



A guide to **thrive**

Our Brand Guidelines

December 2016

Contents

3 | Who we are

A new brand with the power to thrive

- 4 | About the brand
- 5 | Embarking on this journey

6 | How we look

The logo

- 7 | Proportions and space
- 7 | Minimum size

The spectrum

- 8 | As a design element
- 8 | As an icon

Logo color variations

- 9 | Full-color logo
- 9 | Full-color reverse logo
- 9 | One-color logo
- 9 | One-color reverse logo

What not to do

- 10 | Usage control

A spectrum of color

- 11 | Creating an energy unique to nThrive

Core corporate palette

- 12 | When to use

Accent colors

- 13 | How to apply accent colors

Blends

- 14 | How to apply

Pattern

- 15 | Swirls

Our font family

- 16 | The Roboto font family
- 16 | Usage notes
- 16 | How to apply

Image personality

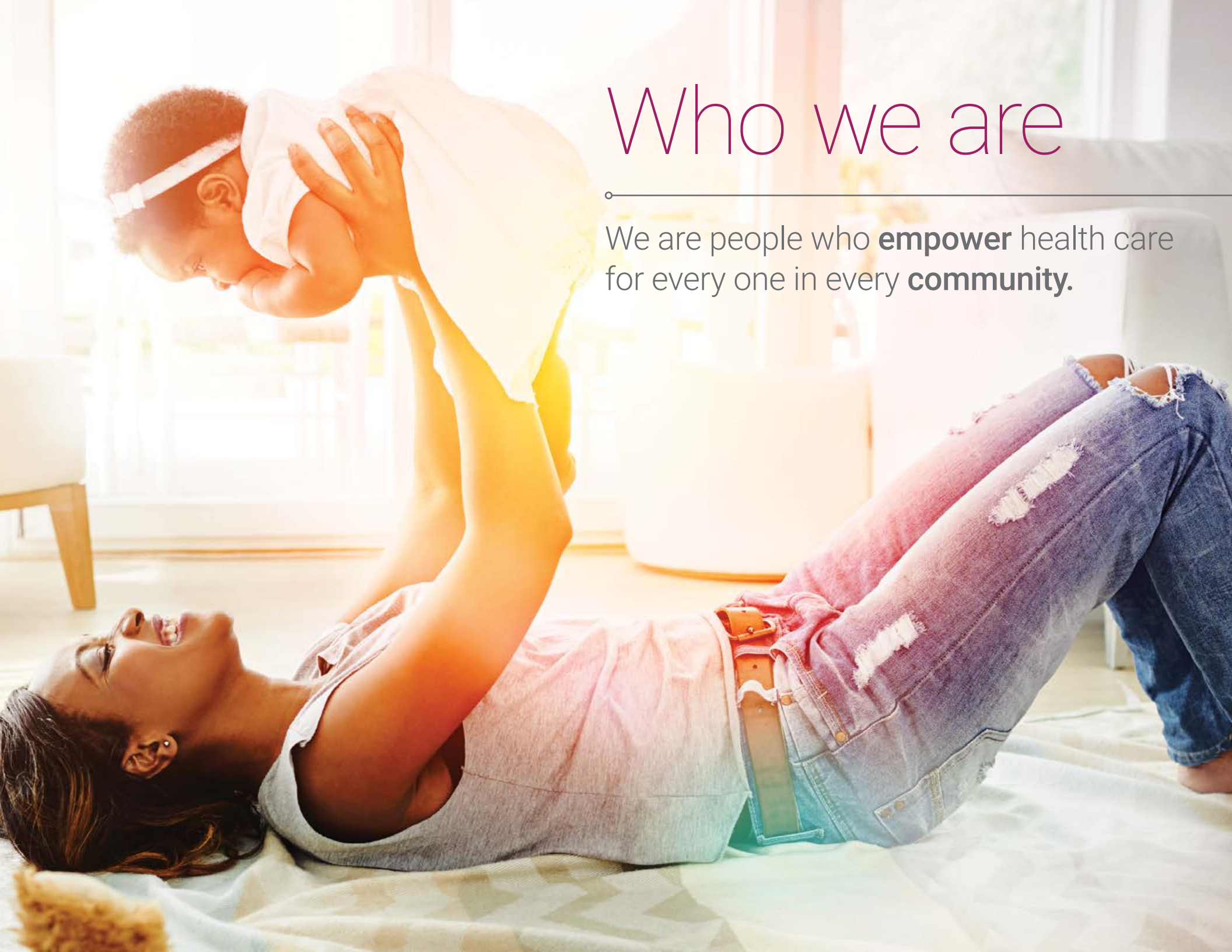
- 18 | A unique energy with confidence

Filters

- 20 | Warming up

Trademarks and copyright

- 21 | What to use
- 21 | How to apply



Who we are

We are people who **empower** health care
for every one in every **community**.

A new brand with the power to **thrive**

About the brand

Providing the most comprehensive, patient-to-payment solutionSM, nThrive unifies clinical and financial objectives, advises and drives performance with leading practices and analysis, and ensures sustainable change. By integrating our expertise of the entire revenue cycle, we are able to deliver unmatched, tangible benefits for providers. Because we are independent, we are not influenced by payor or provider owners. This allows us to focus on providing solutions that are unbiased and aimed solely on what's best for our clients.

From patient-to-patientSM, nThrive empowers health care for every one in every community.SM

Embarking on this journey

nThrive is focused on giving providers the tools necessary to improve the health care experience for everyone. The definition of thrive means to grow or develop vigorously; to flourish. That is exactly what we hope to do as a company – enable our clients to grow and flourish in every community we serve. Because when hospitals have the resources to stay ahead of the rapid pace of change and act strategically, there is no limit to the meaningful impact they can have on our communities.

Nth is a mathematical phrase that conveys that something is raised to a very high level – this is the type of resource we aspire to be. We have set the bar high and we know our clients expect us to operate at maximum capacity. To our teams, our “n” represents our colleagues, clients and our communities as we strive to ensure that they all, we all, thrive. This is what drives us. For our colleagues, our brand’s mission and values evoke an emotional response that creates a memorable internal and external cultural platform.

nThrive / nthrī-v /

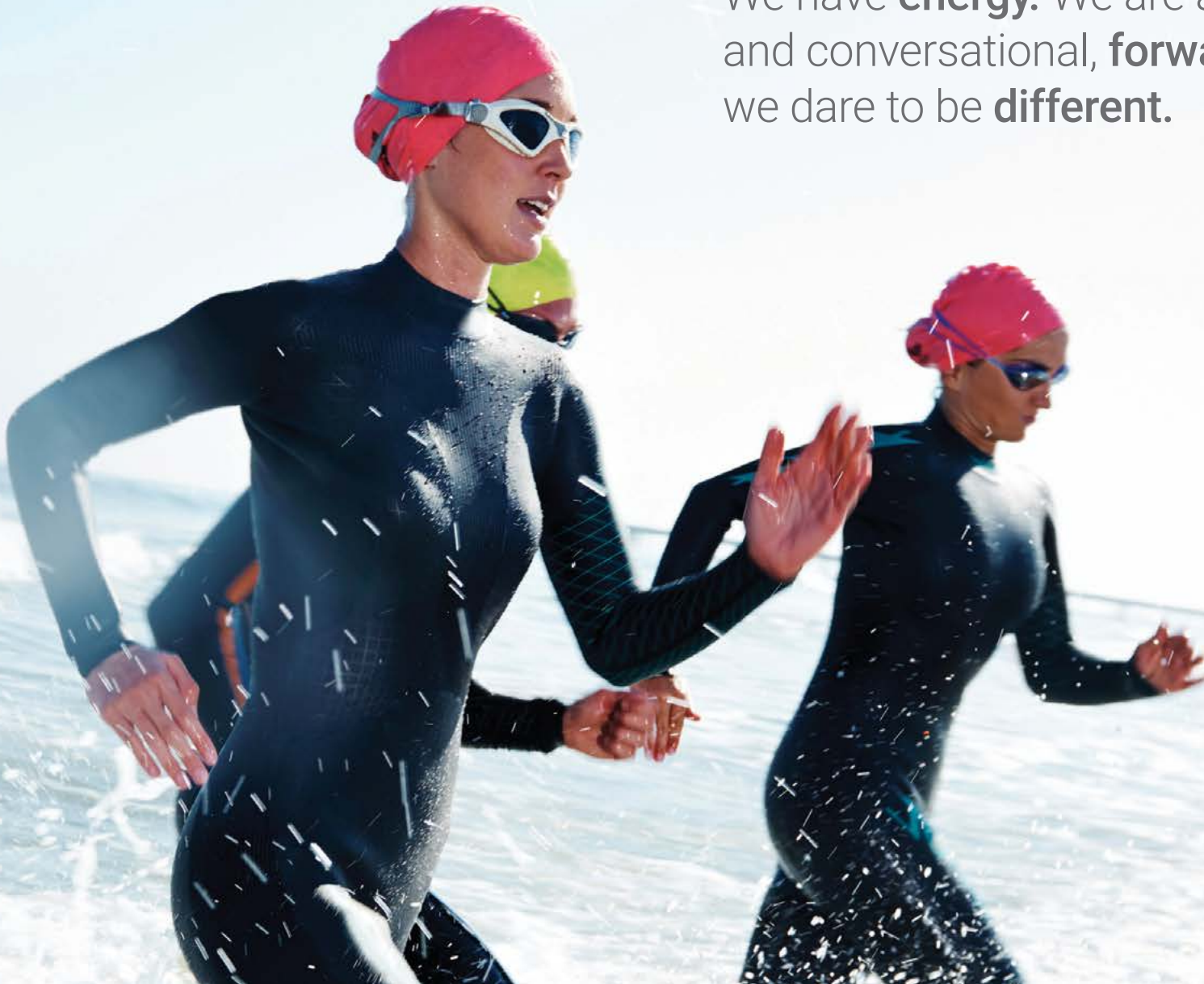
The power to **thrive**.

To **grow** and develop successfully.

To **flourish** and **succeed** to the nth degree.

How we look

We have **energy**. We are authentic and conversational, **forward thinking** and we dare to be **different**.



The logo

The nThrive logo is our most important visual identity. Consistent application will promote and build our brand equity. The following pages outline a few simple rules about our logo. Please take your time to understand how it is applied, so that it will always appear in a clear and consistent way.

Proportions and space

Always ensure the allocated clear space zone around our logo is followed, as shown in the red boxes noted on the graphic to the right.

- Do not place text or symbols in the clear space zone around the logo.
- The clear space zone is equal to the height of the "t". In other words, the height from the baseline to the ascender.

Always follow the clear space zone rule when positioning the nThrive logo around the edges of a page or when you are combining it with other graphic elements.

Minimum size

As a guideline, the logo should not be smaller than one inch in width.



The spectrum

The spectrum surrounding the “n” of the logo originated from the mathematical “degree” mark, representing the “nth degree.”

The shape was altered slightly to create a sensation of movement and energy, representing a growing, thriving and expanding company that is still connected to its core values. The spectrum was then broken into segments to represent a variety of elements uniting, integrating, connecting — still each its own but together forming a unified element, just as nThrive integrates the numerous elements of a health system revenue cycle.

As a design element

The spectrum can be used as a design element that is cropped and uses slight opacity level – no less than 90% – creating a color that is vibrant and strong while over an image.

The spectrum, as a design element, should appear in the lower right corner. Displayed large or small, vertical or horizontal, the spectrum should always be cropped on the right and bottom, like the example shown.

The spectrum should be cropped through solid curved pieces, so as not to expose small areas of the spectrum.

As an icon

The spectrum can be used as an icon for social media, apps or favicon. The spectrum should be placed on a solid white background and should not include the “n.”

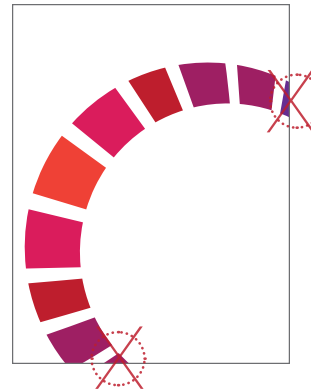
DO NOT use the spectrum as a bullet or within body copy.

DO NOT use the spectrum as a secondary element in an illustration or icon.

this is correct



we never do this



Notice the crop is through a solid segment of the spectrum. Do not crop the spectrum in such a way that an element is left too small or barely visible.

this is correct



we never do this



we never do this



the spectrum as an icon

Logo color variations

Consistent use of the nThrive logo builds visibility and recognition, and sets nThrive apart from competitors. The integrity of the logo must be respected at all times. Any modification of the logo will weaken or confuse its meaning and diminish its impact.

Full-color logo

The preferred use of the nThrive logo uses the nThrive spectrum in full-color with the logotype in mist.



full-color logo



full-color reverse logo

Full-color reverse logo

The full-color reverse logo should only be placed on a darker background (e.g. blended background or image).

One-color logo

Use only when production requirements demand a solid, one-color logo (for example, silk screen, stamping, die-cut or other functional considerations). The color options are berry, plum, mist, black or white.



one-color logo in berry



one-color logo in plum



one-color logo in mist



one-color black or white logo

One-color reverse logo

Use only when the background color or image adversely affects the visibility of a full-color logo or full-color reverse logo. The one-color reverse logo should be white.



one-color black or white logo

What not to do

Usage control

As with any identity guidelines, there will be elements that are open to interpretation. We want you to thrive creatively, but please use design sense.

1. **DO NOT** break apart the logo (e.g. separate the circle spectrum from the logotype).
2. **DO NOT** change the logo color unless using one of the specified colors as shown on page 9.
3. **DO NOT** stretch or alter the logo in any way.
4. **DO NOT** lock up anything to the logo (e.g. tagline, department, etc.).
5. **DO NOT** use graphic effects like shadows or outlines on the logo.
6. **DO NOT** change the color of the circle spectrum.
7. **DO NOT** rearrange the nThrive spectrum and logotype.
8. **DO NOT** use the logo within copy.
9. **DO FOLLOW** the good examples shown for when the logo is placed on an image (e.g. standard logo on light background and reverse logo on dark background).



standard logo on light background



reverse logo on dark background



A spectrum of color

Creating an energy unique to nThrive

The color palette was designed to break the traditional health care mold with a vibrancy and warmth that is unexpected in the typically cold and sterile health care space. The idea was to tie into the concept of nThrive pushing health care to the nth degree — to a new place. The spectrum of colors created an energy that is unique to nThrive, encompassing the passion behind the company while connecting “thriving” to integrated health care. One color simply could not capture this energy!

Color plays an important role in communicating our brand essence. Our broad color palette helps to build awareness as well as convey that we are a warm, compassionate and committed company. The palettes consist of our logo palette, core corporate palette and a palette for accent colors, to be used sparingly.

logo palette



RGB **239/65/54**
CMYK **0/90/85/0**
HEX **EF4136**
PMS **179 C**



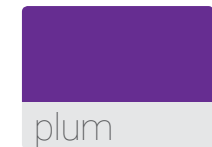
RGB **218/28/92**
CMYK **10/100/50/0**
HEX **DA1C5C**
PMS **7635 C**



RGB **190/30/45**
CMYK **15/100/90/10**
HEX **BE1E2D**
PMS **7426 C**



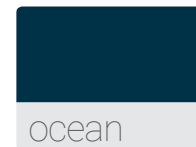
RGB **158/31/99**
CMYK **35/100/35/10**
HEX **9E1F63**
PMS **689 C**



RGB **102/45/145**
CMYK **75/100/0/0**
HEX **662D91**
PMS **7664 C**



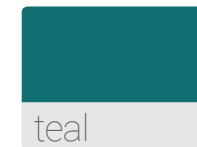
RGB **38/34/98**
CMYK **100/100/25/25**
HEX **262262**
PMS **534 C**



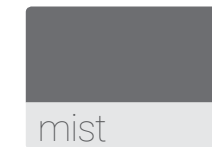
RGB **0/50/71**
CMYK **100/30/20/75**
HEX **003247**
PMS **3035 C**



RGB **0/81/91**
CMYK **90/45/45/40**
HEX **00515B**
PMS **2215 C**



RGB **18/111/114**
CMYK **85/34/47/22**
HEX **126F72**
PMS **2214 C**



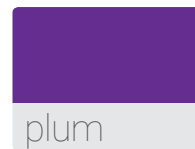
RGB **109/110/113**
CMYK **0/0/0/70**
HEX **6D6E71**
PMS **COOL GRAY 10 C**

Core corporate palette

When to use

Color plays an important role in communicating our brand essence, and a condensed color palette may be needed. Please choose from the following core colors when working with limited color options. Examples include logoed items, such shirts, hats, pens, mugs, or any other use that requires a limited color palette.

core color palette



plum

RGB **102/45/145**
CMYK **75/100/0/0**
HEX **662D91**
PMS **7664 C**



berry

RGB **158/31/99**
CMYK **35/100/35/10**
HEX **9E1F63**
PMS **689 C**



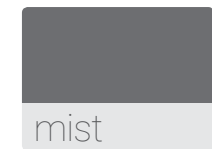
midnight

RGB **38/34/98**
CMYK **100/100/25/25**
HEX **262262**
PMS **534 C**



seafoam

RGB **0/81/91**
CMYK **90/45/45/40**
HEX **00515B**
PMS **2215 C**



mist

RGB **109/110/113**
CMYK **0/0/0/70**
HEX **6D6E71**
PMS **COOL GRAY 10 C**



example of shirt



example of shirt

Accent colors

How to apply accent colors

Colorful accents used thoughtfully, add vibrancy and energy to our materials. They provide flexibility and subtlety to how we communicate. Overall they should be used to enhance communication without diluting from our primary and core corporate color palettes.

Accent colors have a wide range of usage and should represent no more than 10% of the piece, for instance — blocks of color to differentiate content, highlights, and graphical elements such as charts, graphs or bullets. These colors should be used only as accents, not as a dominant color in communications. To avoid overuse, apply no more than two accent colors per piece.

accent color palette



indigo

RGB **0/111/185**
CMYK **95/53/0/0**
HEX **006FB9**
PMS **2144 C**



sky blue

RGB **0/165/222**
CMYK **100/0/2/5**
HEX **00A5DE**
PMS **639 C**



navy

RGB **20/55/125**
CMYK **100/85/5/22**
HEX **14377D**
PMS **280 C**



rose

RGB **194/24/68**
CMYK **0/100/66/12**
HEX **C21844**
PMS **1925 C**



sunshine

RGB **255/213/64**
CMYK **0/15/85/0**
HEX **FFD540**
PMS **129 C**



robin's egg

RGB **38/171/154**
CMYK **74/5/46/3**
HEX **26AB9A**
PMS **326 C**



green apple

RGB **181/206/47**
CMYK **31/0/100/3**
HEX **B5CE2F**
PMS **2300 C**

Blends

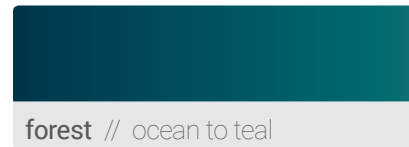
How to apply

The use of blends will add warmth and color to our designs. Blends can be used to highlight a callout box or add visual relief to a large area. Only use the blend options displayed here. Do not use more than one blend per design/page. The blend's angle can be rotated to best fit design and copy.

blend palette

ocean

RGB **0 / 50 / 71**
CMYK **100 / 30 / 20 / 75**
HEX **003247**
PMS **3035 C**

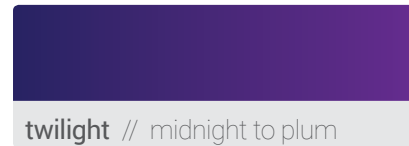


teal

RGB **18 / 111 / 114**
CMYK **85 / 34 / 47 / 22**
HEX **126F72**
PMS **2214 C**

midnight

RGB **38 / 34 / 98**
CMYK **100 / 100 / 25 / 25**
HEX **262262**
PMS **534 C**

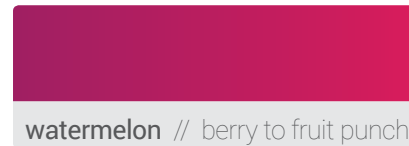


plum

RGB **102 / 45 / 145**
CMYK **75 / 100 / 0 / 0**
HEX **662D91**
PMS **7664 C**

berry

RGB **158 / 31 / 99**
CMYK **35 / 100 / 35 / 10**
HEX **9E1F63**
PMS **689 C**

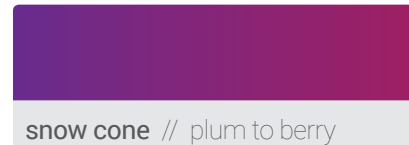


fruit punch

RGB **218 / 28 / 92**
CMYK **10 / 100 / 50 / 0**
HEX **DA1C5C**
PMS **7635 C**

plum

RGB **102 / 45 / 145**
CMYK **75 / 100 / 0 / 0**
HEX **662D91**
PMS **7664 C**

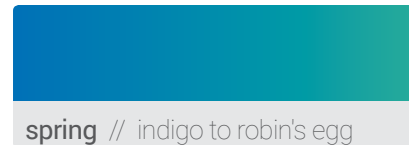


berry

RGB **158 / 31 / 99**
CMYK **35 / 100 / 35 / 10**
HEX **9E1F63**
PMS **689 C**

indigo

RGB **0 / 111 / 185**
CMYK **95 / 53 / 0 / 0**
HEX **006FB9**
PMS **2144 C**



robin's egg

RGB **38 / 171 / 154**
CMYK **74 / 5 / 46 / 3**
HEX **26AB9A**
PMS **326 C**

Pattern

Swirls

The swirl pattern abstractly represents community, the intersection of people in communities, a ripple effect, and one small change can have great impact.

The swirls can be used as transparent overlay upon a gradient background or a solid color. The element can be used as a background for small amounts of copy, such as a welcome sign. The element can also be applied as a design enhancement, such as a side bar for copy.

A fade or feathering can be applied to one end of the pattern. The swirls should appear as an accessory and provide visual interest. It should not be treated as a main focal point. Please use it sparingly, avoid over use and inconsistent application.



It is our **promise** to you
that we will **thrive** together.



It is our **promise** to you
that we will **thrive** together.

Our font family

Using a typeface consistently makes our brand recognizable. It pulls together communication materials, making them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand; bold, contemporary, friendly and different.

The Roboto font family

Roboto and Roboto Condensed are our primary and official identity font choices. The font is flexible with many weights for variance. To bring depth to a design, Roboto Slab can be used as an accent font only (e.g., pull quotes, highlight number, etc.). It should never be used as the main font within a document.

All Roboto fonts are Google fonts, offered completely free of use for any marketing or development usage, granted in their copyright. Here is the link to Google for the fonts:

- <https://www.google.com/fonts/specimen/Roboto>
- <https://www.google.com/fonts/specimen/Roboto+Condensed>
- <https://www.google.com/fonts/specimen/Roboto+Slab>

Usage notes

Roboto is best suited for documents delivered as PDF or as PowerPoint presentations, displayed directly from your computer. If you share your document with others that do not have the Roboto font, there will be copy flow errors.

When Roboto is not available, please use Arial.

How to apply

For body copy, the preference is Roboto light or regular.

Correctly using the different font weights adds impact. Emphasis words should be bolder (promise / thrive) and the rest of the text should be lighter. Try not to bold entire thoughts or sentences. On larger type, playing with light and regular is acceptable. Word emphasis can have color distinction or be the same color as the rest of the text. (See next page.)

PRIMARY FONTS:

ROBOTO

Thin	Aa Bb Cc Dd Ee	1 2 3 4 5	@ # \$ % & *
LIGHT	Aa Bb Cc Dd Ee	1 2 3 4 5	@ # \$ % & *
REGULAR	Aa Bb Cc Dd Ee	1 2 3 4 5	@ # \$ % & *
MEDIUM	Aa Bb Cc Dd Ee	1 2 3 4 5	@ # \$ % & *
BOLD	Aa Bb Cc Dd Ee	1 2 3 4 5	@ # \$ % & *
BLACK	Aa Bb Cc Dd Ee	1 2 3 4 5	@ # \$ % & *

ROBOTO CONDENSED

LIGHT	Aa Bb Cc Dd Ee	1 2 3 4 5	@ # \$ % & *
REGULAR	Aa Bb Cc Dd Ee	1 2 3 4 5	@ # \$ % & *
BOLD	Aa Bb Cc Dd Ee	1 2 3 4 5	@ # \$ % & *

ACCENT FONT:

ROBOTO SLAB

THIN	Aa Bb Cc Dd Ee	1 2 3 4 5	@ # \$ % & *
LIGHT	Aa Bb Cc Dd Ee	1 2 3 4 5	@ # \$ % & *
REGULAR	Aa Bb Cc Dd Ee	1 2 3 4 5	@ # \$ % & *
BOLD	Aa Bb Cc Dd Ee	1 2 3 4 5	@ # \$ % & *

It is our **promise** to you that we will **thrive** together.



We apply our new identity **boldly**
and **consistently.**

Image personality

We are not your typical health care organization. We are energetic and bold, but grounded by the importance of health care and what we do. We are authentic, honest and to the point. Our messaging is caring and conversational, allowing us to be experts in our field while keeping the tone warm and friendly, and the brand approachable. We are bold and revel in our difference.

A unique energy with confidence

In order to capture genuine moments and life, we incorporate diverse lifestyle and community imagery. This means that we must think more abstractly as our images won't always have direct hospital/medical/business ties. The ideal images are not overly emotional or forced, while still directly connecting the viewer with the experience. This allows us to build a deeper, emotional connection with our brand.

Focus on images that promote health, lifestyle and community. Avoid clinical, cold and traditional imagery and choose images that have warmth. If the image has a great setting, but lacks warmth, add a warming filter; adding impact and drama with a tight crop or narrow focal.

To help soften the image, apply a 2pt rounded corner to photos and other container boxes.





Filters

Warming up

To convey the warmth and friendliness of the brand, apply filters to images. We suggest using the default Warming Filter found in Photoshop under Photo Filter. This tint of orange color adds warmth to your image. For assistance with more complex filters, please contact brand@nthrive.com.

before



after



Trademarks and copyright

What to use

TRADEMARK

nThrive™

TRADE NAME

nThrive, Inc.

SERVICE MARKS

- **From patient-to-paymentSM**
- **nThrive empowers health care for every one in every communitySM**

COPYRIGHT

**© 2017 nThrive, Inc. ("nThrive"). All rights reserved.
The nThrive name, products, associated trademarks
and logos are owned by nThrive or related entities.**

How to apply

These symbols should be used at least once in the body of a copy, and are most often used either in the most prominent and noticeable place, or the first time the mark is used.

It is encouraged, but not necessary, to use the trademark or service mark designation upon every mention in the same copy. If a copy contains several trademarks, you may use a legend at the bottom of the page, which states, for example: "Product XYZ®, Product ABC®, and Product 123®, are registered trademarks of nThrive, Inc."

Always use proper spelling, capitalization and punctuation for the mark as registered in order to receive federal trademark protection.



Engage with nThrive
E-mail brand@nThrive.com

From patient-to-payment,SM nThrive empowers health care for every one in every community.SM