



Brand Guidelines | September 2022

LOGO

The primary graphic element used to identify the Exhale campaign is the logo. The logo should be used to identify the campaign on all internal and external communications.

The logo can be used with or without the tagline. There is a separate WNY specific version of the logo.

The logo should have enough clear space around the edge so that it does not conflict with other visuals or text. The logo should not be smaller than 1.375 inches when printed, and the logo with the tagline should be at least .75 inches wide to maintain legibility. The shape should never be stretched or distorted.



Minimum clear space



Minimum scale with tagline



Minimum scale without tagline



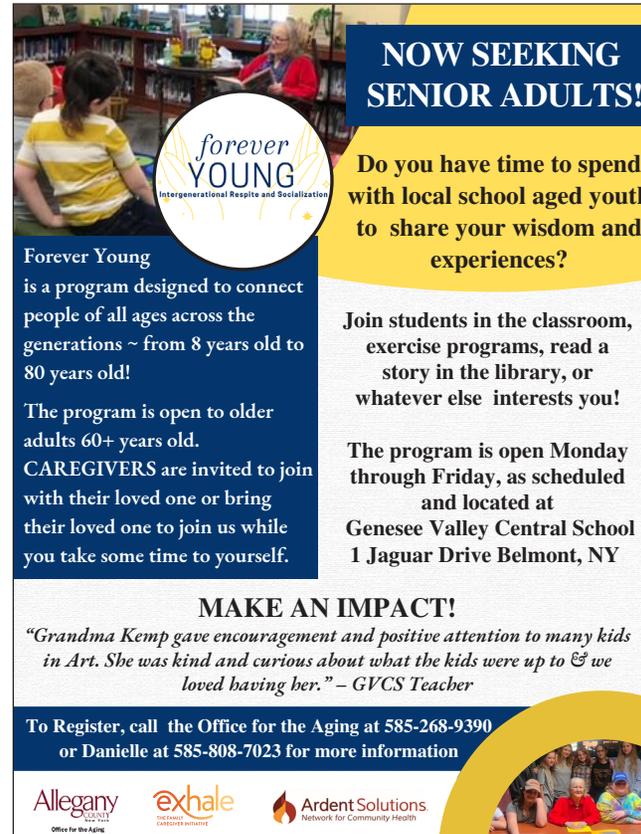
LOGO GUIDELINES FOR PROGRAMS

New programs may use the Exhale logo on marketing materials, however, it cannot be paired up with the new program logo. **The Exhale logo should always be included in the footer of the piece.**

If there are other logos paired with the Exhale logo, they should be base aligned. Logos that are of equal importance should visually appear to be the same size. Remember to adhere to the minimum size and space requirements.



Sample flyer with Exhale logo featured



Logos are located in the footer

LOGO SUITE

The Exhale campaign logo will be provided in a variety of formats for web and print usage. The CMYK .jpeg file can be used on print materials with a white background. The RGB .png file is for web/online usage, and has a transparent background. The .eps file is a vector format that can easily be scaled up or down, and also has a transparent background.

The Grayscale logo should only be used when color printing is not an option.

The white logo can be placed onto colors and textures as long as there is enough contrast to maintain legibility.

A separate logo suite with the same files will be provided for the WNY specific Exhale logo.



Exhale_PMS_Logo.eps



Exhale_CMYK_Logo.eps



Exhale_CMYK_Logo.jpeg



Exhale_RGB_Logo.png



Exhale_RGB_Logo.jpg



Exhale_Grayscale_Logo.png



Exhale_Grayscale_Logo.jpg



Exhale_White_Logo.eps



Exhale_White_Logo.png

COLOR PALETTE

Inspired by a sunset, the primary colors for the Exhale program are warm reds, oranges and yellows. The light and dark teal colors can be used as pops of contrast.

The CMYK color values are used for print production, while the RGB and hex values are used for digital. The PMS colors can be used as a reference by printers to ensure the colors are consistent when printed on a variety of materials.



PMS 7579 C
CMYK: 7/79/97/1
RGB: 224/89/42
HEX: #df5a29



PMS 715 C
CMYK: 0/54/94/0
RGB: 248/141/42
HEX: #6b3077



PMS 1345 C
CMYK: 0/20/54/0
RGB: 253/207/133
HEX: #2cd5c4



PMS 324 C
CMYK: 38/0/16/0
RGB: 153/217/217
HEX: #99d9d9



PMS 7715 C
CMYK: 91/47/50/22
RGB: 223/25/149
HEX: #006068



PMS 475 C
CMYK: 3/14/20/0
RGB: 243/207/178
HEX: #f3cfb2

The recommended font for title pages and headers is Brandon Grotesque in all caps. The Brandon Grotesque font can be purchased and downloaded at <https://www.myfonts.com/fonts/hvdfonts/brandon-grotesque/>. The Brandon Grotesque Fonts are also Adobe Creative Cloud fonts and can be used with any Creative Cloud membership.

Brandon Grotesque Bold

Upper/Lower

BRANDON GROTESQUE BOLD

UPPERCASE

Brandon
Grotesque Regular

Headlines

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

SUBHEADS/CALLOUTS

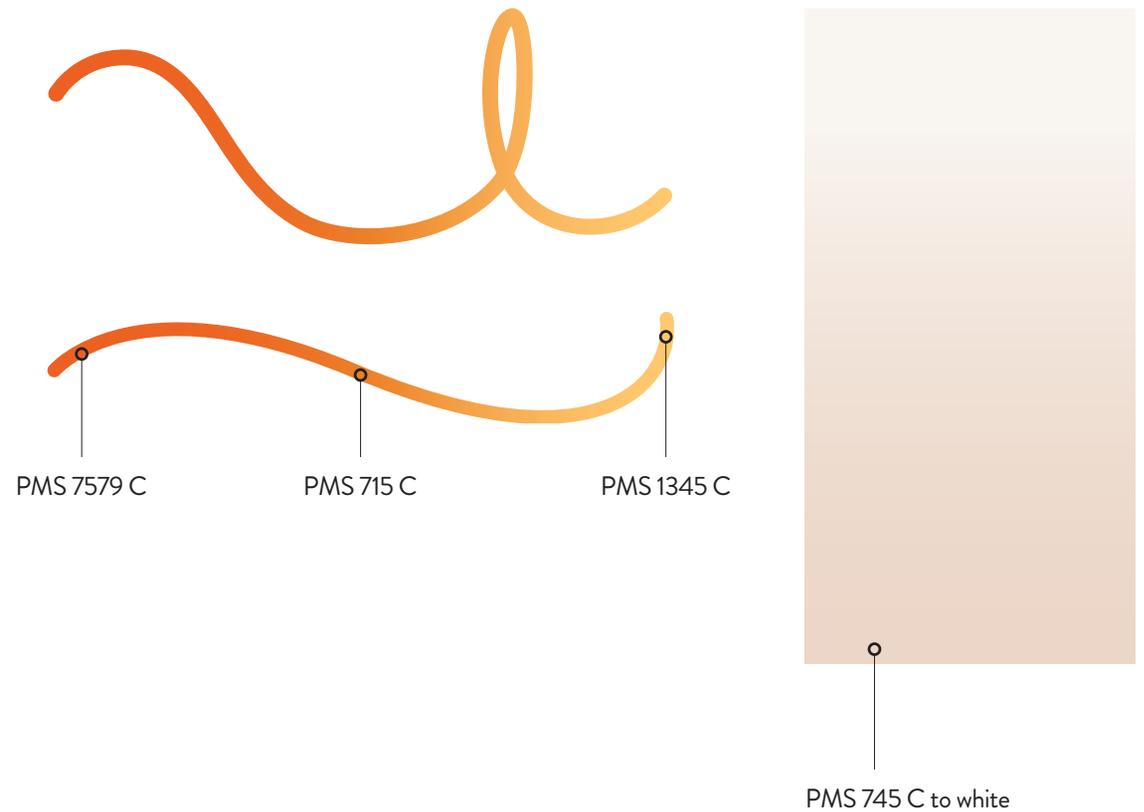
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890

Body Copy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

DESIGN ELEMENTS

In addition to the color palette, design elements ensure all Exhale-branded materials are cohesive. Gradient backgrounds can be used behind photographs or type. The organic curved lines have a gradient fill to match the logo.



DESIGN ELEMENTS - REFERENCE LAYOUT

This sell sheet is a reference on how to use the design elements. Here, they wrap around the photo to reinforce the idea of a gentle hug, and the comfort caregivers provide. The gradient background fills the top half of the page to bring more warmth to the white page.



exhale
THE FAMILY
CAREGIVER INITIATIVE

CAREGIVER RELIEF FOR YOUR EMPLOYEES

In 2020, the National Alliance for Caregiving estimated there were **53 MILLION INDIVIDUALS** in the US caring for a parent, spouse, or loved one.¹ These family members watching over older adults play a vital role in our communities, health system, and workforce. However, their duty comes at a cost.



Family caregivers are at a higher risk for stress, depression, and money problems² – a situation that’s only been exacerbated by the COVID-19 pandemic.³ And with 61% of caregivers holding down jobs outside the home,⁴ it’s very likely that many of your employees are carrying this extra responsibility in addition to their work.

We’re here to help.

Relief or respite care can play a key role in reinforcing caregiver well-being. In fact, simply knowing respite services are available can lower caregiver stress by 70%.⁵ But caregivers need support to find time to rest, clear their minds, take a breath, and take care of their own health and well-being.

INTRODUCING EXHALE.

Exhale, the Family Caregiver Initiative, is an opportunity for businesses and organizations to work together to find innovative solutions that give caregivers an opportunity to breathe a little easier. In a short series of virtual workshops, those interested in developing a respite program will receive free training in creative problem solving and project management, as well as a stipend of \$500.

PHOTOGRAPHY STYLE

The photos used to represent the Exhale brand are candid comforting moments between loved ones. The subjects ideally should not be looking into the camera or posed. The background is taken out so that the primary focus is on the individuals.



BOILERPLATE COPY

When referencing Exhale in marketing copy, please do so in one of the following ways.

<Program Name> is an Exhale Family Caregiver Initiative. Exhale is dedicated to finding innovative solutions that give caregivers an opportunity to breathe a little easier.

<Program Name> is an Exhale Family Caregiver Initiative. Exhale funds innovative, collaborative projects that are reimagining respite care opportunities for family caregivers of older adults.