WESLEY WOODS

IDENTITY STANDARDS

With ten communities throughout North Georgia, establishing a strong visual identity is crucial to communicating that we are all part of the same family. Below are the logos, marks, colors and fonts that make up Wesley Woods look and feel. There is a lot of freedom in the way in which these can be used. If you have any questions or would like help with the design of your piece, PLEASE contact J.D. Fite, Director of Marketing & Public Relations, jd.fite@wesleywoods .org 404 973 7804.

COLORS

PMS 280
100C 85M 0Y 39K (CMYK)
012169 (HEX)

PMS 2995
79C 3M 0Y 0K (CMYK)
00A9E0 (HEX)

PMS 130
0C 32M 100Y 0K (CMYK)
F2A900 (HEX)

PMS 376
48C 0M 100Y 1K (CMYK)
84BD00 (HEX)

PMS WARM RED
0C 83M 81Y 0K (CMYK)
F9423A (HEX)

PMS GRAY 9
40C 40M 42Y 19K (CMYK)
83786F (HEX)

FONTS

For all official documents or materials going to more than 300 people please use the official fonts Gotham and Goudy Old Style. (Contact the corporate office to get a license.) For all other uses the alternative fonts, Trebuchet and Times New Roman, can be used. These fonts can typically found on your computer.

OFFICIAL
SAN SERIF: GOTHAM
SERIF: GOUDY OLD STYLE

ALTERNATIVE
SAN SERIF: TREBUCHET
SERIF: TIMES NEW ROMAN

LOGO VARIATIONS

WESLEY WOODS
SENIOR LIVING

WESLEY WOODS
FOUNDATION

WESLEY WOODS
of ATLANTA
ASBURY HARRIS EPWORTH TOWERS

WESLEY WOODS
of ATLANTA
BRANAN TOWERS

WESLEY WOODS
of AUGUSTA
ST. JOHN TOWERS

WESLEY WOODS
of ATHENS
TALMAGE TERRACE | LANIER GARDENS

WESLEY WOODS
of BLAIRSVILLE
BRANAN LODGE | SIMPSON ESTATES

WESLEY WOODS
of NEWNAN

WESLEY WOODS
TOWERS

MARKS

DOVE

FREE BIRD

LOGO COLOR VARIATIONS

The two color or a black and white logo should be used for most applications, however, there are times when a reversed out white or reversed out white/light blue version should be used such as when on a dark background.

When working in MS Word a .png version of the logo will allow you to place a reversed out logo on a dark background.

WESLEY WOODS
SENIOR LIVING

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SENIOR LIVING

TAGLINE

The tagline "Inspired Living" should ONLY be used in conjunction with the logo and not by itself.

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Inspired Living