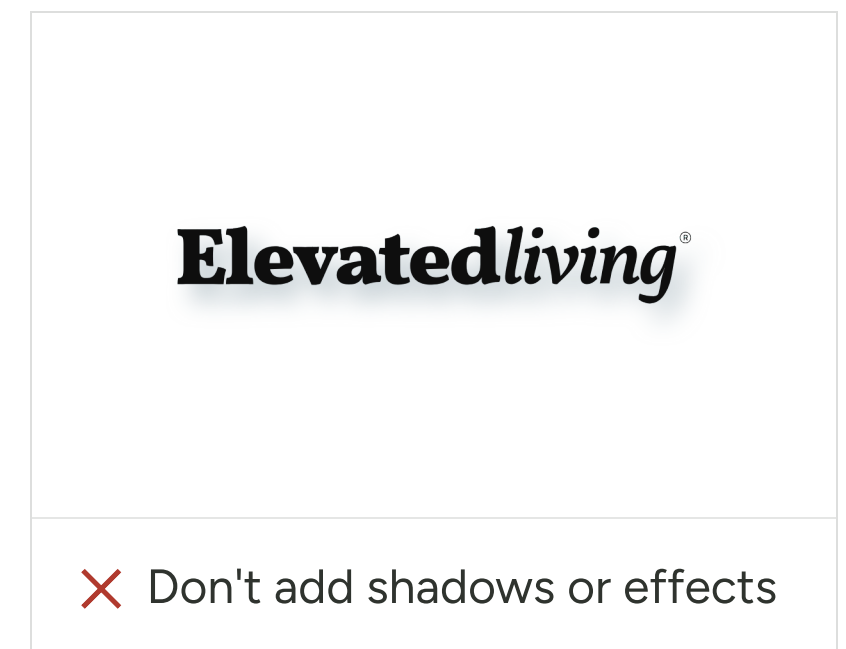
# Clearspace, color & care.



Keep clearspace equal to the height of the "E" on all sides. Minimum width: 140 px on screen, 1.25 in in print.



Approved color placements — ink on light fields, white on brand colors and photography.

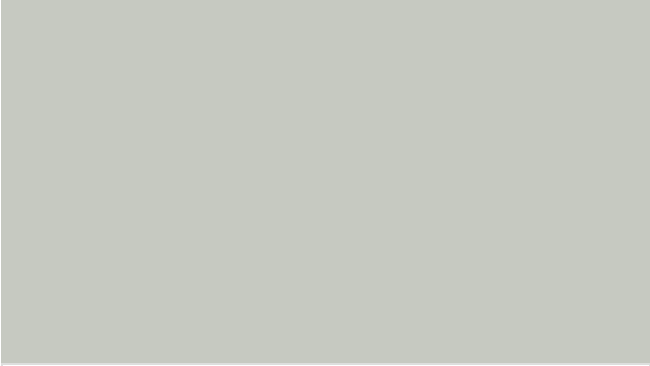


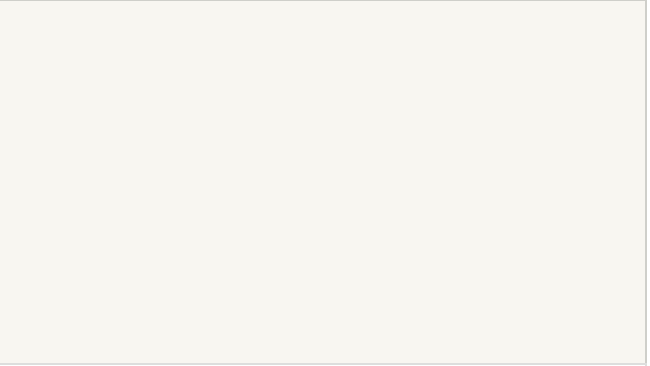



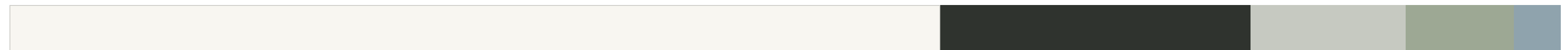
## COLOR

# Morning fog.

● Candidate palette — pending final approval

Gray-forward and cooler, with sage as the supporting note. Ivory carries the field, ink carries the words, and dusty blue leads the accents.

				
<b>Fog Gray</b> Primary #C6C9C1 R198 G201 B193 C1 M0 Y4 K21	<b>Sage</b> Secondary #9DA894 R157 G168 B148 C7 M0 Y12 K34	<b>Dusty Blue</b> Accent #8FA3AD R143 G163 B173 C17 M6 Y0 K32	<b>Ivory</b> Field #F8F6F1 R248 G246 B241 C0 M1 Y3 K3	<b>Ink</b> Text #2F332E R47 G51 B46 C8 M0 Y10 K80



Working proportions — ivory 60 · ink 20 · fog gray 10 · sage 7 · dusty blue 3

# Charter & Figtree.

Charter is a modern, workmanlike serif — crisp at small sizes, quietly confident at display scale.

Figtree keeps body copy open and friendly. This guide is set in this pairing.

## HEADLINES — CHARTER

Aa

Care that feels like *family*.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

## TEXT — FIGTREE

Aa

A helping hand with daily living — as much or as little support as each day calls for, from people who know your name.

Regular   Medium   **SemiBold**   **Bold**   *Italic*

SCALE

H1 · 40/48pt

H2 · 28pt

Subhead · 20pt

Body · 11–12pt print, 16–18px web

# Two alternatives.

Both stay warm and readable at small sizes, and both are free Google Fonts; Charter is also free for print and web use.

PAIRING B

Lora + Karla

Care that feels like *family*.

Shared meals, activities, and generous living areas — because good company is good care.

The most editorial of the three. Lora's true italic suits the tagline's emphasized second phrase.

PAIRING C

Source Serif 4 + Albert Sans

Care that feels like *family*.

Shared meals, activities, and generous living areas — because good company is good care.

The sturdiest. Holds up at signage scale and stays quiet in long documents.

PHOTOGRAPHY

# The little things, *every day.*

- Real residents and staff, real moments — never posed stock.
- Natural, warm light; soft, even light — muted tones over saturated color.
- People first — hands, laughter, connection over architecture.
- Interiors shown lived-in and light-filled, not staged.

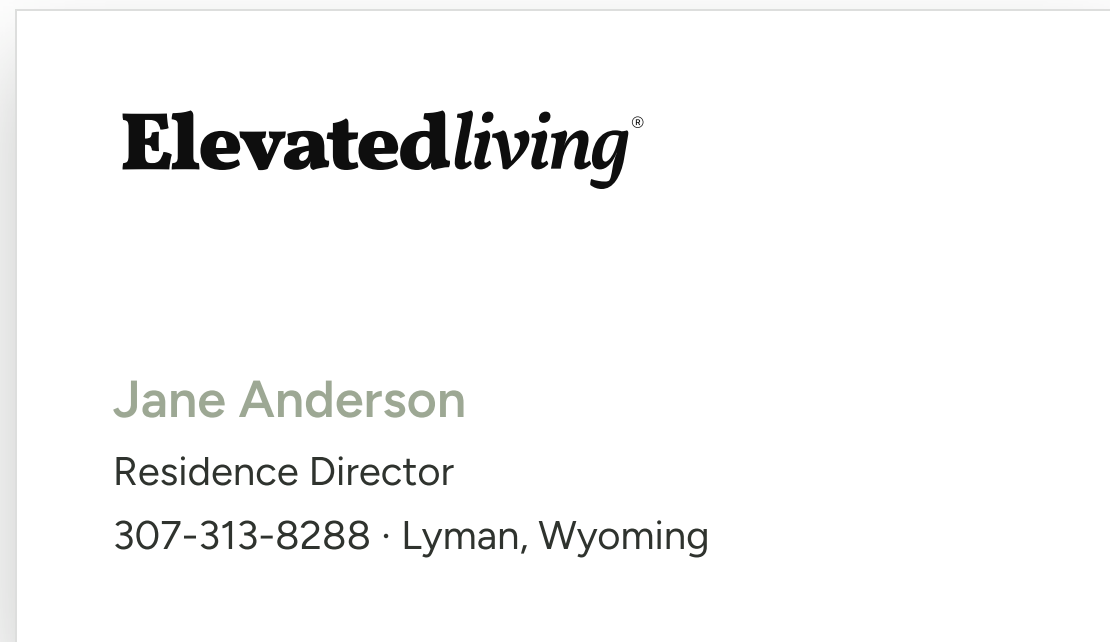


# Business card & letterhead.

Standard white stock, ink text, sage and dusty blue as accents. Uncoated paper keeps the homelike feel.



Front — 3.5 × 2 in, stacked lockup centered



Back — white field, ink wordmark, sage for titles



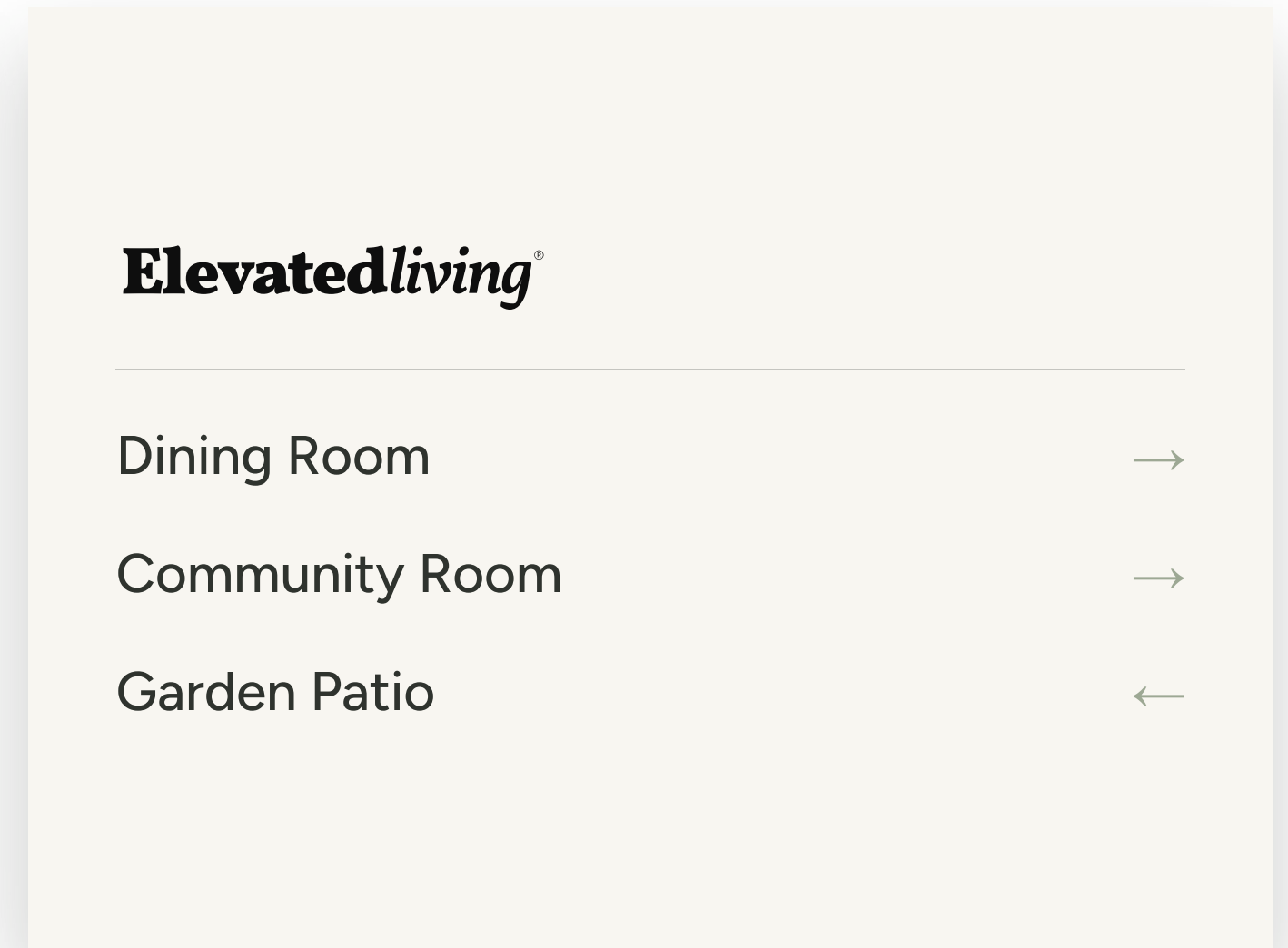
Letterhead — logo top left, single rule

# Legible from the street, warm up close.



Exterior monument sign — white lockup on ink; minimum letter height 4 in for street legibility

Exterior signage uses the white primary lockup on ink or natural materials. Interior wayfinding stays ivory with ink type.



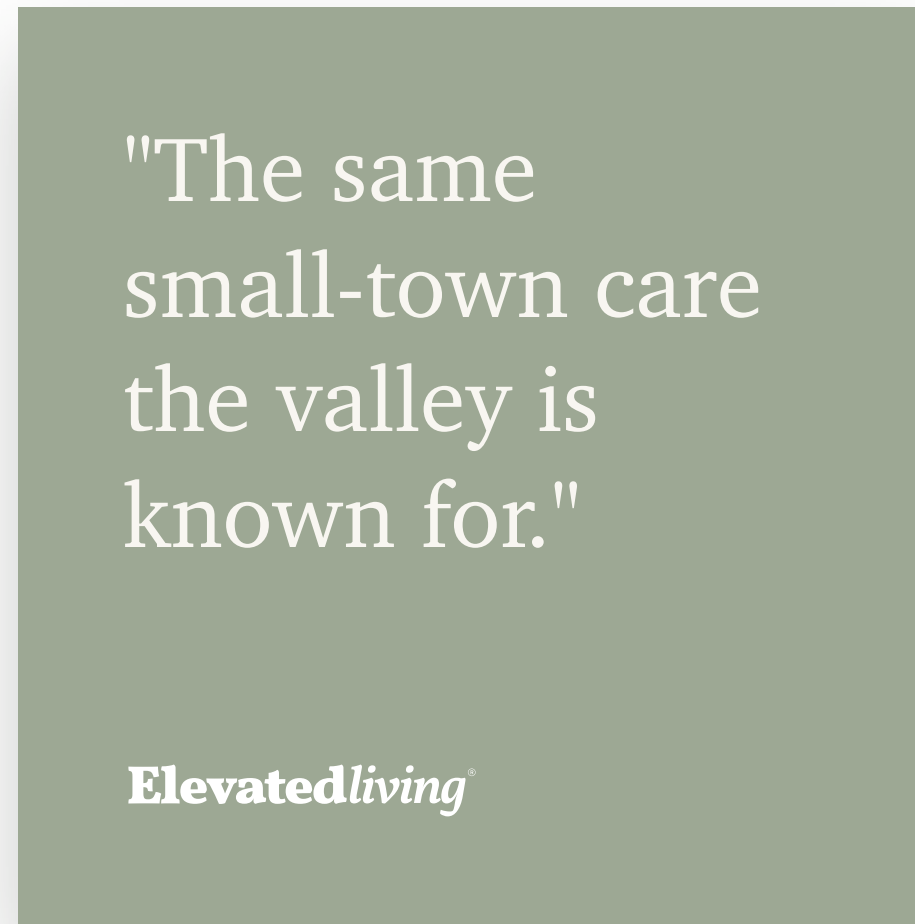
Interior wayfinding — ivory field, ink type, sage arrows

# Three post templates.

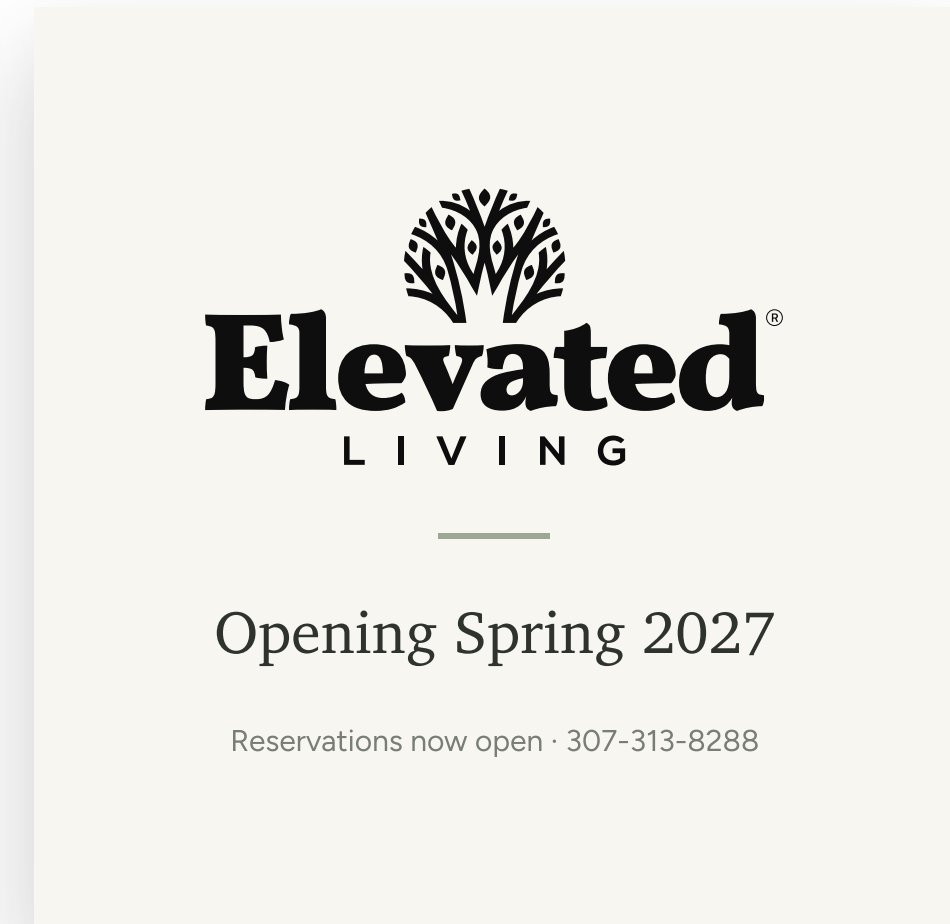
Photo posts, quote tiles, and announcements — rotate the three so the feed stays warm and personal, never salesy.



Photo post — wordmark bottom left over gradient



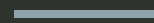
Quote tile — sage field, serif quote



Announcement — ivory field, stacked lockup



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Questions about the brand?

307-313-8288 · Lyman, Wyoming · [elevatedlivingwy.com](http://elevatedlivingwy.com)