



Brand Guidelines 2023

Logo Guidelines

This guide shows how to bring our brand to life. To protect careviso's' brand we require consistency to adhere to this guide's rules.



powering transparency



Our Logo and Name

careviso's logo is at the core of our brand identity.

Our logo represents the relationship and connection between careviso and our patients, physicians, and laboratories that we serve. Behind every case that we touch, we have personalized solution and human connection. The hexagon icon indicates the science and technology as the backbone for our company and platform.

The colors of green and blue used in the logo indicates dependability and strength. careviso is a leader in the industry of patient access for molecular diagnostics and provides superior service to all of our customers.

Our new name embraces bringing the *care* back into healthcare, combined with a vision for what is needed next. The time for a simple, clear, and approachable path forward in healthcare is now. Our tagline plays an important part in our brand image and identity. Powering transparency reflects our current healthcare needs and how we can help. With seeQer, careviso streamlines the two most complex issues in healthcare: financial transparency and prior authorizations. Phonetic spelling: kerv/l/zou

The wordmark "careviso" should always be lowercase. In textual content (such as this guide) "careviso" must also be lowercase, **not** "Careviso."



Our icon can be used on its own in special circumstances only. Generally the icon without the wordmark is used where the brand has already been established in the same context either by using a full logo or in adjacent copy. It is also acceptable to use the our icon as an app icon or in social media as an avatar.

Our Product

seeQer is our benefits investigation and cost calculation tool, built into our online platform.

seerQer is our core product, focusing on price transparency and prior authorizations.

The logo is an alteration of the careviso company logo, using the gradient on a solid background. For this reason, the logo must have a white outline and white text if it is placed on a Background Navy background. seeQer materials should use the Background Navy tertiary colors with gradient accents.



Logo Lockups

Our lockup (format) is how we announce our brand to the world.

Our logo is expressed in horizontal and stacked lockups. The stacked logo is primarily for large-scale use or when you have ample space to display the logo.

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.



careviso



seeQer



Colored Backgrounds

The full-color logos should be used only on white, black, or careviso Background Navy colored backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.



seeQer Colored Backgrounds

The full-color logos should be used only on white, black, or careviso Background Navy colored backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.



Monochromatic Logos

If no color is available, then the logo should be either black or white - never grey.

Some marketing materials will require a blue or green background - these can **only** use a monochromatic logo, as shown.



Boilerplate

Our boilerplate should be used at the footer of documents that are being distributed publicly. There are three types: Under 100 Words, Under 500 Words, and 1 Liner.

Under 100 Words

careviso is a healthcare technology company. By automating the impossible we're able to solve the most complex problems in the healthcare industry in real-time: prior authorizations and financial transparency. careviso created a complete technology platform that increases patient access to care by delivering cost estimates, administrative requirements and approvals in real time. careviso began with a laboratory focused approach, and our mission is to support patients, providers, and payors with total access to healthcare.

Under 50 Words/500 characters

careviso is a healthcare technology company supporting everyone involved in diagnostic testing. We created a proprietary platform for payors, physicians, and laboratories that improves patient care through streamlined workflows. By automating the impossible we're solving the most complex problems in the healthcare industry: prior authorizations and financial transparency.

Under 150 characters

careviso is solving prior authorization & financial transparency issues with a proprietary tech platform for payors, physicians, & laboratories.

Clearspace

To present our logo in the most favorable light, use the width of its “o” as your guide for clearspace for the horizontal logo and the width of the medium body in the stacked version. Use the inner width of the “o” to space the word and logo apart.



Fonts

These are the primary brand fonts. Proxima Nova and Adelle are included with careviso's Adobe Cloud license. The font used in our logo is Gilroy, Semibold, with optical kerning.

Primary brand font

Proxima Nova

Light
Regular
Medium
Semi-bold
Extra Bold

Secondary brand font

Adelle

Light
Regular
Semi-bold
Bold

Created for you,
your lab, and your
patients.

**Combined expertise in laboratory,
technology solutions, and HUB services
to help both patients and physicians.**

careviso is the only healthcare services company that is singularly focused on molecular diagnostic patient access. We are the market leader and perform over 20,000 prior authorizations each month. Our dedicated team has robust experience and knowledge and will provide the highest quality service to you and your customers.

HEADLINE

Adelle Regular
24pt / Leading 26pt

**SECONDARY
HEADLINE**

Proxima Nova Bold
12pt / Leading 18pt

BODY COPY

Proxima Nova Regular
10pt / Leading 14pt

Fall-back fonts

When Proxima Nova and Adelle are not available please use the following fonts for documents such as PowerPoint Word documents and email.

Primary brand font

Arial

Regular
Italic
Bold

**Created for you,
your lab, and your
patients.**

HEADLINE

Georgia Regular
24pt / Leading 26pt

Secondary brand font

Georgia

Regular
Italic
Bold

**Combined expertise in laboratory,
technology solutions, and HUB services
to help both patients and physicians.**

**SECONDARY
HEADLINE**

Arial Bold
11pt / Leading 18pt

careviso is the only healthcare services company that is singularly focused on molecular diagnostic patient access. We are the market leader and perform over 20,000 prior authorizations each month. Our dedicated team has robust experience and knowledge and will provide the highest quality service to you and your customers.

BODY COPY

Arial Regular
9pt / Leading 14pt

Color Palette

Primary colors

OCEAN BLUE HEX #0387BF RGB 3/135/191 CMYK 82/36/6/0 PMS 299 C	FERN GREEN HEX #85BD00 RGB 133/189/0 CMYK 53/3/100/0 PMS 376 C	BACKGROUND NAVY HEX #002938 RGB 0/41/56 CMYK 96/72/53/58 PMS 547 C
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Secondary colors

CAREVISO GRADIENT GRADIENT BLUE #0387BF GRADIENT GREEN # 85BD00 -45 DEGREE ANGLE	LIGHT GREY HEX #FBFBFB RGB 251/251/251 CMYK 1/0/0/0
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Expanded Color Palette

Tertiary colors

OCEAN BLUE 75

HEX #69A4CC
RGB 105/164/204
CMYK 59/24/7/0

FERN GREEN 75

HEX #AECC7E
RGB 174/204/126
CMYK 15/0/38/20

BACKGROUND NAVY 75

HEX #475E69
RGB 71/94/105
CMYK 32/10/0/59

These colors can be used to add depth to marketing materials while remaining within the color family. Each of these is a transparency percentage of the original brand colors, noted as 75, 50, & 25.

The Ocean Blue family should be used for physician-oriented messaging, the Fern Green family for lab-oriented messaging, and the Background Navy for payor-oriented messaging.

seeQer should use the Background Navy family and gradient.

OCEAN BLUE 50

HEX #99C2DD
RGB 153/194/221
CMYK 31/12/0/13

FERN GREEN 50

HEX #C7DBA9
RGB 199/219/169
CMYK 9/0/23/14

BACKGROUND NAVY 50

HEX #84939A
RGB 132/147/154
CMYK 14/5/0/40

OCEAN BLUE 25

HEX #CCE0EE
RGB 204/224/238
CMYK 14/6/0/7

FERN GREEN 25

HEX #E4EDD5
RGB 228/237/213
CMYK 4/0/10/7

BACKGROUND NAVY 25

HEX #C1C9CD
RGB 193/201/205
CMYK 6/2/0/20

Brand Elements

Document Header Styles

There are two types of document headers we use for distributing marketing & company materials. The “Navy Fill” header is used for digital documents that are unlikely to be printed. The “Gradient Line” header is used for documents that will be printed, faxed, or contain lots of text and no graphic elements.



Graphic Elements

Breaking up text and adding artistic flair to pieces can be done by the use of certain shapes and lines. Hexagons, solid and dashed lines, and partial sections of our logo are allowed in moderation. Gradient overlays on photographs are also acceptable.



Brand Elements

Icons

Our icons come in two styles: filled and outline. It is recommended you keep the icons within the following color parameters: white, Background Navy, Ocean Blue, and Fern Green. If additional depth is needed in an icon, the tertiary colors can be used in moderation.



Brand Elements

Photography

Our photography style is light, friendly, and people-focused. This ties directly back to our mission and company values. We try to be as inclusive as possible across gender, age, race, and orientation. Photos should be licensed through Adobe Stock or other photo collections.

Video

We make use of basic animations in Adobe programs. Videos should have branded open and close screens, such as the following:



Brand Elements

Presentations

Physician-facing presentations should use the Ocean Blue family for accents within the presentation. In the example below the cover slide is Ocean Blue while a body slide footer also uses Ocean Blue.


Lab-facing presentations should use the Fern Green family for accents within the presentation. In the example below the cover slide is Fern Green while a body slide footer also uses Fern Green.



What We Do

careviso began with a laboratory focused approach to patient access.

We created a **platform** that provides patients access to care faster by delivering cost estimates, prior authorizations, and approvals to enrolled physicians in real time.



40,000+ PAs performed each month

120,000+ enrolled physicians


- Members
- Providers
- Payors
- Laboratories
- Manufacturers

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Industry Context & Impact on Healthcare

careviso was the first company solely focused on Diagnostic Testing Patient Access

- Founded in 2017 when payors began requiring physicians to perform prior authorizations for molecular diagnostic testing
- Venture backed company



Sources:

1) Medical Economics, "Cutting the Prior Authorization Headache," Oct 2013

2) American Medical Association (AMA) Prior Authorization Physician Survey 2018

3) American Medical Association Survey, "Impact of Insurer Prior Authorization Policies on Patient Care"

20 hours per week is the average time spent on PA activities by administrative staff ¹

86% of providers consider PAs **very burdensome**, 64% have staff who work exclusively on PAs ²

67% of providers report that it's **very difficult to determine** which tests, procedures, & drugs require PAs ³

91% report that the PA process **delays their patients' access to care** ²

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Logo Don'ts

Our logos were created with specific intent. Please keep their integrity intact and respect the design team's processes.

If you place the gradient logo on a blue or green background half the logo will disappear, as seen at the top of the page.



DO NOT RECOLOR THE LOGO



DO NOT CHANGE PROPORTION OF THE ICON



DO NOT USE NOT APPROVED COLORS



DO NOT USE ALTERED LOGO LOCK-UPS



DO NOT ROTATE THE LOGO



DO NOT DISTORT



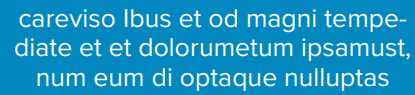
DO NOT OUTLINE THE LOGO



DO NOT ADD SPECIAL EFFECTS

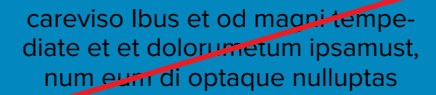
Font/Color Don'ts

Our fonts and colors were chosen with specific intent. Please keep their integrity intact and respect the design team's processes.



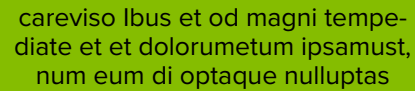
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DO USE WHITE TEXT ON BLUE



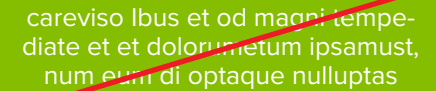
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DO NOT USE BLACK OR NAVY TEXT ON BLUE



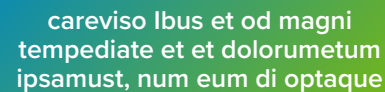
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DO USE NAVY OR BLACK TEXT ON GREEN



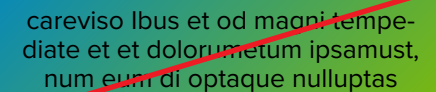
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DO NOT USE WHITE TEXT ON GREEN
(UNLESS VERY LARGE FONT SIZE)



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DO USE WHITE TEXT ON THE GRADIENT



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DO NOT USE NAVY OR BLACK TEXT ON THE GRADIENT

Questions?

For brand inquiries contact Rory Nachbar,
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