



WESTERN
STATES

Brand Guidelines

Serving You Like Family

PERSONAL TOUCH CULTURE

We distinguish ourselves by embracing our Personal Touch Culture that strives to make a loving and meaningful connection with each other, our customers, and our partners.

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LOGO

Primary Logo

Our primary logo is the most recognizable expression of our brand.

Our logo is made up of two main elements:

Symbol

The mountain range in our logo pays tribute to our western landscape roots and our journey as an organization. We are grounded in strength and reach new heights as we expand our horizons.

Wordmark

The clean, bold typography of the wordmark conveys the stability and dependability that define Western States. The timeless design ensures our identity remains as steadfast and enduring as the services we provide.



LOGO

Secondary Logo

Our secondary logo is used when it's necessary to highlight our business lines.

This logo includes our two main elements; symbol and wordmark, but adds a third element, tagline.

Tagline

Our tagline encapsulates the core pillars of our expertise and the foundation of our success. It highlights our multifaceted approach to creating exceptional Personal Touch experiences, managing with excellence, and fostering growth through thoughtful development.



Logo Prefix: WSLM_Logo_Tagline

Tagline

LOGO

Mountain Range Icon

In certain instances, the mountain range icon may be used on its own. When implemented in this way, the mountain icon should have the logotype appearing somewhere else on the piece. For instance, the mountain icon could be used for uniforms when accompanied by a Western States-branded name tag.



Logo Prefix: WSLM_Mountains

LOGO

Logo Color

The Western States primary logo, secondary logo, and mountain range icon are available in three colorways; full color, single color (black), and reverse (white).

Full Color

The most powerful and preferred usage shows the mountain-range logomark in green (PMS 5635C) with a black wordmark. Use this version whenever it's economically feasible.

Single Color (Black)

When multi-color printing is not possible, it is preferable to reproduce the logo in black. Only use this option on a pure white or light background.

Reverse (White)

Use this version for logo placement on top of solid, dark backgrounds (sage, dark sage, and black).

Full Color



Single Color (Black)



Reverse (White)



LOGO

Color in Use

It's important to place the Western States primary logo, secondary logo, and mountain range on appropriate contrasting background colors to ensure readability.

Full Color

Use the full color logo options on white, light sage (PMS 5635C at 35% tint), or light beige (PMS 7534C - 35% tint) backgrounds.

Single Color (Black)

Use the single color (black) logo options on white, light sage (PMS 5635C at 35% tint), or light beige (PMS 7534C - 35% tint) backgrounds.

Reverse (White)

Use the reverse (white) logo options on sage (PMS 5635C), dark sage (PMS 5625C), or black backgrounds.



Full Color on White



Full Color on Light Sage



Full Color on Light Beige



Single Color on White



Single Color on Light Sage



Single Color on Light Beige



Reverse on Sage



Reverse on Dark Sage



Reverse on Black

LOGO

Partnerships

Incorporating the Western States logo alongside our other brands—Legacy Retirement and Nxt Property Management—ensures a cohesive and unified brand identity.

When doing so, a horizontal arrangement is preferred to maintain visual harmony; however, a vertical layout may be used when space constraints exist. To preserve the prominence of each brand, the Legacy Retirement and Nxt Property Management logos should be no larger than 50% of the size of the Western States logo. This approach maintains a clear visual hierarchy, ensuring that the primary brand remains the focal point while still acknowledging the presence of our subsidiary brands.

Horizontal Partnership Lockup (preferred)



Vertical Partnership Lockup



LOGO

Sizing and Placement

Clear Space

It is essential for legibility and consistency to maintain proper space around the logo. Because spacing dimensions are dependent on size, there is no set measurement. Spacing is determined instead by the height of the mountain range icon.

Here, X is equal to the height of the mountain range. X is used to determine the minimum space needed around the logo in all marketing materials.

This space ensures that the logo has room to breathe when placed near other design elements such as photos, text, or shapes.

Minimum Size

For printed applications, use the logo with the wordmark until you reduce to 1¼" wide. Use the mountain range icon without the wordmark down to 1" width. Applications such as silkscreen or embroidery will require at least 1¾"-wide logos. Always consult with your vendors to ensure reproduction quality.

Height of mountains = X



1¼" Minimum Width



1" Minimum Width



1¾" Embroidered
Minimum Width

LOGO

Logo Misuse

Consistency

The consistent application of our brand signature is essential to building familiarity and visibility, and to protecting our trademark rights.

- Always use furnished electronic artwork when reproducing the Western States logos.
- Never reproduce the logos from a laser print, color print or fax copy.
- Never attempt to alter, add elements to or recreate any part of the logos in any way.
- Always adhere to the clear-space and sizing regulations.
- **DO NOT** condense, skew or expand the logo.
- **DO NOT** change fundamental elements of the logo such as color or typeface.
- **DO NOT** add special effects such as dropshadow or transparency, etc.

Always ensure proportions of logo match original artwork when resizing.



⊘ DO NOT condense.



⊘ DO NOT skew.



⊘ DO NOT expand.

Never change fundamental elements of the logo.



⊘ DO NOT adjust colors.



⊘ DO NOT adjust typeface.

Never add effects to logo.



⊘ DO NOT add dropshadow.



⊘ DO NOT add transparency.

SECTION TWO

Brand Colors

Color is a fundamental component of a company's identity. In fact, the choice of colors often conveys as much as words and images. Vibrant colors applied in the right manner create an environment that supports and organizes other visual elements and text.

BRAND COLORS

Color Palette

Our corporate color palette reflects the essence of the Western States brand—natural, grounded, and enduring. Inspired by the landscapes of the West, these colors evoke trust, stability and growth, while maintaining a professional and timeless aesthetic. The palette reinforces our connection to the environments we serve and provides versatility across various branding applications.



BRAND COLORS

Color Reproduction

The colors referenced here can be reproduced in three ways, all familiar to vendors:

- Use the Pantone Matching System® (PMS) number noted, the standard for which is shown in a current edition of the Pantone® Color Formula Guide.
- When printing in four-color process, please use process formulas to achieve a match to the desired color.
- When preparing files for on-screen and web use, please use RGB formulas or Web Hex numbers to achieve a match to the desired color.



Sage Green

PMS 5635C

CMYK 45 | 27 | 42 | 1

RGB 147 | 164 | 150

#93a496



Dark Sage

PMS 5625C

CMYK 58 | 36 | 56 | 10

RGB 113 | 132 | 114

#708372



Light Sage

PMS 5635C - 35% tint

CMYK 45 | 27 | 42 | 1 - 35% tint

RGB 147 | 164 | 150 - 35% tint

#d4dbd5



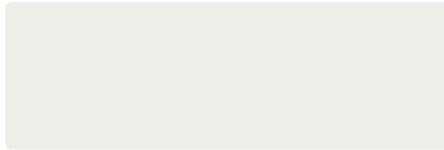
Beige

PMS 7534C

CMYK 18 | 16 | 24 | 0

RGB 209 | 204 | 189

#d0cbbc



Light Beige

PMS 7534C - 35% tint

CMYK 18 | 16 | 24 | 0 - 35% tint

RGB 209 | 204 | 189 - 35% tint

#eeeece7



Navy

PMS 648C

CMYK 100 | 85 | Y36 | K31

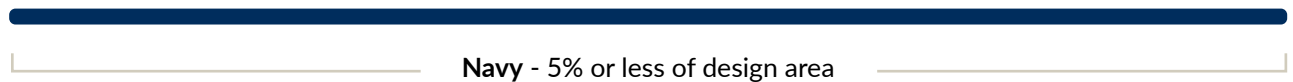
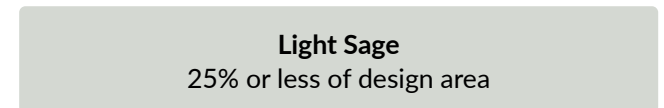
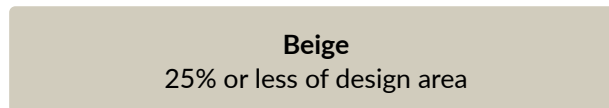
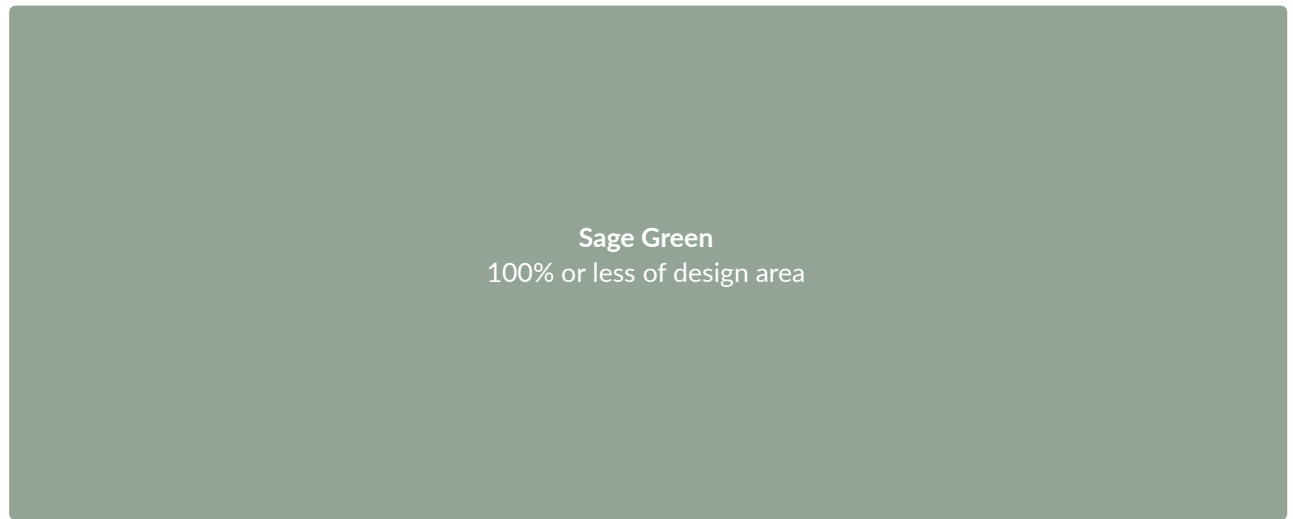
RGB 0 | 45 | 93

#002d5c

BRAND COLORS

Color Heirarchy

Sage green serves as the primary focal color. Occasionally, light beige takes precedence in the design, though not as prominently as sage green. Accents include light sage, dark sage, and beige. Navy is used sparingly, primarily for headlines and subheads, but may also be subtly incorporated into the design. Adequate use of white space is essential for balance and readability.



BRAND COLORS

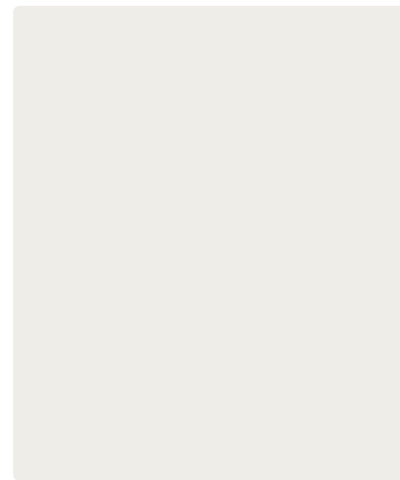
Paper Color

Suggested paper stocks have been selected to match our brand color palette. These stocks should primarily be used for stationery, editorial design and hotel collateral.

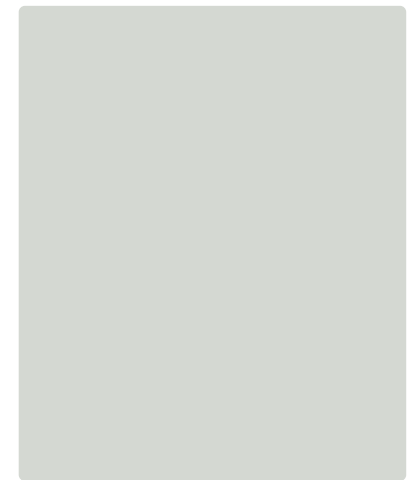
Should a certain paper not be available in your region, please liaise with a local supplier to find a suitable match.



Bright White



Light Beige



Light Sage

SECTION THREE

Typography

Our corporate typography is carefully chosen to convey professionalism, clarity and strength while maintaining an approachable and timeless feel. The clean and versatile typefaces ensure consistent communication across all platforms, reinforcing the trust and reliability that define the Western States brand.

TYPOGRAPHY

Typeface Palette

The Western States brand utilizes two primary fonts to balance elegance and readability.

Playfair Display is reserved for large headlines and calls to action, adding a touch of sophistication and prominence.

Lato complements this with its clean, modern design, ideal for body copy and subheadings, ensuring clear and approachable communication across all materials.

Aa

Playfair Display

A transitional serif font with high contrast strokes and delicate curves that's designed to be elegant and sophisticated.

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Aa

Lato

Lato has classical proportions, especially in the uppercase, and semi-rounded details that give it a warm feel.

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

TYPOGRAPHY

Approved Weights and Styles

Western States brand typography emphasizes minimal font usage and style variation.

Playfair Display is used in regular weight, sentence case for large callouts and headings. Italic styling in regular weight, sentence case is reserved for captions only.

Lato is used in bold, all caps case for headings; bold, sentence case for subheadings; and regular weight, sentence case for body copy.

If fonts are unavailable Playfair Display can be replaced with Times New Roman. And Lato can be replaced with Arial.

Playfair Display—Regular, Sentence Case

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Playfair Display—Italic, Sentence Case

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz*

Lato—Bold, All Caps Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lato—Bold, Sentence Case

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

Lato—Regular, Sentence Case

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

TYPOGRAPHY

Font Usage

Suggested font sizes refer to a standard 8.5" x 11" page layout. Adjust as needed based on smaller or larger page dimensions.

Large Callout Heading

A key element of the Western States brand is the use of large type as a prominent design feature. Playfair Display in regular weight should be used to achieve this effect, set at 28 pt. with 35 pt. leading. This style is ideal for text ranging from 2 to 12 words. Use only one large callout display heading per page or spread, formatted in sentence case with a period at the end of the phrase.

Heading

Page headings can be formatted in one of two ways: Playfair Display in regular weight, set at 20 pt. with 26 pt. leading and title case, or Lato in bold, all caps, set at 11 pt. with 17 pt. leading and 0.05 em tracking.

Subheading

To highlight a new paragraph or idea, use Lato in bold, set at 10 pt. with 15 pt. leading, formatted in title case.

Body Copy

Large blocks of text should be set in Lato Regular, 10 pt. with 15 pt. leading.

Caption

Captions should be set in Playfair Display Italic, 9 pt. with 12 pt. leading.

Large Callout Heading

We are focused on relationships first, buildings second.

Heading—Playfair Display

Hospitality and Development

Heading—Lato

TRACK RECORD OF SUCCESS

Subheading

Personal Touch Culture

Body Copy

We work closely with investors, stakeholders and communities to ensure every project meets shared goals. Our transparent communication and collaborative spirit make us the ideal partner for those looking to develop and manage successful properties.

Caption

Pictured: Hoodoo Moab, Curio Collection by Hilton, Moab, Utah

TYPOGRAPHY

Type Color

To ensure readability, it's important to place copy on strongly contrasting background colors. Acceptable color use is as described below.

When possible, Blue (PMS 648C) should be used for large callout headings, headings, and subheadings. The preferred use of black is for blocks of body copy and captions. White can be used for any purpose as long as it is placed on top of a dark background.

Blue Type (PMS 648C)

Use on white, light sage (PMS 5635C at 35% tint), or light beige (PMS 7534C - 35% tint) backgrounds.

Black Type

Use on white, light sage (PMS 5635C at 35% tint), or light beige (PMS 7534C - 35% tint) backgrounds.

Reverse (White) Type

Use on sage (PMS 5635C), dark sage (PMS 5625C), or black backgrounds.



Blue on White



Blue on Light Sage



Blue on Light Beige



Black on White



Black on Light Sage



Black on Light Beige



Reverse on Sage



Reverse on Dark Sage



Reverse on Black

SECTION FOUR

Visual Elements

Luxury-inspired and offering a unique interpretation of the Mondrian design style, the Western States brand features large color blocks arranged at 45-degree angles. Unlike traditional Mondrian designs, these color blocks and line details may overlap, creating patterns that resemble the peaks and valleys of a mountain range.

VISUAL ELEMENTS

Design Details

The foundation of the Western States brand is centered around the mountain range icon. Not only does it inspire the brand's signature sage color, but the mountain's rounded edges and slopes are also reflected in its design elements.

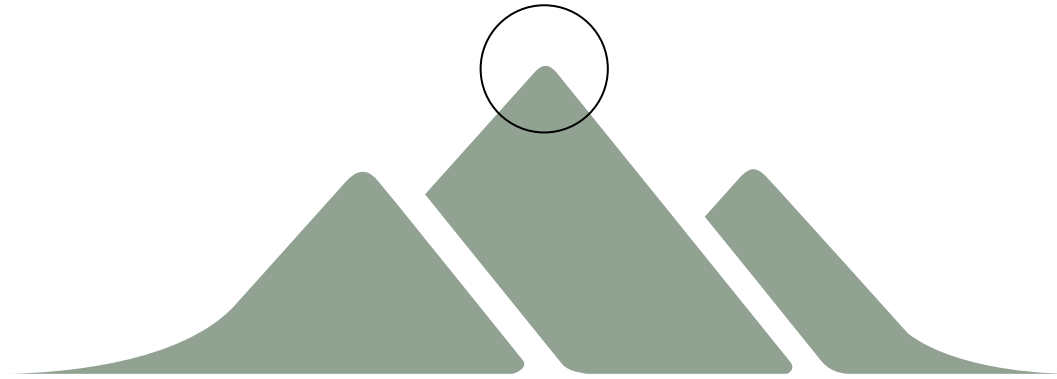
Slightly Rounded Corners

Whenever a shape's edge pivots within the margins of the design plane, a subtle rounded corner should be applied. The curve's radius should align with the peak curvature of the center mountain in the mountain icon.

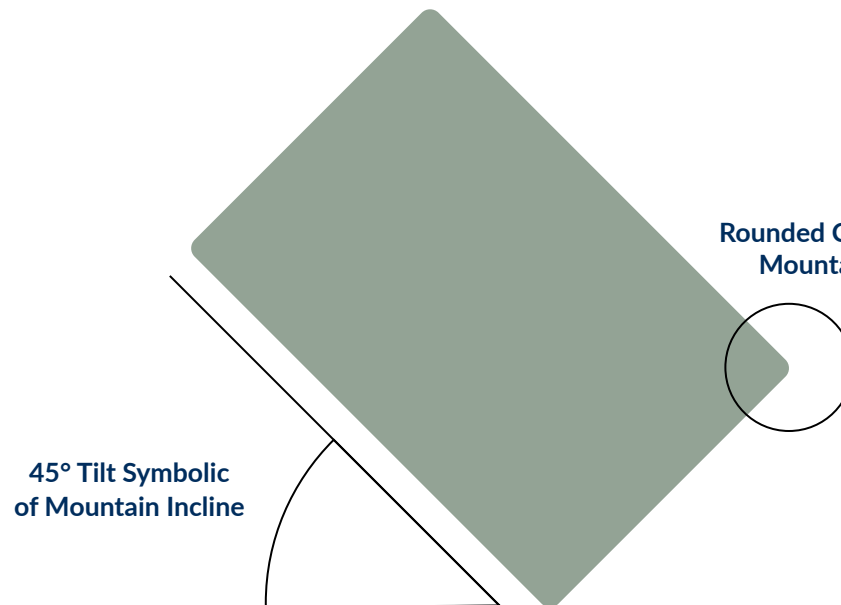
45 Degree Tilt

Similarly, when a shape pivots within the page margins, a 45° angle should be applied to the shape. However, only one corner of the shape should be visible, while the rest of the shape should extend beyond the edge of the page or margin.

Center Mountain Rounded Corner



Rounded Corner Emulating Mountain Curvature



VISUAL ELEMENTS

Design Details

Overlapping Blocked Color

When decorative shapes are incorporated into a design, they should overlap, reminiscent of the peaks and valleys of a mountain range landscape.

Fine Line Overlapping Details

To introduce variety to the design, overlapping elements should include both solid color blocks and fine line details. Ensure that the fine line details contrast clearly with the solid shapes and background they overlap. Line details should have a weight between 0.5 and 1 pt, unless working on a large-scale piece, in which case the line weight can be adjusted at your discretion.

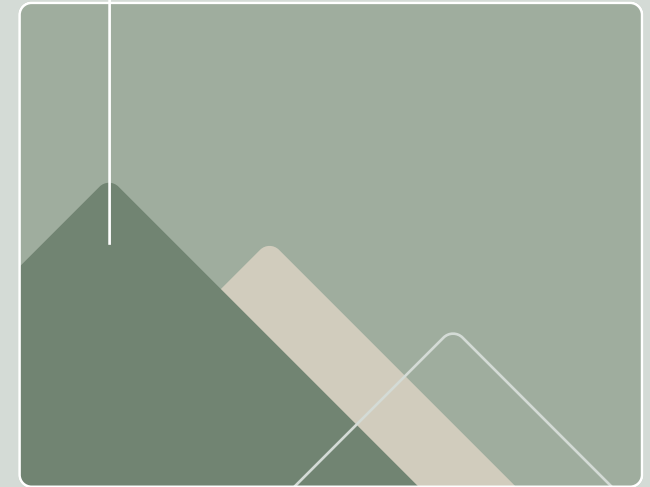
Ample White Space

White space is a crucial element in any layout. In designs where color does not cover the entire page background, 25% to 75% of the page should be allocated for white space to maintain balance and visual clarity.

Ample White Space



Overlapping Blocked Color



Fine Line Overlapping Detail

VISUAL ELEMENTS

Large Callouts and Dividers

Large Callouts

When printed at a large size, Playfair Display in Regular weight emphasizes key phrases central to the Western States brand. For a standard 8.5" x 11" page, the type should be set at 28 pt. with 35 pt. leading.

On white or light backgrounds, use navy (PMS 648C) for large callout headings, headings, and subheadings. On dark backgrounds, use white for better contrast.

Dividers

To separate sections of a page, a fine line divider (0.5 pt) can be used in a light color, such as light sage (PMS 5635C at 35% tint) or light beige (PMS 7534C at 35% tint).

To emphasize important copy or captions, use a thick green line (minimum 3 pt.). The line should be placed above the text it highlights and should span 20% to 40% of the width of the text block.

Large Callouts

We are focused on relationships
first, buildings second.

We are focused on relationships
first, buildings second.

Thin Divider Line

Thick Divider Line

Example of a thick divider line above captioned text.

VISUAL ELEMENTS

Photo Bleeds

Full-bleed Photos

When space and budget allow, photos should extend to the edge of the page for a full bleed, creating a sense of luxury and grandeur. If text is placed on the same page as a full-bleed photo, it is acceptable for the photo to bleed off only three edges of the page.

Photos with 45 degree edge

When combining copy with photos while maintaining a sense of opulence, a 45-degree edge can be applied to one or two sides of the photo. The remaining sides should extend off the edges of the page for a dynamic and immersive design.

Full-bleed Photo



45 Degree Edge Photo



VISUAL ELEMENTS

Photo Borders

Photo Border 1

Border #1 is designed to sit on top of a dark background and features a 0.5 pt white border with rounded edges. Behind the photo, there is a transparent white border (set at 50% opacity) that is offset to create a subtle layered effect.

Photo Border 2

Border #2 is a fine line border (0.5 pt) in a light color, such as light sage (PMS 5635C at 35% tint) or light beige (PMS 7534C at 35% tint), used to frame photos that stand alone on the page. The border should have rounded edges that match the curvature of the photo and be offset on all four sides so that it does not touch the edges of the photo.

Photo Border #1



Photo Border #2



VISUAL ELEMENTS

Architectural Photography

Our visual elements emphasize luxury through architectural photography that captures the refined design and thoughtful details of our properties. This approach highlights the elegance and sophistication of our spaces, creating an aspirational connection with our audience and reflecting the high-quality experiences we provide.



SECTION FIVE

Business Suite

Our business suite design, including letterhead, business cards, and other materials, reflects the professionalism and consistency of the Western States brand. Thoughtfully crafted with clean layouts and cohesive elements, these pieces reinforce our credibility and leave a lasting impression on clients, partners and residents.

BUSINESS SUITE

Letterhead

Preprinted letterhead may be used for various business documents—including general letters, memoranda and facsimiles.

Size

8.5" w x 11" h

Printing

Single Sided

2-color, 5635C Sage and 7534C Beige

Suggested Paper

Bright White

Ultra Smooth Finish

80# text

Margins

Top: 2.25"

Left: 1.25"

Right: 1"

Bottom: 1.5"



The letterhead template features a green mountain logo at the top center with the text "WESTERN STATES" below it. The contact information is listed on the left, and the date "September 12, 2024" is on the right. The main body contains three paragraphs of placeholder text. At the bottom, there is a signature line with a horizontal line above it, and a footer with icons for email, phone, location, and website.

WESTERN STATES

Name, Title/Position
123 Anywhere St., Any City
name@address.com
555-555-5555

September 12, 2024

Rum simi, cor asperum entint, ut eum alitae con rerum nim eni res magnam volectemo et re aut dolupta sperum dolut fugiti quas audigni moluptatquis et, voluptur ant inverem idesequam, sequam qui nusapis moluptat voluptati as ad qui alit, necto dolest lam, vendit, to exerchi liant. Assin cum eum quid ulloria volorei usdae. Essecab ipsae vellaccae

pernat faccust ruptiore pelestet labo. Lit, voluptu sapedipsamus ad maximol oraepellaut ipsam quo odios iuntur sam, tem. Xernat videbis et hari volupti alique simolestium sunt lis dolut voloratur, occulum imus assi vel modi offic teste nulpa qui nonsequi imus, comniat etur? Optatec totatum aditis de mi, que cum quatibu scipsame si is cusam et aligende reribero con pro quis eat aperation nihil ipsam, odis ipis earum as ut utem imusam repe aut utasped magnatatem conestrum etum eatis repel es veniscis aut in et, eumquodicit aborestius doluptae nus, siminist prae doluptat aut molupta tessitem ium in conseni musam, quodis aliquat eculpa quam qui aut mo moluptae. Et labore offic to dolupti oresti re pro berum et volum aliaest velluptati cuptiur, simpori nos consero illiquas ma volori beris ra nient eum quis ut plaut eicil eume rectaturem quas de sitemped mos mo millabo rrorporiore ex et fugit fugit, quamusci alit remporenimin reratem ea aut ma commo que re volore voluptaqui ra volestias cus et experen daerruntium ad quis quis int.

Adis qui deriatesed et qui ute cum accatibus re, se nis recerum in cor sequo ipsus. Agnatetus quam as aut venis accaboressi rem ut ut eum es quid que nos dolestio. Ipienderibea alicima nos es exerae vel idissim nobistrum iniet oditaes tisseque commimolore porro ex enem nit rem res mi, quae pos ut voloraes ex et fuga. Nequiatiam, sunt del eum, quas et parumet et eiunturios sunt. Beaquia velecumqui culparu ptaqui cuptati busdae

rferum iniaepelenet ereped essequam facerib eriaturi iur? Qui ad eumquat hiliquo blatium facessunto cum debis ipist, nem. Nequati orehent,

Sincerely,

FIRST/LAST NAME
Title/Position

name@address.com 555.555.5555 1234 Street Name, City, State 55555 wslm.com

BUSINESS SUITE

Business Cards

Business cards often create the first impression of our brand. The design is consistent for all departments and presents a strong and unified visual identity.

Size

3.5" w x 2" h

Printing

Double Sided

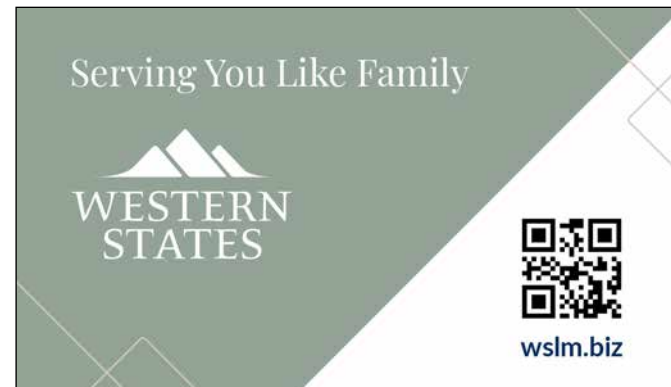
2-color, 5635C Sage and 7534C Beige

Suggested Paper

Bright White

Ultra Smooth Finish

100# cover



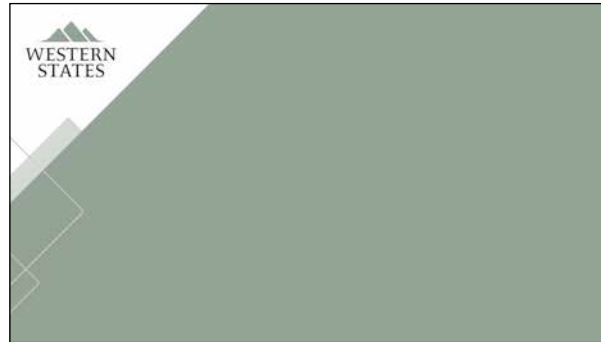
BUSINESS SUITE

Presentations

Our branded presentation templates for PowerPoint and Canva are designed to ensure polished, professional, and cohesive presentations that align with the Western States brand. These templates incorporate our corporate colors, typography and visual elements, making it easy to create impactful presentations while maintaining brand consistency across all communications.

Dimensions

1920 x 1080 px



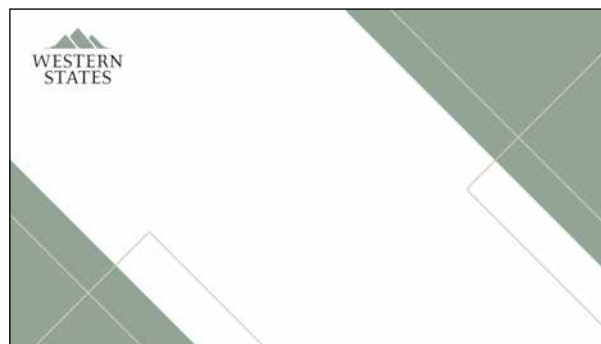
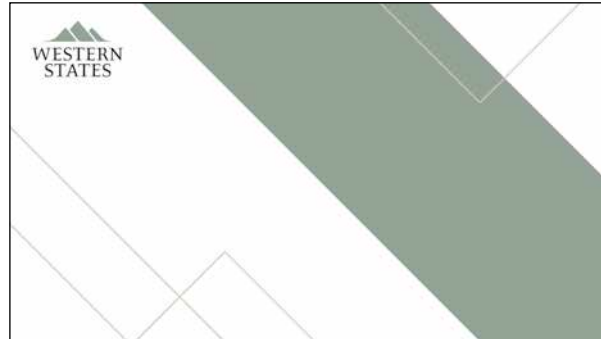
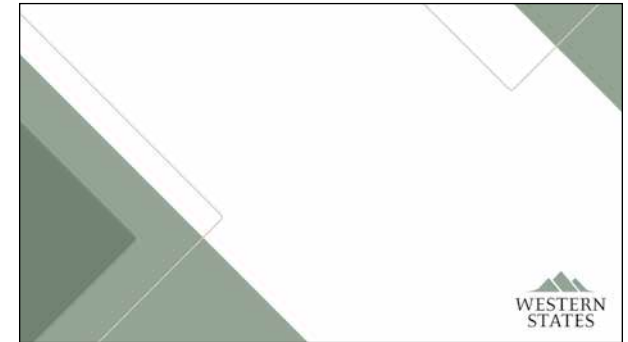
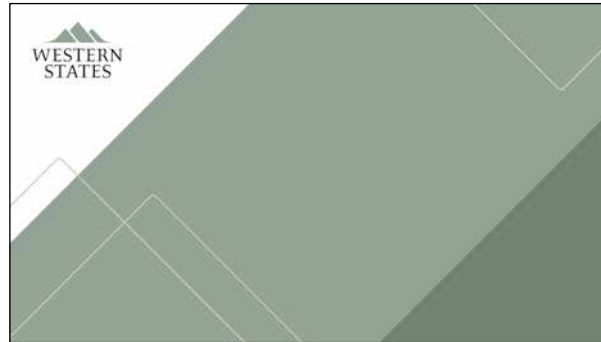
BUSINESS SUITE

Video Background

Our branded video backgrounds for Teams meetings are designed to convey professionalism while maintaining a connection to the Western States identity. With subtle, elegant visuals that incorporate our brand colors and architectural elements, these backgrounds enhance the virtual experience and reinforce our commitment to quality and consistency in every interaction.

Dimensions

1920 x 1080 px



BUSINESS SUITE

Social Banners

Branded social media banners are designed to create a visually cohesive and professional online presence, reflecting the Western States brand identity. By incorporating our logo, color palette, and key messaging, these banners ensure a consistent and engaging visual experience across all social media platforms.

Facebook

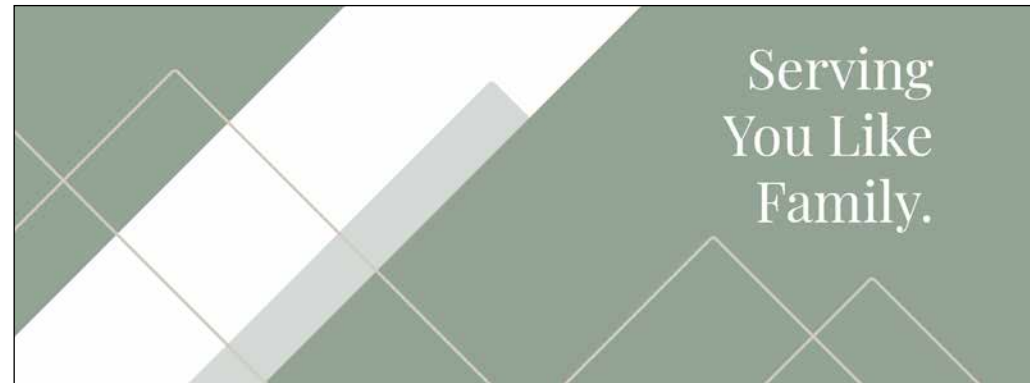
851 x 315 px

LinkedIn (Corporate)

1128 x 191 px

LinkedIn (Personal)

1584 x 396 px



Facebook Banner



LinkedIn (Corporate) Banner



LinkedIn (Personal) Banner

BUSINESS SUITE

Email Signature

To maintain consistency and professionalism across all digital communications, the WSLM email signature standards reflect current branding and ensure compatibility with Outlook.

Use Aptos font in black for all email signature text, applying a mix of bold and regular weights in 12 pt and 11 pt sizes as appropriate. Refer to the image at right for visual guidance.

Email signature must include:

1. Employee name/title, Western States company name, and service lines listing (10 pt. font)
2. Employee phone number including 'let's connect' heading
3. *Serving You Like Family* tagline (italicized)
3. WSLM logo
4. Certification badges for those with professional designations
5. Mandatory confidentiality notice in every signature (set at 6.5 pt. with ample spacing between lines of text)

Employee Name | Employee Title

WESTERN STATES

Lodging | Management | Development | Legacy Senior Living | Nxt Management - Multi-Family Housing

let's connect:

c: [555.555.5555](tel:555.555.5555)

Serving You Like Family

wslm.biz | legacyretire.com | nxtmgt.com



CONFIDENTIALITY NOTICE: This email communication may contain private, confidential, or legally privileged information intended for the sole use of the designated and/or duly authorized recipient(s). If you are not the intended recipient or have received this email in error, please notify the sender immediately by email and permanently delete all copies of this email including all attachments without reading them. If you are not the intended recipient, you must not read this email and any disclosure, copying, printing, distribution, use of any of the information, or the taking of action in reliance on the contents of the information contained in or attached to this email is prohibited. If you are the intended recipient, secure the contents in a manner that conforms to all applicable state and/or federal requirements related to privacy and confidentiality of such information.

SECTION SIX

Brand Image

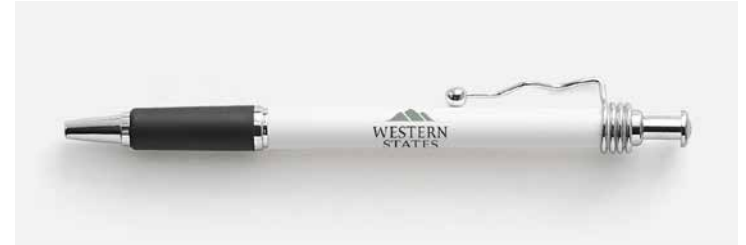
Our branded image on promotional items and apparel is designed to create a unified and memorable presence, extending the Western States identity beyond traditional marketing materials. Whether on t-shirts, hats or giveaways, these items serve as a powerful tool for brand recognition, fostering a sense of pride and connection among employees, clients, and customers.

BRAND IMAGE

Promotional Materials

Promotional materials keep customers aware of the brand in their own environments and in their day-to-day lives. They must be relevant to our industry, of high quality and reflect our premium brand status and values.

Preferred vendors are available to purchase branded items.



SECTION SEVEN

Project Organization

Following project organization standards, including the use of project numbers, ensures that all initiatives and materials are appropriately categorized and easily accessible. This systematic approach enhances efficiency, facilitates tracking, and maintains consistency across projects, allowing for smooth collaboration and effective management of resources.

PROJECT ORGANIZATION

Project Numbers

Project numbers ensure initiatives and materials are appropriately categorized and easily accessible. Files and decks should be saved on the number assigned by the marketing team.



PROJECT ORGANIZATION

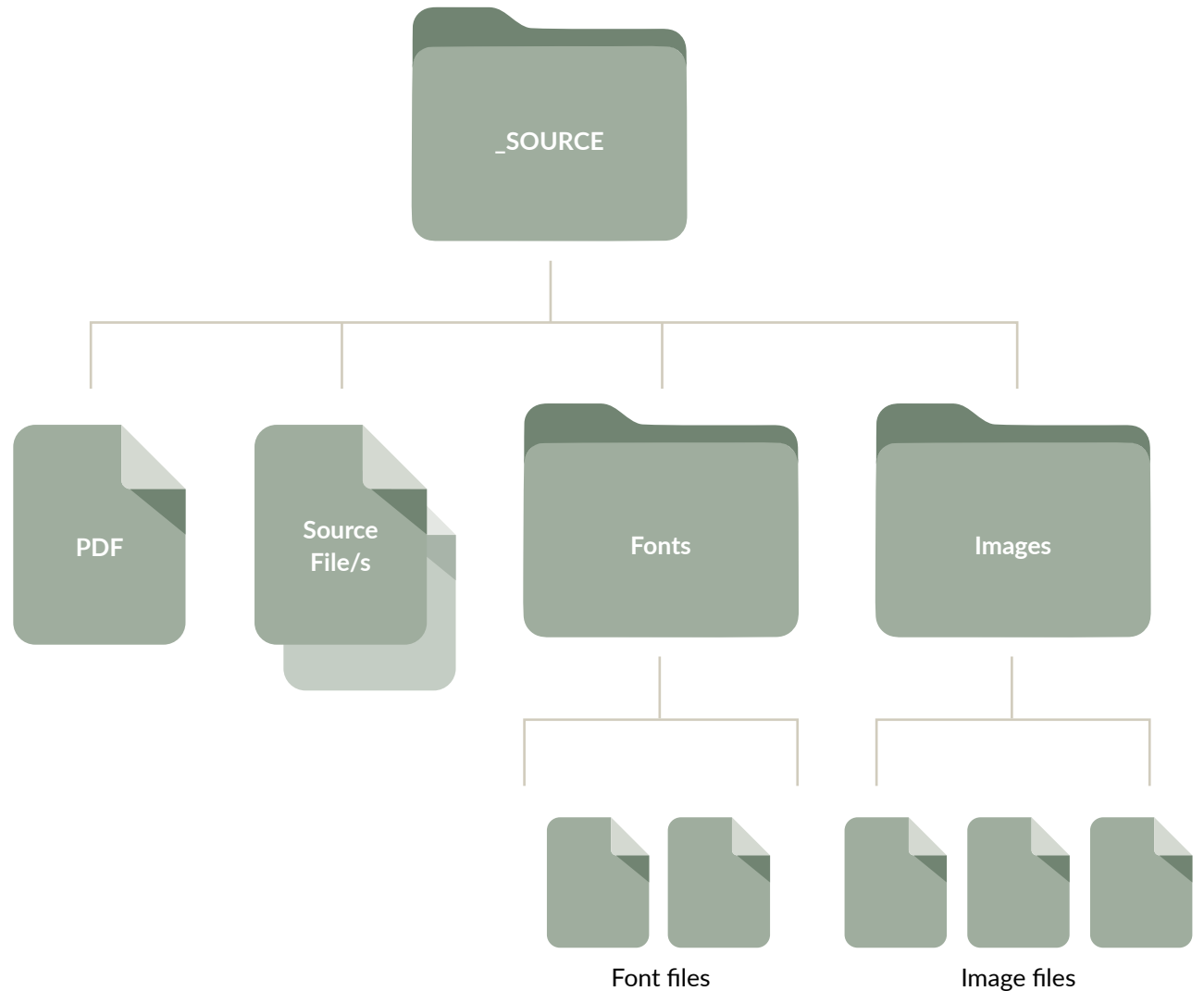
Packaging Source Files

When closing out a project, it is essential to include all linked assets within the file, such as images and fonts. To ensure everything is organized, package all files into a single folder labeled with the extension `_SOURCE`.

Within the `_SOURCE` folder, include:

1. All project source files.
2. A PDF version of the project.
3. Subfolders, if applicable:
 - Fonts (containing all font files).
 - Images (containing all linked images).

This structure ensures an organized and complete handoff for future use or revisions.



SECTION EIGHT

Brand Voice and Style

The brand voice of Western States Lodging and Management is professional, trustworthy and forward-thinking, reflecting its leadership in hospitality, senior living and property management. It conveys a sense of confidence and expertise, rooted in the company's commitment to delivering exceptional service and fostering meaningful connections. The tone is warm yet authoritative, striking a balance between innovation and reliability.

Western States' style emphasizes clarity and sophistication, ensuring all communication is approachable and easily understood, while maintaining the polish that reflects the company's broad scope and professional standards.

BRAND VOICE AND STYLE

Mission, Culture and Core Values

When writing copy, utilize Mission, Vision and Core Values whenever possible. Do not alter the definitions of these elements—refer to them exactly.

MISSION

Serving You Like Family

Use title-case capitalization so each word begins with an upper-case letter.

CULTURE

We distinguish ourselves by embracing our Personal Touch Culture that strives to make a loving and meaningful connection with each other, our customers, and our partners.

Treat "Personal Touch Culture" as a proper noun, ensuring it is capitalized in all instances, including within body copy.

CORE VALUES

Value names are treated as proper nouns and capitalized in title-case.

Be Loving

Every person has inherent worth. We care for everyone with love and encourage each other to constantly improve, achieve balance and find joy.

Choose Wisely

We make the right choice even when it's hard. We spend the right amount of time, effort and resources to enhance the lives of our associates, customers and partners.

Perform Together

We accomplish more as a team. We encourage each other to work as a team and trust in the team's ability to be more successful.

Act Boldly

We celebrate fearless action and learn as we try new things. We empower people to improve, innovate, create and adapt.

Express Gratitude

We are kind to everyone and recognize their contributions. Gratitude keeps us humble and helps us achieve our full potential.

Mind the Store

We act like owners and hold ourselves accountable. We own our culture, profitability, and success.

BRAND VOICE AND STYLE

Key Terms

Key terms establish a consistent language that reinforces Western States' identity and values across all communications. Consistent use of key terms helps build familiarity and trust with our audience, strengthens brand recognition, and avoids confusion or misinterpretation; all crucial for preserving the integrity of the brand.

TERMINOLOGY

Use: Associates

Not: Employees

Use: Business Line(s)

Not: Branch, division, or other terminology that implies these are siloed

Business Lines include:

Hospitality

Senior Living

Nxt Property Management

AcuPharm Pharmacy

Use: Partners

Not: Investors, investment partners

BRAND STANDARDS

Legacy Retirement

Welcome to Legacy Retirement Communities, a premier provider for independent senior living, assisted living, memory care and rehabilitation. At Legacy, you'll find more to life: more smiles shared between family and friends; more services and amenities to make each day incredible; and more opportunities to find confidence-inspiring abundant living. We're driven by a Personal Touch Culture where we make loving and meaningful connections with all who come through our doors.

LEGACY RETIREMENT

Primary Logo

The Legacy Retirement logo is the preferred option for all general Legacy retirement materials. The logo must always be accompanied by 'Retirement' or a community name under the Legacy brand name.

Just like the Western States logo, the Legacy Retirement logo consists of two main elements, the symbol and wordmark.

Symbol

The mountain range in our logo pays tribute to our western landscape roots and our journey as an organization. We are grounded in strength and reach new heights as we expand our horizons.

Wordmark

The clean, bold typography of the wordmark conveys the stability and dependability that define Legacy. The timeless design ensures our identity remains as steadfast and enduring as the services we provide.



LEGACY RETIREMENT

Sizing and Placement

Clear Space

It is essential for legibility and consistency to maintain proper space around the logo. Because spacing dimensions are dependent on size, there is no set measurement. Spacing is determined instead by the height of the mountain range icon.

Here, X is equal to the height of the mountain range. X is used to determine the minimum space needed around the logo in all marketing materials.

This space ensures that the logo has room to breathe when placed near other design elements such as photos, text, or shapes.

Minimum Size

For printed applications, use the logo with the wordmark until you reduce to 1¼" wide. Use the mountain range icon without the wordmark down to 1" width. Applications such as silkscreen or embroidery will require at least 1¾"-wide logos. Always consult with your vendors to ensure reproduction quality.

Height of mountains = X



1¼" Minimum Width



1" Minimum Width



1¾" Embroidered
Minimum Width

LEGACY RETIREMENT

Community Specific Logos

The Community Name portion of the logo represents the specific location within the Legacy House brand. This allows each community to maintain a distinct identity while remaining connected to the overarching Legacy brand, ensuring a sense of personalization and local connection.

Typically "Legacy House" refers to communities offering assisted living and memory care; "Legacy Village" refers to communities offering independent living, assisted living and memory care; and "Legacy Retirement" communities offer independent living only. Exceptions do apply.



Community Name



Community Name



Community Name

LEGACY RETIREMENT

Color in Use

It's important to place the Legacy Retirement primary logo, community logos, and mountain range icon on appropriate contrasting background colors to ensure readability.

Full Color

Use the full color logo options on white, light sage (PMS 5635C at 35% tint), or cream (PMS 4029 at 35% tint) backgrounds.

Single Color (Black)

Use the single color (black) logo options on white, light sage (PMS 5635C at 35% tint), or cream (PMS 4029 at 35% tint) backgrounds.

Reverse (White)

Use the reverse (white) logo options on sage (PMS 5635C), dark sage (PMS 5625C), or black backgrounds.



Full Color on White



Full Color on Light Sage



Full Color on Cream



Single Color on White



Single Color on Light Sage



Single Color on Cream



Reverse on Sage



Reverse on Dark Sage



Reverse on Black

Logo Misuse

Consistency

The consistent application of our brand signature is essential to building familiarity and visibility, and to protecting our trademark rights.

- Always use furnished electronic artwork when reproducing the Legacy Retirement and Legacy community logos.
- Never reproduce the logos from a laser print, color print or fax copy.
- Never attempt to alter, add elements to or recreate any part of the logos in any way.
- Always adhere to the clear-space and sizing regulations.
- **DO NOT** use the outdated Legacy-only version of the logo.
- **DO NOT** use the outdated version of the logo which includes the registered trademark "R-ball" symbol.
- **DO NOT** condense, skew or expand the logo.
- **DO NOT** change fundamental elements of the logo such as color or typeface.
- **DO NOT** add special effects such as dropshadow or transparency, etc.

Never use an outdated version of the logo.



⊘ DO NOT Legacy-only logo.



⊘ DO NOT "R-ball" logo.

Never change fundamental elements of the logo.



⊘ DO NOT adjust colors.



⊘ DO NOT adjust typeface.

Never add effects to logo.



⊘ DO NOT add dropshadow.



⊘ DO NOT add transparency.

Always ensure proportions of logo match original artwork when resizing.



⊘ DO NOT condense.



⊘ DO NOT skew.



⊘ DO NOT expand.

LEGACY RETIREMENT

Typography

Headlines

Avenir Black

- Use All Caps case with 50 pt. tracking

Wilderness

- Always capitalize first letter for readability
- PMS 5625 only on light backgrounds
- Never use all caps or all lowercase.

Subheadings

Avenir Black

- Title case capitalization

Body Copy

Avenir Book

- Include ample leading when possible to create a sense of openness
- Left alignment is preferred

Address Line

Avenir Medium or Book

- Title case capitalization

Website

Avenir Heavy

- Title Case capitalization
- Never use All Caps for readability

Service Line Bar/Call-outs

Prospera Bold Italic

- Use title case capitalization for the service line bar

HEADLINE Example

Subheading Example

Body copy example adit hictecu llaciunt quis si res iliquam, siminve ruptium ium harchicilici alis minctota alissi bearcil inctorpos deles ex et eatinit la id ma accatqui

1234 Sample Ln. | City, ST 12345

LegacyWebAddress.com

Senior Living · Assisted Living · Memory Care

Callout example text bustiam audantur sedicillis id et dolum aturit, elessus nimpoperspe ium, to in noOXerfernatur aut arum eum hitinvenis non.

LEGACY RETIREMENT

Typography

White or Cream Background

- Avenir in black
- Wilderness in PMS 5625
- ⊘ Never use Wilderness in a lighter shade of green on a light background

Dark Green Background

- Avenir in white only
- Wilderness in Black only
- Increase weight of body copy text to Medium for readability
- ⊘ Never use shades of green for type set on a dark green background

Light Green Background

- Avenir in black
- Wilderness in PMS 5625
- Ensure background is light enough to create contrast with PMS 5625 (20% tint or below)
- ⊘ Never use Wilderness in a lighter shade of green on a light background

HEADLINE *Example*

Subheading

Body copy. adit hictecu llaciunt quis si res iliquam, siminve ruptium ium harchicilici alis minctota alissi bearcil inctorpos dele aut.

HEADLINE *Example*

Subheading

Body copy. adit hictecu llaciunt quis si res iliquam, siminve ruptium ium harchicilici alis minctota alissi bearcil inctorpos dele aut.

HEADLINE *Example*

Subheading

Body copy. adit hictecu llaciunt quis si res iliquam, siminve ruptium ium harchicilici alis minctota alissi bearcil inctorpos dele aut.

Color Palette

The Legacy brand color palette embodies the warmth and vitality of our communities while maintaining a refined and timeless aesthetic. Drawing inspiration from natural tones, this palette reflects trust, stability and a sense of place, aligning with our commitment to creating welcoming environments. These versatile colors provide consistency across branding applications, ensuring the Legacy brand remains distinct, vibrant and connected to the lives we enrich.

Primary Colors



PMS 5635C (Sage Green)
CMYK 45 | 27 | 42 | 1
RGB 147 | 164 | 150
#93a496

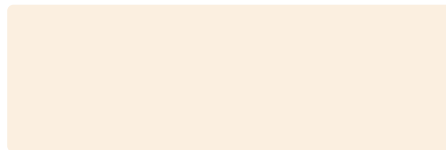


PMS 5625C (Dark Sage)
CMYK 58 | 36 | 56 | 10
RGB 113 | 132 | 114
#708372

Primary Accent and Background Colors



PMS 5635C - 35% tint (Light Sage)
CMYK 45 | 27 | 42 | 1 - 35% tint
RGB 147 | 164 | 150 - 35% tint
#d4dbd5



PMS 4029 CP - 35% tint
CMYK 1 | 5 | 11 | 0
RGB 251 | 239 | 220
#fbefdc

Secondary Accent Colors



PMS 4235 CP
CMYK 26 | 16 | 51 | 6
RGB 179 | 182 | 122
#b3b67a



PMS 2221 CP
CMYK 76 | 17 | 22 | 11
RGB 89 | 147 | 161
#5993a1

LEGACY RETIREMENT

Color Heirarchy

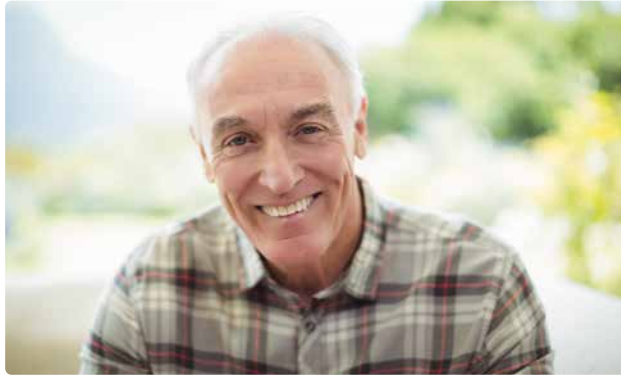
Sage green serves as the primary focal color. Primary accents and background colors include light sage and PMS 4029 CP. PMS 4235 CP and PMS 2221 CP serve as secondary accent colors and should be used sparingly.



LEGACY RETIREMENT

Lifestyle Photography

Lifestyle photography for senior living showcases vibrant, aspirational seniors who embody active and youthful energy. By incorporating multi-generational moments, these images celebrate connections, vitality, and the fulfilling lifestyles our communities support, inspiring residents and families alike.



LEGACY RETIREMENT

Design Details

Legacy Retirement is a brand that favors ease and approachability, using flowing curves and rounded corners instead of sharp lines or hard edges. It's a simple design choice that reflects the brand's overall feel—warm, thoughtful, and easy to connect with.

Example of flowing curves in shades of green.



Image overlapped by transparent curve and cropped with flowing curved edge.

Design Examples

8.5 x 11 Slick

LEGACY HOUSE
South Jordan

Welcome Wednesday

Join us at Legacy House of South Jordan for Welcome Wednesday, held every Wednesday at 11 a.m. Experience firsthand the warmth, care and vibrant lifestyle that make our community special. Enjoy a personal tour, meet our friendly associates, and discover how our Personal Touch Culture fosters loving and meaningful connections. Whether you're exploring options for yourself or a loved one, we invite you to see what makes Legacy feel like home.

Located next to the Jordan River Temple, we offer expert assisted living and memory care with studio, one-, and two-bedroom apartments, inviting outdoor spaces, and personalized care to help residents thrive in a supportive, family-like environment.

RSVP
801.783.2031
Call us to schedule your complimentary lunch!

LEGACY HOUSE
South Jordan

Assisted Living • Memory Care
1517 W. Temple Ln. | South Jordan, UT 84095 | 801.254.0373 | LegacySouthJordan.com

Postcard

Enjoy Life's
MOMENTS leave the care to us.

Assisted Living • Memory Care

With perfectly sized no-maintenance apartments, health support with daily activities and friends around every corner, you can start enjoying life's moments...we'll take care of the rest!

LEGACY HOUSE
South Jordan

1517 W. Temple Ln. | South Jordan, UT 84095 | 801.783.2031 | LegacySouthJordan.com

At Legacy House of South Jordan, offers a vibrant senior living community with expert assisted living and memory care. Located next to the Jordan River Temple, we provide studio, one-, and two-bedroom apartments, outdoor spaces, and personalized care to help residents thrive in a supportive, family-like environment.

Visit us!

Discover life at Legacy, meet new friends and enjoy a delicious complimentary lunch at our Welcome Wednesday - every Wednesday at 11 a.m. Call 801.783.2031 to learn more and reserve your spot today!

LEGACY HOUSE
South Jordan

1517 W. Temple Ln. | South Jordan, UT 84095

LegacySouthJordan.com

Print Ad

LEGACY VILLAGE
St. George

Share the Love

A little kindness can brighten someone's day, and we're here to share the love! At Legacy Village of St. George, Be Loving is one of our core values and a cornerstone of how we make loving and meaningful connections.

Wishing you joy, kindness and love!

Independent Living • Assisted Living • Memory Care
1379 W. Sky Rocket Rd. | St. George, UT 84770 | LegacyVillageStGeorge.com | 435.375.4800

Web Ad

Live Connected,
FIND YOUR Joy

Legacy Senior Living

LEGACY VILLAGE
St. George

BRAND STANDARDS

NXT Property Management

Nxt Property Management takes pride in maintaining the physical integrity and operational efficiency of multifamily housing properties. Our goal is to create and sustain an optimal living environment for residents, ensuring satisfaction and peace of mind.

NXT PROPERTY MANAGEMENT

Primary Logo

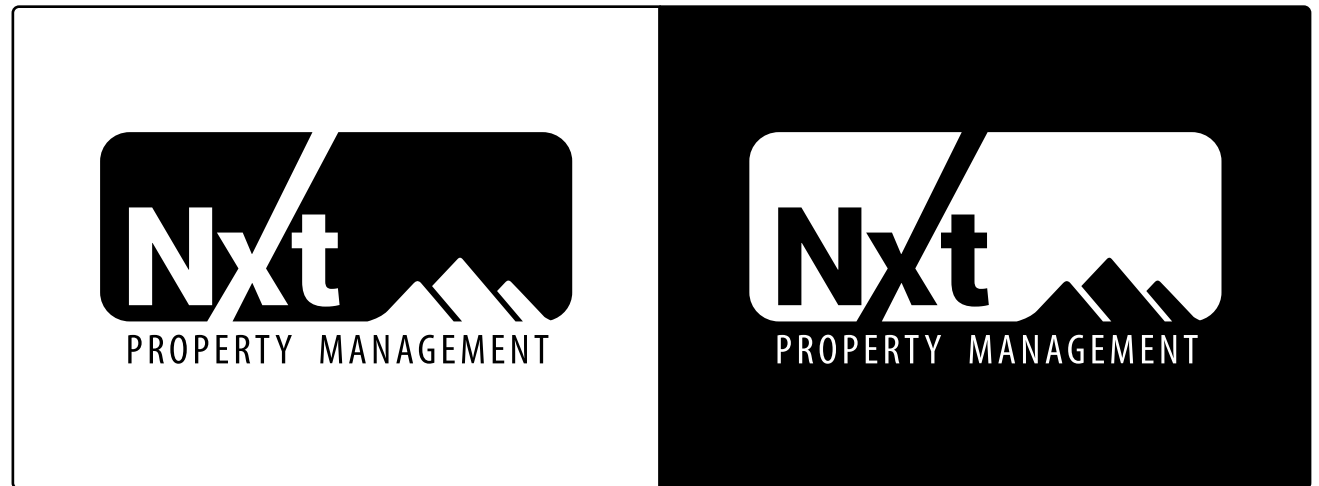
Our primary logo is the most recognizable expression of our brand.

Logo Color

The NXT Property Management primary logo is available in three colorways; full color, single color (black), and reverse (white).



NXT Logo in Full Color



NXT Logo in Single Color (black)

NXT Logo in Reverse (white)

Color Palette

The Nxt Property Management brand color palette embodies the warmth and vitality of our properties while showing the connection to Western States brand.



Sage Green

PMS 5635C

CMYK 45 | 27 | 42 | 1

RGB 147 | 164 | 150

#93a496



NXT Blue

CMYK 86 | 71 | 37 | 23

RGB 53 | 73 | 104

344868

Typeface Palette

The NXT Property Management brand utilizes **Myriad Condensed** as its primary font.

AA

Myriad Pro - All Caps

Myriad Condensed can be used in All Caps for headings and callouts with 95 Letter Spacing.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Aa

Myriad Pro - Sentence/Title Case

Do not use All Caps for body copy. The preferred use for large blocks of copy is sentence and/or title case.

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

BRAND STANDARDS

AcuPharm

Our business line, AcuPharm, offers a commitment to excellence and patient care, striving to meet the unique medication needs of residents in skilled nursing and assisted living communities. Their brand utilizes elements of the Western States brand, but distinguishes itself to meet the needs of new customers outside the Legacy Retirement family.

ACUPHARM

Primary Logo and Color Usage

AcuPharm's logo draws inspiration from the Western States logo, but distinguishes itself enough to build business outside of Western States. Mountain imagery has shape lines with a primarily blue color palette.



AcuPharm Logo in AcuPharm Blue



AcuPharm Blue
on White



Black on White



White on Dark Navy



White on Black



AcuPharm Blue
on Light Blue



White on
AcuPharm Blue



AcuPharm Blue
on Dark Navy

Color Palette

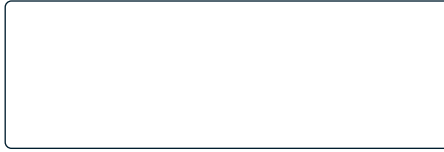


AcuPharm Blue

CMYK 100 | 35 | 0 | 40

RGB 0 | 98 | 152

#006298



White

CMYK 0 | 0 | 0 | 0

RGB 255 | 255 | 255

#ffffff

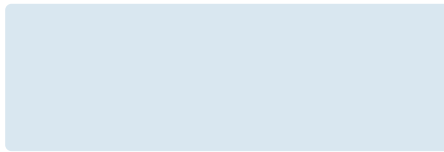


Dark Navy

CMYK 92 | 75 | 54 | 67

RGB 0 | 29 | 46

#001d2e



Light Blue

CMYK 13 | 4 | 2 | 0

RGB 217 | 231 | 240

#d9e7f0

Typeface Palette

The AcuPharm brand utilizes two primary fonts to balance elegance and readability.

Syncopate Bold is reserved for large headlines and calls to action, adding a touch of sophistication and prominence.

Always use Syncopate in All Caps, never in sentence or title case.

Lato complements this with its clean, modern design, ideal for body copy and subheadings, ensuring clear and approachable communication across all materials.

Use Lato in instances when sentence and title case is needed.

AA

Syncopate Bold

Syncopate is a sleek, modern sans-serif typeface. Its design embraces a geometric structure with a slightly condensed shape, giving it a contemporary and sophisticated feel.

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

Aa

Lato

Lato has classical proportions, especially in the uppercase, and semi-rounded details that give it a warm feel.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

BRAND STANDARDS

Internal/Employment Branding

Our internal employment brand draws from the foundational elements of the Western States identity—authentic, grounded, and people-focused—while using a distinct color palette to represent the diversity of our service lines, from hospitality to senior living to development. This visual and tonal shift helps unite our team members across industries under one cohesive culture, celebrating shared values of service, connection, and growth. Through this approach, we highlight the unique paths within our organization while reinforcing a strong, unified Western States family.

INTERNAL/EMPLOYMENT BRANDING

Color Palette

The Internal/Employment brand for Western States shifts from the client-facing emphasis on green to a stronger focus on blue, creating a look that feels more welcoming and people-centered.

Primary Color



PMS 7700C

CMYK 93 | 62 | 32 | 13

RGB 22 | 90 | 125

#165a7d

Accent Color



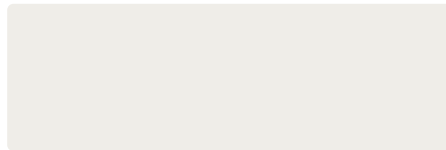
PMS 5635C (Sage Green)

CMYK 45 | 27 | 42 | 1

RGB 147 | 164 | 150

#93a496

Background Colors

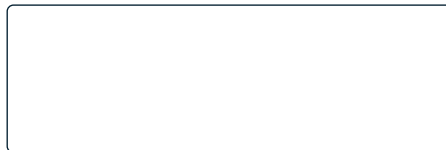


PMS 7534C - 35% tint

CMYK 18 | 16 | 24 | 0 - 35% tint

RGB 209 | 204 | 189 - 35% tint

#f1efeb



White

CMYK 0 | 0 | 0 | 0

RGB 255 | 255 | 255

#ffffff

INTERNAL/EMPLOYMENT BRANDING

Typography

Headlines

Headlines use two typefaces: **Playfair Display (All Caps)** and **La Luxes Script**.

These fonts may be used individually or paired together. When combined, La Luxes Script should be used sparingly and always at a smaller size than Playfair Display to maintain visual hierarchy and elegance.

Headlines should be written in PMS 7700C on a light background or reverse white on dark PMS 7700C backgrounds.

Headlines should always appear prominently in a large font size.

Call to Action

Lato Light and **Lato Semibold** are used for call-to-action text to create a sense of elegance and intentionality. Lato Light offers a refined, minimal look, while Semibold adds subtle emphasis—drawing attention without overwhelming the design.

Body Copy

Lato Light is used as the primary body copy throughout all design.

Playfair Display (All Caps)

HEADLINE 1

La Luxes Script

Headline 2

CTA in Lato Light and Lato Semibold

This is a **call to action** sample!

Body copy in Lato Light

Adit hictecu llaciunt quis si res iliquam, siminve ruptium ium harchicilici alis minctota alissi bearcil inctorpos deles ex et eatinit la id ma accatquiOrem eate net ut porrum explandae ipiendam et quo te aliquias etur aut inventum explab iminum faccus nis elignim solo bearumqui sam volorit ecesti

INTERNAL/EMPLOYMENT
BRANDING

Design Examples

Booklet Cover



8.5 x 11 Slick

WESTERN STATES Leadership Immersion

Leadership Immersion is a three-day experiential and social learning experience for new leaders. The course emphasizes and empowers Western States' leadership roles and behaviors.

What You'll Learn

- ✓ Roles of Western States Leaders*
 - Ambassador
 - Consultant
 - Collaborator
 - Coach
- ✓ Creating Customer-Focused Experiences through Personal Touch Principles
- ✓ Accountability and Emotional Intelligence in Managing and Supporting Teams

*See more information about the leadership role behaviors at <https://western.com/1068267385?utm=copy>

Course Structure

- In-person course with ten modules taught by Western States leaders.
- Content based on the concept that leadership is not demonstrated by position or traits, but by what the leader does, and more importantly, how they do it.
- Discussions, exercises and a personalized action plan which allows leaders to demonstrate the four leadership roles in their work and at their properties.

Join Us!

All Western States leaders, including directors, managers and supervisors should attend Leadership Immersion.

For more details or to sign up for an upcoming Leadership Immersion class, contact Edi Lorenz at EdiL@wslm.biz