Brand Identity &
Guidelines

www.agingandchangecoach.com

CC Senior
CALAIS SENIOR CONSULT

Overview

These brand guidelines are designed to ensure a consistent look and tone in all communications.

Each element has a specific role to play, but the real magic happens when they are all used together. The following pages will help you understand our brand, what it stands for and how to express it in the best possible way.

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Table Of Contents

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01

BRAND INTRODUCTION

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Brand Purpose

Too often, aging leads to miscommunication, avoidance, or conflict. Calais Senior Consult exists to reduce that fear by offering practical, empathetic tools that make talking about change easier. We're here to build bridges, not walls—so families feel empowered, not helpless, in the face of life transitions.

Why

How

What

CALAIS SENIOR CONSULT
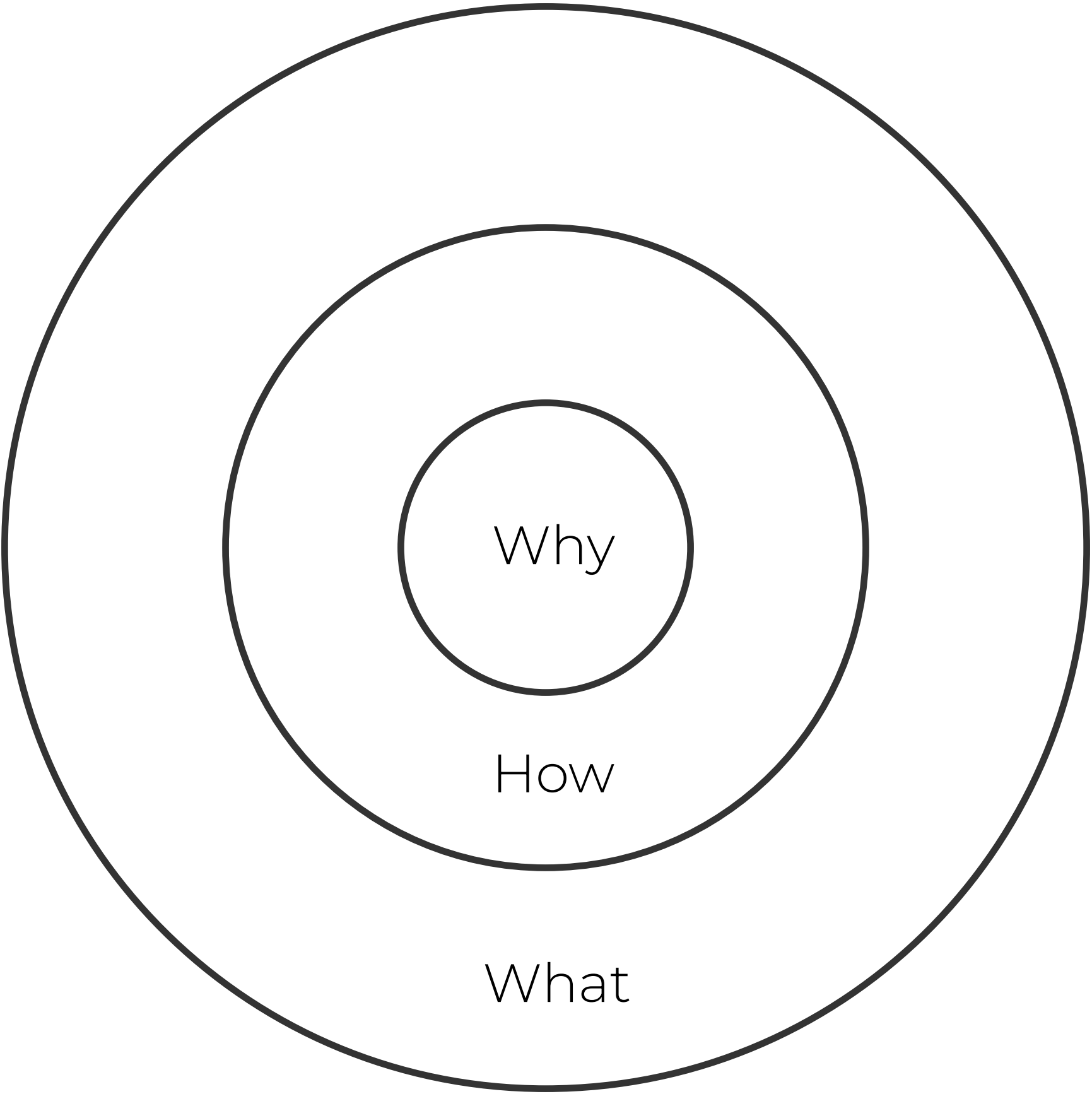
Brand Vision

We envision a future where talking about aging is no longer taboo, uncomfortable, or fear-filled. Instead, it becomes a source of clarity and strength for both seniors and their families. Through empowering education and compassionate consulting, Calais Senior Consult is a guiding light on the aging journey—offering the tools, confidence, and communication strategies needed to age with intention, not just reaction.

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Vision

Audience

Message
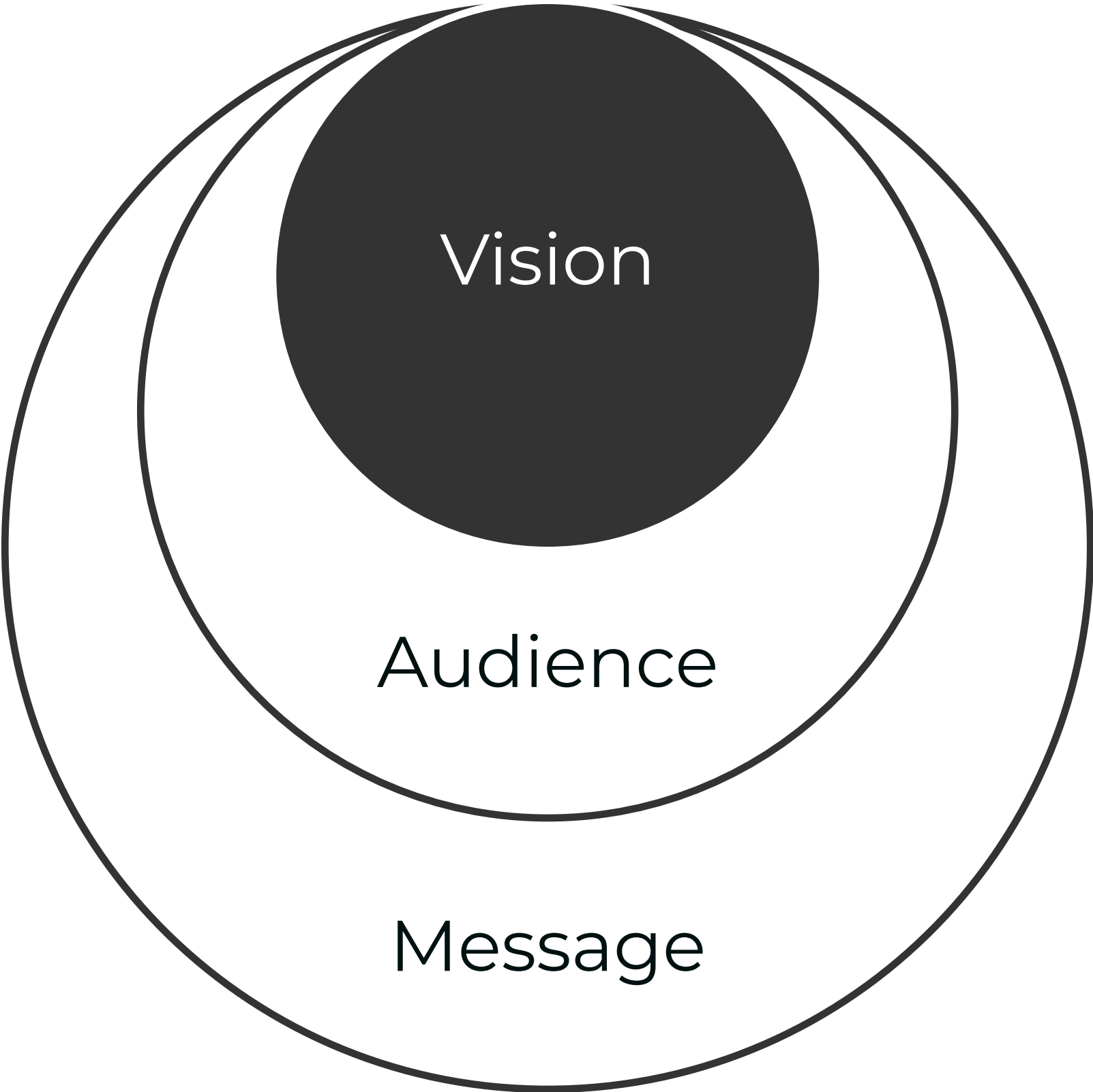
Brand Audience

Primary: Adult children (typically 35–60) navigating conversations with their aging parents.

Secondary: Seniors seeking guidance on communicating about aging-related changes with partners or family.

Tertiary: Professionals in senior living or healthcare looking for better communication strategies for client care.
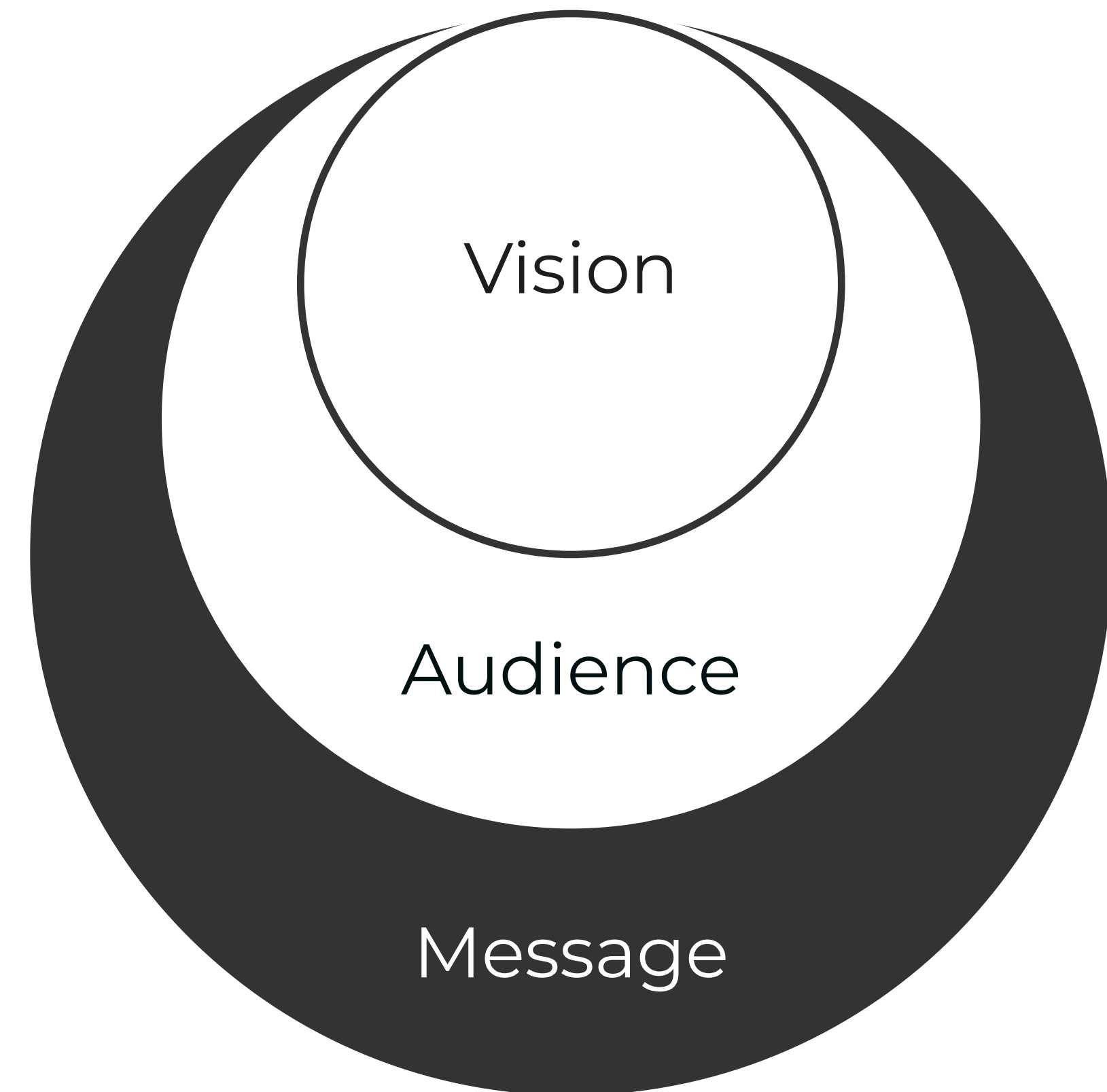
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Vision

Audience
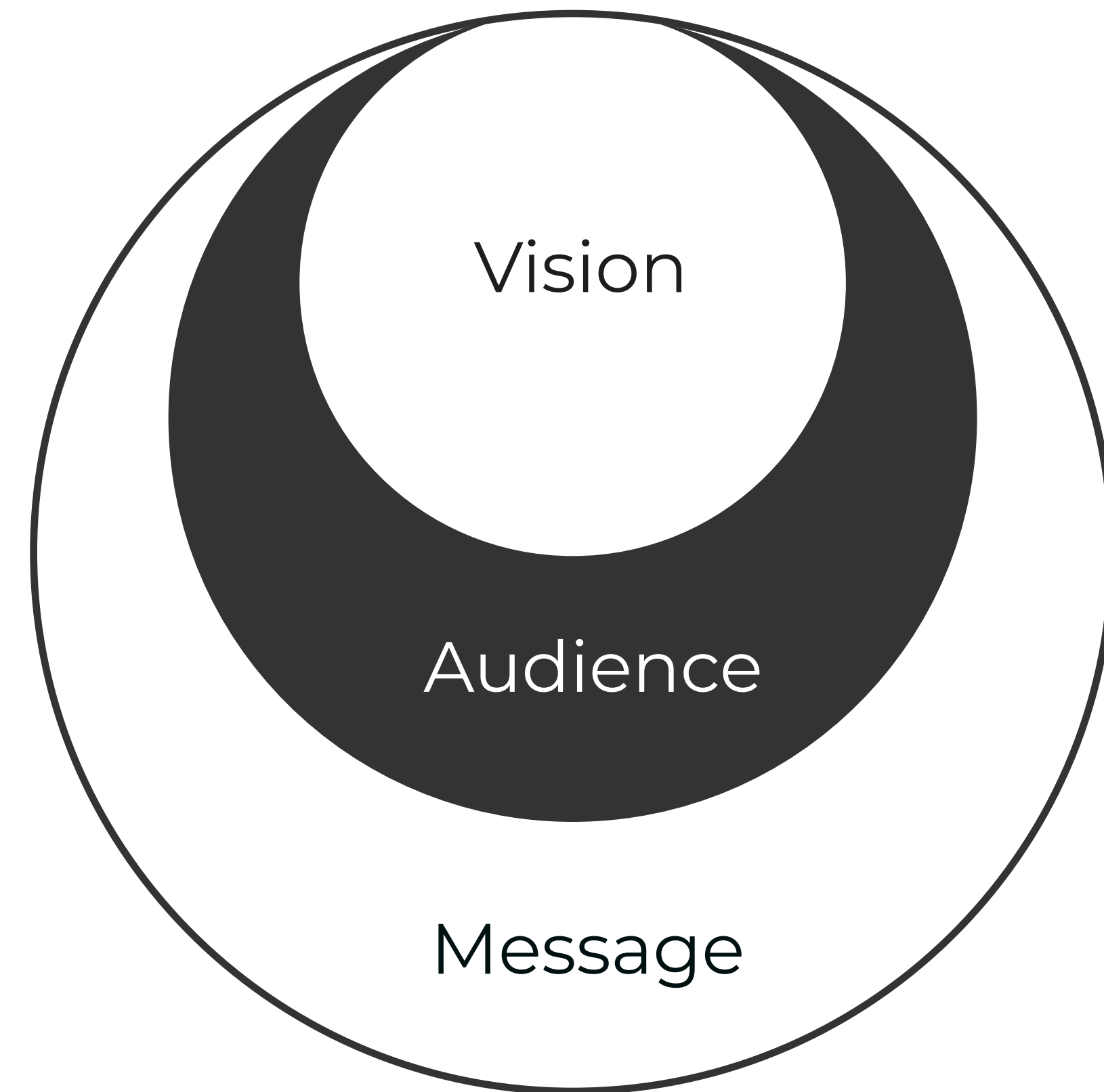
Message

Brand Message

"Aging is a journey — let's talk about it with confidence, compassion, and clarity."

Supporting messages :
1) You don't need to fear the conversation — you just need the right tools.
2) Communication that connects can change everything.
3) Help your loved ones feel heard, not hurried.
4) Aging doesn't have to mean conflict — it can mean connection.

CC **Senior** **CALAIS SENIOR CONSULT**

Vision

Audience

Message

BRAND LOGO

02

CALAIS SENIOR CONSULT

Primary Logo

The Calais Senior Consult logo reflects our calm confidence and compassionate approach to aging and change. It stands for clarity, connection, and empowerment in every conversation.

Use any type of logo from there - depends on size etc. Our logo consistently to build trust and recognition. Handle it with care—it represents the heart of who we are.

Long

Short

Condensed

Icon
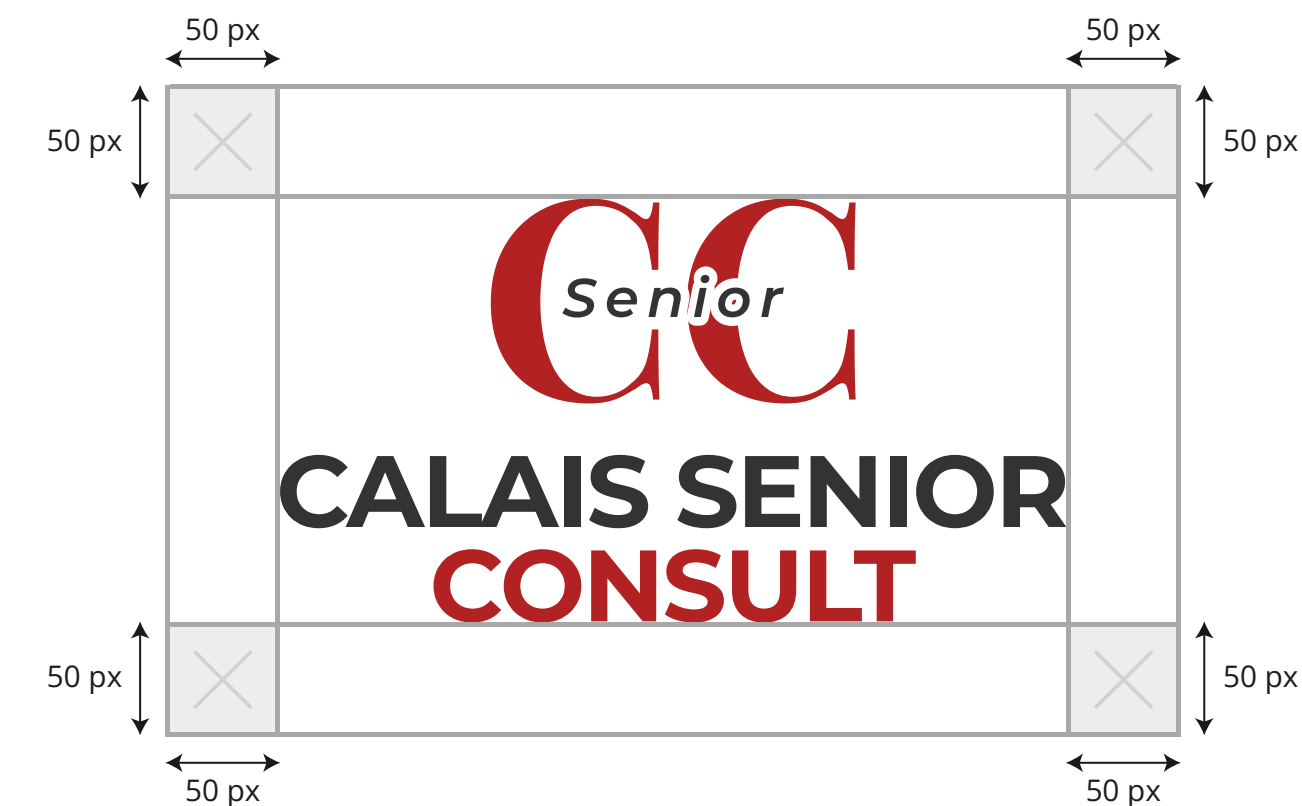
Logo Safe Zone

To make sure our logo always looks great, it's important to give it plenty of space. Clear space around the logo is equal to the cap height of the box.

Follow these diagrams to make sure our logo is always bold and distinctive not obscured by any words, images or anything else surrounding it.

Logo Sizes

To ensure clarity and impact, always keep the logo legible and well-spaced.

Minimum size:
Print: 1 inch wide
Digital: 120-150 pixels wide

Do not distort:
Always scale proportionally—never stretch, squash, or alter the logo shape.

Type   : Large
Ratio   : 3.95:1
Width   : 450 px
Height   : 114 px

Type   : Big
Ratio   : 3.95:1
Width   : 360 px
Height   : 91 px

Type   : Standard
Ratio   : 3.95:1
Width   : 270 px
Height   : 68 px

Type   : Medium
Ratio   : 3.95:1
Width   : 180 px
Height   : 45 px

Type   : Small
Ratio   : 3.95:1
Width   : 120 px
Height   : 30 px

Logo Colors

Our logo is available in versatile color variations to ensure clarity across all applications:

Primary: Optimized for white backgrounds, featuring a rust red and Charcoal Gray. For solid color we feature red, white, black.

Black & White: Simplified monochrome versions for use in non-color formats such as embroidery, engraving, faxing etc.

Primary

Black & White

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Do's

We follow specific best practices that are consistently applied to reinforce and strengthen our brand recognition over time. These practices include maintaining a cohesive visual identity, adhering to our color palette and typography guidelines, using our logo correctly across all platforms, and ensuring all designs reflect our brand's core values of luxury, comfort, and sustainability. By staying true to these standards, we build a strong and lasting connection with our audience.
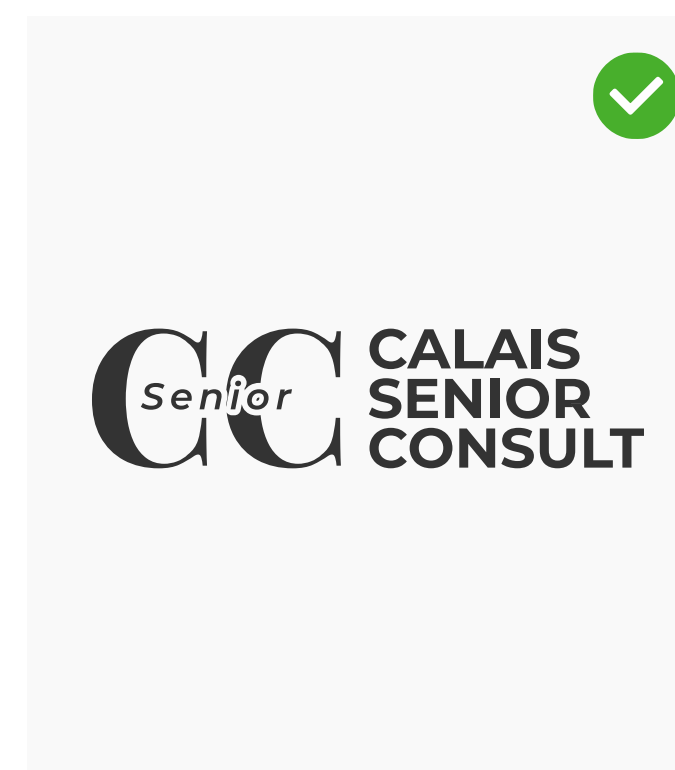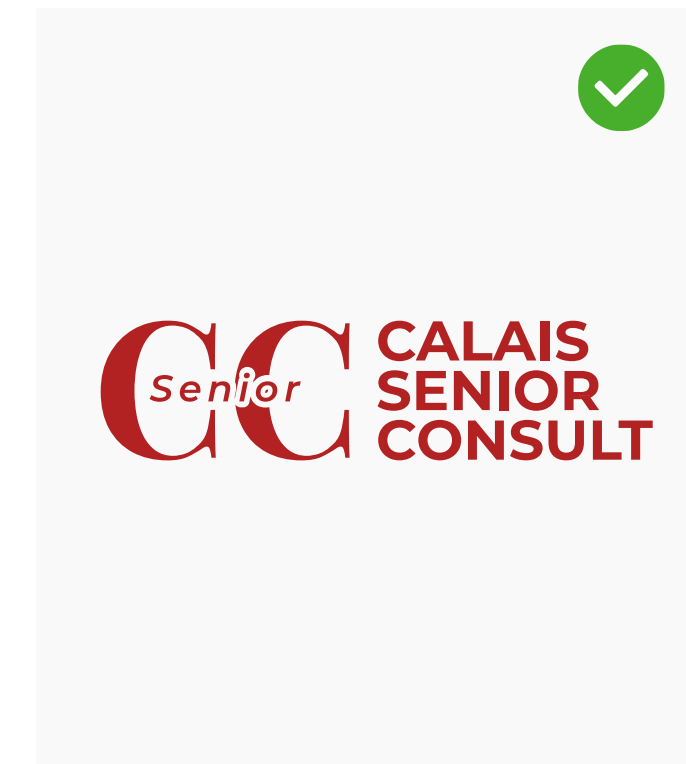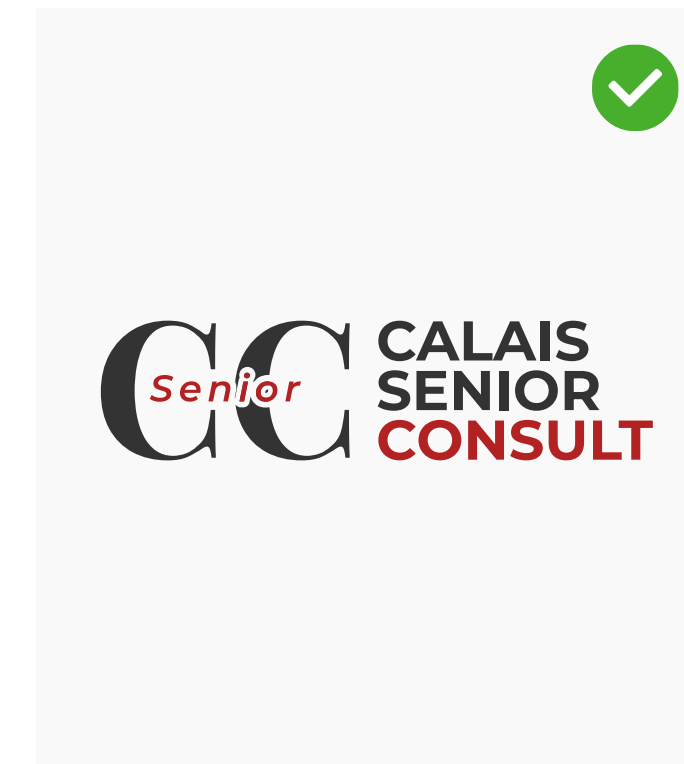
Don'ts

The following examples demonstrate actions that can compromise our logo's readability and visibility. Avoid applying effects, altering the logo's colors outside of the approved palette, distorting its proportions, or adding outlines. Always adhere to the brand guidelines to maintain the integrity of the logo.

Don't use blur effect.

Don't use warp effect.

Don't add any stoke.

Don't use rotate.

Don't use radiul blur.

Don't use texture.

Don't use any shadow or outer glow.

Don't use any feather.

03

BRAND COLORS

3.1 Colors
3.2 Color Balance

Colors

Our color palette reflects calm, clarity, and warm connection.

Rust Red (#B22222)
Warm and bold—symbolizing courage, honesty, and heartfelt dialogue.

Charcoal Gray (#333333)
Grounded and clear—conveying confidence and professionalism.

Soft Linen (#F7F7F7)
Light and calming—creating space for openness and ease.

Warm Sandstone (#E5D7BE)
Natural and elegant—evoking empathy, trust, and dignity.

Rust Red
CMYK : C0 M81 Y81 K30
Pantone : 1805 C
HKS : 14 K
RGB : R178 G34 B34
Web : #B22222

01.

Solid Color   Color Gradients

Charcoal Gray
CMYK : C0 M0 Y0 K80
Pantone : Neutral Black C
HKS : 88 K
RGB : R51 G51 B51
Web : #333333

02.

Solid Color   Color Gradients

Soft Linen
CMYK : C0 M0 Y0 K3
Pantone : Cool Gray 1 C
HKS : 92 N
RGB : R247 G247 B247
Web : #f7f7f7

03.

Solid Color   Color Gradients

Warm Sandstone
CMYK : C0 M6 Y17 K10
Pantone : 468 C
HKS : 4 N
RGB : R229 G215 B190
Web : #E5D7BE

04.

Solid Color   Color Gradients
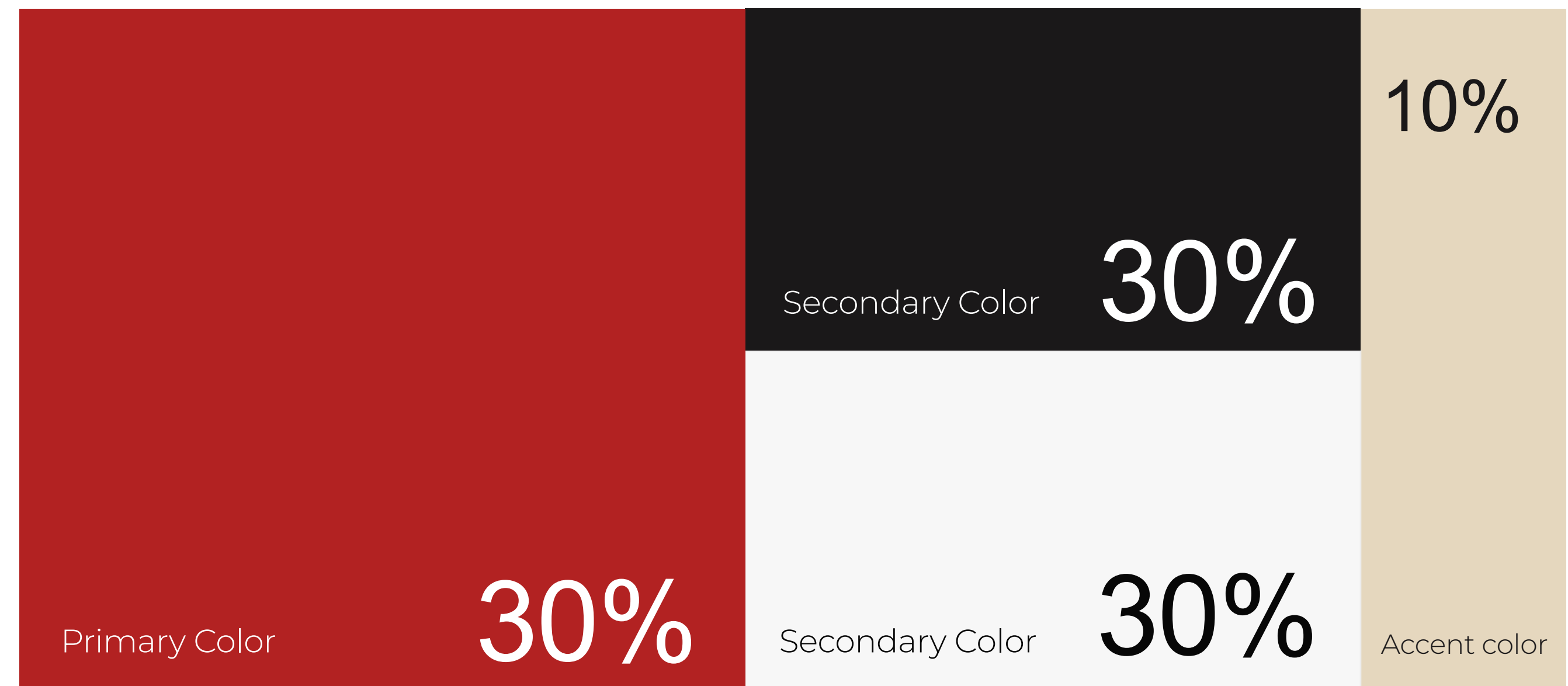
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Color Balance

Use brand colors with intention to maintain a calm, clear, and confident look.

Charcoal Gray, Warm Sandstone, Rust Red, and Soft Linen are key to our visual identity.

Soft Linen or Warm Sandstone should be the main background colors.

Use Rust Red and Charocal Gray for accents and highlights.

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Secondary Color **30%**

10%

Primary Color **30%**

Secondary Color **30%**

Accent color

04

TYPOGRAPHY GUIDELINES

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Primary Font

We chose Playfair Display for its elegant, timeless feel that reflects our calm and confident brand voice. Its refined serifs and expressive style bring warmth and clarity to key messages.

Perfect for both digital and print, Playfair ensures a polished, consistent presence across all touchpoints.

Playfair Display

Regular	Aa 123456789@#$	Regular	Aa 123456789@#$
Medium	Aa 123456789@#$	Medium	Aa 123456789@#$
Semibold	Aa 123456789@#$	Semibold	Aa 123456789@#$
Bold	Aa 123456789@#$	Bold	Aa 123456789@#$
Extrabold	Aa 123456789@#$	Extrabold	Aa 123456789@#$
Black	Aa 123456789@#$	Black	Aa 123456789@#$

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Secondary Font

We chose Montserrat as our secondary font for its clean, modern structure and excellent readability. It complements Playfair Display with a contemporary edge, bringing balance to our visual identity.

Montserrat works well for body text, captions, buttons, and digital interfaces—ensuring clarity and consistency across all platforms.

Montserrat

Regular	Aa 123456789@#$	Regular	*Aa* 123456789@#$
Medium	Aa 123456789@#$	Medium	*Aa* 123456789@#$
Semibold	Aa 123456789@#$	Semibold	*Aa* 123456789@#$
Bold	Aa 123456789@#$	Bold	*Aa* 123456789@#$
Extrabold	Aa 123456789@#$	Extrabold	*Aa* 123456789@#$
Black	Aa 123456789@#$	Black	*Aa* 123456789@#$

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Senior

Font Hierarchy

Our typography hierarchy is designed to reflect Calais Senior Consult's calm confidence and clear communication style, creating a sense of ease and professionalism across all platforms.

From expressive headlines in Playfair Display to clean, readable body text in Montserrat, each style and size is intentionally chosen for both digital and print use. This structure ensures consistency, improves legibility, and reinforces our warm, approachable, and thoughtful brand presence.

Headlines

H1   HEAD.H1

H2   HEAD.H2

H3   HEAD.H3

H4   HEAD.H4

H5   HEAD.H5

H6   HEAD.H6

Copy Text

Copy   COPY TEXT

Caption   SMALL TEXT

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05

BRAND PATTERNS & IMAGERY

5.1 Patterns
5.2 Imagery

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Patterns

Our brand patterns are subtle extensions of our visual identity—designed to evoke warmth, clarity, and calm connection.

Used thoughtfully, these patterns add texture and visual interest without overwhelming the message. They may appear in backgrounds, section dividers, packaging, or promotional materials to enhance recognition and brand cohesion.

Always use patterns with intention and restraint, allowing content and communication to remain the focal point.

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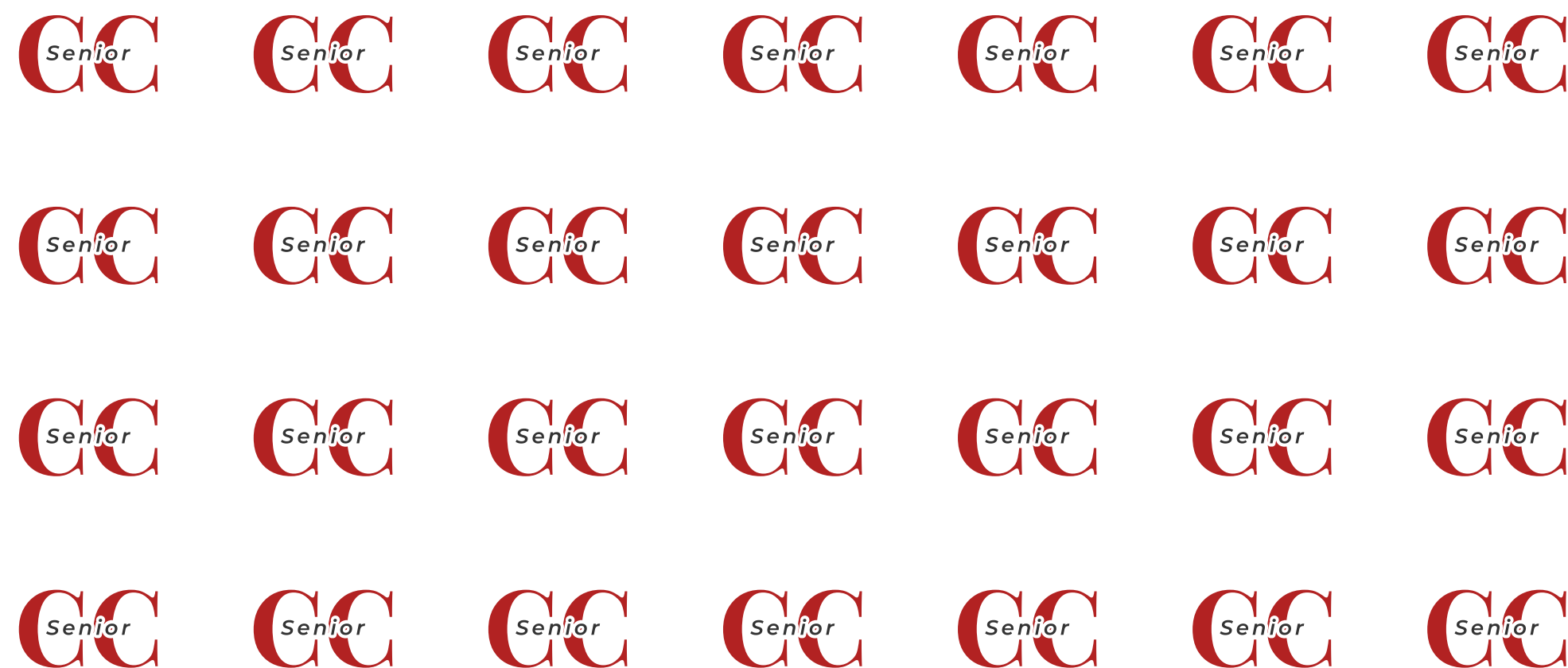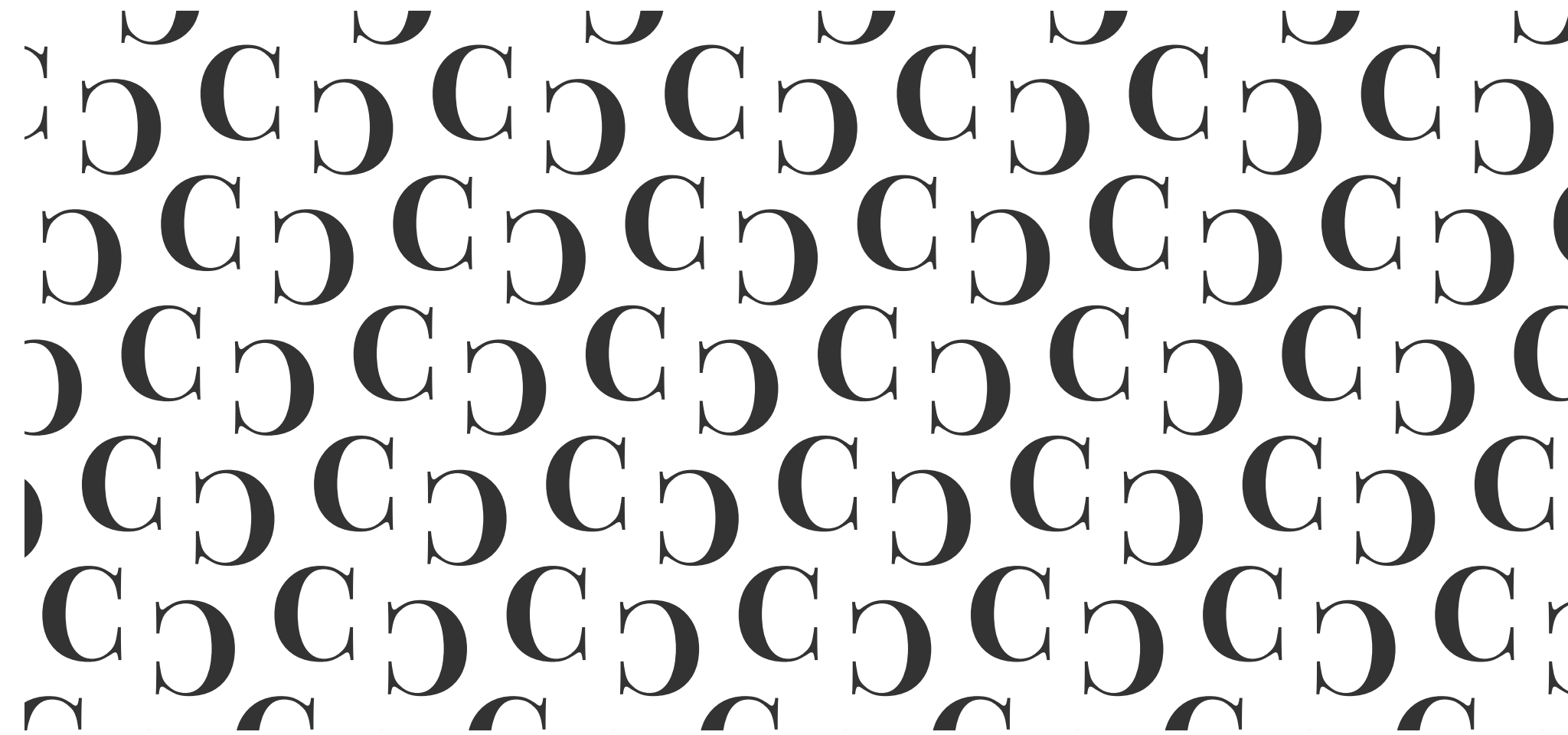
Imagery

Our imagery reflects authenticity, warmth, and connection—capturing real moments of communication between seniors and their adult children.

We highlight:
1) Diverse families in natural, relatable settings
2) Calm, inviting environments that feel genuine and human
3) Expressions of empathy, clarity, and trust

Images should feel purposeful and hopeful—supporting our mission to make conversations around aging feel empowering and real.

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Thank You!

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