

# Identity Guidelines

**Version Six** 

10/21/2020





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# welcome

#### In order to change the world, we're gonna need a bigger brand.

**Healthcare is fundamentally broken.** In fact, the current model of care hasn't evolved since the mid-20th century, when infectious diseases and traumatic injuries were the biggest threats to human health. Now, it's chronic conditions like anxiety, high blood pressure and diabetes that affect most people. These require ongoing care and behavioral adjustments, not just yearly check-ups. **Our risks have evolved, but the system has not.** 

We're fixing that for those who feel the most pain: businesses and individuals. It all starts by breaking down the barriers between primary care, behavioral health, and specialty care to create **an experience that is unrivaled in healthcare** (or any other industry). That unique experience is **supportive**, **proactive**, astoundingly **convenient**, and powered by a **personalized care team** that works tirelessly on your behalf.

More often than not, you're on your own to make decisions about your care. We earn the right to be **the first place you turn**, helping you **navigate** our byzantine health care system. This is more than just sending you a referral; it's care **whenever**, **wherever and however** you need it, immediate virtual specialist consults, and **seamless access** to lab, imaging and digital health partners without a daunting stack of forms to complete. And when you make the right decisions about your care, **you reap the financial rewards**, not your insurance company.

The result is **empathy-driven virtual primary care**, administered by a **world-class clinical team** and network of **trusted clinical partners**, powered by **intuitive technology** and (finally) built around people. Our mission is to deliver half-priced healthcare that's twice as good, clinically and emotionally.

Simply put, it's the care you deserve.

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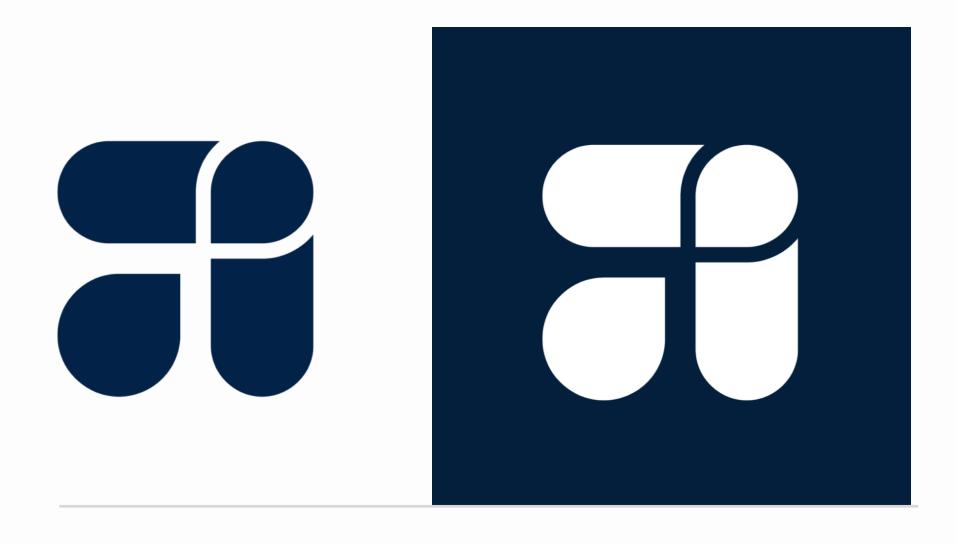
01 logo

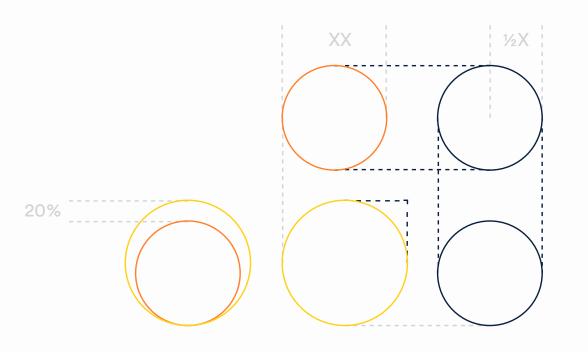
This is the main mark that represents the company.

#### Primary



#### **Secondary**





The mark consists of 3
main circles, distanced by
1 and a half size units from
each other. The "drop"
element is 20% taller than
the main circles and is
aligned to the bottom left
of the rest of the elements.

The main and complete logo consists of the **logomark** set to the left of the **wordmark**, with each element set in its respective colors.

#### **Primary**



## fireflyhealth



#### **Secondary**







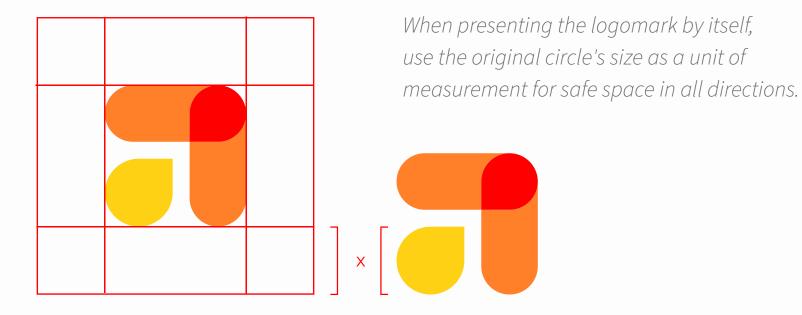
#### **Size Restrictions**

The minimum size should be based on type size, which will be set at 7 pts. When scaling down, be mindful of the negative space in the logomark to make sure that it isn't too small.

#### **Clear Space Restrictions**

The x-height can be used for measurement in all directions when considering a minimum safe area for the logo.













#### **USAGE**

Specification of correct logo usage should be followed at all times.

#### Do not:

- Use color combinations with low contrast
- Stretch the logo
- Rotate the logo
- Reposition the logomark in relation to the wordmark
- Rotate or alter the composition of the logomark in any way

























## fireflyhealth











02 voice & tone

#### **VOICE & TONE**

This Micro Voice Guide
quickly defines some
common guidelines for
Firefly brand
communications. This
common voice gives all
brand touchpoints a
consistent tone, personality
and point-of-view.

#### The Firefly Voice is:

Caring
A native English speaker
Conversational
Intelligent
Articulate
Warm
Experienced
Engaged



#### **Good Example:**

Hi, how are you?

What's new since your last visit?

What day works for you?

#### The Firefly Voice is not:

## Goofy

Overwhelmingly technical

Mean

**Paranoid** 

Cruel

Sarcastic

Condescending



#### Bad Example:

Hello, how are you today?

Are there any new developments about your health since your appointment?

Please select a date for your appointment and notify us.

Hi, Steve. Thanks for downloading Firefly!
I'm Chris, part of the new member support team, and I'm here to help you get started. It just takes a couple of minutes... shall we get you set up now?

- When first contacting a member, introduce yourself by name and title or the group you belong to.
- Use the member's name, but careful not to be robotic.
- If applicable, create a context for the member. Especially where they're coming from and where they're going.
- Break up large blocks of text into smaller bits of conversation, the same way we generally text each other.
- One clear CTA per message.

#### **Style Implication:**



#### Yes

Informal contractions:

isn't, aren't



#### No

Regional contractions:

ya'll

Slang contractions:

Ain't

03 typography

#### **HEADLINES**

Mandrel Normal Bold is used for headlines. It's simultaneously friendly, strong and stable.

#### **Style Implication:**

#### Writing headlines?

Keep them short, to the point and all lowercase.

#### Designing headlines?

Mandrel looks best with tight kerning and tracking.

#### mandrel normal bold

12345678910

abcdefghijklmn opqrstuvwxyz

!@#\$%^\S\*()\_+?

#### **SUB-HEADLINES AND BODY COPY**

#### **Source Sans Pro Semibold**

is used for sub-headlines.
The rest of the family is used for body copy (and just about everything else). It's versatile and legible in both digital and print.

Please start capitalization when you get to sub-heads and body copy.

### source sans pro semibold

# ABCDEFGHIJKLMN **OPQRSTUVWXYZ** abcdefghijklmn opqrstuvwxyz 12345678910

#### Weights

Light

Light Italic

Regular

Italic

Semibold

Semibold Italic

Bold

**Bold Italic** 

#### **DEFAULT**

In instances where system fonts are the only option,

Georgia can be used for headlines and Arial can be used for sub-headlines and body copy.

# georgia

# abcdefghijklmnopqrstuvwxyz 12345678910

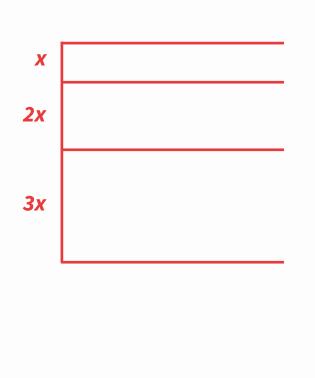
### arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 12345678910

!@#\$%^&\*()\_+?

#### **EDITORIAL TYPESETTING**

Start with your Firefly mark as your x-height, then build from there. This helps ensure the proper emphasis is put on your headlines.



**firefly**health



x x 2x

A great example of how type works for firefly.

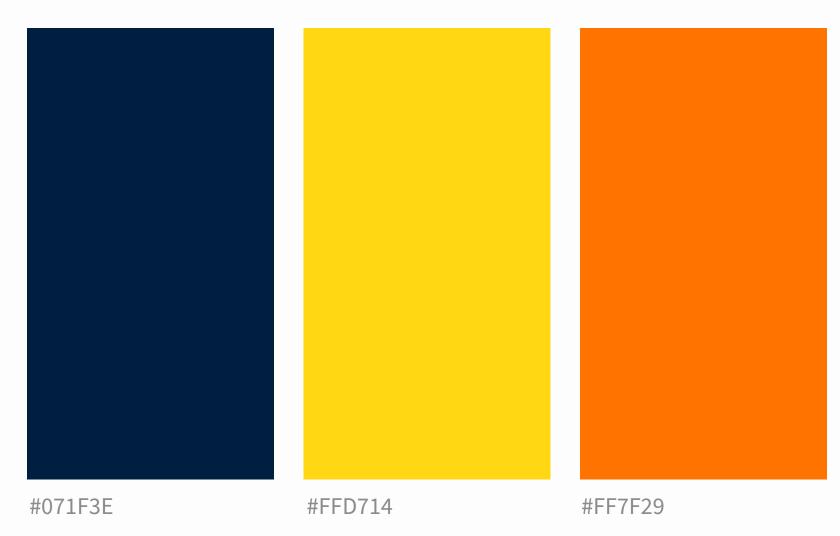
Firefly Health today announced that the organization has been named to CB Insights' second annual Digital Health 150 ranking, which showcases the 150 most promising private digital health companies in the world. Firefly Health, a Watertown-based virtual-first primary care and behavioral health provider, is recognized on the list for their achievements in innovative, digital-integrated care delivery.

Through an evidence-based approach, the CB Insights research team selected the Digital Health 150 from hundreds of applications based on several factors including patent activity, investor quality, news sentiment analysis, proprietary Mosaic scores, market potential, partnerships, competitive landscape, team strength, and tech novelty. The Mosaic Score, based on CB Insights' algorithm, measures the overall health and growth potential of private companies to help predict a company's momentum.

04 color

#### **COLOR PALETTE USAGE**

#### **Primary**



The **primary** palette should be used as your go-to. The navy blue and yellow should always be used firstand-foremost, but the orange is a great option for cases where the yellow doesn't create enough contrast ie: type on a white background.

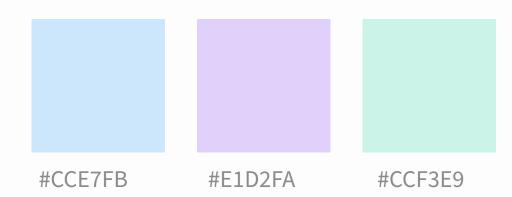
#### **Secondary** Functional



#### Neutral



#### **Secondary** Tint



The **secondary functional** palette should be used sparingly and only in a functional context when needed. These fully saturated swatches will work great in spaces where functionality is key, like the app. The red should only be used as an error color.

The **secondary tint** palette can be used for all other secondary needs such as behind icons, within illustrations, as larger blocks of color, etc. The specific swatches above are 20% tints of their fully saturated counterparts (the secondary functional colors), but feel free to adjust that percentage as needed.

The **neutral** palette consists of a range of grays. The lighter gray can be used for more subtle elements like module backgrounds, patterns, illustrations, etc. The darker grey can be used for type or other elements that need more contrast.

#### **COLOR PALETTE SWATCHES**

and uncoated are used for different types of printing and equivalences. Where spot colors are not available, the CMYK formula should be used.

All **RBG** colors are for digital platforms only.

**Designers** - please reference the master color palette document for all color swatches.

#### **Primary**



Navy
Hex - #071F3E
R 7 G 31 B 62
C 99 M 85 Y 45 K 54
PMS Coated - 533 C
PMS Uncoated - 282 U



Yellow

Hex - #FFD714

R 255 G 215 B 20
C 0 M 0 Y 0 K 0

PMS Coated - 116 C

PMS Uncoated - 114 U



Orange

Hex - #FF7F29

R 255 G 127 B 41

C 0 M 63 Y 93 K 0

PMS Coated - 715 C

PMS Uncoated - 137 U

#### **Secondary**



Hex - #0086EB R 0 G 134 B 235 C 77 M 44 Y 0 K 0 PMS Coated - 2193 C PMS Uncoated - 2995 U



Green

Hex - #00C48F

R 0 G 196 B 143

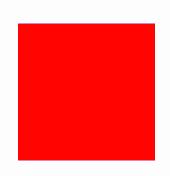
C 72 M 0 Y 61 K 0

PMS Coated - 2256 C

PMS Uncoated - 2269 U



Hex - #6A1EE4
R 106 G 30 B 228
C 74 M 81 Y 0 K 0
PMS Coated - 116 C
PMS Uncoated - 114 U



Red

Hex - #FF0400

R 255 G 4 B 0

C 0 M 99 Y 100 K 0

PMS Coated - 1788 C

PMS Uncoated - 2347 U

#### Neutral

Grey



Hex - #697077
R 105 G 112 B 119
C 62 M 49 Y 44 K 13
PMS Coated - 2333 C
PMS Uncoated - 2333 U

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05 photography

#### **CARE TEAM PHOTOGRAPHY**

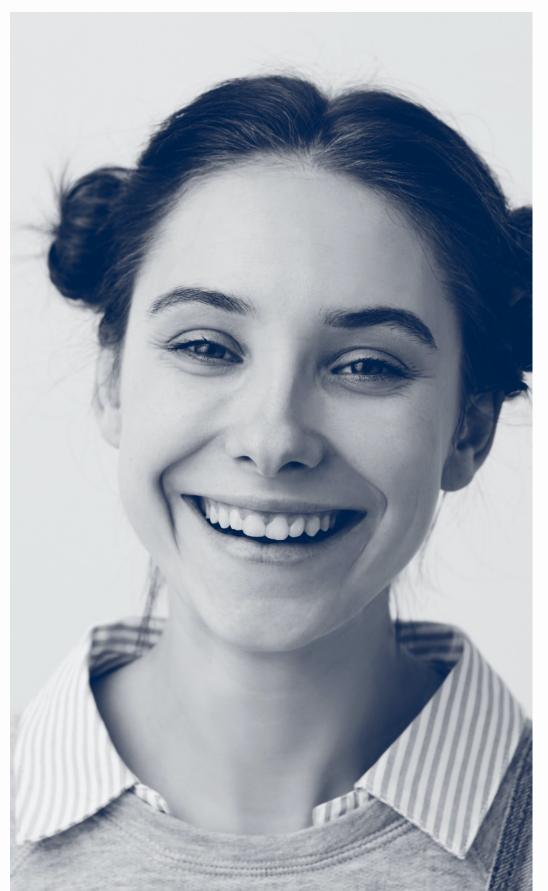
This isn't healthcare: it's
Firefly. Whenever possible,
avoid stiff headshots and go
for candids that highlight care
team members' personality
and humanity.

All care team photos should be shot using high key and higher contrast lighting. Images should then be converted to a monotone in Photoshop using our primary blue.









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#### MEMBER PHOTOGRAPHY

We can't completely avoid images of people looking at phones. But, we should be sourcing photos that convey movement, lifestyle and emotion. We should also balance these smartphone photos with selections that convey a non-connected life.

Members should be naturally lit from a strong light source.

#### **Style Implication:**

Photos of people with phones and without phones should be split close to 50/50 in any given effort.

























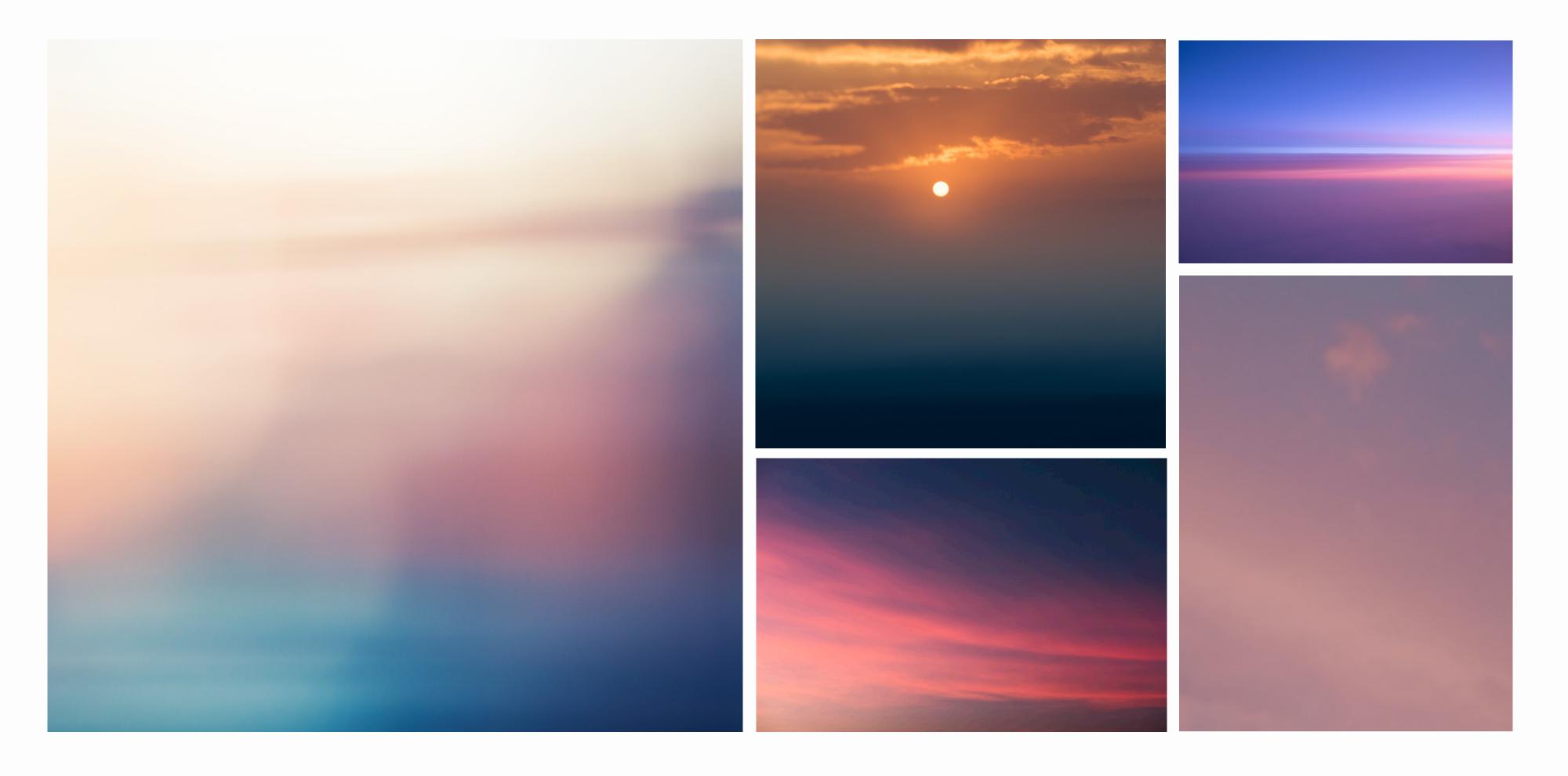


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#### AMBIENT BACKGROUNDS

Using images of the sky at sunrise and sunset allow
Firefly to embrace a multitude of colors and atmospheres in the natural world. These help set a hopeful and calming tone when used as backgrounds by themselves or overlaid onto member photography.

While some detail, like soft clouds and an occasional sun, work well, try to avoid complex or high contrast images. Avoid or crop out any horizon line as well.



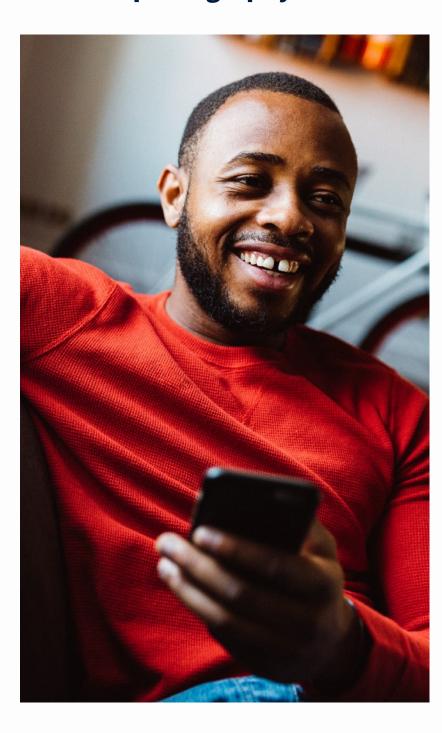


#### **CREATING THE LOOK**

Ambient backgrounds should be applied to member photography to create a distinct and universal look.

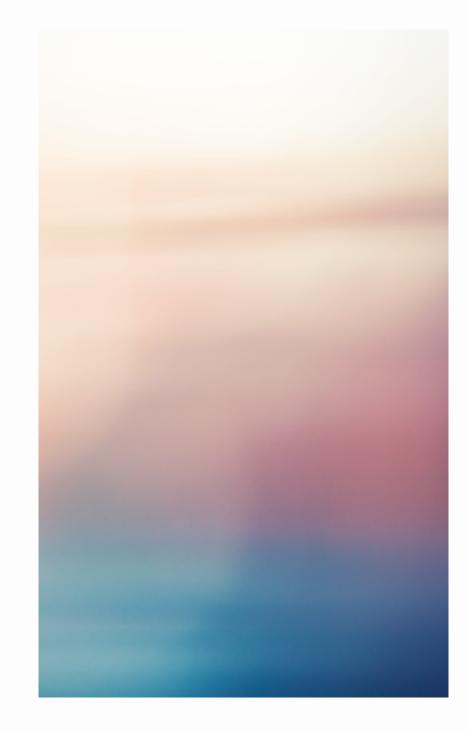
It's simple arithmetic:

#### **Member photography**



Open your member photo in photoshop.

#### **Ambient background**



Drop your ambient background over your member photo and apply the "hard light" blending mode.

#### The Firefly effect



Adjust and crop as needed.

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06 patterns & iconography

#### PRIMARY PATTERN

This element pulls the "bulb" out of the Firefly mark, creating a repeating pattern that's bold and dynamic. It loosely represents conversation bubbles to highlight the communication aspect of Firefly too.

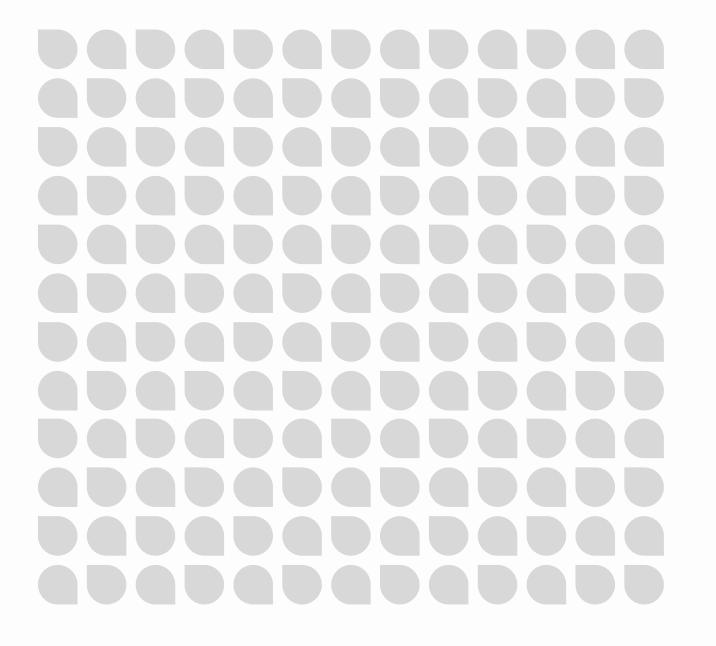
The pattern begins with this:



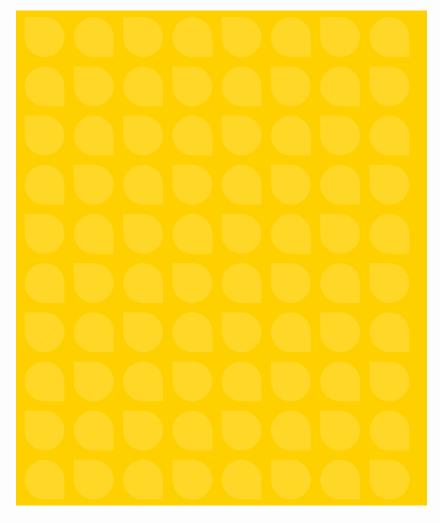
Then, it's repeated:



#### **Solid color**

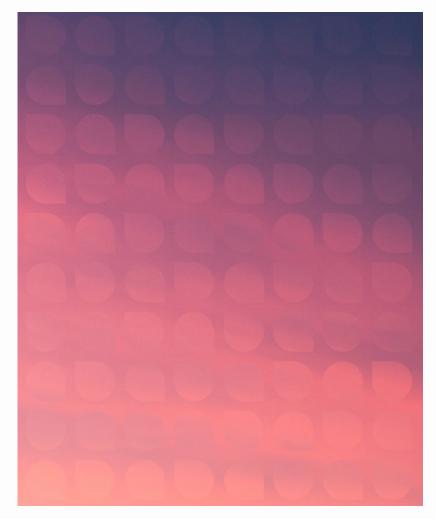


#### **Opacity overlay**



Lay the white pattern on top of a color or image and set the opacity between 10% – 20%.

#### **Ambient overlay**



Lay the pattern on top of an ambient background. Place the same ambient background inside the pattern, and shift it slightly to create subtle contrast.

#### **FIREFLIES**

This pattern represents the flashing light of fireflies at dusk. The geometric composition is formed by variations of the core element of our logo: the circle.

This secondary pattern can be used to accent backgrounds and photography in a subtle, yet dynamic way. They work great when bleeding off the page.

Use sparingly and never add color to it.

**Note:** A darker grey is used here just for illustration purposes. Use a lighter grey for the desired effect.



Pro tip: Only crop pattern in the center of a circle or star.



Pro tip: Connect the same segment to create a pattern



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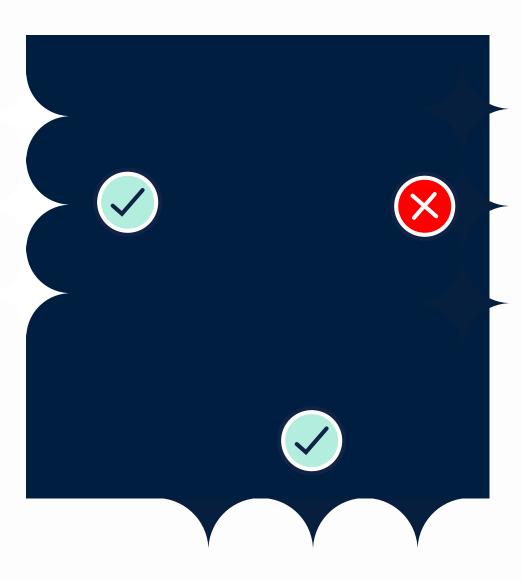
#### **DESIGN ELEMENTS**

Additional design elements pulled from the logomark and preceding patterns can be used as accents for a more holistic, branded look.

#### **Three Bursts**



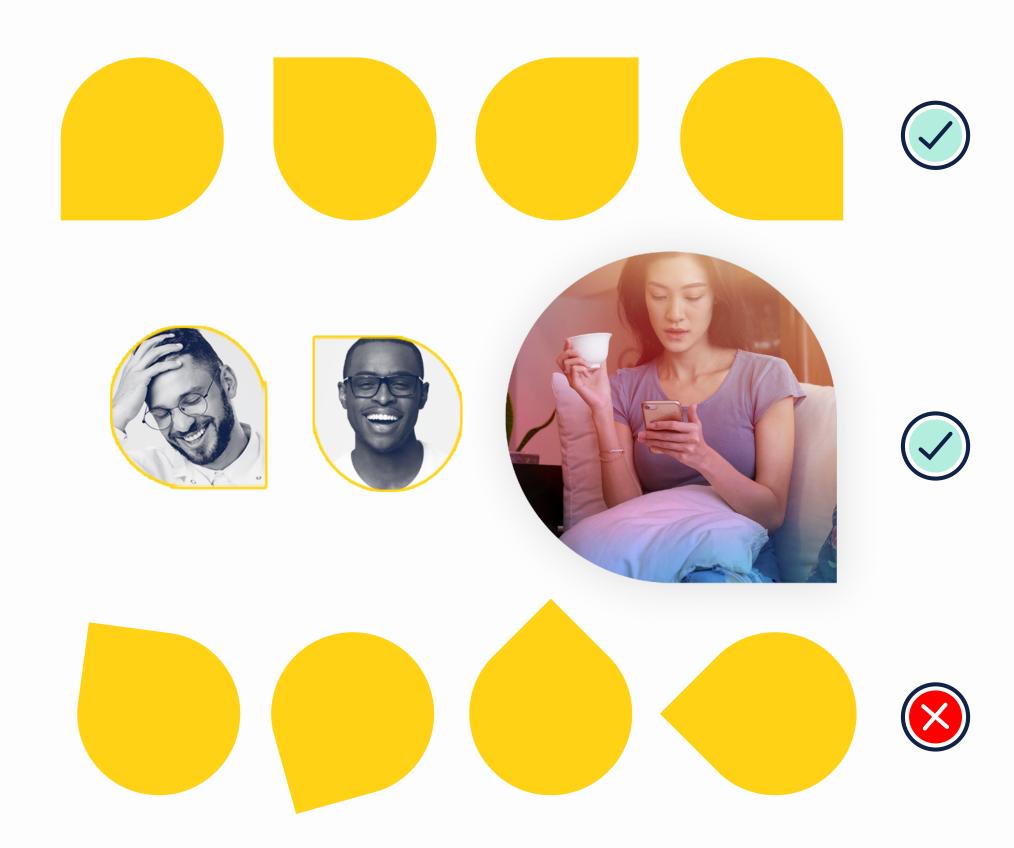
Usage reference: can be knocked out or added to a shape or image.
The three bursts are great for drawing attention to headlines or
drawing the eye through a layout.



#### Bulb

Like the pattern, the "bulb" has been pulled from the mark for individual use.

This can only be used at 90° rotations in any direction. The bulb makes a great accent or image container.



#### **ICONOGRAPHY**

Iconography can be used in many digital or print applications. Our primary source for icons is the <a href="Streamline Light">Streamline Light</a> gallery.

Once you have selected the icon you need, download the SVG and recolor as needed. The main icon should primarily be our base blue and the background colors are tints pulled from our secondary palette. The oblong shape behind the icon helps highlight and bring color into a layout.

#### **Streamline Light (modified)**





07 illustration

#### **ILLUSTRATION**

Illustrations can be used in many digital or print applications. They should be simple in style, but dynamic enough to feel relatable and paint a picture. Our primary illustration source is the Big Shoes gallery.

The Firefly secondary screen color palette should be applied to all downloaded illustrations. Keep color choices limited to 2-3 options.







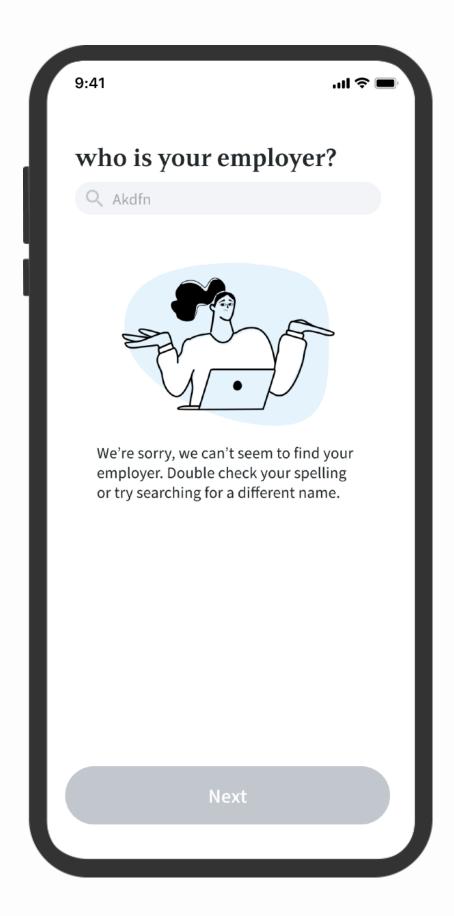


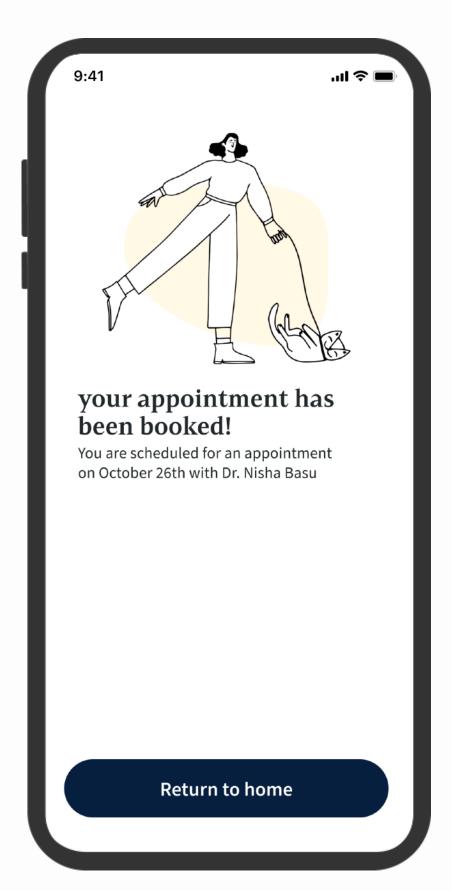


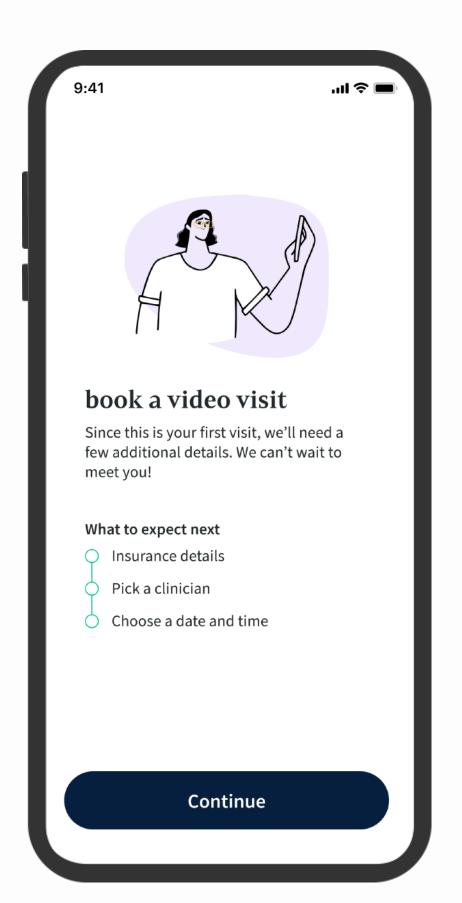


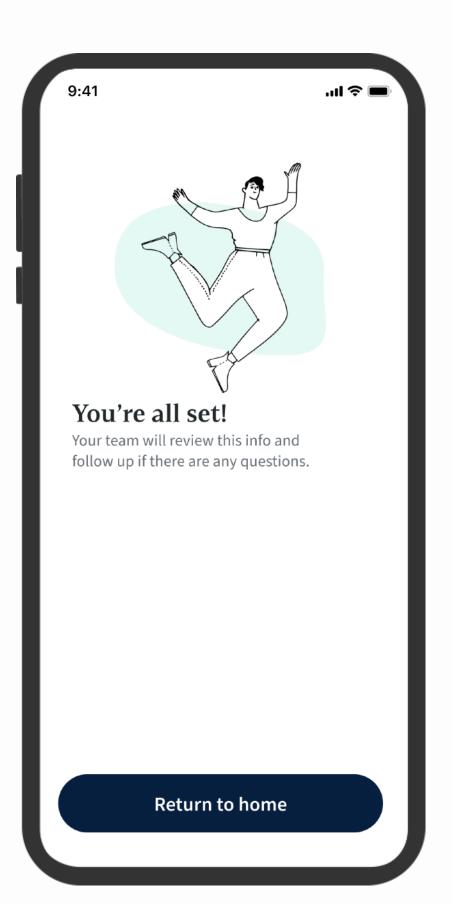
#### **ILLUSTRATION EXAMPLE**

Here are some examples of how to use illustrations in context.





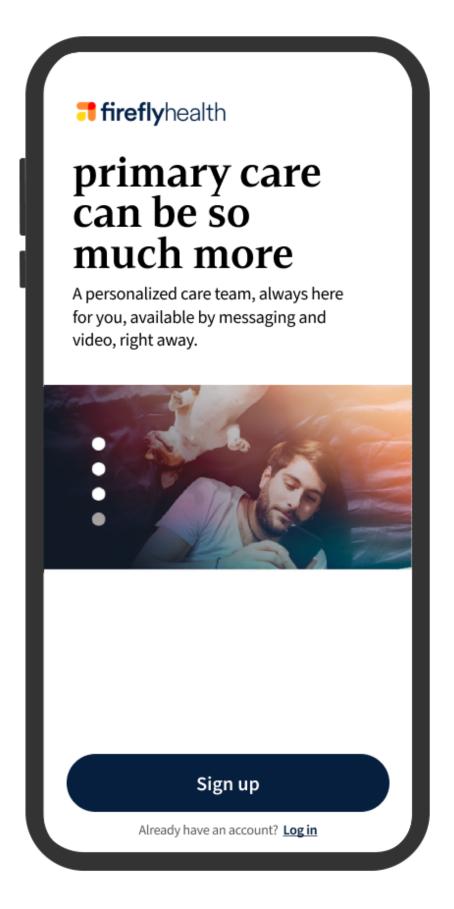


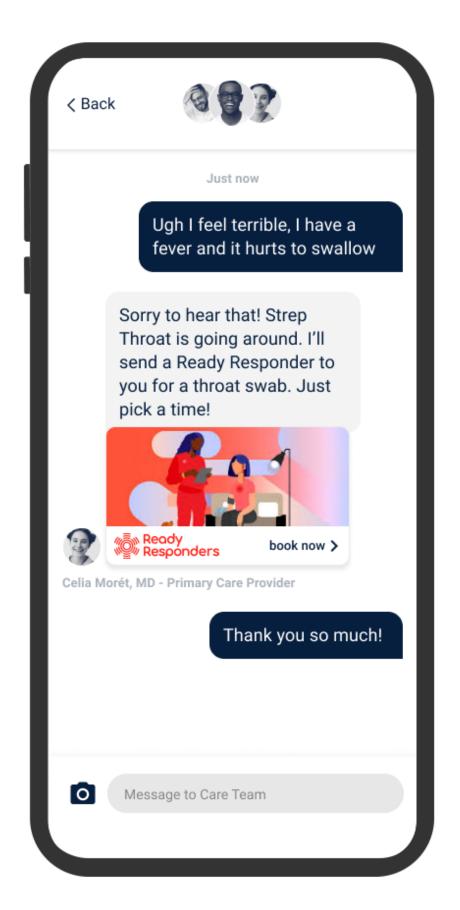


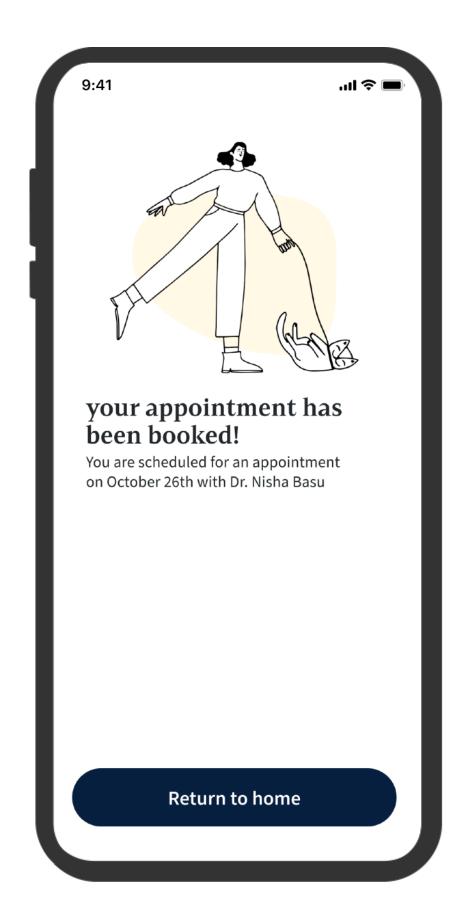
08 product

#### **APPLICATION DESIGN**

Applying the brand elements to the Firefly app.









#### APP REPRESENTATION

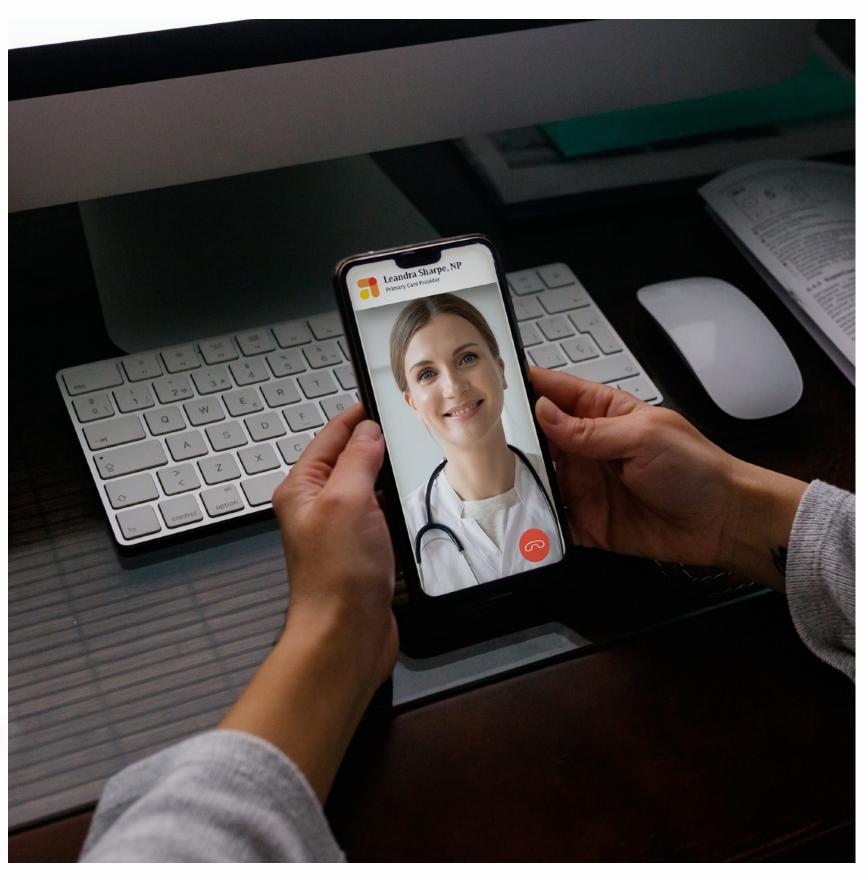
When representing the app in design, always wrap it in our signature yellow phone.

The only exception for displaying the app without a yellow phone is if it's in context.













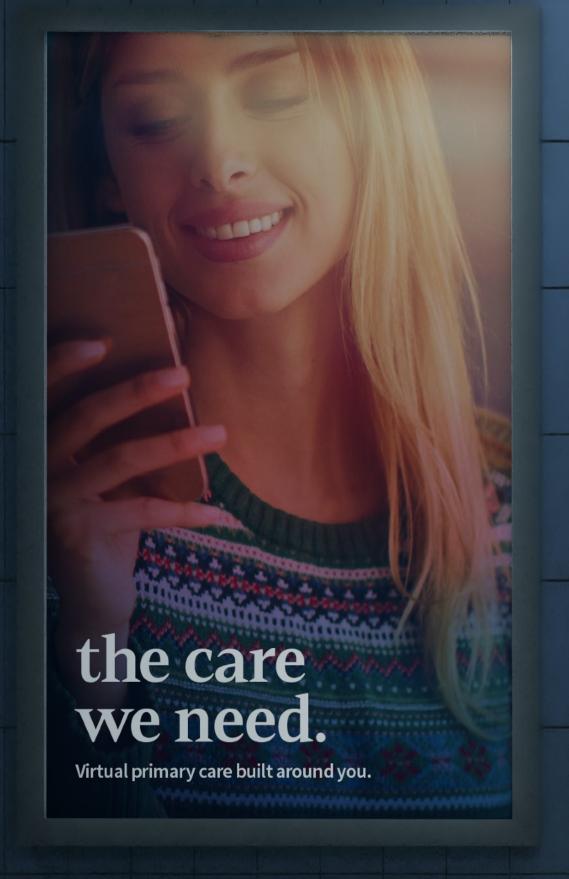


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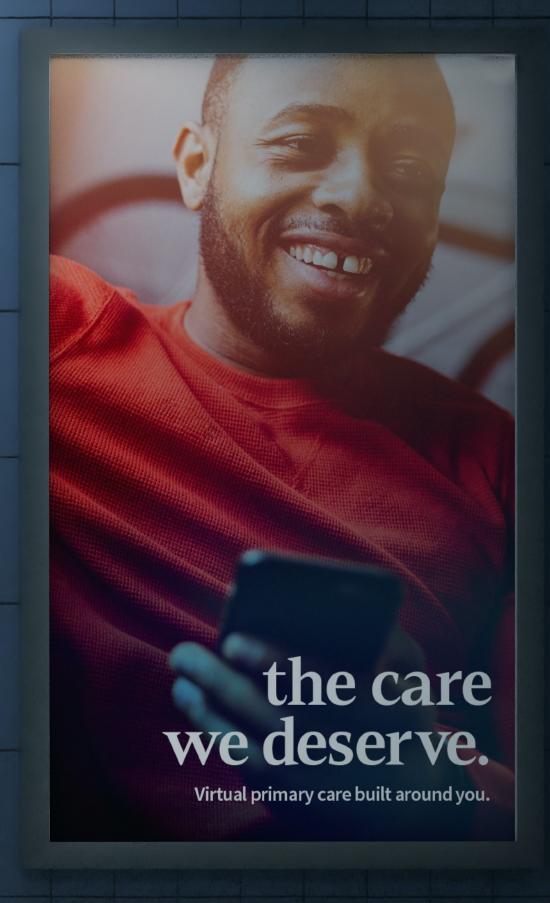
09 creative examples



OUT OF HOME



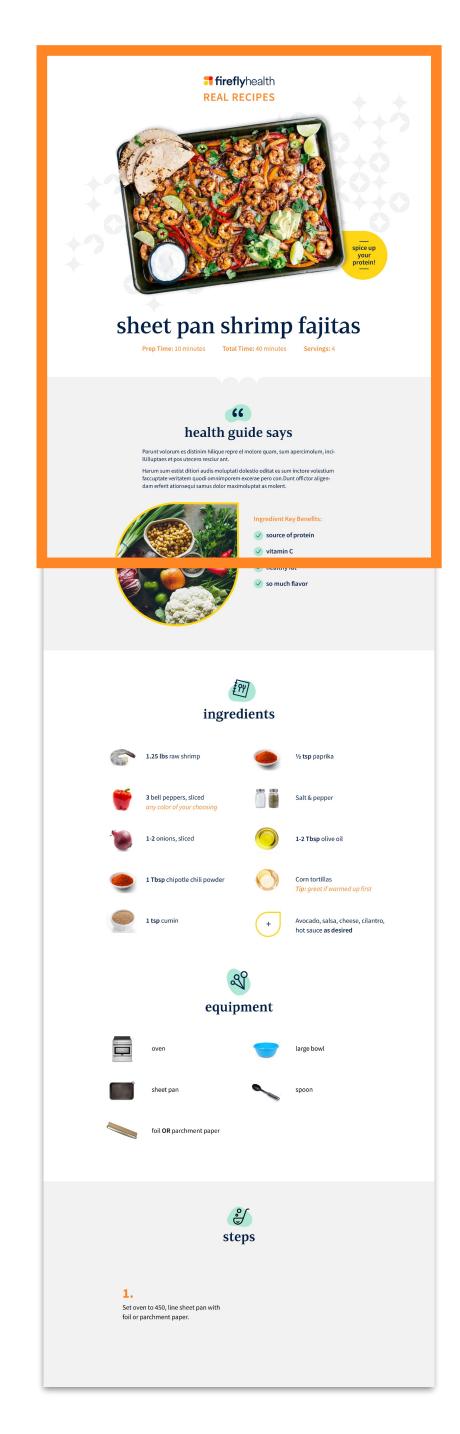




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#### RECIPE





# sheet pan shrimp fajitas

spice up

# health guide says

Parunt volorum es distinim hilique repre el molore quam, sum apercimolum, inci-IUlluptaes et pos utecero resciur ant.

Harum sum estist ditiori audis moluptati dolestio oditat es sum inctore volestium faccuptate veritatem quodi omnimporem excerae pero con. Dunt offictor aligendam erferit ationsequi samus dolor maximoluptat as molent.

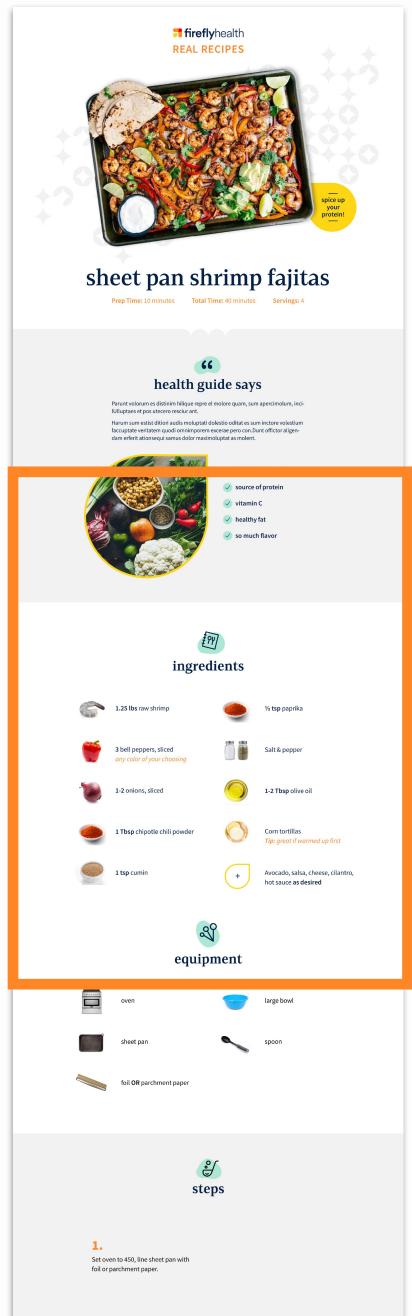


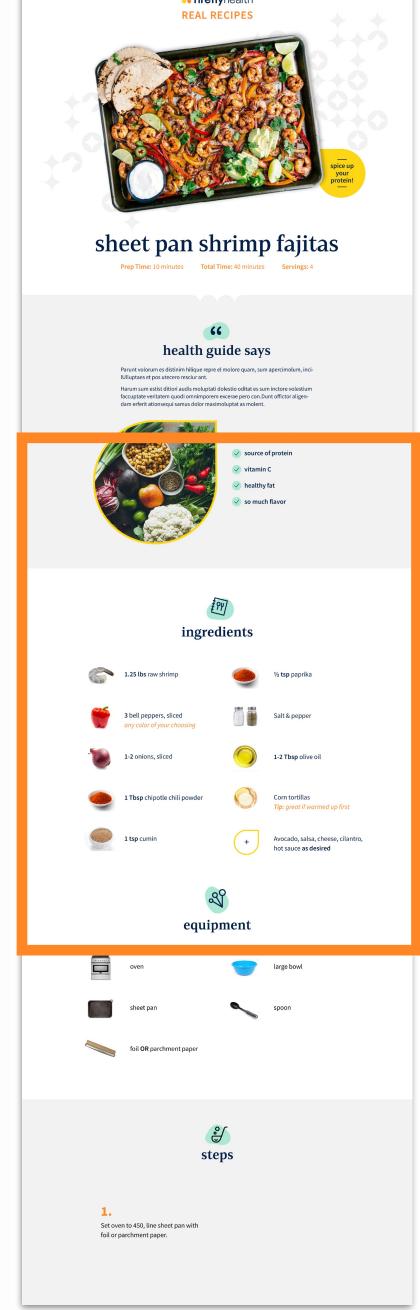
Ingredient Key Benefits:

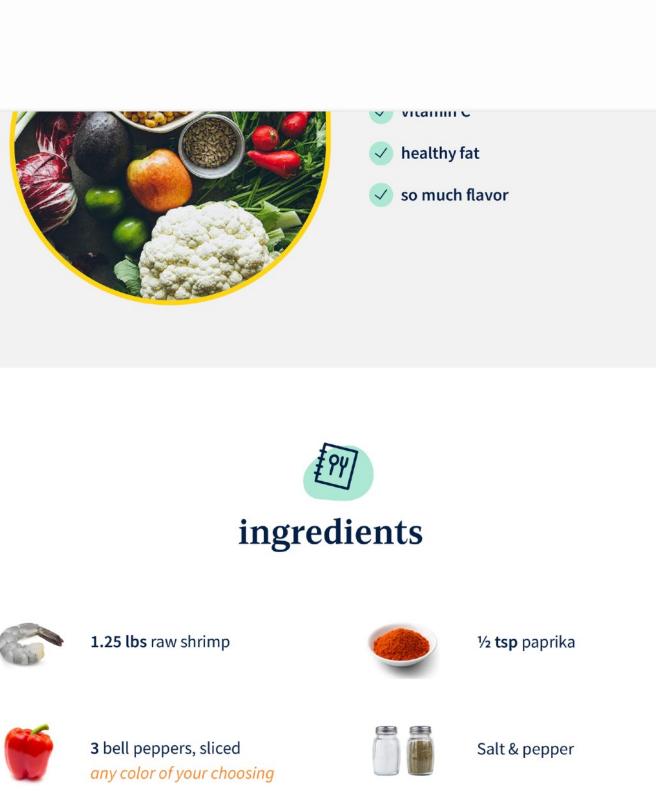




#### **RECIPE**









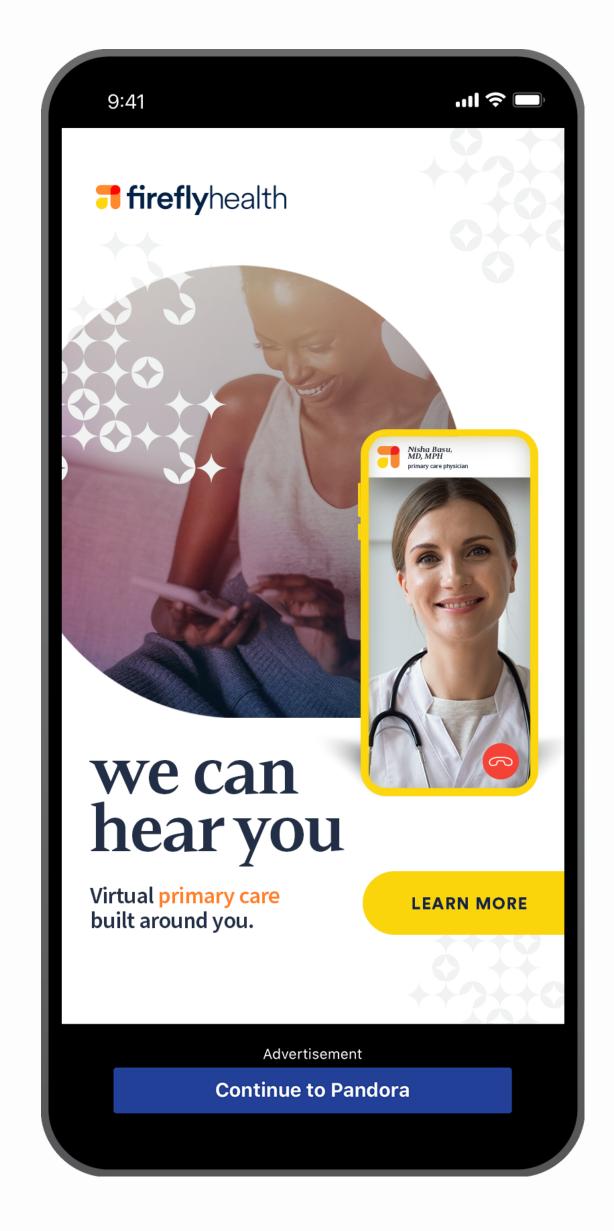


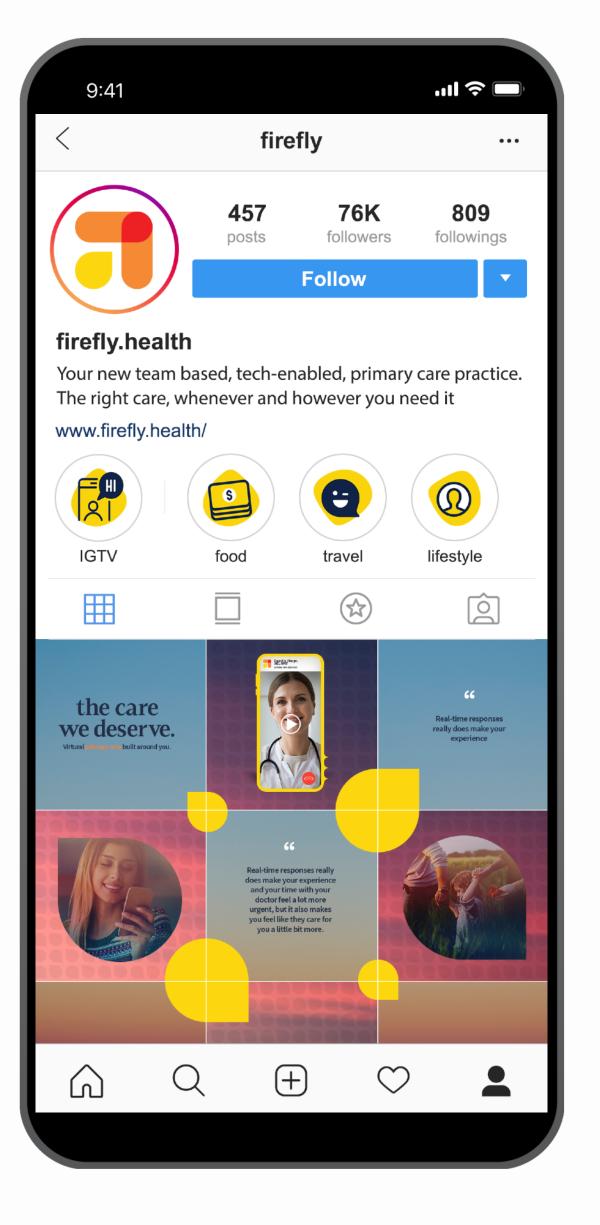




large bowl

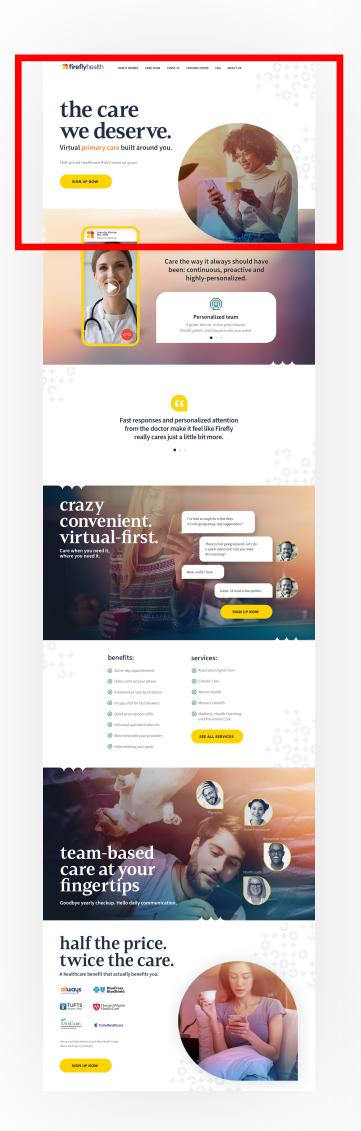
#### **DIGITAL & SOCIAL**





#### **ABOUT US**

#### **WEBSITE**



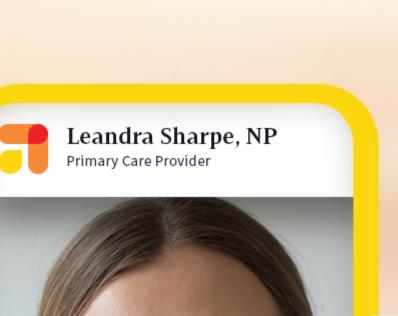


Virtual primary care built around you.

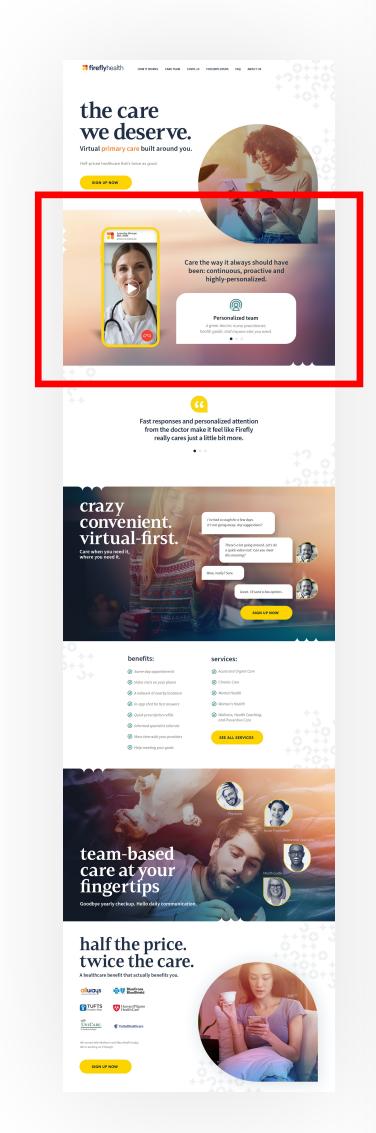
Half-priced healthcare that's twice as good.

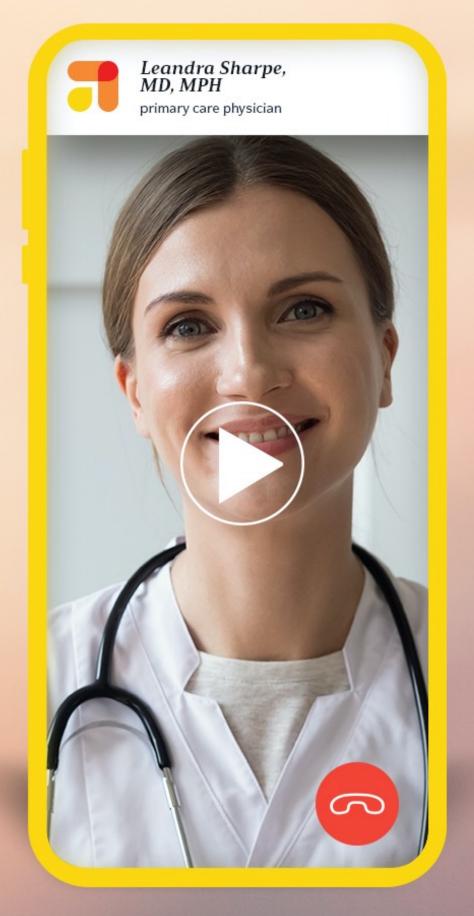
SIGN UP NOW

**firefly**health











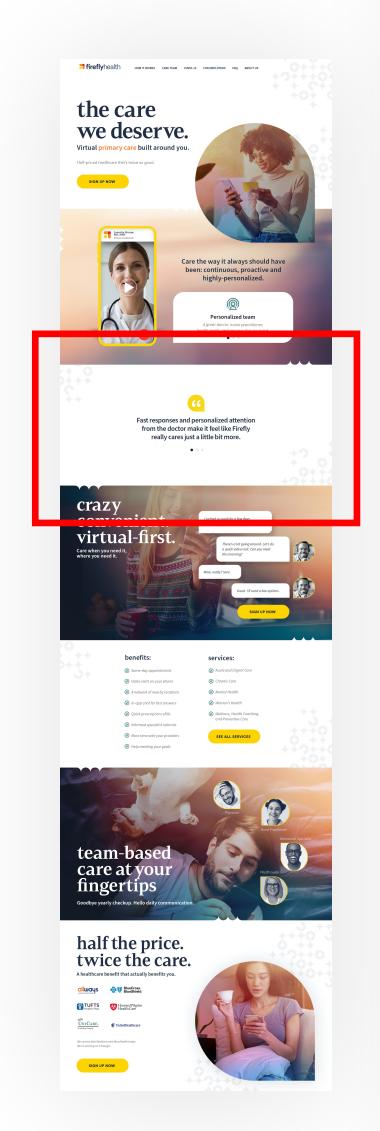
Care the way it always should have been: continuous, proactive and highly-personalized.



### Personalized team

A great doctor, nurse practitioner, health guide, and anyone else you need.

• • •





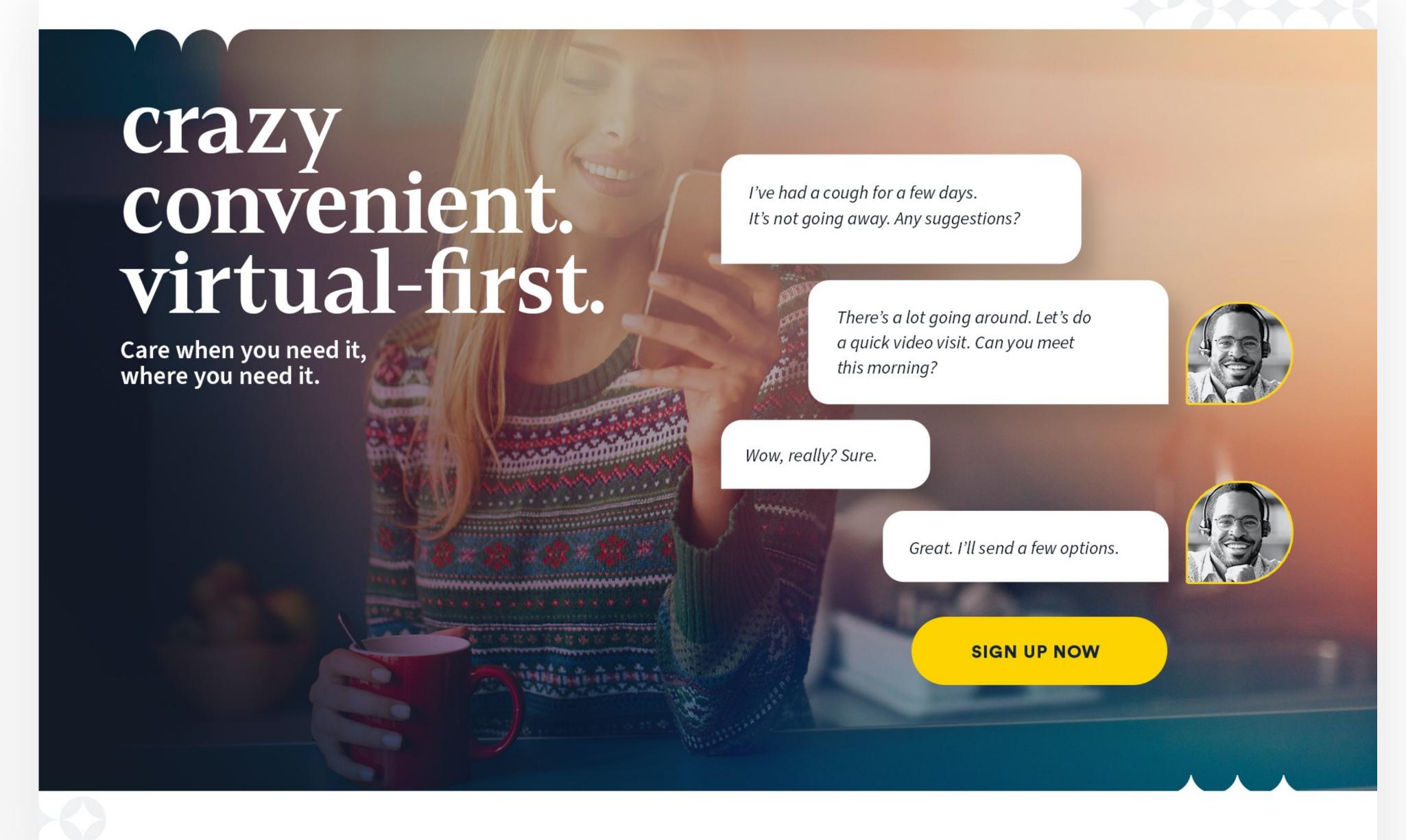
Fast responses and personalized attention from the doctor make it feel like Firefly really cares just a little bit more.

crazy convenient.

I've had a cough for a few days. It's not going away. Any suggestions?



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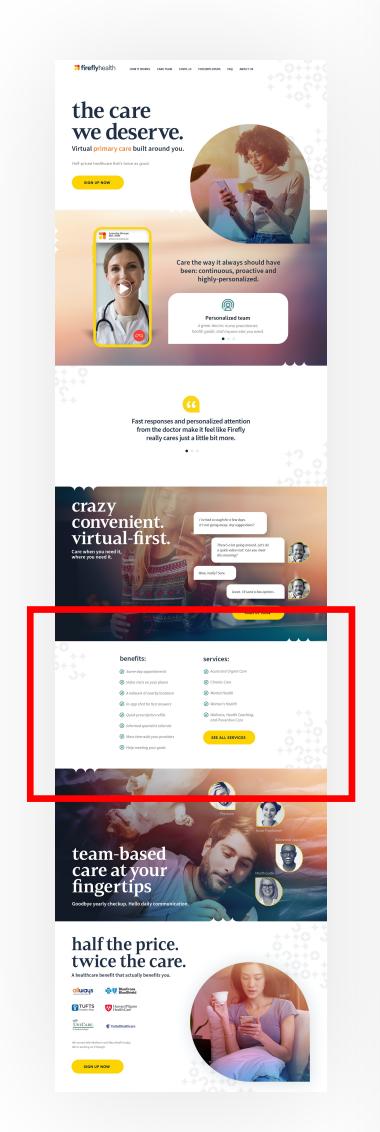
## benefits:



## services:







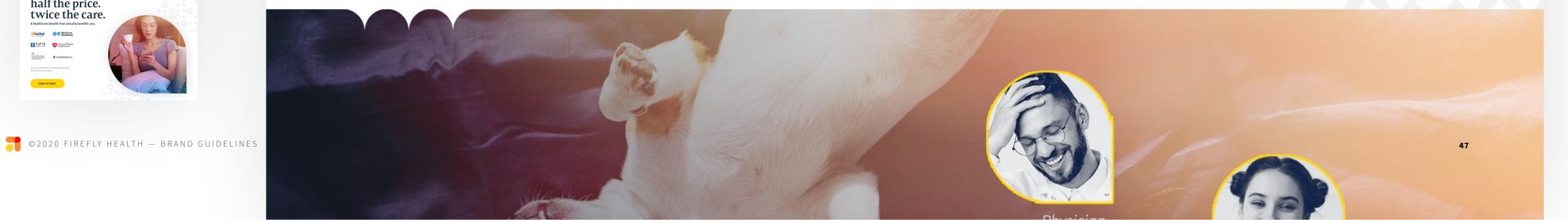


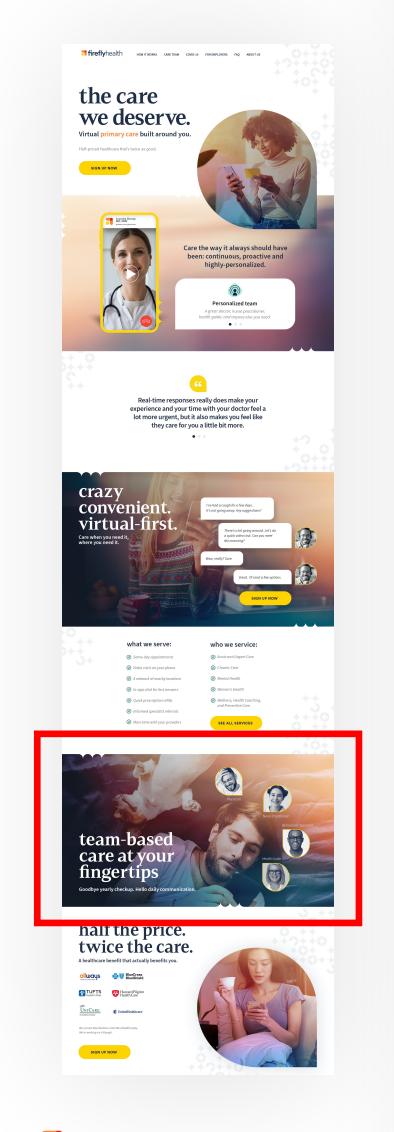
- Same-day appointments
- ✓ Video visits on your phone
- A network of nearby locations
- In-app chat for fast answers
- Quick prescription refills
- Informed specialist referrals
- More time with your providers
- Help meeting your goals

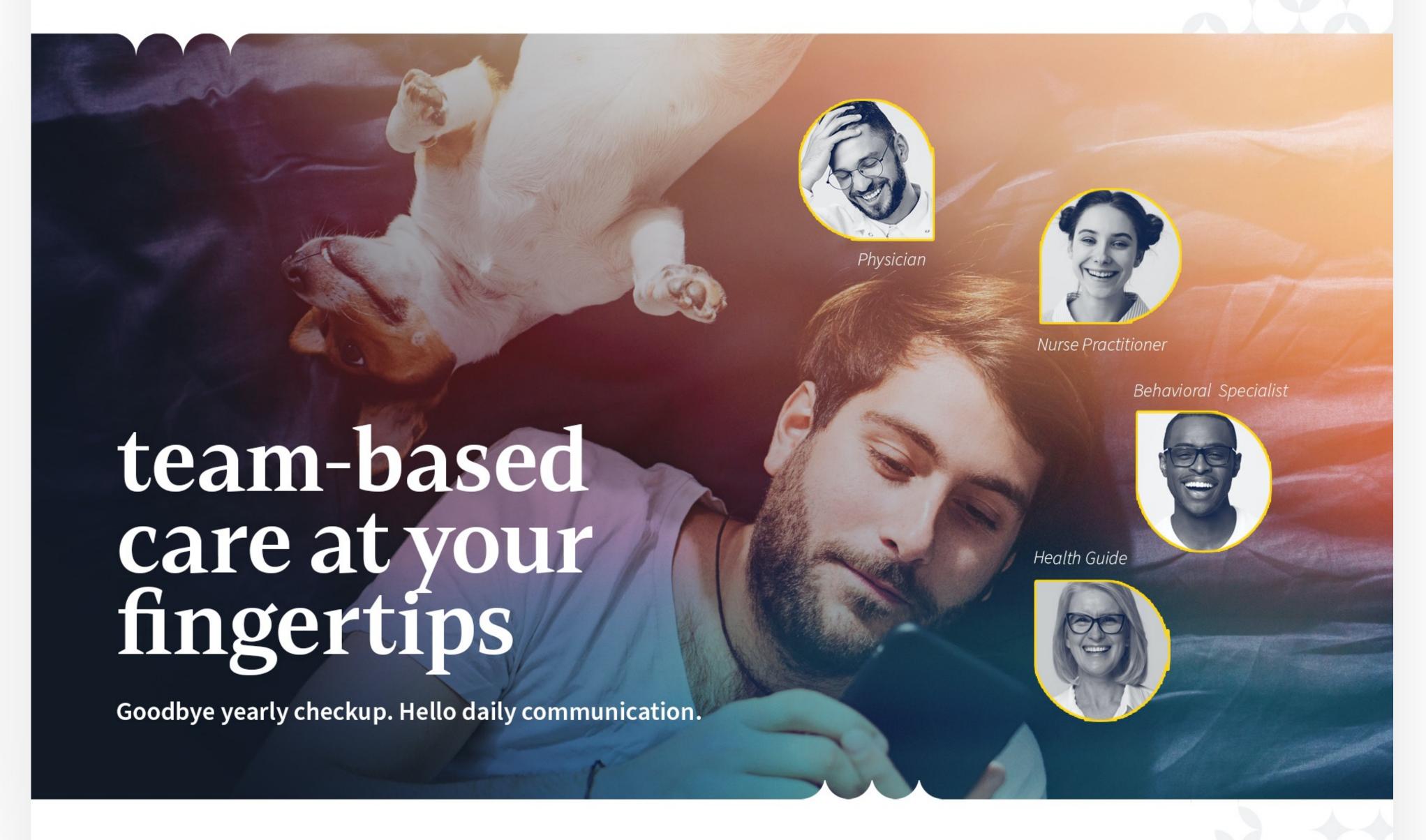
## services:

- Acute and Urgent Care
- Chronic Care
- Mental Health
- ✓ Women's Health
- Wellness, Health Coaching, and Preventive Care

SEE ALL SERVICES

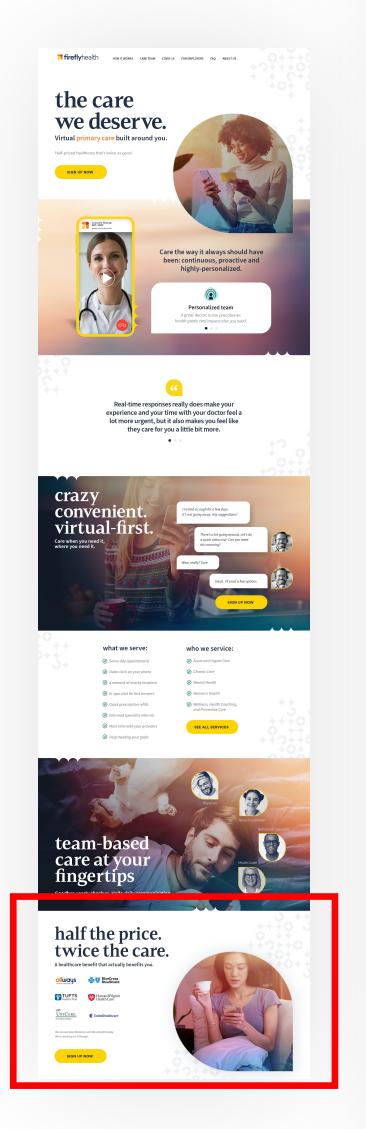






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# half the nrice



half the price. twice the care.

A healthcare benefit that actually benefits you.













We cannot take Medicare and MassHealth today. We're working on it though.

SIGN UP NOW



