



Brand Guidelines

Introduction

We developed the following guidelines to ensure consistency whenever and wherever the **Amplify Health** brand is encountered. These guidelines are an important reference resource for anyone involved in the creation or execution of emails, collateral, promotional materials, or other communications, whether for internal or external audiences.

Adherence to these guidelines will go a long way toward building awareness of the **Amplify Health** brand, eliminating confusion or inconsistencies, and strengthening the organization's position.

A note on nomenclature:

Amplify Health should always be written in full. Do not use abbreviations, acronyms, or initialisms in any internal or external communication. The full name embodies our mission, our values, and our commitment to the communities we serve.

If you have questions or need more information about the **Amplify Health Brand Guidelines**, please contact 919-833-3111.

Brand Foundation

Our Brand, Amplified

This is who we are and why we exist.

Our Mission

To deliver quality, compassionate primary health care—every patient, every time—in response to the needs of our communities.

Our Vision

We are a model of affordable health care and a trusted partner, building healthy communities, one patient at a time.

Our Values

Innovation • Impact • Integrity

Our Mission

To deliver quality, compassionate primary health care—every patient, every time—in response to the needs of our communities. We amplify health.

Our Brand Purpose

We amplify health.

Our Positioning

Amplify Health is a community-rooted healthcare system expanding access to high-quality, comprehensive care through compassion, innovation, and strategic growth.

Brand Personality & Messaging

Brand Persona

The personality **Amplify Health** brings to every interaction. Persona answers the question: if **Amplify Health** were a person, how would they speak, what would they stand for, and how would they make people feel?

Our Tone

Direct. Energetic. Human. Optimistic.

Our Messaging Pillars

Access Amplified

We remove barriers and create more opportunities for care for everyone.

Care Amplified

We pursue excellence in everything we do to deliver the best possible outcomes.

Community Amplified

We strengthen the communities we serve through partnership, collaboration, and active engagement.

Innovation Amplified

We embrace new ideas and technology to improve care and transform lives.

Impact Amplified

We act in ways that create ripple effects that extend far beyond a single interaction.

Brand Voice & Writing Guidelines

Brand Voice

The voice of **Amplify Health** is human, warm, and purposeful. When we write—whether a social media post, a patient brochure, a press release, or a staff email—we write in plain English. Our job is to reduce healthcare jargon with clarity and simplicity so that we can communicate more effectively.

Additional Writing Principles

- Use an active voice. We do things. Things are not merely done.
- Be empathetic. Put the reader's experience first.
- Keep sentences short. Short sentences are easier to absorb.
- Adhere to Associated Press (AP) style for all external communications.
- Always write **Amplify Health** in full. No abbreviations or acronyms.
- Ask yourself: does this sound like a person who genuinely cares? If yes, publish. If not, rewrite.

Brand Identity

Brand Identity

Our unique visual style and signature distinguish us from any other organization in or outside of our industry.

It is an outward expression of what **Amplify Health** looks, sounds, and feels like.



Primary Logo: A Story of Amplification

Our logo is the most recognizable visual element of our brand. It is intended for use across all materials, including advertising, corporate identity, digital communications, and beyond.

The **Amplify Health** logo begins with a single dot, representing the individual at the center of everything we do. One patient. One family. One conversation. One breakthrough. One moment of compassion.

From that single point, three forms rise, representing upward movement and the expanding impact of care.

Every act of care creates something larger than itself. A child receives the care they need and thrives. A parent regains the strength to return to work. A family finds hope during an uncertain time. A healthier family builds a healthier neighborhood. A healthier neighborhood strengthens an entire community.

That is the power of amplification. **Together we amplify health.**



Logo Variations

The full-color **Amplify Health** logo should be used whenever possible, preferably on a white or light neutral background.

A one-color (purple) version is available for use when full color reproduction is impractical or not permitted.

A reverse (white) version of the logo can be used when printing constraints or background imagery make it necessary to ensure contrast and readability.



One-color (purple) version



Reverse (white) version

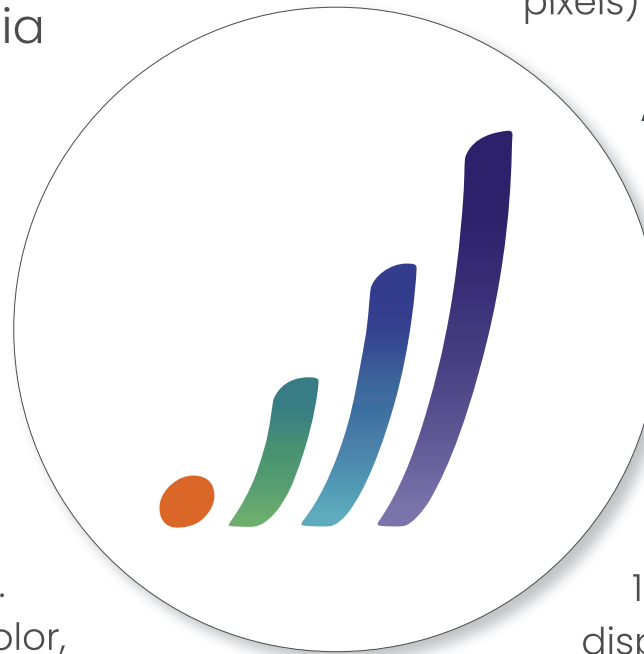
Icon Only Use

In select applications where space is limited, the **Amplify Health** icon may be used independently of the wordmark. Approved uses include social media avatars and profile images.

The icon should never be used alone in place of the full logo on formal materials, advertising, or branded communications.

SPECIFICATIONS:

Facebook's homepage requires profile logo files to be at least 320 × 320 pixels, displaying at 170 × 170 pixels on computers. The background must be cropped into a circle. Acceptable formats include PNG, and for best results, no color, shape, or clear-space modifications should be made.



A **YouTube** profile template generally includes two core elements: a profile picture (800 × 800 pixels) and a channel banner (2560 × 1440 pixels) with a “safe zone” of 1546 × 423 pixels.

A **LinkedIn** company page need a 400 x 400 logo and a 1128 x 191 pixel banner.

For **X (formerly Twitter)** upload a 400 × 400 px image for the profile picture (displayed as a circle, 2MB limit), and a 1500 × 500 px image (3:1 aspect ratio, under 5MB) for your banner. Your bio can be up to 160 characters.

For the best **Instagram** profile picture, upload an image at 1080 x 1080 pixels with a 1:1 aspect ratio. Although Instagram displays it at a tiny 110 x 110 pixels and stores it internally at 320 x 320 pixels, uploading at 1080px square guarantees it remains sharp across all devices, including high-resolution retina displays.

Refer to page 28 for additional Social Media Guidelines.

Logo Clear Space

The clear space is an area surrounding the **Amplify Health** logo in which no other graphic elements, text, or competing imagery may appear. The clear zone, which extends equally in all directions, protects the integrity of the logo and ensures that it is always seen at its best.

Placing objects too close to the **Amplify Health** logo diminishes its visual authority and the integrity of the brand it represents.

The logo clear space equals the x-height of the “a” in “amplify.”



Logo Minimum Size

To ensure that the **Amplify Health** logo is always legible and impactful, we have developed recommendations for the smallest size at which it can be safely reproduced across all applications.

The logo should never be reproduced smaller than the examples shown here.

For print use:



Minimum width:
1.5 inches

For screen use:



Minimum width:
144 pixels

Logo Misuse

It is of critical importance that the Amplify Health logo is always used exactly as shown in these guidelines. Incorrect or unauthorized modifications dilute brand equity, create confusion, and undermine the visual integrity that we have worked to establish.

- Do not place the logo inside a confined shape
- Do not alter the proportions or scale of any element of the logo
- Do not recolor the logo using any color outside the approved color palette
- Do not introduce new symbols, clip art, or decorative elements alongside the logo
- Do not rebreak or rearrange logo components to fit a layout



Never rearrange the Amplify Health logo elements



Never place the Amplify Health logo inside a confined shape



Never add any effects to the Amplify Health logo



Never change the typeface or the colors of the Amplify Health logo

Brand Identity:

Brand Architecture & Nomenclature

The Parent Brand

The full organizational name is **Amplify Health**. Always two words. Always written in full. “Amplify” alone is acceptable in casual conversational contexts only. Never on formal materials, signage, legal documents, or branded communications.

Locations

Each **Amplify Health** location follows a consistent naming convention:

Amplify Health Oak City Cares

Amplify Health Louisburg

Amplify Health Southeast Raleigh

Amplify Health Beacon Point

Amplify Health Holly Springs

Amplify Health Fuquay-Varina

Amplify Health Wake Forest

Amplify Health Apex

Amplify Health Cary



Brand Architecture

Amplify Sub-brands:

- Amplify Counseling & Psychiatry
- Amplify Children’s Health
- Amplify Women’s Health
- Amplify Complex Care
- Amplify Urgent Care
- Amplify Family Dentistry
- Amplify Family Health



Brand Architecture

Service Line Sub-brands

Service lines follow the same endorser model, leading with Amplify:

amplifyRX — Apex

amplifyRX — Louisburg

amplifyRX — Southeast Raleigh

Amplify Mobile Health

Amplify Health Southeast Raleigh CarePlex

Amplify Health Louisburg CarePlex



Brand Identity:

Brand Architecture

Additional Service Line Sub-brands:

Starlight Pediatrics

Starlight Women's Health

Axcess Urgent Care

Neighborhood clinic



Primary Color Palette

We looked to the values and energy of the communities we serve as the foundation of our color palette. Each color was selected not just for its visual appeal, but for the feeling it carries and the meaning it conveys.

Purple

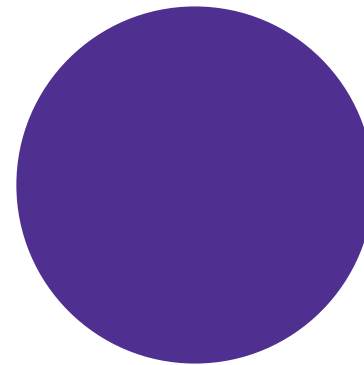
Vision, innovation, continual improvement.

Orange

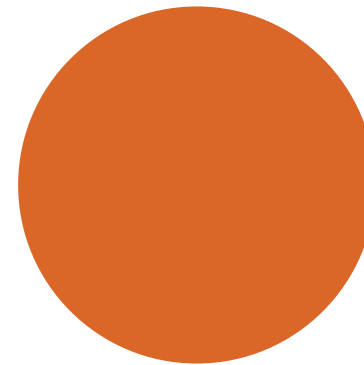
Energy, optimism, momentum, human connection.

Teal

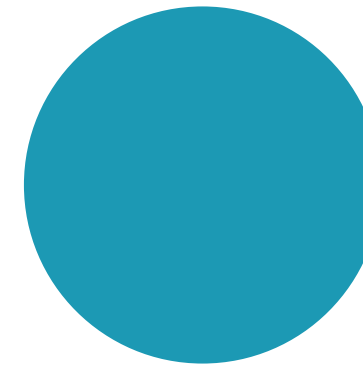
Health, well-being, stability, compassion, care.



Purple



Orange



Teal

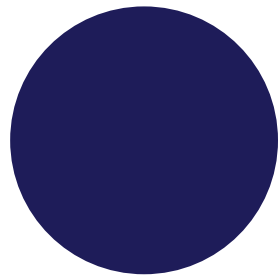
Brand Identity:

Secondary Color Palette

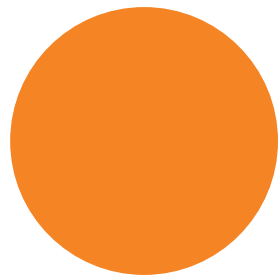
Secondary colors add dimension and are used as accent colors, complementing the primary color palette. They are to be used only when additional colors are required, for example on graphs, charts, and tables.

- Twilight
- Tangerine
- Blue
- Periwinkle
- Amber
- Aqua
- Platinum
- Pale Slate

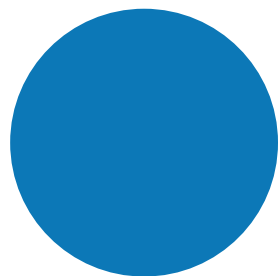
Secondary accent colors



Twilight

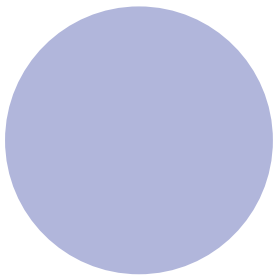


Tangerine

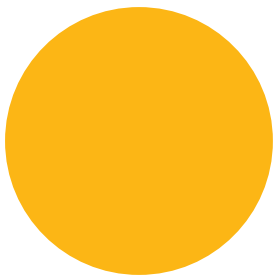


Blue

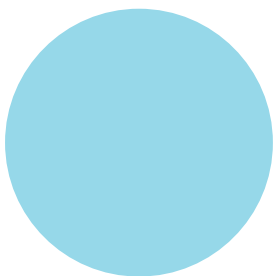
Secondary tints



Periwinkle



Amber

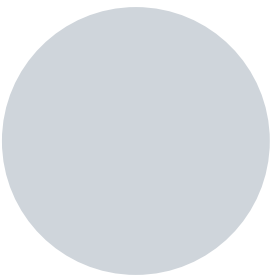


Aqua

Neutrals



Platinum



Pale Slate

Brand Identity:

Our Color System

Color Values

Using colors from the approved palette across all communications and marketing materials builds instant recognition and strengthens the Amplify Health brand.

CMYK

Use these color values for printed media being produced using four color process from a lithographic press or digital printer.

RGB

Use these color values for media being presented on screen in applications such as Word, PowerPoint or displayed on a PDF just for screen.

HEX

Use these color values for media being used on web applications and viewed through browsers only.

Primary colors



Purple



Orange



Teal

Secondary accent colors



Twilight



Tangerine

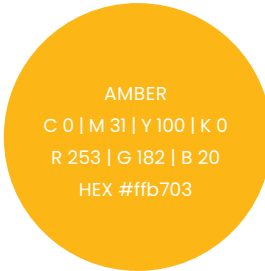


Blue

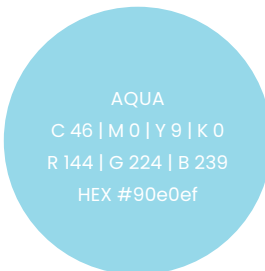
Secondary tints



Periwinkle



Amber



Aqua

Neutrals



Platinum



Pale Slate

Typography

Typography:

Primary Typeface

Poppins was selected as the primary typeface for **Amplify Health**. Poppins Medium and Poppins Semibold were used in the logo design.

Poppins has a modern and friendly feel, with a hint of sophistication.

Serifs are the most natural companions for Poppins. The bracketed terminals and stroke variation in a serif typeface create an immediate, legible contrast against Poppins’s uniform strokes and clean terminals. This contrast produces clear hierarchy: Poppins commands attention in headings while a serif provides comfortable rhythm in body text, or vice versa.

Aa Bb

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890~!@#\$%^&*(_)+"<>;/?

Acceptable Font Weights:

POPPINS light
POPPINS light italic
POPPINS regular
POPPINS regular italic
POPPINS medium
POPPINS medium italic

POPPINS semibold
POPPINS semibold italic
POPPINS bold
POPPINS bold italic

Uses:

Headlines
Subheads
Infographics
Dates

48 pt Poppins Light

Main Headline

16 pt Poppins Semibold

Subheadline

14/24 pt Poppins Light

Otas sequunde nation core, unt laborib eaturit iunditiis modi untiam qui consequ ossite pe voloriae nisto mil inctoria imetur, sunderum et as dera ad eum arum essunti scitiat iundis dus. Aspit odis aut odit aut ad moluptatem nos dolentem. At quodicia quas ium volorest enest, quat atiandent que voluptae sus voloritiam sus exeriosam ande pro expelit aspello recaboreo quae. Tur aut quam, alitaque nusandis evenimet, sin porunt.

30 pt Poppins Light

Secondary Headline

12/18 pt Poppins Regular

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Secondary Typeface

Lora was chosen as the secondary, or companion font to Poppins.

Lora is a well-balanced, contemporary serif font with roots in calligraphy. It is optimized for the screen and it works equally well in print.

This free, open-source serif typeface is available from Google Fonts and is available in four weights with matching italics.

Because Lora has distinct, elegant serifs, it will pair beautifully with Poppins.

Aa Bb

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890~!@#\$%^&*(_)+”<>;/?

Acceptable Font Weights:

- LORA regular
- LORA *regular italic*
- LORA bold**
- LORA *bold italic***

Uses:

- General text
- Callouts
- Captions
- Titles

Secondary Typeface

48 pt Lora Regular

Main Headline

16 pt Lora Bold

SUBHEADLINE

14/24 pt Lora Regular Italic

Otas sequunde nation core, unt laborib eaturit iunditiis modi untiam qui consequ ossite pe voloriae nisto mil inctoria imetur, sunderum et as dera ad eum arum essunti scitiat iundis dus. Aspit odis aut odit aut ad moluptatem nos dolentem. At quodicia quas ium volorest enest, quat atiandent que voluptae sus voloritiam sus exeriosam ande pro expelit aspello recaboreo quae. Tur aut quam, alitaque nusandis evenimet, sin porunt.

30 pt Lora Regular

Secondary Headline

12/18 pt Lora Regular

Aspit odis aut odit aut ad moluptatem nos dolentem si cus. Et labo. Optatur aut quodi ab intur? Escit volupta turempo rporro mod quo officillam et, solupti ant reiunt utemqua fugitire voluptat. Git aut et eatquid qui raturia simus doluptius volupis estium comniet facit. Ta quam, odis sed mo illab ipsuntia quatur apere secume enda intio. Et et et hil modit atest.

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System Font Support

There may be circumstances where the primary brand typefaces or font customization is unavailable (such as email platforms). Arial is the recommended secondary system font for all internal communications, including e-mails, letters, and non-marketing materials.

Arial is a universally readable sans-serif font, designed to make text clearer to read on display monitors. Use only the weights shown here.

Aa Bb

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890~!@#\$%^&*(_)+”<>;/?

Acceptable Font Weights:

- ARIAL regular
- ARIAL regular italic*
- ARIAL bold**
- ARIAL bold italic***

Uses:

- Internal communications
- E-mails
- Letters
- Non-marketing materials

Social Media

Purpose

To maintain a consistent, recognizable, and engaging brand presence across all organic social media platforms.

The **Amplify Health** logo and icon

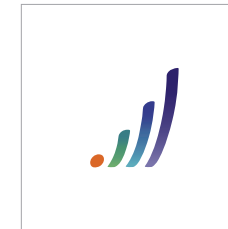
DOs:

- Use only approved logo files.
- Maintain adequate clear space around the logo.
- Place the logo consistently (e.g., bottom right or top right of Instagram Stories).
- Ensure strong contrast between the logo and background.
- Use the appropriate logo variation based on the background color.

Refer to page 11 for more “icon only” use and pages 12 and 13 for logo clear space and minimum size.



Use the preferred four-color logo or icon whenever possible.



Use the white logo or icon for contrast on solid color backgrounds.



Use the one-color purple logo or icon when colors are limited.



Purpose

To maintain a consistent, recognizable, and engaging brand presence across all organic social media platforms.

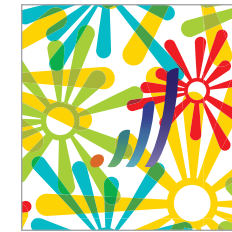
The **Amplify Health** logo and icon

DONT's:

- Stretch, rotate, crop, or alter the logo.
- Add shadows, outlines, or other effects.
- Place the logo over busy imagery without sufficient contrast.
- Position the logo too close to platform interface elements (profile icons, captions, reply bars, stickers, etc.).



Do not place the four-color logo or icon on a busy background.



Do not place the four-color logo or icon on the Amplify Health Purple, Orange, or Teal brand colors.



Do not create a hybrid logo.

Refer to page 11 for more "icon only" use and pages 12 and 13 for logo clear space and minimum size.

Content & Design

Feed Posts

- Prioritize polished, evergreen, and campaign-driven content.
- Maintain consistent layouts, typography, and brand colors.
- Use high-quality imagery and clear visual hierarchy.

Stories

- Focus on timely, conversational, and interactive content.
- Keep key text, logos, and calls-to-action within platform safe zones.
- Design for quick readability, focusing on one primary message per story frame.

Voice & Tone

DO:

- Be clear, confident, warm, and authentic.
- Write in a conversational and helpful tone.
- Keep messaging inclusive and easy to understand.

DON'T:

- Sound overly corporate or robotic.
- Use aggressive healthcare language or excessive jargon.
- Rely on slang or trends that do not align with the brand.

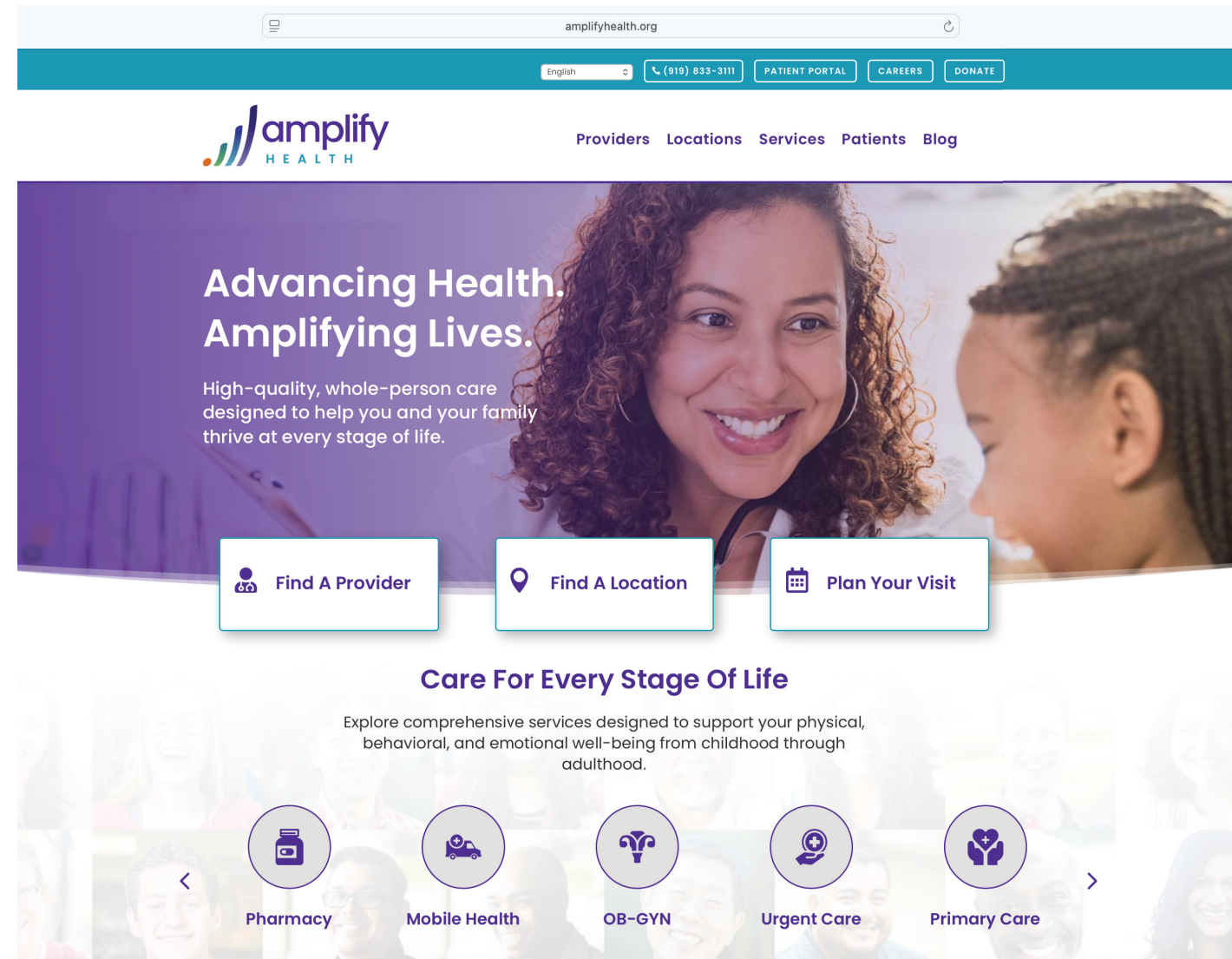
Design Best Practices

DO:

- Use approved brand colors and typography.
- Design with accessibility in mind using sufficient contrast and legible text.
- Keep layouts clean and uncluttered.
- Include a clear call-to-action when appropriate.

DON'T:

- Mix unapproved fonts or colors.
- Use low-resolution imagery.
- Overcrowd graphics with excessive text or design elements.
- Overuse animations or visual effects.



Amplify Health website home page

Pre-Publishing Checklist

Before publishing, confirm that:

- Logo usage follows brand standards.
- Content reflects the approved brand voice and platform (e.g., LinkedIn vs. Instagram).
- Typography, colors, and imagery are on-brand.
- Designs are optimized for mobile viewing.
- Story elements remain within platform safe zones.
- Content is accessible and easy to read.

Static banner examples:



160 x 600



728 X 90



300 x 250

Socia Media Image Sizes

The universal baseline for modern social media posts is 1080 pixels wide.

Vertical 4:5 images (1080 × 1350 px) dominate feed engagement, full-screen stories and reels require 9:16 (1080 × 1920 px), and standard link previews use 1200 × 630 px.

Instagram & Facebook (Meta):

Feed Post (Portrait): 1080 × 1350 px
(4:5 ratio — recommended for reach)

Feed Post (Square): 1080 × 1080 px (1:1 ratio)

Stories & Reels: 1080 × 1920 px (9:16 ratio)

Profile Picture: 320 × 320 px (displays as a circle)

Facebook Shared Link / Preview: 1200 × 630 px

X (Twitter):

In-Feed Post: 1600 × 900 px (16:9 landscape)
or 1080 × 1080 px (square)

Profile Picture: 400 × 400 px

Header / Banner: 1500 × 500 px

LinkedIn:

Feed Post: 1200 × 627 px (landscape) or 1080 × 1350 px (portrait)

Personal Profile Picture: 400 × 400 px

Personal Cover Photo: 1584 × 396 px

Company Cover Photo: 4200 × 700 px

TikTok & YouTube:

TikTok Video / Photo Carousel: 1080 × 1920 px (9:16 ratio)

YouTube Video Thumbnail: 1280 × 720 px (16:9 ratio)

YouTube Channel Banner: 2560 × 1440 px (safe text area in center 1546 × 423 px)

Social Media Guidelines:

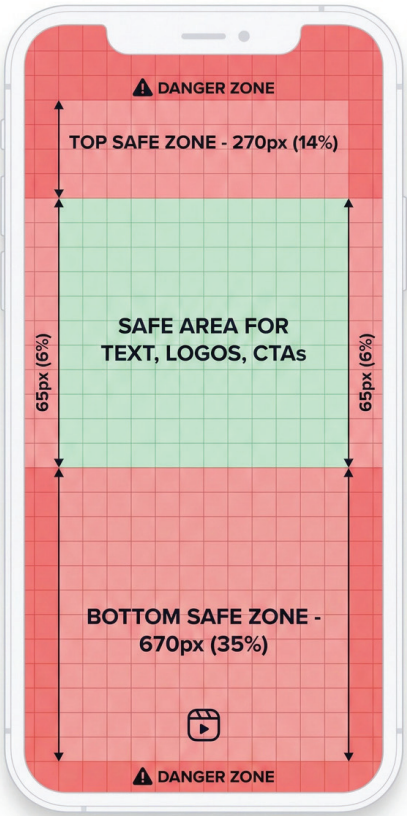
Socia Media Image Sizes

Social Media Image Sizes for 2026:

					
Profile Picture	320 x 320	320 x 320	400 x 400	400 x 400	20 x 20
Landscape	1080 x 566	1080 x 566	1280 x 720	1200 x 627	1920 x 1080
Vertical	1080 x 1350	1080 x 1350	720 x 1280	720 x 900	1080 x 1920
Square	1080 x 1080	1080 x 1080	1080 x 1080	1200 x 1200	640 x 640
Stories/Reels	1080 x 1920	1080 x 1920	N/A	N/A	1080 x 1920
Cover Photo	N/A	851 x 315	1500 x 500	1128 x 191	N/A

Paid Ad Dimensions:

Meta Ad Safe Zones:
Single 9:16 Vertical canvas (Reels)



<https://adsuploader.com/blog/meta-ads-safe-zones>



A unified brand.

A connected community.

A commitment to caring.

Amplified.