

# Brand Guidelines

## December 2024



Welcome to Onspire Health Marketing. This document provides detailed guidance for the correct and consistent use of our brand in visual and written communications.

# Table of Contents

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01 - Introduction	Page 03
02 - Logo	Page 06
03 - Color	Page 14
04 - Typography	Page 16
05 - Visual Universe	Page 19
06 - Photography	Page 22
07 - Business Systems	Page 24



# 01 Introduction

- The Power of Branding
- Who We Are & What We Do
- Our Brand Name
- Our Mission
- Our Brand Promise
- Our Values



## The Power of Branding

A brand is an intangible asset that resides in people's hearts and minds. It is defined by expectations developed over time through our actions and communications. Our brand reflects who we are and what we do: Innovative thinkers and doers who accelerate intelligent growth.

To support an authentic brand experience, consistent use of our brand identity is key. The following guidelines set the vision for our company's look and feel, defining how to best apply our brand elements. Please use these guidelines to ensure proper use of our logo, company colors and other visual cues that tell the world, "This is Onspire Health Marketing."

## Who We Are & What We Do

Onspire Health Marketing is a catalyst of change and a strategic growth partner. We combine full-service capabilities with deep expertise in medical specialties and practices to leverage tech-enabled growth solutions. As collaborative, strategic thinkers who focus on digital innovation and data-driven marketing, we go well beyond the conventional to accelerate intelligent growth for medical practices, hospitals, health systems and healthcare organizations of all types.

## Our Mission

We ignite long-term growth for our healthcare clients through strategy and integrated digital marketing solutions.



## Our Brand Name

Our brand name, Onspire Health Marketing, captures the direction and driving force for our company. Bursting onto the scene as a catalyst of change in healthcare, our name signifies that this is where growth begins – for our clients and for us.

Always use our full name in public-facing communications. We are proud to focus exclusively on health marketing, and using our full name builds and maintains brand awareness – and search optimization, in web communications – within our target industry. Do not use acronyms or shorten the name to “Onspire” as a standalone name, especially on the first and most prominent references in your materials.

## Our Brand Promise

Accelerate intelligent growth

## Our Values

To support an authentic brand experience for our clients, vendor partners and each other, we bring these core values to life every day:

### EMPATHY

Understanding client needs to customize solutions.

### INTEGRITY

Doing the right things to earn and keep our clients’ trust.

### INNOVATION

Embracing the cutting edge for excellence and agility.

### COLLABORATION

Partnering with others to advance the mission.

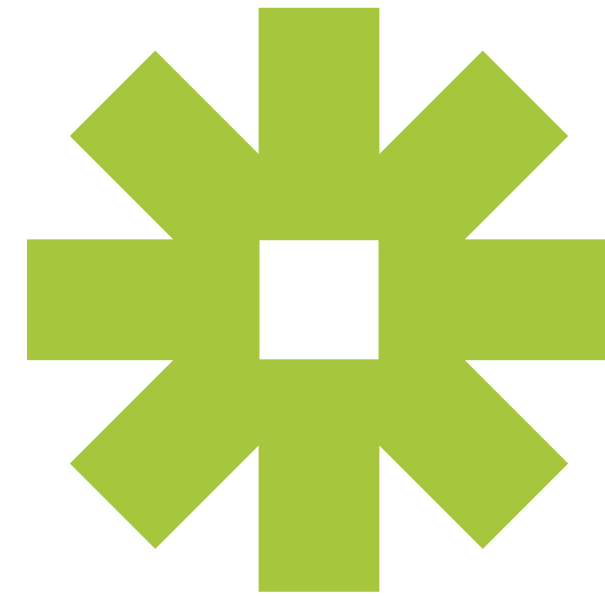
### CURIOSITY

Exploring and pushing the limits of what’s possible.



# 02 Logo

- Logo
- Logo Variations & Grids
- Icons



**onspire**<sup>TM</sup>

HEALTH MARKETING



# Vertical Stacked Logo

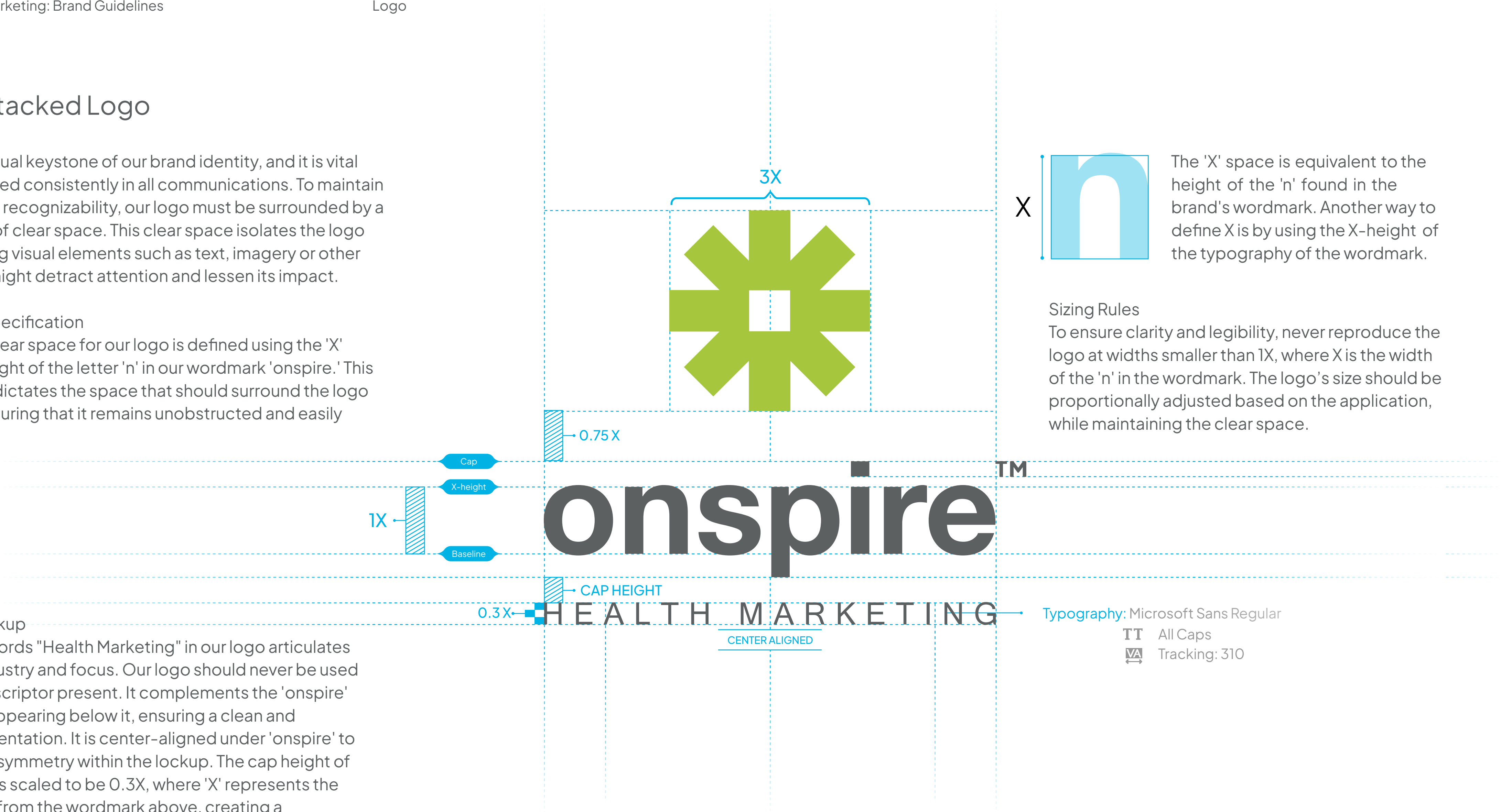
Our logo is a visual keystone of our brand identity, and it is vital that it is displayed consistently in all communications. To maintain its integrity and recognizability, our logo must be surrounded by a minimum area of clear space. This clear space isolates the logo from competing visual elements such as text, imagery or other graphics that might detract attention and lessen its impact.

## Clear Space Specification

The minimum clear space for our logo is defined using the 'X' height – the height of the letter 'n' in our wordmark 'onspire.' This measurement dictates the space that should surround the logo on all sides, ensuring that it remains unobstructed and easily recognizable.

## Descriptor Lockup

Including the words "Health Marketing" in our logo articulates the brand's industry and focus. Our logo should never be used without the descriptor present. It complements the 'onspire' wordmark by appearing below it, ensuring a clean and organized presentation. It is center-aligned under 'onspire' to maintain visual symmetry within the lockup. The cap height of the descriptor is scaled to be 0.3X, where 'X' represents the width of the 'n' from the wordmark above, creating a harmonious proportion between the elements.

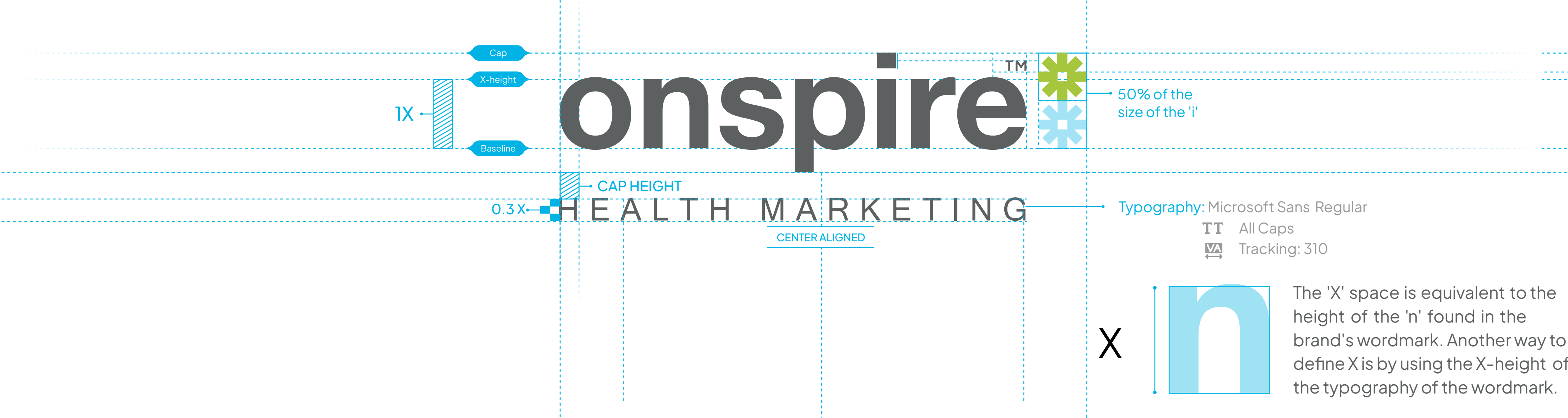






# Horizontal Logo

The Horizontal Logo positions the icon to the immediate right of the 'onspire' wordmark rather than above it. The descriptor "Health Marketing" must always be present and center-aligned below the wordmark only.

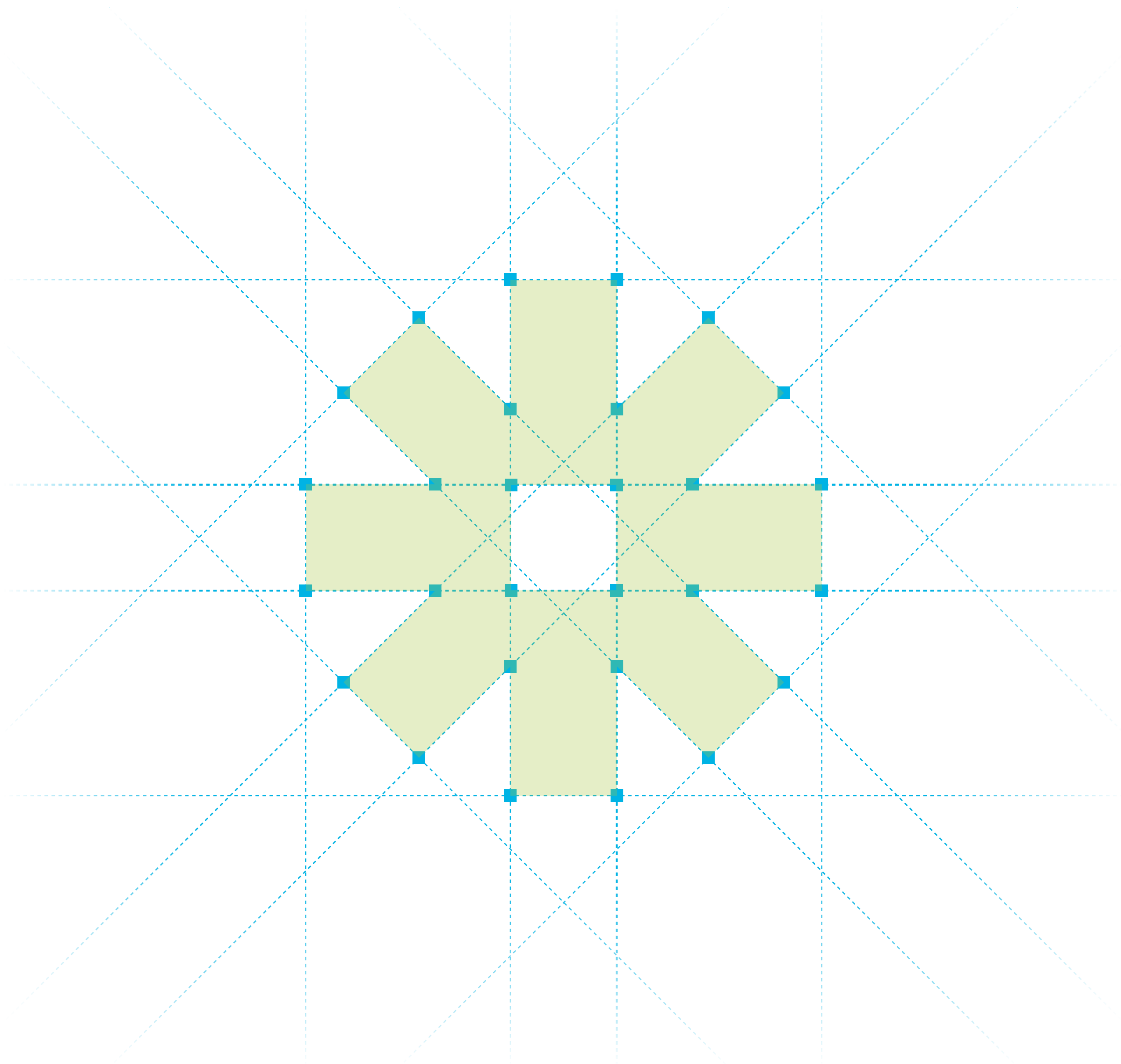




# Icon Construction

Inspired by the concept of the nucleus – the epicenter of potential and the genesis of growth – Onspire Health Marketing cultivates transformative strategies that resonate at the core of healthcare brands. Our brand icon (also known as a logomark) is an asterisk, a well-known symbol with outward strokes. Visually, it aligns with the nucleus concept, an illustration of the point at which our strengths activate to make extraordinary growth possible.


The construction grid of the icon is based on a system of equidistant lines and intersecting points that ensure each element is proportionally balanced. This grid serves as the blueprint for the icon, guiding the placement and scale of each shape to achieve the desired aesthetic.






# Icon Scalability


The icon can be used as a favicon for browser tabs, as social media avatars or as a secondary graphic element in branded merchandise. Our logos are designed for clean use on the web, and they have a responsive version in which the icon applications take over the logo’s role.




256x256




224x224




192x192




160x160




128x128




112x112




96x96




80x80




64x64




The icon can be contained in a square or circle.



The icon can be used without a container shape.



Minimum web size  
22 x 22 pixels



Minimum print size  
0.6 x 0.6 cm



Onspire Health Marketing



onspirehealthmarketing.com

**onspire**<sup>TM</sup>   
HEALTH MARKETING

803-672-4815

About ▾

Services

Contact

Where Growth Begins





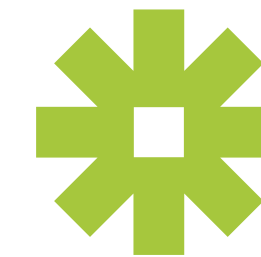
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# 03 Color

- Primary Color Palette
- Secondary Color Palette



Primary Color Palette

<div>RGB</div> <div>The RGB color palette has been slightly adjusted to visually align more closely with the brand's printed color values.</div>	Green Onspire 9BC53D				Charcoal Onspire 525556				Orange Onspire E67200			
	R	155	C	48	R	82	C	61	R	230	C	6
	G	197	M	0	G	85	M	53	G	114	M	66
	B	61	Y	89	B	86	Y	47	B	0	Y	100
			K	0			K	42			K	0
				100%				100%				100%
				75%				75%				75%
				50%				50%				50%
				25%				25%				25%

Primary colors with a range of transparency

Secondary Color Palette

Blue Onspire 2AA5DE				Navy Onspire 003B5E				White Onspire F4F3F2				Black Onspire 151717			
R	42	C	70	R	0	C	100	R	244	C	6	R	21	C	79
G	165	M	100	G	59	M	32	G	243	M	5	G	23	M	68
B	222	Y	0	B	94	Y	0	B	242	Y	6	B	23	Y	61
		K	0			K	68			K	0			K	85

Secondary colors with 50% transparency





# 04 Typography

- Brand Fonts
- Type Size Relationship
- Font Colors





Primary Design Font

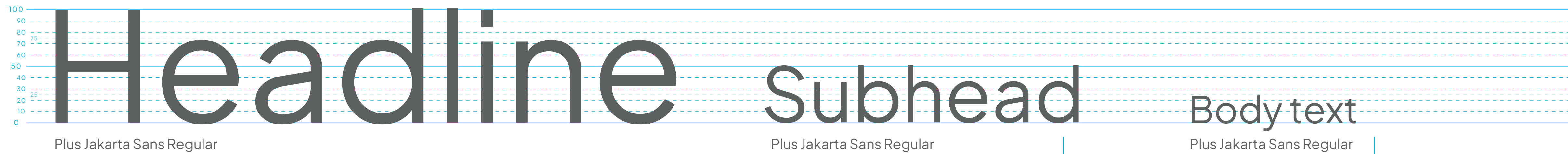
# Plus Jakarta Sans

Plus Jakarta Sans is the primary design font for our brand. The font, designed by Gumpita Rahayu from Tokotype, features almost monoline contrasts and pointy curves. This font has modern and clean-cut forms, with an X-height dimension slightly taller to ensure clear spaces between caps and X-height. This design, equipped with open counters and balanced spaces, preserves legibility across a range of sizes.

While Plus Jakarta Sans offers a diverse range of font weights, our preferred choice is the Regular weight. However, exceptions can be considered based on design discretion.

Type Size Relationship

Headline	Headline
Subhead	Subhead
Body text	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esset nulla pariatur.



**Font Colors**  
Headlines and subheads can be any primary color or reversed in white. Body text should be gray, unless the background color requires reversed white font for optimal visibility.

It is recommended that the size proportion of the subtitles does not exceed 50% of the size of the headline used.

It is recommended that the size proportion of the body text does not exceed 25% of the size of the headline used.



Alternative Font (for Microsoft applications)

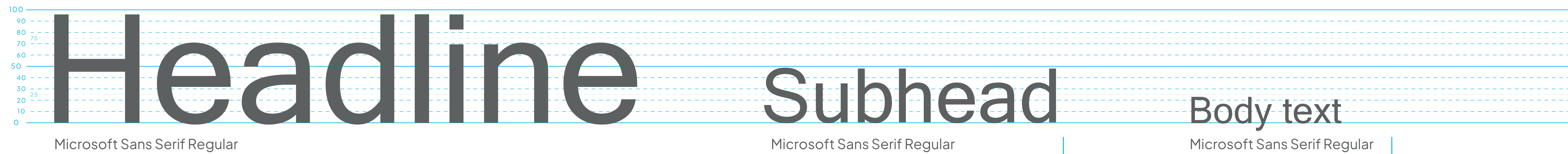
# Microsoft Sans Serif

Plus Jakarta Sans is our main brand font and should be used on all formal brand materials when available. However, in situations and file types where Plus Jakarta Sans is not available - such as email communications and Microsoft Office applications - use Microsoft Sans Serif instead.

While Microsoft Sans Serif offers a diverse range of font weights, our preferred choice is the Regular weight. Exceptions can be considered based on design discretion.

Type Size Relationship

Headline	Headline
Subhead	Subhead
Body text	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse nulla pariatur.



**Font Colors**  
Headlines and subheads can be any primary color or reversed in white. Body text should be gray, unless the background color requires reversed white font for optimal visibility.

It is recommended that the size proportion of the subtitles does not exceed 50% of the size of the headline used.

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# 05 Visual Universe

- Marketing Collateral
- Branded Merchandise

# Where — Growth Begins

| Accelerate Intelligent Growth

2024



Choose growth  
— choose onspire

2024



Streamline health  
practice management  
& growth

2024

Leading —  
With Results



onspire<sup>™</sup>  
HEALTH MARKETING

Leading —  
with results

2024





FRONT

BACK





# 06 Photography



# Photography

Photography should tell a story with imagination and creativity. Literal and cliché images should be avoided in favor of ones that guide the viewer beyond the expected and mundane. These images are saturated with color, rich and earthy, full of life. Values of green are present to enhance our brand identity and reinforce our message of health, harmony and growth. A touch of humanity is always present to complement a very direct and thoughtful approach to the strategies presented to our clients.





# 07 Business Systems

- Business Card and Letterhead
- Powerpoint Template





Letterhead



Business Card





Powerpoint Template



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*This manual is provided to employees, collaborators and partners of Onspire Health Marketing to ensure the consistency and integrity of the brand's visual identity across all applications. Any use beyond these purposes requires prior written approval from Onspire Health Marketing.*

