



BRAND STANDARDS
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BRAND POSITIONING

Sometimes called an elevator speech, IMPYRE's positioning statement is one of the most critical elements of the company's communications. Brief and clear, it defines what business IMPYRE is in, its market and clients, and what makes it different:

IMPYRE is a national, medical Internet-marketing group. We empower doctors nationwide by building their practices with highly specialized engagement strategies designed to bring in real patients.

KEY MESSAGES:

- We are a GROUP: dispels the possible perception of being a one-man show and conveys intimacy, specialization and collaboration (vs. company, agency or firm).
- We EMPOWER doctors nationwide: immediately describes core audience and size of market, plus, the word "empower" elevates IMPYRE as the authority on medical Internet marketing vs. being perceived as a mere provider.
- We BUILD their practices: implies an immediate and specific benefit and purposely uses the word "build" to complement the IMPYRE name.
- Highly specialized PATIENT-ENGAGEMENT strategies: Patient engagement is huge for IMPYRE -- its "spine," if you will, that is supported by IMPYRE'S results-focused SEO and outstanding social media services.
- Designed to bring in REAL PATIENTS: This is IMPYRE's key differentiator. IMPYRE knows that its medical clients aren't just satisfied with anyone visiting their medical websites. They want the right someone so their practice can be successful. Also note the wording "designed to" -- which promises intent but is not a guarantee. Just a safeguard.
- IMPYRE is the medical industry's SEO specialist, unlike its "general practitioner" competitors.

PURPOSE

This graphic standards manual has been developed to educate and provide capabilities to maintain graphic standards, collaborate with outside persons or organizations and create design specific for use. The manual outlines the format for relaying the Impyre message cohesively to avoid confusion and gain public recognition. Examples are provided as a basis to uphold brand integrity.

The Impyre logo is a readily identifiable symbol visually representing the organization, its attributes and its constituencies. Impyre employees must adhere to the use of the logo, and its own standards for use of its logo, in order to maintain a single-family identity and promote the brand.

Through use of a uniform set of standards, the departments and programs within Impyre can enhance the reputation of one another and promote the overall organizational image. As the Impyre logo achieves more prominent visibility locally, regionally, nationally and internationally

In order to ensure proper use of the Impyre logo approved typography, preferred paper stock, colors and placements, JODesign has created the following graphic standards manual specifically for Impyre.

Marketing pieces include any printed or electronic material distributed by Impyre and includes but is not limited to: letterhead packages, postcards, invitations, announcements, advertisements, directories, letters, thank-you notes, brochures, newsletters, website, micro sites, email signatures, e-blasts, etc.

COLLABORATION IS KEY

In many instances, collaboration with outside persons or organizations is vital to achieving Impyre's marketing needs. Impyre encourages partnerships which promote the Impyre brand, is kept at a professional level and is equally beneficial to both parties.

- Outside vendors or agencies will provide a clear and accurate cost estimate of services or products before beginning. Final cost will be determined upon approval of content, processes and design.
- Selection of graphic elements, type, paper, photographs, design, format, materials and method of production should be made in accordance with this manual.
- Final editorial responsibility rests with a Impyre representative.

GRAPHIC STANDARDS

Presenting a desirable, unified image is accomplished by repetition of consistent visual impression through form, style and logo. In an effort to standardize utilization of the Impyre logo, we have prepared the following graphic identity guidelines.

Everyone who has occasion to use the Impyre logo in print, electronic communication or video should become familiar with the contents of this manual. This manual contains basic information essential for the proper implementation and usage of the Impyre logo. The following definitions may be helpful:

BRAND IDENTITY

A desired image acquired and communicated by Impyre to the public through consistent visual, verbal and written communications.

GRAPHIC IDENTITY SYSTEM

A system of visual communications, graphically coordinated in such a way that the public easily identifies Impyre.

ORIGINAL ARTWORK

Digitally prepared by the symbol's designer, all reproductions of the image are digitally duplicated from the original artwork.

WORDMARK OR LOGOTYPE

Your organization's name, designed in a unique and individual form.



SIGNATURE

Impyre's name (wordmark) and symbol used as a unit in a variety of authorized arrangements that describe the organization.

SYMBOL

A graphic device (mark) that distinguishes Impyre, activities and its products or services and promotes immediate identification of these by the public.

COMPATIBLE TYPOGRAPHY

A typestyle that complements the signature used for supplementary copy such as address blocks and advertisements.

OFFICIAL COLORS

Used whenever possible, the color combination chosen to represent the organization.

THE IMPYRE LOGO



As the centerpiece of the graphic identity program, the logotype is used on stationery, internal publications, flyers, ads, brochures, office forms and other media which communicate the organization to the public.

It should not be used as a focal point except where its purpose is to identify the organization, as on stationery and signs. Generally, it should not be featured prominently on the covers of publications but rather as a signature, for example, printed small on the front cover or on the back.

The logotype must be used as designed. Altering it in any way will compromise its effectiveness and the Impyre brand. Reproduction quality proofs of the art in various sizes are supplied in this manual.

LOGO USE

The Impyre logo consists of two elements: the company name and the logotype icon. These elements must always appear in a fixed relationship that may not be altered, adjusted or modified in any way.

All logos may be acquired in EPS, PDF, and JPG formats. The attached logotypes are approved for use in marketing pieces, plotted material, and advertising for Impyre entities.

Please do not copy any of the approved graphics from the web or sources other than those identified. Also do not try to recreate the logos yourself. Only the approved versions may be used for reproduction.

COLOR: CMYK / RGB / PMS SPOT



ONE COLOR: BLACK AND WHITE / SPOT



USE ON A SOLID BACKGROUND

If the logo is to be used on a solid background of either black or another approved color, the entire logo is reversed to white. Unique opportunities where the logo is placed on a solid background and the logo is embossed, debossed, or treated with a distinguished varnish, the white full color version may or may not be used. These specific situations will be reviewed independently and must have proper approval from the designated department designer.

MINIMUM SIZE

To protect legibility of the name typography and impact of the logo, the Impyre icon must always appear no smaller than 1.5" wide by 0.2" high.



VERTICAL LOGO DESIGN



CLEAR SPACE

Additionally, appropriate white space surrounding the logo must be used at all times. Use of appropriate space maintains the integrity of the logotype. This clear space isolates the logo from distracting graphic elements such as copy, photography or background pattern, giving the logo the prominence and impact it deserves. Always be sure to maintain no less than the minimum amount of clear space, shown here, equal to one-third the height of the logo.



CORRECT EXAMPLES OF USE:



SCALE

The logo may be sized proportionately but never expanded or condensed (height or width). Digital Plotting: The EPS version of the logo should be used in digital format printing if it is a color piece. (JPG logo file used for images displayed on monitors or projections such as E-Newsletters, Powerpoint, Web, etc.)

SIGNAGE

The Impyre logo is to be used on signage of any sort. Please use a vector file (.EPS or .AI) to maintain the clarity of the logo.

WATERMARKS & EMBOSsing

When used as a watermark or emboss, the logo should be used with all the elements as one solid color. For a photo watermark, the logo is to be one color and set to a visible transparency, no less than 20% opacity. In most cases, the one color, black or white logo is to be used for producing the watermark or emboss. Embossing will require paper and other processes to be defined. Confirm with the printer or manufacturer all details.

INCORRECT EXAMPLES OF USE:

Do not adjust the positioning of the descriptor in relationship to the icon or tagline



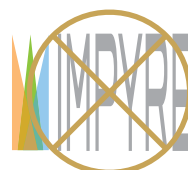
Do not increase the size of the icon, descriptor or tagline in relation to each other



Do not change the colors within the logo



Do not stretch or skew horizontally or vertically



COLOR USAGE

PRIMARY COLORS

The logo should appear in Pantone Matching System® (PMS) color 721 (beige), color 376 (green), color 297 (blue), and color 423 (gray). See the Use on a Solid Color section for specifications for use on a solid background color that is not a primary color.



PMS 721
Web Values R = 251 G = 192 B = 124
Web Hex #FBC07C
Four Color C = 0 M = 24 Y = 52 K = 3



PMS 376
Web Values R = 141 G = 198 B = 87
Web Hex #8DC63F
Four Color C = 50 M = 0 Y = 100 K = 0



PMS 297
Web Values R = 127 G = 215 B = 243
Web Hex #7FD7F3
Four Color C = 39 M = 0 Y = 0 K = 0



PMS 118
Web Values R = 182 G = 167 B = 87
Web Hex #B6A757
Four Color C = 0 M = 18 Y = 100 K = 27



PMS 3395
Web Values R = 77 G = 190 B = 159
Web Hex #4DBE9F
Four Color C = 61 M = 0 Y = 45 K = 0



PMS 1245
Web Values R = 206 G = 170 B = 50
Web Hex #CEAA32
Four Color C = 0 M = 28 Y = 100 K = 18



PMS 423/100%
Web Values R = 159 G = 161 B = 164
Web Hex #9FA1A4
Four Color C = 0 M = 0 Y = 0 K = 40

PHOTOGRAPHY + ART

PHOTOGRAPHY

Photography is an important and often essential element within any marketing piece. In order to maintain the high level of professionalism within Impyre's marketing pieces, these guidelines should be followed.

All images reprinted within marketing pieces should be of high quality and at least 300 dpi at 100% size of actual reproduction. Poor quality images that are either unfocused or poorly scanned should be avoided at all times. Preference should be made toward close up, easily identifiable images. For artistic consistency, photo collages or manually cutout images should be avoided unless crucial to the design of a piece.

Stock photography also can be used, but is not recommended. Impyre may incur a charge for use of stock images unless prior purchase or usage rights have been secured. When working with outside entities for design and/or printing, please ensure reproduction rights have been secured prior to using any stock images. Any photography taken for Impyre can be assumed as owned unless indicated otherwise by the photographer.

ART USAGE

"Art" refers to any visual element used to create a design or marketing piece. Visuals include, but are not limited to: photography, logos, colors, layout and typography. The consistency of the core campaign visuals is vital in maintaining the synergy of the organization. The following guidelines outline visuals usage to create a consistent visual message.

- Photography is to be used on white or light background.
- Visuals are not to be cropped, skewed or manipulated to fit a space. Visuals can be scaled proportionally to accommodate.
- Never alter the placement or lighten or darken the shade of colors within artwork. Design elements may be moved within a layout composition, the original design element is to be used. For example, the composition of the logo cannot be changed to be placed within a space. The original colors of the artwork is to be used, except in special cases such as watermarks or embossing for example.
- When presenting materials to the public, visuals should be in color as much as possible. This may not always be the case, as in newspaper advertising and other constraints. Full color is given preference over black and white.

DESIGN + LAYOUT

All materials printed or distributed by Impyre must follow the approved standards for usage of typography (fonts). Internal specifications are recommended based upon the availability of fonts within Impyre. External recommendations are made separately.

INTERNALLY PRODUCED PIECES

Marketing pieces produced internally by Impyre should adhere to the guidelines set below for font usage within each piece. Body copy should generally be in 10 or 12 pt. font.

Examples of font sizes for specific marketing pieces are as follows:

If a different font is desired, approval must be requested from the marketing department.

HEADLINE OPTIONS:

Gotham Light: ABC123abc
Gotham Medium: **ABC123abc**
Color: black or gray (80% black)
Font Size: 16pt and up

SUB-HEADLINE OPTIONS:

Gotham Light: ABC123abc
Gotham Regular: **ABC123abc**
Color: black or gray (80% black)
Font Size: 12pt and up

BODY TEXT OPTIONS:

Gotham Light: ABC123abc
Color: black
Font Size: 8 - 12pt, not to exceed sub-headline size

EXTERNALLY PRODUCED PIECES

For externally produced pieces, additional font options are available that are to be used as a last resort, or to adhere to online standards. There are, however, preferred fonts as listed below.

HEADLINE OPTIONS:

News Gothic: ABC123abc
Myriad: ABC123abc
Arial (website preferred): **ABC123abc**
Color: black or gray (80% black)
Font Size: 16pt and up

SUB-HEADLINE OPTIONS:

News Gothic: ABC123abc
Myriad: ABC123abc
Arial (website preferred): **ABC123abc**
Color: black or gray (80% black)
Font Size: 12pt and up

BODY TEXT OPTIONS:

News Gothic: ABC123abc
Myriad: ABC123abc
Arial (website preferred): **ABC123abc**
Color: black
Font Size: 8 - 12pt, not to exceed sub-headline size

*Note: due to the limited availability of fonts, many of the fonts listed are not shown in their actual form, a substitute font has been used. Please refer to name only.

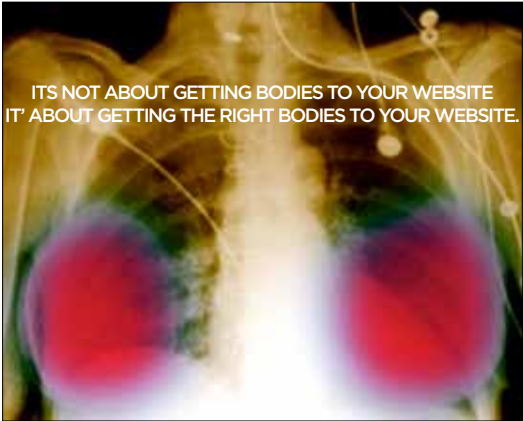
DESIGN EXAMPLES




ITS NOT ABOUT GETTING BODIES TO YOUR WEBSITE
IT' ABOUT GETTING THE RIGHT BODIES TO YOUR WEBSITE.




BUILD YOUR PATIENT BASE WITH REAL PATIENTS.




ITS NOT ABOUT GETTING BODIES TO YOUR WEBSITE
IT' ABOUT GETTING THE RIGHT BODIES TO YOUR WEBSITE.



BUILD YOUR PATIENT BASE WITH REAL PATIENTS.



AND SORRY TO LET THE CAT OUT OF THE BAG,
BUT THE SAME THING GOES FOR VETERINARY PRACTICES.



BUILD YOUR PATIENT BASE WITH REAL PATIENTS.

PROOFING

PDF files may be submitted for proofing in replacement of physical proofs of marketing pieces during the editing process. Prior to the piece being delivered to the printer, a physical proof (100% actual size) must be submitted to ensure that the specifications for size, color and design are followed.

The designer is to work directly with the printer to ensure that the press proof meets the desired specifications.

Impyre representatives must obtain approval from the designated department designer of the final proof prior to printing. Exceptions may be made if prior approval has been given. At minimum, a PDF file of the piece must be submitted for review.

PAPER STOCK

COLLATERAL STOCK

While it is cost prohibitive to use the exact stock for every piece, preference should be given to the Domtar Cougar stock from any of the approved printing companies.

This stock should be textured, not smooth, a cover weight of no less than 80lbs and a text weight of no less than 70lbs.

The specifications for paper apply to all invitations, view books, announcements or other printed collateral from Impyre. Finish is uncoated.

When a family of pieces is created (i.e.: pocket folder, brochure, inserts, note cards and invitations), all pieces should be from the same stock and should incorporate the same finish.

For individual pieces that are not part of a larger family of marketing pieces (i.e. proposals, letters, copies and presentations), exceptions to the preferred stock will be made. The quality standards on weight must be maintained, however.

The business package suite uses the Domtar Cougar stock in the following weights: letterhead and envelopes 70lbs text; business cards 100lbs cover; notecards and invitations 80lbs cover.

SECONDARY STOCK

Due to cost restraints and the mechanical printing process, it is not feasible to use the collateral stock for all purposes. Secondary stock preference should be given to the White house stock from any of the approved printing companies.

This stock should be at a minimum brightness of 97%, a cover weight of no less than 80lbs, a text weight of no less than 60lbs.

The specifications for paper apply to all mailers, invitations, view books, magazines, announcements or other printed collateral from Impyre whereas the uncoated stock cannot be used. Finish can either be uncoated, matte or gloss.

CONTACT

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