

WELCOMEHOME

# BRAND GUIDELINES



# TABLE OF CONTENTS

# BRAND ESSENCE

These brand guidelines will help you correctly present the Welcome Home brand in a wide range of media and applications. It provides direction for both written and visual content that will unify communications and establish trust with our audience.

## WHO WE ARE

Our brand personality helps shape the way people see WelcomeHome and what they can expect when interacting with us. Our unique traits can be expressed in both visual and written communications. Examples will be provided throughout this guideline.

### WelcomeHome brand personality and tone of voice:

<b>Experienced</b> Helpful guide. Professional and knowledgeable.	<b>Human</b> Genuine. Not overwhelming with too many technical terms or overused marketing phrases.
<b>Supportive</b> Approachable using inclusive language "We.. and Let us.."	<b>Direct</b> Succinct and to the point, but not too brief or "phrasy" - which could undermine credibility.

## WHAT WE STAND FOR

Our mission and core values are fundamental to all aspects of WelcomeHome engagement and are critical to our culture and success.

**WelcomeHome Mission**

We partner with senior living operators to implement a CRM solution that's easy to use so they can work more efficiently, experience increased occupancy, and achieve greater operational success.

**WelcomeHome Core Values**

<b>Listen</b> ... to our clients ... to our competitors ... to the market	<b>Care</b> ... about each other ... about our users ... about their success	<b>Commit</b> ... to make things better
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# BRAND MESSAGING

The senior living landscape is large and often crowded with many brands and messages designed to reach our audience. It is important we understand their pain points and communicate in a way that stands out.

## HOW WE TALK ABOUT OURSELVES

The content on this page can be used in messaging and marketing to reach our audience in real and meaningful way.

### ***Understanding their Challenges***

“Senior living operators and their communities face unique business challenges and have limited technology solutions designed to help them achieve their goals, leaving operators feeling unsupported, frustrated and having to use complicated tools that don’t work or have the desired impact.”

### ***WelcomeHome Solution***

“WelcomeHome brings technology expertise and a vision for supporting senior living operators by creating a CRM solution that’s easy to use and gives operators powerful customization capability to work more efficiently and gain valuable insights—driving increased occupancy and helping communities reach greater operational success.

WelcomeHome aims to see their customers succeed by assigning a customer success manager who will provide: a smooth data transition experience, comprehensive training, customization, ongoing support, and insights into community growth with industry benchmark reporting.”

# BRAND TALKING POINTS

The following pages serve as content to be used for marketing purposes. It outlines three key characteristics that describe the benefits of WelcomeHome products and services with proof points that can be used as supporting messaging.



Characteristics that describe the benefits of WelcomeHome products and services.

## USER FRIENDLY

- WelcomeHome is a clean, easy-to-use CRM interface designed specifically for senior living operators, that allows you to work more efficiently, so you can better connect with your customers.
- Connect more quickly and grow customer relationships faster with key automation technology including call recording, texting, emailing, bulk emailing, ZOOM integration.
- Easily create and share standard or customized reports tailored to your communities needs. Build a unified selling process that allows you to act on insights, increasing occupancy.
- Conveniently access accurate, real-time information through a fully functional WelcomeHome app designed for Android and iPhone devices.
- Seamlessly integrate your data and communicate bidirectionally with any automation partner you currently use or prefer.

Example of a user-friendly proof point:

**WelcomeHome is an intuitive and seamless senior living CRM experience that allows you to better connect with customers.**

# BRAND TALKING POINTS

## CUSTOMER-CENTRIC

- We work closely with you and your vendors to ensure a seamless and efficient data transfer experience, alleviating concerns about interrupted work time during on boarding.
- Our flexibility gives us the ability to customize our systems and create automations to meet your specific community needs.
- Our customer service success managers provide ongoing training and support to ensure community-wide adoption and high-level user engagement.
- Included in our CRM services are annual executive business reviews that measure your community data against current industry benchmarks to gain valuable business insights.

Example of a customer-centric proof point:

**WelcomeHome provides the most comprehensive customer service so you can feel confident in transitions, integration, and adoption with access to unlimited training and resources.**

## EXPERIENCED

- WelcomeHome CRM is founded on experienced, technical expertise and created specifically for operators in the senior living industry.
- We elevate the senior living CRM experience by continuing to listen to our customers and the industry.
- We share our knowledge by providing sales and marketing webinars from leading experts in the senior living industry.
- WelcomeHome helps buyers navigate the senior living CRM market through ongoing education on best practices and solutions.

Example of experience proof point:

**WelcomeHome builds on our senior living CRM knowledge and experience by continually listening to our customers and the industry, elevating the senior living CRM experience.**

# BRAND TAGLINE

## TAGLINE

Our tagline is an external expression of our purpose. It highlights our key differentiator and how we can make our customers lives better.

### Using the tagline:

- Utilize our tagline consistently and often – increases audience recognition in a crowded and competitive space.
- Tagline can be used as a headline or subhead in introducing content or if space is limited.
- Tagline can be used as a sign-off on all or most communication pieces. Examples in layout can be found on pgs 22–26.

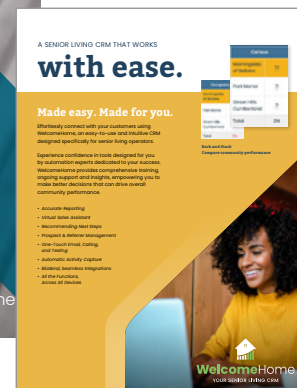
WelcomeHome tagline

## Made easy. Made for you.

Example of tagline used as a headline



Example of tagline used as a subhead



# BRAND ELEMENTS LOGO

The WelcomeHome logo is the flagship of our brand. Its correct and consistent use is vital to audience recognition and visibility in the market.

## ELEMENTS AND FORMAT

The logo is comprised of the WelcomeHome logotype and a home-graph symbol. The placement and size relationship of the logotype and symbol should stay locked together as illustrated.

Keep the WelcomeHome logo clear of other graphics to maximize its visual impact.

## CLEAR SPACE

Keep the WelcomeHome logo clear of other graphics to maximize its visual impact. Use the recommended “clear space” to separate the logo from any other elements on the page, such as headlines, text, or imagery.





# BRAND ELEMENTS LOGO

## DESCRIPTOR

A descriptor is a statement or set of terms that quickly and clearly communicates what a brand does or offers, and is visually tied to the logo. Descriptors may include compelling language to further differentiate or resonate with an audience.

WelcomeHome draws on its unique commitment to customer service and customization capability in their descriptor language.

### Using the descriptor:

- The descriptor should not appear on its own without the context of the logo, causing confusion.
- Use the provided artwork files for the descriptor and do not attempt to create it on your own. See page 11 for acceptable usage.



# BRAND ELEMENTS LOGO

## ACCEPTED COLOR VARIATIONS

Our logo is available in two different reproductions: full-color (preferred) and a one-color solid.

- Choose the full-color WelcomeHome logo whenever possible.
- Use the reversed version of the full-color logo on dark backgrounds.
- One-color WelcomeHome logos should only be used when reproduction situations prohibit the use of the full-color version.
- **Use provided files or request them. Do not under any circumstance recreate the logo.**
- **Horizontal formats and variations are available as well.**



Full-color



One-color reversed



Full-color reversed

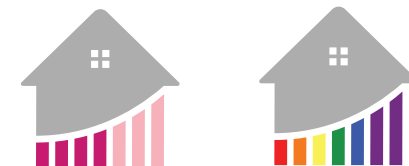


One-color black

## COLOR EXCEPTIONS

Aside from the approved brand colors shown above, WelcomeHome does allow logo colors to be altered in recognition and support of causes (see examples to the right).

**Contact WelcomeHome for these unique logo files and consult WelcomeHome before using. Do not attempt to create these on your own.**



# BRAND ELEMENTS LOGO

## UNACCEPTABLE USES

To ensure brand recognition and consistency, never modify the WelcomeHome logo in any way. Do not distort, re-color, or stylize the logo; and do not separate or re-size its elements.



Do not scale different components of the logo



Do not add a drop shadow or graphic effects to the logo



Ensure the logo can be read against color backgrounds. For example, use reverse version in this case



Ensure the logo can be read on any background



Do not alter the colors of the logo. See logo color exceptions on pg 10



Do not use one solid color other than approved one color option on pg 10



Do not change the logo type. Contact WelcomeHome if a new logo is needed to represent an entity



Do not alter the placement of the tagline or show the logo type without the icon

# BRAND ELEMENTS PALETTE

## OUR COLORS REFLECT WHO WE ARE

The WelcomeHome color palette conveys the flexibility, expertise and creativity we bring to our partner relationships. Maintaining the consistency in the appearance of WelcomeHome colors across all media helps in strengthening the brand.

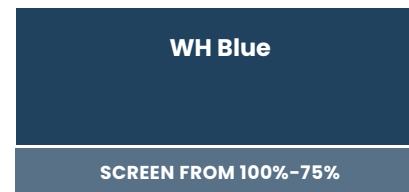
**Primary colors** are derived from the logo and can be used equally across communications and mediums.

**Accent colors** can be used equally across the brand but must be used in conjunction with one of the primary colors and should not be used entirely on their own.

### PRIMARY PALETTE



**RGB: 132 / 195 / 97**  
Hex #: 84C361  
Pantone 368 C/U  
CMYK: 53 / 0 / 85 / 0

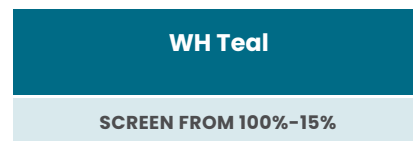


**RGB: 32 / 66 / 95**  
Hex #: 1f425f  
Pantone 7694 C/U  
CMYK: 93 / 72 / 40 / 28

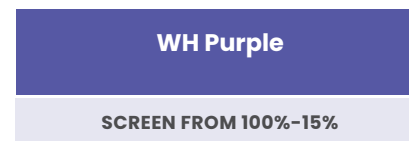


**RGB: 173 / 173 / 173**  
Hex #: adadad  
Pantone Cool Gray 6 C/U  
CMYK: 33 / 27 / 27 / 0

### ACCENT PALETTE



**RGB: 0 / 107 / 134**  
Hex #: 006b85  
Pantone 7707 C/U  
CMYK: 91 / 48 / 35 / 10



**RGB: 86 / 88 / 164**  
Hex #: 84C361  
Pantone 368 C/U  
CMYK: 53 / 0 / 85 / 0



**RGB: 234 / 182 / 69**  
Hex #: eab645  
Pantone 142 C/U  
CMYK: 8 / 29 / 85 / 0

# BRAND ELEMENTS GRADIENTS

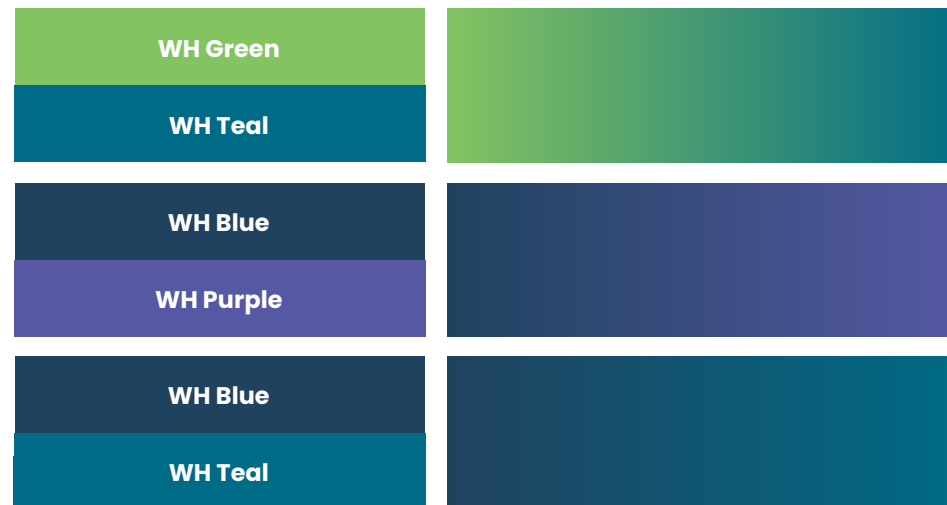
## GRADIENTS

- For use with the Angle element or icons only.
- Use sparingly.
- Use only the approved and do not create new ones.
- If a new one needs to be created it must contain a primary color.

**See examples in layout on pgs 22–26**

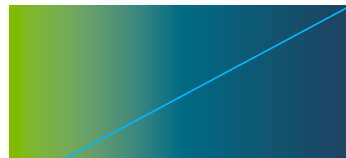
**See examples in iconography on pg 20**

### ACCEPTABLE GRADIENTS

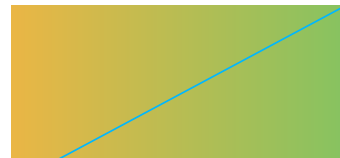


### UNACCEPTABLE GRADIENTS

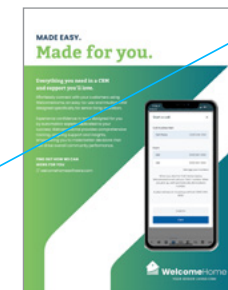
Do not use three colors



Do not create new gradients



Do not use gradients in layouts with large areas of text



# BRAND ELEMENTS TYPOGRAPHY

Typefaces, also referred to as fonts, when used correctly and consistently, are another powerful way of expressing our brand personality. Their styling help to convey the tone of the brand but also require a great attention to detail.

## TYPEFACES

Poppins is the primary typeface for WelcomeHome. It is an approachable and easily readable typeface with many faces for flexibility of use and longevity of the brand.

**Primary typeface** Should be used most often as its the most flexible and has high readability. Take advantage of many different styles to create new styles and organize content.

**Accent typeface** Because it's more stylized in nature, use sparingly and as a complement to the primary typeface. Only small phrases and short paragraphs should be set in this typeface.

### PRIMARY TYPEFACE

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Poppins Light  
*Poppins Light Italic*  
Poppins Regular  
*Poppins Italic*  
Poppins Medium  
*Poppins Medium Italic*  
Poppins Semi Bold  
*Poppins Semi Bold Italic*  
Poppins Bold  
*Poppins Bold Italic*  
Poppins Extra Bold  
Poppins Extra Bold Italic

### ACCENT TYPEFACE

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Bitter OTF Regular  
*Bitter OTF Italic*  
**Bitter OTF Bold**  
***Bitter OTF Bold Italic***  
**Bitter OTF Black**

# BRAND ELEMENTS TYPOGRAPHY

## TYPOGRAPHIC STYLES

Examples on this page utilize the primary color palette which is preferred. Using other colors can be acceptable on a limited basis.

Exploring additional styles is acceptable, however these are preferred for continuity.

### **Alternate fonts: Poppins**

*Poppins is not available select an alternate font that most closely resembles the Poppins, open-face, sans-serif style.*

### **Alternate fonts: Bitter OTF**

*Poppins is not available select an alternate font that most closely resembles the Poppins, open-face, sans-serif style.*

**See more examples on pgs 22-26**

## POPPINS STYLES

---

Headline 1  
**Headline 2**  
**Headline 3**

### **SUBHEAD 1**

### **SUBHEAD 2**

SUBHEAD 3

Subhead 4

### EYE BROW 1

*Call out 1*

***Call out 2***

Body copy 1

## BITTER OTF STYLES

---

**Headline 1**  
**Headline 2**  
**Headline 3**

### **Subhead 1**

### **Subhead 2**

SUBHEAD 3

Subhead 4

*Call out 1*

***Call out 2***

# BRAND ELEMENTS ANGLE PROFILE

## THE ANGLE PROFILE

The WelcomeHome Angle is a signature element of our design system. It's a simplified profile of the home in our logo that represents the place where our partners experience all the benefits of partnering with WelcomeHome.

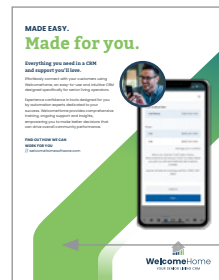
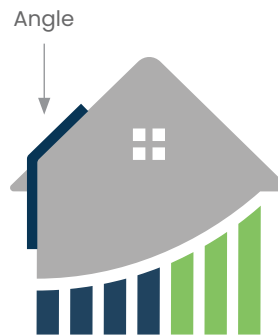
### Angle Origin

The angle is unique to WelcomeHome and a flexible layout component used to organize content, add interest and reinforce our brand and its promise.

### Angle Usage

Because the Angle derives from our logo it is important that it stays true to its original shape. **Note acceptable and unacceptable usage.**

## ANGLE PROFILE ORIGIN AND USAGE



Angle Example in design.

### Vertical Angles



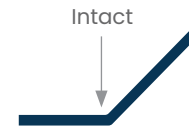
### Horizontal Angles Downward



### Horizontal Angles Upward

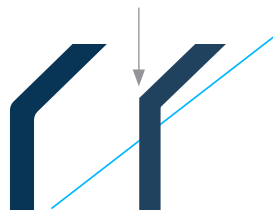


Extending Angles  
Acceptable in layout as long as the angle degree remains intact

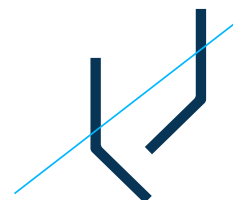


## ANGLE PROFILE DO-NOTS

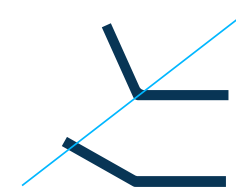
Angle should not have sharp edges



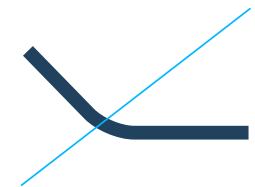
Do not flip the Angles to point downward



Do not widen or shorten the Angle



Do not soften or round the corner of the Angle





# BRAND ELEMENTS ANGLE PROFILE

## Angle Styles

There are many layout opportunities to explore with the Angle element. This will help the brand stay fresh and have longevity.

## Angle Styles in Layout

Primary colors are recommended for use with Angles but are not mandatory as long as a primary color is visible somewhere in layout.

**See more examples on pgs 22-26**

## ANGLE STYLES

Solid



Solid



Gradient



Transparent

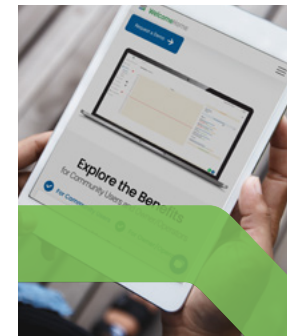


Photo Container  
with Accent

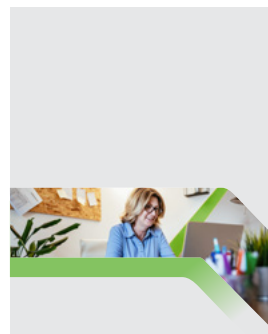
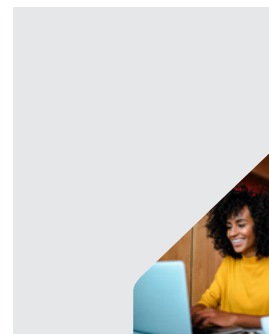
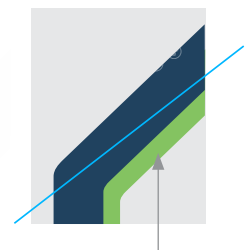


Photo Container



With Accent



Accents should not be solid. They should vignette

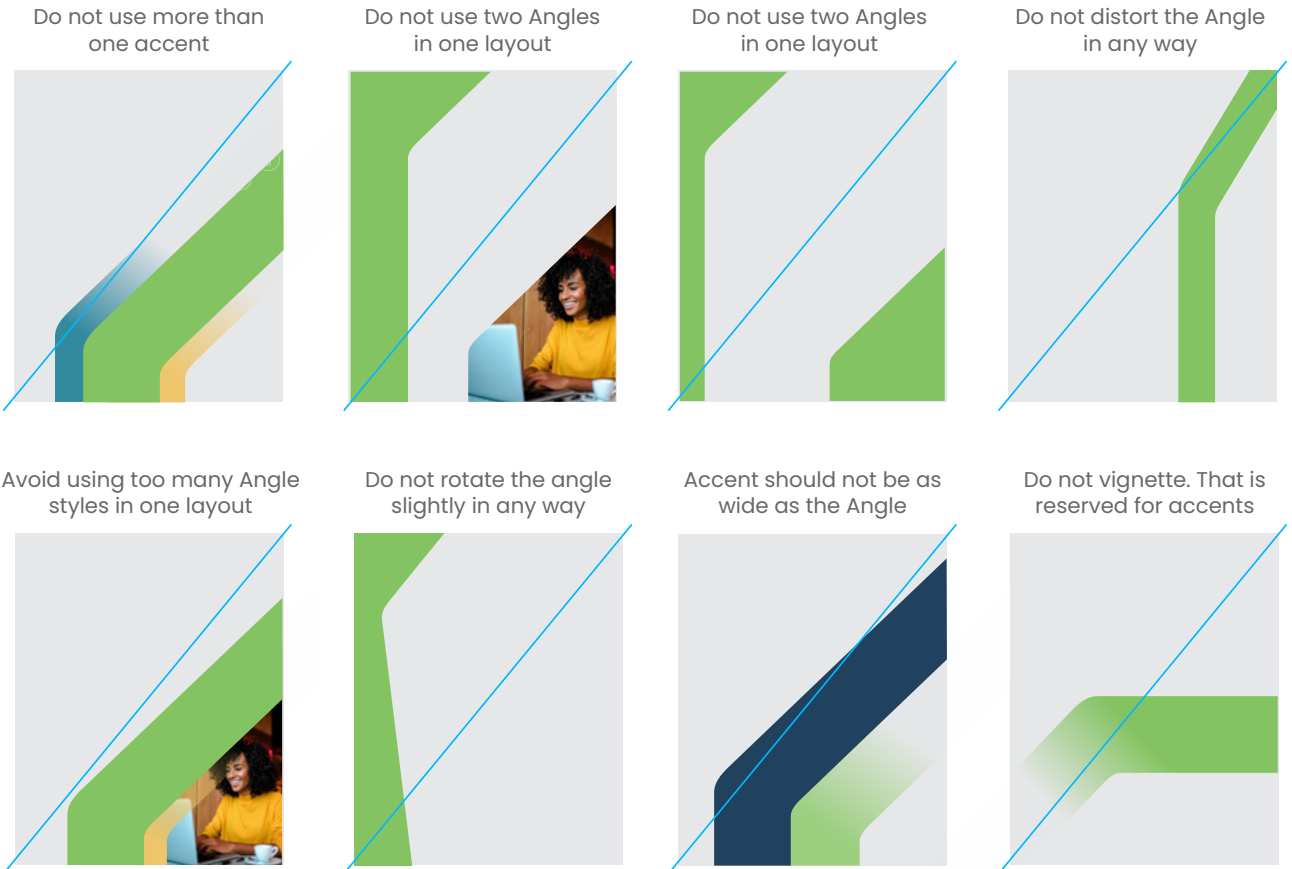
*Angle usage is not required in all layouts, however utilize them as much as possible to build and increase brand recognition.*

# BRAND ELEMENTS ANGLE PROFILE

## Angle Do-Nots

The Angle component gives us many layout and design options, however, there are things to consider when working with this element so as to not overdo it and clutter the layout or go against the brand.

## ANGLE STYLES TO AVOID



# BRAND ELEMENTS CIRCULAR FRAMES

## Photos within Circular Frames

Circular frames are effective in layouts that are angular in nature. They stand out and help to call special attention to our customers, our services or key content in layout.

## Circular Frames in Layout

The circular framing should be done sparingly in layout. To the right are examples of frames and how they are used in layout.

See more examples on pgs 22-26

## CIRCULAR FRAME USAGE

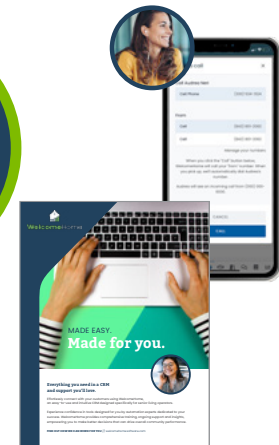
Featuring our customers or team members



Featuring our services



Featuring key content



## CIRCULAR FRAME DO-NOTS

No gradient



No gradient that makes the circle dimensional



Avoid showing large landscapes or rooms



Do not use circles as the main focal point in layout



# BRAND ELEMENTS ICONOGRAPHY

## ICONOGRAPHY

These sets of precise and simple icons provide “quick read” elements that convey ideas and benefits, but do not represent specific products or services.

Icons can be contained within a circle or independent of a shape.

Icons utilize an outline style rather than being solid in nature, however some solid areas are acceptable in the gradient icons.

Icons can be utilized all of the colors in the WelcomeHome palette, however the dominant colors should be one of the primary palette colors.

The examples to the right are approved styles. See WelcomeHome for iconography art files before creating new ones.

**See more examples on pgs 22-26**

## ICONS USING GRADIENTS

Acceptable within or without a circle



## ICONS USING FLAT COLOR

Recommended within a circle



## ICONS DO-NOTS

Do not use solid shapes or thick borders



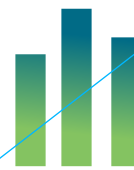
Do not use secondary colors only



Do not use overly thick lines



Do not use a gradient throughout



Do not use overly detailed illustration or dimensionality



# BRAND ELEMENTS PHOTOGRAPHY

## PHOTOGRAPHY

Photography is one of the most powerful ways to present the essence of the WelcomeHome brand:

### Photography Considerations:

- Primary photography should center on our users first and their clients second if necessary.
- Seek photography that utilizes similar colors to our palette creating a more thoughtful and cohesive layout.
- Set in natural lighting that supports authenticity and building trust.
- Highlight software and technology on devices against white backgrounds for simplicity.
- Show genuine engagement highlighting the emotional benefits of partnering with WelcomeHome.
- Try a unique perspective creating added visual interest (ie. from above).
- Utilize selective focus and tighter cropping of screen interaction highlighting ease of use.

**See more examples on pgs 22–26**

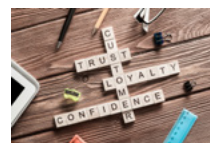
## SERVICE AND RELATIONSHIPS



## TECHNOLOGY AND SOFTWARE



## UNACCEPTABLE PHOTOGRAPHY STYLES



Avoid contrived or metaphorical imagery that undermines authenticity



Avoid highly photoshopped or extreme tones in imagery with complicated overlays

# BRAND EXAMPLES IN USE

## PRINT ADS



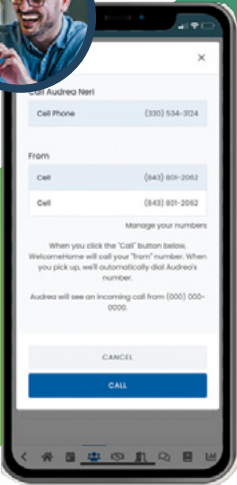

**MADE EASY.**  
**Made for you.**

**Everything you need in a CRM and support you'll love.**

Effortlessly connect with your customers using WelcomeHome, an easy-to-use and intuitive CRM designed specifically for senior living operators.

Experience confidence in tools designed for you by automation experts dedicated to your success. WelcomeHome provides comprehensive training, ongoing support and insights, empowering you to make better decisions that can drive overall community performance.

**FIND OUT HOW WE CAN WORK FOR YOU**  
[// welcomehomesoftware.com](http://welcomehomesoftware.com)





**MADE EASY.**  
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**Everything you need in a CRM and support you'll love.**

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**FIND OUT HOW WE CAN WORK FOR YOU** [// welcomehomesoftware.com](http://welcomehomesoftware.com)






# BRAND EXAMPLES IN USE

## DIGITAL VIDEO CARD

**Thank you!**

We enjoyed meeting with you [Client Name]!


[VIEW MESSAGE](#)




MADE EASY. MADE FOR YOU. [welcomehomesoftware.com](http://welcomehomesoftware.com)

**Thanks for the Time!**

Exp confidence in tools designed for senior living operators by software experts who understand your challenges and are dedicated to your success.



Find out more: [michael.moye@welcomehomesoftware.com](mailto:michael.moye@welcomehomesoftware.com)



MADE EASY. MADE FOR YOU. [welcomehomesoftware.com](http://welcomehomesoftware.com)

**Everything you need in a CRM and support you'll love.**

- Work more efficiently with key automations including: call recording, texting, emailing, bulk emailing and ZOOM integration.
- Ensure community-wide adoption with an assigned customer service success manager who will provide ongoing training and support.
- Access accurate, real-time information from any device including a fully functional WelcomeHome app.
- Gain valuable business insights with annual executive business reviews that measure your community data against current industry benchmarks.
- Experience a seamless transfer and integration of your data bidirectionally with any automation partner you currently use or prefer.



## DIGITAL PRESENTATION

MADE EASY.



**Made for you.**

Explore the Benefits



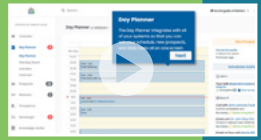


**Designed for you.**

Effortlessly connect with your customers using WelcomeHome, an easy-to-use and intuitive CRM designed specifically for senior living operators.

**See the difference.**


Experience confidence in tools designed for you by software experts in senior living who understand the challenges and are dedicated to your success.


**Everything you need in a CRM and support you'll love.**

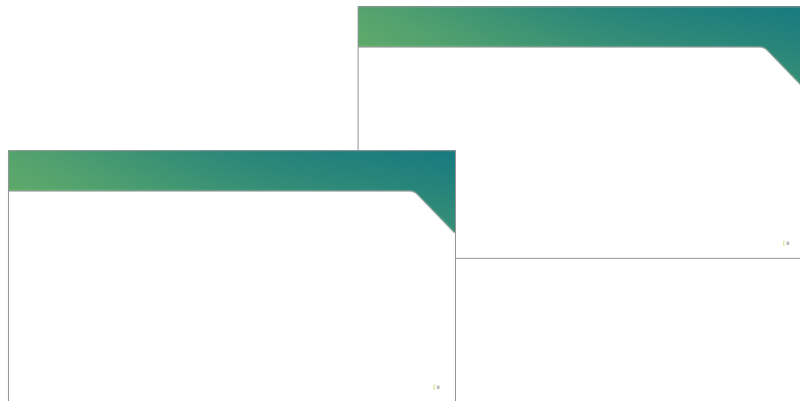
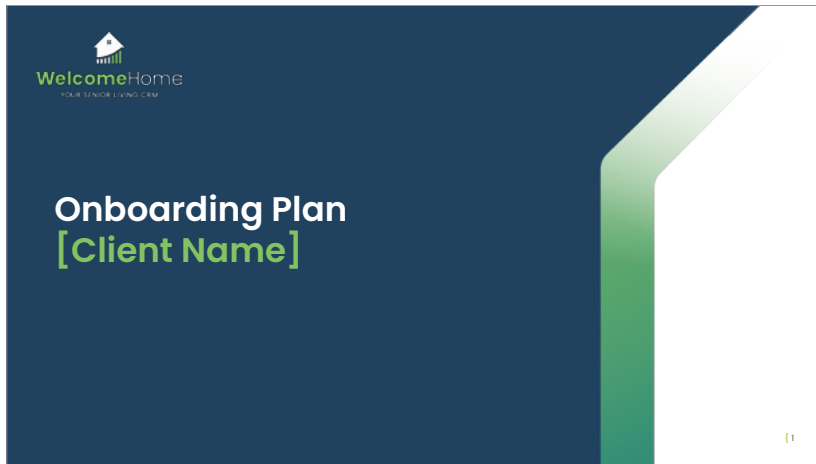
WelcomeHome provides comprehensive training, ongoing support and insights that empower you to make better decisions, driving overall user adoption and community performance. Find out how we can work for you // [welcomehomesoftware.com](http://welcomehomesoftware.com).

- COMPREHENSIVE TRAINING
- 24 HOURS SUPPORT
- VALUABLE INSIGHTS



# BRAND EXAMPLES IN USE

## PPT/GOOGLE SLIDES



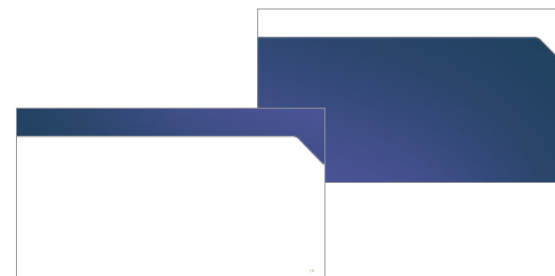
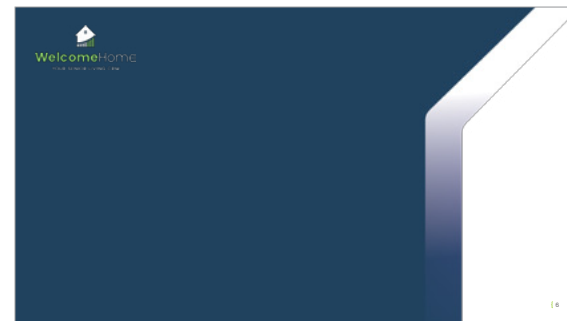
Slide 4: AGENDA. A list of items: WelcomeHome Team & Client Introductions, Timeline and Key dates, Configuration Review and Deliverables Needed, Integrations, Training Breakdown, Post Training Resources, Next Steps.

Slide 5: COLLECT AND SEND DELIVERABLES. Content includes: Week One/Two, Community Information (name, address, phone number), Account Settings (WelcomeHome will provide our default settings to be edited by the <client> team), Message Templates (WelcomeHome will provide default message templates to be edited by the <client> team). A small '5' is in the bottom right corner.

Slide 6: Arbor Benchmark Metrics 01/22. A bar chart titled 'Inquiry to Tour 2022 YTD' comparing Arbor and Market performance from January to June. The chart shows Arbor consistently higher than the Market.

Month	Arbor	Market
January	20%	15%
February	20%	15%
March	20%	15%
April	20%	15%
May	20%	15%
June	20%	15%

A small '6' is in the bottom right corner of the chart slide.





# BRAND EXAMPLES IN USE

## SUPPORT MATERIALS

EVERYTHING YOU NEED IN A CRM AND

### support you'll love



Connect more quickly and grow customer relationships with ease using a CRM designed for you by senior living software experts.

- Real-Time, Up-To-Date, Accurate Reporting
- Virtual Sales Assistant
- Recommending Next Steps
- Prospect & Referrer Management
- One-Touch Email, Calling, and Texting
- Automatic Activity Capture
- Bilateral, Seamless Integrations
- All the Functions, Across All Devices

Experience confidence in WelcomeHome's comprehensive training, customization, ongoing support, and industry insights.

- Seamless and efficient data transfer experience
- Dedicated Customer Success Manager providing ongoing training and support to ensure community-wide adoption
- Annual executive business reviews that measure your community data against current industry benchmarks

**12%** OCCUPANCY GAIN in initial year.

**6+** HOURS SAVED per user per week.

**MADE EASY. MADE FOR YOU.**  
// [welcomehomesoftware.com](http://welcomehomesoftware.com)



A SENIOR LIVING CRM THAT WORKS

## with ease.

**Made easy. Made for you.**


Effortlessly connect with your customers using WelcomeHome, an easy-to-use and intuitive CRM designed specifically for senior living operators.

Experience confidence in tools designed for you by automation experts dedicated to your success. WelcomeHome provides comprehensive training, ongoing support and insights, empowering you to make better decisions that can drive overall community performance.

- Accurate Reporting
- Virtual Sales Assistant
- Recommending Next Steps
- Prospect & Referrer Management
- One-Touch Email, Calling, and Texting
- Automatic Activity Capture
- Bilateral, Seamless Integrations
- All the Functions, Across All Devices

Census	
Morningside of Belleaire	72
Park Manor	71
Green Hills Cumberland	71
<b>Total</b>	<b>214</b>

Back and Stack  
Compare community performance



**WelcomeHome**  
YOUR SENIOR LIVING CRM

# BRAND EXAMPLES IN USE

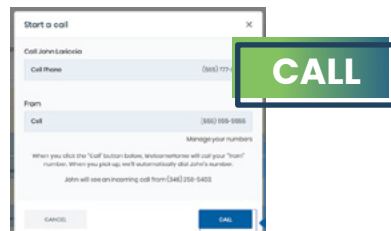
## ICONS IN USE

Effortlessly connect with your customers using WelcomeHome, an easy-to-use and intuitive CRM designed specifically for senior living operators.

### Better connect Use our virtual sales assistant

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[FIND OUT MORE](#)



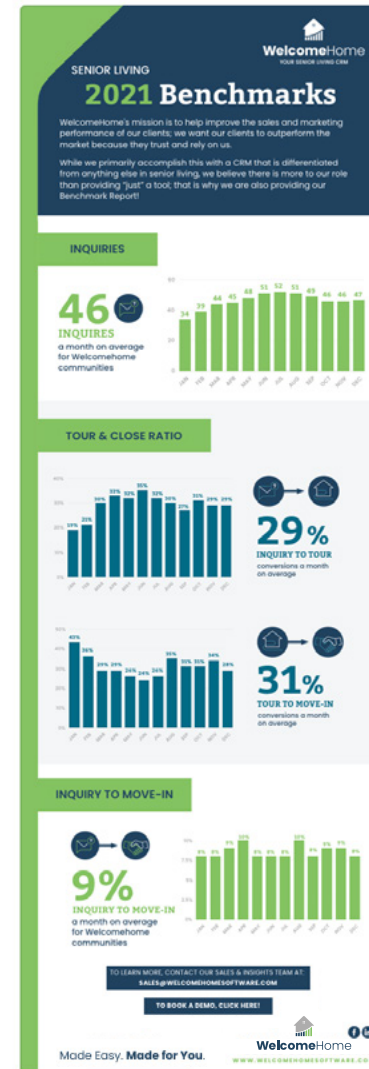
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## Community Performance

### Rack and stack

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# CONTACT

File requests and questions about the WelcomeHome brand and this guidelines contact:

## **Marketing Department**

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**VP of Marketing**

Main: 800-980-8661