

# A Brief Introduction

This set of brand guidelines should be applied to all internal and external communications. The following pages are designed to guide you through the Health-Scripts® brand identity elements while providing some general rules to help ensure consistency. While the Health-Scripts® identity is standardized, there may be situations where a bespoke solution is required.

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# Brand Core

Health-Scripts® works on behalf of life sciences to overcome barriers and help clinicians evaluate and access optimal therapies for their patients.

Messaging is designed to provoke enthusiasm, providing specific audiences a reason to connect with Health-Scripts®.

# Mission

**Our mission is to improve connectivity between clinicians and life science companies by treating every inefficiency as an opportunity to accelerate better health outcomes for patients.**

On behalf of our life science partners, Health-Scripts® connects clinicians to trusted clinical insights, local experts and personalized patient support.

# Company Overview

**At Health-Scripts®, we connect clinicians with the vast resources of life sciences to help inform treatment decisions.**

Health-Scripts® is a Prescriber Support Services company connecting healthcare professionals with exclusive educational events, product samples, peer-led programs, and therapeutic insights from top life sciences companies. Built over a decade from a foundational network of NPs and PAs, Health-Scripts is now the largest independent network of its kind — dedicated to empowering prescribers and elevating care.

## Trusted Resources from Fellow Clinicians

### Join to **CHAT, LEARN & EARN!**

We connect providers with the world's most innovative life sciences companies.

## Why Join Health-Scripts?

**Get direct access to the education, tools, and opportunities that support your practice — all delivered by trusted peers...**

When you join Health-Scripts, you'll receive customized invitations and resources tied to your clinical specialty and location — with no spam, no sales pressure, and no strings attached.

### **Clinician-Led. Sponsor-Supported. Always Useful.**

Health-Scripts is trusted by thousands of NPs, PAs, and MDs because it was built for how clinicians really learn. Sign up once, and get only what's relevant to your specialty, location, and interests.

## The Health-Scripts® Speakers Bureau

Share your clinical insights with colleagues nationwide as part of our Ambassador network.

### **Educate Locally**

Make the most of your clinical experience with local speaking requests from the best names in healthcare.

### **Earn Honoraria**

Earn honoraria on your schedule as an educator in your community.

## Providers

### Trusted Talks from Clinical Experts

Prescribing Insights Where You Live, Work and Study.

#### Watch

Health-Scripts® Video Talks delivered to your inbox.

#### Request

Health-Scripts® Lunch & Learn Talks for your office.

#### Attend

Health-Scripts® Dinner Talks in your area.

## Speakers

### Speak Nationwide

Make the most of your clinical experience with local speaking requests from the best names in healthcare.

#### Earn Honoraria

Earn honoraria on your schedule as an educator in your community.

#### Why Speak for Us?

Join a National network of healthcare experts sharing their clinical experiences locally.

##### Set Your Own Schedule

You decide when and how often you speak.

##### Get Paid Fast

Choose how and when you want to get paid.

##### Speak your Passion

Educate local peers on topics you care about most.

##### Connect with Peers

Establish yourself as leader in your practice, health system, and community.

## Partners

### Expansive Connectivity for BioPharma

We have solutions in the Health-Scripts family spanning multiple therapeutic areas, modalities and technologies.

#### Build Relationships

We help you connect with busy healthcare professionals on their terms. Our highly skilled clinical educators deliver trusted and timely therapeutic updates that support better health outcomes.

#### Why Health-Scripts?

##### Better Connectivity

We make the connection among hand-raising HCPs seeking to learn and grow.

##### Focused Outreach

Health-Scripts matches your clinical content with HCPs most relatable to it.

##### Peer Endorsed

Our peer educators share their real-world clinical experiences.

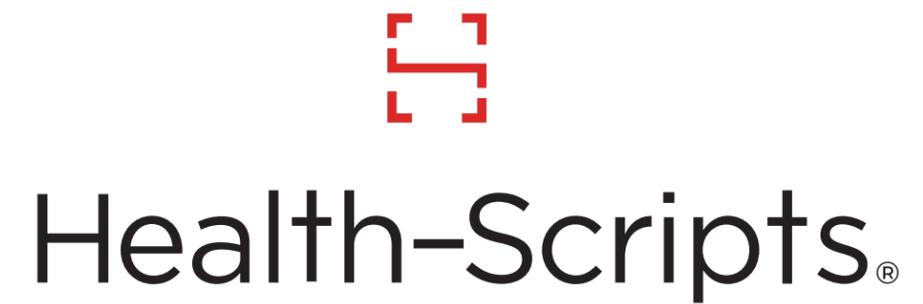
# Logos

Clean lines form a squared glyph conveying abstracted 'H' and 'S' letterforms in a singular mark. The center line of the glyph links two expanding arrows and creates a syntactical reference to a path connecting two ever-growing points.

The linear primary logo with no tagline is preferred for use in top communications.  
When width is limited, the stacked primary logo with no tagline may be used.



Primary Logo with No Tagline, Linear



Primary Logo with No Tagline, Stacked



Positive reproduction. Full color.



Positive reproduction. Single color, PMS 485 C.



Positive reproduction. Single color, black.



Negative reproduction. Color knockout over black.



Negative reproduction. White over PMS 485 C.



Negative reproduction. White over black.

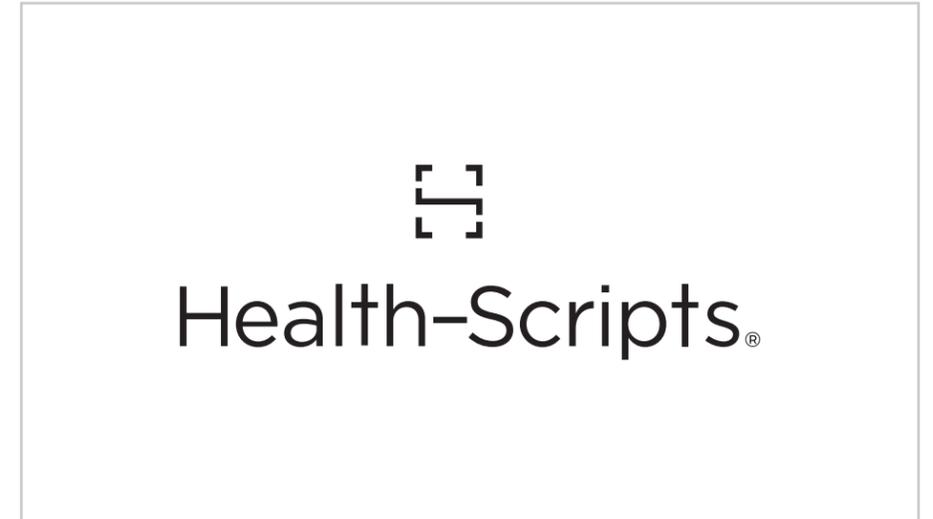
Primary Logos • Stacked Iterations



Positive reproduction. Full color.



Positive reproduction. Single color, PMS 485 C.



Positive reproduction. Single color, black.



Negative reproduction. Color knockout over black.



Negative reproduction. White over PMS 485 C.



Negative reproduction. White over black.

## Secondary Logos

The linear secondary logo with tagline is for use in collateral and ephemeral communications.  
When width is limited, the stacked secondary logo with tagline may be used.



Primary Logo with Tagline, Linear



Primary Logo with Tagline, Stacked

Secondary Logos • Linear Iterations



Positive reproduction. Full color.



Positive reproduction. Single color, PMS 485 C.



Positive reproduction. Single color, black.



Negative reproduction. Color knockout over black.



Negative reproduction. White over PMS 485 C.



Negative reproduction. White over black.

Secondary Logos • Stacked Iterations



Positive reproduction. Full color.



Positive reproduction. Single color, PMS 485 C.



Positive reproduction. Single color, black.



Negative reproduction. Color knockout over black.



Negative reproduction. White over PMS 485 C.



Negative reproduction. White over black.



## Clear Space

A minimum clear space equal to the height of the H/S glyph must surround the logo. Disregard the descender of the 'p' in the logotype when determining minimum clear space. Background photography and illustration may be used, but no other design elements should be positioned within this space. More clear space is always preferred, but this is the recommended minimum.



## Positive Reproduction

Positive reproductions of the Health-Scripts logo can be utilized to strengthen brand recognition. Core brand colors are preferred (Over white or light gray).





## Negative Reproduction

Negative reproductions of the Health-Scripts logo should be displayed in the core brand colors (White over red or black).

When the Health-Scripts logo is used over black, the color knockout logo may be utilized (below left). The color knockout variant presents the glyph in red, and the wordmark in white.





Positive reproduction. Primary choice.



Negative reproduction over black. Primary choice.



*\*Not recommended.* Poor contrast.



Positive reproduction over light gray. Secondary choice.



Negative reproduction over red. Secondary choice.



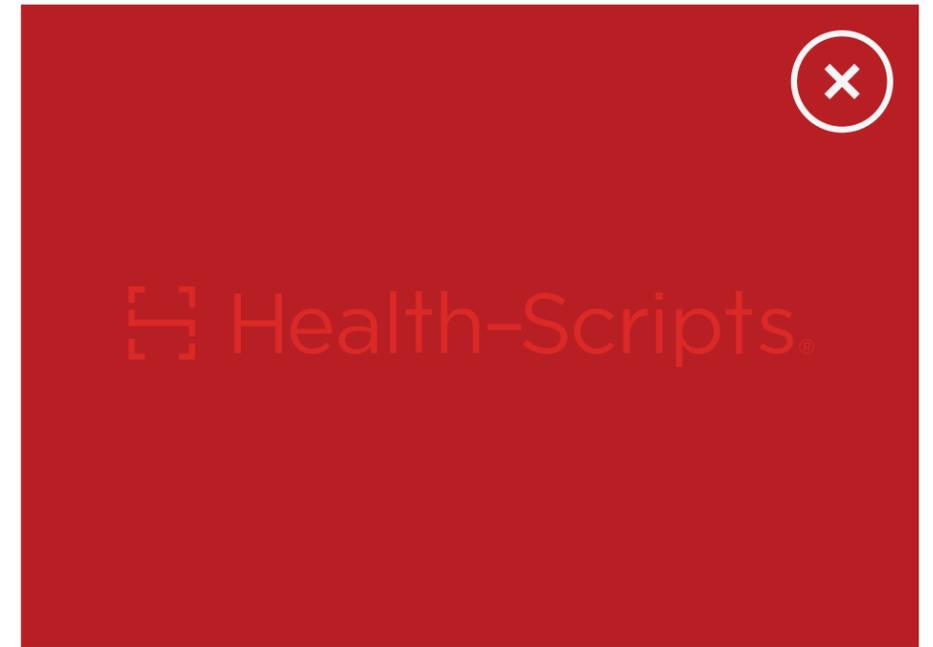
*\*Not recommended.* These colors are inconsistent with brand.



\*Not recommended. Not enough contrast.



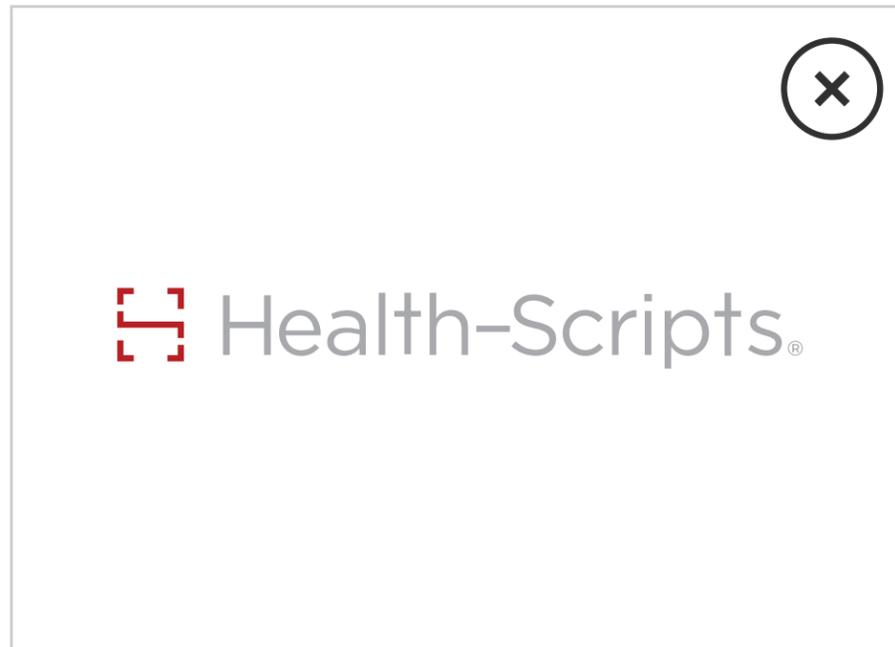
\*Not recommended. These colors are inconsistent with brand.



\*Not recommended. Not enough contrast.



\*Not recommended. Do not use accent colors in the logo.



\*Not recommended. Do not use accent colors in the logo.



\*Not recommended. These colors are inconsistent with brand.

# Variant Logos

Alternate Health-Scripts® logos bring a cohesive parity to products and services offered under the Health-Scripts® umbrella.

## Health-Scripts® Network Logo

The stacked Health-Scripts® Network logo is preferred when representing Health-Scripts® clinical sharing network.  
When vertical space is limited, the linear Health-Scripts® Network logo may be used.



Health-Scripts® Network Logo, Stacked



Health-Scripts® Network Logo, Linear

Health-Scripts® Network Logos • Stacked Iterations



Positive reproduction. Full color.



Positive reproduction. Single color, PMS 485 C.



Positive reproduction. Single color, black.



Negative reproduction. Color knockout over black.

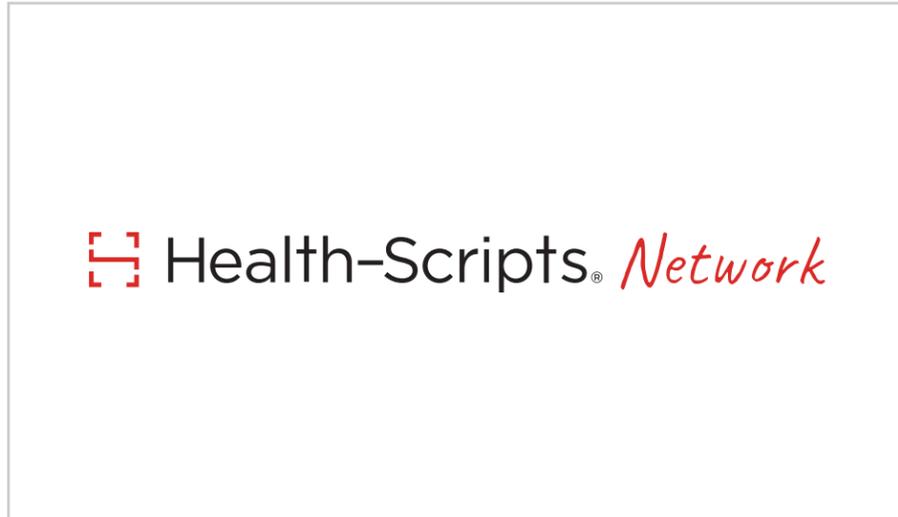


Negative reproduction. White over PMS 485 C.

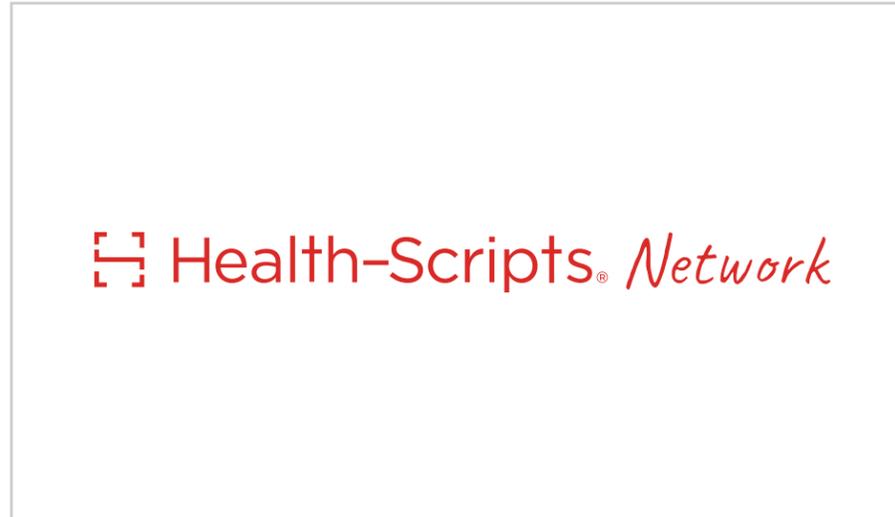


Negative reproduction. White over black.

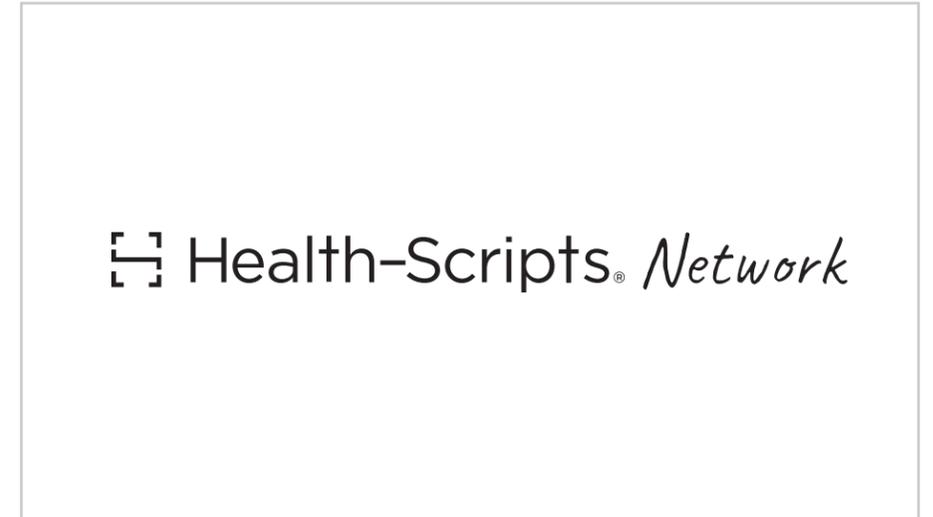
Health-Scripts® Network Logos • Linear Iterations



Positive reproduction. Full color.



Positive reproduction. Single color, PMS 485 C.



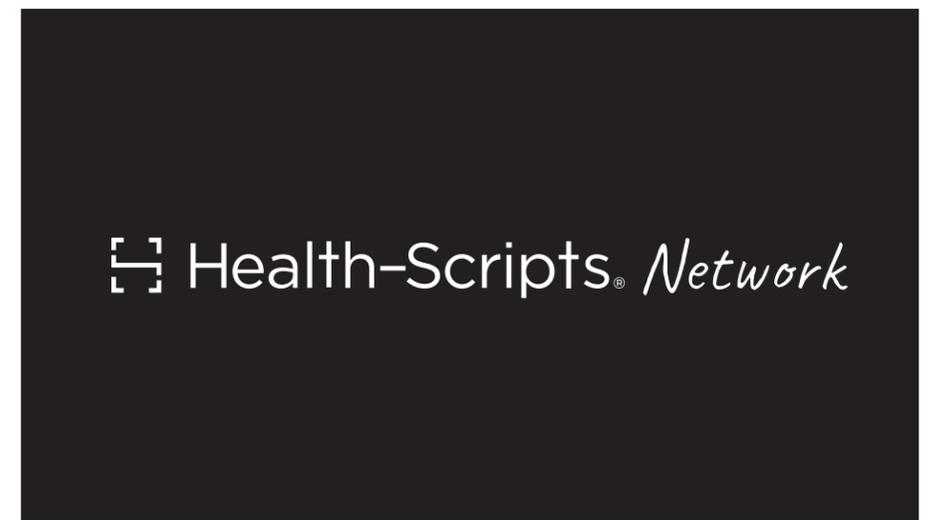
Positive reproduction. Single color, black.



Negative reproduction. Color knockout over black.



Negative reproduction. White over PMS 485 C.



Negative reproduction. White over black.

The stacked Health-Scripts® Talks logo is preferred when representing Health-Scripts® network engagements.  
When vertical space is limited, the linear Health-Scripts® Talks logo may be used.



Health-Scripts® Talks Logo, Stacked



Health-Scripts® Talks Logo, Linear

Health-Scripts® Talks Logos • Stacked Iterations



Positive reproduction. Full color.



Positive reproduction. Single color, PMS 485 C.



Positive reproduction. Single color, black.



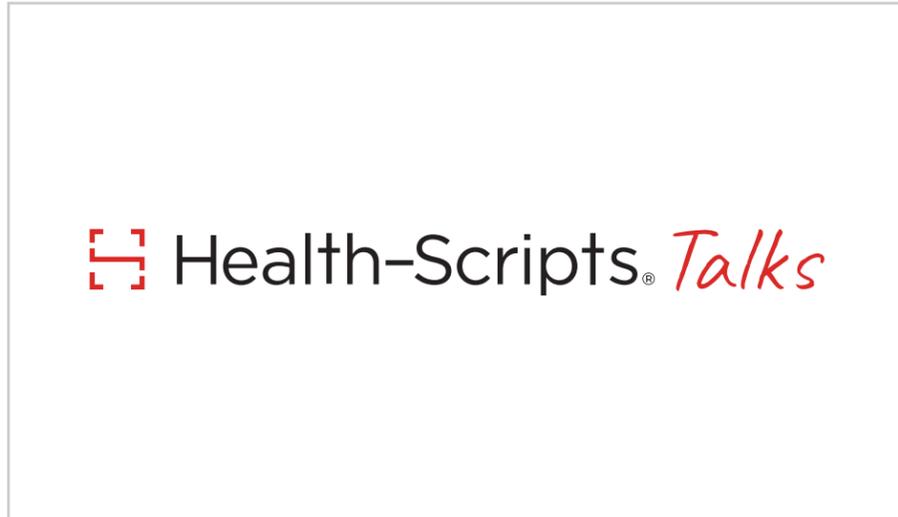
Negative reproduction. Color knockout over black.



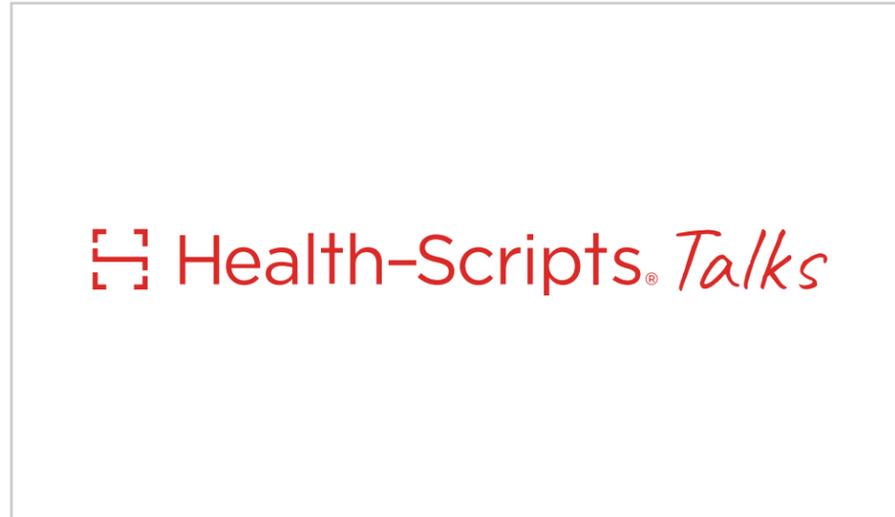
Negative reproduction. White over PMS 485 C.



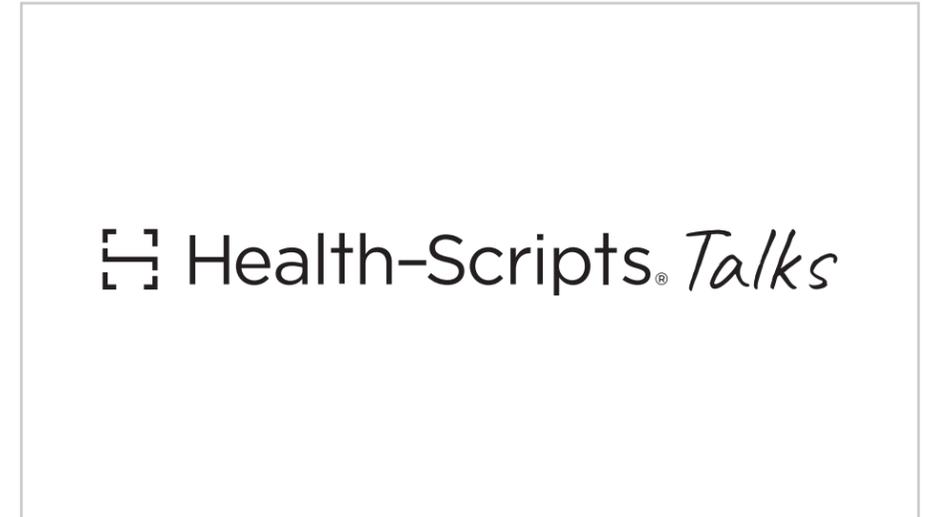
Negative reproduction. White over black.



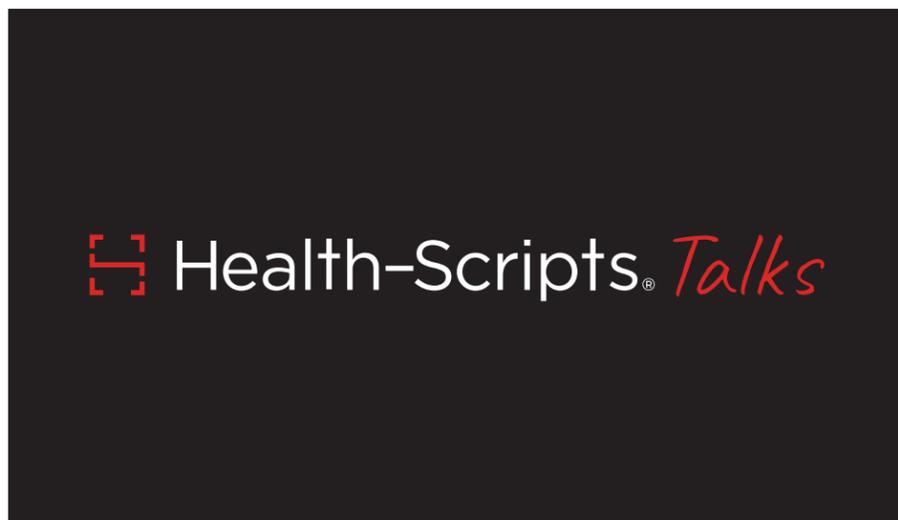
Positive reproduction. Full color.



Positive reproduction. Single color, PMS 485 C.



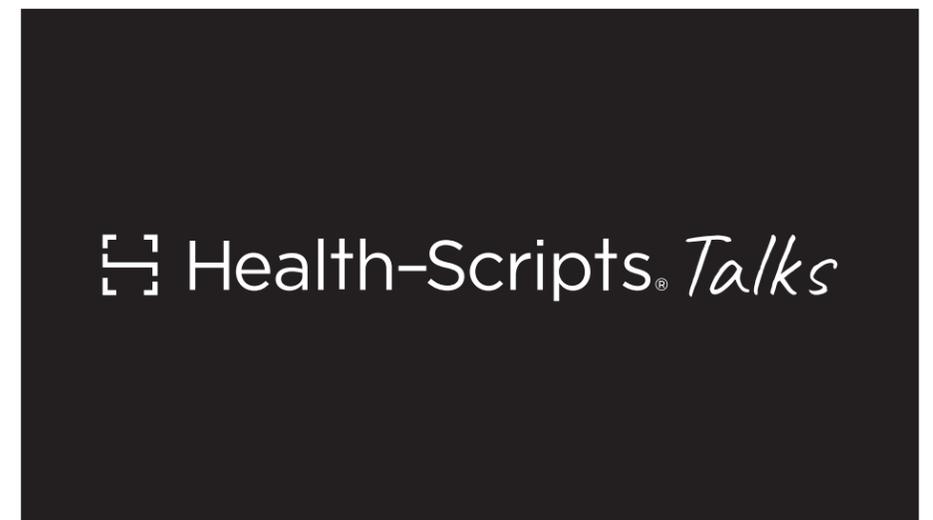
Positive reproduction. Single color, black.



Negative reproduction. Color knockout over black.



Negative reproduction. White over PMS 485 C.



Negative reproduction. White over black.

# Health-Scripts® Ambassadors Logo

The stacked Health-Scripts® Ambassadors logo is preferred when representing Health Scripts® clinician educators. When vertical space is limited, the linear Health-Scripts® Ambassadors logo may be used.



Health-Scripts® Ambassadors Logo, Stacked



Health-Scripts® Ambassadors Logo, Linear

Health-Scripts® Ambassadors Logos • Stacked Iterations



Positive reproduction. Full color.



Positive reproduction. Single color, PMS 485 C.



Positive reproduction. Single color, black.



Negative reproduction. Color knockout over black.

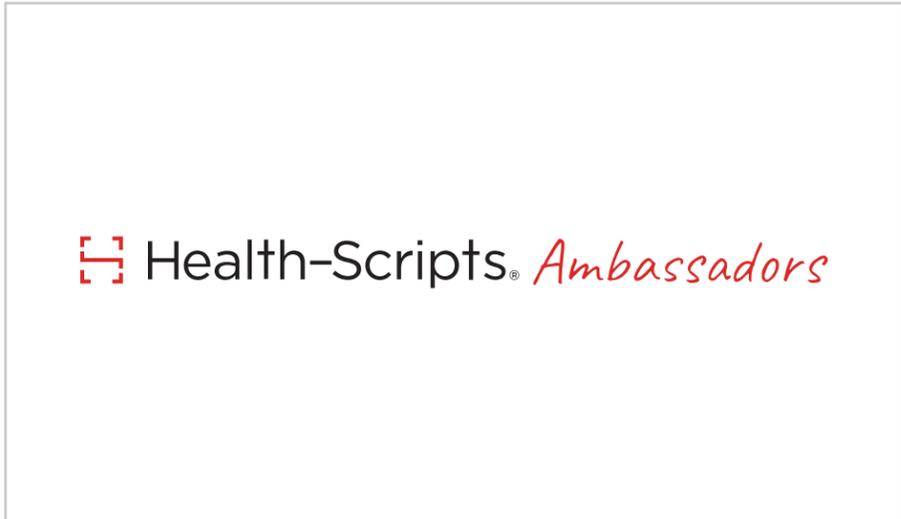


Negative reproduction. White over PMS 485 C.

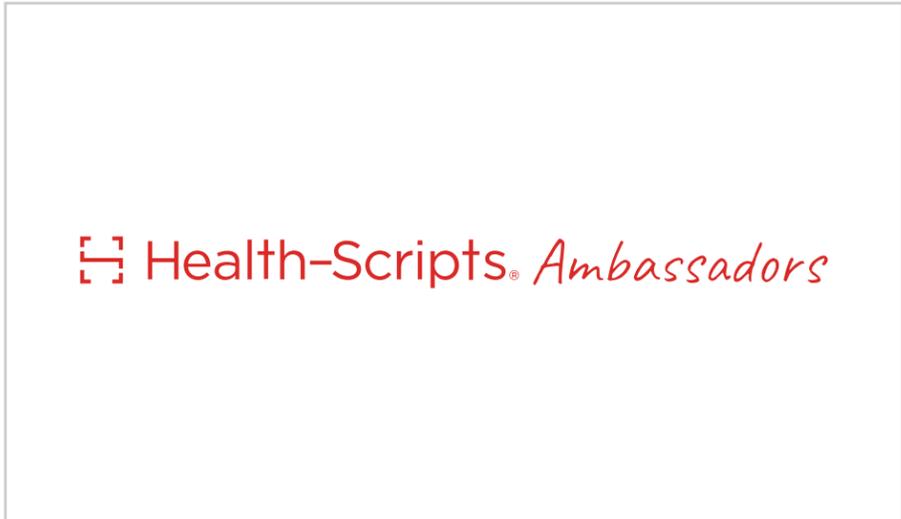


Negative reproduction. White over black.

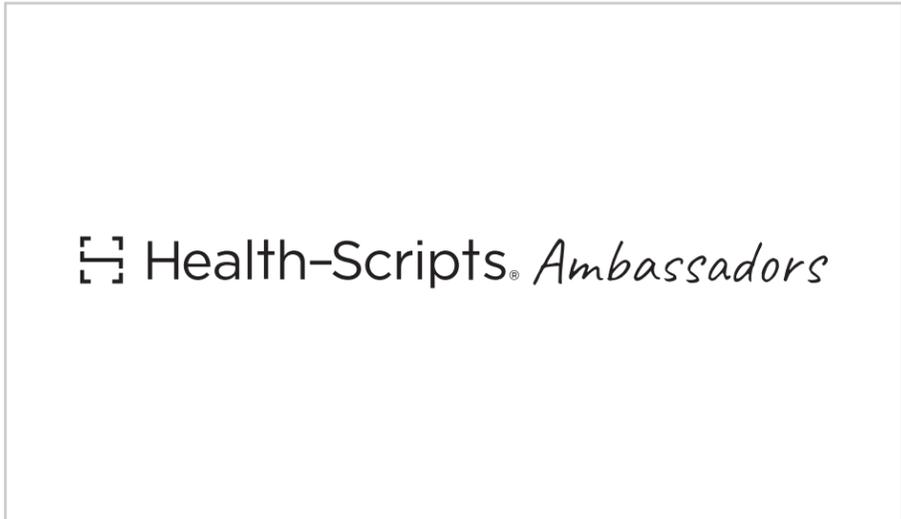
Health-Scripts® Ambassadors Logos • Linear Iterations



Positive reproduction. Full color.



Positive reproduction. Single color, PMS 485 C.



Positive reproduction. Single color, black.



Negative reproduction. Color knockout over black.



Negative reproduction. White over PMS 485 C.



Negative reproduction. White over black.

## A Health-Scripts® Company Logo

The *A Health-Scripts® Company* logo is a neutral, modular logo for use alongside the logos of sister organizations, partners, and services. Lock-ups will vary depending on logo pairings.

 A Health-Scripts® Company

A Health-Scripts® Company Logo

 A Health-Scripts® Company

Positive reproduction. PMS 431 C.

 A Health-Scripts® Company

Negative reproduction. White over black.

# Typography

Health-Scripts® utilizes hierarchy of size and font weight differences in body copy and headings to cleanly communicate clinical core messaging, while quotes and personalized messaging are spotlighted with a splash of color and a human touch.

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww

Xx Yy Zz

0123456789

## Display & Body Font

Gotham is a highly visible geometric sans-serif typeface family inspired by examples of architectural signs of mid-twentieth century New York. This large, versatile font family is the clinical, level-headed foundation of this identity.

Gotham Book

Gotham Medium

**Gotham Bold**

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

0123456789

## Script Font

Caveat is a handwriting type family designed to have slight variations for a natural handwritten feel. This font is used as an accent within this identity, and provides a soft, human-centered focus to taglines, quotes, and personalized messaging.

*Caveat Regular*

### Simplicity

Use drastic contrast when differentiating body copy, captions, and headlines, through font size and weight changes.

### Legibility

Use ample white space around copy and design elements where possible.

### Coherence

Keep body copy and heading sizes consistent throughout documents to enhance legibility.

### Contrast

Stark contrast between primary display titles and paragraphs is an imperative element of this identity.

### Line Spacing

Leading should be set between 20–35% larger than the type size, utilizing lower percentages for headlines and higher percentages for body copy.

### Capitalization

Initial caps should be used in headlines. All caps or small caps should be avoided and used with restraint.

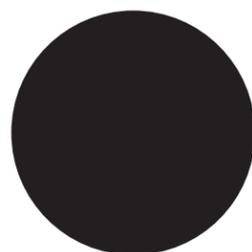
### Formatting

Left aligned is the preferred type alignment. Headlines may be center aligned. Justified text and hyphenation should be avoided.

# Colors

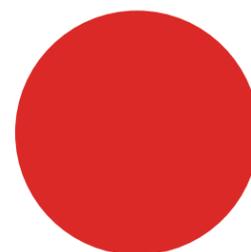
A limited palette puts emphasis on the content and allows visual design, illustration, and photographic elements within the identity to take center stage.

## Color Palette



**Black**

Pantone: Black  
Hex: 000000  
CMYK: C0 M0 Y0 K100



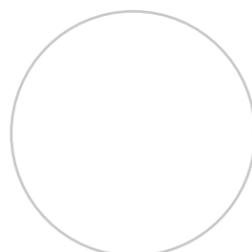
**Red**

Pantone: 485 C  
Hex: DA291C  
CMYK: C0 M81 Y87 K15



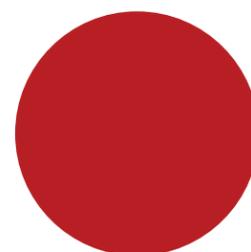
**Light Gray**

Pantone: 179-1 C  
Hex: F6F6F6  
CMYK: C2 M2 Y2 K0



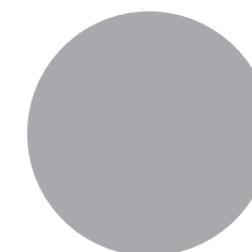
**White**

Pantone: White  
Hex: EDE672  
CMYK: C0 M0 Y0 K0



**Dark Red**

Pantone: 49-8 C  
Hex: B71920  
CMYK: C19 M100 Y100 K11



**Gray**

Pantone: 40% Black  
Hex: A7A9AC  
CMYK: C0 M0 Y0 K40

# Color Distribution



# Illustrations

Simple, hand-drawn line illustrations, icons, and identity accents are a key component of the Health-Scripts® identity. They lend a relatable, grass-roots touch and create a unique dichotomy with more clinical Health-Scripts® identity elements.



## Illustrations

Simple line illustrations bring a human touch to clinical subjects while conveying abstract processes and services in a clean, relatable medium.

These illustrations are intended for use at a large scale, allowing ample white space for each graphic to live.

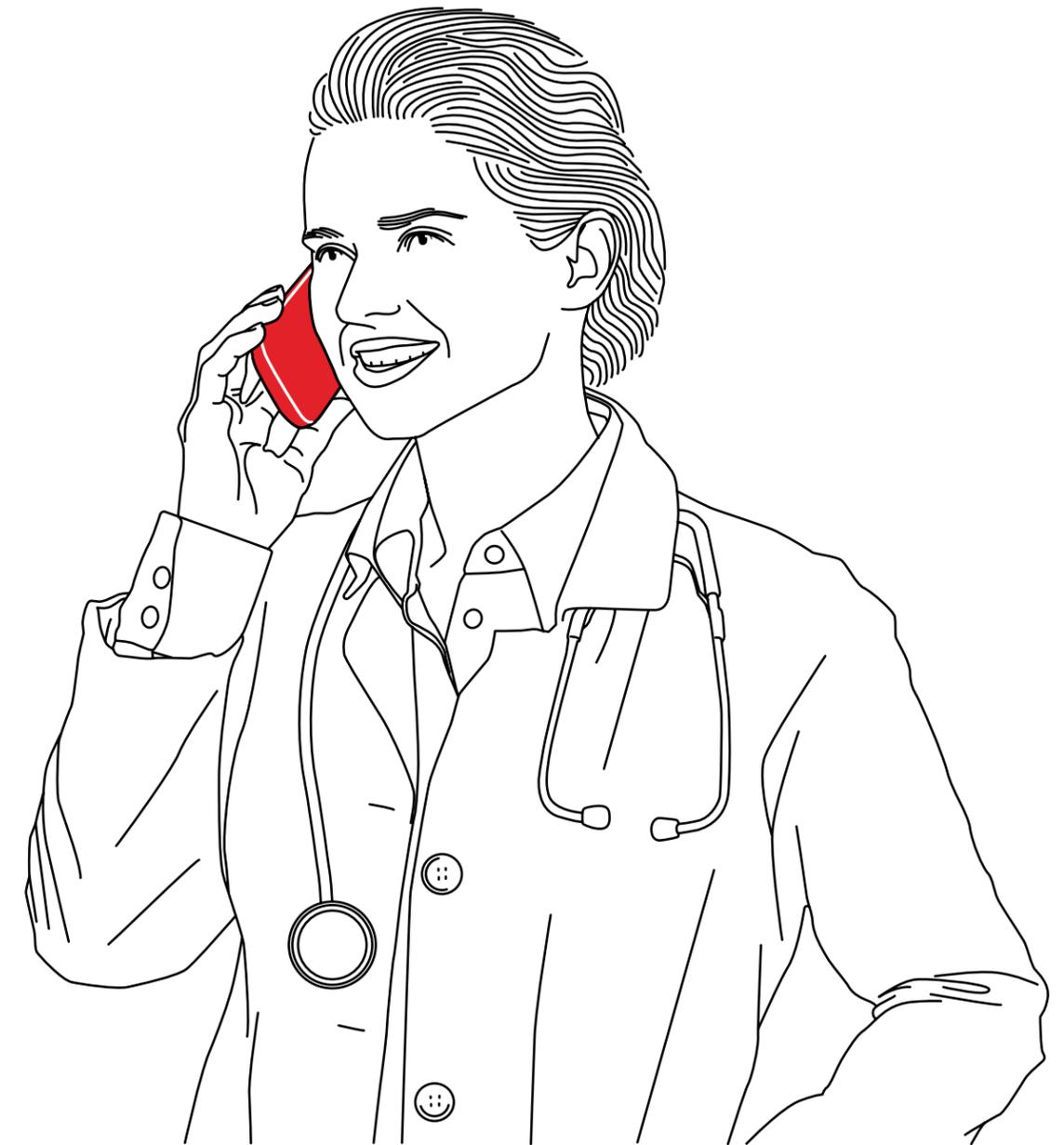
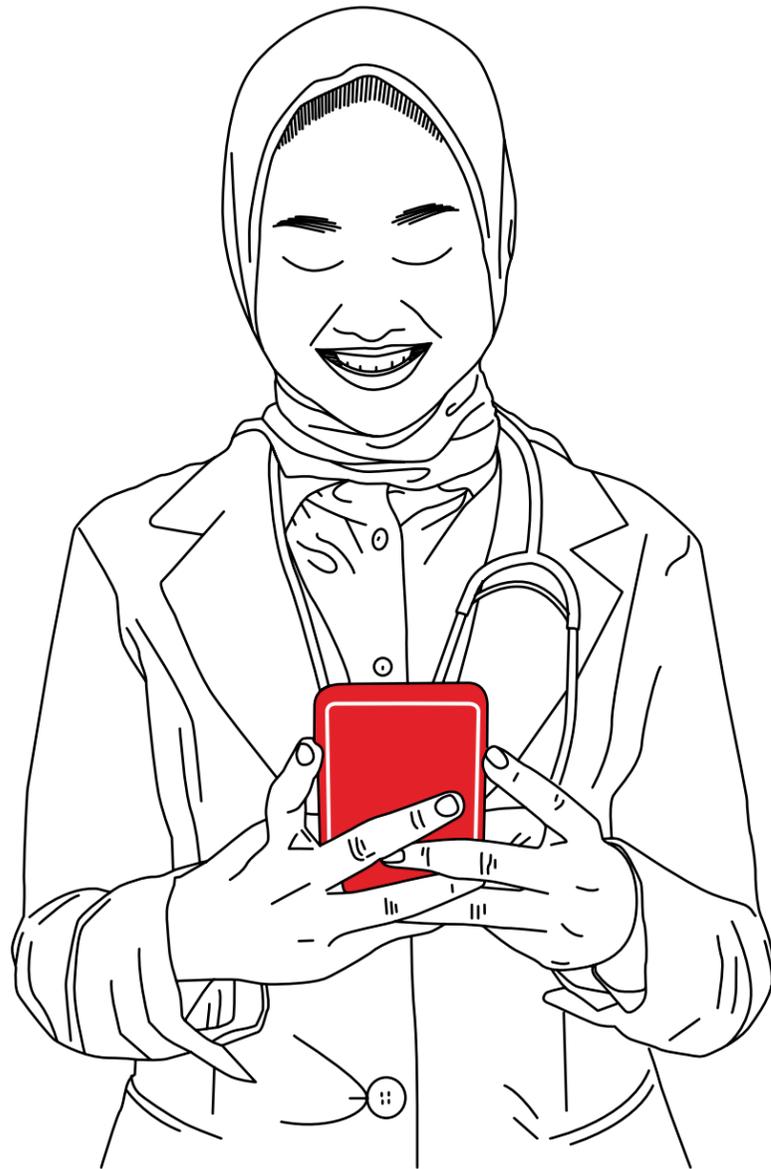
Certain elements are filled in the Health-Scripts primary brand color, and convey the various mediums Health-Scripts uses to reach clinicians.

Stroke weights and line styles should be 1.7 point for digital, 1.3 point in print, with a rounded line cap.



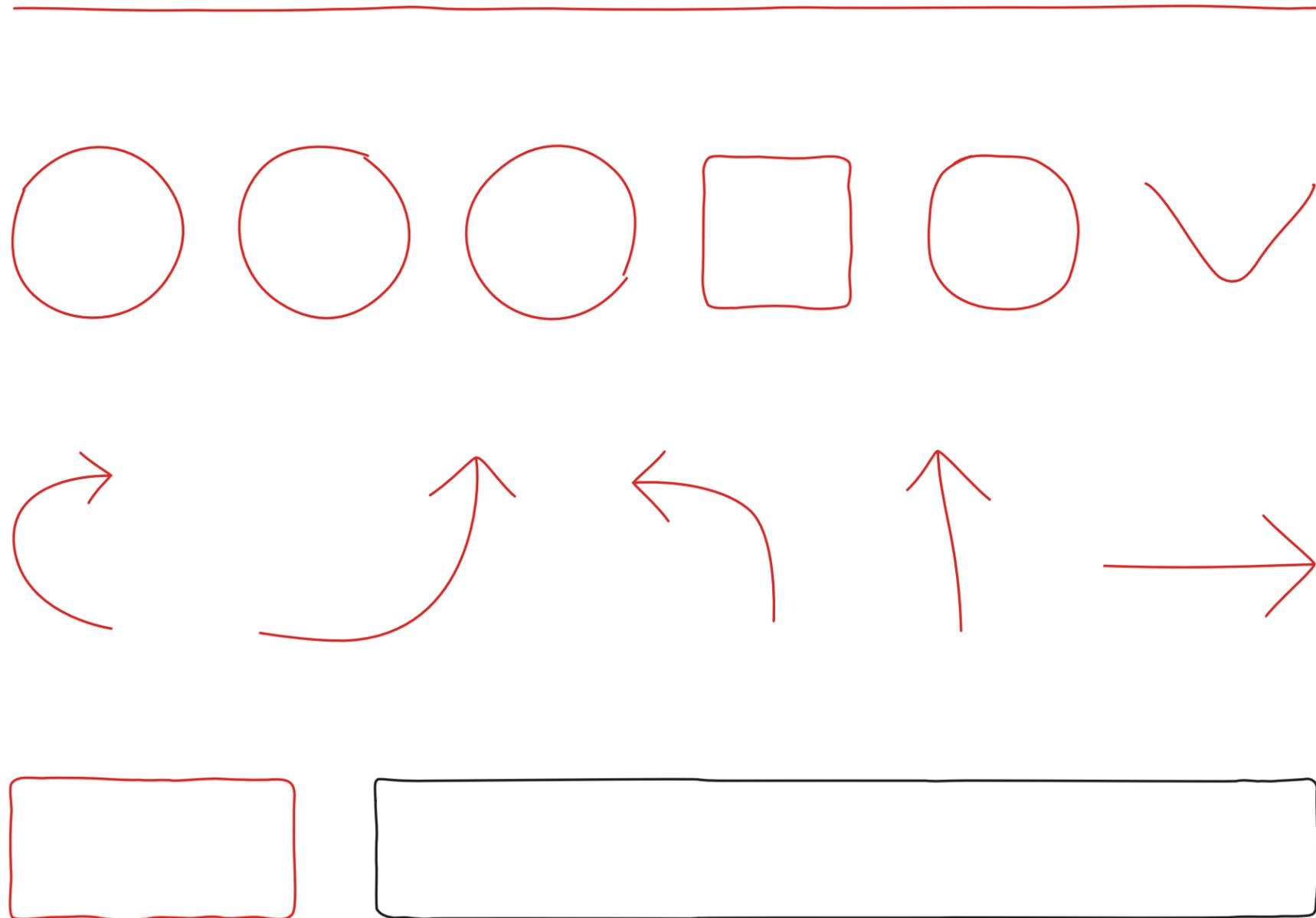








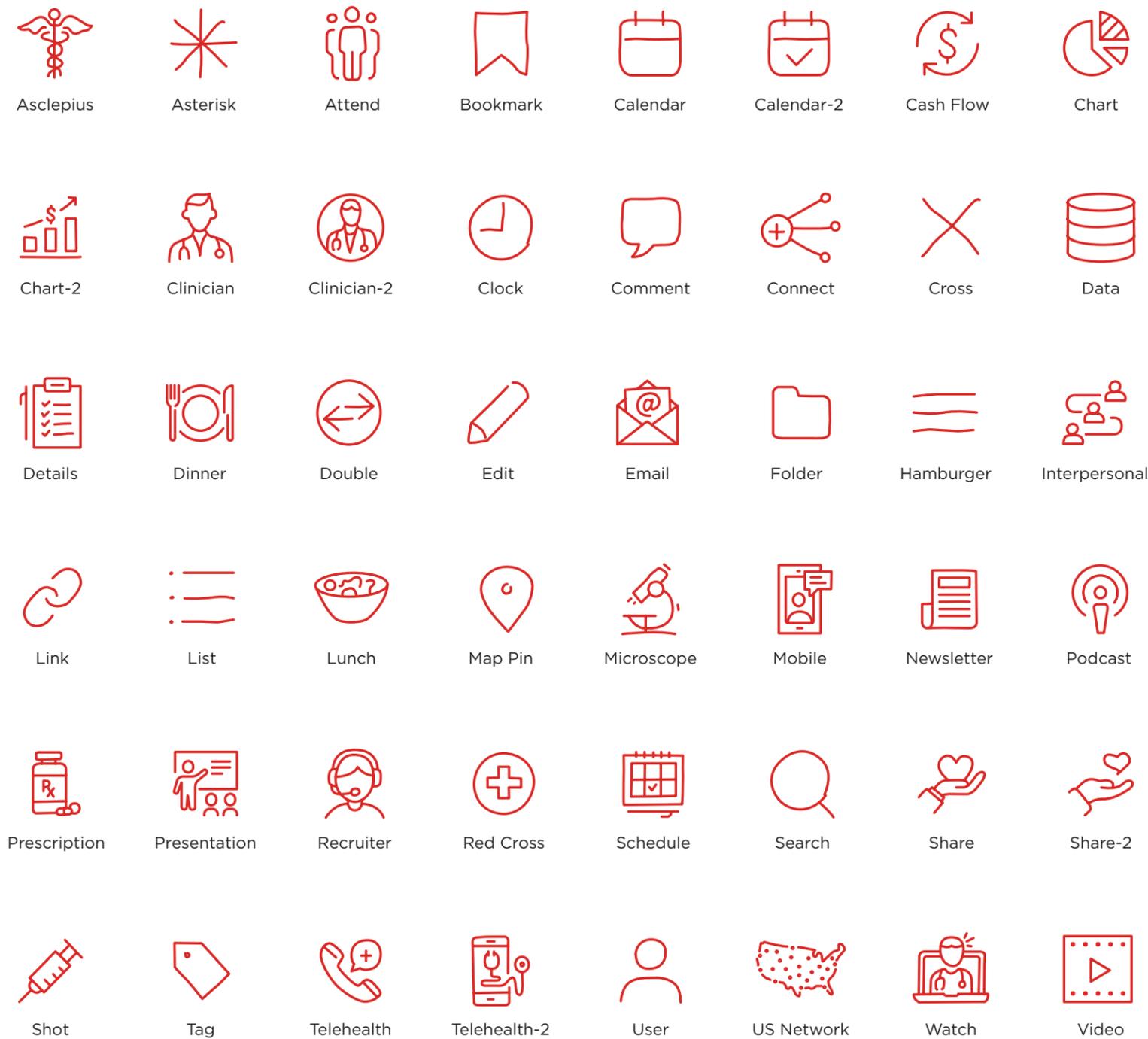




## Accents

Imperfect, hand-drawn accents viscerally style traditionally dull elements to work with the overall identity system — Separators, buttons, checkboxes, forms, arrows should match overall illustrative style.

Stroke weights and line styles should match with other illustrative elements: 1.7 point for digital, 1.3 point in print, with a rounded line cap.



## Iconography

Hand-crafted healthcare-related and business-specific line icons bring this cohesive identity together.

Stroke weights and line styles should be 1.7 point for digital, 1.3 point in print, with a rounded line cap.

A minimum height of 40 pixels is required for digital, 0.4 inches in print.

# Photography

Immersive macro photography focuses on a bigger picture, emphasizing the world surrounding the clinicians featured. Images convey movement, action, and authentic clinical environments.





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