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.
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
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.
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.

<table>
<thead>
<tr>
<th><strong>Brandon Grotesque Bold</strong></th>
<th><strong>Headlines</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper/Lower</td>
<td>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>BRANDON GROTESQUE BOLD</strong></th>
<th><strong>SUBHEADS/CALLOUTS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>UPPERCASE</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Brandon Grotesque Regular</strong></th>
<th><strong>Body Copy</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890</td>
</tr>
</tbody>
</table>
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.
Family caregivers are at a higher risk for stress, depression, and money problems — a situation that’s only been exacerbated by the COVID-19 pandemic. And with 61% of caregivers holding down jobs outside the home, it’s very likely that many of your employees are carrying this extra responsibility in addition to their work.

We’re here to help.

We’re introducing Exhale, the Family Caregiver Initiative, 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.

In 2020, the National Alliance for Caregiving estimated there were 53 MILLION INDIVIDUALS in the US caring for a parent, spouse, or loved one! 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.

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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.
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.