



2024 Brand Guidelines



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Introduction

BUSINESS PROFESSIONALS AGREE: CONSISTENCY FUELS EFFECTIVE BRAND STRATEGY.

At its core, the HealthTrackRx brand represents who we are in the minds of our customers. Consistently presenting our brand creates a familiar, coherent narrative that ensures everyone who interacts with the HealthTrackRx brand sees us in the same light.

When we follow the guidelines, our customers see HealthTrackRx as a united entity that cares about even the smallest of details.



MISSION

Getting People Healthier Faster

Our Mission sits prominently in our branding. Always present this text in Public Sans Extrabold, Public Sans Extrabold Italic, Public Sans Black, or Public Sans Black Italic.



Mission, Vision, + Values

VISION

Transforming The Laboratory Experience

by delivering custom solutions to clients, accelerating answers to patients, and creating value for payors.



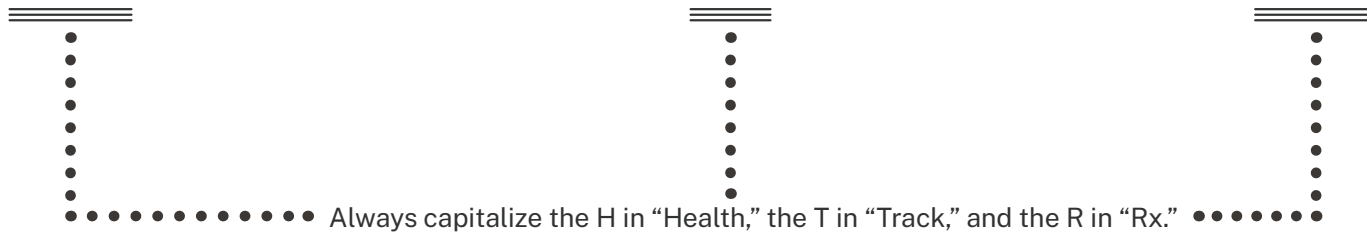
VALUES

Reliable Extraordinary Accountable Loyal

- R:** We will do what we say we are going to do
- E:** We will go above and beyond whenever we can
- A:** We will be responsible for our actions and results
- L:** We will be committed to each other and our mission

What's in a Name?

HealthTrackRx



BEHIND THE NAME

“HealthTrack” says our organization helps people manage their health, while “track” emphasizes speed and keeping people moving in the right direction. “Rx” designates treatment, symbolizing our role in the diagnostic process and hints toward our focus on antimicrobial stewardship.

PHONETIC

/hElth-trak-är-eks / or /hElth-trak/




Voice + Tone

ILLNESS AND DISEASE ARE LIFE-CHANGING EVENTS.

HealthTrackRx identifies illnesses and conditions that impact the lives of human beings. That's why we approach communications with a calm, friendly, yet professional tone.

Think of our company's voice as if it's coming from a doctor at a clinic or hospital with great bedside manner: comforting and personable, yet credible and trustworthy.

We must always communicate in a way that sits comfortably with our audiences, and reassure without patronizing. Our goal is to make sure it's clear that we are always there to provide insight and help.



trustworthy
+ credible

Color Palettes

Primary + Secondary

HealthTrackRx's color palette projects a sense of professionalism and quiet action. Cool blues and greys call to mind medical technology and laboratories, aligning with the industry.

Primary Color Palette

Teal

cmyk: 81 / 1 / 39 / 2
rgb: 52 / 191 / 194
web/hex: #34BFC2

pantone solid coated: 326 C
pantone coated cmyk: 124-7 C
pantone solid uncoated: 325 U
pantone uncoated cmyk: 121-7 U

Cool Grey

cmyk: 70 / 63 / 62 / 58
rgb: 51 / 51 / 51
web/hex: #333333

pantone solid coated: black 7 C
pantone coated cmyk: 179-15 C
pantone solid uncoated: black 7 U
pantone uncoated cmyk: 179-15 U

White

cmyk: 0 / 0 / 0 / 0
rgb: 255 / 255 / 255
web/hex: #FFFFFF

Secondary Color Palette

Gold

cmyk: 5 / 20 / 100 / 0
rgb: 243 / 199 / 12
web/hex: #F1C400

pantone solid coated: 7406 C
pantone coated cmyk: P 7-8 C
pantone solid uncoated: 7404 U
pantone uncoated cmyk: P 7-8 U

Flat Black

cmyk: 0 / 0 / 0 / 100
rgb: 0 / 0 / 0
web/hex: #000000

pantone solid coated: black
pantone coated cmyk: black
pantone solid uncoated: black
pantone uncoated cmyk: black

Light Grey

cmyk: 4 / 3 / 3 / 0
rgb: 242 / 242 / 242
web/hex: #F2F1F1

pantone solid coated: black 5%
pantone coated cmyk: 179-1 C
pantone solid uncoated: black 5%
pantone uncoated cmyk: 179-1 U

Light Teal

cmyk: 29 / 0 / 18 / 0
rgb: 181 / 227 / 216
web/hex: #B5E3D8

pantone solid coated: 573 C
pantone coated cmyk: 127-2 C
pantone solid uncoated: 566 U
pantone uncoated cmyk: 127-2 U

Dark Teal

cmyk: 81 / 1 / 39 / 52
rgb: 0 / 81 / 81
web/hex: #005151

pantone solid coated: 7722 C
pantone coated cmyk: 126-16 C
pantone solid uncoated: 323 U
pantone uncoated cmyk: 126-8 U

Color Palettes

Tertiary

HealthTrackRx's tertiary color palette encompasses the colors used for our Branded Menus and for other art where an expanded palette is called for. Please note our primary and secondary branding colors ALWAYS take precedence: the tertiary color palette is meant to enhance, not replace.

Brown cmyk: 0 / 57 / 100 / 28 rgb: 186 / 103 / 20 web/hex: #BA6714	Emerald cmyk: 100 / 0 / 94 / 0 rgb: 0 / 166 / 87 web/hex: #00A657	Forest cmyk: 84 / 50 / 58 / 33 rgb: 41 / 85 / 85 web/hex: #295555	
Peacock cmyk: 83 / 30 / 0 / 30 rgb: 0 / 109 / 159 web/hex: #006D9F	Purple cmyk: 64 / 85 / 0 / 0 rgb: 118 / 72 / 157 web/hex: #76489D	Magenta cmyk: 5 / 92 / 0 / 0 rgb: 225 / 55 / 148 web/hex: #E13794	
Pink cmyk: 0 / 56 / 12 / 0 rgb: 244 / 141 / 169 web/hex: #F48dA9	Red cmyk: 0 / 99 / 91 / 11 rgb: 213 / 28 / 41 web/hex: #D51C29	FDA Orange* cmyk: 0 / 78 / 100 / 0 rgb: 241 / 95 / 34 web/hex: #F15F22	FDA Yellow* cmyk: 0 / 21 / 70 / 0 rgb: 255 / 204 / 102 web/hex: #FFCC66

* Note: FDA Orange and FDA Yellow are associated primarily with our Aptima-related line of FDA-Approved products, and should not be used without the express permission of the marketing team.

Color Palettes: Priorities

Consistency goes beyond color —
it also takes priority.

PRIMARY

HealthTrackRx teal, dark grey and white are our primary brand colors, used for high visual contrast and ease of reading. Teal should be reflected in all marketing and advertising (other than rarely used black-and-white pieces).



SECONDARY

Secondary colors include dark teal, light teal, gold, solid black, and light grey. They should only be used sparingly as an accent. These colors are best used when trying to punctuate or draw attention to specific elements within graphics or layout.



TERTIARY

Tertiary colors are used even more selectively than the primary and secondary palettes. These colors are only used in charts, graphs or to create visual differentiation. In these scenarios, a broader array of colors beyond our standard palette is required to effectively communicate the message.



Typefaces + Typography

TYPEFACES ARE VITAL FOR CONSISTENCY IN VISUAL MESSAGING.

The majority of our marketing collateral uses the Public Sans typeface and its variants listed to the right. This typeface is freely available on Google Fonts and on GitHub.

Note: If you need Public Sans loaded onto your system, please contact IT.

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PRIMARY TYPEFACE FAMILY

Public Sans / **Public Sans Black**

Public Sans Thin

Public Sans Thin Italic

Public Sans Light

Public Sans Light Italic

Public Sans Regular

Public Sans Italic

Public Sans Semibold

Public Sans Semibold Italic

Public Sans Bold

Public Sans Bold Italic

Public Sans Black

Public Sans Black Italic

Typefaces + Typography

(continued)

HealthTrackRx allows alternatives for convenience's sake.
For everyday communications like emails, letters, etc.,
employees can use either Arial or Calibri if
Public Sans isn't available.

SECONDARY TYPEFACE FAMILY

Arial

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

SECONDARY TYPEFACE FAMILY

Calibri

Calibri Regular

Calibri Italic

Calibri Bold

Calibri Bold Italic

Typefaces + Typography

(continued)

Formatting consistency is vital for readability. Whenever creating collateral or documentation of any kind, use these guidelines, recognizing they are meant to be flexible.

As a design best practice, group related thoughts together visually. For instance, place related headlines, subheads, and body copy spaced closer together than other copy in the layout versus even spacing throughout the document.

1. Most design is done in left or center-aligned text.
2. Can use all caps or icap style for headlines.

1 LEFT ALIGNED

2 **Headline Public
Sans Black 40 pt**

Subhead Public Sans Bold 20 pt

Body copy Public Sans regular 10 pt lorem ipsum dolor
sit amet, consectetur adipiscing elit, sed do eiusmod
tempor incididunt ut labore et dolore magna aliqua.

1 CENTER ALIGNED

2 **HEADLINE PUBLIC
SANS BLACK 40 PT**

Subhead Public Sans Bold 20 pt

Body copy Public Sans regular 10 pt lorem ipsum dolor
sit amet, consectetur adipiscing elit, sed do eiusmod
tempor incididunt ut labore et dolore magna aliqua.



The HealthTrackRx Diamond

The HealthTrackRx diamond is a bold, sharp symbol that represents our dedication to quality, hinting at our medical expertise. Use the HealthTrackRx diamond in a way that showcases our company in its best light.



The diamond symbolizes our high quality of services and polished professionalism.



The DNA Section symbolizes our medical expertise and the focus of our business.



The HealthTrackRx Diamond

(continued)

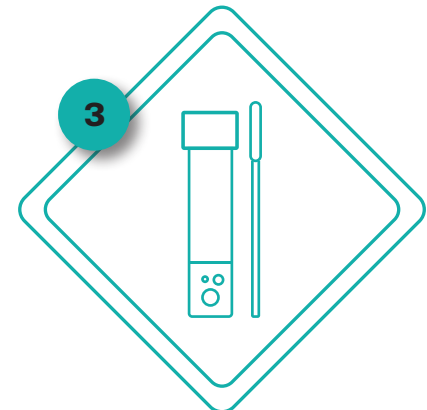
The diamond is to be used in the following three applications only:



1. The Diamond Hug: See page 24



2. Diamond Pattern: See page 28



3. The Diamond Medallion: See page 22

The HealthTrackRx Diamond (continued)



Always present the HealthTrackRx diamond in one of three colors: Teal, Black, or White.



- ❌ Do not change the HealthTrackRx diamond's color, not even to other approved colors.
- ❌ Do not place the HealthTrackRx diamond on a background that makes it hard to see, or that does not contrast well with our colors.
- ❌ Do not rotate, distort, or otherwise warp the HealthTrackRx diamond.
- ❌ Do not use effects on the HealthTrackRx Diamond that might break its outline, such as a drop shadow, inner glow, beveling, embossing or other.

Logos + Branding

Our logo is representative of our company's professional goals and vision. As an essential element in our branding, our two logo variants require special usage considerations.



Logo Positioning: The HealthTrackRx logo's visual positioning should always have consistent spacing and resting space surrounding it. The logo itself should be secondary to the primary message of the communication. While the main message may be a headline or a visual, the logo should be subordinate. For instance, in a sell sheet, the logo should be placed in the lower right-hand section of the communication.

Logos + Branding — Horizontal



This is the preferred version of the logo when we want to brand something with the HealthTrackRx name. It is ideal for use on documents and banners as it keeps the visual silhouette of the diamond and the text flowing. HealthTrackRx teal paired with our dark grey provides contrast while also creating warmth.

LOGO COLORS

TEAL

DARK
GREY



MINIMUM CLEAR SPACE

The minimum margin around the logo should be the size of the diamond from the logo.

SIZE RESTRICTIONS FOR PRINT

Do not reduce the logo smaller than 1" in width.



Logos + Branding — Stacked



Use only when the horizontal version of our logo will not work visually.

LOGO COLORS

TEAL

DARK
GREY



MINIMUM CLEAR SPACE

The minimum margin around the logo should be the size of the diamond from the logo.



SIZE RESTRICTIONS FOR PRINT

Do not reduce the logo smaller than 1" in width.



Unacceptable Logo Usage



- ❌ Do not warp, rotate, or distort the logo.
- ❌ Do not change the logo's color.
- ❌ Do not place the logo on a background that makes it illegible, difficult to read, or clashes visually.
- ❌ Do not place effects on the logo that might break its outline, such as a drop shadow, inner glow, beveling, embossing or other.

Email Signatures

HealthTrackRx's IT policy already provides you with a default email signature that includes, at a minimum:

- ▶ The horizontal HealthTrackRx logo
- ▶ Your full name
- ▶ Your title
- ▶ Your email address
- ▶ The HealthTrackRx URL
- ▶ Our office address in Denton, TX
- ▶ Confidentiality notice

Do not add a custom signature to the end of your emails, as it will double up the signature already present.

If you need specific information added or taken away from your signature, please contact the IT Department.

SALES TEAM SIGNATURE ADDITION

If you are part of the Sales team, please download the HealthTrackRx University logo and add it, along with the call to action, to the bottom of your email signature as shown.



First Name Last Name

Title / Position

Mobile (555) 555-5555

Email firstname.lastname@healthtrackrx.com

Web www.HealthTrackRx.com

1500 Interstate 35W, Denton, TX 76207

This message contains confidential information. If you are not the intended recipient, do not distribute or copy this email. Please delete this from your system and notify the sender.



**An example of the standard
formatting in our email signatures.**

Visit HealthTrackRx University at HealthTrackRx.com/HTRxU/ for infection testing made easy!



**An example of the standard
formatting for sales employees.**

Design Elements

Our brand is more than logos, fonts, and typography.

The HealthTrackRx brand uses a strategic mix of design elements to bring messages to life. Many of these elements are inspired by the unique shape of the HealthTrackRx diamond and logo. We use the diamond, pieces of the logo, and the idea of the logo to create other elements that add distinction and flair to communications. We also use technical call-outs that feel scientific in nature to enhance visual interest.

Iconography

Iconography is a visual queue that promotes fast, easy viewing — just like our PCR tests. Iconography must be simple, eye-catching, and easy to identify.

The HealthTrackRx marketing team has a large selection of icons available for use, and can customize icons for you.



The Diamond Medallion: Use the diamond to make important HealthTrackRx brand messages stand out.



Diamond Hug

Integrate the diamond when an image supports an emotional moment in our audiences' lives and HealthTrackRx is providing support.

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Split Screen

Organize copy-heavy content or multiple messages using a split screen with colored background variations. This helps enhance storytelling by directing the audience's eyes from one side to the other. Ultimately, this allows you to show more in less space while managing visual structure.



Transparent Overlays

Graphic overlays can be an effective way to personalize and “own” the images, making them more recognizable as part of our brand while also directing viewers’ attention to specific areas of the image, like a patient’s face or important details like patient symptoms.

When placed over stock photography, black, dark gray, or teal overlays can provide both aesthetic and functional benefits. They enhance visuals while staying brand-appropriate.

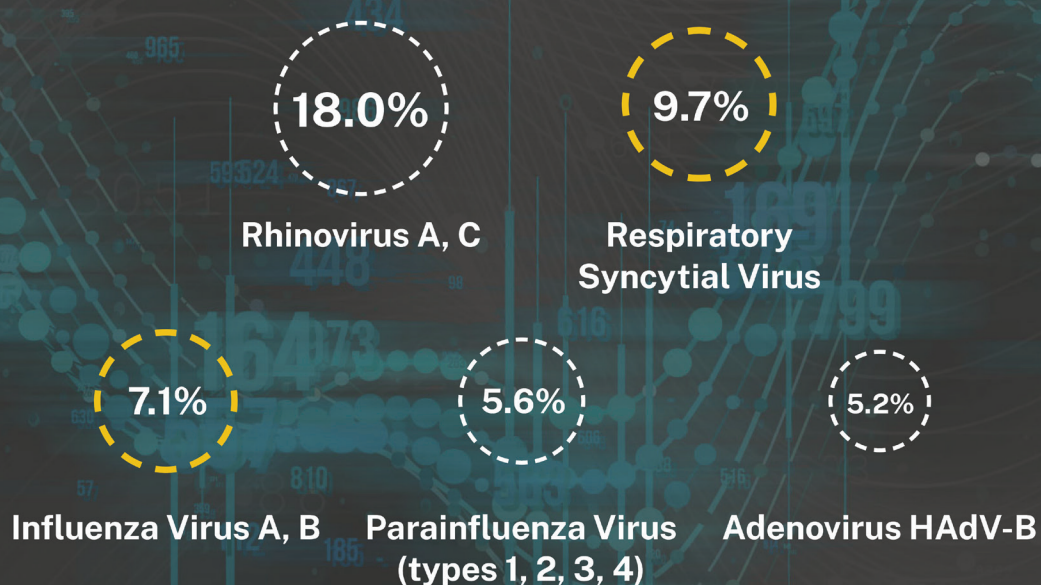


Data Call-Outs

Data call-outs are impactful design elements that highlight key statistics, simplifying complex information and enhancing message clarity. Using concentric circles for data call-outs creates a visually compelling and organized display, naturally drawing the viewer's eye inward to focus on the central data.

What are HealthTrackRx's Top-Reported Respiratory Infections This Week?

Weekly National % of Respiratory Pathogen Positivity



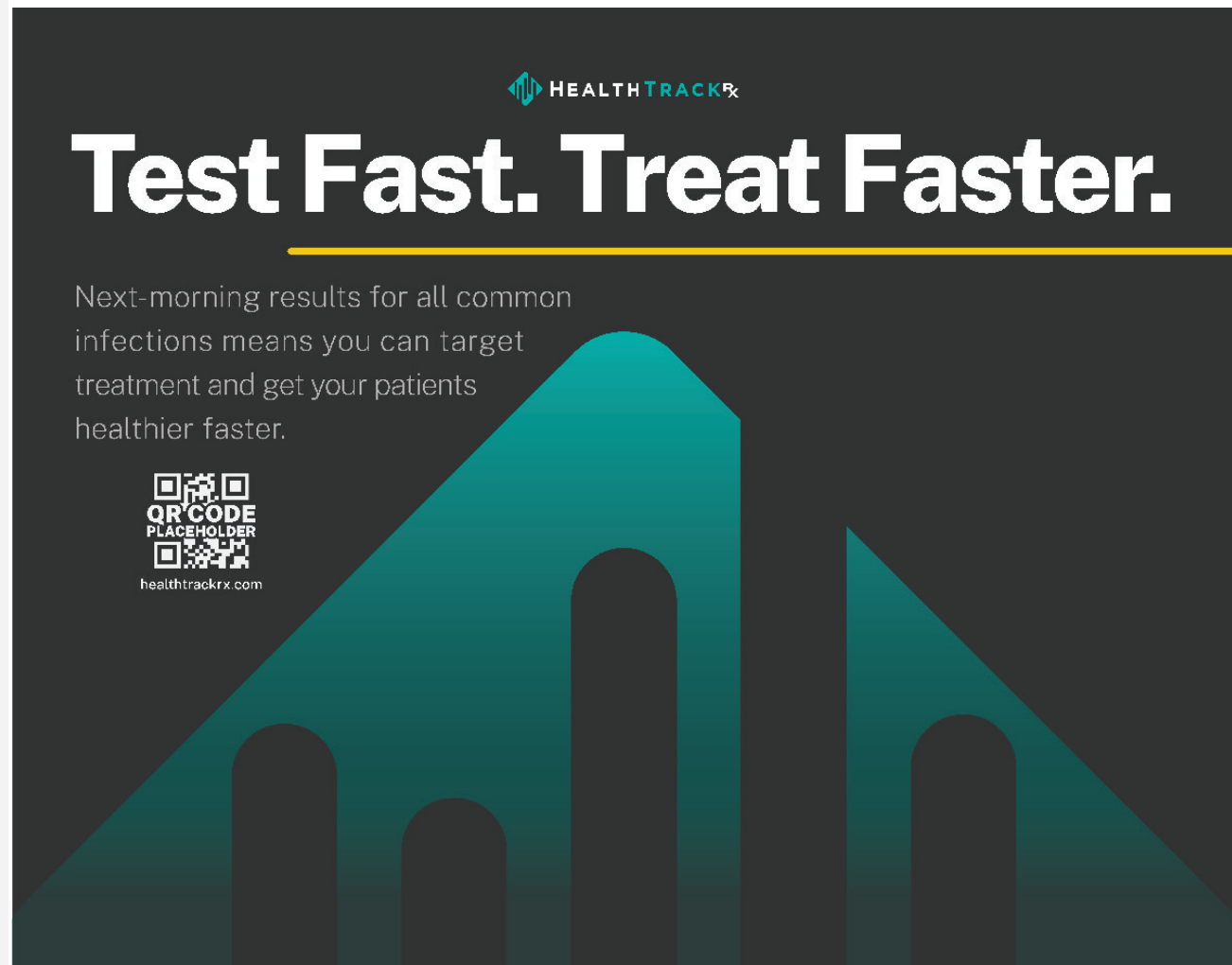
--- Treatable pathogens are highlighted in yellow

Background Graphics

Diamond Pattern:

Use this in the background of an image to emphasize the idea of support or anchor the idea of HealthTrackRx in the mind. Though it can be bold or large, the element should not take focus from the subject or distract attention from any information in the image.

Like our company, the diamond is there for support.



Photography

Our photography style shows real people of all ages who relate to the campaign and content of a piece. We show human emotion to evoke a reaction and visually show a message.

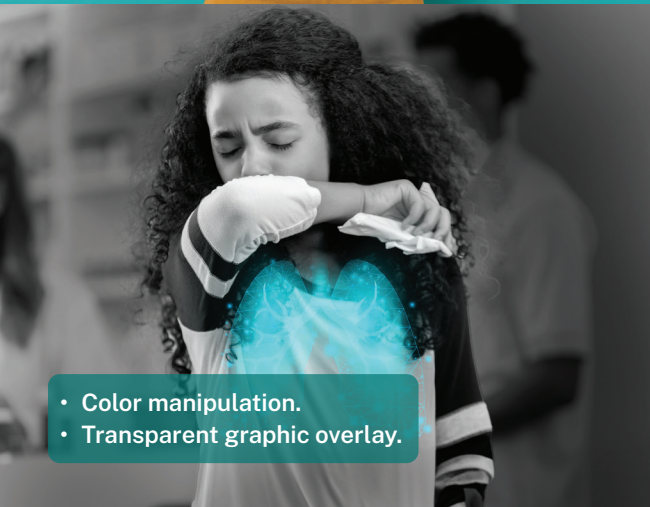
Color Manipulation

Create a sense of brand ownership by editing the HealthTrackRx primary teal color into any dominant element of a hero photo.

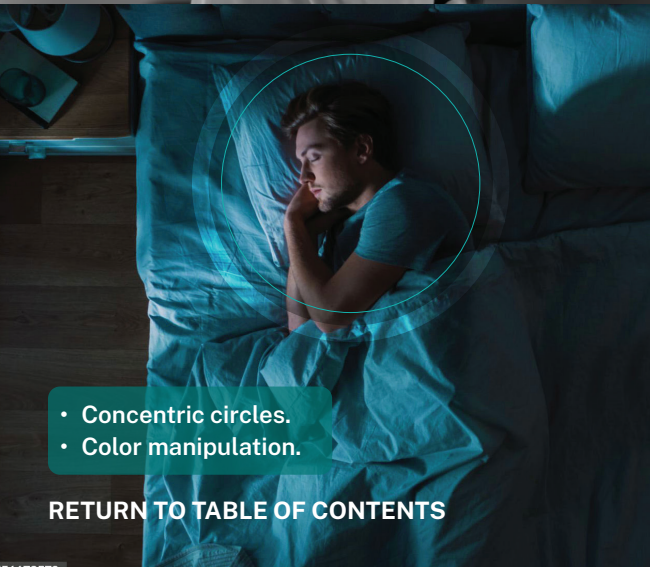




- Diamond hug.
- Color manipulation.
- Isolated person on teal background.



- Color manipulation.
- Transparent graphic overlay.



- Concentric circles.
- Color manipulation.

Accepted Photography Style Examples

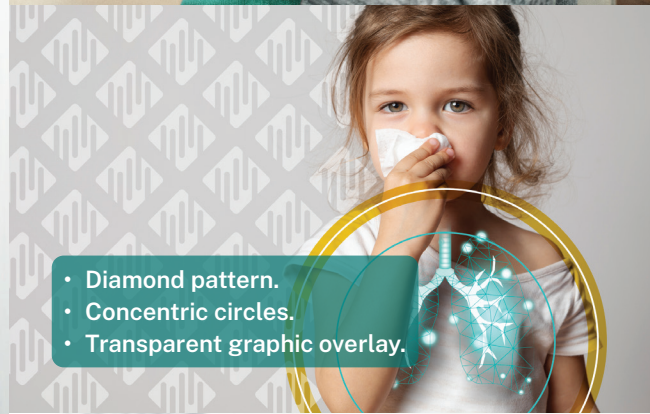
Additional design elements can be used to add customization to an otherwise traditional piece to make it distinctly HealthTrackRx branded.



- Color manipulation.
- Image manipulated to fade into a neutral color.



- Color manipulation.



- Diamond pattern.
- Concentric circles.
- Transparent graphic overlay.

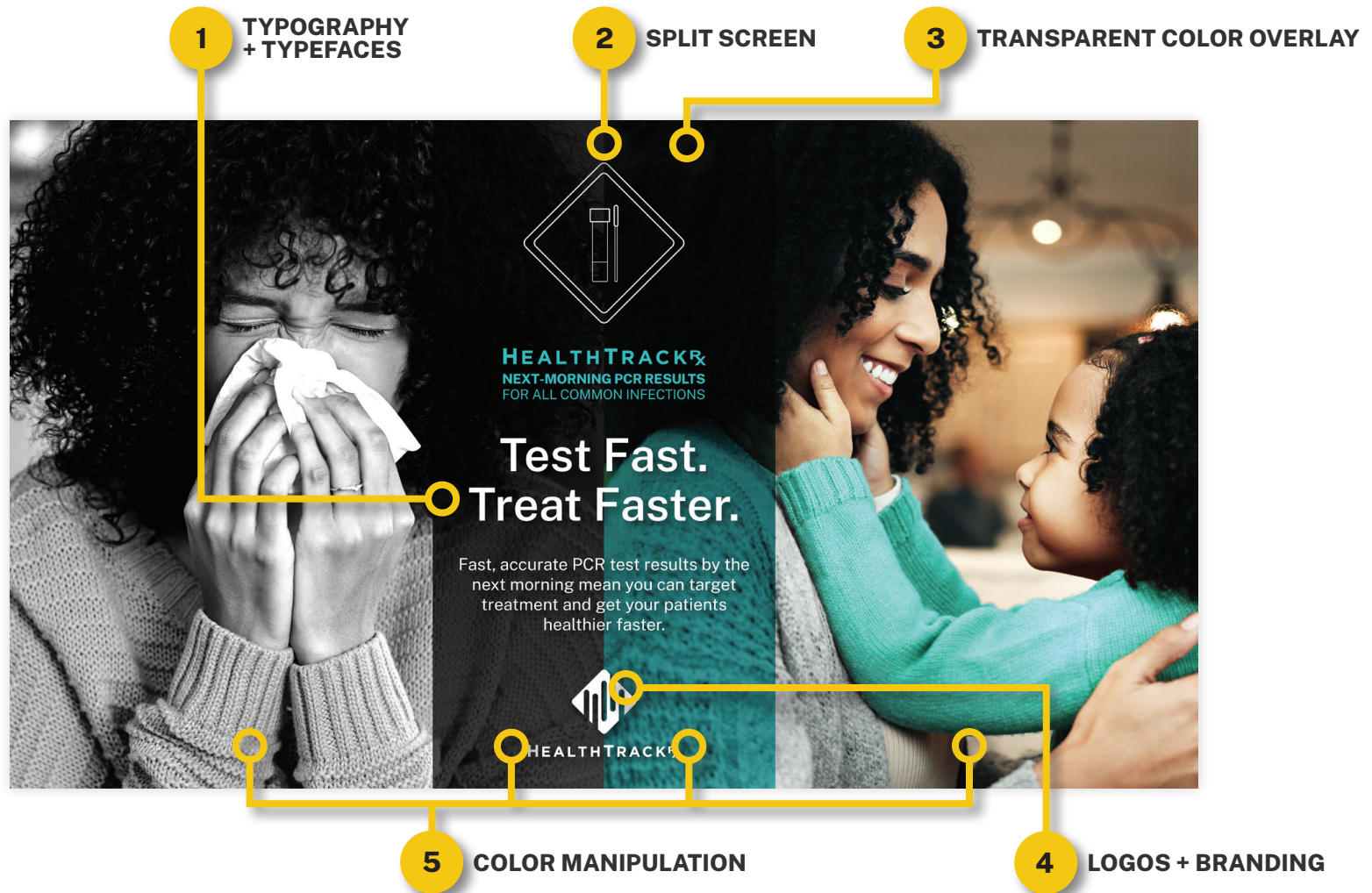


- Diamond hug.
- Color manipulation.

Execution Examples

The HealthTrackRx brand uses a strategic mix of design elements to bring messages to life.

Execution Examples



Execution Examples



Execution Examples

1 SPLIT SCREEN

2 COLOR MANIPULATION

3 TYPOGRAPHY + TYPEFACES

HEALTHTRACK_{Rx}
NEXT-MORNING PCR RESULTS
FOR ALL COMMON INFECTIONS

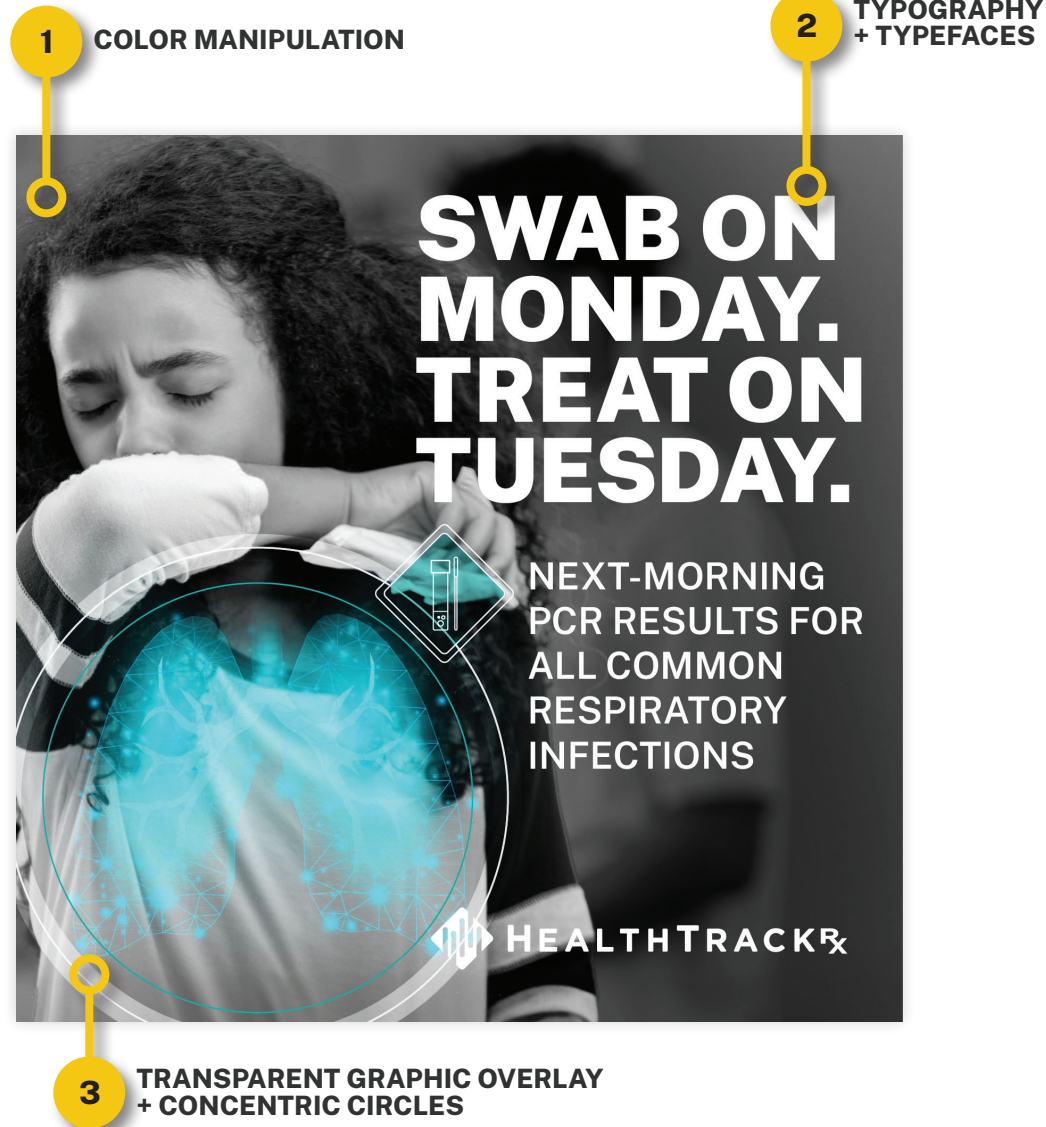
**EDDIE'S
WEDDING
IS NEXT
WEEK**

We'll have answers to you by morning to start treating, so Eddie's healthy for his big day.

Get your patients healthier faster with PCR test results by the next morning.

HEALTHTRACK_{Rx}

Execution Examples



Execution Examples

1 TYPOGRAPHY + TYPEFACES

HEALTHTRACKRx	vs.	TRADITIONAL
NEXT-MORNING RESULTS	TURNAROUND TIME	Results typically take an average of three or more days.
ONE Universal Collection Device for ALL collection types.	COLLECTION	Multiple collection devices, resulting in increased potential for contamination.
Our pathogen assay incorporates the latest in RT-PCR technology, targeting the most relevant viral, bacterial, and fungal pathogens.	ACCURACY	Typically only detects the primary pathogen.
Rapid detection of organisms such as fungi, anaerobes, and resistance genes.	DETECTION	Extended incubation time for fungi & anaerobes. Potential for "mixed flora," no specificity of pathogens.
Less susceptible to antibiotic use.	ANTIBIOTICS	Is affected by antibiotic use.

3 ICONOGRAPHY

2 SPLIT SCREEN

HealthTrackRx tests for infections from head to toe

ONE Universal Collection Device

- The simplest system imaginable, requiring just one vial regardless of the pathogen.
- A collection medium that is not affected by temperature.
- A collection medium that doesn't require special refrigeration.
- Hyperstable collection medium that inactivates the pathogens for safer, easier processing.

HEALTHTRACKRx UNIVERSITY

INFECTION TESTING MADE EASY!

Getting People Healthier Faster | Next-Morning Results