

ActiveHealth Management Brand Guidelines

Date TBD, 2014



Dear colleague:

I am very excited to share the result of our recent efforts to update and revitalize the ActiveHealth Management brand. The following pages help tell the story of our brand—the heart and soul of what makes our company unique, better and different. This difference truly begins and ends with you.

As an ActiveHealth® employee, you live the brand every single day. That's because you have a crucial role in delivering on the promise of our brand – which is our passion for improving quality of care, reducing costs and transforming lives. Your daily interactions with prospects, customers, members, vendors or partners best demonstrate this passion and commitment. It's not enough to simply know our brand. You have to be the brand.

While the essence of our brand hasn't really changed, it has evolved—just as our business has evolved to meet the changing needs of our customers. Although the following pages provide detailed guidance around how to implement our brand effectively, I also encourage you to look closely at our Vision and Mission statements and Value Story. These elements capture what ActiveHealth—through our people—does best.

Of course, you will also find some very specific guidance around our logos, colors, fonts and messaging. While your unique professional style should always shine through in your communications, it's also important we provide a consistent experience for our customers, so they understand what we stand for collectively. These brand elements also serve as a visual representation of our expertise, our willingness to go the extra mile and our attention to detail in everything that we do.

In today's world, perception is very important. We want everyone who comes in contact with the ActiveHealth brand to know we are an industry leader, an innovator and a visionary company. It is also important that you, as our valued employee, believe those things yourself. I know I do.

Know the brand, be the brand.

As an ActiveHealth® employee, you live the brand every single day. That's because you have a crucial role in delivering on the promise of our brand – which is our passion for improving quality of care, reducing costs and transforming lives.



Suzanne Bedell
Head of Marketing, ActiveHealth Management

A handwritten signature in black ink that reads "Suzanne Bedell".

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Whitepaper	TBD
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Throughout the Brand Guidelines document, pieces specific to **Member Communications** will be called out in a like this. These elements should be considered when communicating with ActiveHealth Management members and clients. Reference **page TBD** for more information

CORPORATE COMMUNICATIONS VERSUS MEMBER COMMUNICATIONS

Corporate Communications is classified in two groups: internal pieces targeted to ActiveHealth Management employees, and external pieces targeted to customers and sales prospects, including plan sponsors, state and local government organizations, provider organizations and employers. Examples of internal Corporate Communications pieces include emails about business updates or an employee newsletter. Examples of external Corporate Communications pieces include press releases, blog posts, tweets, presentations and tradeshow collateral.

vs.

Member Communications refers to all pieces targeted to the individuals who use ActiveHealth®'s services, and these pieces inform members about health and wellness. Examples of Member Communications pieces include Care Considerations, information regarding the MyActiveHealth portal and member testimonials.

MESSAGING

Message

noun

\ 'me-sij \

: a piece of information that is sent or given to someone; an important idea that someone is trying to express.

THE AETNA RELATIONSHIP

Healthagen is part of Aetna's strategy to establish itself as a health solutions company. It provides an umbrella name for related businesses, so they seem less disconnected to the customer, and a scalable brand platform for adding new businesses. It's important to know when to reference Aetna, Healthagen and/or the individual business brands.



AETNA

Referencing Healthagen's relationship to Aetna is acceptable when the situation can be aided by the explanation and payer ownership is not a barrier.

Example

When working on a deal with national accounts, you could refer to Healthagen as an Aetna company.



HEALTHAGEN

You would refer to the Healthagen brand when you are representing our population health management capabilities across the businesses.

Example

A technology sale that includes clinical analytics and health information exchange components would be referred to as Healthagen capabilities.



ACTIVEHEALTH MANAGEMENT

If you are conducting business that is a single company sale or promotion, you would refer to your existing company as a Healthagen business.

Example

A prospect is interested in ActiveHealth's core capabilities and it does not include components from other Healthagen businesses.

NOTE: New copy to come.

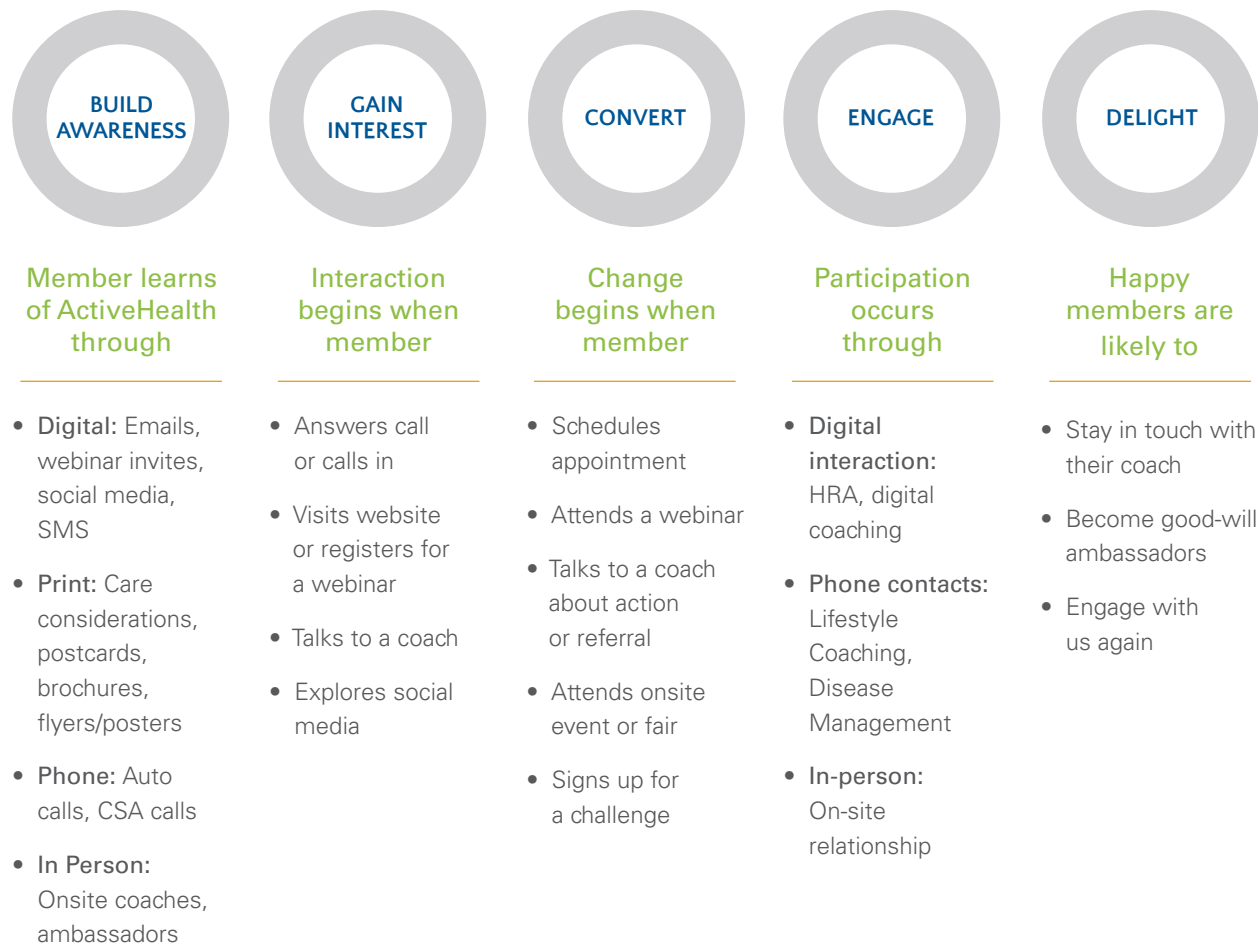
BRAND AMBASSADORS

The visibility and strength of the ActiveHealth® brand is a result of people who live it every day. You are directly responsible for shaping the perception of ActiveHealth by delivering on the brand promise. Brand ambassadors have a passion that inspires brand stewardship among their peers. And that's why a powerful brand strategy is only as effective as the people behind it.



ACTIVEHEALTH MANAGEMENT AND MEMBER ENGAGEMENT

The relationship between ActiveHealth Management and its members begins when the member first learns of ActiveHealth™ and evolves as the member becomes more engaged with the company. ActiveHealth is passionate about helping members transform their lives.



INTRANET ACCESS

ACTIVEHEALTH CONNECT

ActiveHealth Connect... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam tincidunt urna nec arcu molestie, sed accumsan est volutpat. Nullam ultrices interdum turpis pharetra molestie. Ut mattis dui faucibus volutpat quam et, mattis neque. Aliquam tempor eros ac posuere laoreet. Morbi ullamcorper ut purus Pellentesque faucibus non nulla interdum dapibus. Maecenas eu finibus magna.

- TBD

www.TBD.com
Log-in with TBD

NOTE: Content to come



HEALTHAGEN CONNECT

Healthagen Connect is our intranet site created exclusively for Healthagen. As our company grows, it is extremely important that we have a shared, internal resource to connect all of our individual businesses. We're scattered across the country and with this site, you are able to easily state in the loop. All of the brand resources mentioned in the guide are available on Healthagen Connect, and all electronic communications across Healthagen and its businesses should be sent using the broadcast messaging feature.



- Intranet portal to connect all Healthagen Businesses
- Blogs for client news, executive updates, and incubator updates
- “Chatter” forums for interactive collaboration
- Dynamic, user-generated content on pages for each business
- Business and industry event calendar

www.HealthagenConnect.com
Log-in with your A# and password

HEALTHAGEN BUSINESSES— ENDORSEMENT USAGE

All Healthagen businesses are required to incorporate a version of their individual logo that includes a text identifier that says “A Healthagen Business” for use on specific materials. The use cases for when — and when not to — use the endorsement are highlighted below, and specific examples appear on the following pages.

WHEN TO USE THE ENDORSEMENT

- **Brochure:** Logo should use endorsement if it appears on the front/back page, and the Healthagen logo is not present
- **Poster and/or Banners:** Logo should use endorsement if the Healthagen logo is not present
- **Fact Sheet/Other Printed Materials:** Healthagen must be referenced if the Healthagen logo is not present. The reference may be in text (“A Healthagen Business”) or logo
- **Business Cards:** Logo on front of business card should use endorsement if it is removed from the lower left-hand corner
- **Presentations:** Healthagen must be referenced on the cover of slide presentations. The reference may be in text or logo
- **E-mail Signatures:** Healthagen must be referenced. The reference may be in text or logo
- **Mobile App:** Logo should use endorsement on “launch” screen (if applicable) and at the highest level within the app
- **Social Media:** Logo should use endorsement if it appears in a highly visible area (e.g. Twitter background, Facebook banner)

WHEN NOT TO USE THE ENDORSEMENT

- **Brochure:** Logo use on interior pages does not require endorsement; logo should not use endorsement on front/back cover if the Healthagen logo is present
- **Business Cards:** Logo on front of business card should not use endorsement if it appears in text on the lower left-hand corner
- **Fabric/Embroidered Products:** Logo should not use endorsement (e.g. clothing or other wearable products)
- **Social Media:** Logo should not use endorsement within the default profile picture
- **Website:** Logo should not use endorsement, but a reference should be in text
- **Multiple Business Logos:** Logo should not use endorsement when multiple Healthagen business logos are used together
- **Uses That Are Especially Large/Small:** Logo should not use endorsement for any use that would make legibility an issue (e.g. billboards, signage, flash drives, pens, memo pads, etc.)

NOTE: New copy to come



THE ACTIVEHEALTH MANAGEMENT STORY

ActiveHealth Management is passionate about improving quality of care, reducing costs and transforming lives. We channel this passion into our collaborations with health plans, providers, government organizations and employers to provide insights and guidance to help every individual achieve his or her best health. Our integrated population health and wellness solutions supports more than 20 million people each year.

How do we define success? We leverage our advanced technology platform, deep insights and innovative engagement methodologies to provide meaningful guidance and motivate sustainable behavior change. These efforts are backed by our team of highly-trained clinical experts including doctors, pharmacists, nurses, care managers and coaches.

Building on a strong foundation.

More than 15 years ago, ActiveHealth® was founded to address a significant need in the healthcare industry. Silos of data and a disjointed healthcare system were creating challenges for providers looking to offer evidence-based, highly effective care. ActiveHealth's CareEngine® was born out of this opportunity, synchronizing complex patient data against evidence-based rules to identify gaps in care and opportunities for health improvement. Armed with evolved insight, our care teams can make informed decisions based on every patient's unique health profile.

Delivering unmatched value.

Our evolved solutions leverage advanced insights and analytics to process volumes of claims and clinical information and identify where each individual resides relative to a comprehensive health spectrum. We empower our customers to develop precise, targeted strategies based on goals of risk reduction, improved health, savings or broad engagement. This type of partnership informs our recommended services and resources—including care management programs, health and wellness solutions and innovative clinical and consumer analytic platforms.

Evolving to fit the needs of our dynamic industry.

Since its founding, ActiveHealth has continued to leverage care team, provider, employer and consumer relationships to incrementally improve the health system. We remain committed to listening and collaborating with organizations—to continuously evolve our approaches to identify and engage individuals in their health and improve outcomes. Today we work with leading organizations to support all types of innovative care models including accountable care organizations, patient-centered medical homes, clinically integrated networks and embedded care management programs. Through these efforts, we can collectively optimize financial performance for organizations while dramatically improving quality of care.

A belief system that drives positive industry change.

At ActiveHealth, we believe significant impact can be achieved, one person at a time, by making the right connections, leveraging personalized, relationship-based communication, coaching and decision support, relevant social and mobile strategies and meaningful behavior change motivators. By enabling people to live healthier lives through care management, health and wellness engagement and clinical and consumer analytics, we can help transform the health system. Together, we believe we can.



VISION STATEMENT

We believe that by providing personalized insights and guidance, we can help every person achieve his or her best health.

MISSION STATEMENT

We are passionate about improving quality of care, reducing costs and transforming lives.

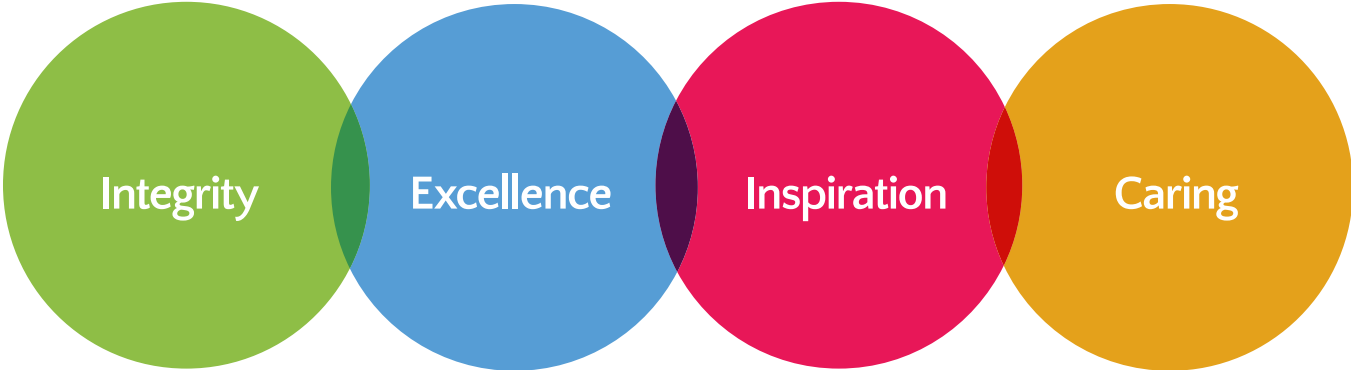
BOILERPLATE

The boilerplate contains standardized language that describes ActiveHealth Management and product offerings to a reader who may not know our organization. It provides a high-level overview of the company's history, mission and vision. The ActiveHealth® boilerplate is used on both corporate and member pieces, including press releases and the website.

ActiveHealth Management is a national leader in population health management, passionate about helping every person achieve his or her best health. We provide personalized insights and resources through our clinical and consumer analytics, care management, health, lifestyle and wellness programs to help our customers improve quality of care, lower healthcare costs, and drive sustained consumer engagement and behavior change. ActiveHealth® collaborates with employers, health plans, governments and providers currently helping more than 20 million people live their healthiest lives. ActiveHealth Management is an independent subsidiary of Aetna (NYSE: AET). To learn more, visit activehealth.com or follow the company at twitter.com/ActiveHealthMgt

CORE VALUES

ActiveHealth Management's core values include a strong focus on integrity, excellence, inspiration and caring.



We do the right thing for the right reason.

We strive to deliver the highest quality and value possible through simple, easy and relevant solutions.

We inspire each other to explore ideas that can make the world a better place.

We listen to and respect our customers and each other so we can act with insight, understanding and compassion.

BRAND DIFFERENTIATORS

At ActiveHealth Management, we believe these four key differentiators help set us apart from other organizations.

BETTER INSIGHTS & EXECUTION

Our leading, patented technology platform provides personalized insights and guidance which enables transformation and inspires behavior change.

MEANINGFUL ENGAGEMENT

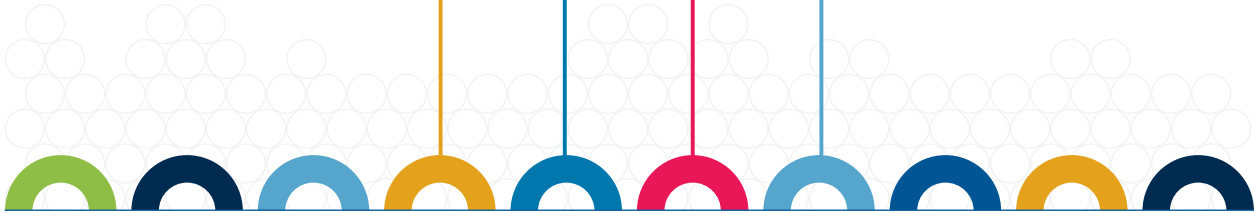
We create meaningful engagement by meeting members where they are, establishing a relationship of trust, helping them set achievable goals for the future and delivering support focused on lasting connections to inform, engage and nurture.

THOUGHTFUL INTERACTIONS

We provide meaningful, relevant support and guidance tailored to each individual's health, preference and goals, so we can maximize every opportunity to motivate positive change and inspire true empowerment.

UNMATCHED VALUE

We deliver proven, evolved results for our clients, from cost savings to trend and outcome improvements, by performing continuous analysis of engagement and impact of value-based performance measures.



COPY TONE

If your message is what you're communicating, then tone is how you communicate your message. In the same way that people have different personalities, writing styles are very different and can convey a personality all their own.

The ActiveHealth Management brand is all about our passion for helping people. The tone of our copy should reinforce this sentiment. It should be friendly and approachable. You'll want to make every effort to sound warm, yet crisp and direct. For example, avoid unnecessary adjectives, and use the active verb tense whenever possible so your writing is clear and engaging. You'll also want to address the reader directly whenever possible (for example, use "you" as opposed to "employers").

Your tone should also be audience appropriate. For example, when writing for a physician or employer audience, you want to come across as professional and intelligent. However, take care to avoid industry jargon, buzzwords and clichés.

When writing for prospects, it is important to come across as professional and intelligent. You also want to be perceived as friendly and welcoming. Again, you should avoid industry jargon, buzzwords and clichés. You should be specific about our products and services so the prospect understands what makes ActiveHealth unique. (Rather than using "member portal," use "MyActiveHealth engagement platform.")

If you are unsure whether your tone matches this description, compare your writing with some of our recent marketing materials and our website. Does your document sound like it was written by the same person who wrote this messaging? If not, what are some easy ways to edit your content to better match the desired tone? These might include changing your word choice, speaking directly to your audience and simplifying your sentence structure.

Member Communications Copy Tone. When writing for members, it's very important to come across as welcoming, warm and not overly formal. Try to use a conversational voice—meaning that your writing sounds similar to natural speech. It is important to convey optimism in member communications by choosing positive words and uplifting messages. In addition, you should always avoid industry terminology such as clinical words and phrases that members may not understand. (Rather than using "evidence-based clinical practices" try using "proven standards of care.")

PROPRIETARY TERMINOLOGY

Using a standard brand and solution terminology is important to create consistency across all ActiveHealth communications. This includes language from the tagline to registration marks to changes in solution names. Please use these guides as a documentation of the most up-to-date language to convey the ActiveHealth brand.

ActiveHealth Management

The company name should be written ActiveHealth Management with no space between Active and Health and no inc. for all non-legal, internal, external and marketing purposes, ActiveHealth® should be used after the first and only usage of ActiveHealth Management and then ActiveHealth. The logo does not count as the first usage of ActiveHealth Management.

ActiveHealth®

ActiveHealth is registered trademark and should be used with a superscript®. This is applied only the first time used in a document.

ActiveHealth

Active Health (with a space) should not be used for either internal or external audiences. ActiveHealth should be used instead. AHM should not be used as an abbreviation for ActiveHealth Management to either internal or external audiences. ActiveHealth or ActiveHealth Management should always be used instead.

ActiveAdvice®

Computer software for healthcare management. Enables providers to get treatment and referral authorizations electronically; generates reports to enable a user to make decisions re appropriateness of care; software for managing and tracking pregnancy cases.

ActiveAdvocateSM

Program that provides a nurse to help members make critical medical decisions.

ActiveAnalyticsSM

Data analysis & reporting tool.

Active Benefit DesignSM

Value-based insurance design (VBID) program. Enables design of a formulary and co-pay structure for individual members who derive the most clinical benefit from specific drugs with financial incentive to use those drugs.

Active CareTeamSM

Provider portal.

Active Disease ManagementSM

Personalized health management program.

ActiveFormularySM

Rx savings program.

ActiveHealth Clinical Decision SupportSM

Nothing used with name (industry term).

ActiveHRASM

Health risk assessment.

Active Lifestyle CoachingSM

Health education and coaching services.

Active Maternity ManagementSM

Program to help reduce risks and costs of pregnancy complications and premature births. Provides educational materials and support during a member's pregnancy.

Active Performance MeasuresSM

Program provides an assessment of the quality of care across networks & physicians compared to evidence-based standards.

ActivePHR®

Software for managing personal medical information. To be replaced by MyActiveHealthSM PHR.

PROPRIETARY TERMINOLOGY

ActiveUM/CMSM

Utilization management and case management services.

Caduceus

Healthcare cost containment, UR, care cost review and electronic processing of healthcare information.

Care Consideration

When writing Care Consideration, it must be used with a capital C for both Care and Consideration and also written as two separate words.

CareEngineTM

CareEngine is a registered trademark and should be used with a superscriptTM. This is applied only the first time used in a document.

CareEngine[®]

CareEngine is registered trademark and should be used with a superscript[®]. This is applied only the first time used in a document.

CareEngine

Care Engine (with a space) should not be used for either internal or external audiences. CareEngine should be used instead.

CareEngine[®] System

When discussing the platform for our technology, CareEngine System should be used. These are all Title Case and CareEngine should have a registration mark (®) if it's the first time it's used. Thereafter, it should be CareEngine.

DARTSM

Data analysis and reporting tool delivers the powerful reports needed to analyze and detect trends and opportunities, reduce costs and increase efficiencies. DART is web-based so users have full-time access to their data, directly from their desktops.

Information is the Best Medicine[®]

Healthcare cost containment, UR, care cost review and electronic processing of healthcare information.

MyActiveHealthSM

Personalized member engagement website integrated with other ActiveHealth solutions. For example, MyActiveHealthSM PHR.

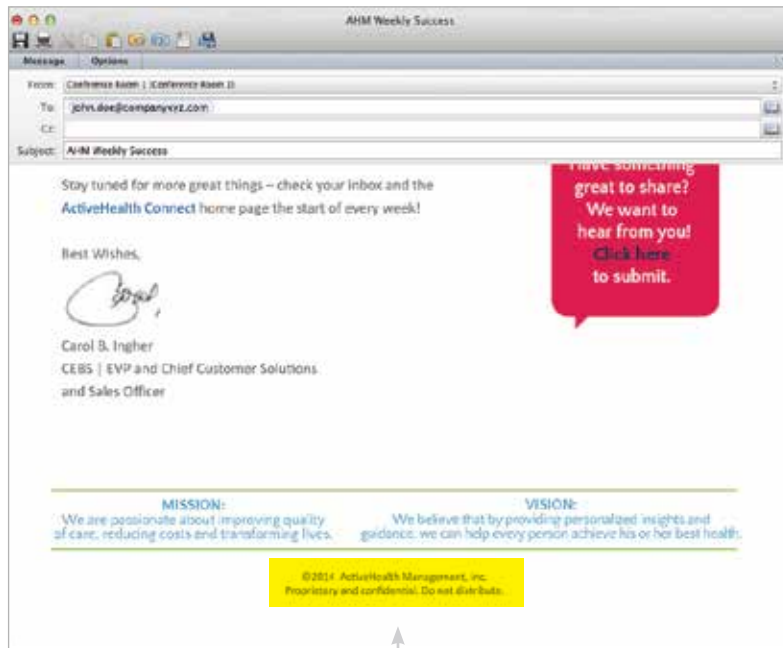
PM or Performance Measures

Our performance measure solutions should always be described as Clinical Performance Measures and not PM or Performance Measure.

COPYRIGHT

All materials produced and distributed by ActiveHealth or our clients must include a copyright notice, with the year updated annually.

©2014 ActiveHealth Management, Inc.
Proprietary and confidential. Do not distribute.



This notice should appear flush left at the bottom of all print materials and centered for all digital materials. It must be at least 6 pt. font, appearing over two lines and within the live area of the page.

If a client does not brand materials with the ActiveHealth logo or name, **member-facing materials** are still required to display a copyright at the bottom of the piece.

VISUALS

Visualize

verb

'vi-zhə-wə-, līz, ,vi-zhə-, līz, 'vizh-wə-, līz\

: to form a mental image of; to capture with sight.

LOGO

The ActiveHealth logo is the first and foremost representation of ActiveHealth. The logo is made up of two elements: the icon, the green circle that houses the modernized caduceus and the name, "ActiveHealth Management." The caduceus emphasizes our clinical foundation. The blue typography is also reflective of healthcare. While the symbol and color of the typography are seen as traditional design elements, the way in which they are executed has been modernized to reflect our fresh, forward-thinking approach.

The icons portion of the logo was designed to be instantaneously recognizable and representative of the organization so that it can be utilized internally as a stand alone to represent the ActiveHealth® brand.

PRIMARY LOGO



REVERSE PRIMARY LOGO



ALTERNATIVE LOGOS

Use the full-color primary logo from the previous page whenever possible. All of the logo versions shown on this page should ONLY be used when reproduction limitations require their use.

ONE COLOR LOGO OPTION



REVERSE PRIMARY LOGO



LOGO SIZE AND SPACING

Caution should be used to avoid reproducing the logo smaller than the recommended minimum size. For maximum impact, the space around the ActiveHealth Management logo must be free from other text and graphics. The clear space on each side of the logo should always be equal to or greater than the height of the ActiveHealth Management word mark.

MINIMUM SIZE FOR LOGO



Minimum size is 1" wide.
Avoid reproducing logo smaller than recommended minimum size.

CLEAR SPACE REQUIREMENTS



The minimum clear space "x" is equal to the height of "ActiveHealth Management."

ADDITIONAL LOGOS

Below are two additional ActiveHealth logos: one identifies Healthagen as the parent company, and the other expands on the ActiveHealth logo in order to brand the portal.

ACTIVEHEALTH A HEALTHAGEN BUSINESS LOGO



NOTE:

AHM to write

ACTIVEHEALTH PORTAL LOGO



NOTE:

AHM to write

INCORRECT USE OF LOGO

This section explains the important DON'Ts of the ActiveHealth Management logo usage. Since the logo has been provided in all approved formats, there is no need to recreate the logo or use it in any other way. However, it is beneficial to demonstrate improper usage so designers, vendors and other operators understand the crucial difference between right and wrong methods of utilization.



Do not use the old ActiveHealth Management logo.



Do not skew or scale the logo disproportionately. (This commonly happens in PowerPoint®. To ensure that it doesn't happen, hold down the shift key when resizing logo.)



Minimum size is 1" wide. Avoid reproducing logo smaller than recommended minimum size.



Do not resize the elements individually.



Do not swap or edit original color.





Do not substitute fonts.




COLOR SYSTEM

The color system was created with a secondary color palette and tertiary support palette to enhance the primary colors when necessary. Use the color palette to support a consistent experience of the brand. Colors may vary depending on paper stock.





PRIMARY PALETTE

		
PANTONE®	647	376
CMYK	100-56-0-23	50-5-95-0
RGB	22-87-136	107-175-0
WEB	165788	6BAF00

SECONDARY PALETTE

			
PANTONE®	2995	307	7463
CMYK	64-27-0-0	99-40-14-0	100-62-12-62
RGB	49-164-255	22-87-136	0-49-80
WEB	00A9E0	005DA6	003150

TERTIARY PALETTE

				
PANTONE®	131*	382	420	1925
CMYK	3-36-100-6	26-5-93-0	18-14-13-0	2-100-53-0
RGB	217-142-0	172-204-0	191-191-191	223-27-79
WEB	CE8E00	ACCC00	C0C0C0	A6093D

* For digital, web and Microsoft® products use Pantone® 1245 (RGB 197-146-23, Web C59217).

SEE PAGE TBD FOR AN EXTENDED POWERPOINT® COLOR SYSTEM

NOTE:

New web font TBD?

TYPOGRAPHY

Typefaces are chosen for their legibility, unique character and versatility. The options shown here are recommended to maintain consistency throughout all marketing and communication efforts.

FOR PRINT

Universe is the primary font for all print collateral. Quattrocento should be used sparingly for supplemental text such as headlines, pull quotes and other minimal uses.

HEADING FONT:

Quattrocento Sans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()

Quattrocento Sans Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()

BODY COPY FONT:

Universe Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()

Universe Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()

Universe Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()

Universe Light Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&()*

FOR WEB

Arial is the primary font for online use. Quattrocento is used for all headlines.

HEADING FONT:

Quattrocento Sans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()

Quattrocento Sans Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()

BODY COPY FONT:

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()

Arial Regular Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&()*

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()

IN-HOUSE DOCUMENTS

For internal documents such as Word®, PowerPoint® and email, the Calibri font family is to be used.

HEADING FONT:

Calibri Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()

BODY COPY FONT:

Calibri Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()

Calibri Regular Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&()*

Member Communications.

For in-house documents where Calibri is not available please use the Myriad Pro family as a substitute.

HEADING FONT:

Myriad Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()

BODY COPY FONT:

Myriad Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*()

Myriad Pro Regular Italic

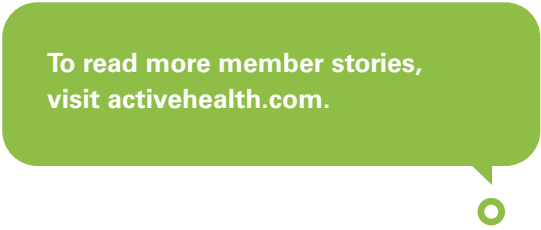
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&()*

TYPOGRAPHY CALL OUT STYLES

Call outs help to add visual interest to any collateral piece. They are generally treated with color block, shapes and typographical treatments. Sometimes call outs are the main visual interest on the page, and other times they support a powerful image. Universe is the primary font for all print collateral. Quattrocento should be used sparingly for supplemental text such as headlines, pull quotes and other minimal uses. Below are some style examples to review. Please see the template section (page TBD) for more specifics on type formatting.



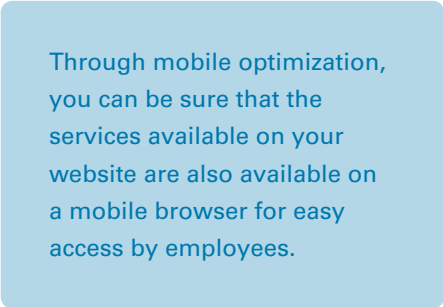
Call Out Box



Unique speech bubble anchored by a dot graphic



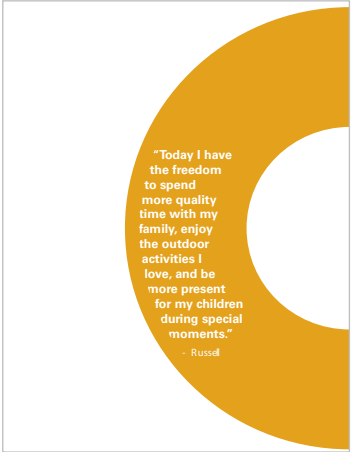
Call Out Box with Statistics



Call out box without statistics



Call to Action Copy at End of Document



Testimonial quote in circle shape

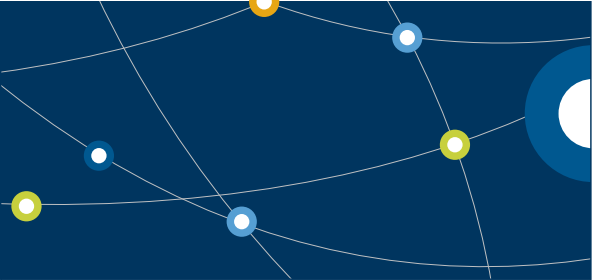
SUPPORT GRAPHICS

The dot and line graphic can be used in many formations. Here are a couple of examples:

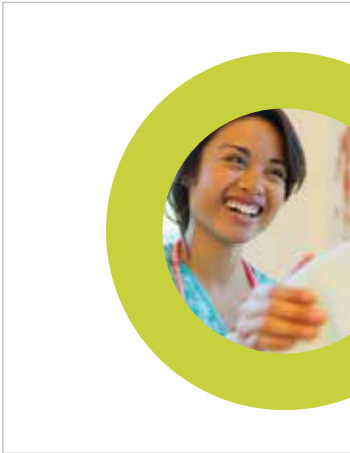
Positive



Reverse



The dots are always placed on a line or intersection.



The circles can be used to house an image, quote and stand alone. If utilizing a larger circle, only use one or two per page and use creative license to crop in interesting ways.

Dot outline created into a honeycomb pattern. This is often used subtly across the bottom of a page.



SUPPORT GRAPHICS

WHAT OUR CLIENTS SAY ABOUT ACTIVEHEALTH MANAGEMENT

We work with a wide variety of organizations across many industries. Here's what a few of our clients have to say about our relationships.

WESTINGHOUSE

"ActiveHealth understood how to reach out to our employees — whether it was through telephonic coaching, alerts to their providers or online wellness resources — and help them develop strategies to improve their overall health," said Miller. "By providing so many different avenues for engagement, we were able to reach people on the road as they traveled, in the office, through their doctor and at home."

Kristen Miller
Manager of Global Health and Welfare Plans

AMERICAN AIRLINES

"ActiveHealth came to us with innovative ideas and a willingness to try new things. They understood that our population was incredibly diverse and that a one-size-fits-all solution wasn't going to drive results..."

Christine Morris
Specialist, Health Resources, People Department

NORTH CAROLINA STATE HEALTH PLAN

"Our impact in two years proves there is tremendous value in providing enhanced health and care management resources for our members."

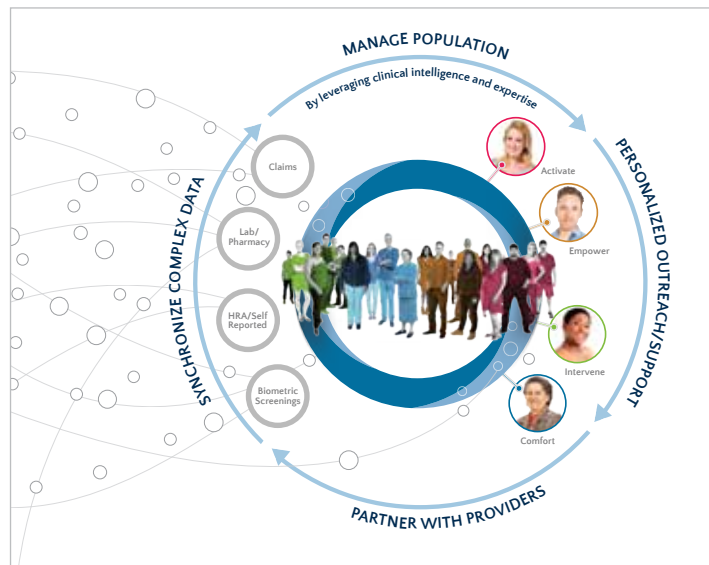
Leta Crabtree
JD, Karen DeBerry Executive Administrator
Director of Contracting & Legal Compliance

L-3 COMMUNICATIONS

"We chose ActiveHealth as our partner based on their clinical expertise and the strength of their technology and analytics."

Dr. Richard Moggio
Medical Director

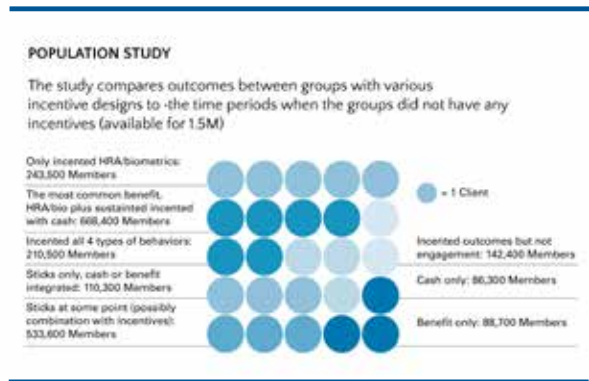
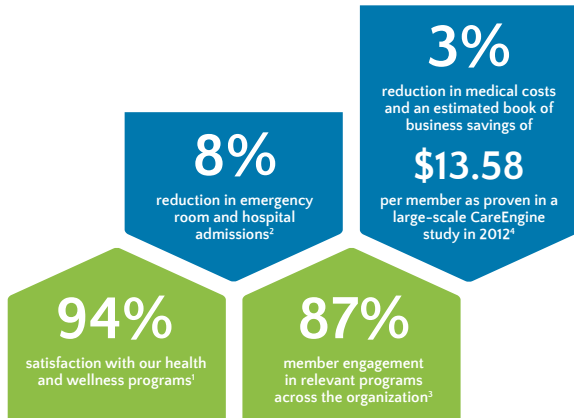
The circles can be evolved into graphic visuals.



CareEngine

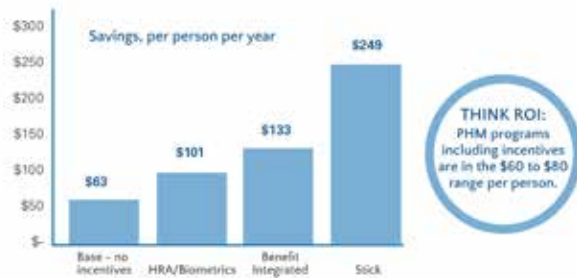
SUPPORT GRAPHICS

Chart samples



SAVINGS:

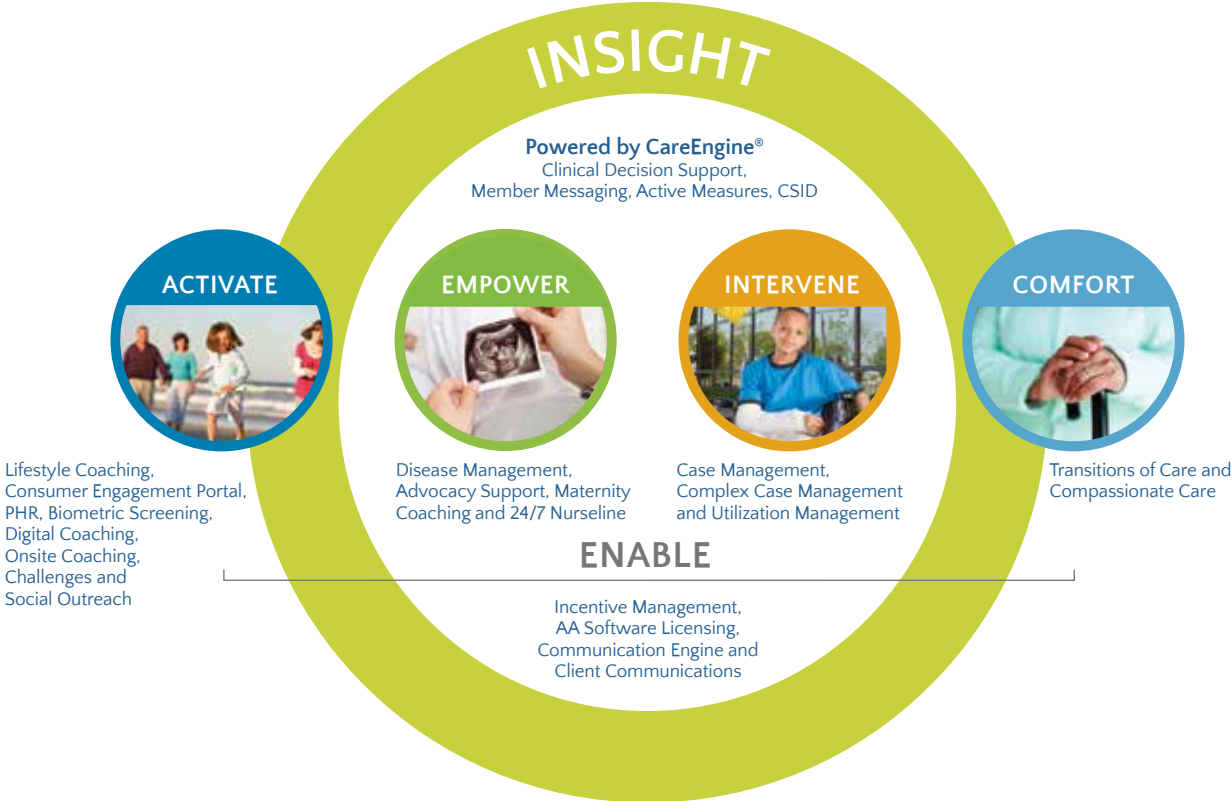
* ActiveHealth's Health Economic Model (HEM) calculates potential savings using established costs associated with care gap closure and measured compliance rates for care gap alerts



FRAMEWORK FOR INCORPORATING INCENTIVES INTO PHM



SUPPORT GRAPHICS



Brand differentiators

PHOTOGRAPY STYLE

Photography is an important element of our brand. When choosing imagery for the ActiveHealth brand, we look for images that are interacting, engaging, diverse, memorable, powerful and energetic, and reflect the organization's goals of improving the healthcare system in a positive way. The images reflect the energy and passion of the people impacted by ActiveHealth. Below are some photography styles to help guide image selection.

HEADSHOT STYLE



PHOTOGRAPY STYLE

FAMILY AND LIFESTYLE



INTERACTING WITH TECHNOLOGY



PHOTOGRAPY STYLE

COLLABORATIVE, ENGAGING WORK SETTINGS



SPECTRUM OF HEALTH



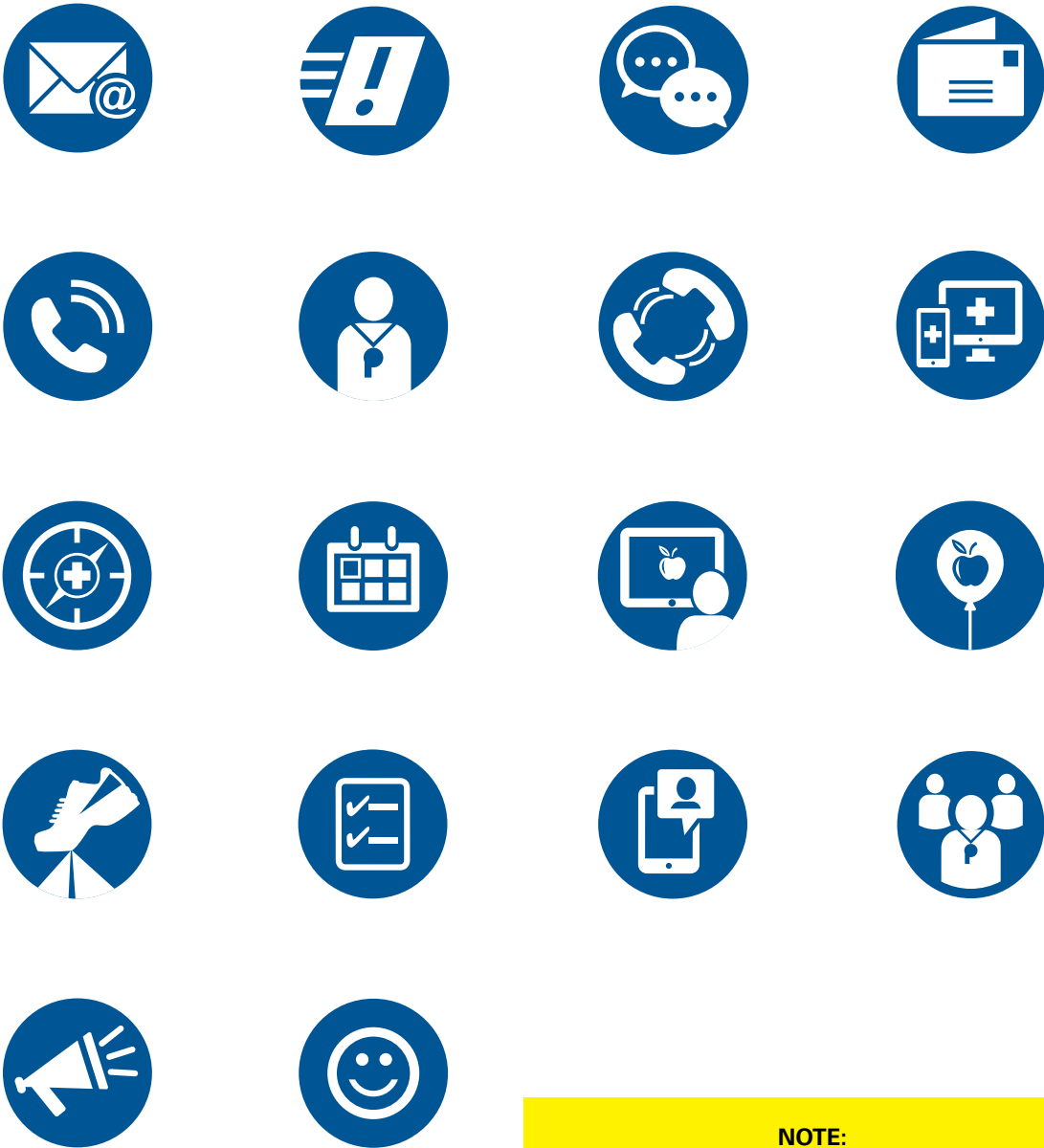
PHOTOGRAPY STYLE

DIVERSE POPULATION



ICONOGRAPHY STYLE

When utilizing iconography for the ActiveHealth brand, the icons should provide a quick, intuitive representation of an action or a status. The icons are typically one color and placed in a circle. Below are some ActiveHealth icon samples:



NOTE:

Additional information to go on this page, icon title, where and how these icons can be accessed.

DESIGN SAMPLES

The stationary conveys the ActiveHealth Management brand in a simple and functional way.

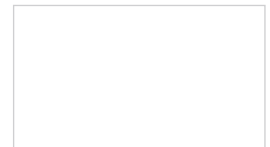
Universe is the typeface used on all printed identity material and caliber should be used to typeset the personalized information.



Letterhead



Mailing Label



Business Card: Option one, no back design



Business Card: Option two, with back design

DESIGN SAMPLES


PRESS RELEASE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla luctus vulputate magna, vel cursus neque adipiscing lacinia. Quisque faucibus neque a sapien iaculis eleifend. Nam quis risus quis felis egestas malesuada. Donec ac scelerisque magna. Proin sed cursus ligula. Integer semper condimentum purus eu varius. Nulla consequat neque at nisi convallis nec tempus arcu laoreet. Pellentesque a augue sed massa aliquet vulputate ac quis leo. Pellentesque vitae magna felis. Fusce nec purus aliquam eros ultracomper sagittis. Donec ac scelerisque magna. Proin sed cursus ligula.

Donec quis orci leo, eget ultricies augue. In porta bibendum accumsan. Fusce vel tortor vitae sapien fermentum malesuada.

- Praesent congue accumsan odio, non mattis turpis tincidunt id.
- Tortor, suscipit congue molestie id, pharetra non augue.
- Sed ut mi libero, quis tempor neque.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam posuere venenatis commodo. Quisque gravida accumsan dui, a accumsan nibh augue ut dolor. Aliquam erat volutpat. Maecenas consequat pulvinar mattis.

Aenean ut metus non enim pretium volutpat. Suspendisse tristique iaculis nibh, vitae molestie mauris faucibus a. Nunc magna magna, varius non pharetra ultricies, tincidunt eget dolor. Nulla facilisi. Mauris nec placerat velit. Proin ac nisi enim, in aliquam neque. Nam sed tortor vel odio fringilla pretium id tristique elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla luctus vulputate magna, vel cursus neque adipiscing lacinia. Quisque faucibus neque a sapien iaculis eleifend. Nam quis risus quis felis egestas malesuada. Donec ac scelerisque magna. Proin sed cursus ligula. Integer semper condimentum purus eu varius. Nulla consequat neque at nisi convallis nec tempus arcu laoreet. Pellentesque a augue sed massa aliquet vulputate ac quis leo. Pellentesque vitae.


Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam posuere venenatis commodo. Quisque gravida accumsan dui, a accumsan nibh augue ut dolor. Aliquam erat volutpat. Maecenas consequat pulvinar mattis.

Aenean ut metus non enim pretium volutpat. Suspendisse tristique iaculis nibh, vitae molestie mauris faucibus a. Nunc magna magna, varius non pharetra ultricies, tincidunt eget dolor. Nulla facilisi. Mauris nec placerat velit. Proin ac nisi enim, in aliquam neque. Nam sed tortor vel odio fringilla pretium id tristique elit.

1333 Broadway, 4th floor | New York, NY 10018 | www.activehealth.com

Press Release Word® Template

First Name and Last | **Position/Title**
p: 123.123.1234 | c: 123.123.1234 | f: 123.123.1234


6501 South Fiddler's Green, Suite 320
Greenwood Village, CO 80111
www.activehealth.com

Email Signature: Option one, with logo

First Name and Last | **Position/Title**
ActiveHealth Management
p: 123.123.1234 | c: 123.123.1234 | f: 123.123.1234

6501 South Fiddler's Green, Suite 320
Greenwood Village, CO 80111
www.activehealth.com

Email Signature: Option two, no logo

DESIGN SAMPLES

The Corporate Brochure is 8.5" x 8.5" and houses the smaller sized data sheets in the back folder. The brochure provides an overview of ActiveHealth Management and the solutions the company offers. The data sheets take a deeper dive into ActiveHealth®'s solutions.



DESIGN SAMPLES

Booth Design



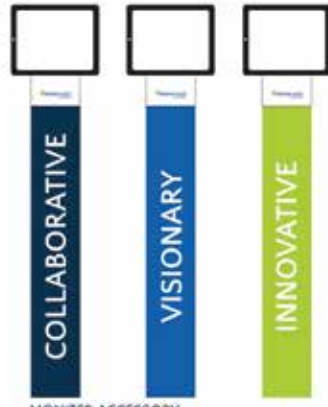
LARGE BANNER



RETRACTABLE BANNER



TABLE



MONITOR ACCESSORY

DESIGN SAMPLES



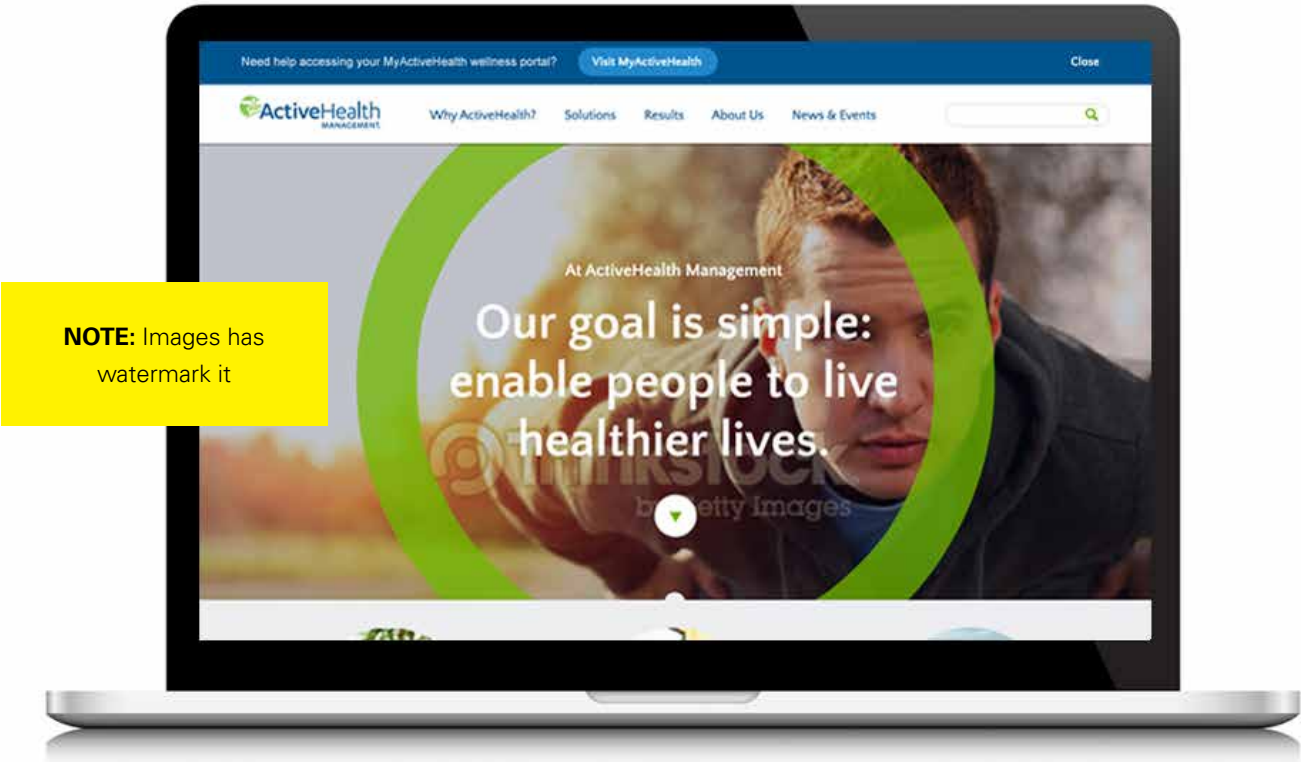
Page Ad



Website Banner

DESIGN SAMPLES

Website



DESIGN SAMPLES

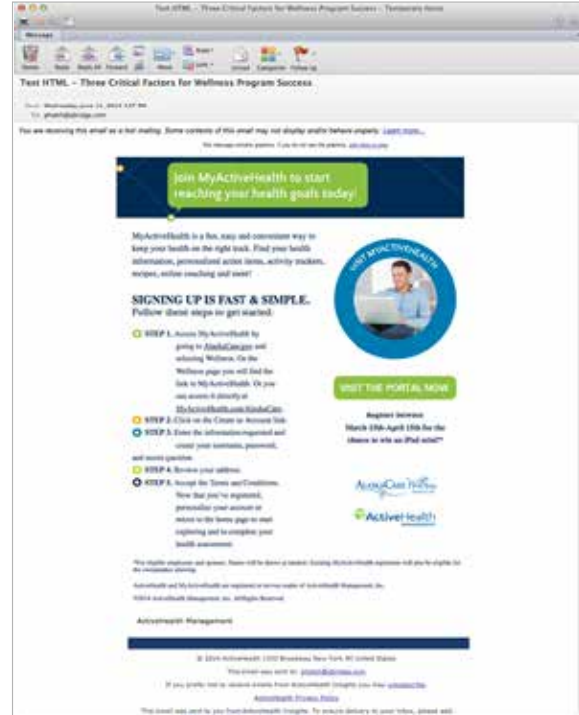
Social Media



DESIGN SAMPLES



Prospecting Email Sample



Marketo Email Sample

DESIGN SAMPLE

Email Templates for Product Marketing — The Salvation Army, Dominos and State of Alaska



Member Communications.
Email Templates for Product Marketing — The Salvation Army, Dominos and State of Alaska

DEFINITION OF FILE & COLOR FORMATS & THEIR APPROPRIATE USAGE

FILE FORMATS

Provided here are useful insights for different graphic file formats. When sending materials with the ActiveHealth Management logo to printers and other vendors, certain file formats are preferred over others because they are optimized for particular usage.

Adobe Illustrator EPS (Encapsulated Post Script) Files

This is the most widely used format and is accepted by most vendors as an industry standard. These files are scalable to any size and resolution. They are vector-based and take up little memory. This format is good for usage in print.

JPEG (Joint Photographic Experts Group) Files

This is a good file format for compressing high quality images into smaller file sizes. This format is especially good for online use. Unlike the vector-based eps file, a jpeg will decrease in resolution when increasing its physical size.

GIF (Graphic Interchange Format) Files

This is a good file format for preparing and optimizing Internet graphics. Since this file format was designed to

reduce file size of graphics for Internet delivery, these files are best used when creating Web sites and other Web-ready graphics. This file format is NOT good for high resolution printing.

TIFF (Tagged Image File Format) Files

This is a good file format for high-resolution four-color process printing. It is widely used in commercial offset printing and reproduction. This format produces large files and high quality results.

PNG (Portable Network Graphics)

This is a good format for website designers. It has the image quality of JPEG. It's also a smaller file-size, and like GIF, it supports transparency, but with a higher quality output. PNGs work well in PowerPoint®.

COLOR FORMATS

Provided here are useful insights on different color formats. When sending materials with the ActiveHealth Management logo to printers and other vendors, certain color formats are preferred over others because they are optimized for particular usage.

RGB (Red, Green, Blue)

RGB should only be used when creating artwork to view online such as websites and banner ads. RGB images can also be placed in programs such as InDesign to create pdfs as long as the pdfs are for viewing on-screen and not for print. RGBs also work well in PowerPoint® presentations.

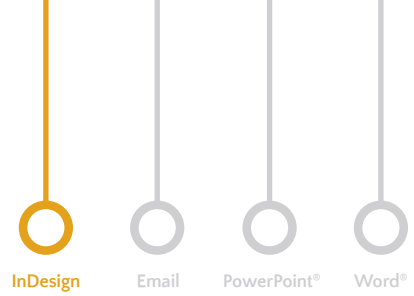
CMYK (Cyan, Magenta, Yellow, Black)

CMYK files are exclusively for print. CMYK files can be used for offset or digital printing.

Spot Color (PMS: Pantone Management System)

Spot colors, also known as PMS or Pantone colors, are also exclusively used for print and specifically for offset printing, not digital printing. Spot colors are often cleaner and brighter than the same color broken down into CMYK. When full color photography is being used, the collateral must be printed in CMYK. However, if there is a specific color that prints better in spot, the job can be printed as CMYK + a spot color (or more). This does cost extra.

WHITEPAPER



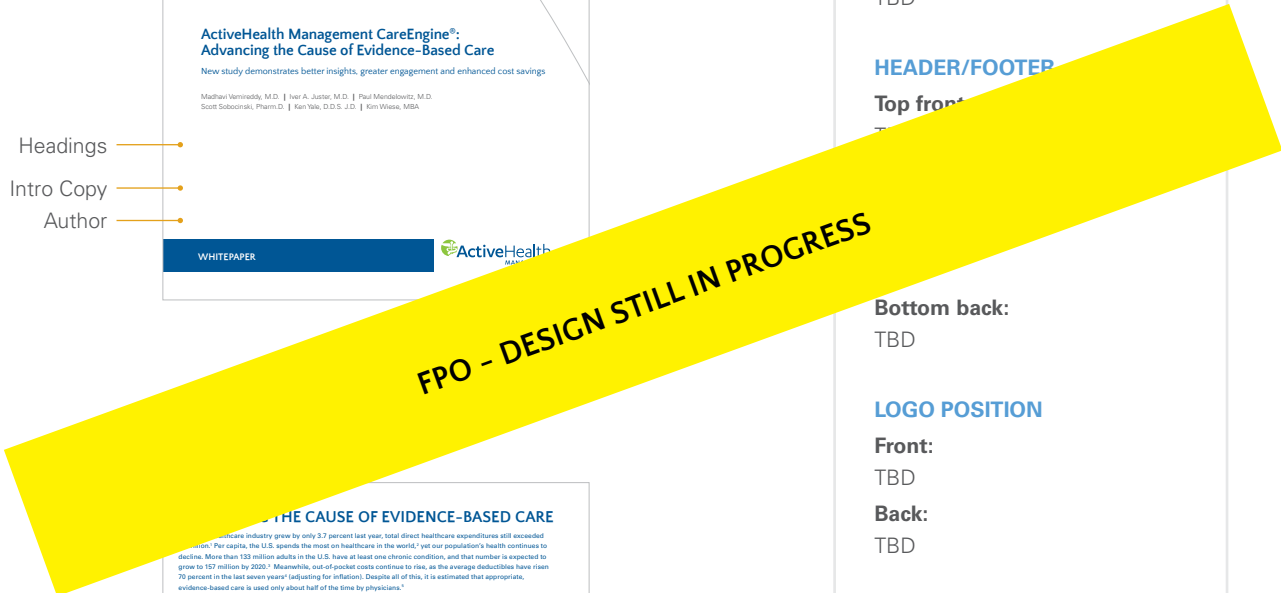
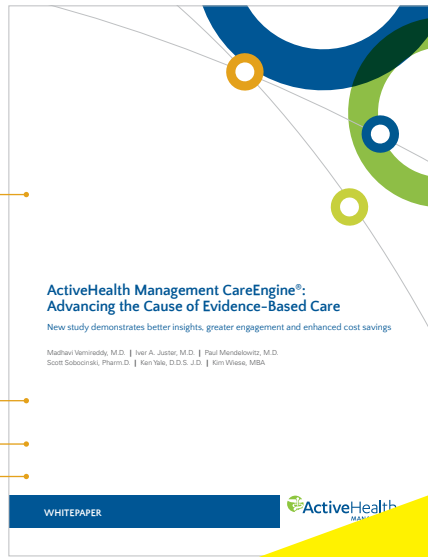
COVER

Logo Position

Headings

Intro Copy

Author



PAGE STRUCTURE

Margins:

Top, bottom, left, right

Columns:

Three

Gutter:

TBD

HEADER/FOOTER

Top front:

TBD

Bottom back:

TBD

LOGO POSITION

Front:

TBD

Back:

TBD

TYPOGRAPHY

Headings:

Font, color, size, leading

Intro copy:

Font, color, size, leading

Sub Headings:

Font, color, size, leading

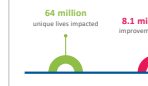
Body Copy:

Font, color, size, leading

ADVANCING THE CAUSE OF EVIDENCE-BASED CARE

As the healthcare industry grows by only 2.7 percent last year, total direct healthcare expenditures still exceeded \$1.5 trillion. Per capita, the U.S. spends the most on healthcare in the world, yet our population's health continues to decline. More than 133 million adults in the U.S. have at least one chronic condition, and that number is expected to grow to 157 million by 2020.¹ Meanwhile, out-of-pocket costs continue to rise, as the average deductibles have risen 70 percent in the last seven years² (adjusting for inflation). Despite all of this, it is estimated that appropriate, evidence-based care is used only about half of the time by physicians.³

Impact of ActiveHealth's CareEngine® over the past decade



As a result, healthcare today is undergoing a profound shift from "volume" to "value." Fueled by government reform, this new paradigm emphasizes solutions that promote clinical evidence, affordability, efficiency and higher patient satisfaction. To achieve these goals, many employers and providers are turning to computerized clinical decision support programs that sift through pertinent healthcare data and alert both physicians and patients about opportunities for improving care and reducing costs. Not only do these



Findings of ActiveHealth Management

WHITEPAPER: ActiveHealth Management

technology, which allows us to monitor more than 1,200 health opportunities and track the success of a patient's



and the control group consisted of 1,678,400 individuals. In the treatment study population of 163,000 people, there was an 8 percent reduction in emergency department (ED) visits and hospital admissions, saving of \$2.295 for each resolved Care Consideration and significant improvements in clinical quality. The improvements were achieved by communicating patient-specific, evidence-based medical information to physicians and patients, helping avoid unnecessary or costly services, and encouraging preventative and needed care.

Why should I care? Clinical knowledge is growing at an unprecedented pace, fueled by new technology and research techniques. At the same time, the volume of information about patients, including claims, lab results, pharmacy data, electronic health records (EHR), personal health records (PHR), care management data and medical devices, continues to increase. This swelling cascade of data, which is too large for physicians and patients to handle, demands sophisticated technology and a dedicated team of clinicians. The clinicians digest the evidence-based rules, and the technology sorts through it all in a meaningful and helpful way.

CareEngine, a highly intelligent monitoring system, tracks the patient's health status, scans multiple complex medical and consumer data sources, and provides alerts when evidence-based action needs to be taken. It also plays a key role in the patient care plan that is communicated to providers, care managers and patients themselves. All of this helps ensure better and more appropriate care is provided

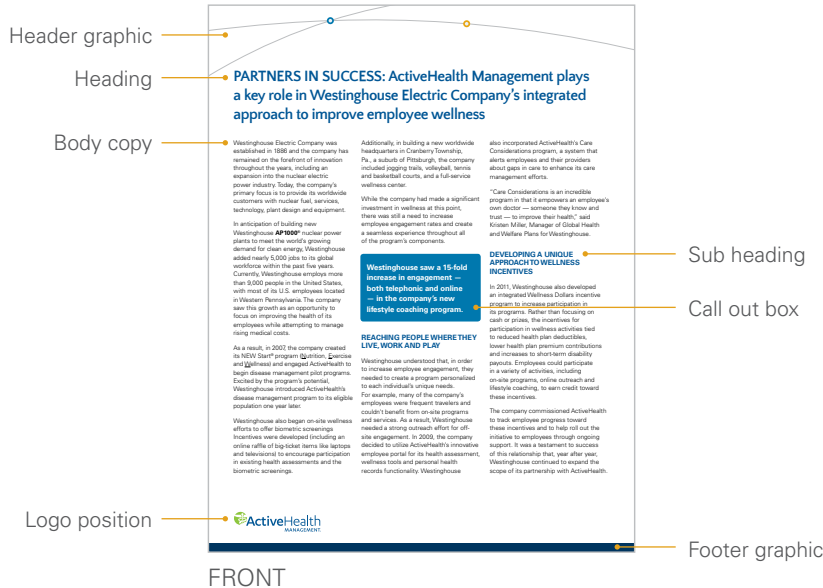
"Thank you so very much for all the notices you have sent me about the medicines I take. The biggest is the warning about Clopid and I was worried that was what was happening to me, and the neurologist report even more of a Thank you again. Keep up the good work."
— CareEngine user

sonor, thus improving health, lowering costs and meeting the demands of reform.

Study Results: The impact of CareEngine on quality, utilization and costs

Objective: To evaluate the efficacy of CareEngine, in 2013 ActiveHealth completed a large, retrospective and matched controlled cohort study that tested the ability to improve clinical, utilization and financial outcomes in a geographically diverse population. The study focused on critical indicators of care quality, use of hospitals and emergency rooms, and expenditures. These are major concerns of employers who fund health benefits and could help demonstrate the value of the uplisted service for health plan sponsors and accountable care organizations (ACOs). An earlier randomized controlled, prospective study, published in *The American Journal of Managed Care* in 2005, had already demonstrated how CareEngine improves resolution of care gaps, prevents missed hospitalizations and lowers cost.

CASE STUDY



PARTNERS IN SUCCESS: ActiveHealth Management plays a key role in Westinghouse Electric Company's integrated approach to improve employee wellness

Westinghouse Electric Company was established in 1888 and the company has remained on the forefront of innovation throughout the years, including an expansion into the nuclear electric power industry. Today, the company's primary focus is to provide the world's best customer with nuclear fuel, services, technology, plant design and equipment.

In anticipation of building new Westinghouse AP1000® nuclear power plants to meet the world's growing demand for clean energy, Westinghouse added nearly 5,000 jobs to its global workforce within the last few years. Currently, Westinghouse employs more than 3,000 people in the United States, with most of its U.S. employees located in Western Pennsylvania. The company sees the growth as an opportunity to focus on improving the health of its employees while attempting to manage rising medical costs.

As a result, in 2011 the company created the NEW Start program. Wellness and engagement activities to begin disease management pilot programs. Excluded by the program's potential, Westinghouse introduced ActiveHealth's disease management program to the eligible population one year later.

Westinghouse also began on-site wellness efforts to offer biometric screenings — incentives were developed (including an on-site office of food items like samples and behavioral to encourage participation in reading health assessments and the biometric screenings.

Additionally, in building a new western headquarters in Clarksburg, Township, Pa., a suburb of Pittsburgh, the company included jogging trails, volleyball, tennis and basketball courts, and a full-service wellness center.

While the company had made a significant investment in wellness at this point, there was still a need to increase employee engagement rates and create a seamless experience throughout all of the program's components.

Westinghouse saw a 15-fold increase in engagement — both telephonic and online — as the company's new lifestyle coaching program.

REACHING PEOPLE WHERE THEY LIVE, WORK AND PLAY

Westinghouse understood that, in order to increase employee engagement, they needed to create a program personalized to each individual's unique needs. For example, many of the company's employees were frequent travelers and could benefit from on-site programs and services. As a result, Westinghouse needed a strong outreach effort for off-site engagement. In 2010, the company decided to create ActiveHealth's remote employee portal for its health assessment, wellness tools and personal health records functionality. Westinghouse

also incorporated ActiveHealth's Care Considerations program, a system that alerts employees and their providers about gaps in care to enhance its care management efforts.

"Care Considerations is an incredible program in that it empowers an employee's own doctor — someone they know and trust — to improve their health," said Louise Miller, Manager of Global Health and Welfare Plans for Westinghouse.

"Care Considerations is an incredible program in that it empowers an employee's own doctor — someone they know and trust — to improve their health," said Louise Miller, Manager of Global Health and Welfare Plans for Westinghouse.

DEVELOPING A UNIQUE APPROACH TO WELLNESS INCENTIVES

In 2011, Westinghouse also developed an integrated Wellness Dollars incentive program to complement other wellness programs. Rather than focusing on cash prizes, the incentives for participation in wellness activities led to reduced health plan deductibles, lower health plan premium contributions and increases to short-term disability payouts. Employees could participate in a variety of activities, including on-site programs, online outreach and lifestyle coaching, to earn credit toward these incentives.

The company commissioned ActiveHealth to track employee progress toward these incentives and to help tell the relative to employees through ongoing support. It was a commitment to business of this relationship that, year after year, Westinghouse continued to expand the scope of its partnership with ActiveHealth.

PAGE STRUCTURE

Margins: Top 0.5", bottom 0.5", left 0.5", right 0.5"
Columns: 3
Gutter: 0.1667"

HEADER/FOOTER GRAPHIC

Top front: A composition of the dot and line graphic
Bottom front: 0.27" tall bar running the width of the page.
 C100-M62-Y12-K62.

Top back: A composition of the dot and line graphic
Bottom back: 0.27" tall bar running the width of the page.
 C100-M62-Y12-K62.

LOGO POSITION

Front: Bottom left. **Back:** Bottom right.

TYPOGRAPHY

Heading:
 Font, Quattrocento Sans Bold.
 Color, C100-M56-Y0-K23.
 Size, 22pt. Leading, 24pt.
 Letter case, first statement, upper case. The following in sentence case.

Sub Heading:
 Font, Universe 65 Bold.
 Color, C100-M56-Y0-K23.
 Size, 10.5pt. Leading, 12pt.
 Letter case, upper case.

Body Copy:
 Font, Universe 45 Light.
 Color, C0-M0-Y0-K100.
 Size, 9pt. Leading, 12pt.
 Letter case, sentence case.

CALL OUT

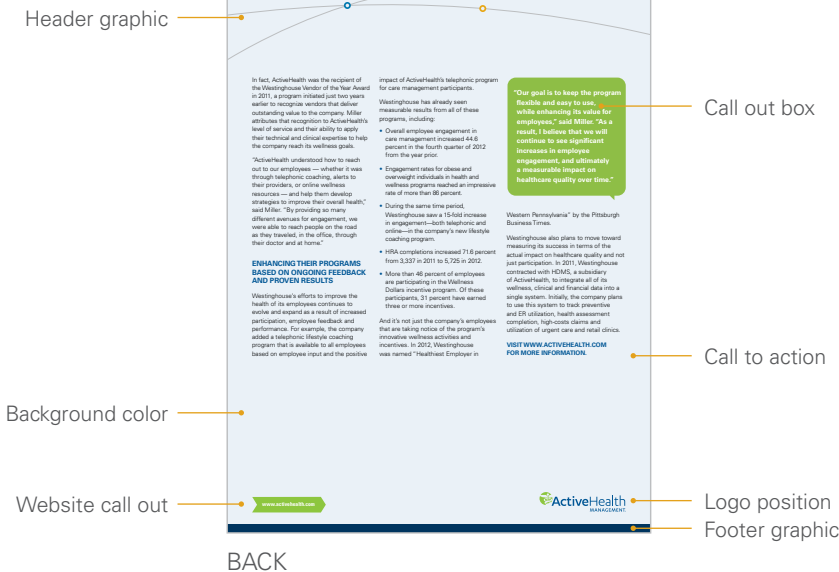
Box on front and back:
 Font, Universe 65 Bold.
 Color, C0-M0-Y0-K0.
 Size, 11pt. Leading, 15pt.
 Letter case, sentence case.

Background color,
 C99-M40-Y14-K0 or
 C50-M5-Y95-K0.

Call to action on back:
 Font, Universe 65 Bold.
 Color, C 100-M 56-Y 0-K 23.
 Size, 9pt. Leading, 12pt.
 Letter case, upper case.

Website address on back:
 Font, Universe 67 Bold Condensed.
 Color, C0-M0-Y0-K0.
 Size, 8pt. Leading, 9pt.
 Letter case, lower case
 Background, arrow shape,
 C50-M5-Y95-K0.

BACKGROUND COLOR
Backside: C100-M16-Y0-K27
 at 7% transparency.



In fact, ActiveHealth was the recipient of the Westinghouse Award of the Year Award in 2011, a program initiated just two years earlier to recognize vendors that deliver outstanding value to the company. Miller attributes that recognition to ActiveHealth's level of service and their ability to apply their technical and clinical expertise to help the company reach its wellness goals.

"ActiveHealth understood how to reach out to our employees — whether it was through telephonic coaching, alerts to their providers, or on-site wellness resources — and help them develop strategies to improve their overall health," said Miller. "By providing so many different avenues for engagement, we were able to reach people on the road at the time, in the office, through their doctor and at home."

ENHANCING THEIR PROGRAMS BASED ON ONGOING FEEDBACK AND PROVIDER RESULTS

Westinghouse's efforts to improve the health of its employees continue to evolve and expand as a result of increased participation, employee feedback and performance. For example, the company added a telephonic lifestyle coaching program that is available to all employees based on employee input and the positive impact of ActiveHealth's telephonic program for care management participants.

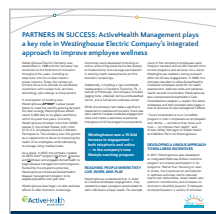
Westinghouse has already seen measurable results from all of these programs, including:

- Overall employee engagement in care management increased 44.6 percent in the fourth quarter of 2012 from the year prior.
- Engagement rates for obese and overweight individuals in health and wellness programs reached an impressive rate of more than 80 percent.
- During the same time period, Westinghouse saw a 15-fold increase in engagement — both telephonic and online — as the company's new lifestyle coaching program.
- 90% completion increased 71.6 percent from 3,337 in 2011 to 5,725 in 2012.
- More than 48 percent of employees are participating in the Wellness Dollars incentive program. Of these participants, 21 percent have earned three or more incentives.

And it's not just the company's employees that are taking notice of the program's innovative wellness activities and incentives. In 2012, Westinghouse was named "Healthiest Employer in Western Pennsylvania" by the Pittsburgh Business Times.

Westinghouse also plans to move forward measuring its success in terms of the actual impact on healthcare quality and not just participation. In 2011, Westinghouse contracted with HCMC, a subsidiary of ActiveHealth, to integrate all of its wellness, clinical and financial data into a single system. Initially, the company plans to use this system to track preventive and EB utilization, health assessment completion, high-costs claims and utilization of urgent care and retail clinics.

VISIT WWW.ACTIVEHEALTH.COM FOR MORE INFORMATION.



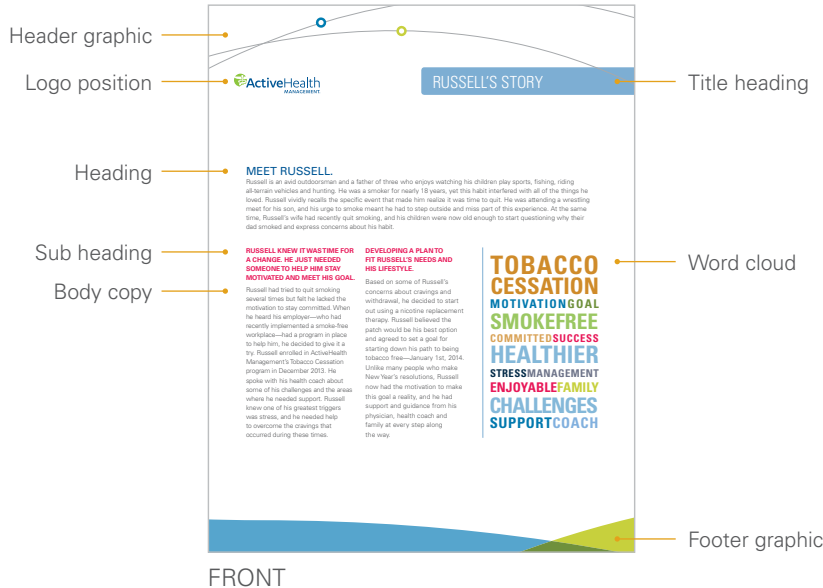
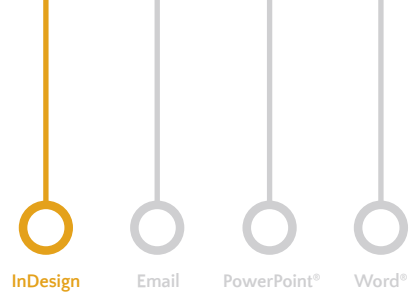
FRONT



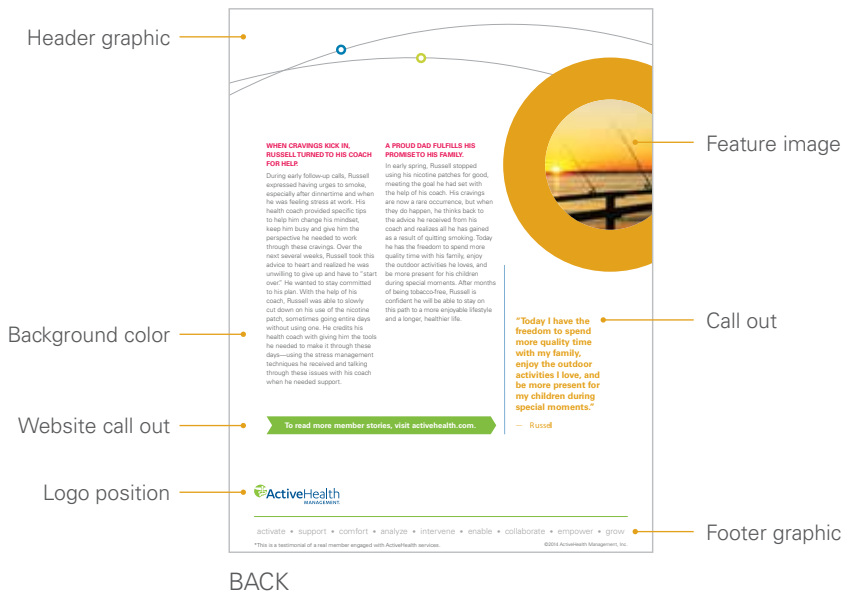
BACK

A second version of the case study (W=8.5" x H=8.5") is created to fit in the custom sized pocket folder.

MEMBER TESTIMONIAL



FRONT



BACK

PAGE STRUCTURE

Margins: Top 0.75", bottom 0.75", left 0.75", right 0.75"
Columns: 3
Gutter: 0.1667 in"

HEADER/FOOTER GRAPHIC

Top front: A composition of the dot and line graphic.
Bottom front: Overlapping colored curved composition.
Top back: A composition of the dot and line graphic.
Bottom back:
 Line color Color, C50-M5-Y95-K0.
 Font, Universe 45 light.
 Color, C43-M35-Y35-K1.
 Size, 12pt. Leading, 14.4pt (Bullets, 10pt).
 Letter case, lower case.

LOGO POSITION

Front: Top left. **Back:** Bottom left

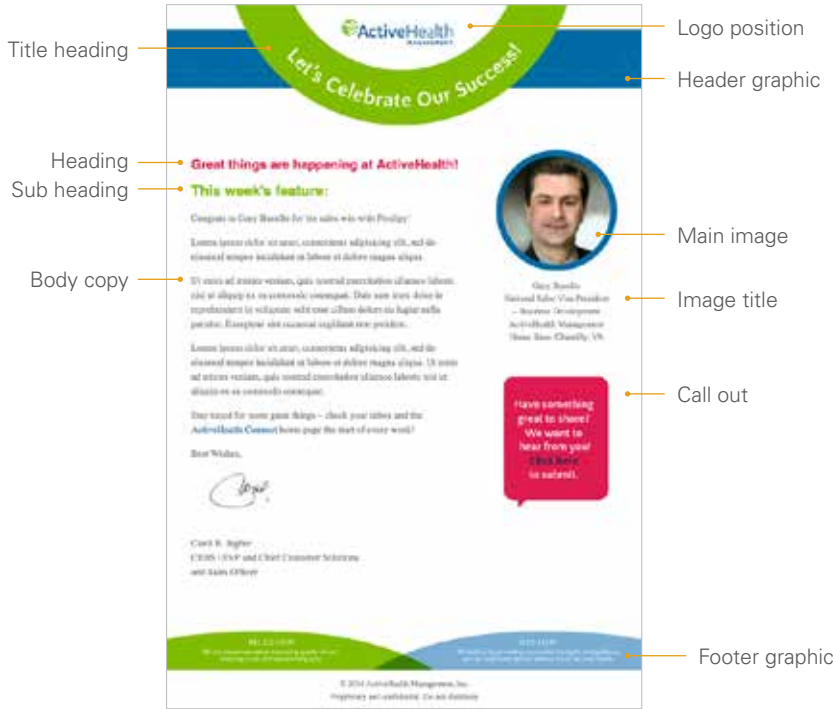
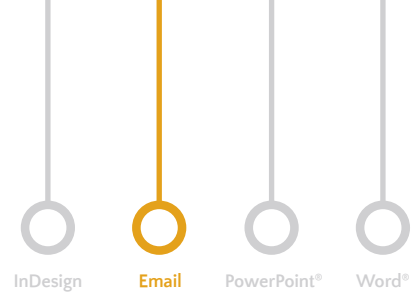
TYPOGRAPHY

Title Heading:
 Font, Univers 45 Light Condensed
 Color, C0-M0-Y0-K0.
 Size, 24pt. Leading, 22pt.
 Letter case, upper case.
 Background color, C64-M27-Y0-K0.
Heading:
 Font, Universe 55 Roman.
 Color, C100-M56-Y0-K23.
 Size, 16pt. Leading, 18pt.
 Letter case, upper case.
Sub Heading:
 Font, Universe 65 Bold.
 Color, C2-M100-Y53-K0.
 Size, 9.5pt. Leading, 13pt.
 Letter case, upper case.
Body Copy:
 Font, Universe 45 Light.
 Color, C0-M0-Y0-K80.
 Size, 9.5pt. Leading, 13pt.
 Letter case, sentence case.

CALL OUT

Word cloud on front
 Custom per piece.
Call out on back:
 Font, Universe 65 Bold.
 Color, C3-M36-Y100-K6.
 Size, 13pt. Leading, 15pt.
 Letter case, sentence case.
Website address on back:
 Font, Universe 67 Bold Condensed.
 Color, C0-M0-Y0-K0.
 Size, 11pt. Leading, 13pt.
 Letter case, sentence case
 Background, arrow shape,
 C50-M5-Y95-K0.

INTERNAL EMAIL



Weekly Success

PAGE STRUCTURE

Margins: Left 35px, right 35px"

Columns: 2

Gutter: 35px

HEADER/FOOTER GRAPHIC

Top: Custom artwork that holds the logo and email title. Width, 600px.

Bottom: Custom artwork of the overlapping colored curved composition that holds the mission and value statements. Width, 600px.

LOGO POSITION

Front: Top center.

TYPOGRAPHY

Heading:

Font, Arial.

Color, #df1b4f.

Size, 16px.

Letter case, sentence case.

Sub Heading:

Font, Arial.

Color, #82bc00.

Size, 18px.

Letter case, sentence case.

Body Copy:

Font, Arial.

Color, #727273.

Size, 12px. Leading, 18px.

Letter case, sentence case.

CALL OUT

Main image:

Custom artwork. Width, 151px

Image title:

Font, Arial.

Color, #727273.

Size, 11px. Leading, 16px.

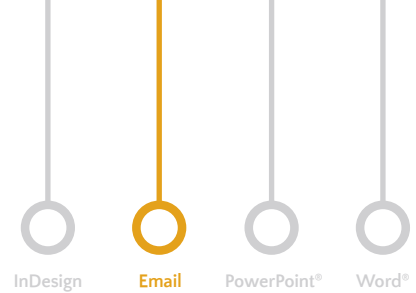
Letter case, sentence case.

Call out art:

Custom artwork and type format.

Width, 132px

INTERNAL EMAIL



- Header graphic
- Heading
- Sub heading
- Sub heading
- Call out copy
- Call out
- Footer graphic
- Logo position

Holiday Donations



HOLIDAY PARTY

Additional sample to show how this template can be extended on with new content and a different header graphic.

PAGE STRUCTURE

Columns: 2

Gutter: 20px

HEADER/FOOTER GRAPHIC

Top: Custom artwork is created per piece. The artwork incorporates the AHM circles in a unique and clever way to relate the subject matter. Width, 600px

Bottom: Features the AHM logo reversed out of a dark blue bar. Width, 600px

LOGO POSITION

Front: Bottom right

TYPOGRAPHY

Margins: Left 20px, right 20px"

Heading:

Font, Arial

Color, #ea1659.

Size, 15px.

Letter case, sentence case.

Sub Heading:

Font, Arial

Color, #002b51

Size, 13px.

Letter case, sentence case.

Call out copy:

Font, Arial

Color, #002b51

Size, 17px. Leading, 22px.

Letter case, sentence case.

Body Copy:

Font, Arial

Color, #002b51

Size, 13px. Leading, 16px.

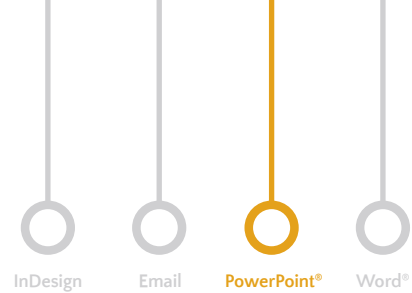
Letter case, sentence case.

CALL OUT

Main image:

Custom artwork. Width, 235px

POWERPOINT®



A Microsoft PowerPoint® template is available for use by all ActiveHealth employees and is available in the marketing section of the ActiveHealth intranet. This template has been created to promote consistency with the company brand. Various page layouts are included within the template for building presentations within our brand.

PowerPoint® Template Sample



SPECIAL CONSIDERATIONS

Fonts: Use Calibri and Calibri Bold for all text; do not use italics. Font sizes should be no lower than 12 pt. (except for copyrights and footnotes).

Colors: Use the color palette embedded within the ActiveHealth PowerPoint® template. [See page TBD.](#)

Headlines: Keep headlines to a single line. Use a subhead if content is too long.

Bulleted points: Keep bullets brief and do not use a period unless it is more than one sentence.

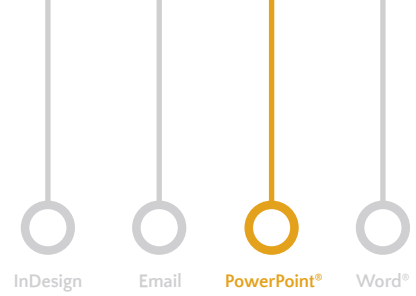
Imagery: As discussed earlier in this guide, select photos that are simple, clean and modern. Avoid images of people who look like models or are too “posed.” Images should convey diversity—a range of ages, genders and ethnicities.

Copyright: Every slide must contain the ActiveHealth copyright notice below the logo.

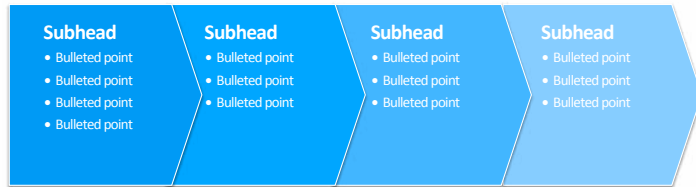
Logo: Do not cover the ActiveHealth logo. Download the most recent version of this template from the marketing section of the ActiveHealth intranet. You may also contact the Product Marketing team for more information on using this template.



POWERPOINT® CHARTS, TABLES & GRAPHIC SYMBOLS



Charts and tables should be designed to promote consistency with the ActiveHealth brand. As a starting point, use the charts and tables available within the ActiveHealth PowerPoint® and Word® templates. If you are creating charts in Microsoft Excel, you should match the style set by the PowerPoint® and Word® templates.

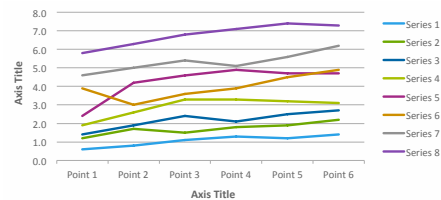
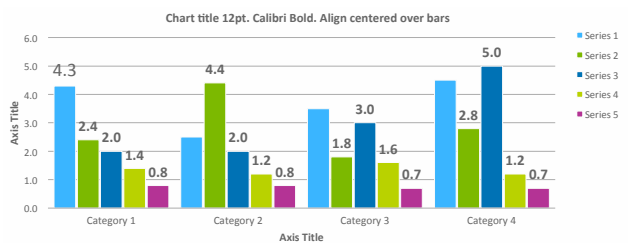


SPECIAL CONSIDERATIONS

Colors are in an order of priority (bright blue, grass green, deep blue, light green, magenta, etc.)

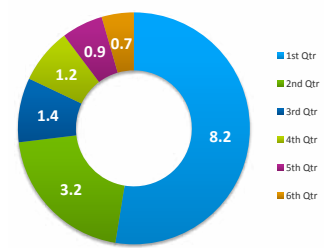
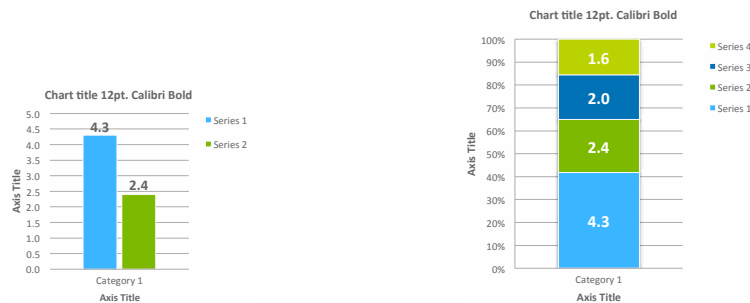
Fonts should always be legible and no smaller than 10 pt. font

Directional Table: Use this layout to show a timeline or sequence



Large Bar Chart

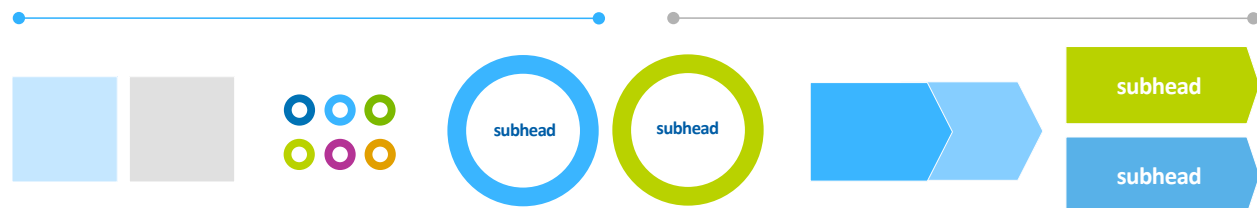
Line Graph



Small Bar Charts

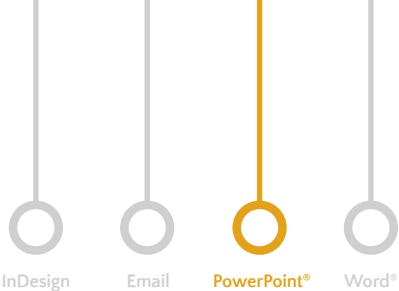
Stacked Bar Chart

Donut Chart



Directional Table: Use this layout to show a timeline or sequence

POWERPOINT® COLORS



These colors are for use in PowerPoint® only; do not introduce new colors. Please see [page TBD](#) for color specification for print and online.

Member materials use the light range of the ActiveHealth® color palette. Non-photographic images, such as infographics, should follow the same light side of the ActiveHealth color palette—light green, deep blue and bright blue.

PLEASE SEE PAGE TBD FOR COLOR SPECIFICATION FOR PRINT AND ONLINE.

POWERPOINT® PRIMARY PALETTE

					
NAME	DARK GREY	DEEP BLUE	GRASS GREEN	BRIGHT BLUE	LIGHT GREEN
RGB	102-102-102	0-93-166	107-175-0	49-164-255	172-204-0
	Text color	Headline and bold text color		Bullet color	

Primary headlines should be deep blue, with bright blue subheads. Body text should be dark gray in PowerPoint® presentations, and black on pieces created in Microsoft Word. To emphasize words or statements, use bold deep blue or bright blue. Do not use italics.

POWERPOINT® SECONDARY PALETTE

			
NAME	MAGENTA	ORANGE	DARK BLUE
RGB	223-27-79	217-241-0	22-87-136

POWERPOINT® TERTIARY PALETTE

				
RGB	191-191-191	117-194-255	203-255-121	225-242-255
RGB	245-255-194	246-199-235	255-235-196	73-160-226
				Table head background color

A Microsoft Word® template is available for use by all ActiveHealth employees and is available in the marketing section of the ActiveHealth intranet. This template has been created to promote consistency with company branding. Sample page layouts are included within the template for building a document using our brand style.



Word® Template Sample (RFP)

SPECIAL CONSIDERATIONS

Fonts: Use Calibri and Calibri Bold for all text; do not use italics. Font sizes should be no lower than 10 pt. (except for copyrights and footnotes).

Colors: Use the ActiveHealth color palette embedded within the ActiveHealth Word® template.

Headlines: Use the “Styles” embedded within the ActiveHealth Word® template.

Imagery: As discussed earlier in this guide, select photos that are simple, clean and modern. Avoid images of people who look like models or are too “posed.” Images should convey diversity—a range of ages, genders and ethnicities.

Logo: Do not cover the ActiveHealth logo.

Copyright: Use the copyright notice embedded in the ActiveHealth Word® template.

Download the most recent version of this template from the marketing section of the ActiveHealth intranet.

You may also contact the Product Marketing team for more information on using this template.



For more information or questions about the ActiveHealth Management brand, please contact Suzanne Bedell at 860-272-1238 or sbedell@activehealth.net.