careviso
powering transparency

Brand Guidelines 2024

Logo Guidelines

This guide shows how to bring our brand to life. To protect careviso's' brand we require consistency to adhere to this guide's rules.

powering transparency

Our Logo and Name

careviso's logo is at the core of our brand identity.

Our logo represents the relationship and connection between careviso and our patients, physicians, and laboratories that we serve. Behind every case that we touch, we have personalized solution and human connection. The hexagon icon indicates the science and technology as the backbone for our company and platform.

The colors of green and blue used in the logo indicates dependability and strength. careviso is a leader in the industry of patient access for molecular diagnostics and provides superior service to all of our customers.

Our new name embraces bringing the *care* back into healthcare, combined with a vision for what is needed next. The time for a simple, clear, and approachable path forward in healthcare is now. Our tagline plays an important part in our brand image and identity. Powering transparency reflects our current healthcare needs and how we can help. With seeQer, careviso streamlines the two most complex issues in healthcare: financial transparency and prior authorizations. Phonetic spelling: kerv/l/zoʊ

The wordmark "careviso" should always be lowercase. In textual content (such as this guide) "careviso" must also be lowercase, **not** "Careviso."

Our icon can be used on its own in special circumstances only. Generally the icon without the wordmark is used where the brand has already been established in the same context either by using a full logo or in adjacent copy. It is also acceptable to use the our icon as an app icon or in social media as an avatar.

Our Product

seeQer is our benefits investigation and cost calculation tool, built into our online platform.

seeQer is our platform tool for patient benefits eligibility, cost calculation, and prior authorization requirements and workflow. It is our core product that helps solve the frequent pain points in healthcare, price transparency and prior authorization.

The logo is an alteration of the careviso company logo, using the gradient on a solid background. For this reason, the logo must have a white outline and white text if it is placed on a Background Navy background. seeQer materials should use the Background Navy tertiary colors with gradient accents.

Stacked Logos

Logo Lockups

Our lockup (format) is how we announce our brand to the world.

Our logo is expressed in horizontal and stacked lockups. The stacked logo is primarily for large-scale use or when you have ample space to display the logo.

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.
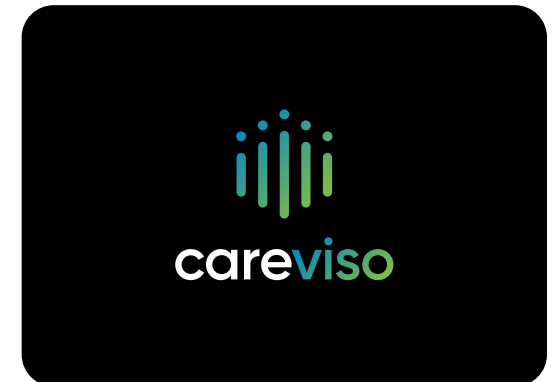
Horizontal Logos

Colored Backgrounds

The full-color logos should be used only on white, black, or careviso Background Navy colored backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.

seeQer Colored Backgrounds

This logo has a transparent element within the center. The full-color logos should be used only on white, black, or careviso Background Navy colored backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.

Monochromatic Logos

If no color is available, then the logo should be either black or white - never gray.

Some marketing materials will require a blue or green background - these can **only** use a monochromatic logo, as shown.

Boilerplate

Our boilerplate should be used at the footer of documents that are being distributed public-ly. There are three types: Under 100 Words, Under 500 Words, and 1 Liner.

Under 100 Words

careviso is a healthcare technology company. We created a complete technology platform that increases patient access to care by delivering cost estimates, administrative requirements and approvals in real time. careviso began with a laboratory focused approach, and has expanded to serve a wider population in healthcare. Our mission is to support patients, providers, and payors with total access to healthcare. By automating the impossible we're able to solve the most complex problems in the healthcare industry in real-time: prior authorizations and financial transparency.

Under 50 Words/500 characters

careviso is a healthcare technology company supporting everyone involved in healthcare. We created a proprietary platform for payors, physicians, and healthcare providers that improves patient care through streamlined workflows. By automating the impossible we're solving the most complex problems in the healthcare industry: prior authorizations and financial trans-parency.

Under 150 characters

careviso is solving prior authorization & financial transparency issues with a proprietary tech platform for payors, physicians, & providers.

Clearspace

To present our logo in the most favorable light, use the width of its "o" as your guide for clear-space for the horizontal logo and the width of the medium body in the stacked version. Use the inner width of the "o" to space the word and logo apart.

Fonts

These are the primary brand fonts. Proxima Nova and Adelle are included with careviso's Adobe Cloud license.
The font used in our logo is Gilroy, Semibold, with optical kerning.

Primary brand font

Proxima Nova

Light
Regular
Medium
Semi-bold
Extra Bold

Secondary brand font

Adelle

This is being phased out

Light
Regular
Semi-bold
Bold

Created for you, your lab, and your patients.

Combined expertise in laboratory, technology solutions, and HUB services to help both patients and physicians.

careviso is the only healthcare services company that is singularly focused on molecular diagnostic patient access. We are the market leader and perform over 20,000 prior authorizations each month. Our dedicated team has robust experience and knowledge and will provide the highest quality service to you and your customers.

HEADLINE
Adelle Regular
24pt / Leading 26pt

SECONDARY HEADLINE
Proxima Nova Bold
12pt / Leading 18pt

BODY COPY
Proxima Nova Regular
10pt / Leading 14pt

© careviso, 2024

Fall-back fonts

When Proxima Nova and Adelle are not available please use the following fonts for documents such as PowerPoint Word documents and email.

Primary brand font

Arial

Regular
Italic
Bold

Secondary brand font

Georgia

Regular
Italic
Bold

This is being phased out

Created for you, your lab, and your patients.

HEADLINE
Georgia Regular
24pt / Leading 26pt

Combined expertise in laboratory, technology solutions, and HUB services to help both patients and physicians.

carereviso is the only healthcare services company that is singularly focused on molecular diagnostic patient access. We are the market leader and perform over 20,000 prior authorizations each month. Our dedicated team has robust experience and knowledge and will provide the highest quality service to you and your customers.

SECONDARY HEADLINE
Arial Bold
11pt / Leading 18pt

BODY COPY
Arial Regular
9pt / Leading 14pt

Color Palette

Primary colors

OCEAN BLUE

HEX #0387BF
RGB 3/135/191
CMYK 82/36/6/0
PMS 299 C

FERN GREEN

HEX #85BD00
RGB 133/189/0
CMYK 53/3/100/0
PMS 376 C

BACKGROUND NAVY

HEX #002938
RGB 0/41/56
CMYK 96/72/53/58
PMS 547 C

CAREVISO GRADIENT

GRADIENT BLUE: #0387BF

GRADIENT GREEN: #85BD00

-45 DEGREE ANGLE

LIGHT GREY

HEX #FBFBFB
RGB 251/251/251
CMYK 1/0/0/0

Secondary gradient

As the brand has evolved, we have opted for a lighter feel, relying more on the gradient. For this reason we have expanded the gradient to include 25%, 50%, & 75%, again at a -45 degree angle.

seeQer branding primarily uses these gradients.

It should be noted that most product mockups use 30% transparency.

Expanded Color Palette

Secondary colors

OCEAN BLUE 75

HEX   #69A4CC
RGB   105/164/204
CMYK   59/24/7/0

FERN GREEN 75

HEX   #AECC7E
RGB   174/204/126
CMYK   15/0/38/20

BACKGROUND NAVY 75

HEX   #475E69
RGB   71/94/105
CMYK   32/10/0/59

OCEAN BLUE 50

HEX   #99C2DD
RGB   153/194/221
CMYK   31/12/0/13

FERN GREEN 50

HEX   #C7DBA9
RGB   199/219/169
CMYK   9/0/23/14

BACKGROUND NAVY 50

HEX   #84939A
RGB   132/147/154
CMYK   14/5/0/40

OCEAN BLUE 25

HEX   #CCE0EE
RGB   204/224/238
CMYK   14/6/0/7

FERN GREEN 25

HEX   #E4EDD5
RGB   228/237/213
CMYK   4/0/10/7

BACKGROUND NAVY 25

HEX   #C1C9CD
RGB   193/201/205
CMYK   6/2/0/20

These colors can be used to add depth to marketing materials while remaining within the color family. Each of these is a transparency percentage of the original brand colors, noted as 75, 50, & 25.
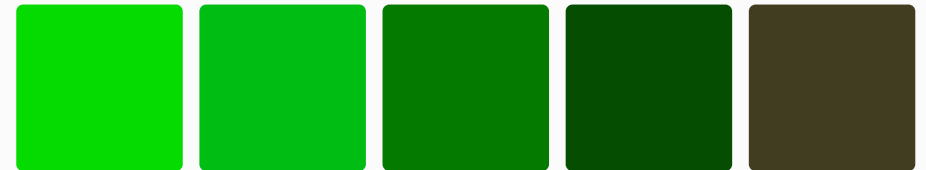
Expanded Color Palette

Tertiary colors

HEX: #04BF7C
RGB: 4/191/124
CMYK: 98/0/35/25

HEX: #04BFBC
RGB: 4/191/188
CMYK: 8/0/2/25

HEX: #00A6BD
RGB: 0/166/189
CMYK: 100/12/10/26

HEX: #044CBF
RGB: 4/76/191
CMYK: 98/60/0/25

HEX: #0411BF
RGB: 4/17/191
CMYK: 98/91/0/25

HEX: #A4EB00
RGB: 164/235/0
CMYK: 30/0/100/8

HEX: #6B9900
RGB: 107/153/0
CMYK: 30/0/100/40

HEX: #4F7000
RGB: 79/112/0
CMYK: 29/0/100/56

HEX: #324700
RGB: 50/71/0
CMYK: 30/0/100/72

HEX: #05A7ED
RGB: 5/167/237
CMYK: 98/30/0/7

HEX: #036E9C
RGB: 3/110/156
CMYK: 98/29/0/39

HEX: #025173
RGB: 2/81/115
CMYK: 98/30/0/55

HEX: #01344A
RGB: 1/53/74
CMYK: 99/30/0/71

HEX: #04DC00
RGB: 4/220/0
CMYK: 98/0/100/14

HEX: #00BD15
RGB: 228/237/213
CMYK: 4/0/10/7

HEX: #047A00
RGB: 4/122/0
CMYK: 97/0/100/52

HEX: #044C00
RGB: 4/76/0
CMYK: 95/0/100/70

HEX: #403E21
RGB: 64/62/33
CMYK: 0/3/48/75

These should be used as LITTLE as possible:

These should be used as LITTLE as possible:

HEX: #BD1368
RGB: 189/19/104
CMYK: 0/90/45/26

HEX: #AF04BF
RGB: 175/4/191
CMYK: 8/98/0/25

HEX: #8900BD
RGB: 137/0/189
CMYK: 28/100/0/26

HEX: #552368
RGB: 85/35/104
CMYK: 18/66/0/59

HEX: #3D231F
RGB: 61/35/31
CMYK: 0/43/49/76
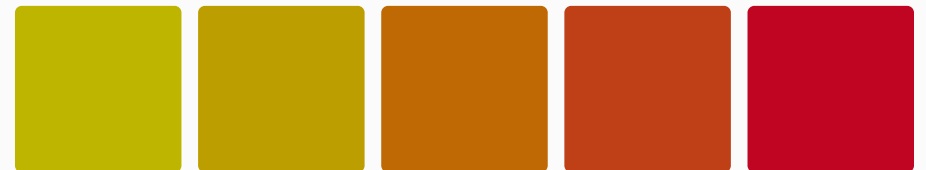
HEX: #BDB600
RGB: 189/182/0
CMYK: 0/4/100/26

HEX: #BD9F00
RGB: 189/159/0
CMYK: 0/16/100/26

HEX: #BF6804
RGB: 191/104/4
CMYK: 0/46/98/25

HEX: #BF4017
RGB: 191/64/23
CMYK: 0/66/88/25

HEX: #BF0422
RGB: 191/4/34
CMYK: 0/98/82/25

Expanded Color Palette Logo Guidelines

Logos placed on top of gradients can be a bit tricky. For that reason the following are best practice:

It is best NOT to place the gradient logo on any color besides navy/white/black, but if you HAVE to, these are the approved color combinations for the logo with our extended color palette.

Brand Elements

Templates

There are several document templates available for use, ranging from sell sheets to social media images. The examples provided here also reflect appropriate graphic element design (see below).

Graphic Elements

Breaking up text and adding artistic flair to pieces can be done by the use of certain shapes and lines. Hexagons, solid and dashed lines, and partial sections of our logo are allowed in moderation. Gradient overlays oh photographs are also acceptable.

Brand Elements

Icons

Our icons come in two styles: filled and out-line. It is recommended you keep the icons within the following color parameters: white, Background Navy, Ocean Blue, and Fern Green. If additional depth is needed in an icon, the tertiary colors can be used in moderation.
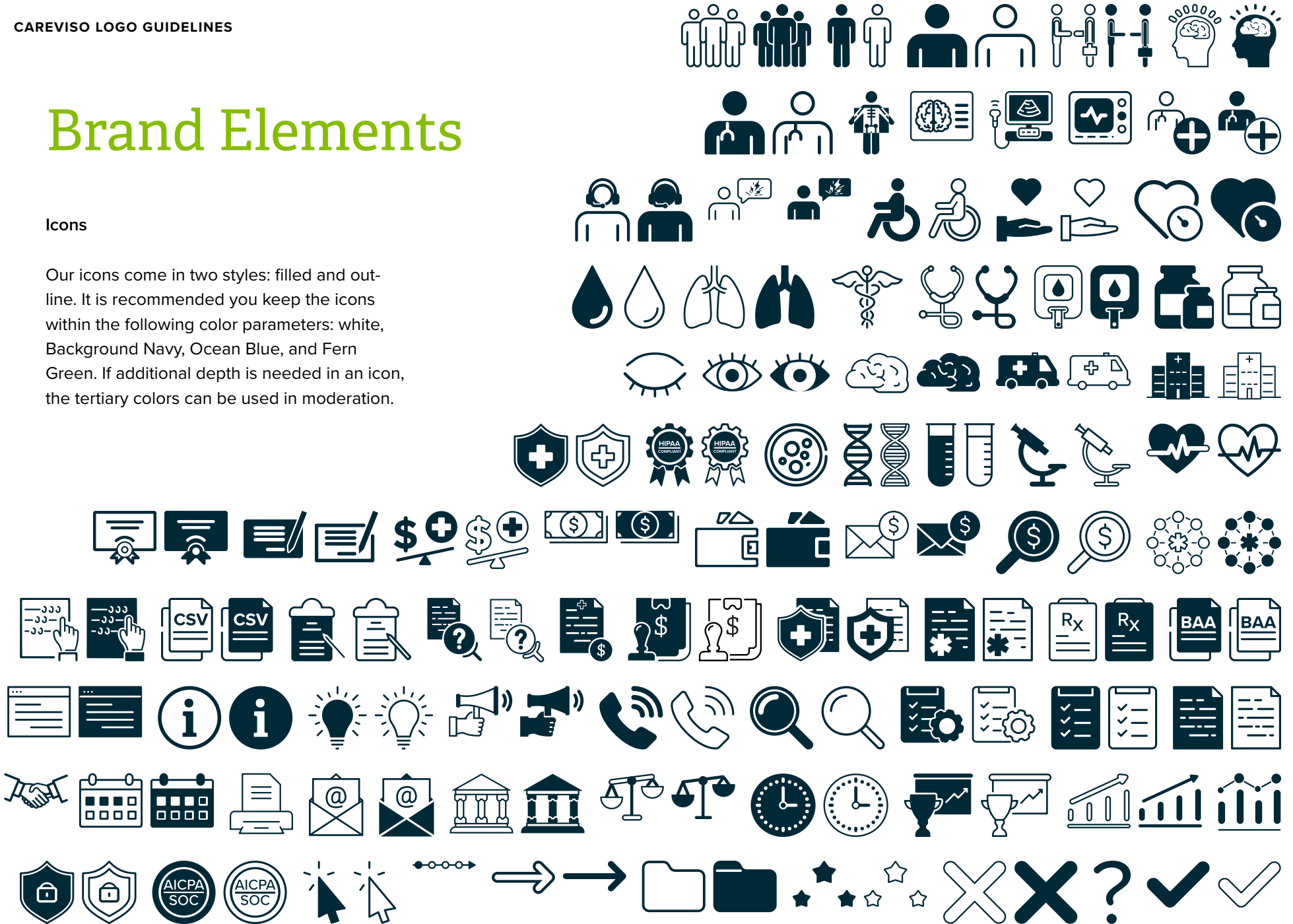
Brand Elements

Icons

Our icons come in two styles: filled and outline. It is recommended you keep the icons within the following color parameters: white, Background Navy, Ocean Blue, and Fern Green. If additional depth is needed in an icon, the tertiary colors can be used in moderation.
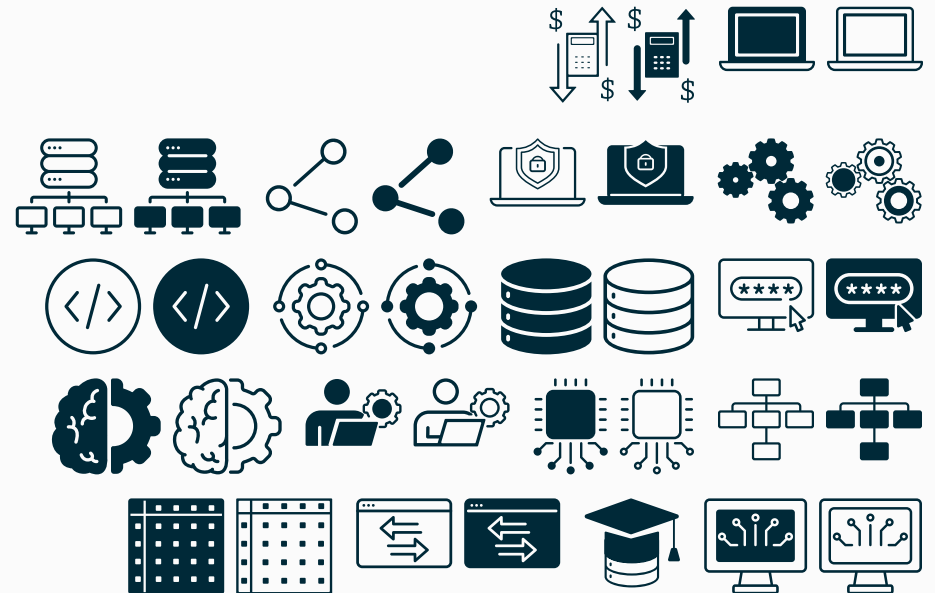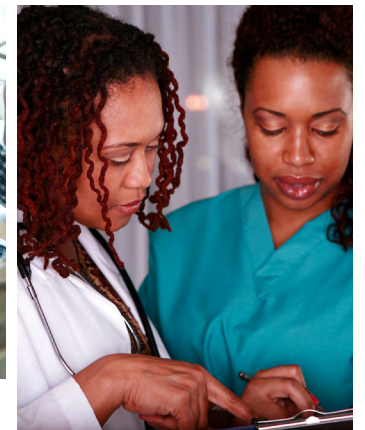
Brand Elements

Photography

Our photography style is light, friendly, and people-focused. This ties directly back to our mission and company values. We try to be as inclusive as possible across gender, age, race, and orientation. Photos should be licensed through Adobe Stock or other photo collections.

Technical

careviso's is using solving healthcare with an advanced technical platform. The look and feel of our brand should include technical components that indicate the complexity of our systems, yet in an approachable manner.

Video

We make use of basic animations in Adobe programs. Videos should have branded open and close screens.

Brand Elements

Presentations

Physician-facing presentations should use the Ocean Blue family for accents within the presentation. In the example below the cover slide is Ocean Blue while a body slide footer also uses Ocean Blue.

Lab-facing presentations should use the Fern Green family for accents within the presentation. In the example below the cover slide is Fern Green while a body slide footer also uses Fern Green.

Logo Don'ts

Our logos were created with specific intent. Please keep their integrity intact and respect the design team's processes.

If you place the gradient logo on a blue or green background half the logo will disappear, as seen at the top of the page.

DO NOT RECOLOR THE LOGO

DO NOT CHANGE PROPORTION OF THE ICON

DO NOT USE NOT APPROVED COLORS

DO NOT USE ALTERED LOGO LOCK-UPS

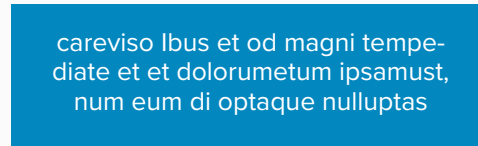DO NOT ROTATE THE LOGO
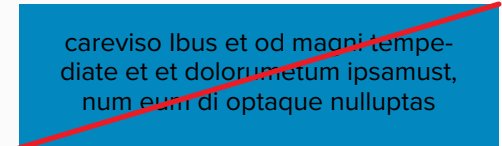
DO NOT DISTORT

DO NOT OUTLINE THE LOGO

DO NOT ADD SPECIAL EFFECTS
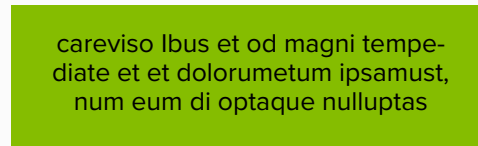
Font/Color Don'ts

Our fonts and colors were chosen with specific intent. Please keep their integrity intact and respect the design team's processes.
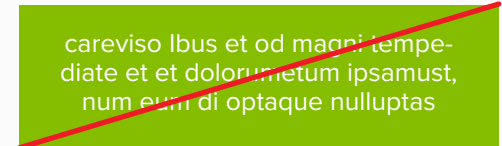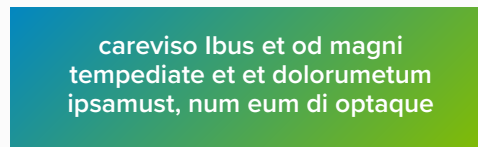
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DO USE WHITE TEXT ON BLUE

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DO NOT USE BLACK OR NAVY TEXT ON BLUE

careviso Ibus et od magni tempediate et et dolorumetum ipsamust, num eum di optaque nulluptas

DO USE NAVY OR BLACK TEXT ON GREEN

careviso Ibus et od magni tempediate et et dolorumetum ipsamust, num eum di optaque nulluptas

DO NOT USE WHITE TEXT ON GREEN

(UNLESS VERY LARGE FONT SIZE)

careviso Ibus et od magni tempediate et et dolorumetum ipsamust, num eum di optaque

DO USE WHITE TEXT ON THE GRADIENT

careviso Ibus et od magni tempediate et et dolorumetum ipsamust, num eum di optaque nulluptas
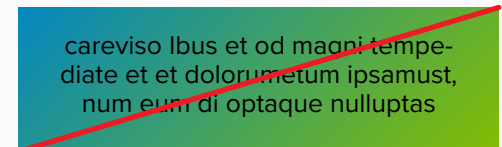
DO NOT USE NAVY OR BLACK TEXT ON THE GRADIENT

Questions?

careviso