

Our Brand

Partner Identity Guidelines

**DESIGN &
MARKETING**

Version 2.1
February 1, 2023



Guidelines

Asset Approval

Outside partners are permitted to use Recuro branded assets for third-party marketing activities, so long as they submit all designs to Recuro's Marketing department for written approval in order to ensure brand integrity. Partners must email marketingdept@recurohealth.com outlining the following information. Failure to do so will result in contractual ramifications.

- A** Include a copy of the final ad/design using brand guidelines
- B** Specify where this media will be distributed (platform/outlet)
- C** Identify the intended audience: brokers, health plans, employers, etc.
- D** Identify when this media will be distributed: date, time, time-zone
- E** Hold on distribution until formal authorization is approved by Recuro's Marketing Dept.

Approval Review Form

The image shows a laptop screen displaying the Recuro Health website. The website has a navigation bar with links for Home, About, Solutions, Media, Providers, Contact, Login, and Request Demo. The main content area features a circular profile picture of a man with a beard and a blue shirt, holding a coffee cup. Below the profile picture is the text 'Partner Assets' and a sub-header 'Marketing partners, please submit your documents for approval.' To the right of the profile picture is the 'Approval Review Form' with the following fields:

- First Name: Mark
- Last Name: Robertson
- Email: mark.robertson@gmail.com
- Company: Company
- Position: Position
- Distribution Platform: Where will this content be distributed? (EHR, etc.)
- Intended Audience: Consultants, Health Plans, Members, etc.
- Target Distribution Date: Target Distribution Date
- Content: Please explain the messaging here...
- Comments: Any questions or comments?

At the bottom of the form, there is an 'Upload Assets' section with a 'Choose File' button and a 'No file chosen' message. A large blue 'Submit' button is located at the bottom right of the form.

APPROVAL PROCESS:

Visit <https://recurohealth.com/partner-assets/> to upload all assets you would like to submit for approval. Please allow for a 2 week lead time prior to the target distribution date.

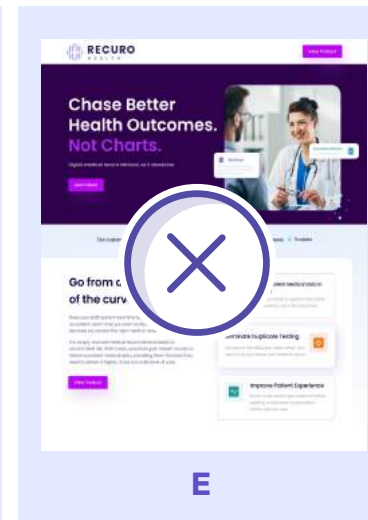
Guidelines

Branding Rules

To retain brand integrity it is critical to maintain a consistent and cohesive voice across all communications. This includes flyers, emails, ads, blogs, press releases, videos, webpages, etc. For that reason, partners should adhere to the following guidelines to maintain Recuro's identity in the marketplace. Any variations need to be approved by Recuro's Marketing Dept.

- A** Do not alter the Recuro brand colors, fonts, or design systems outlined here
- B** Do not edit approved product messaging, platform names, nor alter features
- C** Do not co-brand materials without approval by Recuro's Marketing Dept.
- D** Do not apply illustrations or graphical treatments to Recuro branded materials
- E** Do not recreate net-new assets applying the Recuro logo (ie: alternative sales/product webpages)

What Partners Should Avoid



QUESTIONS?

Working within brand guidelines can be difficult for those new to the process. However, we're here to help. Simply email any questions to marketing@recurohealth.com and we will respond within one business day.

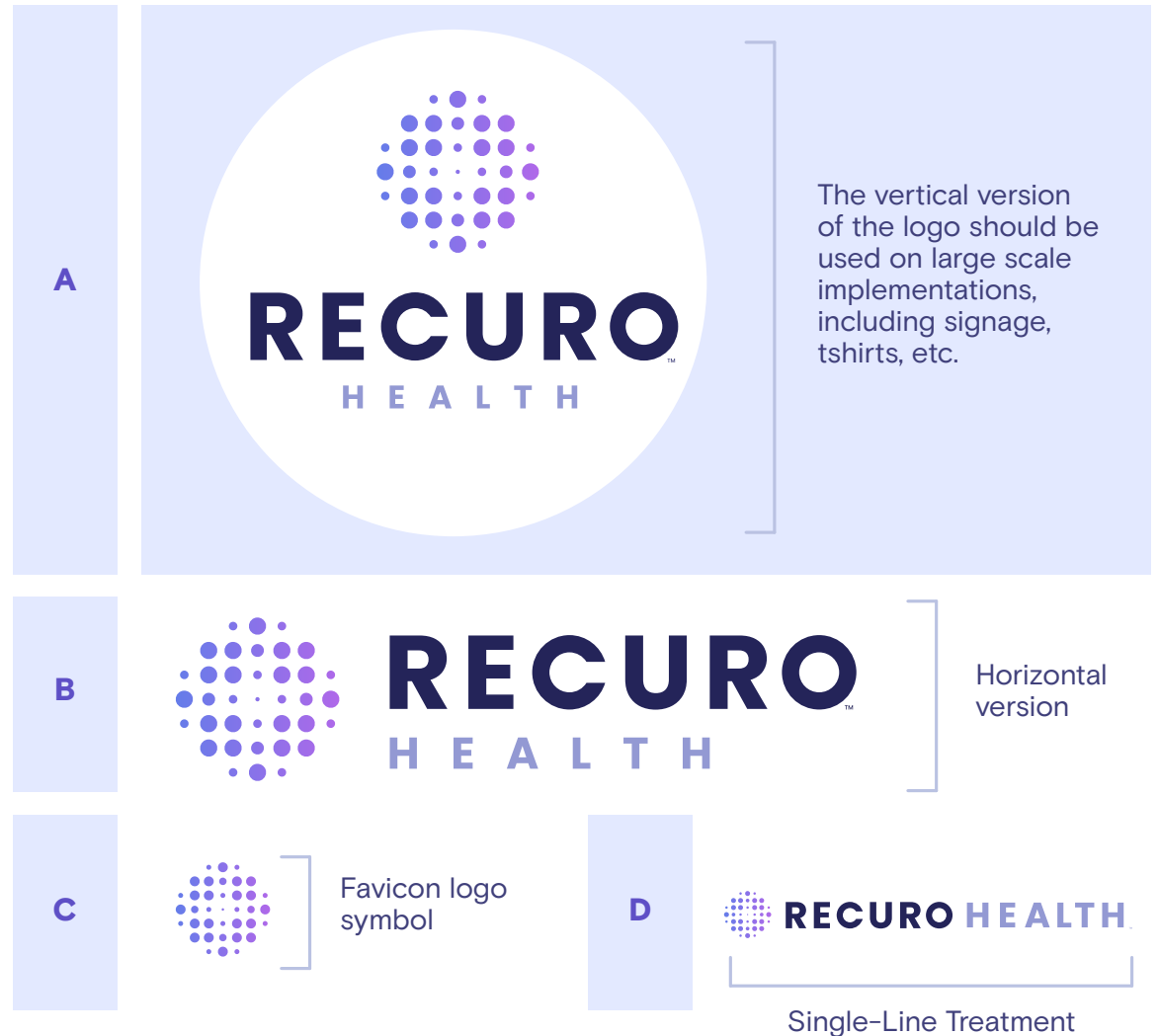
Guidelines

Logos

We use three versions of the Recuro logo that are optimized for various sizes: a vertical version, a horizontal version, and a favicon logo symbol. Partners may download our logos which are available on our main site: <https://recurohealth.com/our-brand/>

- A** Vertical Logo:
Signage, large scale digital assets
- B** Horizontal Logo:
Above 7cm, or 70px
- C** Favicon:
App icons & avatars
- D** Single-Line Treatment:
Use this seldomly

Proportions & Scaling



Contrast

It is essential that we adhere to web accessibility standards when using our palette. We adhere to AA standards. Located to the right are AA approved variations of how the Recuro logo should be treated on a light-to-dark gradient scale. Essentially, all logos and fonts applied onto of a light background should use dark treatments. Whereas, all logos and fonts applied onto of a dark background should use light treatments to provide contrast.

Logos & Accessibility

A

Dark fonts should be used on light backgrounds

Light Backgrounds



B

Light fonts should be used on dark backgrounds

Dark Backgrounds



Guidelines

Colors

Our color palette consists of 7 values, along with their respective set of tints and shades (not shown here). The palette is flexible as it allows for numerous color schemes ranging from functional and clean to fun and dynamic. The primary colors should be kept light-and-bright so as to reflect a clean/modern look-and-feel, as one would expect from a healthcare brand. Secondary darker colors are to be used as supporting elements - including layout diversity.

Monochromatic Colors



Navy

CMYK 100/97/34/24
 RGB 36/36/89
 Hex #242459



Purple

CMYK 80/82/0/0
 RGB 81/75/163
 Hex #514BA3



Violet

CMYK 63/57/0/0
 RGB 121/122/210
 Hex #797AD2



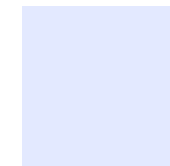
Periwinkle

CMYK 36/29/0/0
 RGB 159/171/233
 Hex #9FABE9



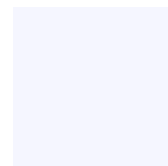
Steel

CMYK 19/14/0/0
 RGB 199/208/249
 Hex #C7D0F9



Water

CMYK 9/6/0/0
 RGB 227/233/255
 Hex #f5f6ff



Ice

CMYK 3/2/0/0
 RGB 245/246/255
 Hex #F5F6FF



Gradient

80/82/0/0 63/57/0/0
 81/75/163 121/122/210
 #514BA3 #797AD2

Guidelines

Fonts

Optimal formatting is important for readability. Take care to note the hierarchy of the typeface, as it is a balance of size, weight, and font styles. Here we have paired serif and sans-serif fonts. When combined, the juxtaposition of the two creates a sense of establishment, trust, and legitimacy – core elements that directly influence our brand's perception and reputation in the marketplace. Partners may download our font families which are available on our main site: <https://reurohealth.com/our-brand/>

Font Family & Hierarchy

H4	Category	Basis Grotesque Black, 12px
H1	Headline	Cheltenham Pro Bold, 48px
H2	Subheader	Basis Grotesque Black, 25px
H3	Introduction	Basis Grotesque Light, 18px
P	Style used for paragraphs & content.	Basis Grotesque, 25px
B	Button	Basis Grotesque Black, 10px
H5	Article	Cheltenham Pro Bold, 21px
H6	Section	Basis Grotesque Black, 11px

Guidelines

Photos

Clean, minimal, and single subject photography defines the Recuro brand. All photos should include a cool-tone (or a blue hue). Backgrounds should include negative space so as to allow content to be overlaid ontop of photos.

- A** When possible, cut out subjects to have a clean background.
- B** When possible, photography should include mobile devices.
- C** Patient photography should be positive, inviting, and candid.
- D** Diverse photos should always be used to reflect real-life subjects.
- E** Backgrounds should be minimal and have a primary focus.

Clean, Minimal, Whitespace



Guidelines

Icons

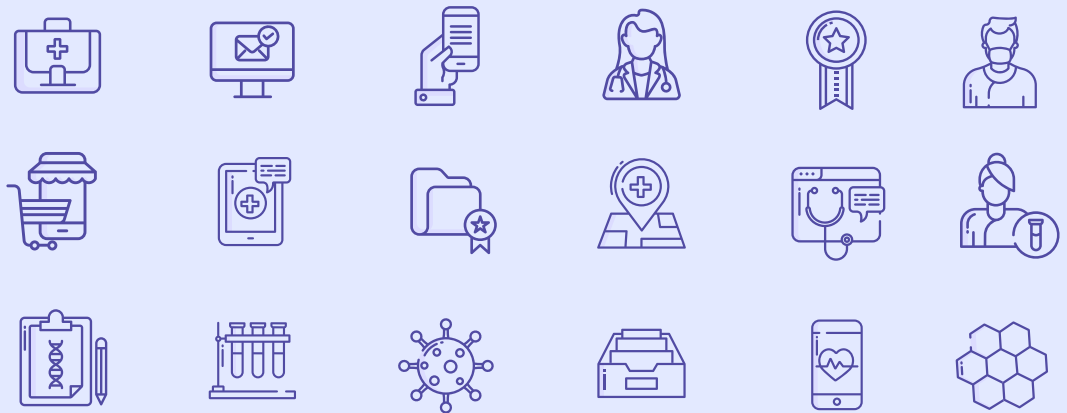
The Recuro brand utilizes 2 distinct icon styles - Flaticon Icons, and Font Awesome icons. While both libraries are extensive we have direct control over the duotone icon set. These icons can be customized and built to communicate conceptual ideas across marketing materials.

The Font Awesome library should be used for mobile and web applications when available. The library offers a variety of icon styles - however when possible, please use the "Light" weight font set so as to mimic our other icons across UI elements.

Icon Libraries & Line Weight

Flaticon Icons A

Full Icon Library: www.flaticon.com/authors/icongeek26/outline-colour



Font Awesome Icons B

Full Icon Library: <https://fontawesome.com/v5/cheatsheet/pro/light>



Guidelines

Buttons

All buttons should contain rounded corners. Depending on the size of the CTA button, the rounded corners may vary depending on scale. A good rule of thumb is for regular buttons, set the border-radius to 100%. For larger buttons, set the border-radius to 5px. Large CTAs should be used seldomly as they are reserved for higher visibility landing page conversions.

CTAs & Rounded Corners

Large CTA: Static



Large CTA Button

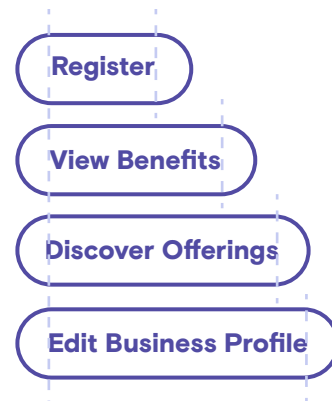
Large CTA: Hover



Large CTA Button

Regular Button: Static

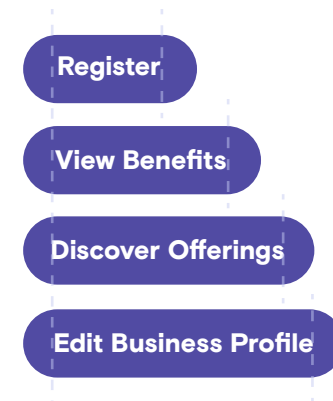
All static buttons should be transparent with a solid stroke.



All regular buttons should have 100% rounded corners.

Regular Button: Hover

All button hover states should be a direct inversion of their static colors.



Interior padding on all buttons should be maintained.