



**CareGuide**  
Brand Guide

# Hello.

This guide was created to help communicate our brand and to ensure our visual identity remains consistent across all applications to help establish and reinforce brand recognition.

## About

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CareGuide is a family of online services to help you find the care you need quickly, and effortlessly. We want to be your go-to for all things care. Whether it's car repairs, tutoring, or pet setting, we're here to help.

## Brand Values

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- 1. Simple:** Our brand messaging is to the point without all the extra fluff. We want to simplify the entire experience of choosing a care provider from start to finish. Zero headaches.
- 2. Playful:** Our bold, happy colours set the mood for our brand. We're serious about care but playful to our approach. We're fun, friendly and charming. Want to be friends?
- 3. Hassle Free:** Finding the right care provider shouldn't be as hard as it is today. We aim to lighten the load off this process through a thoughtful, simple, user experience and affordable subscriptions. Easy peasy.
- 4. Teamwork:** We believe that everyone needs a little help sometimes and you shouldn't have to seek it alone. We want to pair you with a great care provider and have you feel as though you had someone with you every step of the way. Because we get it, asking for help can be scary.

## Logos

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CORPORATE LOGO

# CareGuide

CARE PROVIDER LOGOS



**CareGuide**  
CanadianNanny.ca



**CareGuide**  
Sitter.com



**CareGuide**  
Housekeeper.com



**CareGuide**  
PetSitter.com



**CareGuide**  
ElderCare.com



**CareGuide**  
HouseSitter.com

## Safety Area

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A safety area around a logo ensures visibility and impact. This white space isolates the logo from other competing graphic elements.

The minimum safety area space for the CareGuide logo is defined by the height of the logo divided by two. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size. Where possible, more space can be allowed.

A. CORPORATE LOGO EXAMPLE



B. CARE PROVIDER LOGO EXAMPLE



## Logo Usage

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Here are our guidelines for using our logo correctly.



Logo should be placed on white or near white backgrounds to ensure maximum and proper contrast.



Do not change the colour of the logo.



Do not distort the proportions of the logo.



Do not place the logo in any type of bounding box or shape.



Logo should always appear upright.



Logo must abide by the safety zone specifications highlighted on page 7.

## Colour Palette

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Our colours are a big part of our playful personality. Here's our core colour palette and how to use them effectively.

### Corporate – Core Brand

Our corporate wordmark is a neutral gray as the word mark will often be paired up with a colourful care provider.

### Care Providers

Our colours help to distinguish each unique care provider. We've chosen a colour palette that works well as a family and on their own.

## Colour Palette

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### CareGuide



**Primary**  
PMS: Cool Gray 9 C  
HEX: #777779  
RGB: 119/119/121  
CMYK: 55/47/44/10

### CanadianNanny.ca



**Primary**  
PMS: 2577 C  
HEX: #A27BB7  
RGB: 168/125/184  
CMYK: 35/57/0/0

**Secondary**  
PMS: 2587 C  
HEX: #8547AD  
RGB: 130/76/158  
CMYK: 58/83/0/0

### Sitter.com



**Primary**  
PMS: 377 C  
HEX: #799900  
RGB: 121/153/0  
CMYK: 58/22/100/4

**Secondary**  
PMS: 378 C  
HEX: #59611B  
RGB: 89/97/27  
CMYK: 61/43/100/31

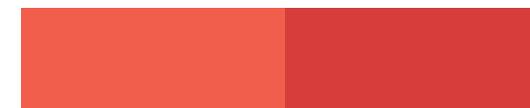
### Housekeeper.com



**Primary**  
PMS: 110 C  
HEX: #DBA900  
RGB: 219/169/0  
CMYK: 16/31/100/0

**Secondary**  
PMS: 111 C  
HEX: #AC8900  
RGB: 172/137/0  
CMYK: 33/40/100/7

### PetSitter.com



**Primary**  
PMS:  
HEX: #E54945  
RGB: 229/73/69  
CMYK: 4/87/76/0

**Secondary**  
PMS:  
HEX: #C41C30  
RGB: 196/28/48  
CMYK: 16/100/89/6

### ElderCare.com



**Primary**  
PMS: 164 C  
HEX: #FF7F3F  
RGB: 255/127/63  
CMYK: 0/63/78/0

**Secondary**  
PMS: 166 C  
HEX: #E75200  
RGB: 231/82/0  
CMYK: 4/82/100/0

### HouseSitter.com



**Primary**  
PMS: 3115 C  
HEX: #00BFD5  
RGB: 0/191/213  
CMYK: 74/0/17/0

**Secondary**  
PMS: 313 C  
HEX: #008FBE  
RGB: 0/143/190  
CMYK: 100/23/19/0

## Typography

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Here are our typefaces and where they should be used.

1. Grottel is a modern grotesque sans serif. It's bold and confident.

» Should only be used for the business name.

**Grottel – ExtraBold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789!@#\$%^&\* (**

2. Proxima Nova is a modern typeface with a versatile family set. We're okay with usage of all weights but we prefer light when possible.

» For use with all body copy.

Proxima Nova – Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$%^&\* (

3. Proxima Nova Soft is a rounded version of Proxima Nova. It's soft friendly curves pair well with our icon set for our care providers.

» For use with all headlines or titles.

**Proxima Nova Soft – Bold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789!@#\$%^&\* (**

» For use with all sub-headlines or subtitles.

**Proxima Nova Soft – Semibold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789!@#\$%^&\* (**

## Brand Tone and Voice

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CareGuide is one word and should always include a capital C for Care and a capital G for Guide whether in logo or text form.

Our writing style is light-hearted. We always speak in the simplest way to say what we want. We don't over complicate.