ADVANTIA HEALTH

Brand Style Guide

2022

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BACKGROUND

While the healthcare industry has innovated at a rapid pace, women's healthcare has fallen behind. Health indicators for U.S. women, particularly during pregnancy and childbirth, are worse than in other developed countries. We can and must do better.

Advantia is transforming healthcare for all women - we're setting a higher standard of care and convenience while reducing unnecessary costs. Compassion and value inspire everything we do. We take time to listen, answer questions completely, and offer helpful technology between visits so that our patients are empowered and at ease. Alongside coordinated care, Advantia is pioneering care models that align incentives with the best interests of women and their families.

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Brand Vision

Advantia's mission is to transform healthcare for all women. We prioritize patient experience by empowering our providers to do their best work and committing to clinical excellence.

QUALITY

We deliver with excellence – this starts with patient care and extends to all the work that we do. This means being thorough and data-driven, focusing on outcomes, and constantly assessing how we can improve.

EMPATHY

We care deeply about others and try our best to understand their perspectives. This includes celebrating our differences, being inclusive and mindful of our words and actions, and promoting health equity for all.

INTEGRITY

We do the right thing, every time, even when nobody's watching. We act in the best interest of our patients, practices, and team members in all that we do, and give back to the communities we serve.

COLLABORATION

We are stronger together and operate as "One Advantia,", unifying our practices and broader business teams in service of our patients. To be successful, we take initiative to connect people, information, and insights in ways that are helpful and productive.

ACCOUNTABILITY

We are each responsible for our decisions, actions, and outcomes. When met with a challenge, we focus on solutions and empower our team members to do what they do best.

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The Advantia Health Brand

BENEFITS OF JOINING THE ADVANTIA BRAND

The Advantia Health brand was established through a robust identity discovery, refining every stylistic decision according to rigorous market research. We surveyed over **3000** women in our key demographic across the U.S. (including our patients) on their unique needs and preferences, inviting feedback from our physicians and stakeholders every step of the way. The result is an established, research-based brand with a strong reputation that resonates with our audiences.

MEASURABLE SUCCESS

Advantia Health uses simple Net Promoter Score (NPS) surveys as a proxy for gauging our patient's overall loyalty to our practices. NPS is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. Currently, Advantia Health proudly averages an **NPS of 77**. According to Bain & Co, the source of the NPS system, suggests that above 50 is excellent, and above 80 is world class. The upper quartile of organizations (or the top 25% of performers) have an NPS of +72 or higher.

With nearly **2,000** Google reviews across all of our practices, Advantia Health averages **4.5 stars** on Google. Our automated surveying tool allows patients to quickly and easily leave feedback which has led to an increase in positive online reviews.

5-STAR GOOGLE REVIEWS:

"Best OB-GYN ever! Customer service, actual service, it all! Top notch."

— Reiter, Hill & Johnson

"The office was clean and staff were always friendly. 10/10 recommend this practice."

— Ob-Gyn Associates of Silver Spring

*"I will definitely recommend them to anyone who asks me."*

— Heartland Women's Healthcare

"Great place where women can feel comfortable and safe with the staff."

— Women's Health and Surgery Center

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BETTER TOGETHER

As an Advantia Health Practice, you have the opportunity to utilize our brand identity to appeal to your patients; our voice and vision have been crafted to communicate empathy, innovation, and reliability. Most importantly, it resonates with our primary consumers
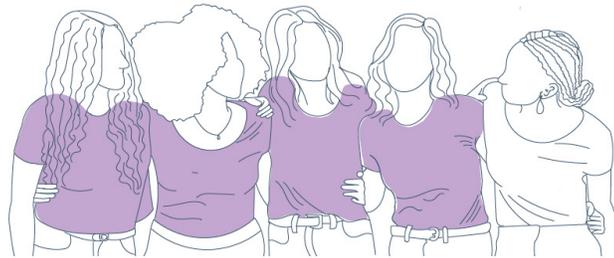
80% of women ages 18-65 surveyed across the United States voted in favor of the new Advantia branding.

Nationally renowned thought leaders are talking about Advantia Health's Brand:
"We need to start embracing a much broader definition of women's health - not as some niche market relegated to the personal care aisle at the grocery store or characterized by pink bows, but as human health." - Christina Farr, Venture Capitalist and former Senior Health Tech Reporter, CNBC.

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PROVEN WEB PRESENCE

Site health scores are representative of the proportion of links, widgets, images, etc. within your site that adhere to best practices, compared to those with "errors." These errors do not necessarily mean something is broken, and no site is perfect, but do help diagnose certain inefficiencies that we can address over time.

82.4
Good

**Average Advantia
Site Health Score**
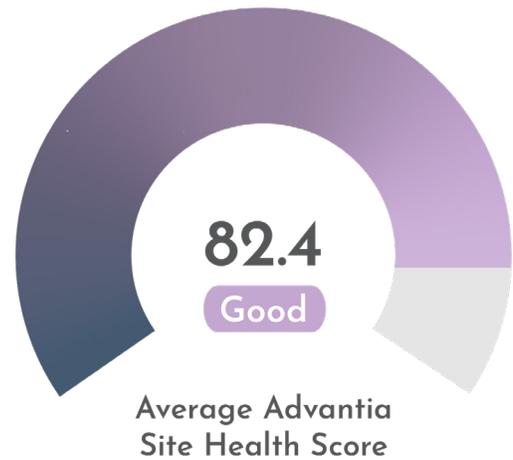
PROVEN DESIGN

Let your team focus on patient care - Advantia's marketing and design team can take care of the rest. From your website to ads, you get access to proven marketing campaigns and branded templates. We have hundreds of branded resources that your practice can leverage and we're creating more by the day.
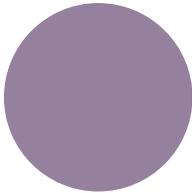

We're better together - with more and more practices under the Advantia brand, we are able to take advantage of economies of scale and efficiency that comes with marketing a single brand. As we look at our 2021 performance vs 2020 healthcare benchmarks (according to Wordstream), we see that we are driving an **above-average number of clicks** per impressions, while doing so at a **lower than average cost**. We're are currently seeing our Click-Thru Rate (CTR) performing **31% above** the 2020 benchmark and our Cost Per Click (CPC) costing **34% below** the 2020 benchmark.
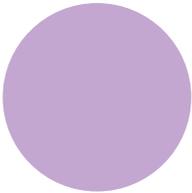
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Color Palette

Advantia's color palette is carefully curated to appeal to the preferences and sensibilities of our consumers, while communicating the innovation and reliability of our care model. We have customized this palette for flexible application in a variety of settings, from print and web, to interior design, to products and apparel. Please refer to the schema below to remain on-brand when representing Advantia in marketing and branding initiatives; see the separate "Brand Style Guide, Practice Interiors" for details on application in physical spaces.
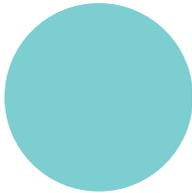
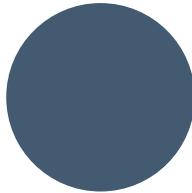### PRIMARY   Please use these colors most frequently and in the highest volume.

PMS: 2079 C	PMS: 257 C	PMS: 630 C	PMS: 2377 C
CMYK: 45/51/22/1	CMYK: 21/36/0/0	CMYK: 49/0/20/0	CMYK: 78/60/39/18
RGB: 149/128/158	RGB: 196/167/208	RGB: 125/206/208	RGB: 67/90/113
HEX #95809E	HEX #C4A7D0	HEX #7DCED0	HEX #435A71

SECONDARY   Please use these colors as accents.

PMS: 2362 C	PMS: 2351 C	PMS: 7422 C	PMS: 7457 C
CMYK: 64/61/34/11	CMYK: 23/57/0/0	CMYK: 3/22/7/0	CMYK: 22/0/7/0
RGB: 104/98/124	RGB: 193/129/183	RGB: 242/204/211	RGB: 195/231/236
HEX #68627C	HEX #C181B7	HEX #F1CCD3	HEX #C3E7EC

TERTIARY   Please use these colors where neutrals are necessary.

PMS: 425C	PMS: Cool Gray 9 C	PMS: 7401 C
CMYK: 65/55/54/29	CMYK: 56/47/45/12	CMYK: 1/2/14/0
RGB: 85/87/88	RGB: 115/117/119	RGB: 252/244/220
HEX #555758	HEX #737577	HEX #FCF4DC

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Logo

The Advantia Health logo is the fundamental expression of our brand identity - it is used to represent Advantia Holdings as a parent company and Advantia-related collateral (proprietary technology solutions, collaborations and partnerships, etc.). It should never be distorted or redrawn when utilized for communications or co-branding. Please adhere to the following guidelines to ensure that the Advantia Health logo is always applied consistently and maintains brand integrity.

CLEAR SPACE
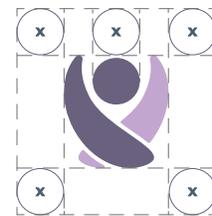
When using our logo with additional visual elements (text, graphics, photographs, or other logos), it's important to give it some space to breathe. Always maintain a minimum clear space proportionally equal to **x**, as outlined in the diagram at left.

MINIMUM SIZE AND SCALING

Do not alter, rotate, or distort the Advantia Health logo. To ensure the mark maintains visual impact, do not reduce the scale of the wordmark to below 0.75" (54 pixels) wide. To maintain proportions when scaling, hold the "Shift" key in most software programs.

Minimum text width: 0.75" or 54 pixels

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COLOR

Best Practice: The Advantia Health logo should appear in full color over white, or in white over the brand colors specified below, wherever possible.

Full color over white

HEX #68627C over white

HEX #435A71 over white

HEX #95809E

HEX #68627C

HEX #435A71

Secondary Options: In cases where the above brand color combinations are not ideal, you may utilize our remaining brand color palette as a backdrop for our wordmark in white in the following combinations.

HEX #C4A7D0

HEX #7DCED0

HEX #C181B7

Incorrect Color Usage: The Advantia Health logo itself should never be modified to any color other than the brand colors specified above, white, or black (when color is not possible). Do not place our best practice logos or black logo over any backdrop other than white. Do not place our white logo over light backdrops which would render it illegible.

Over Photos: Our best practice logos should only be placed over light photos upon which they are legible. In other instances, our white logo may be used prominently or as a watermark.

DON'TS

Do not alter, distort, or embellish our logo in any way. The following examples demonstrate incorrect usage of our logo:

Do not italicize, skew, stretch, or distort the proportions.

Do not change the opacity

Do not outline

Do not apply drop-shadows

Do not rotate

Do not apply gradients

Do not apply graphic effects or filters

Typography

PRIMARY TYPEFACE

Across all platforms representing the Advantia Health brand, as a rule and wherever possible, use **Josefin Sans**. It's geometric, elegant, and welcoming appeal make it ideal for both consumer and partner-facing design. After this, use fallback font as needed.**

Josefin Sans Thin
Josefin Sans Thin Italic
Josefin Sans Light
Josefin Sans Light Italic
Josefin Sans Regular
Josefin Sans Italic
Josefin Sans SemiBold
Josefin Sans SemiBold Italic
Josefin Sans Bold
Josefin Sans Bold Italic

FALLBACK FONT

Helvetica Neue Thin
Helvetica Neue Light
Helvetica Neue Regular
Helvetica Neue Medium
Helvetica Neue Bold

Helvetica Neue Thin Italic
Helvetica Neue Light Italic
Helvetica Neue Italic
Helvetica Neue Medium Italic
Helvetica Neue Bold

TEXT COLOR OPTIONS

CMYK: 78/60/39/18
RGB: 67/90/113
HEX #435A71

CMYK: 64/61/34/11
RGB: 104/98/124
HEX #68627C

CMYK: 65/55/54/29
RGB: 85/87/88
HEX #555758

CMYK: 45/51/22/1
RGB: 149/128/158
HEX #95809E

CMYK: 49/0/20/0
RGB: 125/206/208
HEX #7DCED0

CMYK: 25/61/0/0
RGB: 189/122/179
HEX #BD7AB3

CMYK: 82/19/44/1
RGB: 0/153/151
HEX #009996
(web link color)

**Please note: contracts, grants, and other legal documents sent or received may adhere to the standards expected of that medium (eg. Times New Roman).

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HIERARCHY OF FONT STYLES

The following definitions classify typographic rules for web and document-based collateral. Marketing materials such as flyers, posters, postcards, etc., may customize these styles (adjust size, weight, and color) to accommodate design flexibility.

This is a Page Title - H1

Josefin sans (semibold); HEX #435A71; 28 pt

THIS IS A PRIMARY HEADING - H2

Font: Josefin sans (semibold, uppercase only); HEX #95809E; 14 pt

This is a Secondary Heading - H3

Font: Josefin sans (semibold); HEX #555758; 12 pt

This is Paragraph Text. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec odio. Nullam malesuada erat **ut turpis**. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede. Morbi in sem quis dui placerat ornare. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Font: Josefin Sans (light); HEX#555758 (highlight semibold, HEX #009996); 12 pt

o   Over **1,500** participants enrolled in the program between **June 2016** and **December 2017**

Data callout A Font: Josefin Sans (semibold); HEX #BD7AB3; 18-24 pt

Users connected with an IBCLC in an average of **22** seconds

Data callout B Font: Josefin Sans (semibold); HEX #7DCED0; 18-24 pt

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Illustration

We use illustration to communicate ideas, visualize data, and tell stories to our patients and partners alike. Advantia's illustrative style has been carefully crafted to convey a sense of friendly inclusivity and approachable innovation; our hand-drawn vignettes employ flowing, open curves, and a playful color palette. We serve diverse populations across the country and are careful to represent the many shapes, sizes, and interests of the women in our communities.
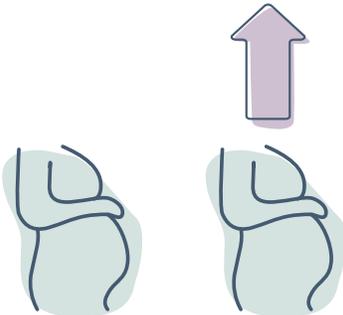
ILLUSTRATIONS

Clean, open lines are soothing and feminine; selective color blocking adds a playful, modern touch.

Simplicity of detail and lack of full-color shading allows for demographic diversity; absence of facial features enables relatability for all patient populations.

Reduce and simplify illustrations to create icons and building blocks for infographics

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ICONS

Advantia's iconographic styles range from detailed illustrations (full color palette, maximum visual information included), to basic icons (monochrome, suggestive representation). Narrative infographics and animations should implement the highest level of detail, whereas broader concepts and overviews (such as data visualization and bulleted lists) can utilize simplified icon styles.
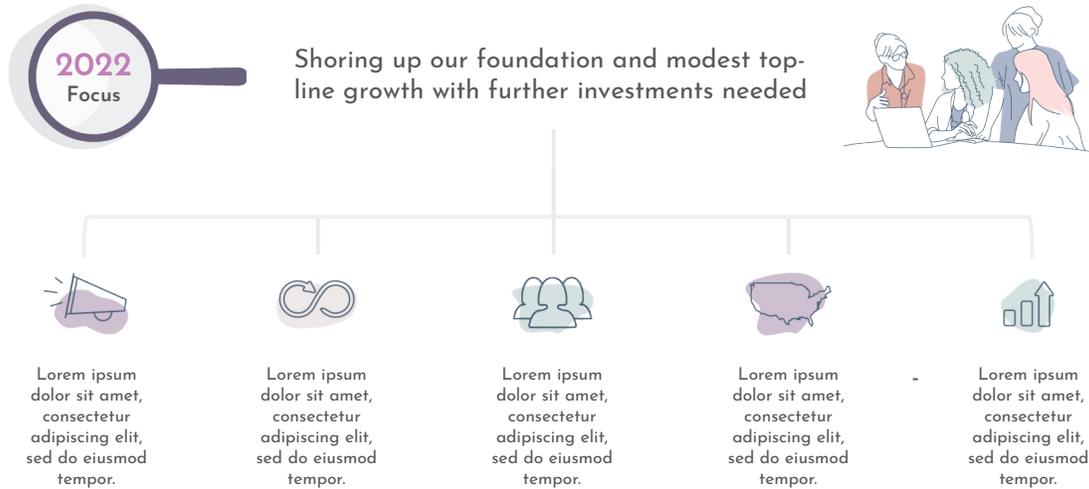
Detailed

Basic

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INFOGRAPHICS

Infographics can consist of illustrative vignettes woven together by timelines, directional narratives, and text...

...or a full, cohesive illustration conveying a moment-in-time.

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Photography

Photography is a vital tool for representing the diverse communities that we serve and communicating the values that drive the Advantia Health experience.

Our photographic style is playful and inclusive, utilizing natural light and a neutral, soothing palette whenever possible. We depict a mix of candid and semi-candid scenes to help our consumers relate to our values and imagine themselves in each image - all photos should feel natural and unassuming, and should depict diversity across age, ethnicity, culture, and lifestyle. Photos used in Advantia-related collateral should communicate believable and approachable sentiments focused on compassion and empathy for *every* woman's health and wellness journey (see following pages).

When cropping and placing photos, use soft curves as framing devices, which can incorporate bands of our brand colors and/or a matching overlay on the image.

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Photography

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Photography

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Examples of Use

Please see the following example of the Advantia Health homepage (above the fold, not to-scale), implementing some of the principles outlined in this style guide:

Primary logo over white with appropriate clear space

Photo meets brand photography criteria

Transforming healthcare for all women.

Find a Practice

Whatever you need, wherever you are.

We think that keeping in touch with your doctor or booking an appointment should be as easy as sending a text message. That's why we brought in technology that allows our patients to do just that. And a whole lot more.

Find a Provider

Brand palette used to highlight call-to-action buttons

Here, there and everywhere.

We started out in Maryland, Virginia and D.C., but we're opening new practices across the country. So whether in person or via telemedicine, we make it easy to get the help you need, where you need it.

Find a Location

H1 font style, scale adjusted to format for web

We know how you feel. We do it all too.

Keeping you and your family happy and healthy is hard enough at the best of times, but when you have to deal with multiple specialists all in different practices, it can be a nightmare. We're here to change all that.

Services

Photo meets brand photography criteria

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Practice Co-branding

Each Advantia practice has it's own unique culture, style, and needs. From logo, to web presence, to interior design, your practice will benefit from joining the cohesive Advantia Health brand experience. Please see the following pages to learn how Advantia's improved brand identity system can help you better serve your patient population and team!

LOGO OPTIONS
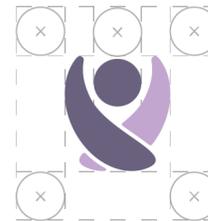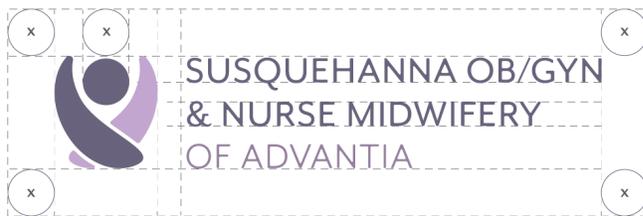
When using our logo with additional visual elements (text, graphics, photographs, or other logos), it's important to give it some space to breathe. Always maintain a minimum clear space proportionally equal to **x**, as outlined in the diagram at left.

Color options: The practice logo should appear in full color over white, or in white over the brand colors specified below, wherever possible.
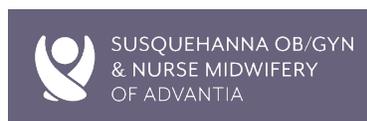

Full color over white

HEX #68627C over white

HEX #435A71 over white

HEX #95809E

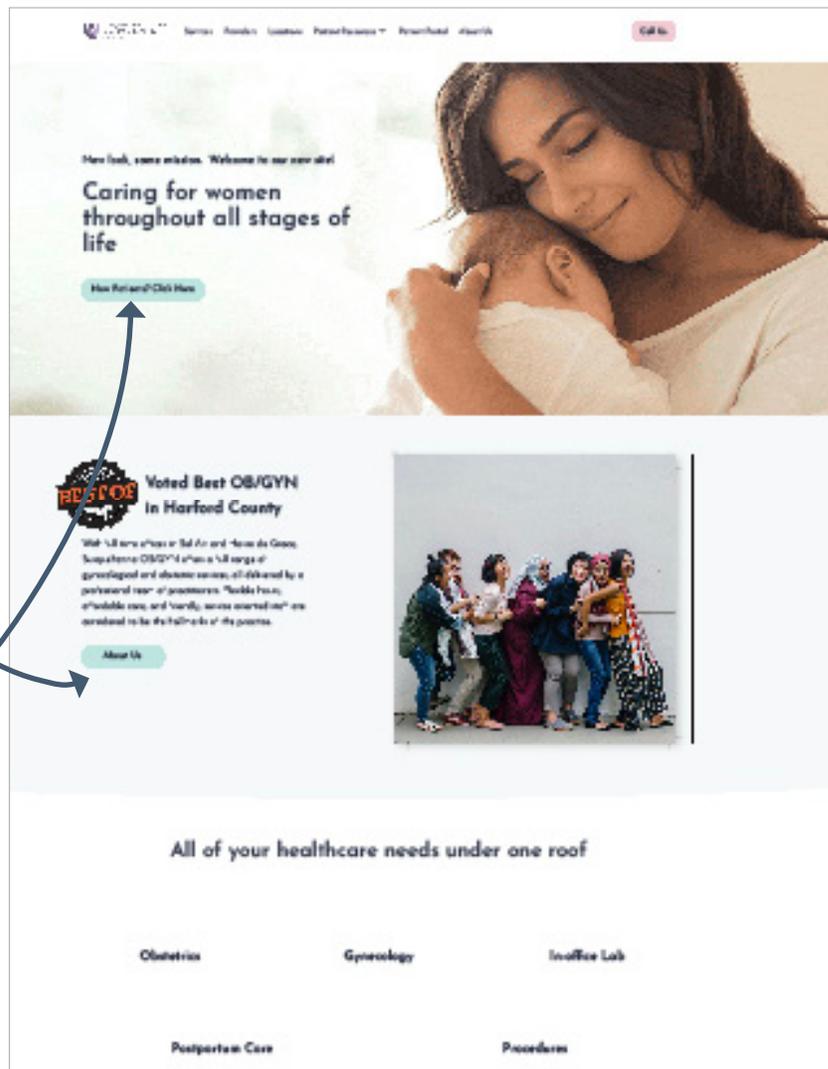HEX #68627C

HEX #435A71

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WEB DESIGN

Please see the following example of the practice website homepage (above the fold, not to-scale), implementing some of the principles outlined in this style guide:

Primary logo over white with appropriate clear space

Photo meets brand photography criteria

Brand palette used to highlight call-to-action buttons

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INTERIOR DESIGN

Every Advantia practice has it's own unique style, staff dynamic, and patient population. Our brand palette provides each practice with the flexibility to choose a style that best suits their practice identity, while living in harmony with the Advantia brand aesthetic. We'll work with you directly to choose the design style that best fits your practice. Please see the following pages for examples of how the new styling can be applied to your clinic design.
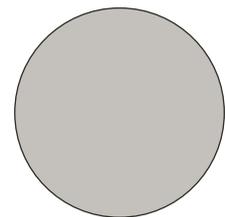
Paint colors (eggshell finish)

Walls should be painted primarily in neutrals. Please choose from the following swatches:
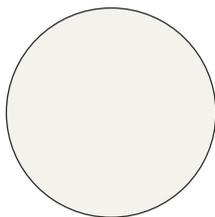
HEX #F4F2EC
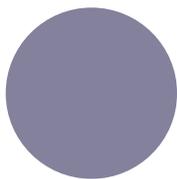**PANTONE**
N/A
BEHR
PR-W14U
Bit of Sugar
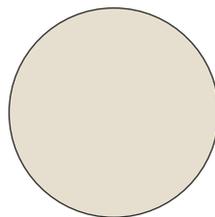
HEX #E6DFCF
PANTONE
Warm Gray 1 C
BEHR
750C-2U
Hazelnut Cream

HEX #C4C0BB
PANTONE
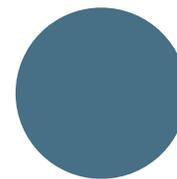Warm Gray 2 C
BEHR
PPU18-10U
Natural Gray

For statement walls, please choose from the following swatches:

HEX #85809B
PANTONE
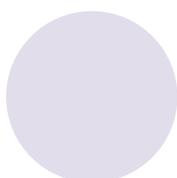5285 C
BEHR
S570-5M
Live Jazz

HEX #BAB1CD
PANTONE
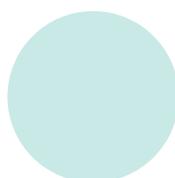665 C
BEHR
M560-3U
Grape Hyacinth

HEX #4C6F86
PANTONE
2167 C
BEHR
S500-6D
Shipyard

For accent walls and trim, please choose from the following swatches.

HEX #E0DDEA
PANTONE
7443 C
BEHR
M560-1U
Sweet Bianca

HEX #C9E9E7
PANTONE
7457 C
BEHR
M460-1U
Tahitian Sky

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Logo signage

The parent Advantia logo will be used for all large scale signage in all practices.

Logo signage - finish and paint pairing options

The parent Advantia logo may be displayed in your practice in a variety of styles, depending on the palette you've chosen for your interior design. Please see below for some examples of how you can incorporate the new logo signage into your clinic design.

BEHR
PR-W14^U
Bit of Sugar

BEHR
750C-2^U
Hazelnut Cream

BEHR
S570-5^M
Live Jazz

BEHR
S500-6^D
Shipyard

Logo signage - practice-specific logo options

While the Advantia parent logo will be used as the top identifier for large scale signage, your practice's unique "Of Advantia" logo may be displayed throughout your clinic in a variety of ways. These applications may include: small scale signage for doors, wayfinding signage, room identifiers, and/or window decals for glass doors and surfaces. Please see below for some examples of how you can incorporate this signage into your clinic design.

Glass Door Decal
Color Logo

Glass Door Decal
White Logo

Door Plaque
Stainless Steel
Color Logo

Door Plaque
Stainless Steel
White Logo

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MARKETING MATERIALS

Please see the following example of marketing materials implementing some of the principles outlined in this style guide:

18″ X 24″ Poster (Not to-scale)

Photo meets brand photography criteria, framed by soft waves in our primary palette
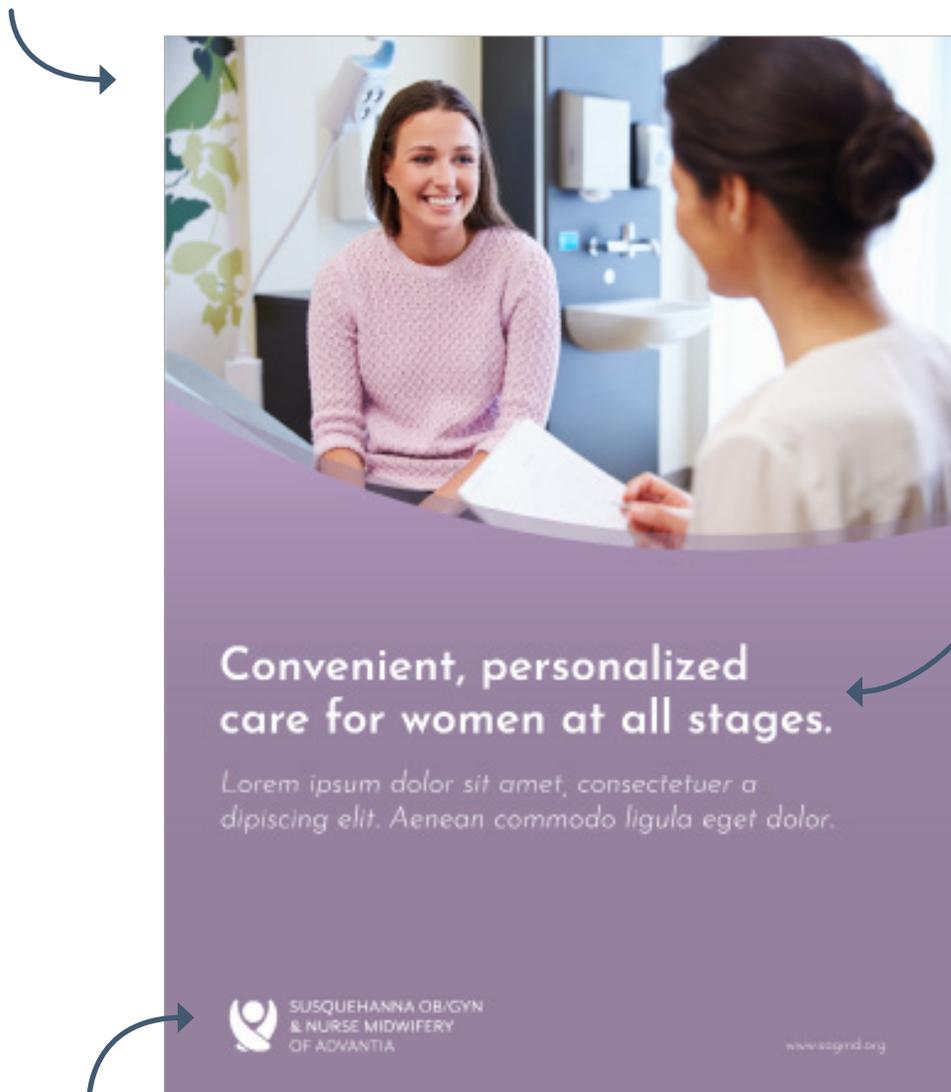
H1 font style, scale and color adjusted

White logo over primary palette with appropriate clear space

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3.75″ x 8.25″ Rack card (Not to-scale)

White logo over primary palette with appropriate clear space

Photo meets brand photography criteria

H1 font style, scale and color adjusted

Branded illustration styles used to add visual interest

Front

Back

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3.5" x 2.0" Business card (Not to-scale)

Kathleen M. Gotzmann, MD

Phone: (443) 643-4300
Fax: (443) 643-4303

520 Upper Chesapeake Drive, Suite 301
Bel Air, MD 21014

sogmd.org

SUSQUEHANNA OB/GYN
& NURSE MIDWIFERY
OF ADVANTIA

Front   **Back**

#10 (9.5" x 4.125") Envelopes (Not to-scale)

SUSQUEHANNA OB/GYN
& NURSE MIDWIFERY
OF ADVANTIA

520 Upper Chesapeake Drive, Suite 301
Bel Air, MD 21014

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Notes

o This style guide will be updated as additional brand collateral is produced and as our brand needs evolve.

o Brand specifications for channel-specific partnerships and projects are outlined in separate documents (eg. Practice Interiors Style Guide). Please see those documents for specifications regarding co-branding and customization.

Contact

For questions regarding branding or to request additional brand templates or materials, please contact Advantia Health's Creative Director, Courtney Beglin, at **courtney.beglin@advantiahealth.com.**

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