



# Brand Guidelines

June 2023



These Brand Guidelines are designed to establish a baseline framework for an identity that can, and will, evolve over time. Whether it's on-screen or in print, we encourage thoughtful creativity and innovative design. However, when working with our brand identity, please do so with respect and consideration of these standards to maintain the integrity of our appearance.

These brand guidelines will help you understand and use the elements of the AscellaHealth brand to consistently communicate a clear, unified identity to customers, prospects, partners, employees, and stakeholders both inside and outside of the company.

For situations that may require you to push beyond these guidelines, or if you have questions about the use of AscellaHealth's brand elements, please contact Elissa Curtis ([elissa.curtis@ascellahealth.com](mailto:elissa.curtis@ascellahealth.com)).

Brand consistency is important because it:

- Protects AscellaHealth's investment and builds brand equity
- Conveys AscellaHealth's outlook, attitude, and promise to its employees, clients, and stakeholders
- Differentiates AscellaHealth from the competition
- Eliminates confusion surrounding our brand vision and what AscellaHealth stands for
- Engenders trust – stakeholders trust brands they recognize

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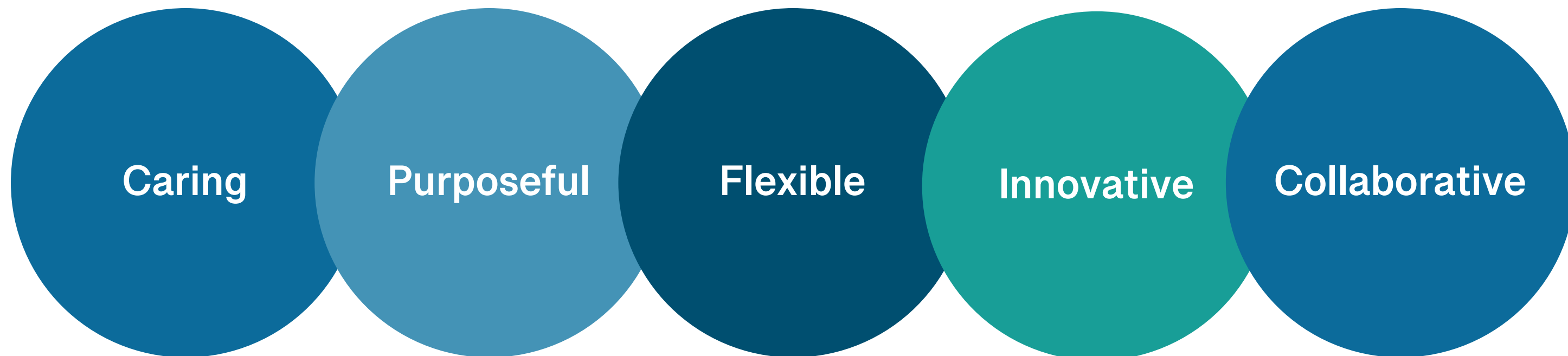
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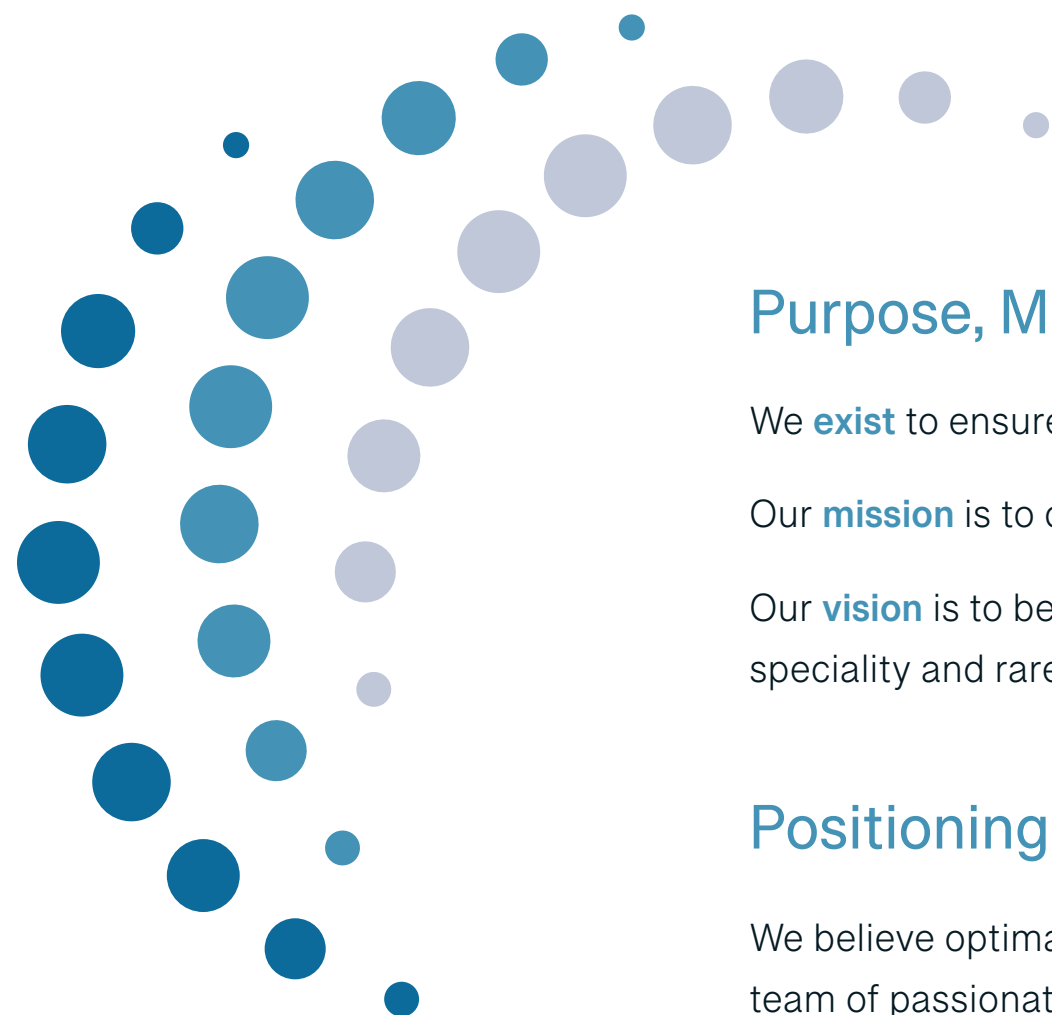
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# 01

## Strategic Insights

## Brand Attributes





## Purpose, Mission, Vision

We **exist** to ensure people with speciality and rare conditions get the treatments they need.

Our **mission** is to deliver uniquely tailored solutions that will improve health outcomes and enhance patient journeys.

Our **vision** is to be the preferred choice for ensuring enhanced access, outcomes and efficient distribution of treatments for speciality and rare conditions.

## Positioning Statement

We believe optimal outcomes in specialty pharmacy healthcare require a specialized approach. That's why we've assembled a team of passionate professionals and caring clinicians to thoughtfully address the myriad challenges associated with treating specialty and rare conditions. Partnering with patients, life sciences manufacturers, payers and providers we develop and implement uniquely tailored solutions to ensure enhanced access, outcomes and efficient distribution to lifesaving treatments.

At AscellaHealth, we bring **a rare and special perspective** to those who need it most.

# 02

## Logo Usage

## Logo Overview

As the primary identifier of our name and service, the logo is vital to our brand and should always be treated with respect and careful consideration.

The AscellaHealth logomark is a unique and customized font designed as the AscellaHealth brand signature, and the primary graphic element used to identify who we are. Our logo is designed using customized letterforms that imply collaboration, excellence and innovation. The arched crossbar of the “A” is particularly symbolic of partnership, caring, and acceleration, as we work to develop solutions that deliver better care and greater impact.

There is only one primary (standard) version of the AscellaHealth logo, which includes the AscellaHealth wordmark with the brand icon.

Our tagline “A Rare and Special Perspective™” can be used with the primary logo as a lockup, as a headline, or can be a sign-off on ads or other types of design layouts.

Our brand icon can be used when the logo, or the word “AscellaHealth” is in close proximity.

**Important Note:** The AscellaHealth wordmark should never be used alone without prior approval and permission (i.e., if space and scale are limited). In those rare circumstances, please contact Elissa Curtis ([elissa.curtis@ascellahealth.com](mailto:elissa.curtis@ascellahealth.com)) for approval.

### PRIMARY FULL COLOR LOGO



### FULL COLOR LOGO WITH TAGLINE LOCKUP



### BRAND ICON





## Logo Color Variations

Our logo and logo lockup are available in several color variations to choose from, but may **only** be reproduced in the specified color combinations shown. However, the one exception to this rule is if the method of reproduction only allows for a single color that is not among the options shown here. In those rare circumstances, contact Elissa Curtis (elissa.curtis@ascellahealth.com) for approval. Please refrain from using the black or reverse versions if your design or production method allows for full color.

Our logos are provided as HEX/RGB, CMYK, and Pantone® colors. Please refer to page 15 for detailed values.

For more info on the reverse logo, please refer to page 8.

FULL COLOR LOGO



FULL COLOR LOGO WITH TAGLINE LOCKUP



BLACK LOGO WITH TAGLINE LOCKUP



REVERSE + COLOR LOGO SHOWN ON MIDNIGHT BACKGROUND



REVERSE + COLOR LOCKUP SHOWN ON BLACK BACKGROUND



SOLID REVERSE SHOWN ON CERULEAN BLUE BACKGROUND



*Note: The color + reverse logos should only be used on Black or Midnight backgrounds. For all other background colors use the Solid Reverse logo as shown to the far right.*

*The Solid Reverse logo can be used on all color backgrounds with sufficient contrast.*

## Clear Zone and Minimum Sizes

### Clear zone

When our logo is accompanied by additional text or graphic elements, a clear zone should be maintained around the perimeter to maximize its presence. As a rule, the clear zone (x) is derived from the full height of the “A” in Ascella, as shown.



### Minimum sizes

Our logo has been designed to maximize legibility across a wide gamut of commonly used sizes. However, the technical limitations of some reproduction methods can inhibit legibility below certain measurements. For special techniques, such as embossing, silk screen, flexographic printing, or embroidery, please consult your printer. Additionally, certain background colors and/or imagery may affect legibility, requiring a larger minimum size. In all cases, strive for clear readability.

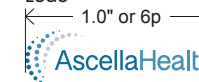
For on-screen usage of the logo, external factors such as screen resolution and typical viewing distance will play a critical role in determining the minimum size. With that in mind, pixel dimensions are not listed here, so careful review is advised.

### LOGO

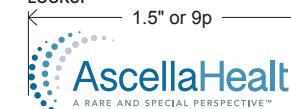
Measurement is based on the width of the logo, and shown in inches and picas.

### RECOMMENDED MINIMUM SIZES

#### LOGO



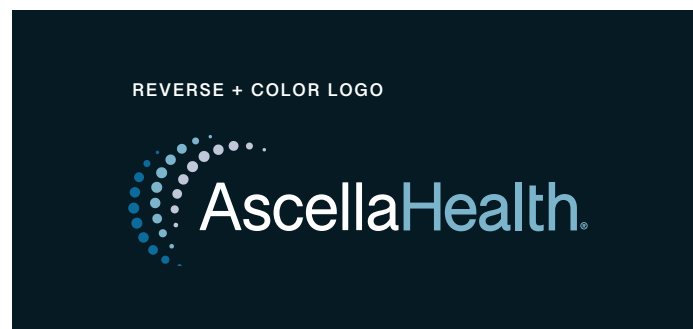
#### LOCKUP



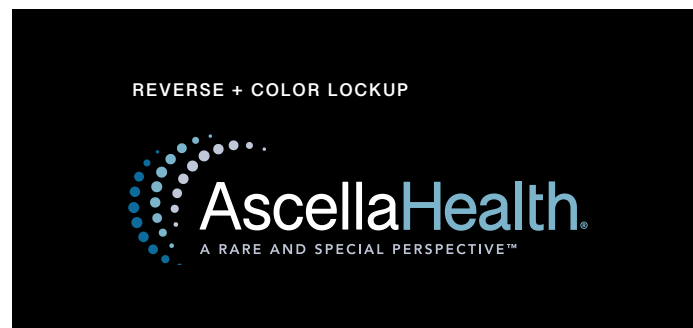
## Reverse Logo Usage

The reverse + color logos and lockups are intended to overlay only Midnight and Black backgrounds, as shown to the right. For all other applications—with an acceptable level of contrast—where a logo is to be applied, use the solid reverse logo only.

REVERSE LOGO ON COLORED BACKGROUNDS: EXAMPLES ONLY



◀ *Midnight background*



◀ *Black background*



◀ *Cerulean Blue background*

REVERSE APPLICATION EXAMPLE



# Improper Usage

All efforts should be taken to present our logo clearly, avoiding the common improper uses shown here.

⊗ Distort the logo



⊗ Use non-brand colors



⊗ Apply effects



⊗ Rotate



⊗ Change the typeface



⊗ Change the colors



⊗ Apply an outline



⊗ Use over a complex background



⊗ Add other text



# 03

## Color Overview and Palettes

## Color Overview

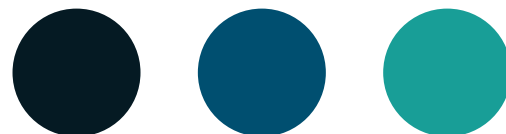
AscellaHealth's color palette consists of two groups: primary and secondary. Together, these groups form a dynamic system of brand colors that can be applied to backgrounds, text, patterns, buttons, imagery, supporting diagrams, and more. These colors have been carefully established to create distinction and consistent use of color across all communication materials.

### PRIMARY COLOR PALETTE



◀ *The dominant hues span the full breadth of our communications.*

### SECONDARY COLOR PALETTE



◀ *Designed to work alongside the full spectrum of our colors, this new palette is intended for diagrams, charts, and infographics.*

# Primary Color Palette

Our primary color palette consists of four shades of blue.

### About the color builds

The HEX/RGB and CMYK values shown in this guideline are based on the latest color conversions via Pantone® Connect.

*Note: Pantone's older printed guides and Adobe's Creative Cloud suite of applications may indicate outdated values.*

### Tints

Each of our colors can be used as lighter tints at the values shown alongside the base color. These are best used for backgrounds across print and digital platforms, or text on print only. However, please note they should never supplant the use of the base color.

**Cerulean Blue**

HEX 106a9b  
 RGB 16, 106, 155  
 CMYK 91/55/19/2  
 PANTONE 653

80	60	40	20	10
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**Vivid Blue**

HEX 4aa2c6  
 RGB 74, 163, 198  
 CMYK 70/10/18/0  
 PANTONE 632

80	60	40	20	10
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**Light Blue**

HEX bfc7d8  
 RGB 191, 199, 216  
 CMYK Pantone 537 CP  
 PANTONE 7544

80	60	40	20	10
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**Steel Blue**

HEX 768692  
 RGB 118, 134, 146  
 CMYK Pantone 7544 CP  
 PANTONE 7544

80	60	40	20	10
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# Secondary Color Palette

Our secondary color palette consists of three colors.

This new and expanded color palette offers an exciting array of colors to compliment and accent our communication efforts.

### When to use the secondary color palette

The secondary palette is a support palette. These colors are intended to be used across web and print applications **after** the primary colors have been used first. They are only intended to be used in charts, diagrams, and/or illustrations.

**Midnight**

HEX 051a23  
 RGB 5, 26, 35  
 CMYK Pantone 539 CP  
 PANTONE 539

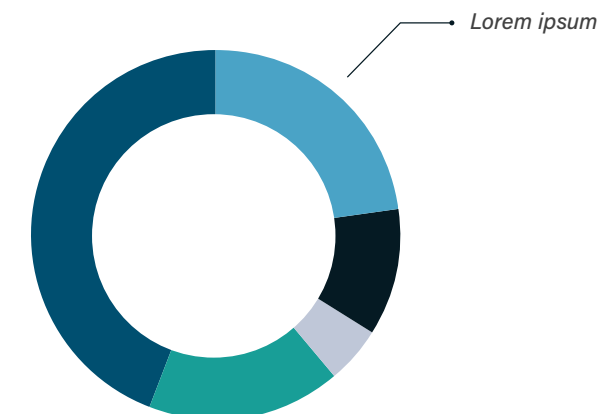
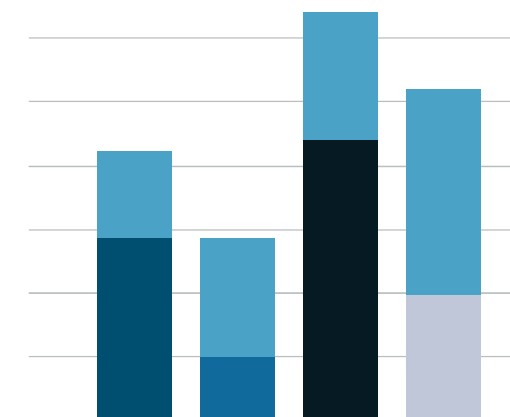
**Aegean Blue**

HEX 004f70  
 RGB 0, 79, 112  
 CMYK Pantone 3025 CP  
 PANTONE 3025

**Teal Green**

HEX 189e97  
 RGB 24, 158, 151  
 CMYK Pantone 2461 CP  
 PANTONE 2461

CHART EXAMPLES





# 04

## Typography

# Brand Typeface and Compatible System Font

Our brand typeface is Grantha Sangam MN. It should be used for all internal and external communications whenever possible.

In such cases when Grantha Sangam MN is unavailable, Arial is an approved substitute.

### When to use Grantha Sangam MN

Grantha Sangam is used for headlines, titles and call-outs. The standard font styles and their corresponding variations (light, demibold, etc.) should be your primary choice.

Grantha Sangam is a font included with macOS Monterey and is available as either an installed or downloadable font.

#### GRANTHA SANGAM MN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 .,:;...!i?¿•()[]{}|\'""'<>«»  
 \$¢€£¥ƒ%‰#&@©®™  
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### When to use Arial

If Grantha Sangam MN is unavailable to you, or needed for a document that is to be shared externally by multiple authors, Arial is our recommended font substitute.

Arial is a free font, and should be available on most users' devices with no need for a web font to be downloaded. You can use Arial on Microsoft programs, and applications such as email signatures.

#### ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 .,:;...!i?¿•()[]{}|\'""'<>«»  
 \$¢€£¥ƒ%‰#&@©®™  
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### When to use Open Sans

Open Sans should be used for body copy. The standard font styles and their corresponding variations (light, italic, etc.) should be your primary choice.

Open Sans is available as both an Adobe font and a Google font.

#### OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
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# 05

# Photography

## Vivid Blue Duotint

The AscellaHealth brand photography is created by using a few adjustment layers to create the optimal value, contrast, and color. It's important to keep the same style throughout all of your branded materials.

Instructions for the “vivid blue duotint” style can be found in the addendum.



## Dot Grid Pattern Treatment

The AscellaHealth brand photography is created by using a few adjustment layers to create the optimal value, contrast, and color. It's important to keep the same style throughout all of your branded materials.

Instructions for the “dot grid” style can be found in the addendum.



# 06

## Design Examples


## Business Papers




# News

## LATEST NEWS


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## ARTICLES

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# LATEST NEWS

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## Branded Gifts



# Apparel



## Office Interior



## 3D Signage





Thank you for taking the time to review this guide.

These are recommendations that must be followed, so we can achieve a uniform style and internal coherence with the brand. If you have questions or if your design needs to push beyond these guidelines, please contact Elissa Curtis ([elissa.curtis@ascellahealth.com](mailto:elissa.curtis@ascellahealth.com)).