

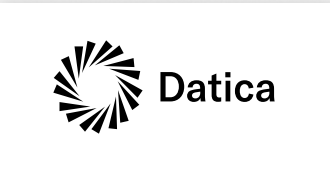
Datica Brand Guidelines

SUMMARY

Read on for examples and more detail.

DATICA LOGO USAGE

Minimum space around



✗ Don't put the logo over busy images or textures.



✗ Datica logos are always black or white, never any other color.

TYPOGRAPHY

Datica typography is bold, clear, and straightforward. There must be a clear hierarchy to headlines, subheads, and body copy.

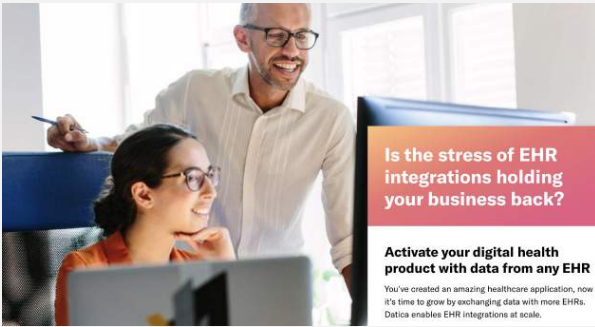
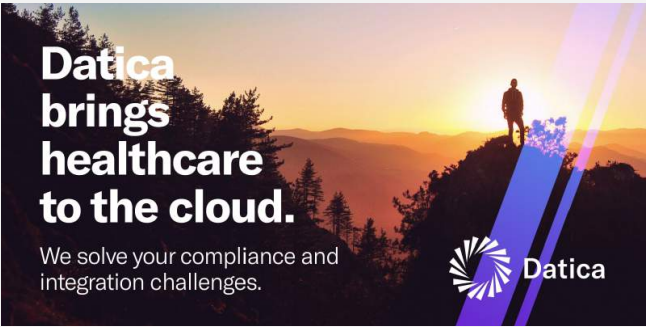
The size and weight relationships are what's important to maintain, rather than absolute point/pixel size of type.

For most content, GT America is used; Source Serif Pro is used for longer-form articles, reports, and asides like quotes.

| | |
|---------------------|--------------------------|
| Headline 1 | GT America Bold, 40pt |
| Headline 2 | GT America Bold, 24pt |
| HEADLINE 3 | GT America Bold, 18pt |
| Body copy | GT America Regular, 16pt |
| Body copy, longform | Source Serif Pro, 16pt |

PHOTOGRAPHY

Photos must be either desaturated, neutral textures (with color accents) or full-color with a singular point of interest.



COLORS

The basic Datica branding recipe is simple: strong dark or light neutrals with bright colored accents (not large areas of color).

| | | | | |
|-------------------|---------------|--------------------|--------------------------------|--------------------------------|
| Gray-2 #292928 | White #FFF | Gray-12 #F2F2F2 | Accent CCMS & Compliance | Accent CMI & Integration |
|-------------------|---------------|--------------------|--------------------------------|--------------------------------|

TEXTURES & PATTERNS

Bold geometric patterns are used for specific products or product categories—but not generally used for Datica company branding.

These patterns can be used on light backgrounds as well, but the contrast must be kept low.

COMPLIANCE

Accent shapes and colors

Background pattern/texture

Colored lighting/glow

INTEGRATION

Datica Brand LOGOS

Datica Logo, Horizontal

Use for most applications.

Minimum space around



Do's and Don'ts

On textures or photos



Don't put the logo over busy images or textures.



Datica logos are always black or white, never any other color.

Datica Logo, Vertical

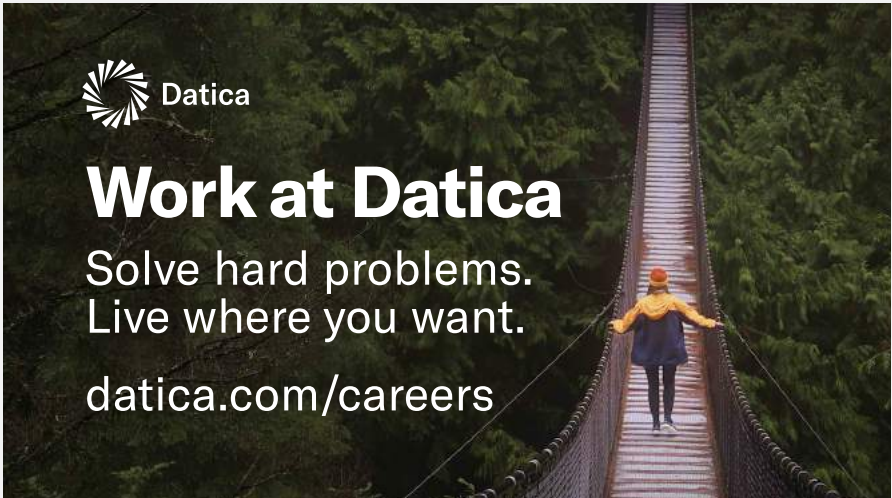
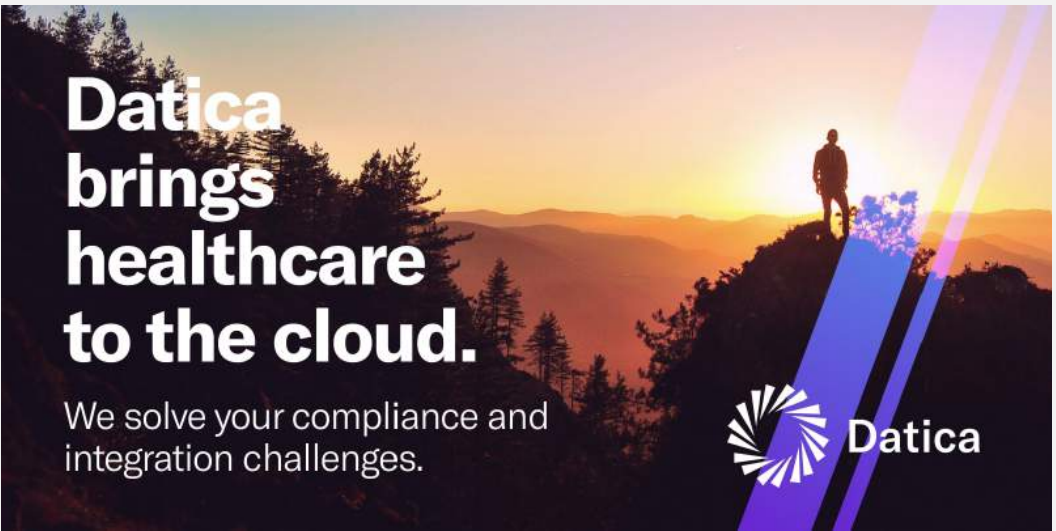
Use on special occasions, or when a center-aligned layout is required.



Minimum space around

Logo Usage Examples

Sufficient contrast, placement, spacing



Datica Brand

TYPOGRAPHY

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For most content, GT America is used; Source Serif Pro is used for longer-form articles, reports, and asides like quotes.

Headline 1

Headline 2

HEADLINE 3

Body copy

Body copy, longform

GT America Bold, 40pt

GT America Bold, 24pt

GT America Bold, 18pt

GT America Regular, 16pt

Source Serif Pro, 16pt

healthcare IT professionals, the transition is happening slowly. As annoying as waiting on a flight can be, the ability to travel thousands of miles in a short time and in relative comfort and safety is a modern day wonder. The infrastructure and procedures that allow us to leave the west coast of the United States at lunch and arrive on the east coast in time for a dinner meeting didn't appear overnight. It took years of careful planning, building, adding to and subtracting from, successes and failures for modern day air travel to become as safe, convenient, and comfortable as it is today.

The growth and use of the cloud in healthcare is likely to follow a similar, though vastly accelerated pattern. New tools will emerge, exciting innovations will occur, some programs and applications will fail, and eventually, a safe, useful system will be established. This process has already begun.

Of professionals who took our survey, 17.7 percent work with organizations where more than 50 percent of the existing software infrastructure is hosted remotely or in the cloud. An additional 14.8 percent have a quarter to half their infrastructure remotely hosted. These organizations are laying the foundation and learning what works and what doesn't.

Well before cloud hosting for healthcare became a mainstream topic, a group of researchers in 2015 published a paper titled "Architecture Design of Healthcare Software-as-a-Service Platform for Cloud-Based Clinical Decision Support Service" in the *Journal of Healthcare Informatics Research*. The paper described the researchers' attempt to "design a cloud computing-based Healthcare Software-as-a-Service (SaaS) Platform (HSP) for delivering healthcare information services with low cost, high clinical value, and high usability."

Researchers concluded that hospitals of all sizes would use cloud-based HSPs "to adopt information infrastructures and health information technology with low system operation and maintenance costs." Now, several years later, it appears that around 20 percent of hospitals are beginning to adopt those infrastructures.

Just as physical infrastructure found at airports and with planes allow for business opportunities that would otherwise be impractical or even impossible, robust use of the cloud will allow organizations to pursue higher-level goals and provide care through innovative means. For example, of those executives who completed our survey, more than 45% said their organizations are using the cloud to create applications to improve population health. About 32 percent are using the cloud to build machine learning applications for healthcare, which are likely to open the door for the many possibilities that artificial intelligence (AI).

Are you hosting your primary EHR system(s) outside of your data center?

| | |
|--|-----|
| No | 45% |
| Using the EHR vendor's hosted offering | 32% |
| Using a third party hosting solution | 23% |

69% Are using the cloud to create applications to improve population health

Statistics and figures are bold, have a clear contrast of hierarchy, and colorful.

3x

Y/Y Revenue Growth Since Founding

Zero

LOCK-IN

2019 Predictions: CSP Vertical Integration Marches On

Travis Good, MD
Co-founder, CEO & Chief Privacy Officer

In 2019, we will start to appreciate how the CSPs leverage their foundational role in enterprise IT to reach their tentacles vertically up the IT stack.

January 31, 2019

Announcing the Future of Cloud Compliance: The Datica Cloud Compliance Management System

Ryan Rich
Chief Product Officer

We're pleased to announce the Datica CCMS — our latest and most flexible product that has an eye on the future.

October 3, 2018


SUMMER 2018 QUARTERLY REPORT

Privacy and Big Technology


Privacy Concerns | Pharma Moves | Healthcare's Digital Future

Datica


When named persons are displayed, their photos are always in a disc, with name and title either to the side or below and center-aligned.



Travis Good, MD
CEO, Datica Health



Ryan Rich
Chief Product Officer



Mark Olschesky
Chief Data Officer, Datica

Datica Webinars

Hear from our experts

Integration

1 3 10 24

START 6 MONTHS 12 18 24 30 36 MONTHS

STRATEGY OVERVIEW

B2B digital health products will likely fail without an educated integration strategy. Data exchange with hospitals, payers, or other systems becomes a central component to a successful digital health product because often so much of the value derived from the product is how it

MONTH 3

Your business plan and product workflow dictates needs

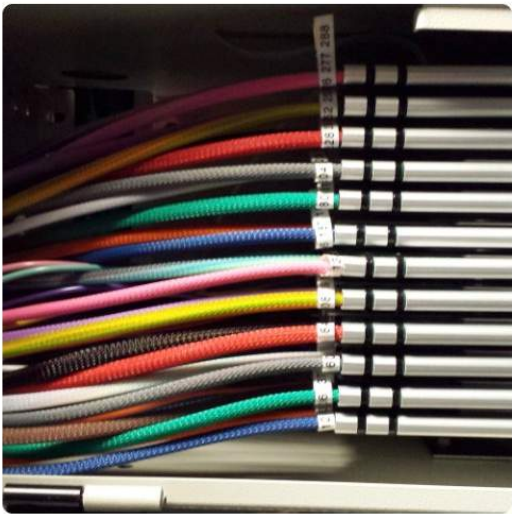
"Integration" is a broad term. There are many forms and formats of integration. As step one of an integration strategy, the key is to understand what integration needs your business model demands.

For example, let's say you are a telemedicine product, and you desire to integrate into EHRs, like

understand that these concepts or the value of this functionality is not mutually exclusive. The value of having e-visits isn't the integration; it's the fact that you can now serve patients for non-acute reasons outside your walls. It just so happens that you need integration to make this work. Baking the price of the integration into the "e-visits" module will

Hybrid-Cloud, not Multi-Cloud, is the Future

FEBRUARY 7, 2019



We now live in the post-cloud era. The cloud is no longer a novelty, but a utility is complete, or at least nearly complete. The cloud arms race by hyperscale providers like Amazon, Google, and Microsoft, to launch new managed cloud services to manage the needs of developers and enterprises, and migrating existing, on-premise

2019 will be the year cloud customers will move from cloud and anchor on a hybrid-cloud architecture, often enabled or augmented by a managed cloud provider, and managed cloud services

Over the last five years, we have witnessed the growth of services from hyperscale providers to a thousand different managed service providers, and the abstraction of cloud customers from the

Datica Brand colors

Gray-2
#292928

White
#FFF

Gray-12
#F2F2F2

Blue
#0758ed

Green, mid
#00AD6E

Green is the “clickme” color on webpages or email, where it’s the primary action. There should only be one per view. Don’t mix blue and green.

Accent or highlight colors

Use on dark backgrounds only

Green, bright
#A4F78F

Yellow, bright
#A4F78F

Mint, light
#0affdc

Accent Gradients

These are associated with the product family; use these sparingly.

Accent CCMS & Compliance

Accent CKS

Accent CPaaS

Accent CMI & Integration

Compliance or General Category
For messaging or advertising in the compliance category, use a cool-colored gradient.

Use for Integration Category
For messaging or advertising in the *EHR integration* category, use a warm-colored gradient.

Examples
Neutrals occupy the majority of the negative space. Bright accent colors or gradients are used as accents. The gradients are associated with different products or product categories.



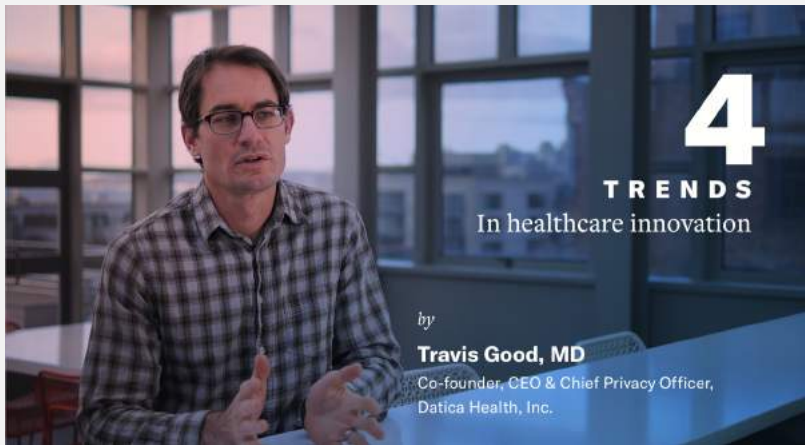
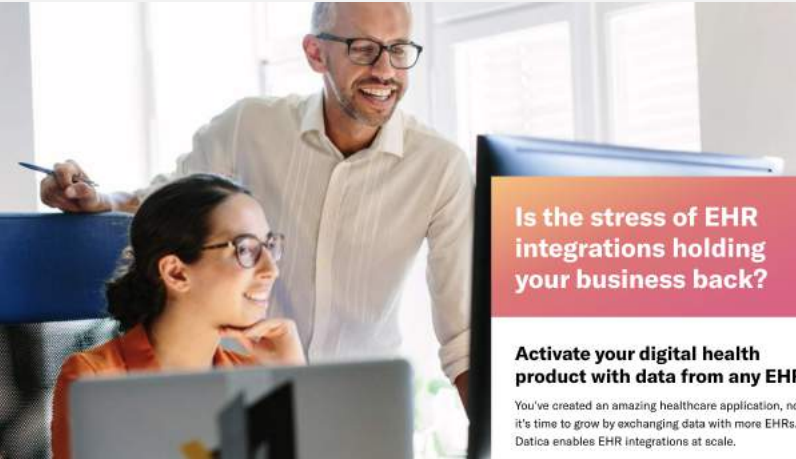
Use of color in statistics and illustrations



Datica Brand PHOTOGRAPHY

When we use photography, we choose carefully. Datica photos must be interesting visually, related thematically to the topic or content at hand, and occupy a supporting role to the typography and content.

Photos must be *either* desaturated, neutral textures (with color accents) *or* full-color with a singular point of interest.

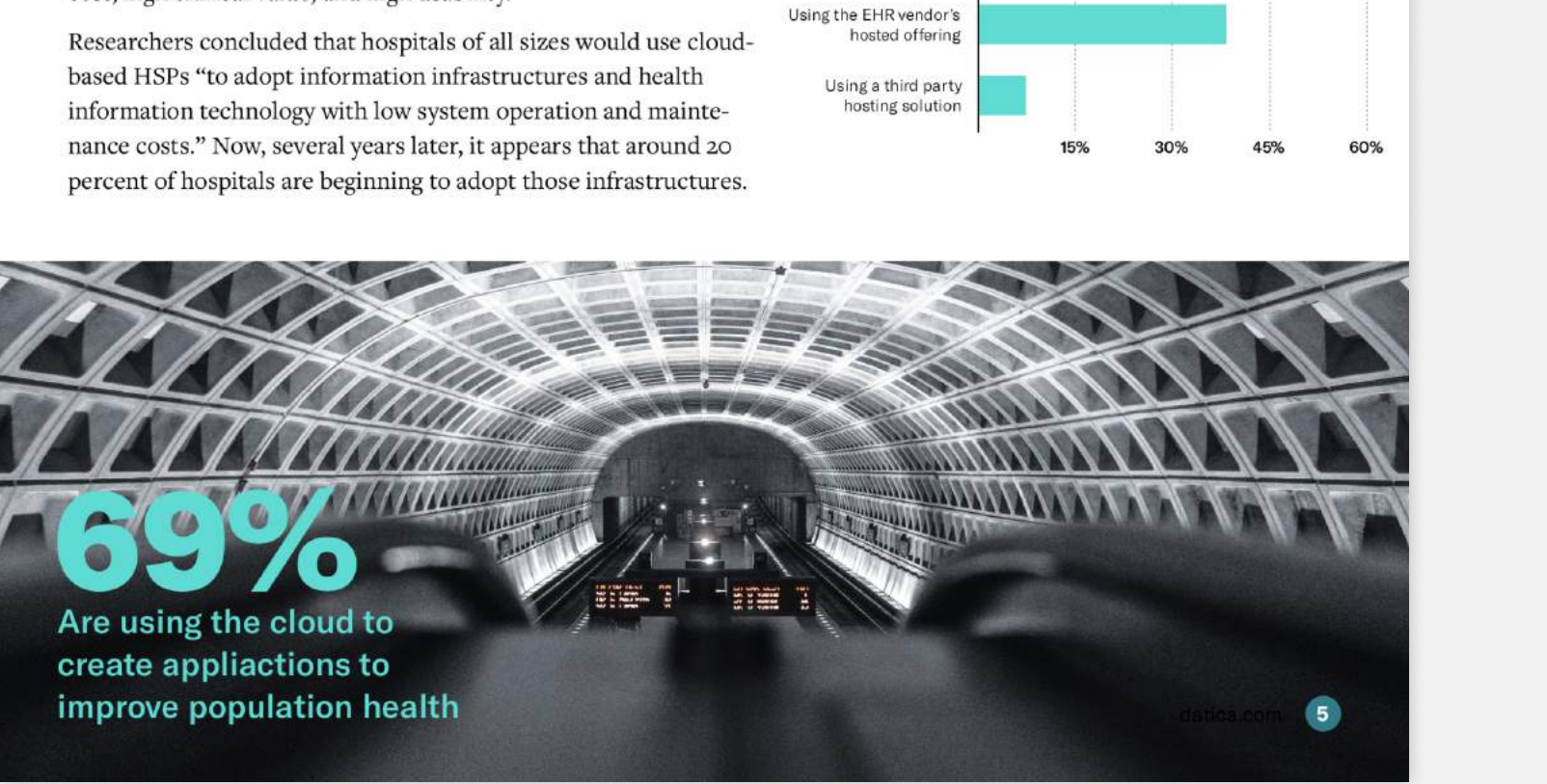
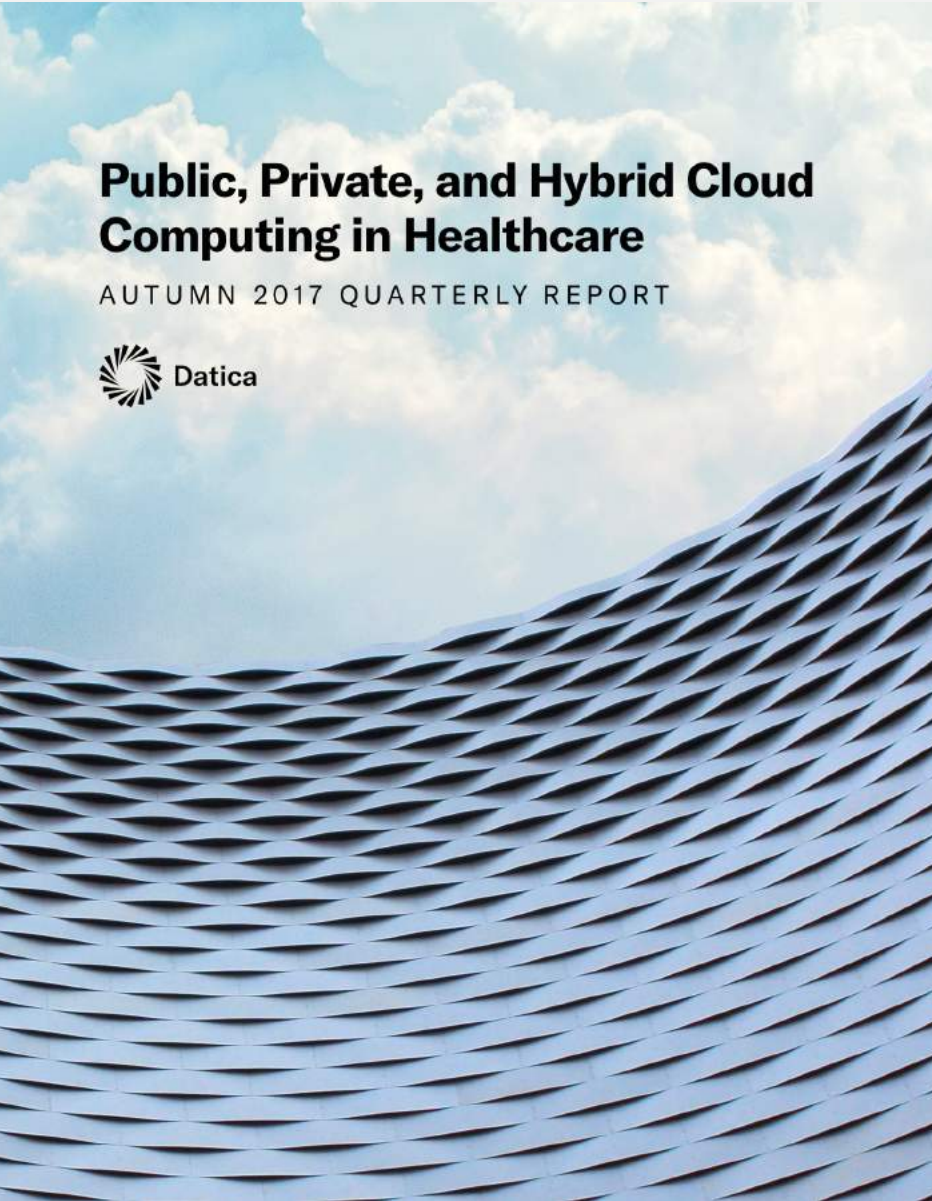


When we use images of people, we focus on the customer: the people whose lives are made better and easier by working with us, or working with our customer.

Images can be tinted when necessary for style or to serve the typography.



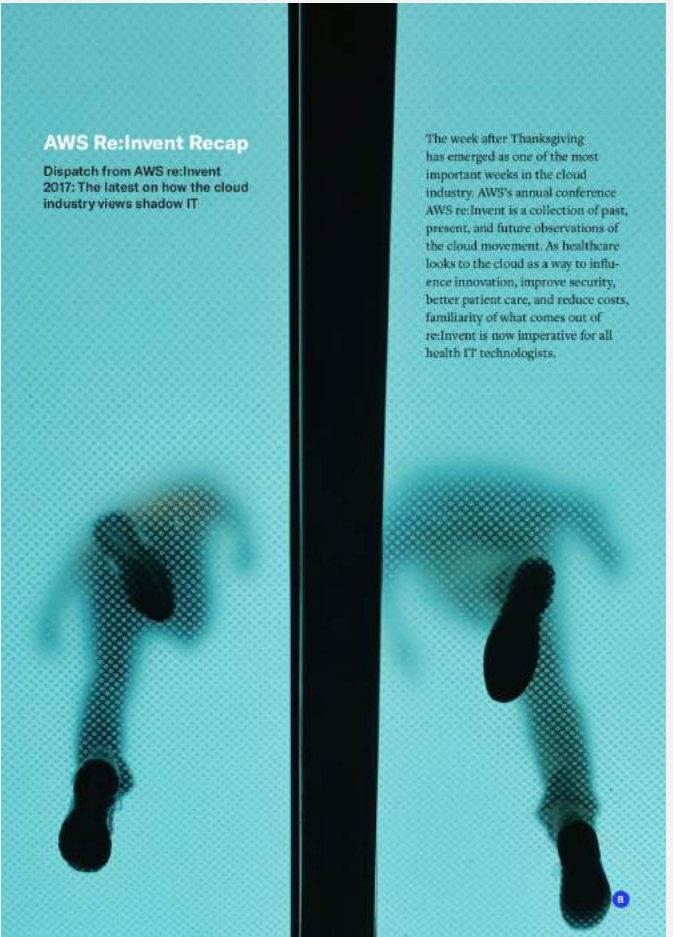
Images chosen for Datica tend to gravitate towards nature (complexity, organic patterns, sky and cloud imagery, and visual interest). Although what we do is highly technical and complex, we want to humanize it when possible.



We're not afraid to use bold colors or textures to make a point.

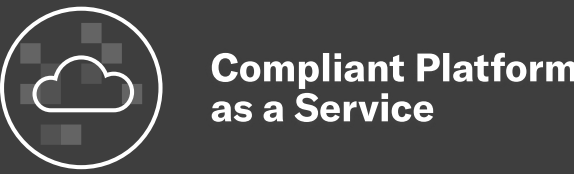


The problems that Datica solves in compliance and integration are incredibly complex. We often leverage architecture and strong patterns to communicate technical themes.



Datica Brand PRODUCT FAMILY

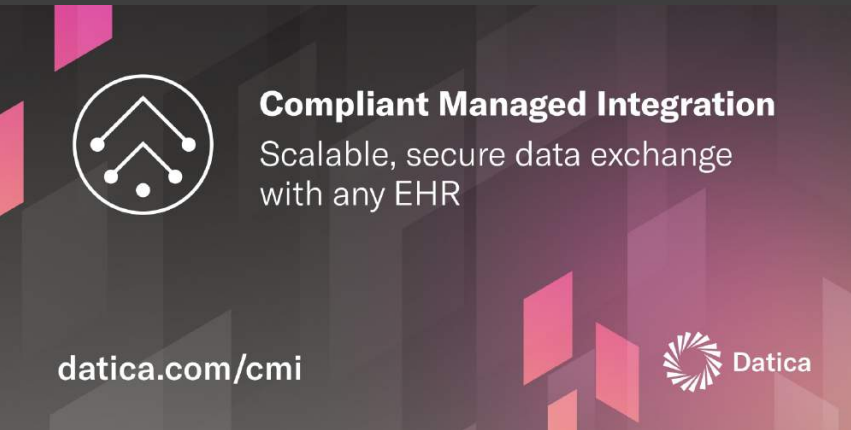
Product full name
& icon



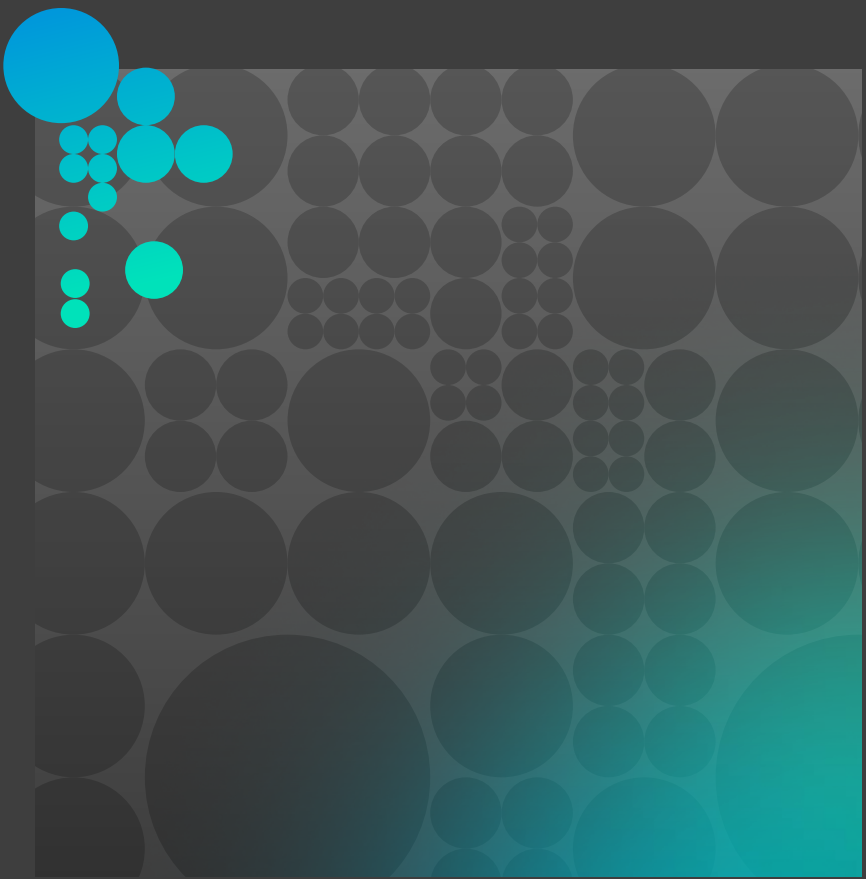
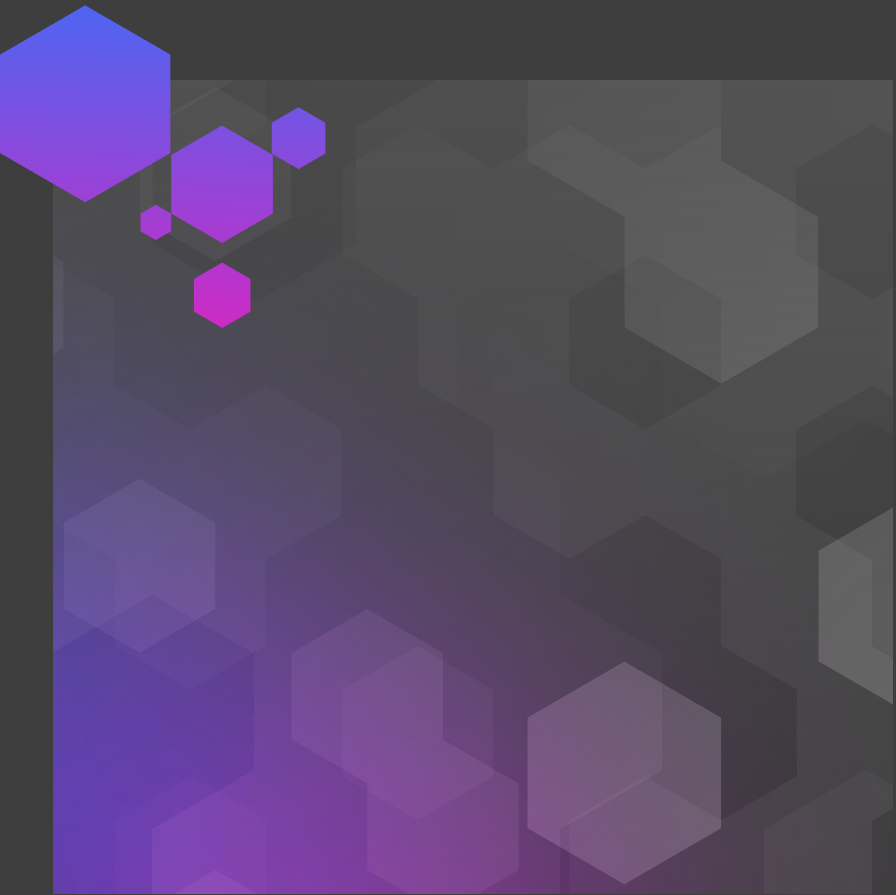
Small icons



Product share
cards with
taglines



Accent shapes
and colors



Background
pattern/texture

Colored
lighting/glow

COMPLIANCE PRODUCTS

INTEGRATION SOLUTIONS

Datica Brand Elements

SOCIAL SHARE GRAPHICS

Datica share cards — best practices

Share cards (aka share poster images) display in social media and other services when a link is shared. Every unique piece of content should have a share card (though there are “stock” fallback images).

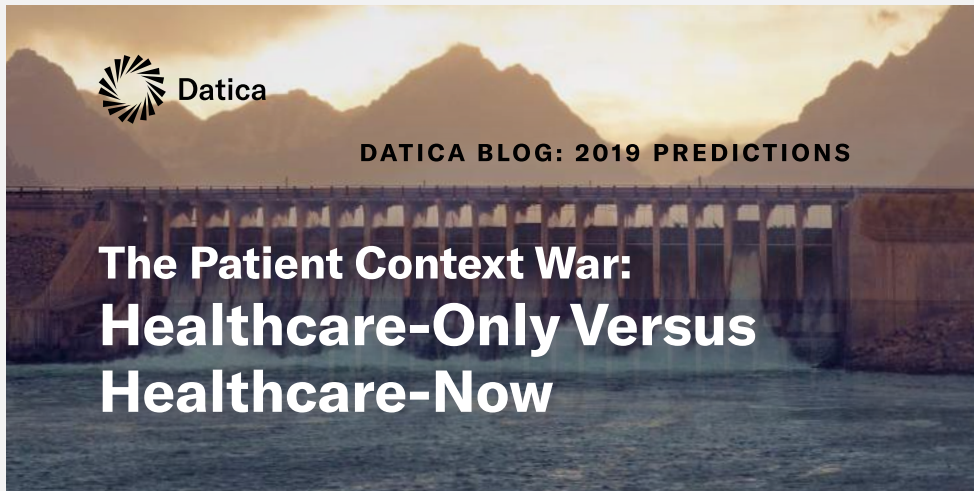
Different layouts with text are okay. Title can be GT America Light or Bold depending on the contrast required.



“active area”. Social platforms may only show the middle zone in some situations.



Third-party logos are encouraged when applicable.



Using black text over high-key (light) images can work and add variety



- Required elements:
- Logo
 - Title
 - Channel (Blog, Academy, etc.)

Going for simple, bold compositions is good.

Apart from the required elements and typography* every post is a unique creation that can have distinct art.

** We're open to new ideas here! Check with the designer.*



It's okay to be different sometimes, with a more illustrative approach. This example pulls a quote from the article.



- There's a variety of ways to handle the image contrast.
- Edit the image here, adjust sliders
 - Reduce opacity of the image, and give the artboard a color or gray value.