



DrFirst®

Company Wide Branding Guidelines
Version 2.0.3, February 2017

Brief

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Introduction

Hello. Thank you for taking the time to get up to speed with what we want the DrFirst brand to feel like. Branding helps differentiate companies from each other and helps people remember a company's story. Think of it as: if you were to introduce DrFirst as a person, how would you describe them?

As best as possible, we want to keep all of DrFirst's products and materials to have a similar feeling. That way, it feels like a cohesive experience from the user's perspective. Also, so that viewers can tell all the material is coming from the same company.

Disclaimer

The guidelines in this document are to be taken as a starting point. If there is a reason to diverge from these guidelines, please do so. If you are unsure, please contact marketing.

Messaging

Adjectives

Professional

Passionate Challengers

Innovation Pioneers

Physician Champions

Bold but not loud

Designed with simplicity in mind

Reliable

Story

DrFirst was founded in 2000 as pioneers in software solutions and services that provide real-time access to patient medication data, improve care team collaboration, and help doctors engage better with patients in order to drive better health outcomes.

DrFirst was the first company in the nation to have a certified EPCS solution, and laid the groundwork for electronic prescribing of controlled substances, several years before the DEA rule.



Innovation Pioneers



Reliable



...even in Crisis



Dare for a brighter tomorrow



Champions

Color Pallete

Use Hex codes for digital materials; use Pantone names for printed materials.
Core Brand colors consists of mainly 3 colors, with a 4th to be used when an extra blue is needed.
For more information on colors, go to: <http://rgb.to/> and enter in a “#” followed by the Hex code.

Core Brand Colors



Hex #002855
RGB: 0, 40, 85
Pantone 295 C



Hex #ef5523
RGB: 239, 85, 35
Pantone 1655 C



Hex #0082ca
RGB: 0, 130, 202
Pantone Blue



Hex #005cb9
RGB: 0, 92, 185
Pantone 300 C

Supporting Colors



Hex #6e298d
RGB: 110, 41, 141
Pantone 2603 C



Hex #0c6c36
RGB: 12, 108, 54
Pantone 349 C



Hex #8dc63f
RGB: 141, 198, 63
Pantone 376 C



Hex #f99d31
RGB: 249, 157, 49
Pantone 1375 C



Hex #fdbb30
RGB: 253, 187, 48
Pantone 1235 C



Hex #a6192e
RGB: 166, 25, 46
Pantone 187 C



Hex #2b54af
RGB: 43, 84, 175
Pantone 2728 C



Hex #00a39b
RGB: 0, 163, 155
Pantone 2401 C



Hex #949ca1
RGB: 148, 156, 161
Pantone 430 C



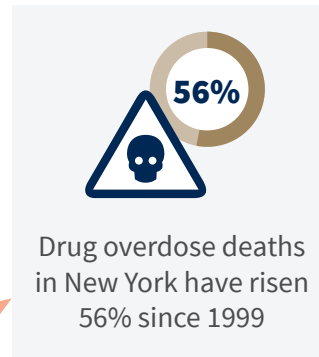
Hex #a0865f
RGB: 160, 134, 95
Pantone 479 C

Imagery

Flat and Bold

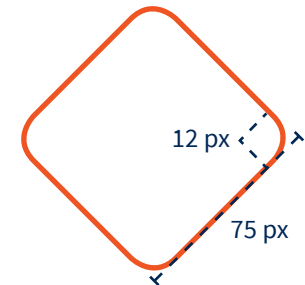
When creating vector images and infographics for a presentation, make sure there is strong contrast between elements and background. This emphasizes the 'boldness' of our brand's messaging. Avoid gradients and drop shadows.

10% Silver Background with Dark Graphics



“Diamond” Shape Pattern

If you take a square that is 75 px per side, the roundness of the edges is 12 px, and the stroke width is 2 pt.



Thought Provoking Stock Images

Photos and pictures chosen for presentation should inspire some thought or question. Avoid happy doctor pictures.

Transparency

Transparency should be used for the rectangle overlays over a stock image to help with text legibility. It should not be used over solid background colors.



Iconography

Font Awesome

All icons from DrFirst come from Font Awesome.

To get a full list of all the icons, go to <http://fontawesome.io/cheatsheet/>



To use these icons in your designs:

- Be sure to have the font “FontAwesome” installed
 - MIS should have already installed this on your work computer
 - If not, you can install the font from: <http://fontawesome.io/get-started/>
- Copy and paste the icons (not the unicode) directly from this page into your designs
- Now highlight the icon you pasted, and change the font to be “FontAwesome”
- You can now manipulate that icon just like a normal font

Typography

Font Family: Source Sans

More Information: <https://fonts.google.com/specimen/Source+Sans+Pro>

Levels

Heading 1

Key Word(s) - Weight: Black, Size: 30 pt, Color: D. Blue

Supporting Word(s) - Weight: Light, Size: 30 pt, Color: D. Blue

Heading 2

Weight: Light, 18 pt, Color: Black (#000)

Heading 2 - Link

Weight: Light, 18 pt, Color: D. Orange

Heading 3

Weight: Black, 14 pt, Color: Black (#000)

Body Text

Weight: Regular, 12 pt, Color: 70% Black (#464646)

Body Text - Link

Weight: Regular, 12 pt, Color: M. Blue

Example

Rcopia 4

Product Features

Robust Medication Management

Runt quia conectatem Nu essimo nos arbi pulabute, sendem ipse inatilicam ina, consule geripior aus. Ardr ertae ert.

Screenshots

Great Customer Support

Runt quia conectatem Nu essimo nos arbi pulabute, sendem ipse inatilicam ina, consule geripior aus.

Read Reviews

Contact Sales

Runt quia conectatem Nu essimo nos arbi pulabute, sendem ipse inatilicam ina, consule geripior ausls delitia te.

Typography Cont'd

Paragraph Styling

Paragraphs should be left aligned, not justified

No indent for the first line of each new paragraph

Make sure lines do not hyphenate (as in, words should not split with some characters on the top line, and the rest on the second line)

Tone: Active Voice

Layout

Keep captions and pictures together and on the same page

No orphan lines (such as the last sentence of a paragraph appearing at the top of the next page)

Bulleted Lists

- Bullets should be solid circles
- In Bulleted lists where phrases are short, put no period at the end
 - When indenting, this is how the bullets should line up
 - Do not indent more than this level (as in, only 2 levels of bullets allowed)
- If there are multiple sentences in a bulleted list or if the sentence is long, do include punctuation marks at the end.
- If short and single statement per bullet, do not include a punctuation mark at the end.

Infographics

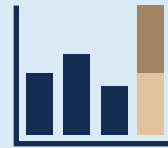
Pre-Branding

- ✓ Uses visuals related to content,
- ✗ No consistent font,
- ✗ No text hierarchy,
- ✗ Lack of spacing,
- ✗ Background competing with content,
- ✗ Transparency used over solid objects,
- ✗ Diamond roundness noticeably off,
- ✗ Non-standard icons

The PROBLEM: Addiction to prescription drugs and deaths from overdoses



Drug overdose deaths in New York have risen 56% since 1999



Most drug overdose deaths (53%) are caused by prescription drugs



Each month, 6.2 million American adults use prescription drugs non-medically

Deaths from opioid pain reliever overdoses are four times the rate of heroin and cocaine deaths combined and, as a percentage of total prescription drug overdoses, are up:

415%
for **women** since 1999

265%
for **men** since 1999

Each day, 46 Americans die from an overdose of prescription painkillers

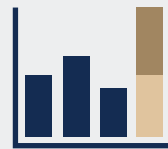
Branding Guidelines Followed

- ✓ Kept content the same as before
- ✓ Clear hierarchy,
- ✓ Bold look,
- ✓ Emphasis on key words,
- ✓ Simplified redundancies,
- ✓ Tell a story,
- ✓ Stronger DrFirst branding

The PROBLEM: Addiction to prescription drugs and deaths from overdoses



Drug overdose deaths in New York **have risen** 56% since 1999



Most drug overdose deaths (53%) are caused by **prescription drugs**

6.2 Million



Each month, 6.2 million American adults use prescription drugs **non-medically**

Since 1999,
Deaths from opioid pain reliever overdoses are four times the rate of heroin and cocaine deaths combined and, as a percentage of total prescription drug overdoses, are up:

415%
for **women**

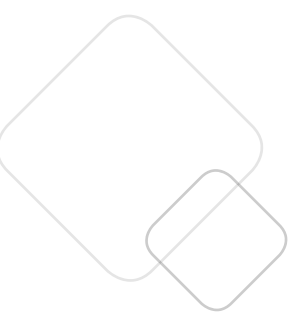
265%
for **men**

Now, 46 Americans die from an overdose of prescription painkillers per day



Work with **Marketing** if...

- You are having an issue (such as size or scaling) a logo
- You are going to present something publically (also, ask Clinical if they need to review)
- To determine if what you are marketing is a feature or a product



End of Document