

# STYLE GUIDE

June 22, 2020



# INTRO

This style guide is your handbook to enhance the CPESN® image. These guidelines are not designed to limit your creativity, but to explain how you can best incorporate the logo visually.

**Welcome!** We are excited that you have joined us on our journey to tell the story of high performing, community-based pharmacies and their participation in CPESN® networks. This style guide is intended to be a helpful set of tools to guide you as you convey our message.

Our brand identity is a unique and distinctive outward expression of CPESN USA and our member networks. It includes our mission, core values, personality, and a brand promise. An identity system includes elements like our symbol, name, and tagline that are used repeatedly and consistently to gain recognition in a crowded health care marketplace.

In many respects, our logo is more “until we meet again” and less “it was nice meeting you.” Our brand elements are not intended to tell the whole story of CPESN USA. Instead, they act as a reference point for an experience with the CPESN brand, one of our member networks, or one of our participating pharmacies. That experience can be an event, an interaction with a person, or even a singular piece of marketing communications. In all cases, that experience is really our brand promise and our logo is simply a symbol representing all that our promise includes.

Thank you for honoring these standards.

Sincerely,

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# BASIC STANDARDS

The CPESN logo consist of two elements: the **4-point square symbol** and the **wordmark**. The proportion and arrangement of the symbol and wordmark are purposeful—please keep the logo whole and undamaged. The CPESN logo should never be stretched or altered in any way that is not defined in this style guide.

## THE 4-POINT SQUARE SYMBOL

The shapes represent CPESN's 4 core values: Care Coordination, Integrity, Value and Reach. Whenever the symbol is used by itself, the registration mark ® symbol should always be incorporated.



## THE WORDMARK

Whenever the wordmark CPESN is used, the registration mark ® symbol should always be incorporated.

# CPESN®

# SAFETY AREA

The diagrams at the right represent the minimum amount of space that should be maintained between the logo elements and surrounding content when using the logo in marketing materials both online and in print. **The distance is measured by the size of “C” in the CPESN® wordmark.** This ensures that the same relative distance is maintained regardless of the logo’s scale.



# BASIC LOGO

There are two approved CPESN logo formats, a vertical stacked version and a horizontal version:

1. Basic stacked logo
2. Basic horizontal logo
3. Horizontal logo with tag line

The logos are available in both color and black and white. **EPS** versions are available for print; **JPG** and **PNG** are available for in house use as well as digital and web applications. Each version may be scaled down to a point where the 4-point square symbol is no less than 3/8" inch. No part of the logo should be enlarged greater than 100% of the original size unless executed using the **EPS** in a vector based program such as Adobe Illustrator.



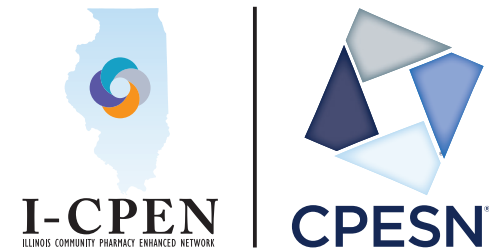
The **EXPECT MORE** tagline may be used as an alternative version.



# EXISTING LOGO/DUAL BRANDING

It is important that local networks use the CPESN logo (wordmark and 4-point square symbol) in their local network logo. There is tremendous value in the dual branding with the CPESN logo where it is consistently noticed from one local network to another.

A 1 pt rule should be placed between the two logos with equal spacing on each side of the rule.



# NEW LOCAL NETWORK

The use of the CPESN logo (**wordmark** and **4-point square symbol**) is mandatory when creating a new LOCAL NETWORK LOGO.

With new local network logos, the relationship between the 4-point square symbol and the wordmark cannot be altered.

## Standard

The standard new LOCAL NETWORK LOGO features the local network name under the wordmark. If the local network name extends beyond the N in the wordmark at a distance measured by the size of the width of the 4-point square symbol, the font size of the local network name must be reduced or dropped to two lines.

## Custom

The custom new LOCAL NETWORK LOGO also features the local network name under the wordmark. The principles of the standard new network logo also apply. Additionally, the custom logo can also contain a graphic element that uniquely identifies that local network. The graphic element must be displayed to the right of the wordmark.

**Remember:** The 4-point square symbol as well as the relationship between the 4-point square symbol and the wordmark cannot be altered.

## STANDARD



## CUSTOM





# COLOR VERSIONS

The color palette may be used for backgrounds, text, and accent elements. When using them as backgrounds please ensure that adequate contrast is maintained for legibility. If you have any question as to whether or not an application provides adequate contrast, please contact a member of the marketing team listed on page 2.

Each color system serves a different purpose. **CMYK** is used for traditional 4-color printing. **RGB** is used for anything digitally represented on a screen. **HEX** colors are used in computing applications and for designating colors in code for websites and mobile applications. The **PANTONE** matching system (PMS) is a color matching system used across many major industries.

NOTE: The darkest Primary color, PMS 655 C is always used for the color version of the wordmark.

## PRIMARY



C 81 M 52 Y 0 K 0  
R 53 G 116 B 186  
HEX #3574BA  
PMS 660 C



C 99 M 87 Y 30 K 38  
R 22 G 42 B 86  
HEX #162A56  
PMS 655 C



C 24 M 4 Y 0 K 0  
R 189 G 221 B 245  
HEX #BDDDF5  
PMS 290 C



C 100 M 83 Y 0 K 0  
R 17 G 73 B 159  
HEX #11499F  
PMS 661 C



C 57 M 35 Y 32 K 2  
R 119 G 144 B 155  
HEX #77909B  
PMS 5425 U

## SECONDARY



C 0 M 0 Y 0 K 35  
R 177 G 179 B 182  
HEX #B1B3B6  
35% BLACK



C 0 M 0 Y 0 K 65  
R 119 G 120 B 123  
HEX #77787B  
65% BLACK

## ACCENT



C 2 M 66 Y 99 K 0  
R 238 G 118 B 36  
HEX #EE7624  
PMS 158 C



C 0 M 0 Y 0 K 100  
R 0 G 0 B 0  
HEX #000000  
100% BLACK



WHITE

# COLOR VARIATION

A **white background is preferred** when using the CPESN logo or 4-point square symbol in any application (print, mobile device, website, etc). Any of the 5 primary colors or Black—screened to 5%—may also be used for a background. This will allow for sufficient contrast between the logo and the background. When using the logo in black and white, a white background is required to allow for sufficient contrast.

When a **dark background** is required, the alternate logo must be used. The dark background must show sufficient contrast between the wordmark portion of the logo and the background.

The **CPESN wordmark** (not shown) may be used alone, on a white background or any of the 5 primary or secondary colors. When using on a dark color, the type should be reversed to white for contrast.

LOGO ON WHITE - PREFERRED



LOGO ON 5% BLACK



ALTERNATE LOGO ON PMS 655



ALTERNATE LOGO ON PMS 5425U

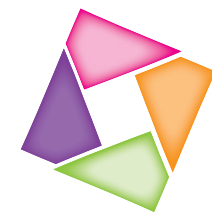


BLACK & WHITE LOGO ON WHITE BACKGROUND ONLY



# NON-APPROVED USAGE

Use only colors from the **approved color palette** when using the CPESN logo, 4-point square symbol or wordmark. **Do not alter the CPESN logo, 4-point square symbol or wordmark in any way**—it should not be blurry, pixelated, skewed to the right or left, rotated, reversed to white, stretched or squished to fit, and strokes or shadows should not be added. Non-approved uses include, but are not limited to the examples to the right. If you have a question regarding the use of the **CPESN logo, 4-point square symbol or wordmark**, contact a member of the marketing team listed on page 2.



**CPESN®**

DO NOT CHANGE COLOR



**CPESN®**

DO NOT ADD ANYTHING  
TO THE INSIDE



**CPESN®**

DO NOT PIXELATE OR  
DRAG OFF A WEBSITE



**CPESN®**

DO NOT STRETCH  
TO FIT A SPACE



**CPESN®**

DO NOT ADD A  
DROP SHADOW



**CPESN®**

DO NOT USE  
NON-APPROVED  
BACKGROUNDS



**CPESN®**

DO NOT SQUISH



**CPESN**

DO NOT USE WITHOUT  
REGISTRATION MARK ®



**CPESN®**

DO NOT SLANT

# FONT USAGE

## BRAND FONTS

**GOTHAM** is the preferred font for headlines, sub-heads, call-outs and small amounts of body copy.

**MINION PRO**, a serif font, is preferred when using large amounts of copy.

## BACKUP FONTS

**HELVETICA** may be for headlines, sub-heads, call-outs and small amounts of body copy.

**TIMES NEW ROMAN**, a serif font, may be used when using large amounts of copy.

## WEB FONTS

**SOURCE SANS PRO** should be used for all web copy. Source Sans Pro Black, Bold, Semibold and Regular are all approved for the web.

## BRAND FONTS

**For headline copy use Gotham Bold**

**For subheads use Gotham Medium**

For captions & callouts use Gotham Book

For small amounts of copy use Gotham Book

When using large amounts of text, a serif font is easier to read, use Minion Pro Regular and *Minion Pro Italic* for all body and long form copy. Use **Minion Pro Semibold** and *Minion Pro Semibold Italic* when a particular word or sentence requires emphasis.

## BACKUP FONTS

**For headline copy use Helvetica Bold**

**For subheads use Helvetica Regular**

For captions & callouts use Helvetica Light

When using large amounts of text, a serif font is easier to read, use Times New Roman Regular and *Times New Roman Italic* for all body and long form copy. Use **Times New Roman Bold** and *Times New Roman Bold Italic* when a particular word or sentence requires emphasis.

# OTHER BRANDING

In addition to the CPESN symbol and wordmark, CPESN USA utilizes a number of secondary brands, taglines, and graphic images to support its overarching brand presence.

This include, but aren't limited to, the following:

An Investment, Not a Cost Center®

EXPECT MORE®

We Care Plan For Patients®

EngageRx<sup>SM</sup>

EngageSync<sup>SM</sup>

EngageDM<sup>SM</sup>

For EXPECT MORE®, An Investment, Not a Cost Center® and We Care Plan For Patients®, a ® symbol should be used with the first and most prominent usage (image or text) in any white papers, documents, presentations, animations, newspaper articles, commercials, or other marketing materials.

For EngageRx<sup>SM</sup>, EngageSync<sup>SM</sup> and EngageDM<sup>SM</sup> a <sup>SM</sup> symbol should be used with the first and most prominent usage (image or text) in any white papers, documents, presentations, animations, newspaper articles, commercials, or other marketing materials.

I AM AN  
*Investment*  
NOT A  
COST CENTER<sup>SM</sup>

EXPECT MORE®

 WE  
CAREPLAN  
For Patients®

 EngageRx<sup>SM</sup>

 EngageSync<sup>SM</sup>

 EngageDM<sup>SM</sup>

# NOMENCLATURE

## USE OF CPESN NETWORKS

If using the phrase community pharmacy enhanced services network to describe a CPESN® network, use entirely lowercase letters.

## NOMENCLATURE

Nomenclature refers to CPESN USA, LLC as well as CPESN® networks, CPESN® participating pharmacy, and local CPESN® network.

The role of nomenclature is very important when talking about CPESN® networks or CPESN USA, LLC. Consistent and accurate application of nomenclature is essential to avoid confusion. From a legal perspective, consistent application of nomenclature is essential to preserve the proprietary rights of the CPESN® name, the CPESN® image, and the overall CPESN® brand. Improper use will adversely impact the legal protection of the marks by CPESN USA, LLC.

When referring to CPESN® networks, please use the proper registration mark ® symbol, offset as indicated in this style guide. CPESN® needs to be treated as an adjective, never a noun. Examples include a CPESN® pharmacy, the CPESN® movement, or a CPESN® approach.

For situations when the CPESN® nomenclature will be used multiple times in the same document, the registration mark ® symbol needs to be used in the first, and most prominent use. Subsequent uses of the CPESN® nomenclature can be displayed without the registration mark ® symbol.

The CPESN® nomenclature – either alone or in conjunction with or as part of another word, mark or name – or any of the CPESN® trademarked phrases or images may not be used by any non-affiliated network or third party without written approval from CPESN USA, LLC.

# TERMINOLOGY

## USE OF CLINICAL INTEGRATION

If using the phrase clinically integrated network, use entirely lower case letters. For example, CPESN USA is a clinically integrated network.

## PUTTING IT ALL TOGETHER

*CPESN® USA is a nationwide network of local CPESN® networks that is clinically integrated and provides enhanced pharmacy services.*

## CLINICAL INTEGRATION

CPESN USA is clinically integrated. This is a concept derived from the Federal Trade Commission that allows providers to negotiate as a group if they maintain certain features and activities that lead to higher quality, lower cost care. Proper use of the term clinical integration is important.

- **There is no such concept as clinically integrated status.**  
It is a way of working, not an achievement like NCQA certification or JACHO accreditation.
- **Proper terms to use:** clinically integrated as in “CPESN USA is clinically integrated,” clinical integration as in “CPESN USA allocates more than half of its resources to clinical integration”
- **Improper terms to use:** clinical integration status, clinical integration certification

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