



GetCareSC

VISUAL BRAND GUIDELINE

VISUAL BRAND GUIDELINE

Logo	3
Master Logo	3
Primary Lockups	4
Variations	5
Limitations	6
Caption	7
Minimum Size & Clearspace	8
Color	9
Profiles	9
Typography	10
Example.....	11
Image	12
Icons.....	12
Photography.....	13
Brand	14
Copywriting & Voice	14
Assets.....	15



MASTER LOGO

The GetCareSC logo is an invaluable asset of our visual identity. It is a guarantee of quality that unites all of our communications.

Please respect our brand, treat it properly, and follow the guidelines we have so painstakingly created.

The GetCareSC logo is comprised of the logotype and the mark. It communicates warmth and empathy in a way that is uniquely "South Carolina" through color, shape, and symbolism. The mark a hybridized form of the outline of the state of South Carolina and the heart, a symbol of feeling and care. The logotype 's lettering is bold, yet rounded for a friendlier, more approachable brand.



A logo is the point of entry to the brand.

MILTON GLASER



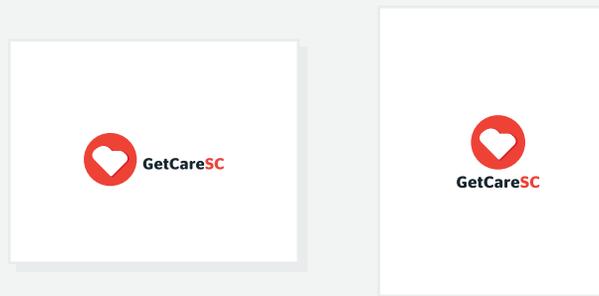
PRIMARY LOCKUPS

The GetCareSC logo has four primary lockups. The use of the Stacked or Horizontal lockups should be determined by the needs of the intended layout (**fig.1**). The use of the Dotcom lockups is determined by **a)** the amount of context provided, and **b)** the intent to refer specifically to the website or to the GetCareSC brand.

Please respect our brand, treat it properly, and follow the guidelines we have so painstakingly created.

The use of GetCareSC in copy should be formatted as GetCareSC and GetCareSC.com. Please avoid changing the case when possible.

fig. 1



Stacked



Stacked Dotcom



Horizontal



Horizontal Dotcom



VARIATIONS

The GetCareSC logo has three color variants. The use of these variations is determined by **a)** limitations in reproduction quality (one-color printing, fax, etc.), and **b)** the need to place the logo on a dark background.

Please respect our brand, treat it properly, and follow the guidelines we have so painstakingly created.

The use of GetCareSC logo primary lockups is always preferred over the color variations.

1-Color



1-Color Reversed



Blue/Dark Field



LIMITATIONS

To maintain the quality and longevity of the brand, there are rules and specifications on color, placement, and general application of the GetCareSC logo.

- 1 Maintain the proper color configuration in the logotype.
- 2 Do not rotate logotype
- 3 Do not use cheesy effects on the logotype.
- 4 Do not place the logo on conflicting color floods.



CAPTION

The GetCareSC visual brand has two branded captions that are typeset in the GetCareSC brand font. These can be used in situations where the provided context is minimal or insufficient for the audience.

Please respect our brand, treat it properly, and follow the guidelines we have so painstakingly created.

The captions may also be used in copy.



Find service providers for
seniors, caregivers, and
adults with disabilities.



South Carolina cares.
South Carolina can help.

Branded Caption - Left Justified

**Find service providers for
seniors, caregivers, and
adults with disabilities.**

Branded Caption - Center Justified

**Find service providers for
seniors, caregivers, and
adults with disabilities.**

Branded Caption - Left Justified

**South Carolina cares.
South Carolina can help.**

Branded Caption - Center Justified

**South Carolina cares.
South Carolina can help.**

MINIMUM SIZE & CLEARSPACE

The master logos have different minimum size requirements for print and for web applications.

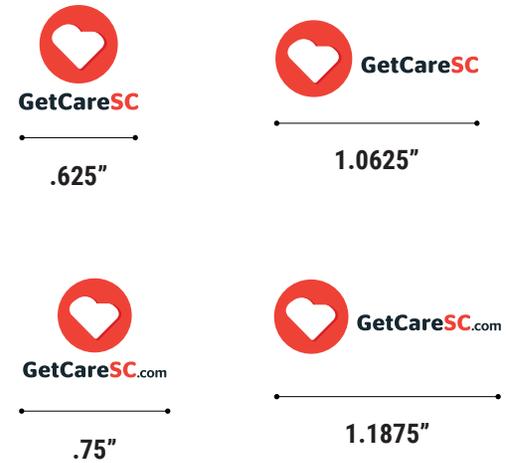
A healthy amount of clear space around the logo maintains proper brand awareness and consistency. We use the borders shown as reference for allowing space. This space is allotted in the final brand assets files.

Please respect our logo, treat it properly, and follow the guidelines we have so painstakingly created.

Design is as much an act of spacing as an act of marking.

ELLEN LUPTON

Minimum Size



Clearspace



PROFILES

Color profiles are divided into two applications: print and screen. The print color profiles are cmyk and Pantone. The screen color profiles for web use are rgb and Hex values.

When pairing colors – especially in the context of a series of blue hues and tints – creating a hierarchy is paramount. Contrast is key.

1 Red

Pantone 032c
CMYK 0, 89, 84, 0
RGB 239, 67, 36
#EF4337

2 Yellow

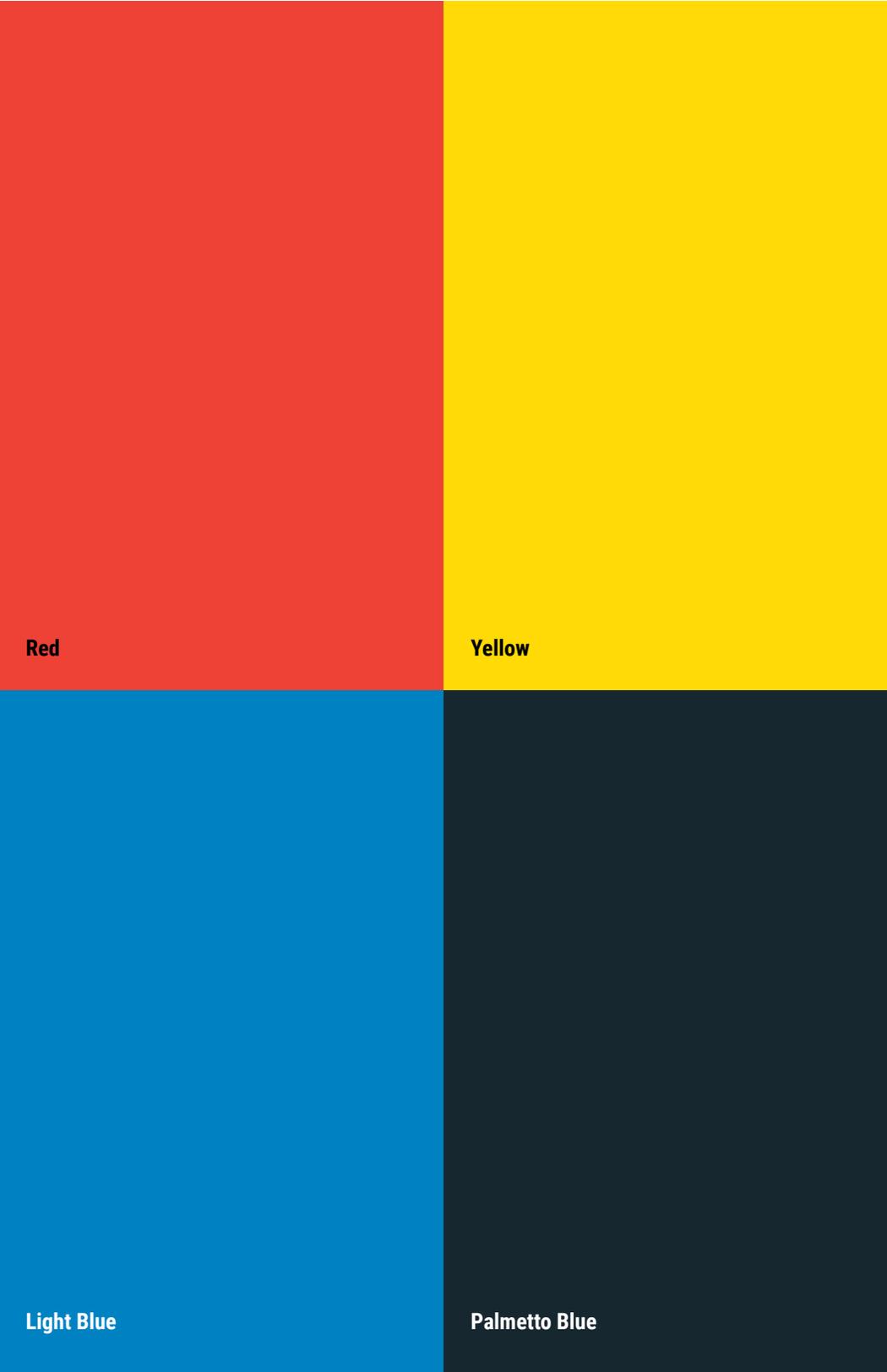
Pantone Process Yellow c
CMYK 0, 0, 100, 0
RGB 253, 233, 0
#FDE900

3 Light Blue

Pantone 2925c
CMYK 85, 21, 0, 0
RGB 0, 124, 196
#007CC4

4 Palmetto Blue

Pantone 533c
CMYK 95, 72, 15, 67
RGB 7, 38, 60
#06253B



Red

Yellow

Light Blue

Palmetto Blue

TYPOGRAPHY

Simple and legible typography has been selected to represent our brand. The Roboto family of typefaces are available for download at www.google.com/design/spec/resources/roboto-noto-fonts.html.

Roboto Condensed is typically used for callouts.

Roboto is used for body copy.

Roboto Slab is used for headlines.

Words have meaning. Type has spirit. The combination is spectacular.

PAULA SCHER

ROBOTO CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789&\$%#¶!

ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789&\$%#¶!

ROBOTO SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789&\$%#¶!



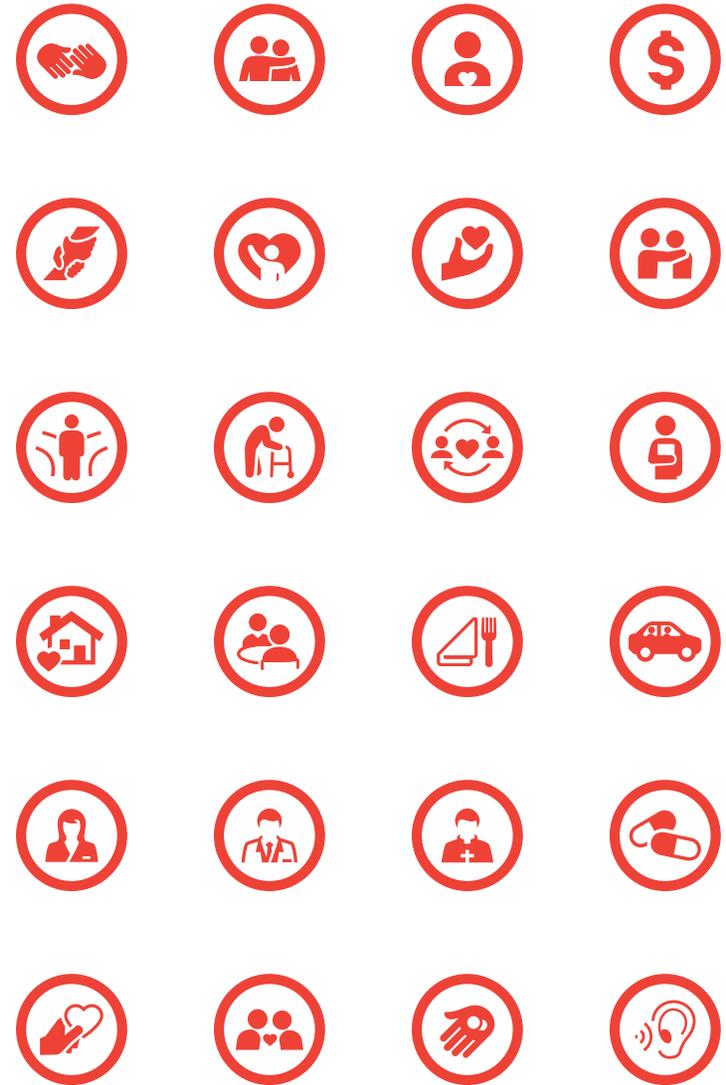
South Carolina cares. South Carolina can help.

Aging is a complicated issue, and many people do not know where to turn to get answers to their questions. GetCareSC hopes to provide those answers with guides, articles, and tips.

GetCareSC is sponsored by the
South Carolina Department on Aging.

ICONS

Icons create a narrative while maintaining a reasonable scale for systematic communication. The icons designed for the GetCareSC Brand have a clear theme of simplicity, honesty, and sincerity. Their simplicity creates flexibility for print and web use at any scale. Icons can be used in any branded color.



PHOTOGRAPHY

Photography helps us make emotional connections. We use it to capture the natural side of living in candid moments..

GetCareSC's photographic style is simple: a focus on real people. Our brand message is inspirational, not aspirational. We aren't image-oriented. Remember to keep the body language believable.

Environments are to be comfortable, casual, and relaxed. We're not looking for perfection, but a lived-in atmosphere. Allow lifestyle spaces to portray reality versus stark or staged backgrounds. Diversity is a priority.

There is one thing the photograph must contain, the humanity of the moment.

ROBERT FRANK



COPYWRITING & VOICE

The GetCareSC voice should be friendly and approachable, using informal but polite language. It can help to read your copy aloud—if it sounds reasonably conversational, you’re in the right place!

Try to keep language simple and sentences short. You can use a readability tool to make sure copy is at a 5th to 8th grade reading level.

Addressing the audience as “you” automatically makes content sound more personal.

Our brand name, GetCareSC, should always be presented as one word, with camel-casing on the G, C, S, and C.

LINKS

Use descriptive text



[Click here for the city of Columbia's accessible parks](http://www.cityofcolumbia.com/parks)
<http://www.cityofcolumbia.com/parks>

VERSUS



[Find accessible parks in Columbia](#)

ACTIONABLE CONTENT

Give the audience a next step



Applications may be requested at your regional office

VERSUS



[Download the Application](#)

ASSETS

Brand assets are housed in a compressed, zipped file. Color profiles, logo systems, and assigned typography are included as well as these Brand Guidelines to outline how to use each element.

We recommend you save and archive the zipped file for your records.

These guidelines are for the GetCareSC team and partner agencies only, and have been carefully crafted to protect the GetCareSC brand. If you're ever in doubt about something, please refer back to these Brand Guidelines.

It's imperative that we give the GetCareSC brand the kind of love and respect it deserves. That means staying within the guidelines outlined for all GetCareSC branded materials. We haven't painted ourselves inside a box—it's a pretty flexible system. Please respect the integrity of the brand and the careful thought that has gone into it.

Any questions you can't find the answers to can be directed to the folks at Cyberwoven: info@cyberwoven.com.

A brand is a living entity – and it is enriched or undermined cumulatively over time, the product of a thousand small gestures.

MICHAEL EISNER



GetCareSC sponsored by the South Carolina Department on Aging. The Department on Aging was established via the Older Americans Act, designed to help adults live independently in their homes for as long as possible. The Department on Aging works with 10 regional Area Agencies on Aging, to provide caregivers and seniors with information and referrals to service providers, and to alert them to any assistance programs they may be eligible for.