**IMPIRICUS**

# Brand Identity Guidelines

**Impiricus Mission**

Our mission is to connect healthcare professionals to the resources that give their patients the best access to care

# Logo Variations

## Logo Variations

# Horizontal

The horizontal version of the logo is our primary logo and should be used whenever possible, accompanied by an appropriate amount of clear space. The full gradient color version of the logo should be used on all white/light backgrounds and the all white version of the logo should be used on all dark backgrounds.



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# Vertical

The vertical version of the logo is our secondary logo and should be used when horizontal space is limited, accompanied by an appropriate amount of clear space. The full gradient color version of the logo should be used on all white/light backgrounds and the all white version of the logo should be used on all dark backgrounds.

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# Icon

The icon only version of the logo should only be used when our brand is already established and the Impiricus name is not needed. The full gradient color version of the logo should be used on all white/light backgrounds and the all white version of the logo should be used on all dark backgrounds.

# Color Palette

# Primary

The Impiricus brand is defined by the use of our two primary colors which should never be altered or substituted. The use of additional colors should be limited (see next slide for secondary colors) and only used as accents to complement the primary colors.

#0100ff | RGB: 1, 0, 255 | CMYK: 88, 77, 0, 0

#00005a | RGB: 0, 0, 90 | CMYK: 100, 98, 24, 38

# Secondary

Our secondary colors are used as accents to the primary colors and should never be altered or substituted. These colors should be used carefully and sparingly. Refer to other details in this guide for appropriate secondary color use.

#a201ff | RGB: 162, 1, 255 | CMYK: 59, 80, 0, 0

#16db93 | RGB: 22, 219, 147 | CMYK: 65, 0, 61, 0

# Typography

## Typography

# Font

Public Sans is used as our primary font due to its clean, minimalistic style. This is a free web-safe Google font designed for both iOS and Windows operating systems.

Please refer to examples on this page for general hierarchy and color application suggestions. Note that specific styling varies by use case. Refer to the following three slides for more detailed font styling.

*Download the [free Google font here](free Google font here).*

## Overline Text / Heading 3

# Heading 1
## Heading 2

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

## Overline Text / Heading 3

# Heading 1
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**Typography**

# Decks

Our deck font is our primary font, Public Sans. Please refer to the font details on this page for deck font hierarchy.

*Refer to this link for examples.*

# H1, Regular, Brand Navy

# H2 Regular, Brand Navy

### H3, Semibold, Brand Blue

Body copy, regular, brand navy, lorem ipsum dolor sit amet, consectetur adipiscing elit

**Typography**

# Collateral

Our marketing material font is our primary font, Public Sans. Please refer to the font details on this page for marketing material font hierarchy.

# H1, Light, Brand Blue

## H2 Light, Brand Navy

### H3, Regular, Brand Purple

#### H4, Semibold, Brand Navy

Body copy, light, brand navy, lorem ipsum dolor sit amet, consectetur adipiscing elit

**Typography**

# Website

Our website font is our primary font, Public Sans. Please refer to the font details on this page for website font hierarchy.

# H1, Light, Brand Navy

## H2 Light, Brand Navy

### H3, Regular, Brand Navy

#### H4, Semibold, Brand Purple

Body copy, light, brand navy, lorem ipsum dolor sit amet, consectetur adipiscing elit

# Elements

# Buttons

All buttons should be solid and pill shaped, following the two variations to the right. Button font should be Public Sans Semibold, white, and title case. Button style 1 should be used in the navigation bar and on the final CTA of each webpage. Button style 2 should be used everywhere else on the website.

Button Style 1

Button Style 2

## Elements

# Shadows

All drop shadows used in the Impiricus brand should be set to zero distance, 20-30% brand blue, with a slight blur.

## Elements

# Boxes

All boxes/rectangles used in the Impiricus brand should be white with a blue drop shadow and rounded corners.

# Icons

Our brand icon style is sleek and modern, featuring an outlined design in our brand blue color. The icon is set against an offset pill-shaped background, also in a brand blue tint, creating a cohesive and distinctive look.
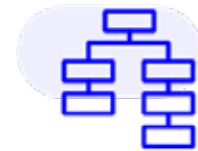
## Elements

# Shapes

All shapes used throughout the Impiricus brand should be rounded including: rounded rectangles, pill shapes, and circles. These shapes should appear as white boxes with our brand drop shadow style or as solid shapes with a fill using a brand color or tint of a brand color.
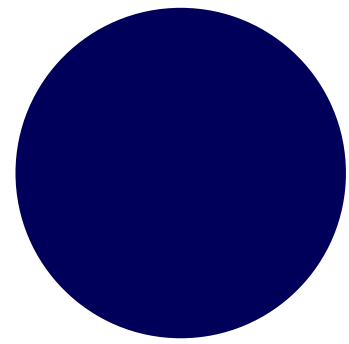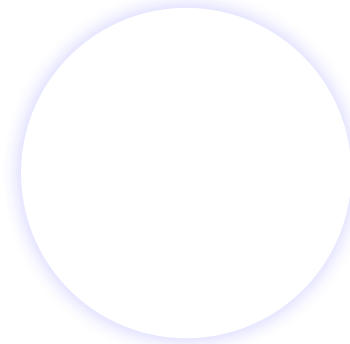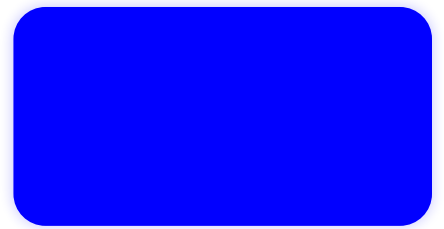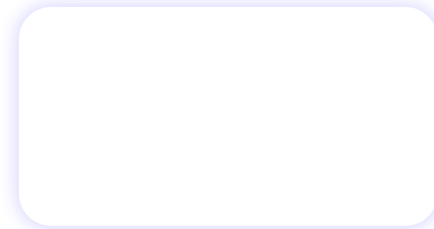
**Elements**

# Accents

Design accents in the form of simple tinted
shapes (see previous slide) and ellipses can be
used to emphasize the Impiricus brand style.
These should be used sparingly as to not interfere
with the clean and modern feel of the brand.

# Illustrations

Graphics, charts, and illustrations should have a strong focus on minimalism and simplicity with the use of simple shapes (see Shapes slide), text, and brand colors.
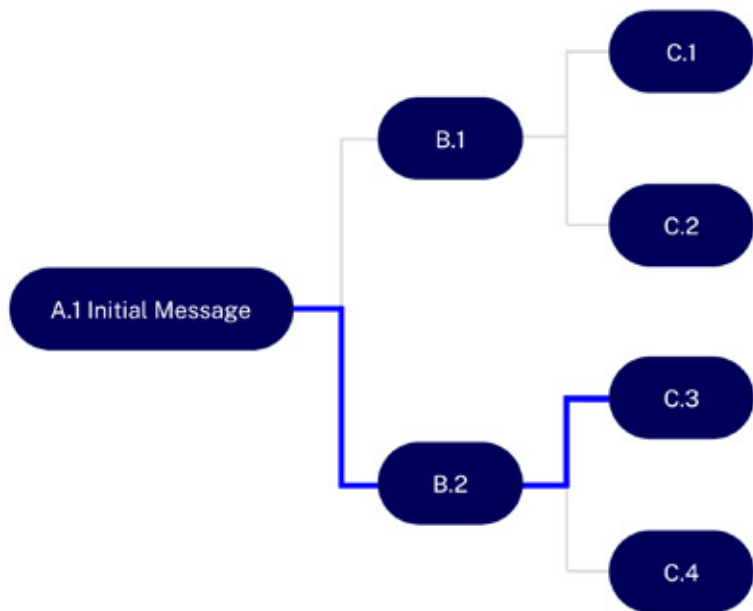
## Elements

# Screenshots

As SMS is a major component of the Impiricus brand, it is important that all SMS renderings are consistent. The image to the right is the approved phone bezel.
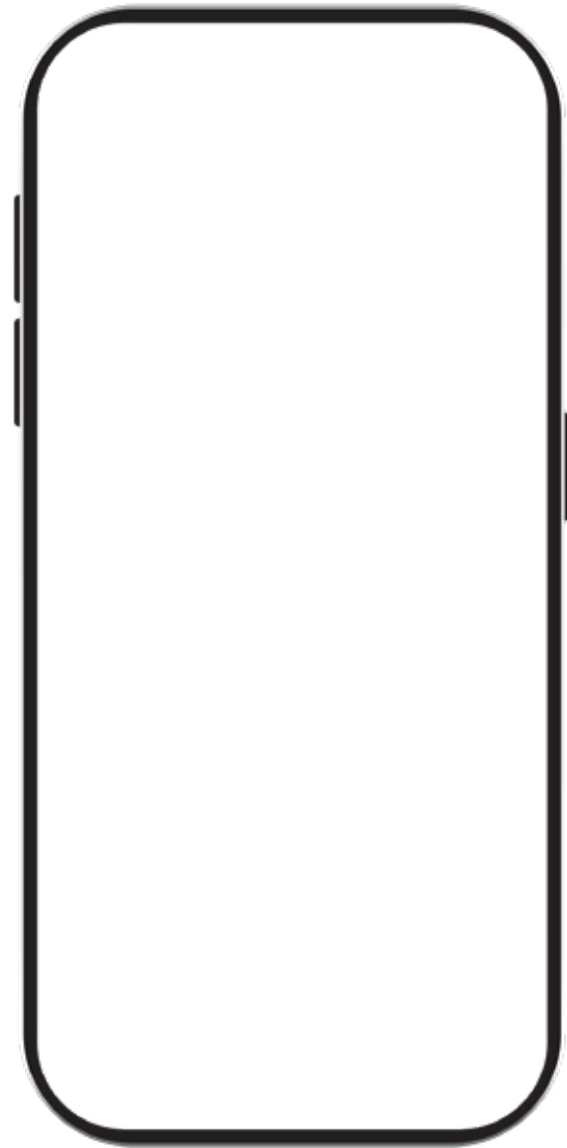
# Decks

**Decks**

# Style

The Impiricus deck style is minimalistic, modern, consistent, and clean. Slide backgrounds should be primarily white, titles and subtitles should be consistent, and all graphics/charts should follow the simple style outlined in this guidebook.

*Refer to [this link](#) for examples.*

# Backgrounds

Although most slide backgrounds will be solid white, there are a few approved backgrounds that follow Impiricus branding and can be used as needed in decks.

*Refer to [this link](#) for examples of proper use.*
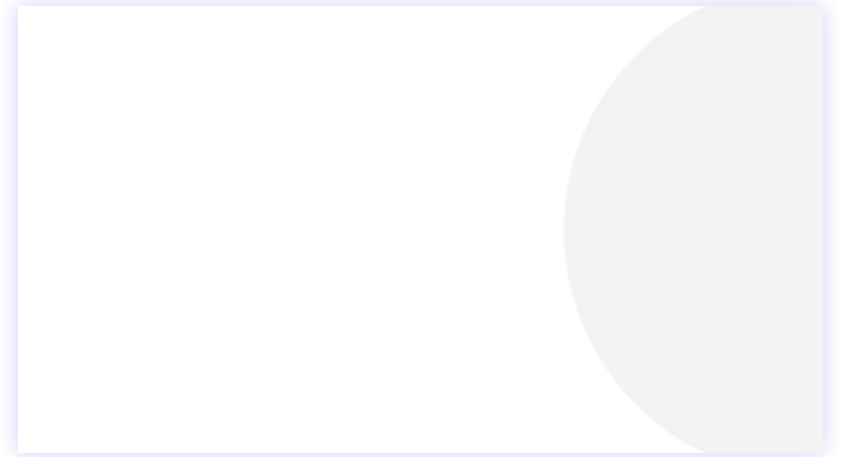
# Marketing
# Materials

## Marketing Materials

# One Pagers

Impiricus one pagers should follow a similar style to that pictured here: minimalistic and clean with the use of brand colors and fonts, simple shapes, and only SMS screenshots for photos.

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**IMPIRICUS**

# Reach Target HCPs with Guaranteed Engagement

### Direct-to-HCP Messaging

**Target List Access**
Including access to no-see and whitespace HCPs, digitally

**Increased Engagement**
Drive activity to digital content and activate MSL's and Reps throughout the product lifecycle

**Direct Connectivity**
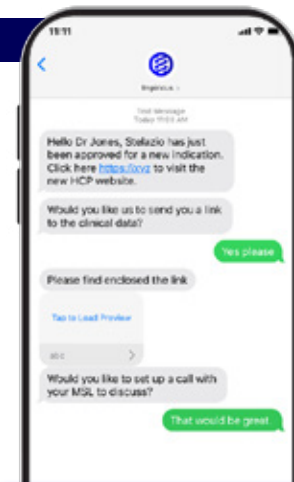Reach HCPs in a completely private channel in their pocket. Engage in 1:1 messaging

**Hyper Targeting**
Reach segments of your list by specialty, geography, or tier

**NPI-Level Reporting**
1st party data reporting and actionable next steps

**Risk-free Pricing**
Guaranteed engagement

"I find Impiricus is unique to any other HCP engagement solution. As a strategic partner, they integrate seamlessly with our team, understand our objectives, and develop custom campaigns that reach and engage our stakeholders."

**Darrell Wakefield, Vice President**
**US Commercial Franchise Head, Solid Tumors at Sanofi**

If you could **communicate direclty with HCPs,** what would you say?

Find out more at impiricus.com

Healthcare. **Engaged.**