ViiMed®

The song is more powerful when we sing in unison.

viiMED®

BRAND MANUAL

1.0 Identity \ P4

2.0 Color Palette \ 8

3.0 Typography \ 12

4.0 Photography \ 28

5.0 Iconography \ 44

6.0 Contact \ 50

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.

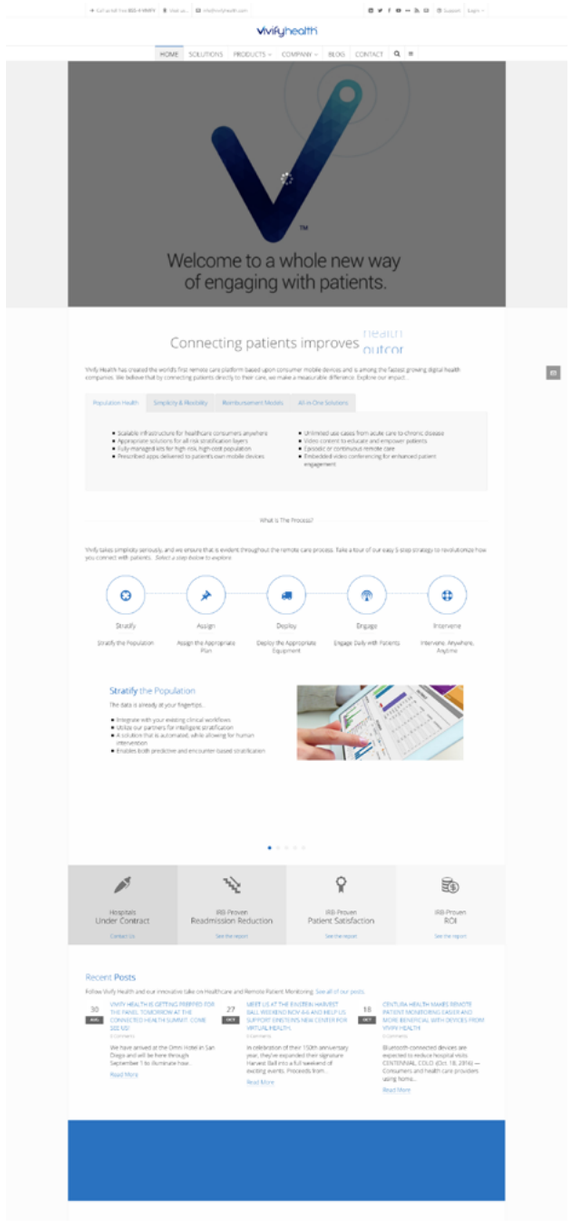
In this brand guide you'll find the information and resources to help shape your interactions and communications with others using the same unique and consistent ViiMed voice. This brand guide will continue to evolve. We'll let you know when there is a new version.

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
omada	omada		**We've pioneered digital therapeutics.** We help employers and health plans tackle chronic disease in the most engaging, effective, and scalable way possible.
TELADOC	TELADOC		**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.
HealthLoop	HealthLoop		**Engage every patient every day.** Improve Care Coordination With Patients At Home and Across the Care Continuum.
Propeller	Propeller		**A life without limits.** Propeller is the leading digital platform for respiratory health management.
remedy partners	remedy partners		**The episodes of care company.** We're making healthcare healthier.
vivifyhealth	vivifyhealth		**Welcome to a whole new way of engaging with patients.** Connected Care. Optimized Simplicity. Proven Outcomes.
wellbe	wellbe		**Connected Care Delivery for Value-Based Healthcare.** Integrated Care Delivery to move from fragmented silos of care to value-driven service lines.
twinehealth	twinehealth		**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.

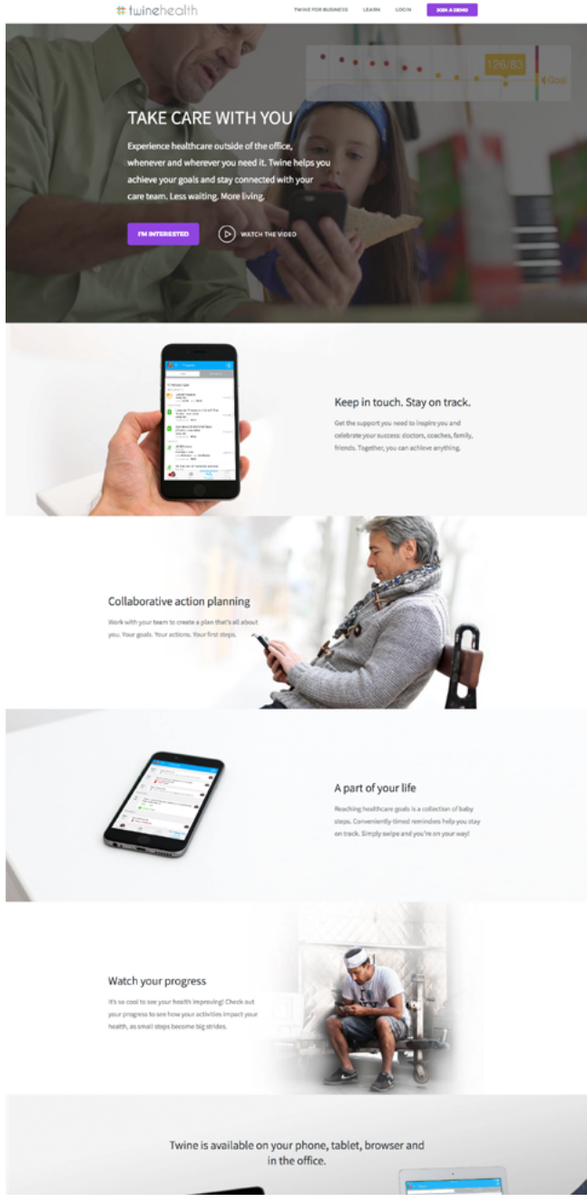
remedy partners

vivifyhealth

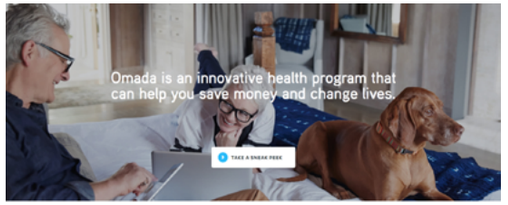


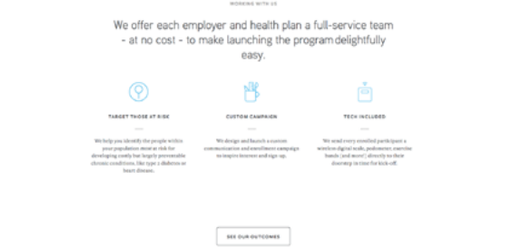
wellbe

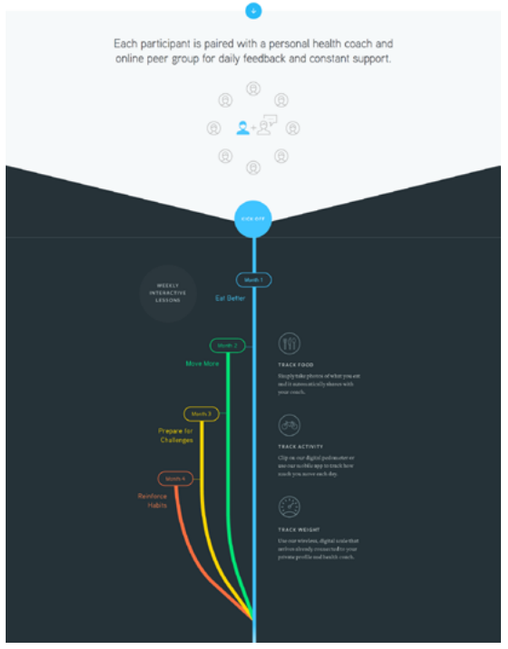
twinehealth



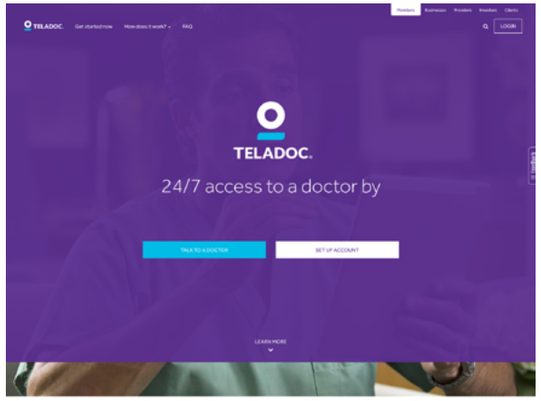
omada

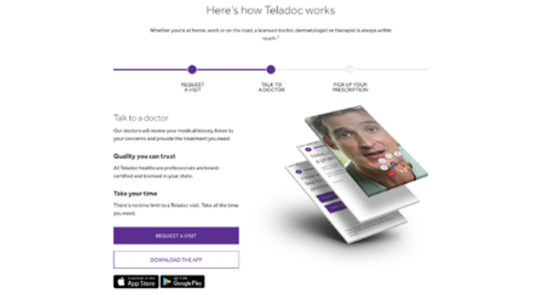


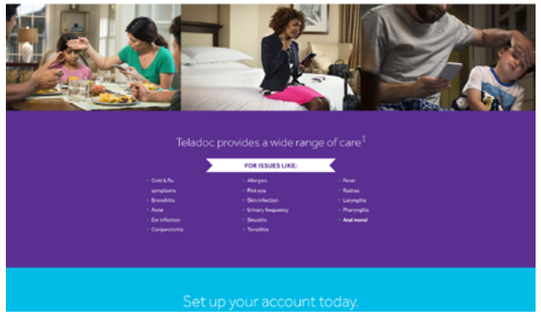




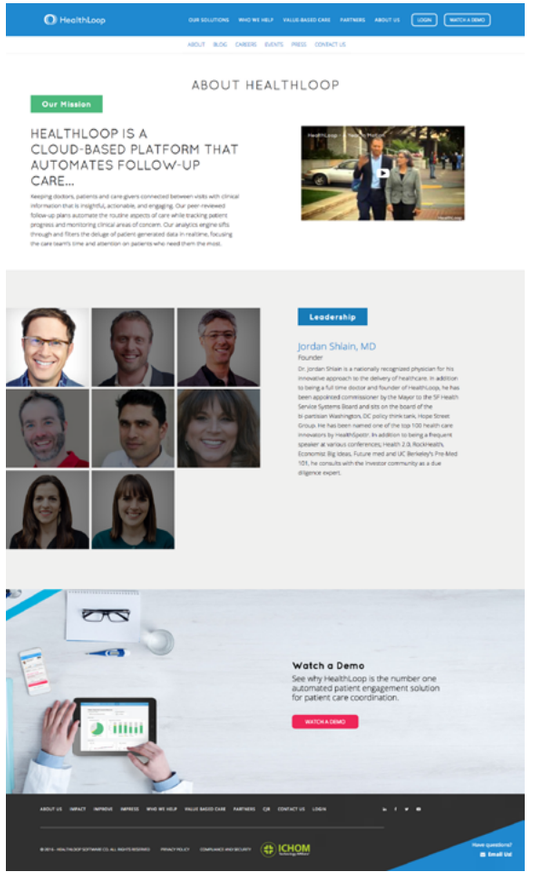
TELADOC



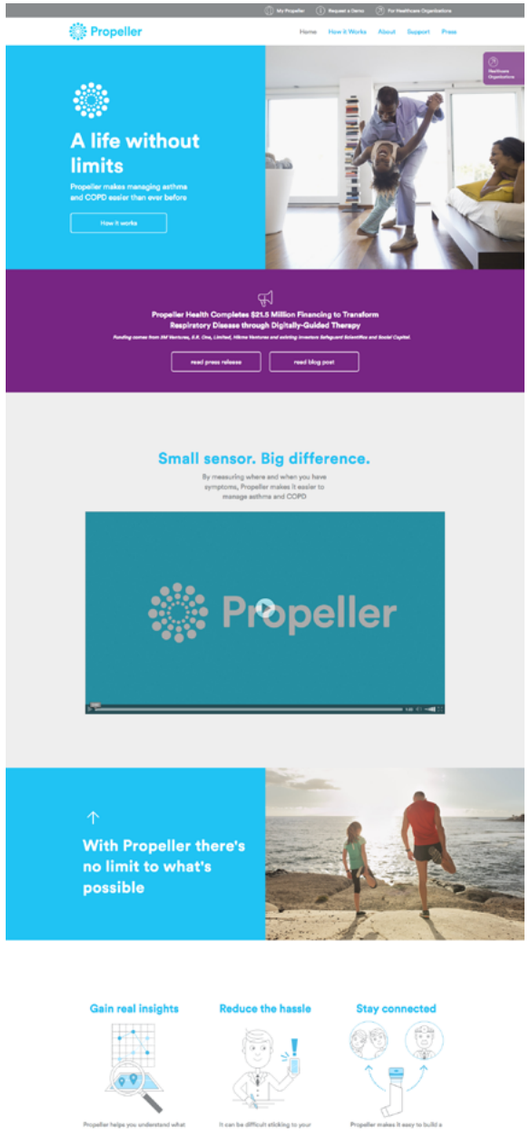




HealthLoop



Propeller



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	COLOR LOGO	BRAND PALETTE	MESSAGING
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viiMED	viiMED		

omadc

TELADOC

HealthLoop

Propeller

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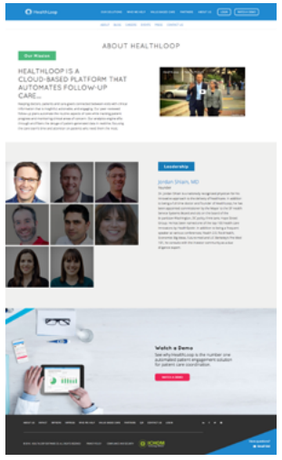
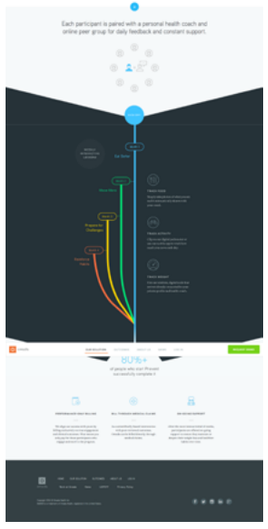




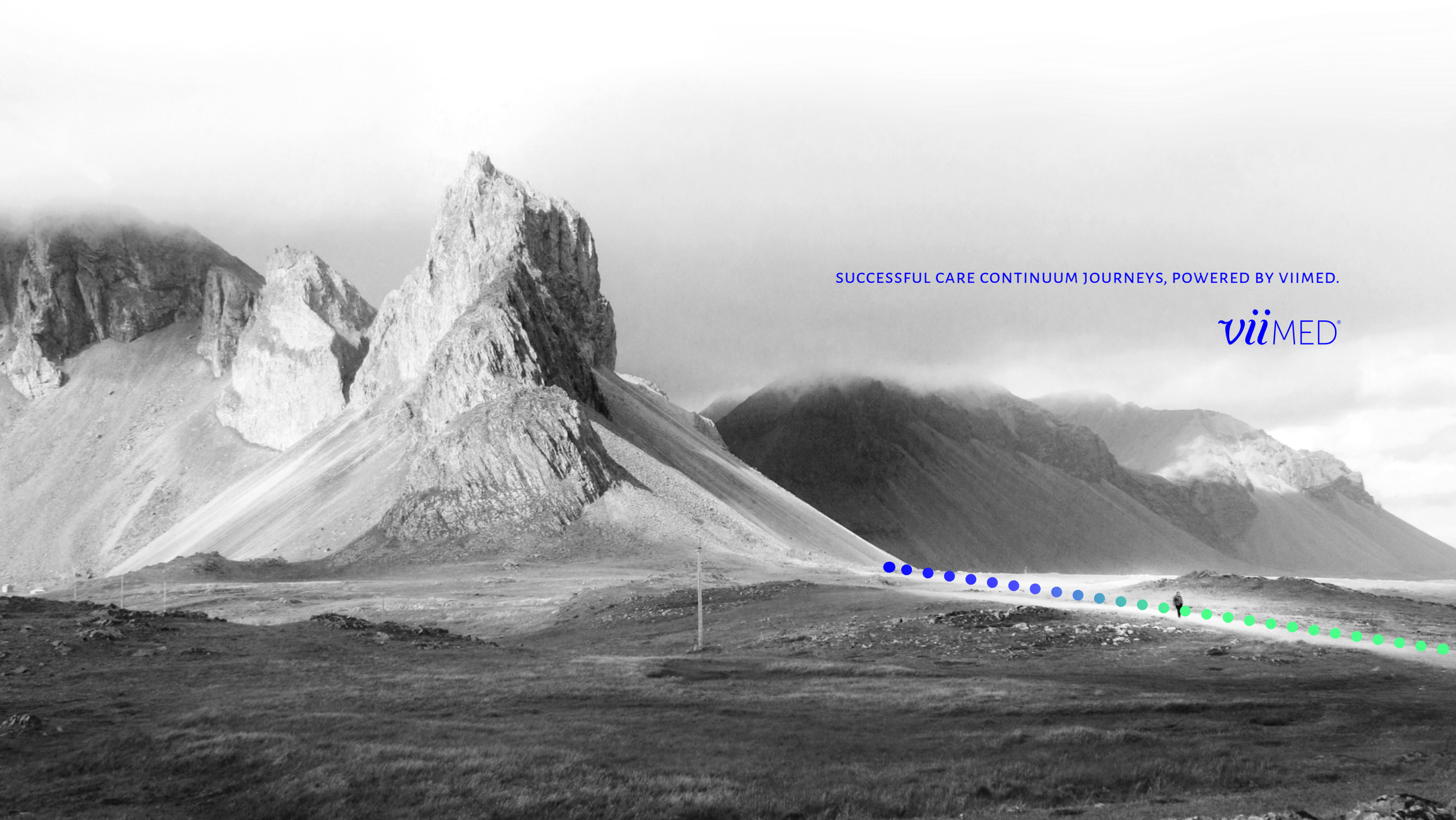
viiMED®

viiMED®

viiMED®

viiMED®

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


SUCCESSFUL CARE CONTINUUM JOURNEYS, POWERED BY VIIMED.
viiMED

PATIENT ENGAGEMENT
for chronic care

viiMED®

CARE COORDINATION

for joint replacements

viiMED®

CARE COORDINATION
for joint replacements
PATIENT ENGAGEMENT
for chronic care
POWERING YOUR DIGITAL HEALTH CARE PLANS.
viiMED®

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

POWERED BY
vii
MED
TM

Successful care continuum journeys,

POWERED BY vii MED

MANAGE CHRONIC CARE PATIENTS.

THRIVE IN BUNDLED PAYMENT MODELS.

YOUR SUCCESSFUL CARE CONTINUUM JOURNEY, POWERED BY viiMED®

MAKE PATIENT-DRIVEN CARE A REALITY.
Greenway Health
America's team the
Thunder birds
Thunderbirds
Activity Book
WARNING
POWERED BY vii MED

The song is more powerful when we sing in unison.

viiMED®

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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.

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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

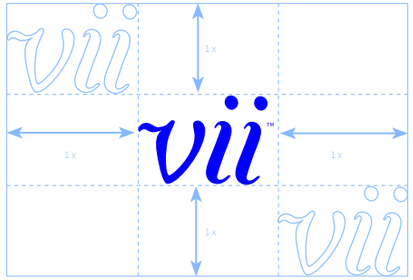
The vii logotype is a strong mark that, when paired with a descriptor word of the market we service, becomes the foundation of the company name — the wordmark.

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™

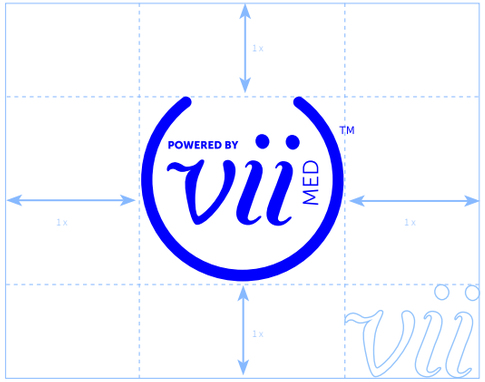


B

viiMED®

C

POWERED BY viiMED™

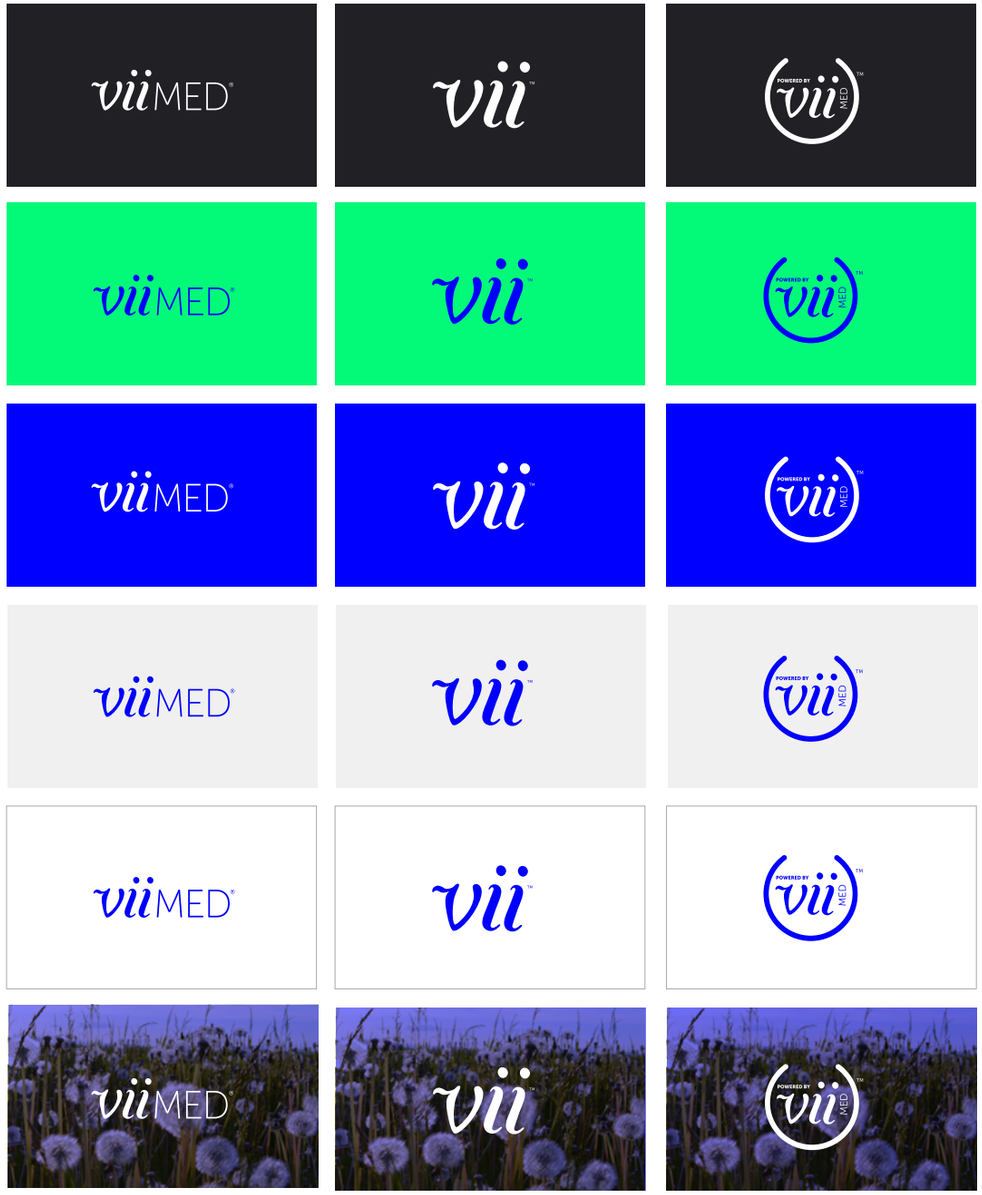


1.2

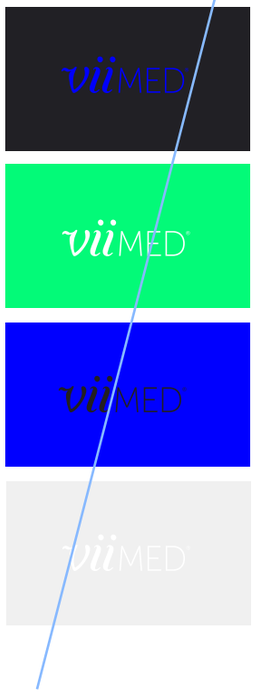
Identity
Color Usage

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.
Greenway Health
America's team the
Thunder birds
Thunderbirds
Activity Book
WARNING
POWERED BY vii MED

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.

POWERED BY viiMED™

Greenway™ Health

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** 147/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 #EFF0F0
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

100%
VIIMED BLUE
WEB #0000FF
RGB R000/G000/B255

0%
VIIMED BLUE

100%
VIIMED BLUE
WEB #0000FF
RGB R000/G000/B255

100%
VIIMED ALT. BLUE
WEB #5153FF
RGB R81/G83/B255

100%
VIIMED GREEN
WEB #03FA78
RGB R3/G250/B120

100%
VIIMED GREEN
WEB #03FA78
RGB R3/G250/B120

0%
VIIMED GREEN

Our voice is visualized using the right visual typography.

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

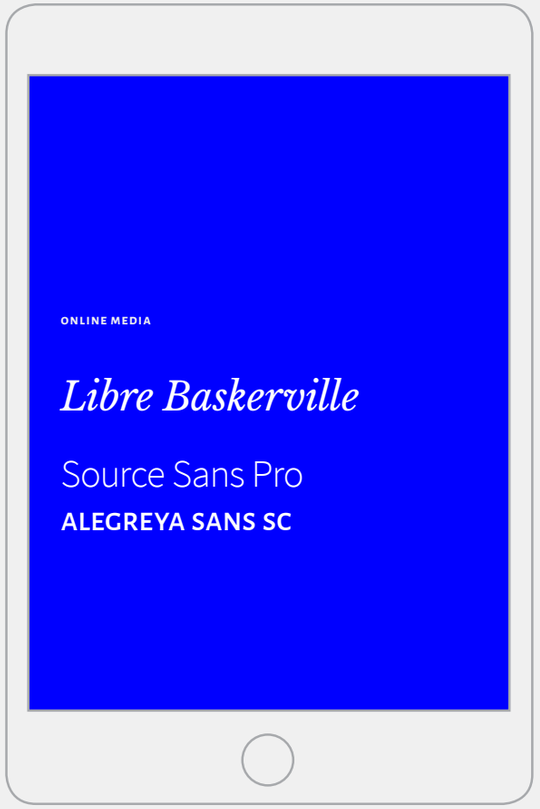
3.1

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
ITC New Baskerville	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

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

REGULAR

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

MEDIUM

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

BOLD

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

EXTRA BOLD

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

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

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

ITALIC

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

BOLD

ABCDEFGHIJLMNOQRSTUVWXYZ
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

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

BOLD ITALIC

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

SMALL CAPS & OLDSTYLE FIGURES

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

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

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

LIGHT

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

REGULAR

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

SEMIBOLD

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

BOLD

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Aa

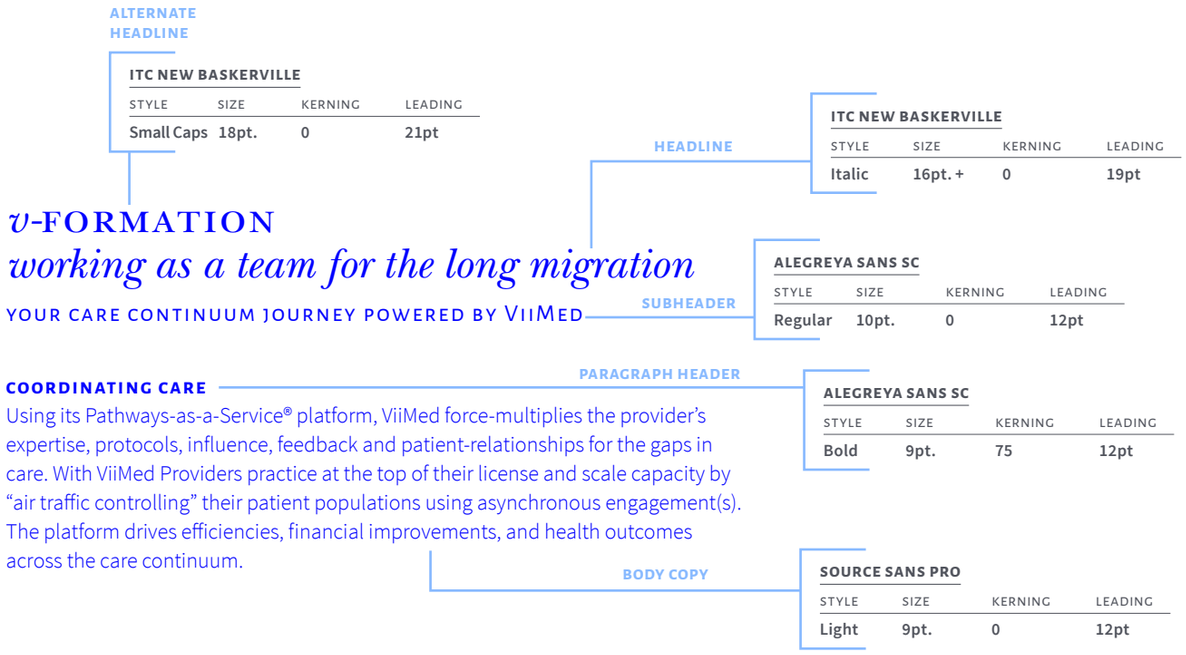
3.2

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.



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.
viiMED®

Successful care continuum journeys,

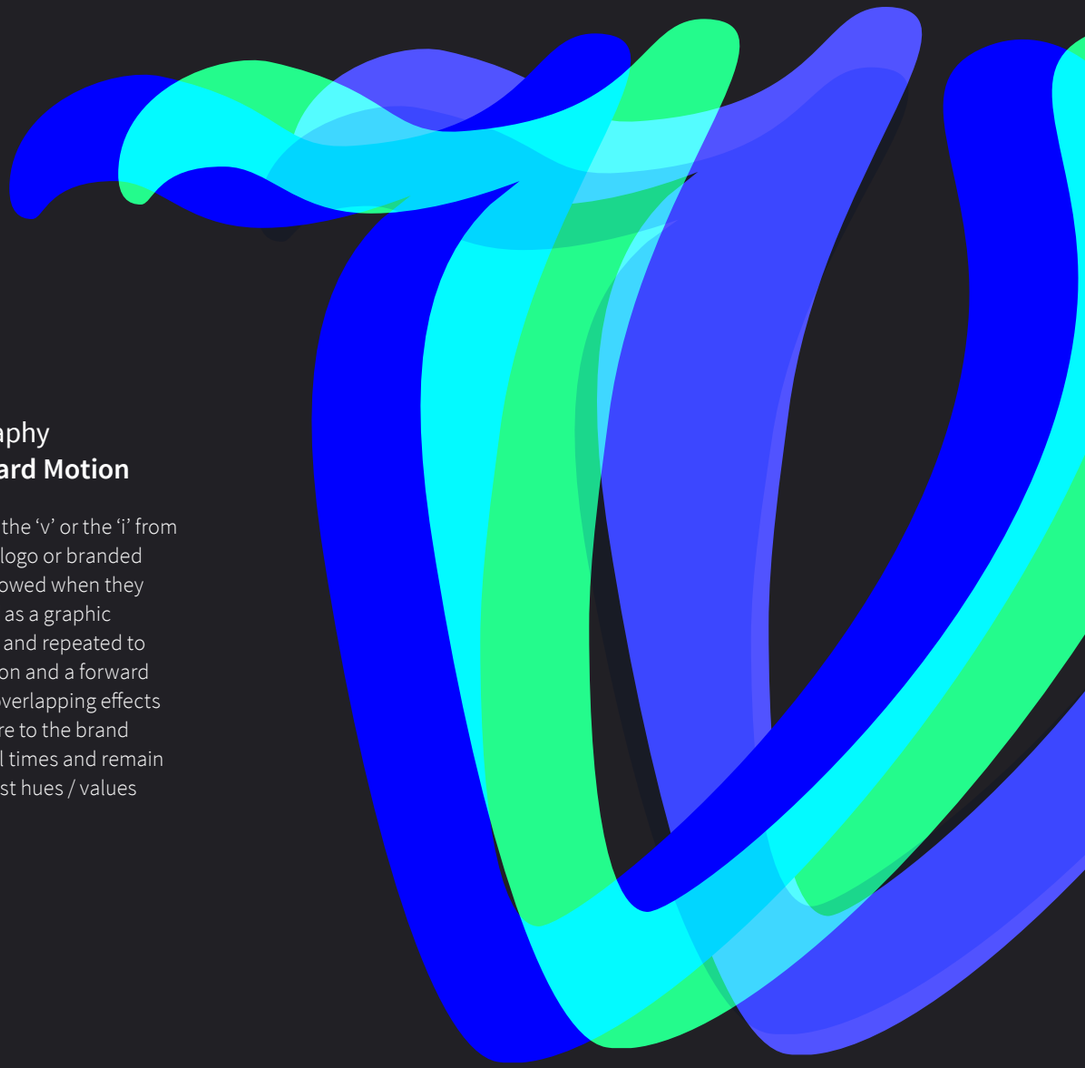
POWERED BY vii MED™

MANAGE CHRONIC CARE PATIENTS.

THRIVE IN BUNDLED PAYMENT MODELS.

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.



4.0 Photography

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

UNCOMPROMISED
CHRONIC DISEASE
MANAGEMENT.
viiMED®

MONOTONE EXAMPLES

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

BLACK & WHITE EXAMPLES

UNCOMPROMISED CHRONIC DISEASE MANAGEMENT.

viiMED®

4.2

Photography
Subject Matter / Styling

THE CARE JOURNEY:
PEOPLE IN MOTION /
THE DOTTED CONTINUUM

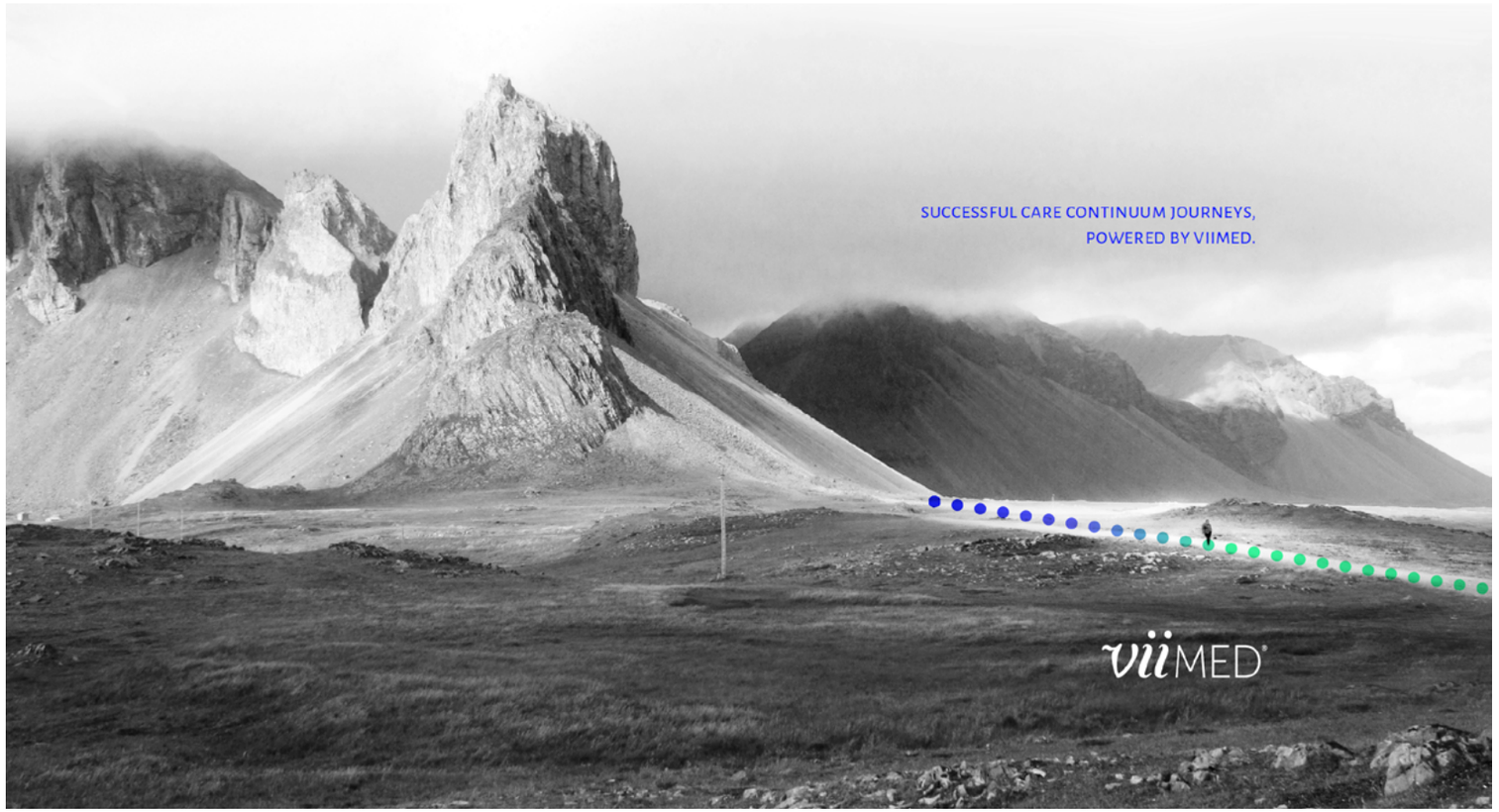
The ViiMed dots can also be used as a visual overlay to reinforce our themes:

- 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

patient-centered coordination



YOUR SUCCESSFUL CARE CONTINUUM JOURNEY, POWERED BY viiMED®

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.

Digital tools
that follow
and guide
viiMED®

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 recogniton 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

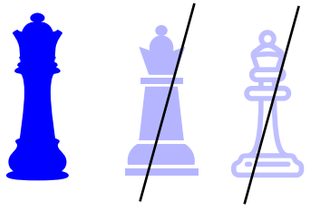
All our iconography chosen for benefits and services callouts and navigation is in a visual silhouette format.

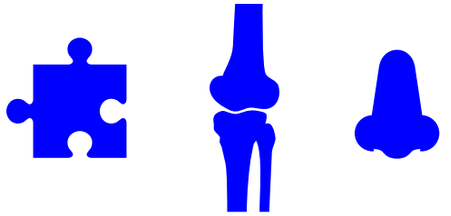
Silhouettes are flat, color shapes that have no detail inside them. Imagine something that is backlit with a spotlight when choosing these icons. We use silhouettes so that we may use call out text or other content inside of them. Do not use icons with inner lines, as they will hinder the placement of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



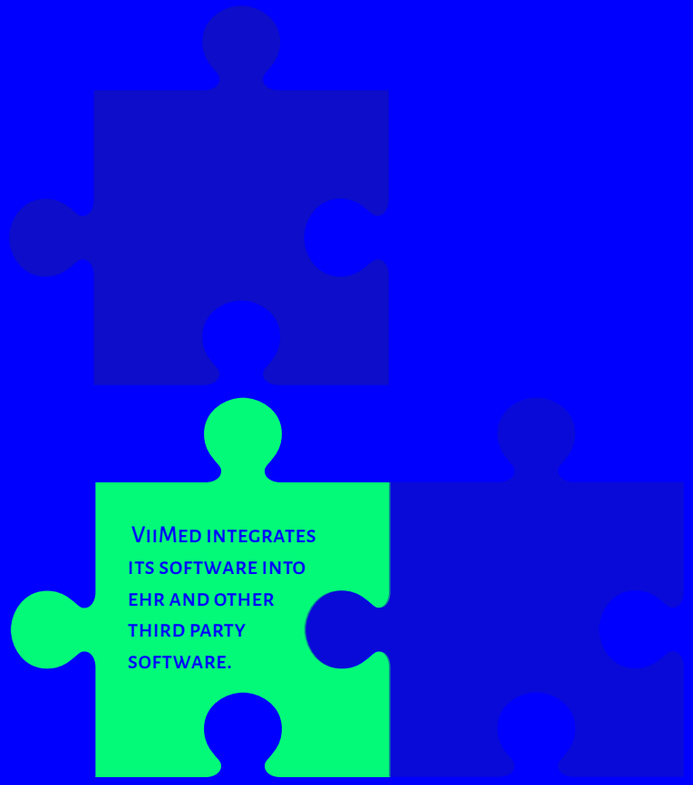


When choosing icons, check that they can fit call-out text inside their forms.

SAVE TIME

Identify and avoid unnecessary costs

Our platform drives efficiencies, financial improvements, and health outcomes across the care continuum.



REDUCE TIME WITH

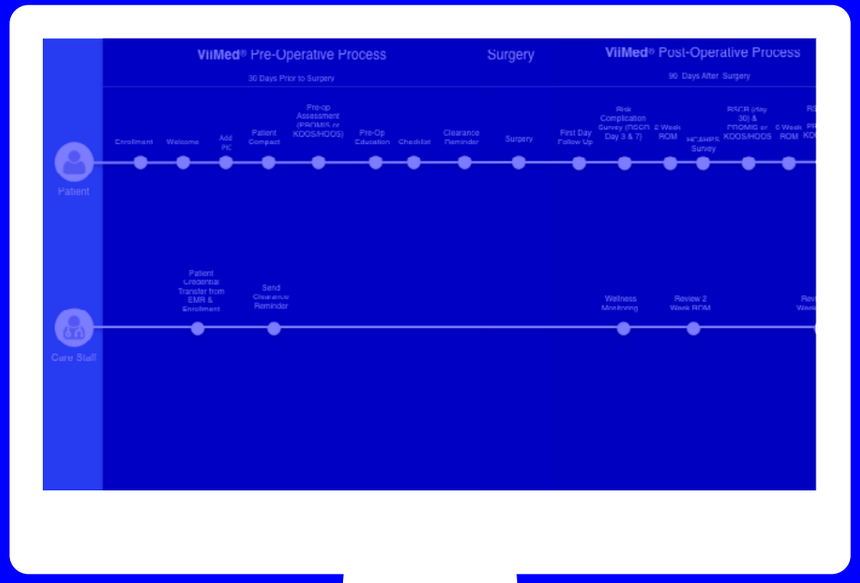
Peri-Operative Education

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.

viiMED

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

JANUARY 2017

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