

**AGE**

Advanced Gerontological  
Education



**Gentle  
Persuasive  
Approaches**

BRANDING GUIDELINES

# Table of Contents - WILL UPDATE WHEN FINALIZED

<b>Our Logo Overview - AGE &amp; GPA</b>	<b>3</b>	<b>GPA Logo Usage</b>	<b>12</b>
		Safety Area	12
<b>AGE Logo Usage</b>	<b>4</b>	Sizing	12
Safety Area	4	ADP French Logo Usage	13
Sizing	4	<b>Brand Colour GPA</b>	<b>14</b>
AGE French Logo Usage	5	Corporate Colours	14
		Colour Options	14
<b>AGE Logo with Tagline Usage</b>	<b>6</b>		
Safety Area	6	<b>Improper Usage GPA</b>	<b>15</b>
Sizing	6	Do's & Don'ts	15
AGE Logo With Tagline French Usage	7		
		<b>Complimentary Colour Palettes</b>	<b>16</b>
		Website Application	16
		Vibrant Palette	16
<b>AGE Alternate Logo Usage</b>	<b>8</b>		
Safety Area	8	<b>Imagery</b>	<b>17</b>
Sizing	8		
AGE Alternate French Logo Usage	9	<b>Applications</b>	<b>18</b>
		Stationery and Business Card	18
<b>Brand Colour AGE</b>	<b>10</b>		
Corporate Colours	10	<b>Typography</b>	<b>19</b>
Colour Options	10		
		<b>Contact Information</b>	<b>20</b>
<b>Improper Usage AGE Logo</b>	<b>11</b>		
Do's & Don'ts	11		

## Our Logo Overview - AGE



Great care, consideration and thought were invested in the refinement of the Advanced Gerontological Education (AGE) and Gentle Persuasive Approaches (GPA) logo branding guidelines.

As an independent not-for-profit social enterprise that provides a variety of educational products to complete our mission of “enhancing the care of older adults by learning together”, AGE has continually evolved to meet the changing educational needs within the gerontological care community.

The mandate of AGE is to identify the learning needs of health care and social service workers who care for older adults accessing services offered by the care sector in the Hamilton community and across Canada.

AGE promotes the community’s capacity to ensure quality care for older adults. Through the Gentle Persuasive Approaches (GPA) in Dementia Care program, Certified Coaches train groups of interdisciplinary health care providers and students, equipping them with the knowledge, confidence and skills to recognize, prevent, diffuse and respond to situations of risk due to responsive behaviours.



## Gentle Persuasive Approaches

With this proud mission and commitment to enhancing the care of older adults in mind, the AGE and GPA logo guidelines have been refined to better reflect our continued innovation and commitment to our customers.

# AGE Logo Usage

## Safety Area

The AGE logo (combination of the icon/acronym and wordmark, should occupy its own space. Always maintain a generous "safe" area equal to 1/2 the height of the yellow line.

Note the clearly defined space around the logo in the example.

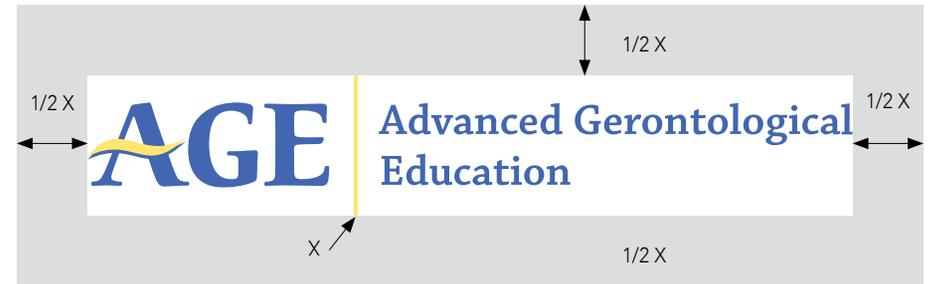
## Sizing

Follow the guidelines below when sizing the logo. A consistent size helps maintains the brand integrity.

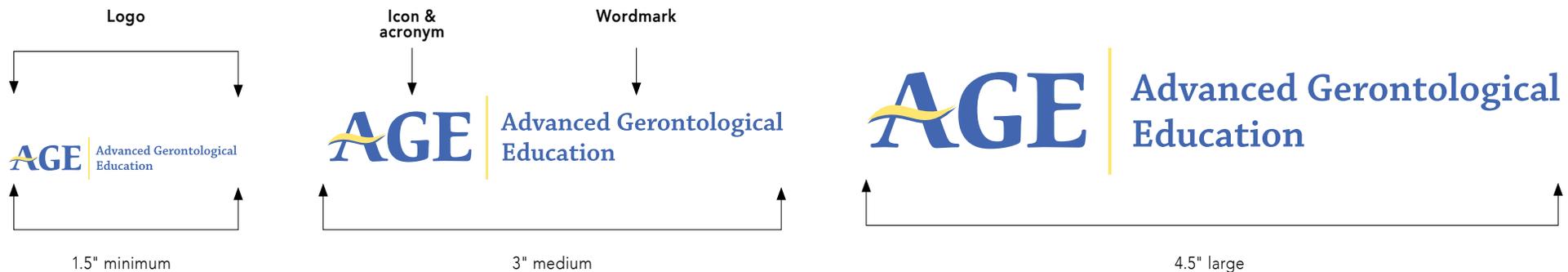
The minimum application size for the AGE is 1.5 inch, measured horizontally end to end as per the example below. Use this size for collateral requiring a small imprint such as business cards and small advertising.

The medium application size for the AGE logo is 3 inches, measured horizontally end to end.

The large application size for the AGE logo is 4.5 inches, measured horizontally end to end. Use this for large ads and print collateral.



**The AGE icon/acronym can be used on its own, however, the full Advanced Gerontological Education logo must appear somewhere on the same page. The AGE icon/acronym can never stand alone without a reference to the full logo somewhere on the same page.**



# AGE French Logo Usage

## Safety Area

The AGE French logo (combination of the icon/acronym and wordmark, should occupy its own space. Always maintain a generous "safe" area equal to 1/2 the height of the yellow line.

Note the clearly defined space around the logo in the example.

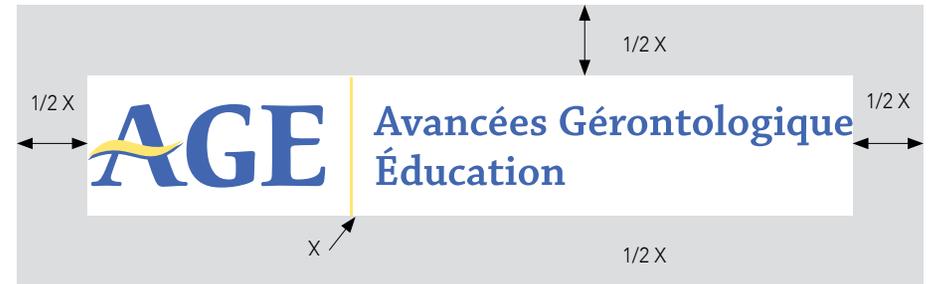
## Sizing

Follow the guidelines below when sizing the French logo. A consistent size helps maintains the brand integrity.

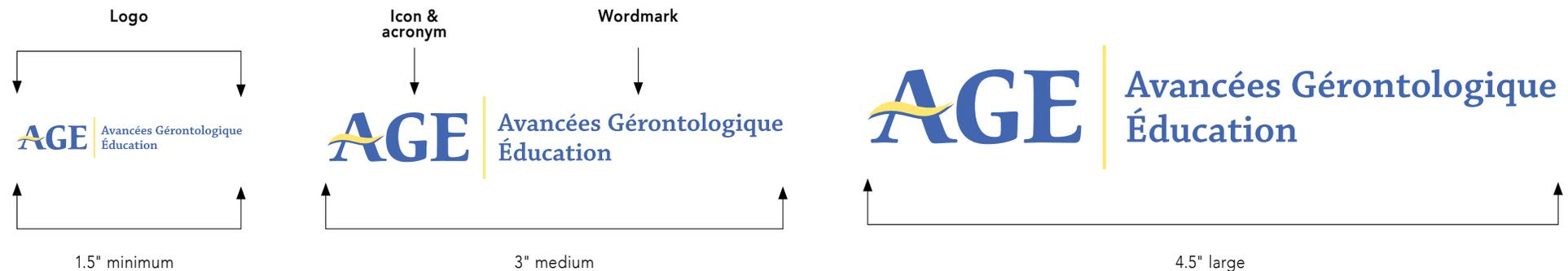
The minimum application size for the AGE French is 1.5 inch, measured horizontally end to end as per the example below. Use this size for collateral requiring a small imprint such as business cards and small advertising.

The medium application size for the French AGE logo is 3 inches, measured horizontally end to end.

The large application size for the French AGE logo is 4.5 inches, measured horizontally end to end. Use this for large ads and print collateral.



**The French AGE icon/acronym can be used on its own, however, the full Avanc es G rontologique  ducation logo must appear somewhere on the same page. The French AGE icon/acronym can never stand alone without a reference to the full logo somewhere on the same page.**



# AGE Logo Usage

## Safety Area

The AGE logo (combination of the icon/acronym and wordmark, should occupy its own space. Always maintain a generous "safe" area equal to 1/2 the height of the yellow line.

Note the clearly defined space around the logo in the example.

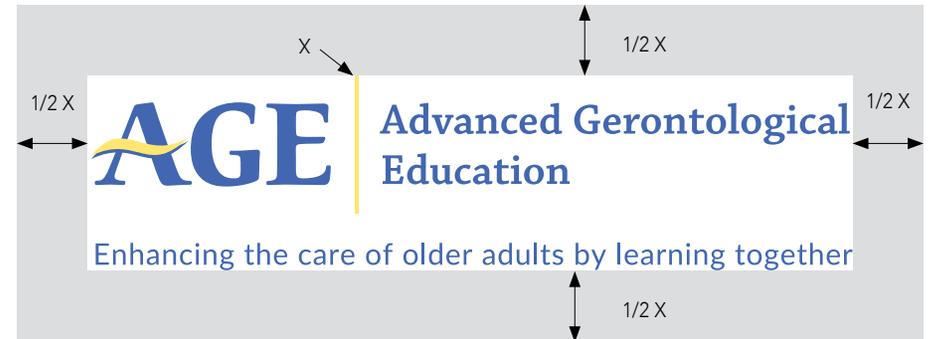
## Sizing

Follow the guidelines below when sizing the logo. A consistent size helps maintains the brand integrity.

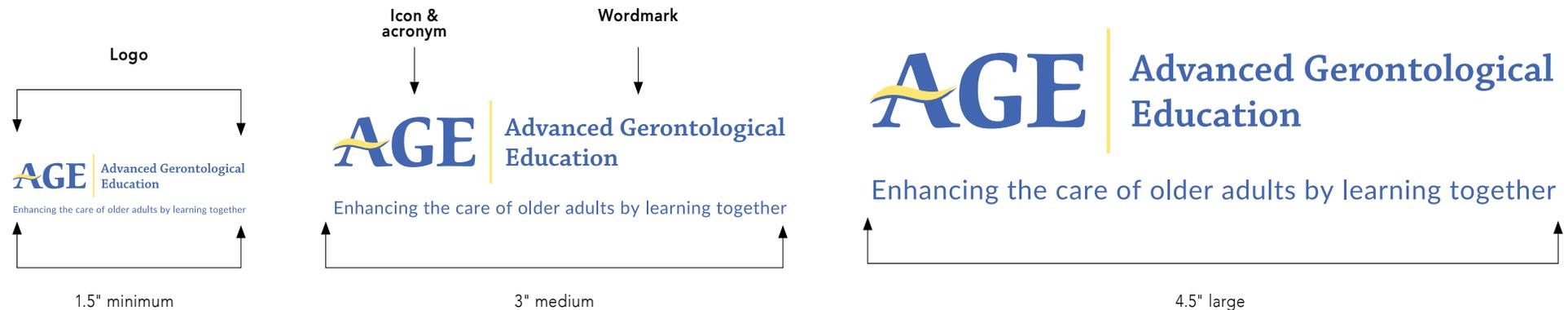
The minimum application size for the AGE is 1.5 inch, measured horizontally end to end as per the example below. Use this size for collateral requiring a small imprint such as business cards and small advertising.

The medium application size for the AGE logo is 3 inches, measured horizontally end to end.

The large application size for the AGE logo is 4.5 inches, measured horizontally end to end. Use this for large ads and print collateral.



**The AGE icon/acronym can be used on its own, however, the full Advanced Gerontological Education logo must appear somewhere on the same page. The AGE icon/acronym can never stand alone without a reference to the full logo somewhere on the same page.**



# AGE French Logo Usage

## Safety Area

The AGE French logo (combination of the icon/acronym and wordmark, should occupy its own space. Always maintain a generous "safe" area equal to 1/2 the height of the yellow line.

Note the clearly defined space around the logo in the example.

## Sizing

Follow the guidelines below when sizing the French logo. A consistent size helps maintains the brand integrity.

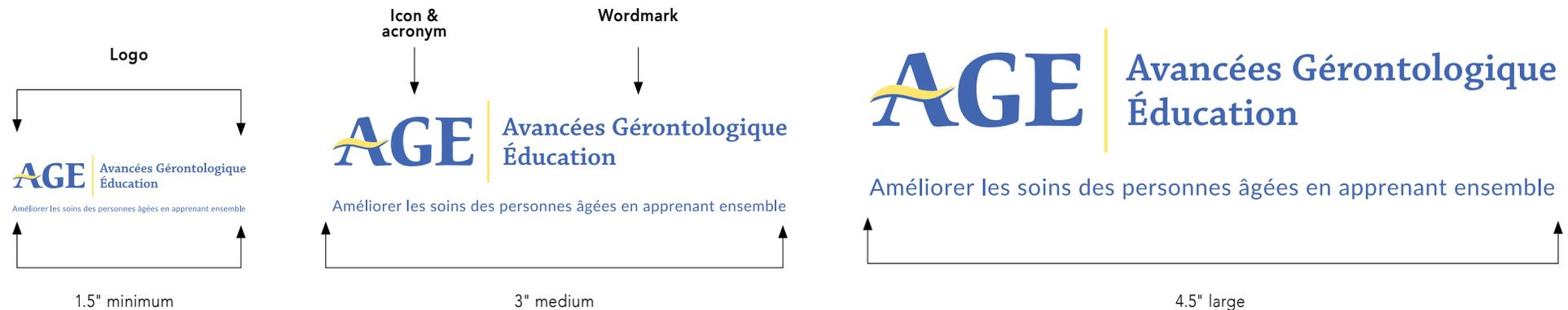
The minimum application size for the AGE French is 1.5 inch, measured horizontally end to end as per the example below. Use this size for collateral requiring a small imprint such as business cards and small advertising.

The medium application size for the French AGE logo is 3 inches, measured horizontally end to end.

The large application size for the French AGE logo is 4.5 inches, measured horizontally end to end. Use this for large ads and print collateral.



**The French AGE icon/acronym can be used on its own, however, the full Avanc es G rontologique  ducation logo must appear somewhere on the same page. The French AGE icon/acronym can never stand alone without a reference to the full logo somewhere on the same page.**



# AGE Alternate Logo Usage

## Safety Area

The AGE logo (combination of the icon/acronym and wordmark, should occupy its own space. Always maintain a generous "safe" area equal to 1/2 the height of the yellow line.

Note the clearly defined space around the logo in the example.

## Sizing

Follow the guidelines below when sizing the logo. A consistent size helps maintains the brand integrity.

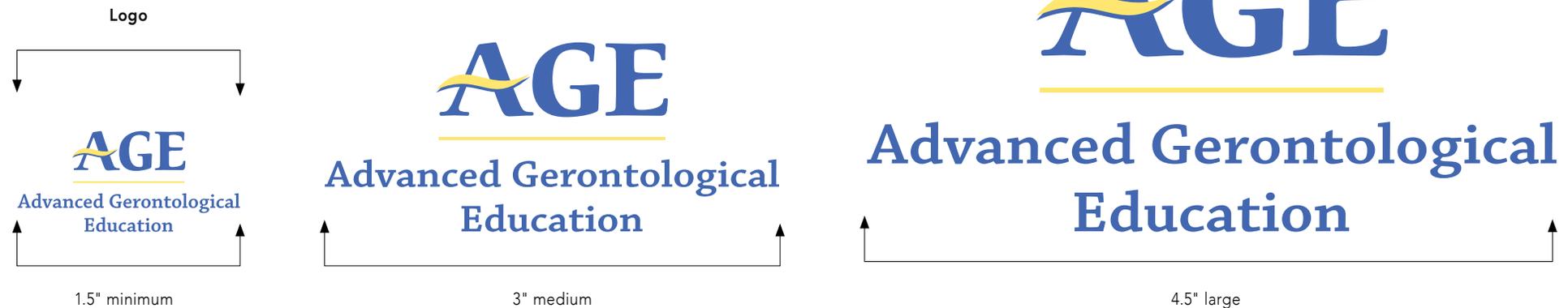
The minimum application size for the AGE is 1.5 inch, measured horizontally end to end as per the example below. Use this size for collateral requiring a small imprint such as business cards and small advertising.

The medium application size for the AGE logo is 3 inches, measured horizontally end to end.

The large application size for the AGE logo is 4.5 inches, measured horizontally end to end. Use this for large ads and print collateral.



The AGE icon/acronym can be used on its own, however, the full Advanced Gerontological Education logo must appear somewhere on the same page. The AGE icon/acronym can never stand alone without a reference to the full logo somewhere on the same page.



# AGE French Alternate Logo Usage

## Safety Area

The French AGE logo (combination of the icon/acronym and wordmark, should occupy its own space. Always maintain a generous "safe" area equal to 1/2 the height of the yellow line.

Note the clearly defined space around the logo in the example.

## Sizing

Follow the guidelines below when sizing the French logo. A consistent size helps maintains the brand integrity.

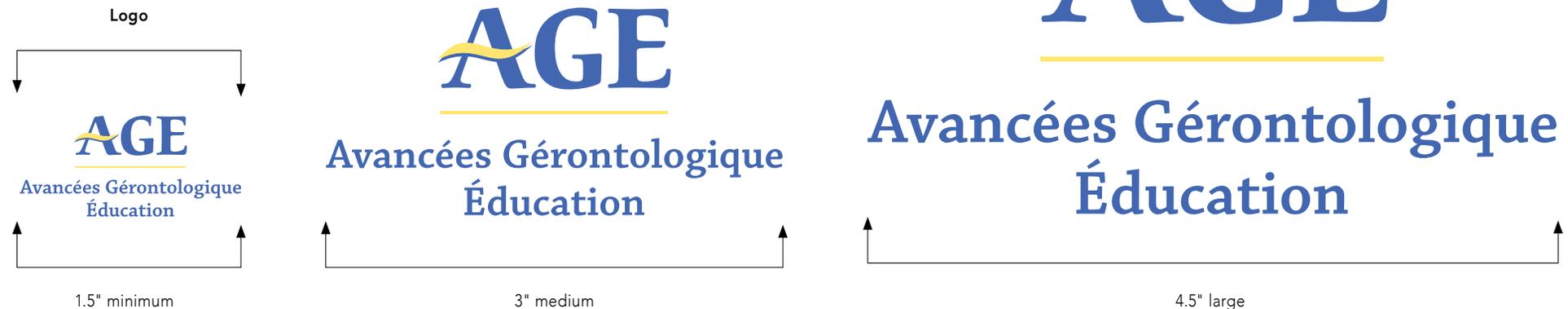
The minimum application size for the French AGE is 1.5 inch, measured horizontally end to end as per the example below. Use this size for collateral requiring a small imprint such as business cards and small advertising.

The medium application size for the French AGE logo is 3 inches, measured horizontally end to end.

The large application size for the French AGE logo is 4.5 inches, measured horizontally end to end.



**The French AGE icon/acronym can be used on its own, however, the full Avanc es G rontologique  ducation logo must appear somewhere on the same page. The French AGE icon/acronym can never stand alone without a reference to the full logo somewhere on the same page.**



# Brand Colour - AGE

## Corporate Colours



### AGE Blue

Spot Colour  
PMS 2726 U  
RGB  
66, 102, 176  
CMYK  
81, 63, 0, 0  
HEX  
#426660



### AGE Yellow

Spot Colour  
PMS 113 U  
RGB  
255, 229, 112  
CMYK  
0, 7, 68, 0  
HEX  
#ffe570

## Colour Options

The logo comes in six colour models. Each one has specific use suggestions.



### CMYK Version

Ideal for Print applications utilizing the CMYK process printing method and digital printing.



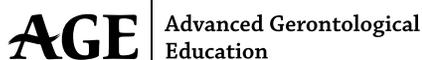
### RGB

Ideal for online and digital applications.



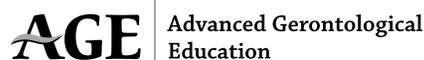
### Spot Colours

Ideal for Print applications utilizing the Pantone® printing method.



### One Colour

Ideal for Print applications where colours or grays will not reproduce effectively.



### Gray Scale

Ideal for Print applications where colours are not available or will not reproduce effectively.



### Knock Out

Ideal for Print applications where the logo will be printed on a dark background.

# Improper Usage

## Do's & Don'ts

Do not modify the AGE logo in any way whatsoever. Below are examples of what NOT to do when using the logo.



CORRECT LOGO



DO NOT scale the logo disproportionately.



DO NOT alter the size relationship between the elements.



DO NOT distort the logo.



DO NOT change the colour of the logo, except for approved variations (see page 9).



DO NOT place the logo on a busy or complicated background.

# GPA Logo Usage

## Safety Area

The GPA logo (combination of the icon/acronym and wordmark), should occupy its own space. Always maintain a generous "safe" area equal to the width of the letter "A".

Note the clearly defined space around the logo in the example.

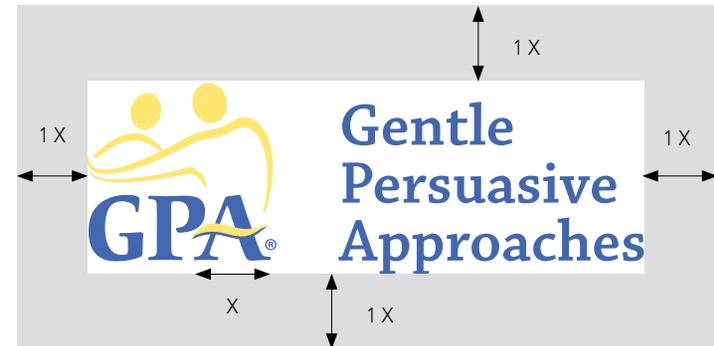
## Sizing

Follow the guidelines below when sizing the logo. A consistent size helps maintains the brand integrity.

The minimum application size for the GPA is 1.5 inch, measured horizontally end to end as per the example below. Use this size for collateral requiring a small imprint such as business cards and small advertising.

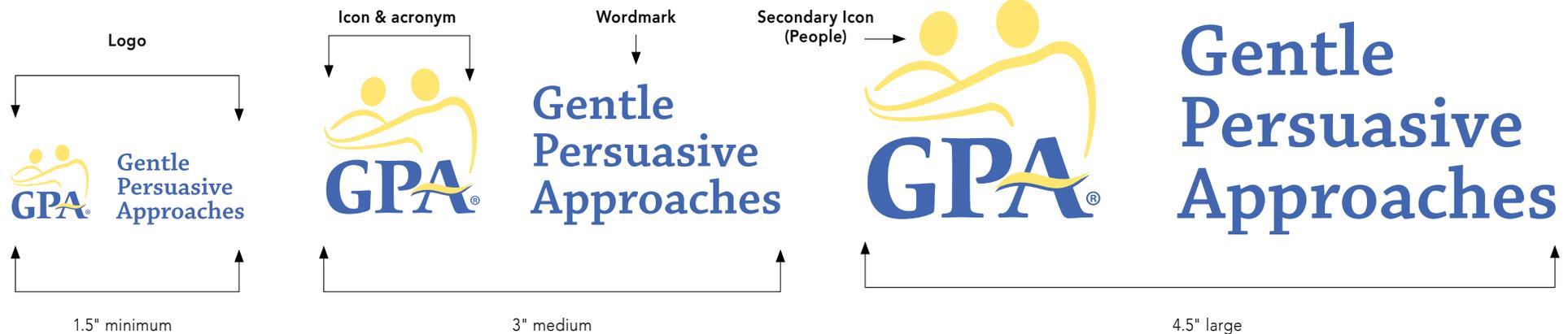
The medium application size for the GPA logo is 3 inches, measured horizontally end to end.

The large application size for the GPA logo is 4.5 inches, measured horizontally end to end. Use this for large ads and print collateral.



The GPA icon/acronym can be used on their own, however, always refer to the Gentle Persuasive wordmark, somewhere on the page. The GPA icon/acronym can never stand alone without a reference to the wordmark.

Occasionally the secondary icon (people) may be used as a graphic element to enhance a layout.



# French ADP Logo Usage

## Safety Area

The French ADP logo (combination of the icon/acronym and wordmark), should occupy its own space. Always maintain a generous "safe" area equal to the width of the letter "A".

Note the clearly defined space around the logo in the example.

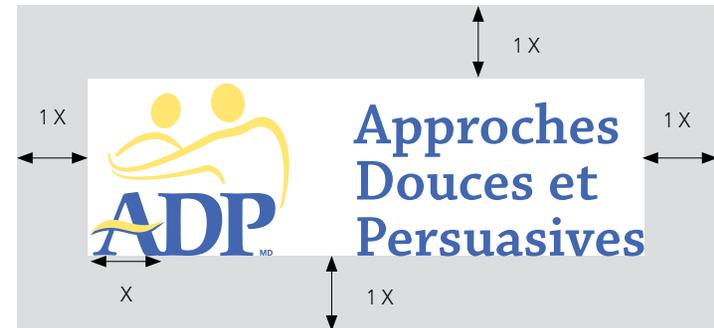
## Sizing

Follow the guidelines below when sizing the French logo. A consistent size helps maintains the brand integrity.

The minimum application size for the ADP French is 1.5 inch, measured horizontally end to end as per the example below. Use this size for collateral requiring a small imprint such as business cards and small advertising.

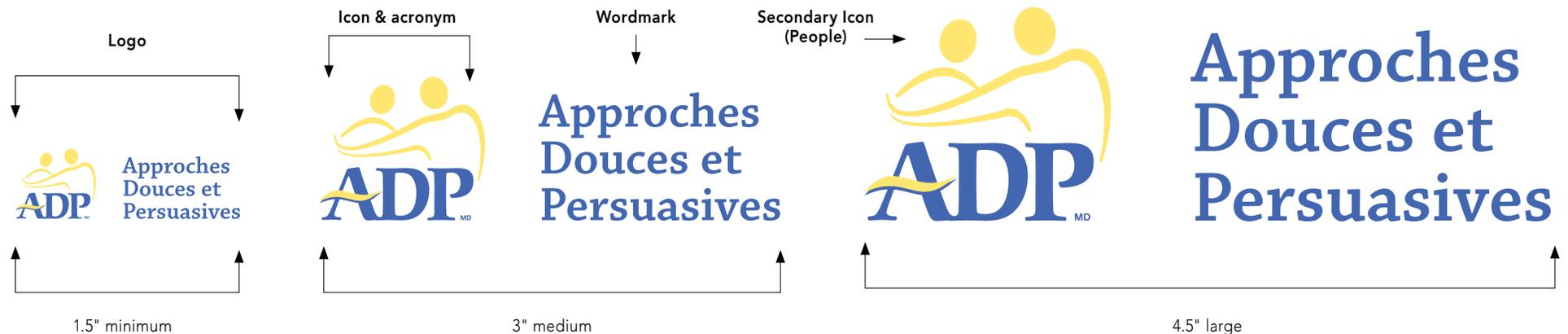
The medium application size for the ADP French logo is 3 inches, measured horizontally end to end.

The large application size for the ADP French logo is 4.5 inches, measured horizontally end to end. Use this for large ads and print collateral.



The ADP French icon/acronym can be used on their own, however, always refer to the Approches Douces et Persuasives wordmark, somewhere on the page. The ADP French icon/acronym can never stand alone without a reference to the wordmark.

Occasionally the secondary icon (people) may be used as a graphic element to enhance a layout.



# Brand Colour - GPA

## Corporate Colours



### GPA Blue

Spot Colour  
PMS 2726 U  
RGB  
66, 102, 176  
CMYK  
81, 63, 0, 0  
HEX  
#426660



### GPA Yellow

Spot Colour  
PMS 113 U  
RGB  
255, 229, 112  
CMYK  
0, 7, 68, 0  
HEX  
#ffe570

## Colour Options

The logo comes in six colour models. Each one has specific use suggestions.



### CMYK Version

Ideal for Print applications utilizing the CMYK process printing method and digital printing.



### One Colour

Ideal for Print applications where colours or grays will not reproduce effectively.



### RGB

Ideal for online and digital applications.



### Gray Scale

Ideal for Print applications where colours are not available or will not reproduce effectively.



### Spot Colours

Ideal for Print applications utilizing the Pantone® printing method.



### Knock Out

Ideal for Print applications where the logo will be printed on a dark background.

# Improper Usage - GPA

## Do's & Don'ts

Do not modify the GPA logo in any way whatsoever. Below are examples of what NOT to do when using the logo.



CORRECT LOGO



DO NOT scale the logo disproportionately.



DO NOT alter the size relationship between the elements.



DO NOT distort the logo.



DO NOT change the colour of the logo, except for approved variations (see page 9).



DO NOT place the logo on a busy or complicated background.

# Complimentary Colour Palettes

## Website Application

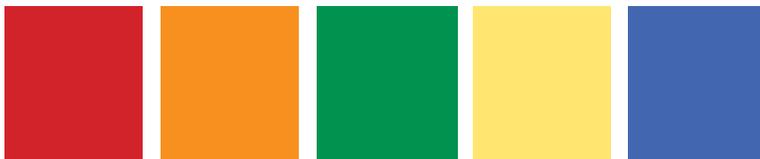
In an effort to make the AGE brand more dynamic, a 'Vibrant Palette' has been created to add more life to the AGE marketing materials.

### Example

It is recommended:

1. The brand blue be used to "frame" materials and site
2. Red and orange as "call outs"
3. Yellow/green as accents

## Vibrant Palette



Pantone  
1797

Pantone  
021

Pantone  
356

AGE Yellow

AGE Blue



Advanced Gerontological  
Education

Call us  
**905 777 3837**

Juravinski Research Centre  
St. Peter's Hospital  
88 Maplewood Avenue  
Hamilton, ON L8M 1W9

[Home](#) - [About](#) - [GPA Certified Coach](#) - [GPA Education Curriculum](#) - [Online Ordering](#) - [Educational Resources](#) - [Contact Us](#)



GPA involvement in the  
Geriatric Community

### Lorem Ipsum

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Et harum quim  
rerum. Harum  
resoem rem.

Enroll today.

### Generic Title

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos.

Ddolors et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

### Generic Title

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos.

Ddolors et quas molestias excepturi sint occaecati cupiditate

### Generic Title

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos.

Ddolors et quas molestias excepturi sint occaecati cupiditate

### Generic Title

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos.

Ddolors et quas molestias excepturi sint occaecati cupiditate

# Imagery



One of the most effective ways of delivering the AGE message is through the use of visual imagery. At a glance the audience will be able to relate to the subject and/or the situation presented and understand the AGE message, even without the use of copy.

Images should not look “posed”, stiff, or unnatural. Photos should ideally contain colours from the brand colour palette.

Colour images that have an element of compassion and/or education are ideal. The image content must be relevant to the AGE business, their clients and community in which they serve.



# Applications

## Stationery

Font: Source Sans Pro 10 point

Font Colour: AGE Blue (see page 9)

Line Weight: 1 point AGE Yellow

Where cell phone number or direct line is not available, use a fax number.  
Phone numbers are to be shown without hyphens.

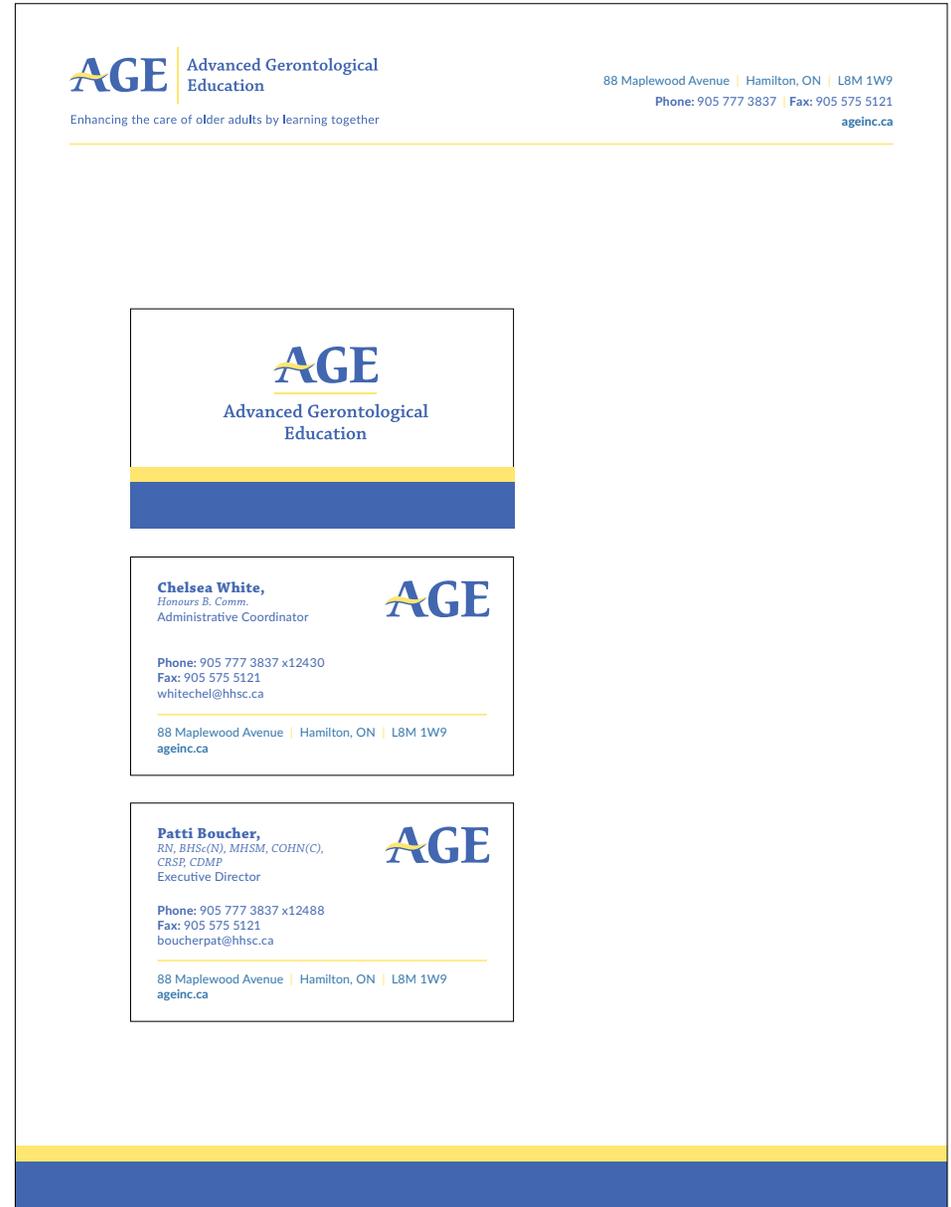
## Business Card

Name/Title Font: Chaparral Pro 10 point

Copy Font: Source Sans Pro Regular 8 point. Where unavailable Arial 10 point

Font Colour: AGE Blue (see page 9)

Line Weight: 1 point AGE Yellow



\*Stationery NOT to scale

# Typography

The AGE and GPA brands consists of two font families: Chaparral Pro Semi-bold and Source Sans Pro. For headers and titles in marketing materials, use the Chaparral Pro font family. For body copy and design elements where large typography is needed, use the Source Sans Pro font family. When using the logo for print materials (brochures, flyers, etc.) use an approved vector file. For digital applications, use an image file ie. jpg, png, etc.

## Chaparral Pro Semi-bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#% ^ & \* ( )

## Chaparral Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#% ^ & \* ( )

## Chaparral Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#% ^ & \* ( )**

## Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#% ^ & \* ( )

## Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#% ^ & \* ( )

## Source Sans Pro Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#% ^ & \* ( )**

## Contact Information



**Hamilton**  
905 777 3837

88 Maplewood Avenue - Hamilton, ON - L8M 1W9

All the branding guidelines are available for download online.  
Use the URL below to visit the online branding guidelines and download the logo files.

[ageinc.ca/branding-guidelines](http://ageinc.ca/branding-guidelines)