Evergreen WELLNESS™

Brand Guidelines

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About Us

- Our Philosophy
- Core Values

Our Philosophy

Evergreen Wellness™ is a lifestyle program that gives people 55 and over information and resources to help them enjoy healthier, happier lives.

We host local events like health expos and seminars, where people have fun learning about making healthy lifestyle choices, and we support those efforts with a website where they can go to learn even more.

The Inspiration Behind Evergreen Wellness: The Villages

We created the program in partnership with The Villages – the largest retirement community in the U.S. Its growing population of more than 115,000 residents enjoy endless fitness options, countless social events, ongoing learning opportunities, and other offerings that support an active and healthy lifestyle. They also benefit from a world-class healthcare system that is community-based, patient-centered, and as phenomenal as the community itself. In short, our goal is to bring the vitality of The Villages lifestyle nationwide - so people everywhere can tap into the benefits of America's Healthiest Hometown®.

> "Let's dispel the notion that the best years for aging adults are behind them.

Focus on Older Adults

Our sole focus is the health and happiness of people 55 and over in the 21st Century. In partnership with The Villages and The Villages Health, we are a trusted authority on the unique issues this audience faces and the solutions that improve their overall well-being.

Facilitate Healthy Lifestyles

Our patient-centered approach to healthcare, both holistic and preventive, supports the quality of older adults' lives in every way – physically, psychologically, spiritually, emotionally, and socially. We act as navigators through the complexities of living in this stage of life, making it easy for them to remain active and healthy. We offer a myriad of healthy activities, where they can participate in lectures, workshops, health expos, athletic events, and much more.

Lead with Integrity

Our goals are pursued with a genuine spirit of hospitality and care for older adults. We always create experiences where they can learn, grow, and feel valued as contributors to society.

Give Back

We give back to communities through our volunteer networks and other initiatives that support the quality of older adults' lives in every way.

Educate

As a trusted authority on older adult wellness, we empower older adults and caregivers with the knowledge they need to lead healthy and happy lives. By being resourceful, innovative, and engaging, we strive to make a difference in every educational initiative we implement.

Connect

We bring older adults together through live events, group activities, online communities, and more. By fostering strong social networks, we help them stay active and engaged, as we strive to minimize loneliness and isolation. Additionally, as an organization, we connect with other organizations to form partnerships that enhance older adults' lives.

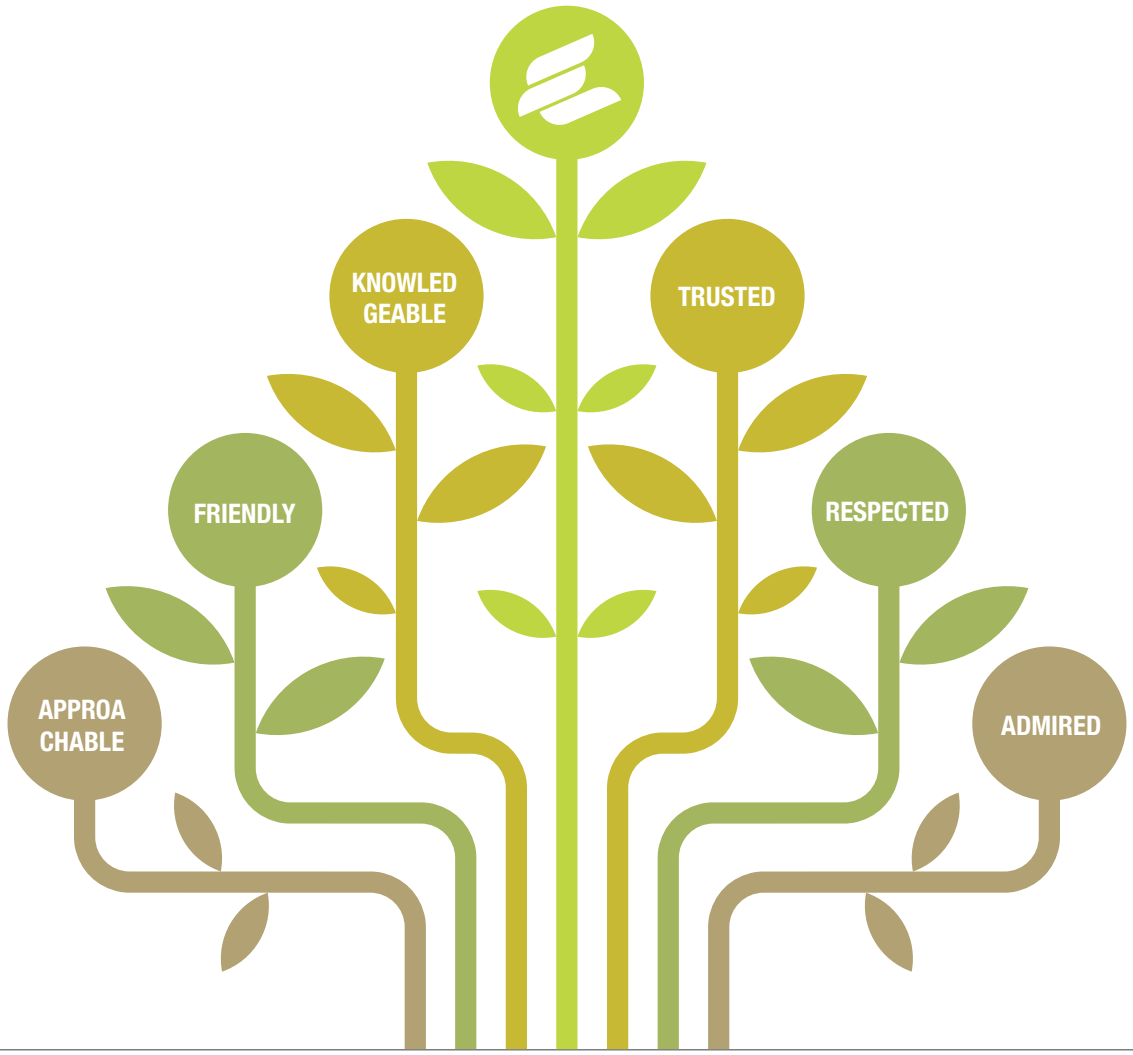
Innovate

We envision a world where older adults are empowered to improve their lives in new and exciting ways, where health care systems offer a more positive experience across the board. We welcome out-of-the-box solutions and are advocates for change that betters the lives of older adults.

Branding

- Brand Personality
- Brand Voice
- Evergreen Wellness Logo
- Logo Clear Space
- Logo Minimum Size
- Logo and Backgrounds
- Icon and Backgrounds
- Incorrect Logo Usage
- Color Palette
- Typography for Print, Web and Digital
- Video Graphic Elements

If we think of the Evergreen Wellness brand as a personality type, it would be a respected and admired coach: a knowledgeable and trusted expert – yet friendly and approachable – who provides the guidance, encouragement and support to help older adults live happy and healthy lives. Though our audience is older, Evergreen Wellness is anything but old and stuffy. We are instead as vibrant, contemporary and fun as the new ideas and joyful living we propose. Like any good coach, we are always professional and play by the rules. And we truly care about the success of our team. Our welcoming, positive energy is an irresistible invitation to join, play, learn, grow, change, share and ultimately win.



Our brand voice is warm, friendly, knowledgeable and inspiring. We are thought-provoking and entertaining storytellers who show a depth of understanding about our subjects and engage our audience's curiosity. By presenting this consistent and differentiated voice in every communication, we are expressing the Evergreen Wellness personality and inviting our audience to get to know us and build a relationship with us.

WARM

FRIENDLY

KNOWLEDGEABLE

INSPIRING

Icon

The Evergreen Wellness logo has an icon made of three stripes that form an “E” and represent health in mind, body, and spirit - the holistic approach to health that Evergreen Wellness promotes. The shape of these stripes also mimic an evergreen tree’s leaf blades. The icon further reflects the essence of the brand by being used as an enlarged graphic design element in various branded communications.

Evergreen WELLNESS™

Colors

The green colors in the logo represent vibrancy and growth, with the bright green suggesting rebirth or young growth, while the darker green reflects older growth as well as the actual color of an evergreen tree. The orange color represents the energy and warmth of the sun (with a nod to the brand tagline, “Shine On”), as well as the vitality and glow of health, and nicely compliments the shades of green. The darker green color also pays homage to The Villages, the founding partner of Evergreen Wellness, as it’s a slight variation of The Villages’ dark green brand color.

Type Treatment

The font used in the logo, Helvetica, is as timeless as the brand itself and offers a clean simplicity that’s easy for older audiences to read.

The clear space has been established to ensure the logo's visibility and impact by maintaining a clear space between the logo and other graphic elements. Whenever possible, allow even more space around the logo than required by the clear space. This space is proportional and is based on the width of the "E" from "Evergreen". When using the icon alone, the space will be based on the height of the icon's stripes, as shown below:

Branding. Logo Minimum Size.

The logo must never be used in a smaller size than the size identified below. The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.

Horizontal Logo

Minimum print size **0.63 inch (16 mm)** wide
Minimum digital size **85 pixels** wide

Stacked Logo

Minimum print size **0.52 inch (13 mm)** wide
Minimum digital size **75 pixels** wide

Icon

Minimum print size **0.29 inch (7 mm)** wide
Minimum digital size **42 pixels** wide

Co-Brand Logo

Minimum print size **1.3 inch (33 mm)** wide
Minimum digital size **174 pixels** wide

Logo Use on Solid Color Backgrounds

The Evergreen Wellness full color logo should be used primarily on a white or light background. The reversed white logo should be used with darker backgrounds. The logo must always read clearly, having sufficient contrast. The same will apply when the icon is used by itself.

Full Color on white background

Full Color on light background

Reversed White

Grayscale

Icon Use on Photo and Video Backgrounds

The Evergreen Wellness reversed white icon should be used with photos and video. It must be positioned on the bottom right corner, with transparency.

Examples of Logo Violations

The logo and/or icon must be used as provided by Evergreen Wellness with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork.

Do not use full color on dark background

Do not use reverse on light background

Do not alter colors

Do not use on complex backgrounds

Do not distort or stretch

Do not turn, rotate or tilt

Do not invade clear space

Do not drop the ™ mark

Do not enclose with a border

Do not add drop shadows or gradients

Do not blur

Do not use it pixelated or low-res

Primary Colors

The Evergreen Wellness logo and icon use three colors: La Palma Green, Mandarin Orange, and Pistachio Green.

La Palma Green	HEX **#3c7d3c** RGB **60 - 125 - 60** CMYK **79 - 29 - 100 - 15** PMS **7741 C**
Mandarin Orange	HEX **#f99d3e** RGB **249 - 157 - 62** CMYK **0 - 45 - 85 - 0** PMS **157 C**
Pistachio Green	HEX **#bed742** RGB **190 - 215 - 66** CMYK **26 - 1 - 100 - 10** PMS **583 C**

Shades and Tints

These colors were chosen to complement the primary colors, providing additional range to the brand experience.

HEX **#003308**
RGB **0 - 51 - 8**
CMYK **79 - 29 - 100 - 77**
PMS **627 C**

HEX **#1f5524**
RGB **31 - 85 - 36**
CMYK **79 - 29 - 100 - 49**
PMS **357 C**

HEX **#9ab08c**
RGB **154 - 176 - 140**
CMYK **38 - 14 - 48 - 7**
PMS **7494 C**

HEX **#7e4e14**
RGB **126 - 78 - 20**
CMYK **0 - 45 - 85 - 60**
PMS **140 C**

HEX **#cb8132**
RGB **203 - 129 - 50**
CMYK **0 - 45 - 85 - 21**
PMS **7571 C**

HEX **#fed5ab**
RGB **254 - 213 - 171**
CMYK **0 - 18 - 34 - 0**
PMS **475 C**

HEX **#4e5f13**
RGB **78 - 95 - 19**
CMYK **30 - 0 - 92 - 69**
PMS **371 C**

HEX **#9fb638**
RGB **159 - 182 - 56**
CMYK **30 - 0 - 92 - 18**
PMS **7745 C**

HEX **#e3ecb4**
RGB **227 - 236 - 180**
CMYK **12 - 0 - 37 - 0**
PMS **7499 C**

Accent Colors

These should only be used as accents to the primary colors. Only one accent color should be used to keep the primary dominant.

HEX **#7e3b5a**
RGB **126 - 59 - 90**
CMYK **46 - 85 - 43 - 22**
PMS **5125 C**

HEX **#c9739c**
RGB **201 - 115 - 156**
CMYK **20 - 66 - 14 - 0**
PMS **7431 C**

HEX **#0e84ac**
RGB **14 - 132 - 172**
CMYK **84 - 37 - 19 - 1**
PMS **7704 C**

HEX **#49c8f5**
RGB **73 - 200 - 245**
CMYK **59 - 0 - 0 - 0**
PMS **305 C**

HEX **#5a2d86**
RGB **90 - 45 - 134**
CMYK **81 - 100 - 9 - 1**
PMS **268 C**

HEX **#8b54a2**
RGB **139 - 84 - 162**
CMYK **52 - 79 - 0 - 0**
PMS **2587 C**

Grayscale

Use these colors for text, icons and background areas.

90% Black | 70% Black | 45% Black | 22% Black | 12% Black

Helvetica Neue

This timeless and neutral font will be used for **headlines** in Medium and Bold weights. The size will vary depending on the medium.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqestuvwxyz
1234567890

Century Schoolbook

This round, open, and sturdy classic font is admired for its excellent readability. It will be used for **body copy** with a Regular weight (Bold / Italics for emphasis only), with a 12pt - 14pt size.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqestuvwxyz
1234567890

Roboto

This Google Font is a basic serif that will be used for **headlines** and subheads for Evergreen Wellness **website and landing pages**. Use Medium through Bold weights, with a minimun size of 26pt.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqestuvwxyz
1234567890

Halant

This Google Font is a modern, yet approachable font to be used for **body copy** for Evergreen Wellness website and landing pages. Use in Regular weight, with a minimun size of 17pt.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqestuvwxyz
1234567890

The following web-safe fonts will be used as live text in Emails, eNewsletters and other digital publications. When using fonts in imagery, follow the guidelines for Typography for Digital Imagery.

Arial

This font will be used for **headlines** in Bold weight, with a minimun size of 26pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqestuvwxyz
1234567890

Georgia

This serif font will be used for **body copy** in Regular weight, with a minimun size of 16pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqestuvwxyz
1234567890

Helvetica Neue

Use as the main font for digital ads and digital imagery that requires copy. Type size will vary.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqestuvwxyz
1234567890

Century Schoolbook

Use this serif font sporadically for accents. Type size will vary.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqestuvwxyz
1234567890

Lower Thirds

Every tier will have two elements: a colored box and the copy. Each tier will be stacked with up to three levels with a separation of 6px between boxes.

Tier #1: Name

- **Font:** Helvetica Neue Medium
- **Font Size:** 67 pt.
- **Tracking:** -10 pt.
- **Font Color:** #3b4147
- **Box Color:** #b6d13b
- **Box Transparency:** 90%

Tier #2: Title

- **Font:** Helvetica Neue Regular
- **Font Size:** 33 pt.
- **Tracking:** -10 pt.
- **Font Color:** #3b4147
- **Box Color:** #c6c8ca
- **Box Transparency:** 90%

Tier #3: Title

- **Font:** Helvetica Neue Regular
- **Font Size:** 25 pt.
- **Tracking:** -10 pt.
- **Font Color:** #3b4147
- **Box Color:** #c6c8ca
- **Box Transparency:** 90%

Lower Thirds Padding

The following padding should be applied within the colored box and between tiers:

Lower Thirds Position

The tiers should be positioned in the lower left corner, following the following measurements*. The left side of the boxes should stay fixed in place, making the boxes wider from the right as needed. The height of the boxes should not change.

*Video graphic elements zoomed in to show detail.

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