

intiveo.

Brand Book



Welcome to the Intiveo Brand Book.

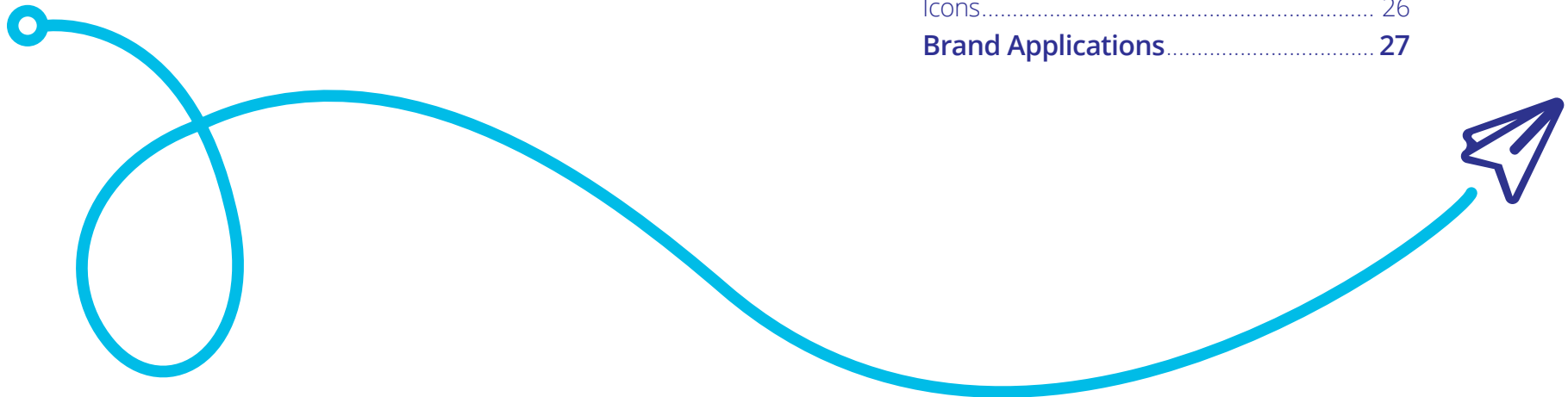
This powerful little book gives you a glimpse into our world. Between these pages you will discover who we are, why we do what we do, and what we're striving towards in the future.

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Brand Foundation

Who We Are

Introduction

We are Intiveo, a Vancouver based technology company that bridges the gap between medical professionals and their patients by providing simple and intuitive communications.

By doing so, we believe we can improve healthcare for all by helping to foster resilient, caring relationships between patients and their healthcare professionals.

We alleviate the hours of phone tag and connect with patients in the way that fits their lifestyle. Allowing medical professionals to focus on what matters most; keeping people happy and healthy.



Who We Are

Elevator Pitch

Who We Are.

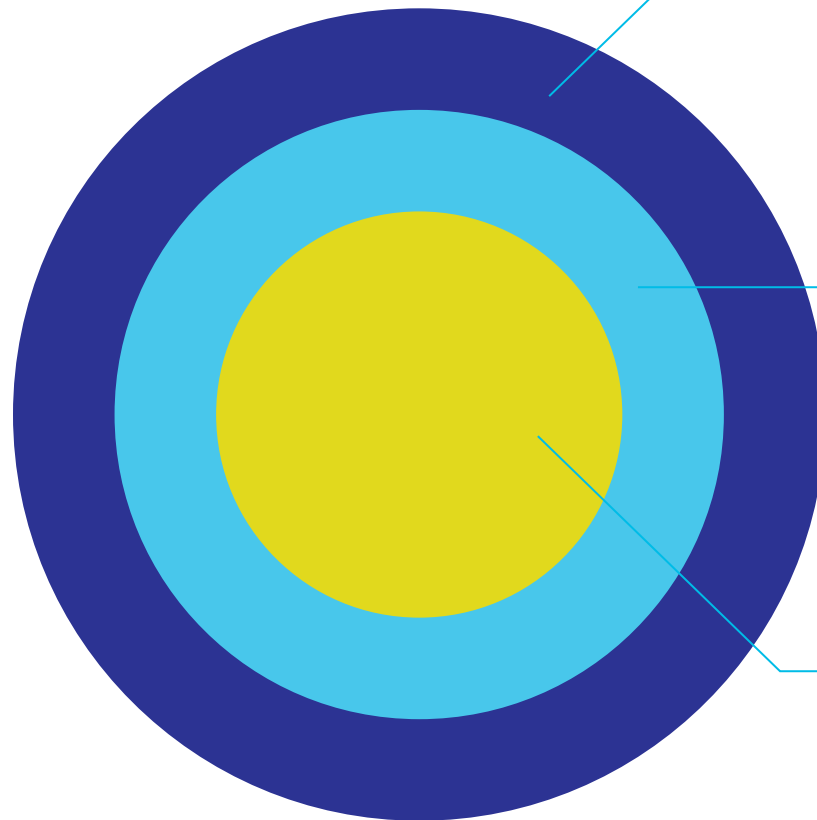
Through simple, tailored communications, Intiveo is able to build relationships and nurture trust between patients and their medical professionals.

Intiveo provides patients with convenient updates regarding appointments, prescriptions and treatments through channels that fit their lifestyle. In turn, this ensures that patients always feel their health and well-being is top of mind.

Who We Are

Brand Positioning

What, how, why. These are the foundational pieces that help to position the Intiveo brand in the industry. These statements will briefly explain what our service offering is, how this service is unique in the industry, and mostly importantly, the reason why we go to work each day.

**What we do**

We provide medical professionals with an automated communication platform to assist in building stronger relationships with their patients. Allowing them to spend more time focusing on the issues that really matter; patient health and well-being.

How we do it

Our platform uses data and behavioural analysis to identify the most effective ways to create and send tailored communications. This includes notifications and reminders regarding all important crossroads in your patients healthcare journey.

Why we do it

We believe by connecting people and fostering strong relationships; healthcare can be improved for all.

What We Value

Value 01

Authenticity

We embrace ***being true to who we are***. We recognize that we have ***thrived*** because of the work each and every employee. The impact of ***individual insights and perspectives*** can be seen in how Intiveo has flourished

What We Value

Value 02

Collaboration

We prioritize collaboration over a top-down approach. Shared ***goal-setting, decision-making, and process orientation*** means that we trust one another to work towards the same result. Collaboration is at our core because we understand that ***many hands make light work.***

What We Value

Value 03

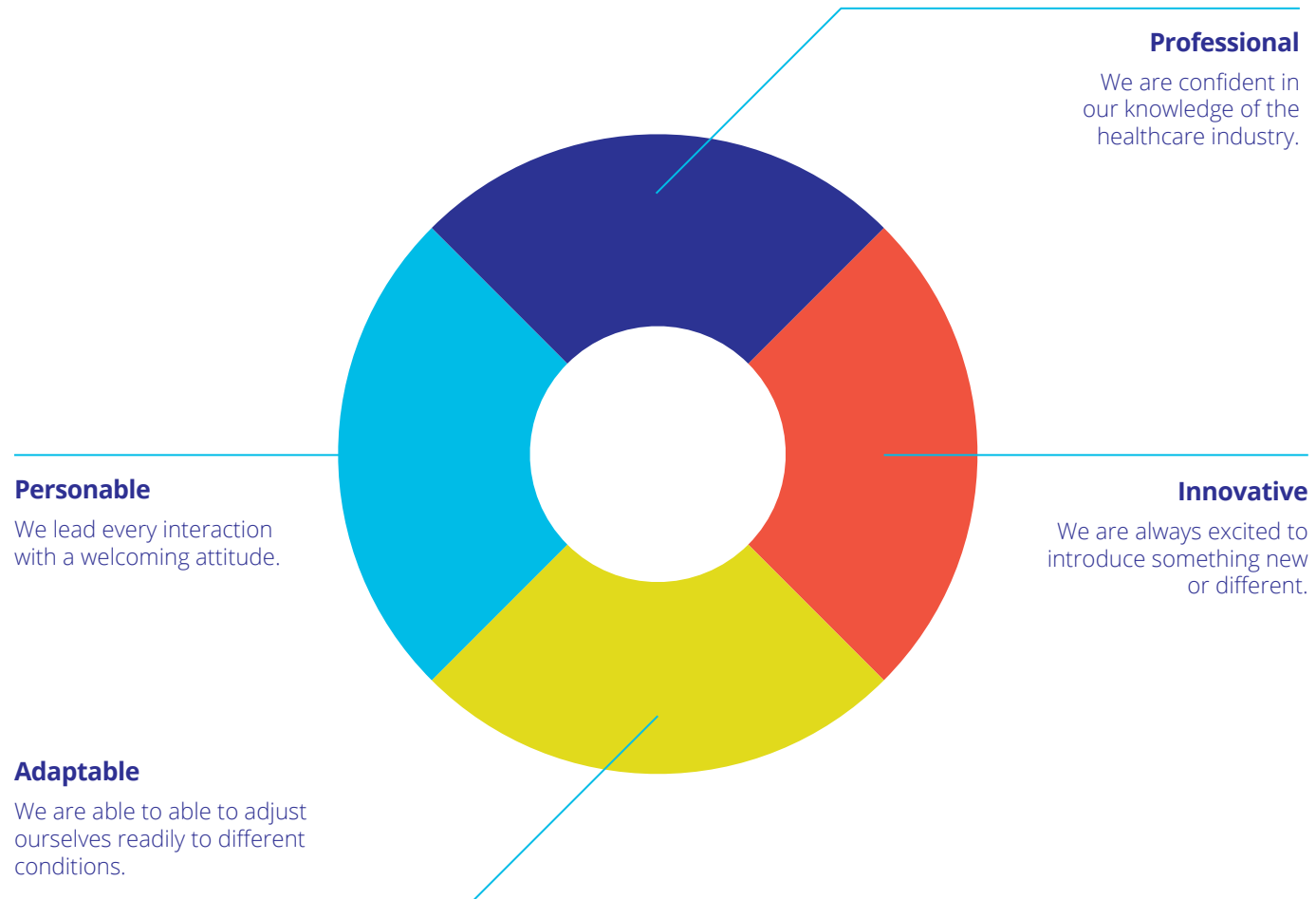
Continuous Development

We are the ***thinkers***, the ***learners***, the ***try-ers***, and the ***do-ers***. Our viability as a growing SaaS company lies in our ability to ***cultivate the talent in our workforce***. We're excited to give you many opportunities to grow at Intiveo.

How We Speak

Personality

Imagine your brand as a person. Values are what they believe in and often exist beneath the surface as a moral compass. A brand's personality is how their friends would describe them and should be prevalent in how they speak and act.



How We Speak

Tone of Voice

A brand must own its own voice. It needs to be consistent, clear, and authentic across all channels regardless of who is at the keyboard/podium/phone. Our voice and tone is vital, but also the most difficult to articulate.

Intiveo utilizes two levels of messaging in order to engage with our audiences. These levels are known as Emotional and Functional messaging.

Emotional Messaging

Emotional messaging refers to our big, attention grabbing headlines. This contains the friendly, innovative and fun messaging that our audience will find personable, relatable and engaging. The language used in these communications should be easy to read and use simple language.

Functional Messaging

After hooking in our audience in with the emotional messaging the functional messaging is how we keep them interested. This is where we show off our expertise and position ourselves as an authority in the healthcare industry. With this messaging we can allow ourselves to sound more technical by increasing the amount and frequency of industry jargon used in order to convince our audience we know what we're talking about.

How We Speak

Punctuation & Grammar

Rather than using stodgy, formal punctuation and long- winded sentences, keep things simple or lean into being approachable.

Don't use:

; & or sentences that go on forever

Do use:

and + short sentences that deliver the point.

Keep in mind that when you're writing that you are typing from your own voice but with Intiveo values layered on top.

How We Speak

Examples of Language

Example 01

Emotional Messaging

Healthier
connections make
happier patients.

Functional Messaging

We provide medical professionals with an automated communication platform to assist in building stronger relationships with their patients. Allowing them to spend more time focusing on the issues that really matter; patient health and well-being.

Example 02

Emotional Messaging

Fewer phone calls.
More appointments.
No magic needed.

Functional Messaging.

Our platform uses data and behavioural analysis to identify the most effective ways to create and send tailored communications. This includes notifications and reminders regarding all important crossroads in your patients healthcare journey.



Brand Identity

Overview

This is the Intiveo brand. It's bold but soft. Authoritative but still friendly. The weighted presence of Intiveo establishes itself as a thought leader in the medical industry. As a group of people who are full of knowledge, but remain caring and focused on helping others.

This brand will be used across all of your marketing assets in both print and digital applications. By adhering to the rules outlined in the next few pages of this guide you can ensure the success of the Intiveo brand regardless of how it is experienced.

The Intiveo logo features the word "intiveo." in a bold, dark blue, sans-serif typeface. The letter "i" is lowercase and has a bright cyan circle as its dot. The period at the end of the word is also a bright cyan circle.

Our Logo

Primary

The logo is most visible element of the Intiveo brand. This is a universal signature across all Intiveo communications, but more importantly, a symbol that unites our brand and the values we strive for.

There are several versions of our logo available for use. This allows for flexibility when displaying the intiveo logo across various applications. Please make note of how the different versions interact with the background colours to ensure no element of our logo is lost along the way.

The word "intiveo." in a dark blue sans-serif font. The dot on the "i" and the dot on the period are a lighter blue color.The word "intiveo." in a white sans-serif font. The dot on the "i" and the dot on the period are a lighter blue color.The word "intiveo." in a white sans-serif font. The dot on the "i" and the dot on the period are a dark blue color.The word "intiveo." in a dark blue sans-serif font. The dot on the "i" and the dot on the period are a lighter blue color.The word "intiveo." in a white sans-serif font. The dot on the "i" and the dot on the period are a dark blue color.

Our Logo

Secondary

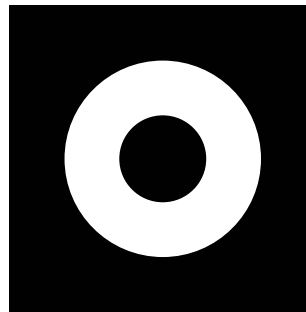
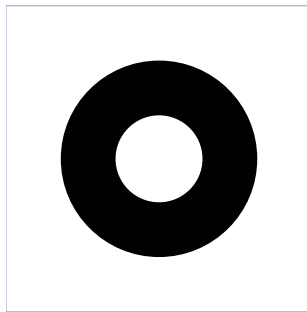
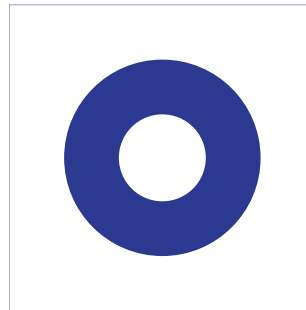
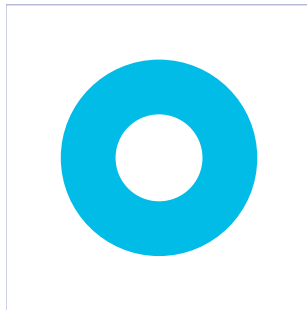
This is the secondary logo for Intiveo. The circle element of the Intiveo “i” is a recognizable feature of the Intiveo brand. It can be used in illustrations when symbolizing the Connection between a medical professional and a patient (See Page 23), and it can also be used in a limited capacity when there isn’t enough space for the primary mark to be used at a legible size.

To maintain brand consistency, the circle element should be used sparingly and only in specific circumstances, and must be paired with the primary logo or Intiveo name in a majority of cases. The target audience will always see the primary logo or

Intiveo name before seeing the circle element on its own. For example, when the Intiveo circle element is present on a printed business card or social media page, the primary logo must also be present on that piece of Intiveo branded content.

Examples of appropriate use include website favicons, social media avatars, as a detail on business cards and letterheads, or on small promotional goods.

For guidelines around logo minimum sizing refer to page 17.

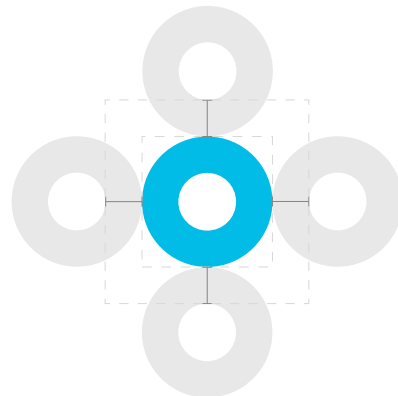


Our LogoClear Space &
Minimum Sizing

To preserve the clarity of our logos, a clear space must always be present around them. To define this space we use the circle element from the logo itself. The size of this clear space is equal to the width of two circle elements. We use this form of measurement to ensure both logos always maintain the same amount of space around them, regardless of scale.

To maintain legibility of the primary logo, it cannot be displayed any smaller than 1 inch wide in print applications or 100px wide in digital applications.

To maintain legibility of the secondary logo, it cannot be displayed any smaller than 1/3 of an inch wide in print applications or 16px wide in digital applications.



Our Logo

Usage

- A.** Do not rotate
- B.** Do not skew or distort
- C.** Do not add effects like drop shadows etc
- D.** Do not resize logo elements
- E.** Do not use non-brand colours
- F.** Do not convert the logo to strokes
- G.** Do not add elements to the logo
- H.** Do not use a version of the logo that uses elements that are similar in colour to the background
- I.** Do not use coloured versions of the logo on images. When overlaying the logo over images please use the black or white version of the logo accordingly.



Colours

Primary

The primary Intiveo palette is made up of two colours. These colours come together to feel bold and punchy, yet also familiar in the medical industry. These colours are used on all Intiveo marketing communications. These two colours can be tinted 20% to 100% to provide even more flexibility and variety in the Intiveo brand. Flip to the Brand Application Section of this guide to see how these colours are used. (See page 26)



Secondary

The secondary palette is only used when a more diverse palette is needed for functional requirements within the Intiveo application. This palette can be expanded as needed, but to maintain brand consistency all additional colours should reflect a similar tone to the defined colour.

Navy Blue

Pantone 2746 C

CMYK 100 / 98 / 0 / 0

RGB 46 / 49 / 146

HEX #2E3192

Cyan

Pantone 306 C

CMYK 75 / 0 / 5 / 0

RGB 0 / 188 / 231

HEX #00BCE7

Warm Red

Pantone Warm Red C

CMYK 0 / 83 / 80 / 0

RGB 239 / 83 / 63

HEX #EF533F

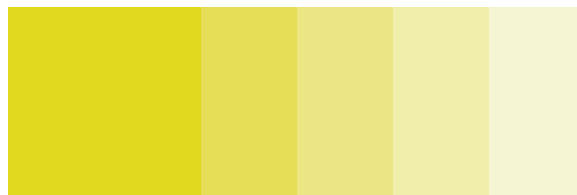
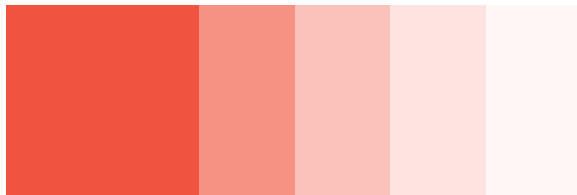
Lime

Pantone 395 C

CMYK 15 / 5 / 100 / 0

RGB 225 / 217 / 30

HEX #E1D91E



Typography

Display Font

The display font for Intiveo is Montserrat Light. This typeface is used for large headlines, titles and any display copy such as pull quotes in print and digital applications.

This font can be downloaded for use from the link below

fonts.google.com/specimen/Montserrat

Montserrat Light is used
for large headlines and
display copy like this.

Typography

Supporting Font

The supporting font for the Intiveo brand is Open Sans. This typeface family is the hard working piece of the typographic system. Open Sans is used when communicating large amounts of information, such as body copy on the Intiveo website or an annual report. Because this font family contains 10 different styles it is very flexible for all situations.

Open Sans can be downloaded for use from the link below

fonts.google.com/specimen/Open+Sans

Open Sans is the *perfect* supporting typeface because it has a **weight** and ***style*** for **all** situations.

Typography

Hierarchy

To ensure Intiveo is always communicating with the world at it's best, please follow the type hierarchy outlined below. While the scale of each piece may change due to the format or size it is displayed at, the situation in which the fonts are used should remain consistent.

This is a large
title highlighting
a strong message.

Title / Display (h1)
Montserrat Light

This is the styling for primary headings

This is an example of a secondary heading that provides context to the primary heading

Heading (h2)
Open Sans Bold

Secondary Heading (h3)
Open Sans Light

This is body copy. Tempus urna et pharetra pharetra massa massa ultricies mi. Integer vitae justo eget magna fermentum iaculis eu non diam. Morbi non arcu risus quis varius quam. Mauris vitae ultricies leo integer malesuada nunc vel risus commodo. Sit amet nisl suscipit adipiscing bibendum. Nunc sed velit dignissim sodales ut eu sem integer vitae. Sagittis eu volutpat odio facilisis mauris sit. Nibh venenatis cras sed felis eget velit aliquet. Orci sagittis eu volutpat odio facilisis mauris. Ultricies mi quis hendrerit dolor magna. Tortor posuere ac ut consequat.

Body Copy (p)
Open Sans Light

“This is an amazing testimonial
about Intiveo and their services!”

Quote (h4)
Montserrat Light

Supporting Graphics

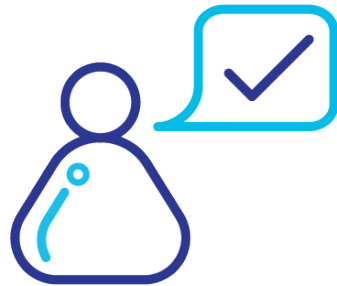
The Connection

You've probably noticed this reoccurring circle and line element throughout this book. This is the visual representation of the Intiveo narrative that we refer to as the Connection.

The Connection is created using the circular element from the Intiveo 'i' and a weighted line. The circles are a representation of two people, one being a medical professional; the other, a patient. Meanwhile, the line is the relationship between these individuals created and strengthened by Intiveo.

While the circles are mostly static, the line can move in any direction in order to fit the format you are working with. When creating this asset the Connection can be scaled to whatever size is needed. Just ensure that the weight of the line is always equal to that of the circles.

Below are some examples of how the Connection could be seen or used. Flip to the Brand Applications section to see the Link used in different formats and situations. (See page 27)



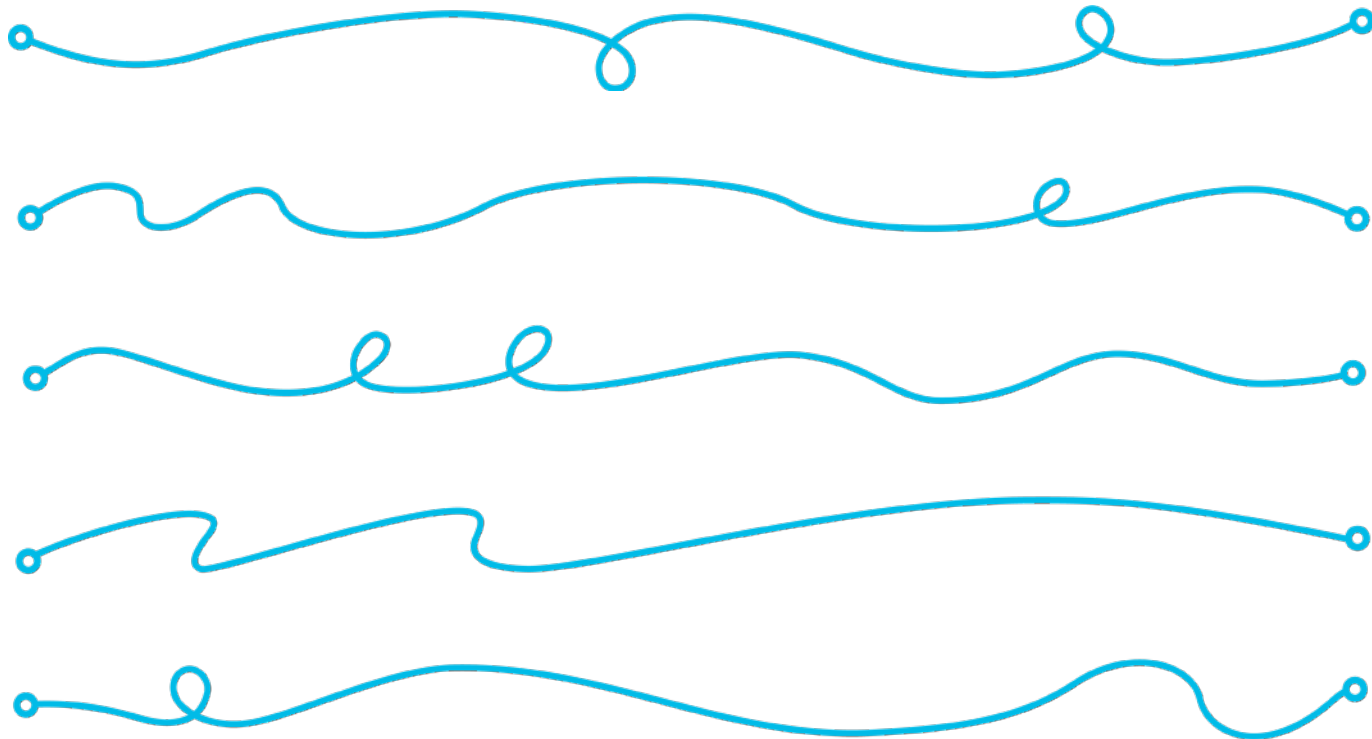
Supporting Graphics**The Connection -
Abstract Lines**

The Connection is an extremely versatile element within the Intiveo brand. While it can be used to create identifiable icons and objects, one of the most interesting and creative ways to use the Connection is to have the line bend, twist, zig-zap, loop, and twirl in any direction between the two circles.

This application of the Connection acts as a distinct visual link with the Intiveo brand, without representing a specific object, strengthening overall brand recognition.

When creating this asset, continue to ensure that the weight of the line is always equal to that of the circles.

Below are some examples of how the abstract Connection could be seen or used.



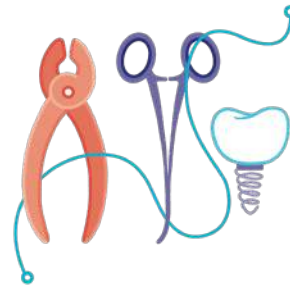
Supporting Graphics

Illustrations

The main visual accompaniment to our brand are hand drawn illustrations. We are able to depict both patients and doctors in any situation while incorporating the Connection throughout.

Illustrations are able to use a variety of colours from our brand to create engaging visuals. Illustrations are used on web, print, campaigns, advertisements, and many more applications, representing Intiveo, our customers, and their patients.

Below are some examples of how illustrations can be seen or used.



Supporting Graphics

Iconography

In some instances we may want be more descriptive with the brand visuals. This is when icons come into play. These icons can either be a stand alone piece or be used in conjunction with the Connection.

When creating these icons a starting point would be a 100x100 pixel (px) artboard and a line weight of 3px. If larger icons are need ensure all lines are expanded to solid paths prior to scaling. These icons should be easy to understand and not overly complex so try to keep details to a minimum.

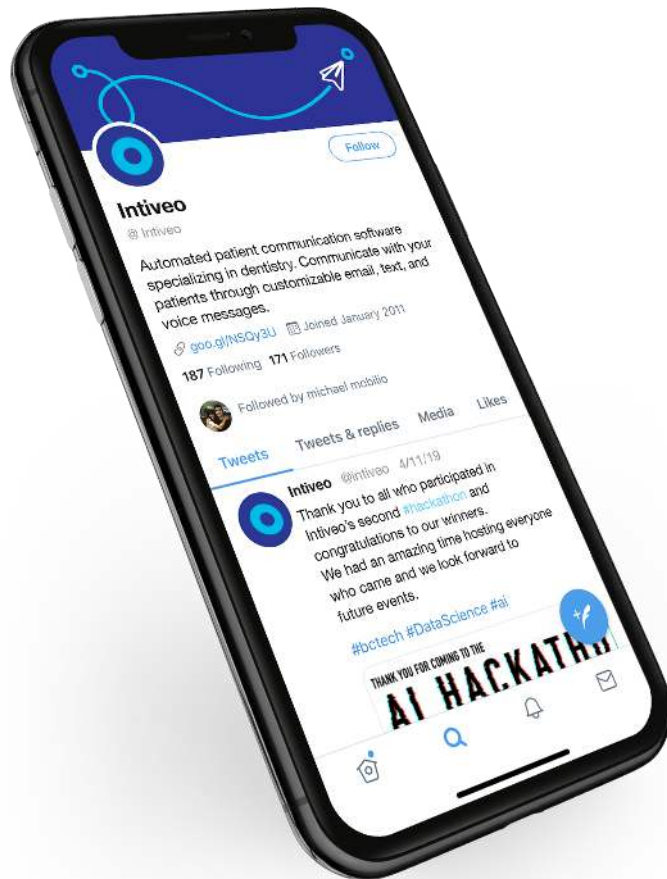
Additionally, always incorporate the circle and line elements from the Connection into the icons. This helps build on the brand narrative and gives Intiveo a visual ownership of these brand elements.



Brand Applications



Brand Applications



Brand Applications





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