



# Caring4Cal

Accelerating Caregiver Careers in the Home & Community

## BRAND GUIDELINES 2023



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# Our Brand

## Accelerating Caregiver Careers in the Home & Community

The brand name has a number of benefits: It embodies warmth and caring for others; is memorable and fun; short and easy to use in communications; answers 'what's in it for me' for providers; is youthful and engages both new and existing home- and community-based caregivers, including these licensed or certified providers:

- Home Health Aide (HHA)
- Certified Nursing Assistant (CNA)
- Licensed Vocational Nurse (LVN)
- Registered Nurse (RN)
- Community Health Worker (CHW) in home settings
- Other — including, but not limited to — Speech, Occupational, and Physical Therapists



# Brand Promise

The Caring4Cal brand promise for both partners and providers is simple: equitable, effective, and empowering.



## Equitable

All licensed and certified providers in the home and community—and those that would like to become care providers—deserve the opportunity to grow their skills.

Caring4Cal strives to make the program accessible to all communities regardless of language, geography, sexual orientation, gender identity, race/ethnicity, etc.

## Effective

Caring4Cal provides high-quality, relevant and free training, plus incentives and personal coaching to meet care providers exactly where they are.

Whether they are considering a future career in caregiving, want to gain skills to provide better care, or would like take their career to the next level, Caring4Cal offers pathways to success.

## Empowering

Caring4Cal is here to identify the right career pathways for current providers and those interested in becoming providers in the home and community.

Caring4Cal will empower providers to provide the best care they can, so they can make the biggest difference in the lives of others.

# Brand Voice

To ensure Caring4Cal is seen as a trusted source for educational and career opportunities, the brand mirrors how providers speak about themselves by being helpful, approachable, and relatable. It is positioned as a compassionate coach that helps licensed providers in home- and community-based settings.

The Caring4Cal brand voice can be summed up with these keywords:

<b>Professional</b>	<b>Demonstrates mastery and expertise</b>
<b>Aspirational</b>	<b>Portrays caregiving in the best possible light</b>
<b>Inclusive</b>	<b>Speaks with language that considers everyone</b>
<b>Trustworthy</b>	<b>Establishes trust through clarity and consistency</b>
<b>Authentic</b>	<b>Uses plain and transparent language</b>
<b>Approachable</b>	<b>Welcomes all with an open mind and heart</b>
<b>Relatable</b>	<b>Expresses with relevant and appropriate speech</b>
<b>Compassionate</b>	<b>Is understanding and warmhearted</b>
<b>Helpful</b>	<b>Supports in a meaningful way</b>
<b>Caring</b>	<b>Shows concern for the wellbeing of others</b>



# Audience

The Caring4Cal audience is varied: from community care organizations, established training partners such as employers, healthcare systems, to diverse California youth choosing their future careers. The brand is inclusive, welcoming all.

Critical to the program's success is connecting with and engaging home- and community-based caregivers and those who are interested in becoming caregivers serving Californians in their homes and community. All are licensed or certified providers who, based on research, primarily fall into one of three personas:

It's a Calling	The Empathetic Provider	The Security Seeker
A provider that considers themselves to be 'called' as a provider. They want to be confident in their abilities to help the people they care for and enjoy their jobs.	Wants to gain skills or knowledge in order to be the best for others. More dedicated to the helping professions than Security Seekers.	They're searching for career growth, job security, financial security through building skills and self-improvement within the caregiving profession.



# Logo

The Caring4Cal logo is the most visible element of our brand identity. It is our universal signature across all media and communications.

The full-color logo with the tagline is the default version of the logo whenever space allows.

In smaller spaces and for ease of reading, the tagline may need to be removed.

To ensure the consistency of scale and proportion of the logo, please scale equally and avoid scaling horizontally or vertically.

Logo over white background



Logo over colored background



# Logo + Tagline

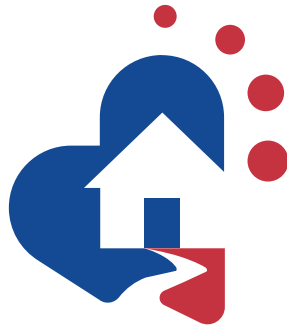
The tagline always goes under the logo, unless small spaces and readability require the tagline to be removed.





# Icon

The icon can be separated for limited use when space is at a premium (e.g., digital advertising, placements, favicon).



The Caring4Cal icon within the logo represents these elements:

## **Heart**

- Brings the caring and caregiving component
- Helping others; key motivator of many providers

## **Home**

- Program's in-home and in-community - HCBS focus

## **Pathway**

- Workforce development, career pathways

## **Bubbles**

- Acceleration, progress & growth

# Monochromatic

In some cases, a full-color logo may not be practical or possible due to printing or medium limitations. When a monochromatic logo is required, the black or white logotype must be set at 100% opacity.

Solid Black  
(when color or grayscale is not an option)



Dark Background



Solid White Background



Medium to Very Light Background  
(colors may vary)



# Proper Logo

To maximize impact and to ensure that the Caring4Cal brand is visible on all applications, the logo should be surrounded by sufficient clear space — free of type, graphics, and other visual elements.

The available space, design, medium, and visibility should determine scale and proportion.

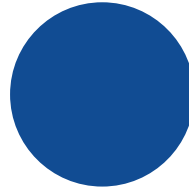


# Color Palette

Apart from the logo, color is the most recognizable element. Each color should be applied at 100% tint to preserve its impact and strength.

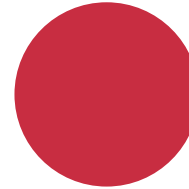
Brand colors used in all media, including TV, print, outdoor, educational materials, gear, and digital/social media must be from this color palette.

## Primary Colors



### HCAI BLUE

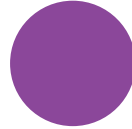
Pantone: TK  
CMYK:  
84/50/0/42  
RGB: 23/73/147  
Hex: #174993



### HCAI RED

Pantone: TK  
CMYK:  
0/76/72/30  
RGB: 197/43/51  
Hex: #b32b33

## Secondary Colors



### PURPLE

Pantone: 258  
CMYK: 8/54/0/40  
RGB: 140/71/153  
Hex: #8C4799



### TEAL

Pantone TK  
CMYK:  
48/0/11/19  
RGB:  
108/206/184  
Hex: #6CCEB8



### CALIFORNIA GOLD

Pantone 136 C  
CMYK: 0/25/85/0  
RGB: 254/195/64  
Hex: #FEC340

# Typefaces

Typography is a significant part of the Caring4Cal visual identity. The text should always appear on a white, black, or single-colored background. In addition, all materials for the brand must use the Caring4Cal font throughout the document or material.

Open Sans is the brand font.

All headlines and titles should use Open Sans Bold typeface.

Standard body copy should use the Open Sans Regular typeface.

Webfonts are Open Sans or Verdana.

Open Sans

Open Sans Bold

**AaBbCcDdEe**

**0123456789**

Open Sans Regular

AaBbCcDdEe

0123456789

# Co-branding

The Caring4Cal logo should always come first and be the larger logo with the full tagline whenever possible and legible in smaller sizes.

**Option 1 Stacked:** Caring4Cal is above and other logos are centered below. Use the stacked version of those logos if possible without taglines.

**Option 2 Horizontal:** Caring4Cal is first in a horizontal line, HCAI stacked logo is second, and then other stacked logos such as Cell-Ed and CalGrows if appropriate.

Similar to kerning, some liberty may need to be taken to balance all elements. Separate all logos with a 1 pt line or 2 spaces - more if needed.

## Option 1



## Option 2



# Imagery

Caring4Cal's imagery shows authentic and diverse people, reflecting California's inclusivity.

Portraits depict caregivers in professional medical attire in the home and community. They're shown caring and caregiving and appear aspirational, trustworthy, helpful, and friendly.

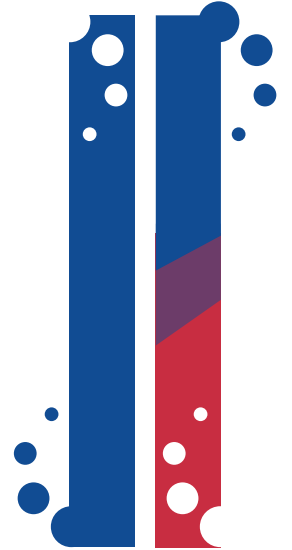
Photos are in focus and filled with the natural light of a modern and clean home or garden. Faces should be at least partially visible, engaging, and not covered with text.



# Visual Elements

These are visual elements used to complement design and photography in any medium of communication. They are used to tie back to the brand colors and visual tone, supporting brand recognition.

The graphic visualizes forward motion and acceleration of careers and personal growth.







## **Brand and Style Guide**