



Co-Brand Guidelines

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Contents

AGE-u-cate™ Training Institute requires program partners to co-brand Dementia Live® and Compassionate Touch® while maintaining consistency and integrity across all communications. These guidelines will help you correctly use the logos and co-branding elements, ensuring alignment with AGE-u-cate's values and enhancing the visibility of our collective mission. While we encourage program partners to follow these guidelines, AGE-u-cate is committed to working collaboratively to accommodate your organization's co-branding requirements if they differ.



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Overview

Co-branding allows program partners to combine their brand with the AGE-u-cate, Dementia Live, and Compassionate Touch programs, creating a unified presence. The following guidelines must be adhered to when co-branding:

- **Equal Visibility:** Program partner logos should be of similar size and prominence to the AGE-u-cate, Dementia Live, and Compassionate Touch logos, though we can remain fixable to accommodate variations in logo sizing based on your organization's branding needs
- **Clear Association:** The relationship between the partner and the AGE-u-cate programs should be clear, conveying collaboration rather than ownership. This includes in print and digital communication including, but not limited to websites, digital flyers, printed collateral, and social media posts.
- **Name Usage:** It is permissible to add AGE-u-cate, Dementia Live or Compassionate Touch to already established programs by adding "powered by Dementia Live®" or "powered by Compassionate Touch®", or another similar phrase. It is not permissible to re-brand Dementia Live or Compassionate Touch as your own program. This applies to already established programs that now use AGE-u-cate programs.
- **Program Integrity:** Deliver Dementia Live® and Compassionate Touch® according to the program's intended use and educational objectives. This involves following the established protocols, using approved materials, and ensuring that all facilitators are properly trained and certified through AGE-u-cate.

Before publishing co-branded materials, submit them to AGE-u-cate at info@ageucate.com for review. Ensure all materials meet the guidelines. Approval is required for all initial co-branded materials and significant updates.

For questions or further clarification, please contact AGE-u-cate's Brand Management Team at info@ageucate.com. We are here to help you successfully co-brand and promote our shared commitment to dementia awareness and compassionate care.



Current Programs

Here are suggestions for established programs to distinguish that they are using Dementia Live® or Compassionate Touch® as part of their offerings:

Branded Program Descriptions:

- Update your program descriptions to explicitly mention the integration of Dementia Live or Compassionate Touch as a key component. Include “powered by Dementia Live®” or “powered by Compassionate Touch®” to the program branding, including logos and all mentions of the program.

Co-Branded Marketing Materials:

- Develop marketing materials, such as brochures, flyers, or email newsletters, that feature both your program’s branding and the Dementia Live or Compassionate Touch logos.

Dedicated Website Section:

- Create a dedicated section on your website that explains the role of Dementia Live or Compassionate Touch in your program. Use testimonials, videos, or case studies to illustrate their impact.

Social Media Promotion:

- Announce the inclusion of Dementia Live or Compassionate Touch on your social media platforms.

Highlight in Client Communication:

- Include information about Dementia Live or Compassionate Touch in newsletters, email updates, and other communications with clients or participants.

Staff Credentials:

- Emphasize the certification of your staff in Dementia Live or Compassionate Touch on your website and in marketing materials. This demonstrates your team’s expertise and commitment to high-quality care.

Collaborative Press Releases:

- Issue press releases that announce your use of Dementia Live or Compassionate Touch. Collaborate with AGE-u-cate for templates and additional support.

Program Events and Workshops:

- Host special events or workshops to introduce Dementia Live or Compassionate Touch. Promote these events as unique offerings within your established program, encouraging participation and media coverage.





Trademark Guidelines

AGE-u-cate™ Trademark Guidelines (the “Guidelines”) have been created to help our partners, licensees, and other authorized third parties (collectively, “You”) understand how to use AGE-u-cate’s brand assets correctly, including AGE-u-cate™, Dementia Live® and Compassionate Touch® logos, trademarks, colors, and any other word, name, phrase, image, or other designation that identifies the source or origin of any of AGE-u-cate products or services. You are permitted to use the AGE-u-cate Brand Assets only in accordance with these Guidelines and the AGE-u-cate Style Guide. Any use of the AGE-u-cate Brand Assets contrary to the Guidelines or Style Guide is prohibited. AGE-u-cate reserves the right to revise or update the Guidelines and Style Guide at any time in its sole discretion.

The AGE-u-cate Brand Assets are valuable AGE-u-cate intellectual property. By using or making reference to any AGE-u-cate Brand Asset, you agree to comply with the Guidelines. You recognize that AGE-u-cate owns its Brand Assets and by using them, you agree to support and respect their ownership. Positive impact created by the use of these assets benefits both you, AGE-u-cate, and the broader community, including other program partners and the industry as a whole. We may review use of our Brand Assets at any time, and we reserve the right to terminate or modify any permissions granted by AGE-u-cate.

Any first mention of Age-u-cate, or affiliated programs, will carry a trademark (™ or ®) for the first use of the word. Dropping the mark for any ongoing mentions is permissible.

If you have a separate written agreement with AGE-u-cate including, but not limited to, an AGE-u-cate Program Agreement, or any other partnership agreement, that agreement may include different or additional terms concerning the use of the AGE-u-cate Brand Assets. If so, please follow the specific guidelines in your agreement as well as these Guidelines. To the extent these terms differ, the specific guidelines in your agreement will control.



Typography

Here are fonts associated with the majority of AGE-u-cate™ branded programs. Consider using these fonts for a more cohesive look when creating co-branded material.

Heading

Montserrat
Semibold
20 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+

Subhead

Montserrat
Medium
16 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+

Body

Montserrat
Regular
12 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+

Color Palette

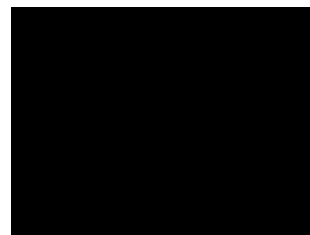
For consistency and brand cohesion, utilize the designated colors for co-branded material. These logos and colors are integral to our visual identity. Adhering to these guidelines ensures a cohesive and professional appearance throughout the co-branded material.



C: 82 M: 100 Y: 9 K: 1
R: 80 G: 49 B: 130
#503182



C: 66 M: 20 Y: 91 K: 3
R: 99 G: 155 B: 78
#639b4e



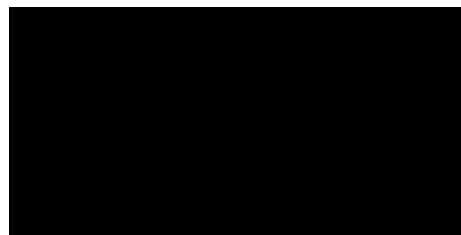
C: 75 M: 68 Y: 67 K: 90
R: 0 G: 0 B: 0
#000000



Color Palette



C: 92 M: 62 Y: 16 K: 2
R: 57 G: 99 B: 151
#396397



C: 75 M: 68 Y: 67 K: 90
R: 0 G: 0 B: 0
#FFFFFF



C: 0 M: 91 Y: 96 K: 0
R: 206 G: 64 B: 46
#ce402e

C: 1 M: 51 Y: 95 K: 0
R: 220 G: 143 B: 56
#dc8f38

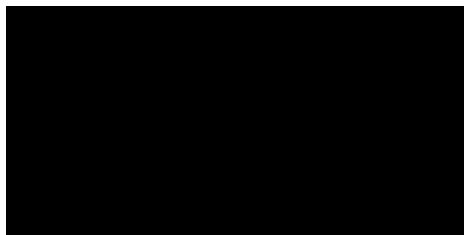
DEMENTIALive®
Proven. Powerful. Essential.



Color Palette



C: 68 M: 92 Y: 7 K: 1
R: 100 G: 61 B: 138
#643d8a



C: 75 M: 68 Y: 67 K: 90
R: 0 G: 0 B: 0
#FFFFFF



C: 87 M: 79 Y: 3 K: 0
R: 70 G: 80 B: 153
#465099

C: 78 M: 27 Y: 16 K: 0
R: 89 G: 148 B: 184
#5994b8

Compassionate
Touch[®]
Elevating Human Connection



Logo Lockup



u = X-Height Clearspace

For co-branding, ensure that each logo is legible and sized to appear optically equal, or sized according to your organization's branding guidelines if different, to maintain visual balance. In brand-neutral environments, it is preferred to position the dominant brand's logo on the left to signify its primary presence.

Do not stretch, compress, or otherwise distort the logo in any way, including adding elements, changing fonts, or cropping. All AGE-u·cate brand logos can be downloaded from coach resources.

Horizontal

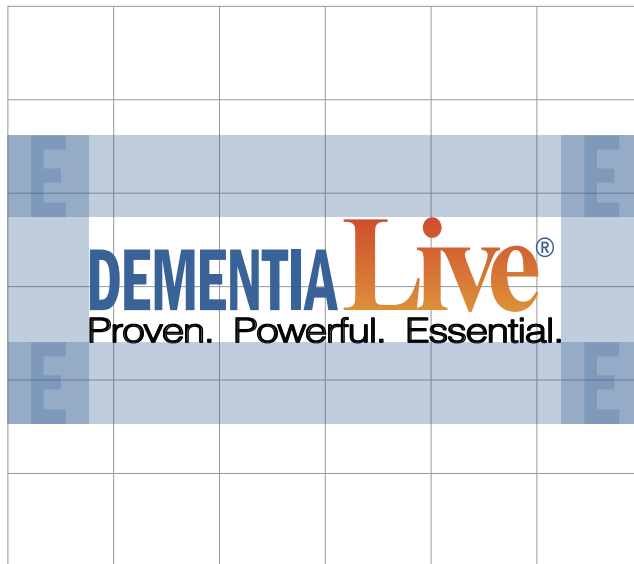


Vertical



Note:
Flip For Program
Partner Led Alliances

Logo Lockup

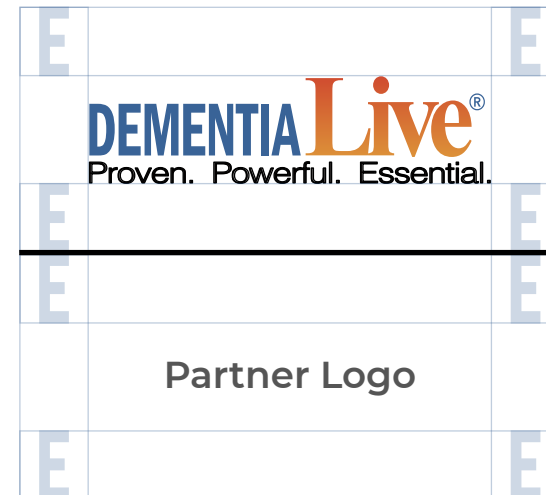


E = X-Height Clearspace

Horizontal



Vertical



Note:
Flip For Program
Partner Led Alliances

Logo Lockup



O = X-Height Clearspace

Horizontal



Vertical



Note:
Flip For Program
Partner Led Alliances

Photo Usage



Empathetic



Educational & Engaged



Senior Lifestyle



Diversity For Group Photos

In our brand photography, AGE-u-cate aims to capture subjects who are genuinely engaged and enthusiastic, reflecting our core values of empathy and innovation to seniors. We encourage program partners to use clear, well-composed shots that showcase dynamic interactions and the impactful work you do.

Our visuals should not only highlight the dedication and expertise of our staff but also illustrate how our efforts contribute meaningfully to our clients and community. We encourage program partners to ensure that every photograph tells a story of commitment and positive change, aligning with our mission to make a difference for the aging services industry.

- **Permissions:** Obtain written permission from participants before sharing photos or videos. A consent form template is available for you in coach resources. For group photos and videos, ensure all individuals have consented.
- **Video Content:** Video recordings of Dementia Live and Compassionate Touch sessions must be carefully curated. Do not record or share videos that include personal information or show participants in a vulnerable state. Highlight general activities, testimonials (with permission), and educational content instead.
- **Quality:** Use high-quality images and videos. Avoid blurry or poorly lit content. Ensure logos and branding are clearly visible.

Brand Dominance

With over 2.5 million people benefiting from AGE-u-cate education and training through program partnerships, it's crucial to harness the brand's influence and that of its affiliated programs to advance our shared mission of igniting positive change for people living with dementia and their caregivers. This is often known as brand dominance.

In AGE-u-cate, Dementia Live, or Compassionate Touch dominant co-branded communications, our visual identity leads, with the partner logo in a subordinate position.

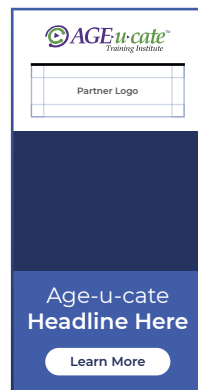
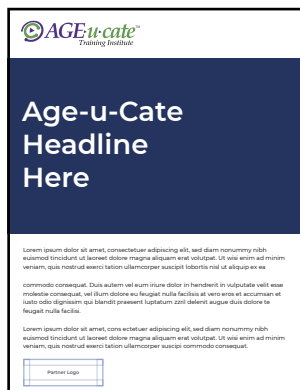
Design Requirements:

- 1) Use the AGE-u-cate visual identity system as outlined in the AGE-u-cate Visual Style Guide.
- 2) Ensure AGE-u-cate and partner logos are optically equal in size.
- 3) Display the AGE-u-cate logo in full color on a white background; if not possible, use the reverse, all-black, or all-white versions.
- 4) Always use full names in all collateral, including appropriate trademark and registration marks.

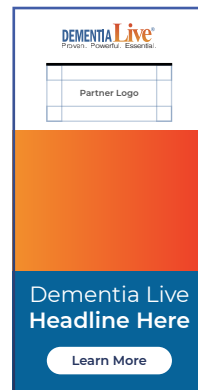
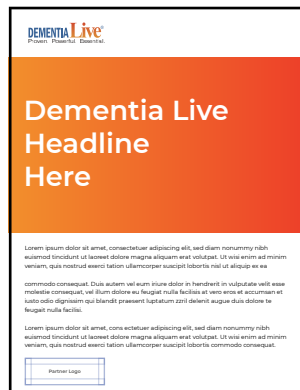
If your organization's branding guidelines require something different, please contact AGE-u-cate for a collaborative conversation.



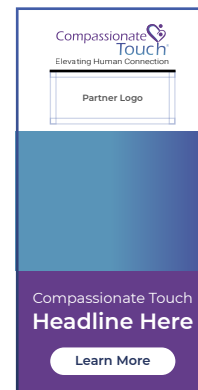
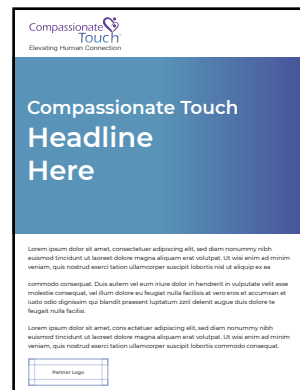
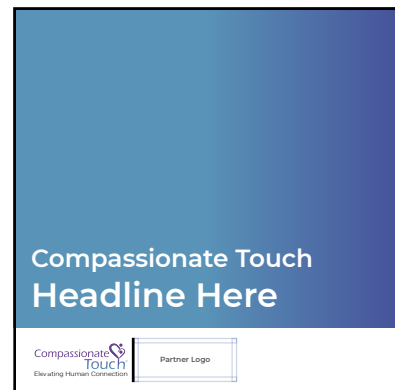
Visual Style Guides



AGE-u-cate Dominant



Dementia Live Dominant



Compassionate Touch Dominant

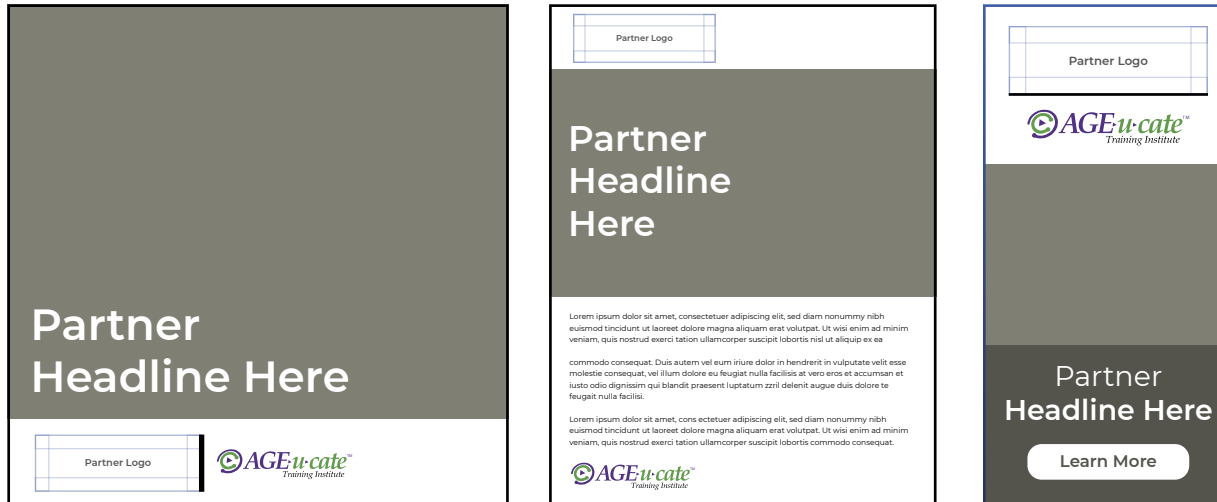
Program Partner Dominant

Partner dominance occurs when the program partner brand leads the communication experience, with their visual system taking precedence. Although the design prioritizes the partner's visual identity, AGE-u-cate and affiliated logos must be protected and displayed appropriately.

Design Requirements:

- 1) Use the Partner's visual identity system where possible.
- 2) Ensure AGE-u-cate and partner logos are optically equal in size.
- 3) Display the AGE-u-cate logo in full color on a white background; use reverse, all-black, or all-white versions if needed.

If your organization's branding guidelines require something different, please contact AGE-u-cate for a collaborative conversation.



Websites

Incorporating AGE-u-cate™, Dementia Live® and Compassionate Touch® into your website helps highlight your commitment to innovative dementia care and compassionate caregiving. These guidelines ensure that program information is presented accurately and aligns with AGE-u-cate's brand standards.

Linked Resources

- **Program Information Pages:** Include links to the official Dementia Live and Compassionate Touch pages on the AGE-u-cate website. For example: "Learn more about Dementia Live® by visiting AGE-u-cate's official page."
 - https://ageucate.com/index.php?main_page=dementia_live
 - https://ageucate.com/index.php?main_page=compassionate_touch
- **Contact Information:** Provide clear contact information for visitors interested in learning more or scheduling a program session.

Content Guidelines

- **Educational Focus:** Ensure the content is informative, highlighting the benefits and impact of Dementia Live and Compassionate Touch. Avoid overly promotional language.
- **Testimonials and Stories:** Include testimonials or case studies that demonstrate the effectiveness of the programs. Ensure all testimonials are approved by AGE-u-cate and participants have given consent for their stories to be shared.
- **Positive Language About Dementia:** Use positive and respectful language, guided by the Dementia Action Alliance's "Words Matter" document. This document is available in coach resources. Focus on person-centered terminology that emphasizes the individuality and capabilities of those living with dementia, avoiding stigmatizing or dehumanizing terms.

Digital Badges

AGE-u-cate provides digital badges for all trained program coaches. These badges validate the expertise of your team and reinforce the credibility of your program offerings. Proudly display digital badges on your website and email signatures.

Positive Language Examples:

Instead of saying "people suffering from dementia" or a "dementia patient", say "people living with dementia" or "a person living with dementia".

Instead of saying "exhibiting behaviors", say "expressing emotions or having a stress reaction".

Instead of saying, "dementia is tragic or burdensome", say "dementia is life changing or challenging".



Social Media

Social media is a powerful tool for promoting programs and events utilizing Dementia Live® and Compassionate Touch®. These guidelines will ensure your marketing efforts are consistent, engaging, and aligned with AGE-u-cate's brand values. Following these rules will enhance visibility, protect participant privacy, and strengthen our shared mission.

Program Tagging and Hashtags



@AGEucateTraining



@ageucate_training



@AGE-u-cate Training Institute

#DementiaLive, #CompassionateTouch, #AGEucate

#DementiaAwareness, #DementiaEducation, #DementiaTraining,
#Caregiving, #QualityofLifeCare, #PersonCenteredCare

Content Tone and Messaging

- **Positive and Empowering:** Focus on the benefits of the programs and the positive impact on participants and caregivers.
- **Educational:** Share insights or tips from the programs that followers can learn from.
- **Respectful:** Always be respectful and considerate, especially when discussing sensitive topics related to dementia and aging.
- **Positive Language About Dementia:** When discussing dementia, program partners are encouraged to use positive and respectful language, guided by the Dementia Action Alliance's "Words Matter" document. This document is available in coach resources. Focus on person-centered terminology that emphasizes the individuality and capabilities of those living with dementia, avoiding stigmatizing or dehumanizing terms. See examples on page 17.

Engagement and Interaction

- **Responding to Comments:** Monitor comments on your posts and respond promptly, especially to questions or concerns. Maintain a professional and supportive tone.
- **Sharing and Reposting:** When AGE-u-cate shares or reposts your content, engage by liking, commenting, or resharing to amplify the reach.



Media

AGE-u-cate Training Institute welcomes media coverage of Dementia Live and Compassionate Touch events. These programs are impactful, and media involvement can help spread awareness. However, it is essential that media coverage aligns with our brand values, respects participant privacy, and accurately represents the programs.

Media Participation

To offer an authentic view of the programs while respecting participants' privacy:

- **Journalist Participation:** Encourage journalists, news anchors, or other media staff to experience Dementia Live firsthand and share their experiences on air or in print. This approach is powerful for storytelling and avoids privacy concerns associated with filming participants.
- **Testimonials:** Media can record interviews with event organizers, facilitators, or experts about the benefits of Dementia Live and Compassionate Touch. These interviews can provide context and insights without compromising participant privacy

On-Site Coverage

- **Event Coordination:** Coordinate with event organizers to determine the best times and locations for filming or taking photos. Avoid interrupting the flow of the event.
- **Focus on Program Impact:** Coverage should highlight the educational and emotional impact of the programs. Stories should emphasize how Dementia Live and Compassionate Touch are transforming care for individuals with dementia and their caregivers.
- **Respectful Approach:** Media should approach the topic of dementia with sensitivity, avoiding stigmatizing language or imagery. Coverage should focus on education, empowerment, and compassionate care.
- **Positive Language About Dementia:** When discussing dementia, program partners are encouraged to use positive and respectful language, guided by the Dementia Action Alliance's "Words Matter" document. This document is available in coach resources. Focus on person-centered terminology that emphasizes the individuality and capabilities of those living with dementia, avoiding stigmatizing or dehumanizing terms. See examples on page 17.



Public Events

Public facing events are an impactful way to show your commitment to your community and those you serve. These guidelines will help you maintain compliance with licensing agreements and ensure consistent, high-quality program delivery.

Guidelines

- **Adherence to Licensing Agreements:** Ensure that the use of Dementia Live® and Compassionate Touch® at conferences, as part of educational webinars, or included in other public events complies with AGE-u-cate's licensing agreements. This includes following all guidelines for program delivery, content, and presentation as outlined in your licensing agreement.
- **Co-Branding Requirements:** Properly co-brand your event materials and presentations to include both your organization's branding and AGE-u-cate's. Use the official Dementia Live® and Compassionate Touch® logos, along with the AGE-u-cate® logo, as specified in the co-branding guidelines. This ensures that AGE-u-cate's brand identity is maintained and recognized.
- **Program Integrity:** Deliver Dementia Live® and Compassionate Touch® according to the program's intended use and educational objectives. This involves following the established protocols, using approved materials, and ensuring that all facilitators are properly trained and certified through AGE-u-cate.
- **Promotional Materials:** In all promotional materials for the event, it is preferred that you clearly state that Dementia Live® and Compassionate Touch® will be featured. Highlight the partnership with AGE-u-cate and include accurate and consistent descriptions of the programs.
- **Event Coordination:** Coordinate with AGE-u-cate when planning to showcase Dementia Live® and Compassionate Touch® at public events. This may include obtaining approval for your event materials and receiving support or guidance from AGE-u-cate for program delivery best practices.





AGE-u-cate™ has partnered with The Tiber Group to offer customized co-branding solutions for program partners interested in elevating their marketing efforts beyond this guideline. These options are designed to help you maintain the integrity of AGE-u-cate's branding while enhancing your organization's visibility and impact. You can choose one or any combination of the following co-branded materials:

Co-Branding Opportunities:

Customised Co-Branded Logo

Professionally designed logo that incorporates both your organization's brand and any of AGE-u-cate's logos that can be used across all your marketing materials.

Website Page Design

Design a dedicated co-branded page for your website that showcases your partnership with AGE-u-cate.

Collateral Co-Branding

Professionally incorporate your logo to AGE-u-cate's Empowerment Tools and other educational handouts.

Co-Branded Educational Resources

Develop a co-branded educational toolkit or resource library leveraging AGE-u-cate's vast bank of education content. These materials, such as brochures, guides, or handouts, will feature both your brand and AGE-u-cate's, designed to enhance your community outreach efforts.

Social Media and Digital Campaigns

Launch a co-branded digital marketing campaign, including custom social media graphics, and email templates, sharing the impact of your organization's use of Dementia Live or Compassionate Touch. This package also includes analytics support to measure the impact of your campaigns.

Get Started with The Tiber Group

If you're interested in exploring these co-branding opportunities or learning more about how we can support your marketing needs, please contact The Tiber Group at info@thetibergroup.com or (859) 469-2592. Our team will work closely with you and the AGE-u-cate team to create a tailored solution that aligns with AGE-u-cate's brand guidelines and enhances your organizations outreach.



Thank You for Elevating Quality Dementia Education.

We extend our heartfelt thanks to our program partners for your dedication and collaboration in elevating the impact of quality dementia education through Dementia Live® and Compassionate Touch®. Your commitment to delivering these transformative programs enriches the lives of countless individuals and caregivers, making a meaningful difference in your communities.

At AGE-u-cate™, we deeply value the power of collaboration. Together, we are shaping the future of dementia care, ensuring that more people have access to compassionate, innovative, and life-changing care and support through education. Your partnership helps amplify the reach and effectiveness of our programs, and we are proud to stand alongside you in this mission.

Please know that AGE-u-cate™ is here for ongoing support. Whether you need guidance, resources, or assistance with your co-branding efforts, we are committed to helping you succeed. Together, we will continue to foster a brighter, more compassionate future in dementia care.

Thank you for being an essential part of this journey.

The AGE-u-cate Team



**Please Contact Us
With Any Questions
or Concerns**

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