



Communications & Brand Guide

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Why Have a Communications Guide

This document provides guidelines designed to help us clearly and effectively communicate the vision, mission, and values of Contexture in logos, in print, electronically, and online.

How we communicate will either hinder or help us live out the brand and successfully communicate it to our audience.

The Purpose of This Guide

Consistency

Each communication method is a valuable tool that either unifies or dilutes our overall communications depending on the quality of the information, how it is organized, and how often is disseminated.

This guide is intended to help provide consistency in our communications strategy organization-wide.

Clarity

We aspire to make our communications as clear as possible so that engaging with Contexture is easy and rewarding.

Brand Overview

Brand

Our brand is the sum total of how a person perceives, experiences, and remembers us.

As a whole, it accounts for why someone chooses Contexture over others.

Brand Overview

Branding

Branding is the art and strategy of shaping the perception, experience, and memory of our target audience so that Contexture establishes a significant and differentiated presence that attracts and retains customers.

Alignment

Brand alignment occurs when our culture (who we are), services (what we do), experience (how we feel), and identity (what we look like) consistently deliver on the same brand promise.

To succeed, our brand must align consistently across every platform, channel, and engagement. Otherwise, we'll lose credibility and trust.

Integrity

As a partner and key stakeholder, your integrity and consistency are more critical to the Contexture brand than any other aspect of our identity.

Your behavior, attitude, promises, and ability to deliver are the epitome of our culture, services, experience, and identity.

In essence—you are our brand.

Our Culture

The heart of what it
means to be Contexture.

Mission

Advancing individual and community health and wellness through the delivery of actionable information and analysis.

Values

The beliefs and principles that shape culture, provide accountability, and give insight into who we are, what we care about, and how we engage our clients.

Act With Integrity

We stand for what is right and just, modeling honesty and integrity in all of our actions and decisions as we hold ourselves to the highest of ethical standards.

Pursue Equity

We acknowledge, respect, and honor the fundamental dignity of all individuals and make equity and inclusion a priority in all of our decision-making, believing that diversity makes us better.

Exceed Expectations

We deliver world-class solutions that surpass our stakeholders' expectations and needs, placing high standards of service and support at the center of everything we do.

Build Trusted Relationships

We believe our ability to build trusted relationships with stakeholders and collaborate across communities breaks down silos and develops innovative strategies that improve health and wellness for everyone.

Innovate and Adapt

We strive to be better and never give up seeking creative ways to solve tough problems, embracing multiple points of view that challenge current ideas of what's possible.

Be the Fun

We like to laugh and have fun together because working alongside happy, motivated, and positive people reduces stress, increases optimism, and contributes to our overall wellness.

Make an Impact

We are driven forward by a shared vision of higher quality and more accessible healthcare that improves the lives of everyone we serve.

Story

The narrative that communicates who we are.

Contexture improves lives by connecting communities to health information and insight. It empowers care decisions and advances health through the delivery of actionable information and analysis.

Contexture speaks to interconnected information, accessible insights, and inclusive care. The meaning of “contexture” refers to linking different parts together to form a connected whole. In the same way, Contexture draws together disparate pieces of information from multiple sources to create a radically clear context for care.

The result is actionable information and more meaningful decision-making that instills hope in the system and leads to healthier communities.

Brand Tagline

Creating connections. Improving lives.

Brand One-Liners

Delivering insight for healthier communities.

Connecting communities to health
information and insight.

Making communities healthier through
information and insight.

Our Service

Why Contexture exists
and who we serve.

Audience

Who We Help

Priority B2B Audiences

Health Systems

Health Plans

Federal, State, & Local Governments

Persona – Healthcare Hannah

- Feels overwhelmed and limited by lack of resources.
- Needs information that is actionable, reliable, accurate.
- Burdened by the complexity and inefficiency of her tasks.
- Needs tools that save time and help her deliver the best care.
- Looks toward advances in data to further health equity.
- Fears she's not making a difference in healthcare.
- Wants to treat the patient as a whole.

Value Proposition

Ensuring our service meets our clients' felt needs by relieving pain and creating gains.

Pain Relievers

- Reduce complexity and simplify workflow and process.
- Provide support, training, and assistance.

Gain Creators

- Deliver more actionable and customizable information that maximizes contribution and mission.
- Serve as a trusted partner who values clients' success and mission as much as our own.

Reputation

The aspirational phrases we want customers to say about Contexture.

“They are kind and understanding, and they take the time to listen to us.”

“Through their partnership, we solved problems that seemed unsolvable.”

“I couldn't do my job without them.”

Our Experience

The Personality
of Contexture

Feel

How engagement with Contexture changes the way people feel.

Valued

At Ease

Confident

Empowered

Proactive Care

Relieved and optimistic about
the quality of patient care

Voice & Tone

Our consistency of voice and tone, which builds trust and inspires confidence.

Simple and clear

Optimistic

Friendly

Knowledgeable

Helpful

Bright

Approachable

Inclusive

Motivated

Across all mediums and channels, our voice should be:

- Engaging and easy to understand.
- Grounded in expertise that inspires confidence and trust.
- Caring toward our customers and those they serve.
- Bold in our vision for better healthcare.
- Inclusive and thoughtful.

Our Identity

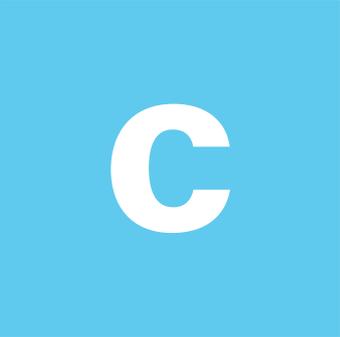
The visual elements that define what Contexture looks like.

Logo Strategy

Visual Narrative and Logos

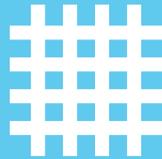


Logo Narrative

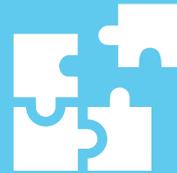


C

C Monogram



Interwoven



Final Piece

Responsive Lockups



Icon Only

The icon can be featured independently but within context. The word Contexture must be in relative proximity.



Narrow Format

The narrow logo is a responsive solution for formats where there is less horizontal space.



Primary (Official Logo)

The primary logo is the default mark. It should be featured in all official settings such as signage, business cards, brochures, etc.

Responsive Lockups + Context



Icon + URL Narrow

The URL lockups have enough reference to the company name to stand on its own. The narrow version at left is designed for formats where there is less horizontal space.



Icon + URL Primary

The primary URL lockup.



Logo + Tagline

Logo + Creating connections. Improving lives. A tagline lockup designed for additional context.

Color Palette

The following palette brings forth a desired response and aligns with Contexture's values and strategy.



Feel

Confident
Empowered
Proactive



Values

Bold
Innovative
Diverse



Voice & Tone

Bright
Contemporary
Friendly
Playful
Approachable

HEX: 4A2A76
R: 74 G: 42 B: 118
C: 87 M: 100 Y: 20 K: 8
PANTONE 3535C

PRIMARY

HEX: 1CB5EA
R: 28 G: 181 B: 234
C: 68 M: 8 Y: 0 K: 0
PANTONE 2171C

PRIMARY

HEX: B4D841
R: 180 G: 216 B: 65
C: 34 M: 0 Y: 92 K: 0
PANTONE 2299C

HEX: 2BB34E
R: 43 G: 179 B: 78
C: 77 M: 0 Y: 97 K: 0
PANTONE 7740C

HEX: FF8931
R: 255 G: 137 B: 49
C: 0 M: 57 Y: 89 K: 0
PANTONE 7413C

Logo Color Application

Specific colors have been assigned to parts of the logo, and can not be interchanged with other brand colors.



Logo Color Application

DARK BACKGROUND

White



White+Color



LIGHT BACKGROUND

Black



Black+Color



WHITE BACKGROUND

Full Color



Typography

All brand communications should be set to Poppins or Lato, the approved brand typefaces.



Poppins

Is the primary headline typeface. Featured in the logo, this is the most recognizable font associated with Contexture.

In instances when Poppins is not available for use, you can use Avenir Next as a replacement headline typeface.

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SEMIBOLD (primary headline)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato

Is the supporting typeface that should be primarily featured as body copy. Lato pairs well with Poppins and is easy to read at small sizes.

In instances when Lato is not available for use, you can use Arial as a replacement body copy typeface.

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR (primary body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

Application Example

Headline: Poppins SemiBold (Title Case)

Subtitle: Poppins SemiBold (Title Case)

Body Copy: Lato Regular

Call-Out: Poppins Regular (Title Case)

Body Copy: Lato Regular + **Bold**

Headline/Title

Subtitle or Byline

Poreriam ellabo. Nam fugiatur? Uptas dolupta cum, ulluptat plit autaque seque plaut offictotatur rent odi, alitam rersper ibusdan daectus autatur.

Agnam, con es aut aut as denimusciae plabo.

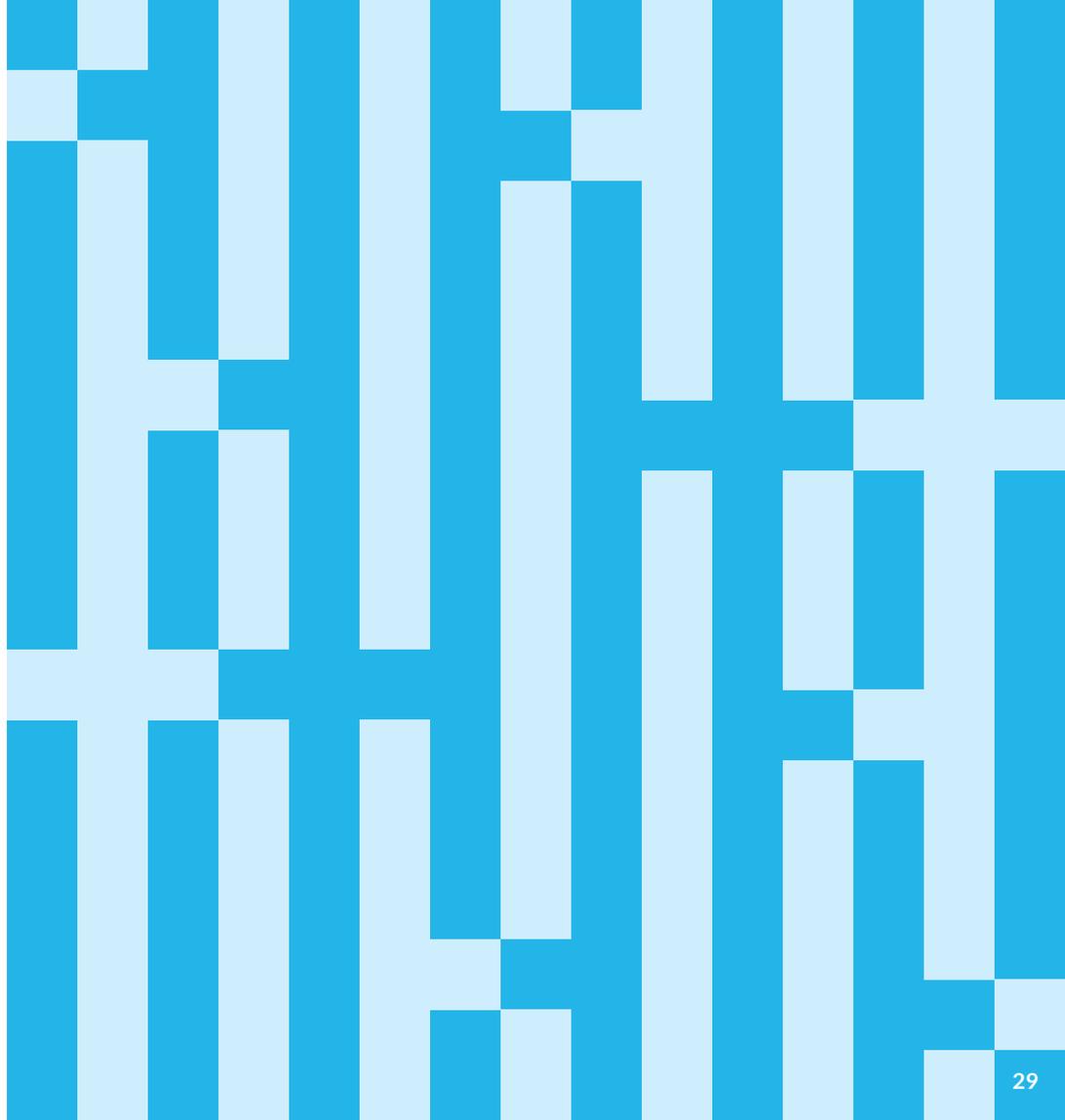
Et quiandi beatum conem aut et, **cumet dolor sum dolori officip saerroriore ad molor sitio. Mus excernam.**

Pattern

Our logo features a final piece being integrated to make a complete whole. This speaks to Contexture's mission of advancing health and wellness through the delivery of actionable information.

Our brand pattern expands upon that concept by featuring a variety of final pieces integrating into a larger system. This illustrates Contexture's expertise and reliability in the expanding scope of what we manage.

The tone of this pattern is simple and proactive, and it expresses our knowledgeable approach to complex information.





contexture.org