



# MULTISECTOR PLAN *for* AGING

## Communications Toolkit

### THE PURPOSE OF THIS TOOLKIT

This toolkit provides brand guidelines and communications resources for Multisector Plan for Aging (MPA) programs. The logo and other visual assets are intended to be used by MPA partners in educational or promotional materials.

For questions about using the MPA branding and communications resources, please contact [MPA@westhealth.org](mailto:MPA@westhealth.org).

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## LOGOS

The MPA logo is available in two configurations: **horizontal and stacked**. The available space of the layout will determine which logo is most appropriate to use, keeping in mind brand visibility is the goal.

[Access the files here.](#)

### Required Programs/Assets:

Provided below is a list of required programs and/or assets needed to access the original design files:

- Adobe Illustrator

#### HORIZONTAL



\* For the inversed white version of the logo, please use either the PNG or SVG file.

#### STACKED



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# COLOR PALETTE

The main colors of the MPA logo are dark blue and dark orange, but color tints may be used for supporting materials, provided they are consistent with the brand.

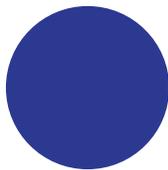
## Required Programs/Assets:

Provided below is a list of required programs and/or assets needed to access the files:

- N/A

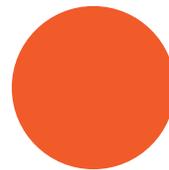
## LOGO COLORS

### MPA Blue



CMYK: 100 / 95 / 5 / 0  
RGB: 43 / 57 / 144  
HEX: #2b3990

### MPA Orange



CMYK: 0 / 80 / 95 / 0  
RGB: 241 / 90 / 41  
HEX: #f15a29

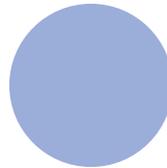
## SECONDARY COLORS

### Light Blue



CMYK: 16 / 9 / 0 / 0  
RGB: 210 / 219 / 240  
HEX: #d2dbf0

### Medium Blue



CMYK: 38 / 26 / 0 / 0  
RGB: 155 / 173 / 217  
HEX: #9badd9

### Light Orange



CMYK: 2 / 10 / 22 / 0  
RGB: 250 / 228 / 199  
HEX: #fae4c7

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# FONTS

Montserrat is a very adaptable font. Due to its geometric and aesthetic simplicity, this typeface can be used almost anywhere—from printed materials to digital content. This typeface achieves high legibility even in small sizes.

[Access the files here.](#)

## Required Programs/Assets:

Provided below is a list of required programs and/or assets needed to access the files:

- Montserrat Font Family

MONTERRAT LIGHT +  
*LIGHT ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

MONTERRAT REGULAR +  
*ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

MONTERRAT MEDIUM +  
*MEDIUM ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

MONTERRAT SEMIBOLD +  
*SEMIBOLD ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

MONTERRAT BOLD +  
*BOLD ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

MONTERRAT EXTRABOLD +  
*EXTRABOLD ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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# POWERPOINT TEMPLATE

The PowerPoint template uses the universal system font, Arial, so it appears consistent on all computers. The deck includes the following: title slides, divider slides, and content slides.

[Access the files here.](#)

## Required Programs/Assets:

Provided below is a list of required programs and/or assets needed to access the files:

- Microsoft PowerPoint

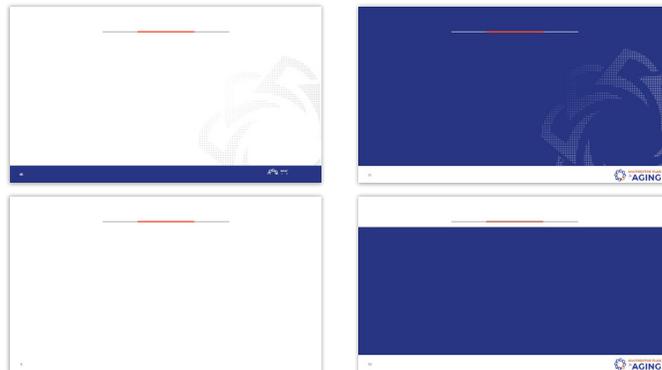
## TITLE OPTIONS



## DIVIDER OPTIONS



## CONTENT OPTIONS



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# SOCIAL MEDIA CARDS

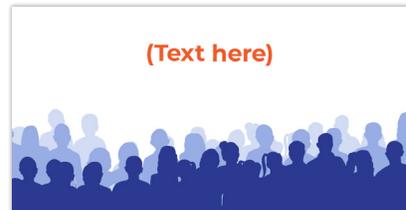
There are (9) templates for social media graphics to allow for different types of post topics, including education/awareness, recognition, and general announcements/news/events. These cards are sized for LinkedIn and use the Montserrat font family.

[Access the files here.](#)

## Required Programs/Assets:

Provided below is a list of required programs and/or assets needed to access the files:

- Adobe Photoshop
- Montserrat Font Family



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# ONE-PAGER TEMPLATE

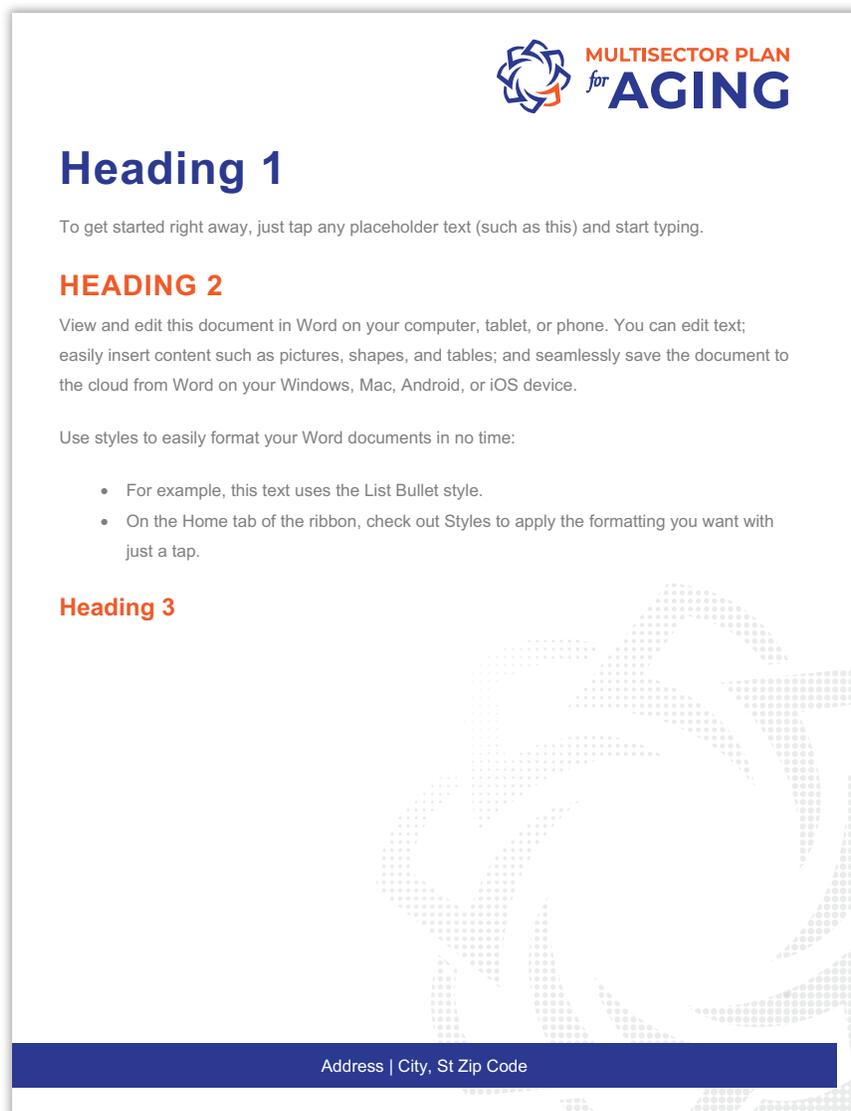
The one-pager template uses the universal system font, Arial, so it appears consistent on all computers. This may be used for a variety of projects, including announcements and letterhead.

[Access the files here.](#)

## Required Programs/Assets:

Provided below is a list of required programs and/or assets needed to access the files:

- Microsoft Word



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# MULTISECTOR PLAN *for* AGING

To access all resources in this toolkit, please use this link:

[Access the files here.](#)

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## PARTNERS



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