

# Brand Guidelines

# Introduction

Herman Systems is an integrated facility services partner serving the elder care and long-term health industry. We provide structured, end-to-end operational support that enables care-focused organizations to function with greater clarity, consistency, and efficiency.

By assuming responsibility for essential non-clinical operations—including logistics, environmental services, and culinary management—we reduce operational complexity and create environments where care teams can remain fully focused on clinical outcomes. Our work is grounded in systems thinking, accountability, and long-term partnership, positioning Herman Systems as a dependable extension of the facilities we serve.

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# Brand Overview

# Brand Positioning

## Brand Overview

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### **Purpose**

To elevate the resident experience and operational efficiency of elder care facilities by delivering reliable, integrated facility services that remove operational burdens from care providers.

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### **Vision**

To become the most trusted and forward-thinking facility services partner in the elder care industry, setting the standard for operational excellence, consistency, and resident-focused environments.

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### **Mission**

To empower home health and long-term care facilities by assuming total stewardship of essential non-clinical operations—allowing care teams to focus fully on patient well-being while we ensure smooth, dependable, and high-quality facility services.

# Core Values

Brand Overview

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## **Creative**

We approach challenges with innovative thinking, developing practical and forward-looking solutions tailored to the evolving needs of elder care

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## **Accuarate**

Precision and attention to detail guide every service we provide, ensuring dependable outcomes and operational confidence for our

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## **Inclusive**

We design and deliver services that respect diverse needs, creating environments where residents, staff, and partners feel supported and

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## **Bold**

We move forward with confidence, embracing progress and making decisive choices that improve systems, processes, and experiences.

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## **Reliable**

Consistency is at the core of our work. Our partners trust us to deliver dependable services—on time, every time.

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# Tone of Voice

## Brand Overview

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### **Bold and Adaptable**

Our communication is confident yet flexible, reflecting our ability to lead while adapting to the unique needs of each facility.

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### **Sleek and Purposeful**

We communicate with clarity and intention—no unnecessary complexity, only meaningful, results-driven messaging.

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### **Collaborative**

We speak as partners, not vendors. Our tone emphasizes teamwork, mutual trust, and shared responsibility.

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### **Future-Driven**

Our voice reflects progress, innovation, and long-term thinking—positioning Herman Systems as a brand built for what's next.

Logo

# Logomark

The primary logo combines our wordmark and logomark into a single lockup. This is the default and most-used version of our logo, ensuring immediate brand recognition.

Logo



# Logo Variations

The Herman Systems logo system is designed to provide flexibility across applications while maintaining consistency and clarity. Each logo variation serves a specific functional purpose and should be used only in its intended context.

## Primary Logo

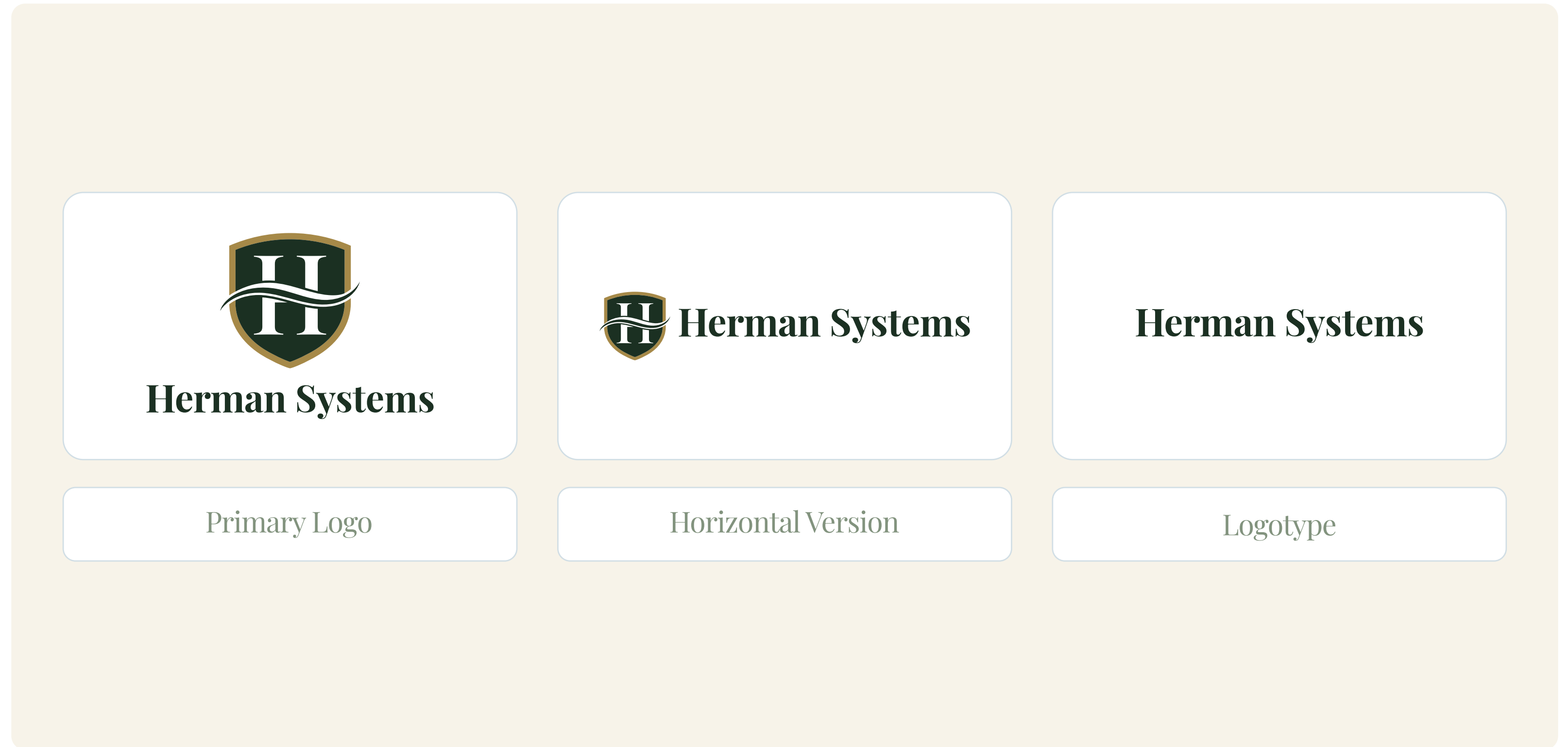
The primary logo is the core and most recognizable representation of Herman Systems. It should be used whenever space allows, including marketing materials, presentations, signage, and digital platforms. This version establishes the strongest brand recognition.

## Horizontal Version

The horizontal logo is optimized for layouts with limited vertical space. It is ideal for website headers, banners, vehicle branding, and wide-format applications where the primary logo may not fit proportionally.

## Logotype

The logotype is the standalone “Herman Systems” wordmark. It is used when a simplified or text-only brand presence is required, such as in documents, uniforms, or co-branded materials.



## Sub-Mark Logo

The sub-mark is a compact, circular logo derived from the primary mark. It is intended for secondary uses such as badges, seals, social media profiles, and small-format branding where space is limited.

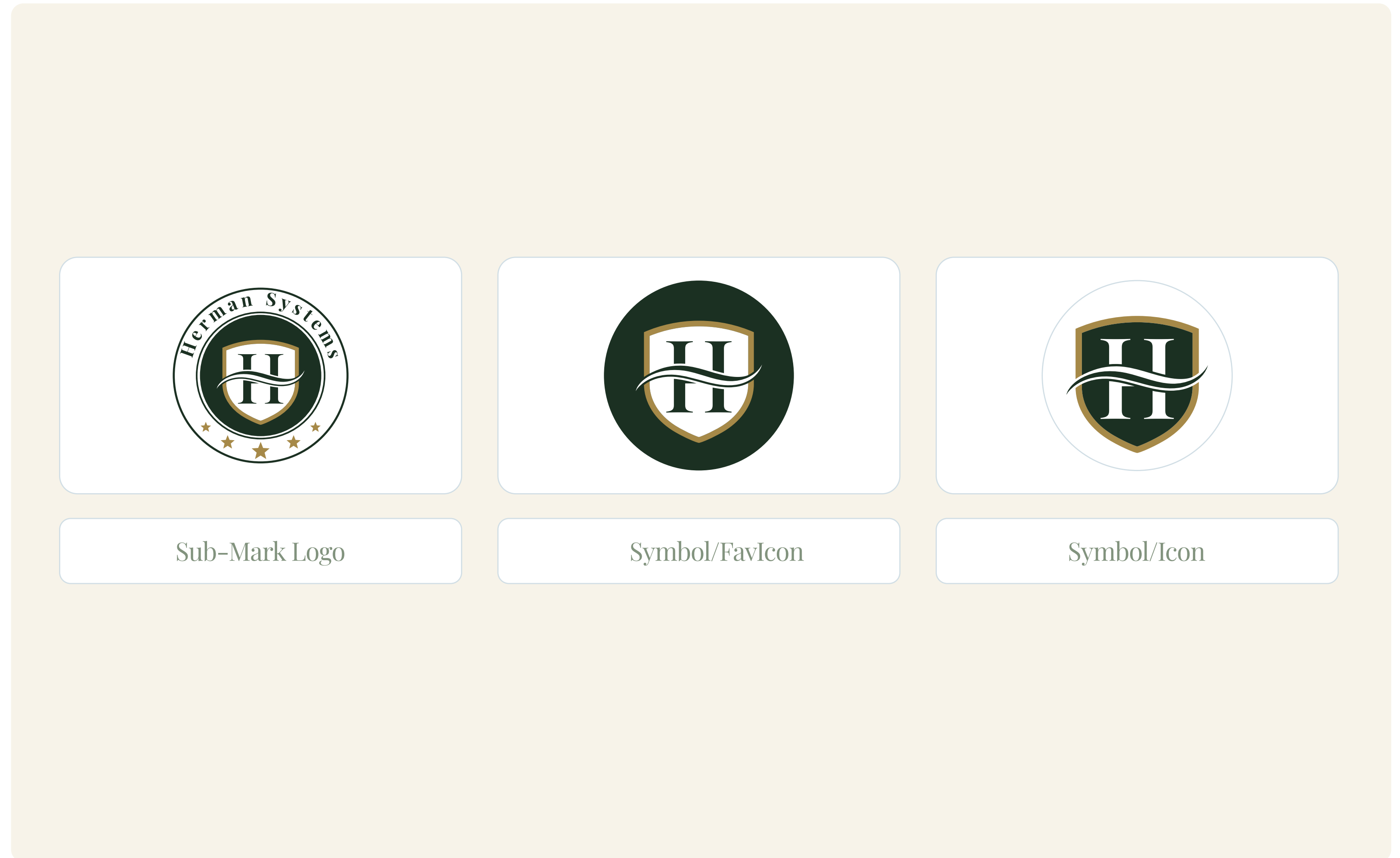
## Symbol/Favicon

The symbol is a simplified version of the logomark optimized for very small digital applications. It is used as the website favicon, app icon, or interface element where clarity at reduced sizes is essential.

## Symbol/Icon

The symbol can also be used independently as a supporting graphic element. It may appear in patterns, layouts, or branded assets but should always remain secondary to the primary logo.

Logo



# Minimum Size

To ensure legibility, our logo must not be reproduced at sizes smaller than those specified here.

Adhering to these minimums for print and digital use is essential for brand integrity.

Logo



**Logomark**

Print: 10mm  
Digital: 50px



**Herman Systems**

**Full Logo**

Print: 50mm  
Digital: 150px

**Herman Systems**

**Logotype**

Print: 50mm  
Digital: 150px



**Herman Systems**

**Logotype**

Print: 50mm  
Digital: 150px

# Clearspace

## Primary Logo

Clear space is the protected area around the Herman Systems logo that ensures maximum clarity and visual impact. To maintain consistency across all applications, the clear space is based on X, which is defined by the width of the shield icon in the logo.

Divide X into four equal parts. The minimum clear space on all sides of the logo must be X/4.

No text, images, shapes, borders, or other elements may enter this area. Maintaining clear space preserves legibility and ensures the logo remains distinct in every layout.

Logo



# Clear Space

## Horizontal Logo

Clear space defines the minimum area required around the horizontal Herman Systems logo to maintain clarity and legibility across all applications.

For the horizontal logo, X is defined by the width of the shield icon. The minimum clear space on all sides of the logo must be X/2.

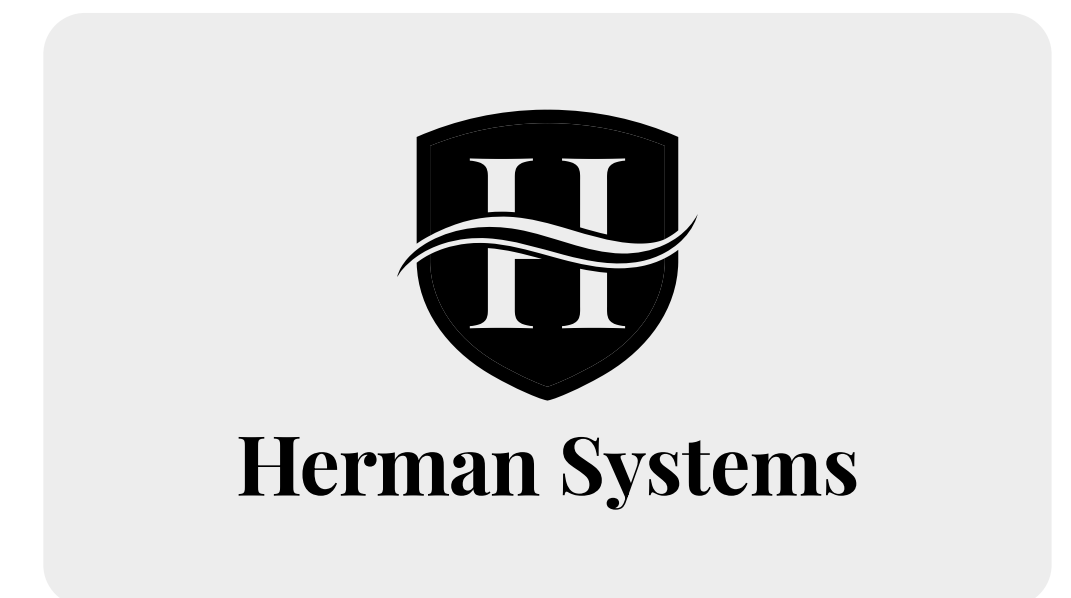
This spacing must be maintained around the entire logo, including the logotype. No text, imagery, graphic elements, or edges may intrude into this protected area. Maintaining proper clear space ensures the horizontal logo remains balanced, readable, and visually consistent in all layouts.



# Logo Backgrounds

Our logo is designed for versatility. Always select a background color or image that provides sufficient contrast to ensure the logo is clearly visible and maintains its integrity.

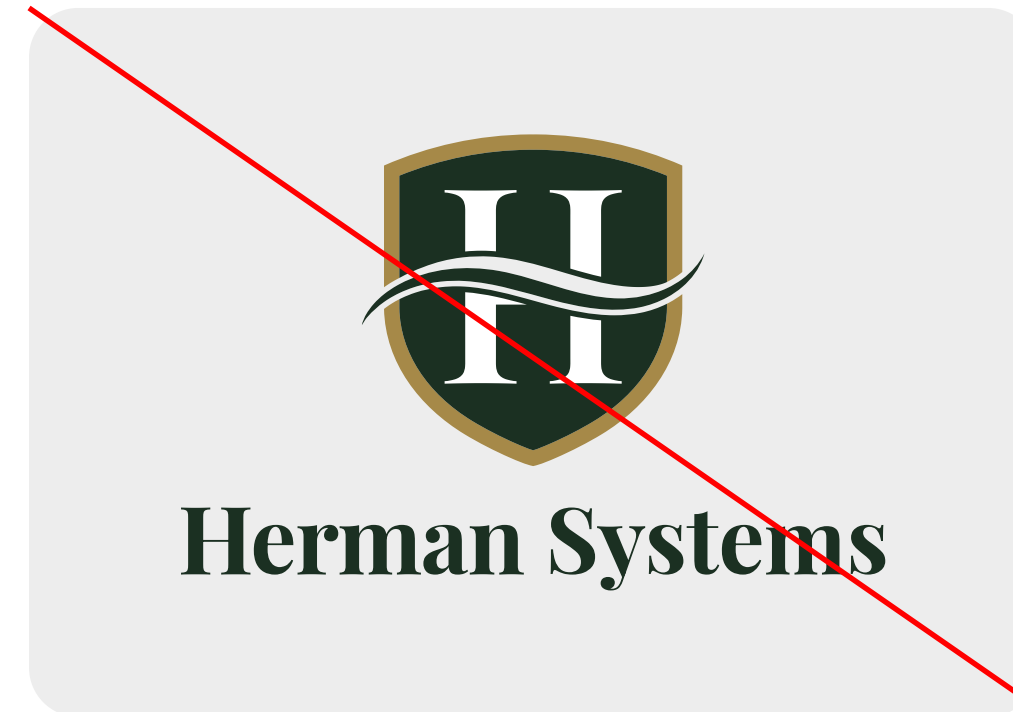
Logo



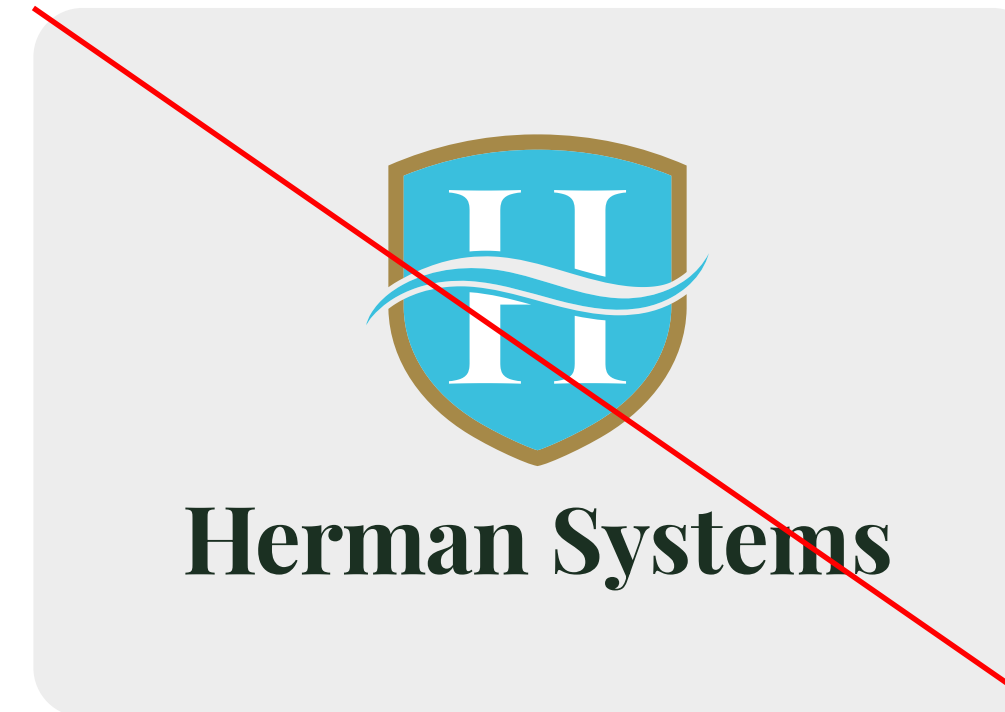
# Logo Misuse:

Proper use of the **Herman Systems** logo ensures visual consistency, clarity, and professional brand representation. Any alteration to the logo's proportions, color, orientation, or structure weakens brand recognition and must be avoided.

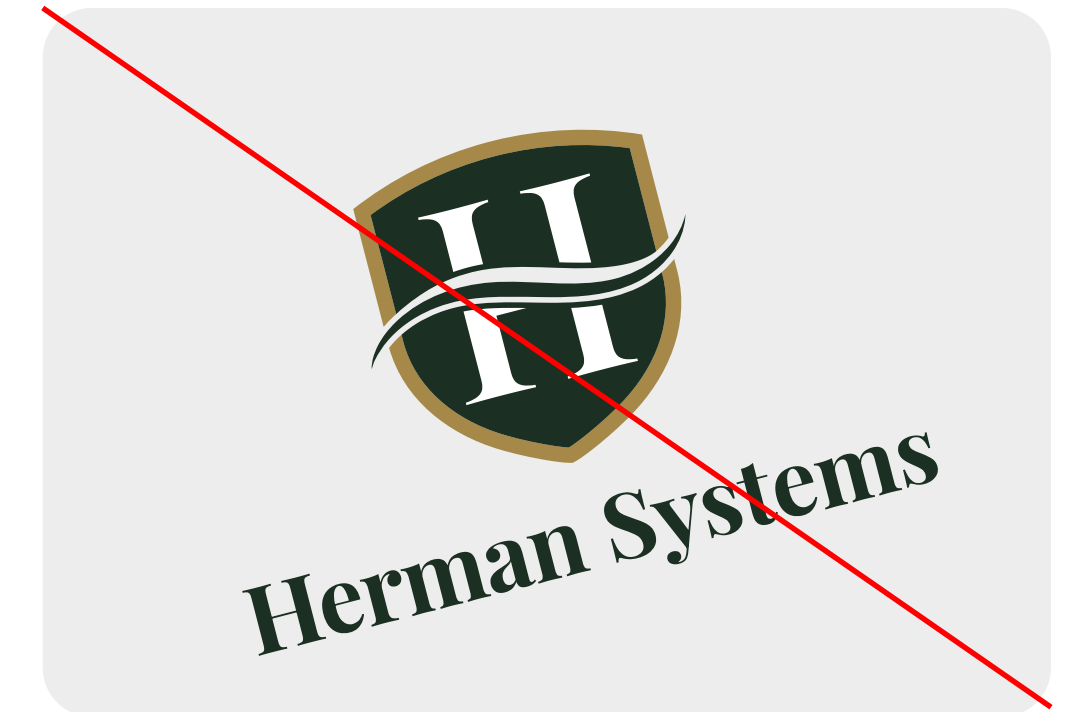
Logo



Do not not to skew or stretch the logo. The proportions of the logos should not be altered in any way.



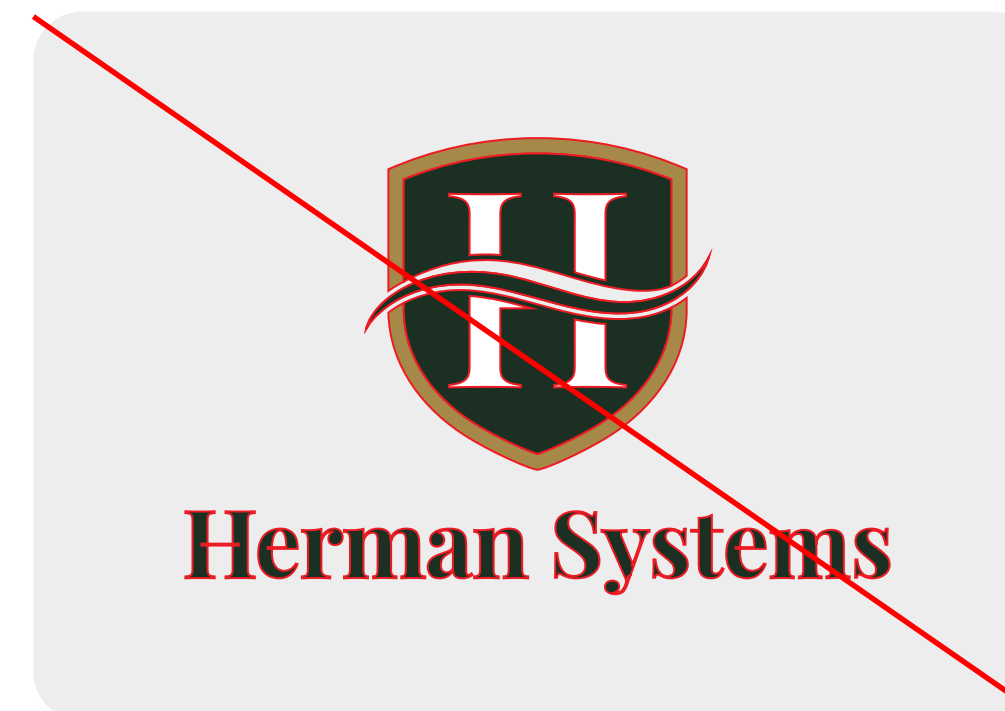
Do not change the colours of any individual character of the logo



Do not change the orientation of the logo by rotating it anyway.



Do not add any kind of effects like a drop shadow to the logo.



Do not apply strokes on the logo.



Do not modify any parts of the logo.

Colors

# Color Palette

Color

The **Herman Systems** color palette is structured to balance brand expression with functional clarity. Colors are organized into primary, secondary, accent, and neutral groups to ensure consistency across all applications.

**Steward Green** is the primary brand color and should be the most dominant. **Sage Green** supports layouts, while **Heritage Gold** is used sparingly as an accent. **Ivory Cream** serves as a warm, supporting background color.

**Black, White,** and additional neutral tones are included as functional colors to ensure readability, contrast, and flexibility across print and digital materials. These colors support typography and layout structure and should not replace core brand colors.

<b>Steward Green (Primary)</b>  Hex: 1b3022 RGB: 27 48 34 CYMK: 44, 0, 29, 81	<b>Sage Green (Secondary)</b>  Hex: #82937E RGB: 130, 147, 126 CYMK: 12, 0, 14, 42	<b>Heritage Gold (Tertiary)</b>  Hex: #A68948 RGB: 166, 137, 72 CYMK: 0, 17, 57, 35	<b>Ivory Cream (Supporting Neutral)</b>  Hex: #F7F3E9 RGB: 247, 243, 233 CYMK: 0, 2, 6, 3	<b>Black</b>  Hex: #161616 RGB: 22, 22, 22 CYMK: 0, 0, 0, 91
				<b>Custom Color</b>  Hex: #7b8087 RGB: 123, 128, 135 CYMK: 9, 5, 0, 47
				<b>Custom Color</b>  Hex: #ededed RGB: 237, 237, 237 CYMK: 0, 0, 0, 7
				<b>White</b>  Hex: #ffffff RGB: 255, 255, 255 CYMK: 0, 0, 0, 0

# Color Hierarchy

The Herman Systems color system is designed to communicate trust, calm authority, operational excellence, and human care. Each color has a defined role to ensure consistency, clarity, and long-term brand recognition across all touchpoints.

## Approved Usage Ratios

Primary Green: 45–50%

Warm Ivory: 25–30%

Muted Sage: 10–15%

Heritage Gold: ~5%

Functional Neutrals: ~10%

### Color

The diagram illustrates the color hierarchy for Herman Systems. It is organized into five main categories, each with a descriptive box and a corresponding color swatch:

- Primary Color:** Deep Forest Green. The core brand color representing stability, stewardship, and reliability. Used for logos, key headings, primary backgrounds, and brand-defining moments.
- Secondary Colors:** Sage Green. Supports the primary green by adding balance and warmth. Used for sub-headings, dividers, UI elements, and icon backgrounds.
- Tertiary:** Heritage Gold. Accent color representing quality and value. Used sparingly for highlights, callouts, and emphasis (5–10% max).
- Supporting Neutral:** Ivory Cream. Primary background color that provides clarity and breathing space. Used for layouts, editorial content, and large text areas.
- Functional Neutral Colors:** Charcoal Black · Pure White · Soft Gray. Used to support typography, structure, contrast, and accessibility. These colors enhance readability and must not replace brand colors.

# Typography

# Primary Typeface

Primary Font

## Playfair Display

Used for brand expression and emphasis.

Playfair Display is reserved for headlines and key statements, reinforcing trust and authority.

It is also used in the logotype and should not be retyped or altered.

### Use for:

- Page titles
- Section headings (H1 / H2)
- Brand statements and pull quotes

# Playfair Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*()\_+={}<>.,/?

Header: Playfair Display Bold  
36–80 pt

# Operational Excellence for Care Environments

Sub-Header: Playfair Display SemiBold  
26–60 pt

**Integrated facility services that support elder care communities with clarity, consistency, and care.**

# Secondary Typeface

Typography

## Inter

Used for clarity, structure, and long-form reading.

Inter supports the brand with clean, modern legibility across all formats.

## Use for:

Body text  
Subheadings  
Captions, labels, tables  
UI elements and documents

Small Text / Captions  
Inter Regular / Medium  
9–10 pt

# Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*()\_+=; '<>,./?

Sub-Header: Inter SemiBold

**Reliable facility services designed for elder care operations.**

Body Text: Inter Regular

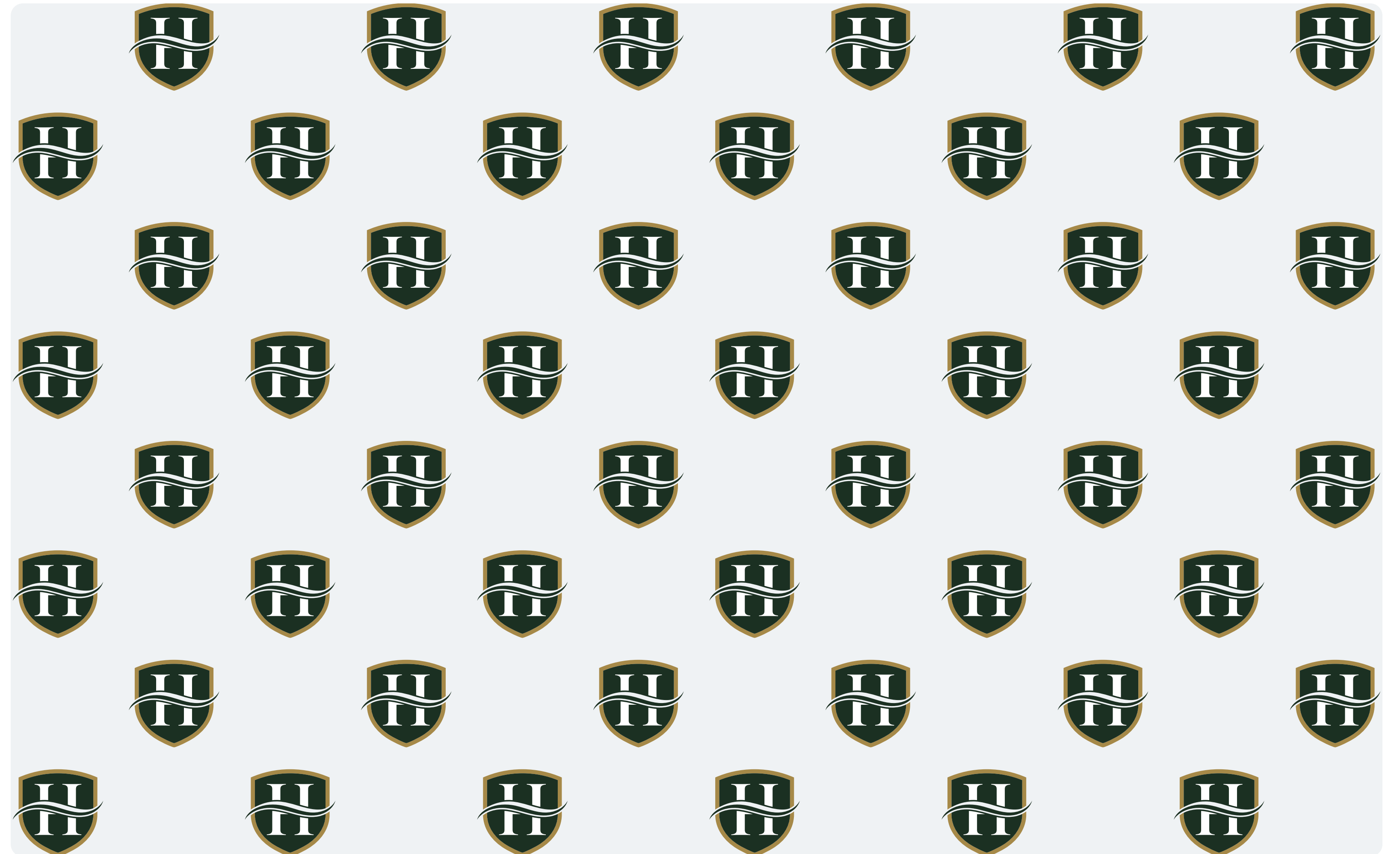
Herman Systems partners with home health and long-term care facilities to manage essential non-clinical operations. Through structured processes and reliable service delivery, we help create safe, clean, and welcoming environments—allowing clinical teams to focus on what matters most.

# Brand Pattern

The brand pattern is a unique graphic element used to add texture and visual interest.

Apply it as a background or accent to reinforce our brand identity in a subtle, engaging way.

## Visual Elements



# Icons

Our custom icon set is designed for clarity and cohesion across all platforms. Each icon visually represents a core service or function, reinforcing Herman Systems' commitment to operational simplicity and care excellence. Use them consistently to guide users, enhance communication, and build visual unity throughout brand materials.

## Visual Elements



Moving & Logistics Icon



Environmental Services



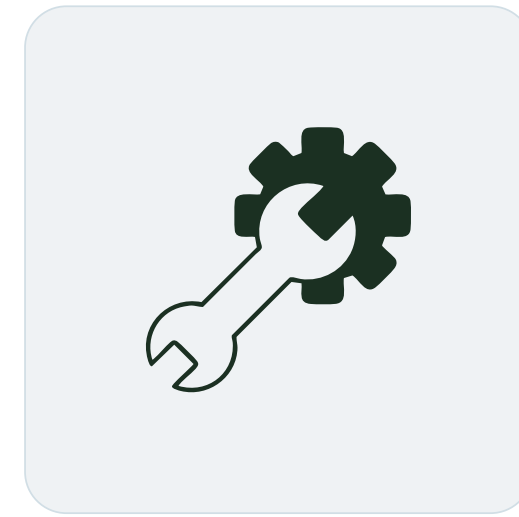
Culinary



Solutions Icon



Care Icon



Maintenance icon



Move Management



Consulting Icon



Elder Care Icon



Culinary Management



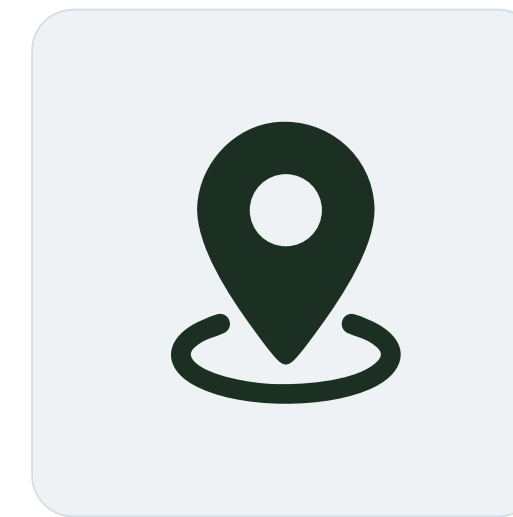
Call Icon



Icon name



Icon name



Location



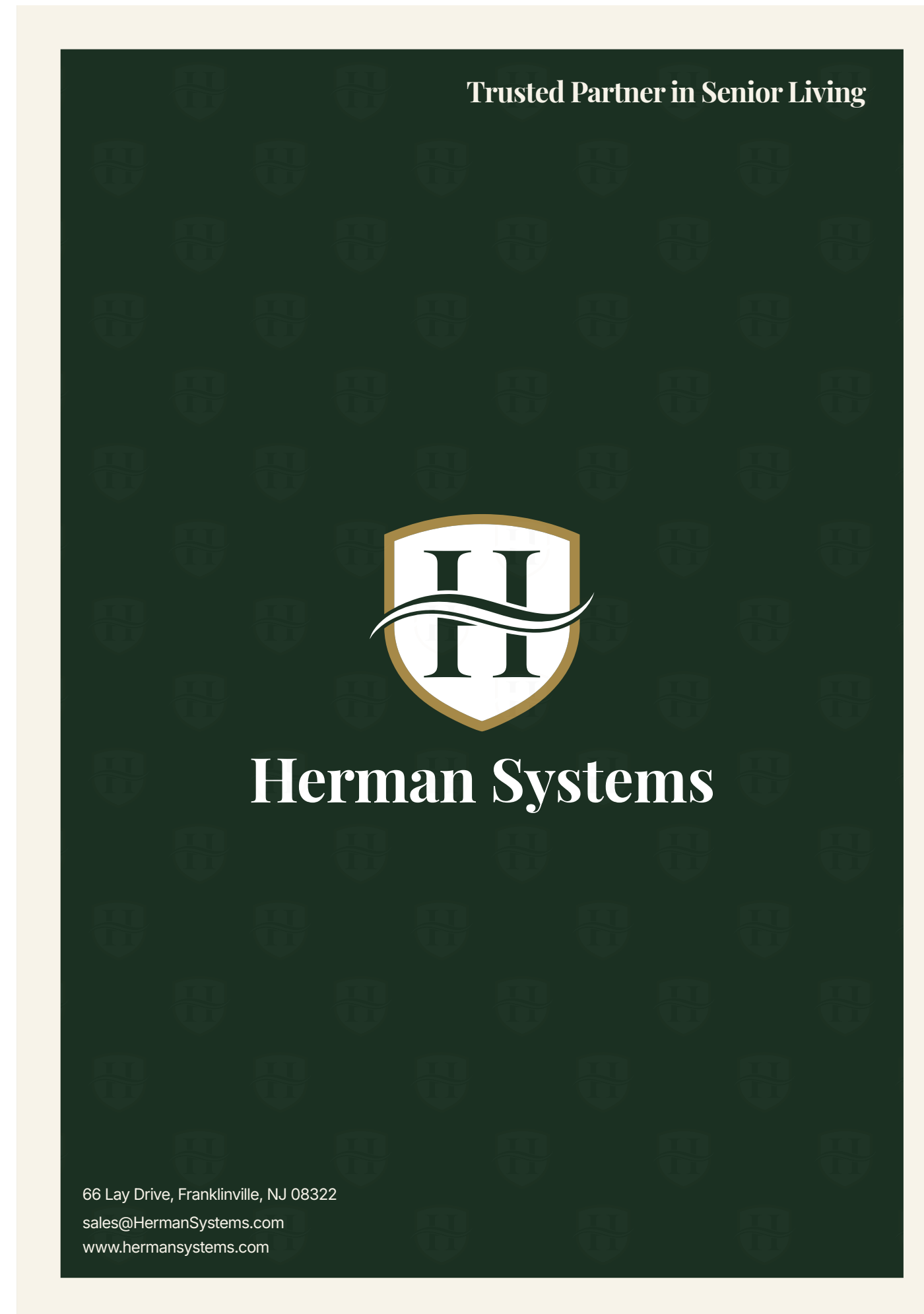
Safety Icon

# Corporate Assets

# Letterhead & Cover

This example illustrates the Herman Systems letterhead system in use. The layout emphasizes clarity, structure, and professionalism, combining disciplined typography with restrained use of brand colors. Designed for formal communication, the letterhead reinforces credibility and consistency across all corporate correspondence.

## Corporate Assets



# Business Card

Our business card is a key brand touchpoint. The design uses a clean layout and our core brand elements to make a professional and memorable impression.

## Corporate Assets



**Herman Systems**

Stationary

# Business Card

Photography

Our photography style is authentic, vibrant, and human-centric. Images should feel bright and natural, capturing genuine moments to tell a relatable brand story.



# Letterhead

Our photography style is authentic, vibrant, and human-centric. Images should feel bright and natural, capturing genuine moments to tell a relatable brand story.

## Photography



Applications

# Vehicle Application

## Applications

This mockup demonstrates how the Herman Systems brand is applied to fleet and logistics vehicles. The use of the primary brand colors, logo hierarchy, and clear messaging ensures high visibility and consistent brand recognition in public environments. Vehicle applications reinforce trust, professionalism, and operational reliability while extending the brand's presence beyond digital and print touchpoints.



# Uniform Apparel Application

## Applications

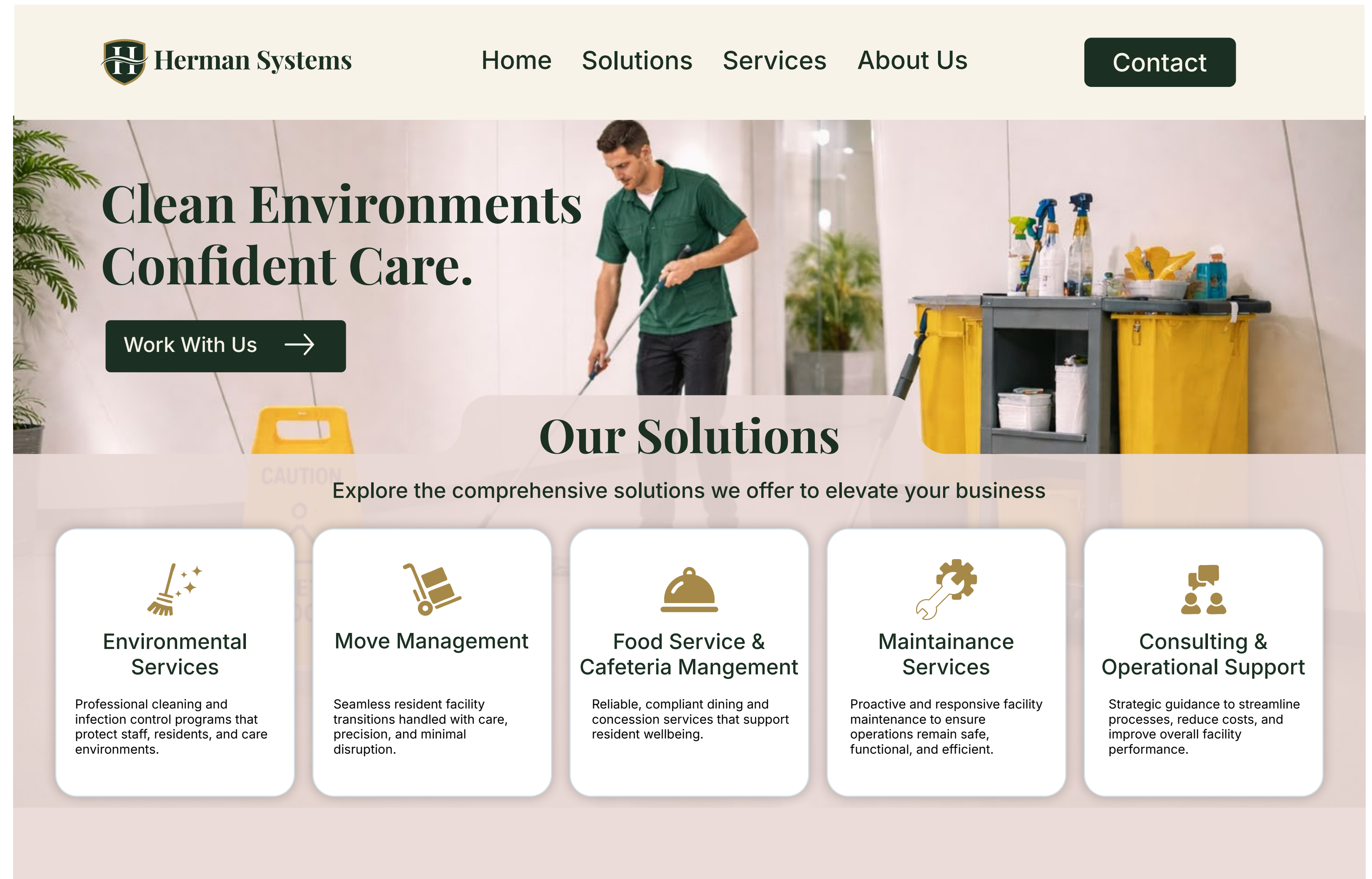
This example demonstrates the Herman Systems identity applied to staff uniforms and apparel. The consistent use of brand colors, logo placement, and clean garment design reinforces professionalism, approachability, and trust. Uniform applications help create a cohesive team presence while ensuring the brand is represented clearly and respectfully in operational environments.



# Digital Application

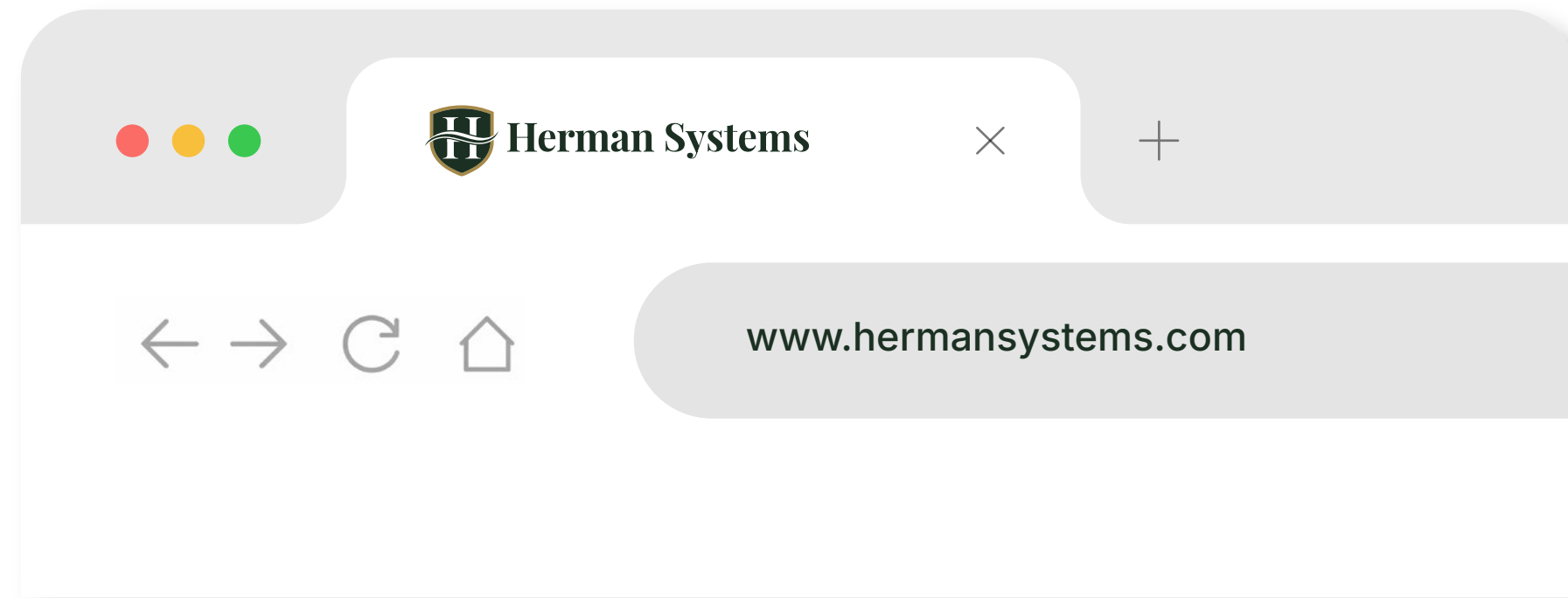
This landing page sample illustrates how the Herman Systems brand is applied in a digital, user-focused context. The layout emphasizes clarity, trust, and operational professionalism through structured content, restrained color usage, and consistent typography, guiding users efficiently toward key services and calls to action.

## Applications

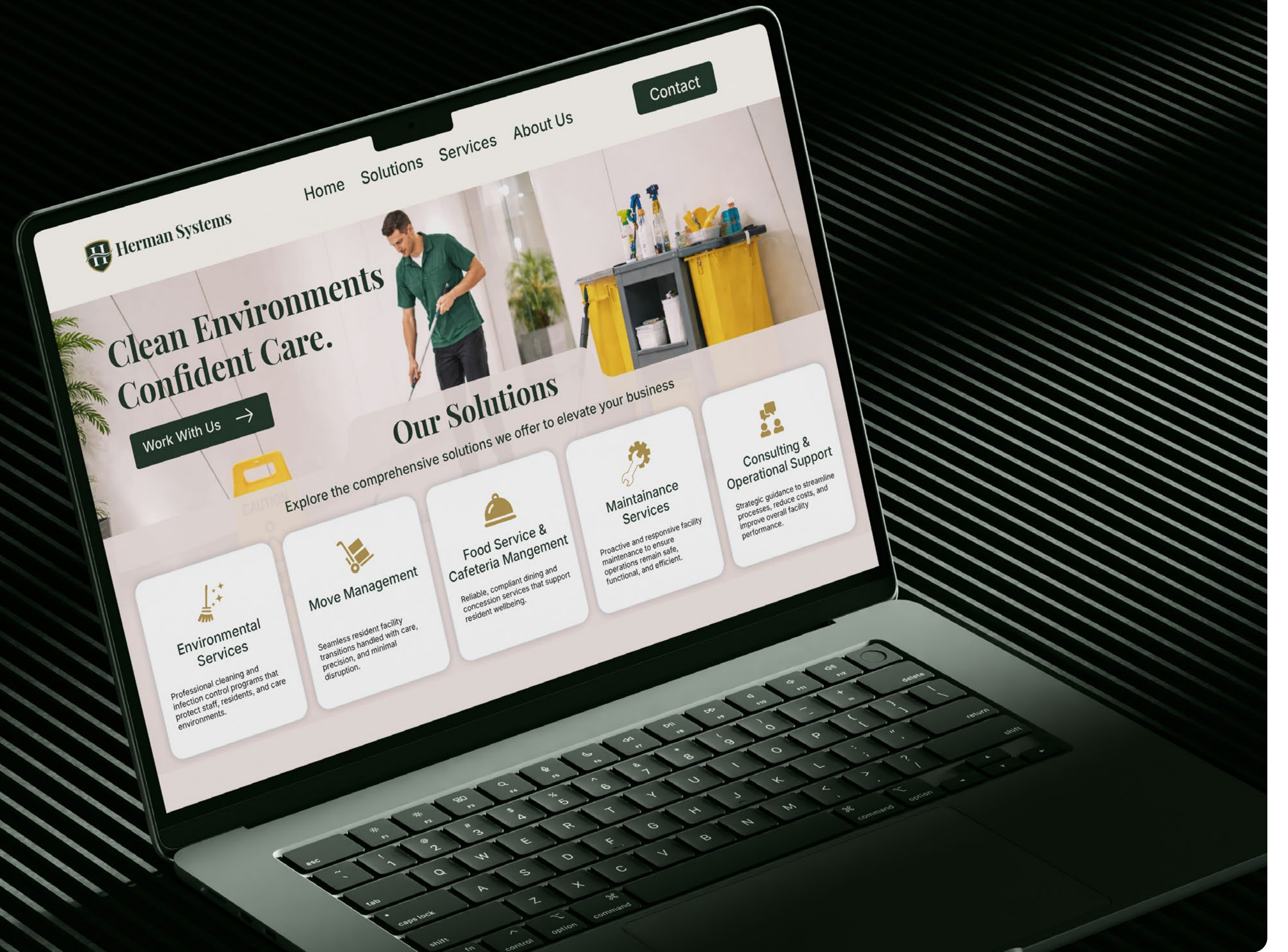


# Digital Application

## Applications



This example demonstrates how the Herman Systems brand translates into digital environments. The website interface applies the brand's color system, typography, and visual hierarchy to create a clean, professional, and intuitive user experience. Consistent use of typography, spacing, and imagery ensures clarity, reinforces trust, and supports ease of navigation across devices.



# App Icon

Applications

## Digital Interface Application

This example illustrates the Herman Systems logo adapted for digital interfaces and mobile applications. The simplified icon maintains clarity, recognizability, and brand consistency at small sizes, ensuring the identity remains strong and legible across app icons, dashboards, and digital touchpoints.



# Social Media Application

A simplified profile layout that keeps the Herman Systems identity clear and recognizable at small sizes. Consistent use of logo, color, and messaging ensures a unified presence across digital channels.

Applications



# Street Billboard Application

This billboard mockup demonstrates how the Herman Systems brand translates into large-scale, public environments. Strong imagery, clear messaging, and disciplined use of brand colors ensure high visibility and immediate recognition. The design reinforces trust and professionalism while communicating the brand's commitment to supporting care environments—clearly and confidently, even at a distance.

## Applications



Thank You