

The Picture of Health

Brand Style Guide



This is the guide to the basic elements of the Revere Health identity. Have a read and learn the do's and dont's of our brand.

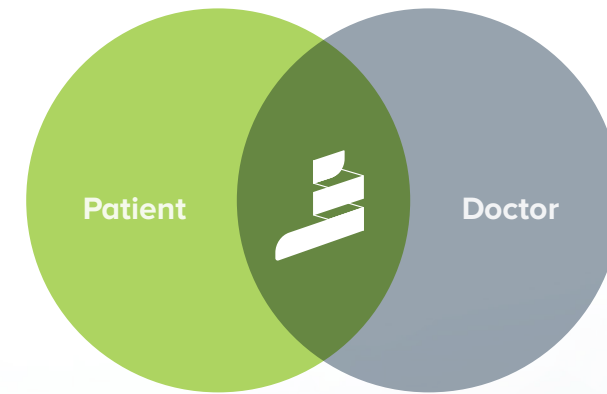
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WHAT WE BELIEVE, WHAT WE DO AND WHO WE DO IT FOR DEFINES Our Mission and Core Values

Mission

Our name is our mission and our promise:
Your health above all else.



Where the patient and doctor come together

Core Values

- Quality**
Providing value in every interaction
- Communication**
Choosing to listen is the essence of patient-centered care
- Innovation**
Imparting the best care through proven methods, expert training and cutting-edge technology
- Coordination**
Working together to provide the right care at the right time in the right place
- Independence**
Physicians empowering the patient—the most important decision maker in healthcare

Our logo represents who we are.

It's a significant part of our unique brand identity, helping create emotional associations for patients.

01 Corporate Logo

This is the primary logo for RevereHealth. Always use the full version and copy; only use the mark alone as a texture when the full logo is present in conjunction with the full logo.. Always use the full version instead of only the mark. Mark only scenarios are only permitted for use in communication when the full logo is present in conjunction with the mark.

02 Specialty Logo

The specialty mark represents all groups within a defined Revere Health specialty.

03 Group Logo

The group logo represents individual clinics. Different variations are available for print and web.



Say hello to the family.

If you can't find it here, we don't want you to use it.

Using the appropriate logo variation at the proper time is critical to presenting our brand in the best way possible. Below is a list of approved variation types and when you should use them. Please be aware that the list below only shows types of variations and doesn't represent an exhaustive list of available choices.

01 Main Logo

This is the main version of the Revere Health logo. It should be used any time proper contrast is available to achieve the highest brand recognition.

02 Single Color White or Black

Next to 01, this variant is used most frequently. The single color single color black and white variants are ideal in that they minimize print cost and have the highest contrast.

03 Single Color Complimentary

The single color complimentary variants of the logo should be used with discretion. These are ideal as a form of distinction in commercial printing efforts. Use only with approved pantone colors.

04 Screen Print

This variant is to be used for screen printing and embroidery. The logo has been reduced to 4 colors. 2 and 3 color versions are also available.

01



02



03



04



Our brand is very precious to us.

We took our time developing our identity, so please be nice to it.

01 Space around the logo

Always leave the logo some space to breathe. Use white or neutral backgrounds.

02 If the unavoidable happens...

If the Revere Health logo MUST be placed on a color (we prefer Revere purple) or a photo, use the white logo.

03 Color alert!

Do not place the logo on yucky colors.

04 Not Cool

Do not use the white logo on backgrounds that are too light or cluttered.

05 Not right

Do not rotate or skew the logo.

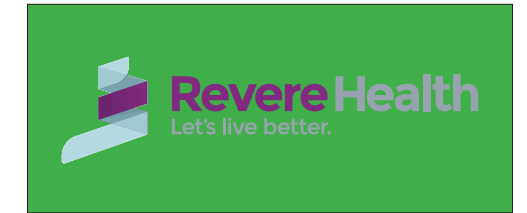
06 Not outstanding

Do not add embellishments like drop-shadows, embossing, glows etc. to the logo.

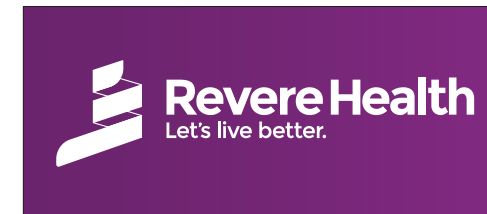
01 ✓



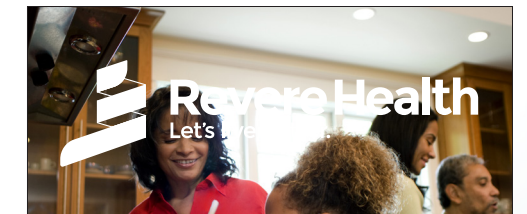
03 ✗



02 ✓



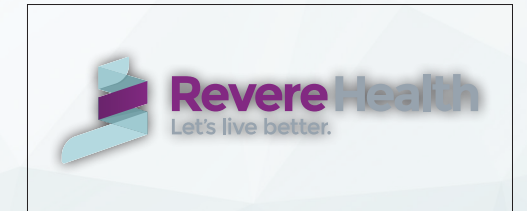
04 ✗



05 ✗



06 ✗



Our typeface.

Proxima Nova

The Proxima Nova type family is our corporate non serif font.

Proxima Nova is good for anything from headlines to text. Use Proxima Nova or the approved alternative. Proxima Nova costs a pretty penny so a free alternative that will be provided is the **Gotham** typeface.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!#\$&@*) 0123456789

Aleo

The Aleo typeface family is our corporate serif font.

Aleo is used only in text applications.. Aleo is a free font available to anyone for download. Please use this text option when a serif font is needed.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!#\$&@*) 0123456789

Our Colors.

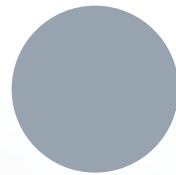
This palette gives us personality.

These are our primary colors for text and headers.



Revere Purple
Pantone 2612

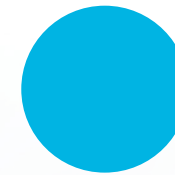
CYMK 60/100/13/0
RGB 131/42/130
Hex #832a82



Revere Text
Pantone 7543

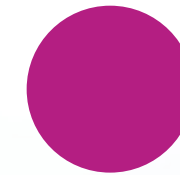
CYMK 41/21/24/0
RGB 144/167/172
Hex #90a7ac

These colors only appear as accent colors.



Revere Blue
Pantone 306

CYMK 79.8/1.15/0/0
RGB 0/183/239
Hex #00b7ef



Revere Magenta
Pantone 241

CYMK 25/100/0/0
RGB 189/26/141
Hex #bd1a8d



Revere Green
Pantone 367

CYMK 38/0/100/0
RGB 171/208/55
Hex #abd037



Revere Light Gray
Pantone 538

CYMK 21/7.74/8.85/2.58
RGB 193/209/216
Hex #c1d1d8

Patterns.

When a little added depth is required.

Below are our two main corporate patterns. Feel free to explore ways to incorporate these into your messaging.



Don't call us shallow

but we care about our looks.

Photography

Images communicate strong messages about our organization. Keep in mind our key messaging and values.

When the urge strikes you to use a photo, ask yourself these questions:

- Does the image feel natural, observed or shot on a real location (candid shots are key)?
- Does the image feel unique and not like a stock shot?
- Are people in the image engaged in conversation or focused on the same thing?
- Is there a clear message in the photo?
- Do the people feel kind and friendly.... would you introduce them to your mother?

If you answer "yes!" to all of these questions, congratulations! You have found yourself an image to use.



Let's all protect the family name.

For questions, guidance and support, please contact the Revere Health marketing department. Remember, all internal materials must be submitted to marketing@reverhealth.com for approval prior to publication.