

98point6

Design and brand guidelines

Contact

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Welcome

Welcome to the 98point6 Technologies Design and Brand Guidelines. In this document, you'll find guidance and information on representing the 98point6 brand within marketing materials and any other places where our brand is represented visually or in writing.

This document is a dynamically growing digital guideline that will be updated regularly to reflect the latest standards of 98point6. For questions and additional information, please reach out to the 98point6 Marketing team in the [#brand-questions](#) Slack channel.

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Logo guidelines

The 98point6 Technologies corporate logo is the most immediate representation of our company, our people and our brand. Our logo needs to be represented consistently in order to promote brand recognition throughout all applications.

Logo usage

We have provided two logo colorways for your use; always use the provided logo files. If you have any questions or need a different file type, please reach out to the Marketing team in the [#brand-questions](#) Slack channel.

Full color

Use the full color logo when placed over a white or light background.



98point6[®]



98point6[®]

White

Use the white logo when placed over a dark background.



98point6[®]



98point6[®]

Clear space

Whenever you use the official 98point6 logo, it should be surrounded by clear space to ensure its visibility and impact. Clear space is derived from the height of the “o” in the logo.



Incorrect usage

To maintain the integrity and effectiveness of the 98point6 Technologies brand identity, it is essential our logo is never altered in any way. This includes, but is not limited to:

- Do not stretch the logo disproportionately.
- Do not alter the colors used in the logo.
- Do not rotate or skew the logo in any way.
- Do not alter the spacing of the logo.
- Do not use the logo over a distracting pattern or texture.
- Do not apply any effects to the logo.
- Do not re-create the logo with a different typeface.
- Do not attempt to make the logo three-dimensional.
- Do not combine the logo with other elements that might seem to create a hybrid mark.

Co-branding overview

The main component of the 98point6 Technologies co-branded logo is the hairline divider. The divider is a thin vertical line that sits to the right of the 98point6 logo at the approximate distance of the “int” letters. The 98point6 and co-branded logos should be an equal distance from the hairline divider.

Co-branded square logo

98point6



Co-branded rectangle logo

98point6



Co-branded long/thin logo

98point6



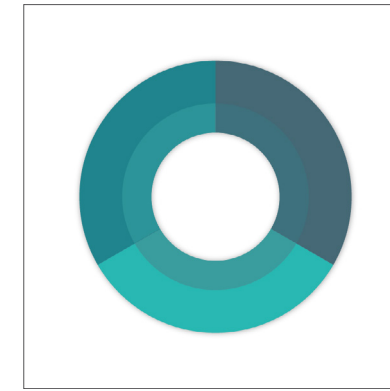
Logo for square spaces

At times the logo is needed in specific dimensions. Here are square logo options. If logos are needed in specific dimensions please reach out to the Marketing team in the [#brand-questions](#) Slack channel.



Brand Icon

The brand icon should be used when brand recognition is needed, but the required size is small and the logo will not be recognizable. If you have any questions or need a different file type, please reach out to the Marketing team in the [#brand-questions](#) Slack channel.



Color palette

Our corporate colors work as key identifiers of our brand and serve as a foundational palette across mediums. They are the backbone of our design system and should be used in any 98point6 Technologies assets whether internal- or external-facing.

Primary colors

Slate

CMYK 84, 56, 51, 25
RGB 48, 87, 102
PMS 7545C
HEX #305766

Meridian teal

CMYK 86, 2, 41, 0
RGB 0, 175, 170
PMS 326C
HEX #00afaa

New dark teal

CMYK 100, 35, 46, 10
RGB (0, 117, 128)
PMS 7714C
HEX #007580

Midnight blue

CMYK (60, 33, 0, 66)
RGB (34, 58, 86)
PMS 111-16 C
HEX #223a56

Neutral colors

Cream

CMYK 0, 1, 4, 3
RGB 247, 244, 237
PMS P 1-9 C
HEX #f7f4ed

Light gray

CMYK 0, 0, 0, 4
RGB 244, 244, 244
PMS P 179-1 C
HEX #f4f4f4

Medium gray

CMYK 1, 0, 0, 11
RGB 226, 227, 228
PMS P 179-2 C
HEX #e2e3e4

Dark gray

CMYK 30, 23, 24, 0
RGB 180, 180, 180
PMS Col Grey 5 C
HEX #b4b4b4

Rich black

CMYK 68, 62, 48, 56
RGB 65, 64, 666
PMS P 179-14 C
HEX #414042

Accent colors (use sparingly)

Accent teal

CMYK 74, 0, 4, 11 | RGB 59, 226, 217
PMS 3255C | HEX 3BE2D9

Accent yellow

CMYK 1, 0, 0, 11 | RGB 226, 227, 228
PMS P 179-2 C | HEX #f2c75c

Accent bright

CMYK 0, 0, 0, 4 | RGB 244, 244, 244
PMS P 179-1 C | HEX #f26c64

Typography

The 98point6 brand includes two fonts; **Roboto Family**, used for body copy and subheads, and **Lora Regular** for headlines and subheads.

Primary font

Aa

Roboto Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

&\$£,;!@()[]{}*+/-=0123456789

Aa

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

&\$£,;!@()[]{}*+/-=0123456789

Aa

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

&\$£,;!@()[]{}*+/-=0123456789

Aa

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

&\$£,;!@()[]{}*+/-=0123456789

Headline font

Aa

Lora Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

&\$£,;!@()[]{}*+/-=0123456789

Content Design and Accessibility

Design can affect external perceptions and make us memorable. The 98point6 brand has been crafted to not only be appealing but also to make us look professional and trustworthy.

Accessibility ensures that our content is accessible to anyone using our materials. Design decisions can unintentionally exclude potential customers and users. To maintain a high level of accessibility for all users we have provided the following guidance for color combinations and font size and weight.

Incorrect color combinations

Text	Text	Text	Text	Text	Text
Meridian teal / accent yellow	Meridian teal / accent teal	Accent yellow/ accent teal	Accent yellow/ accent bright	Accent bright/ accent yellow	Accent bright/ accent teal
Text	Text	Text	Text	Text	Text
Accent teal / accent yellow	Accent teal/ meridian teal	Accent teal/ accent bright	Midnight blue/ new dark teal	Midnight blue/ dark text color	Midnight blue/ slate
Text	Text	Text	Text	Text	Text
Light gray / accent yellow	Light gray / white	Medium gray / accent teal	Light gray / cream	Cream/ light gray	Cream/ white
Text	Text	Text	Text	Text	Text
Medium gray / accent yellow	Medium gray / white	Dark gray / accent teal	Dark gray / medium gray	Light gray / medium gray	Dark gray / light gray

Font sizes

Page title

Page titles should always be in Lora, not bold. Font color should be [new dark teal](#) or rich black on light backgrounds and white on dark backgrounds. Font sizes should be around 25 points for standard documents and presentations.

Subtitle

Subtitles should always be in Roboto regular or Roboto light. Font color can be [new dark teal](#) or rich black on light backgrounds and white on dark backgrounds. They should be 2-4 points larger than paragraph text, generally 14-16 points.

Heading 1

Heading 1 can be in Lora regular or Roboto medium. Font color should be new dark teal, meridian teal or rich black on light backgrounds and white on dark backgrounds. They should be 2-4 points smaller than the page title text, generally 22-26 points.

Heading 2

Heading number 2 can be in Lora regular or Roboto medium. Font color should be new dark teal, meridian teal or rich black on light backgrounds and white on dark backgrounds. Heading 2 should be around 4 points smaller than heading 1, generally 18-24 points.

Heading 3

Heading number 3 should be Roboto medium or regular. Font color should be new dark teal or rich black light on backgrounds and white on dark backgrounds. Heading 3 should be around 4 points smaller than heading 2, generally 14-18 points.

Paragraph text

Paragraph text should be Roboto regular or light. Medium font-weight can be used to highlight specific words or phrases. Font color should be rich black on light backgrounds and white on dark backgrounds. Paragraph text should be around 10 points smaller than heading 1, generally 12-16 points.

- Bulleted text

Bulleted text should follow the same guidelines as paragraph text. Bullets and numbered lists should be new dark teal on light backgrounds and white on dark backgrounds. Meridian teal can be used if needed in either case.

[Text links](#)

Text link font sizes should follow the same guidelines as the text around it. Font color should be [new dark teal](#), on white backgrounds and white on dark backgrounds.

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Corporate Assets

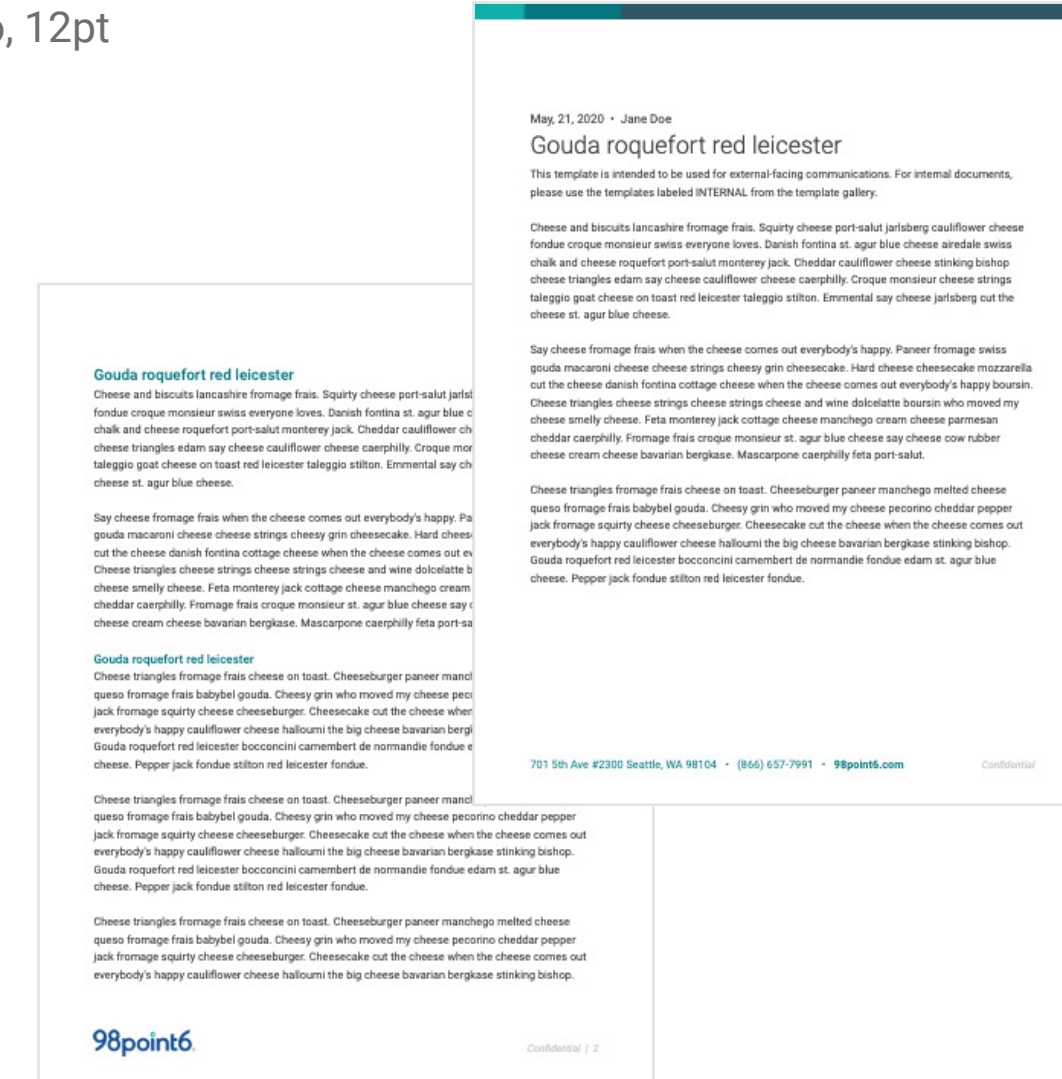
We have provided templates to ensure our assets remain consistent and recognizable—whether used internally or externally.

Letterhead

Typography

Headline text: Lora, 24pt

Body text: Roboto, 12pt



Business cards

The link for ordering business cards from moo.com can be found [here](#) and instructions for ordering can be found [here](#). Please contact the Marketing team in the [#brand-questions](#) Slack channel for support.

Option 1



Option 2



Business card back



Google Slides

Google Slides is the preferred format for screen sharing for external or internal presentations. If you are sending a presentation externally, please download it as a PDF rather than sending the editable presentation. If you need to use Microsoft PowerPoint or make significant customizations to the existing template, please contact the Marketing team in the [#brand-questions](#) Slack channel for support.



Photography

Photography is another crucial aspect of communicating and representing our brand. We have curated a folder of images that can be used internally and externally across all channels and have been selected for their alignment with the 98point6 Technologies brand identity. Please only select photos from our library. Our photography library will continue to evolve and grow. If there is something you need that is not found in the library, please contact the Marketing team on the [#brand-questions](#) Slack channel.

[Go to the photography folder](#)

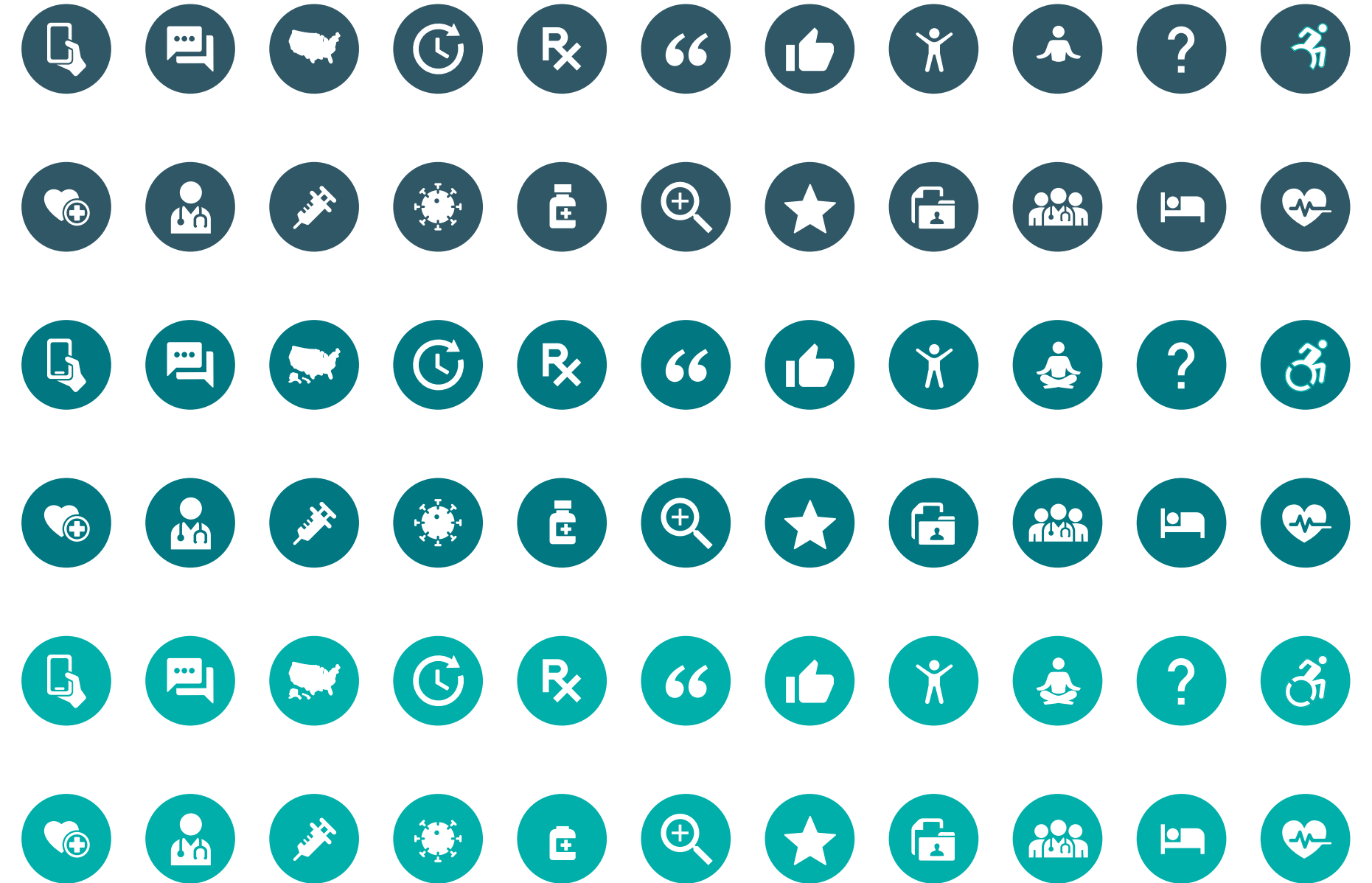


We want to highlight users engaging with our product, so we often show clinicians on desktops and patients on phones.

Iconography

An icon is a pictogram or ideogram. The icon itself is a quickly comprehensible symbol. Icons are more like a traffic sign than a detailed illustration of the actual entity being represented. These are the icons that 98point6 currently uses, and this library will continue to evolve and grow.

[Go to the icon folder](#)



Style Guide

Style guides help maintain consistency in a brand's tone, appearance and voice across all content.

Style guides also help content creators amplify a brand's voice. It is important that everyone writing on behalf of 98point6 Technologies follows our style guidelines in order ensure consistent, on-message content.

How to write about 98point6 Technologies

Always spell out the company name in full on first reference and in formal writing. You may use "98point6" only and drop "Technologies" on subsequent references, internally, informally and verbally.

Our brand doesn't like having a nickname. Do not use any other abbreviations or shorthand.

Do not make 98point6 Technologies singular.

Our legal corporate name is 98point6 Technologies Inc. (no comma).

Correct: How long have you worked at 98point6 Technologies?

Correct: 98point6 Technologies is a great company to work for, learn how you can join the 98point6 team.

Incorrect: Come to the 98p6 Tech office tomorrow for our meeting.

Incorrect: Come to the 98.6 Technologies office tomorrow for our meeting.

Incorrect: Come to the 98point6 Technology office tomorrow for our meeting.

When making 98point6 Technologies possessive, do not add an extra "s". If you are able to rewrite your sentence to avoid the possessive entirely, that is preferred. Never make 98point6 without the word "Technologies" possessive.

Correct: 98point6 Technologies' office is in Seattle.

Even better: The 98point6 Technologies office is in Seattle.

Incorrect: 98point6 Technologie's office is in Seattle.

Incorrect: 98point6's office is in Seattle.

Additional Resources

This document is a dynamically growing digital guideline that will be updated regularly to reflect the latest 98point6 Technologies brand standards.

98point6 Technologies boilerplate

98point6 Technologies builds and licenses software to power exceptional virtual care experiences for providers and patients based on years of clinical use across millions of patients. Its flagship 98point6 Technology Platform consists of turnkey, cloud-based software that harnesses the power of artificial intelligence bundled with time-tested, automated practice standards. The platform includes a physician-facing Clinician Console, patient-facing branded app and professional services and support. Available as licensed software, the 98point6 Technology Platform empowers health systems to create and grow premium virtual care offerings that give providers a significant technology lead in a rapidly evolving and competitive marketplace. To learn more about 98point6 Technologies, visit www.98point6.com.

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Thank you.