



Brand Guidelines

Above & Beyond Senior Living

A professional guide to the visual identity, typography, brand colors, imagery, and communication standards used across digital and print media.

Brand Overview

Above & Beyond Senior Living is a locally owned senior placement and advisory service dedicated to helping families navigate independent living, assisted living, and memory care options through compassionate support and operational expertise.

Mission Statement

Our mission is to guide families with compassion, integrity, and professional expertise while helping them make confident senior living decisions.

Typography

Headings: Poppins & Lora

Used for page titles, section headers, and major callouts to create a professional and elegant appearance.

Body Text: Inter Font

Used for paragraphs, descriptions, and supporting text for improved readability and modern digital presentation.

Brand Colors

Color	HEX Code	Usage
Black	#000000	Primary headings and backgrounds
Gold Yellow	#F4D21F	Accent highlights and icons
White	#FFFFFF	Backgrounds and spacing
Light Gray	#F2F2F2	Section backgrounds

Visual Identity & Imagery

The brand imagery focuses on warmth, trust, guidance, and compassionate care. Visual elements should feel clean, welcoming, and professional while reflecting the emotional support provided to families during important life transitions.



Logo Usage

- Maintain consistent spacing around the logo.
- Do not stretch, distort, or recolor the logo.
- Use the full-color version on light backgrounds.
- Use white logo variations on dark backgrounds.
- Ensure readability and proper contrast at all sizes.

Media & Brand Contact

Above & Beyond Senior Living

7350 E Progress Pl #100

Greenwood Village, CO 80111

Phone: 720.677.5580

Email: admin@aboveandbeyondbeyondseniorliving.com

Website: www.aboveandbeyondbeyondseniorliving.com