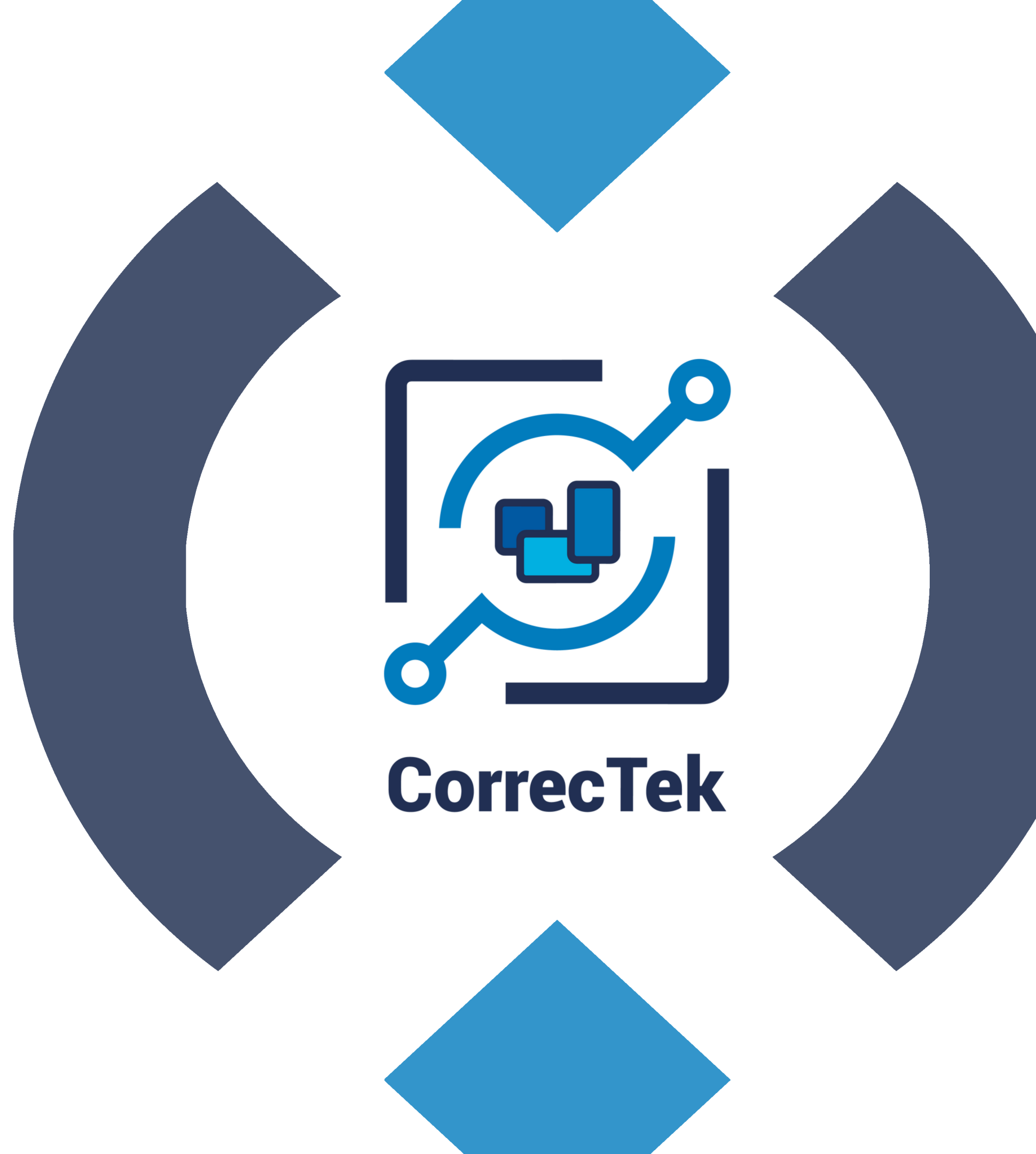


BRAND GUIDELINES

Established June 2024



Who We Are



Our Brand Voice

Professional

Knowledgeable

Responsive

CorrecTek, Inc. is a leading nationwide provider of customizable Electronic Health Records (EHR) systems. Our solutions are tailored to meet the unique requirements of organizations that serve marginalized populations. CorrecTek's comprehensive and configurable EHR system streamlines workflows, compliance, and reporting for multi-disciplinary healthcare environments. Backed by our experienced and highly acclaimed support team, CorrecTek's integrated technology raises the bar for EHR.



Our Vision

We are the preferred partner in EHR solutions, driving the future of workflow technology with a customizable platform designed to mitigate inefficiencies in compliance and reporting for multi-disciplinary healthcare organizations.



Our Mission

To deliver dependable and customizable EHR solutions that streamline workflows, compliance, and reporting for multi-disciplinary healthcare organizations.

Our Logo

Our logo reflects our identity as a technology company focused on developing streamlined workflow software for efficient compliance, documentation and reporting.

The elements of the logo can be interpreted in various ways, but at its core, it represents our mission:

- **Inner shapes:** Paper
- **Circles in the middle:** Workflow
- **Outer square:** Monitor/screen.

Together, these elements illustrate our transition from traditional paper records to digital workflows.

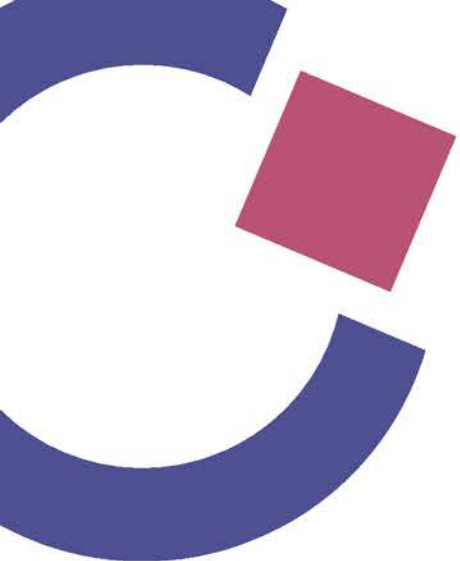
The use of blue aligns with our original color theme. Blue represents strength and reliability, while navy and darker shades convey knowledge, professionalism, and dependability.



Correctek

Minimum Size

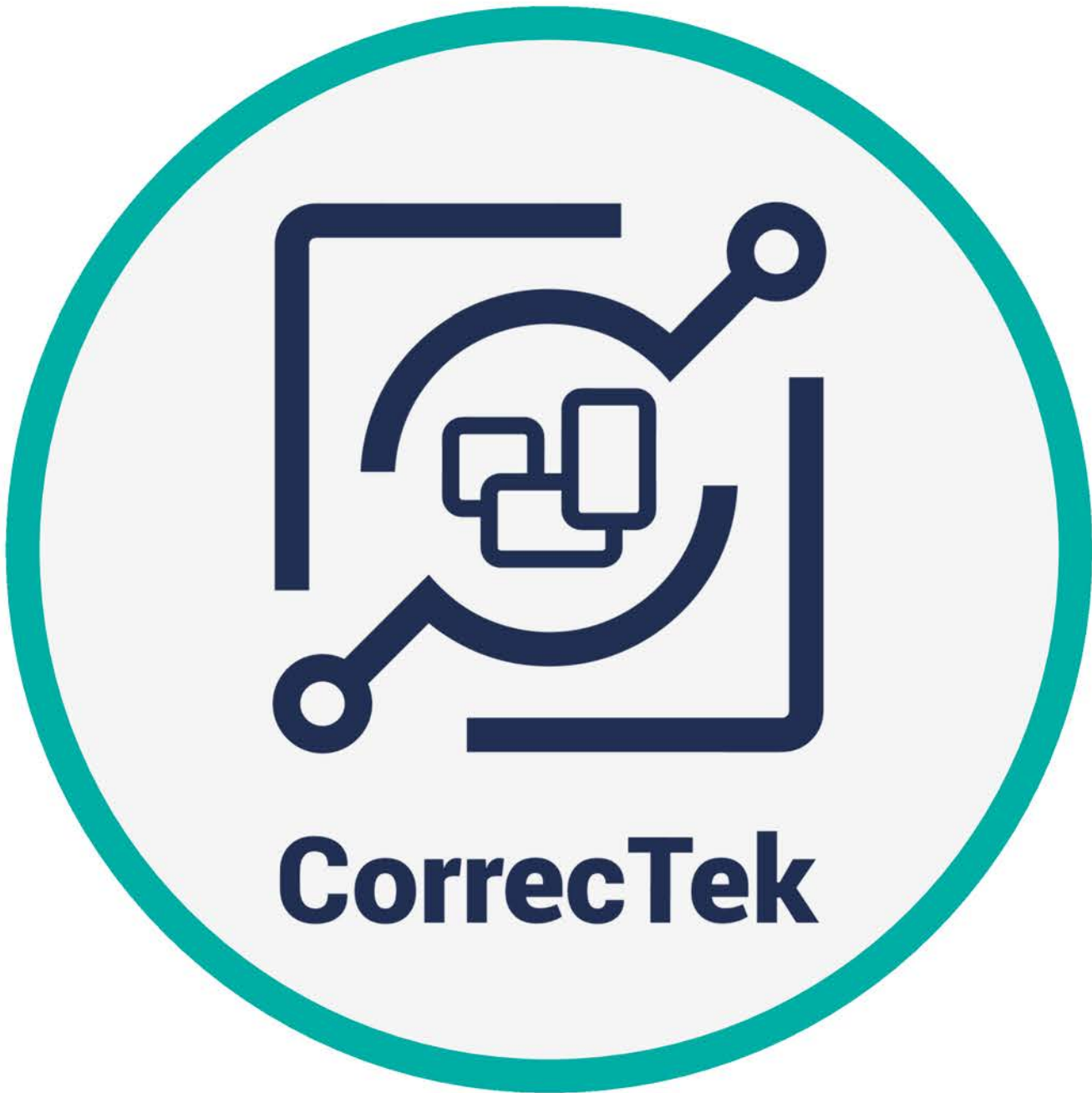
To maintain integrity at smaller scales, our logo should never be smaller than 75 px wide for digital and .80" in print.



Logo Variations

Clarity and contrast are crucial for our logo. The full-color version is preferred, but a one-color version may be more effective on certain backgrounds.

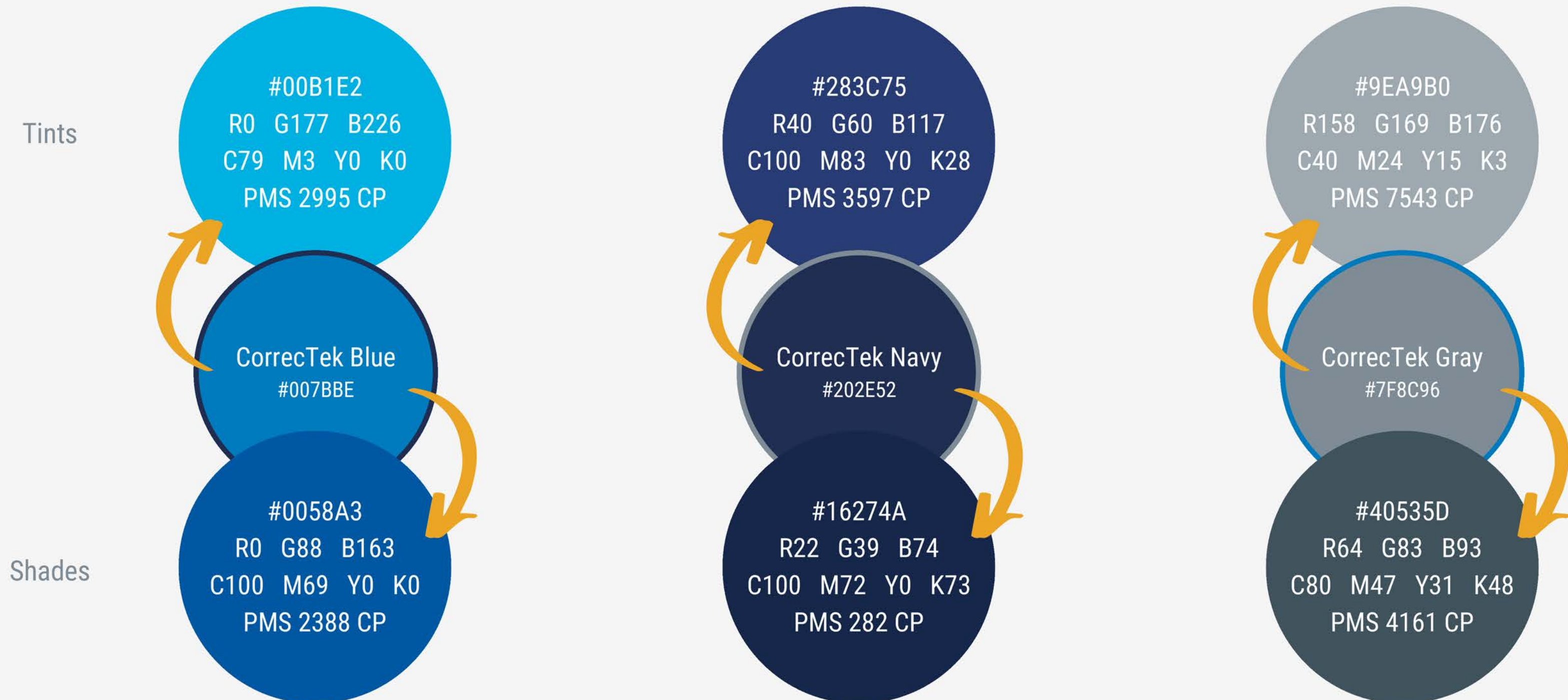
Use the “squint test” if unsure. The most legible logo while squinting indicates the best contrast.



Tints and Shades

To enhance the contrast of our brand colors, use tints and shades of the primary palette. Tints are created by adding white to a hue, while shades are created by adding black. Use these sparingly, ensuring the primary palette remains dominant.


Tints and shades should be applied on a white (#ffffff) or light gray background (#f5f5f5).



Secondary Color Palette

Secondary colors add versatility to our brand while complementing the primary palette. They can highlight important items or differentiate business segments. For example, in FedEx branding, “Fed” is always purple, while “Ex” varies by service.

Use secondary colors strategically, ensuring they remain secondary to the primary palette. They should be used on a white (#ffffff) or light gray (#f5f5f5) background, with the primary palette remaining the focal point.

 #00AEA5
R0 G174 B165
C81 M0 Y38 K0
PMS 326 CP

 #0F539E
R15 G83 B158
C100 M71 Y0 K2
PMS 2145 CP

 #333481
R51 G52 B129
C100 M90 Y0 K7
PMS BLUE 072 CP



#A11A48
R161 G26 B72
C0 M100 Y14 K38
PMS 221 CP

#EBA525
R235 G165 B37
C0 M31 Y97 K0
PMS 4008 CP

Typography

Roboto/Roboto Condensed

Our main typeface is Roboto and Roboto Condensed. It was chosen for its legibility and clean rendering in both digital and print.

Roboto is an open source, sans serif font and the preferred typeface if the company is to be represented in plain text. A free download is available at [Font Squirrel](#) or [DaFont](#).

If unavailable, an acceptable replacement would be Arial or Arial Narrow.

REGULAR/BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-=_+

AaBb

CONDENSED/CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-=_+

AaBb

Roboto Slab

Roboto Slab is a serif font and flexible enough to be used in various formats and styles. Use Roboto Slab sparingly and only for emphasis. A free download is available at [Font Squirrel](#).

If unavailable, an acceptable replacement would be Merriweather. A free download is available at [Font Squirrel](#).

REGULAR/BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-=_+

AaBb

****Roboto Slab does not have an italicized font.****

Note: Do not mix Roboto and Roboto Condensed within a project. Choose one font and use it consistently throughout. Roboto Slab may be paired with either Roboto or Roboto Condensed, but only for emphasis.

Hierarchy

When displaying groups of information, use hierarchy with style tags to distinguish text levels. For further differentiation, you can change the style tag color. For example, if using H1, H2, and H3 in a document, you might change the color of H2 to emphasize it. Always start with CorrecTek Navy for the first style tag used (e.g., if using only H2 and H3, H2 should be CorrecTek Navy, while H3 can be a different color if desired).

				Desktop		Mobile			
				Pixels	Point	Pixels	Point		
Header	H1	Font Font Weight Text Transform	Roboto Bold Capitalized	Size Line Height Letter Spacing	104 104 0	78 78 0	Size Line Height Letter Spacing	48 52 0	36 40 0
Header	H2	Font Font Weight Text Transform	Roboto Bold/Bold Italic Capitalized	Size Line Height Letter Spacing	72 72 0	54 54 0	Size Line Height Letter Spacing	48 56 0	36 42 0
Header	H3	Font Font Weight Text Transform	Roboto Bold Capitalized	Size Line Height Letter Spacing	48 56 0	36 42 0	Size Line Height Letter Spacing	36 48 0	27 36 0
Header	H4	Font Font Weight Text Transform	Roboto Bold/Bold Italic Capitalized	Size Line Height Letter Spacing	36 48 0	27 36 50	Size Line Height Letter Spacing	24 36 50	18 27 50
HEADER	H5	Font Font Weight Text Transform	Roboto Bold Uppercase	Size Line Height Letter Spacing	24 36 50	18 27 50	Size Line Height Letter Spacing	24 36 50	18 27 50
Large Body Copy		Font Font Weight Text Transform	Roboto/Condensed Regular/Bold Capitalized	Size Line Height Letter Spacing	26 42 50	19.5 31.5 50	Size Line Height Letter Spacing	16 28 50	12 21 50
		Font Font Weight Text Transform	Roboto/Condensed Regular/Bold Capitalized	Size Line Height Letter Spacing	16 24 50	12 18 50	Size Line Height Letter Spacing	16 24 50	12 18 50