



The future of care.  
The comfort of home.

# Brand Guidelines

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# 01 Introduction to Our Brand

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# What Is a Brand?

**Our brand** \_\_\_\_\_ is more than our logo. It is our identity. It is the set of distinctive ideas and impressions, emotions and expressions that represent VNS Health and by which we are recognized.

**Our brand** \_\_\_\_\_ creates and strengthens meaningful and clear connections with team members and the communities and individuals we serve.

**Our brand** \_\_\_\_\_ demonstrates our values, mission, and vision to the world, answering the questions of “who are we?” and “what do we do?” and most importantly, “why?”

## Our Journey

# As VNS Health, we are unified as one organization and one team with one mission.

Throughout our history, we have led the way as a pioneer in home and community health care, following in the footsteps of our founder, Lillian Wald. Since 1893, we have consistently stepped up to meet new challenges by creating accessible programs, services, and health plans.

Together we've applied our expertise, compassion, and commitment to provide and manage care for millions of individuals who want to live, age, and heal comfortably at home and in their community, surrounded by their loved ones.

As we look forward to our future and the future of a simpler and more caring health care system—we see clearly how we can play

a vital role. We will build on our legacy as a trusted organization of caregivers by **expanding** the reach and scope of our services to **simplify** the health care experience and **improve** the health of millions of individuals in New York and beyond.

**As VNS Health**, we meet people where they are, so that they may live their best lives in their homes and communities, where they belong.

**As VNS Health**, we represent our full range of health services and solutions in a way that is **simple to understand, easy to access**, and **meaningful** for our diverse patients, members, partners, and neighbors.

**We are, proudly and boldly, VNS Health.**

# Our Core Values

Our Core Values guide everything we do at **VNS Health**. They unify all team members around a set of shared principles and behaviors.

As a system, each of the Core Values serves to support and challenge the others. They hold our work together in balance and flow.

Within our organization, the Core Values enable greater cohesion and effectiveness, and empower all of us to make independent day-to-day decisions. Externally, they help us to carry out and express our mission, ensuring a connective, consistent brand experience at every point of interaction with those we serve.



## Brand Name

For over a century, our organization has expanded and evolved. Our new name, VNS Health, builds on our legacy while uniting us under the umbrella of “health.”

We have brought together insights from diverse teams across the organization to unify and strengthen our brand in order to more clearly communicate who we are and what we do, and to make our health care experience simple for everyone.

**As VNS Health,** all of our team members share a common mission. We provide a consistent and caring home- and community-based health care experience for all of our patients, clients, and members. The brand name reinforces our commitment to compassionate care across the full range of our services, solutions and health plans. It positions us to empower our community wherever they are on their health journey, today and in the future.

# Brand Architecture

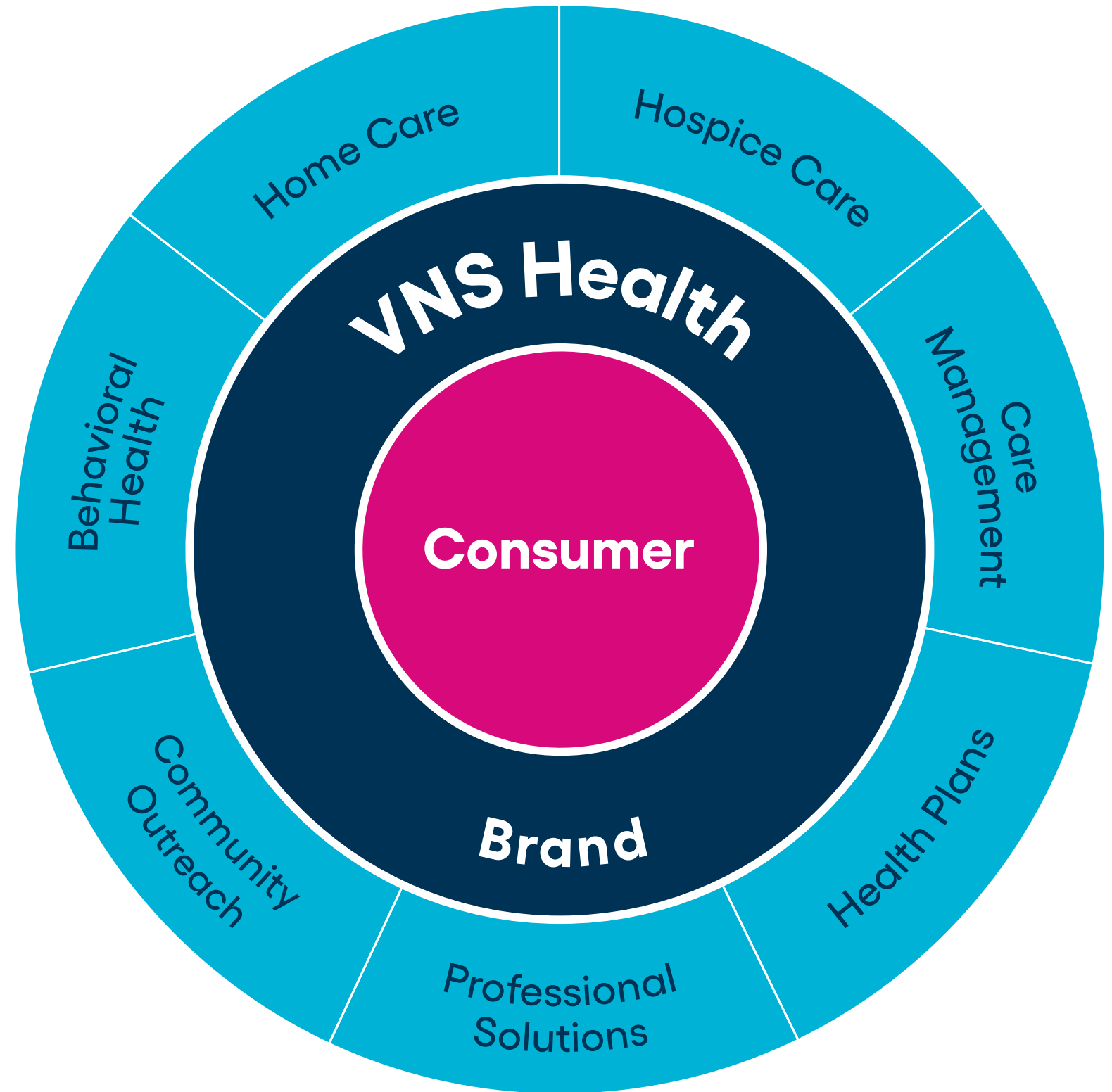
Our new brand comes with a new brand architecture that illustrates the relationship of all our services, programs, and product names in clear terms. It represents the full spectrum of VNS Health as simply as possible, reducing complexity and confusion by using descriptive names that are easier to understand. Our new brand architecture enables us to communicate consistently and clearly to all, using the same language internally and externally.

**Brand Name**

VNS Health

**Team Names**

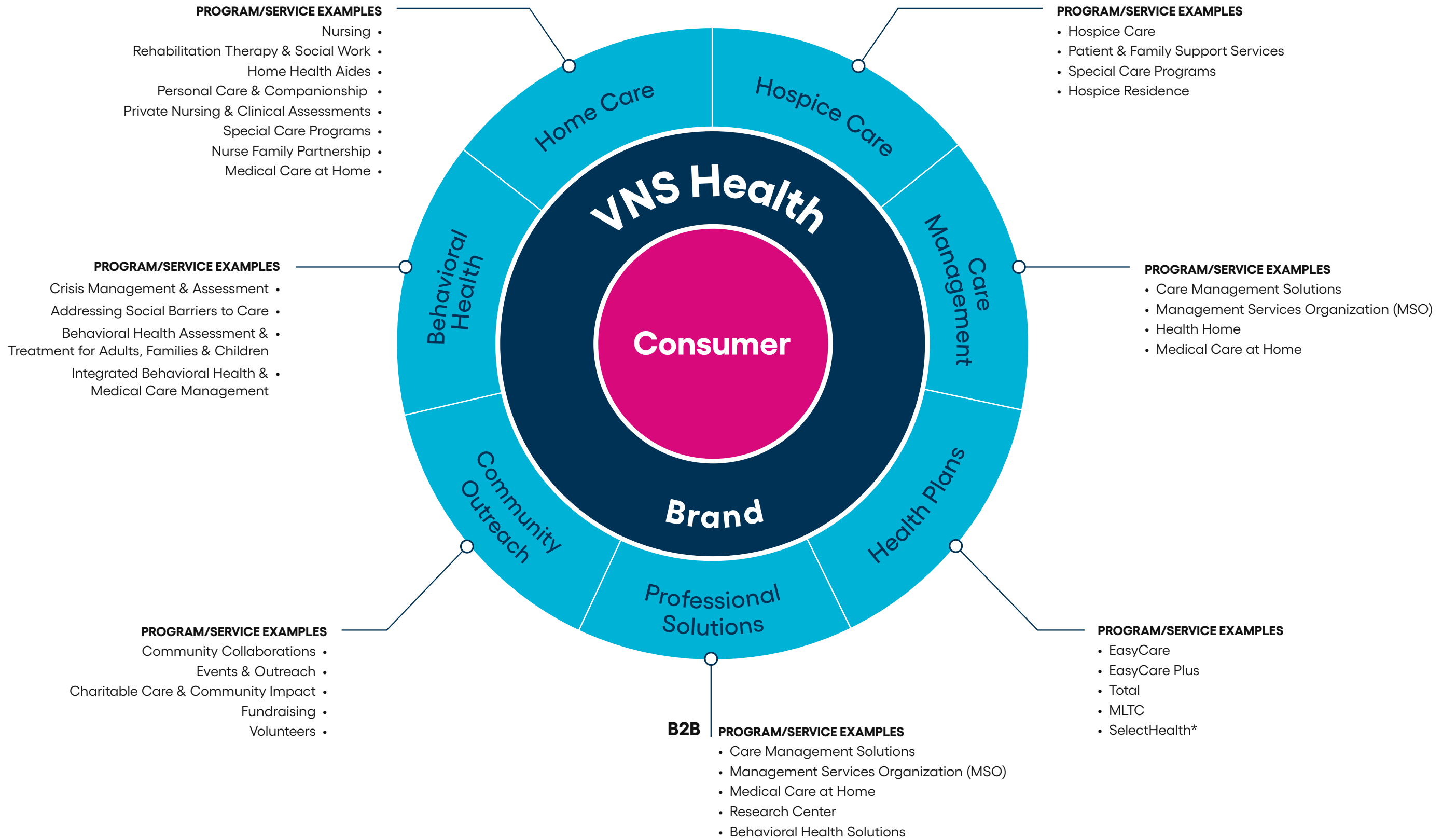
- Home Care
- Hospice Care
- Care Management
- Health Plans
- Professional Solutions
- Community Outreach
- Behavioral Health





# Brand Architecture with Program & Service Examples

Illustrative purpose only



\*To be treated separately/does not fall within the brand guidelines

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# Messaging

Our brand has a special way of speaking, a tone, and a set of language and messaging standards that tell our unique story and express our singular voice.



## Our verbal identity

defines how our brand sounds and what it says.



## Our visual identity

defines how our brand looks.

## Personality & Tone of Voice

Our brand's personality and voice are the **translation of our Core Values into guidance** for use by marketing and communications professionals inside and outside of the organization.

**This guidance shapes the voice, images, and style of the brand.**



### Empathy

Our voice and visuals are **compassionate, caring, and welcoming.**



### Integrity

Our voice and visuals are **trustworthy, honest, and respectful.**



### Agility

Our voice and visuals are **forward thinking, collaborative, and flexible.**

## Elevator Pitch

The paragraph below clearly and concisely articulates what we do and how we do it. It conveys essential information and evokes emotion about our organization.

VNS Health helps you live, age, and heal well where you feel most comfortable—in your own home, connected to your family and community. Wherever you are on your health journey, we will be there to guide you through.

Innovating in health care since 1893, our compassionate and trusted teams are always by your side with a full spectrum of accessible, affordable services, solutions, and health plans. From care management to community outreach; from nursing to behavioral health; from home care to hospice; VNS Health empowers you with the all-embracing care and support you deserve.

## Tagline

Our tagline is our essential promise to those we serve. These memorable and inspiring words instill VNS Health's distinctive value.

The future  
of care.

**The future of care. The comfort of home.**

The comfort  
of home.

# Tagline Usage

## USAGE

The tagline can appear on our website homepage, social media, donor communications, and campaigns, as well as collateral. We include the tagline whenever we can for external audiences.

## RULES

- The tagline should be typeset in Gellix Bold.
- The color of the tagline should be dark blue or knockout white.
- The tagline can be used as single or stacked lines.
- When using the stacked tagline, be sure to break each phrase onto its own line.

# The future of care. The comfort of home.

Forward-thinking  
and leadership

Care is still a  
central focus

Familiarity  
and closeness

Single Line

**The future of care. The comfort of home.**

Stacked Centered

**The future of care.  
The comfort of home.**

Stacked Left Aligned

**The future of care.  
The comfort of home.**

Stacked Right Aligned

**The future of care.  
The comfort of home.**

## Tagline & Logo Relationships

The tagline is a standalone element and not associated with the logo. For use with the logo, follow the clear space rules when placing the tagline underneath or alongside the logo.

### RULES

- The tagline should be typeset in Gellix Bold.
- The color of the tagline should be dark blue or knockout white.
- The tagline can be used as single or stacked lines.



The future of care. The comfort of home.



The future of care.  
The comfort of home.



The future of care. The comfort of home.



The future of care.  
The comfort of home.



# General Language Rules & Guidelines

Our choice of words tells the world who we are and what we stand for as an organization.

As one team, we strengthen our brand and our mission by communicating consistently and with simplicity. These rules and guidelines are meant to help us all communicate better as VNS Health.

## We should always refer to the organization as “VNS Health.”

- Do not shorten the name to “VNS.”
- VNS Health is not an acronym and should not be expressed as “Visiting Nurse Service”
- Do not continue to use the names “VNSNY” or “the Visiting Nurse Service of New York.”
- Do not translate “VNS Health” when developing materials in languages other than English.
- “VNS Health” should always be on a single line and not allowed to wrap onto separate lines.

## We use the pronoun “we” for the organization (rather than “they” or “it”).

### We are:

- A nonprofit organization (rather than an agency, business, enterprise, or corporation)
  - This supports our mission
- A team (rather than a business unit)
  - We are all part of one organization and one team
- Team members (rather than staff)
  - Highlights a sense of shared purpose and equal contribution
  - Where appropriate, may use “colleague” and “employee”
  - Where appropriate, may use “frontline team member”

## We use “people/individuals” and/or “patients/members” for those we serve and “partners” for those with whom we do business.

- The people who use our services are our consumers; they are patients, clients, members and their families.
- The organizations we do business with, including those we buy services from, are our partners; they are our vendors, customers, donors, and referral partners.

## In our writing, we use:

- Simple language and sentence structure.
- An active, conversational voice.
- The guide of a 7th grade reading level or follow specific health plan guidelines as appropriate.
- “Health care” as two words for all VNS Health copy across the board.

## We use [vnshealth.org](https://vnshealth.org) for our website address or URL.

# Guiding Principles for Writing Copy

Our audiences want to get information quickly and easily. Therefore, information about VNS Health, no matter who the audience is, needs to be:

## **Simple to understand.**

Health care is complex and our audiences often face situations that increase that complexity. We need to provide clear information, organized in a way that makes sense to them.

- Use plain language and short, direct sentences. Avoid jargon, marketing speak, and branded or industry terms. Limit details. Tell users just what they need to know using bulleted lists whenever possible.

## **Easy to access.**

Patients, caregivers, plan members, and their families need to easily understand how VNS Health can help at any given time. We need to make it easy for professionals and business partners to access services for their patients and plan members.

- Organize content so that users can easily scan to find the information they need, with opportunities to learn more. Provide calls to action, and additionally in digital contexts, quick links and search functionality for task-focused users.

## **Meaningful for those we serve.**

Our patients, plan members, providers, and partners should feel that we understand their needs and can offer the right solutions.

- People engage with our content because they want to learn something or complete a specific task. Before you start writing, ask yourself these questions: Who is going to read this information? Why do they want it? What do they need to know when they finish reading it?
- Include strong calls to action and call out information relevant to the reader's needs

# 03 Visual Identity

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# Logo

Our logo is composed of the icon and the VNS Health logotype. The logo's ideal presentation is atop VNS Health dark blue, as part of our brand legacy of over 125 years.



Bright, bold colors create a sense of positivity, vitality, and empathy that is carried throughout the brand identity.



This icon conveys VNS Health's continuum of care. Its balance and rotational symmetry reinforce that our organization is aligned in fulfilling our mission together.

# VNS Health

The 'V' symbolizes connectedness with those we serve. The surrounding elements represent our people-centered and community-based spectrum of services.

Clean, modern typography reflects our expertise, quality, and professionalism. Its rounded letterforms echo the circularity of the icon.

## Primary Logo

The primary VNS Health logo creates an emotional connection with those we serve and our team members who wear it proudly and work to ensure our mission is fulfilled.

Composed of the icon and the VNS Health logotype, we most often use it in our three colors of cyan, magenta, and dark blue.

When on a dark blue background or white background, the three-color version of our logo is preferred. When these versions are not options, we use the white reverse logo on alternative colors or backgrounds.



# Logo Variations

The **Horizontal Logo** is our primary lockup and should be used consistently on all materials.

Minimum size for print: 1.5" wide

Minimum size for digital: 200px wide

The **Stacked Logo** is for instances in which the horizontal logos do not fit in the space allotted. These will most likely occur in digital application to display a logo within small formats or social profiles.

Minimum size for print: 1" wide

Minimum size for digital: 140px wide

## VNS Health Logo



Use inverted color version whenever possible on top of VNS Health dark blue.

Use color version whenever possible on light backgrounds.

## Stacked VNS Health Logo



Stacked logos are used in cases the primary logo cannot be used due to size constraints.

## Favicons/App Icons



Use the icon when designing favicons and application icons.

Refer to pg 23 for acceptable color variations.



Use of the stacked logo should be limited to online usage such as banner ads and mobile ads.

### NOTE:

All logo files for both print and digital in all color formats are available for download from VNS Health.

## Logo Usage on Color

Color versions of the logo should always be on the dark blue, white, or light tinted backgrounds.

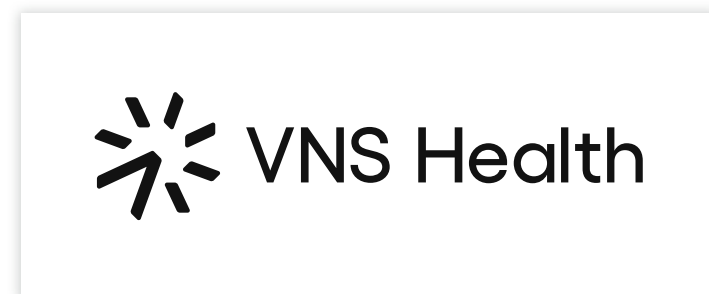


Reverse or white logos should be used on any other background color. Whenever possible, use colors from our color palette.



One color dark blue logo. For use where only one color is allowed.

Black logo. For use where only black and white is allowed.



# Logo Clear Space

Clear space is the spacing maintained around the logo. No other graphics or text should infringe on this dedicated space.

The minimum required clear space is defined by the measurement “X” (equal to the height of the uppercase letters, known as the “cap height”). The clear space width is equal to the height.

The minimum space is measured by the cap height of the logotype.





# Logo Usage on Photos

✔ OK Use

✘ Do Not



Always use the white logo on backgrounds with enough contrast for legibility.

✔ OK Use

✘ Do Not



The inverted logo can be used on photography with darker tone, ensuring legibility. Do not attempt to use the full-color logo on top of imagery.

✔ OK Use

✘ Do Not



Apply darker overlay to images to ensure sufficient contrast.

✔ OK Use

✘ Do Not



Try to avoid logo placement on imagery that is too busy

## Logo Misuse

Misrepresenting our logo can confuse and detract from our message. For consistency across our organization and partners, please use restraint when applying our logo and take care to avoid some common mistakes.

✓ CORRECT LOGO



**Do not** change the color of the logo.



**Do not** apply drop shadow to the logo.



**Do not** stretch or distort the logo.



**Do not** recreate the logo using any other typeface.



**Do not** outline the logo or put any other special effects on the mark.



**Do not** change the logo proportions.



**Do not** change the transparency of the logo.



**Do not** rotate any part of the logo.



**Do not** translate the logo when developing materials in languages other than English.

# Primary Color System

**A unique color system sets us apart and helps VNS Health to stand out in a crowded health care market.**

- A narrow primary color palette is easy to manage, holds together across diverse applications, and creates cohesiveness.
- The inclusion of accent colors allows for sufficient variety when needed.
- This palette pairs well with the tagline message and adds dynamism and optimism to the icon in the logo.

CMYK, RGB, and HEX values in the Brand Guideline have been assigned according to the PANTONE COATED COLOR BRIDGE book.

**PRINT PRODUCTION NOTE:**

When converting colors for print materials on uncoated paper, the PANTONE UNCOATED COLOR BRIDGE values are also acceptable if they are a better color match.

**Dark Blue**

**Blue Cyan**

**Magenta**

**White**

**Black**

# Color Palette

# Primary

Pantone 541C  
Pantone 541U

**CMYK** C 100 M 58 Y 9 K 46  
**RGB** R 0 G 60 B 113  
**HEX** #003C71

Dark Blue

Pantone 306C  
Pantone 306U

**CMYK** C 75 M 0 Y 5 K 0  
**RGB** R 0 G 181 B 226  
**HEX** #00B5E2

Blue Cyan

Pantone 226C  
Pantone 226U

**CMYK** C 0 M 100 Y 0 K 0  
**RGB** R 229 G 0 B 126  
**HEX** #E5007E

Magenta

Black is to be used on any body copy for digital and print collateral.

Pantone Process Black

**CMYK**  
C 0 M 0 Y 0 K 100

**RGB**  
R 0 G 0 B 0

**HEX**  
#000000

# Black

White

# Accent

Pantone 7466C  
Pantone 7466U

**CMYK**  
C 86 M 0 Y 32 K 0

**RGB**  
R 0 G 176 B 185

**HEX**  
#00B0B9

Teal

Pantone 376C  
Pantone 375U

**CMYK**  
C 54 M 0 Y 100 K 0

**RGB**  
R 132 G 189 B 0

**HEX**  
#84BD00

Green

Pantone 137C  
Pantone 123U

**CMYK**  
C 0 M 41 Y 100 K 0

**RGB**  
R 255 G 163 B 0

**HEX**  
#FFA300

Orange

Pantone 185C  
Pantone 185U

**CMYK**  
C 0 M 93 Y 79 K 0

**RGB**  
R 228 G 0 B 43

**HEX**  
#E4002B

Red

# Color Usage

When using color on a page for backgrounds and design elements, we use our dark blue as the primary color. Dark blue is also the primary color to use for typography headers and callouts.

## Use White Often

Our identity also uses a lot of white. White backgrounds and white space help keep layouts uncluttered and modern, and as a general rule, allow for the most contrast to ensure optimum legibility.

## Use Accents Minimally

We use accent colors only when additional colors are needed on supporting elements of a page. Accent colors should be used minimally in special cases like a series (i.e., brochures and ad campaigns) or illustrations or graphics (i.e., PowerPoint presentations with multiple sections) where our primary colors are already being used.

*These colors will work well together when used minimally but a designer must use their own discretion.*



## Color Tints

For flexibility, there are additional tints available for use. These tints can be used as background colors to break up areas of content in both print and digital applications.

While black is designated as a color for body text coloring only, light grey is a neutral color that works well with our primary brand colors.

10% Black

10% Magenta

10% Blue Cyan

20% Black

20% Magenta

20% Blue Cyan

# Accent Color Usage

## Rules for Use of Accent Color on External Materials

- Accent colors should always be used in the presence of the other three primary colors.
- Accent colors should not use more than 5% of the space on a piece of collateral, where primary colors are being used.
- Accent colors should never be used for text but can be used to highlight text, such as with the use of a touch bar or color bar.
- Accent colors should not be assigned to a specific group, team, program, or service within VNS Health.
- On a web page, all four accent colors can be used minimally to differentiate between groups of information or add visual interest.
- Throughout a powerpoint presentation, all four accent colors can be used minimally to differentiate between information.
- On a brochure cover, use of only one accent color is strongly preferred. Use can be more flexible on interior pages. This is most useful on the top third of the page where it would be visible in a display rack. Examples of how this could be done include:
  - Touch bar with name of program or service
  - Thin color bar at the top of the page
  - Half-circle construct

## Rules for Use of Accent Color on Internal Materials

- Accent colors can be used more liberally but only in the presence of the three primary colors.
- Minimal use of one to four accent colors can be used on the same piece of collateral to add visual interest and highlight or differentiate information.
- Accent colors should not be assigned to any specific group, team, program, or service.

## Our Services

Wherever you are on your health journey, we will be there to guide you through.

## Our Services

Wherever you are on your health journey, we will be there to guide you through.

# Accessible Color Combinations

Color use with adequate contrast is vital to accessibility. Users, including those with visual disabilities, must be able to perceive content on the page.

The visual presentation of text and images of text has a contrast ratio of at least 4.5:1, except for the following:

**Large Text:** Large-scale text and images of large-scale text have a contrast ratio of at least 3:1. Large text is defined as 14 point (typically 18px) and bold or larger, or 18 point (typically 24px) or larger.

**Incidental:** There is no contrast requirement for text or images of text that are part of an inactive user interface component; that are pure decoration; that are not visible to anyone; or that are part of a picture that contains other significant visual content.

**Logotypes:** Text that is part of a logo or brand name has no contrast requirement.

All examples shown on the right pass the contrast standards.

- These are the **ONLY** compilable text and background color combinations allowed
- Do not use text on any accent color
- Magenta text should never be placed on Dark Blue
- Dark Blue text should never be placed on Magenta

**White on dark blue**

White on dark blue

**Cyan on dark blue**

Cyan on dark blue

**Dark blue on cyan**

Dark blue on cyan

**White on magenta**

White on magenta

**Dark blue text on white**

Dark blue text on white

**Magenta on white**

Magenta on white

**Dark blue text on light grey**

Dark blue text on light grey

Black on white

Black on magenta

Black on cyan blue

Black on light grey

## Typography

Straightforward, flexible, and highly readable, the Gellix typeface is for external branding and marketing purposes, where a competitive brand is most critical and must always appear uniquely ours.

Gellix is licensed for usage for all VNS Health needs. Marketing has purchased a select number of licenses for our team members who need it. External designers can purchase Gellix license via the type foundry: [www.displaay.net/typeface/gellix/](http://www.displaay.net/typeface/gellix/)

If you require Gellix for a project, or have any questions on its use, please reach out to [rebrand@vnsny.org](mailto:rebrand@vnsny.org)

Gellix

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789 ?!@#\$%&\*

Regular

Over the top and through the roof.

*Regular Italic*

*Pansies grow out by the garden.*

Medium

Obsolete and quiet landscapes?

*Medium Italic*

*Quick rabbits get the carrots.*

**Bold**

**Picnic baskets by the oak tree.**

***Bold Italic***

***November rain catches the flurry.***

**One font, one voice**



## Typography Alternatives

### Poppins (Open source typeface)

Poppins is a free, open source typeface available to all. Team members can use Poppins for a clean, unified look across communications. It can easily be installed on your VNS Health office computer.

To download the font family, go to the Google fonts site and search for “Poppins:” <https://fonts.google.com>

For additional guidance on how to download a font family and install it on your computer, visit:

<https://www.alphr.com/download-install-google-fonts>

If you need further assistance accessing Poppins, please file a ticket with Information Technology (IT).

### Arial (System typeface)

When Gellix or Poppins is not available, use Arial, available on all Mac and PC computers.

### Poppins (Open source typeface)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789 ?!@#%&\***

Regular

Over the top and through the roof.

*Regular Italic*

*Pansies grow out by the garden.*

Medium

Obsolete and quarry pictures?

*Medium Italic*

*Quick rabbits get the carrots.*

**Bold**

**Picnic baskets by the oak tree.**

***Bold Italic***

***November rain catches the flurry.***

### Arial (System default typeface)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789 ?!@#%&\***

Regular

Over the top and through the roof.

*Regular Italic*

*Pansies grow out by the garden.*

**Bold**

**Picnic baskets by the oak tree.**

***Bold Italic***

***November rain catches the flurry.***

# Typesetting Gellix

Typeset all headline text and paragraph text in Gellix. When using Gellix, always typeset with optical kerning, set the tracking to 0, and set in title case or sentence case (as determined by the content). Do not set in all caps or all lowercase.

Exact point sizes and leading should be adapted to individual materials and layouts. General proportions and weights should be kept intact.

## Health plan specific materials:

Health plan consumer materials require a minimum 12-point font for all information, including disclaimers.

Headline 1  
Gellix Bold, 36/38  
Dark Blue

Headline 2  
Gellix Bold, 24/28  
Dark Blue

Subhead 1  
Gellix Bold, 18/21  
Dark Blue

Lead-in Text  
Gellix Medium, 14/18  
Dark Blue

Subhead 2  
Gellix Bold, 12/16  
Dark Blue

Body Copy  
Gellix Regular, 9/14  
Black

Pull Quote  
Gellix Medium, 15/2  
Dark Blue

Bullet List  
Gellix Regular, 9/14  
Dark Blue or Black

# VNS Health is here for you

## Care you can count on

### Commitment to the VNS Health community

VNS Health helps you live, age, and heal well where you feel most comfortable—in your own home, connected to your family and community.

### Our Services

Wherever you are on your health journey, we will be there to guide you through. Innovating in health care since 1893, our compassionate and trusted teams are always by your side with a full spectrum of accessible, affordable services, solutions, and health plans.

## VNS Health empowers you with the all-embracing care and support you deserve.

- From care management to community outreach
- From nursing to behavioral health
- From home care to hospice services

# Typesetting Poppins

Typeset all text and paragraph text in Poppins. When using Poppins always typeset it with optical kerning, set the tracking to 0, and set in title case or sentence case (as determined by the content). Do not set in all caps or all lowercase.

Exact point sizes and leading should be adapted to individual materials and layouts. General proportions and weights should be kept intact.

Headline 1  
Poppins Bold, 36/38  
Dark Blue

Headline 2  
Poppins Bold, 24/28  
Dark Blue

Subhead 1  
Poppins Bold, 18/21  
Dark Blue

Lead-in Text  
Poppins Medium, 14/18  
Dark Blue

Subhead 2  
Poppins Bold, 12/16  
Dark Blue

Body Copy  
Poppins Regular, 9/14  
Black

Pull Quote  
Poppins Medium, 15/2  
Dark Blue

Bullet List  
Poppins Regular, 9/14  
Dark Blue or Black

# VNS Health is here for you

## Care you can count on

### Commitment to the VNS Health community

VNS Health helps you live, age, and heal well where you feel most comfortable—in your own home, connected to your family and community.

#### Our Services

Wherever you are on your health journey, we will be there to guide you through. Innovating in health care since 1893, our compassionate and trusted teams are always by your side with a full spectrum of accessible, affordable services, solutions, and health plans.

VNS Health empowers you with the all-embracing care and support you deserve.

- From care management to community outreach
- From nursing to behavioral health
- From home care to hospice services

# Photography

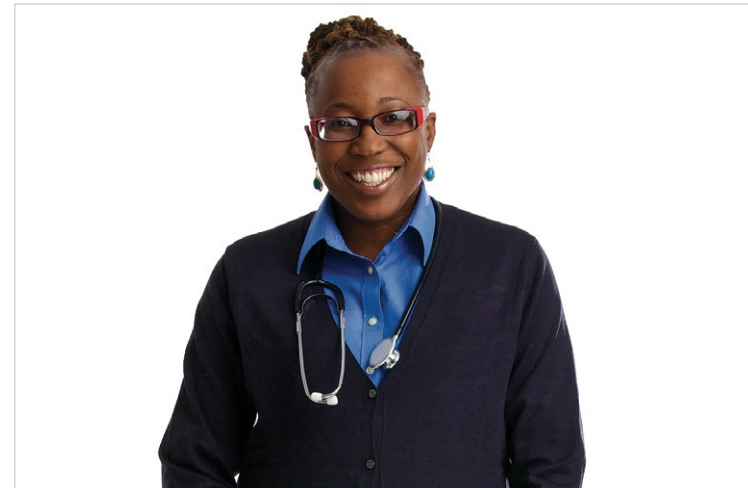
Photography is a powerful tool to establish emotional meaning and connection. It is essential that our imagery authentically reflect our work, representing our teams and those we serve in both diversity and dignity.

Uplifting and positive, photos show the intimacy and immediacy of our health care. We most often use images of caregivers in action interacting with patients and members or among their families and communities.

The primary subject(s) should be in focus and limited to 1–3 people. They do not have to be looking at the camera but should be framed naturally and closely together.

## VNS Health Photos

VNS Health has a library of owned and stock imagery available to all team members.



# 04 Design Elements

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# Circle Visuals

The circle is a strong, familiar symbol of connection and protection. Our half-circles link and join elements together to create a unified whole that encompasses and embraces.

Throughout the visual identity system, we use the circle and half-circle construct. This allows for a flexible branding environment and creative freedom to utilize these elements to create rich, vibrant pieces across all collateral and communications.



# Circle Construct

The circle construct is the main framing device for photography throughout the VNS Health brand system. The two-toned circular construct embraces and supports the photo image or subject, suggesting comfort and care.

Supports Connects Enriches



Encompasses Comforts Embraces

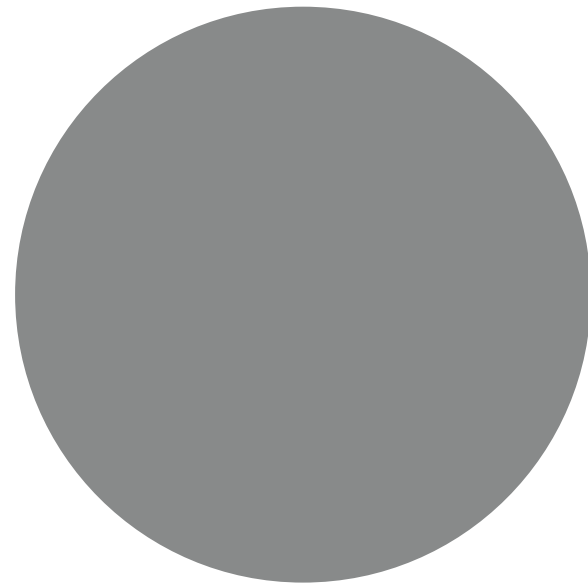
# Creating the Circle Construct

The circular construct consists of three circles. The smallest central circle is the image box that will hold imagery. To create evenly spaced outer design elements, follow our suggestions below.

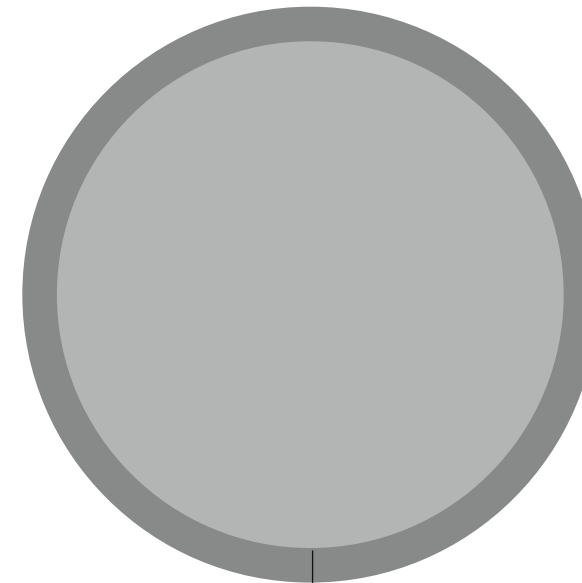
## CONSTRUCTION



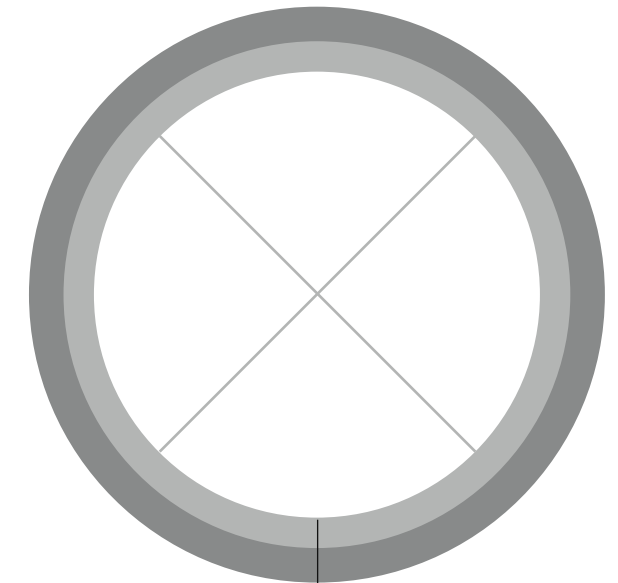
The circle and image design elements are made from three circles



Create base circle

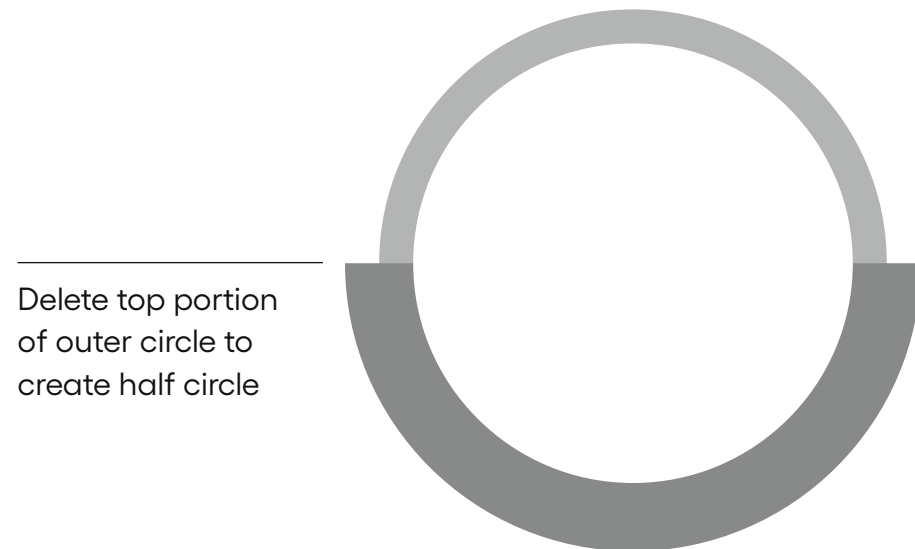


2nd circle on top and scaled 88%

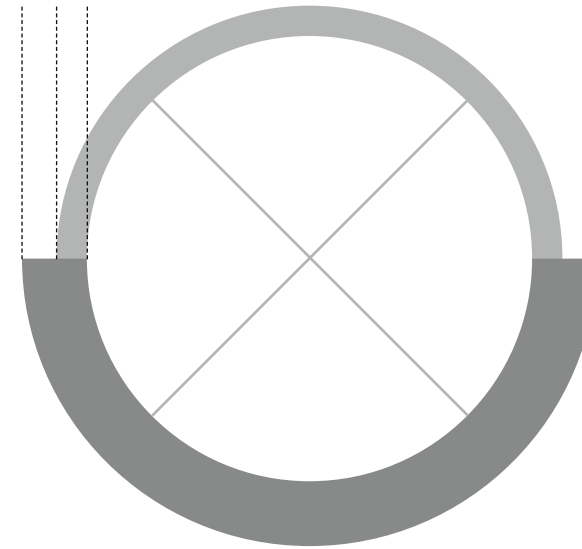


3rd circle on top and scaled 88%

This renders a secondary circle that will be slightly less than half the width of the primary circle.



Delete top portion of outer circle to create half circle





# Image Placement

Image placement within the circle construct is vital to ensure consistency across all elements of the brand. Please be sure to follow the guidance in this manual to ensure proper image placement. For additional permissible image treatments, refer to page 47: "Additional Constructs".



Keep subjects centered within circular frame



Design element turned 90°



Photo cropping is at the discretion of the designer but should ensure photo subjects are correctly framed



**DO NOT** use imagery that is zoomed in where a majority of the subjects is cut out



**DO NOT** zoom into image too much



When applicable, try to get as much of the subject matter into the framing

# Circle Construct Coloring & Orientation

**The coloring** of the circle construct is restricted to dark blue, blue cyan, and magenta. There are no restrictions on color being used on either side or top and bottom. Discretion on color choice is up to the design and layout.

**The orientation** of the circle construct is not restricted. Depending on design and layout, we allow the orientation of the circle to remain dynamic and unrestrictive.



# Color Bands & Circle Construct

Using banded color blocks along with the circular construct allows for added depth to designs and layouts and helps anchor the imagery and circular elements.



The coloring of the circle constructs along with color banding will create a large variety of design combinations, creating half circle constructs and quarter circle constructs encompassing the image.

# Color Bands & Circle Construct

Color bands should be created using dark blue along with either blue cyan, magenta or white.

Due to the flexibility of the design system, the color bands and circle constructs will offer a wide variety of color and orientation combinations.

## Vertical Color Bands

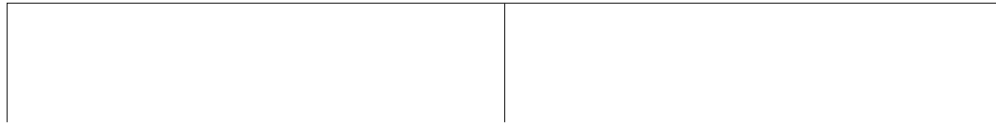


Coloring of circle construct with color bands will be dependent on visual design.

Orientation of the circle construct with color bands will be dependent on visual design.



## Horizontal Color Bands



# Color Bands & Circle Construct

## DO NOT

Do not use white in any coloring of the circular construct.



## DO NOT

Do not use accent colors in any coloring of the circular construct.  
*(Exception for specific applications for Asian market only)*



# Color Bands & Circle Construct Samples



**Compassionate,  
Comprehensive Care**

For generations, individuals have turned to VNS Health for the home care they need throughout their lives.

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## Your first choice for hospice care.

VNS Health helps you live, age, and heal well where you feel most comfortable—in your own home, connected to your family and community. Wherever you are on your health journey, we will be there to guide you through.



The future of care.  
The comfort of home.

vnshealth.org

Mockups shown only to illustrate conceptual ideas for VNS Health.

## The future of care. The comfort of home.

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[Learn More](#)



Be sure the circular elements with imagery are centered between the banding colors.



## Annual Report 2021

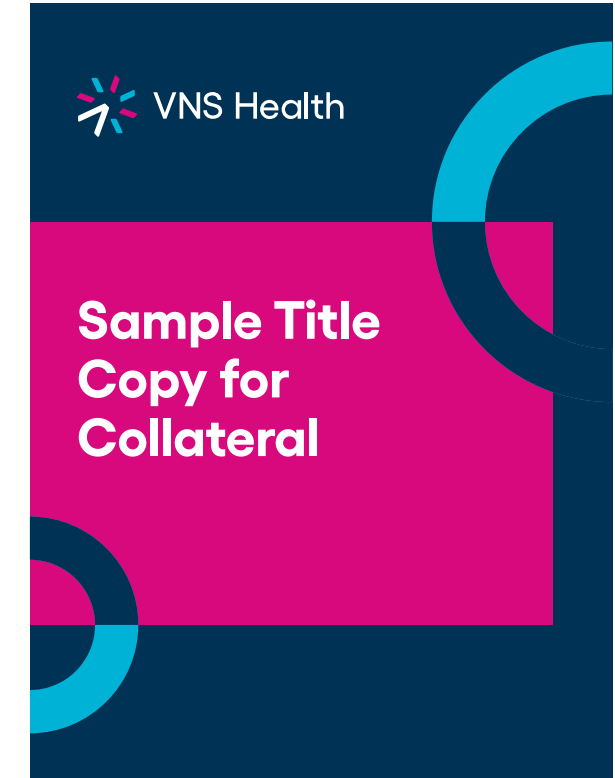
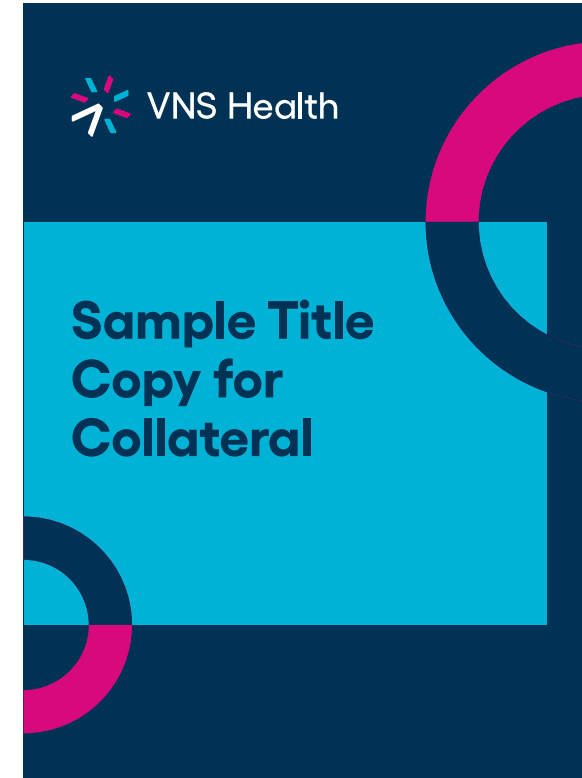
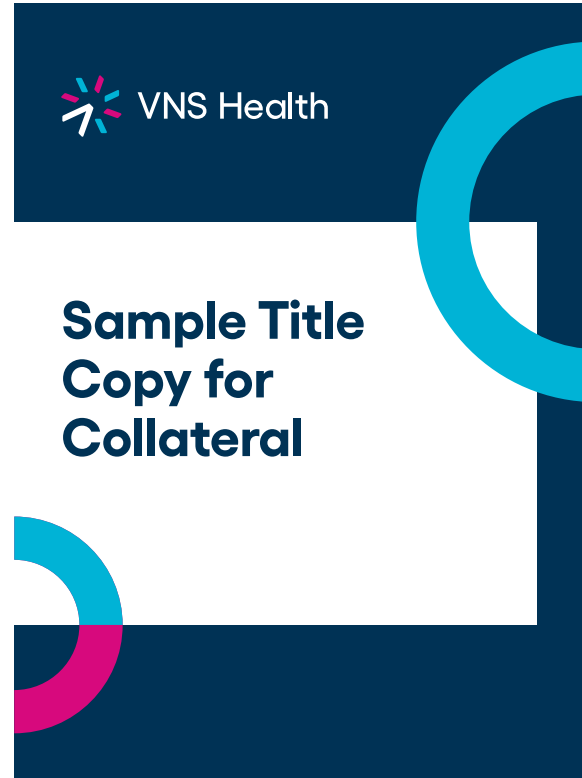


vnshealth.org

The future of care.  
The comfort of home.

# Additional Constructs

Circle constructs can be used as design elements to enhance layouts. Incorporation of these constructs allows usage of square or rectangular photography, creating more flexibility for design layouts. Half circles and quarter circles are allowed to add more color and dimension to layouts.



## Compassionate, Dedicated Expert Staff

For generations, individuals have turned to VNS Health for the home care they need throughout their lives.

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# Linking Constructs

Linking together image constructs helps anchor design elements and enhances layouts and designs.



When creating linking constructs, be sure the larger circle is duplicated at the same size and color, flipped to fit.

VNS Health

## 2021 Sample Report Title

The future of care.  
The comfort of home.

vnshealth.org

VNS Health

## Need Long Term Care?

What you need to know about integrated long-term care plans.

**What are "integrated" Medicare-Medicaid long-term care plans?**

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**Why choose an integrated plan?**

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**What benefits are covered?\***

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- Visits to doctors and specialists
- Dental
- Hospital stays
- Prescription drugs
- Transportation to medical appointments
- Long term care services, including:
  - Skilled nursing services in home
  - Rehabilitation therapies in home
  - Personal care services, like help dressing,
  - Supplies and equipment (wheelchairs, walkers)

Call Today To Learn More > 1.658.555.6598 > vnshealth.org

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