



Brand Guide

Our name

Founded in 1928, our organization has gone by three different names: *Pioneer Memorial Home*, *Pioneer Retirement Community* and finally, *PioneerCare*.

While the organization's legal name is Pioneer Home Inc., care should be taken to use the name PioneerCare in public references to the organization. The names Pioneer Memorial Home and Pioneer Retirement Community are retired and should no longer be used.

Each name is relevant to its time. The first honors the immigrant pioneers who settled in the area and aged here. Their generation was the first to be served by Pioneer. The name, Pioneer Retirement Community, reflected the time the organization's areas of service began to expand beyond the nursing home. PioneerCare was chosen to reflect a new era of innovation with the opening of PioneerCare Center and the introduction of services such as PioneerLink in 2011.

In referencing the organization, the name PioneerCare should be used. The shortened "Pioneer" may be used after the first reference in a communication. For example, use PioneerCare the first time you use the name in a letter and use Pioneer in additional references to the organization within the same letter.

PioneerCare's mission

To promote quality of life in a Christ-like way for those we serve by providing diverse and holistic care focusing always on individual dignity and worth.

While PioneerCare is a special ministry of the Evangelical Lutheran Church in America (ELCA), the organization serves people of all faiths and beliefs. All are welcome.

PioneerCare is a not-for-profit 510c3 organization offering short term rehabilitative therapy, long term skilled nursing care, specialized memory care, and home-based services to support independent living in the greater community.

Official corporate logos for each Pioneer entity

PioneerCare’s logo images were created in 2010 along with a name change from Pioneer Retirement Community to PioneerCare.

There are six logos representing the organization: PioneerCare, Pioneer Cottages, Pioneer Pointe, PioneerLink, PioneerKids, and PioneerCare Foundation. The PioneerCare logo may be thought of as the “umbrella” brand in addition to representation for the care center. When representing the entire organization, the PioneerCare logo should be used. Others represent their individual focus within the PioneerCare organization.

Corporate logos should be presented in black and blue whenever possible, except in the case of PioneerKids. On a darker background, logos should be presented in white. When economy is required for its application, the logo may be presented in black or grayscale. Avoid presenting the logo in other colors.

PioneerCare, Pioneer Cottages, and Pioneer Pointe each have two variants of their logos: one with the swirl on the side, and other with the swirl centered above the name. Either variant may be used depending on the space requirements of the document or other application.



PioneerCare Foundation’s legal name is Pioneer Home Foundation, but like PioneerCare, it is referred to as PioneerCare Foundation. Its logo represents the organization that builds and maintains relationships to provide financial support for the mission of PioneerCare.



Other than background color or watermark images, give the logos clearance. Use the height of the word “PIONEER” as your guide for measuring recommended clearance from other objects:



Left: logo example presented in reverse on black background.

Below: logo example presented in grayscale.



The Dragonfly logo

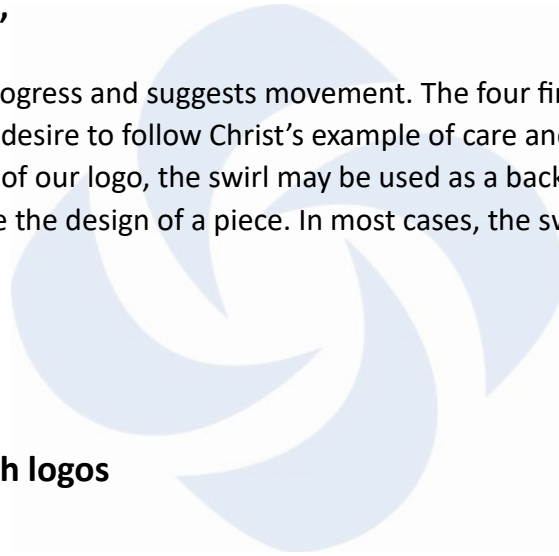
The one logo completely different from the others is the Dragonfly gift shop logo. The gift shop, operated by the PioneerCare Auxiliary, will benefit from graphic consistency by using this logo on signage, sale flyers, and online social media posts. When a project or other effort is specifically for the gift shop, the Dragonfly logo should have prominence over the PioneerCare logo – or in place of it. The dragonfly may be used without the name “Dragonfly Gift Shop” as a decorative element where appropriate and when it’s obvious in the communication that it represents the gift shop.



DRAGONFLY
GIFT SHOP

The “Pioneer Swirl”

This icon represents progress and suggests movement. The four fins of the swirl suggest a cross, symbolizing our active desire to follow Christ’s example of care and compassion. In addition to its primary use as part of our logo, the swirl may be used as a background element, like a watermark, to enhance the design of a piece. In most cases, the swirl should be screened back to 20 percent or less.



What not to do with logos

Don't:

- Use the logo in a non-official way.
- Crowd the logo. Other than background or watermark images, keep space around it on all sides. See previous page for more guidance.
- Place the logo on a busy background.
- Change spacing between the swirl and the organization name.
- Change the size of the swirl in relation to the name.
- Redraw the swirl.
- Reset the type.
- Change the logo colors, other than those identified above.
- Choose a different font for the organization name on the logo.
- Add visual effects like a drop shadow, outer glow, 3-D, or texture.
- Stretch the logo horizontally or vertically.
- Change the shape of the logo.

Collaboration and logos

Sometimes PioneerCare partners and collaborates with other organizations on sponsorships, special projects, or programming. When this is the case, please place logos as follows:

If PioneerCare is the leader or primary sponsor, the PioneerCare logo should appear in a prime position and must not be smaller than other logos. Other logos may be smaller based on contribution level. At a base level of support, an organization’s name may be listed in place of a logo.

- If all organizations are equal partners in the effort, their logos should be of similar size and appear in alphabetical order by organization name.
- If PioneerCare is not involved as an active partner or sponsor, the PioneerCare logo should not be used in relation to the project or program.
- If PioneerCare is collaborating with an organization whose brand policy conflicts with this one, the PioneerCare marketing staff may allow an exemption to PioneerCare brand policy.

Preferred corporate colors

The following colors are selected to provide visual consistency to content promoting the organization and communicating with its audiences. CMYK is used for printed content. RGB is used for digital content. Blue was selected as the main brand color for its connection with past communication tools used to represent PioneerCare. Blue also suggests feelings of calm, stability, and reliability.

Primary brand colors

CMYK: C-42 M-14 Y-0 K-33 RGB: R-64 G-136 B-172 HEX: #4088AC	CMYK: C-29 M-16 Y-0 K-60 RGB: R-27 G-60 B-101 HEX: #1B3C65	CMYK: C-61 M-21 Y-0 K-9 RGB: R-76 G-179 B-232 HEX: #4CB3E8
CMYK: C-0 M-0 Y-0 K-5 RGB: R-242 G-242 B-242 HEX: #F2F2F2	CMYK: C-100 M-50 Y-0 K-20 RGB: R-0 G-102 B-204 HEX: #0066CC	CMYK: C-0 M-2 Y-1 K-86 RGB: R-35 G-31 B-32 HEX: #231F20

Accent brand colors

CMYK: C-42 M-0 Y-39 K-32 RGB: R-65 G-173 B-73 HEX: #41AD49	CMYK: C-0 M-62 Y-73 K-27 RGB: R-186 G-27 B-0 HEX: #BA1B00	CMYK: C-0 M-25 Y-100 K-0 RGB: R-255 G-191 B-0 HEX: #FFBF00
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Preferred corporate fonts

- Open Sans is preferred for headers or body text content. (Calibri may be used if Open Sans is unavailable)
- Cambria may be used for alternate text where a more formal look is preferred.

These fonts were selected for their readability, contemporary feel, and visual compatibility with the logo. These fonts are preferred for print and digital publications – this includes email signatures, brochures, annual reports, newsletters, forms, letterhead, signage, vehicles, business cards and advertising.

Always consider readability for your intended audience. Body text size should rarely be smaller than 12-point. Consider at least 13- or 14-point for materials designed to be read by PioneerCare residents.

Body text should be presented in black on a white or very light gray background. Avoid printing body text in reverse (white on black), in low contrast, or on busy backgrounds such as a photograph. Headlines or headers may alternate in color, either in black or blue.

Any version of these fonts (bold, regular, italics, condensed, light) may be used with discretion. Avoid italics in body text unless it is used as a call-out quote in a larger font size. If italics is your best choice to set a statement apart, try using bold italics. Always consider ease of readability.

Decorative fonts may be used with extreme discretion. For example, the “Kids” in the PioneerKids logo is Curlz MT and should be reserved for that logo only.



Sometimes accent headlines are effective in a casual script style font like Freestyle Script. Never use script or other highly decorative fonts for body text.

Freestyle Script

PioneerCare’s brand standards reflect our mission and organizational culture. It shapes and defines the organization’s image to residents, visitors, community partners and stakeholders.

Consistency in messaging and branding should be applied in presentations, email signatures, reports, newsletters, and other forms of professional communication and information dissemination.

Promotional items and materials

A PioneerCare or other official corporate logo is required on all marketing materials and promotional items such as pens, mugs, hats, bags, etc. Vendors must comply with the standards for design outlined in this Brand Guide.

To ensure a crisp, clean professional image when imprinted, vector files should be given to vendors. These file formats (EPS, AI, PDF) are available here or by contacting the PioneerCare marketing office. Please contact the PioneerCare marketing office with questions regarding this process.

Branded apparel

The marketing office will work with the selected vendor to create designs for the Clothing Store. New designs must be approved by the marketing office prior to retailing in the Clothing Store. All designs should represent PioneerCare and/or individual service entities within the organization. All items sold in the Clothing Store should be worn per PioneerCare policy.

Advertising

All organizational advertising should be approved by the marketing office. This includes but is not limited to paid online and social media, radio and television, newspapers and magazines, external digital signage, billboards, banner, custom table cover, brochures, flyers, posters, directories, direct mailers, catalogs, and leaflets. Departments should provide content and creative assistance to the marketing office as needed.

Vehicles

Applying brand standards to vehicles provides the opportunity to present PioneerCare's image throughout the community, increasing our organization's exposure. It is an obvious sign to the public that people in the vehicle are connected with our organization.

Vehicles should be professionally marked with the official corporate logo on the front driver and passenger doors, as well as the back end as space allows. The full color version is preferred, but keep in mind that the logo must be in clear contrast to the part of the vehicle in which it is placed. Magnetic or removable logos may be used if preferred under special circumstances, such as a borrowed vehicle for a parade or other event. Vehicle wraps or the integration of other design elements must be approved by the marketing office.

Nondiscrimination statement

Communicating the welcoming nature of PioneerCare is important. Additionally, government funding support dictates the following statement to be included on the back panel or on the bottom of printed brochures and advertisements as appropriate:

PioneerCare is an equal opportunity employer and provider.

ELCA affiliation

PioneerCare's origin goes back to the local Lutheran churches founded by Norwegian immigrants: Bethlehem, First, and Zion. With the forming of the Evangelical Lutheran Church in America (ELCA), Augustana and Hope Lutheran Churches joined the other three as sponsoring congregations for Pioneer. While this relationship is important, PioneerCare welcomes all and its branding and voice in marketing is designed to reflect the organization's openness.

As space allows, the following statement may be used to identify PioneerCare's relationship with the ELCA:

PioneerCare is a special ministry of the Evangelical Lutheran Church in America (ELCA).

Contact Information

If you have any further questions about the branding guidelines please contact Nathan Johnson.

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