

Graphic Identity Guidelines

Basic Elements of the Logo

There are two basic elements in the Joy's House logo: the symbol/logotype and the taglines. The elements are defined as follows:

Symbol: The tree is considered the symbol. The typeset phrase "Joy's House" is considered the logotype. Do not alter the integrity of the symbol/logotype in any way, such as adding drop shadows, patterns, rule lines, type, etc. to any of these elements. These elements are considered a unit, so do not alter size relationships established in the logo.

Taglines: The typeset phrases "Adult Day Service" and "Caregiver Support Services" are considered the taglines.

The tree symbol can, at times, be used as a secondary mark. This will not replace the Joy's House logo, but instead enhance the logo on promotional materials. There are times in which the tree symbol may be omitted from the logo, i.e. for screen printing on pens, etc. Permission must be granted to use the typeset "Joy's House" only.

The Joy's House logo is a registered trademark. Never alter or modify the logo. The relationship of all components of the logo (size of each element, alignment and spacing between elements) has been carefully considered and should not be changed in any way. Logos have been provided in various file formats. Do not use a Xeroxed logo unless you have permission. TIF and EPS formats are used for printed materials; PNG, GIF and JPG formats are for electronic media.

Fonts

The two fonts used in the logo should also be present in printed materials whenever possible. Myriad Pro is used for bold headers and text copy. Honey Script Semibold is more decorative and should not be used for abundant text. This is used for headlines and quotes, for example.

Whenever possible, increase the tracking (spacing between characters in a line of text) 10-15% when using Honey Script. Honey Script Light is also an option for headers. For internal documents, invoices, memos and miscellaneous signs, Calibri or Myriad Pro (all forms) can be used. For external documents keep in mind that the font size, spacing, font color and background color should be easy to read for aging eyes.

Colors

For most applications, the logomark is reproduced as 3-color PMS 167 Orange, PMS 575 Green and Warm Gray 10 or converted to 4-color process. In situations where it must be a single, solid color, the logo is to be 1-color black or PMS 575 Green (on white or light neutral colors). For high-contrast background colors, the logo is to be 1-color white. When using abundant text, black text is preferred.

Words and Terms

Joy's House uses specific terms on purpose. There are terms that need to be avoided in order for the Joy's House personality and environment to thrive. Please maintain these descriptions as best as possible. Also be mindful of the names of the rooms in the houses. They were chosen to reflect the homelike atmosphere.

DON'T USE	INSTEAD USE
Facility	House
Patients/clients/residents	Guests (capital G)
First floor	Main Floor
Caretaker	Family Caregiver
Guests' first names	Miss or Mr. first name
Adult Day Care	Adult Day Service or Center

*Permission for alterations must be granted from the Joy's House President,
VP of Advancement or Brand & Design Coordinator.*



Logo & Color Examples



Standard 3-color logo



Black version



Adult Day Service Tagline



Caregiver Support Services Tagline



Joy's House Broad Ripple Tagline



Joy's House at UIndy Tagline



1-color example



High contrast 1-color white example

Colors:



PMS 167



PMS 575



Warm Gray 10



PMS 167
at 70%



PMS 575
at 70%



Warm Gray 10
at 70%

Color Codes:



Terracotta



Green



Gray

HEX/HTML:
BE531C

HEX/HTML:
67823A

HEX/HTML:
796E65

R: 190
G: 83
B: 28

R: 103
G: 130
B: 58

R: 121
G: 110
B: 101

C: 0
M: 60
Y: 100
K: 17

C: 48
M: 0
Y: 100
K: 53

C: 0
M: 14
Y: 28
K: 55

For 1-color logos: logotype, tag & tree trunk are 100% tint; leaves are 70% tint