Mede/Analytics®

2022 Brand Book

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Company: Our story

MedeAnalytics is a leader in healthcare analytics, providing innovative solutions that enable measurable impact for healthcare payers and providers.

With the most advanced data orchestration in healthcare, payers and providers count on us to deliver actionable insights that improve financial, operational, and clinical outcomes. To date, we've helped uncover millions of dollars in savings annually.

🌐 www.MedeAnalytics.com

in /MedeAnalytics-Inc

🐦 @MedeAnalytics

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💡 The Impact Initiative Blog

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Company: Mission, tag lines and values

Mission

To enable measurable analytics impact for healthcare payers and providers.

Tag lines

1. "Data you can understand. Impact you can measure."

2. "Impact you can measure."

3. "Data analytics *by* healthcare people *for* healthcare people."

4. "It's not just about the data, it's what you do with it."

Values

Inventive

We leverage the innovation in all of us.

We solve the challenges of today and tomorrow.

We seek the best answers to the most important questions.

Relentless

We get the job done every time.

We act with urgency.

We only look backwards only to be smarter going forward.

Accountable

We are accountable to one another.

We do what we say we will do.

We measure ourselves to improve in everything.

Respectful

We operate with honesty all the time.

We're inclusive and respect differences in thought, culture, belief and experience.

We listen.

Collaborative

We work as #OneMede.

We know everyone has something valuable to offer.

We engage with our clients and partners to take on challenges.

Fun

We bring passion and energy to our work.

We recognize and celebrate each other.

We remind our Clients of how great they are.

Logo: Standard use and white space

Standard Logo

The standard MedeAnalytics logo should only be used in white or corporate black — never teal.

Use the size of the "e" as a reference for the amount of whitespace that should always be preserved around the logo.

Please do NOT:

Place any text, imagery or other elements within the approximate whitespace shown here.

Logo: Variations

To give the MedeAnalytics logo more prominence or to make it stand out on a busy background, the logo can be placed into either the "locator" shape or the "half-pill" shape.

Optionally, a thin white stroke can be applied around the locator shape to give it more contrast, depending on the background. Stroke should approximately match the thickness of the slash in the logo.
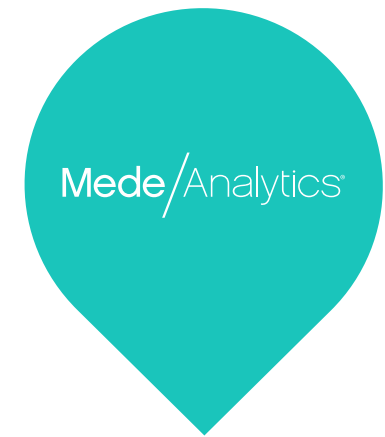
The MedeAnalytics logo should only ever be used in black, navy, or white.

Please do NOT:

Fill a background shape with a color gradient.

Use a black logo on a teal background.

Use a teal logo on a black background.

The "logobug" is an extra-simplified version of the logo, for places where space may be limited.

This should only be used where the full MedeAnalytics name and/or logo is also clearly present, for example social media, website favicons or videos.

**Contact the Marketing team with any questions regarding logo use.**

Logo: Improper usage

The logo has been carefully designed as it appears.

Please do NOT:

1. Rotate the logo
2. Stretch the logo
3. Change the colors
4. Make alterations
5. Add special effects
6. Outline the logo
7. Use the logo on top of busy photography
8. Add additional elements within the designated whitespace
9. Crop the logo
10. Change the slash in any way
11. Change the color of one part of the logo
12. Rearrangement of the logo
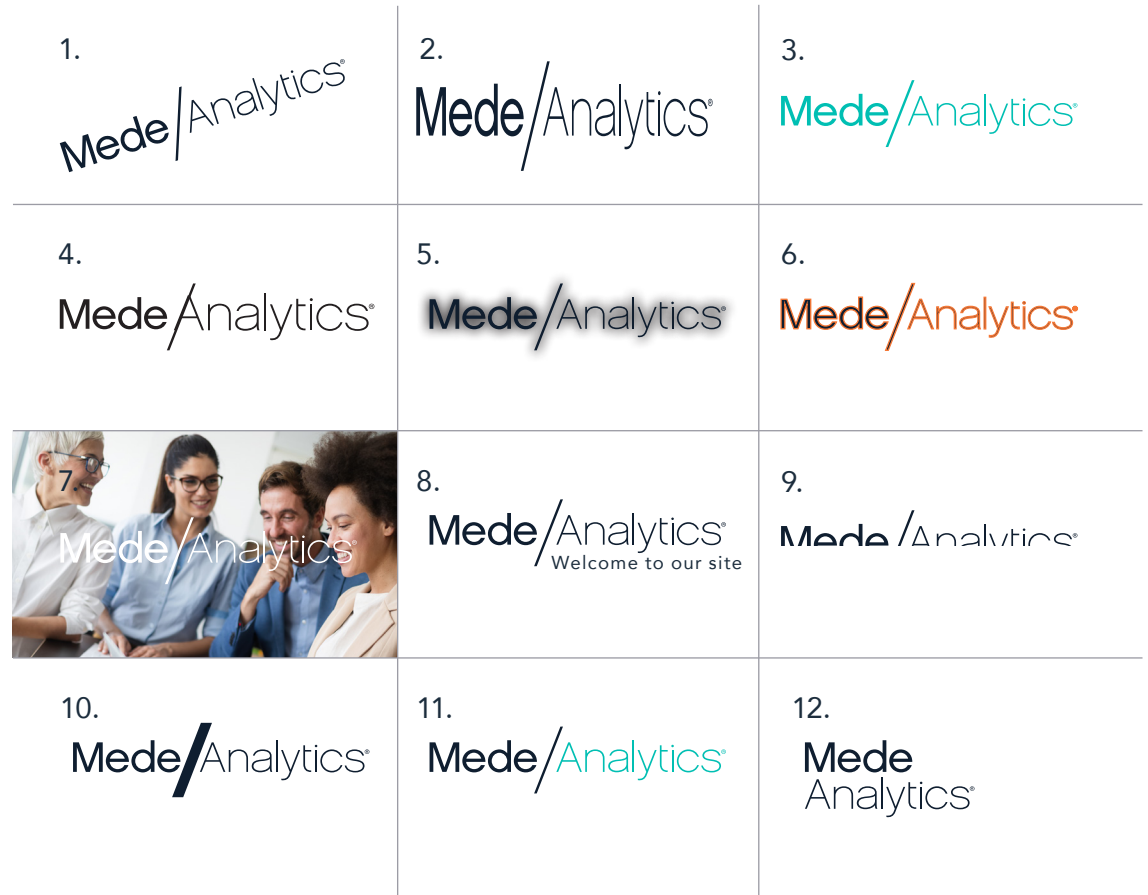
Access logo files on SharePoint

Color: Primary palette

These colors are what come to mind when you think of the MedeAnalytics brand. The Corporate Teal has been a staple of our identity for 20+ years!

Use these as the most dominant colors on any slide, document or digital platform you may create, being careful to leave plenty of white space as well.

Corporate teal
HEX: #00BFB3

CMYK: 71/0/33/0   **RGB:** 0/191/179   **PMS:** 3262 C

Corporate black
HEX: #0C2032

5% tint of corporate black

CMYK: 91/77/52/63   **RGB:** 12/32/50   **PMS:** 5395 C

Blue taffy
HEX: #006B84

CMYK: 91/48/36/10   **RGB:** 0/107/132   **PMS:** 2224 C

Helpful tip:

The light grey is a useful color for sidebars and callouts, ideally created by reducing the tint of Corporate Black to 5%.

Color: Secondary palette

These colors should be used less often than the primary colors. They should be used to highlight important ideas, but should not dominate.

Aim to use secondary colors for **no more than 25%** of the color on a piece, and no more than 3 secondary colors at a time.

Please DO:

Use these bright colors sparingly to help draw the viewer's eye to something special, like a date or statistic!

Please do NOT:

Use these colors indiscriminately, which may result in visual overload and lower retention of the content.

Hot tamale

HEX: #EF5256

CMYK: 0/83/63/0

RBG: 239/82/86

PMS: 7625 C

Orange slice

HEX: #F47735

CMYK: 0/66/88/0

RBG: 244/119/53

PMS: 3564 U

Butter scotch

HEX: #FDB521

CMYK: 0/32/96/0

RBG: 253/181/33

PMS: 123 U

Sour apple

HEX: #78D64B
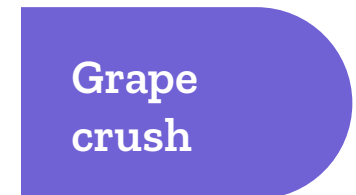
CMYK: 54/0/93/0

RBG: 129/196/76

PMS: 2286 U

Rock candy

HEX: #2F91D7

CMYK: 74/32/0/0

RBG: 47/145/215

PMS: 660 C

Grape crush

HEX: #6F61D3

CMYK: 85/88/0/0

RBG: 75/67/155

PMS: 2725 C

Color: Gradient combinations

Gradients are a key part of our brand aesthetic.

They should always be linear (not radial) and should consist of only 2 or 3 colors.
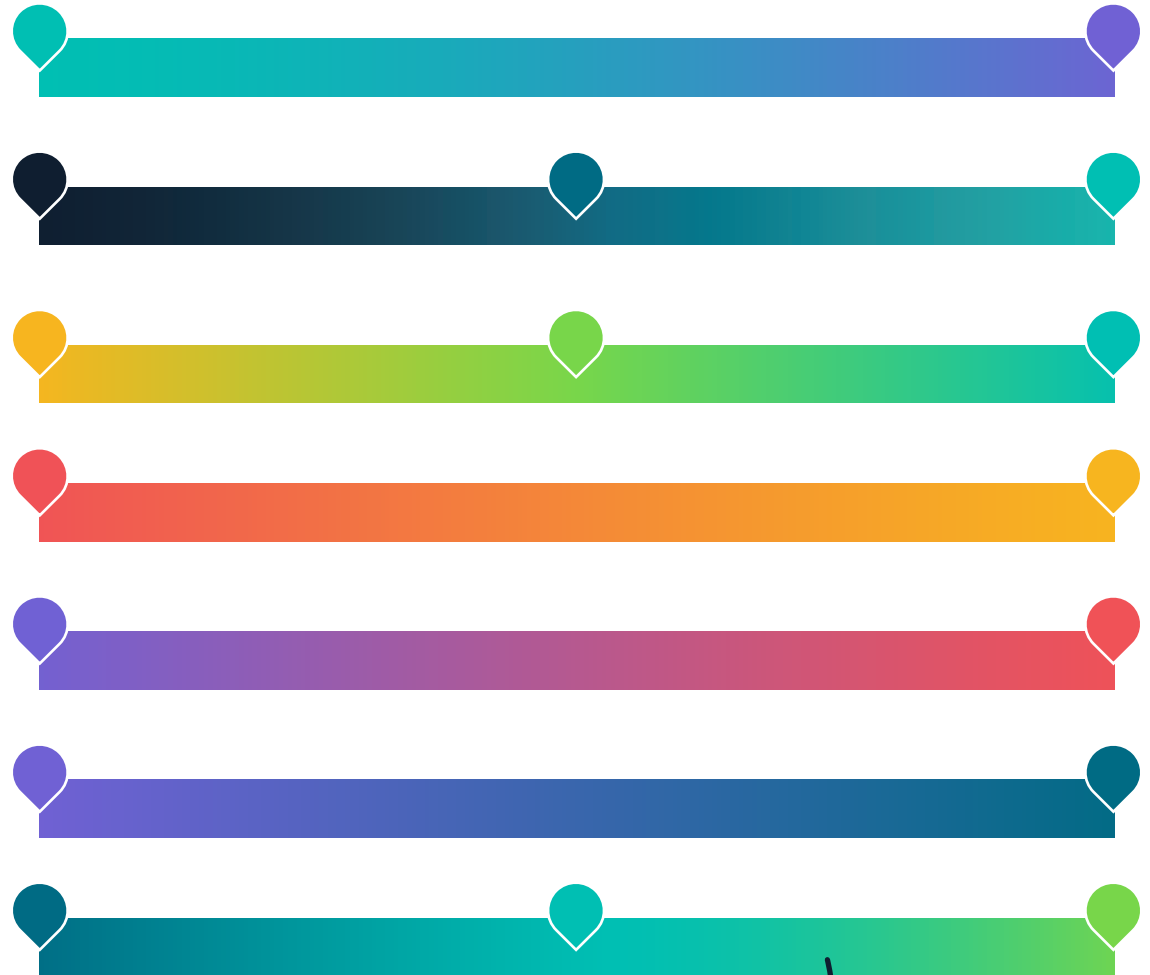
Helpful tip:

To avoid gradients looking like a rainbow, try using all "warm" colors (red, orange, yellow) or all "cool" colors (blues, green, purple).

Please do NOT:

Gradate two colors opposite one another on the color wheel. This will inevitably create brown in the center — not good.

Preferred combinations:

Hey, look! There it is.

Typography: Primary font

Open Sans is our primary brand font. It is "web safe," free to download and is already on most machines.

Install Open Sans for free

Body copy

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

Emphasis

Open Sans - Regular Italics
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

Headlines & subheads

Open Sans - Bold
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

Helpful tip:

Increase the leading (line height) of body copy to be 4pts more than the font size. E.g., 12pt font should have 16pt line height for best readability.

Typography: Secondary font

Zilla is our secondary font. It offers an additional level of visual interest for highly-designed pieces.

Install Zilla for free

Callouts

Zilla - 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

Quotes

Zilla- Regular Italics
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

Subheads

Zilla - Semibold
Aa Bb Cc Dd Ee Ff Gg Hh IiJj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Please do NOT:

Use Zilla in PowerPoint presentations or in other digital formats that may be sent to clients or partners, as the font may default to something else for external recipients. *Use all Open Sans instead.*
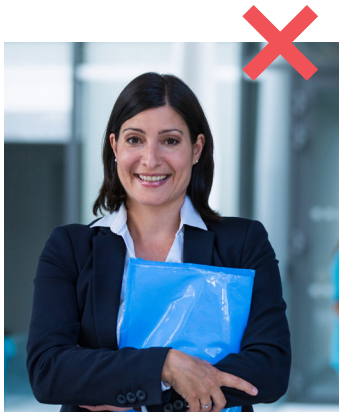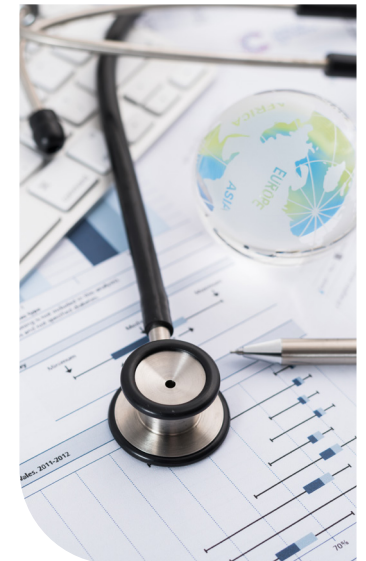
Imagery: Photography

In line with our Company values, MedeAnalytics photos should depict individuals from all walks of life — all ages, ethnicities, and orientations.

Choose photography that showcases our focus on technology, innovation and empathy for people in every facet of healthcare.

Helpful tip:

Choose images specific for the market to which you're presenting. Payers want to see business people; Providers are more interested in medical professionals in a hospital setting.

Please do NOT:

Use images where the subjects are looking directly at the camera, which feels unnatural. Instead, choose photography showing happy collaboration.

Imagery: Iconography

Our brand uses "monoweight" line icons that are simple and intuitive. Typically, icons will be used as an equidistant group or to mark sections. They can appear in any brand color.

Please do NOT:

Use multiple colors within the one icon.

Use ClipArt or other bubble figures.

Helpful tips:

MS PowerPoint has a great icon library! Remember to chose the thin line version, and use the Format Pane to change the color as needed.

For something extra, try placing icons in a filled circle like the thumbs up shown on this tip.

Imagery: Additional elements

The MedeAnalytics brand of the past was very rigid and sharp. The brand of the present offers more soft, rounded shapes, communicating our new reputation of being **"smart and approachable."**

Keep these shapes in your arsenal of design elements:

1. Locator shape

2. Icon pattern

3. Half-pill

4. Rounded corner square
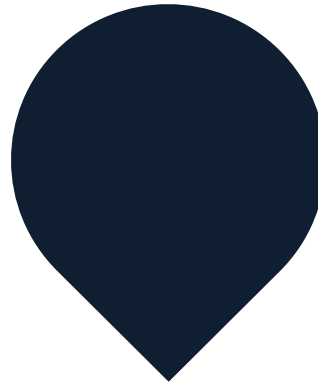
5. Two rounded corner square

Please do NOT:

Round any two adjacent corners unless fully rounding the end of the shape (e.g. #3).

Use too small of a corner radius to round the corners.

1.

2.

3.

4.

5.

Content: Tone and grammar

"Smart & approachable"

We are Subject Matter Experts with extensive knowledge in healthcare and technology, offering a focused perspective with a strong business acumen to help organizations solve even their toughest challenges.

We're easy to work with at MedeAnalytics, providing a collaborative and trusted partner to help organizations find a faster path to insights, balancing information-driven with human interest.

Tone

First and foremost, we treat our audience like human beings, using plain language that's not filled with overly technical jargon. Sometimes we'll use colloquial language, including contractions, which is more similar to how we really speak. We're honest, transparent and direct in sharing our expertise to help others.

Information-driven priorities are balanced with authority and humility, building up our clients and becoming trusted partners in their success.

Copy style rules

Oxford commas: We do not use the Oxford Comma unless it is a complex series of three. For a simple series, skip the comma.

Capitalization: The MedeAnalytics brand uses sentence case for headlines. This means that ONLY the first letter of the headline gets capitalized, along with any proper nouns.

Quotation marks: Punctuation should go inside the quotation mark, including question and exclamation marks.

Proper nouns: MedeAnalytics' products and teams are treated as proper nouns, but individuals are not. (i.e. Product Consulting team vs. product consultant)

Trademarks: Always include the appropriate symbol upon first use in copy. E.g., MedeAnalytics® MedeWorks™, MedeCreate™, MedeElevate™, MedeConnector™

Login and log in: When used as a noun, it should be one word (e.g. I cannot remember my login). When used as a verb, it should be two words (e.g. I cannot log in to my account).

More brand resources

Logo library ⊙

Font download ⊙

Icon library ⊙

PowerPoint template ⊙

Letterhead template ⊙

Letterhead template (UK) ⊙

Virtual backgrounds ⊙

Standard email signature ⊙

Promotional email signature ⊙

Marketing asset library ⊙