

BRAND GUIDE



POSITIONING STATEMENT

For healthcare providers, iRemedy is a smart supply chain solution dedicated to bringing millions of affordable, high quality medical supply products to our customers sourced directly from leading manufacturers, suppliers and distributors across the globe. Unlike traditional medical suppliers iRemedy's platform leverages Artificial Intelligence to maintain product pricing availability data, to process orders from clients and suppliers and to track and report all supply chain details.





Safe Zone

Ensure you are giving the logo the appropriate spacing to other objects. There should be space the size of "x" between the logo and any other element.



Prohibited use of the logo

Do not rotate the logo



Do not skew or warp the logo



Do not change or alter the colors



Do not apply filters

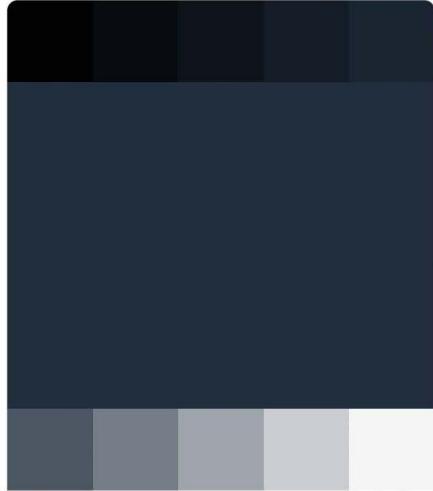


No similar background colors



Colors

Our primary color is Imperial Primer. It is supported by Medium Persian Blue, Vivid Cerulean,



IMPERIAL PRIMER

#212e3e
RGB 33, 48, 62
CMYK 47, 26, 0, 76
Contrast 13.77 (AAA)



MEDIUM PERSIAN BLUE

#0064a5
RGB 0, 103, 165
CMYK 100, 39, 0, 35
Contrast 10.56 (AAA)



VIVID CERULEAN

#00ace6
RGB 0, 170, 238
CMYK 100, 25, 0, 10
Contrast 2.13 (FAIL)

Gradients



Features & Benefits

- Reduces the cost of health and medical products by leveraging the operational efficiencies and conveniences of digital commerce to automate secure, compliant requisitioning; ordering; purchasing; distribution and delivery of products
- Accurate descriptions and comparative pricing on virtually every health and medical product marketed online by any manufacturer, supplier and/or distributor on the planet.
- Dedicated to bringing millions of affordable, high quality disposable medical supplies, medical devices, surgical equipment, health monitoring devices, pharmaceuticals and retail healthcare products to our customers
- The UHMP platform leverages AI and machine learning capabilities to maintain product pricing and availability data, to process orders from clients and suppliers, and to track and report all supply chain details.
- Home to our Universal Health & Medical Products Catalog, iRemedy's B2B and B2C Hyper Marketplace delivers our customers with unprecedented access to high quality products sourced directly from leading manufacturers, suppliers and distributors across the globe
- We are obsessed with operational and technological excellence and earning the enduring trust and fidelity of the customers, industry partners and communities we serve, including:
- By leveraging groundbreaking technological innovation paired with the ease and convenience of ecommerce, iRemedy is trusted and relied upon to provide our valued customers with access to over one million (and growing) high quality products

Savy Samantha



Samantha is from Chicago and has a very busy schedule. Always at work she uses a desktop at lunch to get her shopping done. She is looking for an online service that helps her save time and effort while shopping for her medical needs.

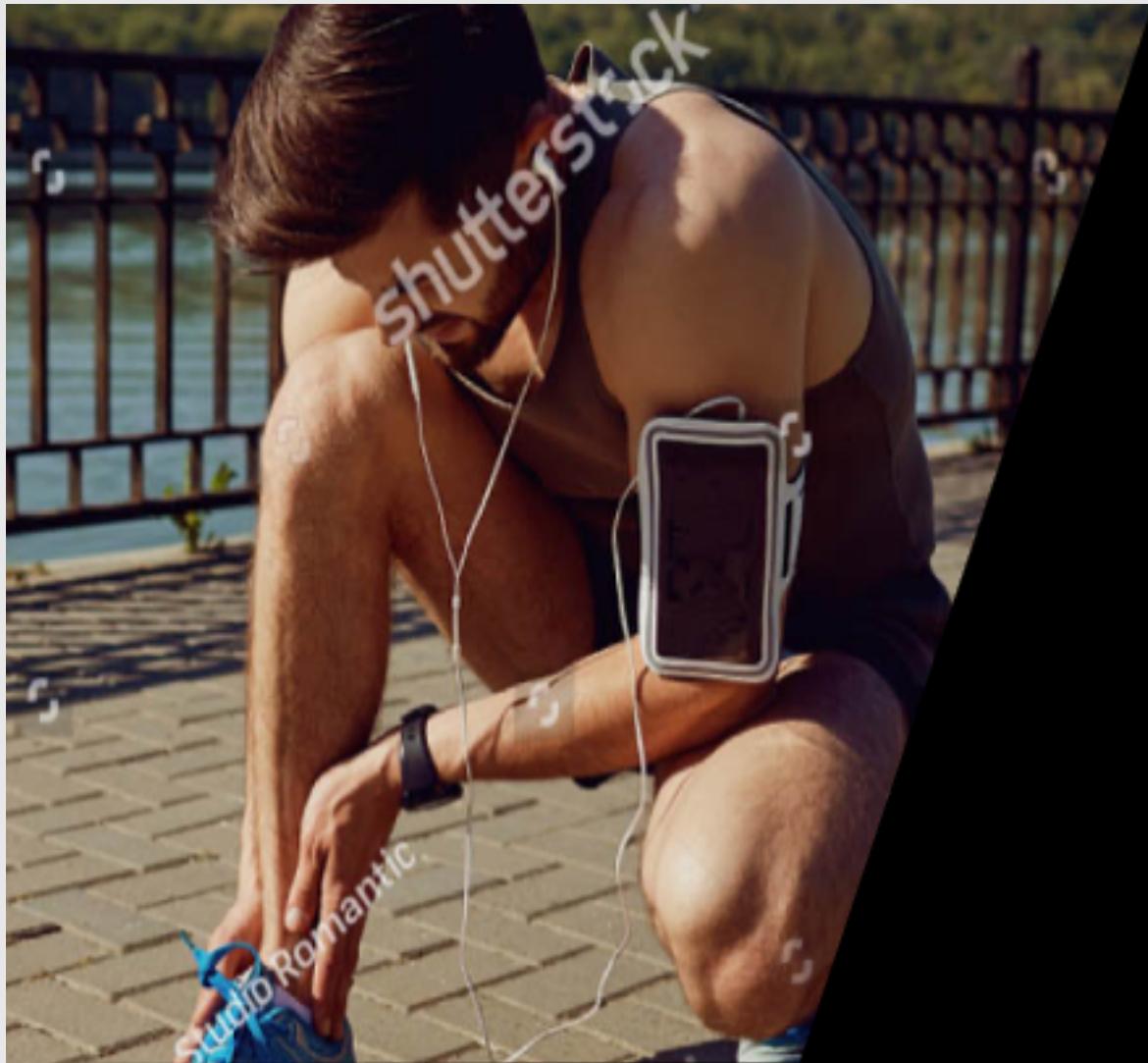
Goals and needs:

- Fast Delivery
- Convenience
- Skin Care
- Sleep Health
- Aging
- Weight Loss

Fears and Frustrations:

- The product may be out of stock
- The product might get damaged during transit
- Not being able to find what she is looking for

Fitness Frank



Frank is from New York and likes to be active going to the gym to workout regularly and playing sports. He suffered an ankle injury in the past and is susceptible to ankle sprains. Frank is comfortable ordering products online from his mobile phone.

Goals and needs:

- Ankle supports
- Wraps
- Nutrition
- Pain Management
- Health and Wellness
- Fast Delivery
- Cost benefits

Fears and frustrations:

- Not being able to find what he is looking for
- Does not want to wait days before getting the product delivered

Gloria Grand



Gloria Grand is from Los Angeles she is retired so she doesn't own a desktop and uses her Iphone to shop online. She rarely leaves her house because of her back problems and is skeptical about buying medical products online.

Goals and needs:

- Comfort of home delivery
- Need to build trust to take the leap to buy online.
- Health and Wellness
- Aging
- Heart Health
- Pain Management

Fears and Frustrations:

- Not being able to use the website
- Ordering the wrong product
- Doesn't want to waste her money

OPEN SANS

FONT USAGE



We recommend utilizing Open Sans fonts that work well with the **iRemedy** aesthetic. This font family can be used in the design of your printed material to retain continuity over time and build brand equity.

Aa

Aa

Aa

Open Sans Regular

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx

Yy Zz

1 2 3 4 5 6 7 8
9 0

Open Sans Semibold

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx

Yy Zz

1 2 3 4 5 6 7 8
9 0

Open Sans Light

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx

Yy Zz

1 2 3 4 5 6 7 8
9 0

Typographic Scale

h1 3.05em (48.828px)

Lorem ipsum dolor sit amet,

h2 2.44em (39.063px)

Lorem ipsum dolor sit amet

h3 1.95em (31.25px)

Lorem ipsum dolor sit amet, consectetur adipiscing.

h4 1.56em (25px)

Lorem ipsum dolor sit amet, consectetur adipiscing.

h5 1.25em (20px)

Lorem ipsum dolor sit amet, consectetur adipiscing.

Body text 1em (16px)

Lorem ipsum dolor sit amet, consectetur adipiscing.

Caption text 0.8em (12.8px)

Lorem ipsum dolor sit amet, consectetur adipiscing.

