



MASONIC
HOMES



K E N T U C K Y

Brand and Style

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Masonic Homes Kentucky

In 1867, the first Masonic home of its kind in the country was established in Louisville, Kentucky. Its mission was to support the widows and children of Masons left behind by the Civil War and, later, World War I – as well as coal mining accidents and other hardships. The home provided housing, meals, education and health care for the widows and children it served.

Through the years, the lives of many children from across Kentucky were transformed because of education in traditional studies and important trades, such as printmaking, woodworking and farming. Masonic has also provided housing and services to individuals and families for decades, regardless of their ability to pay. Even now, nursing care and other services are offered to Masons and their widows who are unable to fully pay for care and who meet specific requirements.

Masonic Homes Kentucky – a true community of daily living and specialized services offered and open to all, regardless of affiliation. Communities and campuses in Louisville, Shelbyville and Northern Kentucky make it easy for individuals and families across the state to take advantage of its extensive continuum of care.

Masonic is a proud, dedicated group of individuals who serve members of its community 24/7, 365 days a year. Masonics' role is one of leadership, partnership, companionship and advocacy. We are an organization that is caring, proactive and responsible, with a strong sense of compassion and hospitality that's so important for the enjoyment and overall health and well-being of each individual we serve. Masonic builds on our reputation for openness, remarkable service and quality of care.

Why style matters

The way we express ourselves has a powerful effect on how our brand is perceived. Brand and Style provides an overview of basic rules and will help in the creation of clear, effective and consistent communications.

Following guidelines for better writing and common style—and making the commitment to follow those guidelines—ultimately conveys to our audience the quality of our work and services.

Whether it's a brochure or an email, signage or a narrated video tour, every form of communication creates an impression about Masonic.

Our communication materials are vitally important to supporting our brand, building our reputation and helping create the conditions for us to succeed.

An evolving brand

We realize there may be an exception or reason for diverging from these guidelines in specific cases. Our goal was to produce a reference document that would help all employees adopt a style that is consistent and appropriate for use.

Brand and Style will be updated periodically. When that occurs, we will implement changes in communication materials as practical. For example, if we are in the middle of a series of print publications when the style changes, we will complete the series with one, consistent style and update the series the next time.

Contact information

Questions, concerns and suggested changes to Brand and Style should be directed to the Communications and Marketing Department in the Corporate Office.

Communications team:

- Nicole Candler, Chief Marketing Officer
Email: ncandler@masonicky.com Phone: 502.753.8896
- Glenda Biermann, Creative Services Manager
Email: gbiermann@masonicky.com Phone: 502.753.8806
- Claire Sheehan, Communications and Marketing Director
Email: csheehan@masonicky.com Phone: 502.753.8347
- Cara Lococo, Corporate Sales Director
Email: clococo@masonicky.com Phone: 502.753.8875
- Sarah Hawkins, Communications and Marketing Coordinator
Email: shawkins@masonicky.com Phone: 502.753.8327

Contact someone from this list to request logos or for approval on any Masonic Homes Kentucky branded materials.

Masonic Homes Brand

Brand promise

Masonic Homes Kentucky provides adults and their families with peace of mind by offering the highest quality continuum of care and lifestyle options on its beautiful campuses, with an active and engaged community environment.

Brand position

Most caring

Brand essence

At its very core, Masonic is carefree aging.

Carefree speaks to the helpful, compassionate attitude of Masonic in doing whatever it takes to get the job done right for each member, taking care of every detail and worry – both big and small.

Aging speaks to the attitude of the members – active, vibrant individuals who embrace life, value family, and greet each new day with the goal of living better.

Brand attributes

Masonic is a forward-thinking organization with a responsive, community-focused attitude.

Brand values

- respect
- honesty
- community
- inclusivity
- faith
- quality
- openness
- partnership
- philanthropy
- service

Of course, these are the qualities one would expect from a passionate organization dedicated to providing a welcoming community open to all, providing residents with a continuum of high-quality care in an inclusive, innovative and beautiful environment.

Brand vision

We will be perceived as the premier brand in care for older adults in the markets we serve.

Brand mission

To steward Masonics' relationships and investments in innovative projects and programs that improve the lives of everyone we serve.

Writing and Editorial Style

Editorial style

As a general rule, Masonic Homes Kentucky follows the Associated Press Stylebook and Libel Manual (AP Stylebook). This guide is intended to highlight some of the most frequently troublesome issues and clarify style questions unique to our company.

The following is an abbreviated style guide to cover items not mentioned in The AP Stylebook, to note items you will most likely encounter, or to indicate exceptions Masonic makes to the stylebook.

Brand voice

User (from the point of view of the user of the product)

Masonic is friendly, welcoming, understanding and engaging. We put people at ease. We share our passion for life, being part of a vibrant community, and living in a beautiful environment. Masonic brings flexibility, expertise and remarkable service to all we do.

Masonic speaks in a voice that's clear, direct, plain and accessible. It is the voice of a leader that is not afraid to be open and bold. In marketing terms, we speak from the "user" voice; we speak from the point of view of the individuals we serve. We communicate directly to our customers about wants and needs, the problems and solutions we offer – and the carefree lifestyle and care available – to be more relevant to them.

Inclusive language

Use inclusive language. Don't say "he" when referring to an unspecified person. Instead, recast the sentence into the plural, or avoid the use of pronouns altogether.

- (Incorrect) Each resident should receive mail at his community mailbox.
- (Correct) Residents receive mail at the community mailbox.

If it is not possible to solve the problem using these approaches, remember that "he or she" is preferable to "he/she."

Social media

Sometimes when text appears on social media, editorial style is more relaxed to save space on short posts. General styling still pertains to social media, just more of a relaxed tone can be used.

A, an, and

Use the article “a” before consonant sounds and “an” before vowel sounds.

- a historic event
- an honorable person (the h is silent)
- a Masonic Communities employee
- an independent living resident

Avoid using the ampersand (&) except in specific brand names (e.g., Above & Beyond).

Abbreviations and acronyms

An acronym is the grouping of a series of initials, or initial letters, for an entity or organization that make up a unique word used as the shorthand for the name of that organization (PPEC, etc.), as distinct from abbreviations, which are a series of initials used as the shorthand name for that organization (SSCC, MHL, etc). Acronyms and abbreviations often are used in a similar manner.

In general, unnecessary use of acronyms or abbreviations should be avoided in external publications and correspondence. They are allowed and often used in internal communications.

Spell out the first reference followed by the acronym or abbreviation in parentheses; the acronym or abbreviation may be used for subsequent references.

Commonly used abbreviations include:

- BSN: Bachelor of Science in Nursing
- CMT: certified medical technician
- CNA: certified nursing assistant
- LPN: licensed practical nurse
- Ph.D. in Nursing: Doctor of Philosophy degree in nursing
- OT: occupational therapist
- PT: physical therapist
- RN to BSN: A program in which registered nurses study to obtain their BSN
- RN: registered nurse
- ST: speech therapist

Commonly used abbreviations in healthcare and long-term care include:

- ADL: Activities of Daily Living
- AL: assisted living
- CMS: Center for Medicare and Medicaid Services
- IL: independent living
- LTC: long-term care
- LNHA: Licensed Nursing Home Administrator
- MC: medical certificate
- PC: personal care
- SNF: skilled nursing facility
- STR: short-term rehabilitation

Above & Beyond

Masonic Homes Kentucky's employee recognition program and one of the few places where we use “&”.

Affect or effect

“Affect” is generally used as a verb: A affects B. The eye-patch affected my vision. In this sentence, the eye-patch (A) influenced my vision (B).

“Effect,” on the other hand, is almost exclusively used as a noun: A had an effect on B. Acting like a pirate has had a negative effect on my social life.

The basic rule of thumb is that “affect” is almost always a verb and “effect” is usually a noun. There are deviations from this, but when in doubt, stick to the rule. If you need help remembering, think of this mnemonic device: The action is affect, the end result is effect.

Aging adults

Use aging adults instead of seniors or elderly.

Apartments

Use apartments or rooms instead of suites or units.

Apostrophes and possessives ending in ‘s’

For most possessives, simply add an apostrophe and an “s”.

- the horse’s shoe

For plural nouns ending in “s,” add only an apostrophe.

- the horses’ shoes

For singular common nouns ending in “s,” add an apostrophe and an “s” unless the next word begins with an “s”.

- the bus’s tire
- the bus’ seat

For singular proper names ending in “s,” use only an apostrophe.

- Achilles’ heel
- Dickens’ novels
- Masonic Homes’ mission
- Masonic Homes Kentucky’s location

Board of Directors

Board of Directors and Board is capitalized. Upon first mention use Board of Directors and Board upon second reference.

Bullets

While the AP Stylebook does not make provision for bullets, Masonic Homes Kentucky recognizes the value of using bullets to present lists.

Bulleted items should be lowercase, unless it is a complete sentence. If it is a complete sentence it can be capitalized and follow normal punctuation. Be consistent throughout the document. Generally, items that are complete sentences should be capped, and sentence fragments should be lowercase.

(cont.)

Bullets (cont.)

If the lead in the statement is a sentence, use a colon to introduce the list. If it is a sentence fragment, do not use punctuation to introduce the list.

Terminal punctuation for the bulleted items is optional for phrases, and is preferred for complete sentences — depending on the style of the document; consistency is the key.

Here are examples of these rules:

Care Clinic services include

- lab services
- physical exams
- blood pressure checks

The students in the Tuesday afternoon seminar were asked to

- read 18th century novel,
- write essay comparing it with a chapter in a 20th century novel, and
- complete assignments by 5 pm.

The students in the Tuesday afternoon seminar have three assignments:

- read a chapter in a novel from the 18th century
- write an essay comparing it with a chapter in a novel from the 20th century
- complete both projects by 5 pm

Capitalization

Buildings, places, centers

Capitalize the formal names of buildings, places and centers. Use the formal name on first reference and, in most cases, use lowercase on second reference.

- Sam Swope Care Center
- the Center
 - If referring to a specific building such as the Kosair Charities Center or Sam Swope Care Center, it should be referred to as “the Center”
- Louisville Campus
- Louisville and Shelbyville campuses

Departments, offices

Capitalize the formal names of departments and offices. Do not capitalize informal names and incomplete designations.

- Communications and Marketing Department
- Maintenance Department
- the department
- Business Office
- the office

Events

The formal names of special events are capitalized.

- Great Day of Service
- Not-so-family Feud

Chair

When referring to our Board Chair use Chair instead of Chairman.

Community/communities

Use community/communities instead of facility/facilities or nursing home.

Compounds

The following words are written as open compounds.

- aging care
- day care
- floor plans
- health care
- managed care
- senior living
- wait list (when used as a noun)

The following words are written as solid compounds.

- fundraising
- carefree
- subspeciality, subspecialist
- waitlist (when used as a verb)

The following words are written as hyphenated compound.

- long-term care
- full-time employee
- managed-care (when used as an adjective)

Crescent Grove Memory & Personal Care

Located at Masonic Home Louisville. Upon first mention, it should be referred to as Crescent Grove Memory & Personal Care at Masonic Home Louisville. Thereafter, it can be called Crescent Grove Memory & Personal Care or Crescent Grove. On internal communications, Crescent Grove Memory & Personal Care should be abbreviated to Crescent Grove. “&” is always used in the name, NOT “and”.

Dates and times

Use figures for days of the month. Omit the ordinal designations of nd, rd, st and th, except when the month is assumed.

- On September 1, we will have a meeting.
- On Tuesday the 15th, we will have a meeting.

Place a comma between the month and the year when the day is mentioned.

- On August 10, 2010, Sproutlings welcomed children to its Grand Opening.

Do not place a comma between the month and the year when the day is not mentioned.

- In August 2010, Sproutlings welcomed children to its Grand Opening.

(cont.)

Dates and times (cont.)

When a month is used with a specific date, abbreviate the month according to AP style: Jan., Feb., Aug. Sept., Oct., Nov. and Dec. (All others spelled out.) Spell out the month when using it alone or with a year alone.

- Aug. 27, 2011
- August
- August 2011

Dates following a day of the week should be set apart by commas:

- He decided that Friday, Oct. 12, would be a convenient date.

Use figures for years without commas.

- 2011

Use the year, a hyphen and the last two digits to refer to a period of time within the same century as an adjective, but full years joined by a hyphen when the range crosses into another century.

- the 2011-12 fiscal year

When abbreviating years to two digits, put an apostrophe in front of the years.

- the Class of '76
- the summer of '66

Use “to” instead of a hyphen when the year or time is a noun.

- from 1989 to 2005
- The meetings will take place from 8 to 11 am, Monday through Friday.

Hyphens may be used with dates, and should always be used with dates when both days of the week and dates are included.

- The workshop is set for Monday through Thursday, July 18-21.

Centuries and decades

- Noun: the 20th century
- Adjective: 20th-century literature
- the 1960s
- '60s fashion

Times generally come before days and dates.

- The performance will take place at 3 pm, Friday, Oct. 12.

When emphasizing the exact time, or when using am or pm, use figures (omitting 00 for on the hour). Do not include periods between am or pm and make sure there is a space after the time and before am and pm.

- 7 pm
- 7:30 pm

The hour, 12 am, should be referred to as midnight; 12 pm should be referred to as noon.

Dining

Use dining and dining services instead of meals or meal service.

Disabilities

In general, do not describe an individual as disabled or handicapped. If it is relevant to the material and you must use a description, try to be specific.

- Muhammad Ali, boxing hero and a former Olympic champion, defied the symptoms of Parkinson's Disease to light the torch in a rare public appearance.

Sproutlings refers to children receiving pediatric nursing care as medically fragile. All other children are referred to as typical children.

Use accessible rather than disabled or handicapped.

Eligibility

Use eligible/eligibility instead of qualify.

Facility/facilities

We do not use the term facility/facilities unless it is a proper name. Use community/communities or center. Building can be used sparingly.

File formats

If a file format acronym is being used in a sentence, it should be set in all caps.

- I used three GIF images in my design.

If a file format acronym is being used to indicate the type of downloadable file in a link, it should be set in lowercase with a "." preceding it.

- The image (.gif) that you have requested is available for download.
- attached is the commencement 2011 press release (.pdf)

Grove Pointe Assisted Living

Located at Masonic Home Louisville. Upon first mention, it should be referred to as Grove Pointe Assisted Living. Thereafter, it can be called Grove Pointe. On internal communications, Grove Pointe Assisted Living should be abbreviated to Grove Pointe.

Guest

We refer to people in short-term rehab or those receiving out-patient services as guests. We refer to the people living in our independent living, assisted living, personal care and long term care communities as residents. We do not use patient, customer, client or neighbor.



Home Spot

Refers to Masonic Homes Kentucky's employee intranet. Home Spot is two words.

House/Houses

We use house or houses to refer to resident living areas instead of households or halls.

Learning & Leading

Masonic's employee education and support program. One of the few places we use "&".

Life Care

Refers to Meadow and Miralea's entry fee program. It is a financial and health care agreement for independent living residents that provides them priority access to higher levels of care for their lifetime.

Life Plan

Refers to Village's entry fee program. It is a financial and health care agreement for independent living residents that provides them priority access and discounts on higher levels of care for their lifetime.

Masonic Homes Kentucky

Refers to main parent brand that all other communities and brands fall under.

- Upon first mention, it should be referred to as Masonic Homes Kentucky
- Thereafter, it can be called Masonic.

Masonic Homes of Kentucky, Inc.

Refers to the legal company name and is used on all legal documents.

Masonic Home Louisville

Refers to our clinical services located on our Louisville Campus. Whenever possible the specific brands within Masonic Home Louisville, like Sam Swope Care Center and Crescent Grove Memory & Personal Care, should be used instead of Masonic Home Louisville.

In Masonic Home Louisville, Home is singular, not plural.

Masonic Home Shelbyville

Refers to our Shelbyville Campus.

In Masonic Home Shelbyville, Home is singular, not plural.

Masonic Home Journal

An external monthly publication published by the Grand Lodge of Kentucky for the Kentucky Masonic population.

Masonic terms / styles

Lodge

When listing a lodge name, use “No.” and not “#” or “Number” when distinguishing the lodge number.

- Willis Stewart Lodge No. 224, F.&A.M.

F.&A.M.

- Does not include spaces.
- Periods after F, A and M
- & not “and”

Most Worshipful Grand Master

- This title refers to the top official of the Grand lodge of Kentucky F.&A.M.
- Grand Master can be used on second reference.

Brother

When listing a member of a lodge, refer to him as Brother, unless he has an officer title

- Brother Bruce Lott

Member

When listing a member of a lodge in narrative form, upon first mention, he should be referred to as “Member”. Thereafter, he can be called “Brother”.

- Member James Garnett, PGM, led the production of the new Masonic Homes Kentucky on Frankfort Avenue and its purchase in 1921 for \$72,000.
He served on the Board of Directors until 1939 and as President from 1934 to 1939. Brother Garnett chaired the building committee in 1927 and assisted in laying the cornerstone in the school building which would later bear his name, Garnett Hall.

Grand Lodge of Kentucky F.&A.M.

The full name, Grand Lodge of Kentucky F.&A.M., should be used upon first mention. Grand Lodge can be used on second reference.

Most Worshipful Prince Hall Grand Lodge of Kentucky F.&A.M.

The full name, Most Worshipful Prince Hall Grand Lodge of Kentucky F.&A.M., should be used upon first mention. Prince Hall can be used on second reference.

Meadow Active Lifestyle Community

Located on the Louisville Campus. Upon first mention, it should be referred to as Meadow Active Lifestyle Community. Thereafter, it can be called Meadow. On internal communications, Meadow Active Lifestyle Community should be abbreviated to Meadow.

Messenger

Biannual external publication for Masonic Homes Kentucky employees, Masons, donors, community members, prospective residents and parents who have children at Sproutlings Pediatric Day Care & Preschool.

Miralea Active Lifestyle Community

Located on the Louisville Campus. Upon first mention, it should be referred to as Miralea Active Lifestyle Community. Thereafter, it can be called Miralea. On internal communications, Miralea Active Lifestyle Community should be abbreviated to Miralea.

Move-in

To avoid clinical terminology, a resident moving into our communities, is reported internally as a move-in rather than admission.

Names

As a general rule, use only first name and last name unless the person is widely known and identified in professional or industry circles with an initial or middle name. Formal names (not nicknames) are preferred, unless the tone of the material is very informal.

- CEO J Scott Judy
- Trasee Whitaker, Sr. VP/ Human Resources and CHRO
- J Scott Judy, President and CFO

When a job title proceeds their name in narrative form, the job title should be written in lowercase. In addition to this, when “Sr. VP” is written in narrative form, it should be lowercase and spelled out.

- CEO J Scott Judy was recently interviewed by *Business First*.
- Lisa Ammon, senior vice president of mission advancement, attended the St. Matthews Chamber annual dinner.

Title abbreviations may be used when the titles are not used in a sentence. This includes business cards, captions, directory listings, etc.

Middle initials should be used if preferred by the person in business cards, captions, directory listings, etc. They should not be used in sentence form.

There is no period in J Scott Judy’s name.

Numbers

Spell out numbers one through nine and general numbers in narrative text.

- There were seven people at the meeting.
- There were 36 students in the class.
- There are approximately 5,000 undergraduates.
- There are a thousand reasons.

When a number is the first word of a sentence, spell it out.

In a series, apply the appropriate guideline.

- There are 25 graduate students in the philosophy department, nine in the music department and eight in the comparative literature department, making a total of 42 students in the three departments.

Express all percentages as figures. Do not use the % sign except in charts or graphs.

- 3 percent; 130 percent

For very large sums of money use figures with a dollar sign; spell out million or billion.

- \$1.8 million
- between \$1 and \$2 billion

Place a comma after digits signifying thousands, except when reference is made to temperature.

- 1,160 students
- 2200 degrees Fahrenheit

(cont.)

Numbers (cont.)

Ages

When referencing age, always use figures. If the age is used as an adjective or as a substitute for a noun, then it should be hyphenated. Don't use apostrophes when describing an age range.

- 21-year-old CNA
- The CNA is 21 years old.
- The resident, 72, has a brother, 55.
- The contest is for 60-year-olds.
- He is in his 50s.
- Sam Swope Care Center is an 8-year-old building.
- Sam Swope Care Center is an 8 years old.

On the Spot

Masonic Homes Kentucky's internal video series highlighting topics of interest.

Passionate People INSPIRING LIVES

Masonic Homes Kentucky's corporate tagline. Use format shown, Initial cap on Passionate People, then all caps for INSPIRING LIVES and no punctuation.

Phases

Phases are often used when referencing construction projects. The phases are always stated as Roman numerals.

- Phase I

Pillars Assisted Living Community

Located at Masonic Home Shelbyville. Upon first mention, it should be referred to as Pillars Assisted Living Community at Masonic Home Shelbyville. Thereafter, it can be called Pillars Assisted Living Community or Pillars. On internal communications, Pillars Assisted Assisted Living should be abbreviated to Pillars.

Punctuation

Colons

Use a colon to introduce long lists — see section on Bullets (pg 12)

Leave a colon outside quotation marks unless it is part of a quotation.

Follow a colon with a single space.

Use a colon to introduce a direct quotation if it is more than one sentence.

(cont.)

Punctuation (cont.)

Capitalize the first word after a colon if it is a proper noun or the start of a complete sentence; lowercase the first word if it is part of a sentence.

- His reason for staying was simple: The snowstorm had shut down all routes out of town.
- There were three reasons to stay: the warmth of the fireplace; the friendliness of the company; and the aroma of the food.

Commas

For three or more items in a simple list, do not include a comma before the last item in a series of items, unless it aids in comprehension.

- The event is for students, alumni, parents, families and friends.

For three or more items in a complex list, use a comma before the last item in a series to improve comprehension.

- Wilson doubled the size of the staff, created an administrative and staff scheduling structure, and revised the life enrichment programs.

Use commas for series of adjectives equal in importance.

- Masonic Homes Kentucky is a passionate, innovative aging care community.

Use a commas in complete sentences that are combined with a conjunction.

- The event is open to the public, but reservations are required.

A comma should set an introductory phrase from the rest of a sentence.

- First, we must double the amount of external support.

A comma should set a nonessential phrase (a phrase that is not essential to the meaning of the sentence) from the rest of a sentence and days from dates.

- The Sproutlings Pediatric Day Care & Preschool Golf Scramble, hosted by Masonic Homes Kentucky's Mission Advancement Department, will be held on Friday, Oct. 30, at Big Springs Country Club.
- My resident, Janet, loves to read. (you have only one resident)
- His brother Jeff is a sailor. (he has more than one brother)
- Masonic provides many levels of aging care services, such as skilled nursing, personal care and memory care. (phrase is nonessential information),
- "Many in the health care community do not know our full array of services. (phrase is essential information).

A comma is used in direct quotes to set apart the comment from the subject.

- "We must support students in any way we can," Tilghman said.

Cities are separated from names of states with a comma.

- J Scott Judy, of LaGrange, Kentucky, is the CEO of the organization.

Commas separate yes and no; and names/titles in a direct address.

- Yes, doctor, I'll help you with this patient.

(cont.)

Punctuation (cont.)

Dashes

Use an em dash to relay a break in thought. Place a single space on either side of the em dash. This is the longer dash (“—”) as compared to the shorter en dash (“–”) or two hyphens (“--”).

Em dashes are created by holding down the SHIFT+OPTION+MINUS SIGN keys on a Mac or the ALT+CTRL+MINUS SIGN keys on a PC.

- Chartered in 1867 as the Masonic Orphans and Widows Home and Infirmary — the name by which it was known for 126 years — Masonic Homes Kentucky was the first institution of its kind in the nation.

An em dash can be used to set off elements within a sentence.

- The materials used by the artist — wood, steel and plastic — created a big contrast.

Ellipses

In a sentence, add a space before and after a three-dot ellipsis.

- She reported what the speaker said ... and then followed with her own comments.

If the words that precede an ellipsis make up a complete sentence, insert a period at the end of the last word before the ellipsis. Follow it with a space and an ellipsis.

- The speaker said that he was happy to be running for office again. ...

Exclamation point

We do not use exclamation points in our content as they signify surprise and strong emotion. An exception is made for limited use in social media due to the informal feel of this media. Even then, only one exclamation point is used at a time.

Hyphens

Do not hyphenate words beginning with non, except if there is a proper noun.

- non-American; nonscholarship

Do not place a hyphen between the prefixes pre, semi, anti, sub, etc., and nouns or adjectives, except before proper nouns, but avoid duplicated vowels or consonants.

- reapply
- semidetached
- antiwar
- pre-enroll

Use hyphens to connect compound modifiers, being careful about meaning.

- white-hot metal or white hot metal (depending on which is meant)
- calculator-wielding graduate student

Do not use a hyphen on adverbs ending in -ly.

- an easily hit ball
- a badly cooked egg
- a loudly ringing phone

Hyphenate part-time and full-time only when used as adjectives.

- She has a full-time job at Sam Swope Care Center.
- She works at Sam Swope Care Center full time.

Use a hyphen between numbers, but not telephone numbers.

- 231-29-0002
- 2002-03

(cont.)

Punctuation (cont.)

Hyphens (cont.)

Use a hyphen, not a comma, to separate institutions from their city locations.

- the University of California-Berkeley
- the University of Texas-Austin

Periods

Use a single space after a period at the end of a sentence.

Quotation marks

The period and comma always go inside the quotation marks.

- “He will stop by tomorrow,” she said.

The question mark goes inside of the quotation marks when part of the direct quote, outside of them when applying to quoted material within an entire sentence.

- “Will you explain dining dollars to me?” asked the resident.
- What is meant by “dining dollars”?

The semicolon goes outside quoted material within a sentence.

- Refer to them as “conference participants”; all others should be known as “guests.”

Use a comma to introduce a direct quotation when it is one sentence; use a colon when the quoted material is more than one sentence.

Semicolons

Use the semicolon to set off a series that includes commas.

- The campuses are in Mercer County, New Jersey; Marion County, Indiana; and Broward County, Florida.

Rehabilitation Therapy

Rehabilitation Therapy is used on first reference. Rehab therapy may be used on second reference.

Resident

We refer to the people living in our independent living, assisted living, personal care and long-term care communities as residents. We refer to people in short-term rehab or those receiving out-patient services as guests. We do not use patient, customer, client or neighbor.

Rooms

Use rooms, accommodations or apartments instead of units.

Sam Swope Care Center

Located at Masonic Homes Louisville. Upon first mention, it should be referred to as Sam Swope Care Center at Masonic Homes Louisville. Thereafter, it can be called Care Center. On internal communications, Sam Swope Care Center should be abbreviated to SSCC.

Spotlight / Spotlight Extra

Refers to Masonic Homes Kentucky’s internal newsletter. Spotlight is one word.

Spring Hill Village Active Lifestyle Community

Located in Northern Kentucky. Upon first mention, it should be referred to as Spring Hill Village Active Lifestyle Community. Thereafter, it can be called Spring Hill Village. On internal communications, Spring Hill Village Active Lifestyle Community should be abbreviated to Spring Hill Village.

Sproutlings Pediatric Day Care & Preschool

Located on the Louisville Campus. Upon first mention, it should be referred to as Sproutlings Pediatric Day Care & Preschool at Kosair Charities Center. Thereafter, it can be called Sproutlings. "&" is always used in the name, NOT "and".

START

Masonic Homes Kentucky's employee wellness program. START is an acronym for Steps To A Real Transformation.

Square and compass seal

Refers to the icon we use on corporate communications and corporate marketing materials, indicating our status as the first Masonic home established.

Telephone numbers

Use area codes with periods for all telephone numbers.

- 502.234.5678
- 800.222.7474

That and which

If you're using which properly, it typically is preceded by a comma.

- The announcement about his department's hiring efforts, which was reported in the media, pleased the director.
- The director was pleased with the announcement in the media that reported on his department's hiring efforts.

Titles

Courtesy titles

Do not use courtesy titles in publications (Mr., Miss, Ms., Mrs.).

Use courtesy titles when addressing residents and guests.

Use the title Dr. before a name only when referring to a medical doctor. If a Ph.D. degree is relevant it should be included after their name.

Names followed by Jr., Sr. or a Roman numeral do not have a comma after the last name.

- Martin Luther King Jr.
- James Hart III

(cont.)

Titles (cont.)

Job titles

Capitalize titles when used before the individual's name. Never capitalize titles used after the name or titles that stand alone.

Never capitalize a title used alone, no matter how important it seems.

- The president signed the bill.
- The pope blessed the multitude.
- She was promoted to vice president for the Grounds and Landscaping Department.

Most job descriptions are not considered titles and are not capitalized.

- astronaut John Glenn, actor Zac Efron, teacher Nancy Hanson.

Formal titles are those that denote a scope of authority, professional rank or academic rank.

- professor, judge, mayor, doctor, board member
- Board member Michael Yount attended the event.

Masonic Homes job title formats

Use "/" instead of "of" in titles. There is not a space before the "/" but there is a space after.

- Sr. VP/ Communications and Marketing

Use "and" not "&" except in directories and captions.

- Sr. VP/ Communications and Marketing Nicole Candler was at the event.
- Communications and Marketing Director Claire Sheehan

Title format should be DEPARTMENT followed by TITLE. The exception for this is with Director of Nursing, Assistant Director of Nursing, Sr. VP and VP titles.

- Grounds and Landscaping Director but Vice President/ Grounds and Landscaping

Publications, films, music, works of art

As a general rule, put titles of books and articles in initial caps and quotation marks.

- "The Grapes of Wrath"

Put titles of newspapers, magazines and journals in initial caps with NO quotation marks.

- Science
- Nature
- The Princeton Packet

Capitalize principal words, including prepositions and conjunctions of four or more letters.

Capitalize "the" in a publication's name, if that is how it appears in the masthead.

- The New York Times

Do not capitalize the word after a hyphen in a title:

- The professor's lecture is titled "An Introduction to 14th-century manuscripts."

Do not capitalize major areas of study, unless referring to a language:

- The sophomore is studying economics and French.

Titles of songs and films are usually set in quotation marks.

- "Little City Beautiful"

Titles of paintings, drawings, statues and other works of art are put in quotation marks.

- Leonardo da Vinci's "Mona Lisa"

Village Active Lifestyle Community

Located on the Louisville Campus. Upon first mention, it should be referred to as Village Active Lifestyle Community. Thereafter, it can be called Village. On internal communications, Village Active Lifestyle Community should be abbreviated to Village.

Web terminology

To create consistency in how we use web terminology the following guidelines should be applied.

- email (or Email at the beginning of a sentence)
- enews or enewsletter
- Facebook page
- homepage
- internet
- log in, log out (verb)
- login (noun)
- online
- web
- webpage
- Twitter feed
- website

URLs

Use the shortest URL possible.

- (correct) masonichomesky.com
- (incorrect) http://www.masonichomesky.com/
- (incorrect) www.masonichomesky.com

Do not use uppercase letters in URLs

- (incorrect) MasonicHomesKY.com
- (correct) masonichomesky.com

Email addresses

Do not use uppercase letters in email addresses.

- For more information, contact John Doe at 502.259.9627 or jdoe@masonicky.com.
- (incorrect) JSmith@masonicky.com
- (correct) jsmith@masonicky.com

Website menu links and headers

Use initial caps for all words in menu links, page headers and subheaders.

Exceptions: short (less than four letters) conjunctions, prepositions and other words that do not come first, such as:

- the, in, but (exception: pronouns)
- see section on A, An, And (pg 12)



Wide (as a suffix)

Use hyphens when wide is a suffix.

- campus-wide
- company-wide

You Work Here

Masonic Homes Kentucky's branding for employee recruitment.

Our Main Brand



MASONIC HOMES



K E N T U C K Y

Masonic Homes Kentucky is our parent brand and includes all services, communities, campuses and departments within our portfolio.

Elevator speech

Masonic Homes Kentucky offers daily living and specialized services to people of all ages, regardless of affiliation. Masonic is one of the few senior living campuses that offers all-inclusive services on one campus – everything from independent living to assisted living to memory care and rehabilitation, so that residents have the rare benefit of not changing their address as their needs change with age.

Fast facts

Location: Three campuses

Year opened: 1867

Services: advanced memory care
assisted living
child care
dialysis
home care
independent living
inpatient and outpatient
rehabilitation
Life Care
Life Plan
long-term rehab
palliative care
personal care
respite care
short-term rehab
skilled nursing
traditionally
and medically-
prescribed care
clinic

Address: 3761 Johnson Hall Drive, Masonic Home, KY 40041
Phone: 502.259.9627
Email: info@masonicky.com

Logo options

Minimum size

Vertical - 1.5" Horizontal - 2.5"



Tree icon

The tree icon can be used as an additional art element.

The color may be screened to a minimum of 15 percent.



Leaf icon

The leaf icon can be used as an additional art element.

The color may be screened to a minimum of 15 percent.



Logo color
options

Black



PMS 418



Color reverse



White



Logo misuse

Never change the colors



Never use effects



Never use on visually cluttered background



Never change size relationship of icon to the logo



Never stretch



Never use on visually cluttered background



Never alter transparency



Never use effects



Never change colors of sub-brands



Color



PMS 418

Master color
- use across all brands

C 38 R 81
M 26 G 83
Y 40 B 74
K 72

#51534A



PMS 368

Secondary color
- use across all brands

C 65 R 120
M 0 G 190
Y 100 B 32
K 0

#78BE20



PMS 537

Sam Swope
Care Center

C 21 R 187
M 7 G 199
Y 2 B 214
K 3

#BBC7D6



PMS 2635

Crescent Grove

C 24 R 197
M 29 G 180
Y 0 B 227
K 0

#C5B4E3



PMS 475

Grove Pointe
Assisted Living

C 0 R 243
M 21 G 207
Y 30 B 179
K 0

#F3CFB3



PMS 614

Meadow

C 6 R 220
M 2 G 213
Y 32 B 154
K 1

#DCD59A



PMS 344

Miralea

C 32 R 160
M 0 G 218
Y 30 B 179
K 0

#A0DAB3



PMS 122

Village

C 0 R 254
M 11 G 209
Y 80 B 65
K 0

#FED141



PMS 170

Pillars Assisted
Living

C 0 R 255
M 48 G 134
Y 50 B 116
K 0

#FF8674



PMS 149

Spring Hill Village

C 0 R 255
M 24 G 194
Y 51 B 123
K 0

#FFC27B



PMS 165

Care Clinic

C 0 R 255
M 70 G 103
Y 100 B 31
K 0

#FF671F



PMS Warm Gray 2

Optional Color

C 6 R 203
M 7 G 196
Y 10 B 188
K 11

#CBC4BC

Type

Primary

Headline and title copy

Sansumi

Sansumi Demi Bold

Sansumi Extra Bold

Secondary

Body copy

Helvetica Neue LT STD Extended

Helvetica Neue LT STD Light Extended

Helvetica Neue LT STD Medium Extended

Helvetica Neue LT STD Bold Extended

Emphasis and divider copy

Zappino

Windows / PC Font

Calibri

Calibri Light

Calibri Bold



Style notes

Refers to our heritage brand and original mission.

Icon is used on all corporate communications.

The icon contains a Square and Compass, which is a hostiruc masonic symbol. The copy indicates our distinction as being the very first masonic home created.

Icon color options



Icon format options



First Masonic Home
Est. 1867



First Masonic Home • Est. 1867

Minimum size

Vertical - .75"

Left justified - 1.5"

Centered - 1.5"

Our Community Brands



Style notes

Refers to our clinical services located on our Louisville Campus.

Whenever possible, the specific brands with in Masonic Home Louisville, like Sam Swope Care Center and Crescent Grove Memory & Personal Care, should be used instead of Masonic Home Louisville.

In Masonic Home Louisville, Home is singular, not plural.

Follow the same brand rules as our main brand (Pg. 27).

Tree icon

The tree icon can be used as an additional art element.

The color may be screened to a minimum of 15 percent.



Fast facts

Communities:	Sam Swope Care Center
	Crescent Grove Memory & Personal Care
	Grove Pointe Assisted Living

Logo option



Leaf icon

The leaf icon can be used as an additional art element.

The color may be screened to a minimum of 15 percent.





Style notes

Upon first mention, it should be referred to as Sam Swope Care Center at Masonic Home Louisville. Thereafter, it can be called Care Center.

On internal communications, Sam Swope Care Center should be abbreviated to SSCC.

Use icon only as a situational graphic.

Follow the same brand rules as our main brand (Pg. 27).

Fast facts

Location: Louisville Campus

Year opened: 2010

Services: Short-stay and recovery
Inpatient and outpatient kidney dialysis
Advanced memory care
Palliative care
Subacute and long-term care

Sub-brands: **Down The Stretch Café** serves lunch and dinner.

Icon

Use icon as situational graphic when associated with the full community logo.

The color may be screened to a minimum of 15 percent.



PMS 537

C 6 R 187
M 7 G 199
Y 10 B 214
K 11

#CBC4BC



PMS 368

C 65 R 120
M 0 G 190
Y 100 B 32
K 0

#78BE20

Address: 3502 Moyers Circle, Masonic Home, KY 40041
Phone: 502.897.4907
Email: swopecenter@masonicky.com



MEMORY & PERSONAL CARE



Style notes

Upon first mention, it should be referred to as Crescent Grove Memory & Personal Care at Masonic Home Louisville. Thereafter, it can be called Crescent Grove Memory & Personal Care or Crescent Grove.

On internal communications, Crescent Grove Memory & Personal Care should be abbreviated to Crescent Grove.

Use "&" in the name, NOT "and".

Follow the same brand rules as our main brand (Pg. 27).

Fast facts

Location: Louisville Campus

Year opened: 1989

Services: Personal care
Memory care

Sub-brands: **Copper Lily** is
a full service salon
and spa

Icon

Use icon as situational graphic when associated with the full community logo.

The color may be screened to a minimum of 15 percent.



PMS 2635

C 24 R 197
M 29 G 180
Y 0 B 227
K 0

#C5B4E3

PMS 368

C 65 R 120
M 0 G 190
Y 100 B 32
K 0

#78BE20

Address: 250 Masonic Home Drive, Masonic Home, KY 40041
Phone: 502.897.4907
Email: pillarsmhl@masonicky.com



Style notes

Upon first mention, it should be referred to as Grove Pointe Assisted Living. Thereafter, it can be called Grove Pointe.

On internal communications, Grove Pointe Assisted Living should be abbreviated to Grove Pointe.

Follow the same brand rules as our main brand (Pg. 27).

Fast facts

Location: Louisville Campus

Year opened: 2018

Services: Assisted living

Sub-brands: **Copper Lily** is a full service salon and spa

Icon

Use icon as situational graphic when associated with the full community logo.

The color may be screened to a minimum of 15 percent.



PMS 475

C 0 R 243
M 21 G 207
Y 30 B 179
K 0

#F3CFB3



PMS 368

C 65 R 120
M 0 G 190
Y 100 B 32
K 0

#78BE20

Address: 250 Masonic Home Drive, Masonic Home, KY 40041
Phone: 502.753.8875
Email: khargis@masonicky.com



Style notes

Refers to our independent living communities located on our Louisville Campus.

The specific brands within our Active Lifestyle Communities, like Meadow Active Lifestyle and Miralea Active Lifestyle, should be used instead of Active Lifestyle Communities.

Follow the same brand rules as our main brand (Pg. 27).

Fast facts

Communities:	Meadow
	Active Lifestyle
	Miralea
	Active Lifestyle
	Village
	Active Lifestyle

Leaf icon

The leaf icon can be used as an additional art element.

The color may be screened to a minimum of 15 percent.





Style notes

Upon first mention, it should be referred to as Meadow Active Lifestyle Community. Thereafter, it can be called Meadow.

On internal communications, Meadow Active Lifestyle Community should be abbreviated to Meadow.

Follow the same brand rules as our main brand (Pg. 27).

Fast facts

Location: Louisville Campus

Year opened: 2018

Services: Independent living

Mentions: Life Care

Sub-brands: **Palette** serves breakfast, lunch and dinner

Nouveau is a full service salon and spa

Icon

Use icon as situational graphic when associated with the full community logo.

The color may be screened to a minimum of 15 percent.



PMS 614

C 6 R 220
M 2 G 213
Y 32 B 154
K 1

#DCD59A



PMS 368

C 65 R 120
M 0 G 190
Y 100 B 32
K 0

#78BE20

Address: 140 Masonic Home Drive, Masonic Home, KY 40041
Phone: 502.340.2134
Email: info@meadowlifestyle.com



Style notes

Upon first mention, it should be referred to as Miralea Active Lifestyle Community. Thereafter, it can be called Miralea.

On internal communications, Miralea Active Lifestyle Community should be abbreviated to Miralea.

Follow the same brand rules as our main brand (Pg. 27).

Fast facts

Location: Louisville Campus

Year opened: 2012,
expanded 2014

Services: Independent living

Mentions: Life Care

Sub-brands: **Juleps** is a full-service dining experience featuring casual American fare and a complete wine list.

Icon

Use icon as situational graphic when associated with the full community logo.

The color may be screened to a minimum of 15 percent.



PMS 344

C 32 R 160
M 0 G 218
Y 30 B 179
K 0

#A0DAB3

PMS 368

C 65 R 120
M 0 G 190
Y 100 B 32
K 0

#78BE20

Address: 320 Joe Conway Circle, Masonic Home, KY 40041
Phone: 502.897.8727
Email: info@miralea.com



Style notes

Upon first mention, it should be referred to as Village Active Lifestyle Community. Thereafter, it can be called Village.

On internal communications, Village Active Lifestyle Community should be abbreviated to Village.

Follow the same brand rules as our main brand (Pg. 27).

Fast facts

Location: Louisville Campus

Year opened: 1997

Services: Independent living

Mentions: Life Plan

Sub-brands: **The Bistro** is a casual restaurant open to campus residents, their families and guests.

Club Olmsted includes a cinema, crafts studio, billiards, card parlor and library.

Icon

Use icon as situational graphic when associated with the full community logo.

The color may be screened to a minimum of 15 percent.



PMS 122

C 0 R 254
M 11 G 209
Y 80 B 65
K 0

#FED141



PMS 368

C 65 R 120
M 0 G 190
Y 100 B 32
K 0

#78BE20

Address: 3703 Johnson Hall Drive, Masonic Home, KY 40041
Phone: 502.894.0195
Email: aptinfo@masonicky.com

our community brands



Style notes

Refers to our clinical and personal care services located on our Shelbyville Campus.

Whenever possible, the specific brands with in Masonic Home Shelbyville, like Pillars Assisted Living Community, should be used instead of Masonic Home Shelbyville.

In Masonic Home Shelbyville, Home is singular, not plural.

Follow the same brand rules as our main brand (Pg. 27).

Tree icon

The tree icon can be used as an additional art element.

The color may be screened to a minimum of 15 percent.



Fast facts

Services:	Assisted living
	Personal care
	rehabilitation
	skilled nursing
Communities:	Pillars Assisted Living

Logo option



Leaf icon

The leaf icon can be used as an additional art element.

The color may be screened to a minimum of 15 percent.



Address: 711 Frankfort Road, Shelbyville, KY 40065
Phone: 502.633.3486
Email: shelbyinfo@masonicky.com



Style notes

Upon first mention, it should be referred to as Pillars Assisted Living Community at Masonic Home Shelbyville. Thereafter, it can be called Pillars Assisted Living Community or Pillars.

On internal communications, Pillars Assisted Living should be abbreviated to Pillars.

Follow the same brand rules as our main brand (Pg. 27).

Fast facts

Location: Shelbyville Campus

Year opened: 2007

Services: Assisted living

Icon

Use icon as situational graphic when associated with the full community logo.

The color may be screened to a minimum of 15 percent.



PMS 170

C 0 R 255
M 48 G 134
Y 50 B 116
K 0

#FF8674



PMS 368

C 65 R 120
M 0 G 190
Y 100 B 32
K 0

#78BE20

Address: 711 Frankfort Road, Shelbyville, KY 40065
Phone: 502.633.3486
Email: pillarsmhs@masonicky.com

Northern Kentucky

Spring Hill Village Active Lifestyle Community

Style notes

Refers to our Northern Kentucky Campus.

Whenever possible, the specific brands with in Northern Kentucky, like Spring Hill Village Active Lifestyle Community, should be used instead.

Fast facts

Location: Northern Kentucky

Year opened: 2001

Services: Independent living

Communities: Spring Hill Village



SPRING HILL VILLAGE

ACTIVE LIFESTYLE



SPRING HILL
VILLAGE

ACTIVE LIFESTYLE

Style notes

Upon first mention, it should be referred to as Spring Hill Village Active Lifestyle Community. Thereafter, it can be called Spring Hill Village.

On internal communications, Spring Hill Village Active Lifestyle Community should be abbreviated to Spring Hill Village.

Follow the same brand rules as our main brand (Pg. 27).

Fast facts

Location: Northern Kentucky

Year opened: 2005

Services: Independent living

Icon

Use icon as situational graphic when associated with the full community logo.

The color may be screened to a minimum of 15 percent.



PMS 149

C 0 R 255
M 24 G 194
Y 51 B 123
K 0

#FFC27B



PMS 368

C 65 R 120
M 0 G 190
Y 100 B 32
K 0

#78BE20

Address: 700 Taylorspring Court, Taylor Mill, KY 41015
Phone: 859.581.1544
Email: shvinfo@masonicky.com



Style notes

Upon first mention, it should be referred to as Sproutlings Pediatric Day Care & Preschool at Kosair Charities Center. Thereafter, it can be called Sproutlings.

Use “&” in the name, NOT “and”.

Follow the same brand rules as our main brand (Pg. 27).

Fast facts

Location: Louisville Campus

Year opened: 2011

Services: Pediatric day care and preschool
Typical day care and preschool

Icon

Use icon as situational graphic when associated with the full community logo.

The color may be screened to a minimum of 15 percent.



PMS 368

C 65 R 120
M 0 G 190
Y 100 B 32
K 0

#78BE20

Address: 3800 Tom Larrimore Lane, Masonic Home, KY 40041
Phone: 502.753.8222
Email: info@sproutlingsdaycare.com

Sproutlings 3D icon options

Style notes

Use these icons as situational graphics



Nurse Sprout



Graduate Sprout

Sproutlings Classroom Icons

Style notes

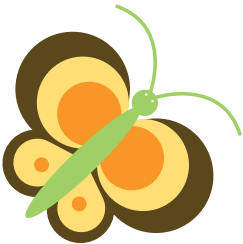
Use these icons as situational graphics in parent communication, representing each classroom.



Caterpillar



Chipmunk



Butterfly



Squirrel



Frog



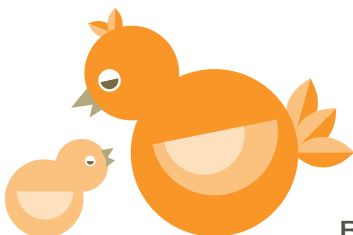
Fox



Blue Jay



Raccoon



Robin



Style notes

Follow the same brand rules as our master brand (Pg. 27).

Fast facts

Location: Louisville Campus

Year Opened: 2018

Services: primary care

Icon

Use icon as situational graphic when associated with the full community logo.

The color may be screened to a minimum of 15 percent.



Optional Icon:
Doctor



PMS 165

C 0 R 255

M 70 G 103

Y 100 B 31

K 0

#FF671F

Our Departmental Program Brands

Communications Resources and Programs

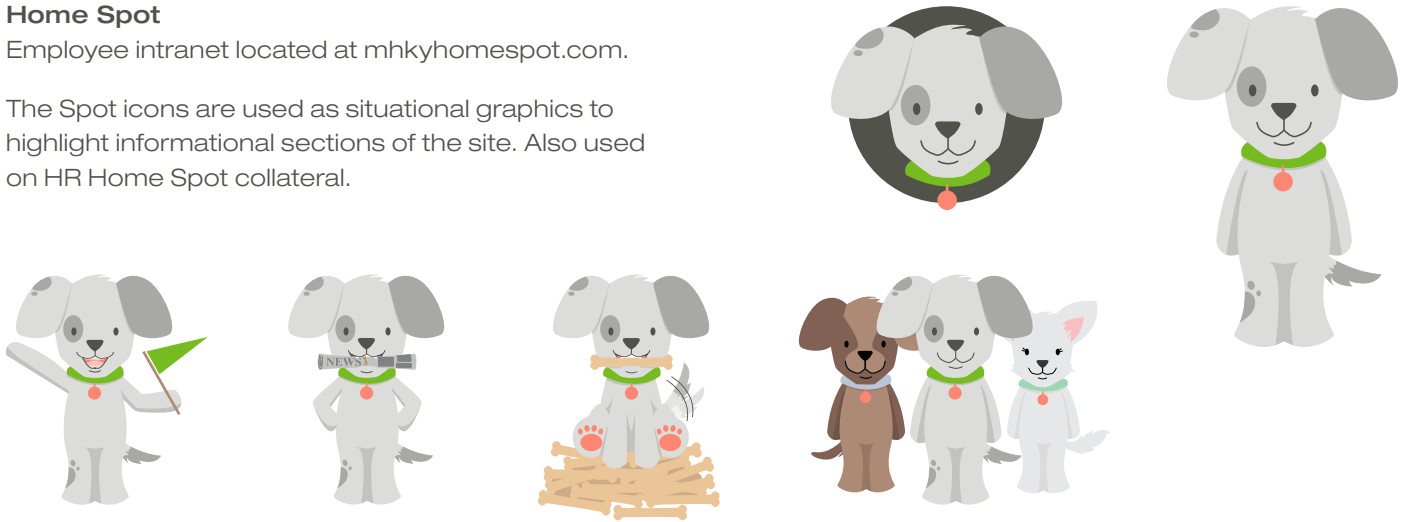
Style notes

Current publication and communication resources logos are being transitioned into the new brand and will be replaced at a later date.

Home Spot

Employee intranet located at mhkyhomespot.com.

The Spot icons are used as situational graphics to highlight informational sections of the site. Also used on HR Home Spot collateral.



Messenger

Biannual external magazine for employees, Masons, donors, community members, prospective and existing residents and guests.

See Pg. 61 for formatting guidelines.

On The Spot

Internal video series highlighting topics of interest.

on the
spot

Spotlight / Spotlight Extra

Internal employee email newsletter



Human Resources Programs

Style notes

Current Human Resources Program logos are being transitioned into the new brand and will be replaced at a later date.

You Work Here

Recruitment and employee based content



Above & Beyond

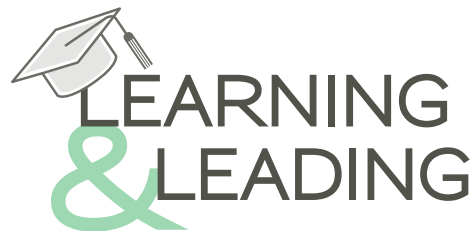
Employee achievement and recognition program



Learning & Leading

Scholastic and leadership programs

The Women In Leadership program and Walters-Judy Scholarship are sub-brands of Learning & Leading.



START

Employee wellness program



Mission Advancement Programs

Style notes:

Current Mission Advancement Program logos are being evaluated for future use and transitioned into the new brand. These are existing program logos that will be updated at a later date.

Count Me In



St. John's Day League



ST. JOHN'S DAY LEAGUE
MASONIC HOMES OF KENTUCKY

Column Club



The Olmsted Society



THE OLMSTED SOCIETY
MASONIC HOMES OF KENTUCKY, INC.

Masonicare



The Giving Tree



Brand Imagery

We use photography to communicate our brand personality and establish a meaningful connection with our residents, guests, families and employees. The ideal images we select highlight the carefree lifestyle, beautiful accommodations and customer-centric services we offer.

The narrative power of our photojournalistic style provides an authentic and unobtrusive look-in on real life as it happens. Photojournalism documents a real life or story and allows vulnerable imperfections to show through. It also creates an intimate connection between the subject of the photograph and the viewer. The best images leave a lasting impression because the viewer relates to the subject of the photo.

Photography should express the core values of the brand, including uplifting themes like community, compassion and care. They should tell a story of connection between residents, staff and families. In all photography, we must be mindful of highlighting the older adults and children in our care in the best, most dignified way possible.

Lifestyle images

Lifestyle images are used most often in our advertising, social media and marketing collateral. These intimate images capture the authentic connectivity and happiness of our customers, doing the real-life activities they enjoy most. The subjects should be the focus of the images. They should be at ease, not posed or staged. The lighting should be natural or look natural. Everyday tasks can be made more appealing with interesting but authentic angles or cropping for forced perspective.



Real estate images

Masonic Homes has great value in its well-appointed accommodations and amenities. It is also known for its natural, expansive campuses. These elements should be included in real estate photos that showcase our campuses, community commons and individual accommodations. Images should show the breadth and depth of our spaces or focus on the fine details available within those spaces.



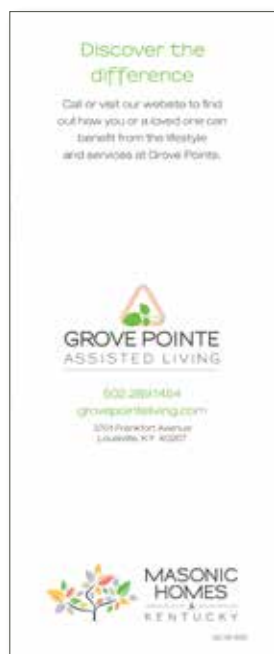
Stock photography and original images

Original images of actual Masonic Homes residents, guests, families and employees are preferred. Masonic has an expansive library of original photography for this use. Exceptions are made to use stock photography for communities and services that are under development.



Collateral Examples

Trifold brochure



Headlines

Font: Sansumi

Preferred size: 16 pt / 24 pt lead

Capitalization: Title Case

Color: Community Brand Color or PMS 368

- Three lines or less

Service descriptor

Font: Sansumi

Preferred size: 16 pt / 24 pt lead

Capitalization: Title Case

Color: Community Brand Color or PMS 368

Subheads

Font: Helvetica Neue LT STD Medium Extended

Preferred size: 11 pt / 16 pt lead

Preferred Space After: 0 pt

Capitalization: Sentence Case

Body copy

Font: Helvetica Neue LT STD Light Extended

Preferred size: 10 pt / 16 pt lead

Preferred color: PMS 418

Calls to action

Font: Helvetica Neue LT STD Light Extended

Preferred size: 11 pt / 16 pt lead

Capitalization: Sentence Case

Preferred color: Choose from our family of colors.

- Four lines or less

Photo

Lifestyle photo (Brand Imagery, Pg. 54)

Photo edge graphic

Edge design differs per community.

MHKY - Straight, no effect

MHL (Sam Swope Care Center and Crescent Grove) - Torn Effect

MHS - Torn Effect

Miralea/Meadow - Paint Effect 1

Village - Bokeh Circle Effect

Grove Pointe - Paint Effect 2

Crescent Grove - Splash Effect

Sproutlings - Grass Effect

Contact the Communications and Marketing Department for files and image directions.

Print date and quantity

Font: Helvetica Neue LT STD Light Extended

Preferred size: 6 pt

Preferred color: PMS 418

Format: (00/00-000)



Publications - Messenger



Masthead

Font: Sansumi Extra Bold
Preferred size: 79 pt

Headlines

Font: Sansumi
Preferred size: 48 pt
Capitalization: Title Case

Divider text

Font: Sansumi Extra Bold
Preferred size: 11 pt / 13.5 pt lead
Capitalization: Sentence Case

Pull quotes

Font: Sansumi Extra Bold
Preferred size: 14 pt / 17 pt lead
Capitalization: Sentence Case
Color: choose from our family of colors

Subheads

Font: Helvetica Neue LT STD Medium Extended
Preferred size: 12 pt / 16 pt lead
Preferred Space After: 0 pt
Capitalization: Sentence Case

Body copy

Font: Helvetica Neue LT STD Light Extended
Preferred size: 10 pt / 14 pt lead
Preferred color: PMS 418

Captions

Font: Helvetica Neue LT STD Light Extended
Preferred size: 8 pt / 11 pt lead
Preferred color: PMS 418

Calls to action

Font: Varied depending on content
Size: Boxes are column width.
Preferred color: Choose from our family of colors for the body. PMS 418 rules bound the top and bottom.



Advertising

Our current comprehensive advertising campaign aims to show the breadth and diversity of services available at Masonic. Images are chosen to illustrate opposites and spectrum found in our services.



Main brand advertising

Logo: Bottom left corner

Body copy: Left justified

Call to Action: PMS 170

Headlines

Font: Sansumi

Preferred size: 26 pt / 36 pt lead

Capitalization: Title Case

Subheads

Font: Helvetica Neue LT STD Medium Extended

Preferred size: 14 pt / 18 pt lead

Preferred Space After: 0 pt

Capitalization: Sentence Case

Body copy

Font: Helvetica Neue LT STD Light Extended

Preferred size: 10 pt (minimum) / 14 pt lead

Preferred color: PMS 418



Sub-brand advertising

Logo: Centered

Body copy: Centered

Photo edge graphic

Edge design differs per community. (Pg. 58) Contact the Communications and Marketing Department for files and image directions.

Stationery



Letterhead and envelope -

Address, phone and web address

Font: Helvetica Neue LT STD Light Extended

Preferred size: 9 pt / 11 pt lead

Icon graphic

Color / 15% screen

Business Card -

Name

Font: Helvetica Neue LT STD Light Extended

Preferred size: 11 pt / 14 pt lead

Preferred format: All caps / PMS 368

Body

Font: Helvetica Neue LT STD Light Extended

Preferred size: 8 pt / 10 pt lead

Preferred color: PMS 418



Promotional Items and Marketing Examples

Promotional items focus on our main or community brand. The logo should be used alone or with the company or community website.



Correspondence Examples

Correspondence

Letter

All letters from Masonic and its communities should follow block letter format. Always use official letterhead to ensure you are using the correct stationery with the most updated logo and contact information.



Margins

- side margins are minimum 1"
- header and footer margins should be 1" to accommodate the letterhead graphics
- consider margins for the header address to ensure it does not overlap the letterhead

Header address

- start with the date of your letter, spell out the month
- skip two lines and include the recipient's title, name, company (if applicable) and full address. This address should match the address of the envelope.
- skip two lines and include a salutation, the recipient's name followed by a comma (not a colon)
- use correct titles when addressing recipients in formal communication, including their first and last name
- for informal letters, the person's first name may be used

Body

- Font: Calibri, size: 11 or 12 pt, depending on audience and length of message
- skip one line before the body of the letter
- paragraphs are not indented and include a line between each paragraph to give the visual cue that you are starting a new topic

Closing

- after the last paragraph, skip two lines then close the letter
- "Sincerely," is the suggested complimentary close, followed by a comma

Signature

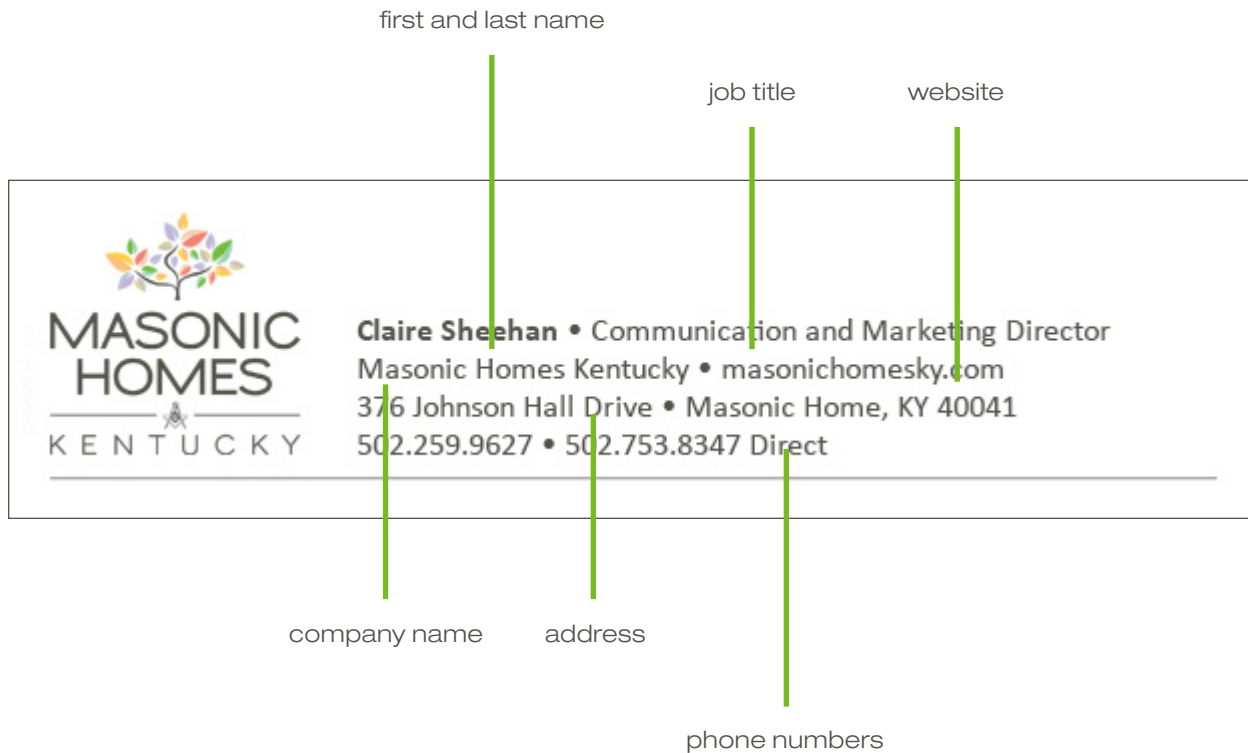
- skip three lines and type the full name of the person signing the letter, include their title on the next line
- electronic signatures may be used for large mailings, but original signatures are preferred
- original signatures should be in blue or black ink

Notes

- depending on the nature of the letter, you may need to specify that additional documents are enclosed or that other individuals have received a copy of the letter

Email

Masonic Homes Kentucky employees' email signatures are set up by our Information Technology Department.



Formatting

All signatures must include the following

- first and last name
- correct job title
- company/community name
- masoniccommunitiesky.com
- address of location where you work
- phone number/s
 - employees have the option to include direct home number, mobile number and fax number.
- confidentiality notice

Emails text should follow all brand standards and styles.

- Use black font for email copy. Do not change main font color to another color like green, purple, etc.
- Use standard, easy-to-read fonts for main copy. Arial or Calibri are suggested fonts. Scripted fonts are very hard to read.
- Do not use backgrounds.
- Do not include personalized quotes or verses in signature or on email salutations.

For logos and approval on any Masonic Homes Kentucky's
branded material, please contact someone from the communications team.

Nicole Candler, Chief Marketing Officer
Email: ncandler@masonicky.com Phone: 502.753.8896

Claire Sheehan, Communications and Marketing Director
Email: csheehan@masonicky.com Phone: 502.753.8347

Glenda Biermann, Creative Services Manager
gbiermann@masonicky.com Phone: 502.753.8806

Cara Lococo, Corporate Sales Director
clococo@masonicky.com Phone: 502.753.8875

Sarah Hawkins, Communications and Marketing Coordinator
Email: shawkins@masonicky.com Phone: 502.753.8327



masonichomesky.com

3761 Johnson Hall Drive • Masonic Home, KY 40041 • 502.259.9627