

Brand Guidelines

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01

About Journey

About Us
Mission
Tagline
Core Values
Tone



More than 35 years ago, Journey began as a small mail-order company with a simple goal: to make everyday life easier for people with limited mobility. Over the years, our name evolved, but our purpose never left. We believe in empowering seniors to rise, move and thrive through thoughtful, reliable mobility solutions.

What started with a few practical mobility aids has grown into a trusted leader in senior mobility and home comfort. Today, we design power chairs, mobility scooters, walkers, and wheelchairs that are lightweight, easy to use, and travel-ready, so you can keep living life on your terms.

We also offer home comfort and safety products, including our renowned Perfect Sleep Chair®, lift beds, and bath safety solutions, because we believe mobility extends into every part of daily life, from getting a good night's rest to moving confidently around your home.



Empowering seniors to rise, move and thrive.

Inspired by You. Designed for You.

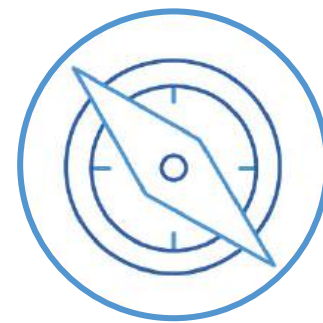
Tagline Formatting Guidelines:

- The tagline must be written in two lines.
- The word “You” is intentionally capitalized on both lines to subtly emphasize the audience.
- Alignment options: left-aligned or center-aligned only.



We Care About Your Story

Who you are, where you come from, what you value, your health, and your goals matter to us. Knowing your story helps make Journey a special place to work and motivates us to deliver market-leading products and amazing service.



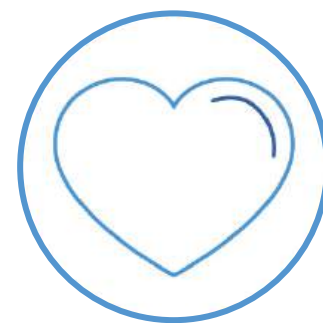
Navigating Change Makes Us Stronger

We embrace change because we know we'll learn, evolve, innovate, and grow stronger together. Maintaining clarity and a positive attitude during seasons of change helps us be better teammates and serve customers more effectively.



We Are Accountable

How we plan, prepare, and deliver results matter. We aren't perfect—we make mistakes—but we take responsibility, learn, and work hard to do better next time. Trust is essential to our success.



It Takes Heart

To build a great company and deliver great products that help people live healthier, more active, and connected lives. Our mission requires extra effort and care for our teams and customers.

Brand Tone of Voice

Our tone is **warm, respectful, and confident**—rooted in clarity and always focused on enhancing the lives of older adults. We speak like a trusted guide: thoughtful, understanding, and encouraging. Every message should feel **human and reassuring**, while also conveying our **commitment to quality and innovation**.

We avoid being overly clinical or patronizing. Instead, we lead with empathy and empowerment—offering helpful, hopeful solutions without overselling or overcomplicating. Whether we're introducing a new product, providing education, or offering support, our language is easy to understand, accessible, and affirming.

Key Tone Attributes

- **Friendly, not overly casual** – Conversational and relatable, but with polish.
- **Clear and direct** – No jargon, no fluff. Just honest, helpful communication.
- **Empowering and optimistic** – We highlight independence and choice, never limitation.
- **Trustworthy** – Our words carry weight. Be consistent, accurate, and reassuring.
- **Positive and encouraging** – We acknowledge challenges, but focus on what's possible.

02

Logo

- Masterbrand Logo
- Secondary Logo
- Logo Responsive
- Logo Colors
- Logo Family
- Exclusion Zone
- Size
- To Place
- Logo On Image
- Logo Don'ts











All product logos should be treated with the same rules and guidelines as the primary logo.



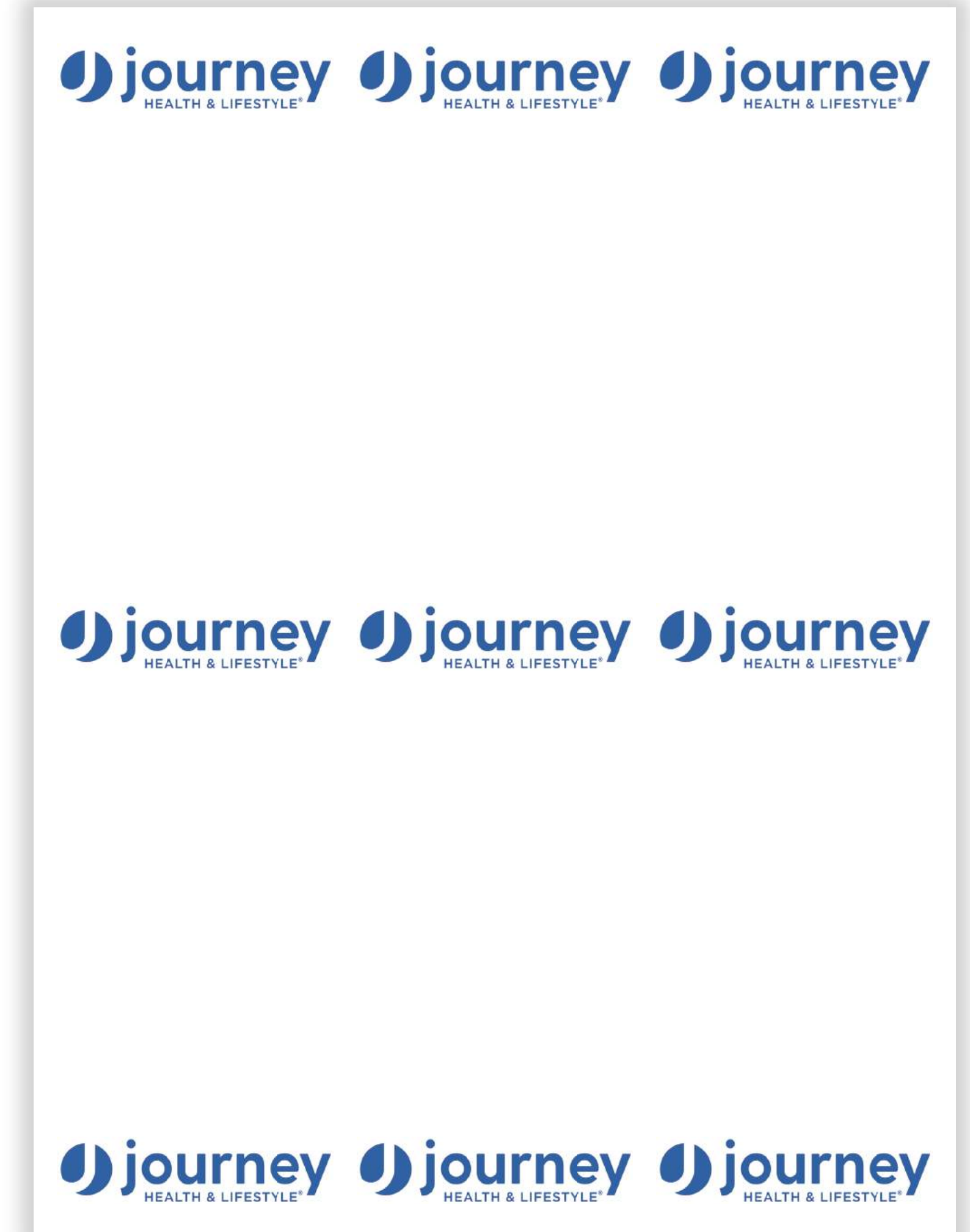
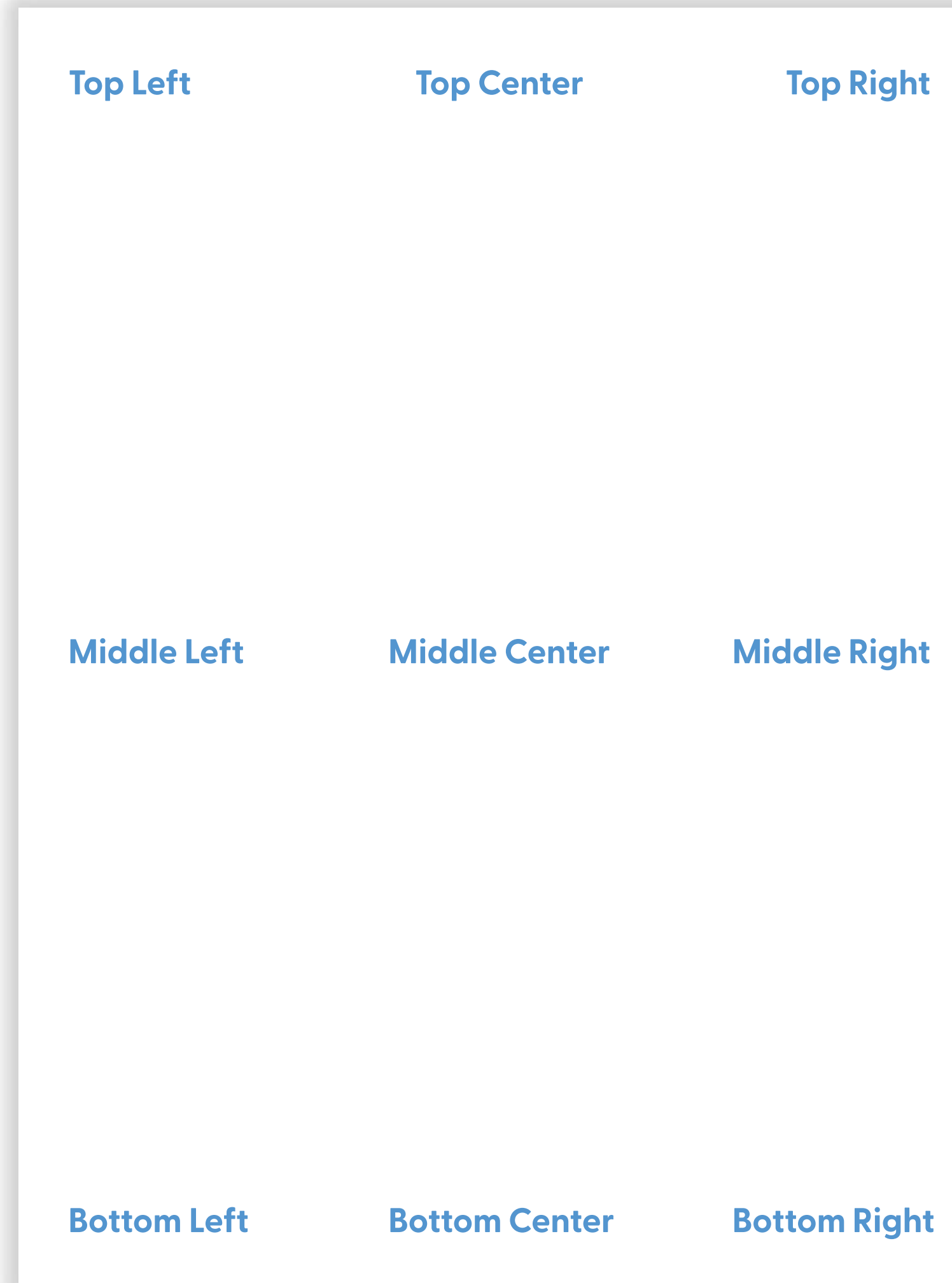
The exclusion zone goes around the logo. Having this space around the logo lets it breathe and have its own space to shine. Any graphics or images that goes inside the exclusion zone would break the brand guidelines and simply not look good.



The logo should not be used anywhere (print or web) below 2.35 x 0.57 inches for legibility.



The logo should not be used anywhere on a page. The logo can lose its structure if used randomly on the page.



02 Logo — Logo On Image

When placing a logo on an image, remember to use the place chart from the previous page. Choose a clear spot for the logo to not block anything important, is legible, and to ensure logo is legible.

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Do not use strokes



Do not change brand colors



Do not distort the logo



Do not change the typeface



Do not change space between icon and typeface



Do not flip logo horizontally or vertically



Do not use drop shadow



Do not change alignment

03

Color

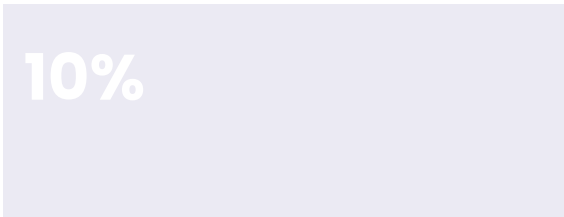
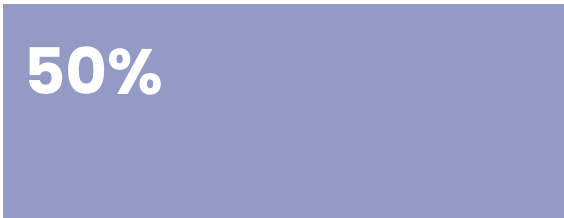
Palette



Primary
Blue Color

R: 43 C: 70%
G: 89 M: 39%
B: 148 Y: 0%
 K: 41%

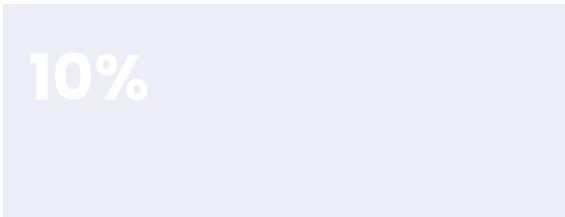
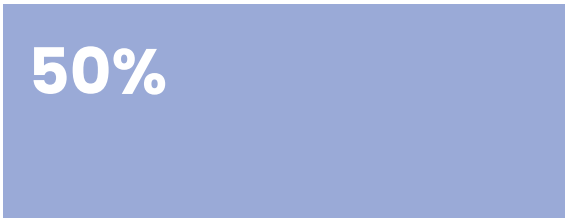
HEX #2b5994



Secondary
Blue Color

R: 47 C: 73%
G: 109 M: 39%
B: 180 Y: 0%
 K: 29%

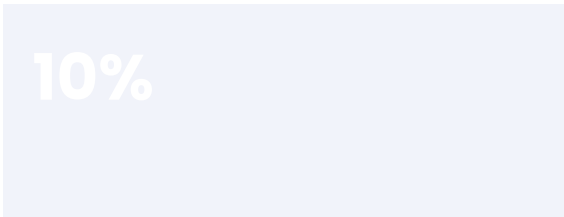
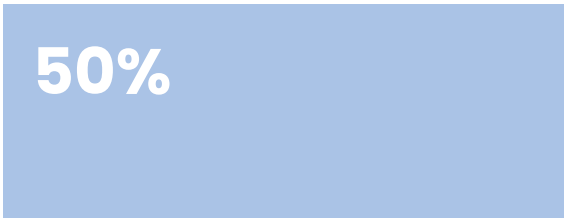
HEX #2f6db4



Highlight
Color

R: 77 C: 62%
G: 145 M: 28%
B: 204 Y: 0%
 K: 19%

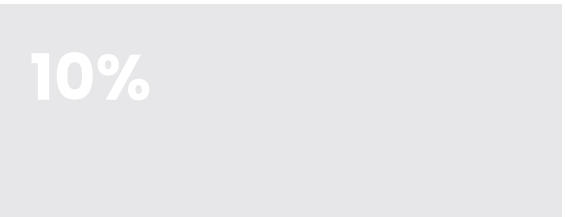
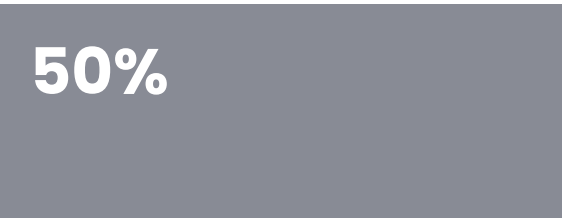
HEX #4d91cc



Body Copy

R: 51 C: 26%
G: 61 M: 11%
B: 69 Y: 0%
 K: 72%

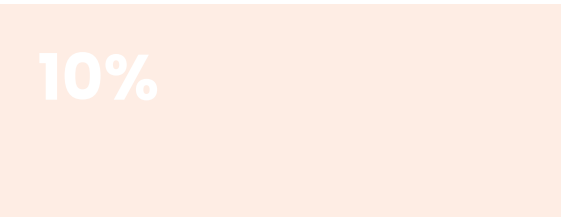
HEX #333d45



Action Color

R: 228 C: 0%
G: 72 M: 68%
B: 30 Y: 86%
 K: 10%

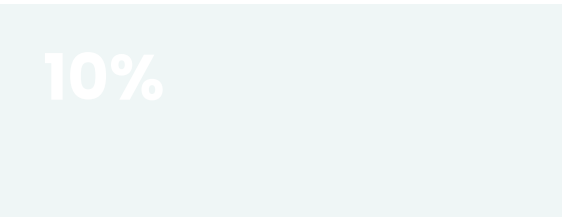
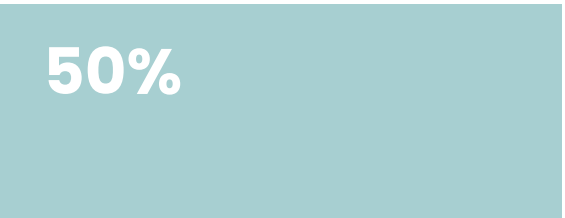
HEX #e4481e



Action Color

R: 50 C: 69%
G: 166 M: 0%
B: 166 Y: 0%
 K: 34%

HEX #32a6a6



04

Typography

Primary
Secondary
Tertiary
Logo Typeface



Primary Typeface

Gotham

We'll be using Gotham Bold for primarily headlines in all print and web. Other weights of Gotham can be used for sub-head and copy. It's a versatile font which provides a broad toolbox for design. It is clean, elegant & easy to read which will work well for our proposed campaign style. We suggest using sentence case capitalization to convey a sense of informal readability — like having a conversation with the consumer.

Bold

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789

Medium

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789

Book

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789

Light

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789

Secondary Typeface

Poppins

We'll be using Poppins Regular and Medium for web and UI elements, such as buttons, navigation, and captions. Other weights can be used selectively for infographics or callouts. Poppins is a geometric sans-serif with a modern and approachable feel—its uniform strokes and rounded forms bring a sense of clarity and friendliness to the layout. It pairs well with Gotham while offering a slightly more playful energy. We suggest sentence case capitalization for consistency and accessibility, maintaining a tone that feels digital-first, but still conversational.

Bold

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo
Pp Qq Rr Ss Tt
Uu Vv Ww Xx
Yy Zz
0123456789

SemiBold

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo
Pp Qq Rr Ss Tt
Uu Vv Ww Xx
Yy Zz
0123456789

Medium

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx
Yy Zz
0123456789

Regular

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx
Yy Zz
0123456789

Light

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789

Tertiary Typeface

Lora

We'll be using Lora Regular and Bold primarily for headers in moments where a more expressive, editorial tone is desired. As a serif typeface, Lora introduces warmth, contrast, and a sense of literary sophistication to our brand system—ideal for headlines that carry storytelling weight or call for thoughtful emphasis. While it contrasts with Gotham's modern utility, it complements it beautifully when used intentionally. We recommend sentence case capitalization to preserve an inviting, human voice that feels refined yet approachable.

Bold

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789

SemiBold

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789

Medium

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789

Regular

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789

Logo/Product Logo Typeface

Greycliff

We use Greycliff Bold for our primary logo and product logo typography. Its strong geometric structure and softened edges strike a balance between durability and approachability—conveying trust, confidence, and clarity at a glance. Greycliff anchors our visual identity with a bold, timeless presence that feels both modern and grounded. As a display typeface, it should be reserved for logos, lockups, or standalone wordmarks to maintain visual impact and brand consistency.

Bold

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789



05

Imagery

Photography Direction
Product Images
Design Elements

Our goal is to document moments intimately.

Attention to small details, expressions, interaction with products.

Lighting should be bright, saturated and warm.

Striving for a feeling of authenticity and optimism.
Yes, these are people who are aging.

But we see through their activities and their attitudes that they are engaged – doing the little (and maybe a few not so little) things that add meaning to every day.

**We are helping them enjoy life.
And that never gets old.**



When taking photos of the Journey Health & Lifestyle products, it is always good to take as many pictures as possible. But there are some that are required to take. Those being, a front shot with the product angled slightly to the right, folded, and close ups of special features of the product. These are necessary to simply show what the product looks like, when its folded, and the features that come with it.



Front shot facing
to the right



Folded



Close up of
features



Close up of
features

When designing marketing materials for Journey, our goal is to maintain visual consistency across all media channels. One way we achieve this is through signature design elements.

You'll often notice two key elements:

- The Journey “J” Swoosh—derived from our secondary logo (see page 11).
- The Journey Waves.

These elements create continuity, convey movement, and subtly reinforce the essence of a journey in our visuals.



Journey “J” Swoosh



Journey Waves

06

Stationary

Business Card
Letterhead
Envelope



Front



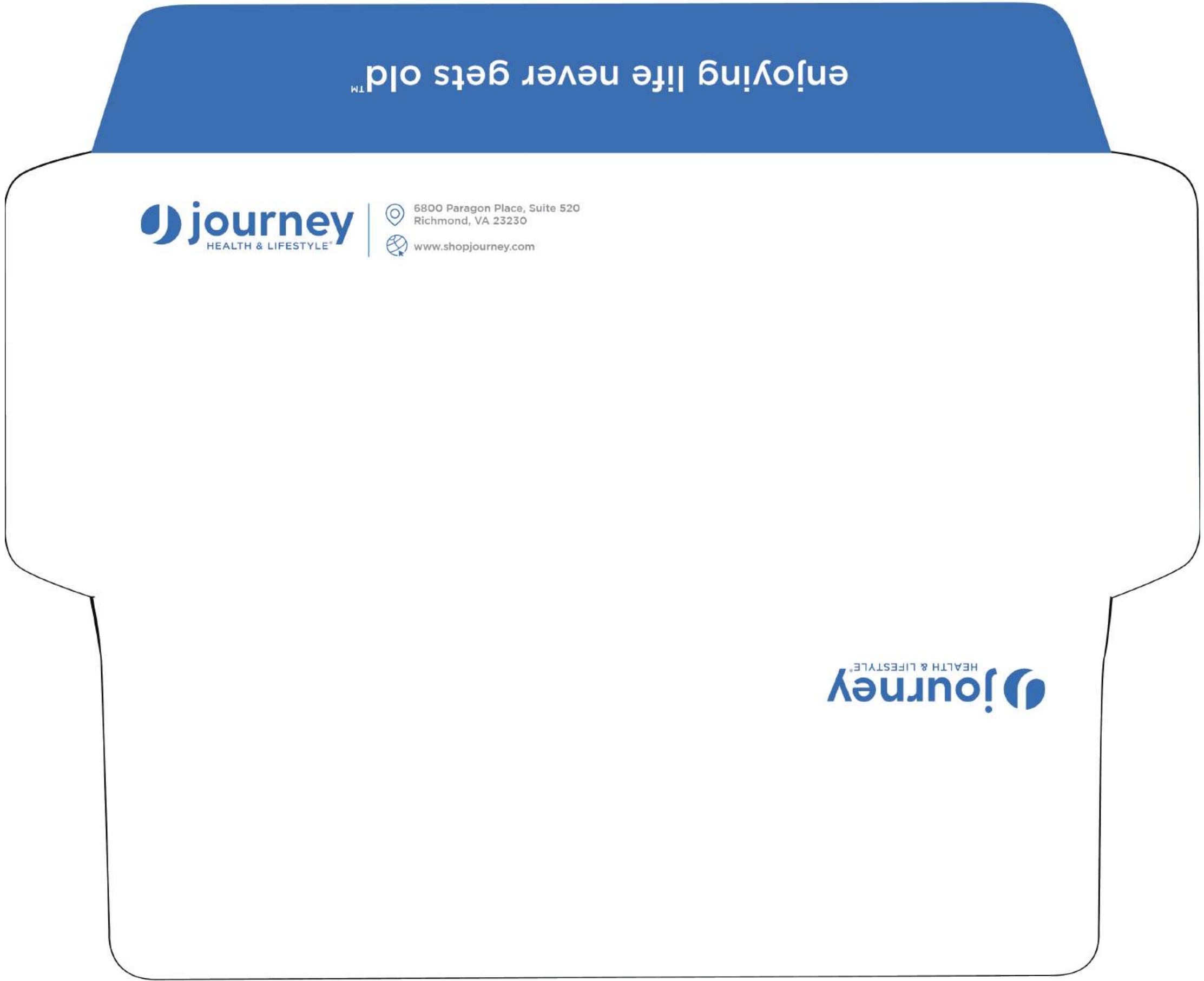
Back



Front



Back



07

Examples

Sell Sheets
Manuals
Postcards
Print Ads
Digital Ads

NOW
10 lbs
LIGHTER

300 lbs
Weight Capacity

Product Specifications

Size unfolded	34.6 x 24.5 x 35.8 in. (880 x 623 x 910 mm)
Size folded	44.4 x 25.5 x 11.8 in. (1129 x 650 x 300 mm)
Suggested user weight	300 lb (136kg) maximum
Gross weight	Weight with battery: 39.68 lbs (18 kg) Weight without battery: 35.72 lbs (16.2 kg)
Frame weight (disassembled)	23 lbs (10.4 kg)
Rear weight (disassembled)	16 lbs (7.2 kg)
Maximum climbing angle	12° (depending on the weight of the user)
Range (fully charged battery)	15km (10.5 Ah) (varies with the user's weight, terrain, ground environment, battery status, environment habits)
Maximum speed	3.7 mph (6 kph)
Maximum turning radius	35.5 inches (902 mm)

Type	DC brushless motor
------	--------------------

Type	DC brushless motor
Motor power	200 watts (x2)
Input voltage	24 volts DC
Number of motors	2 units
Brake system	Electromagnetic brake
Brake distance	Within 39.4 inches (100 cm)

Type	Lithium battery
------	-----------------

Type	Lithium battery
Rated capacity	10.5 Ah
Output voltage	24 volts DC
Controller type	Double-drive design controller for brushless DC motors

wheel size	7 inches (178 mm)
------------	-------------------

Front wheel size	7 inches (178 mm)
Front wheel type	Solid PU tires
Number of front wheels	2 wheels
Rear wheel size	10 inches (254 mm)
Rear wheel type	Solid PU tires
Number of rear wheels	2 wheels

SKU# 09017BLU SKU# 09017BLK

To order, email hmeorders@journeyhl.com



Spec Comparison

Premier 2 Zone Deluxe 2 Zone Ultimate 5 Zone Petite

journey
zoomer®

PRODUCT MANUAL



Scan Here
With Your Phone To
Get Started!



OPEN YOUR
CAMERA

AIM IT AT THE
QR CODE

TAP THE
SCANNER

journey
HEALTH & LIFESTYLE®

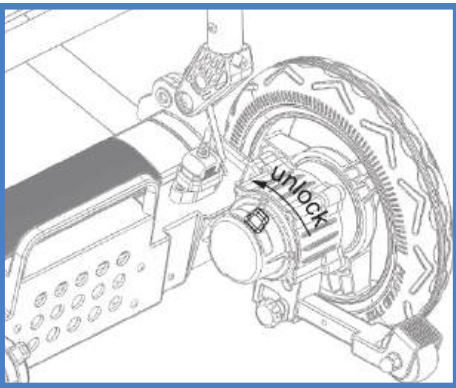
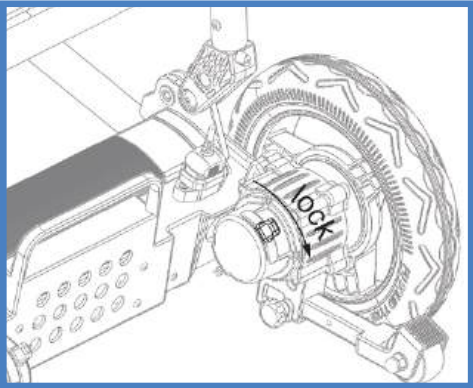
www.shopjourney.com

10. ELECTROMAGNETIC BRAKE SYSTEM

journey
zoomer®

Lock

Unlock



The ZOOMER®'s braking system has two modes: "Drive" and "Free Wheeling" which are labeled as "Lock" and "Unlock", respectively on the ZOOMER®.

Drive or Lock: When the brake lever is in the "Drive" position, the electromagnetic brake system is "On". When the ZOOMER® is moving, releasing the Joystick or moving it to a neutral position (center), the ZOOMER® will automatically cause the ZOOMER®'s brake to engage. Only enter and exit the ZOOMER® when the levers are in the Drive or Lock position. The rear wheels will not rotate without using the joystick when the Electromagnetic Brake System is in Drive Position.

Free Wheeling or Unlock: Switch to "Free Wheeling" mode by pushing the position the rear wheels rotate freely so that the ZOOMER® can be moved around freely. This mode can be useful if a Caregiver will be pushing the ZOOMER® with a rider in the chair.



Do not sit in the ZOOMER® with the levers in the "Free Wheeling" position without assistance from a caregiver! Never switch the levers to the "Free Wheeling" position while on an incline! This operating position is dangerous for the ZOOMER®, riders and pedestrians if you lose your grip on the chair!

20

21-22. WEATHER CONDITIONS TO AVOID
TRANSPORTING THE ZOOMER®

journey
zoomer®

Weather Conditions to Avoid Cont.

- Always keep the ZOOMER® in a clean and dry place. The ZOOMER® is not waterproof.
- A high humid environment could lead to the corrosion on the frame.
- Keeping the ZOOMER® in a controlled and acceptable environment is best in order to not reduce the life of the unit.
- Please avoid storing the ZOOMER® in the following environments: where there is direct contact with water; extremely high or low temperatures; or in extreme humidity.
- Please do not use the ZOOMER® in the shower.
- Please do not use the ZOOMER® near water sources such as rivers, lakes, etc.
- Please do not spray-wash the ZOOMER® with water.
- Do not use the ZOOMER® on wet or slippery surfaces. You could lose traction and therefore lose control of the ZOOMER®, especially if the surface is an inclined surface.

Note: If the ZOOMER® does accidentally get exposed to water (or heavy moisture), remove the battery, wipe the battery and the ZOOMER® down with a dry cloth and let both battery and the ZOOMER® dry naturally. After the ZOOMER® and battery are completely dry, the battery can be reinstalled.

Transporting the ZOOMER®

The ZOOMER® is easily transportable. Just fold the ZOOMER® into the flat position until it latches. Move the brake levers (2) to the "Free Wheeling" position. Now you can grab the cross bar, lift one end and you pull the ZOOMER® behind you. You can place the ZOOMER® into the trunk of your car or store it in a storage area when not in use.

31





Special Savings for Our Customers!

Shop our expanded line of products

Save \$100* | Use Code: **LOYAL1**

Call us today:
1-888-965-0680
Redeem Online: shopjourney.com/loyal

*Save \$100 with your purchase at \$1,000 or more. Not combinable with other offers, discounts and coupons. Offer expires 90 days from date received. We reserved the right to discontinue this offer and any time. We do not accept Medicare or Medicaid insurance. © 2025 Journey Health & Lifestyle

Our Mission is Your Independence

We've greatly expanded our premium product lineup to give you more options for solving your mobility, sleep and bath safety needs, inside and outside of your home to help keep you active and independent.

Here's what you'll discover when you visit Journey again:

- Designed for you. Every mobility, sleep and bath safety product is designed to help you live life to your fullest.
- Easy to use. Pre-assembled with easy to follow clear instructions or get delivered and set up using our white glove service.
- With our expanded lineup, it's easy to find the perfect solution that fits your need and budget.

Save \$100* | Use Code: **LOYAL1**

** White glove delivery and setup available in most areas.

Call us today:
1-888-965-0680
Redeem Online: shopjourney.com/loyal

*Save \$100 with your purchase at \$1,000 or more. Not combinable with other offers, discounts and coupons. Offer expires 90 days from date received. We reserved the right to discontinue this offer and any time. We do not accept Medicare or Medicaid insurance. © 2025 Journey Health & Lifestyle



6800 Paragon Place, Ste. 520
Richmond, VA 23230

Scan Here
To Visit Our Website



1
OPEN YOUR
CAMERA

2
AIM IT AT THE
QR CODE

3
TAP THE
BANNER



38

What Weighs 26 Pounds, Folds in Seconds, and Gives You More Independence?



journey air ELITE

The ultra-light power wheelchair built for your life ahead

Weighing just 26 pounds* without the battery, this is the lightest power chair in its class. The Air Elite combines lightweight portability with world class performance. It's easy to control, and its powerful dual drive system gives you more freedom to explore life ahead.

Equipped with high-performance features

- Ultra-lightweight yet strong and durable
- Foldable for easy transport and storage
- Pulls right up to desks and tables
- 10-mile range on a single charge
- Perfect for dining, shopping, sightseeing and lots more!

FREE SHIPPING

Designed for travelers, explorers, and anyone who refuses to stay put, it folds in seconds, fits in your trunk, and runs all day on a single charge.



Call our experts today!
888-530-1835
ShopJourney.com



*26 lbs is chair weight without the easily removeable battery. This product is FDA cleared and TSA/FAA Compliant. We accept all major forms of payment but do not accept Medicare, Medicaid or other insurance. © 2025 Journey Health & Lifestyle® - 606639

Experience the Breakthrough Super-Light Folding Power Chair

The Journey Air Elite features the latest carbon fiber technology for the ultimate in portability and performance



Weighing just 26 pounds* without the battery, this is the lightest power chair in its class. The Air Elite combines lightweight portability with world class performance. It's easy to control, and its powerful dual drive system gives you more freedom to explore.

Equipped with high-performance features

- Ultra-lightweight yet strong and durable
- Foldable for easy transport and storage
- Pulls right up to desks and tables
- 10-mile range on a single charge
- Perfect for activities including dining, shopping, and sightseeing!



See what our customers are saying.
Check out our ★★★★★ reviews!

"Since we started using a Journey Air Elite I have my independence back. It is light so my husband can easily carry it up/down stairs for me and bring it in the car whenever we go out."

Christine P.

"I absolutely love it. It has given me the ability to go places and see things I missed doing."

Robert S.

Available in red ■ black ■ and blue ■ .



FREE SHIPPING



Call our experts today!
888-611-1476
ShopJourney.com

*26 lbs is chair weight without the easily removeable battery. This product is FDA cleared and TSA/FAA Compliant. We accept all major forms of payment but do not accept Medicare, Medicaid or other insurance. **DO NOT ATTEMPT TO LIFT OVERHEAD. Lifting overhead poses risk of injury or death. © 2025 Journey Health & Lifestyle® AER002 / 606718



Digital Ad
300 x 600



Digital Ad
300 x 250



Website Banner



Thank You!

email us at creative@journeyhl.com with any questions.