



# Cognitive Aging Research and Education Center

Design System



# CARE Center



## Table of Contents

Editorial Style .....	2
Video Guidelines .....	4
Logo Guide .....	6
Color Palettes .....	9
Imagery .....	10
Typography .....	11
Component Library .....	14
Pattern Library .....	19
Tool Stack .....	22



# Editorial Style

## Mission Statement

We exist to provide and improve access to diagnosis, education, and support for those at risk for or living with dementia.

## Tagline

See dementia differently.

## Voice

CARE's voice is friendly, conversational, and easy-to-understand. The CARE brand should be supportive and informative, not negative or condescending.

## Guidelines

- On first reference, the organization's name should always be written out as the Cognitive Aging Research and Education Center. For every mention after, the organization can be referenced as CARE.
- Avoid overly wordy documents. Use simple language and consider amount of white space to be just as important as amount of text.
- In general, white should be the primary background color.



# Editorial Style Examples

The screenshot shows the CARE Center website. At the top left is the CARE Center logo. To its right is a navigation menu with links for Home, About Us, Support, Diagnosis, Education, News, and Contact Us, followed by a search icon. The main content area features a large light blue speech bubble graphic. Inside the bubble, the text reads: "See dementia differently. The Cognitive Aging Research and Education Center (CARE) exists to provide and improve access to diagnosis, education, and support for those at risk for or living with dementia." Below the text is a dark blue button with the text "Discover CARE's Resources". Surrounding the speech bubble are seven circular portrait photos of diverse individuals of various ages and ethnicities.

## Risk Factors

Hi! I'm [CARE CENTER REP] and I [DO THIS FOR or AT] the CARE CENTER. Welcome, we're so excited you've chosen to learn more about Brain Health as it relates to Alzheimer's Disease and Related Dementias. By pressing play, you've shown your dedication to improving the quality of life for yourself, family members, friends and your | community.

Let's talk about something I am sure many of you are wondering – Who is most likely to get dementias? Many of you may have a family member who has had dementia, and you might be a little worried about whether you are at risk.



# Video Guidelines

## General

- Each video should include the Intro, Outro and bug.
- Wave background is only used for text, lists or graphs.
- Overlay with dust is only for b-roll stock video. Do not alter the color or opacity (60%).

## Colors

- For all content, do not change colors.
- Green screen should be changed to Lake Herrick Light Blue.

## Typography

- Titles in text should be in Open Sans Bold.
- Lists should be in Open Sans Semibold.
- Use web guidelines for typography, but keep an eye on size for legibility.

## Transitions

- Use cross dissolves where appropriate, but don't over use.
- Cross dissolve should be used to transition from the video to the outro.
- Line transition 01 should be used to transition from intro to video.



# Video Examples



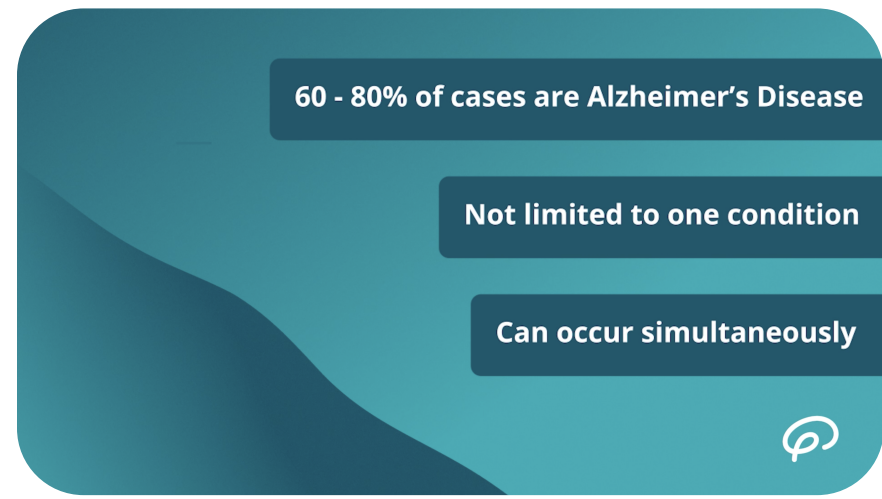
Intro/Outro



Colors, Typography and Bug



Overlay



Background for Text, Lists or Graphs



## Primary Logo

The primary logo consists of the words CARE Center and the brain icon. A modern, creative take on a brain, the symbol is paired with the primary font, Corbel, for the wordmark.

Various forms of the logo are available for consideration including vertical, stacked, and extended.





# Logo Usage

- Lake Herrick Blue and Olympic Dark Blue are CARE's primary colors.
- Maintain appropriate contrast between the logo and the background it is on.
  - On a light background, the Full Color or Dark logo version is preferred.
  - On a dark background, the white version is preferred.
- The logo may not be filled with any pattern or texture.
- Logo may be used at reduced opacity as an overlay on a background.
- Do not use the logo in any color combinations other than the approved ones.
- Do not change the logo color.
- Do not stretch or warp the logo.







# Usage Examples

Acceptable



Unacceptable



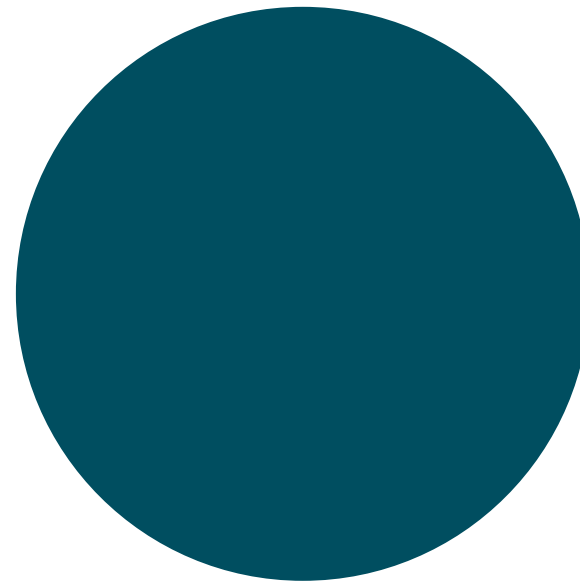


# Color Palette

Materials should utilize two “primary” CARE Colors (Olympic and Lake Herrick), with one “pop” color such as Bulldog Red OR Athens (black text does not count as a fourth color).

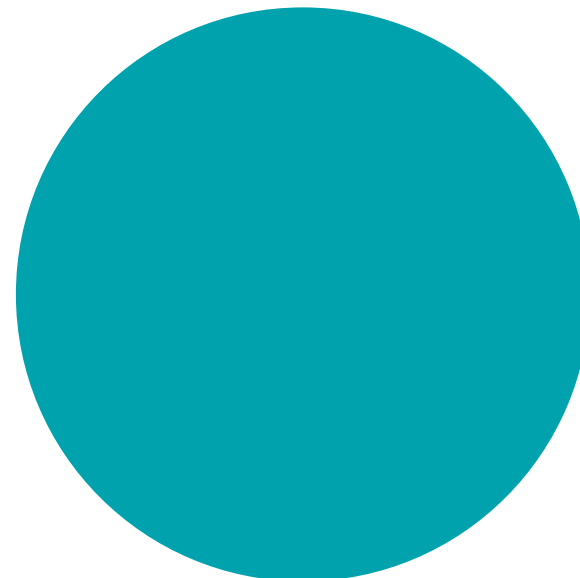
Bulldog Red and Athens should never be CARE “primary” colors. Bulldog Red should be used sparingly.

Lake Herrick Light Blue can be used at 50% opacity as an overlay on photographs used as background images.



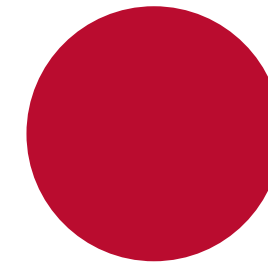
## Olympic Dark Blue

CMYK: 100, 12, 21, 44  
RGB: 0, 78, 96  
HEX: #004E60  
Pantone 315



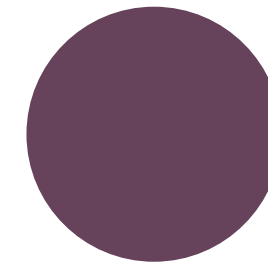
## Lake Herrick Light Blue

CMYK: 97, 0, 30, 0  
RGB: 0, 163, 173  
HEX: #00A3AD  
Pantone 7467



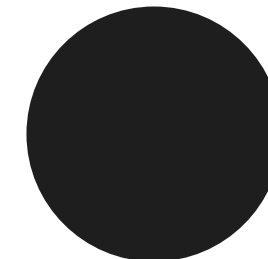
## Bulldog Red

CMYK: 3, 100, 70, 12  
RGB: 186, 12, 47  
HEX: #BA0C2F  
Pantone 200



## Athens Purple

CMYK: 44, 74, 21, 58  
RGB: 102, 67, 90  
HEX: #66435A  
Pantone 5195



## Black

CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: #0000



# Other Imagery

- All icons/imagery to be open source/royalty free and include photo credit.
- If applicable, use CARE Center-branded icons/pictures
- If you use CARE icons, then ONLY use care icons.
- If CARE Center-branded icons are not suitable, then choose icons/pictures that are clean, not too busy or childish, and are of the same look/feel. Avoid strong colors that clash with CARE color scheme (e.g., orange/yellow).
- All Images must use Alt Text to describe the given images to maintain accessibility throughout the website (important for documents shared electronically).





# Typography

## Primary Typeface Open Sans

Open Sans should be used on all digital materials.

*H1*  
40px

**Open Sans Bold**  
**Aa Bb Cc**

Tracking: 0  
Leading: 5pt, 40/45

*H2*  
36px

**Open Sans Semibold**  
**Aa Bb Cc**

Tracking: 0  
Leading: 5pt, 36/41

*H3*  
32px

*Open Sans Italic*  
*Aa Bb Cc*

Tracking: 0  
Leading: 5pt, 32/37

*Body*  
18px

Open Sans Regular  
Aa Bb Cc

Tracking: 0  
Leading: 5pt, 18/23



# Typography

## Secondary Typeface Corbel

Corbel should only be used for print materials.

*H1*  
40px

**Corbel Bold**  
**Aa Bb Cc**

Tracking: 0  
Leading: 5pt, 40/45

*H2*  
34px

***Corbel Bold Italic***  
***Aa Bb Cc***

Tracking: 0  
Leading: 3pt, 34/37

*H3*  
30px

***Corbel Italic***  
***Aa Bb Cc***

Tracking: 0  
Leading: 3pt, 30/33

*Body*  
16px

Corbel Regular  
Aa Bb Cc

Tracking: 0  
Leading: 3pt, 16/19



# Typography

## Typefaces

Open Sans and Corbel are both sans serif typefaces, which is a style that's easier for older adults to read. When combined with the following guidelines, these typefaces are ideal for the people that the CARE Center serves.

## Guidelines

- Open Sans should be used for the digital typeface.
- Corbel should be used only for print materials.
- The two typefaces cannot be interchanged.
- Never use shadowing or outlining on text.
- Never ever use all caps.
- To emphasize words in body copy, use Open Sans Semibold or Open Sans Italic in 18px.
- All headers and body text should be White or Olympic Dark Blue.
- Use high color contrast to improve readability. For examples: use dark text on a light background; avoid black text or icons on dark blue/red/purple background.
- For materials that are visual heavy (PowerPoints, handouts, etc.), aim for ~50:50 ratio of text to white space (margins count as white space).
- Use "squint test" – hold document at a typical reading distance and squint your eyes to blur your vision. Any text that becomes impossible to read is either too small, or not enough contrast.



# UI Components

## Buttons

**Description:** Buttons are used as indicators for actions a user may take when clicked.

**Attributes:** Buttons with text have a font size of 18px and are stylized with rounded corners. For some buttons, like on the Locations page, the buttons for each county will show the Athens Purple color when a user hovers over it.

**State:** Rounded corners or rounded shape

[Discover CARE's Resources](#)

## Diagnosis

Our diagnosis resources are for those who have been recently diagnosed and caregivers to learn about the diagnosis and self-advocacy.

[Learn More](#)



# UI Components

## Table of Contents

**Description:** A table of contents displays section headings on content pages.

**Attributes:** A table of contents can be used on a content page to aid users with finding specific information on that page by linking directly to the section.

**State:** Always displayed on the left side and scrolls with the user. Index must have a title.

### Self-Advocacy in Healthcare

#### Overview

[What is Self-Advocacy?](#)

[Practicing Self-Advocacy](#)

[Tips for Self-Advocacy](#)

[Download the Self-Advocacy PDF](#)

## Overview

When you or a loved one sees signs of cognitive impairment, loss of power, and self-advocacy is your best tool for gaining that knowledge.

### *What is Self-Advocacy?*

Self-advocacy is representing yourself, your needs, and your concerns with your healthcare provider. It means letting your voice be heard and being an active part of your healthcare visit.

### *Practicing Self-Advocacy*

To be a better self-advocate or advocate for a loved one, start by thinking about and writing down your questions.





# UI Components

## Lower Thirds

**Description:** A text title with graphic overlay placed in the lower region of the screen. Used to describe the speaker.

**Attributes:** The background is Olympic Dark Blue with white text. The speaker's name should be in Open Sans Bold at 175 and their title should be Open Sans Semibold at 95. The X axis of the Lower Third should be 1330 for all titles. Length of the Olympic Dark Blue can change based on speakers' name.

**State:** Appears in lower left quadrant of video immediately after the intro and disappears after 10 seconds.





# UI Components

## Photo Appearance

**Description:** Stylized way for the photos to match the aesthetic of the User Interface.

**Attributes:** Rounded Corners of image box with a color block giving it a depth effect.

**State:** Corners form a rounded rectangle, never a circle or with hard edges. Block behind must match color palette.





# UI Components

## Flip Card

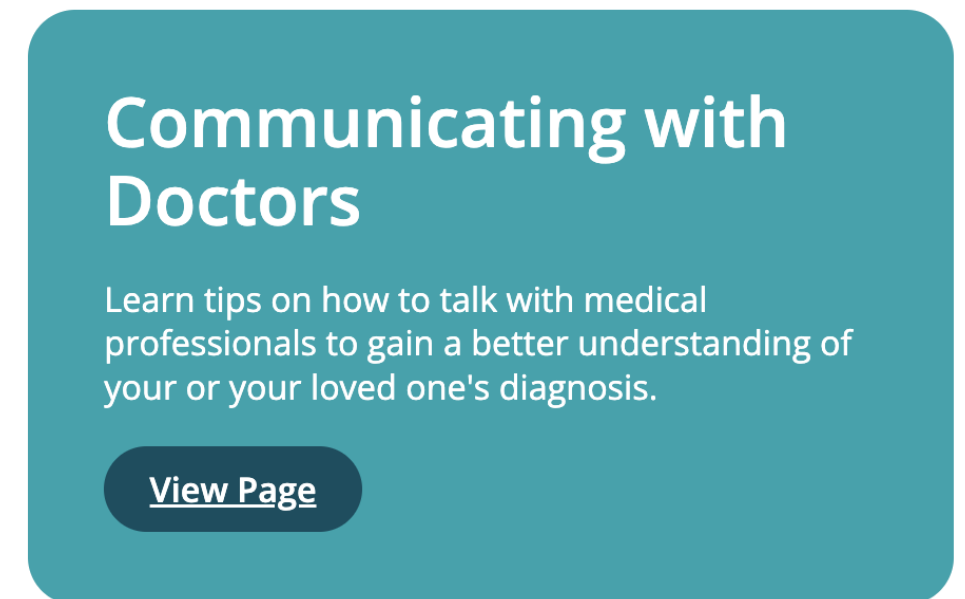
**Description:** A flip card helps you create animated boxes that flip to the other side, when a visitor hovers over them.

**Attributes:** Flip cards appear on the home page, as well as, the support, diagnosis, and education landing pages. They help navigate to different pages of content.

**State:** The front of the flip card contains a title, background image, image overlay, and sometimes an icon. The back appears in the hover state and contains a title, Lake Herrick Blue background, description, and a button that links to each content page. Flip cards have a border radius of 50 px. The image overlay has the HEX: #00A3ADAD.



**Normal State**



**Hover State**



# Pattern Library

## Navigation Bar

The navigation bar is available for users on every page of the website.

When clicking the logo, users are redirected to the homepage. Labeled tabs allow users to navigate to each page effortlessly. The navigation bar should always be located at the top of every page for users to easily access. It includes UI Components like buttons and a dropdown menu.

The colors of the design - Lake Herrick Light Blue and Olympic Dark Blue - should never be changed or rearranged.

### Acceptable



### Unacceptable





# Pattern Library

## Footer

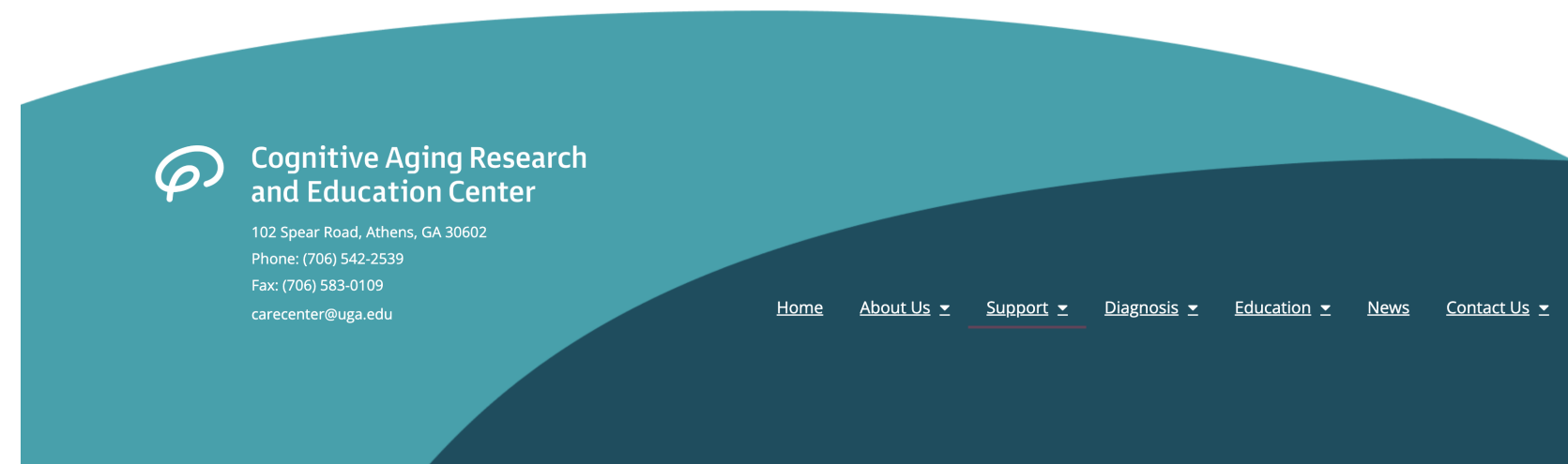
The footer should be at the bottom of every page on the website. There should be no content below it.

It contains the location and navigation components - no other information.

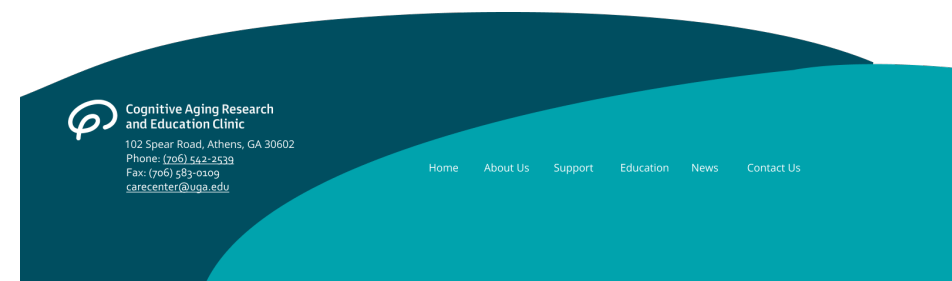
Text and logo should remain the same size and placement.

The colors of the design - Lake Herrick Light Blue and Olympic Dark Blue - should never be changed or rearranged. The shape of the design should not be altered.

Acceptable



Unacceptable



Unacceptable





# Pattern Library

## News Listing

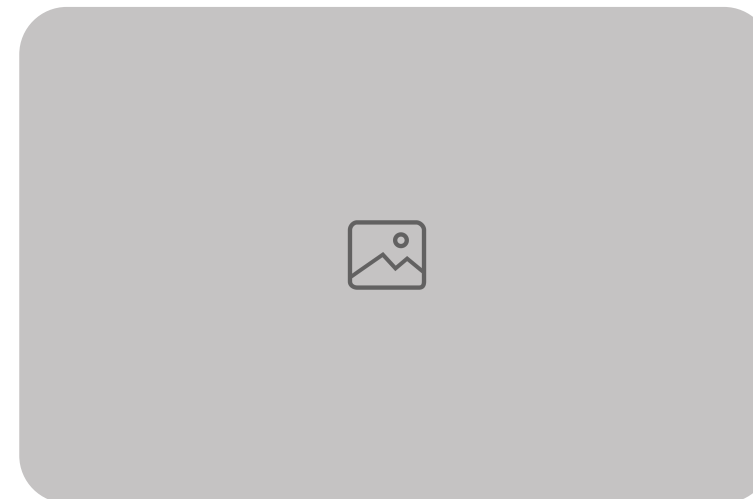
The news listing contains an image, title, publication, author, summary, and a button linking to the original source.

Images should only be placed above the title, publication, author, subtitle, and button. However, the text and button should stay grouped together.

If publication is unavailable, it is ok to still use this layout. However, an image must be used in the pattern.

The secondary color, Bulldog Red, should not be used in this component.

Acceptable



**Title**

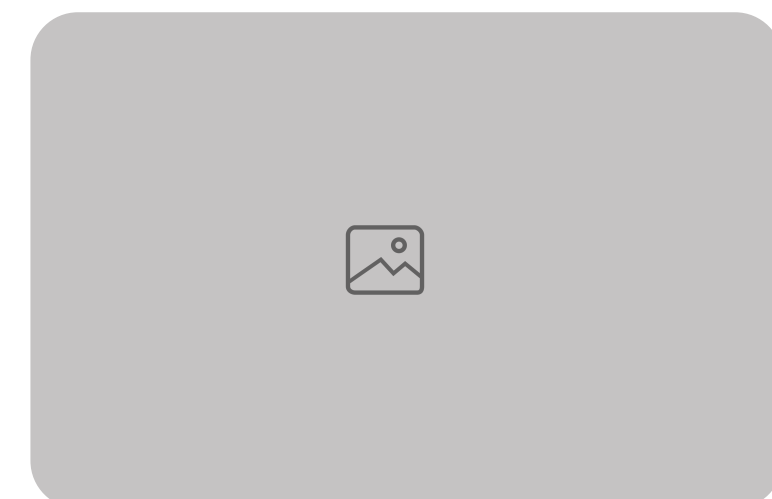
*Publication*

**Author**

Summary

Read More

Unacceptable



**Title**

Read More

*Publication*

**Author**

Summary



# Tool Stack



Envato is an online creative asset community. The motion graphics, templates, and music in the video series were sourced from it. These assets were then edited into the videos we filmed.



Adobe's Premiere Pro is video editing software. We cut, edited, and built all components - templates, video, and music - for the Brain Health video series with this software.



Figma is where the prototype for our website was constructed as well as where we are storyboarding our video series and tracking project progress.



WordPress is the platform that hosts CARE's website. It was the starting point for the website and where its theme was installed.



With the Figma prototype as our guide, we used the Elementor Pro website builder plugin to build out the design of CARE's website.

