Brand Guide

February 2022

Contents

Introduction

Welcome to the DMEscripts brand guide. On the following pages, you will find the framework and guidelines to help us protect one of our most valuable assets—the DMEscripts brand. These guidelines will help you present our brand in a consistent way that builds strength and value.

About

DMEscripts automates the medical equipment ordering process to help hospitals, providers, and suppliers focus more on patients and less on paperwork.

Mission and Vision

While no single brand element can capture everything there is to know about a brand, the mission and vision capture its essence. A mission statement clarifies the who, what, and why of a company. The vision statement, on the other hand, is aspirational. We can view the vision as the result of what happens when the mission is enacted.

Mission

To remove the rework and inefficiency inherent in a fax-based ordering process, resulting in faster delivery of critical medical equipment and supplies to patients in the home.

Vision

Our vision is to make ordering medical equipment and supplies for patients in the home as seamless and simple as ordering medications or labs.

Tagline

A tagline serves to support marketing efforts and provide our audiences a memorable way to connect to our brand.
It is a short and concise slogan that is easy to understand and easy to remember.

DMEscripts' value is centered around our product's ability to make its users' jobs easier. By helping them accomplish a crucial task in less time and with less hassle, it frees up their time to spend on what really matters: their patients.

Tagline

Our tagline succinctly summarizes our purpose and value:

Patients, not paperwork.

This short, catchy line is made even more memorable by alliteration. It's easy to incorporate into marketing materials and requires little—if any—explanation.

Core Values

DMEscripts' core values shape the way we do business every day. They frame the culture of our company. We include these messages in internal communications and infuse our external communications with their meaning.

Respect

We value all people and opinions.

Collaboration

We solution better when we work together.

Agility

We move fast and challenge what is possible.

Passion

We put everything we have into all we do.

Unique Value Proposition

DMEscripts' unique value proposition highlights our most important differentiators. It helps answer the question, "Why should a customer choose DMEscripts?" This statement guides our messaging.

DMEscripts makes it surprisingly simple to create, send, and track complete and accurate durable medical equipment orders that are accepted the first time.

Brand Voice

One way to ensure consistent branding is to identify our brand's voice. Brand voice describes our company's personality. It remains consistent regardless of the audience, medium, or situation. Our tone may change depending on the application but voice does not. DMEscripts' brand voice is empathetic, humorous, and passionate.

Characteristic	Description	Do	Don't	Sounds Like
Empathetic	We understand how hard it can be to get your DME orders placed quickly and efficiently. We feel our customers' pain.	• Offer customers reassurance • Tells stories of situations similar to theirs • Listen actively and seek to understand	• Assume anything without confirmation • Diminish their experience • Focus on the negative	"We know how difficult and time-consuming it can be to place your orders, and we're here to help you with those challenges."
Humorous	We find humor in the old ways of doing things. It's OK to lighten the mood.	• Acknowledge our industry's problems • Use irony and humor in messaging • Use our best judgment to remain appropriate	• Take ourselves too seriously • Cross the line to become inappropriate • Insult our customers	"Isn't all this paperwork and faxing absurd?"
Passionate	We're focused on fixing a problem and improving the lives of healthcare providers, DME suppliers, and patients.	• Seek ways to solve problems • Highlight the positive • Share our energy and enthusiasm	• Overwhelm with information	"We are here to help you focus on what really matters—your patients."

Key Messages

Messaging highlights the benefits of using DMEscripts and includes the ideas conveyed in our value proposition. These are meant to be a resource to refer to when creating content.

Suppliers

For businesses that supply durable medical equipment to patients and providers:

Efficient – With DMEscripts, more than 90% of orders are accepted on the first try,* resulting in less rework and more complete, accurate, billable, and refillable orders.

Industry Asset – DMEscripts is built for the DME industry, by the DME industry.

Supportive – DMEscripts backs up our platform with personalized service from our team of Customer Success Specialists.

Transparent Pricing – DMEscripts provides an easy-to-understand pricing structure with no monthly fees or minimums.

Based on order data from DMEscripts.

Providers

For clinics, physicians, therapists, and other healthcare providers who order durable medical equipment, DMEscripts offers unmatched value.

Remove Rework – DMEscripts' intelligent logic allows users to pre-qualify orders, leading to a greater-than-90% first-time order acceptance rate.*

Track Orders – DMEscripts allows users to track orders from submission to delivery, so you always know where things stand.

Integration – DMEscripts can integrate with your EHR or practice management suite using a variety of methods, thereby reducing duplicative data entry.

Group Messaging – DMEscripts allows users to communicate directly with DME suppliers in a secure environment.

No Fees – There are no fees for healthcare providers to use DMEscripts and there never will be.

Based on order data from DMEscripts.

Logo Usage

Our logo is the single most important visible element of our organization and its brand.

There are four key requirements to ensure a consistent representation of our brand when using the logo: adhering strictly to logo-color usage, observing minimum clear space, being aware of minimum reproduction sizes, and placing the logo prominently.

All full color logos use PMS Blue #7460 and Green #346.

The grayscale logo uses PMS Cool Gray 11 C.

Primary Logo

Grayscale Logo

Logo Placement

Clear Space: The minimum clear space (x) is equal to the height as shown. Clear space is the minimum "clear" area to be maintained around the logo. This area must be kept free of graphics, images, text, and other logos.
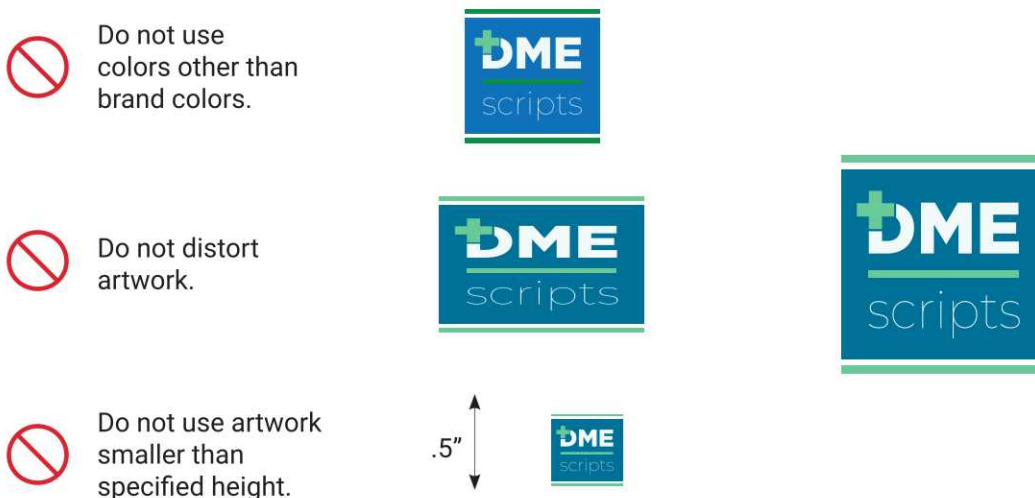

Improper Usage: Do not put a white box around the logo when placed on a dark or busy background, do not reproduce the logo in colors other than those specified in these guidelines.

Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.

Logo artwork should always appear upright unless it's being utilized in a mockup of logo application (e.g., on a perspective view of a screen, embroidered shirt, etc).

Minimum Logo Size: The minimum size specifications ensure that our logo is always legible. Logo must never be used smaller than .5" in height as shown.

Do not use colors other than brand colors.

Do not distort artwork.

Do not use artwork smaller than specified height.

.5"

Fonts

The Roboto font family complements the typeface in our logo.

Roboto Bold – Headline

Roboto Regular – Body text

Roboto is a clean and simple font that has open curves. It is a web-safe, sans serif font that is considered modern and approachable with great readability.

Roboto Bold

Aa   Headline example

Roboto Regular

Aa   Headline example

Body text examples:

Lorem ipsum dolor sit amet, consectetur adipisci elit, sed eiusmod tempor incidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam.

Roboto Regular

Lorem ipsum dolor sit amet, consectetur adipisci elit, sed eiusmod tempor incidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam.

Roboto Italic

Lorem ipsum dolor sit amet, consectetur adipisci elit, sed eiusmod tempor incidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam.

Roboto Bold

Lorem ipsum dolor sit amet, consectetur adipisci elit, sed eiusmod tempor incidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam.

Roboto Bold Italic

Color Palette

The blue and green shades used in our logo and marketing are calm and cool, and represent modern versions of colors traditionally associated with healthcare. The dark gray provides a visually interesting alternative to black. This can be used for headlines, copy, or other design elements to blend with the cool blues and greens.
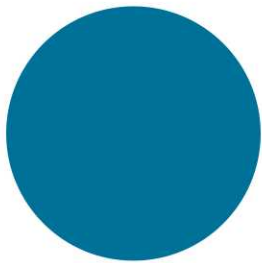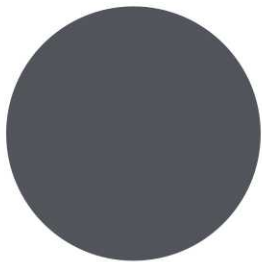
Blue

Pantone: 7460
CMYK: 98, 46, 26, 3
RGB: 0, 114, 152
HEX: 007298
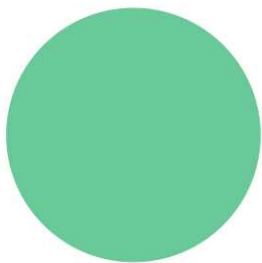
Green

Pantone: 346
CMYK: 56, 0, 53, 0
RGB: 108, 202, 152
HEX: 6cca98

Gray

Pantone: Cool Gray 11 C
CMYK: 66, 57, 51, 29
RGB: 84, 86, 90
HEX: 54565a

App Icon

The icon should be used in all materials related to the DMEscripts mobile application.

Imagery

Imagery is another expression of our brand's voice and tone. The photos you choose work with the colors, fonts, and words to convey DMEscripts' overall mood. Our images should reflect our target users: healthcare providers and others who work in medical offices. Here are some other recommendations for imagery that creates the appropriate DMEscripts brand experience:

Color: Select photos with light, cool tones to go with our logo. Choose photos with natural light when possible.

People: Choose photos that look natural, instead of posed. Avoid faces looking directly at the camera. Represent diversity in your selections. According to DATAUSA, the average age of medical and health services managers is 46. People tend to picture themselves around 10 years younger than they actually are, so try to feature people in their mid-30s to foster stronger connections with readers. Use photos of people in healthcare offices and settings similar to those our customers work in.

Environment: Surroundings should appear natural. Select photos that convey warmer moods than colder, more clinical-feeling medical offices. Use photos of patients using DME equipment in their homes when appropriate.

Composition: We've used photos of stacks of paper in recent campaigns. These stacks get bigger with each subsequent piece in a series. This is a subtle element that reinforces the message of our tagline and can be used in different ways in other applications.