



The Importance of Our Brand and the Guidelines





WHAT IS THE DEFINITION OF A BRAND?

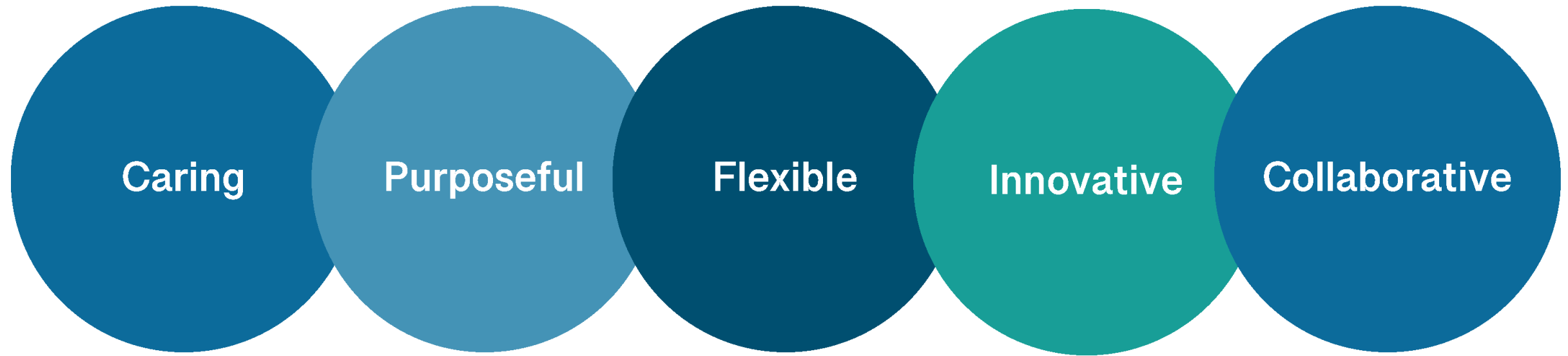
A brand is a product, service or concept that is publicly distinguished from other products, services or concepts so that it can be easily communicated and marketed. Branding is the process of creating and disseminating the brand name, its qualities and personality.

The Brand Guidelines are designed to establish a **baseline** framework for our identity whether it's on-screen or in print and all mediums.

01

Strategic Insights

Brand Attributes



02

Logo Usage

As the primary identifier of the AscellaHealth name and service, the logo is vital to our brand and should always be treated with respect and careful consideration.

PRIMARY FULL COLOR LOGO



FULL COLOR LOGO WITH TAGLINE LOCKUP



BRAND ICON



Logo Color Variations

Our logo and logo lockup are available in several color variations to choose from, but may only be reproduced in the specified color combinations shown. However, the one exception to this rule is if the method of reproduction only allows for a single color that is not among the options shown here.

FULL COLOR LOGO



FULL COLOR LOGO WITH TAGLINE LOCKUP



BLACK LOGO WITH TAGLINE LOCKUP



REVERSE + COLOR LOGO SHOWN ON
MIDNIGHT BACKGROUND



REVERSE + COLOR LOCKUP SHOWN ON
BLACK BACKGROUND



SOLID REVERSE SHOWN ON
CERULEAN BLUE BACKGROUND



Note: The color + reverse logos should only be used on Black or Midnight backgrounds. For all other background colors use the Solid Reverse logo as shown to the far right.

The Solid Reverse logo can be used on all color backgrounds with sufficient contrast.

Clear Zone and Minimum Sizes

As a rule, the clear zone (x) is derived from the full height of the “A” in Ascella, as shown.

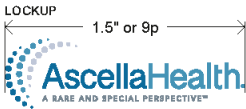
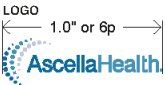


Our logo has been designed to maximize legibility across a wide gamut of commonly used sizes. However, the technical limitations of some reproduction methods can inhibit legibility below certain measurements.

LOGO

Measurement is based on the width of the logo, and shown in inches and picas.

RECOMMENDED MINIMUM SIZES



It is always important to present our logo clearly, avoiding common improper uses.

IS THIS CORRECT?



YES

NO

IS THIS CORRECT?



YES

NO

IS THIS CORRECT?



YES

NO

IS THIS CORRECT?



YES

NO

Improper Usage

⊗ Distort the logo



⊗ Rotate



⊗ Apply an outline



⊗ Use non-brand colors



⊗ Change the typeface



⊗ Use over a complex background



⊗ Apply effects



⊗ Change the colors



⊗ Add other text



03

Color Overview and Palettes

AscellaHealth's color palette consists of two groups: primary and secondary. Together, these groups form a dynamic system of brand colors that can be applied to backgrounds, text, patterns, buttons, imagery, supporting diagrams, and more.

Primary Color Palette

Our primary color palette consists of four shades of blue.

About the color builds
The HEX/RGB and CMYK values shown in this guideline are based on the latest color conversions via Pantone® Connect.

Tints
Each of our colors can be used as lighter tints at the values shown alongside the base color. These are best used for backgrounds across print and digital platforms, or text on print only. However, please note they should never supplant the use of the base color.

Cerulean Blue					
HEX	106a9b				
RGB	16, 106, 155				
CMYK	91/55/19/2				
PANTONE	653				
80	60	40	20	10	

Vivid Blue					
HEX	4aa2c6				
RGB	74, 163, 198				
CMYK	70/10/18/0				
PANTONE	632				
80	60	40	20	10	

Light Blue					
HEX	bfc7d8				
RGB	191, 199, 216				
CMYK	Pantone 537 CP				
PANTONE	7544				
80	60	40	20	10	

Steel Blue					
HEX	768692				
RGB	118, 134, 146				
CMYK	Pantone 7544 CP				
PANTONE	7544				
80	60	40	20	10	

Secondary Color Palette

Our secondary color palette consists of three colors.

This new and expanded color palette offers an exciting array of colors to compliment and accent our communication efforts.

The secondary palette is a support palette. These colors are intended to be used across web and print applications **after** the primary colors have been used first. They are only intended to be used in charts, diagrams, and/or illustrations.

Midnight

HEX051a23
RGB5, 26, 35
CMYKPantone 539 CP
PANTONE539

80

60

40

20

10

Aegean Blue

HEX004f70
RGB0, 79, 112
CMYKPantone 3025 CP
PANTONE3025

80

60

40

20

10

Teal Green

HEX189e97
RGB24, 158, 151
CMYKPantone 2461 CP
PANTONE2461

80

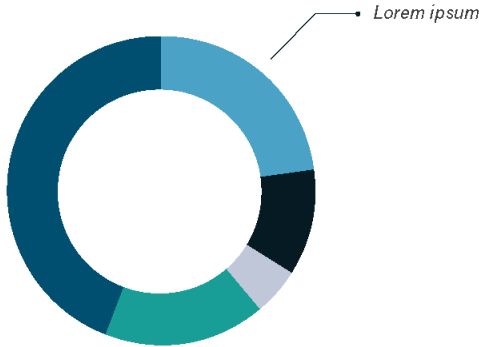
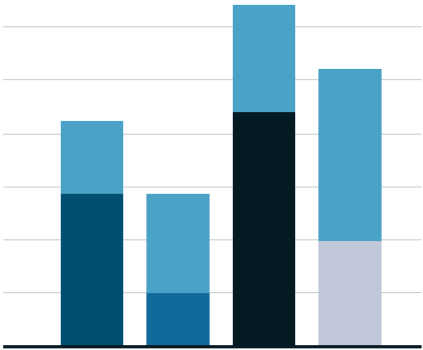
60

40

20

10

CHART EXAMPLES



04

Typography

Typography is always important when representing the values and tone of a brand. Typefaces (the font) can set different tones and moods and can determine the representation of the brand. Our typography strives to be clean, simple and easy to read.

Looking at examples and how a font feels

AscellaHealth

AscellaHealth

AscellaHealth

AscellaHealth

Brand Typeface and Compatible System Font



ARIAL
Email example



OPEN SANS
Print example

ARIAL
Is the font to use for all digital/email
and PowerPoint presentations.

ARIAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,:;...!i?¿•0[]{}/'"“”><»
\$¢€£¥ƒ%‰#&@©®™
°^~+-±x÷=≠≈<>≤≥

OPEN SANS
Is the font to use for print, promotional
materials.

OPEN SANS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,:;...!i?¿•0[]{}/'"“”><»
\$¢€£¥ƒ%‰#&@©®™
°^~+-±x÷=≠≈<>≤≥

The AscellaHealth brand has evolved to consistently communicate a clear, unified identity to customers, prospects, partners, employees, and stakeholders both inside and outside of the company.

