

# BRAND COLORS:

---



**C:** 76  
**M:** 79  
**Y:** 1  
**K:** 28  
**HEX:** #437977



**C:** 71  
**M:** 78  
**Y:** 1  
**K:** 18  
**HEX:** #584183



**C:** 68  
**M:** 55  
**Y:** 18  
**K:** 1  
**HEX:** #747ca6



**C:** 36  
**M:** 87  
**Y:** 21  
**K:** 1  
**HEX:** #b34885



**C:** 86  
**M:** 72  
**Y:** 22  
**K:** 6  
**HEX:** #3d5588

# PRINT FONTS:

---

**CERA BASIC BLACK**  
**CERA BASIC BOLD**  
CERA BASIC REGULAR

**Headlines, Subheads  
and CTA Elements**

Always ALL CAPS  
Letterspace of 35 - 50

(Mix 'n Match, see samples)

**YUMMO BOLD**  
YUMMO REGULAR  
YUMMO LIGHT

**Secondary Headline Font**  
And Graphic Elements

**Futura Std Bold**  
Futura Std Medium  
Futura Std Book  
Futura Std Light

**Paragraphs**

Subheads and body text:  
combo of weights as needed

**Yummo Family:** <https://www.myfonts.com/fonts/flat-it/yummo/regular/>

**Futura Std Family:** <https://www.myfonts.com/search/futura%20std%20bold>

**CERA BASIC FAMILY:** ATTACHED (FOUNDRY UNKNOWN)

**VENTANA**<sup>™</sup>

BY  BUCKNER.

Inspiring happiness.™

# PRINT FONTS: SAMPLES

**Cera Basic Bold  
with Yummo Reg**

**NOT ALL  
HEROES WEAR  
CAPES,  
BUT THEY DO WEAR MASKS.**

**VENTANA**  
BY BUCKNER.  
Inspiring happiness.™

On behalf of our Members and staff, Ventana by Buckner would like to offer our heartfelt thanks. Not only to our healthcare heroes who are protecting all of us by putting themselves at risk, but to those—young and old—who have taken the recommended precautions at this precarious time. By staying in, by wearing masks and gloves and by avoiding unnecessary interactions, you've made a critical difference for yourself and your family, as well as for those most at risk.

**WE SALUTE YOU. WE SUPPORT YOU. AND SOMEDAY SOON, WE HOPE TO SHAKE YOUR HANDS.**

214.305.2559 | LIFE CARE MEETS LUXURY | VENTANABYBUCKNER.COM | #W&B

**Cera Basic Subhead**

**Cera Basic Bold Alone**

**EXPERIENCE  
CARE AT EVERY  
LEVEL**

In building Ventana by Buckner, our goal has always been to deliver health services that are on par with the exemplary quality of life we offer our Members.

Thanks to our close collaboration with Baylor Scott & White Health, we provide for the full spectrum of health and wellness needs both for the older adults who reside here, and for those who are referred to our care. Accordingly, here at Ventana, you'll find the most current medical technology and a staff whose experience and compassion are beyond question.

**Learn more at [VentanaByBuckner.com/care-options](https://VentanaByBuckner.com/care-options).**  
Or, call us to make a referral or to receive more information.  
**214.306.4023**

**BaylorScott&White**  
HEALTH

**VENTANA**  
BY BUCKNER.  
Inspiring happiness.™

Independent Living | Assisted Living  
Memory Care | Skilled Nursing | Rehab | Respite

214.306.4023 | VENTANABYBUCKNER.COM | #W&B

**Futura STD subhead**

**Cera Basic Bold  
with Yummo Bold**

**“OUR VIEW  
IS THE SAME.  
BUT THE WAY  
WE LOOK AT IT  
HAS CHANGED.”**

The last few months have changed life for all of us. But for those who only recently moved to Ventana, those changes have been tempered with a sense of hope. Even as we've isolated from others, the comfort of community has surrounded us.

It didn't take us long to appreciate the convenience of having fresh-made meals delivered to our doors. We've been impressed by the strict protocols and professionalism of the staff. And, we've found safe ways to take joy in our beautiful surroundings here in the Park Cities.

Certainly, none of us were expecting the changes we've experienced this spring. But with the benefit of hindsight, we couldn't possibly have made a better move.

**ASK ABOUT AVAILABLE RESIDENCES.**  
Call us at **214.385.4210** or take a virtual tour at [VentanaByBuckner.com](https://VentanaByBuckner.com)

**VENTANA**  
BY BUCKNER.  
Inspiring happiness.™

**NOW OPEN IN DALLAS | LIFE CARE MEETS LUXURY | VENTANABYBUCKNER.COM | #W&B**

**Cera Basic for CTA info**

# WEB FONTS:

## Character Styles

Ag Body - Futura — 20pt

Ag Numbers - Futura — 20pt

AG H1 - ITC Avant Garde Gothic Std — 38pt

AG H2 - ITC Avant Garde Gothic Std — 26pt

AG H3 - ITC Avant Garde Gothic Std — 23pt

Ag H3: NEWS - ITC Avant Garde Gothic Std — 20pt

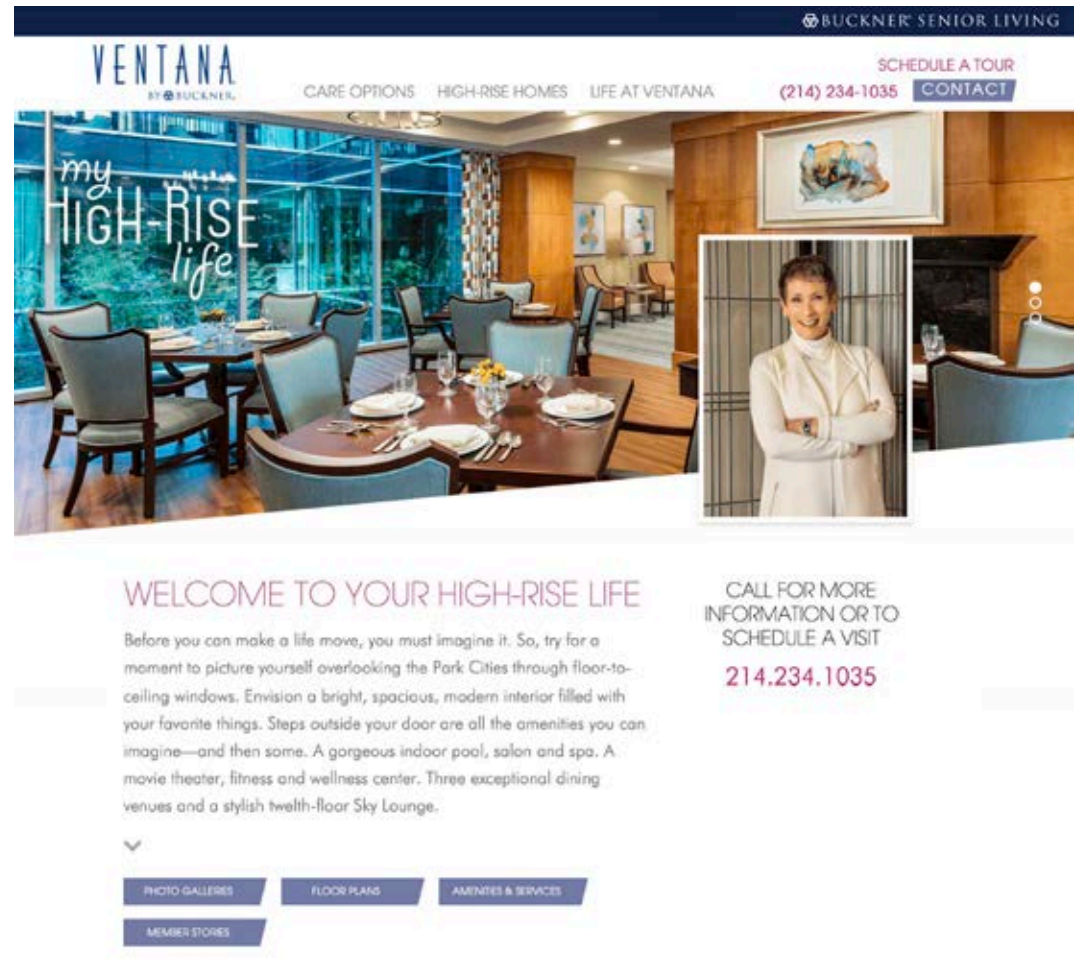
AG H4 - ITC Avant Garde Gothic Std — 20pt

AG H5 - ITC Avant Garde Gothic Std — 17pt

AG SORT LIST - ITC Avant Garde Gothic Std — 15pt

Ag FORM - ITC Avant Garde Gothic Std — 14pt

AG ITC Avant Garde Gothic Std — 12pt



The screenshot displays the website for Ventana by Buckner, a senior living community. The header features the logo 'VENTANA BY BUCKNER' and navigation links for 'CARE OPTIONS', 'HIGH-RISE HOMES', and 'LIFE AT VENTANA'. A 'SCHEDULE A TOUR' button with the phone number '(214) 234-1035' and a 'CONTACT' button are also present. The main content area includes a large image of a dining room with the text 'my HIGH-RISE life' overlaid, and a smaller photo of a woman in a white coat. Below the images, the text reads: 'WELCOME TO YOUR HIGH-RISE LIFE. Before you can make a life move, you must imagine it. So, try for a moment to picture yourself overlooking the Park Cities through floor-to-ceiling windows. Envision a bright, spacious, modern interior filled with your favorite things. Steps outside your door are all the amenities you can imagine—and then some. A gorgeous indoor pool, salon and spa. A movie theater, fitness and wellness center. Three exceptional dining venues and a stylish twelfth-floor Sky Lounge.' At the bottom, there are four buttons: 'PHOTO GALLERIES', 'FLOOR PLANS', 'AMENITIES & SERVICES', and 'MEMBER STORES'.