

VERSION 1.0.1

Microscope Brand Guideline Program

A custom branding guidelines program for all modern corporate communications and marketing for print, screen and environment to promote the growth of Microscope.

Program Overview

The Microscope brand is a living, breathing entity, designed for flexibility and growth. This program will assist with consistent application to promote the work of Microscope as a professional organization.

The guidelines set forth in this document are intended for the initial launch of Microscope and the initial 24 months. After a period of two years, the recommendations presented here should be reviewed and revised as required to respond to communication needs, adaptation to technology and company growth.

The Microscope brand guideline program is presented for digital viewing full screen in Adobe Acrobat. This document may also be printed two sided on 17" x 11". Downloadable content is available at <https://microscopehc.com/bgguide>

01.

Table of Contents

Contents

| | | | | | |
|-----------|------------------|----|-----------|-------------|----|
| 02 | Responsive Logo | 05 | 07 | Icon System | 27 |
| 03 | Typography | 12 | 08 | Stationary | 29 |
| 04 | Trademark Misuse | 18 | 09 | Digital | 33 |
| 05 | Social Media | 20 | 10 | Photography | 36 |
| 06 | Color Guide | 25 | | | |

02.

Responsive Logo System

The trademark for Microscope has been designed as responsive logo system to accommodate all modern communication and marketing tools including print, screen, signage and any future use.

Primary Lockup

The first element of the Responsive Logo System is the primary lockup. The Microscope lockup is composed of 2 primary elements.

1. The Microscope symbol and
2. The Microscope word mark.

The symbol is inspired by the lenses found on a compound microscope which is used as a metaphor for the work that Microscope performs for its' clients. This suggests the process-oriented, repeatable approach to engaging clients.

When ever possible, this lockup is the preferred way to present the Microscope brand identity.



Lockup on Dark

In instances where the logo is rendered on a dark background, the type is “knocked-out” of the background color to render as white.



All type is set at 7pt/9pt
with natural paragraph
spacing of 9pt

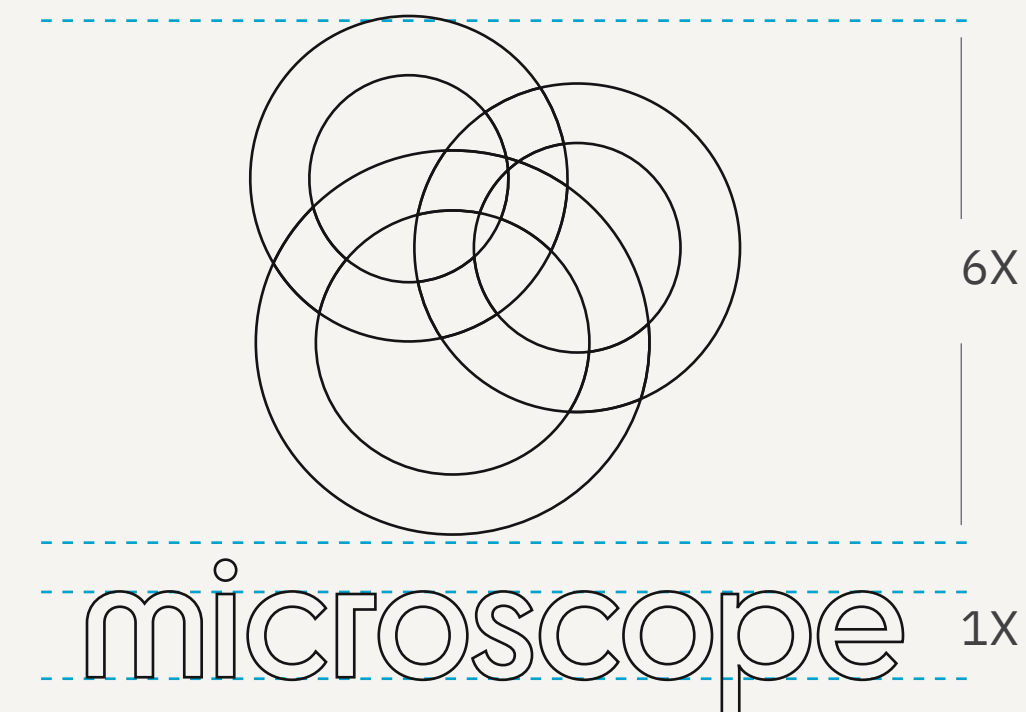
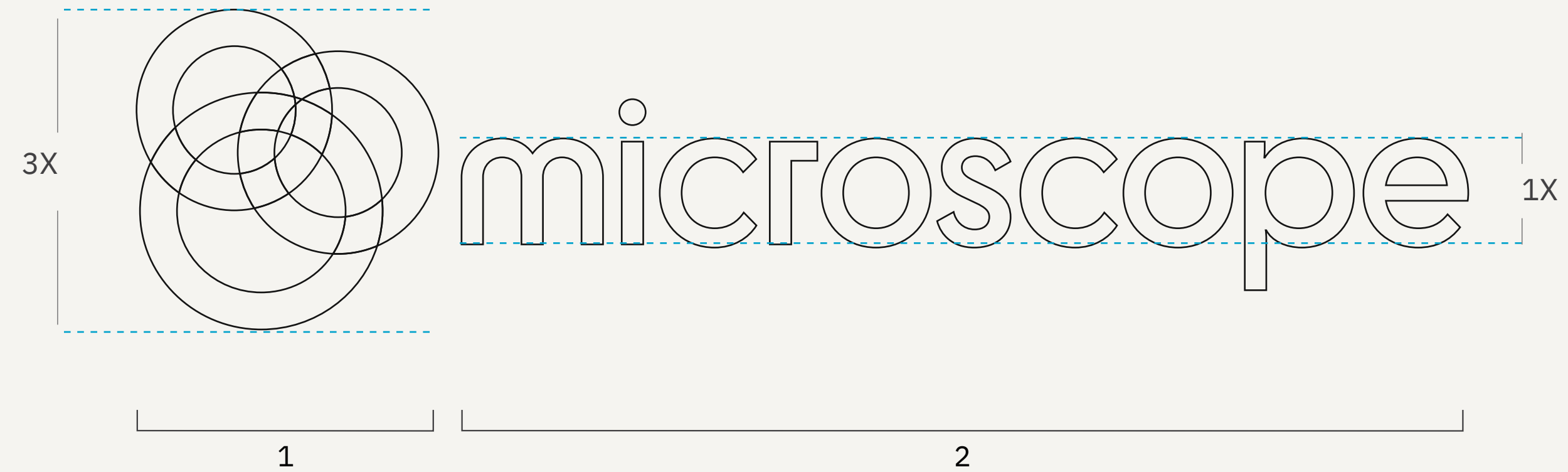
The Lock up Construction

The Microscope lockup is a specific arrangement of two brand elements.

The arrangement of these elements is defined as having a 1:3 relationship. The symbol is always 3x the nominal height of the wordmark typography.

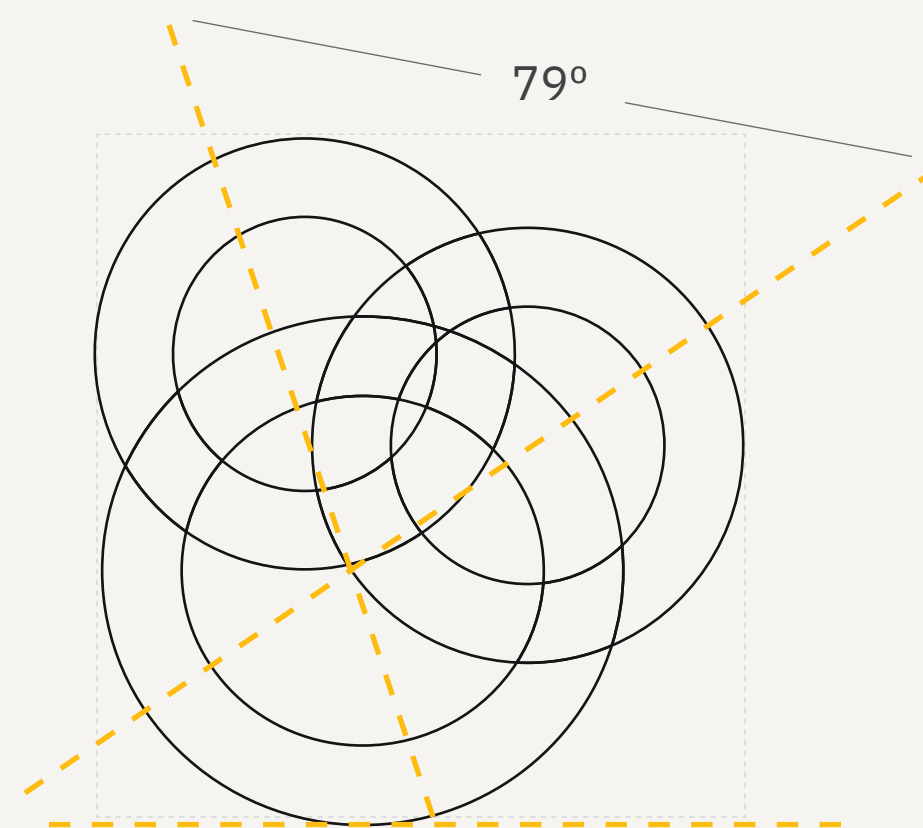
As the lockup responds to the alternate square format, the proportion changes to 1:6

These proportions are set in the approved artwork files, and should not be manipulated.



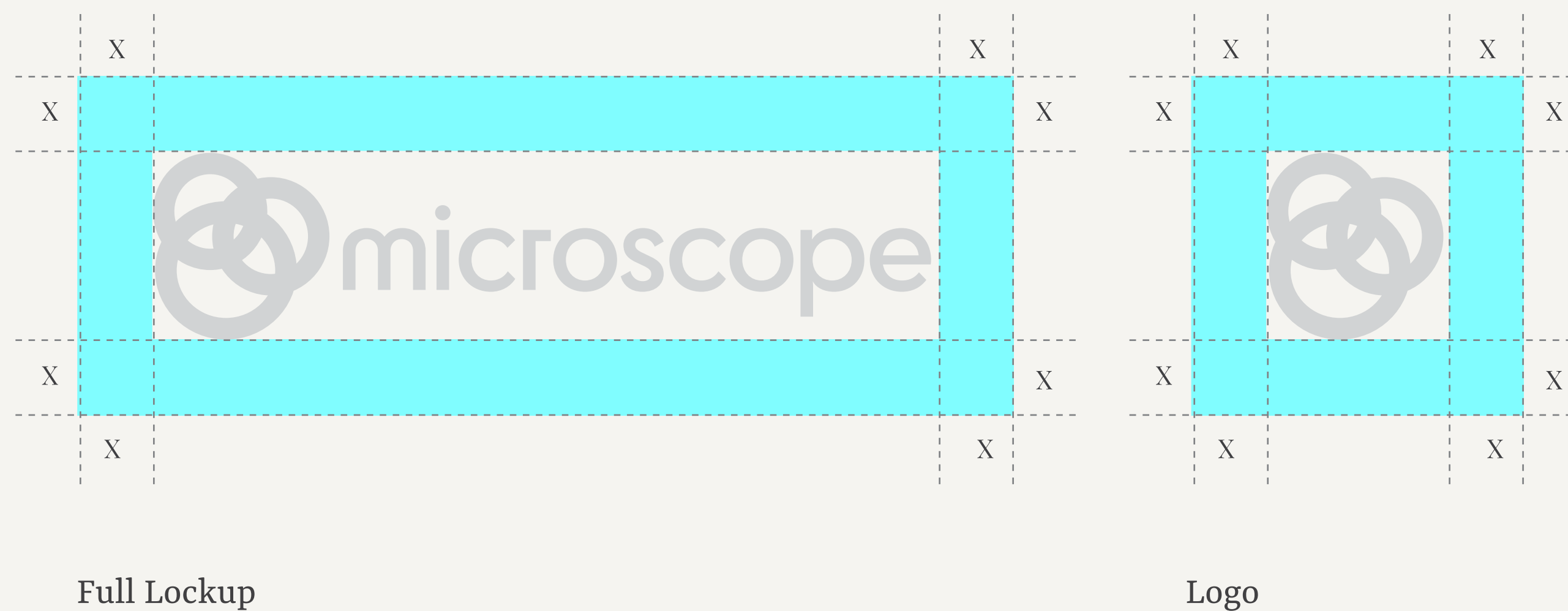
Brandmark/Logo

The primary brandmark is constructed with 3 overlapping circles— lenses— in a specific layout around a common center found in the yellow circle. Each the remaining lenses are arranged at a 79° rotation from center to create the symbol.



Clear Space

To ensure the Microscope lockup and logo are consistent, maintain optimal legibility and prominence, an area of clear space has been defined. This clear space should be maintained around the logo in all applications. The distance should, ideally, be equal to or greater than the X indicator. For Microscope, the X indicator is the dimension of the height of the letter **r** in the lockup. This space is indicated by “X” in the diagrams to the right.



Responsive Logo

Most logos become illegible when rendered at small sizes or in challenging applications such as via facsimilie, embroidery or promotional items.

The Microscope responsive logo is designed to maintain integrity, clarity, legibility and presentation regardless of size required. The primary lockup is the first point of the responsive logo system and should be used whenever possible down to a minimum size of 1" wide as seen on business card layout.

Download:

Approved artwork can be downloaded in common production formats at <https://microscopehc.com/bgguide>



1

Primary Lockup

This is the primary expression of the Microscope brand and should be used when ever possible.

Min. Dimension = 1" w



2

Stacked Lockup

The secondary mark can be used when a more square arrangement of the brand expression is required such as on signage or promotional items.

Min. Dimension = 0.75" w

microscope

3

Solo Wordmark

On some occasions simply using the wordmark will be required to express the Microscope brand.

Min. Dimension = 1w"



4

Logo

The logo can be used as a singular element or accent to support positioning and reinforce ownership of branded elements.

Minimum Size = 0.75"

03.

Typography

Typography

Primary Typeface

The primary type face for the Microscope Brand Identity System is Plex Sans. This face is strong, confident and clear.

IBM Plex™ is an international, open source typeface family designed by Mike Abbink, IBM BX&D, in collaboration with Bold Monday, an independent Dutch type foundry. Plex was designed to capture and illustrate the unique relationship between mankind and screen—a critical observation for our modern times. The result is a neutral, yet friendly Grotesque style typeface that emphasizes legibility in print, web and mobile interfaces. The unexpectedly expressive nature of the italics gives even more options for communications.

IBM Plex Family

IBM Plex Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Download:

<https://microscopehc.com/bgguide>

Typography

Secondary Typeface

In order to keep the design system for Microscope simple and easy to apply across all communication channels, we have prescribed two fonts: Plex Sans, and Plex SemiBold. Minimizing complexity will help ensure cohesiveness and clarity as the communication program for Microscope evolves.

Both fonts are available with corresponding italics.

IBM Plex Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Typography

Family Overview

For the Microscope brand program, we are specifying the TrueType versions of IBM Plex Sans as released by Google Fonts.

Plex Sans is an free, open source font, therefore there is no requirement for workstation licensing fees.

In order to ensure consistent application of the visual brand, The Plex Sans font package released to Microscope should be installed on machines across the company.

IBM Plex Sans Regular

IBM Plex Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

IBM Plex Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Character Tracking +20

IBM Plex Sans Regular

IBM Plex Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

IBM Plex Sans SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Character Tracking +20

Typography In Use

Guidelines for Publications and Brand Communications

All communications should incorporate Microscope brand standards employing two fonts and corresponding italics. See application notes color guidelines and type specifications below. **Typography is always set flush left.**

| | |
|---|--|
| Large Intro/Major Statement | Body Heads: Set in IBM Plex Sans Serif SemiBold All caps. |
| Size: 21pt/24pt | Size: 10pt/14pt |
| Color: Microscope Blue or Medium Gray | Color: Microscope Green, Microscope Blue or Medium Gray |
| Headlines: Set in IBM Plex Sans Serif Size: 21pt/24pt | Body Copy/Bullets: Set in IBM Plex Sans Serif |
| Color: Microscope Green, Microscope Blue or Medium Gray | Size: 9.5pt/14pt |
| | Color: Medium Gray or Just Black |

Microscope Blue
Important brand statements should be set in blue

Large Intro
IBM Plex Sans
21pt/24pt

Headlines
IBM Plex Sans
21pt/24pt

Microscope Yellow
Should be reserved for large type statements such as fast facts

Headlines
IBM Plex Sans
21pt/24pt

Intro
IBM Plex Sans SemiBold
13pt/17pt

Body Heads
IBM Plex Sans SemiBold
All Caps
10pt/14pt

Body/Bullets
IBM Plex Sans
9.5pt/14pt

Microscope is a unique healthcare consultancy that focuses on the Financial, Operational and Clinical areas of your organization. We discover solutions that optimize margins and cash flow.

Intro
IBM Plex Sans SemiBold
13pt/17pt

Our Team of Experts Bring Proven Results To Microscope

250+

Healthcare organizations achieving increased savings and operating margins

33

States where *Microscope* has helped healthcare organizations

\$250 Million+

Impact on healthcare organizations

DISCOVERY

Microscope begins the discovery stage of our process and takes an initial look at your organization.

Large Or Small, We've Got You Covered

We understand that every business has their own unique challenges. At *Microscope*, our solutions are compatible to all healthcare organizations of varying shapes and sizes.

ACUTE CARE

- Large Academic Medical Centers
- Sole Community Hospitals
- Critical Access Hospitals

- Acute Care Hospitals
- Ambulatory Surgery Centers
- Rural Health Clinics

LONG-TERM CARE

- Skilled Nursing Facilities
- Enriched Housing Facilities
- Assisted & Independent Living Facilities
- Home Care Agencies

- Managed Long-Term Care
- Insurance Plans
- Continuing Care Retirement Communities

PHYSICIAN PRACTICES

- Private Practices
- Group Practices

- Hospital Based Practices
- Provider Based Clinics

OTHER HEALTHCARE ORGANIZATIONS

- Federally Qualified Healthcare Centers
- Management Service Organizations

- Behavioral Health Centers
- Laboratories

Elements Of The *Microscope* Approach

Our enterprise-wide solutions provide a specialized expertise and an in-depth look at your business. At *Microscope*, our healthcare consultants identify opportunities for savings and improvement. We look at every facet of your organization, providing customized results using our patented margins solutions process and other critical areas of expertise including: Financial, Revenue Cycle, Reimbursement, Clinical, 340B Drug Program Compliance & Optimization, Emergency Preparedness and Fraud Prevention. *Microscope* applies the extensive experience of our team to create the foundation for sustained savings, growth and compliance.

FOCUS

Microscope utilizes our team's extensive knowledge of the healthcare industry to focus on the results of our analysis.

IDENTIFICATION

We identify areas within your organization that will achieve savings, revenue growth and compliance oversight through

IMPLEMENTATION

Microscope's healthcare

04.

Trademark Misuse

Misuse

A strong brand is applied consistently. It is important that a brand mark is never altered. Any alteration of the logo or any of its components is considered misuse that detracts from a cohesive professional presentation. No modifications should be made to the Microscope trademark. The examples at right illustrate improper use of the trademark

Download:

Approved artwork can be downloaded in common production formats from the Microscope brand room <https://microscopehc.com/bgguide>



Do not
Apply outlines



Do not
Stretch or Distort



Do not
Mix or change
colors



Do not
Apply drop shadow
or other effects



Do not
Change orientation
or rotate



Do not
Fill with pattern



Do not
Use screenshots or
take from web



Do not
Adapt elements



Do not
Contain in a shape

05.

Social Media

Social Media Icons

Social media icons are unique logos specifically intended for each of the outlets, designed to meet the specific size and dimension requirements of each platform.

Some of the recommended sizes shown at right are larger than platform specifications. This will ensure sharp on-screen rendering of the Microscope trademark.

As social media platforms evolve, these dimensions and specifications are likely to change.



Instagram
180 x 180



LinkedIn
400 x 400



Favicon
32 x 32



Facebook
360 x 360



Twitter
400 x 400

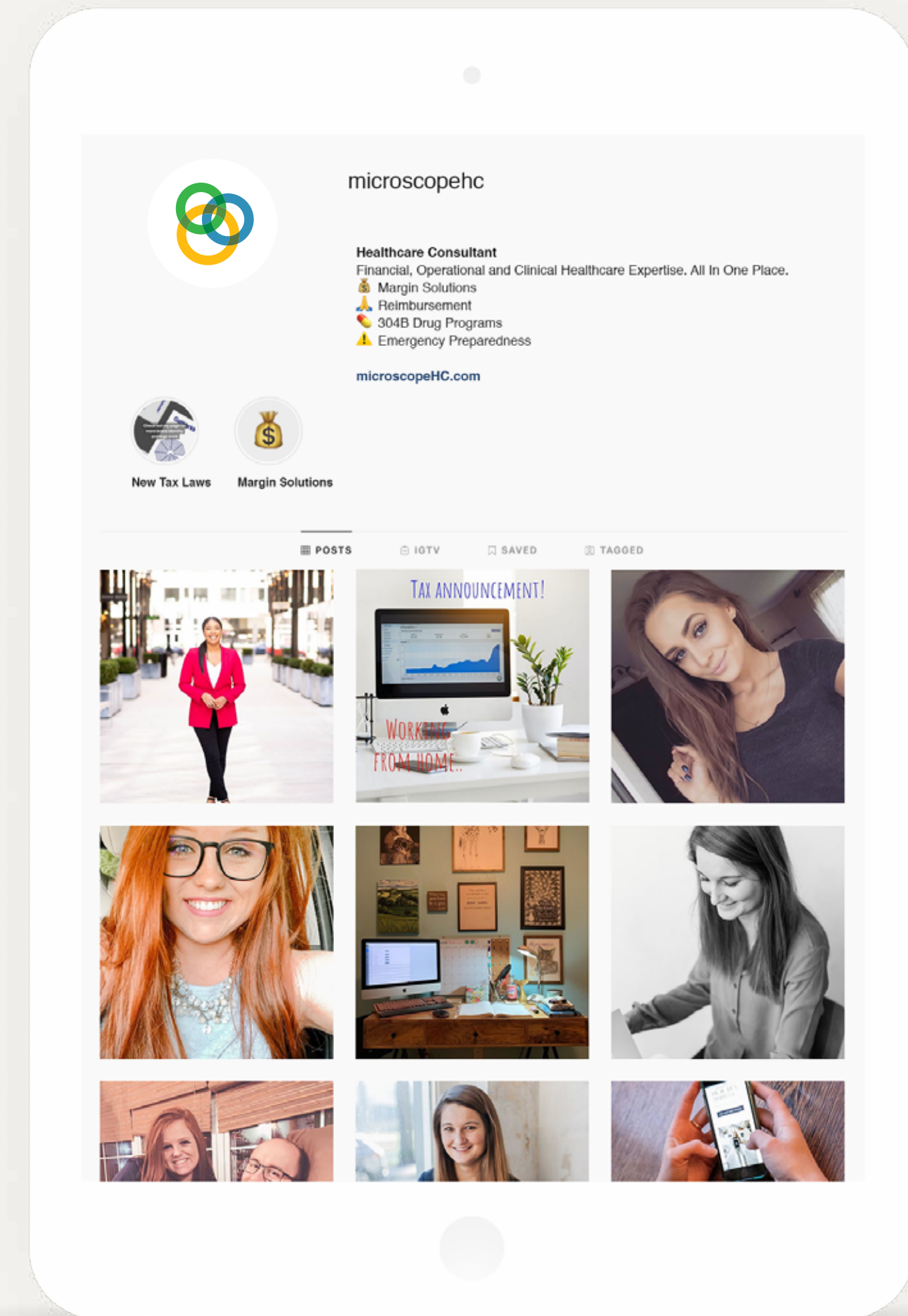
Social Media

Instagram

Sample application showing Instagram profile page as an example for social media applications.



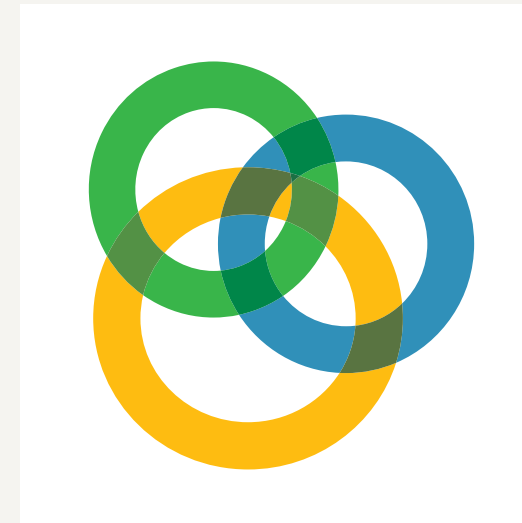
Instagram
180px X 180px



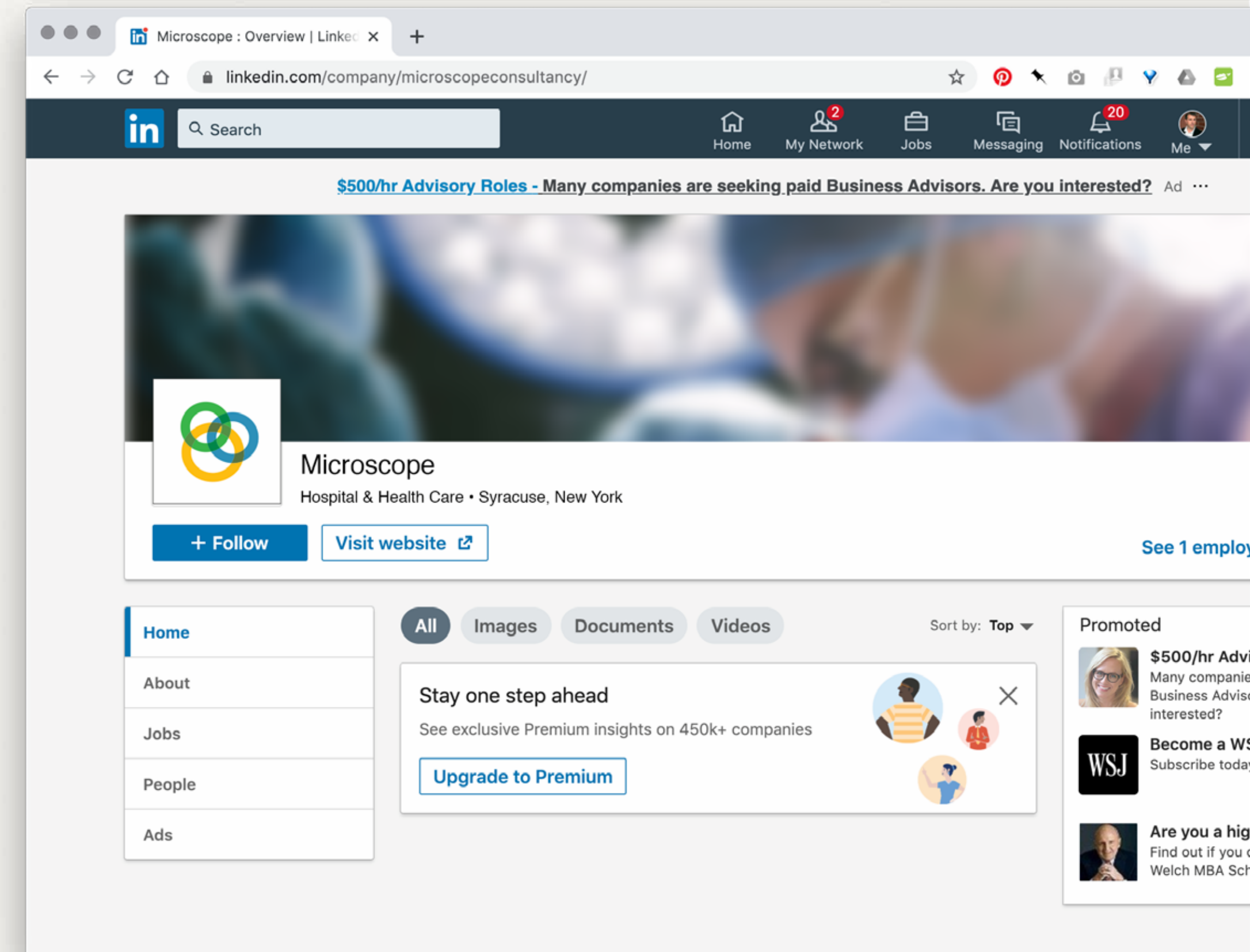
Social Media

LinkedIn

LinkedIn allows for a custom banner similar to Facebook. The banner graphic can relate to current communications as seen on the website, upcoming event marketing, or general Microscope corporate imagery.



LinkedIn
400px X 400px

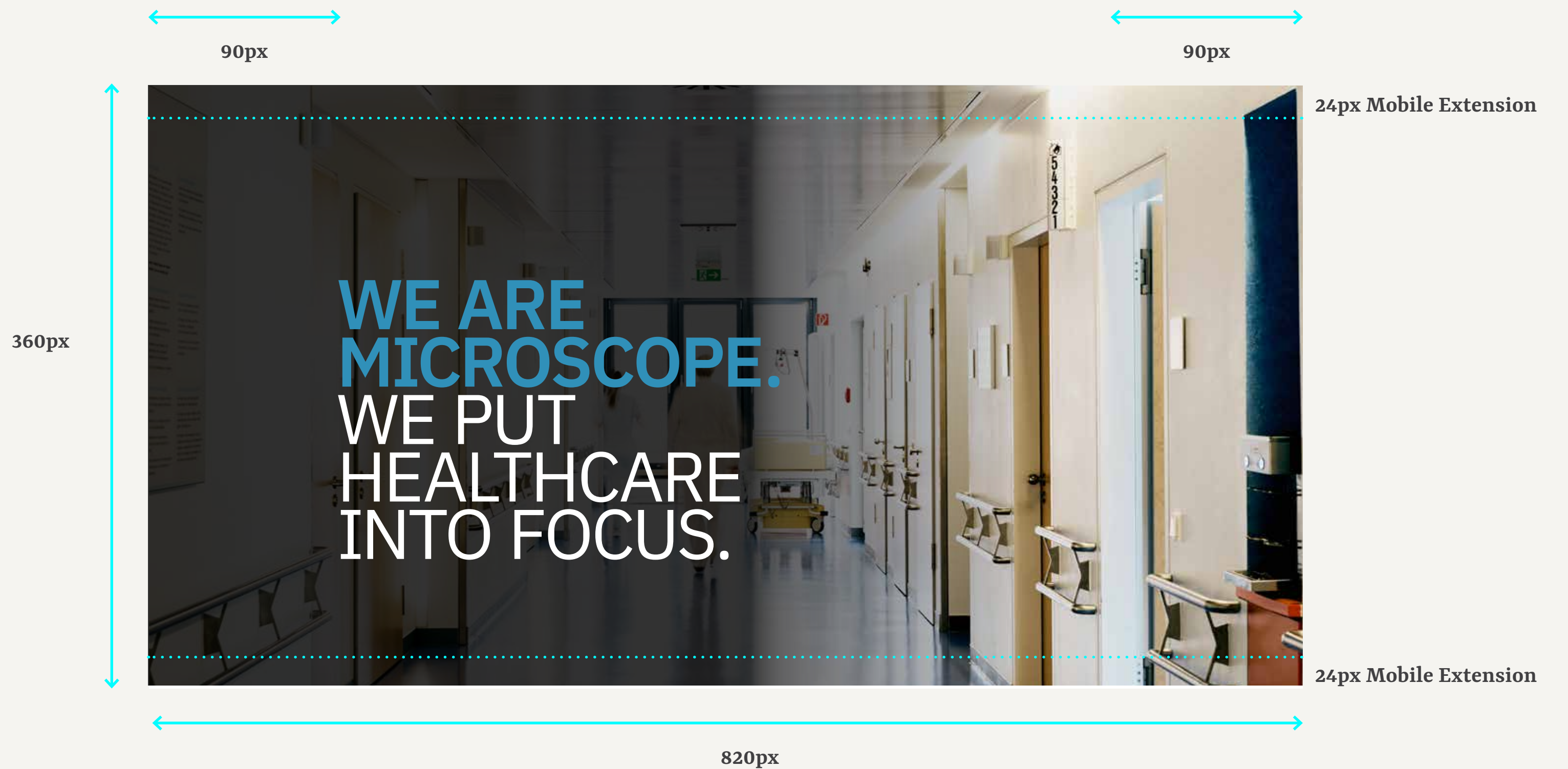


Facebook Banner

The banner graphic can relate to current communications as seen on the website, upcoming event marketing, or general Microscope corporate imagery. The Microscope logo should not be used in the Facebook banner as it appears as part of the profile.

Banner Dimension:

As of March 2020, The recommended minimum size is 820px X 320px. Images can be larger as long as their in the same proportion. For example 1640px X 640px.








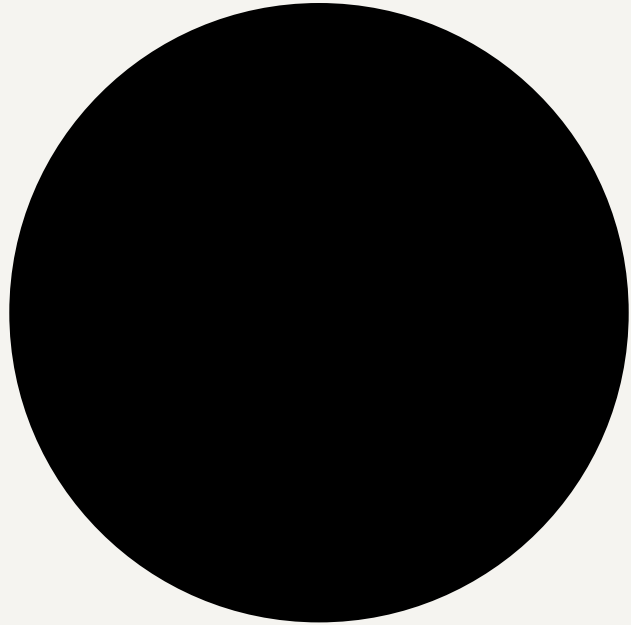
06.

Color Guide

Color Values and Application

Beyond the Microscope logo, color is the most recognizable aspect of the brand identity. Microscope brand colors reflect a bold, confident approach. Using color appropriately is one of the easiest ways to make sure the materials maintain a cohesive Microscope brand.

The top 3 colors come directly from the tri-colors of the Microscope logo and should be reserved for use accent colors or large type statements such as headlines, as seen in the Microscope overview brochure. The remaining colors, *Just Black* and the two gray tones should be used for text and diagrams. Body copy in the brochure and website is specified in *Microscope Medium Gray*.

| | | |
|--|--|---|
|  <p>MICROSCOPE BLUE CMYK 77 31 15 0 HEX #2D7EAC R45 G126 B172</p> |  <p>MICROSCOPE GREEN CMYK 75 0 100 0 HEX #3BA933 R59 G169 B51</p> |  <p>MICROSCOPE YELLOW CMYK 0 28 100 0 HEX #FAAE00 R250 G174 B0</p> |
|  <p>MICROSCOPE LIGHT GRAY CMYK 0 0 0 30 HEX #999999 R153 G153 B153</p> |  <p>MICROSCOPE MED GRAY CMYK 59 51 50 19 HEX #555555 R85 G85 B85</p> |  <p>JUST BLACK CMYK 0 0 0 100 HEX #000000 R0 G0 B0</p> |

07.

Icon System

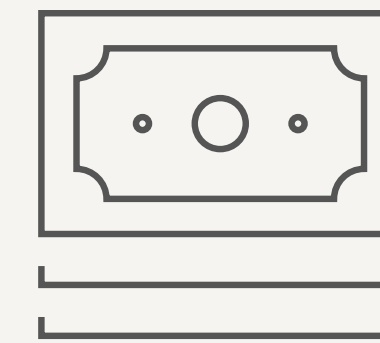
Service Icon System

A family of 8 custom icons have been developed that represent the initial Microscope service offerings. Icons should be used in print or web applications only to reference each practice area. The icons should not be used in conjunction with the Microscope brand mark or in any other application.

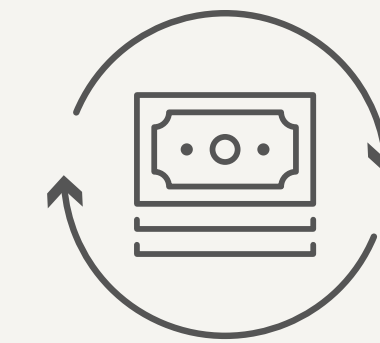
Icons are rendered in Microscope Medium Gray only.



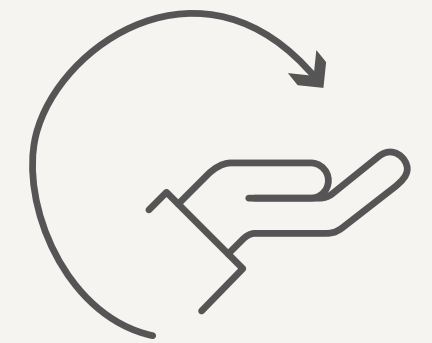
Margin Solutions



Financial



Revenue Cycle



Reimbursement



Clinical



340B Drug Program
Compliance &
Optimization



Emergency
Preparedness



Fraud Prevention

08.

Stationary

Business Card Layout

Business cards are constructed as standard U.S. Business card size, printed on two sides. Card fronts are designed with margins defined by the scale of the trademark for margins, as shown at right.

Final Card Size:

3.5" x 2"

Front

All type is set align left at 7pt/9pt with natural paragraph spacing of 9pt



Back

Microscope logo is used as supergraphic on card back, at 20% screen.



Business Card Production

Color/Production:

Front: CMYK, No bleed
Back: CMYK, Full bleed
Digital Preferred
Matte coating acceptable

Typography:

IBM Plex Sans + Sans
SemiBold
Font size: 7pt/9pt

Paper:

Cards should be printed on a high quality, ultrawhite smooth cover stock such as Mohawk Superfine #120C or greater. *DTC* or *Double Thick Cover* is preferred for premium in-hand feel.

Final Card Size:

3.5" x 2"



Digital Letterhead

Microscope corporate letterhead is designed as a digital 2-sheet layout system in Adobe InDesign and Microsoft Word for distribution as a PDF in the current watermark workflow process. PDFs Generated from InDesign have proven to maintain fidelity through watermark process better than Microsoft Word

Either format can be printed on standard office printers for traditional distribution. A high quality, bright white sheet at ~#28 text weight is recommend.

Document Size:

8.5" x 11"

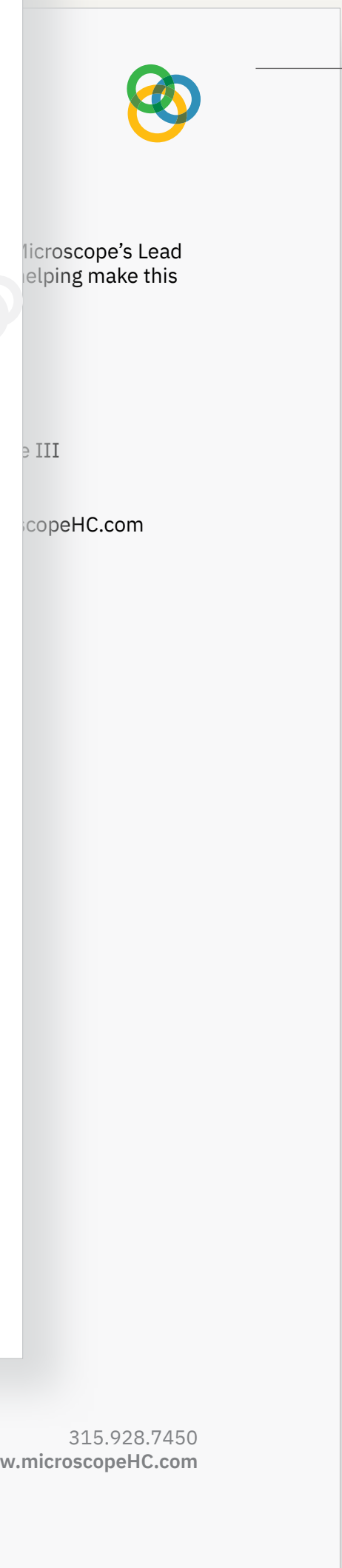
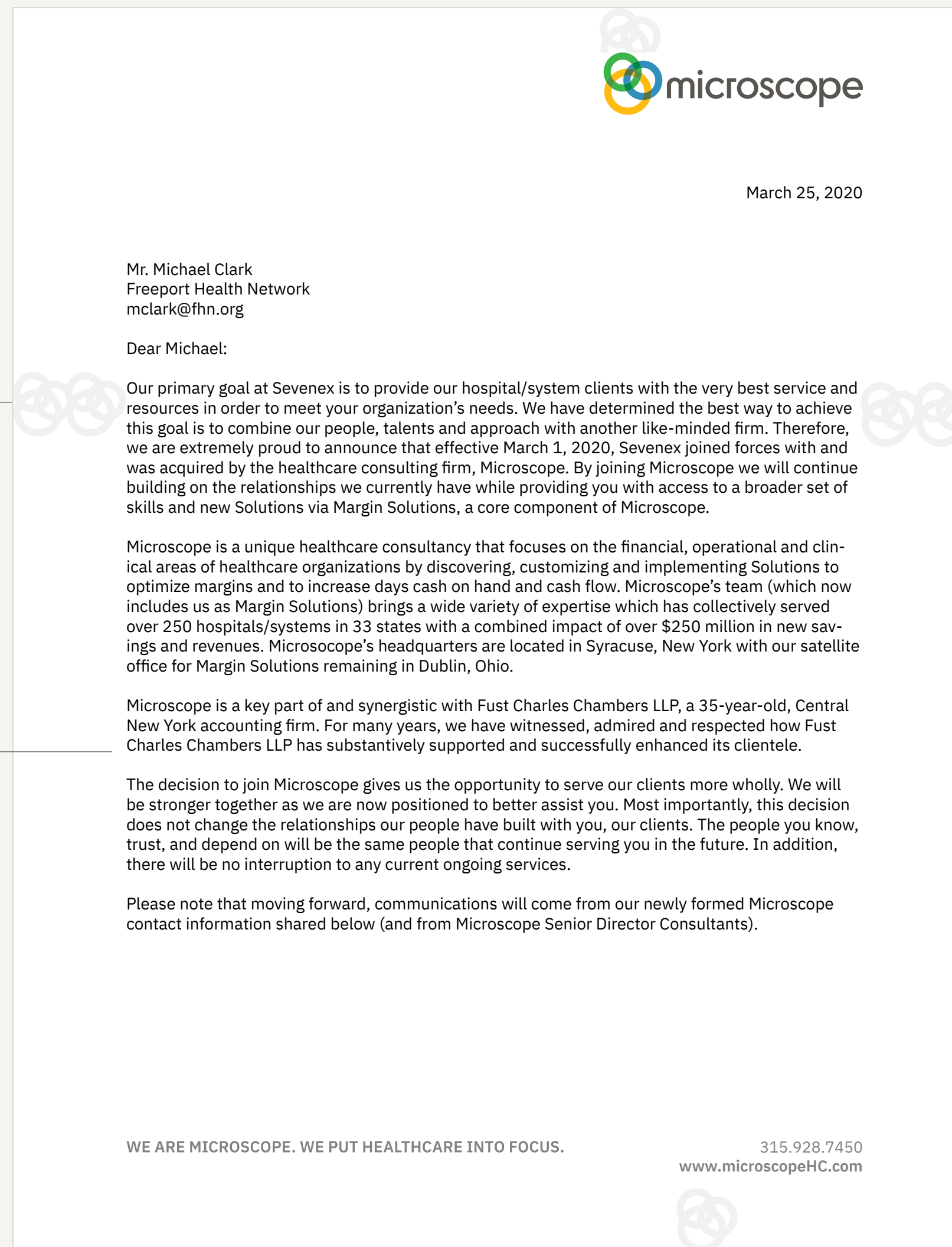
Front

As with business card layout, generous margins are proportioned using the Microscope logo as a guide.

Top margin is 0.5x logo.
Left and right margins are 2x.
Bottom margin is 1.25x

All type is set at 10.5pt/12.6pt with natural paragraph spacing of 12.6pt .

This type specification strike a balance between fine typography, and required density for business letter writing.



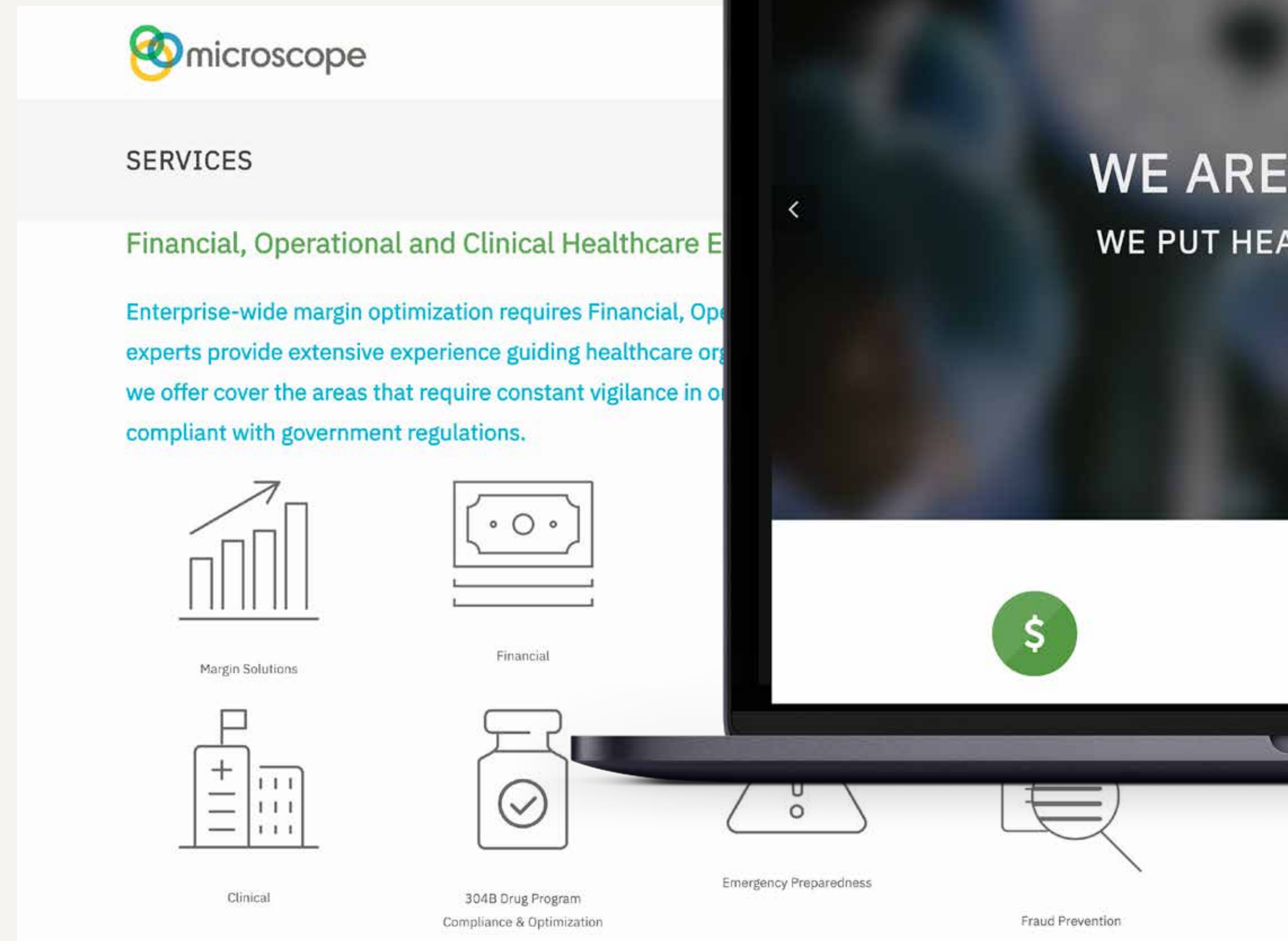
Second sheet uses only the Microscope logo to maintain visual branding.

09.

Digital

Website

As with all other brand communications tools built for Microscope, the website follows the same program established for Typography, Color and Photography.



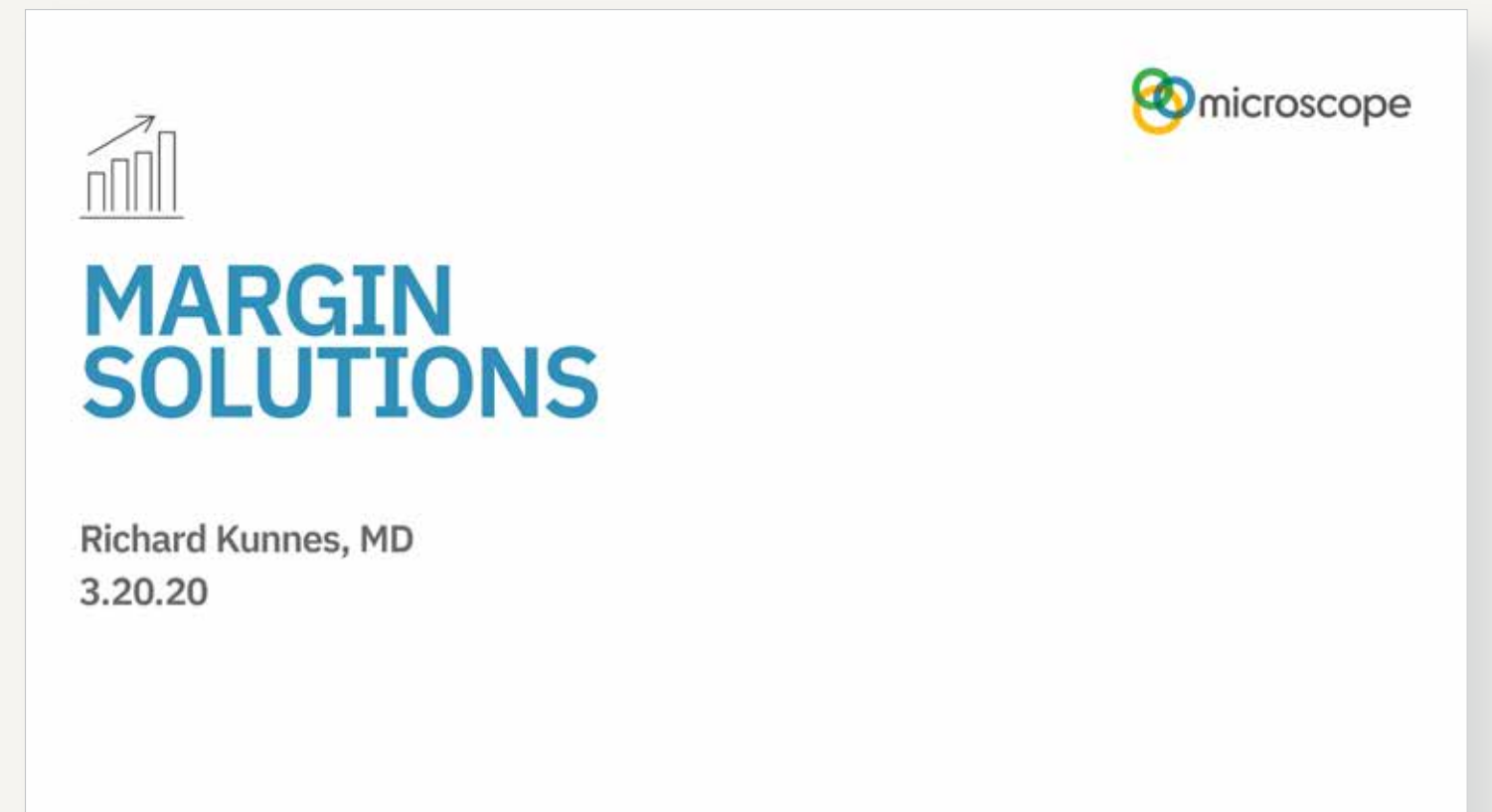
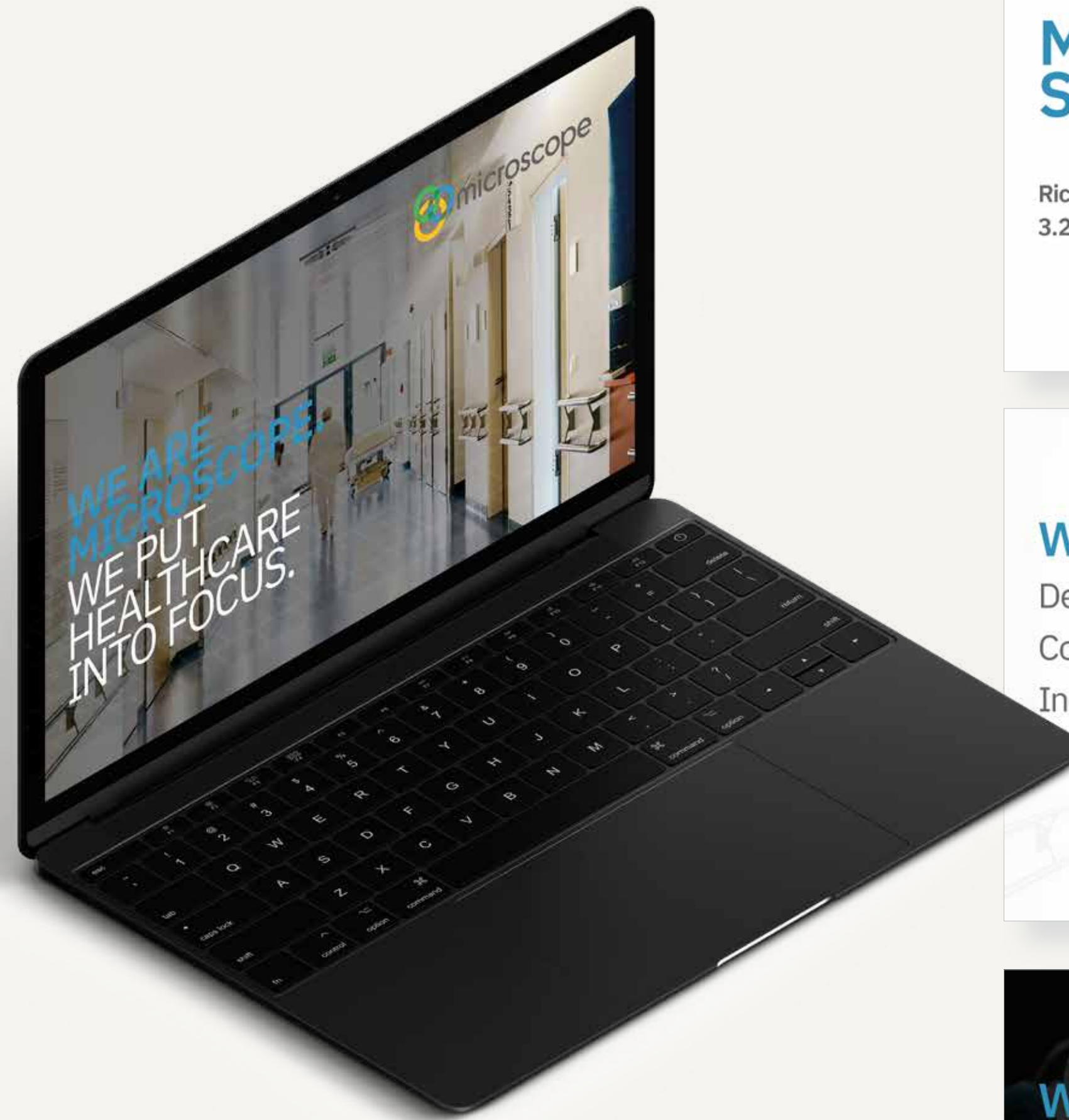
Presentation Design

The design standards for Microscope presentations lay the foundation for the proper execution of the brand through established visual cues, text and messaging. By using the proper logos, typefaces and imagery, the firm will have a consistent representation for all public events.

Messaging should be bold and confident, keeping focus on the presenter, not the slides. Clean, targeted screens make a more effective presentation.

Typography:

IBM Plex Sans + Sans SemiBold



10.

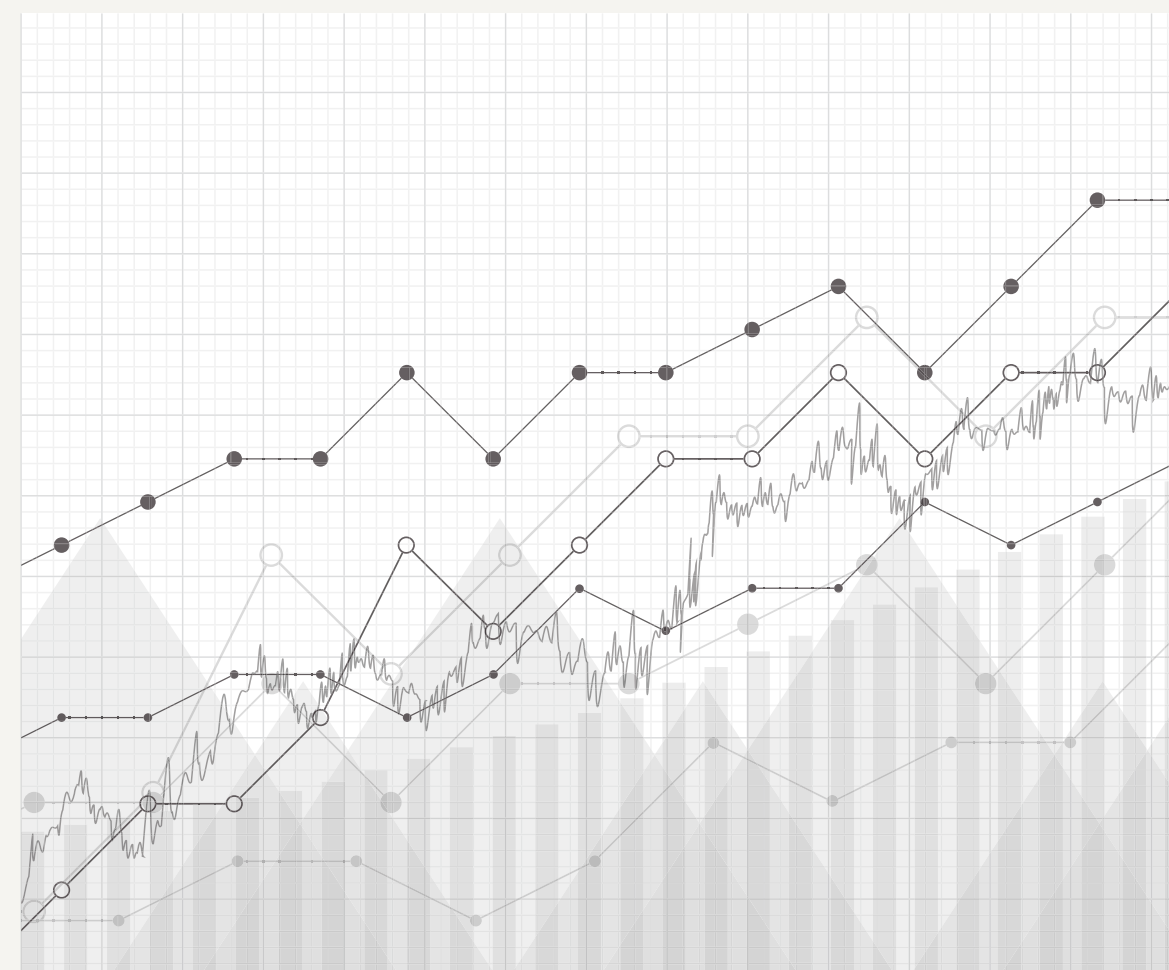
Photography

Photography

Photography used to express the Microscope brand should be custom images or very high-quality, curated and art directed stock photography.

Where possible, images should include the following:

- Reference to a primary brand color (blue, green, yellow)
- Person or People *May or may not include fully visible people*
- Imagery that suggests or is related to healthcare
- Imagery that suggests or is related to business, business improvement or process



VERSION 1.0.1

Microscope Brand Guideline Program

A custom branding guidelines program for all modern corporate communications and marketing for print, screen and environment to promote the growth of Microscope.

BRAND DEVELOPMENT: 76WEST [HTTPS://76WEST.AGENCY](https://76west.agency)

123-009-D103_MICROSCOPE_BRAND_GUIDE 8 MAY 2020 11:27 AM