

vitalware™

Identity Usage and Guidelines • August 2019

How To Use This Guide

This document sets forth a series of identity guidelines intended to define and establish a new, bolder, and more contemporary brand identity for Vitalware.

Our work in this handbook is to do the “defining” part of the exercise. We’ll share the new design for our logomark, our new color palette, and our new typography system. We’ll also share our guidelines for usage of these marks. These are drawn from a well-established set of rules most companies use to keep their marks and designs consistent and recognizable. If this looks like a lot of rules, rest assured: we didn’t make up any new ones.

Your role, a role everyone at Vitalware shares together, is in helping everyone on our team in establishing these marks. That happens only one way: through consistent usage. Consistent usage yields two essential benefits:

A marketplace asset: the persuasive power of a consistent and compelling new brand identity.

A legal asset: as consistent usage is the primary requirement for defending our mark against infringements of any kind from competitors or usurpers of any kind.

This guide itself is a necessary part of the work to establish our identity. But the bulk of the work to firmly establish our identity in the marketplace is an ongoing task, performed by all of us, every day. We hope you find this guide for usage straightforward and easy to understand — and we encourage you to bring any questions or concerns regarding our marks to the attention of the Vitalware Marketing Department, marketing@vitalware.com.

Logomarks

Logomarks

Primary, Secondary and Icon

(Usage of any Vitalware logomark **MUST** be approved by Marketing Team.)

Below are four designs that establish the foundation for usage for two key assets: our wordmark, and our logomark. As you can see, these designs also include standards for usage of these marks together, with a horizontal combination mark, and a vertical combination mark, that place the logomark above the wordmark. The wordmark is the preferred usage, and the combination marks are selected based on the available space in the design.



vitalware™

Primary Wordmark



Secondary Logomark



Secondary Logomark



Standalone Logomark

Logomark Usage

Primary Wordmark Approved Usage

(Usage of any Vitalware logomark **MUST** be approved by Marketing Team.)

The images below show proper use of the wordmark in the preferred color palette for Vitalware: the primary Vital Blue, secondary Royal Blue, and a black and white treatment. Each mark is also shown with approved background coloring.

Wordmark Primary Vital Blue

vitalware™



Wordmark Secondary Royal Blue

vitalware™



Wordmark Black and White

vitalware™



Logomark Usage

Required Wordmark Clearspace

(Usage of any Vitalware logomark **MUST** be approved by Marketing Team.)

The images below show proper clearspace surrounding the Vitalware Primary Wordmark. As you can see, the required clearspace is proportional to the letters in the wordmark. The height of the wordmark is demarcated at the height of the highest letter, the dot of the “i” in the wordmark. The clearspace above and below the wordmark equals the value of the box marked “X.” This is the same clearspace on the left and right ends of the wordmark as well.



Logomark Usage

Primary Wordmark Un-Approved Usage

(Usage of any Vitalware logomark **MUST** be approved by Marketing Team.)

The images below depict unapproved usages for the wordmark, and, we hope, demonstrate convincingly why these uses are unapproved. The prohibitions enumerated here are grounded in good design principles and in the science of human perception. As you can see, poor background colors, complex backgrounds, unapproved wordmark colors, and added type-effects / distortions all compromise the integrity of the primary wordmark. Unapproved uses also water down the strength of our mark when we seek to defend it. For all these very good reasons, please avoid these misuses.



Do not place the Wordmark on un-approved background colors.



Do not place the Wordmark on un-approved background colors.



Do not place the Wordmark on un-approved background colors.



Do not place the Wordmark on un-approved background colors.



Do not place the Wordmark on un-approved background colors.



Do not add effects to Wordmark.



Do not place Wordmark on complex background images.



Do not alter colors of Wordmark.



Do not distort Wordmark vertically.



Do not distort Wordmark horizontally.



Do not place Wordmark at an angle.



Do not break Wordmark into two lines.

Logomark Usage

Secondary Vertical Approved Usage

(Usage of any Vitalware logomark **MUST** be approved by Marketing Team.)

The images below show proper use of the secondary vertical logomark in the preferred color palette for Vitalware: the primary Vital Blue, secondary Royal Blue, and a black and white treatment. Each mark is also shown with approved background coloring.

Secondary Logomark Primary Vital Blue



Secondary Logomark Secondary Royal Blue



Secondary Logomark Black and White



Logomark Usage

Required Secondary Vertical Clearspace

(Usage of any Vitalware logomark **MUST** be approved by Marketing Team.)

The images below show proper clearspace surrounding the Vitalware Secondary Vertical Logomark. The height of the logomark is demarcated at the crest of the circle. The clearspace above and below the logomark equals the value of the box marked "X." This is the same clearspace on the left and right ends of the logomark as well.



Logomark Usage

Secondary Vertical Un-Approved Usage

(Usage of any Vitalware logomark **MUST** be approved by Marketing Team.)

The images below depict unapproved usages for the secondary vertical logomark. Here again poor background colors, complex backgrounds, unapproved logomark colors, and added type-effects / distortions all compromise the integrity of the secondary logomark.



Do not place the Secondary Logomark on un-approved background colors.



Do not place the Secondary Logomark on un-approved background colors.



Do not place the Secondary Logomark on un-approved background colors.



Do not place the Secondary Logomark on un-approved background colors.



Do not place the Secondary Logomark on un-approved background colors.



Do not add effects to Secondary Logomark.



Do not place Secondary Logomark on complex background images.



Do not alter colors of Secondary Logomark.



Do not distort Secondary Logomark vertically.



Do not distort Secondary Logomark horizontally.



Do not place Secondary Logomark at an angle.

Logomark Usage

Secondary Horizontal Approved Usage

(Usage of any Vitalware logomark **MUST** be approved by Marketing Team.)

The images below show proper use of the secondary horizontal logomark in the preferred color palette for Vitalware: the primary Vital Blue, secondary Royal Blue, and a black and white treatment. Each mark is also shown with approved background coloring.

Secondary Logomark Primary Vital Blue



Secondary Logomark Secondary Royal Blue



Secondary Logomark Black and White



Logomark Usage

Required Secondary Horizontal Clearspace

(Usage of any Vitalware logomark **MUST** be approved by Marketing Team.)

The images below show proper clearspace surrounding the Vitalware Secondary Horizontal Logomark. The height of the logomark is demarcated at the apex and bottom of the circle. The clearspace above and below the logomark equals the value of the box marked "X." This is the same clearspace on the left and right ends of the logomark as well.



Logomark Usage

Secondary Horizontal Un-Approved Usage

(Usage of any Vitalware logomark **MUST** be approved by Marketing Team.)

The images below depict unapproved usages for the secondary horizontal logomark. These examples show how poor background colors, complex backgrounds, unapproved logomark colors, and added type-effects / distortions all compromise the integrity of the secondary logomark.



Do not place the Secondary Logomark on un-approved background colors.



Do not place the Secondary Logomark on un-approved background colors.



Do not place the Secondary Logomark on un-approved background colors.



Do not place the Secondary Logomark on un-approved background colors.



Do not place the Secondary Logomark on un-approved background colors.



Do not add effects to Secondary Logomark.



Do not place Secondary Logomark on complex background images.



Do not alter colors of Secondary Logomark.



Do not distort Secondary Logomark vertically.



Do not distort Secondary Logomark horizontally.



Do not place Secondary Logomark at an angle.

Logomark Usage

Standalone Icon Approved Usage

(Usage of any Vitalware logomark **MUST** be approved by Marketing Team.)

The images below show proper use of the standalone logomark in the preferred color palette for Vitalware: the primary Vital Blue, secondary Royal Blue, and a black and white treatment. Each mark is also shown with approved background coloring.

Standalone Logomark Primary Vital Blue



Standalone Logomark Secondary Royal Blue



Standalone Logomark Black and White

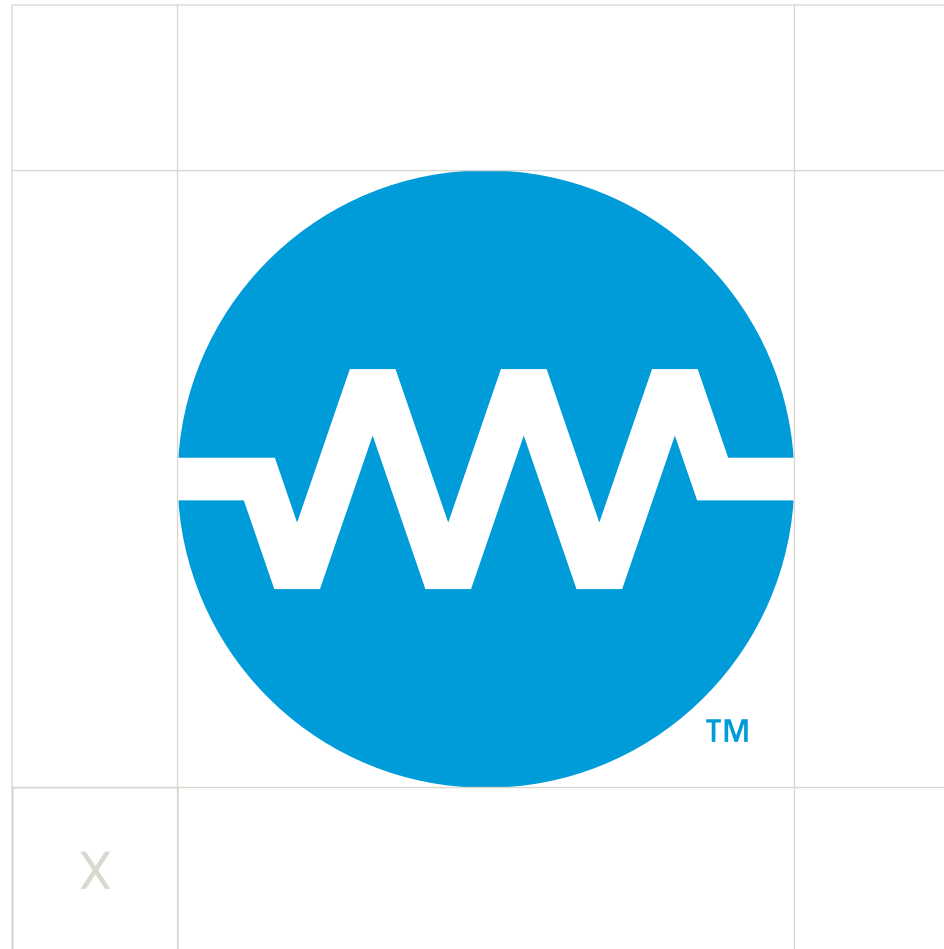


Logomark Usage

Required Standalone Icon Clearspace

(Usage of any Vitalware logomark **MUST** be approved by Marketing Team.)

The images below show proper clearspace surrounding the Vitalware Standalone Logomark. The height of the logomark is demarcated at the apex and bottom of the circle. The clearspace above and below the logomark equals the value of the box marked "X." This is the same clearspace on the left and right ends of the logomark as well.



Logomark Usage

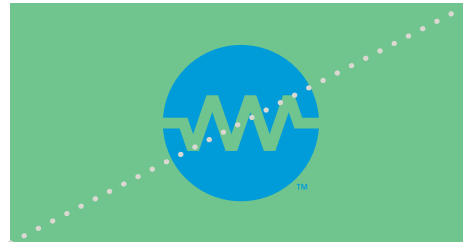
Standalone Icon Un-Approved Usage

(Usage of any Vitalware logomark **MUST** be approved by Marketing Team.)

The images below depict unapproved usages for the standalone logomark. These examples show how poor background colors, complex backgrounds, unapproved logomark colors, and added type-effects / distortions all compromise the integrity of the secondary logomark.



Do not place the Standalone Logomark on un-approved background colors.



Do not place the Standalone Logomark on un-approved background colors.



Do not place the Standalone Logomark on un-approved background colors.



Do not place the Standalone Logomark on un-approved background colors.



Do not place the Standalone Logomark on un-approved background colors.



Do not add effects to Standalone Logomark.



Do not place Standalone Logomark on complex background images.



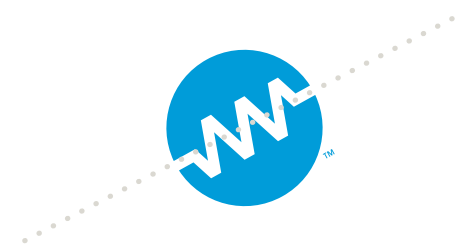
Do not alter colors of Standalone Logomark.



Do not distort Standalone Logomark vertically.



Do not distort Standalone Logomark horizontally.



Do not place Standalone Logomark at an angle.

Color Palette

Color Palette

Pantone Coated, CMYK, RGB, HEX

(These colors are intended for web, spot, and one color printing on coated mediums only.)

Accurate color reproduction is vital to proper usage of the Vitalware logo and all marketing materials. Acceptable primary, secondary, and tertiary color options are shown below. Care must be taken when reproducing colors on all communications, because materials and reproduction methods can significantly affect color accuracy. Please consult with marketing if you have any questions or need further guidance.

Primary - These are our primary colors. Strong and easily identifiable, these colors should be the first choice when representing Vitalware.

- **Secondary** - These options are used to complement and support the primary colors. These supportive colors should be among your next color choices used in communications and marketing materials, after the primary colors.
- **Tertiary** - The options are complementary to our official colors, but are not recognizable identifiers for Vitalware and should be used for items such as supporting elements.

Primary Palette



Azure
Process Blue C
CMYK 100 0 4 9
RGB 0 133 202
HEX 0085CA



Royal
300 C
CMYK 100 50 0 0
RGB 0 94 184
HEX 005EB8



Lapis
288 C
CMYK 100 80 6 32
RGB 0 45 114
HEX 002D72

Secondary Palette



Sky
298 C
CMYK 52 2 1 0
RGB 65 182 230
HEX 41B6E6



Mint
7479 C
CMYK 56 0 58 0
RGB 38 208 124
HEX 26D07C



Tuscany
7405 C
CMYK 0 10 100 0
RGB 242 205 0
HEX F2CD00



Mandarin
144 C
CMYK 0 50 100 0
RGB 237 139 0
HEX ED8B00



Sunset
Warm Red C
CMYK 0 80 85 0
RGB 249 66 58
HEX F9423A

Tertiary Palette



Black 6 C
CMYK 86 69 43 75
RGB 16 24 32
HEX 101820



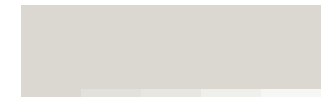
Warm Gray 11 C
CMYK 52 50 52 10
RGB 110 98 89
HEX 6E6259



Warm Gray 8 C
CMYK 15 20 22 42
RGB 140 130 121
HEX 8C8279



Warm Gray 6 C
CMYK 11 14 18 32
RGB 165 156 148
HEX A59C94



Warm Gray 2 C
CMYK 5 5 9 10
RGB 203 196 188
HEX CBC4BC

Color Palette

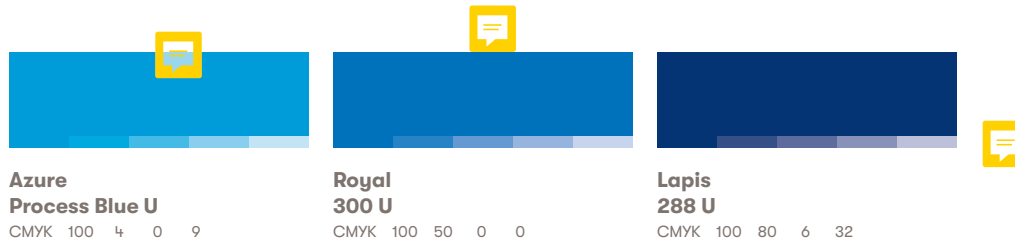
Pantone Uncoated, CMYK

(These colors are intended for spot and full color printing on uncoated mediums only.)

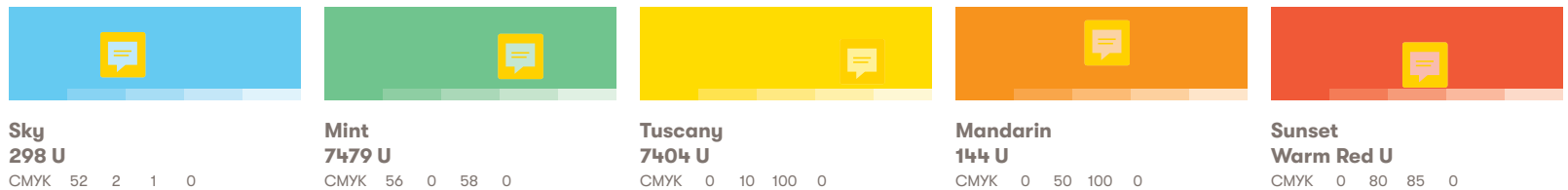
Accurate color reproduction is vital to proper usage of the Vitalware logo and all marketing materials. Acceptable primary, secondary, and tertiary color options are shown below. Care must be taken when reproducing colors on all communications, because materials and reproduction methods can significantly affect color accuracy. Please consult with marketing if you have any questions or need further guidance.

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- **Tertiary** - The options are complementary to our official colors, but are not recognizable identifiers for Vitalware and should be used for items such as supporting elements.

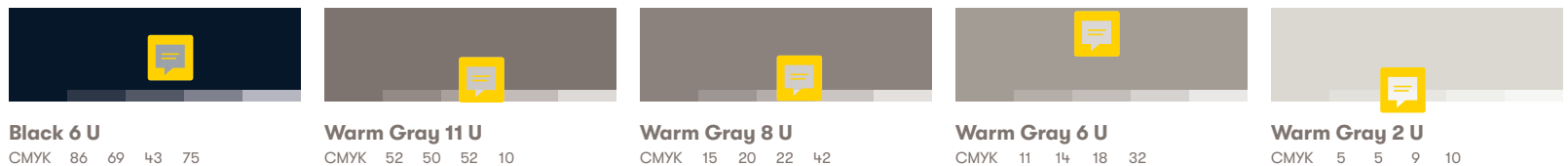
Primary Palette



Secondary Palette



Tertiary Palette



Typography

Typography

GT Walsheim Pro Standard and Condensed Weights

(This typeface will be used on all Marketing Materials.)

GT Walsheim Pro is our primary typeface and should be used for all communications and marketing materials. Inspired by the lettering of 1930s Swiss poster designer Otto Baumberger, GT Walsheim is a friendly but precise typeface. We feel it reinforces our company's persona and core values, expressing both our willingness to help, and the expertise and deep knowledge resources we bring to our clients and partners.

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Typography

Poppins

(This typeface is preferred for use on all internal and external communications, such as Powerpoint, Word, and Excel documents.)

Poppins is a relative newcomer to the geometric sans serif family. Its contemporary, clean look, offers a perfect complementary typeface for our use on everyday communications.

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Spelling & Capitalization

Spelling & Capitalization

Proper Spelling of Vitalware and Vitalware Product Names

Just as it's important for us to choose the right images, colors and backgrounds for our logomarks, it's very important that we spell our company's name and our product names in a consistent fashion.

Company Name

We want to distinguish between the company and our product names, therefore, in regular correspondence and in decks and copy of any kind, our company name is always capitalized only once, like so:

Correct: **Vitalware**

Incorrect: **VitalWare**

Incorrect: **vitalware**

Product Names

Example Product Names: Product names employ the use of two capital letters, with "Vital" always being capitalized, along with the first letter of the product name component.

VitalCDM

VitalKnowledge

VitalWorkflow

VitalView

VitalAssessment

VitalAnalysis

VitalIntegrity

VitalAuditor

VitalCoder

VitalAlerts

Product names are not given logos or wordmarks. They always appear in regular type, with both "Vital" and the product name component conjoined, without space, and with the name (or abbreviations) capitalized, on the first letter only.

Note: VitalCDM presents a special case where we've chosen to use abbreviations to shorten the lengthier term: "charge description master."

Trademark & Copyright

Trademark & Copyright

Vitalware trademark TM and copyright © information

It's very important to comply with the rules laid out below for establishing our practice with our Trademark and Copyrights. Consistency of adherence to these rules is the essential evidence we must provide whenever we have to defend our rights to exclusive use of our marks, and for proving ownership of intellectual property we generate and share in written and/or visual form.

Trademark

Vitalware has filed for a US Trademark with the USPTO for the company name in the following categories:

Software as a service (SAAS) services featuring software for the healthcare industry, namely, on-line, non-downloadable software to enhance visibility and continuity in chargemaster management, documentation, medical coding, charge capture, and regulatory code references.

A trademark symbol TM is required upon the first use of the mark in text or any body copy. This rule holds true even if the symbol was already used in the headline.

Copyright

The following statement must be used on all documents referencing Vitalware products, internal and external documents, and marketing materials:

©Vitalware, LLC. All rights reserved.

vitalware™

Any usage questions should be sent to marketing@vitalware.com