Allscripts™

Brand
Guidelines

CONTENTS

Allscripts™

VISION, MISSION, VALUES, NARRATIVE

Vision

Our vision is a Connected Community of Health™

The Narrative

Our Approach:

A Connected Community of Health

With the largest connected community of clients in healthcare, Allscripts is able to deliver an integrated platform of clinical, financial, connectivity and information solutions to facilitate enhanced collaboration and exchange of critical patient information.

How do we do that? By delivering …

- **One Network** of over 180,000 physicians, 50,000 physician practices, 1,500 hospitals, 10,000 post acute care organizations

- **One Platform** of complete solutions serving and connecting all care settings

- **One Patient record**, enabling physicians, hospitals and other community healthcare providers to connect and collaborate for a team approach to patient care, no matter where they work or what system they use

Mission

To be the most trusted provider of innovative solutions that empower all stakeholders across the healthcare continuum to deliver world-class outcomes.

Values

CLEAR Values

It starts with Clients and ends in Results

Client – Clients are Always First

Leadership – Inspire. Motivate. Communicate.

Energy – GO!

Aspire – "Think Different…Think Big"

Results – Say. Do.

Brand Characteristics

Primary:
- Leadership
- Innovation
- Trustworthy
- Experience

Allscripts™

LOGO

Components

The Allscripts logo should always be reproduced as a complete unit, comprised of the Logo Mark AND Logotype, with a consistent position and color set.

There are special instances where the mark is shown independently as a large watermark/emboss, but is preserved for the Brand Team's usage.

Logo files can be requested by emailing Brand&Creative@allscripts.com.

Allscripts™

Logo Mark   Logotype

Minimum Clear Space

The Allscripts Logo is always surrounded by a minimum clear space area which must remain free from other elements (type and graphics).

Use the minimum clear space area as a guide to protect the Logo from distracting elements. Also, avoid putting any text next to the logo.

Allscripts™

- Logo Mark:
    PMS 376
    PMS Cool Gray 11

- Logotype:
    PMS Cool Gray 11

Allscripts™

LOGO

Primary: 2 Color Positive

First choice for all applications. Sphere of dots are green with
the "A" form in gray. Always shown on a white background.

Allscripts™

Consider proper version and file format for each use:

Use	Color Space	File Format
Web, Email, On-Screen	= RGB (HTML)	.jpg or .png
Booth Signage, Ad	= CMYK (Process Build)	Vector .eps
Printed Brochure, Invitation	= Pantone (Spot PMS)	Vector .eps
Promotional item, T-shirt	= 1 Color	Vector .eps

Allscripts™

LOGO

Alternate Versions

Allscripts™   Allscripts™

1 Color: Primary with 50% Dots

First choice for all 1 color applications, use Black when Green is not available.

Allscripts™   Allscripts™

1 Color: Secondary Use with 100% Dots and Outline Dots

Secondary choice for all 1 color applications when printing options are limited.

Allscripts™   Allscripts™

2 Color Reverse: Primary Use with Shade of color Dots

First choice for all 1 color applications Green is preferred, Black & white only when necessary.

Avoid use of the Reverse logo on any colors other than Allscripts Green or Black.

Allscripts™   Allscripts™

1 Color Reverse: Secondary Use with 100% Dots and Outline Dots

Secondary choice for all 1 color applications when printing options are limited.

![Allscripts logo]

LOGO

Improper Use: What not to do

![Allscripts logo stretched]

X Do not stretch logo.

![Allscripts logo on red background]

X On reversed logos, do not change the color of the sphere dots from the approved colors. Do not show the logo on colors other than White, Allscripts Green or Black.

![Allscripts logo with green text]

X On a white background, do not switch the gray text to green or any other variation from the approved examples.

![Allscripts logo with tagline]

One Network.
One Platform.
One Patient.

X Do not put any text immediately under or along side the logo. There is to be a significant distance between the tagline and the logo, similar to a page title.

Allscripts™

CO-BRANDED

Proper Use

Allscripts Lead Relationship

Allscripts logo is placed to the left or primary position of the dividing rule.

Clear Space
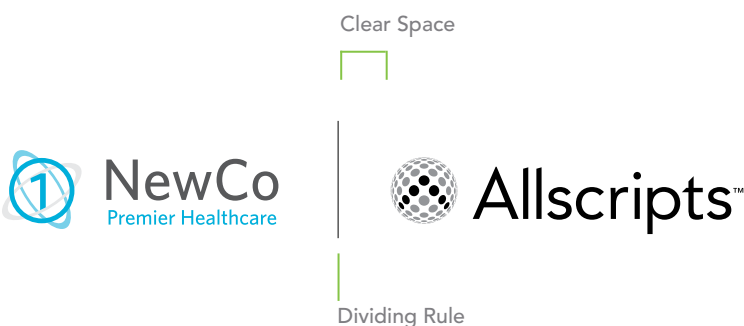
Dividing Rule

Allscripts Support Relationship

Allscripts logo is placed to the right of the dividing rule.

Co-Branding refers to a situation where the Allscripts logo will be used in the same environment with another company's logo. In these unique situations, the two logos are positioned side by side with a black vertical dividing rule. The dividing rule helps define the Clear Space around each logo, while establishing a relationship between the two.

Allscripts Lead Relationship

The nature of the relationship defines the placement of each logo. For Co-Branded situations on Allscripts materials or where Allscripts is the primary brand, the Allscripts logo is placed on the left side of the dividing rule. Note all branding elements should remain Allscripts and should not include any elements from the co-company.

Allscripts Support Relationship

When the alternate company maintains the primary brand or Allscripts is in a supporting role, the Allscripts logo is placed to the right of the dividing rule and no Allscripts Brand elements should be included. For unique situations that fall outside of these guidelines, please contact Brand&Creative@allscripts.com.

Each logo in a Co-Branded environment should be sized to equal weight and convey a balance. Generally the width or height should be similar, but when necessary, a visual balance may be required.

Whenever possible, align logo type on the same baseline. A .25pt to .5pt black rule should be used as the dividing rule.

All additional logo standards for Clear Space and Color still apply these environments.

Allscripts™

CO-BRANDED

Improper Use: What not to do

X Do not stack logos in a Co-Branded environment.

X Do not omit the dividing rule or place logos within the Clear Space area.

X Do not allow logos to be out of size and weight balance, placing additional reference on logo over another.
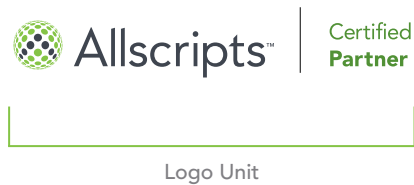

CERTIFIED LOGOS

Proper Use

Allscripts™ | Certified **Partner**

Logo Unit

Allscripts Certified Logo

A variety of logos are available through the respective Marketing Managers.

The Allscripts Certified Logo combines the certified title in a defined position with the Allscripts Logo and are for select partnerships or resellers. Applications and files must be obtained through Partner Marketing or Reseller Marketing. The use of this logo is unique from the Co-Branding guidelines referred to in the previous section. Certified Partners should use this logo as a symbol of endorsement and the relationship with Allscripts — therefore the logo takes a secondary role on the materials. Consider it as a sign-off on the back cover or at the bottom of a web page.

1 NewCo
Premier Healthcare | Allscripts™
Certified **Reseller**

Co-Branded Certified Logo

A special Co-Branding version can be used with select approval. Contact the respective Marketing Managers.

Do not use the standard Certified Partner Logo in proximity to the partner's logo to indicate Co-Branding. Co-Branding implies a different relationship than certification. A special Co-Branding version is available for these unique situations but will require specific use approval.

Allscripts™ | Certified **Reseller**

Minimum Clear Space

The Certified Partner Logo is always surrounded by a minimum clear space area which must remain free from other elements (type and graphics).

Use the minimum clear space area as a guide to protect the Logo from distracting elements. Also, avoid putting any text next to the logo.

Allscripts™

CERTIFIED LOGOS

Improper Use: What not to do

Allscripts™ | Allscripts Certified **Development Partner**

X Do not place the Certified Partner Logo on a color background or within a white box on a color field.

① **NewCo** Premier Healthcare
Allscripts™ | **Platinum Partner**

X Do not use the Certified Partner Logo in proximity to the partner's logo to indicate Co-Branding.

Allscripts™ | **Platinum Partner**

Leading change?
As a trusted advisor to the Fortune 2000, we build solutions to ensure people embrace and adopt change.

① **NewCo** Premier Healthcare

X Do not use the Certified Partner Logo as the primary logo on partner materials or as the sole logo on Allscripts Brand materials.

POWERED BY ALLSCRIPTS LOGO

Proper Use

POWERED BY
Allscripts™

Logo Unit
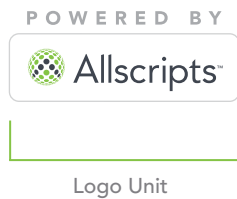
The Powered by Allscripts logo is intended for use in special product partnerships only. The conditions and details of the usage will be defined by the Brand & Creative and partnership development teams.

The use of this logo is distinct from the Co-Branding guidelines referred to in the previous section. Partners of Allscripts should use this logo as a symbol of endorsement and the relationship with Allscripts — therefore the logo takes a secondary role on the materials or identity.

Powered By Allscripts Logo

Several file formats and reverse application logos are available for use. Only for use with select partnerships.

POWERED BY
Allscripts™

Reverse Version

For situations where the Powered By Allscripts Logo is placed on color or imagery, use the Reverse Version of the Logo. The Allscripts Logo must always appear on a white background.

POWERED BY
Allscripts™

Minimum Clear Space

The Powered By Allscripts Logo is always surrounded by a minimum clear space area which must remain free from other elements (type and graphics).

Allscripts™

POWERED BY STANDARDS

Additional Considerations:

Allscripts may also have branding situations with products powered by partners. Because Allscripts products do not have logos, it would be inappropriate to use a partners logo with the product name. Instead, distinction should be given to the "Powered By" with the use of italic type and a font weight change.

Allscripts Productname
Powered by PartnerName

A "Powered By" logo from a partner may be used in Allscripts materials within the parameters of the agreement and as defined by the Brand Guidelines. A "Powered By" logo may never be used in proximity to the Allscripts Logo.

NewCo **Premier**

POWERED BY
Allscripts™

Do not use the Powered By Allscripts Logo in proximity to a partner's logo to indicate Co-Branding.

Use the minimum clear space area as a guide when combining with Product type or identifiers to protect the Logo's independence.

Allscripts™

TYPOGRAPHY

Primary Font: Avenir

Light, Book, and Roman
used as primary choice depending on size.

Avenir 35 Light
ABCDEFGH abcdefgh 123456789

Avenir 35 Light Oblique
ABCDEFGH abcdefgh 123456789

Avenir 45 Book
ABCDEFGH abcdefgh 123456789

Avenir 45 Book Oblique
ABCDEFGH abcdefgh 123456789

Avenir 55 Roman
ABCDEFGH abcdefgh 123456789

Avenir 55 Oblique
ABCDEFGH abcdefgh 123456789

Medium and Heavy as secondary choice.

Avenir 65 Medium
ABCDEFGH abcdefgh 123456789

Avenir 65 Medium Oblique
ABCDEFGH abcdefgh 123456789

Avenir 85 Heavy
ABCDEFGH abcdefgh 123456789

Avenir 85 Heavy Oblique
ABCDEFGH abcdefgh 123456789

Additional notes
Avoid italics and underlines.

Avoid centering text or elements,
use left alignment.

ALTERNATE FONT USAGE

The Primary Font, Avenir, is not a standard PC font and may not
be available for wide use. The alternate fonts listed below can
be used when Avenir is not available. Vendors may contact
Brand&Creative@allscripts.com for questions about use.

For web and on-screen applications,
use Arial.

For Word documents and everyday applications,
use Arial.

For PowerPoint presentations,
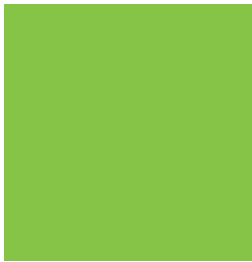**use TW Century MT.**

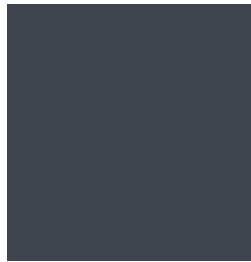# Allscripts™

COLOR

Primary

Allscripts Green
PMS 376C
CMYK   53 0 96 0
RGB   122 184 0
BinHex #7AB800

Allscripts Gray
PMS Cool Gray 11
CMYK   48 36 24 66
RGB   77 79 83
BinHex #4D4F53

The primary color Allscripts Green is used to highlight large typographic and design elements. Be selective about the use of green and use it only for the few key important elements on the page.

Pantone™ colors should be used in all cases unless technical restrictions (for example four-color process printing or on-screen viewing).

Secondary

Text Green

Text Green
PMS 370C
CMYK   64 5 100 24
RGB   91 143 34
BinHex #5B8F22

Light Green
PMS 374C
CMYK   27 0 55 0
RGB   195 231 111
BinHex #C3E76F

The secondary colors (Text Green and Light Green) are used to support the Allscripts Green. Text Green is used to highlight copy (page headers, primary links, call-outs, etc) making it more legible in smaller sizes.

Light green is used in the 2 Color Reverse Logos. Be selective about the use of secondary colors.

VIDEO STYLE

Where to Start

Marketing Communications (Communications@allscripts.com) and Brand & Creative (Brand&Creative@allscripts.com) are involved in each Allscripts video produced. Please engage in these two groups at the start of the project.* Each can make the appropriate reviews as well as publish your finished video on www.allscripts.com and www.youtube.com/AllscriptsTV.

*Flip Videos do not need to be apart of the above process if internal or covering an event, unless you need to submit a request to publish online.

Video Testimonial Style

Each video is to match the same overall style from video opening, section titles, speaker titles, to closing. This includes; graphic design, animation design, content structure, music design, and overall pacing/tone.

Graphic Design

• Brand & Creative will share PSD template files upon video project request.
• Match the Avenir font and the Allscripts Green / Gray color.

Animation Design

• Motion to match video example: Animation Sample

Content Structure

• Writing Guidance to be provided by Marketing Communications upon video project request.
• Consistent topic based sections are encourage to assist in pacing.
• Videos to always open and close with the Allscripts logo.

Music Design

• Tone to be upbeat, informative, but most importantly compliment the tone of the content and not overpower the speaker. Samples available upon request.
• Music to change for each section of the video.

Technical Requirements

Technical requirements and file output to be provided by Interactive Services (InteractiveServices@allscripts.com) upon request.

Allscripts™

WEB APPLICATIONS

Allscripts™ | DNA Product Roadmap

Allscripts™ | Upgrade Enablement Center

Allscripts™ | Client Connect

When an application only allows for a small header, the logo and product name are to be arranged as seen here.

The logo should have the minimum clear space, as instructed on page 4. There will be a thin black line and then the product name (initial caps and color 4D4F53).

This treatment may also be reversed out of Allscripts green.

LEGAL COPY

Allscripts Trademark and Type

When the name Allscripts is used in a headline or in body copy it must be set in the same typeface and typestyle as the headline or body copy. When referring to the company name in text "Allscripts" should be used.

Copyright Notice

Confidentiality and Proprietary Rights

Allscripts™

VISION STATEMENT

A Connected Community of Health™

The Vision Statement is used in compliment of the logo and provides corporate brand messaging. There is not a Logo/Vision lock-up and the two should not be positioned in close proximity, or representative of a tagline.
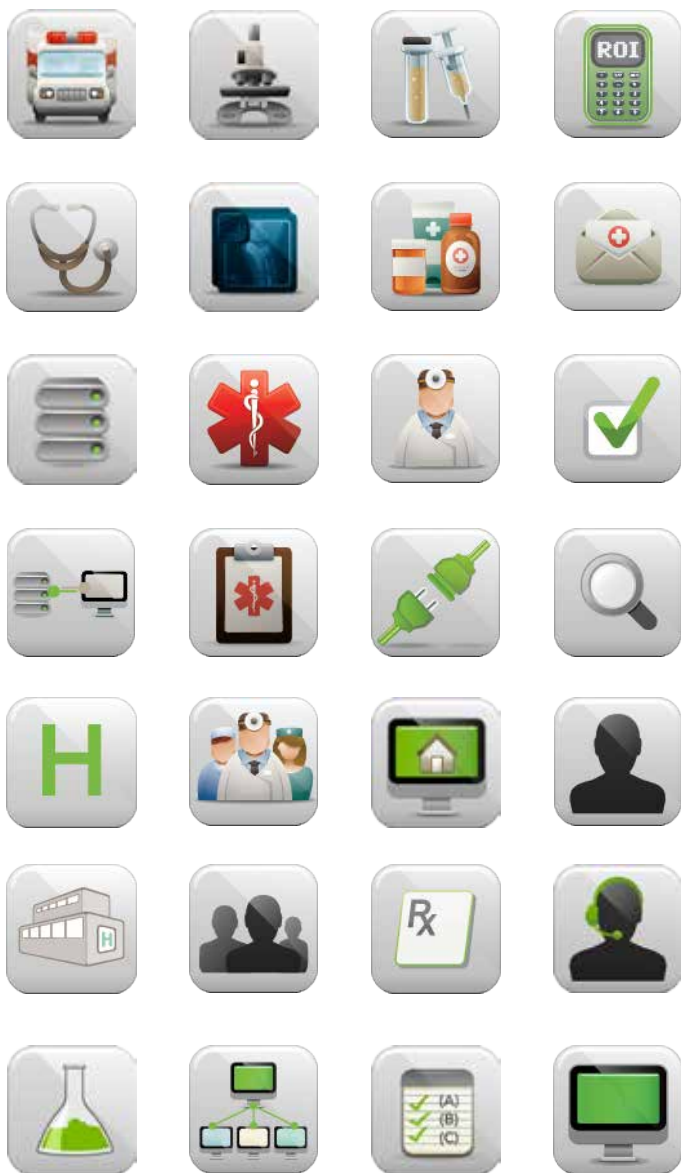
Improper Use: What not to do

X There is not a Logo/Vision lock-up and the two should not be positioned in close proximity, or representative of a tagline.

Allscripts™

A Connected Community of Health™

![Allscripts™]

ICONS

The official Allscripts icons can be found in the "Icon_Library_Presentation" PowerPoint, located on Brand Central.

If any additional icons are needed, please contact Brand & Creative.