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|  | **Branding Quick  Reference Guide** |

**Brand Messaging**

**Company Name:** Within body text, always initial capitalized (ex: Contexture), never all caps   
(ex: ~~CONTEXTURE~~) or all lowercase (ex: ~~contexture~~).

**Name Inspiration:**

Contexture speaks to interconnected information, accessible insights and inclusive care. “Contexture” means **linking different parts together to form a connected whole**. In the same way, Our Contexture draws together disparate pieces of information from multiple sources to create a 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.

**Tagline:** Creating connections. Improving lives.

**Mission statement:** Advancing individual and community health and wellness through the delivery of actionable information and analysis.

**Boilerplate/Company Description:**

About Contexture   
Contexture is a nonprofit, regional organization that provides strategic, technical and administrative support to communities committed to advancing health through information sharing. As the umbrella organization of CORHIO, a health information exchange in Colorado, and Health Current, the Arizona health information exchange, Contexture is the largest health information organization in the western region. Contexture means the manner of being woven or linked together to form a connected whole. Established in 2021, its mission is to advance individual and community health and wellness through the delivery of actionable information and analysis. Learn more at contexture.org. Follow us on Twitter and LinkedIn @ContextureHIT.

*Note:* “regional organization” as descriptor unless we need to explain the relationship to CORHIO or Health Current, then it’s “umbrella organization”

*Note:* per the affiliation agreement, CORHIO is listed first (alpha)

**Brand Visuals**

**Logo:**

Preferred usage is full color, with SM and tagline (depending on application). See MarCom for additional logo needs.



**Fonts:**

Header font: Poppins ([Poppins](https://fonts.google.com/specimen/Poppins))

Body font: Lato ([Lato](https://fonts.google.com/specimen/Lato?query=lato" \t "_blank))

**Color Guidelines:**

* Use the Primary and Secondary colors as the dominant visuals.
* Use Accent colors sparingly and use only one accent color in conjunction with the Primary and one Secondary color.
* Ideal scenario is the use of two colors – Primary Color and one Secondary color.
* We strongly encourage not using more than three colors in a single document.

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| **Primary Color**  Purple  HEX: 4A2A76 | |  | |
| **Secondary Color**  Light Blue  HEX: 1CB5EA |  | **Secondary Color**  Light Green  HEX: B4D841 |  |
| **Accent Color**  Dark Green  HEX: 2BB34E |  | **Accent Color**  Orange  HEX: FF8931 |  |

**Bullets:**

* Use the square bullet option
* Follow the above color guidelines when applying color to bullets
* Black bullets are acceptable and preferred in more basic documents

**Need more information or have questions?**

* Visit [contexture.org/brand-faqs/](https://contexture.org/brand-faqs/)
* Contact [MarCom@contexture.org](mailto:MarCom@contexture.org)

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