



BRAND **IDENTITY**

covermymeds®

FINDING YOUR
WAY AROUND

Brand Strategy 03

Mission	04
Core Values	05
Positioning	06
Brand Pillars	07
Elevator Pitch	09

Verbal Identity 10

Goals	11
Principals	12
Voice	14
Tone	16

Visual Identity 18

Wordmark	19
Color	26
Typography	29
Photography	32
Graphic Devices	36

Culture Brand 47

Vision	48
Positioning	50
Brand Pillars	51
Voice	52
Photography	53
Graphic Devices	58

SECTION 01

Brand Strategy

Everything we do revolves around our mission. From our strategy to our voice and visual identity, these guidelines describe who we are and how we live out that mission.

Helping people get the
medicine they need to live
healthier lives.



Growth Mindset

They're who we are, not just how we think.

Embrace Challenges

Achieving our mission requires us to do things that have never been done before. We embrace this, knowing there will not always be an easy answer, or someone to tell us what to do.

Results Matter

We care intensely about the achievement of our numbers, milestones and product excellence. No strategy, process, organization, team or person is sacred if we are not getting the job done.

Be Selfless

We recruit and promote people who want to win as part of a great company. We check our egos at the door and win as a team.

Do the Right Thing

We treat people like adults and always behave with ethics, integrity and honesty, beyond question.

Be Yourself

Our work is serious, but we should never take ourselves too seriously.

Positioning

Our position describes who we are, to whom we're appealing, what we do that's different than our competition and why that matters:

Every day, millions of people encounter medication access challenges. CoverMyMeds builds solutions that enable a vast healthcare network — from providers and pharmacies to payers and life sciences brands — to make the best decisions for patients. With our network, we're solving access challenges through innovative technology like electronic prior authorization, prescription decision support tools and a new model for the specialty hub.

The state of healthcare may be complicated, but our mission isn't: **Help people get the medicine they need to live healthier lives.**



WHAT

Reinvent how healthcare stakeholders and patients navigate medication access challenges

HOW

By creating win-win solutions through remarkable people and innovative technology

WHY

To help patients get the medication they need to live healthy lives

BRAND PILLARS

The six brand pillars define different elements of our brand — how we want to be perceived, how we hope to make people feel and how both are *ultimately grounded in the mindset of our organization.*

Patient-Focused *Connected*

DO THE RIGHT THING
BE SELFLESS

All of our decisions begin and end with the patient in mind. We want people to appreciate our ability to fundamentally understand their vulnerabilities and address their needs.

Industry Leader *Confident*

RESULTS MATTER
EMBRACE CHALLENGES

Our work has transformed the approach to enabling access. Because of remarkable people and win-win solutions, we create a belief that we'll always find a way to deliver the care our audiences need.

Knowledgeable *Empowered*

RESULTS MATTER
BE SELFLESS

We've collected a wealth of experience and developed broad, lasting relationships across the healthcare network. We want others to share and benefit from what we've created and learned.

Reliable *Secure*

RESULTS MATTER
DO THE RIGHT THING

In a world with privacy concerns, reliability and peerless security are fundamental to our business. We leave people feeling reassured that their information is being protected at all times.

Innovative *Inspired*

DO THE RIGHT THING
BE YOURSELF

Complicated situations require creative and dynamic thinking, and that's our area of expertise. We create solutions that leave people energized by the experience.

Friendly *Supported*

DO THE RIGHT THING
BE YOURSELF

In a world rife with challenges, we bring an attitude that is warm and welcoming. We want everyone to feel that someone has their back, always.



Elevator Pitch

Every day, millions of people encounter medication access challenges.

CoverMyMeds reinvents how healthcare stakeholders and patients navigate these challenges by pairing remarkable people and innovative technology to create win-win solutions — from ePA and prescription decision support tools to a new model for the specialty hub. Our goal: Help people get the medicine they need to live healthier lives.

SECTION 02

Verbal Identity

Our verbal identity consists of core messages, brand voice and a messaging matrix. **These help us stand out from others and consistently communicate what we're all about.**

GOALS

Respect

We treat our audience — patients and members of our network — with respect and empathy. We avoid condescending language and create and share content that uses an inclusive tone.

Inform

The first step in creating good content is focusing on what the audience needs to know — not on what we want to say. We strive to get them the exact information they need, along with opportunities to learn more.

Empower

We help people understand CoverMyMeds with language that informs and encourages them to experience our products.

Be Authentic

We stick to what we know. We're honest about our role in our audience's lives.

PRINCIPALS

Clear

We understand the topic we're writing about (or we find someone who can break it down for us). We use simple words and sentences.

Useful

Before we start writing, we ask: What purpose does this serve? Who is going to read it? What do they need to know?

Friendly

We're a tech company, but CoverMyMeds is known for its warmth. We'll break a few writing rules if it makes us more relatable and engaging.

Appropriate

Just like in face-to-face conversations, we adapt our tone depending on who we're engaging with and what we're writing about. We craft content that suits the situation.

Accurate

We take all steps necessary to ensure our content is fact-checked and accurate before publishing, sharing, etc.

VOICE & TONE

We engage our readers successfully when we're aware of our voice and tone. While our voice is consistent, our tone changes depending on our audience, the channel in which we're publishing and, of course, the subject matter.

Voice: *Part of every message we communicate to our network*

The voice of CoverMyMeds is thoughtful, empathetic and inclusive, so all network stakeholders feel we're speaking to them as we focus on our shared priority: serving patients.

We explain important details in a simple, straightforward way. We instill confidence that goes beyond reassurance, emphasizing how our network is "in this together." Through our voice, we show we understand each stakeholder's priorities and needs.

Lead with relevance

Empathetically voicing our expertise/ understanding

Connect as a peer

Speaking personably, as equals with the reader

Acknowledge the collective

Referencing the idea that our success is dependent on many stakeholders

Boldly create confidence

Demonstrating our authority and alliance

We have a unique perspective in that we understand and appreciate the distinct challenges of each network partner — and how these challenges impact patients.

In a nutshell, we know the details are important, but we're always focused on the big picture. That's why we speak with authority but also empathy, conversationally yet to-the-point.

Above all, we speak with clarity. Think of the classic provider-patient scenario: You're diagnosed with an illness: You want a doctor who can explain the nitty-gritty details to you, but not one who's going to be obtuse and use words you can't understand.

OUR COPY IS...

Authoritative yet conversational

We're the expert, but we're also human.

Expressive yet straightforward

We use emotion, but we get to the point.

Dependable yet unconventional

We understand what's at stake, but we're a startup at heart.

Inclusive

We speak like a brand that knows we're all in this together.

Tone:

CoverMyMeds' *attitude*

CoverMyMeds' tone is friendly, though getting our point across quickly is more important than entertaining our audience.

Always consider the reader's state of mind: Are they having trouble accessing their account? Are they looking for best practices from one of our subject matter experts? Do they need product details quickly? Adjust accordingly.

OUR TONE VARIES, BUT HERE'S A START...

Bold yet respectful

We're good at what we do, but we understand that our success depends on collaboration.

Empathetic and aware

Patient problems are serious.
Network problems are serious.
We get that.

Progressive, though not rebellious

We've made our name in the industry, but we're still innovating.

Impassioned, not over-the-top

We use emotion only when it's appropriate.

ADDITIONAL GUIDANCE

Use positive language, not negative.

Use active voice — always.

Because we communicate across healthcare, and because our network is diverse, we should avoid jargon that may be lost on one or many members of our network.

We should be as inclusive in our language as possible, and never make assumptions about how much our readers know about the business, our products or even the industry.

SECTION 03

Visual Identity

Our identity is a cohesive, visual expression of our brand story.

We leverage this system to create compelling messages, provide clarity and inspire those we communicate with.

Our Wordmark

The CoverMyMeds logo is a visual representation of our company, people and brand.

As the foundation for our identity, the consistent and proper use of the logo strengthens recognition for CoverMyMeds and explains the impact of our visual communications.

The wordmark logo for CoverMyMeds, featuring the text "covermymeds" in a lowercase, sans-serif font. The word "cover" is orange, "my" is pink, and "meds" is orange. A registered trademark symbol (®) is located at the top right of the word "meds".

Color



PRIMARY USE

The two-color wordmark is the preferred version and should be used when possible.



SECONDARY USE

When it's not possible to use a colored logo, a white logo placed on a brand color is the preferred use.

Space & Size

CLEAR SPACE

Clear space is the protected area around the logo that maximizes impact and visibility. Keep the space free of all other graphics and text, including other logos.

It is also the minimum distance the logo can be from the edges of an electronic document or printed piece.

MINIMUM SIZE

To ensure the legibility of our logo, it should not appear smaller than 1-inch wide in print and 75 pixels wide on screen.



covermymeds

Print
1" minimum

covermymeds

Digital
75px minimum

Incorrect Use

Consistent use of the logo is crucial to protecting our visual identity. Here are a few examples of what not to do.



Do not reconfigure the words.



Do not alter the proportions.



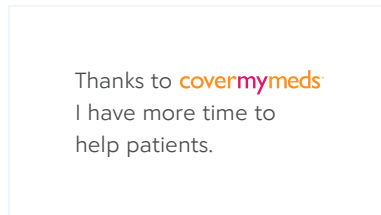
Do not use tints or screens.



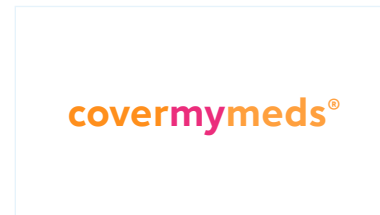
Do not add special effects.



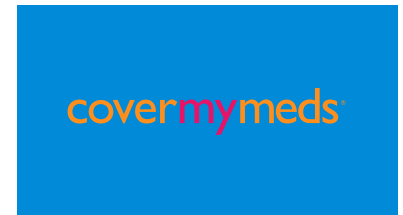
Do not change the colors.



Do not use the wordmark within text.



Do not recreate the wordmark in another typeface.



Do not place the colored wordmark on a colored background.

COBRANDING

Cobranding allows us to showcase our valued partner relationships.

Various considerations have been made to ensure both brands are appropriately represented.

Typically, one brand is leading. This is often determined by which brand is better known to the target audience or which team is responsible for creating or distributing the piece. Beyond logos, we do not mix brand elements. For example, we would not use our color palette with a partner brand's fonts.

COBRANDED LOCKUPS

The placement of logos often communicates the primary brand.

When cobranding a piece, the primary brand is traditionally on the left or on top with the partner logo on the right or on the bottom.

When featuring the CoverMyMeds wordmark with partner logos, ensure all logos have the same visual weight and are aligned along the baseline or horizontally centered.

For horizontal lockups, use a 1 pixel gray vertical line as a visual divider between the logos. Do not use a visual divider between logos in a vertical lockup.

Avoid combining more than three logos.

HORIZONTAL LOCKUP



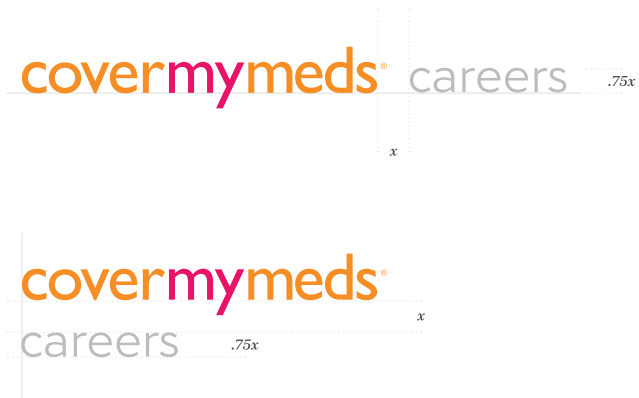
VERTICAL LOCKUP



BRAND ARCHITECTURE

Our brand architecture elevates the master brand while providing a scalable, consistent architecture for our solutions. All solution branding is created and managed by the marketing team.

PRIMARY ARCHITECTURE

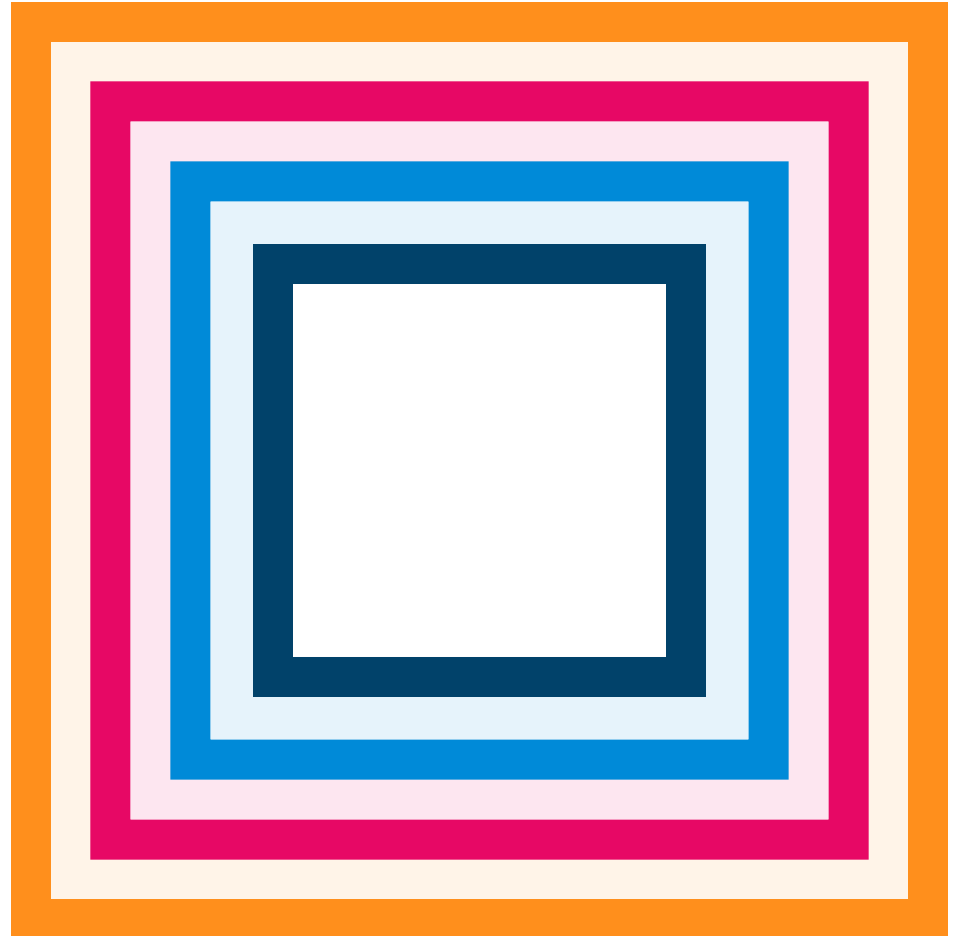


SECONDARY ARCHITECTURE



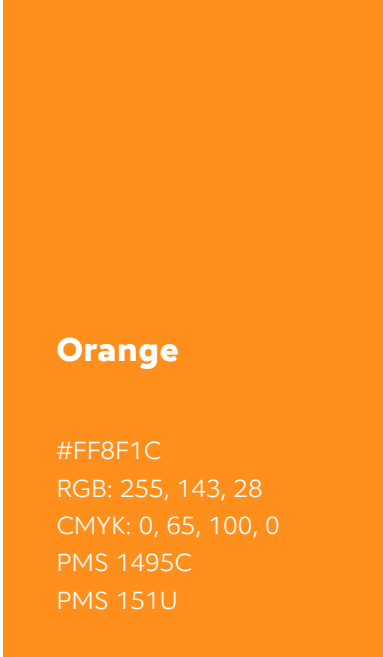

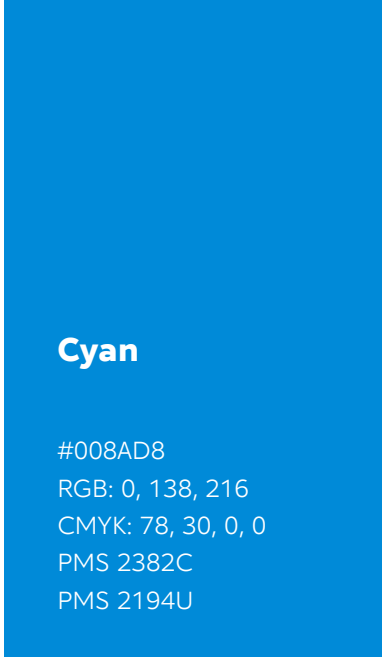
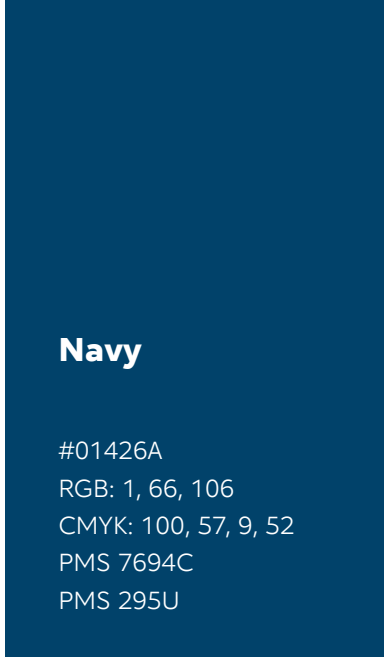
Color

Color is an important part of the CoverMyMeds visual identity. The brand colors help convey our personality and values and are used to create brand recognition and consistency across all our materials.




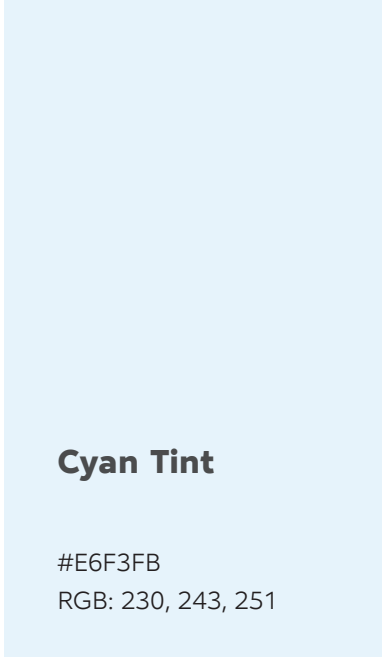
PRIMARY PALETTE

The use of brand colors will vary depending on the textual context of your work. In most cases, the primary color palette should be used with orange and magenta as the dominant proportion. White is also prominently used to help with spacial definition.

 <p>Orange</p> <p>#FF8F1C RGB: 255, 143, 28 CMYK: 0, 65, 100, 0 PMS 1495C PMS 151U</p>	 <p>Magenta</p> <p>#E70865 RGB: 231, 8, 101 CMYK: 2, 97, 50, 0 PMS 191C PMS 192 U</p>	 <p>Cyan</p> <p>#008AD8 RGB: 0, 138, 216 CMYK: 78, 30, 0, 0 PMS 2382C PMS 2194U</p>	 <p>Navy</p> <p>#01426A RGB: 1, 66, 106 CMYK: 100, 57, 9, 52 PMS 7694C PMS 295U</p>
---	--	---	--

TINTS

Our library of tints echo the primary and secondary color palette and bring balance the vibrancy of the primary colors and add warmth. They can be used to accent or divide space and also to outline images.

			
Orange Tint	Magenta Tint	Cyan Tint	Navy Tint
#FFF2EB RGB: 255, 242, 235	#FDE6F0 RGB: 253, 230, 240	#E6F3FB RGB: 230, 243, 251	#E7EDF1 RGB: 231, 237, 241

Typography

CoverMyMeds uses a family of proprietary typefaces to complement our voice and reinforce our brand. Our typefaces have distinctive qualities and proper application will help improve readability and deliver a distinguished, unique and ownable look.



Our Fonts

COVERMYSANS

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

COVERMYSERIF

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

Semibold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

Default Fonts

When the primary brand fonts are unavailable, Avenir (or Avenir Next) and Georgia are the substitute font families that may be used.

AVENIR

Light | Book | Medium | **Black**

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

1234567890!@#%&

GEORGIA

Regular | *Italic* | **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

1234567890!@#%&



Photography

Imagery is a vital component of the CoverMyMeds brand. When used correctly, it simplifies complex ideas and conveys messages and emotions that text alone cannot.

Our imagery is friendly, light, professional and patient-focused. It celebrates the uniqueness of our patients, highlighting their humanity as they live their best lives despite any physical conditions or challenges.

Our proprietary photography should be leveraged for most use cases to ensure differentiation but can be supplemented with stock images that reflect our three photography principals.



Genuine Moments

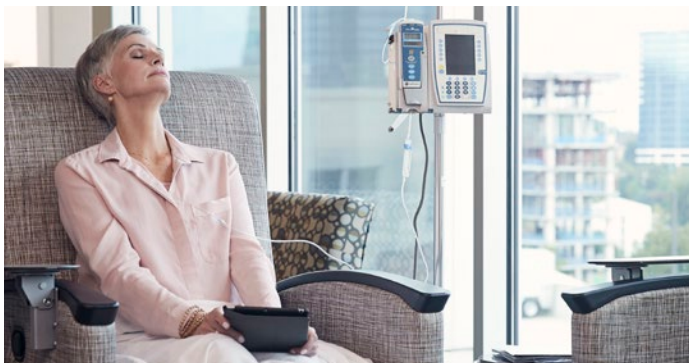
FRIENDLY / SUPPORTED
PATIENT-FOCUSED / CONNECTED

Capture a slice of life by showing people in their every day.

Nuance “the imperfect compromise” by not having the shot perfect or too contrived.

Embrace candor — the subject should not be looking into the camera.





Embrace Simplicity

INNOVATIVE / INSPIRED
RELIABLE / SECURE

Prioritize simplicity through a clear focal point (i.e., by keeping the environment clean or including props that complement the moment).

Crop and compose shots in interesting ways, not always showing the entire image.

Evoke Empowerment

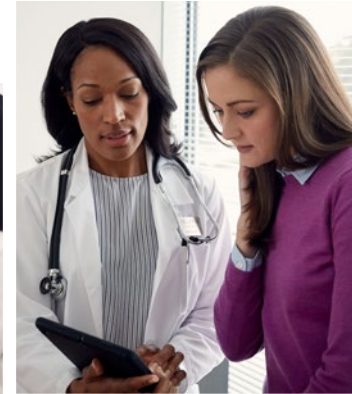
INDUSTRY LEADER / CONFIDENT
KNOWLEDGEABLE / EMPOWERED

Capture moments that are engaging and actively connected through interaction.

When possible, capture patients speaking and position them at or above eye level to demonstrate our patient-centric approach.

Demonstrate a micro and macro view of the world of healthcare through the lens of a more customer-driven approach.

Uncover opportunities beyond the current landscape to reflect diversity and inclusion.

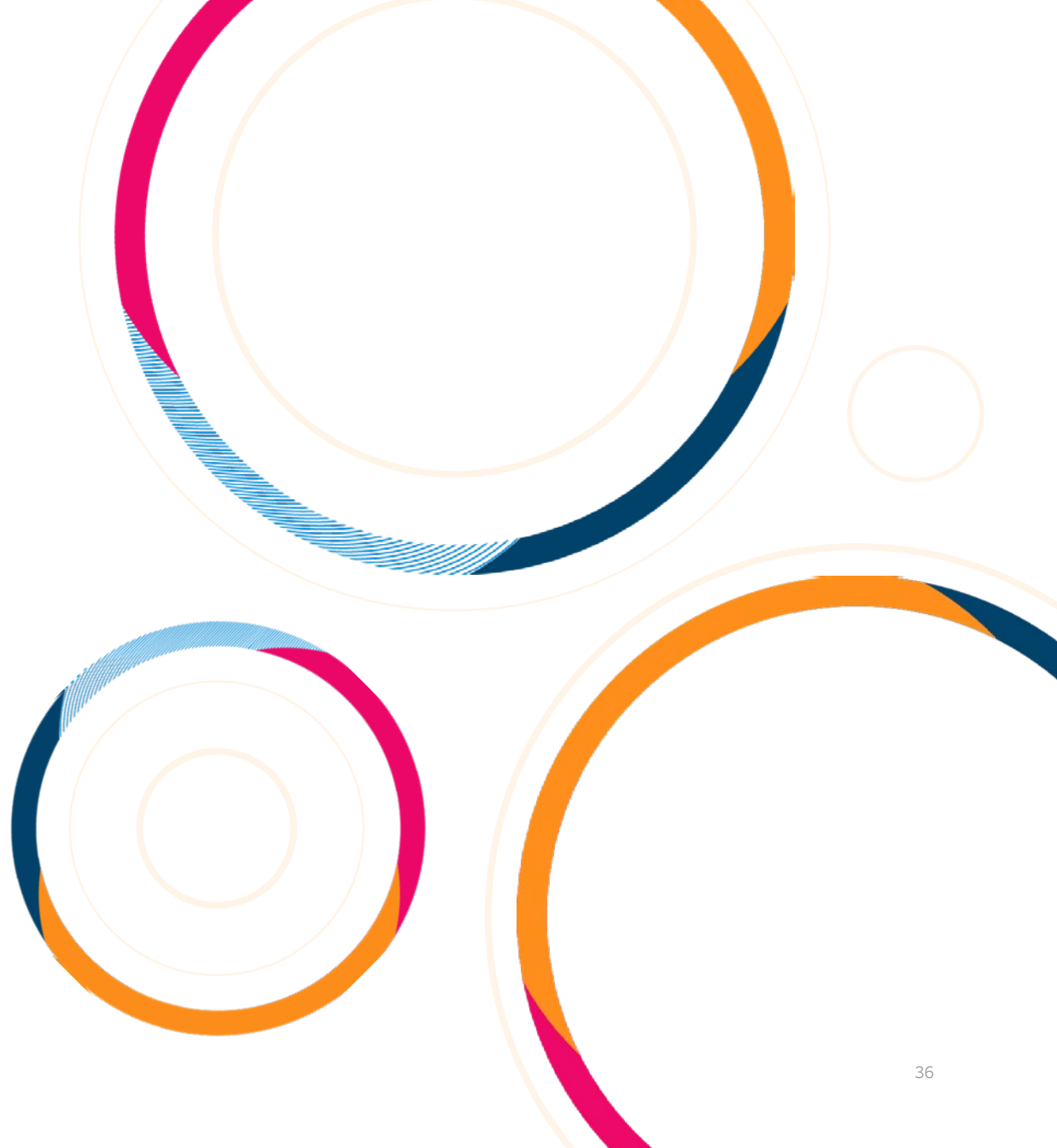


Graphic Devices

Our visual identity relies on the fundamental concept of framing.

All four primary colors are present in our devices, with magenta and orange being dominant. They are representative of our diverse healthcare stakeholders: providers, pharmacists, payers and life science brands. As they come together, they reference our company-wide approach of network inclusivity with our solutions.

Our graphic elements serve to unify every aspect of our communication.

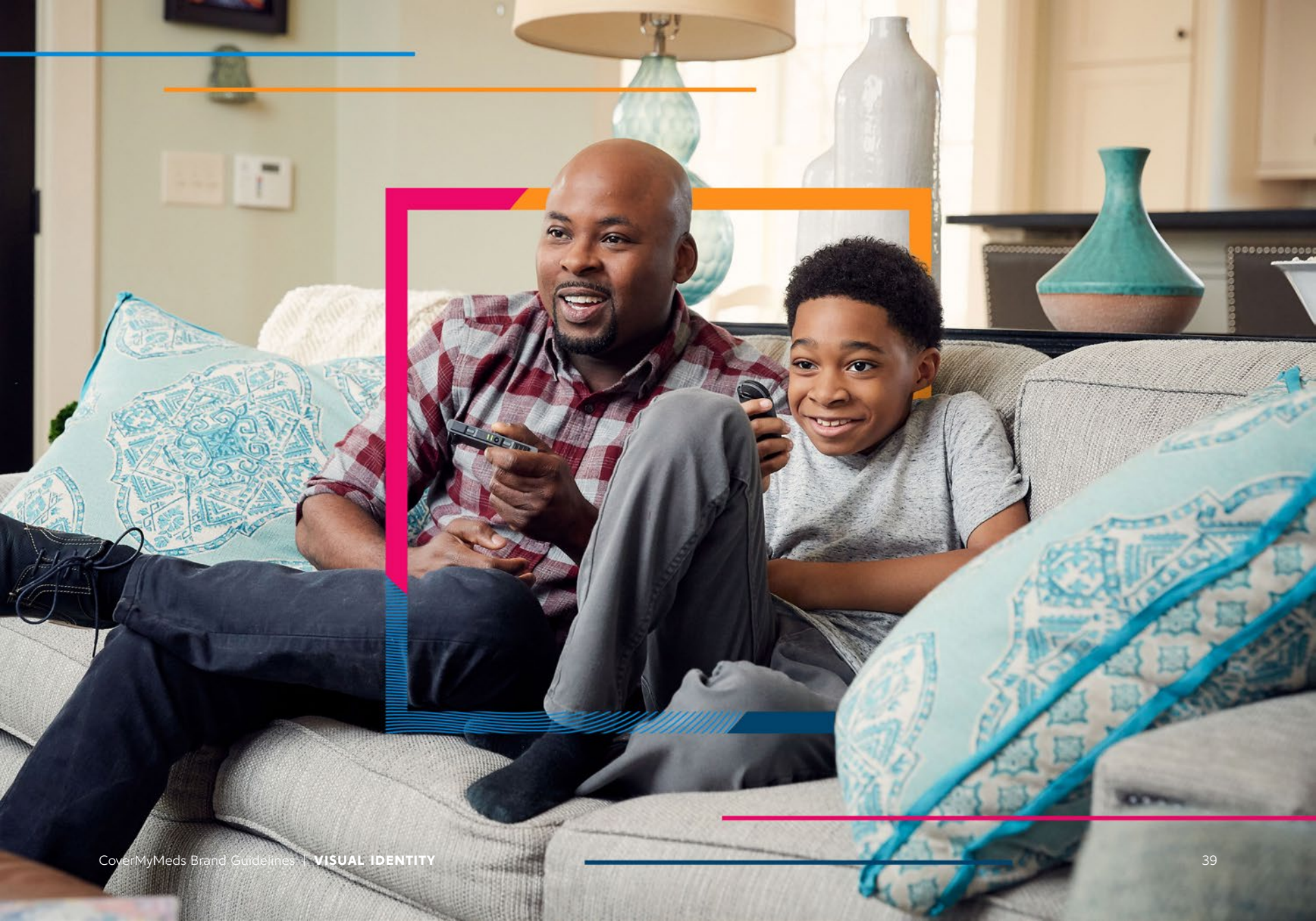


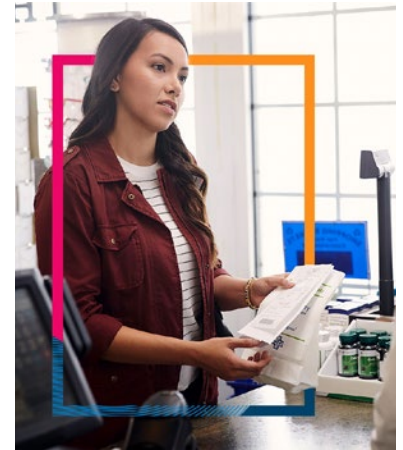


FRAMING WHAT'S IMPORTANT

Frames are used to focus the eye on a visual, either partially or entirely. They can also be used to exclusively or simultaneously call out important parts of text.









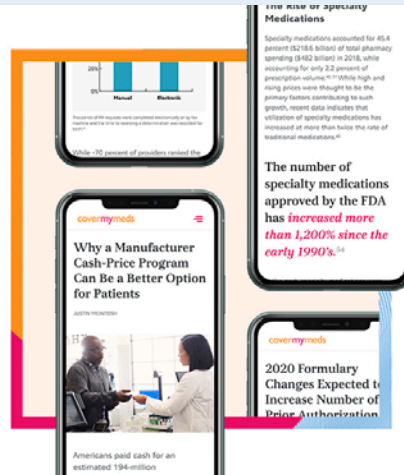
Solving medication access challenges every step of the way.

EXPLORE PATIENT JOURNEYS →

covermymeds

See what's trending in healthcare

SUBSCRIBE TODAY »



MEDICATION ACCESS

ICONS

When paired with copy, our icons add visual interest and clarity to our materials.

They are intended to be used at smaller sizes and both their graphical representation and visual form is simple and clear.

The icons use sharp geometric angles, with minimal rounded corners to remain approachable and friendly, while staying clean and clinical for use within the medical space. Navy is the foundational color with magenta as a highlight.

COLOR GUIDE





ACCESS



ACCURATE



APPROVED



AUTOMATION



CALENDAR



CHOICE



COLLABORATION



COPAY CARD



CUSTOMER
SUPPORT



CUSTOMIZE



DATA



DECREASE



DENIED



EFFICIENCY



EHR



ELECTRONIC



EPA



FAX



FOLLOW UP



FORM



GROWTH



HEALTH
SYSTEM



INCREASE



INTEGRATION



LAB RESULTS



LIFE SCIENCE



MEDICATION



MONEY



NOTIFICATION



OPPORTUNITY



PATIENT



PATIENT
OUTREACH



PAYER



PHARMACY



PHONE



PROVIDER



SCHEDULE



SEARCH



SECURE



SETTINGS



SIGNATURE



SMS



SPECIALTY
MEDICATION



SPECIALTY
PHARMACY



SPEED



STATUS



STREAMLINE



TRANSFER



TRUSTED



WORKFLOW

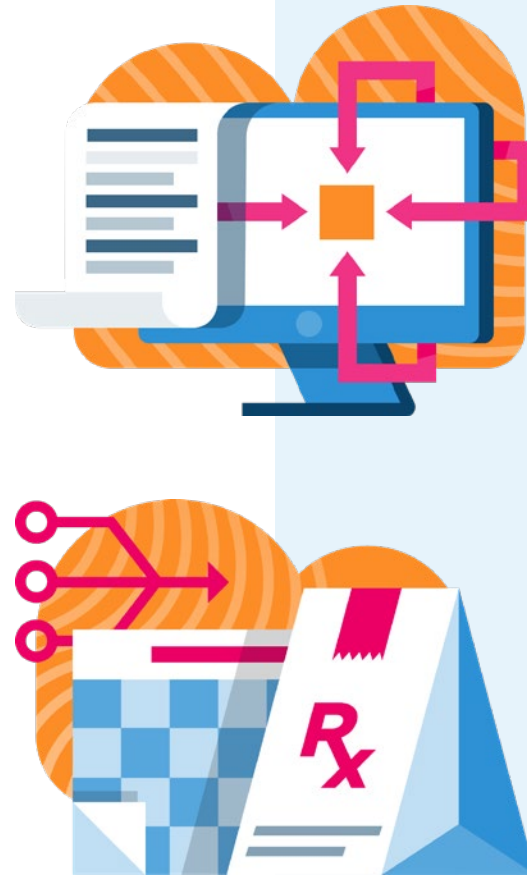
ILLUSTRATIONS

Our illustrations provide a strong visual impact to our brand story.

Vibrant colors and sharp geometric angles are balanced with airy compositions and brand patterns, for a style that is energetic and appealing as well as trustworthy and approachable.

Illustrations are always paired with content and combined with other brand elements to create a cohesive and consistent experience.

COLOR GUIDE





HEALTHCARE NETWORK



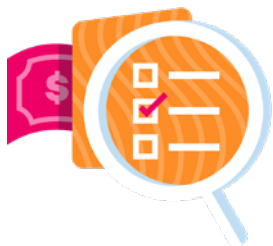
MEDICATION ACCESS



NETWORK COLLABORATION



PATIENT JOURNEY



PRICE TRANSPARENCY



SPECIALTY



SPECIALTY 2



TECHNOLOGY

NETWORK GRAPHIC

Similar to our framing devices, the network graphic is representative of our company-wide approach of network inclusivity.

We always pair the network graphic with patient imagery to represent our brand promise of bringing the network together with a focus on helping patients.



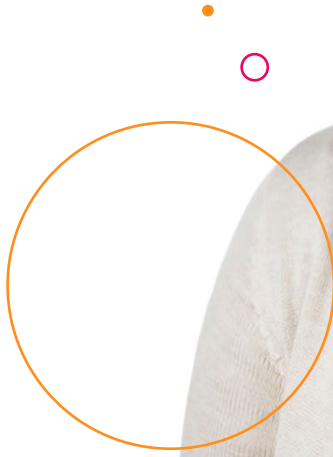
SECTION 04

Culture Brand

Our culture brand is a unique expression of our internal environment. It compliments the master brand while maintaining some independence.

CULTURE VISION

With our growth mindset as the foundation, we're building a unique work environment where remarkable people can make a big impact on our mission, as well as within their communities.



helping
patients



DIFFERENTIATION

What Makes Our Culture Different

BOLD

An environment that encourages selflessness as well as taking “home-run swings” — for the good of the company, and ultimately the patient

INNOVATIVE

A willingness to embrace good change and solve problems in a way in which everyone — patients, our partners and our employees — wins

MISSION-DRIVEN

A strong focus on how our work helps people live healthier lives, supported by a growth mindset that aligns to this mission

HUMBLE

A commitment to recruiting people who want to win as part of a team and don't mind checking their egos at the door

SUPPORTIVE

Leadership that advocates for progress over perfection and promotes learning and personal growth

POTENTIAL

A winning formula in an industry (healthcare) in which opportunities are endless

INCLUSIVE

A bottom-up culture that celebrates, respects and hears every voice

GROWTH-ORIENTED

A track record of unprecedented growth and a future-forward focus

DEPENDABLE

A startup mentality with the stability of a Fortune 6 company

TALENT

I can see myself here

CoverMyMeds' active investment in people offers me an unparalleled opportunity to make the biggest impact on patients and in my community in the shortest amount of time.

It's about more than fitting in; it's about actively contributing talent, perspective and personality to solve big problems and do meaningful work.

COMMUNITY

I'm proud of my neighbors

Through their patient-focused mission, as well as their work in my community, CoverMyMeds is making a positive impact.

While I don't work at CoverMyMeds, I've been directly or indirectly affected by their community investment and the selfless, authentic way they give back.

PARTNERS

I admire my teammates

CoverMyMeds' innovative approach to workplace culture is driving enterprise success, while highlighting a commitment to helping patients.

By empowering and investing in their people, they've created a winning formula and a culture of leaders that I admire and emulate in my workplace.

BRAND PILLARS

Our five culture brand pillars define how we want to be perceived, how we hope to make people feel and how both are ultimately grounded in our growth mindset.

Humble
Supported

DO THE RIGHT THING
BE SELFLESS

Authentic
Confident

BE YOURSELF
DO THE RIGHT THING

Innovative
Creative

EMBRACE CHALLENGES
RESULTS MATTER

Ambitious
Empowered

RESULTS MATTER
EMBRACE CHALLENGES

Inclusive
Respected

BE YOURSELF
BE SELFLESS

VOICE

HONEST & DIRECT

A crucial balance

The balance of ambition and humility is the secret sauce, the intangible quality that makes something CoverMyMeds-y. We want employees to feel empowered to shoot for the stars as well as admit failure. We'll be as open about hitting our goals as we are about missing the mark.

HUMAN & ORGANIC

Brains, heart and soul

We can't just talk about solving problems and fixing things — real people are impacted by our solutions, and real people are creating our solutions. In communicating our culture to stakeholders, we must capture the emotion as well as the logic behind it.

BRIGHT & CONSIDERATE

Never say never

Change is a constant at CoverMyMeds. Our products, like our people, are always evolving — and we may never do the same thing the same way. In order to continue making a big impact, we encourage creativity by inviting unique perspectives and encouraging idea-sharing.



PHOTOGRAPHY

Capturing Authenticity

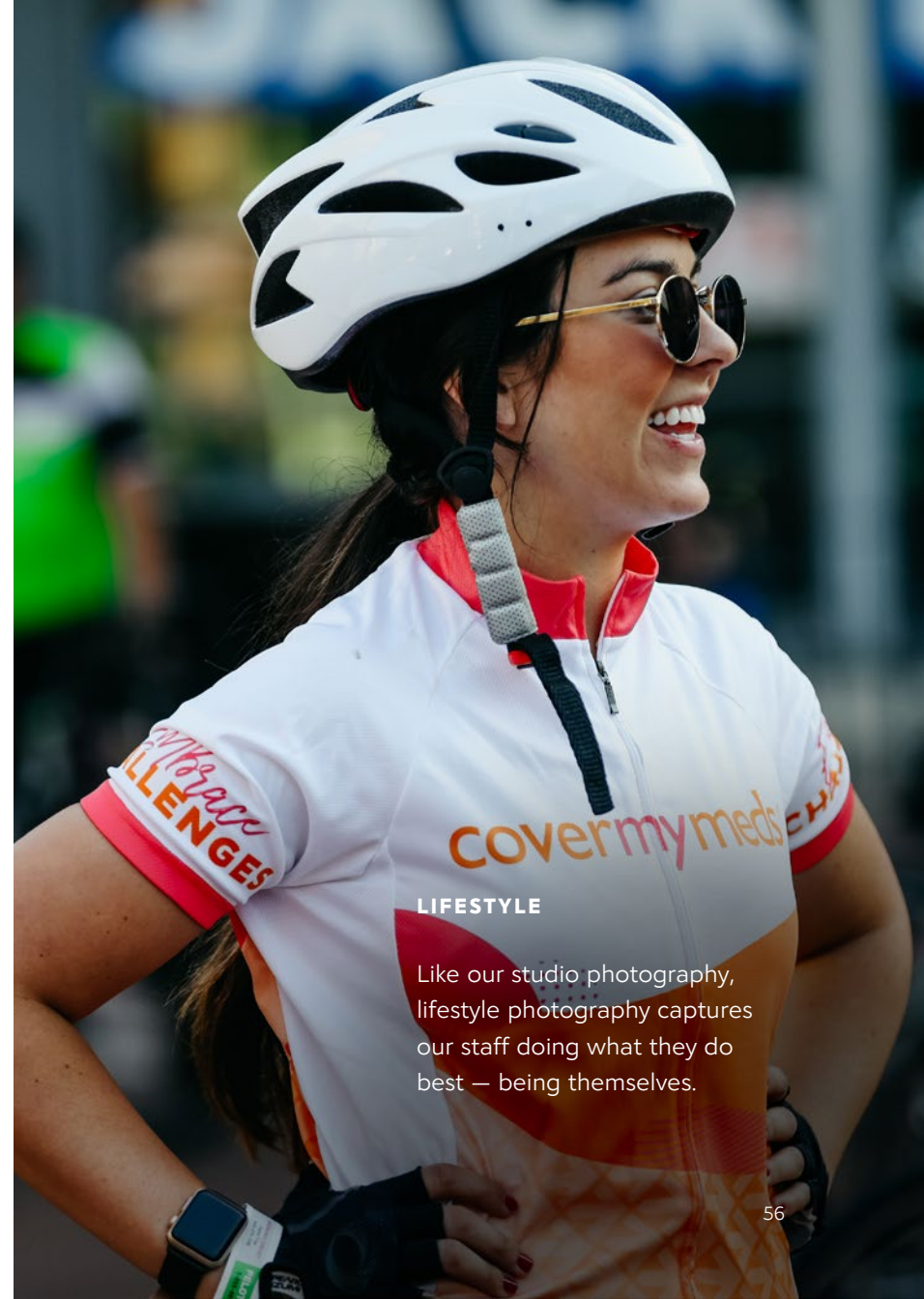
We leverage studio and lifestyle photography to capture the bright, diverse talent at CoverMyMeds and fully embrace our Be Yourself mindset.

STUDIO

Studio photography is brightly lit on a light backdrop to capture the energy and authenticity of our staff







LIFESTYLE

Like our studio photography, lifestyle photography captures our staff doing what they do best — being themselves.



Graphic Devices

The visual identity builds on foundational elements of the master brand like color and typography, while adding key unique elements and styles to create differentiation.

All of these elements come together in a collage style that capture a unique balance of structure and creativity.

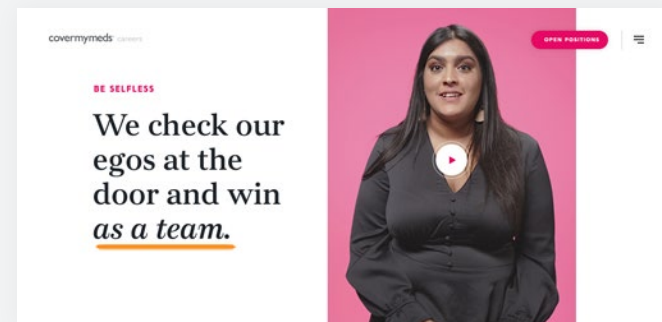
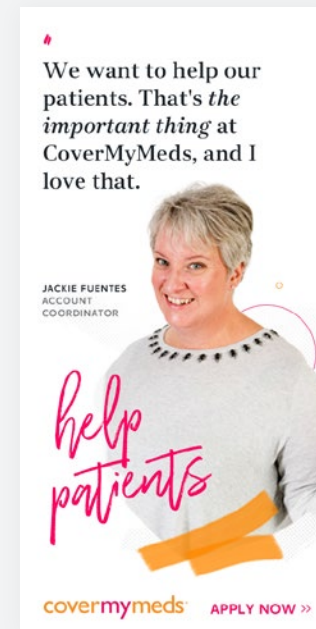
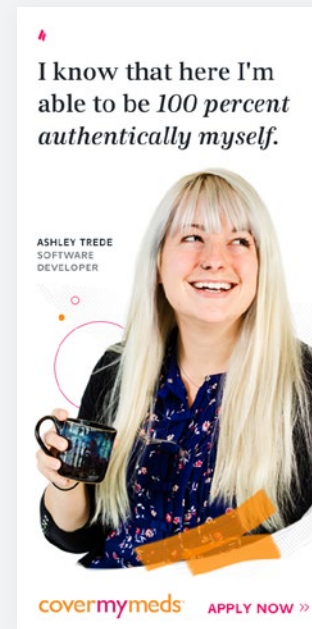
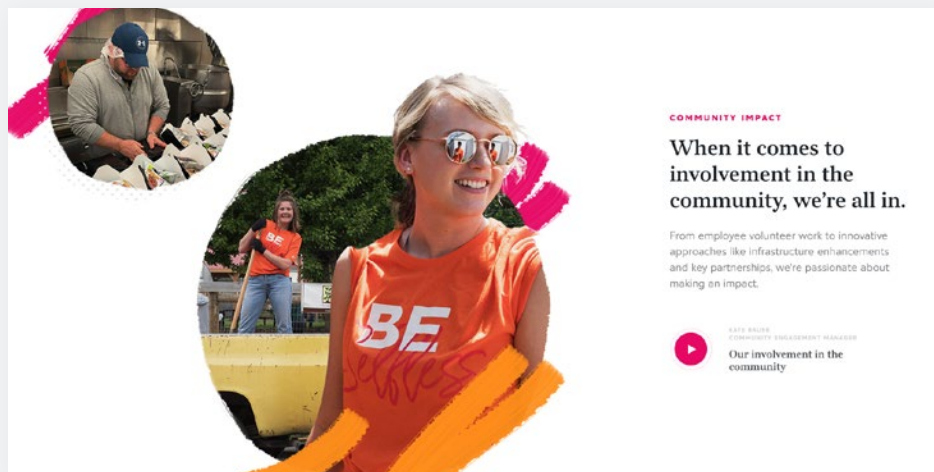
WILDERNESS TYPEFACE

CIRCLES

HALFTONE TEXTURE

BRUSH STROKES





Brand assets are available at **covermymeds.com** or by contacting our brand team at **brand@covermymeds.com**.

Version 2.1 – June 2020