

Life  
enriched.



Brand  
guidelines



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# 1.0

## Welcome



# Welcome

The Mayfield Villages brand, and its sub brands, has been crafted to talk to our audience about all that Mayfield has to offer.

The brands are positioned to showcase how later living is enriching and fulfilling when you gain the freedom and benefits available at a Mayfield village.



# Our brand architecture

Our brand family consists of:

- 1 **Mayfield Villages**
- 2 Mayfield Club
- 3 Mayfield Villages Care
- 4 M Bar & Kitchen

Mayfield Villages is our parent brand which is connected to three others within the family. Mayfield Club and Mayfield Villages Care are the most closely affiliated to the parent brand, with M Bar & Kitchen sitting a small step further away.





# Our marks

2020



# Our logo family

Our logo family consists of four logos as shown on the right:

- 1 Mayfield Villages
- 2 Mayfield Club
- 3 Mayfield Villages Care
- 4 M Bar & Kitchen

The **Mayfield Villages** logo is our main brand logo and should appear on the majority of brand assets including, but not limited to, stationery, advertisements, sales brochures, etc.

The **Mayfield Club** logo is representative of our on-site health club and should be used across assets relating to all club activity. The same principles apply for the **M Bar & Kitchen** logo.

The **Mayfield Villages Care** logo should be used for all assets relating to the Care brand, as well as uniforms and livery.



1



2



3



4



# Mayfield Villages logo

Shown right is the Mayfield Villages logo. It is representative of our brand and must be used correctly to maintain brand recognition. Please follow this guide to ensure consistency.

**1** Our primary colour version is Petrol Blue and should be used across the majority of occurrences.

**2** In some instances, it may be necessary to show the logo reversed in white e.g. if being used on dark backgrounds. Always ensure there is enough contrast between the logo and background for legibility.

**3** There may be some cases in which our logo needs to use a single colour if full colour reproduction is not possible. Solid black should be used for this.

1



**MAYFIELD**  
• VILLAGES •

2



**MAYFIELD**  
• VILLAGES •

3



**MAYFIELD**  
• VILLAGES •



# Mayfield Villages logo positioning and sizing

### Sizing

The following minimum sizes have been provided as a guide for legibility when reproducing our logo in print and digital formats.

Where possible, for print, ask for proofs of all collateral to review before approving.

Here we have provided some common print and digital formats. As a general rule, the logo should be 1/5 of the shortest edge on print and 1/3 on digital formats.

When format sizes for digital fall below 100px use your best judgement, taking into consideration the clear space around the logo.

When placing the logo please size it according to the size of your document.

### Recommended print sizes:

- A6: 18mm wide
- A5: 22mm wide
- A4: 24mm wide
- A3: 30mm wide

### Recommended digital size:

100px wide

### Positioning

Our logos should be positioned in one of the four primary positions seen to the right.

Depending on amount of content and format this may not be possible. In this case the secondary placement can be used shown on the far right.



Primary placement

Secondary placement



# Exclusion zone & lock-ups

The logo must always be fully visible and legible. To ensure this, a compulsory exclusion zone must be used around our logo.

This can be measured using the height of the words from the 'Mayfield Villages' logo.

## Partner lock-ups

When creating partner logo lock-ups the same exclusion zone must be observed.

The partner logo should always appear to the right or below the Mayfield Villages logo.



**Balfour Beatty**



# Things to avoid

Our logo is the key representation of our brand, so must always be used correctly.

Here are a few examples of logo misuse that are to be avoided.

These rules apply across the entire logo suite.



Do not tilt any part of the mark together or separately



Do not change the colour



Do not have the mark in a different colour to the type  
**NB** Mayfield Villages Care is the only exception - see p25



Do not alter the weight of the lines



Do not add any effects or drop shadows to the logos



Do not use logo on busy or complicated backgrounds



Do not alter the size of the mark in relation to the type



Do not move or remove the dots



Do not stretch or distort the proportions



# Mayfield Club logo

Shown right is the Mayfield Club logo. Please follow this guide to ensure consistency.

**1** Our primary colour version is Petrol Blue and should be used across the majority of occurrences.

**2** In some instances, it may be necessary to show the logo reversed in white e.g. if being used on dark backgrounds. Always ensure there is enough contrast between the logo and background for legibility.

**3** There may be some cases in which our logo needs to use a single colour if full colour reproduction is not possible. Solid black should be used for this.

1



2



3





# Mayfield Villages Care logo

Shown right is the Mayfield Villages Care logo. Please follow this guide to ensure consistency.

**1** Our primary colour version is set in two tones of purple and should be used across the majority of occurrences.

**2** In some instances, it may be necessary to show the logo reversed in white e.g. if being used on dark backgrounds. Always ensure there is enough contrast between the logo and background for legibility.

**3** There may be some cases in which our logo needs to use a single colour if full colour reproduction is not possible. Solid black + 60% black for the 'arc' should be used for this.

1



2



3





# M Bar & Kitchen logo

Shown right is the M Bar & Kitchen logo. Please follow this guide to ensure consistency.

**1** Our primary colour version is Orange and should be used across the majority of occurrences.

**2** In some instances, it may be necessary to show the logo reversed in white e.g. if being used on dark backgrounds. Always ensure there is enough contrast between the logo and background for legibility.

**3** There may be some cases in which our logo needs to use a single colour if full colour reproduction is not possible. Solid black should be used for this.

1



• M BAR & KITCHEN •

2



• M BAR & KITCHEN •

3



• M BAR & KITCHEN •



Our  
typography



# Our primary brand fonts

Our two primary brand fonts are Mencken Std and Sofia Pro.

Our brand fonts have the flexibility and diversity to be used across a large range of hierarchy and applications.

We use all of the weights listed here, but focus on certain weights for specific uses and executions, see page 33.

Both fonts are available for use via Adobe Creative Cloud:

[Mencken Std](#)

[Sofia Pro](#)

ABCDEFGH  
IJKLMNOPQ  
RSTUVWXYZ

abcdefghijk  
lmnopqrstu  
vwxyz

1234567890  
!@£\$%&.,()

ABCDEFGH  
IJKLMNOPQ  
RSTUVWXYZ

abcdefghijk  
lmnopqrstu  
vwxyz

1234567890  
!@£\$%&.,()

Mencken  
Std Regular  
Bold  
Extra Bold

Sofia  
Pro Extra Light  
Light  
Medium  
Bold



# Type styling & hierarchy

**Headlines:**  
Sofia pro light  
or Mencken Std Bold

**Introduction:**  
Sofia Pro Light

**Subhead 1:**  
Mencken Std Bold

**Subhead 2:**  
Sofia Pro Bold

**Body copy:**  
Sofia Pro Light

**Stats and pull-out:**  
Mencken Std Bold

**Quotes/testimonials:**  
Mencken Std Regular

**Tracking and kerning**  
Tracking on both Mencken  
Std and Sofia Pro should  
be set between 0 and -15.  
Kerning: Optical

Take care to custom  
kern titles and any type  
used at sizes larger than  
20pt especially.

Further guidance  
can be found in example  
collateral – pages 93 – 98.

Headline style 1  
Sofia Pro Light

AaBbCcDdEe  
12345678!&\*

Headline style 2  
Mencken Std Bold

AaBbCcDdEe  
12345678!&\*

Body copy style  
Sofia Pro Light

abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%&.,()

Subhead style  
Sofia Pro Bold

abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%&.,()

Highlight style  
Mencken Std Bold

abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%&.,()

Introduction would be  
this weight and relative  
scale. Sofia Light 18/19pt

# Headline Headline

**Introduction style 2.**  
**Lorem ipsum dolor sit et,**  
**consec tetur adipiscing elit**  
**do eiusmod tempor icidunt**  
**ut labo re et dolore mag.**

Body copy style ed up ictis  
unde omnis iste nats error  
sit voluptatem antiumui  
dolorem ipsum quidolor sit  
amet, consec teturdisci velit,  
sed quia non numuam eius  
modi tempora incidunt ut  
labore et dolore magnam  
aliquam quaerol uptatem.

Body copy style ed ut  
perspiciatis unmnis iste  
nat error sit volu ptam  
accusantium doloremque  
laudan tium, totaaperiam.  
nat error sit volu ptam  
accusantium doloremque  
laudan tium, totaaperiam.

**SUBHEAD STYLE**  
Geaque ipsa quae ab  
illo inventore veritaquasi  
architecto beatae vitae  
dicta sunt explicabo.emo  
enim ips am voluptatquia  
voluptas sit aspertur tit aut  
fugit, sed quia conseq uunr  
mi dolores eosi nesciunt.  
Nequo quisquam est.

Style for  
pull outs,  
highlights  
or quotes

Qui dolorem ipsum quidolor  
sit amet, consec tetur,dipisci  
velit, sed quia non numquam  
eius modi tempora incidunt  
ut labore et dolore magnam  
aliquam quaerat vol uptatem.

Body copy style ed ut  
perspiciatis unde omnis  
iste nat error sit voluptam  
accusantium dolrror sit  
voluptam accue laudan  
tium, totam re riam.

Qui dolorem ipsum quidolor  
sit amet, consec tetur,dipisci  
velit, sed quia non tempora  
incidunt ut labore et dolore  
magnam tempora incidunt  
ut labore et dolore magnam  
numquam eius modi tempo  
ra incidunt ut labore et dolore  
magnam aliquam quaerat  
vol uptatem.

97%

“

Quote  
here

CTAs would  
be displayed  
like this



# System fonts

For those users who are creating documents without access to the licensed brand fonts on page 31, these are the fonts to use.

Substitute Mencken Extra Bold with Georgia Bold.

Substitute Sofia Light with Century Gothic.

Arial is to be used if Century is unavailable.

This includes all instances of the brand which sit outside of creation within Adobe Creative Suite, such as Microsoft Word, Powerpoint and emails.

Headline style 1  
Century Gothic  
Regular

Headline style 2  
Georgia Bold

Body copy style  
Century Gothic

Subhead style  
Century Gothic Bold

Highlight style  
Georgia Bold

AaBbCcDdEeFfGgHhIi  
1234567890 !@£\$%&.,()

**AaBbCcDdEeFfGgHh**  
**1234567890!@£\$%&.,**

abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%&.,()

**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@£\$%&.,()**

**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@£\$%&.,()**



Our  
straplines



# Mayfield Villages strapline

Life enriched. is the Mayfield Villages strapline and an important part of our communications.

It is a distillation of our brand, and has been created after extensive research and insight gathering.

**How to use the Mayfield Villages strapline:**

Our strapline should never be used on a piece of communication without the logo present.

It does not always need to lock-up with the logo. It can be used in various ways and at various levels of copy hierarchy. See Collateral section for examples.

It is always followed by a full stop.

It is typeset in Mencken Std Bold.

# Life enriched.



# Mayfield Villages Care strapline

Here for you. is the Mayfield Villages Care brand strapline and an important part of our communications.

It is a distillation of our brand, and has been created after extensive research and insight gathering.

**How to use the Mayfield Villages Care strapline:**

It should never be used on a piece of communication without the logo present.

It does not always need to lock-up with the logo. It can be used in various ways and at various levels of copy hierarchy. See Collateral section for examples.

It is always followed by a full stop.

It is typeset in Mencken Std Bold.

# Here for you.



Our  
colours



# Colour palette

This is the core Mayfield Villages colour palette to be used across all collateral and communications.

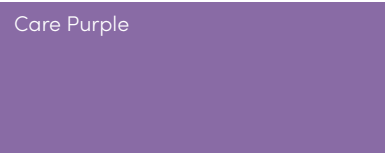
RGB, HEX, CMYK, Pantone and RAL breakdowns are provided to suit usage across a variety of media.

Mayfield Club, M Bar & Kitchen and Mayfield Villages Care will have their own colour considerations, see pages 53 – 58.

**\* N.B. If you are printing using litho uncoated, please reference page 59 – 62 for full use of Petrol Blue and Care Purple.**



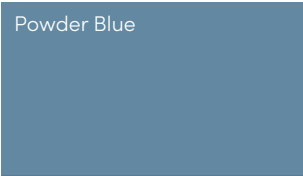
|       |              |
|-------|--------------|
| RGB   | 44/64/75     |
| HEX   | #2C404B      |
| CMYK  | 82/60/50/50* |
| PMS C | 2379         |
| PMS U | 539          |
| RAL   | 5011         |



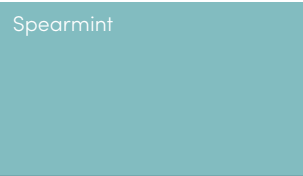
|           |             |
|-----------|-------------|
| RGB       | 126/95/147  |
| HEX       | #7E5F93     |
| CMYK      | 50/60/0/10* |
| PMS C & U | 2080        |



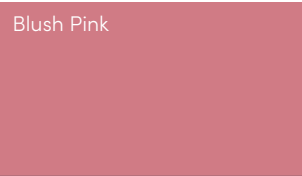
|      |             |
|------|-------------|
| RGB  | 255/255/255 |
| HEX  | #FFFFFF     |
| CMYK | 0/0/0/0     |



|      |            |
|------|------------|
| RGB  | 98/136/162 |
| HEX  | #6288A2    |
| CMYK | 65/35/25/8 |



|      |             |
|------|-------------|
| RGB  | 130/188/192 |
| HEX  | #82BCC0     |
| CMYK | 50/10/25/0  |



|      |             |
|------|-------------|
| RGB  | 208/123/133 |
| HEX  | #D07B85     |
| CMYK | 15/62/35/5  |



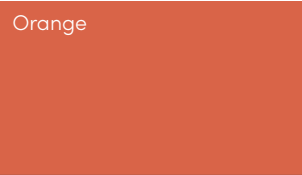
|      |             |
|------|-------------|
| RGB  | 224/168/165 |
| HEX  | #E0A8A5     |
| CMYK | 10/40/30/0  |



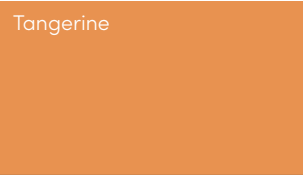
|      |            |
|------|------------|
| RGB  | 241/196/65 |
| HEX  | #F1C441    |
| CMYK | 7/22/80/0  |



|      |             |
|------|-------------|
| RGB  | 213/184/139 |
| HEX  | #D5B88B     |
| CMYK | 20/28/50/0  |



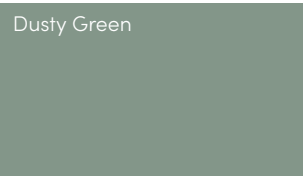
|      |            |
|------|------------|
| RGB  | 217/100/72 |
| HEX  | #D96448    |
| CMYK | 10/70/72/2 |



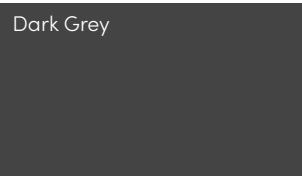
|      |            |
|------|------------|
| RGB  | 232/146/80 |
| HEX  | #E89250    |
| CMYK | 7/50/73/0  |



|      |             |
|------|-------------|
| RGB  | 153/185/120 |
| HEX  | #99B978     |
| CMYK | 45/10/65/0  |



|      |             |
|------|-------------|
| RGB  | 131/150/137 |
| HEX  | #839689     |
| CMYK | 52/28/50/0  |



|      |             |
|------|-------------|
| RGB  | 68/68/68    |
| HEX  | #444444     |
| CMYK | 65/55/52/55 |



|      |             |
|------|-------------|
| RGB  | 219/214/212 |
| HEX  | #DBD6D4     |
| CMYK | 16/15/15/0  |



# Tints of our colours

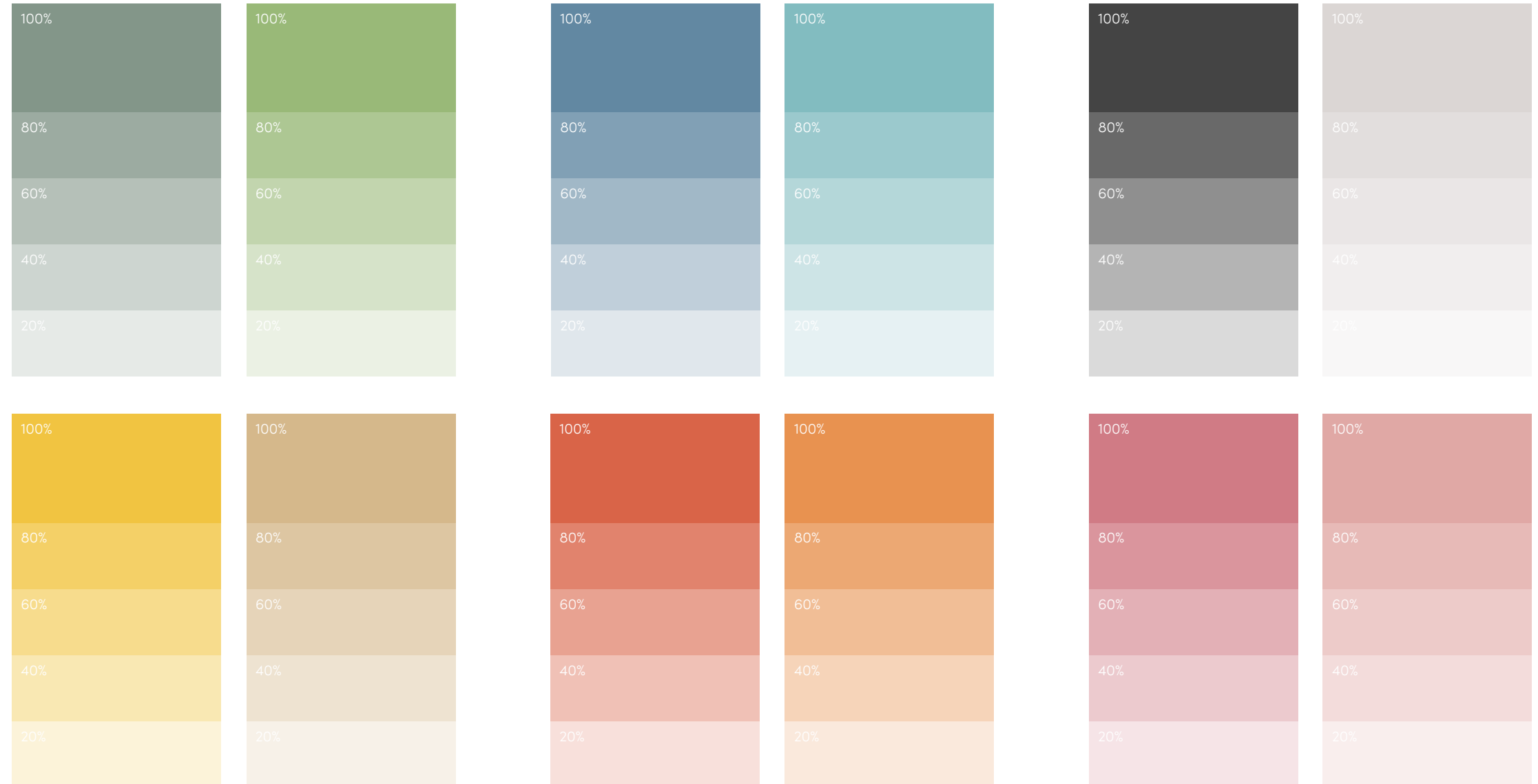
Tints can be used to support the main brand palette. Shown to the right are the permitted tints.

## How to use tints:

- To provide greater contrast and accessibility, especially in digital formats.
- In detailed graphs, infographics, charts and tables.
- To provide flexibility and change of pace within a long document.

The tints shown here have been chosen based on rigorous print tests.

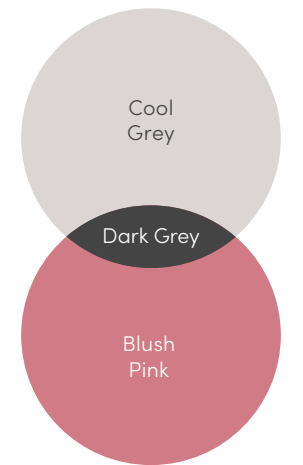
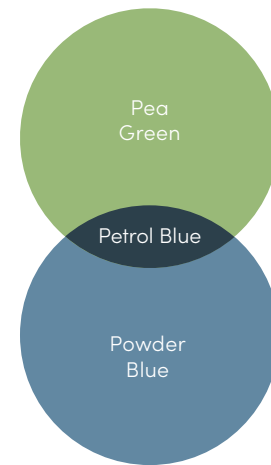
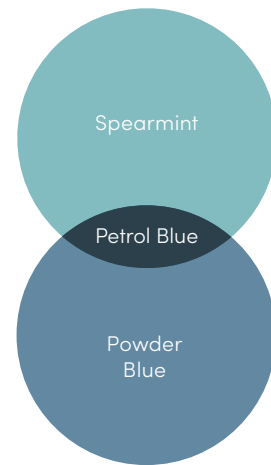
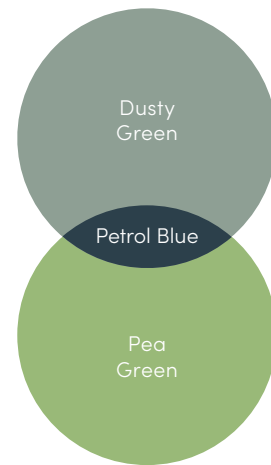
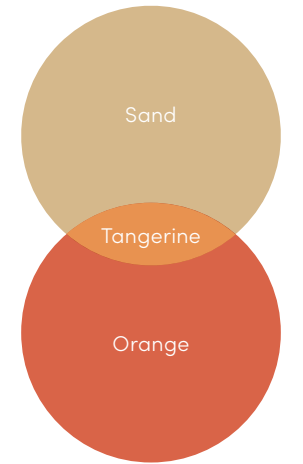
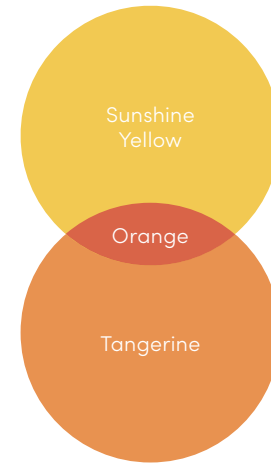
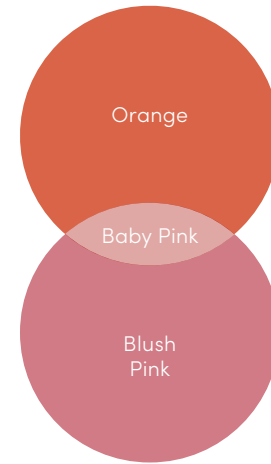
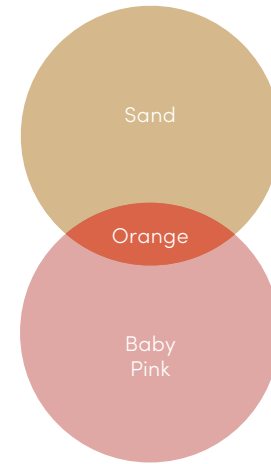
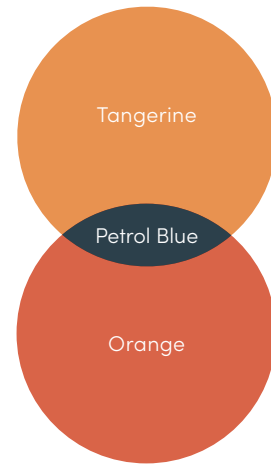
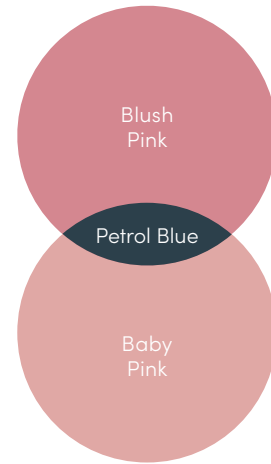
**Please note:**  
**No tints should be created from the Petrol Blue.**





# Colour combinations

Shown here are some suggested colour combinations. These are not exhaustive suggestions, and are more of a starting point for your reference.





# Online accessibility

All messaging created must be clear, legible, and accessible to everyone. The colour combinations shown here have achieved the AA accessibility rating.

When applying type online you should only use these colour combinations.

Refer to WebAIM for clarity and up to date accessibility guidance.

## Primary colour combinations



Type: #FFFFFF  
Background: #2C404B



Type: #2C404B  
Background: #FFFFFF



Type: #DBD6D4  
Background: #2C404B

## Secondary colour combinations



Type: #82BCC0  
Background: #2C404B



Type: #99B978  
Background: #2C404B



Type: #2C404B  
Background: #99B978



Type: #F1C441  
Background: #2C404B



Type: #F1C441  
Background: #2C404B



Type: #E0A8A5  
Background: #E0A8A5



Type: #F1C441  
Background: #2C404B



Type: #2C404B  
Background: #82BCC0



Type: #DBD6D4  
Background: #2C404B



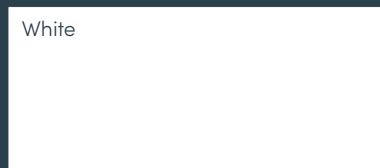
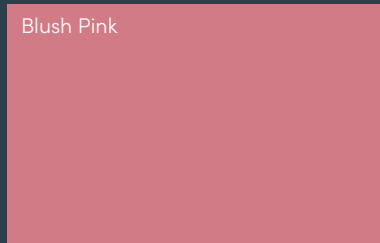
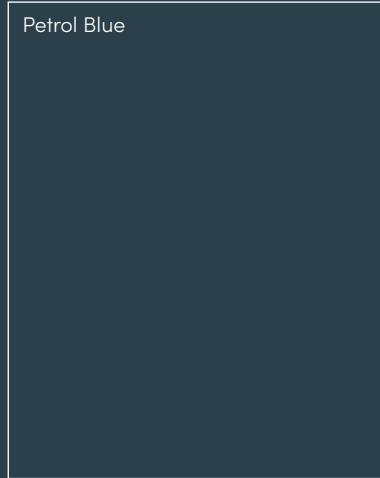
# Mayfield Club palette

The colours shown right are the palette for Mayfield Club.

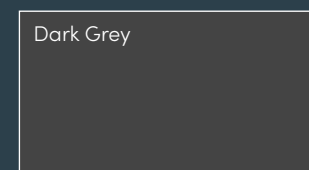
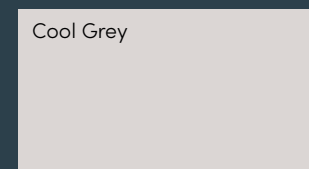
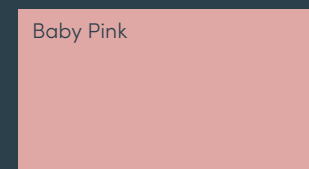
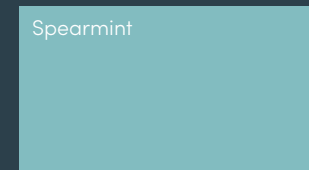
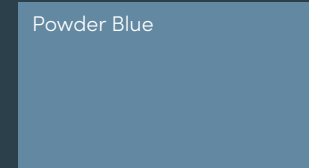
When producing collateral for Mayfield Club these colours should be used as a brand signifier.

Lead colours should be used as background and blocks of colour - the supporting colours are for use as highlights.

## Lead colours



## Supporting colours





# Mayfield Villages Care palette

The colours shown right are the palette for Mayfield Villages Care.

When producing collateral for Mayfield Club these colours should be used as a brand signifier.

Lead colours should be used as background and blocks of colour - the supporting colours are for use as highlights.

The usage of the Mayfield Villages Care Arc shown right is explained on page 79.

## Lead colours

Care Purple

Petrol Blue

Spearmint

White

## Supporting colours

Blush Pink

Dusty Green

Sand

Powder Blue

Cool Grey

Dark Grey





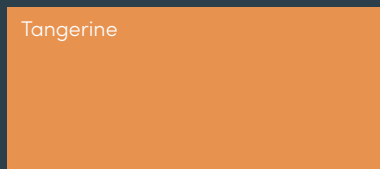
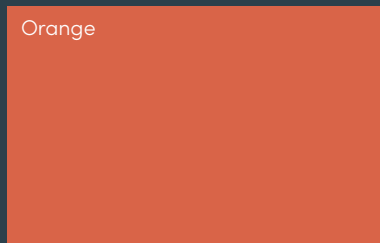
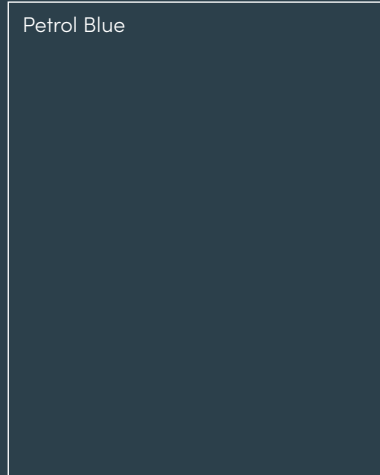
# M Bar & Kitchen palette

The colours shown right are the palette for M Bar & Kitchen.

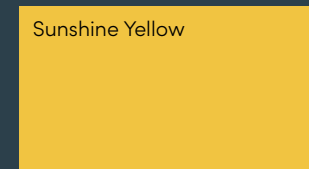
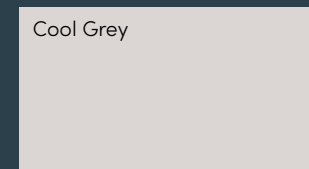
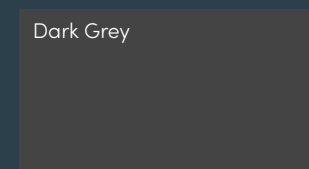
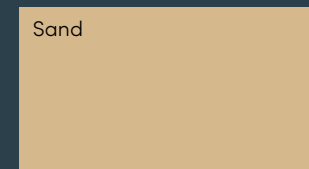
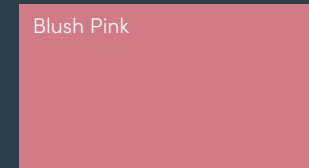
When producing collateral for M Bar & Kitchen these colours should be used as a brand signifier.

Lead colours should be used as background and blocks of colour - the supporting colours are for use as highlights.

## Lead colours



## Supporting colours





# Mayfield Villages

## Petrol Blue

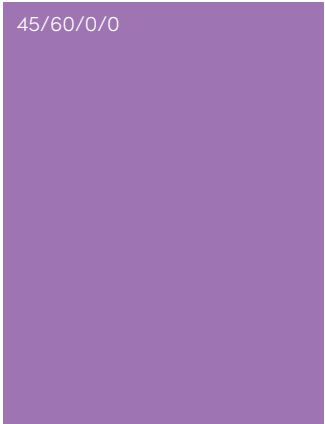
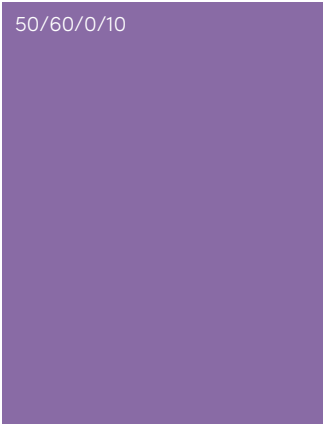
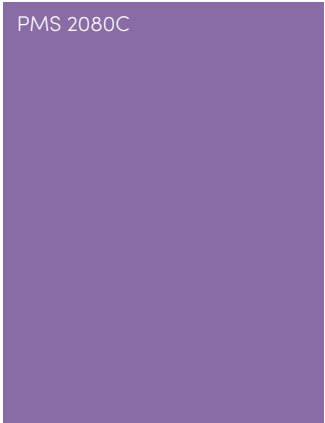
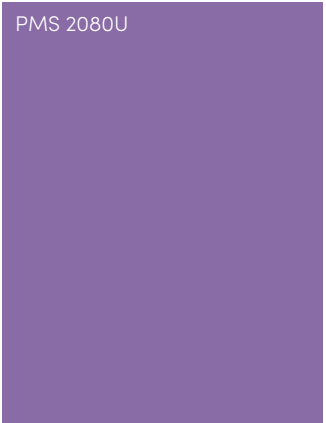
This set of colour references has been carefully tested and selected to ensure consistency across different printing techniques and stocks.

|         | Litho Printing<br>Coated | Litho Printing<br>Uncoated | Digital Printing<br>Coated & Uncoated |
|---------|--------------------------|----------------------------|---------------------------------------|
| CMYK    | <div>82/60/50/50</div>   | <div>100/60/50/40</div>    | <div>82/60/50/50</div>                |
| Pantone | <div>PMS 2379</div>      | <div>PMS 539</div>         | N/A                                   |



# Mayfield Villages Care Purple

This set of colour references  
has been carefully tested and  
selected to ensure consistency  
across different printing  
techniques and stocks.

|         | Litho Printing<br>Coated                                                                                  | Litho Printing<br>Uncoated                                                                                | Digital Printing<br>Coated & Uncoated                                                                     |
|---------|-----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| CMYK    | <div>45/60/0/0</div>   | <div>50/60/0/10</div>  | <div>50/60/0/10</div>  |
| Pantone | <div>PMS 2080C</div>  | <div>PMS 2080U</div>  | <div>N/A</div>                                                                                            |



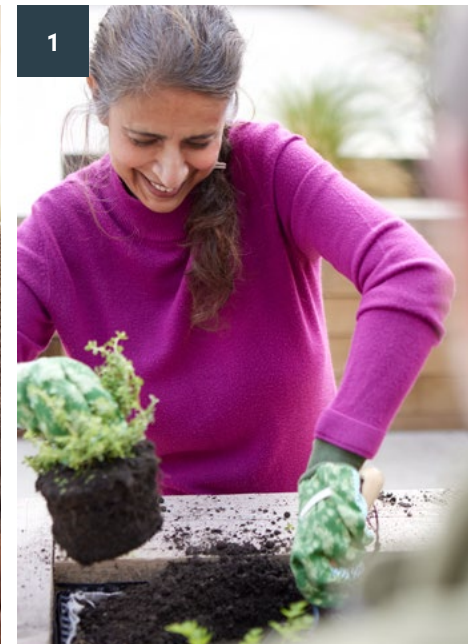
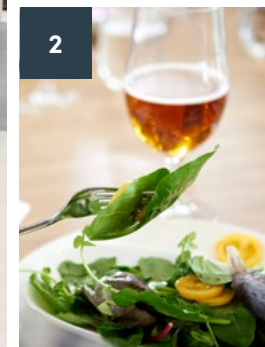
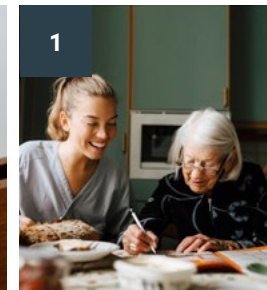
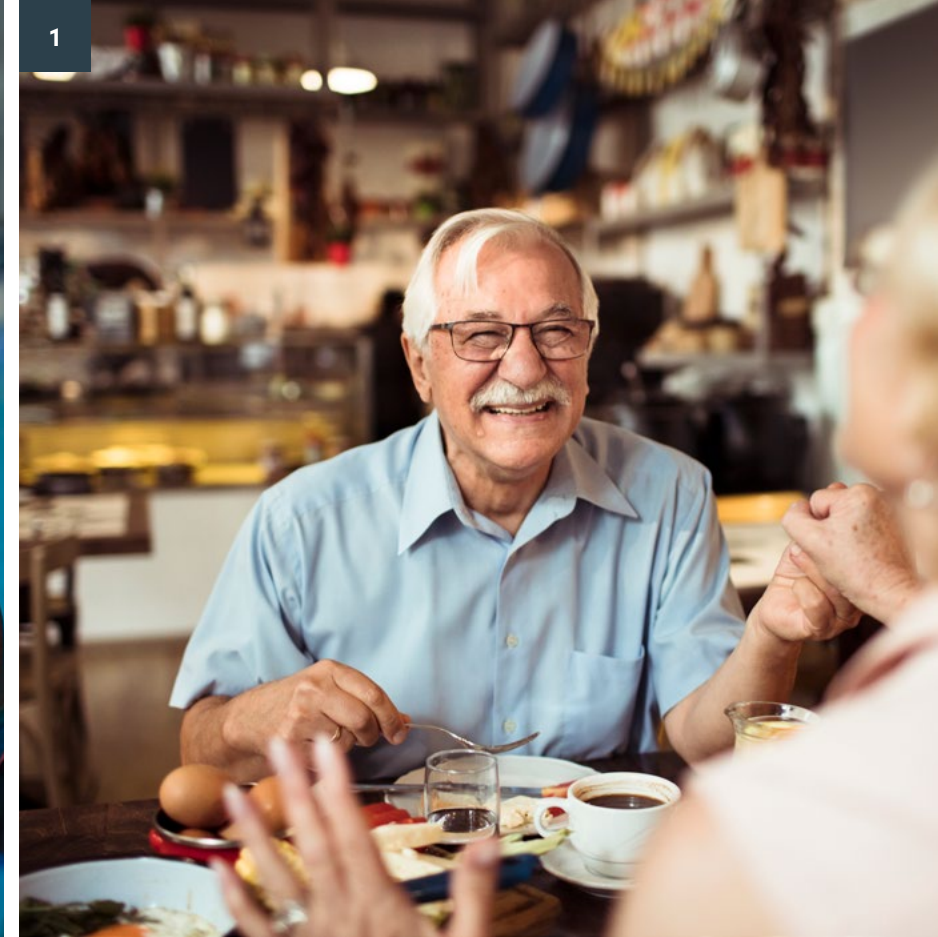
# Our imagery



# Our photography style

Our brand photography is split into three areas to represent the wide range of facilities and benefits available at Mayfield Villages, Mayfield Club, Mayfield Villages Care and M Bar & Kitchen.

- 1 – The people
- 2 – The detail
- 3 – The wide shot





# The people

Mayfield homeowners should be shown actively engaged in their activity or day. A reportage style capturing moments at the village through the people. The shots must feel warm with the person or people as the main focus.

Poses should feel natural to the subject and not contrived or posed.

These shots should employ natural lighting and shallow depth of field to place the focus squarely on the subject.





# The detail

The details help to showcase the tactile daily interactions of Mayfield Villages, they add warmth and richness to the brand.

Where possible people should be included so these images feel like a pause in your day, a highlight of a meal enjoyed or the amusement of a hobby.

These shots should use shallow depth of field to place the focus on the subject matter.





# The wide shot

These images help to illustrate the places of interest and describe the landscape and facilities available.

People should be included where possible to help show context and give perspective.





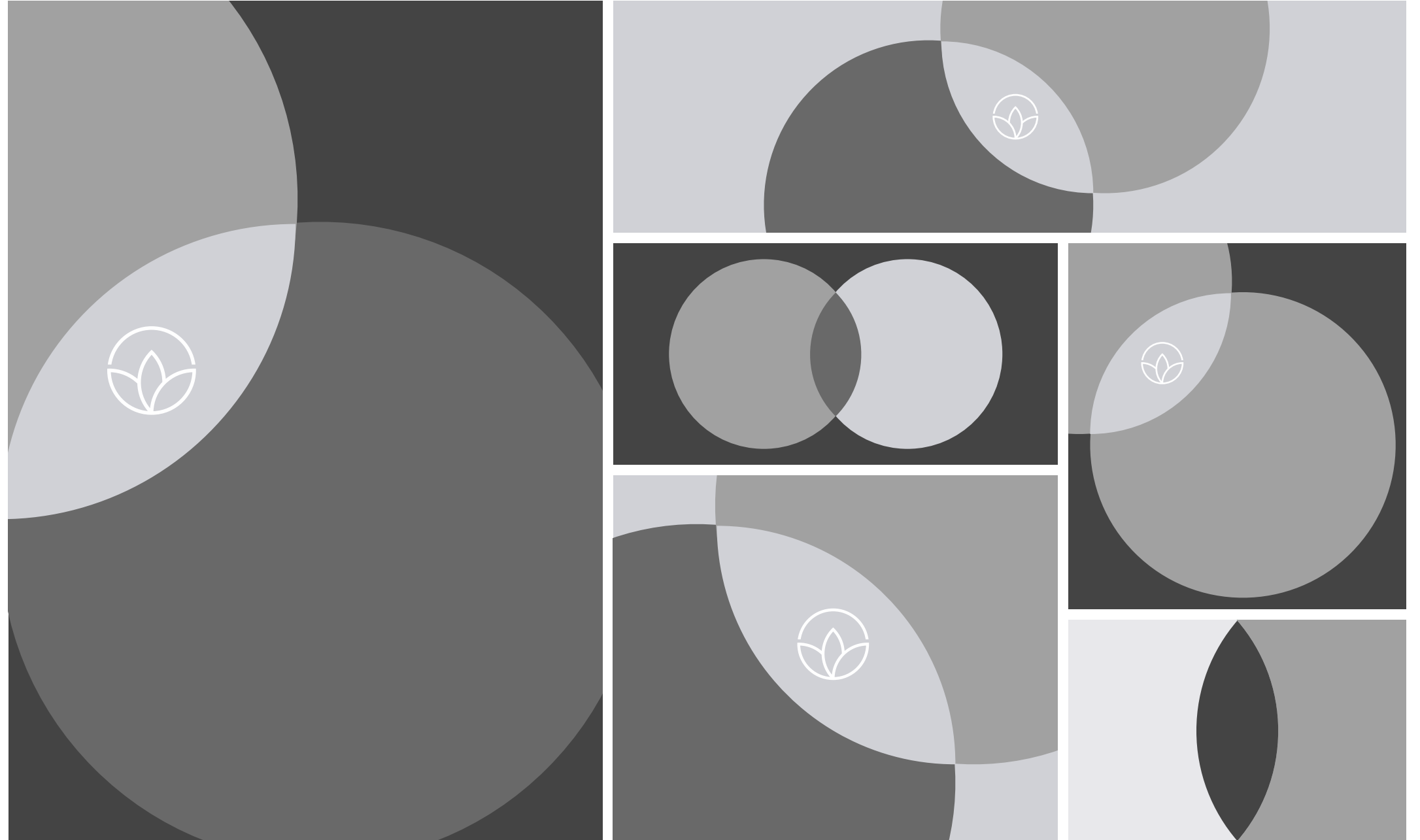
# Our graphics



# Mayfield Villages 'Ellipse'

The Mayfield Villages visual language has been built out from the construct of the logo itself.

The point at where the two circles intersect is a visual shorthand for the richness of the Mayfield offering. The brand essence of 'Your life, plus' in visual form.





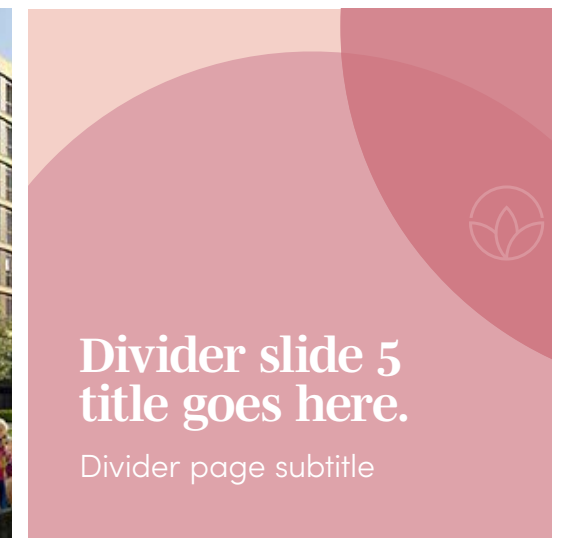
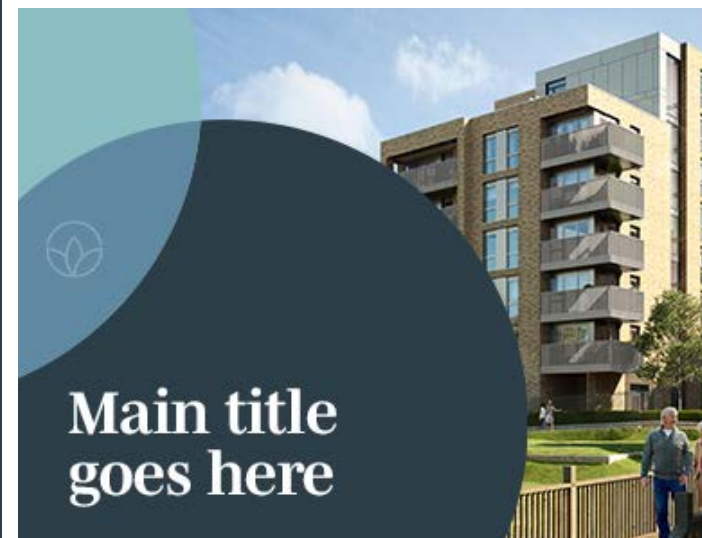
# Mayfield Villages 'Ellipse' in use

The Ellipse intersection can be used in a variety of crops and constructs to add interest and pace change within a given piece of collateral.

Shown right is a small selection of ways in which that can be achieved. The overlapping circles and the ellipse between them can be used to hold imagery, colour and text.

If ever in doubt keep things simple and use tints of one colour.

See pages 93 - 100 for further examples.





# Mayfield Villages Care 'Arc'

The Mayfield Villages Care visual language has been built out from the construct of the logo.

The top half of the logo forms an arch which is descriptive of the ever present and caring nature of Mayfield Villages Care.

The Arc should always retain the weight and proportions it has within the logo and should feature predominantly in a 60% tint of the Mayfield Care Purple.





# Mayfield Villages Care 'Arc' in use

The Arc is used in conjunction with imagery to describe the environment of care and attention Mayfield Villages Care create for their customers.

The Arc should always highlight the focus point of any given image, be it the customer, the service or the carer.





# Our tone of voice



# Writing overview

## Overview

A consistent and confident tone of voice is a key aspect of who we are and how our brand converses with all of our audiences.

It is therefore vital that the way we communicate is built upon our brand values and personality, in order to show what makes us unique. It is important that we communicate in a clear and consistent way so that our audience recognises, understands and most importantly, trusts us.

## Overarching Principles

To ensure our writing reflects Mayfield Villages please adhere to the following style guide when writing or editing:

### Use plain English

Avoid jargon and unnecessarily technical language where possible, unless it is essential to a specification or detail.

### Slang

Avoid any colloquialisms, Americanisms or slang.

### Abbreviations

Don't use unexplained acronyms and abbreviations – when using these ensure the first instance is written in full followed by the abbreviation in brackets afterwards.

### Exclamation marks

Exclamation marks are to be used on the rarest of occasions.

## How we talk

We talk to our customers how we would like to be spoken to, with considered care and confidence. Our tone, like our product is intelligent and aspirational.

We believe our customers need clarity and consistency of language, for us to understand them, and for their well-being.

| Mayfield trait | Meaning                                                                                        |
|----------------|------------------------------------------------------------------------------------------------|
| Approachable   | Friendly, easy to talk to, welcoming and pleasant, accessible.                                 |
| Reliable       | Consistently good in quality or performance; able to be trusted. dependable, authentic, good.  |
| Caring         | Displaying kindness and concern for others. kind-hearted, warm-hearted, thoughtful, attentive. |
| Reassuring     | Serving or intended to remove someone's doubts or fears. Restoring confidence.                 |
| Vibrant        | Full of life, energy and enthusiasm.                                                           |
| Uplifting      | Inspiring happiness, optimism, or hope.                                                        |



Collateral

Mayfield Villages

87



# Collateral



# Mayfield Villages Stationery

With compliments

Life enriched.

Mayfield Watford • 01923 936 715 • watfordsales@mayfieldvillages.co.uk  
mayfieldvillages.co.uk • Sales Office, Thomas Sawyer Way, Watford, Hertfordshire WD18 0GS



Mayfield Watford  
01923 936 715  
watfordsales@mayfieldvillages.co.uk  
mayfieldvillages.co.uk  
Sales Office, Thomas Sawyer Way,  
Watford, Hertfordshire WD18 0GS  
  
Registered Office: Audley Group  
Developments 1 Ltd, 65 High Street,  
Egham TW20 9EY No. 05967929

Harriet Dunstan  
Marketing Director  
07880 350 457  
harriet.dunstan@audleygroup.com  
65 High St, Egham TW20 9EY  
mayfieldvillages.co.uk



Job title



# Mayfield Villages Care Stationery



With compliments

Mayfield Watford • 0123 456789 • info@mayfieldvillagescare.co.uk  
mayfieldvillagescare.co.uk • Thomas Sawyer Way, Watford, Hertfordshire WD18 0GS



MAYFIELD  
•VILLAGES CARE•

0123 456 789  
info@mayfieldvillagescare.co.uk  
mayfieldvillagescare.co.uk  
Thomas Sawyer Way, Watford,  
Hertfordshire WD18 0GS

arf Road

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Name Name  
Job title

Registered Office: Audley Group Ltd,  
65 High Street, Egham TW20 9EY Company Reg: 12104090



MAYFIELD  
•VILLAGES CARE•

Nikisha Patel  
Care Branch Manager

07732 689 234  
nikisha.patel@mayfieldvillagescare.co.uk

Mayfield Watford  
Thomas Sawyer Way, Watford WD18 0GS  
mayfieldvillagescare.co.uk

Here for you.



## Direct mail

There's no place like  
**Mayfield**  
**Villages**



enjoy  
the corner.  
you do need  
support as time  
we're here to help  
Mayfield Villages Care.

### Your place to unwind & recharge

As a Mayfield Watford property owner you'll have full access to the Mayfield Club, including the pool, gym and fitness classes, steam room, beauty treatments and sauna.



### Your place for catch-ups

You'll also have the M Bar & Kitchen café-bistro for catch-ups with friends or family. Or soak up the morning sunshine on the terrace with a cappuccino and a good book.

#### Flexible fee options

We offer a full range of services on your doorstep with none of the stresses of having to maintain your home or worry about security. Mayfield properties start from £334,950. Our team will talk you through the fees, explaining the flexible options available, so you can choose what's best for you. You can also talk to us about part-exchanging your current home, downsizing, decluttering or bridging loans. We'd be happy to help.



### You're invited...

Want to find out more about Mayfield Watford? Allow us to give you the tour. Come and view our show apartment at one of our open days, or join us for a private appointment at a time that suits you. You'll get an opportunity to see our plans and property plans, and plenty of team any question.



# Out of home advert

There's no place like  
**Mayfield  
Villages**

Retirement living  
as it truly should be.

Mayfield Villages offers  
you a sociable retirement  
village community in which  
you can get involved as much  
or as little as you want.

Speak to one of our  
friendly team today,  
call 01923 882 628 or visit  
[mayfieldvillages.co.uk](http://mayfieldvillages.co.uk)

Opening  
soon



MAYFIELD  
VILLAGES

Life  
enriched.



## Press advert

# There's no place like Mayfield Villages

Retirement living as it truly should be.

At Mayfield, you can keep living the life you love in your own beautiful apartment, enjoy all the benefits of joining our vibrant community, and leave behind the stress of having to maintain your home or worry about security.

Speak to one of our friendly team today, call 01923 882 628 or visit [mayfieldvillages.co.uk](http://mayfieldvillages.co.uk)

Opening  
soon



Life  
enriched.

É um facto estabelecido de que um leitor é distraído pelo conteúdo legível de uma página quando analisa a sua mancha gráfica.

O Lorem Ipsum é um texto modelo da indústria tipográfica e de impressão. O Lorem Ipsum tem vindo a ser o texto padrão usado por estas indústrias desde o ano de 1500, quando uma misturou os caracteres de um texto para criar um espécime de livro. Este texto não só sobreviveu 5 séculos, mas também o salto para a tipografia electrónica, mantendo-se essencialmente inalterada. Foi popularizada nos anos 60 com a disponibilização das folhas de Letraset, que continham passagens com Lorem Ipsum, e mais recentemente com os programas de publicação como o Aldus PageMaker que incluem versões do Lorem Ipsum.

Existem muitas variações das passagens do Lorem Ipsum disponíveis, mas a maior parte sofreu alterações de alguma forma.

### É UM FACTO ESTABELECIDO

É um facto estabelecido de que um leitor é distraído pelo conteúdo legível de uma página quando analisa a sua mancha gráfica.

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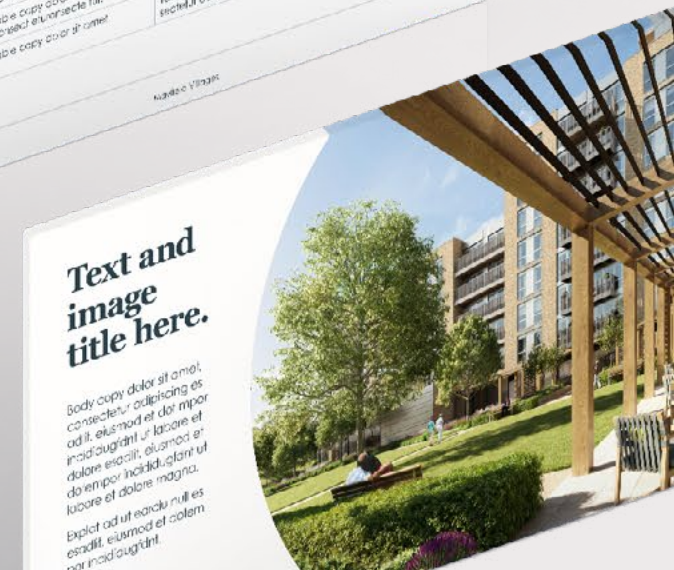
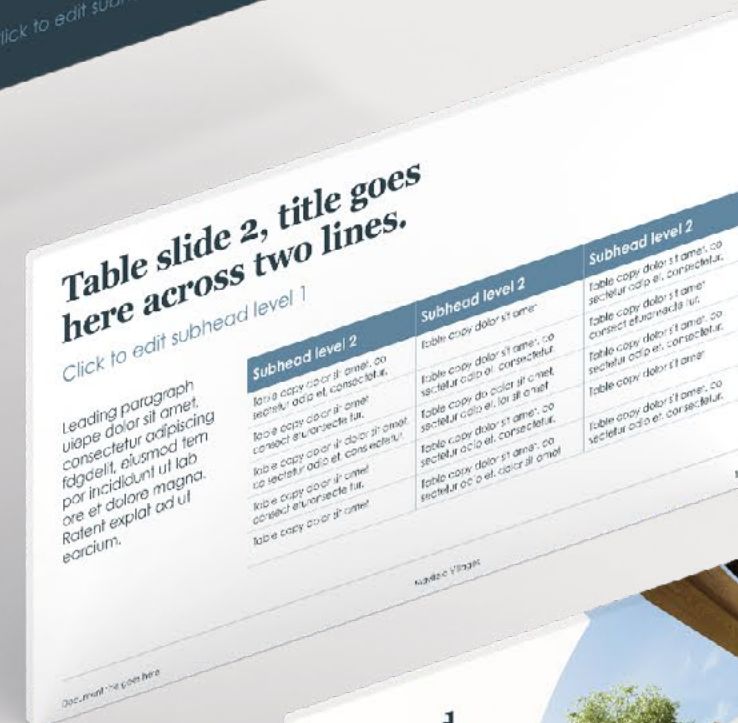
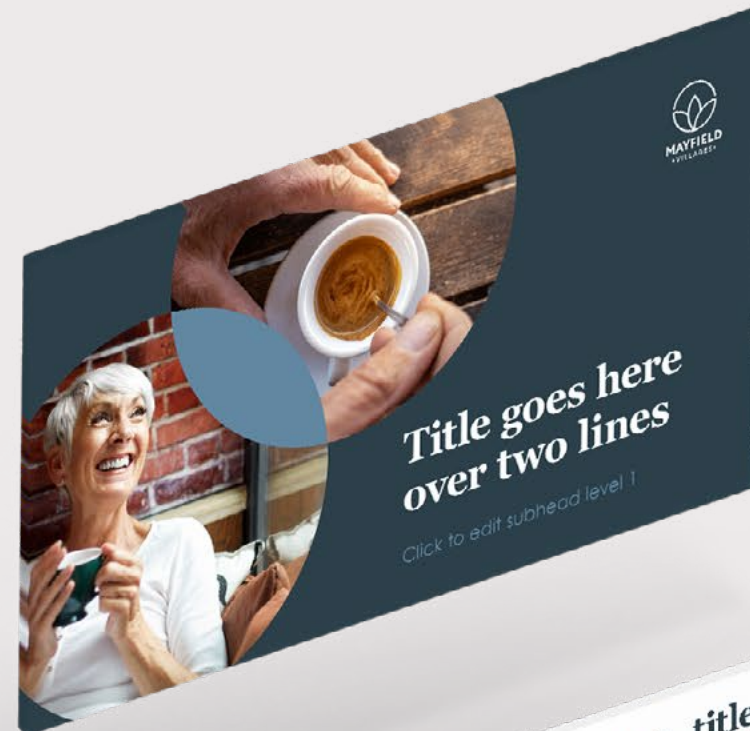
Existem muitas variações das passagens do Lorem Ipsum disponíveis, mas a maior parte sofreu alterações de alguma forma. Muitas ferramentas de publicação electrónica e editores de páginas web usam actualmente o Lorem Ipsum como o modelo de texto usado por omissão, e uma pesquisa por "lorem ipsum" irá encontrar muitos websites na sua infância. Várias versões têm evoluído ao longo dos anos.

### AO CONTRÁRIO D

É um facto estabelecido de que um leitor é distraído pelo conteúdo legível de uma página quando analisa a sua mancha gráfica.



# Powerpoint template





Get in touch

Mayfield Villages



# Get in touch



# Contact us

## **Brand Guardians**

If you have any queries,  
please contact:

xxx@mayfield.co.uk  
01234 5678 90



# Thank you