convey

Brand Standard Guide

Table of Contents

Brand
Messaging

At Convey Health Solutions, we exist to improve the relationship between your health plan and your members through purpose-built technology and service solutions that drive compliance, reduce costs, and help to lead your organization toward improved results.

Internal Brand Positioning

- **Target Audience**
  Government-Sponsored Health Plans, including PBMs when acting as a plan sponsor (primarily Medicare, EGWP, PDP).

- **Secondary Audiences**
  Pharmacy Benefit Managers (commercial, claims, etc.) and Retail and Specialty Pharmacies.

- **Audience Needs**
  Technology and service solutions that cost-efficiently manage the relationship between health plans and members while supporting regulatory compliance.

Mission

To drive health plan growth and member engagement by leveraging proprietary technology and processes.

Vision

Empowering health plans to excel through technology, service, and advisory expertise.

Values

- **INTEGRITY FIRST**
  We have obligations to fulfill, and do the right thing. We stand behind our work.

- **INSPIRED TEAMWORK**
  We are efficient, effective. We are compassionate, authentic. Together we get it done.

- **COMPLIANCE MATTERS**
  We play by, and respect the rules … period.

Differentiators

At Convey Health Solutions, we comprehensively meet government-sponsored health plan member management challenges by:

- Producing valuable member experience through technology and services that cost-efficiently handles all aspects of member management.

- Enabling government-sponsored health plans to focus on their business strategies – instead of member management.

- Purposely built a core administrative platform that is designed to meet complex government-sponsored health plan needs.

- Ensuring that government-sponsored health plans don't need to worry about falling out of step with regulatory requirements, as compliance is part of our DNA, not an after-thought or add-on.

- Streamlining comprehensive member management needs, making it possible to increase efficiency by using one solution instead of several disparate,disconnected systems.

Brand
Foundation

Value Propositions

- Ensure compliance with government regulations by continually updating technology and services to meet evolving requirements.

- Offer one system to address member management needs, making it possible to streamline operations, which result in time, cost and labor savings for health plans.

- Our modular approach to technology and services empowers health plans to adopt our solutions in the way that best aligns with their business strategy.

- Simplify member to health plan interactions to produce an engaging and superior member experience.

- Improve communication between health plans and members in an effort to enhance the overall experience.

- Enhance member satisfaction by providing more efficient and more accurate member management services.

- Improve health outcomes by providing the member management that leads to greater engagement.

Boilerplate

About Convey Health Solutions | Convey Health Solutions is a specialized healthcare technology and services company that is committed to providing clients with healthcare-specific, compliant member support solutions utilizing technology, engagement, and analytics. The Company's administrative solutions for government sponsored health plans help to optimize member interactions, ensure compliance, and support end-to-end Medicare processes. By combining its best-in-class, built for-purpose technology platforms with dedicated and flexible business process solutions, Convey Health Solutions creates better business results and better healthcare consumer experiences on behalf of business customers and partners. The Company's clients include some of the nation's leading health insurance plans and pharmacy benefit management firms. Convey's healthcare-focused teams help millions of Americans navigate the complex Medicare Advantage and Part D landscape. To learn more, please visit www. ConveyHealthSolutions.com.

Elevator Pitch

At Convey, we focus on building the very specific technologies and services that meet the needs of government-sponsored health plans. We have developed a deep knowledge of what it takes to effectively and cost-efficiently manage all administrative needs. Our unparalleled understanding of the constantly changing regulatory requirements means that health plans never have to worry about being out of compliance. Indeed, compliance is a part of our DNA. As such, government health plans can:

- Focus on core business functions

- Continue to serve members without worrying about the costly business disruptions associated with failing to comply with government regulations

- Cost-effectively serve members through comprehensive, integrated solutions

- Automate and streamline historically manual or complicated processes

Key
Messages

Technology

- Uniquely and specifically designed to handle all member management functions for government health plans; other technologies are built for commercial plans and often fail to meet the specific requirements of government health plan regulations.

- One solution to administer a complete member management program making it more efficient and cost effective than using multiple solutions.

- Built with compliance as a goal, which, therefore, reduces the risk of having to participate in costly and time-consuming audits.

- Ability to adapt to a changing regulatory environment capable of responding to the introduction of numerous, new Medicare regulations annually.

- Meets all administrative challenges, enabling plans to focus on core competencies and value-added services.

- A modular approach to technology empowering health plans to adopt our solutions in the way that best aligns with their business strategy.

- Technology solutions are built to deliver and adapt to ever-changing program needs.

Services

- Strong in-house knowledge of government-sponsored health plans and regulatory environment.

- Enables health plans to focus on core competencies.

- Experienced professionals capable of expertly handling large-scale health insurance processes for our business clients from eligibility and enrollment processing to service, premium billing and payment processing, reconciliation and other related services.

- Services eliminate the need to hire, train and manage a workforce.

Supplemental Benefits Programs

- Eliminates the administrative burden associated with offering an OTC benefits program.

- Provide all administrative OTC functions from product procurement and distribution, to OTC catalog development, and comprehensive quality assurance.

- Ensure compliance as our technology offers a variety of reporting and analytics capabilities.

- Evolve with industry changes, as our software solution is highly flexible and can be easily adjusted in response to changes in CMS regulations.

- Brings a team of experienced OTC experts to design, implement, and manage a complete OTC program.

- Leverage star program incentive dollars to gain a competitive advantage and improve member health through an OTC benefit program.

Brand Voice

What You Say, and How You Say It, Matters.

Leverage the brand voice characteristics to create consistent, brand-aligned, properly positioned content. These characteristics will allow you to message in a way that supports Convey's core values and personality.

Rational

Competent
- Smart
- Proficient
- Qualified

Innovative
- Disruptive
- Visionary
- Original

Efficient
- Streamlined
- Focused
- Capable

Dependable
- Reliable
- Partner
- Strong

Responsive
- Accommodating
- Listens
- Comfortable

Emotional
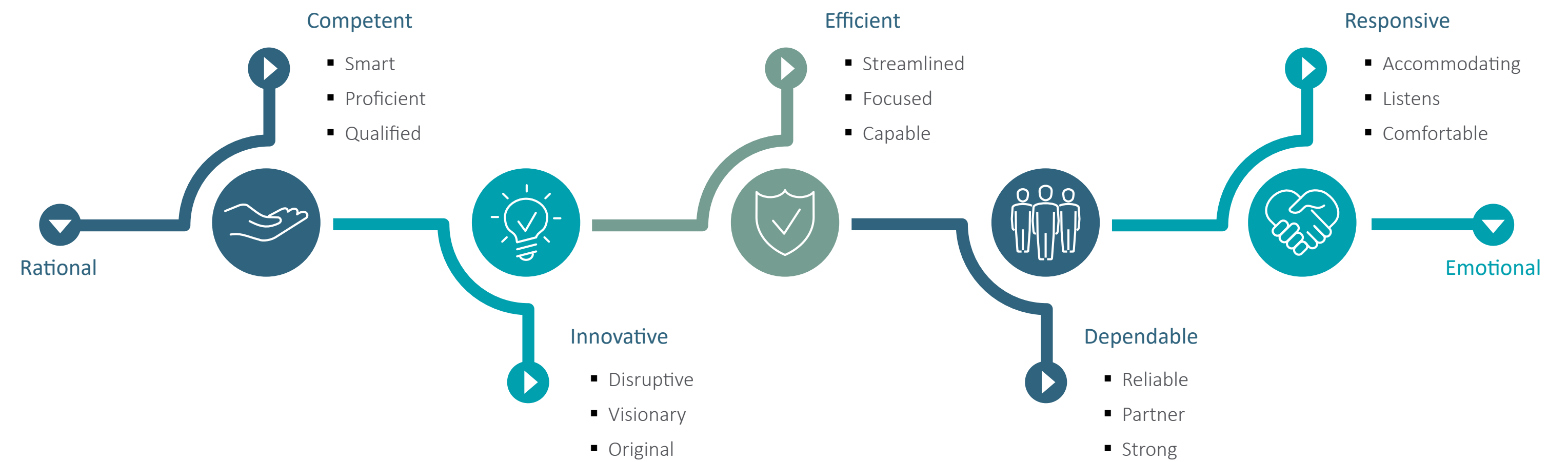
Editorial
Style

Providing our clients, prospects, and our own team members with information in words that resonate with them is important to supporting the brand image.

Content Development Framework

Consider these key questions when developing any type of content.

- **Who is the audience?**
  Identify which of our audiences you're addressing: Government Health Plans, Employees, Investors, Media, Members.

- **What is the topic?**
  Review the messaging architecture for your specific audience to help focus your content. Which messages are most appropriate for what you're writing?

- **Why is it important?**
  Use relevant facts to support your message, and show your audience why they should believe.

- **How do I say it?**
  Review the brand voice section to make sure you keep our key categories in mind: Competent, Innovative, Efficient, Dependable, Responsive.

Our writing should be guided by three high-level thoughts: clear, collective and confident.

- **Clear**
  Make easy-to-understand points with succinct, straightforward, jargon-free language.

- **Collective**
  Use a collective "we" voice that includes the reader in our communications.

- **Confident**
  Highlight the positives and the possibilities found in every topic we address.

Writing Guidelines

- **Use "active voice"**
  We are a dynamic group of people. An active voice ensures we sound like we're people who get things done.

- **Say more with fewer words**
  Keep it simple. Embrace a frugal approach to words, without sacrificing our conversational tone or the idea.

- **Ask questions**
  Vary the rhythm of your writing with questions. That helps engage the reader and keep things moving.

- **Use short sentences**
  Create an interesting rhythm by mixing short sentences with longer sentences to keep the audience's interest.

- **Speak in the first person**
  Instead of saying "Convey Health Solutions", say "We". It helps align us with our readers.

  - Exceptions exist when creating content in a journalistic style- such as press releases, media reporting, etc.- where the voice is more neutral and descriptive.

- **Avoid "marketingese"**
  Keep it simple. Write as if you are speaking.

- **Say what you mean to say**
  Don't assume people understand your internal line of thoughts; ensure you have selected the things you want to say.

At Convey, we generally follow the guiding principles of the Associated Press (AP) Stylebook with its focus on consistency, clarity, accuracy, and brevity. The AP Stylebook is the most commonly used reference source for journalists; news organizations have utilized this for decades to maintain a writing style that is easy to read and concise. With some exceptions, which the full editorial style guide outlines, Convey has adopted the AP Stylebook's standards for writing style, word usage, spelling, grammar, and punctuation. We believe this allows us to present information related to Convey in a professional and authoritative manner.

Contained Within the Editorial Style Guide:

- Convey Brand Messaging

- Convey Writing Guidelines

- Convey Locations & Divisions

- Convey Leadership & Titles

- Healthcare & Business Jargon (Including Frequently Used Acronyms)

- Common Words & Styles (Capitalization, Punctuation, etc.)

- Writing for the Web

- Sourcing Citations

- Resources

Download the full editorial style guide

Visual Identity

Institutional Typography

Convey Fonts

▪ **Avant Garde**

Avant Garde Bold should be used for all headers. Subheaders can be Avant Garde Bold or Regular. Avant Garde Regular and Italics can be used for callouts.

▪ **Calibri**

All body copy should be Calibri Light. All body copy is Dark Gray, (Cool Gray 11) or white. Minimum type size is 8 point.

▪ **Nimbus Sans - Business Cards Only**

The Nimbus Sans font family is used exclusively for business cards.
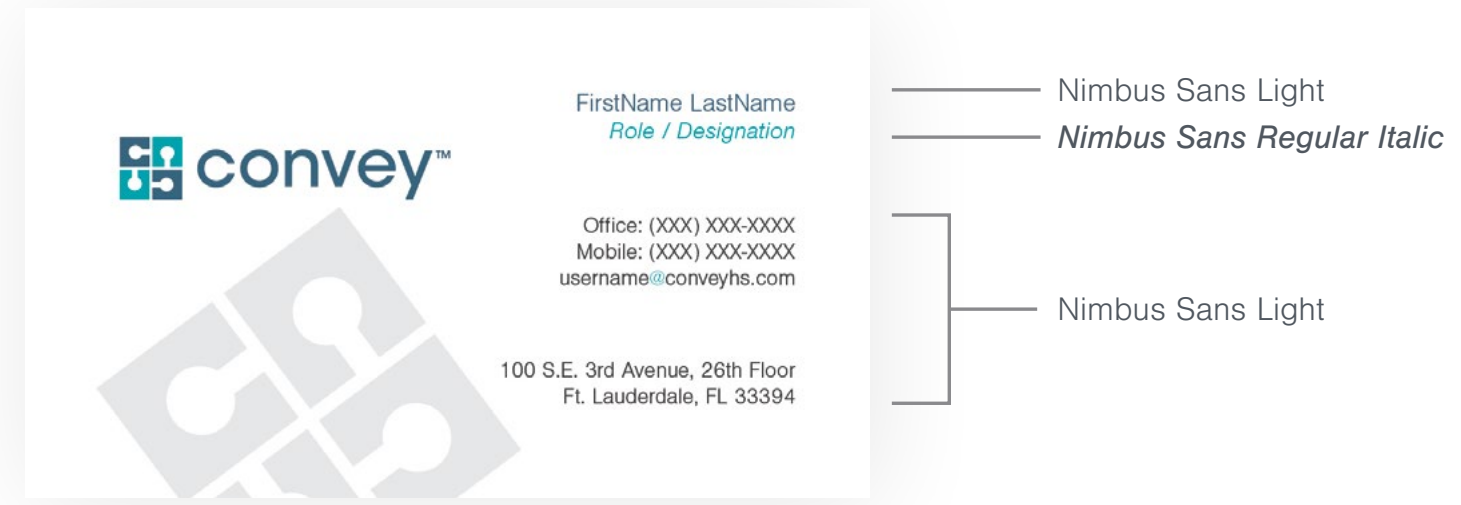
▪ **Open Sans - For Web Use Only**

Open Sans is used for all copy on the website, including headers, subheaders and callouts.

If Avant Garde font is unavailable, use Calibri across all text.
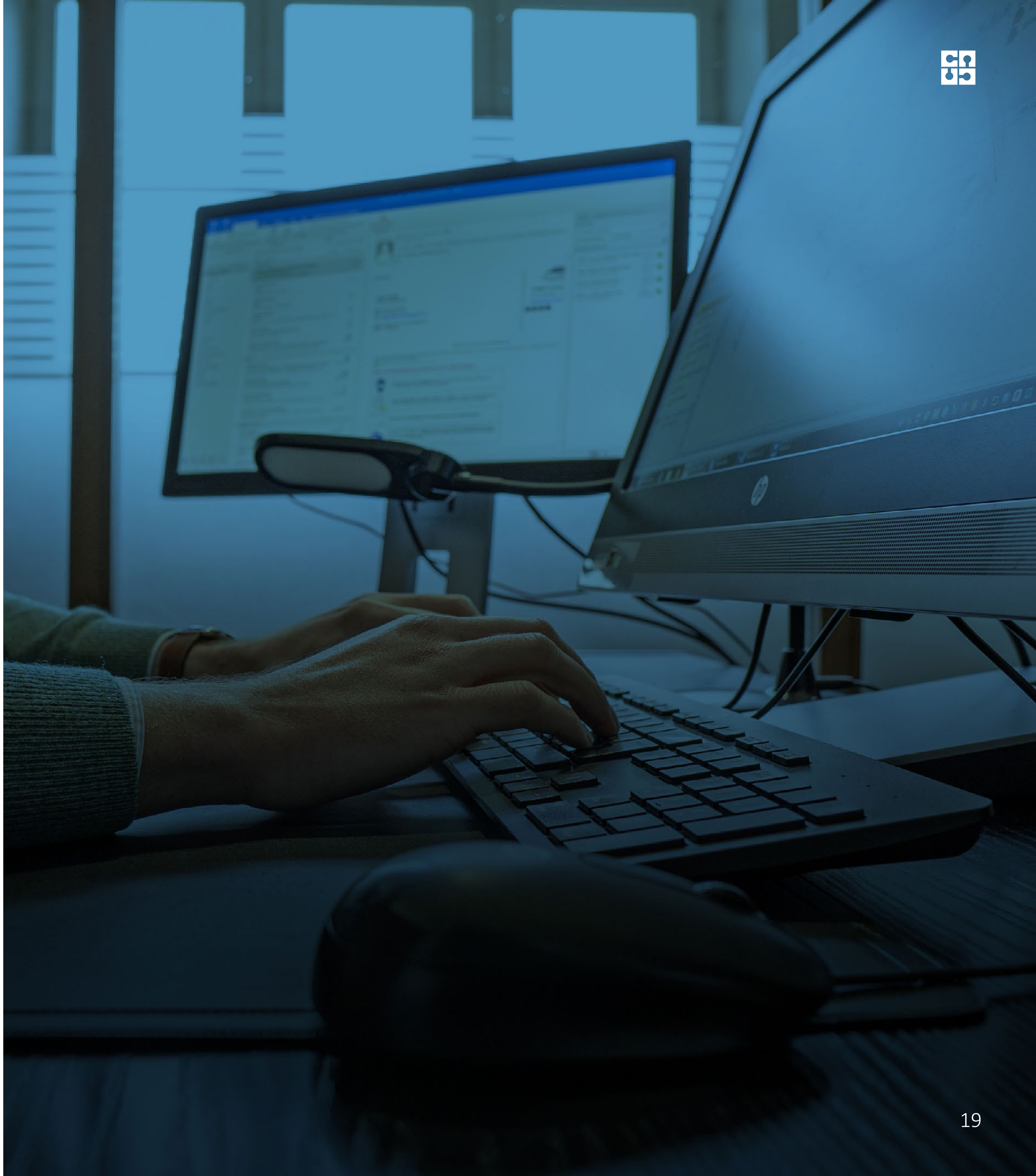
Text Hierarchy

This is the
H1 Headline

This is an H2 headline

This is an H3 headline

This a paragraph block. You can add a substantial amount of inormation here. Tur as incienis ma consecae. Ut aliquas eos eum vollenis ut porisimus, niet et fuga. Tem fugit esendebisquo es nat quias dolore nonsectem aditem reperspe verro beat ant facea estrum et vel is sequo doloribus. Ectatur, inum lita volo qui nonsequis dio dolupti onecusamus, vent.

Lamuscidit fuga. Itaquam, soluptaqui ne venimus siminve llendip iendersperum faccab ipit idignis dusda que porae nullectem exceseq uatiorem volupti onseque explam facieniet fugit qui ini inctatur aruntota solum ut et alita quia pro magnate ent ullatur apitiis delibus

Use Avant Garde Gothic font family for all headlines and subheadings.

H1 Headline should be the largest text, bold and in title case. Highlight strong impact words using Convey Teal.

H2 Headline should at least be 50% smaller than the H1 headline, font weight should be book, and in sentence case. Use Convey Blue or Convey Teal as font color.

H3 Headline should at least be 50% smaller that the H2 headline, font weight should be book, and in sentence case. Use Convey Blue as font color.

Use Calibri Light font for all paragraph and body copy.

Paragraph text should at least be 25% smaller than the H3 headline, font weight should be light, and in sentence case. Minimum font size is 11pt. Use white or gray as font color.

Make sure the way elements are sized and scaled are relative to each other and reflects their importance. There should also be ample breathing space between the paragraphs and headlines.

Visual Identity

Convey Logo

✓ Correct usage of Convey logo

✗ Incorrect usage of Convey logo

Convey Logo Guidelines

The Convey logo must be used consistently in the proper, approved form. The preferred use of the primary logo is on a white background. It can be placed over a background color or photo but must be reversed out or legible. Do not alter the logo in any way. Do not animate, color, rotate, skew, or applyeffects to the logo. Never attempt to create the logo yourself, change the font, or alter the size or proportions.If imagery is too dark, boost the shadows/highlights and levels.

Convey Health Solutions Name-only Requirements

The Convey Health Solutions name, when used in narrative text or included in a list, must be spelled out with spaces between each word. Convey may also be used in place of the full name. The proper naming is either Convey or Convey Health Solutions. Do not use Convey Health, Convey HS, CHS, or other abbreviations.

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Colors Used in Logo

The primary logo colors are blue, PMS 7699 and teal, PMS 7467. Black, white, or gray (60% black) may be used for appropriate purposes.

Cube Symbol Use

The Convey cube is used for design purposes to enhance layouts, word, and powerpoint templates as part of the Convey brand. Do not alter the cube in any way by cropping or separating.

When using the Convey cube as an overlay on a background, it should be at an angle and roughly 20%- 30% transparent.

User-Friendly and Flexible
Agent Management Solution

Clear Space

Clear space is to ensure that our logo maximizes it's visibility and impact. The space around the four sides of the logo should always be a minimum of .25 inches/18pixels.*

*To keep logo proportionate in Microsoft applications, hold the shift key while manipulating the logo.

Minimum Size

To maintain its clarity the logo should not be smaller than 1 inch/72pixels wide.

.25"/18px

.25"/18px   convey   .25"/18px

.25"/18px

convey ———————— 2"/144px
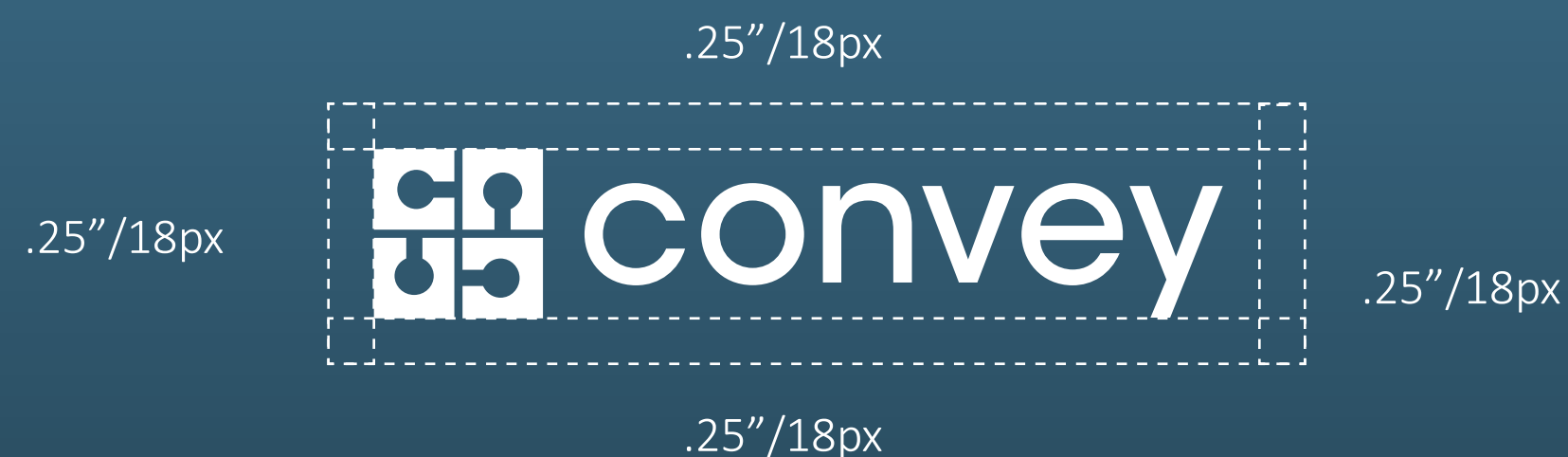
convey ———————— 1.5"/108px

convey ———————— 1"/72px

Convey Family of Companies Logo Configurations—Enterprise

Following an endorsed brand architecture, Convey remains visibly connected to the brand family, while providing the endorsed brands the ability to maintain their own personality, audiences, and associations. This lends Convey's credibility to the other brands that are within related, but not identical, categories. When the family of companies are presenting together, as an enterprise, the following configurations are made available for your use depending on the application.

Family of Companies Separate Logo Configurations

In instances where the entire family of companies are not presenting together, and rather individual companies are presenting individually or collaboratively without Convey, the following logo configurations are made available for your use- depending on the application. In these instances, the family brands will carry "A Convey Company" or "Convey Companies" identifiers.

Vertical Arrangement

Horizontal Arrangement

A Convey Company

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Convey Family of Companies Logo Configurations—Collaborative

In instances where the entire family of companies are not presenting together, and rather individual companies are collaborating with Convey, the following logo configurations are made available for your use—depending on the application.

Vertical Arrangements

Horizontal Arrangements
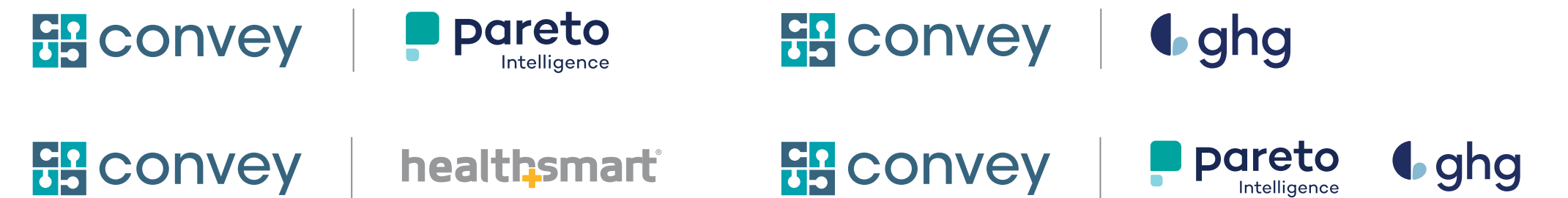
Visual Identity

Products

miramar

Miramar is Convey's enterprise technology platform upon which our software and technology-enabled solutions are designed. Miramar's foundation supports solutions for a variety of administration requirements that our target audiences have. Below are our three primary solution suites—our Miramar sub-brands.

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miramar:member

Miramar:Member is our core enrollment and premium billing solution suite. Like the other sub-brand, it was purpose-built to support MA/MAPD, PDP, and MA-EGWP member administration functions through technology and BPO services.

miramar:agent

The solutions in the Miramar:Agent suite support the agent and broker lifecycle and health plan sales performance. Clients of Miramar:Agent experience automation, like streamlined workflows, and support that enable them to better navigate the sales management process.

miramar:benefits

The Miramar:Benefits solution suite features a integrated benefits platform designed to deliver managed benefit solutions for Medicare Advantage Organizations. This suite also includes pointed solutions for enhanced administration of supplemental and extra benefits, such as the OTC benefit and flex card, on behalf of the payer.
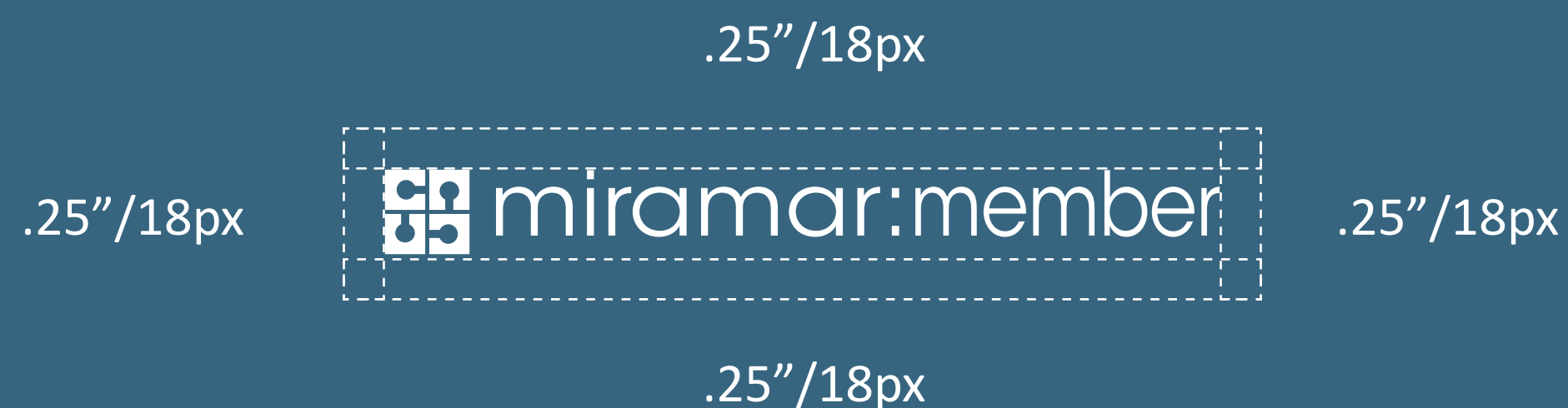
.25"/18px

.25"/18px   miramar:member   .25"/18px

.25"/18px

Clear Space

Clear space is to ensure that our logo maximizes it's visibility and impact. The space around the four sides of the logo should always be a minimum of .25 inches/18pixels.*

* To keep logo proportionate in Microsoft applications, hold the shift key while manipulating the logo.

Minimum Size

To maintain its clarity the logo should not be smaller than 1 inch/72pixels wide.

This size guideline is applicable to all Miramar logos.

Visual Identity

Corporate Colors

Primary Colors

Blue

#35647e
CMYK: 83-54-35-12
RGB: 53-100-126

Teal

#00a1af
CMYK: 100-6-36-0
RGB: 0-161-175

Dark Gray

#53565a
CMYK: 63-52-44-33
RGB: 83-86-90

Dark Blue

#132b39
CMYK: 91-71-53-57
RGB: 19-43-57

Secondary Colors

Light Blue

#89abe3
CMYK: 45-25-0-0
RGB: 137-171-227

Light Green

#789d90
CMYK: 56-25-45-2
RGB: 120-158-14

Light Gray

#8a8a8d
CMYK: 48-40-38-4
RGB: 138-138-141

Gold

#d1ae1e
CMYK: 20-28-100-0
RGB: 210-175-31

Violet

#aa7bc9
CMYK: 36-57-0-0
RGB: 170-123-201

Convey Color Palette

The color system for the Convey brand identity consists of three colors. Whenever possible, blue and teal should be used as the dominant colors with dark gray being applied for text. This will maintain and reinforce our brand recognition.

When a complementary color is desired, the secondary color family may be used. These colors may only be used in conjunction with our primary blue and teal color family and as accents in small quantities.
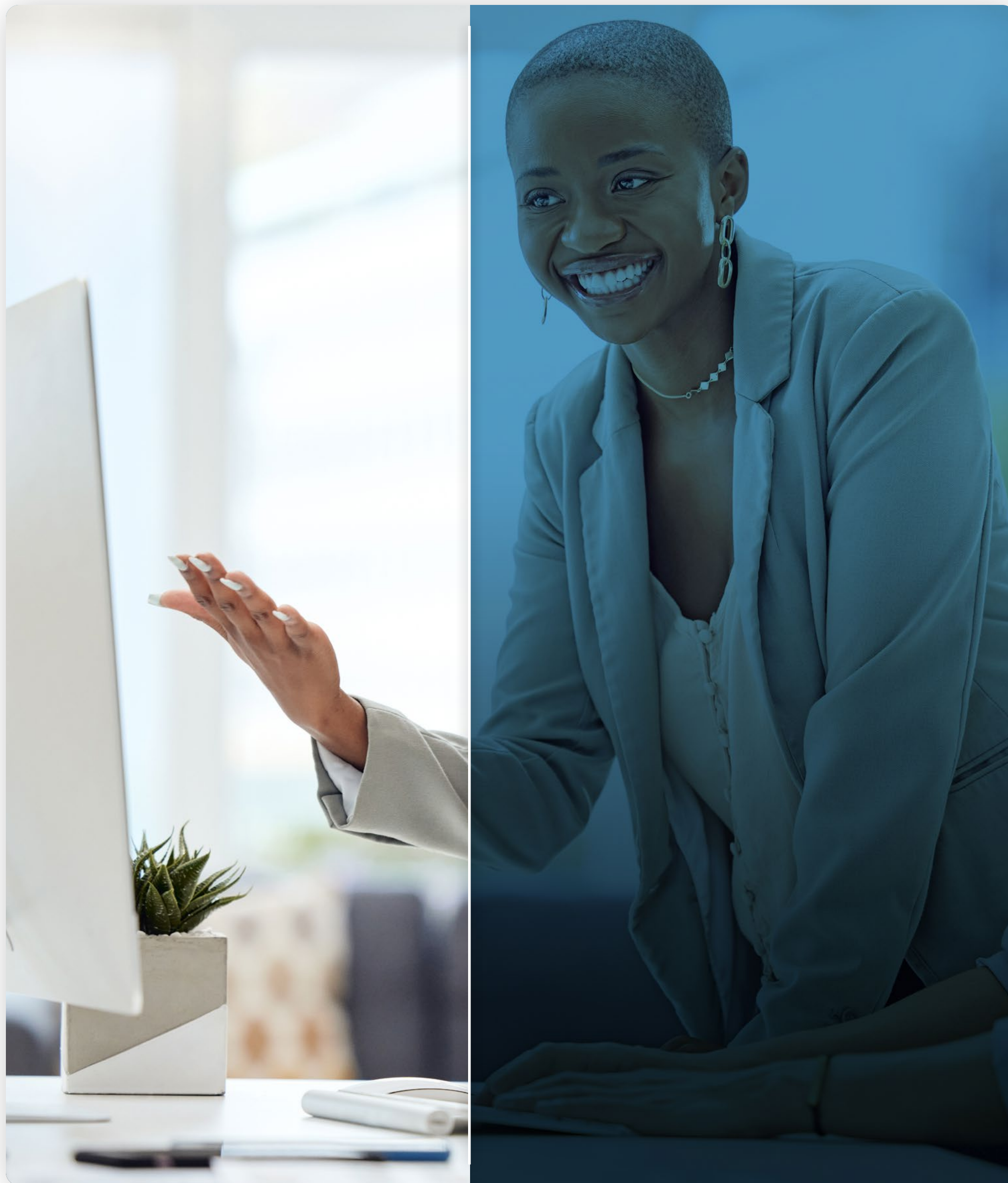
Convey Sky Blue

#519ac3
CMYK: 68/27/10/0
RGB: 81/154/195

* This color is for gradient overlay use only.

Convey Blue

#35647e
CMYK: 83/54/35/12
RGB: 53/100/126

Convey Dark Blue

#132b39
CMYK: 91/71/53/57
RGB: 19/43/57

Gradient Use

Convey uses a color overlay in our images that has unique look and feel, that helps set the tone for our brand.

To Create Gradient

Use a "linear" gradient layer with the color layout shown on the left, with the layer blending mode set to "multiply" at 100% opacity.

The gradient can be applied with Convey Dark Blue starting at the bottom (image shown on the left) or the top (exact reverse of image shown on the left), to correspond to text placement. Text should always be placed on the dark side of the gradient to ensure optimal contrast. If no text is being used, Convey Dark Blue should be at the bottom of the image (as shown in image on the left).

If imagery is too dark, boost the shadows/highlights and levels. See next page for more details.

✕ Too dark

✕ Too bright

✕ Image doesn't pass diversity standards

✓ Correct Usage

Application and Use Case

Gradient placement is key. The wrong placement will destroy the whole imagery and throw off the design. Remember to keep the darkest part of the gradient away from the subjects' main focal point.

Imagery Selection

Always feature happy or smiling **diverse groups of people** or people of color, when possible. Images with a **bright light source, blurry depth of field, and clear foreground subject** works best.

60%
Convey Blue

30%
White

10%
Convey Teal

Overlay

The rectanlge overlay is used to create contrast against the text and imagery. Set the color as 'Convey Blue' and the blending mode to **'Multiply'** at 100% opacity. Opacity can be adjusted if it imagery gets too dark.

Convey Blue

#5647e
CMYK: 83/54/35/12
RGB: 53/100/126
Blend mode: Multiply

Brand Application
Graphic Elements

Iconography

All icons are thin and minimal. Icons have been selected to avoid busy elements and multiple varying strokes.

Whenever possible, icons should be presented in their "Primary" or "Secondary" two-color presentation.

If icons are being used on a dark background, the "Tertiary" presentation should be used.

If you run into a situation where the icons need to be isolated or stand out more, the "Quaternary" presentation should be used.

Download Convey Approved Icons

Primary presentation of icons

Secondary presentation of icons
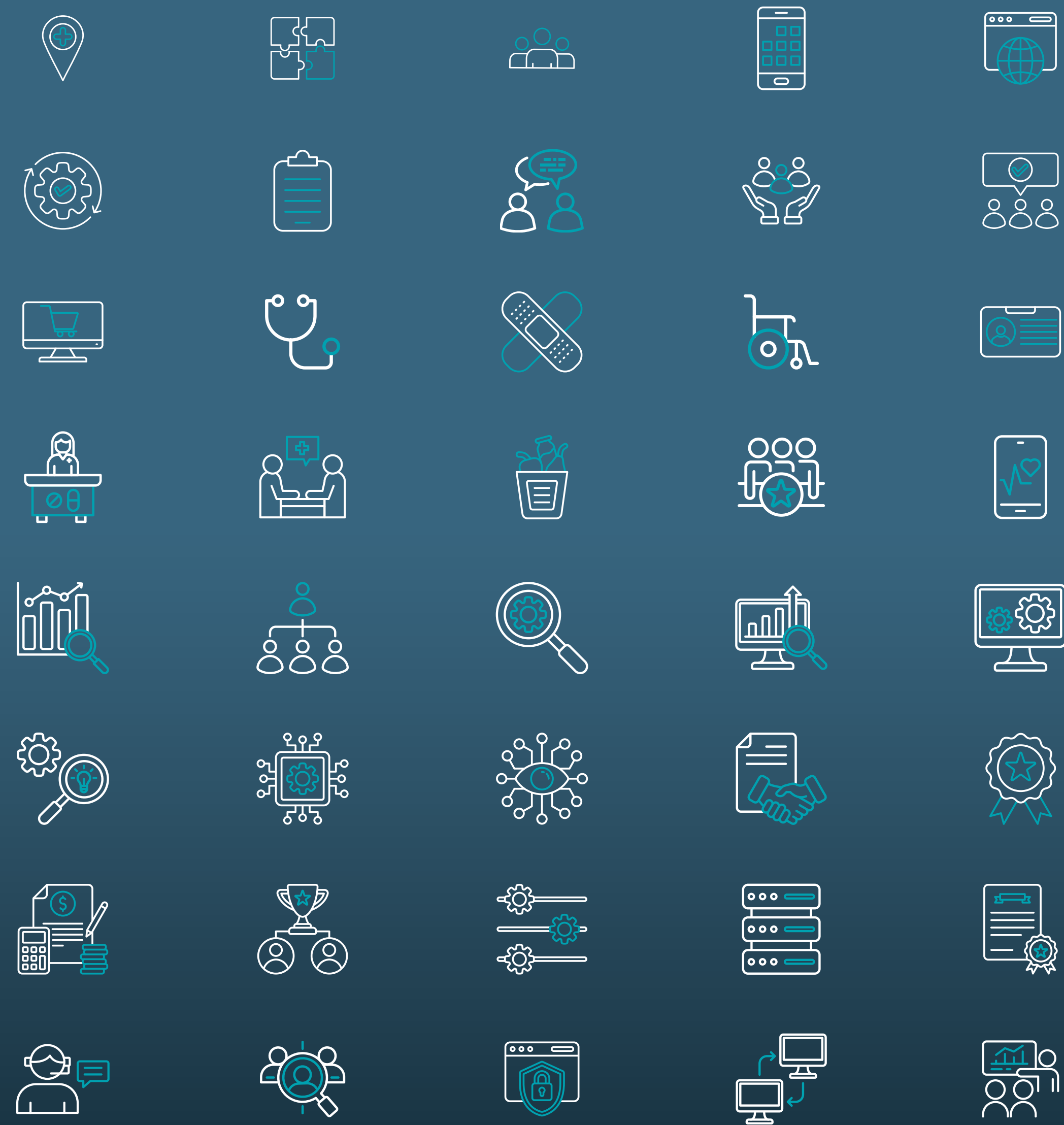
Tertiary presentation of icons

Quaternary presentation of icons
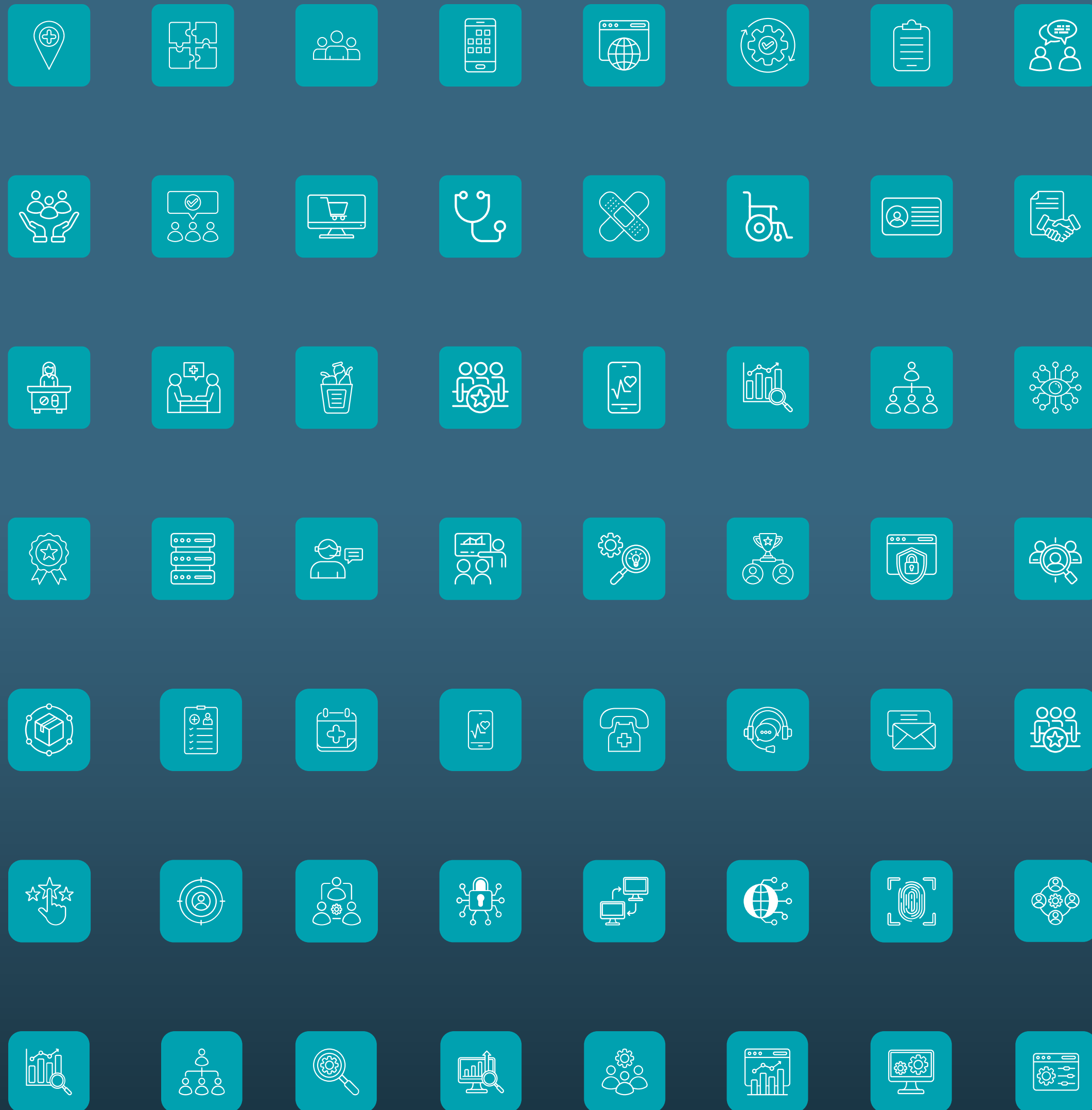
Brand Application

Design

Microsoft PowerPoint

Beginning Title

This is the Beginning

Prepared for:
[Client Name]

Business Cards

FirstName LastName
Role / Designation

Office: (XXX) XXX-XXXX
Mobile: (XXX) XXX-XXXX
username@conveyhs.com

100 S.E. 3rd Avenue, 26th Floor
Ft. Lauderdale, FL 33394

www.conveyhealthsolutions.com
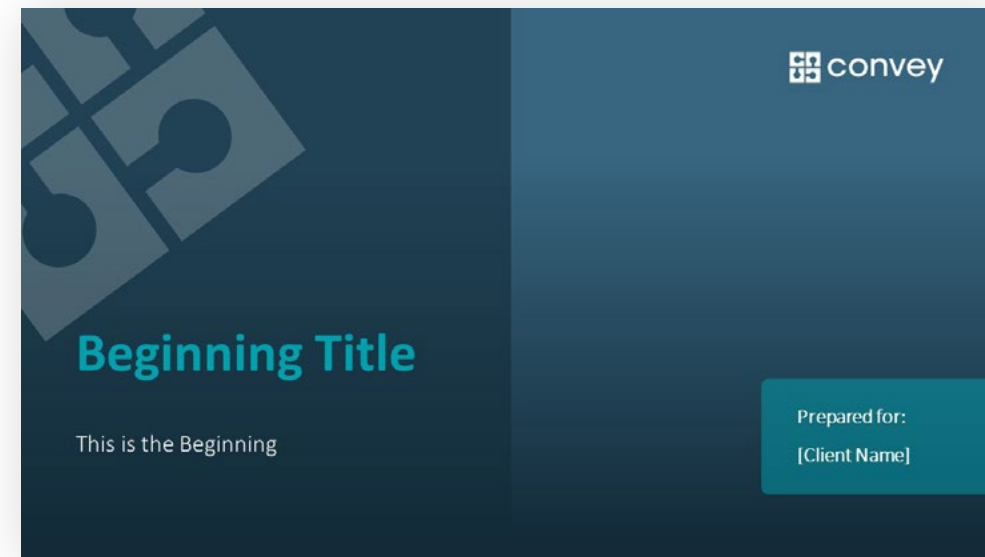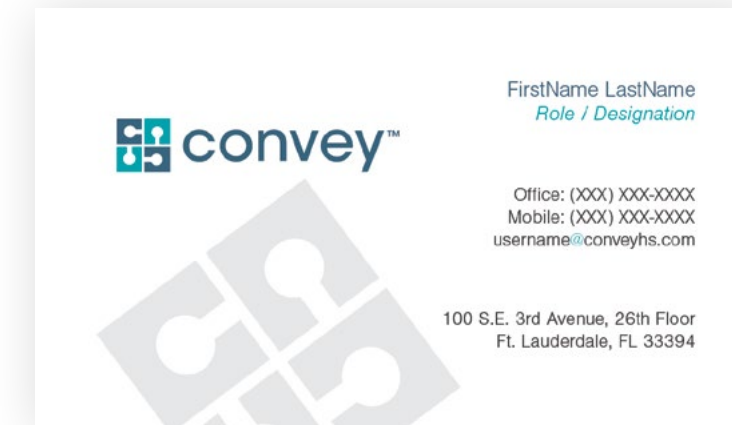
Name Surname
Designation / Department or Division

Office: (951) 903 5000
Mobile: (713) 903 1234
email@conveyhs.com

100 SE 3rd Avenue, Suite 2600 Fort Lauderdale, FL 33394

Corporate Templates

The Convey design aesthetic is clean. Shadows or 3D elements should not be used.

PowerPoint, Word, email signature, and other templates are available through the Convey intranet website and are updated annually.

Corporate fonts and colors are already applied in the templates. Do not substitute these fonts or colors.

Letterhead

Email Signature

Name Surname
Designation / Department or Division
Convey Health Solutions

Office: (951) 903 5000
Mobile: (713) 903 1234
Address: 100 SE 3rd Avenue, Suite 2600 Fort Lauderdale, FL 33394
Email: email@conveyhs.com

Name = 10pt Calibri bold, blue

Title | Department = 10pt Calibri italic, teal

Company name = 10pt, Calibri regular, blue

Phone, address, email = 10pt, Calibri, gray

Design Examples

Page Layouts

Design Examples

Page Layouts (cont.)

Design Examples

Social Media

Design Examples

Emails

Brand Application

Photography

Photography Usage & Styles

When choosing photography, keep in mind the following guidelines:

- **Natural and spontaneous**
  Images that are spontaneous will resonate with your audience.
 Avoid photos that seem posed and unnatural.

- **Clutter free**
  Choose to focus in on particular details of that space.
  Avoid using photos where there is too much going on,
  that are over-complicated or disorganized.

- **Attention to details**
  Keep an eye on what subjects are wearing or holding.
  Avoid shirts with logos and branded packaging (food
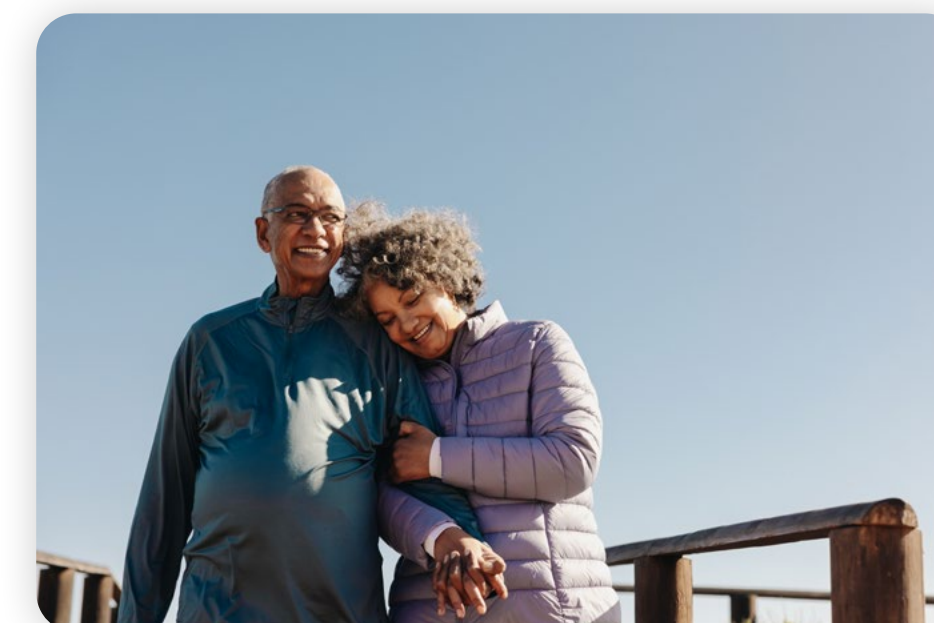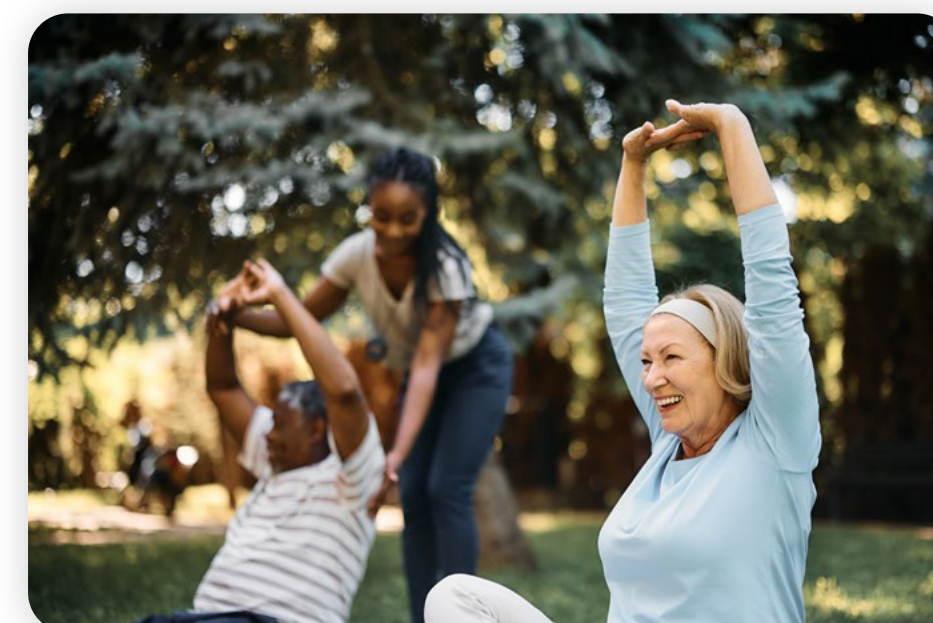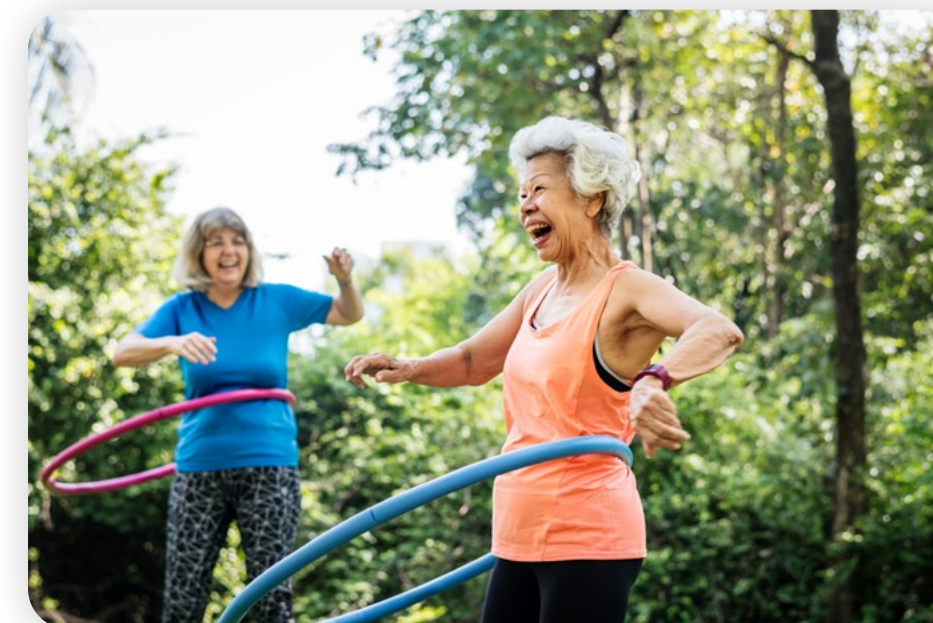 or beverage containers).

- **Stay current**
  Make sure your images are relevant and up-to-date.
  Avoid using images that look or feel dated.
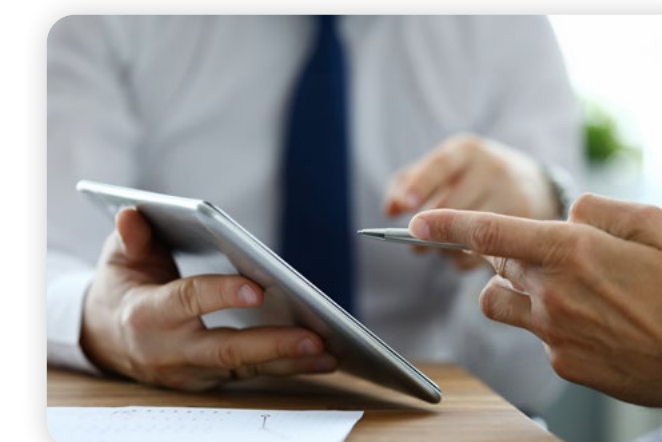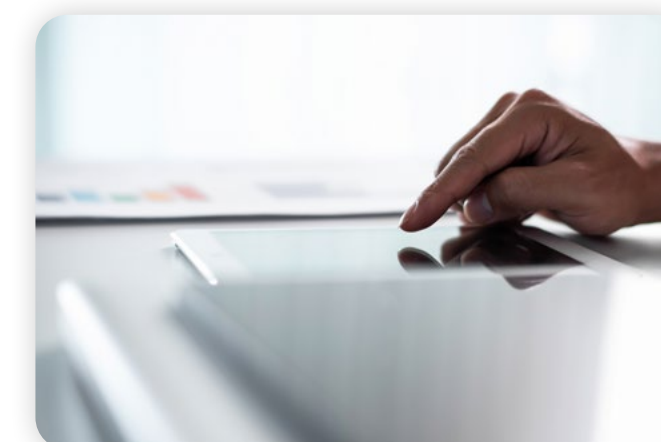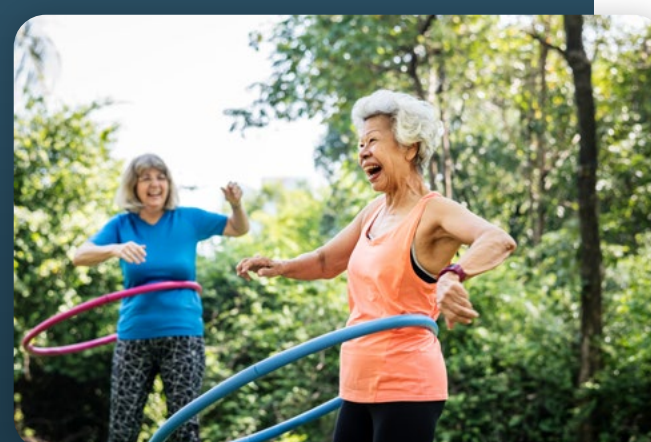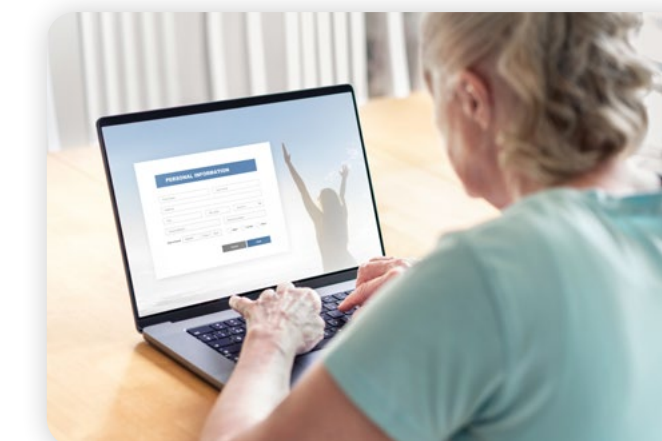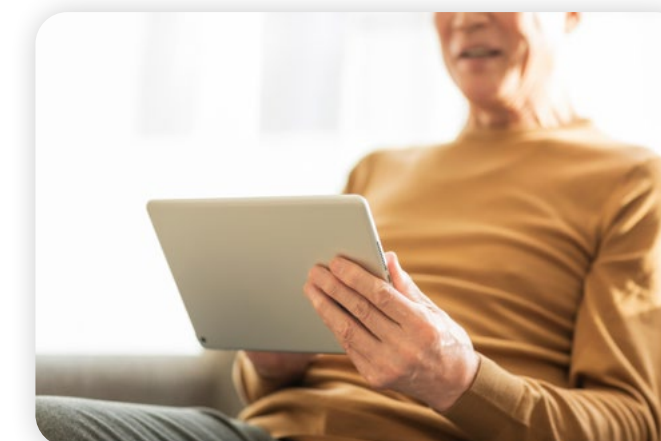
People — Members

When selecting images of members, we always want to show members enjoying their life. Avoid any images showing discomfort or injury.

People — Corporate

When selecting imagery for corporate situations, we want to maintain the feeling of "in-the-moment" and spontaneity. Always avoid anything that looks "staged" or "posed", and instead go for images showing the corporate team member engaged in their work activities whether in a corporate office or in a home office.

Corporate team members should always be shown engaged and / or happy, with a range of diversity in ethnicity, age, and gender.
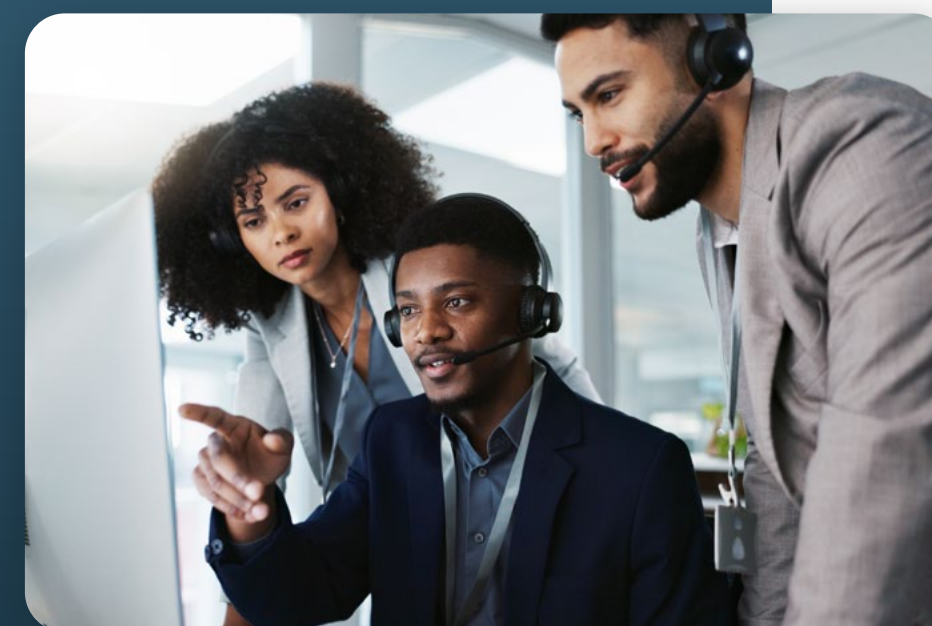
Technology

Sometimes we like to showcase how technology intersects with healthcare, and the member experience. When selecting technology images, you should focus in on the technology itself, and / or how it enhances the member experience.

We want to show that technology is not to be feared, but instead, can enhance the member experience with their health plan.

Members in technology shots should always be happy and engaged with their technology, while showing diversity in ethnicity and gender. If we only see hands, those hands should look like they belong to someone 65 years or older.
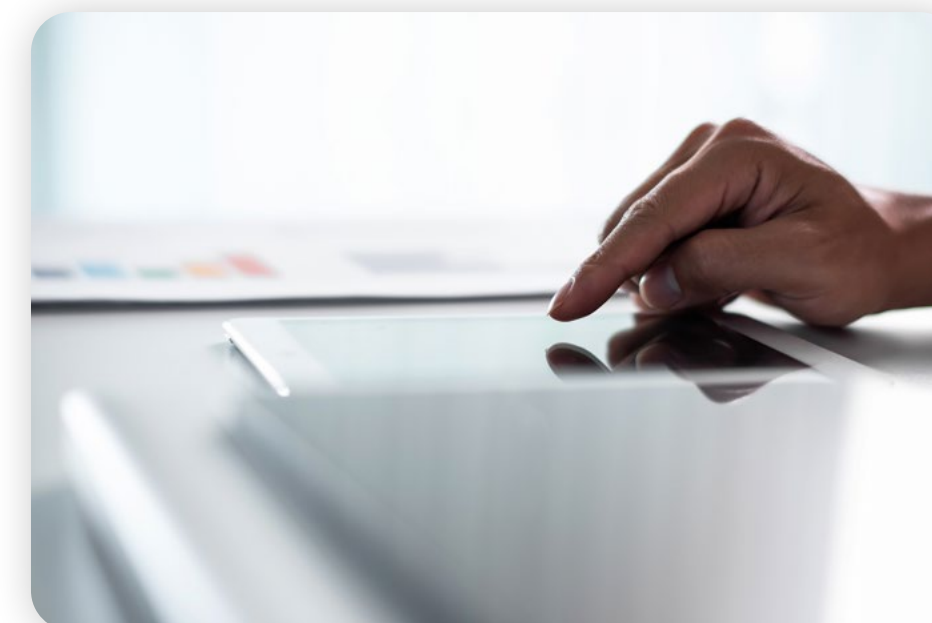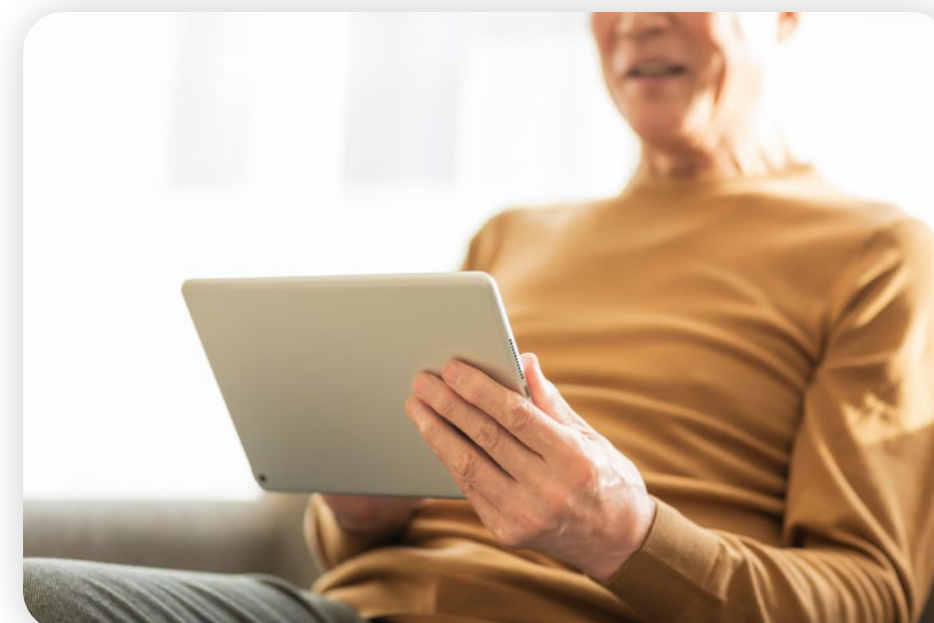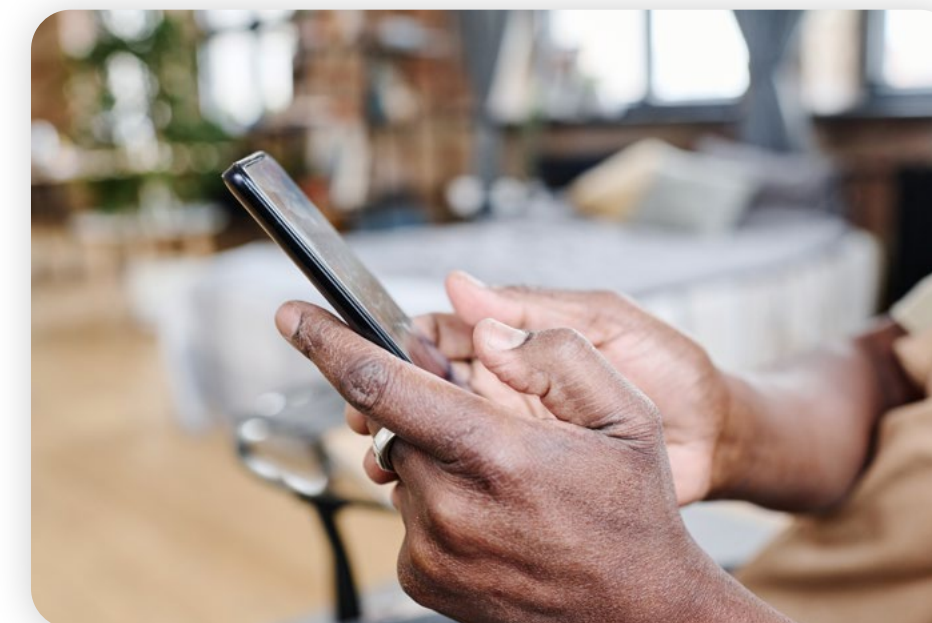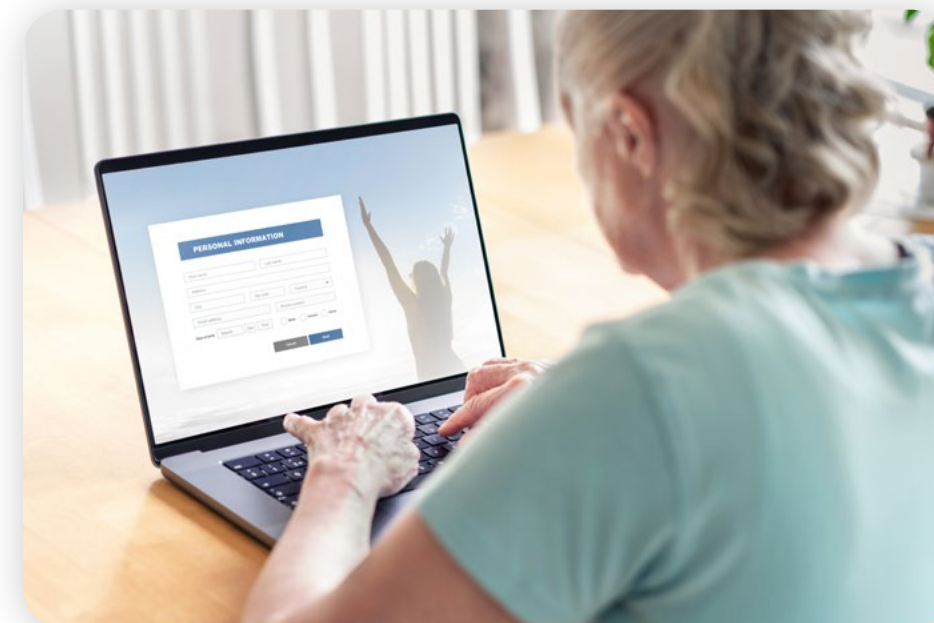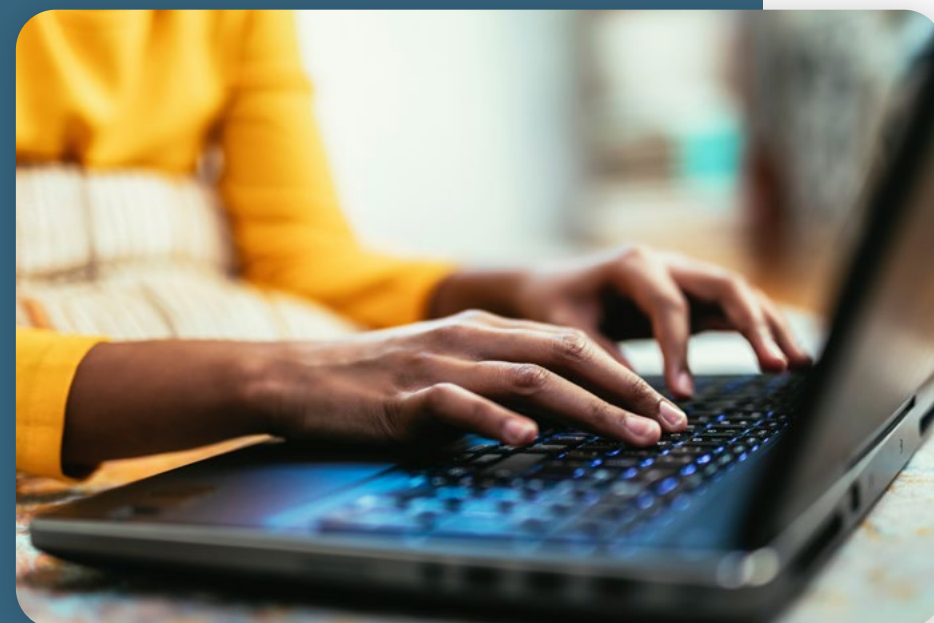
Have questions? Need assets?

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