

Kensington Senior Living Brand Standards



THE KENSINGTON

An Assisted Living Community

S O M E T O W N



THE KENSINGTON

Assisted Living & Memory Care

B E T H E S D A

Use these colors for Kensington Place, Kensington Park,
and The Kensington communities in Falls Church,
Redondo Beach, Reston, Sierra Madre, White Plains.

Use these colors for The Kensington Bethesda.



Blue

PMS 280

CMYK 100 85 5 22

RGB 1 33 105

HEX 012169



Blue

PMS 281

CMYK 100 90 32 35

RGB 0 32 91

HEX 00205B



Gold

PMS 871

CMYK 0 17 55 50

RGB 132 117 78

HEX 84754E



Gold

PMS 872

CMYK 42 47 76 18

RGB 137 115 76

HEX 89734C



Burgundy

PMS 188

CMYK 16 100 65 58

RGB 118 35 47

HEX 76232F



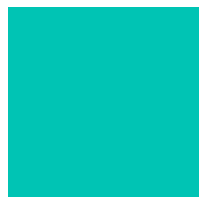
Teal

PMS 3145

CMYK 100 36 38 8

RGB 0 119 139

HEX 00778B



Turquoise

PMS 3265

CMYK 75 0 43 0

RGB 0 199 177

HEX 00C7B1



Brown

PMS 732

CMYK 39 74 98 49

RGB 98 52 18

HEX 623412



Green

PMS 3425

CMYK 93 13 85 44

RGB 0 99 65

HEX 006341

LOGO TYPOGRAPHY

THE KENSINGTON & LOCATION: Waters Titling Pro Bold

CARE LEVEL: Adobe Jenson Pro Semibold Italic Subhead

MARKETING TYPOGRAPHY

Serif Text: ITC Giovanni Suite

San Serif Text: Avenir Next Suite & Avenir Next Condensed Suite

For more details or for answers to questions about Kensington Senior Living brand standards, please send a message to: kensingtonalmc@gmail.com