



Managed by  **crossover**

# BRAND IDENTITY



# BRAND MESSAGING

## Your Team. Your Health. Your Way.

### **A New Approach to Primary Care**

VitellaCare<sup>SM</sup> centers offer a new kind of primary healthcare experience that is easy, affordable and within your control. We're hyper-focused on all the factors that affect your overall health and wellbeing. As a member, you'll have many ways to receive care from a passionate team of providers via video visits, messaging, phone and in-person appointments at our healthcare centers. This unique approach allows you to confidently manage your health with plenty of support when and where it is needed.

Managed by Crossover Health, these centers will also help Blue Cross Blue Shield of North Dakota (BCBSND) members get easier access and more personalized primary care at better costs.

### **The VitellaCare Difference**

#### **Easy and Stress-free**

We are a one-stop shop that offers same-day appointments, virtual visit options and an easy-to-use app for convenient care that's accessible 24/7. For specialty care, we ensure an easy connection with other health networks in North Dakota and beyond that work for you.

#### **Preventive, Proactive Approach**

We focus on keeping you healthy before problems start or get worse. By looking at your entire wellbeing we can help prevent or better manage health issues, rather than just treating them as or after they occur.

#### **No Rush**

Providers build a trusted relationship with you. They really listen and make sure you feel heard and valued, no matter how long it takes. The goal is to leave each appointment with a clear plan and calm mind.

#### **No Surprise Fees**

VitellaCare will support holistic care over the traditional fee for service model and is committed to simple pricing and billing. You can expect predictable fees to ensure consistent costs.

# OUR LOGO

The VitellaCare icon and wordmark are used together to build recognition in the brand.



# LOGO LOCKUP

The VitellaCare logo is locked up with the Crossover logo. The space between them should not be altered.



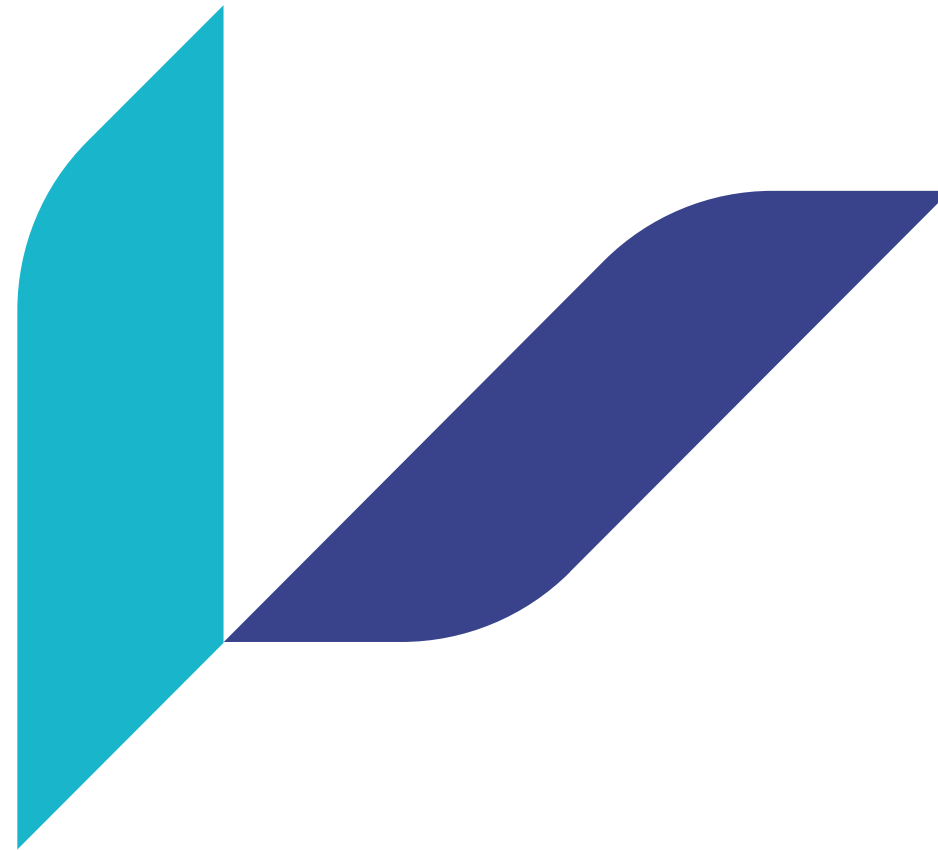
When the VitellaCare logo is used two-inches wide, or smaller, this version of the logo should be used.



# OUR ICON

## Soaring Bird

Our symbol is the soaring bird and conveys soaring to new heights of wellbeing.



# LOGO CLEAR SPACE

Clear space is equal to the height and width of the C in Care.  
Do not place other logos, type or graphic elements within the clear space indicated in the diagram below.



# LOGO DON'TS

Here are examples of incorrect usage of the logo.



Don't rotate the logo



Don't recolor the logo



Don't alter the logo



Don't stretch or squish the logo



Don't rearrange the logo



Don't remove the icons



Don't outline the logo



Don't add an image inside of the logo



Don't use the logo in a sentence



Don't add effects to the logo

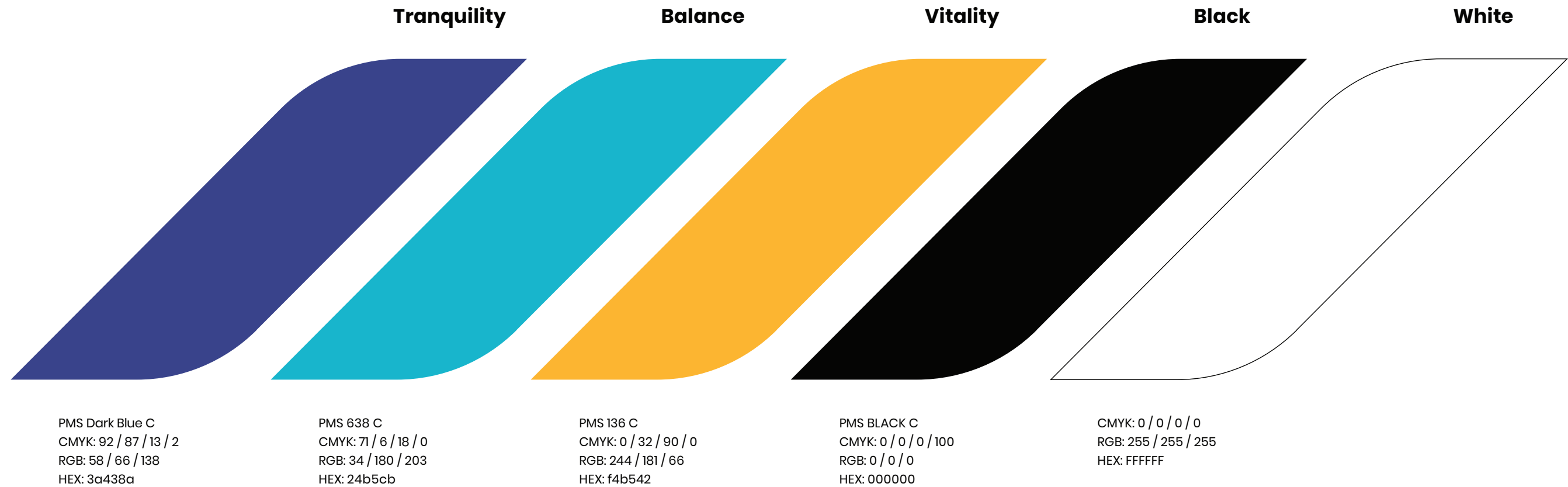


Don't add elements to the logo

# BRAND COLORS

## PRIMARY

Shown below are VitellaCare's five primary colors: Tranquility, Balance, Vitality, black, and white.





# BRAND COLORS

## SECONDARY

Secondary colors serve as accent colors to highlight key information in communications. They should only be used as accent colors, VitellaCare patterns or in data visualizations such as infographics, charts, graphs or tables. Secondary colors should always be used in a simple, strategic way and never be distracting.

**Sky**



PMS 656 C  
CMYK: 10 / 2 / 2 / 0  
RGB: 226 / 238 / 243  
HEX: e2eef3

**Prairie**



PMS 583 C  
CMYK: 30 / 10 / 100 / 0  
RGB: 190 / 197 / 49  
HEX: bec531

**Berry**



PMS 7425 C  
CMYK: 31 / 100 / 79 / 0  
RGB: 182 / 40 / 67  
HEX: b62843

**Wildflower**



PMS 7527 C  
CMYK: 8 / 5 / 16 / 0  
RGB: 233 / 231 / 213  
HEX: e9e7d5

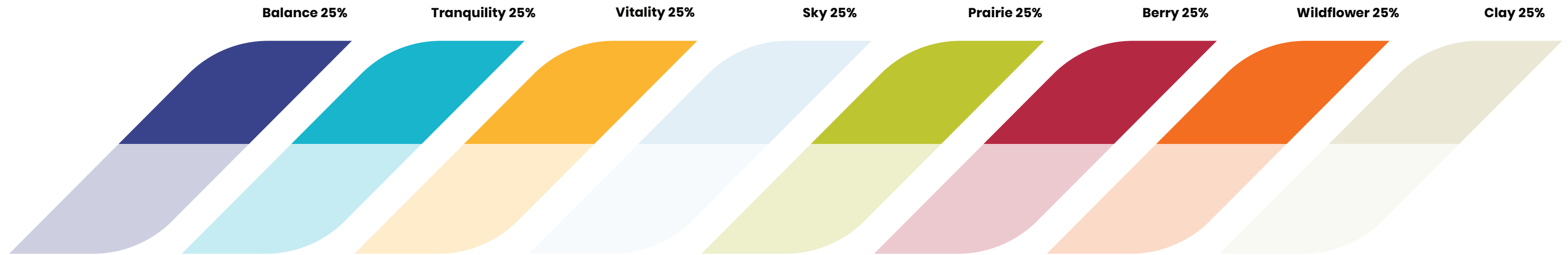
**Clay**



# BRAND COLORS

## TINTS

Only use the approved tint values of 25% to guarantee consistent reproduction of color in print and digital.  
Only use tints as background colors.



# OUR LOGO COLOR USE

The color version of the logo to be used on a light-colored background is the primary three-colored (indigo, teal and orange) logo.

For use on dark-colored backgrounds, the logo is ALL white.

When the logo is used on a brand-colored background, it should be solid, all indigo, or the reversed, white logo.

An all-black logo should only be used in a completely all black-and-white application.

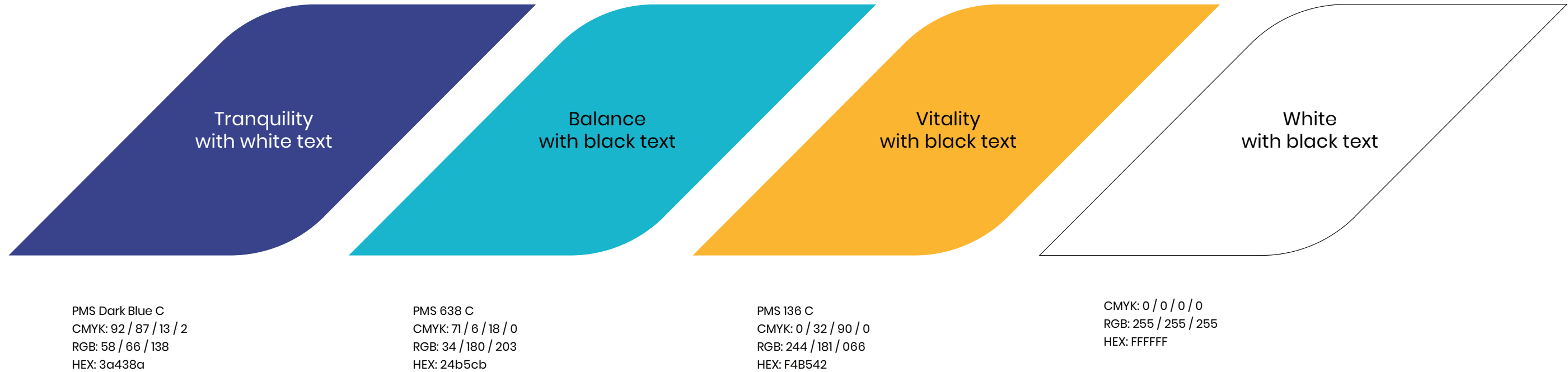


# COMPLIANCE

## ADA COLOR COMPLIANCE/ WEB CONTENT ACCESSIBILITY

Adopting ADA best practices with respect to our website or marketing materials improves our member's overall experience with our brand and ensures accessibility. Accessibility in this case refers to addressing the needs of individuals who may have a visual or auditory (or other) disability or limitation. One way to improve accessibility is by providing good color contrast.

Please use these ADA-approved brand colors:



# TYPOGRAPHY

Poppins ranges from Black to Light, with italics.  
Poppins thin, extra light, light, medium and semibold are not used in our brand.

Poppins	_____	Light
<i>Poppins</i>	_____	<i>Light Italic</i>
Poppins	_____	Regular
<i>Poppins</i>	_____	<i>Italic</i>
<b>Poppins</b>	_____	<b>Bold</b>
<b><i>Poppins</i></b>	_____	<b><i>Bold Italic</i></b>
<b>Poppins</b>	_____	<b>Extra Bold</b>
<b><i>Poppins</i></b>	_____	<b><i>Extra Bold Italic</i></b>

Poppins

# TYPOGRAPHY

## HEADER & SUBHEAD

**Use Poppins Regular and Poppins Bold for most brand communications.**

For headers and subheads use Poppins Regular or Poppins Bold, and for the paragraph use Poppins Regular. The larger the headline, the lighter weight the type should be.

If you're unsure about what font size to use for the header, a good rule of thumb is to keep it divisible by eight. This mathematical approach to typography allows for clean relationships between headers, sub-heads and body copy. Use the below example as a guide.

sample headers & subheads

(font size/line spacing)

**Heading 1**  
Your Team. Your Health. Your Way. 60/60

**Heading 2**  
Your Team. Your Health. Your Way. 48/48

**Heading 3**  
Your Team. Your Health. Your Way. 36/36

**Heading 4**  
Your Team. Your Health. Your Way. 24/24

**Subhead 1**  
**Your Team. Your Health. Your Way.** 18/18

**Subhead 2**  
**Your Team. Your Health. Your Way.** 14/14

# TYPOGRAPHY

## PARAGRAPH

**Use Poppins Regular for paragraph copy.** When it comes to smaller font sizes like in a paragraph, the font size can be more open-ended. Sizes like 14pt, 12, 10, and 8 will work. Use the below example as a guide.

(font size/line spacing)	Sample paragraphs
12/16	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ornare arcu dui vivamus arcu felis bibendum ut tristique. In nulla posuere sollicitudin aliquam ultrices sagittis orci a scelerisque. Erat velit scelerisque in dictum non consectetur a erat nam. Consectetur purus ut faucibus pulvinar elementum integer.
10/14	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ornare arcu dui vivamus arcu felis bibendum ut tristique. In nulla posuere sollicitudin aliquam ultrices sagittis orci a scelerisque. Erat velit scelerisque in dictum non consectetur a erat nam. Consectetur purus ut faucibus pulvinar elementum integer. Sem fringilla ut morbi tincidunt augue interdum velit euismod in. Turpis tincidunt id aliquet risus.
8/12	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ornare arcu dui vivamus arcu felis bibendum ut tristique. In nulla posuere sollicitudin aliquam ultrices sagittis orci a scelerisque. Erat velit scelerisque in dictum non consectetur a erat nam. Consectetur purus ut faucibus pulvinar elementum integer. Sem fringilla ut morbi tincidunt augue interdum velit euismod in. Turpis tincidunt id aliquet risus. Molestie ac feugiat sed lectus vestibulum mattis ullamcorper velit. Sit amet commodo nulla facilisi nullam vehicula ipsum a arcu.

# TYPOGRAPHY

## WEB & DIGITAL

---

Use Poppins Bold or Poppins Regular for the headers and Roboto Regular for body copy.  
When those fonts aren't available for any reason at all you can default to Arial.

Use Poppins Extra bold for heros

**Poppins Extra Bold**  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp**

Use Poppins Bold for headers H1, H2, H3

**Poppins Bold**  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp**

Use Poppins Regular for headers H4, H5, H6

Poppins Regular  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp

Use Roboto for the body copy

Roboto Regular  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789





Your Team. Your Health. Your Way.

