

SENIORS FIRST | BRAND REFERENCE GUIDE

LOGO

HORIZONTAL LOGO



LOGO WITH TAGLINE



STACKED LOGO



ONE COLOR LOGO



REVERSE LOGO



LOGO SYMBOLISM

Seniors First's logo is rooted in deep, symbolic meaning. Its circular outline represents inclusion, nurture and mobility. From there, the eye follows the flow of the lines, suggesting the crossing of paths and the progression through life's monumental phases. Their rightward-facing direction signals the viewer to look toward the future. Above the lines is another abstract insignia, this time representative of a house. Others may see it as a rising arrow, which signifies the forward-moving direction of our lives. The colors were selected due to their embodiment of the ocean and sky, yin and yang and other dichotomous relationships. The selected fonts, both in the sans serif family, are contemporary and clean. They are simplistic options representative of our work helping seniors simplify their lives.

COLOR



ULTRAMARINE TEAL | *The color of insight*

PANTONE 7710C	• Refreshing	• Patience
C57 M4 Y23 K0	• Grounding	• Clarity
RO G167 B181	• Wisdom	• Creativity
#00A7B5		



OCEAN WAVE BLUE | *The color of communication*

PANTONE 7705C	• Calm	• Loyalty
C100 M20 Y11 K12	• Flexibility	• Self-Mastery
RO G112 B150		
#007096		

TYPOGRAPHY

Main Headline

OSWALD BOOK

SUB HEADLINE

OSWALD BOLD | LETTER SPACING

This is sans serif body copy. Sed ut perspiciatis unde natus error sit voluptatem accusantium doloremque.

TRADE GOTHIC | 85% Black

This is serif body copy. Sed ut perspiciatis unde natus error sit voluptatem accusantium doloremque.

ARNO PRO REGULAR | 85% Black