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# Corporate Brand Handbook



# Table of Contents

The Suncrest Hospice Brand Book is your guide to maintaining our identity with consistency and care. It outlines our mission, values, and brand voice, capturing the essence of what makes Suncrest unique.

Inside, you'll find visual guidelines for logo usage, colors, typography, and imagery. These standards ensure our materials reflect the warmth and trust that define our commitment to patients and families.

- **01.** Our Mission
  - **02.** Brand Vision
  - **03.** Where We Are
  - **04.** Services We Offer
  - **05.** Our Logo
  - **06.** Logo Options
  - **07.** Logo Backgrounds
  - **08.** Bad Usage
  - **09.** Color Palette
  - **10.** Typography
  - **11.** Digital Presence
  - **12.** Thank You
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## Our Mission

Our Mission is to provide the highest quality of care and customer service to our patients, their families, and our referring sources. We believe that exceptional clinical care must include clear communication, a commitment to exceeding customer expectations, and a dedication to deliver services with passion and integrity.

We are committed to maintaining a team comprised of the most talented and compassionate professionals in the industry. As our greatest asset, our team supports each other, takes ownership of their duties, and continually seeks to enhance their personal character and education.

Suncrest will reach its goals under the direction of leaders who seek to serve, an office staff that supports, and a philosophy that growth is only achieved through the greatest efforts of the entire team.

# Brand Vision

## 01. Compassionate Care

Our vision is to provide exceptional care that prioritizes the comfort, dignity, and well-being of every patient and their family. Compassion is at the heart of everything we do.

## 02. Excellence in Service

We strive to set the standard for hospice care through professionalism, innovation, and unwavering commitment to quality in every interaction and service we deliver.

## 03. Community Connection

We aim to build strong, meaningful relationships within the communities we proudly serve, fostering trust and ongoing support that extends beyond the care we provide.

## 04. Unified Brand

Our brand reflects the warmth, trust, and compassion of Suncrest Hospice, ensuring consistency and clarity in every message, design, and experience.

## Where We Are

Suncrest Hospice proudly serves communities across the United States with 27 locations nationwide. Each of our offices is dedicated to delivering compassionate, personalized care that supports the unique needs of patients and families during challenging times. Our team strives to create a comforting and supportive environment, ensuring dignity and respect for all. Through our wide reach, we aim to make a meaningful difference in every community we serve.



## Services We Offer

### Hospice

Our vision is to provide exceptional care that prioritizes the comfort, dignity, and well-being of every patient and their family. Compassion is at the heart of everything we do.

### Home Health

Our vision is to provide exceptional care that prioritizes the comfort, dignity, and well-being of every patient and their family. Compassion is at the heart of everything we do.

### Palliative

Our vision is to provide exceptional care that prioritizes the comfort, dignity, and well-being of every patient and their family. Compassion is at the heart of everything we do.

## Our Logo

The Suncrest Hospice logo reflects our mission of comfort, care, and compassion. Its clean design and warm colors symbolize trust, hope, and our unwavering commitment to supporting patients and families with compassion.

Versatile and consistent across platforms, the logo represents the excellence and personal touch that defines us, ensuring our brand is recognizable and trusted.



The crest in our logo symbolizes growth, strength, and the compassionate care

## Logo Options

Suncrest Hospice offers versatile logo formats, including a horizontal version for wide spaces and a square version for compact areas, ensuring consistency across all platforms.

Regional logos further reflect the specialized care we provide. The Hospice and Palliative Care logo for Arizona, and the Home Health and Hospice logo for specific Iowa locations.





## Logo Backgrounds

When using our logos on different color backgrounds, you have the option to adjust for visibility and clarity. You can change the entire logo to all white for a clean, versatile look, or keep the crest in yellow and green while changing the text to all white. Both options maintain brand integrity while ensuring the logo stands out against various backgrounds.



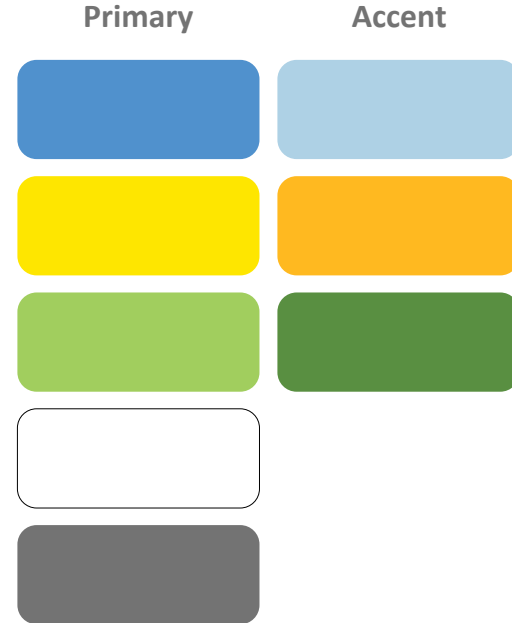
## Bad Usage

To maintain brand integrity, do not flip, stretch, or distort the logo. Avoid placing it on busy or low-contrast backgrounds that make it hard to read, and never alter its colors outside of approved variations, as this can compromise its visibility and impact. Always use the logo in its original, intended format.



# Color Palette

Our color palette reflects the warmth, compassion, and professionalism of Suncrest. The primary colors include soft, comforting hues that evoke trust and care, paired with a grounding neutral to convey reliability. Accent colors add vibrancy, symbolizing hope and vitality. Together, this palette ensures a cohesive and inviting visual identity that resonates across all touchpoints, reinforcing our commitment to providing exceptional, heartfelt care.



# Typography

## Calibri Regular - Body Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Alocha - Accent Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Calibri Bold - Headers / Titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## TRAJON - LOGO FONT ONLY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Digital Presence

Stay connected with Suncrest Hospice online. Follow us on social media for updates, stories, and resources, or visit our website to learn more about our compassionate care and services. Join us in our mission to make every moment matter.



@suncresthospice



/Suncresthospicecare



/suncrest-home-health-&-hospice

Vist us at [www.suncrestcare.com](http://www.suncrestcare.com)

# Thank You

