Visual & Communication Guide

RecordQuest

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The RecordQuest Brand

1.1 What Is A Brand?

A brand is an emotional and visual representation of a promise and a perception about a business, service or product.

A brand is created in the minds of its stakeholders representing the values, vision, and opportunities for future expectations.

1.2 What Is Our Brand?

The RecordQuest brand represents the highest standard of quality for technology and personal healthcare information expertise. With exceptional service options and an unwavering dedication to pro-actively improving the ROI process, our clients recognize that the RecordQuest brand will always represent our core beliefs:

Respect Everyone
Consistently engage every partner and associate in a professional and courteous manner.

Uncompromised Security
Patient healthcare information is safe every time, all the time meeting all HIPPA security requirements.

Fearless Innovation
Strive to eliminate the burden of medical records release for facilities through elegant software solutions allowing facilitie to be more efficient, patient focused, and profitable.

Continual Growth
A dedication to provide the best technology and professional education to our associates encouraging advancement and a goal-achieving culture.

To maintain a consistent brand identity, improve local awareness and increase our name recognition throughout the United States, we have developed a comprehensive set of guidelines for the use of RecordQuest logo, brand standards, and how RecordQuest represents itself in the marketplace. When using the logo or speaking about RecordQuest, please adhere to this guide for correct usage, tone, and overall message.

2

Mission Statement

To provide unmatched technology and effective customer service to set the standard in the health information industry while operating with the highest level of integrity and dedication.

3

Style and Tone

In all our written and verbal communications, RecordQuest's tone should reflect patience, compassion, professionalism, and personality that are fundamental to our mission.

Although we are service specialists, technologists, and healthcare professionals, we must communicate in a way that is approachable, explorative, and sincere. We must never communicate in a short, abusive, impatient, disingenuous or insincere manner.

The word RecordQuest is only used when referring to the company or corporation. RecordQuest should not be used to refer solely to the software or any individual service or product offering.

The use of the acronym RQ is not permitted on any public written public documentation or public verbal communications. Staff and internal communications may use RQ when referring to RecordQuest.

RecordQuest adheres to AP style in all written communications.

4

Tagline

REDEFINING ROI

The RecordQuest tagline is a combination of specifically selected words to identify our services and overall business model to the communities we serve.

5

The Logo

The Logo

5.1 Primary Logo

HORIZONTAL

RecordQuest

logo mark   logo type

VERTICAL
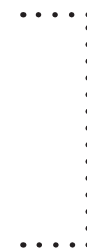
RecordQuest

logo mark

logo type

5.2 Logo with Tagline

HORIZONTAL

VERTICAL

right-aligned tagline

center-aligned tagline

The Logo

5.3 Logo Color Variations

The Logo

5.4 Usage

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The RecordQuest logo has a defined color palette. The logo may only appear in the approved colors noted in Section 7.0.

If any part of the logo needs to be reproduced due to delivery method or channel please contact the marketing department for proper execution at marketing@recordquest.com.

5.5 Improper Usage

DO NOT modify type sizes.

DO NOT substitute another typeface.

DO NOT adjust letter spacing.

DO NOT use small caps or lower case.

DO NOT use unapproved colors.

DO NOT use low-contrast backgrounds.

DO NOT use high contrast or complex background images causing the logo to be lost.

The Logo

5.6 Clear Space Requirements

To preserve the logo's integrity, always maintain the proper sizing and spacing of each element, as well as a minimum clear space around the logo. The minimum clear space for the logo with or without the tagline is defined as the square height and width of the "o" in the main logo type. The clear space isolates the logo from competing graphic elements and content.

If you are unable to utilize the "o" spacing, use the following guidelines. When designing for web, keep a minimum logo padding of 20px. When designing for print, keep a minimum logo padding of 0.5". Each element of the logo, as well as the minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

5.7 Sizing Requirements

The RecordQuest logo should appear larger than 2.5 inches when executed. If logo must be reproduced at less than 2.5 inches please use the logo mark. The logo mark may also be used for internal communications or other digital representation. Please contact marketing@recordquest.com with logo sizing requirement questions.

minimum 2.5 inches

minimum 2.5 inches

less than 2.5 inches
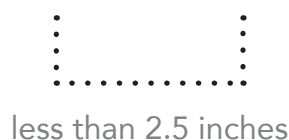
6

Color Palette

6.1 Primary Colors

ORANGE PEEL

CMYK 1 47 97 0
RGB 246 153 35
HEX #F69923
Pantone 130C

CLEAR SPRING

CMYK 70 19 0 0
RGB 51 164 221
HEX #33A4DD
Pantone 2925C

DEEP STREAM

CMYK 99 73 16 3
RGB 3 84 184
HEX #035490
Pantone 302C

MANTIS

CMYK 48 0 80 0
RGB 142 201 101
HEX #8EC965
Pantone 374C

MOUNTAIN MIST

CMYK 33 70 0 0
RGB 173 104 170
HEX #AD67AA
Pantone 513C

PINK PULP

CMYK 6 8 46 0
RGB 227 90 108
HEX #E3596B
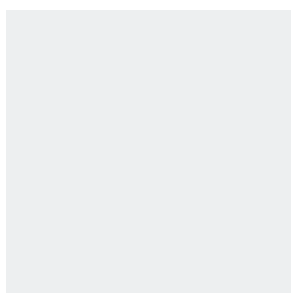*Pantone* 226C

ELEMENT GOLD

CMYK 4 25 100 0
RGB 244 190 24
HEX #F3BE17
Pantone 108C

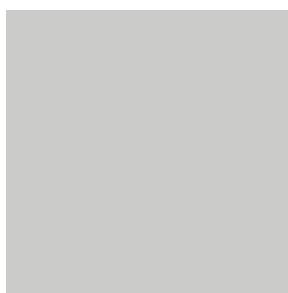**Color Palette**

6.2 Secondary Colors

WHITE OUT

CMYK   6 4 4 0
RGB   236 236 236
HEX   #ECECEC
Pantone 400C

COOL GRAY

CMYK   20 15 17 0
RGB   204 204 202
HEX   #CCCCCA
Pantone 415C

CHARCOAL

CMYK   0 0 0 100
RGB   35 31 32
HEX   #231F20
Pantone 433C

7

Typography

7.1 Avenir Font Family

Avenir Font Family is the typeface for the logo and supporting type.

AVENIR BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

AVENIR BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Other Avenir styles include:

AVENIR LIGHT   AVENIR MEDIUM   AVENIR HEAVY

7.2 Yantramanav Font Family

Yantramanav Font Family is the primary typeface for headlines, sub-headlines, call-outs, and body copy.

YANTRAMANAV REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

YANTRAMANAV BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

7.3 Cambria Font Family

Cambria Font Family is the secondary typeface used for body copy.

CAMBRIA REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

CAMBRIA BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

7.4 Standard Font Alternative

Due to constant changes in technology, screen display resolution, and computer operating systems, fonts specified in this guide may not always be available. The following font below represents a font that is recommended and where its use is applicable.

TAHOMA

Tahoma Font Family is to be used for all digital font display outputs. This includes, but is not limited to email signatures, Microsoft Office documents, Google Docs and other inter-office documentation.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

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Contact RecordQuest

marketing@recordquest.com

If you have any questions about our visual or communications brand standards guide please contact the Marketing and Communications department at the email address above or telephone at (888) 800-4016.