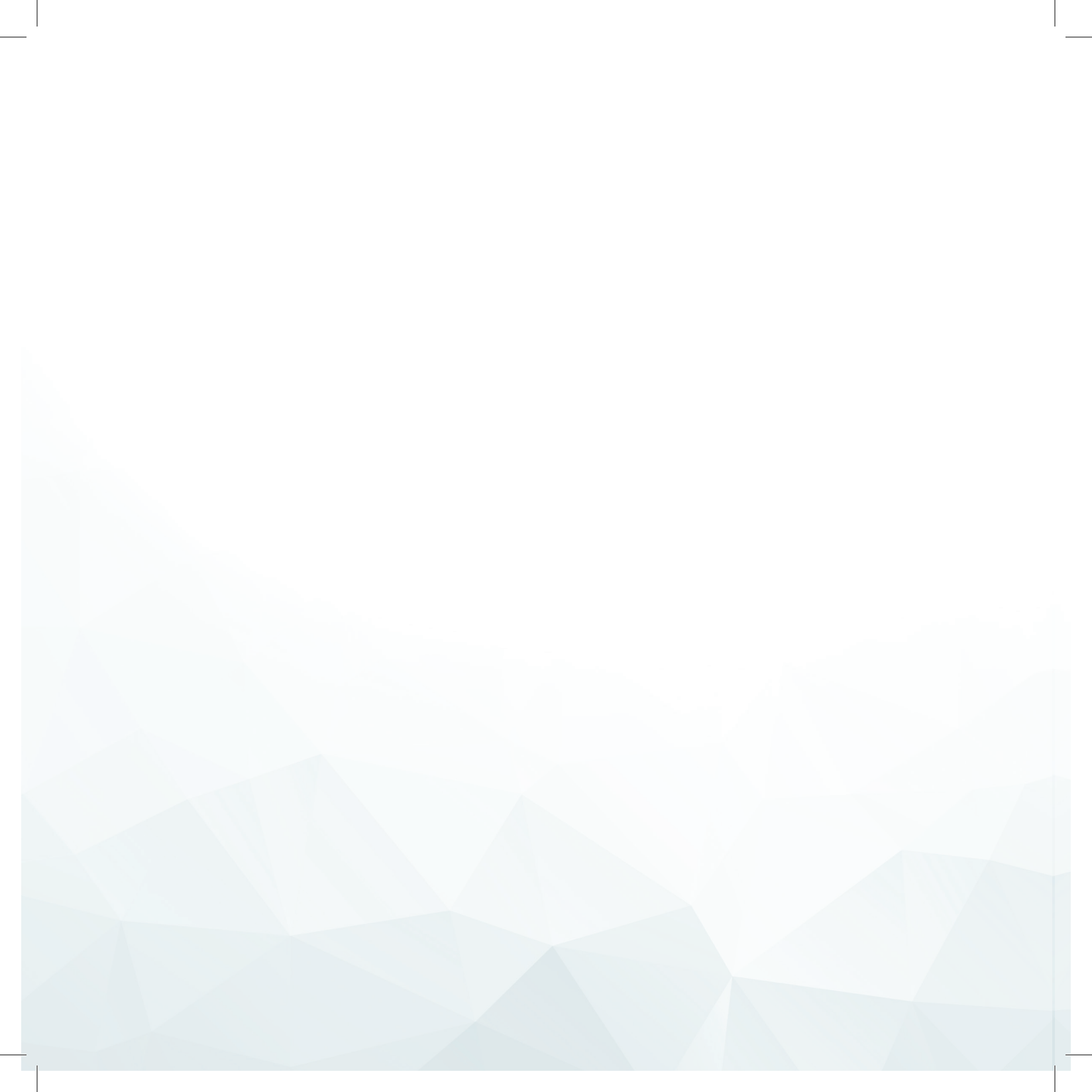




The Picture of Health

Brand Style Guide





This is the guide to the basic elements of the Revere Health identity. Have a read and learn the do's and don'ts of our brand.

- 01 Mission and Core Values
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- 07 Logo Variations
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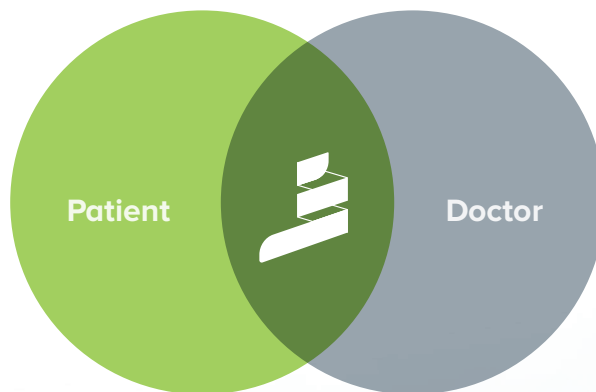
WHAT WE BELIEVE, WHAT WE

Our Mission

Mission

Our name is our mission and our promise:
Your health above all else.

WE DO AND WHO WE DO IT FOR DEFINES and Core Values



Where the patient and doctor come together

Core Values

Quality

Providing value in every interaction

Communication

Choosing to listen is the essence of patient-centered care

Innovation

Imparting the best care through proven methods, expert training and cutting-edge technology

Coordination

Working together to provide the right care at the right time in the right place

Independence

Physicians empowering the patient—the most important decision maker in healthcare

Say hello to the family.

Our logo represents who we are. It's a significant part of our unique brand identity.

Using the appropriate logo variation at the proper time is critical to presenting our brand in the best way possible. Below is a list of approved variation types and when you should use them. Please be aware that the list below only shows types of variations and doesn't represent an exhaustive list of available choices.

01 Primary Logo

This is the main version of the Revere Health logo. It should be used any time proper contrast is available to achieve the highest brand recognition.

02 Single Color White or Black

Next to 01, this variant is used most frequently. The single color single color black and white variants are ideal in that they minimize print cost and have the highest contrast.

03 Single Color Complimentary

The single color complimentary variants of the logo should be used with discretion. These are ideal as a form of distinction in commercial printing efforts. Use only with approved pantone colors.

04 Screen Print

This variant is to be used for screen printing and embroidery. The logo has been reduced to 4 colors. 2 and 3 color versions are also available.

01



02



03



04



Our brand is very precious to us.

We took our time developing our identity,
so please be nice to it.

Space around the logo

Always leave the logo some space to
breathe. Use white or neutral backgrounds.



If the unavoidable happens...

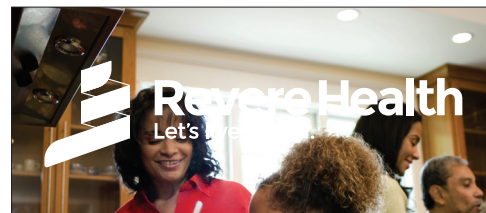
If the Revere Health logo MUST be placed on
a color (we prefer Revere purple) or a photo,
use the white logo.



Do not alter our logos



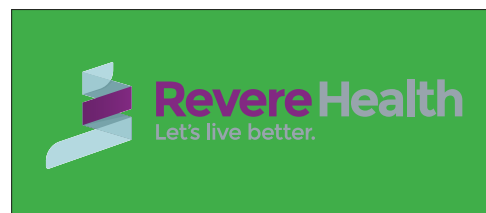
Do not change the color of your logo. Use only approved logo variations



Do not use the white logo on backgrounds that are too light or cluttered.



Do not skew or rotate the logo



Do not place the logo on colors that make it difficult to read.



Do not put type on the mark or change your group logo's font



Do not stylize the mark



Do not alter the proportions of the logo for any reason



Do not add any effects such as emboss, dropshadows, flares, or feathers to the logo.

A solid foundation.

Follow the outlined naming structure.

CORPORATE



SPECIALTY



GROUP



Each specialty has a default “specialty mark”. Groups and clinics within a defined specialty may also have a unique “group mark”, if the rules indicate this is necessary.



1. If the specialty has 2+ groups, each group is required to have a group mark.
 - a. The group mark must have a geo qualifier in the name (e.g. city, medical complex, etc.).
 - b. Existing/joining groups will maintain their names as long as the names have geo qualifiers.
 - c. Group marks will not be created for single group specialties (e.g. Neurology or Dermatology).
2. If a group of physicians practice at multiple locations, the group can use the default specialty mark or the group mark.*
 - a. For example, Mountain View Orthopedics can use the same group mark for their Clinton and Ogden purposes.
 - b. Under this rule, the orthopods practicing at Mountain Point Medical would need a new group mark because the physicians come from 2 different groups (e.g. Provo Ortho and NVSA).

**Groups can choose when to use the specialty mark vs. the group mark*

Consistency is key.

Standardized branding creates unity.

Individual logos, including clinic logos used prior to rebranding, are not to be used in any instance. All former Central Utah Clinic and subsidiary logos have been retired.

Do not use these logos

These logos **no longer represent** our brand, please remove all use of these logos.



Affiliate logos

Logos indicating official affiliations, partnerships, accreditations, etc., can be used with consent but should be separate from Revere Health marks. While affiliate logo usage may be awarded to accredited physicians and clinics in good standing, usage must be in accordance with the organization's terms and conditions, logo usage guidelines and always at the organization's discretion. In most cases, use of affiliate logos requires acceptance of license terms and conditions. **Written consent to use such logos is required.**

Correct



Incorrect



Our typeface.

Proxima Nova

The Proxima Nova type family is our corporate non serif font.

Proxima Nova is good for anything from headlines to text. Use Proxima Nova or the approved alternative. Proxima Nova costs a pretty penny so a free alternative that will be provided is the **Gotham** typeface.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:?!#\$%&@*) 0123456789

Aleo

The Aleo typeface family is our corporate serif font.

Aleo is used only in text applications.. Aleo is a free font available to anyone for download.
Please use this text option when a serif font is needed.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:?!#&@*) 0123456789

Our Colors.

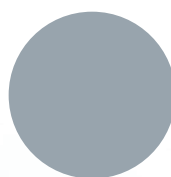
This palette gives us personality.

These are our primary colors
for text and headers.



Revere Purple
Pantone 2612

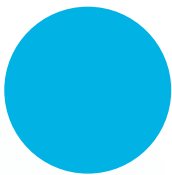
CYMK 60/100/13/0
RGB 131/42/130
Hex #832a82



Revere Text
Pantone 7543

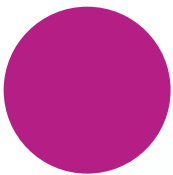
CYMK 41/21/24/0
RGB 144/167/172
Hex #90a7ac

These colors only appear as accent colors.



Revere Blue
Pantone 306

CYMK 79.8/1.15/0/0
RGB 0/183/239
Hex #00b7ef



Revere Magenta
Pantone 241

CYMK 25/100/0/0
RGB 189/26/141
Hex #bd1a8d



Revere Green
Pantone 367

CYMK 38/0/100/0
RGB 171/208/55
Hex #abd037



Revere Light Gray
Pantone 538

CYMK 21/7.74/8.85/2.58
RGB 193/209/216
Hex #c1d1d8

Patterns.

When a little added depth is required.

Below are a few approved corporate patterns. Feel free to explore ways to incorporate these into your messaging. These are not the only patterns that may be used. Acceptable patterns will consist of a fairly flat tone and will not distract from the overall message.





Don't call us shallow

but we care about our looks.

Photography

Images communicate strong messages about our organization. Keep in mind our key messaging and values.

When the urge strikes you to use a photo, ask yourself these questions:

- Does the image feel natural, observed or shot on a real location (candid shots are key)?
- Does the image feel unique and not like a stock shot?
- Are people in the image engaged in conversation or focused on the same thing?
- Is there a clear message in the photo?
- Do the people feel kind and friendly.... would you introduce them to your mother?

If you answer "yes!" to all of these questions, congratulations! You have found yourself an image to use.



Wallpapers.

and screensavers.

Everything in our workspace is an extension of our brand, including computer screens. Our brand represents who we are and what we stand for as healthcare providers. What patients see matters. In order to maintain a consistent and professional brand, all computers in the clinic must have Revere Health-branded wallpapers and screensavers.

Some tips for selecting the perfect wallpaper or screensaver:

- The graphic or image is focussed and simple
- It must contain the Revere Health logo, in part, or in its entirety
- Follow general photography guidelines

IT will regularly push out approved screensavers and wallpapers. Clinics should not manually change those settings.

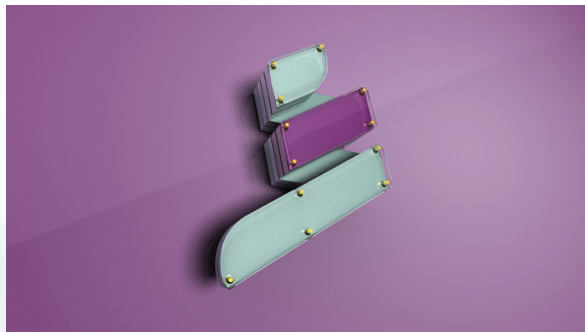
Correct



Singular focus.



Clean and neat.



Clean. Singular focus. Logo present.

Incorrect



Too much going on.



No logo.



Too posed/unnatural. Also cluttered.

Let's all protect the family name.

For questions, guidance and support, please contact the Revere Health marketing department. Remember, all internal materials must be submitted to marketing@reverehealth.com for approval prior to publication.

