

The



Intraprise HEALTH

Brand Standards

January 2024

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Branding Core Elements

Company Description

About Intraprise Health

Intraprise Health, healthcare's leading compliance and cybersecurity organization, provides holistic visualization of your compliance and security posture. Their comprehensive services, backed by automation, rapidly integrate in native environments, yielding a comprehensive view of risk – spanning adherence to compliance frameworks, cybersecurity vulnerabilities, and third-party risk. Eliminate blind spots with Intraprise — the fifth HITRUST's assessor since 2011.

Mission and Values

About Intraprise Health

Leading cybersecurity solution provider who provides comprehensive services, backed by automation. We rapidly integrate in native environments and provide a comprehensive view of risk and necessary compliance frameworks. The fifth HITRUST's assessor since 2011.

As part of our commitment to teammates, clients, and to our core values we support and practice:

- Leadership
- Trust
- Service
- Excellence
- Vision
- Teamwork
- Professionalism
- Integrity

Brand Attitude

Clean — Aspirational — Minimal
 Movement — Accessible — Sustainable — Creative
 Courageous — Proactive — Genuine
 Meaningful — Trustworthy — Challenging

Our Brand Attributes

Who we are

This document is designed to provide a deep understanding of our brand attributes, the fundamental elements that shape how our brand is perceived. By consistently embodying these attributes, we create a powerful and memorable brand presence.

Our brand is more than just a logo; it's an experience. Our goal is to build a brand that leaves a lasting impression. The visual identity of our brand should reflect strength, professionalism, and provide a reassuring presence. This includes a strong logo, a professional color palette, and visuals that instill confidence.

Brand Essence

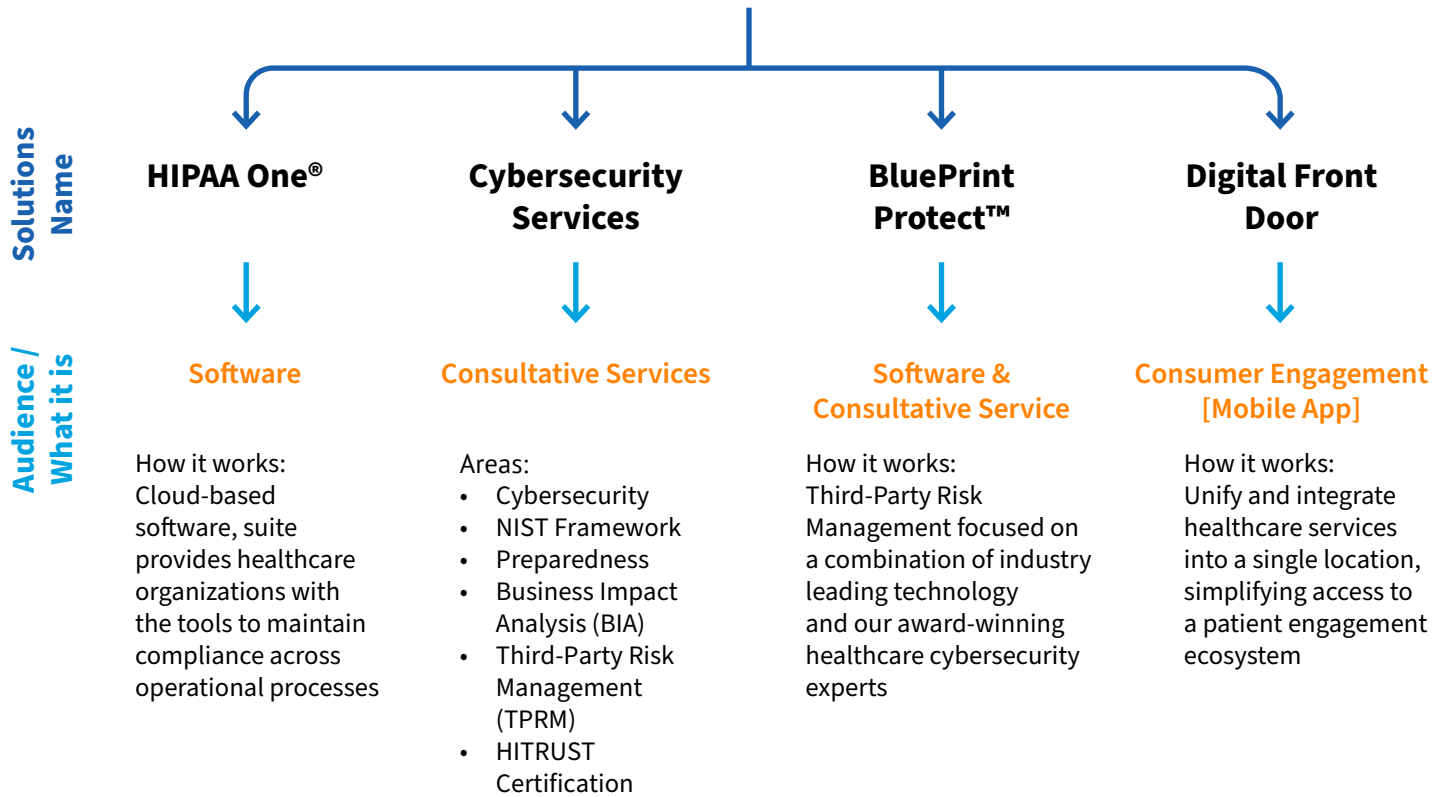
Our cybersecurity company is rooted in instilling trust within healthcare. Our guidelines revolve around using content, design, experience to help communicate the company's value proposition in the market. This includes the core concepts of securing data, simplifying complex cybersecurity concepts, navigating regulations with the purpose of protecting the healthcare industry from digital threats.

Examples are:

Security
Trust
Reliability

Our brand experience is designed to communicate our comprehensive solutions and client support plus educational resources to empower healthcare leaders in understanding and implementing best practices around cybersecurity.

Company Solution Hierarchy



Brand Logo



"Intraprise Health" conveys a sense of providing comprehensive, internal cybersecurity solutions tailored to the healthcare industry. It suggests a company that understands the specific needs and challenges within healthcare organizations and is dedicated to securing their digital infrastructure, safeguarding patient data, and ensuring the overall health of their information systems.

Intraprise:

Play on "Enterprise": The term "Intraprise" is a play on the word "enterprise," suggesting a business-oriented focus. In the context of cybersecurity, it implies a comprehensive approach to securing the digital infrastructure within an organization.

Internal Focus: The prefix "intra-" refers to the inside or within. In this case, it suggests a focus on internal aspects of healthcare organizations, such as networks, systems, and data.

Health:

Industry Focus: The use of "Health" indicates a focus on the healthcare industry.

Data Protection: Given the context of cybersecurity, the term "Health" signifies a commitment to securing sensitive healthcare data, protecting patient information, and ensuring the overall digital health ecosystem's integrity

Company Brand Logo Color Usage



The logo, in color on a white background or all white on a darker background, is the preferred application. However, depending on the use and material, usage may vary. In grayscale or black and white only situations, white logo on black, gray (see color palette) logo on white, or black logo on white may be used.

Use of Intraprise Health in copy

Intraprise Health will be spelled out in upper lower case [both words] in copy.

It is never combined: IntrapriseHealth

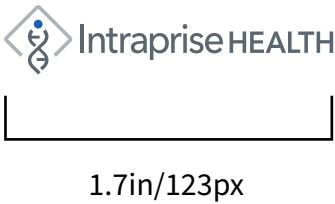
It is never capitalized: Intraprise HEALTH

EXAMPLE: It is used as "Intraprise Health announced today few features designed to improve and increase.... etc."

Logo Clear Space & Approved Size



Clear Space
Do not place the logo close to graphics or margins. The area around the logo is referred to as “clear space”. The clear space is equal to 1/2 the height of the symbol.



Minimum Size
For general use on printed documents, the logo should never appear at less than 1.7” or 123px.

Misuse of Logo & Use in Copy

The integrity of the logo must be protected. Do not alter (stretch, condense, or modify) it in any way.



Do not move elements



Do not alter the size of elements



Do not add drop shadows or effects



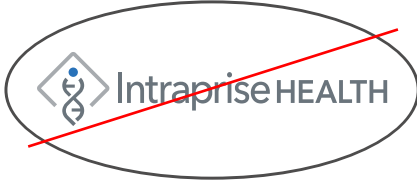
Do not place on busy backgrounds



Do not stretch or condense



Do not change to a solid color which is not approved



Do not add shapes, words, or graphics



Do not change the logotype



Do not use logotype in place of logo

Product - Brand Logo/Identity

HIPAA One

The HIPAA One product logo is unique as it is the only one with a character. While this is pulled over from and acquisition, the legacy product does not align to the direction of the company's brands. The company will need to gradually lose the unique treatment over the next 6 months then move to a cohesive statement as noted above.

Today



January 2024



1.4in/105px

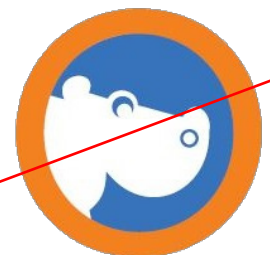
Minimum Size

For general use on printed documents, the logo should never appear at less than 1.4" or 105px.

Logo Usage

Do not use the two logos together as if they are separate companies. They are not.

The HIPPO should never be used on its own - should only be in full color - if unable to be in full color default to logo without HIPPO for the product



HIPAA One Identity

In marketing and communication materials it is important that the Intraprise Health name can be seen easily as part of the HIPAA One logo. The weight of the example on the right is off.

Please also use complete images of healthcare providers to tell the story. Faces are more important than arms. Humans response to faces.



In marketing and communication materials it is important that the Intraprise Health name can be seen easily as part of the HIPAA One logo. The weight of the example on the right is off.

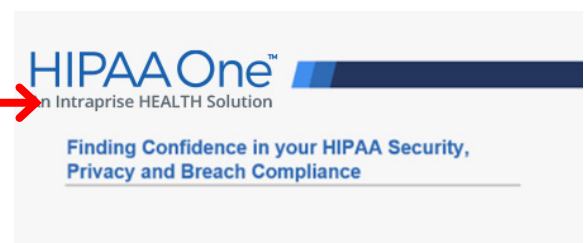
Further, thought should be given to the visibility of content. Overlaid copy on blue on a screen of someone typing is hard to read. It would be better to decrease the logo size, Create a watermark of the background and improve visibility of the copy.



In the transition to the Intraprise Health brand the organization will not be using images of HIPPOS on any material to support their product. This devalues the brand and also the audience.



While using the HIPAA One logo in marketing and communication materials it is important to ensure Intraprise Health name is visible. There should be less weight given to the HIPAAOne logo and more provided to the company name in order for it to improve in recognition and visibility among customers and prospects.



Product - Brand Logo/Identity

BluePrint Protect

The BluePrint Protect product logo is lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci.

BluePrint Protect™

BluePrint Protect™



1.4in/105px

Minimum Size

For general use on printed documents, the logo should never appear at less than 1.4" or 105px.

Logo Usage

Do not use the logo in any other colors or any other fonts or font weights.

BluePrint Protect™

Do not use the two logos together as if they are separate companies. They are not.



Use of Partner Logos



Example 1:

Corp name is always larger than HITRUST



✗ Hitrust

✗ hitrust

✗ HiTrust

✓ HITRUST

Example 2:

HITRUST usage that is approved

FREE LIVE WEBINAR

Achieve HITRUST Faster And Accomplish More With Intraprise Health

Friday, November 3 2023, 11 am PST

[REGISTER TODAY](#)

Lorem Ipsum
Founder & CEO,
Company Name

Lorem Ipsum
Founder & CEO,
Company Name

Example 2:

HITRUST use in a sentence with other companies logos

NIST Brand Treatment

The following information provides additional detail on best practices for using the NIST logo and name in marketing.

About NIST Logo Use

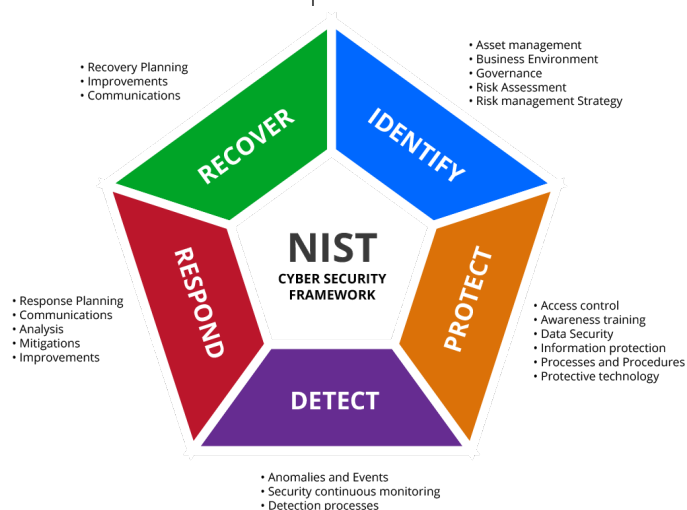
Use of the NIST logo on product reports, letterhead, brochures, marketing material, and product packaging must be accompanied by the following:
 “TM: a Registered Mark of NIST, which does not imply product endorsement by NIST or the U.S. Government.”

Not every company chooses to use the NIST logo. Many write it out. Most also do not explain what the acronym stands for as it seems that this is well understood in the business sector.

There are two options for NIST logo – one with and without the description.



Title: NIST standards provides Five Functions



NIST Graphical Element

Design Use With a Corporate Logo

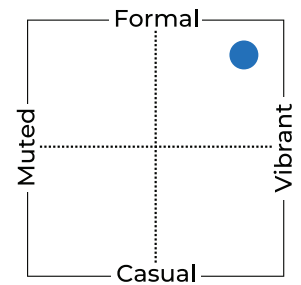
There are two options for NIST logo – one with and without the description



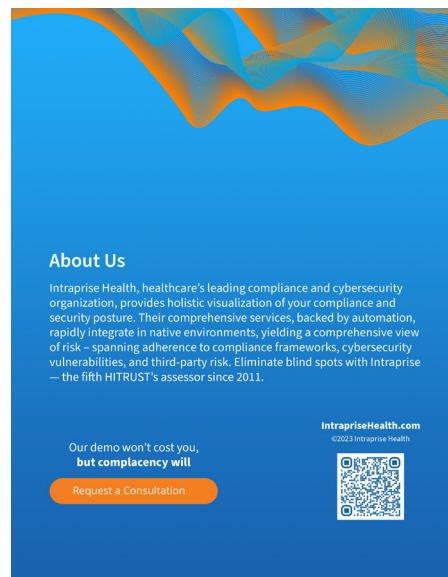
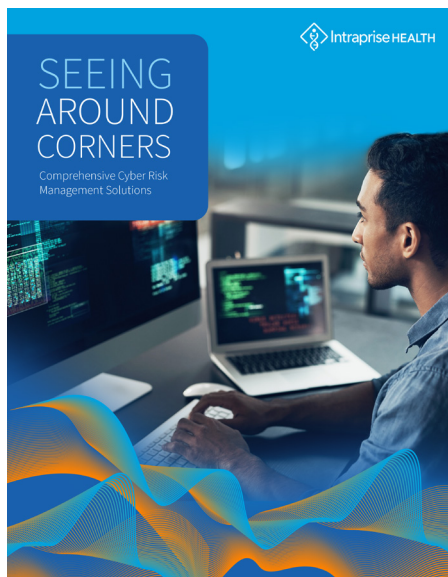
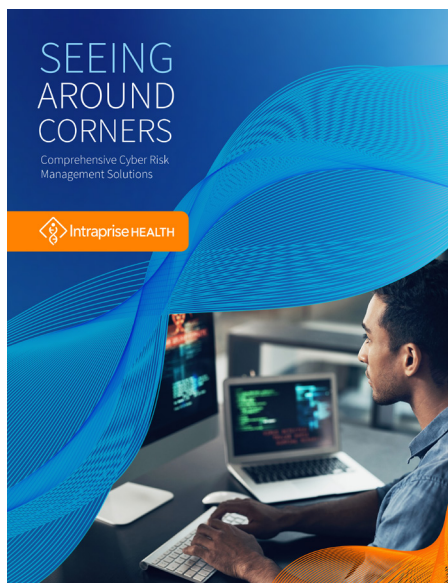
Examples of Uses of Graphical Elements

Tone, Voice and Copy

Our visual language can also convey tone, which we can map along two intersecting continuums: casual to formal and muted to vibrant. These ranges define four quadrants, onto which we can map the pieces we create, based on the mood evoked by the use of our color palette and visual elements.



Branding Core Elements

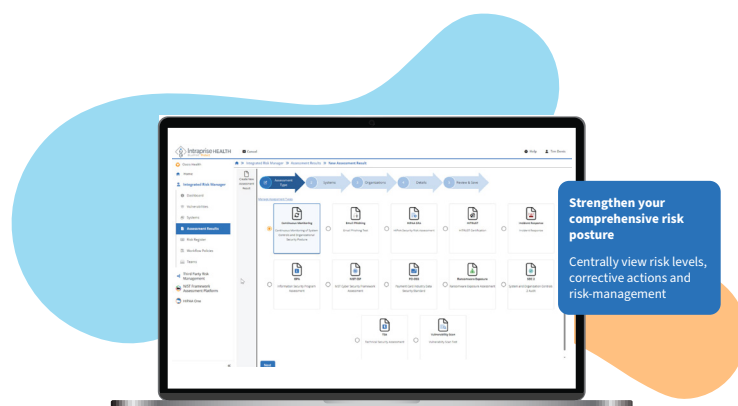


Branding Core Elements

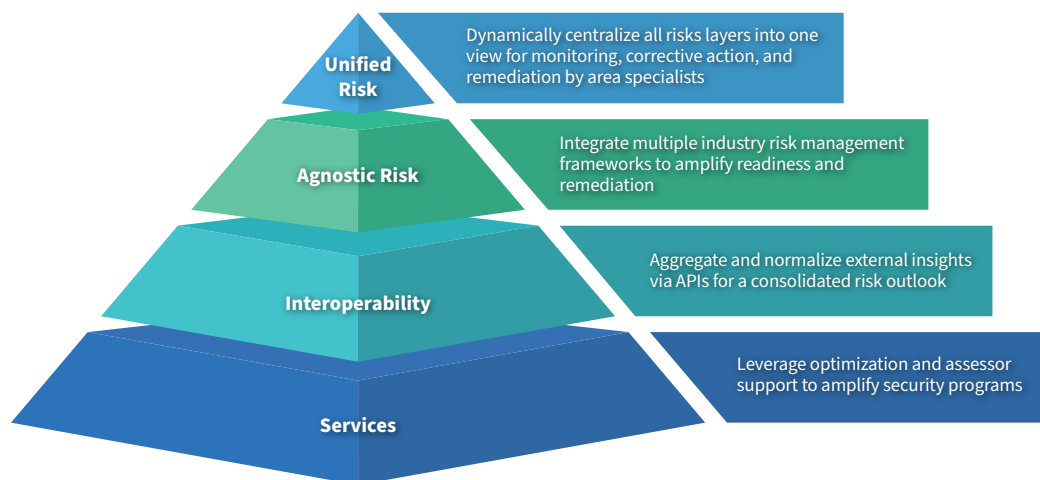


Content Treatment Example:

Example of product on a background. Notice content which describes software is on right side. Not in front of the image



Unified Risk Pyramid



Treatment of Quotes

Dark background, white text, **photo is near the quote**. Humans are interested in humans.

“Using Intraprise Health’s HIPAAOne software is easy and straightforward. I like the fact that it helps me stay up to date with any industry legislative changes. We feel like we finally have a good program in place that gives me the reassurance I need that I am staying up-to-date and HIPAA compliant.”

HIPAAOne Software Customer – Compliance Officer

or

Usage of Stats in Marketing



Color Palette

Primary/Logo Colors



Dark Blue
Pantone: 3506C
HEX: #1961AE
RGB: 25 97 174
CMYK: 91 65 0 0



Blue
Pantone: 299C
HEX: #00A3E0
RGB: 0 163 224
CMYK: 74 19 0 0



Blue 40%



Gray
Pantone: 431C
HEX: #5B6770
RGB: 91 103 112
CMYK: 62 53 51 22



Gray 50%



Gray 25%

Secondary Colors



Orange
Pantone: 151C
HEX: #FF8200
RGB: 255 130 0
CMYK: 0 60 100 0



Orange 50%

Tertiary Colors



Gold
Pantone: 137C
HEX: #FFA400
RGB: 255 164 0
CMYK: 0 41 100 0



Teal
Pantone 7466C
HEX: #00B0B9
RGB: 0 176 185
CMYK: 76 9 27 0



Green
Pantone: 360C
HEX: #6CC24A
RGB: 108 194 74
CMYK: 60 0 96 0

Print and Web Typographic Families

Don't just set the type, set the tone. Choosing the right typeface for the job, and applying it consistently, can build recognition and trust for the brand. For posters, banners or other digital media the recommended font family is Open Sans. Open Sans is both digital and print friendly, legible, and available in a variety of weights.

Note: As with using logos, always be sure that type is used at a large enough size and in an appropriate color so that there is enough contrast for legibility.

Open Sans

Open Sans Light: abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Open Sans Regular: abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Open Sans SemiBold: abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Open Sans Bold: abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Open Sans ExtraBold: abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

About Company Graphical Elements

Graphical elements are integral to brand standards. They act as the visual identity, consistency, and effectiveness of a brand in the eyes of customers. They serve as a visual guideline, helping to maintain a uniform look and feel, reinforcing the brand's identity in the minds of the audience.

Consistent use of these elements across different platforms and materials enhances the brand's credibility.

Unique graphical elements help the brand stand out from competitors and convey the values and personality of a brand. Well-designed graphical elements contribute to the memorability: i.e. a distinctive logo or a unique color scheme can make a lasting impression.

Clearly defined graphical elements in brand standards facilitate the adaptability of the brand across various mediums and platforms. Consistent graphical elements simplify the process of creating marketing and advertising materials. Streamlining the design process, saving time and resources.



"Almond" shape integrated images leveraged from logo



Circles overlapping with brand colors

Rounded Corners on images. Enable us to "see" around corners.



Icons

Icons are used to tell a story or share an idea without using more than a few words.

Categories of Icons

Our library of icons is listed below. Please note that some work better than others when scaled down. The more complicated the icon the more challenging it will be to use in a small form factor.

Note that while we believe 2 color icons are better for the website, or other materials these should be used selectively as 2 colors can be challenging for users to grasp the idea of 1 color.

Acceptance		Experience		Software	
Assessment		Financial		Solutions	
Assurance		Flexibility		Star Rating	
Audit		Growth		Success	
Automation		Monitor		Tasks	
Benchmark		Question Mark		Tasks and Priorities	
Calendar		Questions		Template	
Centralized Platform		Phishing		Threats	
Checklist		Reports		Time Savings	
Compliance		Resources		Training	
Experts		Risk		Unsecure	
Efficiency		Security and Privacy			

Photography & Imagery

Up-close images of people working together or on computers serves to humanize our brand, showcase our team's expertise, and create a visual narrative that aligns with brand values and industry context. It is personal. Designed to resonate with our audience and contribute to a positive and lasting brand impression. We do not use illustrations to communicate our core brand. We use photos. Each of these have been stylized to include brand colors to also help them pop when used in marketing materials.

This photos help to communicate:

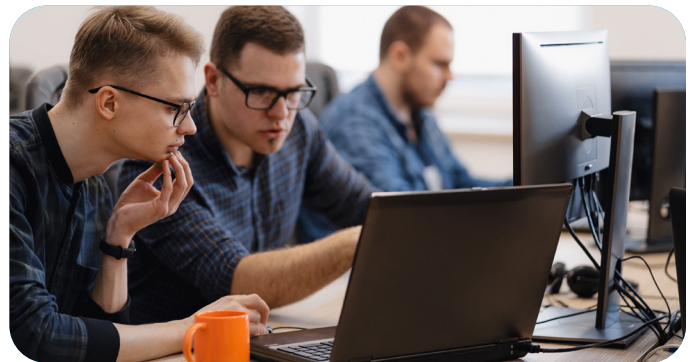
Human Connection and Relatability

Showcasing Collaboration and Teamwork

Aligning with Industry and Services

Brand Storytelling

Illustrating the Work Environment



Photography & Imagery

Our images are diverse. We feature a wide range of images to accurately represent the reality of a multicultural and diverse world. This authenticity helps build trust with consumers who appreciate and celebrate the diversity of their audience. The use of photos shown on these pages aligns with the evolving expectations of consumers and the values of a socially conscious market: inclusivity, equality, and respect for all individuals. Images are action orientated. We show engagement. Feature faces. Collaboration. Focus.



Defining Our Brand

A brand is more than a logo, a slogan or an ad campaign.

A brand is:

the **promise** we make to our audiences

the **essence** of our organization

the **personality** we convey

the **message** we deliver

the **identity** we express

Our brand helps us tell our authentic story.

This guide define and describe the various parts of our brand, and offer examples of how we bring it to life across multiple mediums, genres. In some cases it is more appropriate to use photos of people (humans) for example and in other cases it is more important to use illustrations. Situations differ and will continue to evolve.

Ours is a living brand, and accordingly, this is a living document. The principles and guidelines are a map and a guidebook of what has been developed thus far, but there are infinite ways to tell our story.

Design Axioms

"Design axioms" refers to fundamental principles or rules that guide the visual design aspects of a brand. These axioms serve as foundational truths or guidelines of our standards to help ensure consistency, coherence, and effectiveness in the visual representation of the brand across various touchpoints.

Innovation:

Axiom: Encourage creative and innovative design solutions.

Rationale: Our brand embraces innovation to stay relevant and engaging over time.

Versatility:

Axiom: Design elements can be applied to a range of brand materials.

Rationale: Versatile design assets can be used across various marketing materials, maintaining a cohesive visual language throughout the brand's communication channels.

Adaptability:

Axiom: Design are adaptable to various formats and platforms.

Rationale: Design elements need to maintain their integrity and impact across different mediums, such as print, digital, or physical environments, ensuring a consistent brand experience.

Relevance:

Axiom: Design elements are relevant to the brand and its values.

Rationale: Design choices align with the brand's personality, industry, and target audience, creating a visual identity that resonates with the intended message.

Consistency:

Axiom: We maintain visual consistency across all brand materials by leveraging these brand standards and following the guidelines when we design. When we break standards we will erode the brand value which causes confusion in the market- denigrate the brand.

Rationale: Consistency in design elements such as color schemes, typography, and imagery reinforces brand recognition and establishes a unified brand identity.

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