



# AllazoHealth

BRAND GUIDELINES 2023

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## Introduction

AllazoHealth is the pioneer in delivering AI-driven healthcare experiences.



**Through artificial intelligence, AllazoHealth is helping pharmaceutical companies deliver omni-channel pharma campaigns and program interventions at scale with greater efficacy and efficiency than ever before. To reflect the innovation and value we are bringing to market, we have enhanced our brand design system to align with our vision, our passion, and our sophistication as an AI pioneer.**

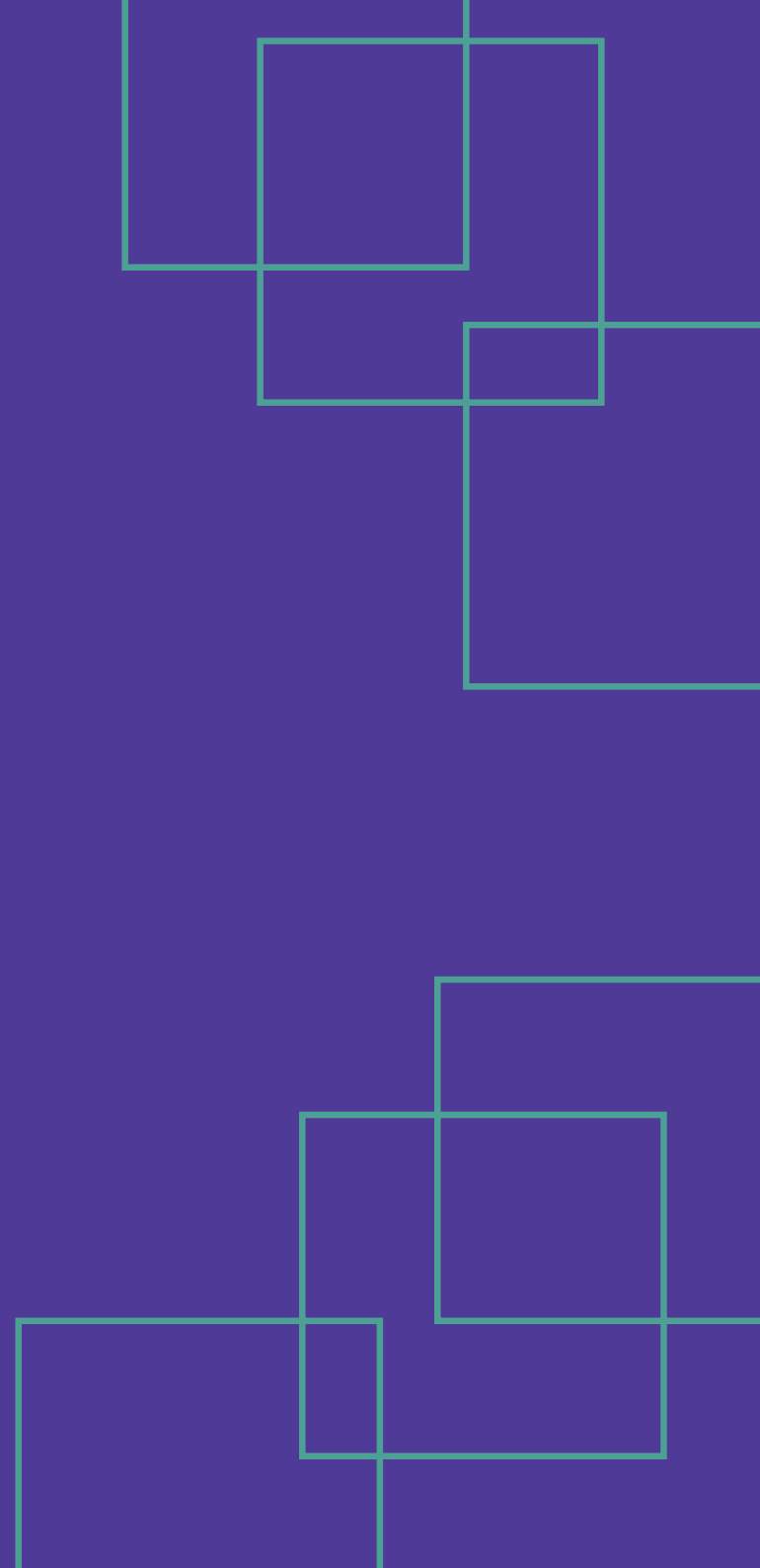
**This document has been created to help you use and embody our brand – including logos, typefaces, colors and other visual aspects – delivering the same consistent design, in the same way, in the same voice, everywhere we communicate.**

**1.1** Brand persona

**Intelligent**  
**Easy to Work With**  
**Honest and Ethical**  
**Thoughtful**  
**Transparent**

Section 2

# Logo Marks



## 2.1 Primary logo

Using our primary logo is important to recognizing the AllazoHealth brand—a forerunner in personalized healthcare experiences.

The logo should be used on any AllazoHealth document, both internal and external, and it should consist of a square symbol within the typeface, surrounding the capital “A” and lowercase “l”. Not only does this point to our use of artificial intelligence, but the green, square element represents the comprehensive, omni-channel experience the customer receives when using AllazoHealth, all powered by AI.



2.2

## Primary alternative logo

Similar to the primary logo, this primary alternative logo inverts the color story while serving the same brand consistency purpose as the primary logo. When using a darker background, use this alternative treatment.



## 2.3

### Knockout logo

A “knockout” logo refers to rendering the primary logo in all black or white. While it removes the standard color story, it maintains the square element within the typeface. This option provides contrast while still sparking brand recognition.

The knockout logo should be used whenever contrast is lacking between the background color and any element of the logo (typeface and symbols). This treatment ensures the logo is easily readable and recognizable.

When using a knockout logo, the logo type and/or symbol outline must be clearly distinguishable from the background color. Honor the AllazoHealth logo palette when possible, using black or white only if necessary.





## 2.4 Safe zone

A “safe zone” is blank space added around a logo to ensure it is never too close to the edge of a document or other content in the document. Maintaining proper spacing around the logo also avoids overcrowding.

To achieve adequate white space, use the width of the lowercase “a” all the way around the border. This white space upholds a clean and balanced view of the document and brand.



## 2.5 Favicon

This compressed mark is used the same way, on both dark and light backgrounds. It should be used for small-scale projects and where applicable.

The “favicon” is a graphic image that serves as a visual reminder of the primary logo, but on a smaller scale. You should choose to use the favicon on any document or deliverable with limited space, such as a social post.

In this case, the AllazoHealth favicon uses the same green, square element that surrounds the capital “A” and lowercase “I”, surrounded by the brand’s primary color. This favicon helps serves as a reminder that AI informs our work at every turn.



## 2.6 Mark scaling: primary logo

We want our brand recognizable, no matter the scale. When significantly reduced, the logo becomes illegible. These are the pixel sizes we recommend staying within to preserve the quality of the logo.

Bold scaling

The AllazoHealth logo is displayed in its largest, bold scaling. The word "AllazoHealth" is in a dark blue, sans-serif font. The letter "A" is enclosed in a light blue square outline. The logo is centered between two horizontal dashed lines.

64px

Medium scaling

The AllazoHealth logo is displayed in its medium scaling. The word "AllazoHealth" is in a dark blue, sans-serif font. The letter "A" is enclosed in a light blue square outline. The logo is centered between two horizontal dashed lines.

32px

Small scaling

The AllazoHealth logo is displayed in its small scaling. The word "AllazoHealth" is in a dark blue, sans-serif font. The letter "A" is enclosed in a light blue square outline. The logo is centered between two horizontal dashed lines.

24px

Minimum scaling

The AllazoHealth logo is displayed in its minimum scaling. The word "AllazoHealth" is in a dark blue, sans-serif font. The letter "A" is enclosed in a light blue square outline. The logo is centered between two horizontal dashed lines.

18px

## 2.7 Mark scaling: favicon

Just as the primary logo needs scaling based on project size, the favicon needs this treatment as well. These are the pixel sizes we recommend staying within to preserve the quality of the favicon.

---

Bold scaling



64px

---

Mediam scaling



32px

---

Small scaling



24px

---

Minimum scaling

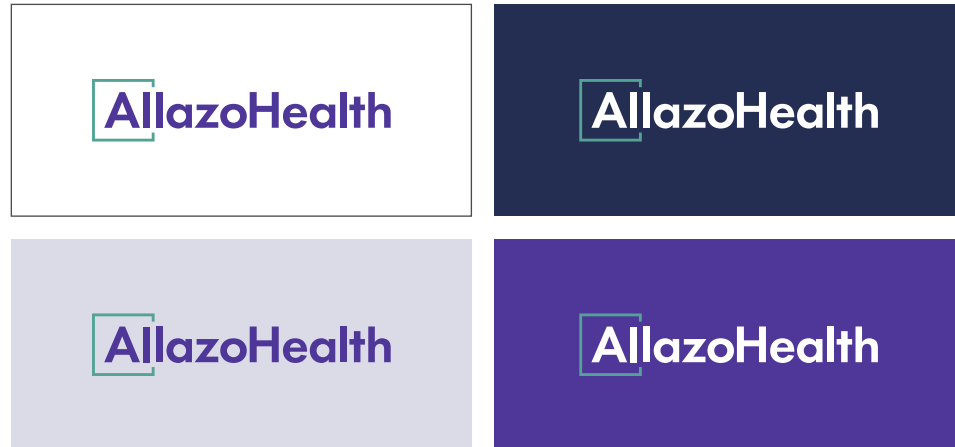


18px

---

## 2.8 Logo background

When choosing which version of the logo to use, consider the background color it will be placed on. Projects should be accompanied by a background color using any four of these approved brand colors. You can also refer to Section 3 for more in-depth color guidelines.



## 2.9 Incorrect logo usage

In an effort to keep our brand presence consistent across all projects and deliverables, you should use only brand-approved lockups outlined in this document. To avoid incorrect logo usage, follow these guidelines:

- Do not distort the logo or favicon
- Do not change the opacity of the logo or favicon
- Do not add extra copy to the logo or favicon
- Do not place the logo or favicon at an angle
- Do not rearrange elements of the logo or favicon
- Do not change the proportions of the logo or favicon
- Do not use drop shadows or any other effects on the logo or favicon



Section 3

# Color



## 3.1

## Color palette

There are three color systems we employ, depending on the deliverable: RGB, HEX, and CMYK.

The RGB (red, green, blue) system uses the three primary colors of light to create a desired color. It is employed for colors on a screen.

The HEX (hexadecimal numbers) system is delineated using a # symbol. This system is used for websites and coding.

The CMYK (cyan, magenta, yellow, and key) system is used for printing, mixing the colors mentioned previously to achieve your desired color.

## Primary



CMYK 84 / 93 / 0 / 0  
 RGB 79 / 54 / 156  
 HEX #4f369c



CMYK 69 / 16 / 46 / 0  
 RGB 81 / 165 / 151  
 HEX #51a597



CMYK 94 / 85 / 40 / 36  
 RGB 36 / 46 / 82  
 HEX #242e52

## Secondary



CMYK 12 / 10 / 2 / 0  
 RGB 219 / 219 / 232  
 HEX #dbdbe8



CMYK 57 / 56 / 10 / 0  
 RGB 120 / 122 / 212  
 HEX #7a78d4



CMYK 65 / 61 / 24 / 4  
 RGB 107 / 105 / 143  
 HEX #6b698f



CMYK 93 / 70 / 36 / 21  
 RGB 36 / 74 / 107  
 HEX #244a6b



CMYK 20 / 20 / 0 / 0  
 RGB 199 / 196 / 32  
 HEX #c7c4e8



Section 4

# Typography



## 4.1 Typography

To create a cohesive experience across deliverables, we use two main typefaces. For headlines and call-outs, use Basic Sans Bold, and for body copy, use DIN 2014.

Basic Sans Bold

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ**

**1234567890!@#\$%^&\*()\_+**

DIN 2014

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ

1234567890!@#\$%^&\*()\_+

## 4.2 Typography hierarchy

On this page, you'll find an example of the typographic hierarchy system based on human interface guidelines. We aim to keep this aesthetic to ensure text legibility, prioritize content, and emphasize important information.

# H1 Pharma marketers and patient support programs

Basic Sans **Bold 29pt**

## H2 Create AI-driven experiences that maximize program performance

Basic Sans **Bold 18pt**

### H3 Id ut ut pore, endis necea volo enemporum ium imeni conseratur aut lant doluptaquat quis velit quunt restius debi-

Basic Sans **Regular 14pt**

#### H4 Create AI-driven experiences that maximize program performance

Basic Sans **Bold 11pt**

Body

Id ut ut pore, endis necea volo enemporum ium imeni conseratur aut lant doluptaquat quis velit quunt restius debitas cone imolore odi con eaquiatur? Qui tem nectati arum eruptatate sitatus, tem aliae. Edi inctur?

Id ut ut pore, endis necea volo enemporum ium imeni conseratur aut lant doluptaquat quis velit quunt restius debitas cone imolore odi con eaquiatur? Qui tem nectati arum eruptatate sitatus, tem aliae. Edi inctur?

DIN 2014 **Regular 9pt**

CTAs

[Learn more](#)

Basic Sans **Bold 12pt**

[Learn more](#) 

Basic Sans **SemiBold 12pt**

### 4.3 Alternate typography

When Basic Sans and DIN 2014 are unavailable, use Gil Sans and/or Veranda as alternative typefaces. Use Verdana in instances where no other typeface is available, such as on Microsoft applications.

**Aa**

Gil Sans

**abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNQRST  
UVWXYZ**

**1234567890!@#%&\*()\_+**

**Aa**

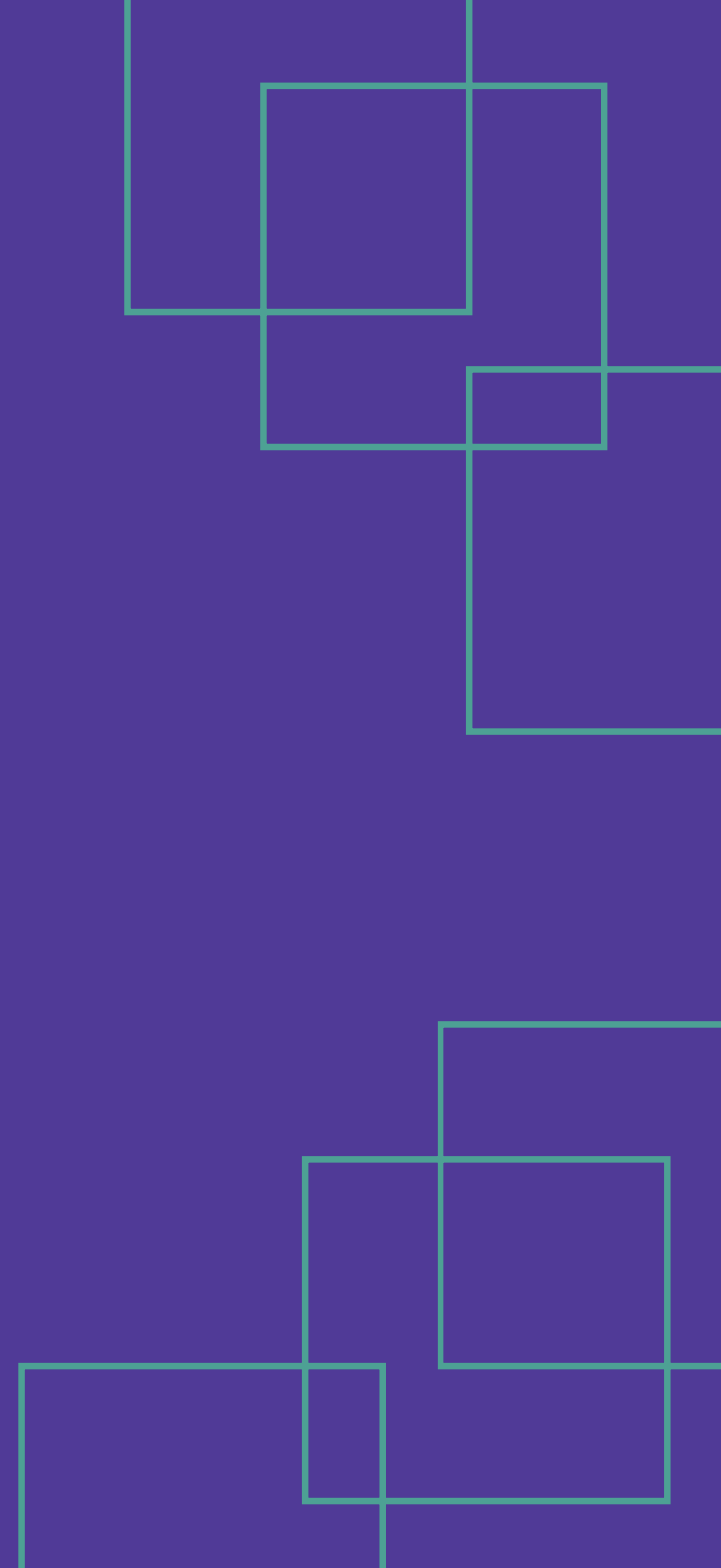
Verdana

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNQRSTU  
VWXYZ

1234567890!@#%&\*()\_+

Section 5

# Photography



## 5.1 Photography

Like our brand voice, all photography direction is based on a spectrum of relatable to aspirational.

People: Relatable, human, hopeful. We should have a wide range of diversity when choosing photos, including age and race and body size.

Lifestyle: Aspirational and hopeful, we want lifestyle photos to feel real and genuine. You should choose photos that show people using technology, getting better, and enjoying their lives because of the effectiveness of using AllazoHealth. The images should appear confident, clear, focused, and environmentally inclusive, as their healthcare experience is a small part of something bigger.



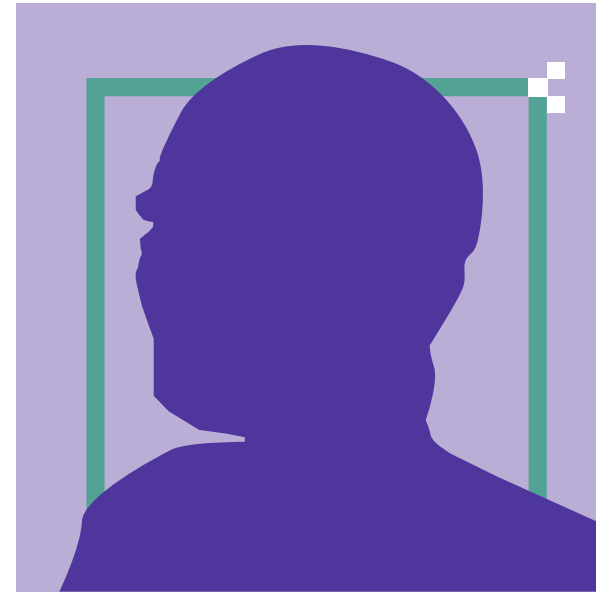
Section 6

# Graphic Devices



## 6.1 Graphic device

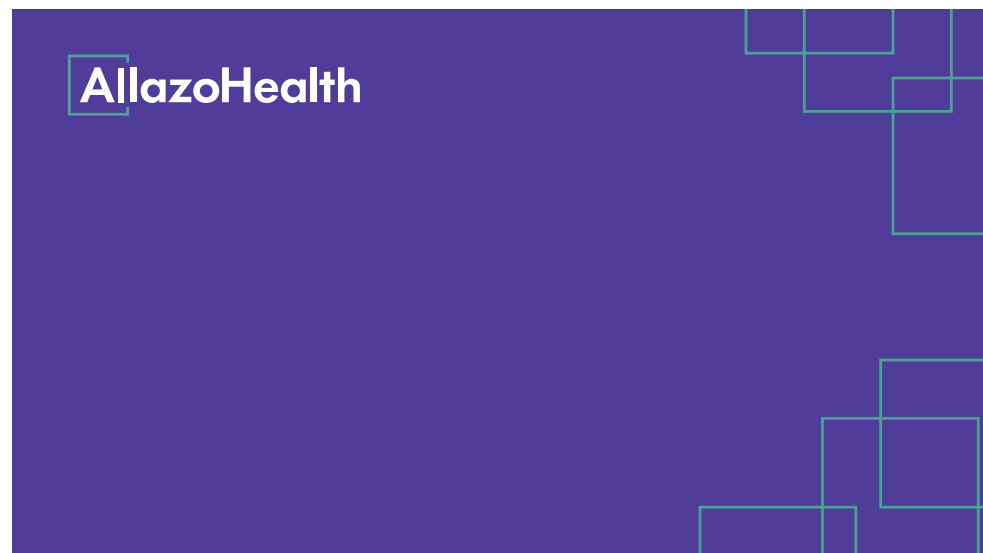
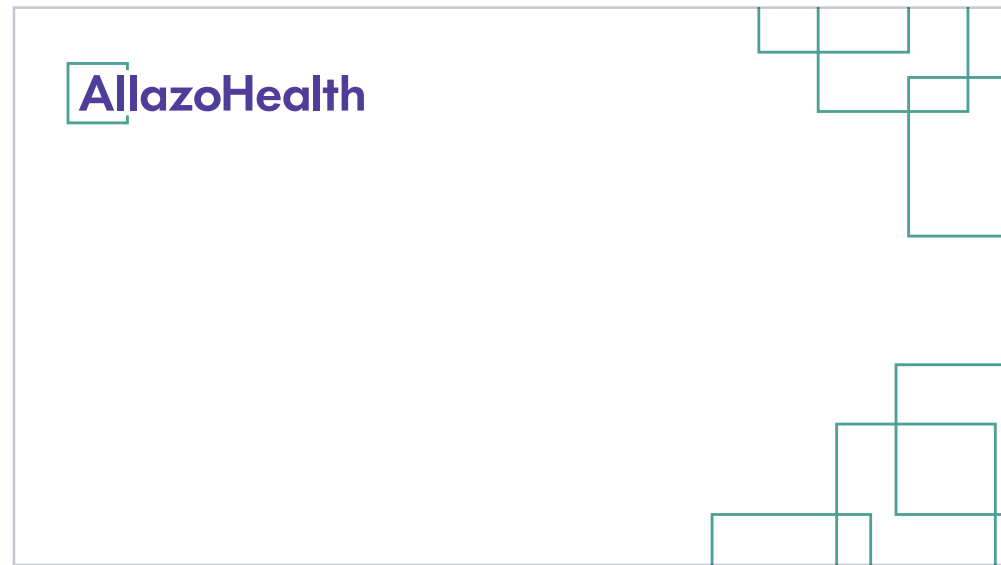
The “Frame” Device is derived from the primary logo, using the same green square element that surrounds the “AI”. Use this design treatment, along with a hopeful portrait of a patient, for hero and campaign images. This element ensures we tie together the lives of patients to the innovations of AllazoHealth.





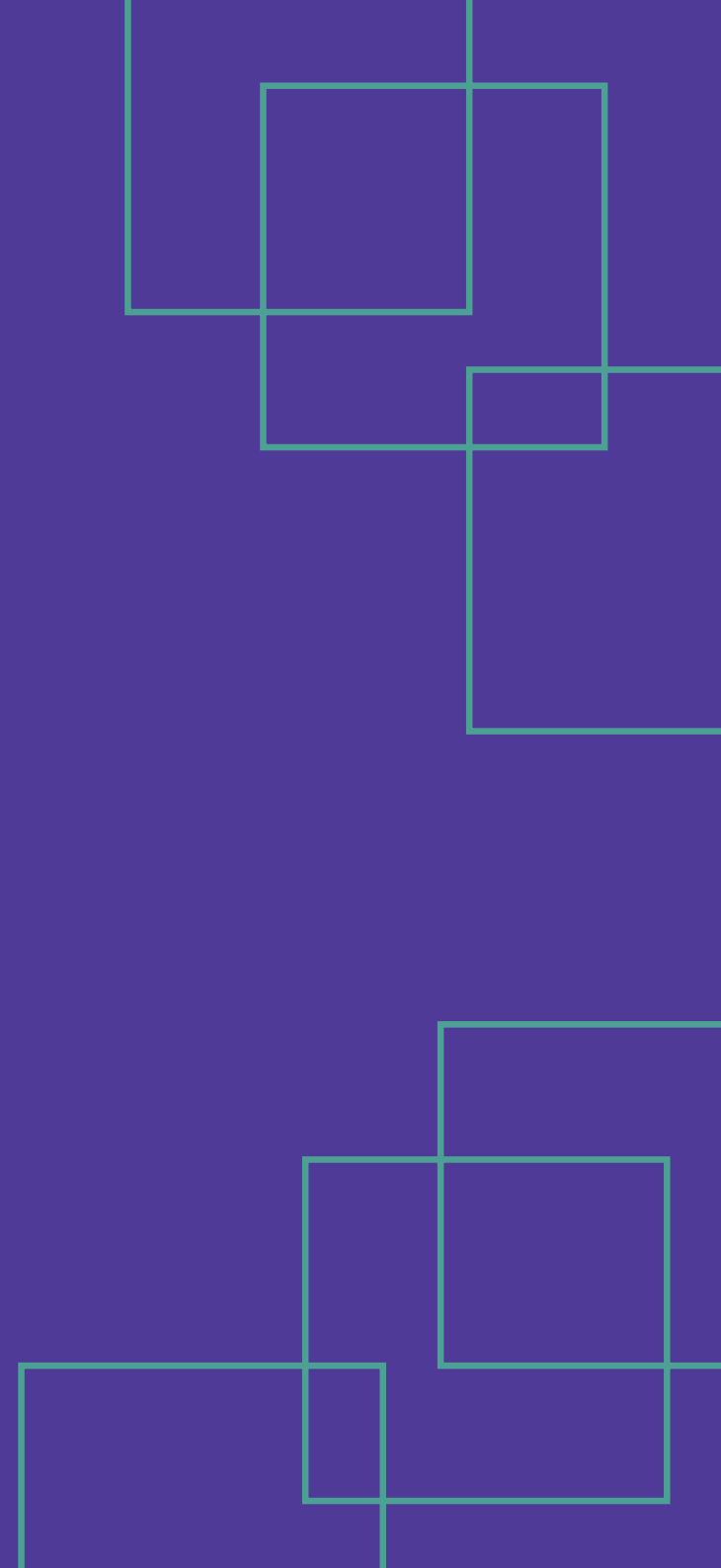
## 6.2 Frame pattern

The Frame Pattern makes a callback to the primary logo, using the same green squares. Use this pattern when there is enough blank space on white and purple backgrounds only.



Section 7

# Icons



## 7.1 Icons

The AllazoHealth icons are used across different brand touchpoints, from marketing to environment to product.

Icons provide symbolism, conceptual clarity, and visual interest in simplistic shapes and forms, creating a consistent brand story from one deliverable to the next.

Use these icons when you're calling attention to important facts and numbers, organizing information on a page, or presenting ideas aligning with AllazoHealth.



Section 8

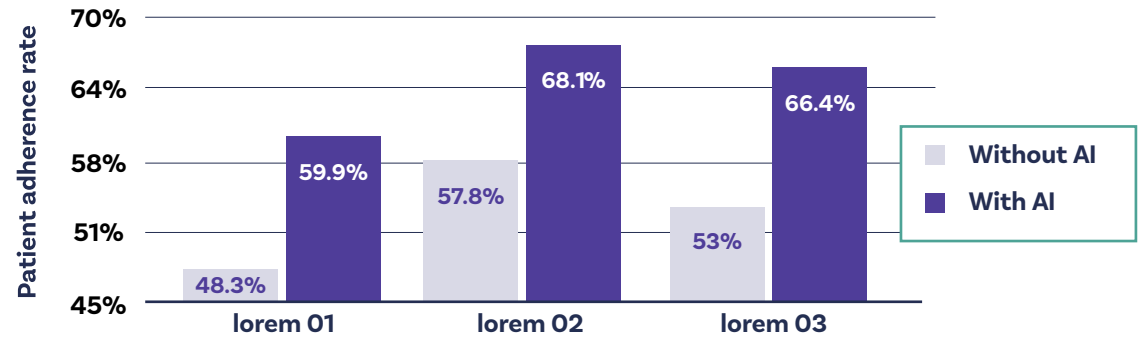
# Data Visualization



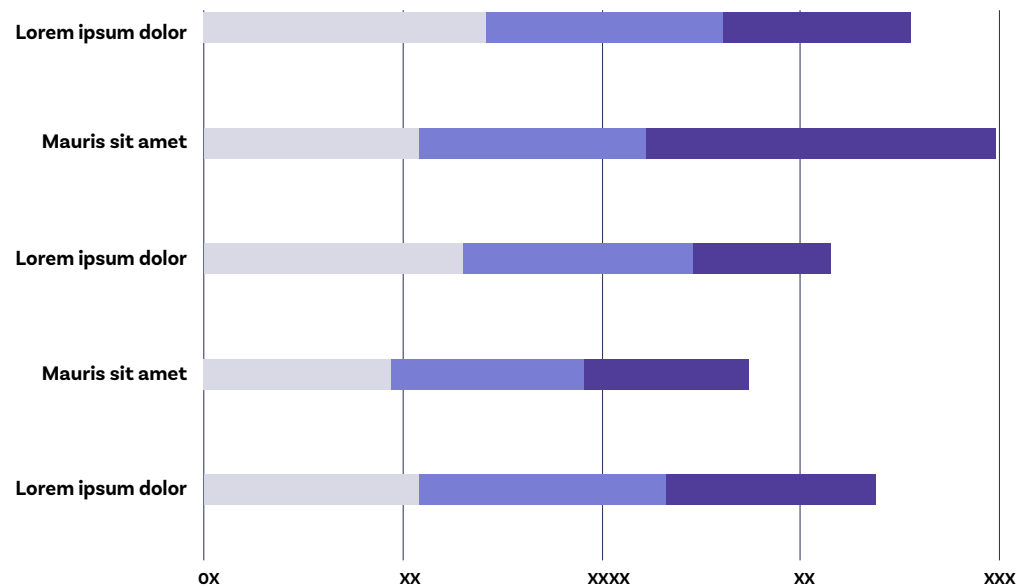
## 8.1 Data Visualization

There are numerous ways to present data, such as bar graphs, circle graphs, and using iconography in infographics. This page and the next display some examples of how AllazoHealth uses data visualization.

### Vertical bar graph



### Horizontal bar graph



## 8.2 Data Visualization cont.

### Circle Graph

- Tincidunt ex in iaculis
- Amet erat eget dapibus
- Tincidunt ex in iaculis
- Erat eget dapibus



### People Infographic

#### MEN

Lorem ipsum dolor sit amet,  
m ipsum dolor sit amet,



#### WOMEN

Lorem ipsum dolor sit amet,  
m ipsum dolor sit amet,



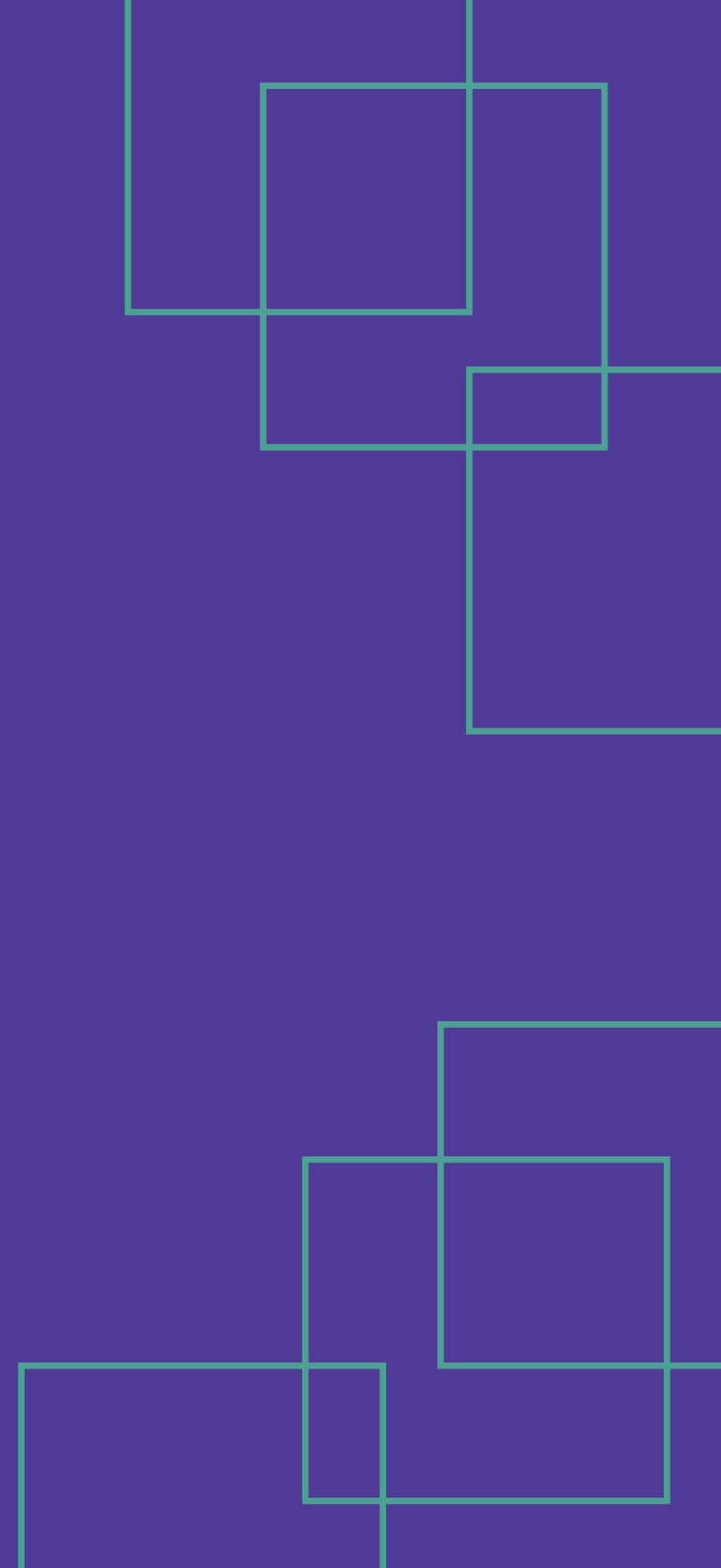
#### POPULATION

Lorem ipsum dolor sit amet,  
m ipsum dolor sit amet,



Section 9

# Examples



## 9.1 Website

Example of Brand Guidelines used on the AllazoHealth website.

The screenshot displays the AllazoHealth website homepage. At the top, the AllazoHealth logo is on the left, and navigation links for 'Why AllazoHealth', 'Solutions', 'Outcomes', 'Company', 'Resources', and 'Request a Demo' are on the right. The main hero section features the headline 'Predict. Personalize. Maximize.' and a sub-headline: 'Maximize the impact and efficiency of your patient support programs and omni-channel pharma marketing with AllazoHealth. Using artificial intelligence and patient-level data, we can uniquely help you personalize interventions and create the optimal experience for every individual.' A 'Schedule a Demo' button is located below the text. To the right is a portrait of a woman with a shaved head, framed by a green and blue border.

Below the hero section is a dark blue banner with the headline 'Pharma marketers and patient support programs can be far more efficient'. This banner contains four statistics:

- 3% of eligible patients currently use support programs
- 20%+ of new prescriptions are never filled
- 50%+ of people stop taking their medications six months after diagnosis
- \$1 in \$9 of total US healthcare spending is wasted due to medication nonadherence

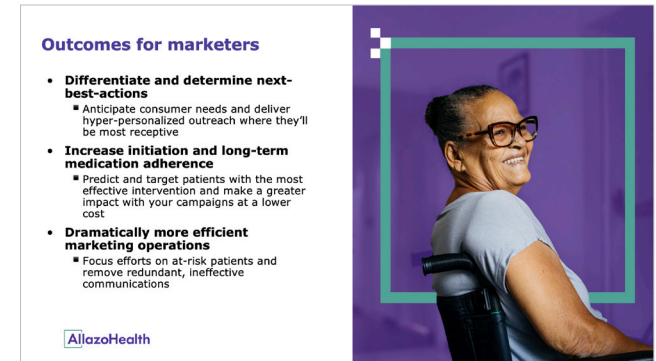
The next section is titled 'AllazoHealth delivers transformative results through artificial intelligence' and includes four performance metrics:

- 5.5x greater medication adherence program performance
- 2.3x uplift in N1 rates
- 13% increase in days on therapy
- 25% lower spending on pharmaceutical interventions

The final section is titled 'How can we maximize patient engagement?' and features two columns:

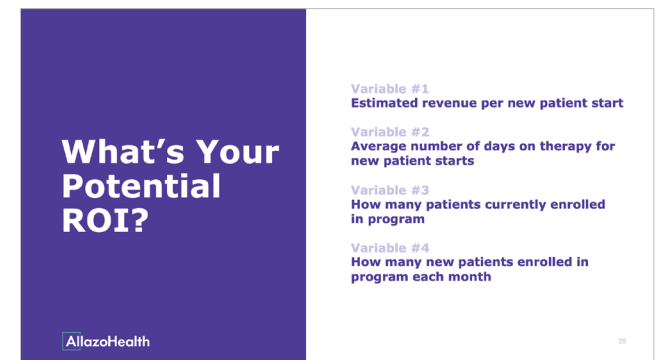
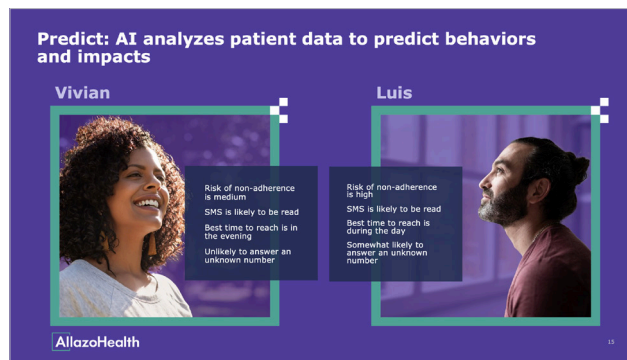
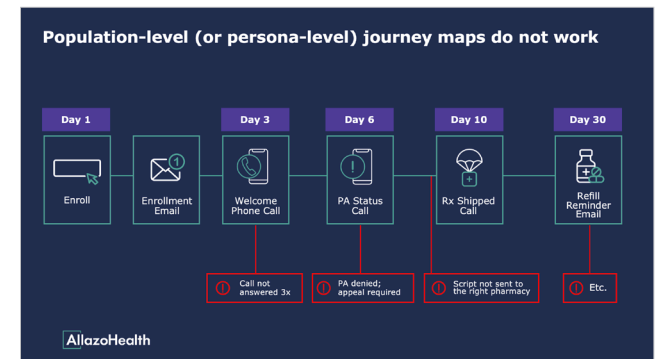
- Patient Support Programs:** Leverage AI to deliver individualized patient support programs that result in better engagement, therapy initiation, adherence, and health outcomes. Includes a 'Learn more >' link.
- Pharmaceutical Marketing:** Maximize your omni-channel pharma campaigns personalized by channel, content, and timing to increase marketing impact, drive sales and adherence, and deliver ROI. Includes a 'Learn more >' link.





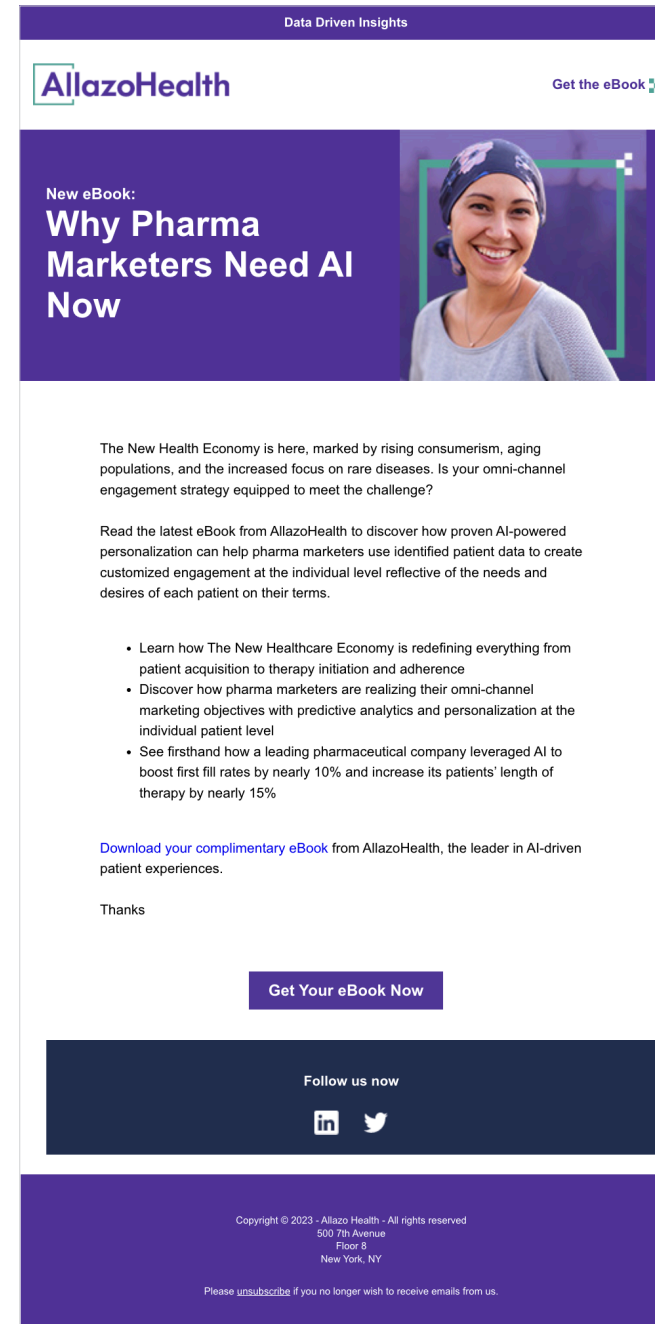
## 9.2 PowerPoint

Examples of the Brand Guidelines used in a PowerPoint.



## 9.3 Email template

An example of the Brand Guidelines used in an email.



The image shows a screenshot of an email template. At the top, there is a purple header with the text "Data Driven Insights" on the right. Below the header, the AllazoHealth logo is on the left and "Get the eBook" with a small icon is on the right. The main content area has a purple background on the left with the text "New eBook: Why Pharma Marketers Need AI Now". To the right of this text is a photograph of a smiling woman wearing a headscarf. Below the main content, there is a white background with a paragraph of text, a bulleted list of three points, and a link to download the eBook. At the bottom, there is a purple button that says "Get Your eBook Now", a dark blue footer with social media icons for LinkedIn and Twitter, and a final purple footer with copyright information and an unsubscribe link.

Data Driven Insights

AllazoHealth

Get the eBook

New eBook:  
**Why Pharma Marketers Need AI Now**

The New Health Economy is here, marked by rising consumerism, aging populations, and the increased focus on rare diseases. Is your omni-channel engagement strategy equipped to meet the challenge?

Read the latest eBook from AllazoHealth to discover how proven AI-powered personalization can help pharma marketers use identified patient data to create customized engagement at the individual level reflective of the needs and desires of each patient on their terms.

- Learn how The New Healthcare Economy is redefining everything from patient acquisition to therapy initiation and adherence
- Discover how pharma marketers are realizing their omni-channel marketing objectives with predictive analytics and personalization at the individual patient level
- See firsthand how a leading pharmaceutical company leveraged AI to boost first fill rates by nearly 10% and increase its patients' length of therapy by nearly 15%

[Download your complimentary eBook](#) from AllazoHealth, the leader in AI-driven patient experiences.

Thanks

[Get Your eBook Now](#)

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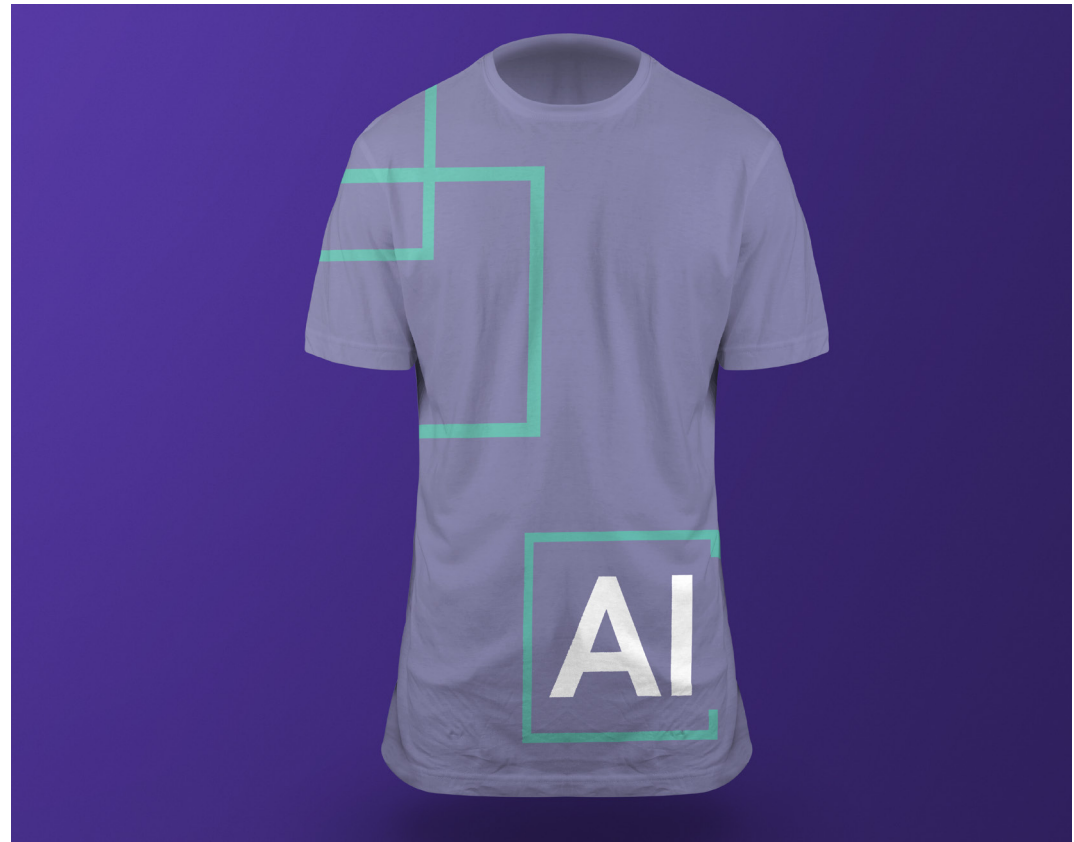
LinkedIn Twitter

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500 7th Avenue  
Floor 8  
New York, NY

Please [unsubscribe](#) if you no longer wish to receive emails from us.

## 9.4 Promotional items

An example of the Brand Guidelines used on promotional items.



# Questions?

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