1



## Company Wide Branding Guidelines Version 2.0.2, January 2017

**Brief**

## Table of Contents Introduction

[Messaging 3](#_TOC_250004)

Color Pallete 4

[Imagery 5](#_TOC_250003)

[Iconography 6](#_TOC_250002)

[Typography 7-8](#_TOC_250001)

[Infographics 9](#_TOC_250000)

Contact Marketing if... 10

Hello. Thank you for taking the time to getting up to speed with what we want the DrFirst brand to feel. Branding helps diﬀerentiate companies from each other and helps people remember a company’s story. Think of it as: if you were to introduce DrFirst a person, how would you describe them?

As best as possible, we want to keep all of DrFirst’s products and materials to have a similiar feeling to it. That way, it feels like a cohesive experience from the user’s perspective. Also, so that viewers can tell all this material is coming from the same company.

## Disclaimer

The guidelines in this document are to be taken as a starting point. If there is a reason to diverge from these guidelines, please do so. If you are unsure, please contact marketing.

2

# Messaging

## Adjectives



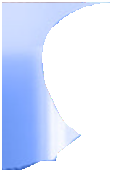
Innovation Pioneers

Professional Passionate Challengers Innovation Pioneers Physician Champions Bold but not loud

Designed with simplicity in mind Reliable



...even in Crisis



Reliable

## Story

DrFirst was founded in 2000 as pioneers in software solutions and services that provide real-time access to patient medication data, improve care team collaboration, and help doctors engage better with patients in order to drive better health outcomes.

DrFirst was the ﬁrst company in the nation to have a certiﬁed EPCS solution, and laid the groundwork for electronic prescribing of controlled substances, several years before the DEA rule.



Dare for a brighter tomorrow

Champions

3

**Color** Pallete

Use Hex codes for digital materials; use Pantone names for printed materials.

Core Brand colors consists of mainly 3 colors, with a 4th to be used when an extra blue is needed. For more information on colors, go to: <http://rgb.to/>and enter in a “#” followed by the Hex code.

## Core Brand Colors

D . B l u e

M . O r a n g e

L . B l u e

M . B l u e

Hex #002855

RGB: 0, 40, 85

Pantone 2767 C

Hex #ef5523 RGB: 239, 85, 35

Pantone 7579 C

Hex #0082ca RGB: 0, 130, 202

Pantone 660 C

Hex #005cb9 RGB: 0, 92, 185

Pantone 2131 C

## Supporting Colors

P u r p l e

D . G r e e n

L . G r e e n

L . O r a n g e

Y e l l o w

R e d

Hex #6e298d RGB: 110, 41, 141

Pantone 526 C

Hex #0c6c36 RGB: 12, 108, 54

Pantone 349 C

Hex #8dc63f RGB: 141, 198, 63

Pantone 368 C

Hex #f99d31 RGB: 249, 157, 49

Pantone 2011 C

Hex #fdbb30 RGB: 253, 187, 48

Pantone 7408 C

Hex #a6192e RGB: 166, 25, 46

Pantone 7427 C

Hex #2b54af

RGB: 43, 84, 175

Pantone 2367 C

Hex #00a39b

RGB: 0, 163, 155

Pantone 2401 C

Hex #949ca1 Hex #a0865f

RGB: 148, 156, 161 RGB: 160, 134, 95

Pantone Cool Grey 7 C Pantone 2325 C

4

C e r u l e a n

Te a l

S i l v e r

G o l d

# Imagery

## Flat and Bold

When creating vector images and infographics for a presentation, make sure there is strong contrast between elements and background. This emphasizes the ‘boldness’ of our brand’s messaging.

Avoid gradients and drop shadows.

## “Diamond” Shape Pattern

If you take a square that is 75 px per side, the roundness of the edges is 12 px, and the stroke width is 2 pt.

12 px

75 px



**56%**

Drug overdose deaths

in New York have risen 56% since 1999

10% Silver Background with Dark Graphics

## Thought Provoking Stock Images

Photos and pictures chosen for presentation should inspire some thought or question.

Avoid happy doctor pictures.

## Transparency

Transparency should be used for the rectangle overlays over a stock image to help with text legibility. It should not be used over solid background colors.

# Iconography

## Font Awesome

All icons from DrFirst come from Font Awesome.

To get a full list of all the icons, go to <http://fontawesome.io/cheatsheet/>

♥

### To use these icons in your designs:

* Be sure to have the font “FontAwesome” installed
  + MIS should have already installed this on your work computer
  + If not, you can install the font from: <http://fontawesome.io/get-started/>
* Copy and paste the icons (not the unicode) directly from this page into your designs
* Now highlight the icon you pasted, and change the font to be “FontAwesome”
* You can now manipulate that icon just like a normal font

# Typography

Font Family: Source Sans

More Information: https://fonts.google.com/specimen/Source+Sans+Pro

Levels

**Heading** 1

Key Word(s) - Weight: Black, Size: 30 pt, Color: D. Blue Supporting Word(s) - Weight: Light, Size: 30 pt, Color: D. Blue

Example

**Rcopia** 4

## Product Features

## Heading 2

Weight: Light, 18 pt, Color: Black (#000)

### Heading 3

Weight: Black, 14 pt, Color: Black (#000)

## Heading 2 - Link

Weight: Light, 18 pt, Color: D. Orange

### Robust Medication Management

Runt quia conectatem Nu essimo nos arbi pulabute, sendem ipte inatilicam ina, consule geripior aus. Ardr ertae ert.

Screenshots

### Great Customer Support

Runt quia conectatem Nu essimo nos arbi pulabute, sendem ipte inatilicam ina, consule geripior aus.

Body Text

Weight: Regular, 12 pt, Color: 70% Black (#464646)

Read Reviews

Body Text - Link



Weight: Regular, 12 pt, Color: M. Blue

## Contact Sales

Runt quia conectatem Nu essimo nos arbi pulabute, sendem ipte inatilicam ina, consule geripior ausIs delitia te.

**Typography** Cont’d

## Paragraph Styling Bulleted Lists

Paragraphs should be left aligned, not justiﬁed No indent for the ﬁrst line of each new paragraph

Make sure lines do not hyphenate (as in, words should not split with some characters on the top line, and the rest on the second line)

Tone: Active Voice

## Layout

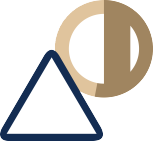
* + Bullets should be solid circles
  + In Bulleted lists where phrases are short, put no period at the end
    - When indenting, this is how the bullets should line up
    - Do not indent more than this level (as in, only 2 levels of bullets allowed)
  + If there are multiple sentences in a bulleted list or if the sentence is long, do include punctuation marks at the end.
  + If short and single statement per bullet, do not include a punctuation mark at the end.

Keep captions and pictures together and on the same page

No orphan lines (such as the last sentence of a paragraph appearing at the top of the next page)

# Infographics

## Pre-Branding



" Uses visuals related to content,

)( No consistent font,

The PROBLEM: Addiction to prescription drugs and deaths from overdoses

6.2 million

)( No text heirachy,

)( Lack of spacing,

)( Background competing with content,

)( Transparency used over solid objects,

)( Diamond roundness

56%

Drug overdose deaths in New York have risen 56% since 1999

Nationwide, drug overdose was the leading cause of death from injury in 2012

53%

Most drug overdose deaths (53%) are caused by prescription drugs

Each month, 6.2 million American adults use prescription drugs non-medically

noticibly oﬀ,

)( Non-standard icons

Deaths from opioid pain reliever overdoses are four times

the rate of heroin and cocaine deaths combined and, as

a percentage of total prescription drug overdoses, are up: for **women** since 1999 for **men** since 1999

Each day, 46 Americans

die from an overdose of prescription painkillers

## Branding Guidelines Followed

* Kept content the same as before
* Clear hierarchy,

The **PROBLEM**: Addiction to prescription drugs and deaths from overdoses

**6.2 Million**

* Bold look,
* Emphasis on key words,
* Simpliﬁed redundancies,
* Tell a story,
* Stronger DrFirst branding

**56%**

Drug overdose deaths in New York **have risen** 56% since 1999

Nationwide, drug overdose was the **leading cause** of death from injury in 2012

**53%**

Most drug overdose deaths (53%) are caused by **prescription drugs**

Each month, 6.2 million American adults use prescription drugs **non-medically**

**Since 1999,**

♀ ♂

Deaths from opioid pain reliever overdoses are four times the rate of heroin and cocaine deaths combined and, as

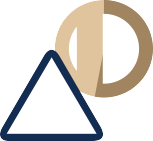
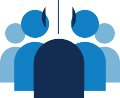
a percentage of total prescription drug overdoses, are up: for **women** for **men**

Now,

46 Americans

die from an overdose of prescription painkillers

per day



9

with **Marketing if...**

Work

* You are having an issue (such as size or scaling) a logo
* You are going to present something publically (also, ask Clinical if they need to review)
* To determine if what you are marketing is a feature or a product

## End of Document