



PIEDMONT
HOMECARE

Professional. Honest. Compassionate.

BRAND GUIDELINES

PIEDMONT HOME CARE LOGO

MAIN LOGO



MAIN LOGO - NO TAG



PIEDMONT HOME CARE LOGO – ALTERNATIVE LOGOS

VERTICAL



GRAYSCALE/B&W PRINT



1 COLOR – LIGHT (TO BE USED ON DARK BACKGROUNDS ONLY)



PIEDMONT HOME CARE LOGO – ADDITIONAL ASSETS

ICON



SAFE SPACE



- ❌ DO NOT screen/ghost back any of the logo versions. Always use them at 100% of the colors shown above.
 - ❌ If the end destination of your design project is a digital screen, use the RGB color mode. (PNG)
 - ❌ Use CMYK for any project design that will be physically printed, not viewed on a screen. (EPS/JPG)
 - ❌ For professionally printed and/or vector use, please use the included EPS file format. (Special software may be required to view.)
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PIEDMONT HOME CARE TYPOGRAPHY

HEADLINES: Garamond Pro Bold (ALL CAPS)
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Subhead: Garamond Pro Semibold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Body: Garamond Pro Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

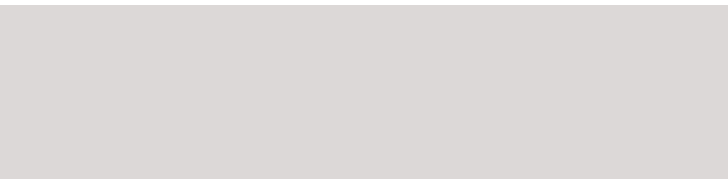
PIEDMONT HOME CARE COLOR PALETTE

PRIMARY COLOR



PANTONE 534 C
C: 100 M: 71 Y: 0 K: 51
R: 27 G: 54 B: 93
HEX: 1B365D

SECONDARY COLOR



PANTONE Cool Gray 1 C
C: 10 M: 7 Y: 5 K: 0
R: 217 G: 217 B: 214
HEX: D9D9D6

PRIMARY BLACK



PANTONE Black 7 C
C: 63 M: 60 Y: 64 K: 65
R: 61 G: 57 B: 53
HEX: 3D3935

PIEDMONT HOME CARE MISSION

OUR MISSION

