



Brand Style Guide v. 9

OVERVIEW



#DB2C2C



#5774B6



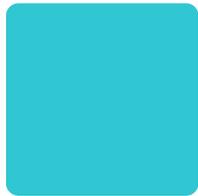
#262735



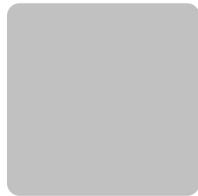
#C02121

#DB2C2C

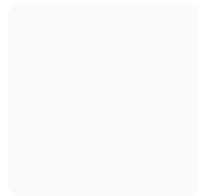
#E15151



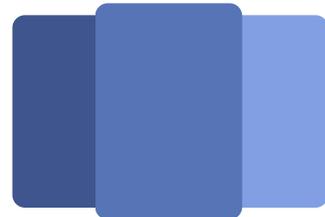
#30C6D2



#C1C1C1



#F9FAFC



#3F558D

#DB2C2C

#819FE2

Titles & Headings:

Gibson

ABCDEFGHIJKLMNPO

QRSTUVWXYZ

1234567890!*#

Paragraph Text:

Avenir Next LT Pro

ABCDEFGHIJKLMNPO

QRSTUVWXYZ

1234567890!*#

Accent

Moontime

abcdefghijklmnopqrs

1234567890!*#



LOGOS

Primary



Clear Space



The AdminaHealth logo should be surrounded on all sides with clear (negative) space no less than the x-height of the letter "a" in AdminaHealth.

Dark Background Alternate



Single Color Version



Isolated Logo Mark



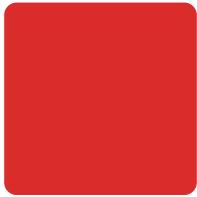
The stylized "t" AdminaHealth logo mark can be used on its own as a design element or as a favicon.



In certain applications (such as B&W printing, or when overlaid on an image) the single color AdminaHealth logo can be used. The single color AdminaHealth logo should only be used in RED, BLACK, or WHITE.

COLORS

Primary



#DB2C2C
Red

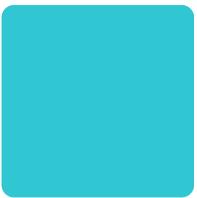


#5774B6
Blue



#262735
Black

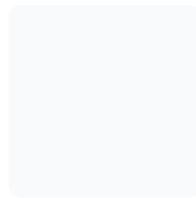
Secondary



#30C6D2
Green



#C1C1C1
Gray



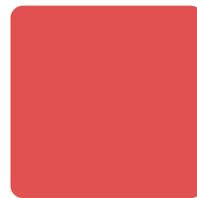
#F9FAFC
Off-white



#183247
Dark Navy



#C02121
Dark Red



#E15151
Light Red



#3F558D
Dark Blue



#819FE2
Light Blue

TYPE

Titles or Headings

Gibson Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!*#

Gibson Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!*#

Gibson SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!*#

Subtitles

Gibson Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!*#

Paragraph Text

Avenir Next LT Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!*#

Website Paragraph Text

Gibson Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!*#

Accent

Moontime
abcdefghijklmnopqrstuvwxyz
1234567890!#*

ICONS

Streamline Light 3.0



ILLUSTRATIONS

Isometric



STYLE

Phone Numbers

(xxx) xxx-xxxx

Time

AM / PM - Make sure to capitalize

IP, CERTIFICATIONS, COMPLIANCE & TRUST MARKS

Patents



HITRUST



Please note that only the AdminaHealth Billing Suite (the SaaS product) is HITRUST certified.

When discussing AdminaHealth, use the phrase "AdminaHealth is HITRUST compliant."

NIST



Please note that NIST does not provide a certification.

When discussing NIST, use the phrase, "AdminaHealth holds the HITRUST's certification of the NIST Cybersecurity Framework (CSF) v1.1."

Writing

Remember to capitalize both the "A" and the "H" of AdminaHealth, but do not include a space in between.

When first referring to the name of the company, include the "®" on AdminaHealth®.

When referring to the AdminaHealth Billing Suite®, always place AdminaHealth before Billing Suite and use the ® on Suite the first time you reference it. The ® can be dropped in subsequent references.