



# Meadow Ridge Brand Identity Guidelines

UPDATED MAY 2025

## Logo Guidelines



The combination of elements (symbol, wordmark and tagline) is the preferred logo. It most dramatically captures, both in color and orientation, the face of Meadow Ridge. Use this logo whenever possible.

### Clear Space

The examples on this page show the minimum clear space required for the Meadow Ridge logo. Whenever possible, use more than the minimum clear space. “X” is defined by the size and aspect ratio of the “M” in the Meadow Ridge logo.

Follow the examples below for proper clear space around the corporate logo and symbol.



### Minimum Size

Never reduce the full-color logo so that the Meadow Ridge logo with the tagline is smaller than 1.25” in width. Use the one-color PMS or black logo with the tagline for uses 1” in width, which is the minimum size recommended.



## Preferred Color

The full-color logo is the preferred logo of the Meadow Ridge identity. Use it whenever color, size and format allow. Place this logo on a light background to ensure sufficient contrast and to heighten the impact of the identity.

Use only the approved colors when reproducing the identity. Use color chips and the formulas on the next page when working with vendors to ensure color match.






## Color Chart

The chart below is a reference for the CCRC Logo Blue and the CCRC Logo Green and the CCRC Signature Color. The same blue (534 C) is used in the logo and for the signature color. This color can be used as a main color in marketing materials in conjunction with the logo. Please refer to this chart when reproducing the colors in various media.

Color Guide	CCRC LOGO BLUE & SIGNATURE COLOR	CCRC LOGO GREEN
PANTONE	534 C	5555 C
Process/CMYK	C:95 M:74 Y:7 K:44	C:51 M:12 Y:39 K:37
Hexadecimal	1B365D	5C7F71

### ADDITIONAL LOGO COLORS

	PANTONE 139 C C:26 M:59 Y:100 K:11 HEX: AF6F29
	PANTONE 1205 C C:3 M:10 Y:53 K:0 HEX: F8DE8D
	PANTONE 578 C C:30 M:7 Y:50 K:0 HEX: B8CD96

Note: These color values have been converted from spot using the Pantone color match system, which makes recommendations for the closest possible match. Colors appear differently when applied to various surfaces, in different environments and according to printing methods.

These conversions may be evaluated and updated over time as work is printed in different applications.

## One-Color Logos

Use a one-color logo when you are restricted to printing in only one color. If legibility is limited due to low contrast, poor reproduction or small size, you may also choose the one-color logo. Print the one-color logo in either CCRC Logo Blue, White or Black. Place the one-color logo on a background to ensure sufficient contrast and to maintain the impact of the identity.



One-color logo in black



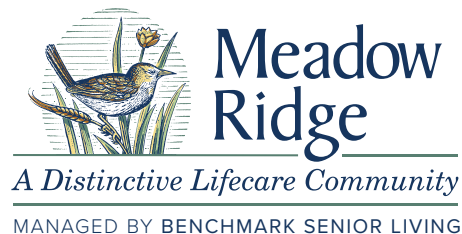
One-color logo in white



## Additional Brand Logos and Variations

### Logo with “Managed by Benchmark Senior Living” Line

For use when a separate “Managed by Benchmark Senior Living” line cannot be used due to space restrictions. Typical uses for this logo would be digital banner ads, signage, or any use that does not allow the use of the primary logo.



## Ridge Crest

The logo below is to be used on all materials and advertising specific to Ridge Crest. This may be used in conjunction to the Meadow Ridge logo. Just be sure to allow for clear space around each logo.



## Bird Icon

The bird icon may be used in advertising and promotions as a graphic element and should be used in addition to the Meadow Ridge logo—NOT alone.

Generic/Brand



Pantone 534 C  
C:95 M:74 Y:7 K:44

Independent Living



Pantone 5555 C  
C:51 M:12 Y:39 K:37  
40% tint

Sub-Acute Rehabilitation  
& Skilled Nursing



Pantone 578 C  
C:30 M:7 Y:50 K:0  
80% tint

Assisted Living /  
Memory Care



Pantone 1205 C  
C:3 M:10 Y:53 K:0

Memory Care  
(if on it's own)



Lavender  
C:10 M:21 Y:0 K:0



## Type Only

The following logo should only be used when no other logo will fit.



## Use of Logo as Social Media Avatars or Identification Icon

Within social media platforms, icons or avatars are used to brand accounts in lieu of a personal photo. Use the following logo only in these cases.

*The rule below represents the proper space around the logo but is not part of the logo.*





## Meadow Ridge Primary Color Palette

The following colors are the primary colors to be used on marketing and communications materials.  
The swatches below represent the hierarchy of colors in use.

### Meadow Ridge Signature Color

#### Pantone 534 C

CMYK: 95 74 7 44  
RGB: 9 50 102  
HEX: #1B365D

### Meadow Ridge Secondary Colors

#### Pale Tan

CMYK: 5 3 7 0  
RGB: 239 239 233  
HEX: EFEFE8

#### Pale Gray

CMYK: 11 8 7 8  
RGB: 224 226 226  
Hex: 1B365D

#### PANTONE 400 C

CMYK: 24 21 26 0  
RGB: 196 190 182  
HEX: C3BDB5

#### Light Blue

CMYK: 69 49 24 2  
RGB: 95 120 154  
HEX: 5F789A

### Care Type Colors

#### Independent Living

CMYK: 28 13 22 0  
RGB: 185 200 195  
HEX: B9C8C3

#### Assisted Living/ Memory Care

CMYK: 3 10 53 0  
RGB: 248 221 141  
HEX: F8DE8D

#### Sub-Acute Rehabilitation & Skilled Nursing

CMYK: 30 7 50 0  
RGB: 184 205 150  
Hex: B8CD96

### Tertiary Colors

#### Black

CMYK: 0 0 0 1000  
RGB: 0 0 0  
HEX: 000000

#### Black (Tint 80%)

#### PANTONE 139

CMYK: 26 59 100 11  
RGB: 177 109 3  
HEX: AF6F29

## Logo Typography

The logo uses the following typography:



## Marketing Material Typography

Use the following fonts for all corporate communications and marketing materials whenever possible to create a consistent and unique look for the brand. These typefaces provide a wide range of type styles, including light, regular, bold and black, which can be mixed and matched for a contemporary and proprietary look.

### Headlines: Merriweather font family

Font samples below represent good choices for headlines, headings and callouts.

MERRIWEATHER REGULAR	MERRIWEATHER ITALIC	MERRIWEATHER BOLD	MERRIWEATHER BOLD ITALIC
ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz

### Body Copy: Proxima Nova font family

Font samples below represent good choices for body copy and captions.

PROXIMA NOVA LIGHT	PROXIMA NOVA MEDIUM	PROXIMA NOVA EXTRA BOLD
ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz
PROXIMA NOVA REGULAR	PROXIMA NOVA BOLD	PROXIMA NOVA BLACK
ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz

### Footer Lock Up

Below is an example of how the footer icons should look with accompanying Meadow Ridge address and information. The icons are set to PMS 534C and the “heart” icon in full color. If the icons are on a dark-color background, they should be 100% white and the “heart” icon is still in full color with a thin white stroke.

A date stamp is to be applied on all inserts and collateral to indicate the last modified date. This is set to month and year. Ex., 05.25.

Footers should be placed on all Meadow Ridge sales material collateral.



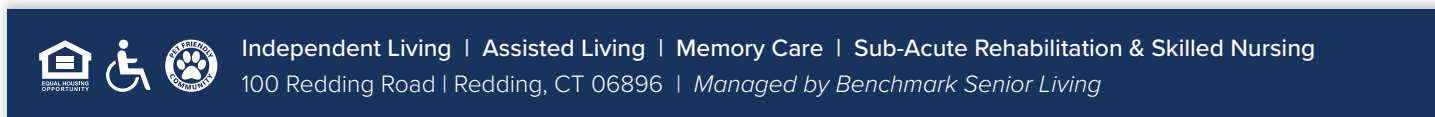
05.25

### Print Advertising Footer

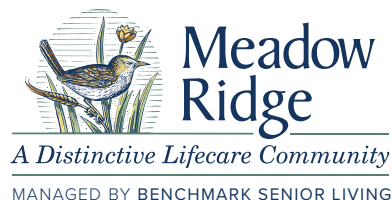
**(Fig. 1)** Lockup with service line and “Managed by Benchmark Senior Living” management company line.

Always add “Managed by Benchmark Senior Living” line TO ALL materials that use the standard logo. If space does not allow, use alternate logo that incorporates the management company line as in **(Fig. 2)** below.

**(Fig. 1)**



**(Fig. 2)**





## Voice & Tone

Meadow Ridge is a distinctive Lifecare community in Redding, CT.

The tone is inviting, creating a sense of community and belonging. Use sophisticated yet warm language.

## Copy Guidelines

- No Oxford commas.
- Refer to as “community” or “campus” but never “facility.”
- Use “apartment home,” not “apartment” or “unit,”
- Lifecare is written as one word with a lower-case “c”. Lifecare can only be associated with “care” not “healthcare.”
- Write as lower-case for “continuing care retirement communities” and upper-case for “CCRC.”
- Care types are always initial capped—Independent Living, Assisted Living, Memory Care, Skilled-Nursing, Respite Care, Sub-Acute Rehabilitation.
- Always refer to staff/employees as “associates,” except for Memory care as “care partners.”

## Design Elements

Examples of graphic elements for general Meadow Ridge branding.

## Photography

When selecting photography for Meadow Ridge include clean compositions, and natural, unforced situations. If the primary focus is Independent Living, use engaging, active lifestyle photos. Wide or low angle shots are ideal to show the vastness of Meadow Ridge. Below are some examples of preferred image selections.



Vast shots



Subjects in foreground and background



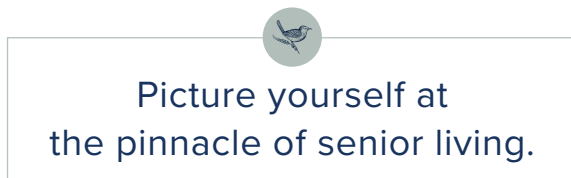
Active and friendly residents



Brightly lit apartment homes

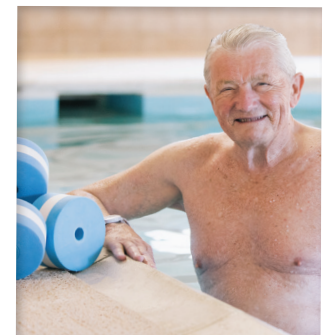
## Headlines

Print ad headlines can be treated like the example below. This allows the headline to be placed on an image and still be legible. It



## Polaroid Frames

Polaroid frame pictures are ideal for collateral that have resident testimonials or if captions are needed.



Resident John S. enjoying our heated indoor pool.

## Textured Background

A soft textured paper background can be used in Meadow Ridge collateral and print ads. This adds some depth and dimension.

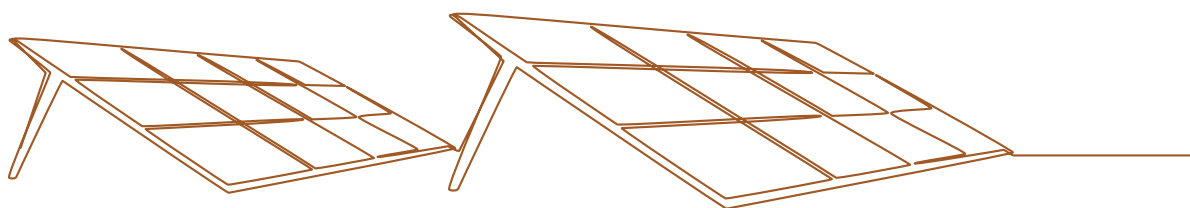


## Design Elements

Examples of graphic elements for general Meadow Ridge branding.

## Illustration Elements

The Meadow Ridge brand is distinctive and welcoming, with hand-drawn illustrations adding warmth and a personal touch. Blades of grass from the logo can be used as standalone elements to enhance brand materials while reinforcing a connection to nature. These organic shapes should be natural, elegant, and intentionally placed to complement other design elements.





# Ridge Crest Guidelines



The Ridge Crest logo is to be used on all materials and advertising specific to Ridge Crest. This may be used in conjunction to the Meadow Ridge logo. Just be sure to allow for clear space around each logo.

## Accent Colors

Pantone 578 Green is the primary color for the Ridge Crest brand, highlighting Sub-Acute Rehabilitation and Skilled Nursing. Pantone 1205 Yellow is used to highlight the Assisted Living and Mind & Memory Care offerings.



## Icon Usage

When using stats, use icons from Streamline Regular ([www.streamlinehq.com](http://www.streamlinehq.com)). CMYK value should be set to C:42 M:6 Y:50 K:0



## Bird Icons



**Sub-Acute Rehabilitation & Skilled Nursing**  
PANTONE 578  
C:30 M:3 Y:50 K:0  
80% tint

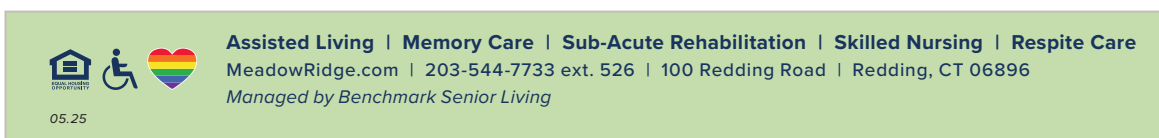


**Assisted Living & Memory Care**  
PANTONE 1205  
C:3 M:10 Y:53 K:0

## Footer Lock Up

Below is an example of how the footer icons should look with accompanying Ridge Crest address and information. The icons are set to PMS 534C and the “heart” icon in full color. A date stamp is to be applied on all inserts and collateral to indicate the last modified date. This is set to month and year. Ex., 05.25.

Footers should be placed on all Ridge Crest sales material collateral.



## Photography

When selecting photography for Ridge Crest, include clean compositions, and natural, unforced situations.



Candid Care



Close-ups



Rehabilitation



Renovated Spaces

## Design Elements

Examples of graphic elements for Ridge Crest.

STAT



**14%**

likely to receive more therapy  
specific to their individual needs

QUOTE

“

*My father-in-law was a resident for short term rehab. I was very impressed with the care and services he received. Staff was very attentive, physical therapy gave him is strength back. Food was excellent. Nothing but praise for Ridge Crest at Meadow Ridge.*

—CJ

”

WAVE



# Benchmark Color Guidelines

## Benchmark Corporate Color Palette

The following colors are specified in the **Benchmark Brand Guide** dated February 2025.

### Brand Color Palette

<b>Navy Blue</b>  #083449 R8 G52 B73	<b>Warm Green</b>  #3b5b1d R59 G91 B29	<b>Sky Blue</b>  #c4dce8 R196 G220 B232	<b>Cool Gray</b>  #f1f2f2 R241 G242 B242
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### Employer Brand

<b>Light Green</b>  #d9eab2 R217 G234 B178
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### Mind & Memory Care

<b>Lavender</b>  #e2cbf7 R226 G203 B247
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These colors are rooted in the blues and greens of our original brand palette, now refined to include both dark and light shades for added visual contrast and depth. We've introduced a touch of lavender to soften the palette and bring warmth to the identity. Lavender represents Mind & Memory Care. Employer brand emphasizes use of light green.

### Tertiary Colors

<b>Black</b>  #000000 R0 G0 B0	<b>White</b>  #ffffff R255 G255 B255
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