

Kensington Senior Living Brand Standards



THE KENSINGTON
An Assisted Living Community

S O M E T O W N


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




THE KENSINGTON
Assisted Living & Memory Care

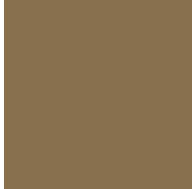
B E T H E S D A


Use these colors for The Kensington Bethesda.

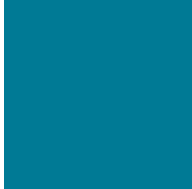
	Blue	PMS 280
		CMYK 100 85 5 22
		RGB 1 33 105
		HEX 012169


	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