Branding Standards Manual

A Guide to Maintaining the Home Helpers® Brand
Table of Contents

Introduction .................................................................................................................................................................................................................. 3

The Brand Identity ........................................................................................................................................................................................................ 4
  The Logo .................................................................................................................................................................................................................................. 5
  Color ........................................................................................................................................................................................................................................ 9
  Typography .................................................................................................................................................................................................................. 10
  Branding Elements .................................................................................................................................................................................................... 11
  Legal Language ....................................................................................................................................................................................................... 12
  Imagery ........................................................................................................................................................................................................................ 13
  Examples .................................................................................................................................................................................................................... 15
  The Web .................................................................................................................................................................................................................. 16

Promotional Items ........................................................................................................................................................................................................... 18

Marketing Approval Process ................................................................................................................................................................................... 19

Terms and Definitions .................................................................................................................................................................................................. 20
**Introduction**

**OUR VISION**
We are the extended family when the family can’t be there. Our goal is to make life easier by delivering the same exceptional care we would expect for ourselves and our families. We will provide services to support any individual wherever they call home.

**OUR MISSION**
Be the most TRUSTED and RESPECTED provider of comprehensive home care services & support for individuals who choose to remain independent in their homes and communities.

**OUR VALUE STATEMENT**
Bring our passion everyday
Own our results
Love what we do
Driven by excellence

Since our founding in 1997, Home Helpers has laid a strong brand foundation in the home healthcare industry, distinguishing us from our competitors. Over the years, we have continually broadened our scope of services from non-medical, companion care to personal care, and now, medical services.

As the Home Helpers brand grows and evolves, it is necessary to reevaluate our visual identity in order to maintain brand integrity and relevance, while supporting our continued expansion.

Presenting a strong, unified identity will make a positive visual statement and serve to make Home Helpers’ services immediately recognizable to the public.

The key to the success of these branding standards lies in their correct and consistent application on all forms of communication.

To help accomplish this goal, the Home Helpers Branding Standards Manual outlines the standards for Home Helpers logotype and its application on various forms of communications.

If you have any questions or concerns regarding the application of the Home Helpers branding standards, please contact the Home Helpers Marketing Department at Marketing@HomeHelpersHomeCare.com, and we will be happy to assist you.

As always, thank you for your support and cooperation in continuing the Home Helpers’ success story.

Sincerely,

Emma R. Dickison
President
Home Helpers & Direct Link
The Brand Identity

To ensure the brand is easily recognizable to the public on both the national and local levels, consistent presentation of the Home Helpers brand identity is critical.

The correct and consistent application of these branding standards will help to ensure that all forms of Home Helpers communications engage audiences and present a strong, unified image and message.

The Home Helpers Branding Standards Manual comprises requirements and specific guidelines regarding proper and acceptable use of the Home Helpers proprietary marks, including:

- Logotype;
- Typography;
- Color palette;
- Branding elements;
- Imagery;
- Legal language.

As a Home Helpers franchise owner, you have been granted the right to use the Home Helpers nationally recognized brand in your Franchise Agreement. However, the grant to use the Home Helpers brand is restricted to the formats released by the National Support Center or as approved by the National Support Center in advance.

We recommend that you read this manual thoroughly and print it for easy reference. To download, print or view the guide electronically, simply:

- Login to FranConnect: https://www17.myfranconnect.com/homehelpers/
- Click on the Branding Standards Manual listed under the Related Links on the Home page.
The Logo

The Home Helpers logo is the foundation of our identity—the primary visual element that identifies us. The logo comprises 4 graphic elements:

1. Name
2. Tagline
3. Ellipse
4. Trademarks

Making Life Easier®

The Home Helpers logo colors are red, black and white:

<table>
<thead>
<tr>
<th></th>
<th>CMYK</th>
<th>RGB</th>
<th>Hexadecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 186</td>
<td>C=0 M=100 Y=81 K=4</td>
<td>R=224 G=1 B=34</td>
<td>E0122</td>
</tr>
<tr>
<td>Black/Process Black</td>
<td>C=0 M=0 Y=0 K=100</td>
<td>R=0 G=0 B=0</td>
<td>000000</td>
</tr>
<tr>
<td>White/Paper</td>
<td>C=0 M=0 Y=0 K=0</td>
<td>R=225 G=225 B=225</td>
<td>FFFFFFF</td>
</tr>
</tbody>
</table>

The Home Helpers logo fonts are Park Avenue Medium and Cochin in Regular, Bold & Bold Italic:

Making Life Easier®
The Logo

Safe Space
To allow for maximum legibility of the logo, “safe space” must be preserved around the logo. No elements, such as typography, other logos, graphics or photos may intrude upon this safe area. In addition, placing the logo too close to a cut or folded edge also violates the safe area.

Size Restrictions
To maximize legibility on printed materials, the Home Helpers logo should be sized appropriately for each particular purpose and may not appear smaller than the size illustrated below. The tagline should appear with the ellipse as space allows. Common sense should prevail.

Minimum size for print:

Minimum size for web:
The Logo

The Home Helpers logo should never be embellished or altered in any way.

**Unacceptable Versions:**
- Changing the color, type or proportions;
- Using the logo more than once per page;
- Placing the logo over photos, textures or colors that might make it difficult to read;
- Putting a halo around the logo
- Using retired versions of the logo.

**Acceptable Versions:**
- Current, approved versions of the logo can be found on FranConnect under the Intranet > Library > Marketing > Logo & Image Files folder.
- The Home Helpers logo may appear without the ellipse and tagline if you need more of a horizontal look.

Current, approved versions of the logo can be found on FranConnect under the Intranet > Library > Marketing > Logo & Image Files folder.

The Home Helpers logo may appear without the ellipse and tagline if you need more of a horizontal look.

HOME HELPERS® and the Home Helpers logo are registered trademarks of H.H. Franchising Systems, Inc. Each office is an independent licensed user of those trademarks.

Proprietary and confidential property of H.H. Franchising Systems, Inc. are used under license.
The Logo

Multiple Logo Usage
When used with the Direct Link logo, the Home Helpers logo should always appear directly to the left or above the Direct Link logo aligned as follows:

- **LEFT:** Top of the “D” should align with the top edge of left side of the “H”
- **ABOVE:** Left side of the “D” should align with the left side of the “H”

Correct Usage

Incorrect Usage
# Color

Only approved Pantone colors and their CMYK, RGB and Hexadecimal equivalents may be used to maintain a consistent look across all publications.

Home Helpers primary branding color is green:

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 348</td>
<td>C = 100; M = 0; Y = 85; K = 24</td>
<td>#008752</td>
</tr>
</tbody>
</table>

Acceptable accent colors complement the green; they do not replace it.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>#83BEA3</td>
<td>C = 44; M = 0; Y = 37; K = 11</td>
<td>B70050</td>
</tr>
<tr>
<td>#5E9FCD</td>
<td>C = 57; M = 19; Y = 0; K = 9</td>
<td>343045</td>
</tr>
<tr>
<td>#307094</td>
<td>C = 64; M = 18; Y = 0; K = 42</td>
<td>F1F2F4</td>
</tr>
</tbody>
</table>
Typography

When applied consistently across the entire range of our corporate and marketing communications, typography will help to unify the appearance of all Home Helpers materials, and help our audiences to recognize and become familiar with our brand identity.

**Ideal Sans**

ABCDEFGHijklMNOPQRSTUvwxyz

Houschka Pro

ABCDEFGHijklMNOPQRSTUvwxyz

**ITC Bookman**

ABCDEFGHijklMNOPQRSTUvwxyz

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Branding Elements

Home Helpers is branded with the green bar at the top of collateral material and the green curve at the bottom of collateral material. The green bar is a solid field of PMS 348. The green curve is a horizontal linear gradient. Values for this gradient are specified below.

Branding Elements

PMS 348

C = 100
M = 0
Y = 85
K = 24

C = 100
M = 0
Y = 78
K = 17

C = 100
M = 0
Y = 85
K = 40
**Legal Language**

To protect the integrity of the Home Helpers brand and reinforce its strong foundation, use of the Home Helpers logo and proprietary marks must be done in such a way as to maintain a memorable and meaningful image of Home Helpers that symbolizes our presence in today’s business community and differentiates us from competitors. All materials portraying your business to the public must be Home Helpers branded and in accordance with your Franchise Agreement and these guidelines.

• When presenting yourself to clients and referral sources, you must portray yourself as Home Helpers. This includes when you are introducing yourself or presenting at seminars, workshops and trade shows, in addition to your office signage, business cards, stationery, marketing materials, website, domain name, print ads, press releases, TV & radio commercials, etc.

• Co-branding your legal entity business name to the consumer with the Home Helpers brand is not permitted under any circumstance as this dilutes the Home Helpers brand and causes brand confusion. This includes, but is not limited to: your office signage, business cards, stationery, marketing materials, website, domain name, print ads, press releases, TV & radio commercials, phone messages, association registrations, etc.

• Registration with local chambers of commerce or other associations must be done as Home Helpers and not with your legal business name. Should there be more than one Home Helpers Franchisee registered with the same association, the Home Helpers Franchise Services Department will work with you to develop a listing that includes a specific geographic reference to differentiate the offices: Home Helpers – Geo Reference (i.e. Home Helpers – Western Cincinnati).

• There is also specific legal language that must be incorporated into each piece that bears the Home Helpers logo and proprietary marks. This includes:

  “Each office is independently owned and operated.”

  This language must be placed somewhere toward the bottom of every marketing piece. It is recommended you use 7 point font size.

  CORRECT: Home Helpers provides non-medical and personal care.
  INCORRECT: Home Helpers provides non-medical, personal care.

  For more information regarding the proper and acceptable use of the Home Helpers logo and proprietary marks, please reference your specific Franchise Agreement.
**Imagery**

At all times, the style and tone of Home Helpers communications should portray the brand as compassionate, dependable, conscientious and respectful. The language used must engage the audience emotionally, earn their trust and provide peace of mind.

Home Helpers communicates with a range of audiences, each with its own specific needs, desires and expectations. Home Helpers target audiences include:

- Seniors and their adult children
- New moms and working parents
- Individuals in need of continuing or recuperative care
- Referral sources, including geriatric care managers, social workers, elder law attorneys, OB/GYNs, hospital dispatch planners and physical therapists, just to name a few.

The following are excellent examples of effective language for each target audience excerpted from some of the Home Helpers marketing materials:

**Seniors and their adult children**

- Making Life Easier One Client at a Time
- At Home Helpers, we believe compassion and compatibility are essential to exceptional in-home care. Our goal is to provide the same quality care that we would expect for ourselves and our families while helping others maintain their independence in the place they call home.
- Taking Care of the Greatest Generation...Yours.

**New moms and working parents—Home Helpers Direct Mail Postcards**

- Bringing home a new baby is an exciting and busy time, and you may need help.
  Home Helpers Compassionate Caregivers will care for you and your family while you care for your new baby.

**Recuperative care—HH24 Recuperative Care Brochure**

- We truly enjoy helping others, and we look forward to helping make your recovery as quick and comfortable as possible.

**Referral sources—HH25 Referral Greeting Card**

- For more than 18yrs, Home Helpers has been providing dependable, affordable non-medical and personal care to seniors, new moms, working parents and those in need of recuperative or continuing care. Our Compassionate Caregivers are extensively trained, bonded and insured.
- Supporting clients in more than 600 communities across North America, Home Helpers is the nation’s leading senior care franchise, providing quality non-medical and personal care and companionship.
Imagery

I hereby license and consent to the use of my name, photograph, or other likeness by H.H. Franchising Systems, Inc. (“Home Helpers®”) and its affiliates, their respective agents, licensees, franchisees, and assigns, for the purposes of advertising, promotion, trade, use on the Home Helpers® website (www.HomeHelpersHomeCare.Com), use on customized Home Helpers® local office websites and in any medium now or hereafter known, throughout the world without restriction as to manner, frequency or duration of usage.

I further agree that my name and/or photograph or other likeness may be used with whatever visuals, copy or other elements, and I agree that all such materials produced hereunder are and will remain the sole and exclusive property of Home Helpers® and will not have to be reviewed with me prior to their use.

I further consent to the use of statements, comments or opinions I have made, whether oral or written, referring or relating to Home Helpers®, its business, or the Home Helpers® program.

I hereby warrant and represent that the statements attributable to me in the attached advertisement(s) or other material produced hereunder about Home Helpers®, accurately reflect my true and honest belief and my actual experience with Home Helpers®, which I testify to and recommend. I agree to execute whatever documents Home Helpers® requires confirming this warranty and representation.

I represent and warrant that I have the full legal right, power and authority to grant Home Helpers® the license provided herein, that I own or control any materials that I submit for the purposes contemplated herein, and that neither the materials nor the exercise of the rights granted herein shall infringe upon or violate the right of privacy or right of publicity of, or constitute a libel or slander against, or violate any common law or any other right of, any person or entity. This license shall be governed by the laws of the State of Ohio.

I represent that I am over the age required by law in this state to enter into binding agreements and that I have no conflicting contractual obligations that would interfere with my performing services hereunder or my granting the rights herein granted. If I am under age, the signature of my guardian below shall constitute the guardian’s consent on my behalf to the terms and conditions of the Release Agreement. This consent is irrevocable and is given on the express understanding and condition that no reward or compensation is or shall be due to me or to the undersigned parent/guardian for the giving of this consent.

I hereby certify and represent that I have read the foregoing and fully understand the meaning and effect thereof.

Signature ________________________________________________
Printed Name ________________________________________________
Address ______________________________________________________________________________________________________
Telephone ____________________________________________________________________________________________________
Signature of Parent or Guardian in case of minor __________________________
Witness ______________________________________________________________________________________________________
Date __________________________________________________________________________________________________________
Examples
The Web

The Web has become a standard in how people communicate, gather information, and search for, and eventually purchase, products & services. It is imperative to the success of your local Home Helpers office to utilize the Web in an effective, strategic manner that will generate results.

Email
The “anchor” email address you use with your clients and Home Helpers Corporate will be an email address in the form of Franchise number @ HomeHelpersHomeCare.com (i.e. 55555@HomeHelpersHomeCare.com). Once your Home Helpers “anchor” email address is complete, you may choose to set up an “alias” email address (i.e., john@HomeHelpersHomeCare.com). Alias email addresses provide a more personable contact on business cards and other marketing materials. You may choose any number/type(s) of alias addresses provided they end in the HomeHelpersHomeCare.com URL. Emails sent to your alias address will flow into your “anchor” account (i.e. 55555@HomeHelpersHomeCare.com) and will be captured there. To request approval for an alias email addresses, submit suggestions to operations@HomeHelpersHomeCare.com. Your Franchise Business Consultant will confirm receipt with either an approval or required revisions.

Email Set Up Instructions can be found via the Home Helpers Intranet by clicking on Library > Operations > Email Directions. Each Franchise Territory is provided with one email account at no cost. To purchase additional “non-alias” email addresses, please email the Home Helpers Franchise Services Department at operations@HomeHelpersHomeCare.com.

Websites
As a Home Helpers Franchisee, you are provided with an approved local office website hosted by the Home Helpers National Support Center at no additional cost. This local office web site provides you with a territory-specific web presence. For brand consistency, all franchisee local office websites share the same Home Helpers look and functionality. However, your local office website is flexible enough to allow for customization.

By default, Home Helpers franchisee’s local office websites are named by the corporate domain HomeHelpersHomeCare.com + location (i.e. HomeHelpersHomeCare.com/lansdale or HomeHelpersHomeCare.com/chillicothe). If available, an approved URL redirect name can be obtained through, and only through, your Franchise Business Consultant. It will be owned by the franchisor and redirected to your approved local office website and, if applicable, your approved franchisee website and/or approved alternate website as outlined in the Home Helpers/Direct Link URL Redirect Policy. The policy can be found by visiting the Home Helpers intranet and clicking on Library > Internet > Online Policies > Web Domain Name Redirect Policy.

Use of additional Home Helpers websites or office landing pages beyond the approved Office Web page are prohibited unless Home Helpers has approved them in writing.
The Web

Additional Notes
Use of an unapproved email address and/or website URL in print media is prohibited. When printing your approved email address and/or website URL, you must always capitalize all three “H’s” and the “C” in HomeHelpersHomeCare.com. This serves to increase readability and create a lasting impression. Additional Home Helpers websites or office landing pages beyond the approved local office website are prohibited.

Social Networking
We highly encourage you to utilize social networks to establish yourself as the home care expert in your community. Doing so will help to promote awareness of your local Home Helpers office and generate business. Any Home Helpers online presence should maintain a positive and memorable image and adhere to the branding standards set forth in this guide and be approved by Home Helpers. To help educate you about social networking, the Home Helpers Training Department conducts detailed webinars to take a more in-depth look at the proper use of social media, so be sure to check the intranet for updated schedules. To view past webinars, visit the Home Helpers intranet and click on Library > Training > Webinar Schedule.

Proper Logo Use On The Web
Use of the Home Helpers logo and proprietary marks must be done in such a way as to maintain a memorable and meaningful image of Home Helpers that symbolizes our presence in today’s business community and differentiates us from competitors. The proper Home Helpers logo for Web use can be found by visiting the Home Helpers intranet and clicking on Library > Marketing > Logo & Image Files > HH Logos > HH Color Logos. For more information regarding the proper and acceptable use of the Home Helpers logo and proprietary marks, please reference the guidelines set forth in this manual found in the section titled “The Logo”.

Questions Regarding The Web
If you have questions regarding email, websites and/or social networking, please email the Home Helpers Franchise Services Department at operations@HomeHelpersHomeCare.com.
Promotional Items

Home Helpers has contracted approved vendors and online stores to provide franchisees with a wide range of promotional items, including direct mail postcards, brochures, business cards, letterhead, envelopes, memo pads, business forms, mailing materials, presentation materials, apparel, client and referral gifts and customizable items. A list of approved vendors can be found on the Home Helpers Intranet by clicking on Library > Vendors > Vendor Information > Approved Vendors List. Information about the vendors and links to their Web sites can also be found at this location.

These approved vendors follow the Home Helpers Branding Standards Manual guidelines for the logo placement, size and colors on all promotional pieces. Each piece has been approved prior to production and can be ordered directly from the vendor.

If you have any questions regarding the approved vendors, please contact the Franchise Services Department at 1-888-876-3144, ext. 105.

Should you choose to create special promotional items, you are required to submit a digital proof of the materials to the Home Helpers Marketing Department at marketing@HomeHelpersHomeCare.com for approval prior to printing, posting to the Web or broadcasting on television or radio.
Marketing Approval Process

Advice, Approval & More Information
The Home Helpers Marketing Department is dedicated to providing you with powerful marketing, advertising and public relations tools to help you build your business. As a system, we’ve invested a great deal of resources to create branding and marketing programs that are essential for your success.

However, should you choose to create and produce your own marketing materials, you are required to submit a digital proof of the materials to the Home Helpers Marketing Department at marketing@HomeHelpersHomeCare.com for approval prior to printing, posting or broadcasting. These materials include, but are not limited to:

- Office signage
- Business cards
- Stationery
- Marketing materials
- Website & domain name
- Print ads
- Car wraps
- Press releases
- TV & radio commercials

Our goal is to review the submitted material as quickly as possible, but please allow 30 days from the time of submission for us to respond.

If Material is Approved
If the submitted material meets the Home Helpers branding standards, you will receive our FINAL approval via email and USPS mail.

If Material Requires Revisions
Within 30 days of receiving your materials, we will notify you via email of any changes, corrections and/or recommendations that must be made. You will then have 30 days to make these revisions and resubmit the material to us for another review. This revision process will continue until you receive our FINAL approval which we will send by email and by USPS mail to you.

More Information
As always, we welcome any additional ideas you may have regarding marketing, advertising and public relations materials and promotional offers. If you have any questions or suggestions, please email the Home Helpers Marketing Department at marketing@HomeHelpersHomeCare.com.

Please send all print media as a Portable Document Format (PDF) with a file size of 10MB or less. Please send all broadcast media as a Windows Media Player file, a Quick Time Movie file, an MPEG-4 or an MP3. Files that are 100MB or smaller can be sent via YouSendIt (www.yousendit.com). Files larger than 100MB will need to be burned to a disk and mailed.

NOTE: Policies are subject to review and revision. Franchisees are required to abide by the most current version of each policy.
**Terms & Definitions**

Below is a summary of terms and definitions.

**BLEED** is a printing term that refers to printing that goes beyond the edge of the sheet after trimming. The bleed is the part on the side of the document that gives the printer that small amount of space to move around paper and design inconsistencies.

**BLOG** is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. “Blog” can also be used as a verb, meaning to maintain or add content to a blog.

**BRAND** is a distinguishing symbol, mark, logo, name, word, sentence, or a combination of these items that companies use to distinguish their product from others in the market.

**CAMERA-READY** is a common term used in the commercial printing industry meaning that a document is, from a technical standpoint, ready to “go to press,” or be printed.

**CLEAR SPACE** refers to the space around the logo that is free from distracting images, text and other logos, etc.

**COLOR PALETTE** is the limited selection of colors that can be displayed simultaneously.

**HALFTONE** is the reprographic technique that simulates continuous tone imagery through the use of dots, varying either in size or in spacing.

**HTML** (HyperText Markup Language) is the predominant markup language for web pages. It provides a means to describe the structure of text-based information in a document—by denoting certain text as links, headings, paragraphs, lists, etc.

**INTRANET** is a private computer network that uses Internet technologies to securely share any part of an organization’s information or operational systems with its employees and franchisees.

**PANTONE MATCHING SYSTEM** (PMS), is a standardized color reproduction system. By standardizing the colors, different manufacturers in different locations can all refer to the Pantone system to make sure colors match without direct contact with one another.

**RASTER GRAPHICS IMAGE** or bitmap, is a data structure representing a generally rectangular grid of pixels, or points of color, viewable via a monitor, paper, or other display medium. Raster images are stored in image files with varying formats.

**REGISTERED TRADEMARK** ® is a distinctive sign or indicator used by an individual, business organization or other legal entity to identify that the products and/or services to consumers with which the trademark appears originate from a unique source, and to distinguish its products or services from those of other entities. A trademark is a type of intellectual property, and typically a name, word, phrase, logo, symbol, design, image, or a combination of these elements.

**SERVICE MARK (SM)** A trademark used to identify a service rather than a product. When a service mark is federally registered, the standard registration symbol ® may be used. Before it is registered, it is common practice (but has no legal standing) to use the symbol SM.

**SOCIAL NETWORKING** is a social network service focused on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others.

**SPOT COLOR** is any color generated by an ink (pure or mixed) that is printed using a single run.

**TAGLINE** is a variant of a branding slogan typically used in marketing materials and advertising. The idea behind the concept is to create a memorable phrase that will sum up the tone and premise of a brand.

**TRADE MARK (TM)** identified by the symbols ™ (not yet registered) and ® (registered), is a distinctive sign or indicator used by an individual, business organization or other legal entity to identify that the products and/or services to consumers with which the trademark appears originate. To distinguish its products or services from those of other entities.

**VECTOR GRAPHICS** is the use of geometrical primitives such as points, lines, curves and shapes or polygon(s), which are all based on mathematical equations, to represent images in computer graphics.

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