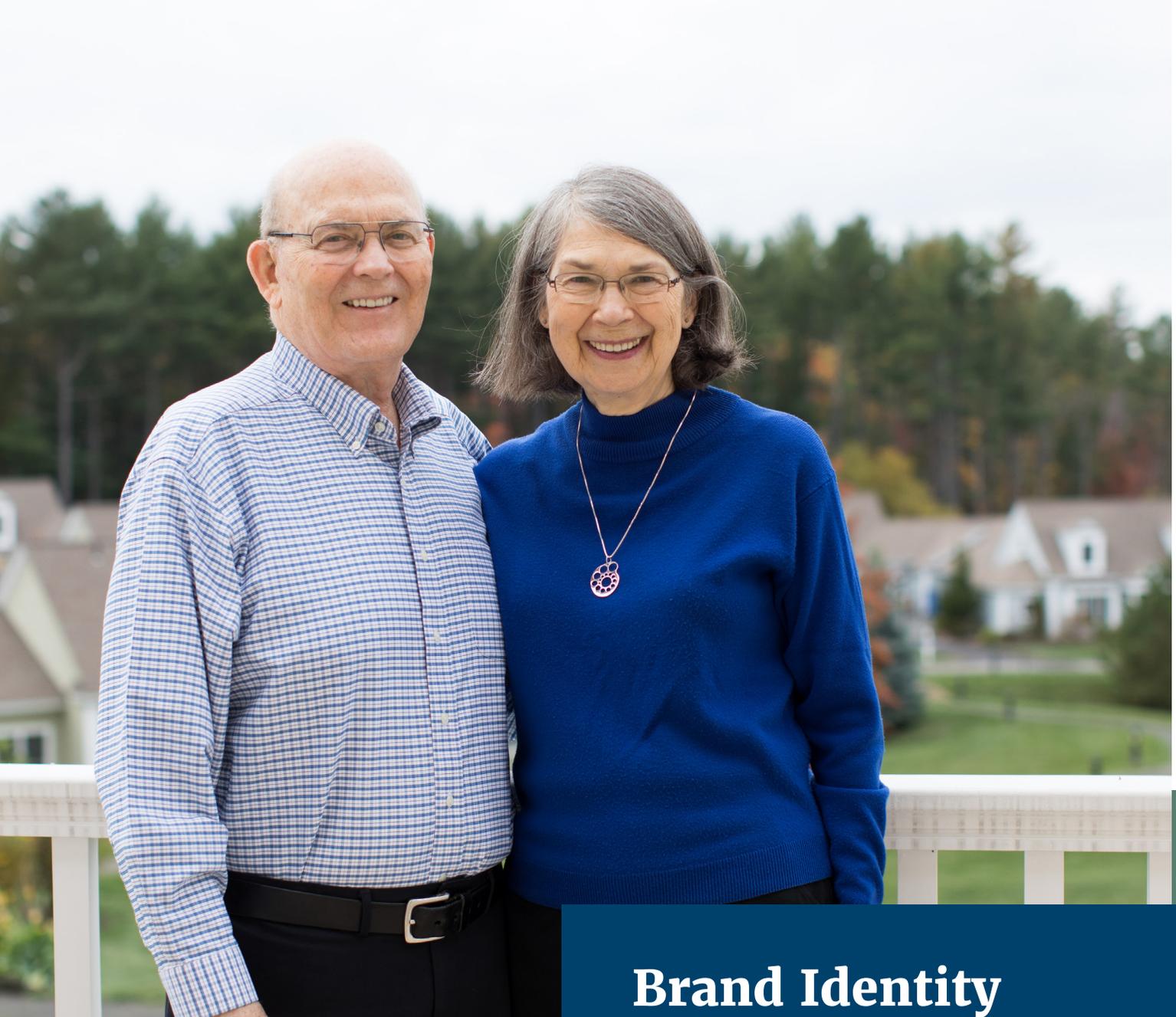




The  
**COMMONS**  
IN LINCOLN  
*A Lifecare Community*



# Brand Identity Guidelines

UPDATED SEPTEMBER 2025

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The combination of elements (symbol, wordmark and tagline) is the preferred logo. It most dramatically captures, both in color and orientation, the face of The Commons in Lincoln. Use this logo whenever possible.

## Clear Space

The examples on this page show the minimum clear space required for The Commons in Lincoln logo and symbol. Whenever possible, use more than the minimum clear space. "X" is defined by the size and aspect ratio of "tree symbol" in The Commons in Lincoln logo.

Follow the examples below for proper clear space around the corporate logo and symbol.



## Minimum Size

Never reduce the full-color logo so that The Commons in Lincoln logo with the tagline is smaller than 1.25" in width. Use the one-color PMS or black logo without the tagline for uses 1" in width, which is the minimum size recommended.



## Preferred Color

The full-color logo is the preferred logo of The Commons in Lincoln identity. Use it whenever color, size and format allow. Place this logo on a light background to ensure sufficient contrast and to heighten the impact of the identity.

Use only the approved colors when reproducing the logo. Use color chips and the formulas on this page when working with vendors to ensure color match.



## Color Chart

The chart below is a reference for the CCRC Logo Blue and the CCRC Logo Green. The Commons in Lincoln Signature color is NOT used in the logo, but should be used as a highlight color in marketing materials in conjunction with the logo. Please refer to this chart when reproducing the colors in various media.

Color Guide	CCRC LOGO BLUE	CCRC LOGO GREEN	COMMONS SIGNATURE COLOR
<b>PANTONE</b>	534 C	5555 C	7694 C
<b>Process/CMYK</b>	<b>C:95 M:74 Y:7 K:44</b>	<b>C:51 M:12 Y:39 K:37</b>	<b>C:100 M:77 Y:34 K:21</b>
<b>Hexadecimal</b>	1B365D	5C7F71	0D436B

Note: These color values have been converted from spot using the Pantone color match system, which makes recommendations for the closest possible match. Colors appear differently when applied to various surfaces, in different environments and according to printing methods.

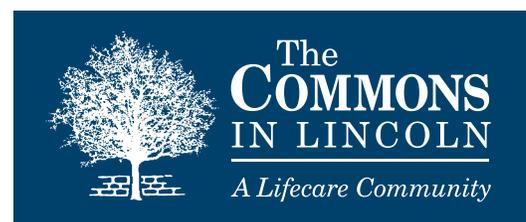
These conversions may be evaluated and updated over time as work is printed in different applications.

## One-Color Logos

Use a one-color logo when you are restricted to printing in only one color. If legibility is limited due to low contrast, poor reproduction or small size, you may also choose the one-color logo. Print the one-color logo in either CCRC Logo Blue, White or Black. Place the one-color logo on a background to ensure sufficient contrast and to maintain the impact of the identity.



One-color logo in black



One-color logo in white

## The Commons in Lincoln Color Palette

The following colors are the primary colors to be used on marketing and communications materials. The swatches below represent the hierarchy of colors in use.

### The Commons Signature Color

Can be used for both fonts, backgrounds, etc.

**Commons Blue**  
**Pantone 7694 C**

C:100 M:77 Y:34 K:21  
R:0 G:65 B:107  
Hex: #0D436B

### Secondary Colors

Can only be used for backgrounds and fills.

**Pale Tan**

C:5 M:4 Y:7 K:0  
R:239 G:237 B:237  
Hex: #efede7

**Pale Gray**

C:11 M:8 Y:8 K:0  
R:224 G:224 B:225  
Hex: #dfe0e0

**Commons Green**  
**Pantone 5555 C**

C:51 M:12 Y:39 K:37  
R:92 G:127 B:113  
Hex: #5C7F71

### Tertiary Colors

Can only be used for fonts.

**Black**

#000000  
R0 G0 B0

**Black (Tint 80%)**

## Logo Typography

The logo uses the following typography:



## Marketing Material Typography

Use the following fonts for all corporate communications and marketing materials whenever possible to create a consistent and unique look for the brand. These typefaces provide a wide range of type styles, including light, Roman, bold and black, which can be mixed and matched for a contemporary and proprietary look.

### Headlines: Merriweather font family

Font samples below represent good choices for headlines, headings and callouts.

MERRIWEATHER REGULAR	MERRIWEATHER ITALIC	MERRIWEATHER BOLD	MERRIWEATHER BOLD ITALIC
ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	<i>ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz</i>	<b>ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz</b>	<b><i>ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz</i></b>

### Body Copy: Proxima Nova font family

Font samples below represent good choices for body copy and captions.

PROXIMA NOVA LIGHT	PROXIMA NOVA MEDIUM	PROXIMA NOVA EXTRA BOLD
ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	<b>ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz</b>
PROXIMA NOVA REGULAR	PROXIMA NOVA BOLD	PROXIMA NOVA BLACK
ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz	<b>ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz</b>	<b>ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz</b>

<p><b>Website Navigations (header/footer)</b> Ex. See The Commons in Lincoln Difference</p>	<p>Title Case</p>
<p><b>Website Hero Image Text Overlays</b> Ex. Imagine. A carefree retirement lifestyle that is expressly you.</p>	<p>Sentence case</p>
<p><b>Website Headlines</b> Ex. Explore all the living possibilities available to you at The Commons.</p>	<p>Sentence case</p>
<p><b>Website H1s</b> Ex. SENIOR LIVING IN LINCOLN, MA</p>	<p>ALL CAPS</p>
<p><b>Website Buttons</b> Ex. View Floor Plan Options</p>	<p>Title Case</p>
<p><b>Email Buttons</b> Ex. RSVP to the Garden Party</p>	<p>Title Case</p>
<p><b>Email Marketing Subject Lines</b> Ex. You Are Invited: An Afternoon in the Garden</p>	<p>Title Case</p>
<p><b>Email Marketing Preview Lines</b> Ex. We warmly invite you to The Commons in Lincoln for a Garden Party.</p>	<p>Sentence case</p>
<p><b>Email Headlines</b> Ex. Event Details</p>	<p>Title Case</p>
<p><b>Social Post Captions</b> Ex. Imagine a place where growth lives in nature, in community and in the quiet moments that connect us. Our gardens are in full bloom with dahlias, sunflowers, echinacea, snapdragons and tomatoes bursting with color and scent.</p>	<p>Sentence case</p>
<p><b>Social Hashtags</b> Ex. #SimplifyYourLifeWeek</p>	<p>Title Case</p>
<p><b>Print Headlines</b> Ex. Imagine yourself at The Commons.</p>	<p>Sentence case</p>
<p><b>Printed Insert Category Headers</b> Ex. CLUBS AND COMMITTEES, FREQUENTLY ASKED QUESTIONS</p>	<p>ALL CAPS</p>

## Footer Lock Up

Below is an example of how the footer icons should look with accompanying address and information. The icons are set to 100% black, and the “heart” icon in full color. If the icons are on a dark-color background, they should be 100% white, and the “heart” icon is still in full color with a thin white stroke.

A date stamp is to be applied on all inserts and collateral to indicate the last modified date. This is set to month and year. Ex., 04.25.

Footers should be placed on all Commons sales material collateral.



## Voice & Tone

The Commons' brand voice is formal and professional, creating a sense of authority and expertise.

The tone is elegant, poetic and sophisticated, and language can be flowery.

"Imagine. Thoughtfully personalized senior living."

## Style Preferences

- Positive, inviting and aspirational language.
- Emphasize personalization, sophistication and community spirit.
- Non-profit status may be mentioned in overviews.

## Copy Guidelines

- No Oxford commas.
- No use of contractions.
- Refer to as "community" or "campus," but never "facility."
- Use "apartment home," not "apartment" or "unit."
- Lifecare is written as one word with a lower-case "c." Lifecare can only be associated with "care," not "healthcare."
- Write as lowercase for "continuing care retirement community" and uppercase for "CCRC."
- Care types are always initial capped—Independent Living, Assisted Living, Memory Care, Skilled Nursing, Respite Care, Sub-Acute Rehabilitation.
- Always refer to staff/employees as "associates," except for Memory Care as "care partners."

## Design Elements

Examples of graphic elements for general Commons branding.

## Photography

When selecting photography for The Commons, include elegant compositions and natural, unforced situations. If the primary focus is Independent Living, use engaging, active lifestyle photos. Crop photos to center and feature the subjects, cropping out unnecessary backgrounds. Below are some examples of preferred image selections.



Friendly and welcoming



Focus on unique passions



Elegant and sophisticated



Brightly lit apartment homes

## Overlapping Pictures with White Stroke

If multiple photos are being used, make sure to include a white stroke around the images. This allows for an overlapping grid structure that adds depth and dimension.

## Quote Callouts

Quotes can also be placed inside a box using The Commons Signature Color. The box should have the same white stroke that is used for the pictures. Please see sample ad as an example.

The Commons  
IN LINCOLN  
A Lifecare Community

*"I always felt I needed something to retire to. I am now enjoying and sharing my passion with like-minded people."*

—Resident Robert P.  
Harvard B.A. '61 & M.A. Architecture '65

**A community that values your past and inspires your future.**

Choose a maintenance-free apartment home or cottage customized to your unique style. Delight in extraordinary amenities and programs found only at The Commons in Lincoln. Enjoy peace of mind with Lifecare and receive care, should you need it, at a more predictable cost.

*Imagine. Life at The Commons.*

781-808-3415  
TheCommonsinLincoln.com

Print Ad

## Tree Graphic

The Commons in Lincoln brand identity includes a stylized tree that symbolizes growth, community and stability. This tree element is an integral part of our logo and can be extended as a design motif across various branded materials.

### Approved Uses

The tree graphic may be used as a background design element on official branded materials, such as:

- Stationery (letterheads, envelopes, notepads)
- Presentation covers
- Brochures and informational inserts
- Event materials (programs, invitations, signage)

It is recommended to use the tree in a light, desaturated tone, as seen in brand-approved examples, to maintain a clean and sophisticated look.

The tree may be cropped or resized for aesthetic balance.

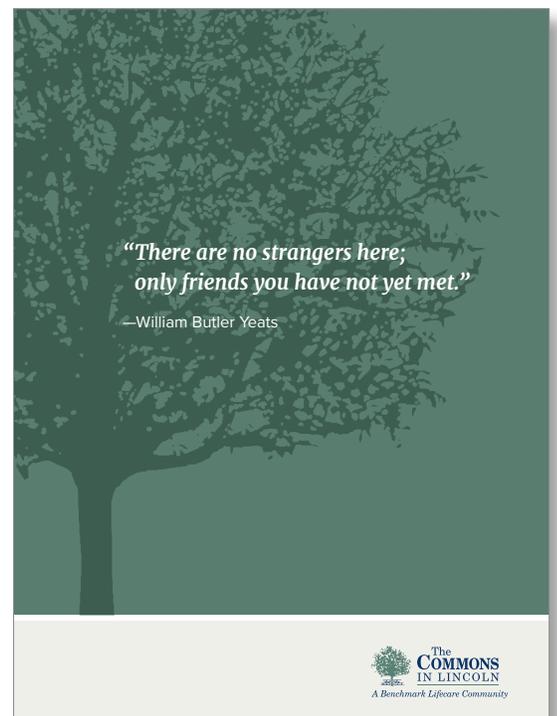
### Usage Restrictions

Do not place large or dense blocks of text over the tree graphic, especially when it is used as a background. Doing so can significantly reduce legibility and interfere with the user's ability to process the message.

- Avoid high-contrast overlays or saturated versions of the tree unless specifically approved for campaign-based creative treatments.
- The tree graphic should not be used independently as a logo substitute. It may complement the logo but not replace it.
- Maintain clear space around the tree when paired with other design elements. It should never feel cramped or overwhelmed.

### Tips for Designers

- When in doubt, test the readability of overlaid content by printing or viewing on different screens.
- The tree should be used as an oversized background element, cropped to remove the brick wall and overlap the edges of the page.
- Use layering, opacity or masking techniques to incorporate the tree subtly in designs while preserving clarity.
- Favor minimalist pairings—when the tree is used, let it breathe within the layout.



Pocket Folder

## The Commons Expansion Project

The expansion is more than new apartment homes; it represents opportunities to enjoy personal growth in retirement. When creating collateral or materials for The Commons Expansion Project, include the below design elements.

### Expansion Concept

“Growing Together”

### Supporting Headline Options

“Cultivating a community that thrives together.”

“Imagine growing with us.”

“Cultivating a community.”

“A unique opportunity awaits.”

“Imagine taking root and flourishing.”

“Imagine building friendships and foundations.”

“Imagine your future at The Commons.”

## Wood Textured Backgrounds & Tan Tones

**Purpose:** These textures create warmth, a sense of home and an organic connection to nature—qualities that reflect the lifestyle and values at The Commons.

### Usage Suggestions:

- Use as a background layer on print materials, like brochures, floor plan inserts or invitations.
- Wood texture can serve as a full-bleed background or as a subtle band behind key content.
- Pair tan tones with The Commons Signature Blue or The Commons Green for contrast and brand cohesion.
- Apply transparency or blending modes to ensure content layered over texture remains legible.

### Caution:

- Avoid overly busy wood grains that distract from key messaging or interfere with readability.
- Ensure enough contrast for typography—particularly with smaller body copy.



## Posterized Leaf Illustrations

**Purpose:** These stylized botanical motifs evoke nature and renewal while reinforcing the community’s ties to its serene, wooded setting.

### Usage Suggestions:

- Use as decorative accents in corners or borders of collateral.
- Apply in neutral or brand-supportive colors (such as pale tan or pale gray) to avoid visual clutter.



## Blueprint Overlay

**Purpose:** The blueprint detail connects conceptually to “planning for the future,” “building community” and the architectural expansion underway.

### Usage Suggestions:

- Best used in the background of expansion-focused materials (floor plan inserts, future project brochures, signage).
- Can be applied as a pattern or overlay with low opacity over photos or textured backgrounds to add dimensionality.
- Should not overpower photography or other elements—always secondary to content.
- Limit usage to design pieces specifically related to the expansion or architectural development to preserve relevance.



Pocket Folder



Floor Plan Insert

EXPANSION FLOOR PLAN OPTIONS  
Room to Grow at The Commons

To accommodate our vibrant, growing community we will be introducing new floor plan styles, including unique one-bedroom, two-bedroom and two-bedroom with den apartment homes and new styles of cottages, across the campus. This variety gives you the opportunity to select a floor plan that perfectly suits your lifestyle, passions and the experiences you look forward to cultivating at The Commons.

Style	#	Location	Description	Sq. Ft.	Orientation
<b>Cottage-Style Homes:</b>					
Autumn Glory A	1	E1	2 Bedroom, 2 Bath with Loft	1,008	West Door + 203' Loft
Autumn Glory A Reverse	1	E1	2 Bedroom, 2 Bath with Loft	1,008	West Door + 203' Loft
Autumn Glory	1	D1	2 Bedroom, 2 Bath with Loft	1,104	West Door + 203' Loft
Autumn Glory Reverse	1	D1	2 Bedroom, 2 Bath with Loft	1,104	West Door + 203' Loft
Autumn Glory Denner	1	D1	2 Bedroom, 2 Bath with Loft	1,104	West Door + 203' Loft
Autumn Glory Denner Reverse	1	D1	2 Bedroom, 2 Bath with Loft	1,104	West Door + 203' Loft
Henry Clay	1	D1	2 Bedroom, 2 Bath with Loft	1,200	West Door + 203' Loft
Henry Clay Reverse	1	D1	2 Bedroom, 2 Bath with Loft	1,200	West Door + 203' Loft
Pacific Rose	1	D1	2 Bedroom, 2 Bath with Loft	1,200	West Door + 203' Loft
Pacific Rose Reverse	1	D1	2 Bedroom, 2 Bath with Loft	1,200	West Door + 203' Loft
<b>Russell House Apartment Homes:</b>					
Chesterfield A	1	A1	2 Bedroom, 2 Bath with Den	1,556	S, W, N
Opal A	1	A1	2 Bedroom, 2 Bath with Den	1,556	N, W, E
Rose	1	A1	2 Bedroom, 2 Bath with Den	1,556	N, W, S, E
Chesterfield	2	A1	2 Bedroom, 2 Bath with Den	1,556	S, W, N
Opal	2	A1	2 Bedroom, 2 Bath with Den	1,556	N, W, S, E
Rose	2	A1	2 Bedroom, 2 Bath with Den	1,556	N, W, S, E
<b>Flint House Apartment Homes:</b>					
Aspen	2	C1	1 Bedroom, 1 1/2 Bath	771	W
Aspen Reverse	2	C1	1 Bedroom, 1 1/2 Bath	771	E
Cypress	2	C1	1 Bedroom, 1 1/2 Bath	771	N, W, E
Opalstone	1	C1	2 Bedroom, 2 Bath	1,066	N, W, S, E
Opalstone Reverse	1	C1	2 Bedroom, 2 Bath	1,066	N, W, S, E
Magnolia A	1	C1	2 Bedroom, 2 Bath	1,066	S, W, N
Magnolia	2	C1	2 Bedroom, 2 Bath	1,066	S, W, N

\*Orientation provided as approximate. Individual apartments may vary.

Pricing Insert

EXPANSION PRICING  
All-Inclusive Lifecare

Floor Plan Style	Bedrooms	Square Feet	*Entrance Fee	*Monthly Service Fee
<b>Cottage-Style Homes:</b>				
Autumn Glory A	Two Bedroom, Loft	1,008	\$137,000	\$9,500
Autumn Glory	Two Bedroom, Loft	2,000	\$170,000	\$9,500
Henry Clay	Two Bedroom, Loft	2,001	\$160,000	\$9,500
Pacific Rose	Two Bedroom, Loft	2,470	\$170,000	\$9,500
<b>Russell House Apartment Homes:</b>				
Opal A	Two Bedroom, Den	1,556	\$99,000	\$9,500
Chesterfield A	Two Bedroom, Den	1,556	\$125,000	\$9,500
Opal A	Two Bedroom, Den	1,556	\$125,000	\$9,500
Opal	Two Bedroom, Den	1,556	\$125,000	\$9,500
Chesterfield	Two Bedroom, Den	1,556	\$125,000	\$9,500
Opal	Two Bedroom, Den	1,556	\$125,000	\$9,500
<b>Flint House Apartment Homes:</b>				
Aspen	One Bedroom	771	\$64,000	\$5,750
Cypress	One Bedroom	884	\$64,000	\$5,750
Magnolia A	Two Bedroom	1,066	\$69,000	\$5,500
Magnolia	Two Bedroom	1,066	\$69,000	\$5,500
Opalstone	Two Bedroom	1,066	\$69,000	\$5,500

\*Second Person Entrance Fee: \$25,000  
\*\*Second Person Monthly Service Fee: \$1,800

# Benchmark Color Guidelines

## Benchmark Corporate Color Palette

The following colors are specified in the **Benchmark Brand Guide** dated February 2025.

### Brand Color Palette

<p><b>Navy Blue</b></p> <p>#083449 R8 G52 B73</p>	<p><b>Warm Green</b></p> <p>#3b5b1d R59 G91 B29</p>	<p><b>Sky Blue</b></p> <p>#c4dce8 R196 G220 B232</p>	<p><b>Cool Gray</b></p> <p>#f1f2f2 R241 G242 B242</p>
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### Employer Brand

<p><b>Light Green</b></p> <p>#d9eab2 R217 G234 B178</p>
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### Mind & Memory Care

<p><b>Lavender</b></p> <p>#e2cbf7 R226 G203 B247</p>
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These colors are rooted in the blues and greens of our original brand palette, now refined to include both dark and light shades for added visual contrast and depth. We have introduced a touch of lavender to soften the palette and bring warmth to the identity. Lavender represents Mind & Memory Care. Employer brand emphasizes use of light green.

### Tertiary Colors

<p><b>Black</b></p> <p>#000000 R0 G0 B0</p>	<p><b>White</b></p> <p>#ffffff R255 G255 B255</p>
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