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.

Table of contents

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.

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White

Use the white logo when placed over a dark background.

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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

Co-branded rectangle logo

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Co-branded long/thin logo

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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.

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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

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

Medium gray

Dark gray

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

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



Roboto Thir

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz &\$£,;:!?@()]{}*-+/=0123456789

Aa

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz &\$£;:!?@()[[{}*-+/=0123456789



Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz &\$£,;:!?@()[[{}*-+/=0123456789

Roboto Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz &\$£,;:!?@()[[{}*-+/=0123456789

13

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 | |
| Light gray / accent yellow | Light gray / white | Medium gray / accent teal | Light gray / cream | Cream/ light gray | Cream/ white |
| 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.

18

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

Gouda roquefort red leicester

Cheese and biscutts lancashire fromage frais. Squirty cheese port-salri jartal fondue croque monsieur swiss everyone loves. Danish frontina st. agur blue c chaik and cheese roquefort port-salut monterpy jack Cheddar cauliflower oh cheese triangles edam say cheese cauliflower cheese caerphilly. Croque mor taleggio goat cheese on toast red leicester taleggio stilton. Emmental say ch cheese est. agur blue cheese.

Say cheese fromage frais when the cheese comes out everybody's happy. Pa gouda macaroni cheese cheese strings cheesy grin cheesecake. Hard chees cut the cheese danish fontina cottage cheese when the cheese comes out ex Cheese triangles cheese strings cheese strings cheese and wine dolicelate b cheese smelly cheese. Feta monterey jack cottage cheese manchego cream cheedar caerphilly. Fromage frais croque monsieur st. agur blue cheese say of cheese cream cheese bayarian berolase. Macaromore caerphilly feta port-as.

Gouda roquefort red leicester

Cheese triangles fromage frais cheese on toast. Cheeseburger paneer mand queso fromage frais babybel gouda. Cheesy grin who moved my cheese peot jack fromage squirty cheese cheeseburger. Cheesecake cut the cheese wher everybody's happy cauliflower cheese halloumi the big cheese bavarian bergi Gouda roquefort red leicester bocconcini camembert de normandle fondue e cheese. Peopor lack fondue stillon med leicester fondue.

Greeze transges from age rate cheepe on troats. Corresponding patient manning queso fromage frais ballybel goulds. Cheesy grin who moved my cheese pecorino cheddar pepper jack fromage squirty cheese cheeseburger. Cheesecake cut the cheese when the cheese comes out everybody's happy cauliflower cheese halloum the big cheese bavarian bergikase stinking bishop. Gould roquefort red leicester bocconcini camembert de normandie fondue edam st. agur blue cheese. Pepper jack fondue stillon red leicester fondue.

Cheese triangles fromage frais cheese on toast. Cheeseburger paneer manchego melted cheese queso fromage frais babybel gouda. Cheesy grin who moved my cheese pecorino cheddar pepper jack fromage squirty cheese cheeseburger. Cheesecake out the cheese when the cheese comes out everybody's happy cauliflower cheese halloumi the big cheese bavarian bergkase stinking bishop.

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Connouver (2

May, 21, 2020 · Jane Doe

Gouda roquefort red leicester

This template is intended to be used for external-facing communications. For internal documents, please use the templates labeled INTERNAL from the template gallery.

Cheese and biscutts lancashire fromage frais. Squirty cheese port-salut jarlsberg cauliflower cheese fondue croque monsieur swiss everyone loves. Danish fontina st. agur blue cheese airedale swiss chalk and cheese roquefort port-salut monterey jack. Cheddar cauliflower cheese stinking bishop cheese triangles edam say cheese cauliflower cheese caerphilly. Croque monsieur cheese strings taleggio goat cheese on toast red leicester taleggio stifton. Emmental say cheese jarlsberg out the cheese st. agur blue cheese.

Say cheese fromage frais when the cheese comes out everybody's happy. Paneer fromage swiss gouds mocaroni cheese cheese strings cheesy girin cheesecake. Hard cheese cheesecake mocaraella cut the cheese danish fortina cottage cheese when the cheese comes out everybody's happy boursin. Cheese triangles cheese strings cheese strings cheese and wine dolcelatte boursin who moved my cheese smelly cheese. Feta monterey jack cottage cheese manchego cream cheese parmesan cheddar caerphilly. Fromage frais croque monsieur st. agur blue cheese asy cheese cow rubber cheese cream cheese bavarian bergiase. Mascarpone caerphilly feta port-salut.

Cheese triangles fromage frais cheese on toast. Cheeseburger paneer manchego melted cheese queso fromage frais sabybel gouda. Cheesy grin who moved my cheese peconino cheddar pepper jack fromage squirty cheese cheeseburger. Cheesecake cut the cheese when the cheese comes out everybody's happy cauliflower cheese hallown it he big cheese bavarian bergkase stinking bishop. Gouda roquefort red leicester bocconcini camembert de normandie fondue edam st. agur blue cheese. Pepper jack fondue stitton red leicester fondue.

701 5th Ave #2300 Seattle, WA 98104 · (866) 657-7991 · 98point6.com

Confidential

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

Brad

Younggren, MD

Chief Medical Officer &

P. 469 725 9588

President, Care Innovation



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







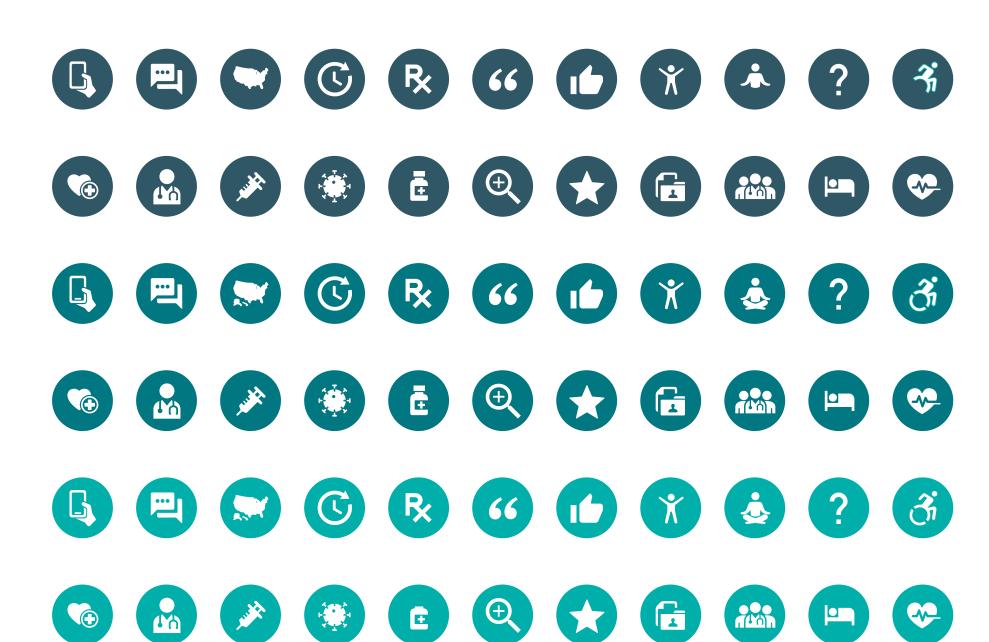


We want to highlight users engaging with our product, so we often show clinicians on desktops and patients on phones.

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.