



Brand Guidelines

A manual on maintaining the EHE Health brand



The Original Prevention Network.



The Original Prevention Network.



Meet the original prevention network.

There is clearly a myriad of healthcare networks to choose from.

But there's only one prevention network. And only one that's been around for so long, it practically invented the category.

It's EHE Health.

For over 100 years, we've approached the entire cycle of healthcare from the perspective of prevention.

From Pulse™ Physical and Pulse™ Virtual, our comprehensive in-person and in-home examinations that evaluate your physical and mental health, to our highly-curated national provider network, specifically chosen for their compatibility with our preventive approach.

And Pulse™ Digital, the nation's first mobile preventive health application that inputs data from home and personal devices, bringing the Internet of Things to preventive healthcare.

Everything we do is built to prioritize prevention at scale.

To deliver outcomes backed by data.

To improve your ROI on healthcare investment.

And to improve the health and well-being of your employees.

Because we're EHE Health.

The Original Prevention Network.

Why we have brand guidelines

Our brand represents who we are and what we stand for.

Through consistent and proper articulation of this brand, we are able to convey our intended tone and message.

Proper usage of our brand guidelines will provide a familiar and comfortable environment for our employees, patients, clients, and stakeholders.

Follow this guide to deliver a seamless brand experience.

Logo Overview

The EHE Health logo is our most valuable asset.

This section will guide the various ways to use all of the logos the brand has to offer.

Primary Logo

The logo always appears in Holistic Navy or white—depending on the background color and visibility. If the primary logo does not comfortably fit in the space, please use our horizontal logo.

Always use the supplied artwork and never try to re-create our logos.

The following pages outline the rules for using each version of the logo.

If you are unsure which version of the logo to use, please reach out to the creative team at creative@ehe.health.

Download our logos [here](#).

primary logo



Holistic Navy

White

horizontal logo



Holistic Navy

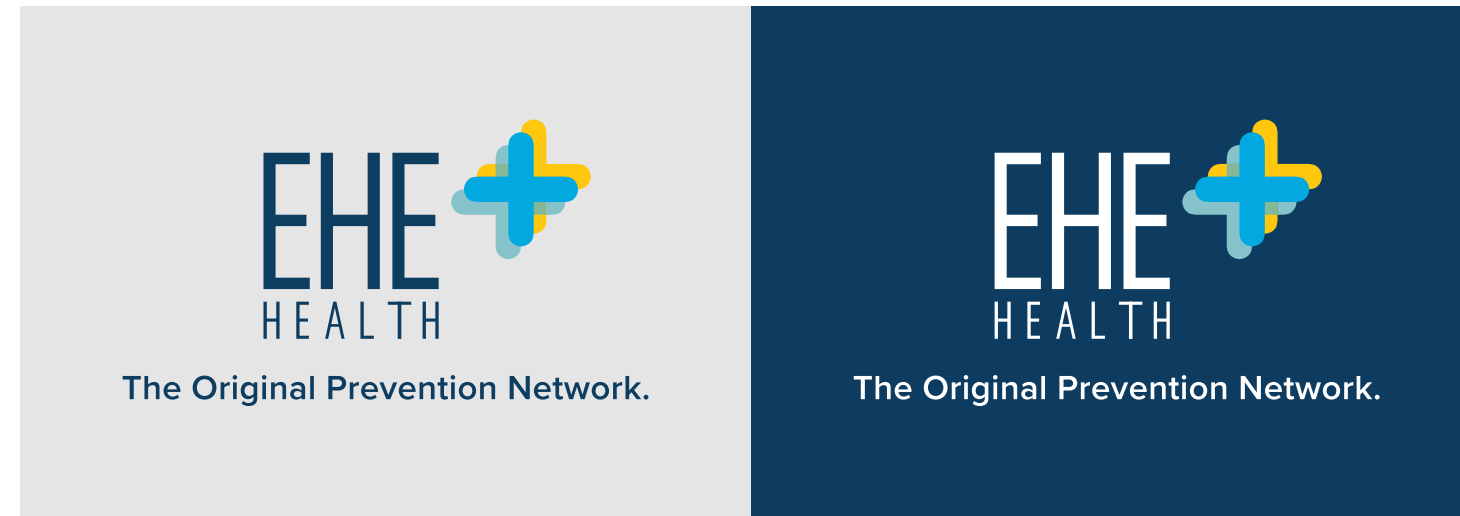
White

Primary Logo with Tagline

The logo with our tagline will be used on all B2B assets; depending on legibility.

If you are unsure which version of the logo to use, please reach out to the creative team at creative@ehe.health.

primary logo



Holistic Navy

White

If needed, there is a left-aligned primary logo with tagline lockup. Please reach out to creative@ehe.health



horizontal logo



Holistic Navy

White

Monochromatic Logo

Our monochromatic logo was created for specific use-cases. The monochromatic logo is to be used when requested by a printer or vendor for swag. Additionally, the monochromatic will be used to simplify a layout that is too cluttered.

The monochromatic blue and white logo is only used on our primary blue, color specifications can be found on page #.

The monochromatic white logo can be used on all other approved colors from our color palette.

primary monochromatic logo



Holistic Navy

Holistic Navy and White

White

horizontal monochromatic logo



Holistic Navy

Holistic Navy and White

White

Swag Logo

Our swag logo is created specifically to print one color for swag items. This logo should only be used in the 2 approved colors—Holistic Navy and White.

The Holistic Navy PMS color is:
PMS 2188 C

one-color logo



Holistic Navy

White

one-color logo



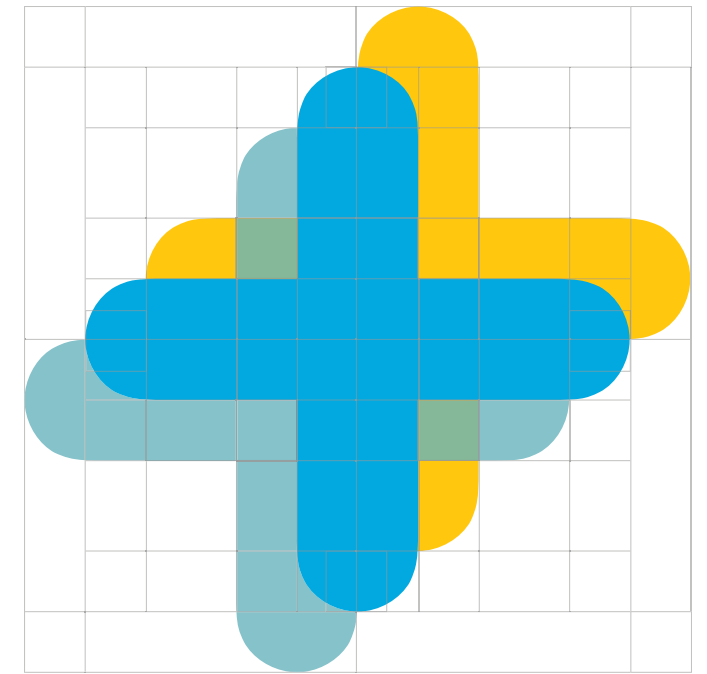
Holistic Navy

White

Logo Construction

Our primary logo was created to align with our primary objective, health. Using the 'E' in health as a marker of measurement, the uniform logo is balanced and bold.

The plus sign is used to represent the balance of EHE Health while moving forward.



Logo Construction

Our logo with tagline is centered using the width of EHE and the spacing between EHE and the primary plus.



Logo Mark

These logo marks are used to represent the brand without using the full logo lockup.

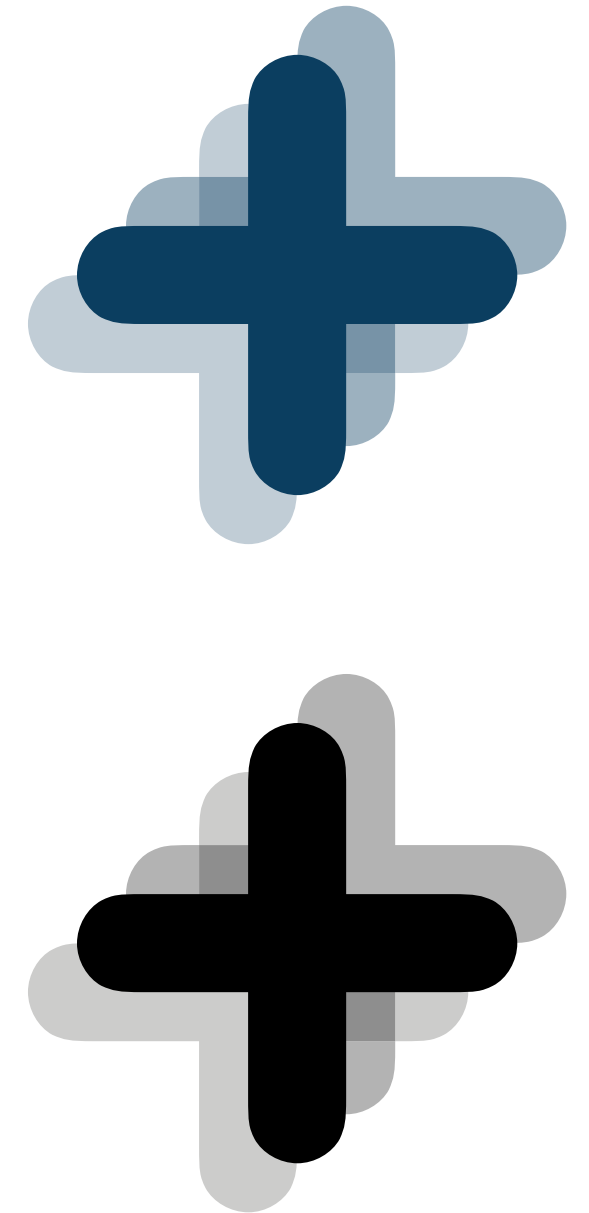
Use the logo mark on its own only if you do not have enough room for the full logo or in cases when the EHE Health brand has already been established.

While the logo mark can exist without the wordmark, the wordmark should never exist without the logo mark.

primary logo mark



secondary logo mark



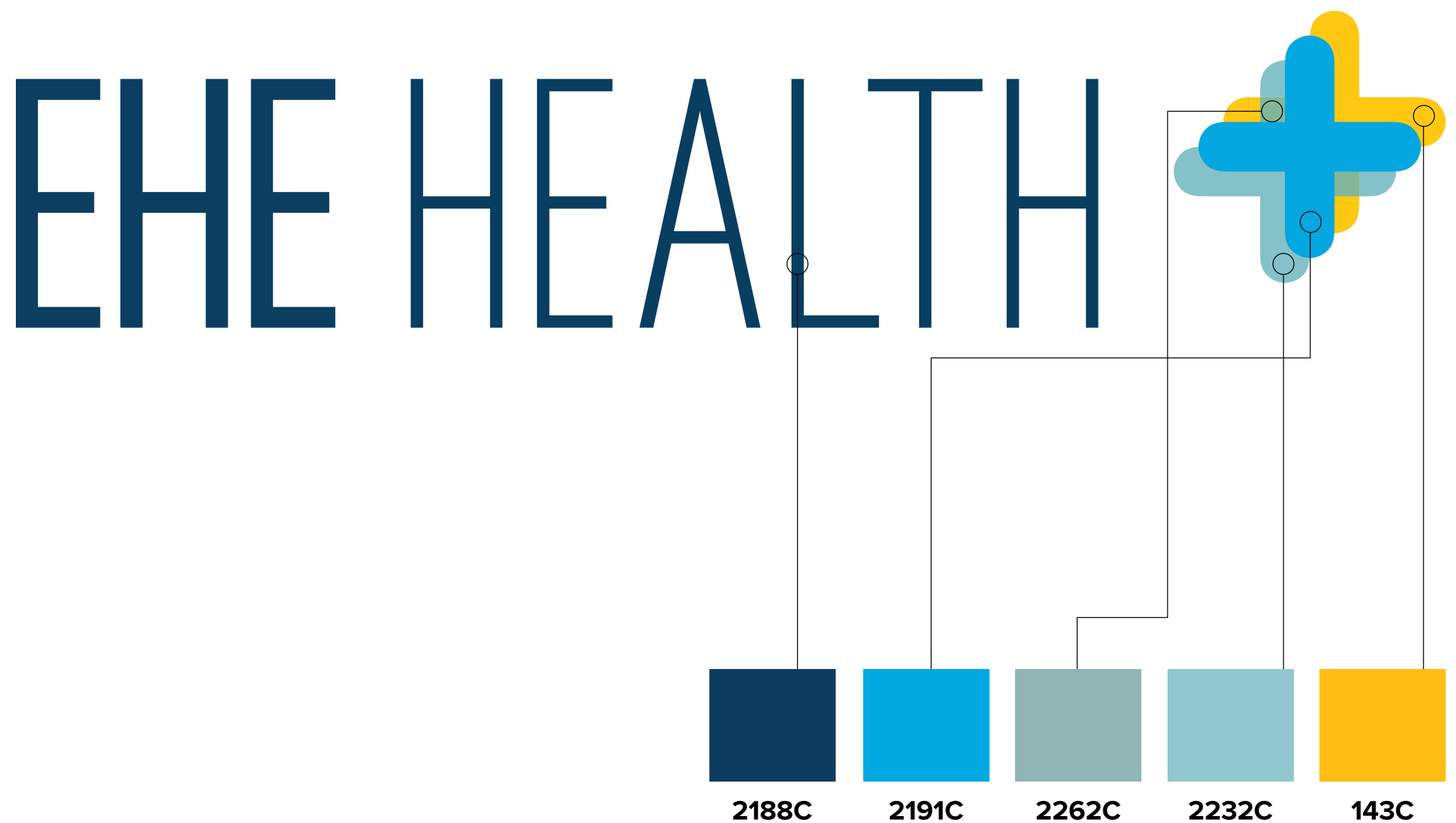
Logo Mark

These logo marks are used to represent the brand without using the full logo lockup.

Use the logo mark on its own only if you do not have enough room for the full logo or in cases when the EHE Health brand has already been established.

While the logo mark can exist without the wordmark, the wordmark should never exist without the logo mark.

primary logo mark: Color Breakdown



Logo Usage

The logo must be prominently displayed without any obstruction. Use this section as a guide to some examples of how the logo should be treated.

DO

- **Do make** sure the logo has a safe zone.
- **Do use** the appropriate logo for piece designed.
- **Do use** the appropriate logo in relation to sizing.

DON'T

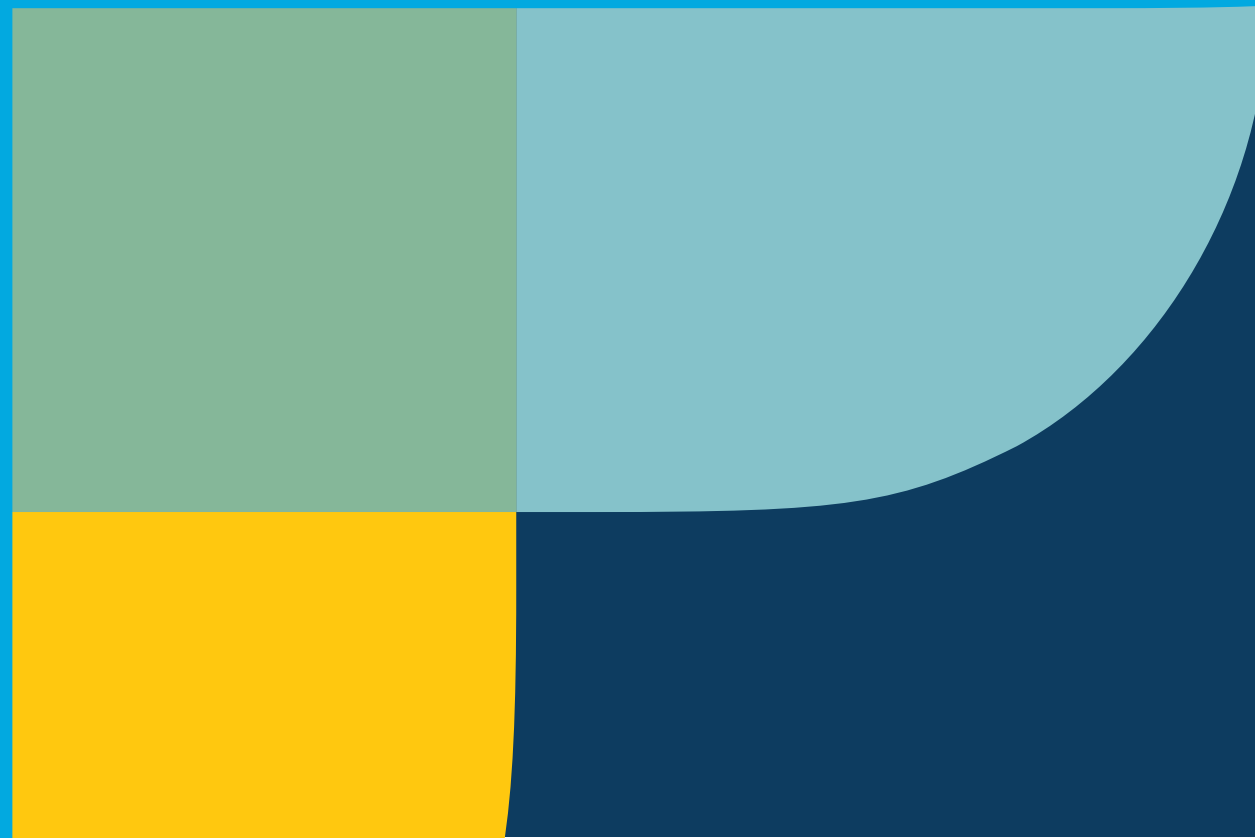
- **Do not** color the logos.
- **Do not** add a stroke to the logo.
- **Do not** skew or disproportionately resize the logo.
- **Do not** present the logo on an angle.
- **Do not** use a logo without any contrast.
- **Do not** allow the logo to cross over hard lines or borders.
- **Do not** box in the logo.
- **Do not** change colors of the logo mark.
- **Do not** use any of our old logo's



Color Palette

The EHE Health color palette is fresh, happy, and emotionally balanced.

This section will help guide and direct what colors to use when creating assets.



Color Palette



Base Brand Color

- ehe.health
- my.ehe.health
- EHE Overview material
- PPT
- Health Navigation Center Assets
- Health Mentorship Assets
- Clinic Assets
- Network Provided Assets
- Swag

Pulse Physical Brand Color

Pulse Virtual Brand Color

Pulse Digital Brand Color



HOLISTIC NAVY

C=100 M=78 Y=38 K=27
R=13 G=61 B=96
#0D3D60
PMS 2188 C

50% TINT

C=51 M=30 Y=23 K=0
R=134 G=158 B=175
#869EAF

SUPPORTIVE BLUE

C=87 M=55 Y=27 K=7
R=43 G=103 B=140
#2B678C

50% TINT

C=42 M=20 Y=15 K=0
R=149 G=179 B=197
#95B3C5

VALUABLE SILVER

C=9 M=6 Y=7 K=0
R=229 G=229 B=229
#E5E5E5

50% TINT

C=4 M=2 Y=2 K=0
R=242 G=242 B=242
#F2F2F2

GRADE-A GOLD

C=0 M=25 Y=92 K=0
R=254 G=190 B= 20
#FEFE14
PMS 143C

50% TINT

C=1 M=11 Y=55 K=0
R=255 G=223 B=137
#FEDE89

Primary Logo Background Color Usage

Our primary and vertical logo (with and without the tagline) can be used on an assortment of background colors.

When possible, our logo should appear on one of the pre-approved background colors:

- Holistic Navy
- Supportive Blue
- Valuable Silver
- White

Lighter color backgrounds should use the logo with blue type.

Darker background colors should use the logo with white type.

Do not use place the logo on any of the following background colors:

- Aqua Care
- Grade-A Gold
- Healthy Mint
- Vital Red



AQUA CARE
 C=73 M=15 Y=0 K=0
 R=0 G=169 B=224
 #00A9E0
 PMS 2191 C

50% TINT
 C=45 M=0 Y=4 K=0
 R=128 G=212 B=240
 #80D4F0

HOLISTIC NAVY
 C=100 M=78 Y=38 K=27
 R=13 G=61 B=96
 #0D3D60
 PMS 2188C

50% TINT
 C=51 M=30 Y=23 K=0
 R=134 G=158 B=175
 #869EAF

GRADE-A GOLD
 C=0 M=25 Y=92 K=0
 R=254 G=190 B= 20
 #FEBE14
 PMS 143C

50% TINT
 C=1 M=11 Y=55 K=0
 R=255 G=223 B=137
 #FEDE89

SUPPORTIVE BLUE
 C=87 M=55 Y=27 K=7
 R=43 G=103 B=140
 #2B678C

50% TINT
 C=42 M=20 Y=15 K=0
 R=149 G=179 B=197
 #95B3C5

VALUABLE SILVER
 C=9 M=6 Y=7 K=0
 R=229 G=229 B=229
 #E5E5E5

50% TINT
 C=4 M=2 Y=2 K=0
 R=242 G=242 B=242
 #F2F2F2

PULSE™ PHYSICAL

Logo Background Color Usage

Our Pulse™ Physical logo can be used on an assortment of background colors.

When possible, our logo should appear on one of the pre-approved background colors:

- Holistic Navy
- Supportive Blue
- Valuable Silver
- White

Lighter color backgrounds should use the logo with blue type.

Darker background colors should use the logo with white type.

Do not use place the logo on any of the following background colors:

- Aqua Care
- Grade-A Gold
- Healhty Mint
- Vital Red



GRADE-A GOLD

C=0 M=25 Y=92 K=0
 R=254 G=190 B= 20
 #FEBE14
 PMS 143C

50% TINT

C=1 M=11 Y=55 K=0
 R=255 G=223 B=137
 #FEDE89

HOLISTIC NAVY

C=100 M=78 Y=38 K=27
 R=13 G=61 B=96
 #0D3D60
 PMS 2188C

50% TINT

C=51 M=30 Y=23 K=0
 R=134 G=158 B=175
 #869EAF

SUPPORTIVE BLUE

C=87 M=55 Y=27 K=7
 R=43 G=103 B=140
 #2B678C

50% TINT

C=42 M=20 Y=15 K=0
 R=149 G=179 B=197
 #95B3C5

VIRTUAL RED

C=0 M=76 Y=69 K=10
 R=229 G=56 B=70
 #E53846

50% TINT

C=1 M=48 Y=22 K=0
 R=242 G=155 B=163
 #F29BA3

VALUABLE SILVER

C=9 M=6 Y=7 K=0
 R=229 G=229 B=229
 #E5E5E5

50% TINT

C=4 M=2 Y=2 K=0
 R=242 G=242 B=242
 #F2F2F2

PULSE™ VIRTUAL

Logo Background Color Usage

Our Pulse™ Virtual logo can be used on an assortment of background colors.

When possible, our logo should appear on one of the pre-approved background colors:

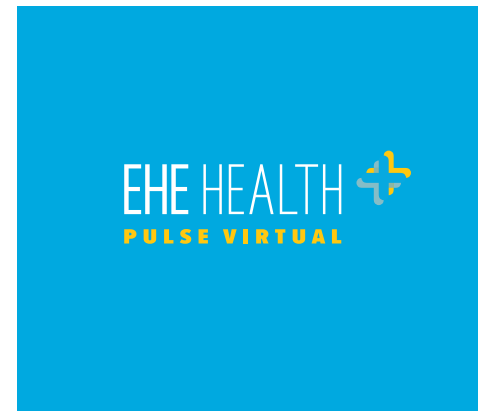
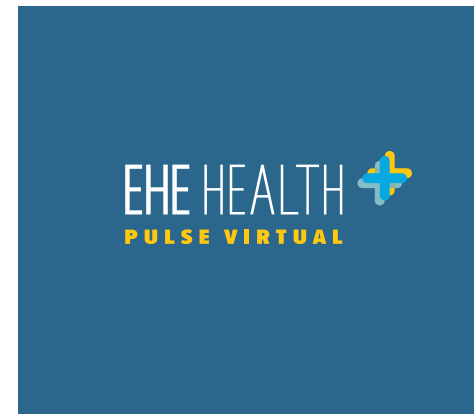
- Holistic Navy
- Supportive Blue
- White

Lighter color backgrounds should use the logo with blue type.

Darker background colors should use the logo with white type.

Do not use place the logo on any of the following background colors:

- Aqua Care
- Grade-A Gold
- Healhty Mint
- Valuable Silver
- Vital Red



HEALTHY MINT

C=60, M=13, Y=24, K=0
 R=102, G=178, B=189
 #66B2BD
 PMS 2232C

50% TINT

C=29 M=3 Y=11 K=0
 R=179 G=217 B=222
 #FB3D9DE

HOLISTIC NAVY

C=100 M=78 Y=38 K=27
 R=13 G=61 B=96
 #0D3D60
 PMS 2188C

50% TINT

C=51 M=30 Y=23 K=0
 R=134 G=158 B=175
 #869EAF

GRADE-A GOLD

C=0 M=25 Y=92 K=0
 R=254 G=190 B= 20
 #FEBE14
 PMS 143C

50% TINT

C=1 M=11 Y=55 K=0
 R=255 G=223 B=137
 #FEDE89

SUPPORTIVE BLUE

C=87 M=55 Y=27 K=7
 R=43 G=103 B=140
 #2B678C

50% TINT

C=42 M=20 Y=15 K=0
 R=149 G=179 B=197
 #95B3C5

VALUABLE SILVER

C=9 M=6 Y=7 K=0
 R=229 G=229 B=229
 #E5E5E5

50% TINT

C=4 M=2 Y=2 K=0
 R=242 G=242 B=242
 #F2F2F2

PULSE™ DIGITAL

Logo Background Color Usage

Our Pulse™ Digital logo can be used on an assortment of background colors.

When possible, our logo should appear on one of the pre-approved background colors:

- Holistic Navy
- Supportive Blue
- Valuable Silver
- White

Lighter color backgrounds should use the logo with blue type.

Darker background colors should use the logo with white type.

Do not use place the logo on any of the following background colors:

- Aqua Care
- Grade-A Gold
- Healthy Mint
- Vital Red



Typeface

The EHE Health color palette is fresh, happy, and emotionally balanced.

This section will help guide and direct what colors to use when creating assets.

Brand Typeface

The primary typeface is Proxima Nova.

In all instances possible, our **primary header** should be as follows:

- Proxima Nova Semibold
- Set solid leading
- Title Case

In all instances possible, our **sub-header** should be as follows:

- Proxima Nova Semibold
- Approx. 30% smaller than the header
- Sentence Case

In all instances possible, our **body copy** should be as follows:

- Proxima Nova Regular
- Open leading
- Sentence Case
- Approx. 50% smaller than the header

Header
Open Leading

This is Header Font Using Proxima Nova Semibold and Title Case

Sub-Header

This is subheader using Proxima Nova Semibold

Body

Body type has open leading, using Proxima Nova Regular when possible. Eatus reperrum et ed qui busa volupti aut ut eatur. Tam re, senimus tectiumquam, ut et volupta nis dolor sunt acep ra volupta esciis.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Digital Typeface

The digital typeface is Open Sans.

In all instances possible, our **primary header** should be as follows:

- Open Sans Semibold
- Title Case

In all instances possible, our **sub-header** should be as follows:

- Open Sans Semibold
- Sentence Case
- Approx. 30% smaller than the header

In all instances possible, our **body copy** should be as follows:

- Open Sans Regular
- Sentence Case
- Open leading
- Approx. 50% smaller than the header

Header
Open Leading

This is Header Font Using Open Sans Semibold and Title Case

Sub-Header

This is subheader using Open Sans Semibold

Body

Body type has open leading, using Proxima Nova Regular when possible. Eatus reperrum et ed qui busa volupti aut ut eatur. Tam re, senimus tectium upta esciis.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Powerpoint Typeface

The Powerpoint typeface is Century Gothic.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

To Come:

- Image Usage
- Brand Voice