



PracticeAdmin Identity Guide

*Last Updated 4/27/2015
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About PracticeAdmin

Mission

At PracticeAdmin, we simplify the complex process of medical billing by providing healthcare professionals with powerful, easy-to-use, practice management software and solutions. Through our knowledge and expertise, we empower revenue cycle companies to dynamically grow their business.

Vision

By 2020, we will be a market leader for software and solutions for small and medium-sized healthcare revenue cycle companies.

Brand Promise

To provide affordable, easy-to-use tools that get healthcare professionals more money.

Tag Line

Our software. Your success.

Company Name Stylistic Usage

The company name, "PracticeAdmin",

- Does not have a space between "Practice" and "Admin"
- The P for and the "A" in Admin are capitilized
- Should not be abbreviated as "PA"
- Should appear on formal or legal documents as "PracticeAdmin, LLC"

Our Style

Product Style

When developing our products and feature enhancements, we strive to be

- Easy-to-use
- Intuitive
- User-friendly
- Best-of-breed
- Affordable
- Competitively priced

Company Style

PracticeAdmin as a company should communicate that we are relaxed, responsive, confident, and competent.

Logo Design

The official font for the PracticeAdmin logo is Myriad Pro. The three bubbles next to the name represent the three original products launched with the start of the company.

The minimum space requirement ensures the logo gets proper breathing room when printed on materials.

The variants of the logo include stacked, with the tagline, and one-color black or white.

Uses

Our identity, including symbols and tagline can be used in :

- Stationary
- Collateral
- Websites
- Products
- Any PracticeAdmin generated content

Avoid using our logo in:

- Blog Comments
- Visuals not approved by PracticeAdmin

Minimum Space Requirement



Logo Variation Examples



Product Logos

The official font for the PracticeAdmin product logos is Myriad Pro. The icons next to the name represent a notebook with a symbol of what the product encompasses.

The minimum space requirement ensures our logo gets proper breathing room when printed on materials.

The variants of the product logos include stacked, and one-color black.

The product logo icons can be used alone to represent the product.

When product logos appear with the company logo, the company logo will appear below the product logo, at half the size of the product logo.

Suite names should be written with no space between the words, whereas module names should be written with a space between the words. The product logos do not have a space between the words.

Product Logos	Product Names
 RevenueSuite	RevenueSuite
 ProviderSuite	ProviderSuite
 BillingManager	Billing Manager
 ReceivablesManager	Receivables Manager
 ScheduleManager	Schedule Manager

Product Logo with Company Logo



Logo Best Practices

Always make sure our logo is easily legible. Use the color version of the logo whenever possible. When our logo is presented on a background, the colors of the background must be on brand.

Until PracticeAdmin develops brand specific patterns, avoid using the logo against a patterned background.

On PracticeAdmin documents, the our logo should appear on the leftmost, uppermost, and/or centered and largest in a list or collage of partner logos. When a our logo is displayed with a partner logo on other documents, our logo and partner logos should appear equal in scale and legibility.

Logo Against Solid Backgrounds



When possible, use the full color version rather than the one color black version.

Logo Against Gradient Backgrounds

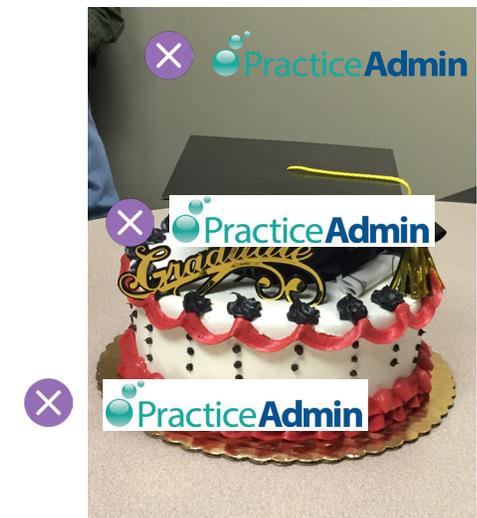


Here the logo is clearly visible against the gradient background.



Logo Against Photo Backgrounds

Place the color version of the logo in the bottom right hand corner of photographs. Ensure it can be easily read.



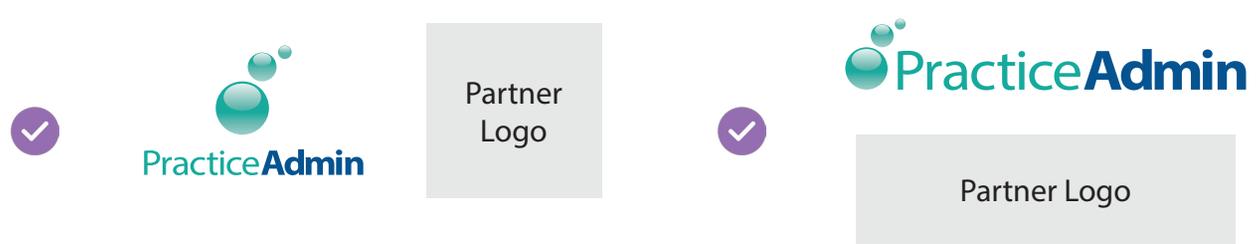
Partner Logos

Logo Best Practices

Always make sure our logo is easily legible. Use the color version of the logo whenever possible. When our logo is presented on a background, the colors of the background must be on brand.

Unless PracticeAdmin develops brand-specific patterns, avoid using the logo against a patterned background.

On PracticeAdmin documents, the our logo should appear on the leftmost, uppermost, and/or centered and largest in a list or collage of partner logos.



Colors

The primary colors of the logo and of the company are PracticeAdmin Teal and PracticeAdmin Blue.

The secondary colors are found in the product logos, and on marketing and advertising materials.

Variations of colors as tints are also of the tint of a base

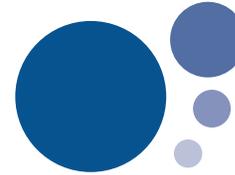
The primary background color is Pantone 649U, or light gray.

The primary body text color is black.

Primary Colors

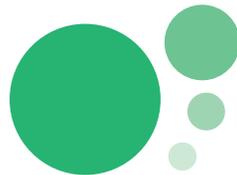


PracticeAdmin Teal
Pantone 326 U
CMYK 78, 9, 46, 0
RGB 0, 169, 157
Hex #: 00a992

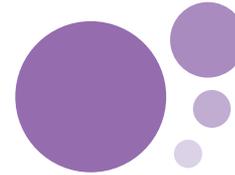


PracticeAdmin Blue
Pantone 2935 U
CMYK 99, 74, 16, 3
RGB 0, 83, 144
Hex #: 005390

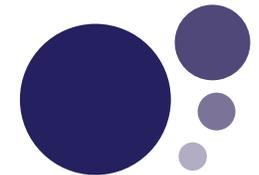
Secondary Recommended Colors



Pantone 339 U
CMYK 76, 0, 75, 0,
RGB 36, 181, 115
Hex #: 24B573



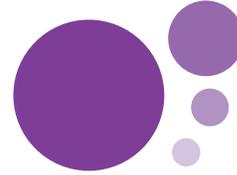
Pantone 2587 U
CMYK 45, 64, 0, 0
RGB 149, 109, 175
Hex #: 956DAF



Pantone 282 U
CMYK 100, 100, 26, 25
RGB 38, 34, 97
Hex #: 262260



Pantone 322 U
CMYK 89, 35, 63, 19
RGB 4, 111, 99
Hex #: 006F63



Pantone Medium Purple U
CMYK 59, 90, 1, 0
RGB 127, 63, 151
Hex #: 7F3F97



Pantone 649 U
CMYK 9, 6, 7, 0
RGB 229, 229, 229
Hex #: E5E5E5

Typefaces

The official fonts for PracticeAdmin collateral are listed to the right. The fonts include:

- ☑ Myriad Pro, the primary body text,
- ☑ Myriad Pro Condensed, the default header text,
- ☑ Verdana, the secondary body text when Myriad Pro is not available,
- ☑ Garamond, the primary serif text when a serif text is required for official documents,
- ☑ Cambria, the secondary serif text when Garamond is not available.

Primary, Sans Serif
Myriad Pro

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
123456789 ! @ # \$ % &

Primary variant, Sans Serif
Myriad Pro Condensed

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
123456789 ! @ # \$ % &

Secondary, Sans Serif
PT Sans

Grumpy wizards make
toxic brew for the evil
Queen and Jack.

Normal 400 Grumpy wizards make toxic brew for the ev
Normal 400 Italic *Grumpy wizards make toxic brew for the evil*
Bold 700

Primary, Serif
Garamond

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
123456789 ! @ # \$ % &

Secondary, Serif
Cambria

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
123456789 ! @ # \$ % &

Stationary Design Scheme

Follow the design scheme for new document templates.



There is a design scheme for stationary. Above shows the business card and letterhead design. The left shows the envelope design.

Icons

Use these icons on collateral, web pages, HTML email messages, presentations, etc.



