



BRAND GUIDE · CORE SYSTEM

Care That Honors Life

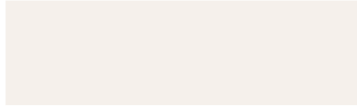
The working reference for the marks, color, type and voice that carry Eternal Life Hospice across print and web.

FOUNDER-LED · INDEPENDENT · INTEGRATIVE

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01 Color palette

Built on the locked Quiet Plum. The plum leans cool, so the slate blue reads as a natural cousin rather than an added color. CMYK values are starting references - confirm against a press proof and physical swatch before large runs.

 Quiet Plum #5B2E59 RGB 91 46 89 CMYK 0 49 2 64 Master / primary. Anchors the brand on light grounds and fills primary buttons, headers and brand fields.	 Deep Plum #3C1C3B RGB 60 28 59 CMYK 0 53 2 76 Darkest ground. Footers, hero panels and reversed-logo fields. Locked 19 June 2026.	 Cream #F5F0EB RGB 245 240 235 CMYK 0 2 4 4 Primary light ground. Page backgrounds, cards and breathing room.
 Warm Gold #C9B07E RGB 201 176 126 CMYK 0 12 37 21 Restrained accent. Hairlines, underscores, dividers and small display flourishes. Held back from body text.	 Stone Taupe #B7A89D RGB 183 168 157 CMYK 0 8 14 28 Warm neutral. Borders, muted captions and quiet separators.	 Slate Blue #6793AC RGB 103 147 172 CMYK 40 15 0 33 Secondary accent and a cool cousin to the plum. Fills, tags and supporting graphics.
 Deep Slate #43697F RGB 67 105 127 CMYK 47 17 0 50 Blue depth. Hover states, links and headings set on plum grounds. Safe slate for text on cream.	 Soft Slate #A6BECB RGB 166 190 203 CMYK 18 6 0 20 Soft blue tint. Section backgrounds and subtle fills.	 Mauve #8E6D86 RGB 142 109 134 CMYK 0 23 6 44 Bridging tint between the plum and the warm neutrals.

Palette guardrail: no green and no orange in any tint or shade.

Amethyst & plum: symbolic only. The plum world may draw on amethyst as a stone tied to calm and remembrance. Keep the association in identity, symbolism and cultural history. It never carries a therapeutic or healing claim.

02 Pairing, legibility & gradients

Gold and the lighter neutrals are accents. Reserve them for rules, fills and large display. For slate text on cream, reach for Deep Slate; Slate Blue is too light to carry body words.

Pair	Ratio	Use
Quiet Plum on Cream	9.37:1	Body & headings
Cream on Deep Plum	13.05:1	Body & headings
Cream on Quiet Plum	9.37:1	Body & headings
Deep Slate on Cream	5.2:1	Body & headings
Warm Gold on Deep Plum	7.03:1	Body & headings
Slate Blue on Cream	2.92:1	Decorative only
Warm Gold on Cream	1.86:1	Decorative only
Stone Taupe on Cream	2.04:1	Decorative only

Gradient is depth, not decoration. Two families do the work: field gradients for large grounds and soft spectrum blends for cards, section bands and timelines. The metallic sheen belongs to the logo mark and lives nowhere else.

Treatment	CSS	Use
Brand Field	linear-gradient(160deg, #4A2548, #3C1C3B)	Hero panels, card backs and footers. Set cream type on the deep end.
Plum Depth	linear-gradient(165deg, #5B2E59, #3C1C3B)	Large fields and section bands when more lift is wanted.
Amethyst Glow	radial-gradient(circle, rgba(201,176,126,.18), transparent) over plum	A faint warm halo for atmosphere. Keep it away from body text.
Continuum - signature sweep	linear-gradient(100deg, #5B2E59, #6793AC 55%, #C9B07E)	Plum through slate into gold - reserve for a hero moment or major section.
Plum to Slate	linear-gradient(90deg, #5B2E59, #6793AC)	Calm opening tone. Cream text holds on the plum end.
Slate to Mauve	linear-gradient(90deg, #6793AC, #8E6D86)	Quiet cool-to-warm shift for a supporting card.
Dusk to Gold	linear-gradient(90deg, #8E6D86, #C9B07E)	Warming toward resolution. Set text on the mauve end.
Gold to Plum	linear-gradient(90deg, #C9B07E, #5B2E59)	Warm into deep. Set cream text on the plum end.

03 Print fonts

One type system, expressed two ways. The same two families carry print and web so the brand stays consistent wherever it lands. For print, install static desktop cuts rather than the variable web file.

Role	Family	Usage
Display & headlines	Fraunces	H1, headlines, caps eyebrows. Light 300 and Regular 400 for large display; Semibold 600 for tight emphasis. Italic is editorial accent only - a single emphasized word, never a full line. Keep WONK at 0.
Body, labels & data	Jost	Regular 400 body, Medium 500 subheads, Light 300 large intros. Eyebrows are uppercase, tracked +140 to +180 in Warm Gold or Mauve.

Print color: set type in plum and deep-plum CMYK builds. Hold gold for rules and accents rather than running text. Ask the press for a rich-black build under the deep plum so footers stay dense.

Licensing: Fraunces and Jost ship under the SIL Open Font License 1.1 - free for commercial print and web, embeddable in PDFs and transferable with the brand at sale with no font license to assign or renew.

04 Web fonts

The same two families should be delivered for the browser. Google Fonts can be used for the prototype. Self-host WOFF2 files for production to gain speed and keep loading private.

- **Fraunces axes:** opsz 9-144, wght, SOFT, WONK. Load 300 / 400 / 600 plus italic 400. Keep WONK at 0 and SOFT low.
- **Jost weights:** 300 / 400 / 500.
- **Loading:** font-display: swap; preconnect to the font host; subset to Latin.
- **Fallback stack:** Fraunces -> Georgia, Times New Roman, serif. Jost -> Helvetica Neue, Arial, sans-serif.
- **Email fallback:** build templates in Georgia for headlines and Arial or Helvetica for body because inboxes rarely load brand fonts.

05 Brand voice

Calm, clinically credible and whole-person. Every line should sound like steady hands in a hard moment. Copy ladders back to the four pillars of The Eternal Standard and leads with brand voice before it reaches for a keyword.

Calm · Clinically credible · Whole-person

Anchored in four words: dignity, guidance, comfort and trust.

Hold back	Say this
Physician-led hospice care.	Physician-supported care, guided at every step.
We are here. Always.	Support within reach, around the clock.
Amethyst's healing energy calms the body.	Amethyst, long tied to calm and remembrance, threads through our identity.

Locked house rules

- The H1 stays Care That Honors Life with no period.
- Location keywords live in the eyebrow, subhead, title tag and schema - never the H1.
- Write in the positive throughout. No double negatives.
- House punctuation favors no serial comma.
- The three traveling differentiators stay founder-led, independent and integrative.
- Avoid "physician-led" unless legally and operationally confirmed. Use physician-supported.
- Avoid healing or therapeutic claims about amethyst, plum or frequencies.

06 Logo variations

Two lockups carry the brand. The stacked mark is primary. The horizontal lockup is for narrow placements - nav bars, email headers and signatures. The wordmark is fixed artwork in both. Set it as the mark, never re-typed in a live font.



Stacked - Primary

Plum for cream and light grounds. Cream reversed for deep plum, quiet plum and dark imagery.



Horizontal - Secondary

For narrow placements such as nav bars, email headers and footers.



Mark only

For favicons, avatars and small accents.

Clear space: Hold clear space on every side equal to the cap-height of "Eternal."

Minimum size: stacked lockup stays legible down to 180px wide on screen and 32mm in print. Below that, the Life Hospice tracking grows fragile - use horizontal or mark-only where needed.

Misuse: do not recolor outside black, cream or approved plum. Do not stretch, condense, rotate, add shadows, glows or outlines or place on busy/low-contrast grounds.

07 Logo typography & construction

Element	Spec
Wordmark: Eternal	Fraunces display serif. Light to Regular 300-400. High optical size / 144pt display cut. WONK 0 and SOFT low.
Descriptor: Life Hospice	Jost sans. All caps. Regular 400. Wide tracking around 0.35em.
Proportion	4.7:1 Eternal cap height to Life Hospice cap height. Mark height 1.6x Eternal cap height. Mark width 0.85x Eternal width. Descriptor width 0.73x Eternal, centered beneath.

For Webflow, place the lockup as an SVG where possible or the transparent PNG from the logo package. These specs verify relationships and guide extension. They are not instructions to re-typeset the wordmark; the original artwork stays the master.

Variants still to produce from source vector: icon-only infinity ribbon, single-ink cut and clean horizontal lockup redrawn from the original vector.

08 Business card

The printed card from the kit is the layout reference. Aleksandra's card is the template - name and title change per cardholder; every other element holds.

Spec	Rule
Trim	3.5 x 2 in plus bleed
Ground	Quiet Plum front and back
Type	Fraunces names & eyebrows; Jost details
Email logic	Personal cards can carry a direct email. Shared collateral uses info@eternallifehospice.com.

Front anatomy: full Quiet Plum field with oversized infinity ribbon ghosted behind; cream stacked lockup centered in the upper half; eyebrow "Here in Moments That Matter Most"; sub-line "Dignity, defined by four pillars of care"; four pillars in two columns.

Back anatomy: plum field across two-thirds with cream panel on the right third; name in Fraunces; title and credential lines; five icon rows for phone, fax, web, email and address; right panel carries the plum lockup over Care That Honors Life.

09 Core phrases & pillars

Use the brand architecture consistently so the site, collateral and intake system feel like one operating standard.

Line	Function
Care That Honors Life	Tagline / brand promise. Logo lockup tagline, footer line, closing statement, back-cover phrase and CTA support line.
Here in Moments That Matter Most	Emotional campaign line. Belongs in website hero, folder cover, referral one-sheet, intake pathway visual and social/PR language.
The Eternal Standard	Operating philosophy. Dignity, defined by four pillars of care.
The Eternal Care Pathway	Branded pathway. The Eternal Standard in motion - from first call through family support after loss.

Pillar	Meaning
Clinical Confidence	Qualified hospice professionals guiding symptoms, medications, equipment and care planning.
Guided Presence	Families know what is happening, what comes next and who to call.
Whole-Person Comfort	Care supports body, mind, spirit, patient and family.
Compliance-Led Care	Trust protected through accuracy, privacy, ethical operations, documentation and responsible guidance.

10 Implementation notes

- Use the Brand & Build Package as source of truth: brand guide, logo package and font package together.
- Deep Plum is locked at #3C1C3B across the system.
- Upload WOFF2 files to Webflow as custom fonts. Use font-display: swap.
- Use SVG logo assets where possible; otherwise transparent PNG. Request source vector for large-format print.
- Do not share raw font files in public asset packages. Use the font README and licenses for implementation guidance.
- Confirm physical color matching with printer before large production runs.

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