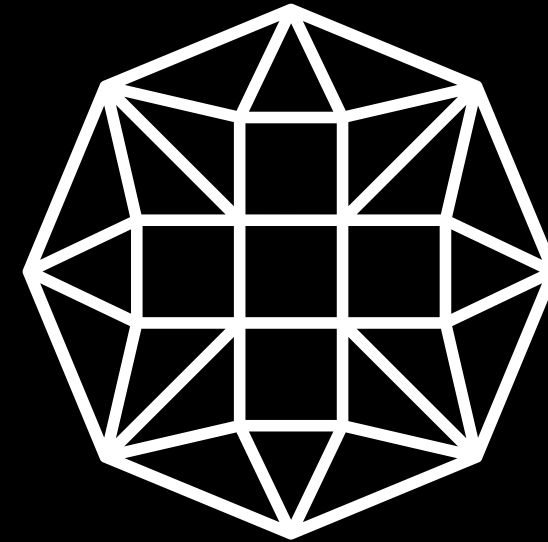


REDESIGN HEALTH

STYLE GUIDE





REDESIGN HEALTH

LOGO USAGE

Logos

Part prism, part healthcare cross, our logo represents Redesign Health’s multifaceted approach to changing healthcare across the entire spectrum of the industry.

The sharp serifs of our typography mimic the cuts in the mark, while the elegant, condensed curved capitals take a firm step away from the traditional sensibilities of either tech or healthcare.

You can use either our icon or our wordmark alone, or they can be paired together.



Spacing

Wherever our logo appears, we want it to feel special and respected. So always leave space between our mark and other elements on the page, and always leave some room between the mark and the edges of your spread.

A good rule of thumb is to use the H as a guide—leaving at least one H-worth of clear space on every side of the logo.

If space is tight and other elements are cozying up to our logo, talk to our team for guidance.



A Few Rules

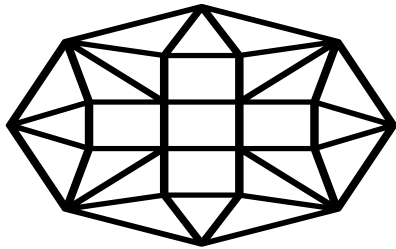
Whether you’re using our full wordmark or our icon, always treat our logo with respect. Never place it over busy backgrounds where it may be hard to read. Don’t make it too small to see the detail, or change it to off-brand colors. But do have fun with it, and use it in creative ways to bring our brand to life.



DO NOT ADD A STROKE OR
CHANGE THE WEIGHT



DO NOT CHANGE THE TYPEFACE
OF OUR WORDMARK



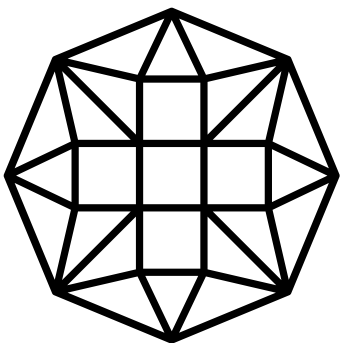
DO NOT STRETCH OR
SKEW OUR ICON



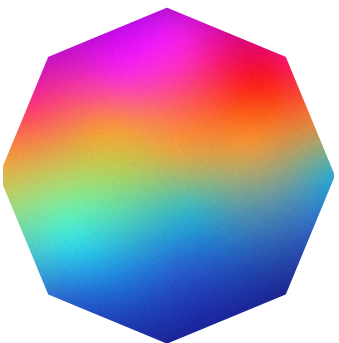
DO ASK FOR PERMISSION TO USE
THIS ALTERNATE WORDMARK



NOTE: This alternate wordmark—
which looks at health from a new
angle—can be specially requested,
but must be approved before use.



DO USE OUR ICON ALONE, AS LONG
AS OUR WORDMARK IS NEARBY



DO USE OUR ICON AS
A DESIGN ELEMENT



LOGO USAGE

Putting our Logo into Use

Our logo and wordmark are both powerful on their own—but they are strongest when the two are working together.

To keep our brand fresh and interesting, they don’t always need to be paired into a lockup, but both elements should generally be used on anything you create.

Try using the **ICON** as a centerpiece, with the **WORDMARK** in a supporting role nearby

On interior pages, the **ICON** or **WORDMARK** can be used alone



Feel free to treat our **ICON** like a standalone design element

Just be sure to include the **WORDMARK** on the page as well

Our **LEFT-ALIGNED LOCKUP** is a solid choice for most print layouts

COLORS

Our Color Palette

Our brand has a bold color palette with a lot of range. the energy can be dialed up for instances when we want to catch a lot of attention, or pulled back for more formal uses.

| | | | |
|---|--|---|---|
| <div>Primary</div> <div>Ultraviolet</div> <div>#9425C9 Pantone 2592 U</div> | <div>Primary</div> <div>Heart</div> <div>#F43D7F Pantone Rhodamine Red U</div> | <div>Primary</div> <div>Spectrum</div> <div>Gradient No Pantone</div> | |
| <div>Secondary</div> <div>Bone</div> <div>#F0E9DF Warm Gray 1 U</div> | <div>Secondary</div> <div>Flame</div> <div>#FF7A41 Pantone 1505 U</div> | <div>Secondary</div> <div>Galaxy</div> <div>#3F1046 Pantone 512 U</div> | <div>Secondary</div> <div>Zap</div> <div>#B9F94E Pantone 809 U (Neon)</div> |

Gradients

Our color palette also includes branded gradients—which echo the spectrums made by sunlight shining through a prism.

These can be used liberally across many brand executions, just be careful to include the darker tones of our **FULL SPECTRUM** and extend our **PALETTE SPECTRUM** all the way to **ZAP** and **BONE**, since using only the center of the gradient may feel too much like other brands.

Full Spectrum



Palette Spectrum



-  Galaxy
#3F1046
-  Ultraviolet
#9425C9
-  Heart
#F43D7F
-  Flame
#FF7A41
-  Zap
#B9F94E
-  Bone
#F0E9DF

COLORS

Putting Colors into Use

Our colors are flexible, but we do have a few guideilnes to help you use them effectively in execution.

BRAND SPECTRUM
works well for big brand
moments when you want to
get a lot of attention



ZAP
is an attention getter—it's great
in many different executions,
but avoid overusing it

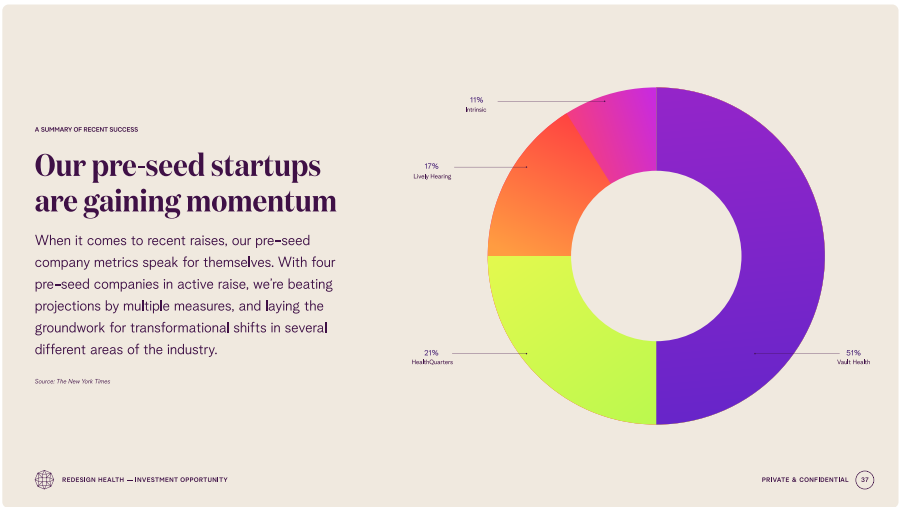
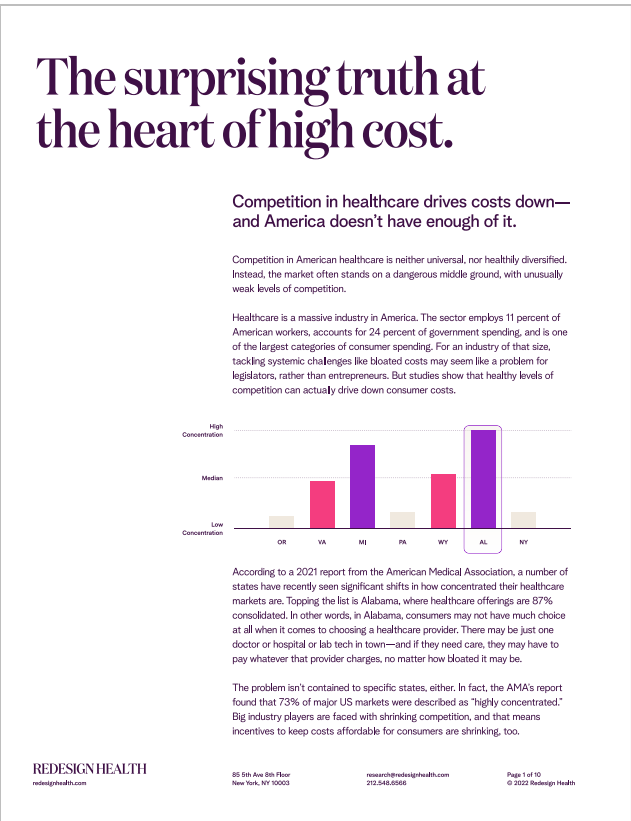
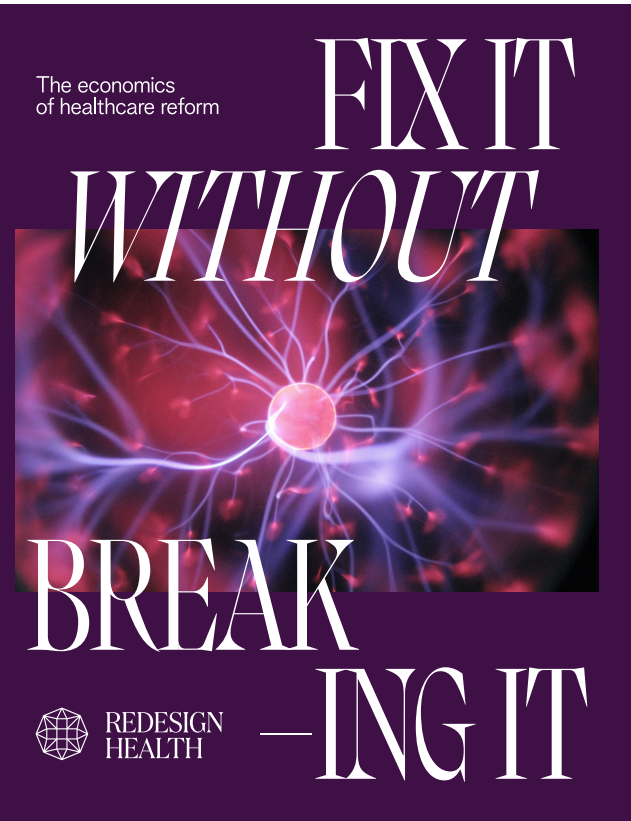
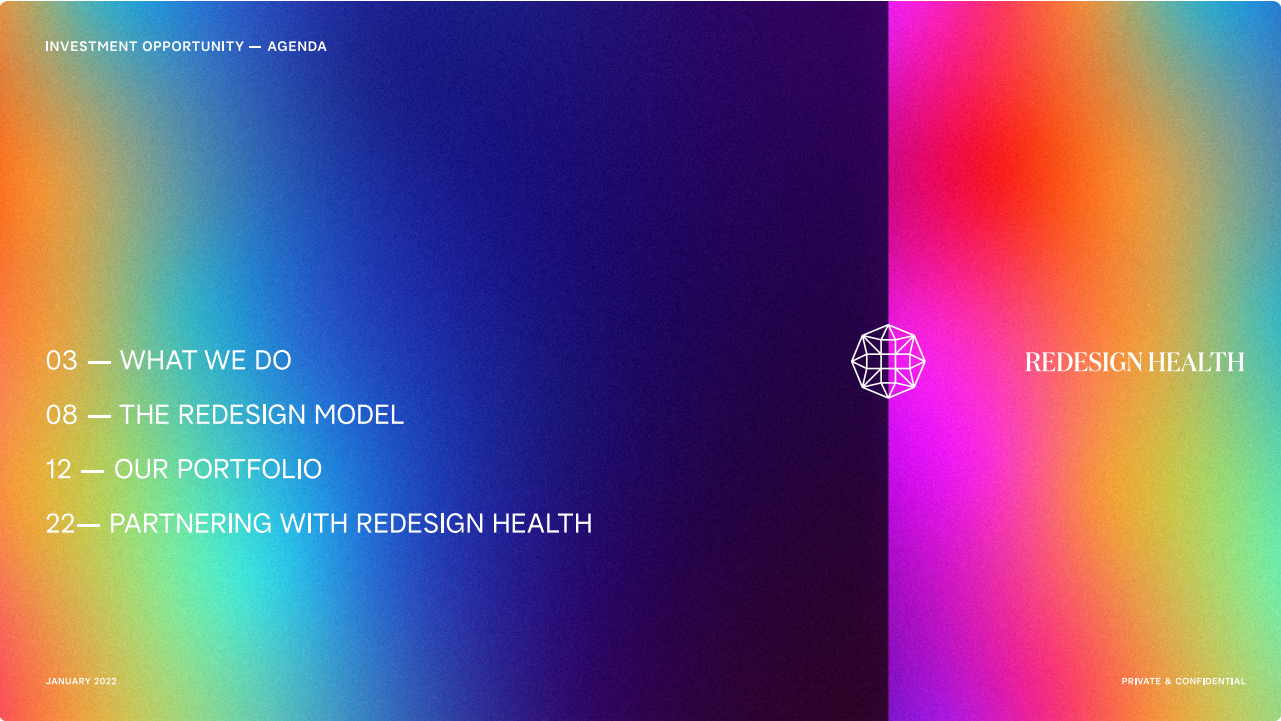


BLACK
works well with ZAP

BLACK
works well with ZAP

FLAME
is good for accents

SUBTLE GRADIENTS
can give our brand colors
extra dimension



GALAXY & WHITE
are good choices when you want to
feel a bit more buttoned up or convey
a lot of information clearly

ULTRAVIOLET & HEART
can be used for everything
from large floods of color to
smaller accents

BONE
is a nice alternative to WHITE
that can help elevate without
overcomplicating

Brand Typefaces

Our brand has three core typefaces: Almoneda is used in all caps for headlines and big brand moments, Domaine Display Narrow is used for subheads, and Albra Grotesk is used for just about everything else, from body copy to captions.

| | |
|-----|------------------------------------|
| H3 | Albra Grotesk (Semi) |
| H1 | Almoneda (Regular) |
| H2 | Domine Display Narrow (Regular) |
| P1 | Albra Grotesk (Regular) |
| CTA | Albra Grotesk (Semi) |

ABOUT REDESIGN HEALTH

ADVANCING HEALTH

Redesign Health is working to rapidly advance human health, bringing diverse ideas to market to tackle complex healthcare problems from multiple angles.

Our focus is keenly on healthcare, but we don’t isolate ourselves to any one aspect of the problem. Our portfolio reaches from providers to payers, from professionals to consumers, exploring every possible way to improve the industry. And our powerful platform takes companies from idea to scale, bringing the very best ideas to market —transforming millions of lives.

Filled Button

Outlined Button

Type Treatments

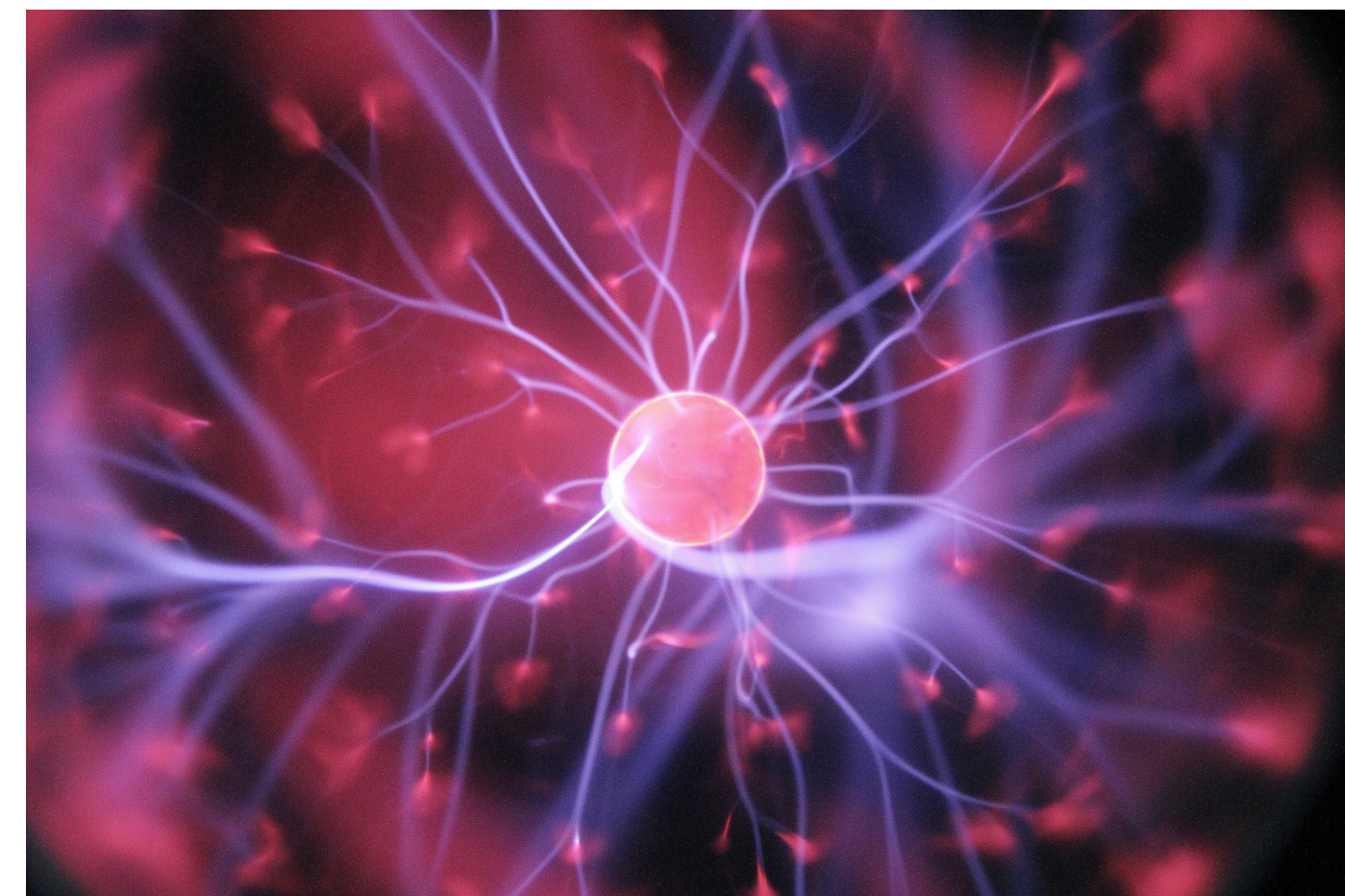
While we encourage getting creative with headlines, we usually recommend keeping subheads and body copy straightforward and legible—unless there’s a really good reason to do otherwise.

PHOTOGRAPHY

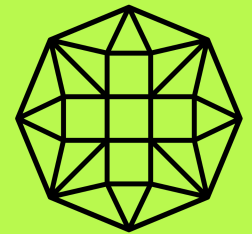
The Prism Effect

Our brand uses a broad range of photo styles, but no matter what you choose, it should fit with our brand tone, feeling relevant and energizing.

Often, we treat our photography with one of our signature Prism Effects—treatments that visually demonstrate our multifaceted approach to our work.



THANK YOU



REDESIGN
HEALTH

For questions please contact
press@redesignhealth.com.