



KENSINGTON

SENIOR LIVING

BRAND COLOR & TYPOGRAPHY STANDARDS

Primary Brand Colors

	Blue	PMS	281		Gold	PMS	872
		CMYK	100 90 32 35			CMYK	42 47 76 18
		RGB	0 32 91			RGB	137 115 76
		HEX	00205B			HEX	89734C

Secondary Companion Colors

	Teal	PMS	3145		Turquoise	PMS	3265
		CMYK	100 36 38 8			CMYK	75 0 43 0
		RGB	0 119 139			RGB	0 199 177
		HEX	00778B			HEX	00C7B1
	Burgundy	PMS	188		Purple	PMS	2613
		CMYK	16 100 65 58			CMYK	74 99 5 11
		RGB	118 35 47			RGB	103 30 117
		HEX	76232F			HEX	671E75
	Green	PMS	3425		Brown	PMS	732
		CMYK	93 13 85 44			CMYK	39 74 98 49
		RGB	0 99 65			RGB	98 52 18
		HEX	006341			HEX	623412

LOGO TYPOGRAPHY

THE KENSINGTON & LOCATION: Waters Titling Pro Bold

CARE LEVEL: Adobe Jenson Pro Semibold Italic Subhead

MARKETING & MEDIA 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