



ViiMed[®]

*The song is
more powerful
when we sing
in unison.*

*vii*MED®

BRAND MANUAL

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We're ViiMed.

*We are working to
improve the lives of
patients and those
who care for them.*

We believe that every single day, we have the chance to empower others. It's actually the basis of why our company exists.

If you have received this brand manual, you have been entrusted with the ViiMed voice.

Our brand is so much more than a logo, a tag-line or a set of colors. It defines who we are, what we say, and how we act. It's how we see ourselves, and how we want other people to see us.

Our marketing team has developed the ViiMed brand to better reflect the essence of who we are and where we are going as a company. We're excited to share it with you.

In this brand guide you'll find the information and resources to help shape your interactions and communications with others using the same unique and consistent ViiMed voice. This brand guide will continue to evolve. We'll let you know when there is a new version.

If you have any questions about this brand guide or brand assets not included in this book, please contact Lindsey Baine or Tony Cook.

BLACK & WHITE LOGO



COLOR LOGO



BRAND PALETTE



MESSAGING

We've pioneered digital therapeutics.

We help employers and health plans tackle chronic disease in the most engaging, effective, and scalable way possible.

Talk to a Doctor Anytime, Anywhere.

Whether you're at home, work or on the road, a licensed doctor, dermatologist or therapist is always within reach.call or click away.

Engage every patient every day.

Improve Care Coordination With Patients At Home and Across the Care Continuum.

A life without limits.

Propeller is the leading digital platform for respiratory health management.

The episodes of care company.

We're making healthcare healthier.

Welcome to a whole new way of engaging with patients.

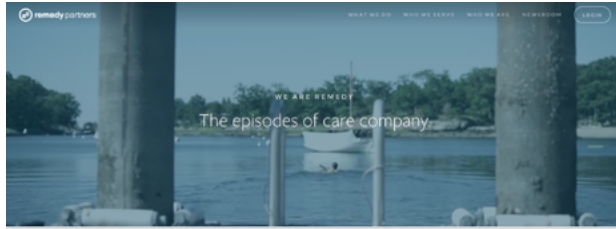
Connected Care. Optimized Simplicity. Proven Outcomes.

Connected Care Delivery for Value-Based Healthcare.

Integrated Care Delivery to move from fragmented silos of care to value-driven service lines.

Take Care with you.

Experience healthcare outside of the office, whenever and wherever you need it. Twine helps you achieve your goals and stay connected with your care team. Less waiting. More living.



We're making healthcare healthier.

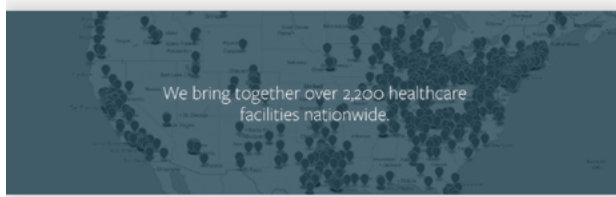
Our platform for managing bundled payment programs are saving over \$200,000 per day, while improving quality of care for hundreds of thousands of Americans.

WHAT WE DO

- Episode Care™**
Specialty-specific software delivered via web and mobile apps
- Care Coordination**
Specialist services to ensure a patient's continued recovery from hospitalization
- Program Admin**
Clinical and financial tracking, accreditation and compliance programs
- Data Analytics**
Clinical and financial insights for improving and measuring performance



EPISODES OF CARE
Bundled Payments™ which is a fixed price paid for a wide range of health care services over a specified period of time known as a "episode of care"—represent one of the primary strategies being used to transition away from fee for service approaches to paying for health care services.



Our focus is always to make healthcare easier for physicians to deliver, more responsible to patient needs, and less expensive for everyone.

- Partners**
Specialty programs (ortho, spinal, ortho, ortho) and home health agencies
- Patients**
Specialty programs (ortho, spinal, ortho) and home health agencies
- Physicians**
Specialty programs (ortho, spinal, ortho) and home health agencies



Connecting patients improves **patient** **outcomes**

Vivify Health has created the world's first remote care platform based upon consumer mobile devices and is among the fastest growing digital health companies. The belief that by connecting patients directly to their care, we make a measurable difference. Explore our impact.

Population Health | Simplicity & Usability | Reimbursement Models | All-in-One Solutions

- Scalable infrastructure for healthcare consumers anywhere
- Proactive solutions for all risk stratification tiers
- Fully managed care for high risk, high cost population
- Proactive steps delivered to patients via mobile devices
- Unlimited case cases from acute care to chronic disease
- Tools centers to educate and empower patients
- Proactive or continuous remote care
- Proactive steps centering on enhanced patient engagement

What is the Process?

This sales process is iterative, and we ensure that it evolves throughout the remote care process. Take a tour of our easy-to-use strategy to revolutionize how you connect with patients. Select a step below to explore.



Stratify the Population

The data is already at your fingertips.

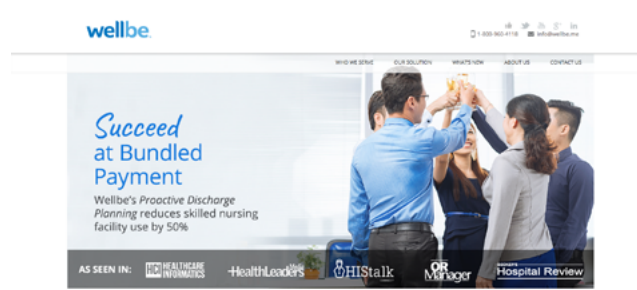
- Integrate with your existing clinical workflow
- Utilize our partners for intelligent stratification
- A solution that is automated, while allowing for human intervention
- Enables both predictive and evidence-based stratification



- Hospital Under Contract**
Contact Us
- 90% Private Readmission Reduction**
See the report
- 90% Private Patient Satisfaction**
See the report
- 90% Private ROI**
See the report

Recent Posts

- WHY HEALTH IS GETTING HARDER FOR THE HEALTH INDUSTRY AT THE CORNERSTONE TO GAINING COST SAVINGS**
Read More
- SEEK US AT THE HEALTHCARE ALLIANCE FOR THE 2015 CONFERENCE**
Read More
- WE HAVE ARRIVED AT THE Green Hotel in San Diego and will be here through September 15th. Book now.**
Read More
- CELEBRATING OUR 10TH ANNIVERSARY**
Read More
- BLUEBERRY CONNECTED DEVICES ARE HELPING TO REDUCE HOSPITAL READMISSIONS**
Read More



The Hospital's Dilemma – Accountability without Control

95% of the Patient Journey is Outside of the Hospital

When effectively executed, this value-based model of care can achieve the right mix—high quality, reduced costs and great patient experiences. Early adopters see opportunities to improve financials, increase market share and reduce risk by making the shift, but are struggling with a host of risks and data to manage the entire ecosystem of care.

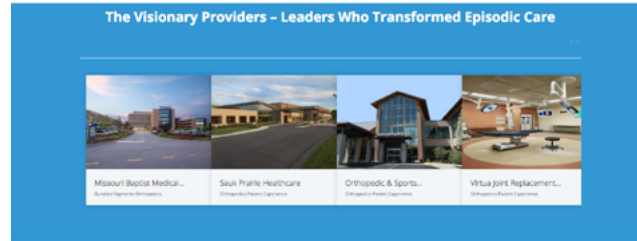
With "YourLife" remote services, for example, hospitals have been charged with accountability for the entire end-to-end episode of care, but only have the means to affect the final portion of the patient journey that happens in their patient environment. These new demands of accountable care require pathways across fragmented episodes that offer better insights and control. To coordinate the care across all, you've got to bring the patient and the team together with the right "YourLife" solution.



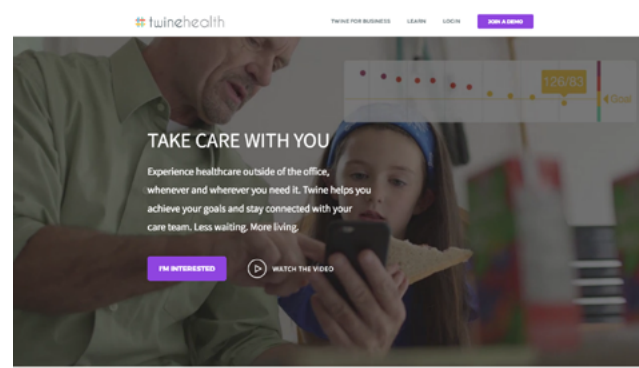
The Novel Solution – Integrated Care Delivery

Specifically designed for patients around their episode of care, Wellbe delivers the tools you need to move from fragmented care to value-based care. Wellbe's solution includes:

- Guided Patient Journeys for Better Engagement**
Easy-to-use, personalized care plans designed to guide your patients' entire care journey, offering clinical pathways to help your patients on their journey to better health.
- Coordinated Care with Connected Teams**
Each member of the care team can engage, communicate, and track their progress. This helps them complete their "to-do's" while ensuring collaboration on patient progress.
- Real-Time Insights from Patient-Generated Data**
On-demand reports and dashboards that show how they're doing in real-time on program performance.



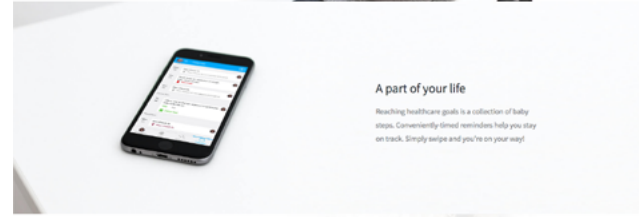
The Multiplier Effect – Noticeable Gains in Service Line Efficiency
Running a high-performance service line means maximizing your resources, eliminating risks and continuously driving for program excellence.



Keep in touch. Stay on track.
Get the support you need to inspire you and celebrate your success: doctors, coaches, family, friends. Together you can achieve anything.



Collaborative action planning
Work with your team to create a plan that's all about you. Your goals. Your actions. Your first steps.

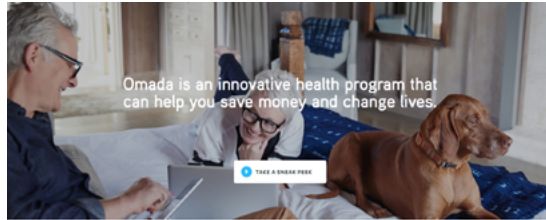


A part of your life
Reaching healthcare goals is a collection of baby steps. Conveniently timed reminders help you stay on track. Simply swipe and you're on your way!



Watch your progress
It's so cool to see your health improving! Check out your progress to see how your actions impact your health, as small steps become big strides.

Twine is available on your phone, tablet, browser and in the office.



Omada is an innovative health program that can help you save money and change lives.

TAKE A BREAK FREE

WORKING WITH US

We offer each employer and health plan a full-service team - at no cost - to make launching the program delightfully easy.



TARGET THOSE AT RISK

We help you identify the people within your population most at risk for developing costly but highly preventable chronic conditions like type 2 diabetes or heart disease.



CUSTOM CAMPAIGN

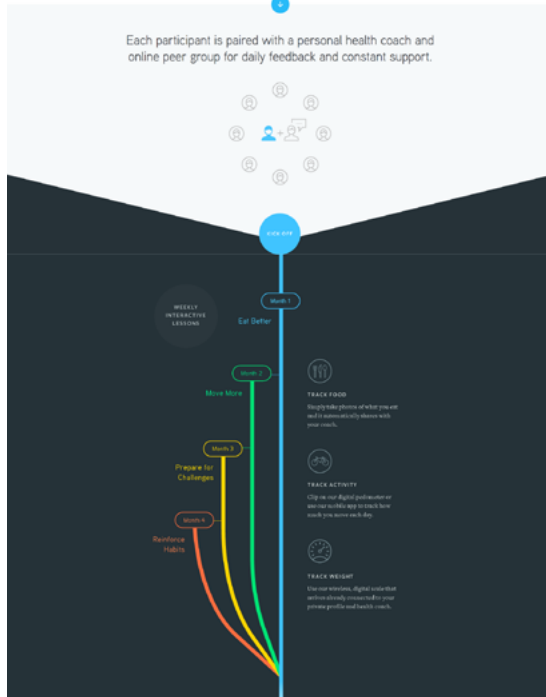
We design and launch a custom communication and enrollment campaign - responsive to your needs and your budget.



TECH INCLUDED

We want every enrolled participant a welcome digital toolkit, customizes content, tracks and alerts, allows for their journey to care for kick-off.

SEE OUR OUTCOMES



24/7 access to a doctor by

TAKE TO A VISIT

SET UP ACCOUNT

LEARN MORE

Here's how Teladoc works. Timeline showing: REQUEST A VISIT, TALK TO A DOCTOR, PICK UP YOUR PRESCRIPTION. Includes a 'Watch a Demo' button.

Teladoc provides a wide range of care. FOR ISSUES LIKE: Cold & flu, Allergies, Flu-like, Stomach, Sinusitis, Urinary frequency, Eye infection, Complications, Migraine, Skin condition, Urinary frequency, Sinusitis, Tinnitus, Fever, Rash, Sore throat, Flu-like, Headache, and more. Includes a 'Set up your account today' button.



HealthLoop website content including 'ABOUT HEALTHLOOP', 'Our Mission', 'Leadership' (Jordan Shlain, MD), and 'Watch a Demo'.



Propeller website content including 'A life without limits', 'Small sensor. Big difference.', and 'With Propeller there's no limit to what's possible'.

Gain real insights



Propeller helps you understand what

Reduce the hassle



It can be difficult sticking to your

Stay connected



Propeller makes it easy to build a



OUR COLOR PALETTE REFLECTS OUR THINKING:

We are bold.

We believe the future is bright.

We are optimists.

We strive to sail beyond the sea of sameness.

BLACK & WHITE LOGO



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Omada is an innovative health program that can help you save more than 10% on your care.

We offer each employer and health plan a full-service team of care, including:

- 24/7 access to a doctor by phone
- Virtual care
- Personalized care



We believe in accountability and transparency to our partners and participants.

Browse all our peer-reviewed research literature.

Contact our Medical Affairs team about our research.

Engagement



TELADOC

24/7 access to a doctor by phone



TELADOC provides a wide range of care:

- Virtual Care
- Personalized Care
- 24/7 Access to a Doctor
- Full-Service Team of Care

Set up your account today.

Frequently Asked Questions

What is TELADOC? TELADOC is a cloud-based platform that automates follow-up care. It provides 24/7 access to a doctor by phone, virtual care, and personalized care.

How does TELADOC work? TELADOC works by providing 24/7 access to a doctor by phone, virtual care, and personalized care.

wellbe

Succeed at Bundled Payment

The Hospital's Dilemma - Accountability Without Control

The New Strategy - Leverage Patient/Community Resources and Control

The Smart Solution - Integrated Care Delivery



ABOUT HEALTHLOOP

HEALTHLOOP IS A CLOUD-BASED PLATFORM THAT AUTOMATES FOLLOW-UP CARE.

Meet the team

HealthLoop is a cloud-based platform that automates follow-up care. It provides 24/7 access to a doctor by phone, virtual care, and personalized care.

ENGAGE EVERY PATIENT EVERY DAY

ONE ADVANCED NEW PARADOX-DRIVEN PLATFORM FOR CHRONIC CARE



HEALTHLOOP IS AN AUTOMATED PATIENT ENGAGEMENT SOLUTION.

THE LATEST ON HEALTHLOOP

Already invited to join Propeller?



A life without limits

Small sensor. Big difference.

With Propeller there's no limit to what's possible

Gain real insights. Reduce the burden. Stay connected.

Propeller can help your patients, providers and your practice.

Technology that works for you

More symptom free days

More doses taken on schedule

More peace of mind

Testimonials

Already invited to join Propeller?



When your continuum care is unbroken, ...so are you.

EVERY DAY. THE ENTIRE WAY.

Manage the right patients with the right data

MEANINGFUL DATA: Using its Wellways as a Service™ platform, viiiMED leverages the provider's expertise, proactive influence, feedback and patient relationships for the gaps in care. With viiiMED Proactive practice at the top of their license and scale capacity by "air traffic controlling" their patient populations using asynchronous engagement, the platform drives efficiency, financial improvement, and health outcomes across the care continuum.

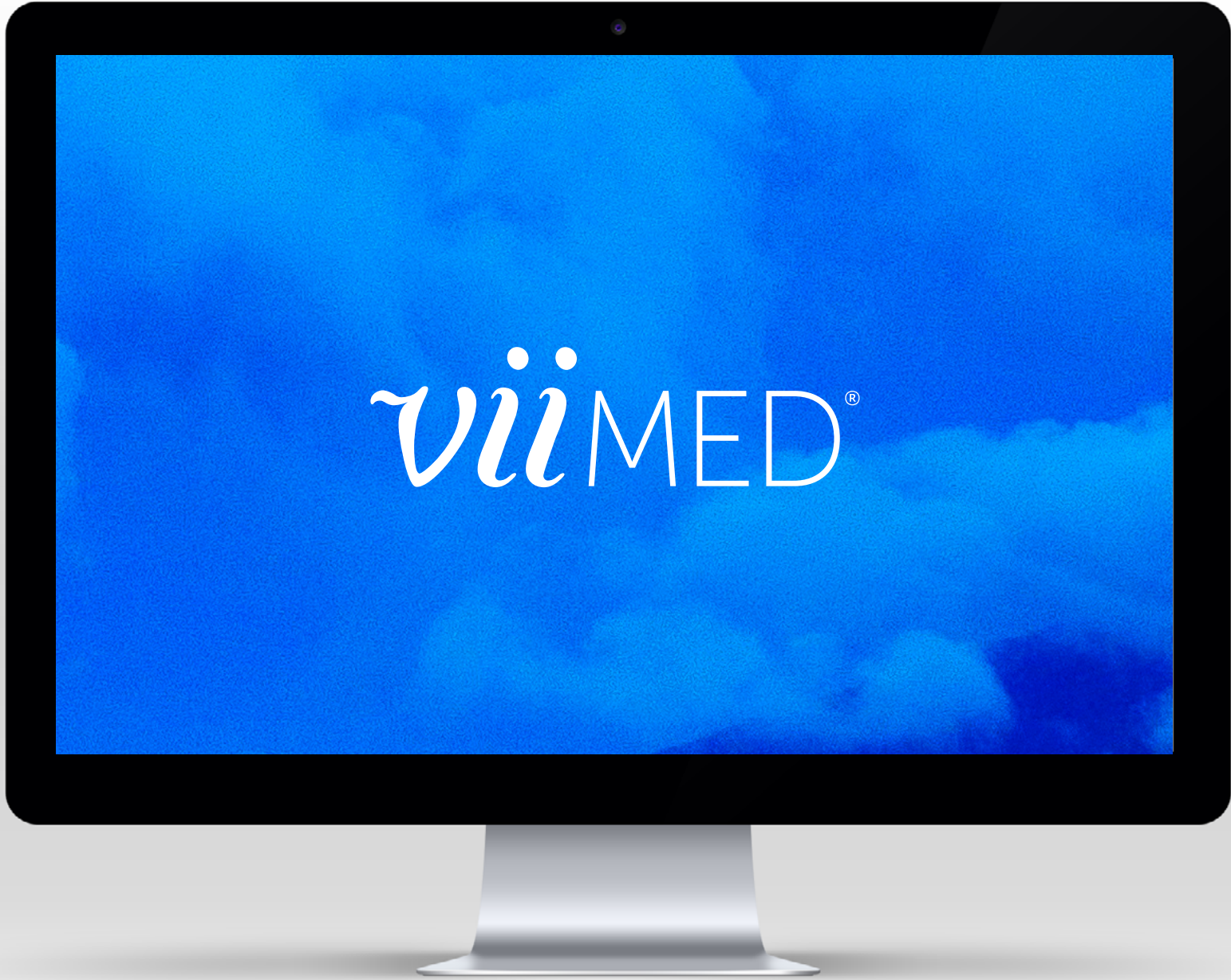
STOP COMPLICATIONS: Using its Wellways as a Service™ platform, viiiMED leverages the provider's expertise, proactive influence, feedback and patient relationships for the gaps in care. With viiiMED Proactive practice at the top of their license and scale capacity by "air traffic controlling" their patient populations using asynchronous engagement, the platform drives efficiency, financial improvement, and health outcomes across the care continuum.

Prevent costly complications before they happen.

Already invited to join Propeller?

*vii*MED®

*vii*MED[®]



*vii*MED®



viMED®



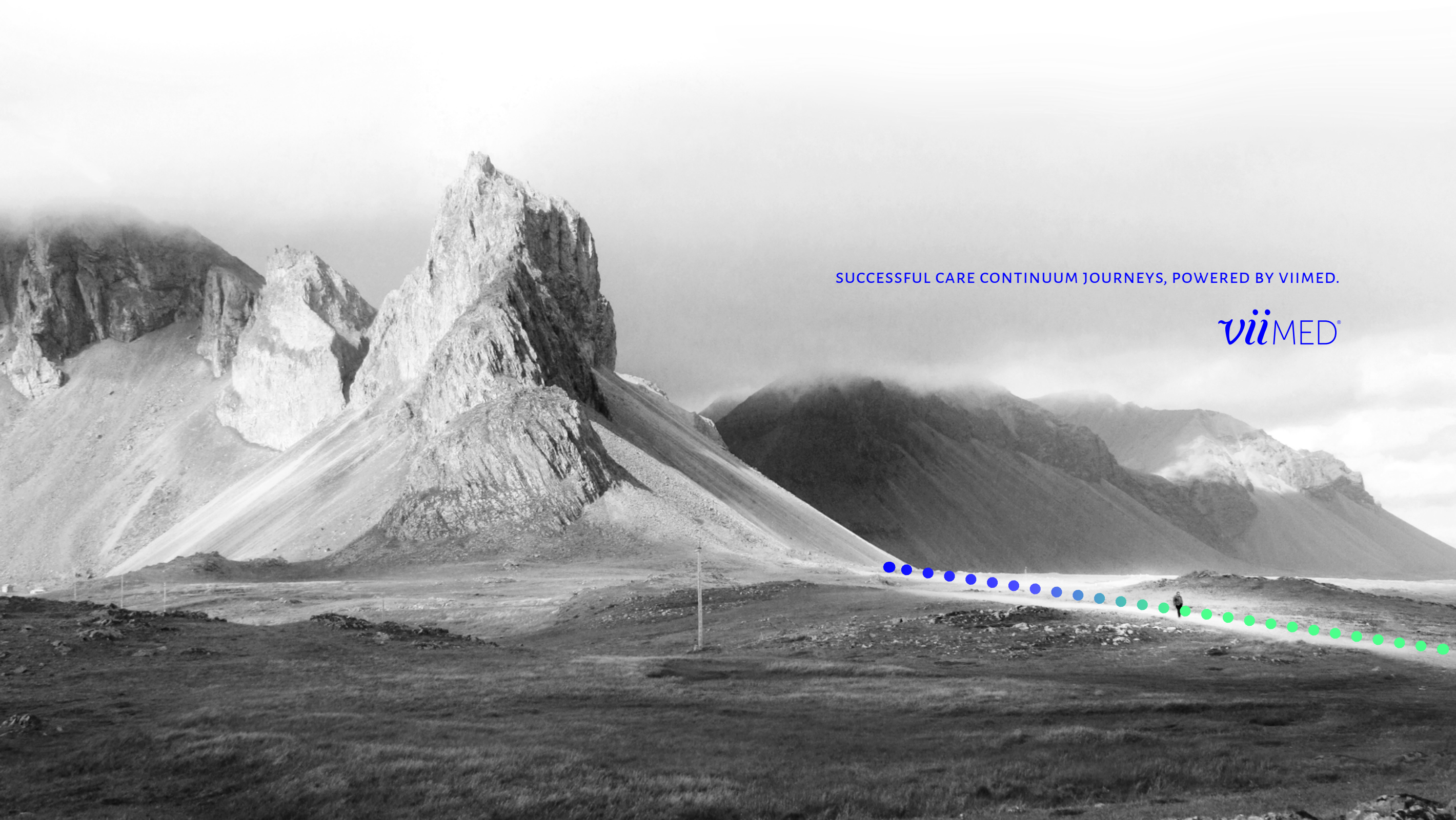
MAKING LIFE BETTER FOR
PATIENTS AND THE PEOPLE
WHO CARE FOR THEM.

vii

*vii*MED®

SUCCESSFUL CARE CONTINUUM JOURNEYS, POWERED BY VIIMED.

*vii*MED®



PATIENT ENGAGEMENT
for chronic care



viiMED®



CARE COORDINATION
*for joint
replacements*

*vii*MED®

CARE COORDINATION

*for joint
replacements*

PATIENT ENGAGEMENT

for chronic care

POWERING YOUR DIGITAL HEALTH CARE PLANS.

*vii*MED®





*vii*MED®

DIGITAL TOOLS THAT EMPOWER CARE
TEAMS TO DELIVER BETTER PATIENT CARE
AND INCREASE EFFICIENCY.





YOUR SUCCESSFUL CARE CONTINUUM JOURNEY, POWERED BY

*vii*MED[®]



MAKE PATIENT-DRIVEN CARE A REALITY.



*The song is
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1.0**Identity**
Our Logo

The ViiMed signature is represented in two basic marks: the logotype and the wordmark. They should never be altered or adjusted. They are our identifier, our stamp of quality, our voice, and our brand promise.

To maintain consistency and brand integrity when using our signature, please follow the few simple guidelines in this section.

The logo consists of the word "vii" in a white, elegant, cursive script font, followed by "MED" in a white, clean, uppercase sans-serif font. A registered trademark symbol (®) is positioned to the upper right of the "D".

*vii*MED®

The logo features the word "vii" in a vibrant blue, cursive script font. The two dots above the "i"s are solid blue circles. A trademark symbol (™) is located to the upper right of the second "i".

vii™



*vii*MED®

1.1

Identity Brandmarks

A. THE 'VII' LOGOTYPE

Consists of custom, italicized, letterforms that form a solid, rectangular visual pattern of momentum.

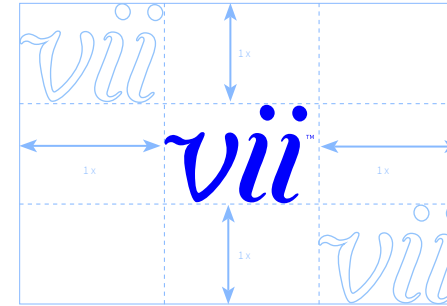
B. THE WORDMARK

The *vii* logotype is a strong mark that, when paired with a descriptor word of the market we service, becomes the foundation of the company name — the wordmark.

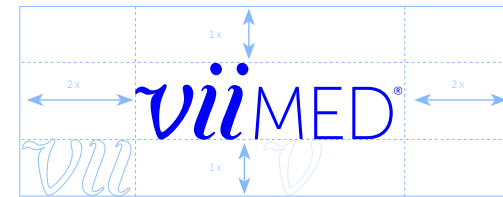
C. THE 'POWERED BY' EMBLEM

ViiMed's powerful cloud-based technology is becoming the engine that helps drive care coordination. The 'powered by' emblem is used with our partners and integrations.

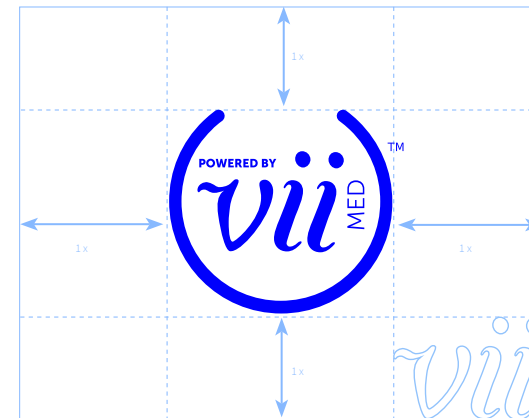
A *vii*[™]



B *vii*MED[®]



C  [™]

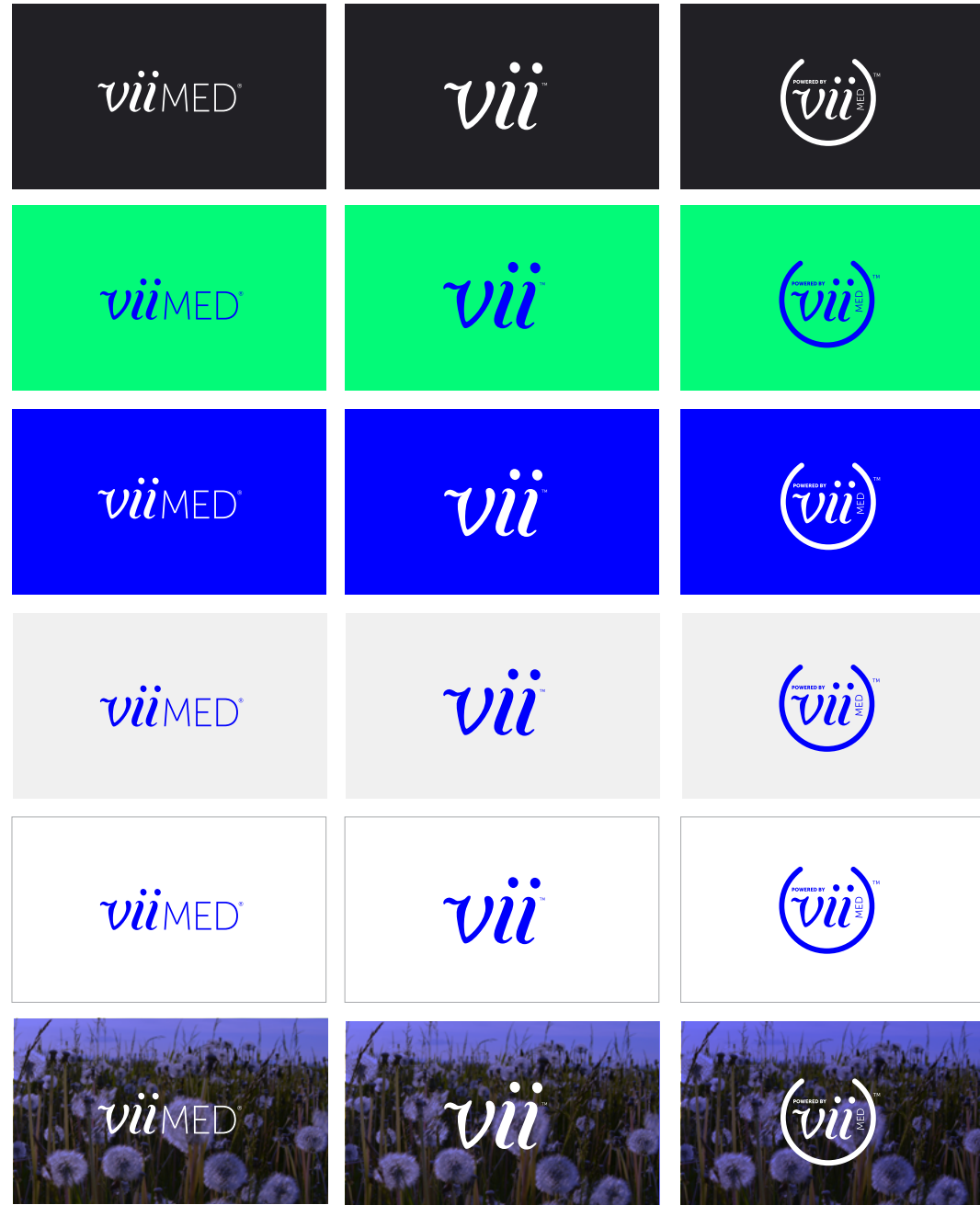


1.2

Identity Color Usage

The full color blue logo is the recommended version for most applications. If printing restrictions are an issue, use a black and white version of the logo.

Please use only approved electronic art when reproducing the ViiMed signature marks.



NOT RECOMMENDED
FOR PRINT USAGE



1.3

Identity Trademark & Copyright Usage

VIIMED VS. VIINetwork

Use ViiMed in nearly all cases. Only use ViiNetwork on legal documents requiring the official business name. In those cases, explain that ViiMed is the trade name of ViiNetwork, Inc. For instance, “ViiNetwork, Inc, d/b/a ViiMed” or “ViiNetwork, Inc., doing business as ViiMed.”

WHEN TO INCLUDE THE INC.

Both ViiMed and ViiNetwork are incorporated, so the “Inc.” can be included on either name. Only include the “Inc.” in formal business documents such as contracts and other legal agreements. Do not use in marketing collateral like news releases, the website, tradeshow kiosks, etc.

TRADEMARK USAGE

Both ViiMed and ViiNetwork are registered trademarks, though it is not necessary to include the trademark symbol (®) beside mentions of the brands. The symbol can clutter text and make it more difficult to read, and omitting the ® does not invalidate the rights of the trademark. Registered trademarks: **ViiMed, ViiNetwork** Trademarks: **Vii, Pathways-As-A-Service, PaaS**

- Use:** Tradeshow booth graphics and large posters displaying the ViiMed name
- Use:** Advertisements where the ViiMed logo is large and prominent
- Do not use:** Website content (unless ViiMed logo is large)
- Do not use:** Letters or Emails

COPYRIGHT USAGE

A copyright is the exclusive legal right, given to an originator or an assignee to print, publish, perform, film, or record literary, artistic, or musical material, and to authorize others to do the same.

- Product Names:** When referencing product names like Extend or Empower, do not include the symbol.
- Collateral:** Use in first paragraph and or first mention.
- For Press Releases:** Use in first mention in first paragraph, but not in headline or subhead.
- Use:** © 2017 ViiNetwork, Inc.
(c) 2017 ViiNetwork, Inc.
Copyright 2017 ViiNetwork, Inc.

BOILERPLATE

ViiMed’s healthcare software solutions coordinates care between patients, families and clinicians by extending customers’ personalized care plans to patients in any location. Our customizable, scalable, secure SaaS platform integrates with existing health IT applications such as EHRs and is used in areas like orthopaedic surgery and chronic disease management for diabetes and COPD. Leading healthcare organizations partner with ViiMed to improve patient outcomes, quality and financial performance. To learn more, visit www.viimed.com.

100-WORD DESCRIPTION:

ViiMed provides healthcare software solutions to help improve care coordination between patients, caregivers and providers by extending automated, personalized care plans for patients to self-manage their treatments and recovery, and for providers to proactively engage and remotely monitor patients via telehealth applications. Our customizable, scalable and secure SaaS platform seamlessly integrates with electronic medical records and other health IT applications, and is trusted by industry leaders in areas such as orthopaedic surgery, diabetes, COPD, heart failure, and employee wellness. Healthcare organizations rely on ViiMed to help standardize care, monitor patient care quality and safety, improve patient and family satisfaction, track outcomes, and increase operational efficiency and financial performance. To learn more, visit www.viimed.com.

75-WORD DESCRIPTION:

ViiMed’s healthcare software improves care coordination, patient self-management, and provider remote patient monitoring. Our customizable, scalable and secure SaaS platform integrates with EMRs and other health IT applications for orthopaedic surgery, diabetes, COPD, heart failure, employee wellness, and more. Healthcare organizations rely on ViiMed to help standardize care, monitor patient care quality and safety, improve patient and family satisfaction, track outcomes, and increase operational efficiency and financial performance. To learn more, visit www.viimed.com.

50-WORD DESCRIPTION:

ViiMed’s healthcare software helps providers coordinate care, remotely monitor patients, and empower patient self-management throughout treatment and recovery. Our customizable, scalable, secure SaaS platform integrates with EMRs and other health IT applications for orthopaedic surgery, diabetes, COPD, heart failure, employee wellness, and more. To learn more, visit www.viimed.com.

25-WORD DESCRIPTION:

VIIMED’S HEALTHCARE SOFTWARE HELPS PROVIDERS COORDINATE CARE, REMOTELY MONITOR PATIENTS, AND EMPOWER PATIENT SELF-MANAGEMENT THROUGHOUT TREATMENT AND RECOVERY. TO LEARN MORE, VISIT www.viimed.com.

1.2

Identity Partners

THE 'POWERED BY' EMBLEM

ViiMed's 'Powered By' emblem is also sometimes used with a full color gradient. Please do not alter the colors or gradient direction.

Vendors or partners that use the 'Powered By' emblem can use any of the color options that best fit the background it will be used on, as long as it meets the clearspace requirements and the readability requirements on the previous pages.

Generally the gradient version is only used on a very dark or very light background as shades of grays and midtones will cause it to be unreadable. A sampling of partner usage is included on the next pages.



MAKE PATIENT-DRIVEN CARE A REALITY.





A COMMITMENT TO BETTER HEALTH

Improving health is at the heart of Greenway Health's work. We connect providers to the right information and insights, at the right place and time, so they can make patient-driven care a reality while navigating the ever-changing healthcare system.



2.0

Color Palette

Our color palette is one of our strongest brand assets, and is a differentiator over our competition.

OUR COLOR PALETTE REFLECTS OUR THINKING:

We are bold.

We believe the future is bright.

We are optimists.

We strive to sail beyond the sea of sameness.

2.1

Color Palette Primary Colors

Color is a powerful means of identification. Consistent use of our ViiMed colors with maximum readability of our wordmark and logotype will set us apart.

Blue is our hero color. But ViiMed doesn't just use any blue. We use the 100% brightest hue of blue possible in both print and onscreen. Our palette reflects that we are bold pioneers, unwilling to disappear into a sea of marketplace 'sameness'.

In the majority of uses, we want strong contrast between all of the colors used. Solid colors work best in printed applications and for text.



WEB #0000FF
RGB R000/G000/B255
PANTONE 293C

30% VIIMED ALT. BLUE = WEB #999CFF RGB R1153/G156/B255

60% VIIMED ALT. BLUE = WEB #7475FF RGB R116/G117/B255

VIIMED ALT. BLUE = WEB #5153FF RGB R81/G83/B255

100% DARK BLUE = WEB #1414AF RGB R20/G21/B175



WEB #03FA78
RGB R3/G250/B120
PANTONE 802C

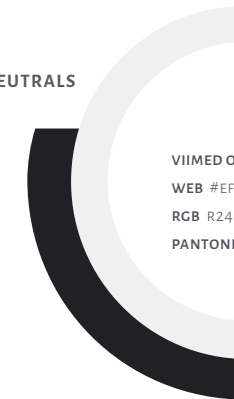
30% VIIMED ALT. GREEN = WEB #C8FFDC RGB R200/G255/B220

60% VIIMED ALT. GREEN = WEB #93FFB9 RGB R147/G255/B185

VIIMED ALT. GREEN = WEB #4BFF8A RGB R74/G255/B138

100% DARKER GREEN = WEB #0AC761 RGB R10/G199/B97

NEUTRALS

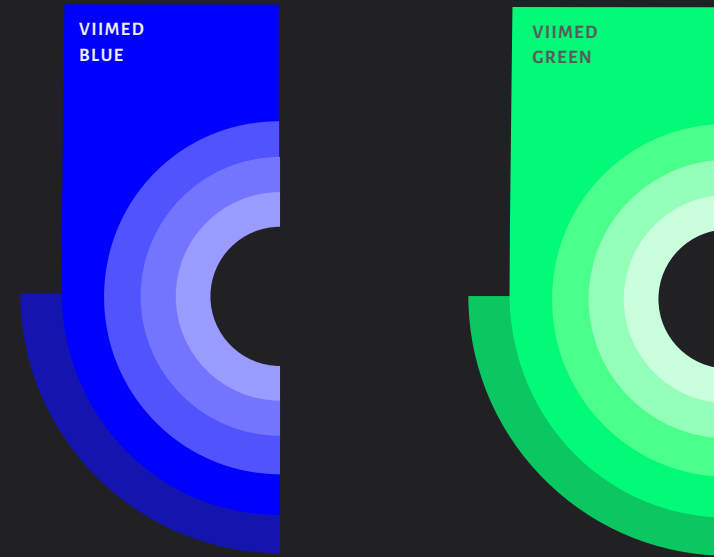


VIIMED OFF-WHITE
WEB #EFFF0F0
RGB R240/G240/B240
PANTONE 420C

VIIMED CHARCOAL
WEB #212025
RGB R33/G32/B37
PANTONE 532C

2.2

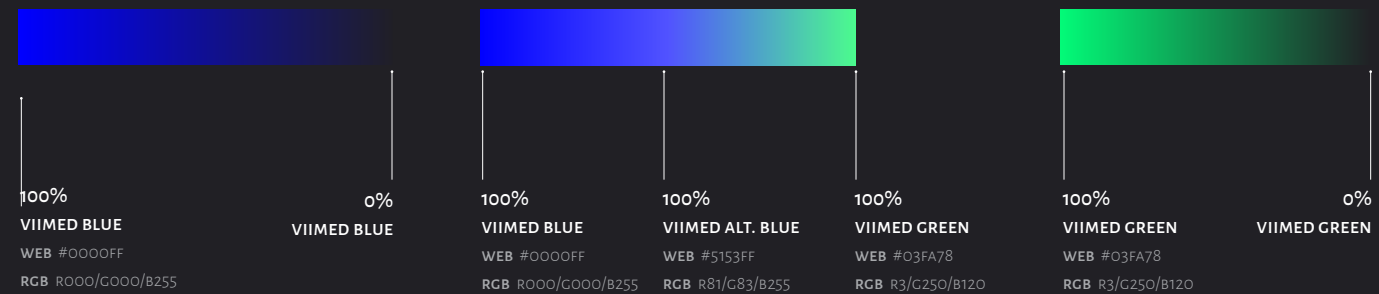
Color Palette Secondary Colors



COLOR SPECTRUM



COLOR GRADIENTS



3.0

Typography

Our voice is visualized using the right visual typography.

Marrying the traditional with the modern — we are approachable, yet grounded with past wisdom.



3.1







Typography The Families

The ViiMed type family is a mix of a traditional serif and modern sans-serif typography.

The traditional, Baskerville, originated in the early 1700s and became the standard for many book texts and literature due to its easy readability and beauty of letterforms. Inviting and highly legible, a research study showed that the use of the Baskerville font increased the likelihood of the reader agreeing with a statement by 1.5% as compared to the average of five other fonts.

The modern, Source Sans Pro and Alegreya Sans SC, are open-source typefaces developed specifically for online media, available at Google fonts. Modified with both a larger x-height and character width. These families follow humanist proportions and principles — friendly, approachable paragraphs and headings.



FONT	USAGE	MEDIA	SOURCE
<i>ITC New Baskerville</i>	HEADLINES / CALLOUTS	PRINT ONLY 	ITC MONOTYPE
Libre Baskerville	HEADLINES / CALLOUTS	ONLINE ONLY 	GOOGLE FONT
ALEGREYA SANS SC	SUBHEADS / TITLING	PRINT / ONLINE  	GOOGLE FONT
Source Sans Pro	BODY COPY / PARAGRAPHS	PRINT / ONLINE  	GOOGLE FONT

3.1

Typography Brand Fonts

Alegreya Sans SC is a Small Caps family with a calligraphic feeling that conveys a dynamic and varied rhythm. The small caps family has a pleasing, square rhythm that also follows humanist proportions and principles.

USAGE

SUBHEADS / TITLING

PRINT / ONLINE



ALEGREYA SANS SC

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !"#%&'()*+,-.@?©%o""'{}~¢£[\\]^

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !"#%&'()*+,-.@?©%o""'{}~¢£[\\]^

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !"#%&'()*+,-.@?©%o""'{}~¢£[\\]^

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !"#%&'()*+,-.@?©%o""'{}~¢£[\\]^

EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !"#%&'()*+,-.@?©%o""'{}~¢£[\\]^

AA

3.1

Typography Brand Fonts

Libre Baskerville is webfont specifically optimized for web body text (typically 16px). It's based on 1941 ATF Specimens, but it has a taller x height, wider counters and minor contrast that allow it to work on small sizes in any screen. It is easy accessible as an open-source Google font.

USAGE

HEADLINES / CALLOUTS

ONLINE ONLY



Libre *Baskerville*

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890 !"#%&'()*+,-.@?©®%“”‘{ }~¢£[\]^

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890 !"#%&'()+,-.@?©®%“”‘{ }~¢£[\]^*

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890 !"#%&'()*+,-.@?©®%“”‘{ }~¢£[\]^

Aa

3.1

Typography Brand Fonts

The ITC New Baskerville® typeface family is a modern interpretation of the original types cut in 1762 by British type founder and printer John Baskerville. During the centuries since its creation, Baskerville has remained one of the world's most widely used typefaces.

Baskerville was created for setting books, and its modern revivals are ideally suited to the setting of continuous text. Magazines, booklets, brochures and pamphlets are natural uses. New Baskerville is also an exceptionally legible design, with a genial, attractive feel. More than merely easy to read, New Baskerville is friendly and inviting to the reader.

USAGE

HEADLINES / CALLOUTS

PRINT MEDIA



ITC New Baskerville

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !"#%&'()*+,-.@?©®%o“”‘{ }~¢£[\]^

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !"#%&'()*+,-.@?©®%o“”‘{ }~¢£[\]^

SMALL CAPS & OLDSTYLE FIGURES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !"#%&'()*+,-.@?©®%o“”‘{ }~¢£[\]^

Aa

3.1

Typography Brand Fonts

Source® Sans Pro, Adobe’s first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces and comply with humanistic attributes.

USAGE

BODY COPY / PARAGRAPHS

PRINT / ONLINE



Source Sans Pro

EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !”#\$%&'()*+,-.@?©®%o“””‘{ }~¢£[\]^

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !”#\$%&'()*+,-.@?©®%o“””‘{ }~¢£[\]^

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !”#\$%&'()*+,-.@?©®%o“””‘{ }~¢£[\]^

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !”#\$%&'()*+,-.@?©®%o“””‘{ }~¢£[\]^

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !”#\$%&'()*+,-.@?©®%o“””‘{ }~¢£[\]^

Aa

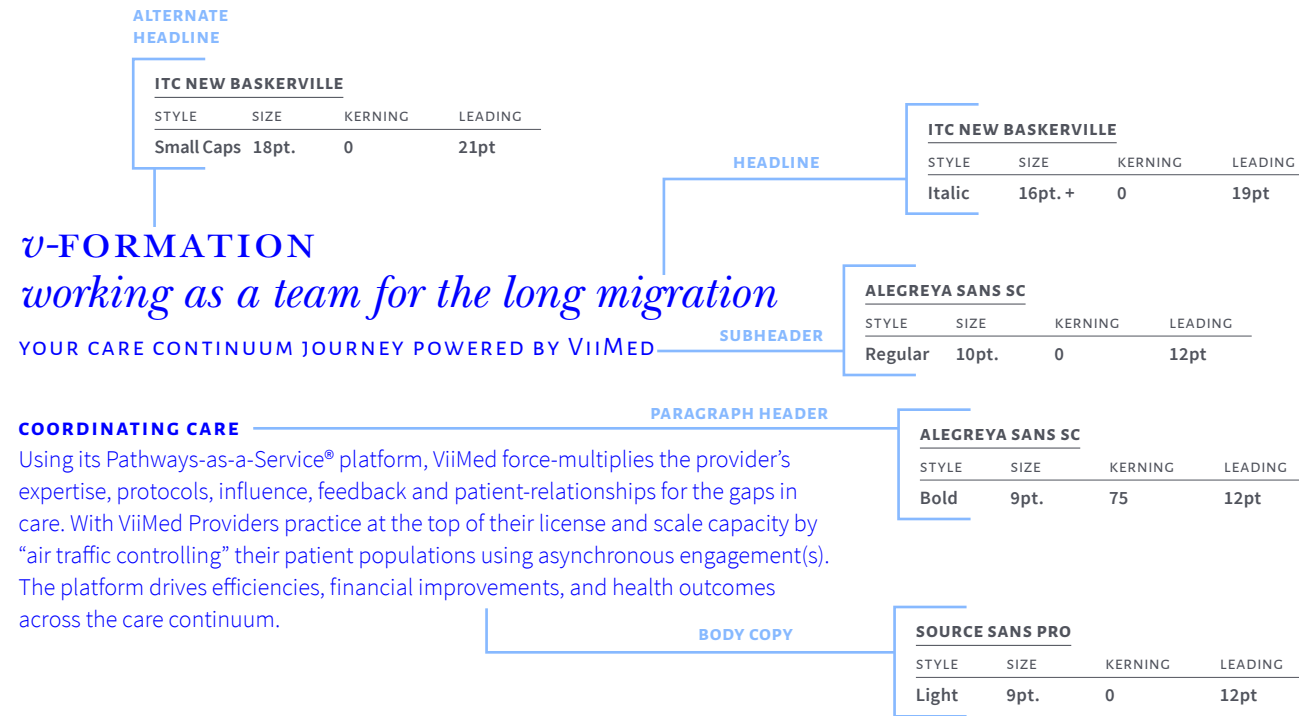
3.2

Typography Text Hierarchy

Text Hierarchy, used consistently, plays a significant role in reinforcing the ViiMed brand. ViiMed’s corporate typefaces are Source Sans Pro, ITC New Baskerville, and Alegreya Sans SC used for paragraph headings.

The following type hierarchy pyramid (shown on right) should be used for all marketing materials, events, and copy set for print.

For online media, use Libre Baskerville to replace ITC New Baskerville for its unique optimization for screen applications.



COORDINATING CARE

SECURE, SCALABLE, SAAS PLATFORM

MANAGE BUNDLED PAYMENTS

INTEGRATE WITH EHRS

REALIZE NEW REIMBURSEMENTS

DRIVE BEHAVIOR CHANGE

OVERSEE AT-RISK POPULATIONS

MANAGE CHRONIC DISEASES

MEASURE OUTCOMES

BOOST INNOVATION

CENTRALIZE CLINICAL DECISION SUPPORT

IMPROVE QUALITY AND SATISFACTION

COACH MORE PATIENTS

LISTS / BULLETS

ALEGREYA SANS SC

STYLE	SIZE	KERNING	LEADING
Regular	9pt.	50	14pt

IMPROVE QUALITY AND SATISFACTION

DO NOT USE CAPS WHEN
USING ALEGREA SANS SC

3.2

Typography Using Baskerville

Since Libre Baskerville's (ITC New Baskerville's online counterpart) has a slightly heavier weight and larger/wider x-height, it is important to decrease its size to match the print equivalent. For example, ITC New Baskerville 24pt would match Libre Baskerville 19pt (shown on right).

Using its Pathways-as-a-Service platform, ViiMed force-multiplies the provider's expertise, protocols, influence, feedback and patient-relationships for the gaps in care.

PRINT HEADLINE

ITC NEW BASKERVILLE

STYLE	SIZE	KERNING	LEADING
Italic	24pt.	0	28pt

Using its Pathways-as-a-Service platform, ViiMed force-multiplies the provider's expertise, protocols, influence, feedback and patient-relationships for the gaps in care.

ONLINE HEADLINE

LIBRE BASKERVILLE

STYLE	SIZE	KERNING	LEADING
Italic	19pt.	0	28pt

MANAGE CHRONIC CARE PATIENTS. THRIVE IN BUNDLED PAYMENT MODELS.

MEANINGFUL DATA

*Manage the right patients
with the right data.*

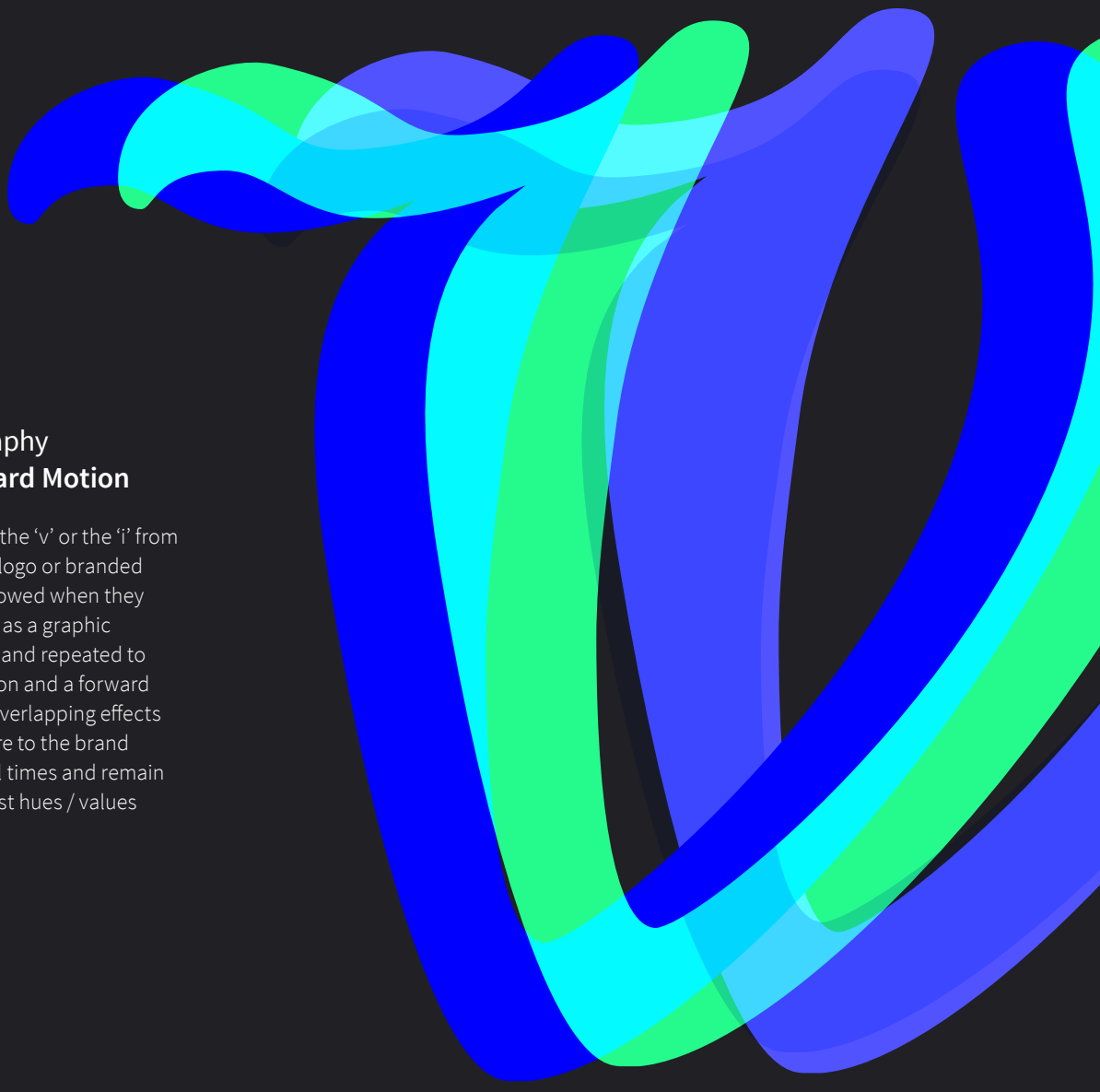
Our software platform enables health care organizations to rapidly tailor and fully configure their care coaching and coordination programs and deliver them to any device.



DIGITAL TOOLS THAT

*empower care teams to
deliver better patient care
and become more efficient.*

*vii*MED®

An abstract graphic on the right side of the page consists of several overlapping, wavy, ribbon-like shapes. The colors are vibrant, including shades of blue, cyan, and green. The shapes are layered, creating a sense of depth and movement, with some areas appearing more saturated than others due to the overlapping effect.

Typography & Forward Motion

Overlaying the 'v' or the 'i' from the ViiMed logo or branded icons is allowed when they are treated as a graphic illustration and repeated to imply motion and a forward path. Any overlapping effects must adhere to the brand colors at all times and remain the brightest hues / values possible.



OUR PHOTOGRAPHY REFLECTS THE PURPOSE OF OUR COMPANY AND

*our photography
is more than just
a 'space filler.'*

4.1

Photography Subject Matter / Styling

THE CARE JOURNEY: DOCUMENTARY STYLE.

ViiMed uses photography that focuses around authentic situations, not posed stock photography of people smiling at camera or using tech devices.

We strive to find photography in a documentary-style, which is a voyeuristic view into the daily life use of our product and the people who would use it.

ViiMed uses four different types of photo styling/ concepts to brand its photography:

1. COLOR BRANDED

2. MONOTONE

3. BLACK & WHITE

4. LAYERS:

- 'THE DOTTED CONTINUUM'
- 'LIGHT TRAILS'



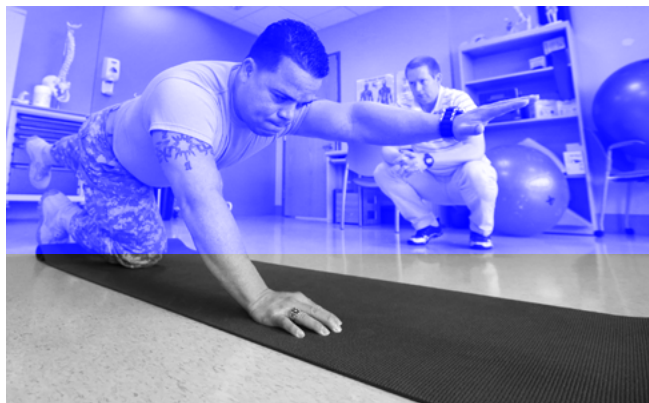
ORIGINAL

Untouched photographs rarely convey the color scheme of the ViiMed brand on their own.



COLOR BRANDED

Distracting colors are muted down and blue hues are vivid and pronounced. For example, the prominent blue mat in this photo gives the implication that ViiMed is 'there.'



MONOTONE OR BLACK & WHITE

Black and white photographs or ViiMed blue monotone (blue overlaid on a black and white photograph) helps focus only on the subject matter —through a ViiMed 'filter'.

PHOTOGRAPHY ISN'T A SPACE-FILLER. WHEN CHOOSING VIIMED PHOTOGRAPHY:

Ask yourself if the photograph is:

- *meaningful and directly relevant to the content it accompanies*
- *authentic and doesn't feel stock or 'staged'*
- *conveying the reason for our technology and the problem it solves, not just happy people using smartphones and laptops.*
- *distinguishingly different in mood from the competition by showing real life situations*

COLOR BRANDED EXAMPLES



viiMED



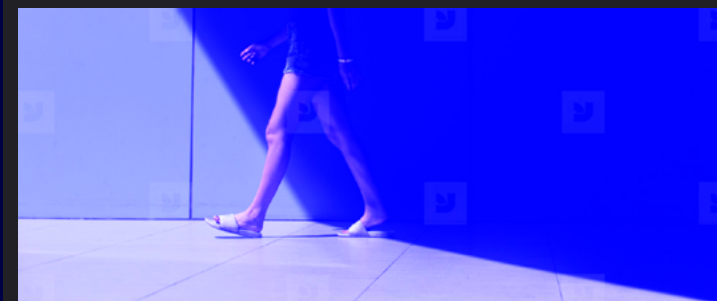
viiMED



UNCOMPROMISED
CHRONIC DISEASE
MANAGEMENT.

*vii*MED®

MONOTONE EXAMPLES





MAKING LIFE BETTER FOR
PATIENTS AND THE PEOPLE
WHO CARE FOR THEM.

vii

*vii*MED®

BLACK & WHITE EXAMPLES



UNCOMPROMISED CHRONIC DISEASE MANAGEMENT.

*vii*MED®



4.2

Photography Subject Matter / Styling

THE CARE JOURNEY:
**PEOPLE IN MOTION /
THE DOTTED CONTINUUM**

The ViiMed dots can also be used as a visual overlay to reinforce our themes:

- the care continuum journey / path (similar to the visual timeline in our software platform)
- an abstract way to represent people

Pathways-as-a-Service™ platform





YOUR SUCCESSFUL CARE CONTINUUM JOURNEY, POWERED BY

*vii*MED®



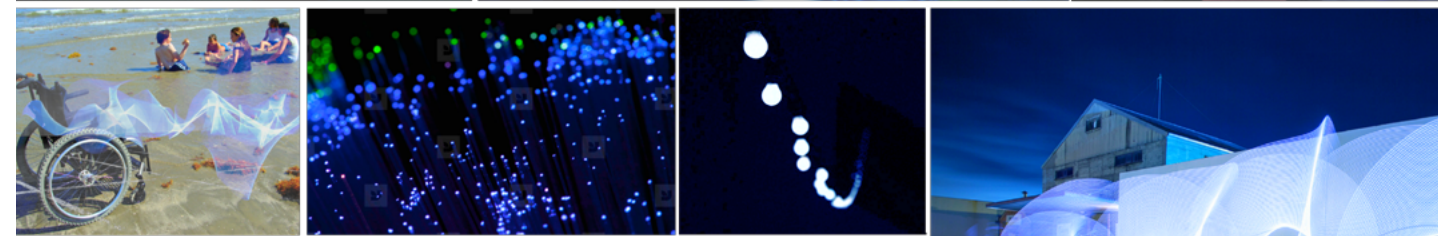
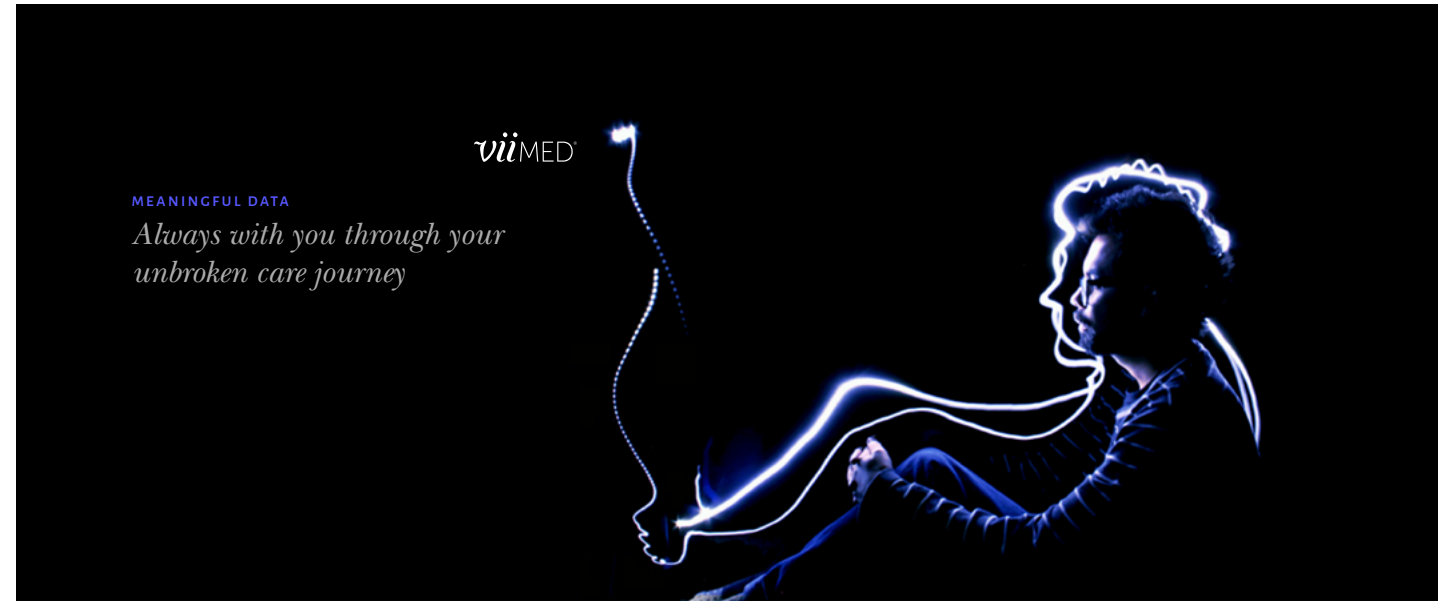
4.3

Photography Subject Matter / Styling

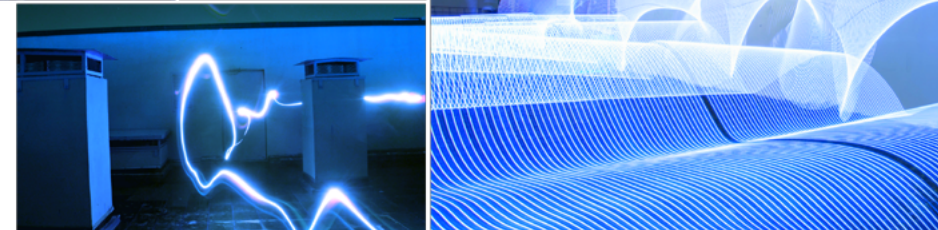
POWERFUL TECHNOLOGY:
**THE DATA IS INTEGRATED
THROUGHOUT YOUR PATH /
JOURNEY**

ViiMed also uses an alternate style of photography subject matter / layering of 'light trails' that represent the robust, seamless data engine behind our software platform. It is this data (light) that is integrated into our patients' lives.

When using this concept in our photography, be sure that all the branding elements (color, subject matter) are still relevant to the ViiMed brand.



*Data trails: the
journey of data*





*Digital tools
that follow
and guide*

*vii*MED®

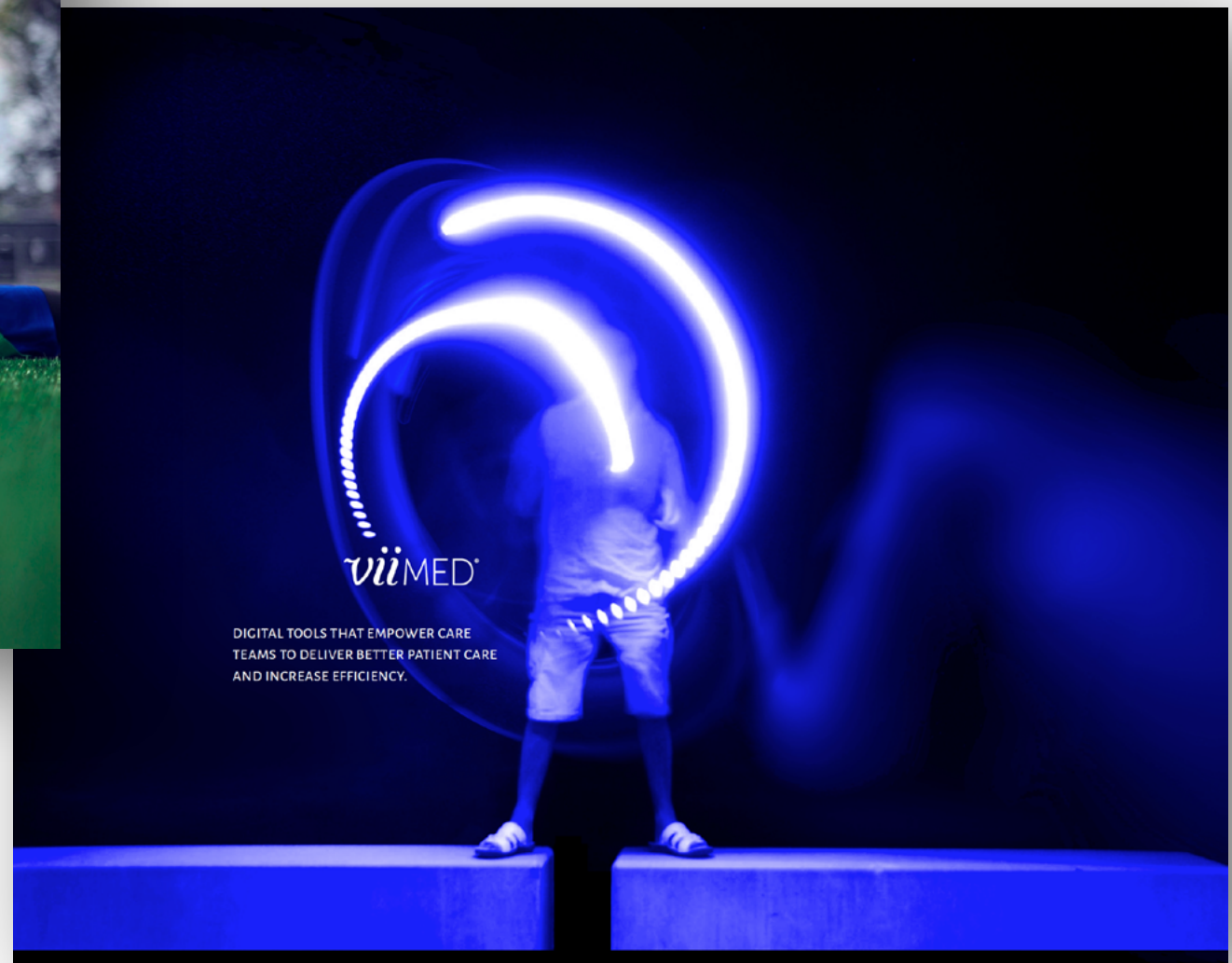
4.3

Photography In-Use Examples



PATIENT ENGAGEMENT
for chronic care

viiMED



viiMED

DIGITAL TOOLS THAT EMPOWER CARE
TEAMS TO DELIVER BETTER PATIENT CARE
AND INCREASE EFFICIENCY.

5.0

Iconography

How we identify, describe and classify subject matter is very different than our competition.



OUR BOLD APPROACH TO ICONOGRAPHY

Our colors are bold.

Our photography is authentic.

Our iconography reinforces these.

5.0

Iconography Visual Labeling

STYLE

To enhance our storytelling and visual recognition of services, benefits and clients, ViiMed uses a very distinct style of flat, bold iconography that differentiates us from the iconography our competitor's use.

SILHOUETTES

All our iconography chosen for benefits and services callouts and navigation is in a visual silhouette format.

Silhouettes are flat, color shapes that have no detail inside them. Imagine something that is backlit with a spotlight when choosing these icons. We use silhouettes so that we may use call out text or other content inside of them. Do not use icons with inner lines, as they will hinder the placement of content placed inside them.

Silhouettes can be layered on top of one another, but must remain true to the colors of the brand.

ICONOGRAPHY — BENEFITS & SERVICES



SAVE TIME



MEANINGFUL DATA



PATIENT SATISFACTION



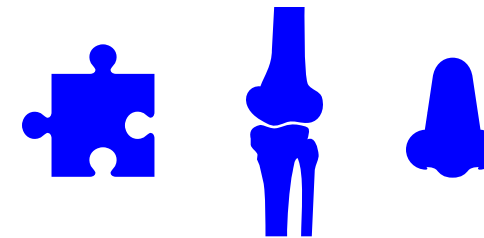
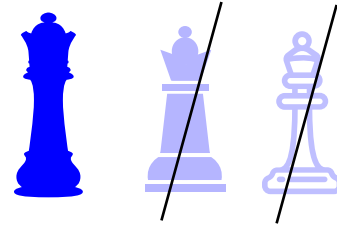
STOP COMPLICATIONS



STAY TECHNOLOGICALLY AHEAD



MEASURE

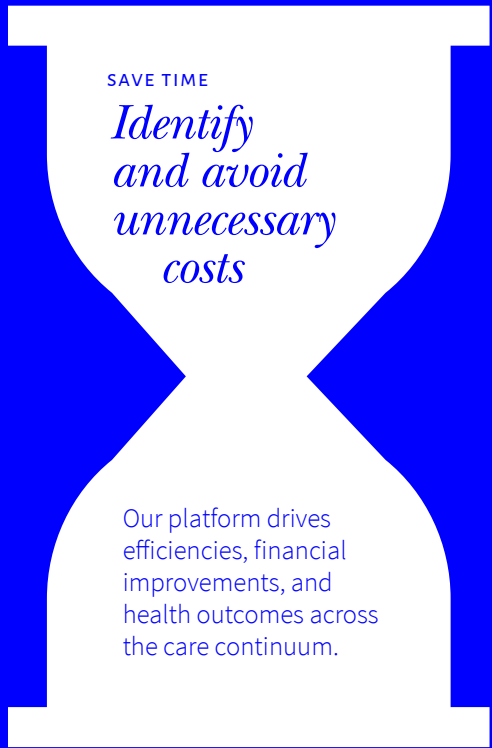


When choosing icons, check that they can fit call-out text inside their forms.

TECHNOLOGICALLY AHEAD

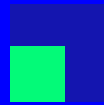
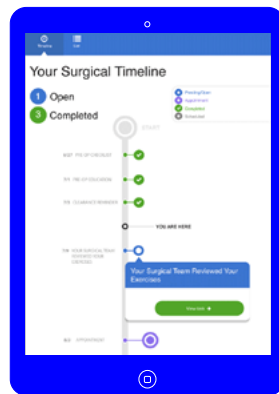
*Effectively manage
quality and bundled
payment programs.*

*We help care team
organizations deliver
better patient care and
become more efficient.*



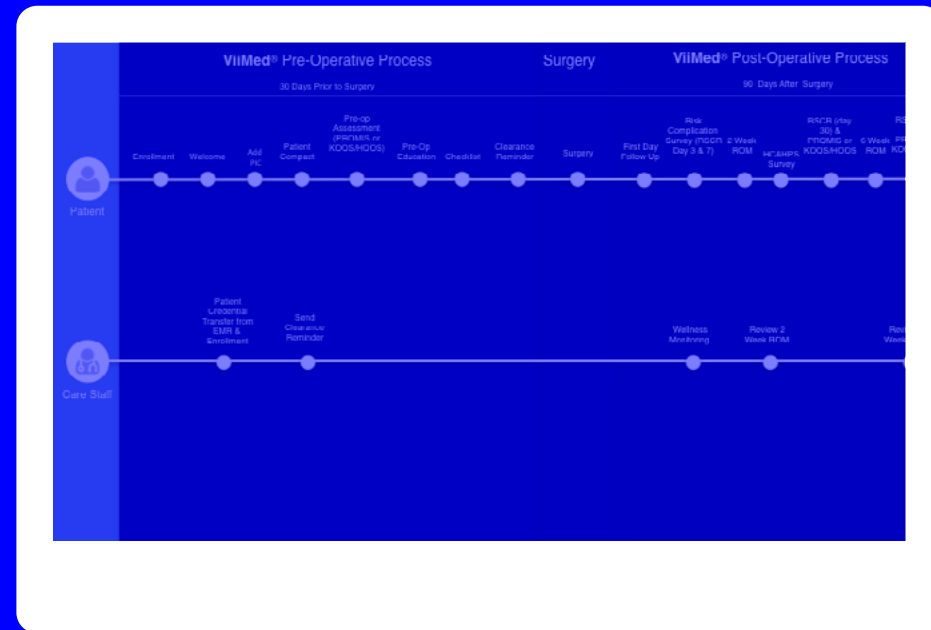
USAGE EXAMPLES

REDUCE TIME WITH
*Peri-Operative
Education*
BY
24hrs



EXTEND®

*The console for centralized and
integrated care team collaboration*





STOP COMPLICATIONS

*Intervene sooner and
reduce complications*

*We help care team organizations deliver better patient care and
become more efficient. Our digital health platform:*

IMPROVES CARE COORDINATION BETWEEN DOCTORS, NURSES, PATIENTS, AND FAMILY MEMBERS

EDUCATES PATIENTS PRE- AND POST-OPERATIVELY THROUGH PERSONALIZED CARE PLANS INCLUDING VIDEOS, SURVEYS, AND ASSESSMENTS

EMPOWERS PATIENTS TO MONITOR THEIR HEALTH THROUGH CONNECTED DEVICES, COACHING, AND EDUCATION

ALERTS CARE TEAMS TO HIGH-RISK PATIENTS TO INTERVENE SOONER AND REDUCE COMPLICATIONS

HELPS ORGANIZATIONS MEET REGULATORY STANDARDS LIKE MEANINGFUL USE, MIPS, AND MACRA

6.0

Contact

*Thank you for helping
cultivate the ViiMed brand.*

*vii*MED[®]

409 7TH ST. NORTHWEST SUITE 250
WASHINGTON, DC 20004

PH 202-827-0888 WWW.VIIMED.COM

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BRAND GUIDE VERSION 1.0

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