



# RELIAS

EXTERNAL

2023

BRAND STYLE GUIDE

# The following guidelines govern the **creation** of all communication materials for Relias.

This manual explores the elements that represent our brand identity. Using the tools in this guide will equip Relias to present a strong, unified representation of our brand.

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# General Approval + Questions

At Relias, our ideas and products hold the power to advance the healthcare workforce and improve the lives of the most vulnerable members of society. Not every brand can say that. We can. And, to have the greatest impact, how we express our brand needs to be consistent. Imagine if all of us, across our entire company, vendors and partners, communicated the same message. Our brand guidelines will help us do just that. Inside is everything you need — from how we communicate to what we communicate — to bring our brand to life.

The following pages explore the elements that represent our brand identity. Using the tools in this guide will equip Relias and our family of brands to present a strong, unified representation.

## APPROVAL + QUESTIONS

All deliverables created by an external vendor or partner must be submitted to your point of contact and the Relias Brand Team at [brand@relias.com](mailto:brand@relias.com). Please allow at least 72 hours for feedback or approval.

We encourage you to reach out to the Relias Brand Team at [brand@relias.com](mailto:brand@relias.com) for:

Questions | Project kickoff  
Icons | Patterns | Review  
General touch base

01 — ABOUT RELIAS

# Mission, Core Values, Personality, Tone + Voice

Our mission, core values, tone, and voice form the foundation of our brand and guide our conversations and interactions with our clients and community.

## RELIAS' MISSION

To measurably improve the lives of the most vulnerable members of society and those who care for them.

---

## Core Values

Our mission, core values, tone, and voice form the foundation of our brand and guide our conversations and interactions with our clients and community.

### THIRST FOR LEARNING

Desiring to constantly learn and grow, both personally and professionally.

### GET STUFF DONE

Accomplishing your goals by doing the right things in the right way.

### DATA-DRIVEN

Using information and analysis to enable more informed decisions.

### HEALTHY DEBATE

Challenging the status quo. Understanding that diverse views improve the end result.

### PASSION FOR OUR MISSION

Committing to the success of our clients and enthusiastically helping the most vulnerable members of society.

## Brand Voice

The Relias brand conveys an approachable, reliable personality. We are engaging thought leaders who share meaningful information. We communicate directly in a quick and easy to understand manner. We are interested, informed, and genuinely committed to helping clients deliver better care.

### PERSONALITY

#### Reliable

Trusted partner, humble expert, intelligent, relevant, current, and objective

#### Supportive

Watchful, responsive, and inclusive

#### Quality-focused

Committed to delivering products that enable our clients to provide better care



**TONE**

Relias’ tone will vary depending on the message, platform, or audience. Above all, it remains clear, professional, and empathetic.

**Communication style**

Use journalistic style (vs. academic), informative, credible, conversational, non-salesy. Use second-person point-of-view (you, you’re, and your).

**Active voice**

Use active voice (subject performs action):  
The nurse completed the assessment. Avoid use of passive (subject receives action):  
*The assessment was completed by the nurse.*

**VOICE**

**Human**

We are considerate, friendly, and straightforward.

**Authoritative**

We are well-researched and confident in our accuracy.

**Authentic**

We deliver evidence-based solutions and insights to address real challenges.

**Passionate**

We care deeply about our clients and our mission to measurably improve the lives of the most vulnerable members of society and those who care for them.

**✓ DO**

Be helpful, clear, and empathetic.

Cite reputable sources, sound sure of yourself, and respect readers’ existing industry knowledge.

Be honest and objective.

Use strong verbs and be champions for healthcare and learning.

**✗ DO NOT**

Come across as smug or condescending.

Use marketing jargon or over-promise or oversell product capabilities.

Patronize, confuse, or be overbearing.

Be indecisive.

## 02 — OUR APPROACH

# Parent Brand + Sub-Brand Logos

A logo is one of the most important elements of branding, as it is one of the first impressions any brand will make. A logo serves as a lasting emblem for brand purpose, recognition, and perception.

## Parent Brand Logo

The Relias parent brand logo is the foundation of our visual identity. Often referred to as our corporate logo, this mark consists of thoughtfully typeset letters in the typeface Perpetua, coupled with an illuminated capital A. The A represents academic achievement and excellence.

### Minimum size requirements

#### PRINT + WEB

The Relias corporate logo must never appear smaller than 0.75" in print and 75 pixels for web usage to ensure proper legibility.

#### CLEAR SPACE

Graphic objects and text should never overlap the logo. A minimum distance equal to the width of the capital L in the logo should remain clear around the entire perimeter of the logo. This space is determined proportionally to the logo.

The Relias logo features the word "RELIAS" in a dark blue, serif typeface. The capital letter "A" is highlighted in a vibrant green and features a white diagonal stroke that extends from the top-left to the bottom-right, creating a sense of movement and distinction.

DOWNLOAD

## ALTERNATE COLORS

When necessary for legibility, dark gray and knockout (white) variations of the Relias corporate logo may be used. Use the reverse variant when a background is too dark to allow use of the positive logo.

RELIAS

RELIAS

RELIAS

RELIAS

## DO NOT

Reverse the color balance  
Stretch or skew  
Outline  
Use unspecified colors  
Use on busy backgrounds  
Use gradients or shadows

RELIAS

RELIAS

RELIAS

RELIAS

RELIAS

RELIAS

## Sub-Brand Logos

B2C sub-brand logos each have their own personality with consistencies that tie the family together with our parent brand.

### Minimum size requirements

#### PRINT + WEB

The Relias corporate logo must never appear smaller than 0.75" in print and 75 pixels for web usage to ensure proper legibility.

#### CLEAR SPACE

Graphic objects and text should never overlap the logo. The minimum distance should equal the height of the initial capital letter. This clear space should be maintained around the entire perimeter of the logo.

**DOWNLOAD**



## ALTERNATE COLORS

Applicable for all user-centric logos.

When necessary for legibility,  
dark gray and knockout (white)  
variations of the logo may be used.



## DO NOT

Reverse the color balance  
Stretch or skew  
Outline  
Use unspecified colors  
Use on busy backgrounds  
Use gradients or shadows

04 — TYPOGRAPHY

# Our Typefaces

Typography plays a critical role in Relias communications. What we say is strengthened by how we say it. Typography reinforces our tone and voice, providing texture and personality to our messaging.

## Jost + Open Sans

The official typefaces of the Relias visual identity system are Jost and Open Sans. The aesthetic of these typefaces impacts the overall form and function of our visual brand. These typefaces should be used in all forms of communication. No other typefaces should be substituted, even if similar, unless indicated in these guidelines.

**Note:** In some circumstances, Jost may not be available (for example, in variable text on an email design and Microsoft Office programs). In those instances, please use Helvetica. Likewise, if Open Sans is unavailable, use Calibri.

### JOST

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

---

Regular  
Medium  
Semibold  
Bold

DOWNLOAD

### OPEN SANS

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

---

Regular  
Semibold  
Bold

DOWNLOAD

## Hierarchy

Use the following typography hierarchy consistently and is recommended within in all printed/digital materials. Note, this example of typographic combinations and interactions is based on an 8.5" x 11" layout.

### Asset Type/Title

Aa

Jost Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Headline 1

Aa

Jost Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Headline 2

Aa

Jost Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Headline 3

Aa

Jost Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## Body Copy

Aa

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## CTA Copy

Aa

Jost Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## Typography Principles

	JOST	OPEN SANS	SOURCE SERIF	HELVETICA
H3/SUBHEADLINE	•			
H1/TITLE	•			
H2/SUBTITLE	•	•		
BODY TEXT		•		
CALLOUTS	•	•		
QUOTES	•	•		
NUMBERS	•	•		
CTA BUTTONS	•			
REFERENCES	•	•		
LEGAL			•	
EMAIL TEMPLATES				•
LANDING PAGES	•	•		

JOST SEMIBOLD, ALL CAPS FOR SUB HEADINGS & LABELS

## Jost Medium for Headlines

### Jost Regular for Sub Headlines

Open Sans Regular — the go-to typeface — holds up pretty much everywhere, especially in long body copy. Use Open Sans Regular in charts and in tables and small legal lines. Never set smaller than 10 points unless using for fine print.

## Leading + Tracking

Spacing is important when setting type. Keep type proportions consistent. The leading (space between lines of type) should not be too open or too closed.

Be equally mindful of tracking (space between letters in a word).

- ✓ Relias strives to measurably improve the lives of the most vulnerable members of society and those who care for them.
- ✗ Relias strives to measurably improve the lives of the most vulnerable members of society and those who care for them.
- ✗ Relias strives to measurably improve the lives of the most vulnerable members of society and those who care for them.
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- ✗ Relias strives to measurably improve the lives of the most vulnerable members of society and those who care for them.

## Scaling

Keep type proportions consistent between headers and subheaders. Scale accordingly. Scale accordingly by 160%.

When scaling typography such as headings, subheadings, and body copy, we use a 7pt scaling ratio measurement as a base for the leading.

### EXAMPLE

Headline set at 30pt will have a leading of 37pt.  
Headline 2 will then follow the same point size measurement.  
Headline 2 set at 15pt will equal 22pt leading.

**NOTE:** Example is based on an 8.5" x 11" layout.

SUBHEADLINE  
SIZE: 10 PT

SUBHEADLINE

H1:  
SIZE: 30 PT  
LEADING: 37 PT

## Headline 1, Jost Medium One to Three Lines of Text

H2:  
SIZE: 15 PT  
LEADING: 22 PT

Headline 2, Jost Regular, One to Two Lines of Text.  
Alternate Headline Jost Semibold All Caps.

BODY COPY  
SIZE: 10 PT  
LEADING: 17 PT

Body Copy is Open Sans Regular. Having a desire to constantly learn and grow, both personally and professionally. Accomplishing your goals by doing the right things in the right way. Using information and analysis to enable more informed decisions. Willingness to challenge the status quo. Understanding that a diversity of views improves the end result. Commitment to the success of our clients and enthusiasm for helping the most vulnerable members of society.

When scaled, the 7pt leading doubles and or triples as increased.

## EXAMPLE

Headline 1 set at 48pt will have a leading of 62pt.

Headline 2 will then follow the same percentage size measurement.

Headline 2 set at 24pt will have a 38pt leading.

**NOTE:** This example is scaled at 160%.

SUBHEADLINE  
SIZE: 16 PT

SUBHEADLINE

H1:  
SIZE: 48 PT  
LEADING: 62 PT

# Headline 1, Jost Medium One to Three Lines of Text

H2:  
SIZE: 24 PT  
LEADING: 38 PT

Headline 2, Jost Regular, One to Two Lines of Text.  
Alternate Headline Jost Semibold All Caps.

BODY COPY  
SIZE: 16 PT  
LEADING: 30 PT

Body Copy is Open Sans Regular. Having a desire to constantly learn and grow, both personally and professionally. Accomplishing your goals by doing the right things in the right way. Using information and analysis to enable more informed decisions. Willingness to challenge the status quo. Understanding that a diversity of views improves the end result. Commitment to the success of our clients and enthusiasm for helping the most vulnerable members of society.

## Using all capital letters

All caps can be accessible when used to signal a section header, subheading, callout, caption, or label (i.e., a list of resources, a table, or a change in topic) or a running headline (the text normally seen at the top or bottom of the page of a document that states the title/subject).

To ensure an accessible experience for readers, consider the following to determine whether or not the use-case scenario is appropriate for your design.

### ✓ DO

- Use Jost Semibold.
- Set letterspacing/tracking to 180pt.
- Set a ratio of 1:1.5. Example: 11pt type with a leading of 16.5pt.
- Use all caps thoughtfully for headings, subheadings, potential callouts, or CTA buttons.
- Use all caps when emphasizing specific words (e.g., callouts).
- Use all caps judiciously (e.g., in captions and other labels).

### ✓ DO NOT

- Put long sentences in all caps.
- Use all caps for sentences containing acronyms; use only for the acronyms.
- Set titles on cover pages or social graphics in all caps.
- Apply all caps to text smaller than 11pt.
- Set Open Sans in all caps/letterspaced.

05 — COLOR

# Palette + Principles

Color can speak to a brand's presence even before we see its logo or name. It is a highly emotive visual element that is a powerful communication tool when used appropriately.

## Corporate Color Palette

The Relias color palette is the aesthetic foundation for all our brands and products.

Exemplifying optimal health and well-being, green works in tandem with a variety of grays to serve as the central point of our buildable accent palette and informs the other colors to offer users a wayfinding guide. This utility and consistency helps our audiences confirm they're in the right place as they navigate Relias offerings.

The Relias color palette also offers new levels of accessibility to ensure there are little to no barriers for anyone interacting with our brands. The palette is also flexible and recognizable with lively color hues carefully chosen to work harmoniously with both light and dark backgrounds.

Our focus on modern tints and shades was part of a greater effort to intimately understand the user journey and provide a dynamic experience within a digital space that can sometimes feel flat or monotonous. The result is a modern, approachable, user-friendly palette the staying power to grow and adapt just as with Relias does.



# Color Principles

## TITLES + LARGE TYPOGRAPHY

Titles and large typography work well in color to convey a strong and lively feel.

## USE OF COLOR

Don't overwhelm the viewer or lose focus with excessive use of color. Color use should be thoughtful and correlate with the area of business the product or collateral encompasses. Color palettes work interchangeably and support the user journey regardless of customer entry point to our products and offerings.

## NEUTRALS

Neutral grays, greens, and white serve as the base for all assets and allow the supporting palette to effectively notify the user of the product or service being highlighted.

## ILLUSTRATION + DATA VISUALIZATION

Illustrations and courses may use colors from the full palette.

Colors must correlate with the area of business referenced in the product or material as specified in the Brand Guide (see Color Usage section).

Data visualization may use tints if necessary.

## NEGATIVE SPACE

Negative space is a favored design tool at Relias to create focus and flow. It should take up the most space as often as possible.

## MONOCHROMATIC COLOR

Monochromatic color pairings should be used for patterns to allow for a minimal style that gives content room to be seen.

## BLACK

Brand elements should never be represented in the color black. Use Dark Gray Text 80 in place of black. On rare occasions when gray won't be possible to produce, please contact the Brand Team [brand@relias.com](mailto:brand@relias.com)

# Usage

## OUR PALETTES

Saturated colors with warm undertones comprise our palettes. They portray harmony and are direct references to nature and technology. Relias offers solutions for a variety of areas within healthcare. These areas have differences but are tied together by a common thread — healthcare. The visual harmony that this palette illustrates is representative of the balance between individuals and community.

Using exact RGB color formulas for digital and exact PMS color matching for print maintains the integrity of our brand and makes a clear visual impact.

## FOUNDATIONAL PALETTE

To offer consistency within our brands and user journey, the foundational palette has been established to serve as a base to all our apps, websites, digital platforms, and collateral. Apps, websites, and digital platforms should use grays as the primary base with brand colors as pops of color to support print, physical, and digital wayfinding.

These colors work in harmony with the supporting palette while offering more opportunities for versatility and accessibility.

**Accessible** Colors have been numbered to aid with accessibility. If the difference in two colors numbers is 40 or greater, the colors have achieved WCAG AA accessibility conformance.

## COLORS

### Role

- For text only to provide contrast on white or light colors
- Never as background color
- Accessible with: White 5, Dark Green 10, Relias Green 10, Dark Green 20, Teal 10, Teal 20, Teal 30

### Value

HEX: #1C4923  
RGB: 28, 73, 35  
PMS: 350 C  
CMYK: 84, 43, 99, 49



## Role

- Relias “A” logo color
  - May be used for backgrounds, design elements, and photo overlays
- 
- Supporting accent color
  - May be used for design elements and photo overlays
- 
- Supporting accent color
  - May be used for design elements and photo overlays
- 
- Supporting accent color
  - May be used for design elements and photo overlays
- 
- Supporting accent color
  - May be used for design elements and photo overlays

## Value

HEX: #287339  
RGB: 40, 115, 57  
PMS: 7731 C  
CMYK: 84, 31, 100, 21

Logo Green  
60

HEX: #3D9B46  
RGB: 61, 155, 70  
PMS: 362 C  
CMYK: 78, 15, 100, 2

Relias Green  
40

HEX: #54B957  
RGB: 84, 185, 87  
PMS: 361 C  
CMYK: 68, 0, 90, 0

Relias Green  
30

HEX: #8FCA7B  
RGB: 143, 202, 123  
PMS: 7487 C  
CMYK: 47, 0, 69, 0

Relias Green  
20

HEX: #D7E9BC  
RGB: 215, 233, 188  
PMS: 7485 C  
CMYK: 17, 0, 33, 0

Relias Green  
10

## Role

- For text only to provide contrast on white or light colors
- Never as background color
- Accessible with: White 5

- Supporting accent color
- May be used for design elements and photo overlays

- Supporting accent color
- May be used for design elements and photo overlays

- Supporting accent color
- May be used for design elements and photo overlays

- Supporting accent color
- May be used for design elements and photo overlays

## Value

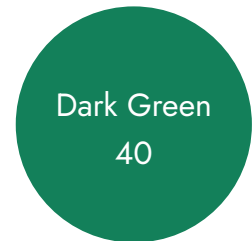
HEX: #063028  
RGB: 6, 48, 40  
PMS: 627 C  
CMYK: 87, 54, 72, 66



HEX: #0A4A36  
RGB: 10, 74, 54  
PMS: 3435 C  
CMYK: 88, 44, 78, 47



HEX: #177F59  
RGB: 23, 127, 89  
PMS: 348 C  
CMYK: 86, 27, 78, 12



HEX: #37B87B  
RGB: 55, 184, 123  
PMS: 346 C  
CMYK: 73, 0, 71, 0



HEX: #6AC183  
RGB: 106, 193, 131  
PMS: 345 C  
CMYK: 60, 0, 66, 0



## Role

- For text only to provide contrast on white or light colors
  - Never as background color
  - Accessible with: White 5
- 
- For text only to provide contrast on white or light colors
  - Never as background color
  - Accessible with: White 5
- 
- Supporting accent color
  - May be used for design elements and photo overlays
- 
- Supporting accent color
  - May be used for design elements and photo overlays
- 
- Supporting accent color
  - May be used for design elements and photo overlays

## Value

HEX: #9CD3B3  
RGB: 156, 211, 179  
PMS: 344 C  
CMYK: 40, 0, 37, 0

Dark Green  
10

HEX: #065642  
RGB: 6, 86, 66  
PMS: 343 C  
CMYK: 90, 41, 76, 37

Dark Teal  
Text 80

HEX: #05856A  
RGB: 5, 133, 106  
PMS: 7724 C  
CMYK: 86, 26, 69, 9

Dark Teal  
60

HEX: #1AAA89  
RGB: 26, 170, 137  
PMS: 3395 C  
CMYK: 78, 8, 60, 0

Dark Teal  
40

HEX: #6BC1A8  
RGB: 107, 193, 168  
PMS: 3385 C  
CMYK: 58, 2, 42, 0

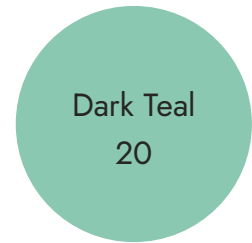
Dark Teal  
30

## Role

- For text only to provide contrast on white or light colors
  - Never as background color
  - Accessible with: White 5
- 
- For text only to provide contrast on white or light colors
  - Never as background color
  - Accessible with: White 5
- 
- Relias' black text color
  - Darkest hue in our palette
  - Use for body copy and text
- 
- May be used for UI
  - May be used for backgrounds, design elements, and photo overlays
- 
- May be used for UI
  - May be used for backgrounds and design elements
  - Never for a photo overlay

## Value

HEX: #8BC9B2  
RGB: 139, 201, 178  
PMS: 337 C  
CMYK: 46, 3, 36, 0



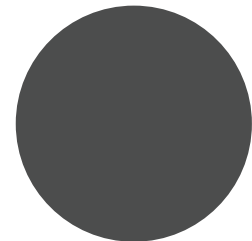
HEX: #B9DBD1  
RGB: 185, 219, 209  
PMS: 566 C  
CMYK: 27, 2, 19, 0



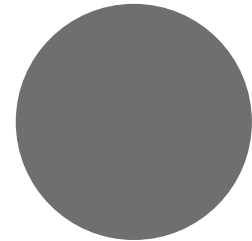
HEX: #272727  
RGB: 39, 39, 39  
PMS: 419 C  
CMYK: 71, 65, 64, 69



HEX: #4C4C4C  
RGB: 76, 76, 76  
PMS: 425 C  
CMYK: 65, 58, 57, 37



HEX: #6E6F6F  
RGB: 110, 111, 111  
PMS: Cool Gray 9 C  
CMYK: 58, 48, 48, 15



## Role

- May be used for UI
- May be used for backgrounds and design elements
- Never for a photo overlay

- May be used for UI
- May be used for backgrounds and design elements
- Never for a photo overlay

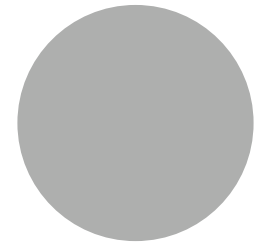
- May be used for UI
- May be used for backgrounds and design elements
- Never for a photo overlay

- May be use as UI shell base color
- May be used for backgrounds and design elements
- Never for a photo overlay

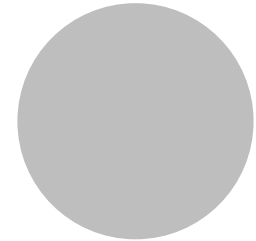
- May be use as UI shell base color
- Background color
- Text color on dark backgrounds

## Value

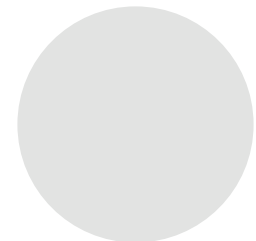
HEX: #AEAEAE  
RGB: 174, 174, 174  
PMS: Cool Gray 5 C  
CMYK: 33, 26, 27, 0



HEX: #BDBDBD  
RGB: 189, 189, 189  
PMS: Cool Gray 4 C  
CMYK: 26, 20, 21, 0



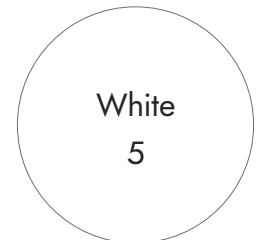
HEX: #E2E2E2  
RGB: 226, 226, 226  
PMS: Cool Gray 1 C  
CMYK: 10, 7, 8, 0



HEX: #F4F4F2  
RGB: 244, 244, 242  
PMS: N/A  
CMYK: 3, 2, 3, 0



HEX: #FFFFFF  
RGB: 255, 255, 255  
PMS: White  
CMYK: 0, 0, 0, 0



SUPPORTING PALETTE

The supporting palettes feature beautiful color hues along with their tints and shades to help the user gain familiarity and recognition with the element of the business they are experiencing.

The palettes were built using an additive methodology where the gray and green base serves as neutrals and the supporting colors are added in as needed. The process does not rigidly box products, services, or brands into one lane but rather allows for the inevitable overlap, collaboration, and future business growth. It also supports a less disruptive user journey and brand experiences.

**Accessible** Colors have been numbered to aid with accessibility. If the difference in two colors numbers is 40 or greater, the colors have achieved WCAG AA accessibility conformance.

Role

- For text only to provide contrast on white or light colors
- Never as background color
- Use as supporting accent color for learning + performance products and collateral
- Accessible with: White 5
  
- Use as supporting accent color for learning + performance products and collateral
- May be used for backgrounds, design elements, and photo overlays
  
- Use as supporting accent color for learning + performance products and collateral
- May be used for backgrounds, design elements, and photo overlays

Value

HEX: #2A2854  
RGB: 42, 40, 84  
PMS: 2755 C  
CMYK: 94, 92, 37, 33



HEX: #53499E  
RGB: 82, 73, 158  
PMS: 2725 C  
CMYK: 81, 84, 0, 0



HEX: #7454A3  
RGB: 116, 84, 163  
PMS: 266 C  
CMYK: 64, 78, 0, 0



## Role

- For text only to provide contrast on white or light colors
  - Never as background color
  - Used as supporting accent color for learning + performance products and collateral
  - Accessible with: White 5
- 
- Use as supporting accent color for learning + performance products and collateral
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color for learning + performance products and collateral
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote services
  - For text only to provide contrast on white or light colors
  - Never as background color
- 
- Use as supporting accent color to denote services
  - May be used for backgrounds, design elements and photo overlays

## Value

HEX: #987CB8  
RGB: 152, 124, 184  
PMS: 2655 C  
CMYK: 43, 56, 0, 0



HEX: #DAC0DD  
RGB: 218, 192, 221  
PMS: 256 C  
CMYK: 12, 25, 0, 0



HEX: #F5EDF5  
RGB: 245, 237, 245  
PMS: N/A  
CMYK: 2, 6, 0, 0



HEX: #321835  
RGB: 50, 24, 53  
PMS: 2627 C  
CMYK: 75, 89, 47, 58



HEX: #672D6B  
RGB: 103, 45, 107  
PMS: 2623 C  
CMYK: 68, 96, 27, 14



## Role

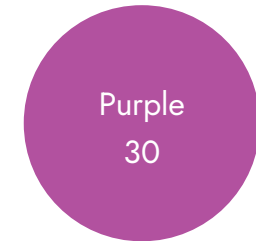
- Use as supporting accent color to denote services
  - May be used for design elements and photo overlays
- 
- Use as supporting accent color to denote services
  - May be used for design elements and photo overlays
- 
- Use as supporting accent color to denote services
  - May be used for design elements and photo overlays
- 
- Use as supporting accent color to denote services
  - May be used for design elements and photo overlays
- 
- Use as supporting accent color to denote nurses, community, or events
  - For text only to provide contrast on white or light colors
  - Never as background color

## Value

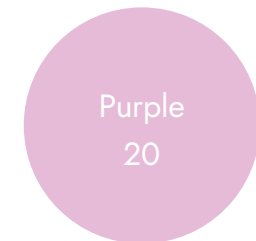
HEX: #863279  
RGB: 134, 50, 121  
PMS: 7656 C  
CMYK: 54, 95, 21, 5



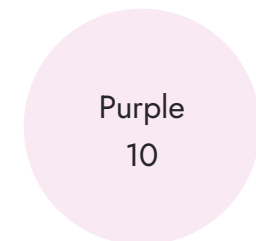
HEX: #B1509E  
RGB: 177, 80, 158  
PMS: PURPLE C  
CMYK: 31, 82, 0, 0



HEX: #E6BCD8  
RGB: 230, 188, 216  
PMS: 516 C  
CMYK: 7, 30, 0, 0



HEX: #321835  
RGB: 50, 24, 53  
PMS: 2627 C  
CMYK: 75, 89, 47, 58



HEX: #0E2230  
RGB: 14, 34, 48  
PMS: 296 C  
CMYK: 90, 74, 54, 64



## Role

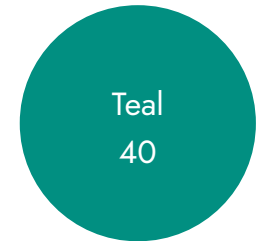
- Use as supporting accent color to denote nurses, community, or events
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote nurses, community, or events
  - May be used for design elements and photo overlays
- 
- Use as supporting accent color to denote nurses, community, or events
  - May be used for design elements and photo overlays
- 
- Use as supporting accent color to denote nurses, community, or events
  - May be used for design elements and photo overlays
- 
- Use as supporting accent color to denote nurses, community, or events
  - May be used for backgrounds, design elements, and photo overlays

## Value

HEX: #046C6B  
RGB: 4, 108, 107  
PMS: 7719 C  
CMYK: 89, 39, 55, 18



HEX: #098E80  
RGB: 9, 142, 128  
PMS: 3285 C  
CMYK: 84, 23, 56, 4



HEX: #2EBCAE  
RGB: 46, 188, 174  
PMS: 3258 C  
CMYK: 70, 0, 39, 0



HEX: #9DD8D8  
RGB: 157, 216, 216  
PMS: 324 C  
CMYK: 37, 0, 17, 0



HEX: #E4F3F4  
RGB: 228, 243, 244  
PMS: N/A  
CMYK: 9, 0, 4, 0



## Role

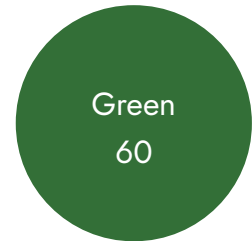
- Use as supporting accent color to denote compliance management
  - For text only to provide contrast on white or light colors
  - Never as background color
- 
- Use as supporting accent color to denote compliance management
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote compliance management
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote compliance management
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote compliance management
  - May be used for backgrounds, design elements, and photo overlays

## Value

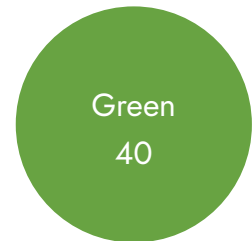
HEX: #1D422B  
RGB: 29, 66, 43  
PMS: 3435 C  
CMYK: 82, 47, 83, 54



HEX: #346F36  
RGB: 52, 111, 54  
PMS: 7743 C  
CMYK: 81, 33, 100, 23



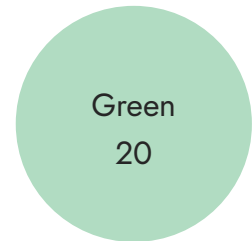
HEX: #67A343  
RGB: 103, 163, 67  
PMS: 7737 C  
CMYK: 65, 15, 100, 2



HEX: #8CC34A  
RGB: 140, 195, 74  
PMS: 375 C  
CMYK: 50, 2, 93, 0



HEX: #B1DCC2  
RGB: 177, 220, 194  
PMS: 344 C  
CMYK: 31, 0, 29, 0

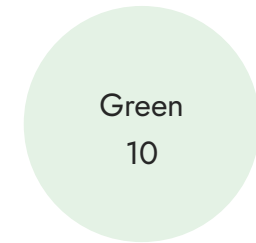


## Role

- Use as supporting accent color to denote compliance management
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote physicians
  - For text only to provide contrast on white or light colors
  - Never as background color
- 
- Use as supporting accent color to denote physicians
  - May be used for backgrounds, design elements and photo overlays
- 
- Use as supporting accent color to denote physicians
  - May be used for backgrounds, design elements and photo overlays
- 
- Use as supporting accent color to denote physicians
  - May be used for backgrounds, design elements and photo overlays

## Value

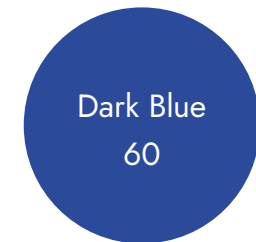
HEX: #E3F2E6  
RGB: 227, 242, 230  
PMS: N/A  
CMYK: 10, 0, 11, 0



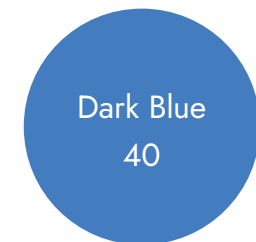
HEX: #2C365E  
RGB: 44, 54, 94  
PMS: 534 C  
CMYK: 92, 84, 36, 27



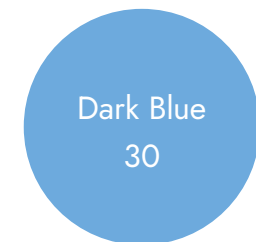
HEX: #2D4A9A  
RGB: 45, 74, 154  
PMS: 286 C  
CMYK: 95, 83, 4, 0



HEX: #427BBF  
RGB: 66, 123, 191  
PMS: 279 C  
CMYK: 76, 47, 0, 0



HEX: #6FAADC  
RGB: 111, 170, 220  
PMS: 284 C  
CMYK: 55, 21, 0, 0



## Role

- Use as supporting accent color to denote physicians
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote physicians
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote recruiting + onboarding
  - For text only to provide contrast on white or light colors
  - Never as background color
- 
- Use as supporting accent color to denote recruiting + onboarding
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote recruiting + onboarding
  - May be used for design elements and photo overlays

## Value

HEX: #BFDCE8  
RGB: 191, 220, 232  
PMS: 7457 C  
CMYK: 24, 4, 5, 0

Dark Blue  
20

HEX: #EAF6F9  
RGB: 234, 246, 249  
PMS: N/A  
CMYK: 7, 0, 1, 0

Dark Blue  
10

HEX: #153D57  
RGB: 21, 61, 87  
PMS: 302 C  
CMYK: 95, 73, 43, 34

Blue Text  
80

HEX: #00608F  
RGB: 0, 96, 143  
PMS: 7462 C  
CMYK: 95, 62, 23, 5

Blue  
60

HEX: #01A6C9  
RGB: 1, 166, 201  
PMS: 7703 C  
CMYK: 76, 15, 14, 0

Blue  
40

## Role

- Use as supporting accent color to denote physicians
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote physicians
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote recruiting + onboarding
  - For text only to provide contrast on white or light colors
  - Never as background color
- 
- Use as supporting accent color to denote wound care or clinicians
  - For text only to provide contrast on white or light colors
  - Never as background color
- 
- Use as supporting accent color to denote wound care or clinicians
  - May be used for backgrounds, design elements, and photo overlays

## Value

HEX: #4DC4D0  
RGB: 77, 196, 208  
PMS: 319 C  
CMYK: 62, 0, 20, 0



HEX: #C4E7EA  
RGB: 196, 231, 234  
PMS: 628 C  
CMYK: 22, 0, 7, 0



HEX: #EDF8F8  
RGB: 237, 248, 248  
PMS: N/A  
CMYK: 6, 0, 2, 0



HEX: #75291B  
RGB: 117, 41, 27  
PMS: 181 C  
CMYK: 32, 88, 93, 42



HEX: #9A3921  
RGB: 154, 57, 33  
PMS: 7593 C  
CMYK: 27, 87, 99, 23



## Role

- Use as supporting accent color to denote wound care or clinicians
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote wound care or clinicians
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote wound care or clinicians
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote wound care or clinicians
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote Relias Connect or technology
  - For text only to provide contrast on white or light colors
  - Never as background color

## Value

HEX: #B45642  
RGB: 180, 86, 66  
PMS: 7592 C  
CMYK: 22, 76, 78, 10



HEX: #D77456  
RGB: 215, 116, 86  
PMS: 7618 C  
CMYK: 13, 65, 70, 1



HEX: #FADAC1  
RGB: 250, 218, 193  
PMS: 475 C  
CMYK: 1, 15, 23, 0



HEX: #F9F2ED  
RGB: 249, 242, 237  
PMS: N/A  
CMYK: 1, 4, 5, 0



HEX: #8e5928  
RGB: 142, 89, 40  
PMS: 464 C  
CMYK: 33, 64, 96, 24

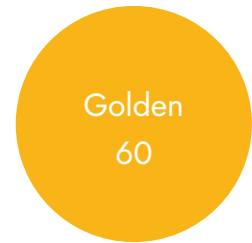


## Role

- Use as supporting accent color to denote Relias Connect or technology
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote Relias Connect or technology
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote Relias Connect or technology
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote Relias Connect or technology
  - May be used for backgrounds, design elements, and photo overlays
- 
- Use as supporting accent color to denote Relias Connect or technology
  - May be used for backgrounds, design elements, and photo overlays

## Value

HEX: #F9B418  
RGB: 249, 180, 24  
PMS: 7409 C  
CMYK: 1, 32, 100, 0



HEX: #FACE54  
RGB: 250, 206, 84  
PMS: 134 C  
CMYK: 2, 18, 78, 0



HEX: #FFDB8B  
RGB: 255, 219, 139  
PMS: 7403 C  
CMYK: 0, 13, 53, 0



HEX: #F8E6C2  
RGB: 248, 230, 194  
PMS: 7506 C  
CMYK: 2, 8, 26, 0



HEX: #FAF4EA  
RGB: 250, 244, 234  
PMS: N/A  
CMYK: 1, 2, 7, 0



06 — BRAND

# Usage + Copyright

Good content serves as an opportunity to demonstrate the knowledge and expertise of the Relias brand while telling the story of Relias in a personable and relatable manner.



## Trademarks + Copyright

Relias logos and wordmarks do not employ registration (®) or trademark (TM) marks. This is a style choice and does not conflict with legal requirements of trademarked terms.

However, Relias does employ the copyright (©) in cases such as document footers.

Example: © 2022 Relias LLC

If a trademark symbol is needed for external marketing communications mentioning external products, use the trademark symbol — a superscript ® or TM — only on the first instance of the item in question. Do not include trademark symbols in headlines, but instead use them on first instance within body copy. For blogs, white papers, and similar content, the trademark symbol is not usually needed in body copy.

## Relias

Use only an apostrophe to show the possessive form of Relias.

Example: The quality of our course content is one of Relias' key selling points. Refer to Relias, the company, or its products as we.

We reserve using the name Relias for the combined platform reference (see Relias Platform section below). Do not add it in the name for each individual application. The reason is that when we market or refer to a platform, Relias is often implied or used as the company name, so it can be redundant to say, the Relias Experience Application brought to you by Relias, or Relias' Relias Management Application, or the Relias Experience Application powered by the Relias Platform.

# Data Visualilzation, Iconography + Illustration

Visual communication is a very important element for successful branding. At Relias, we have various guidelines to ensure our brands represent our mission appropriately in market.

# Data Visualization

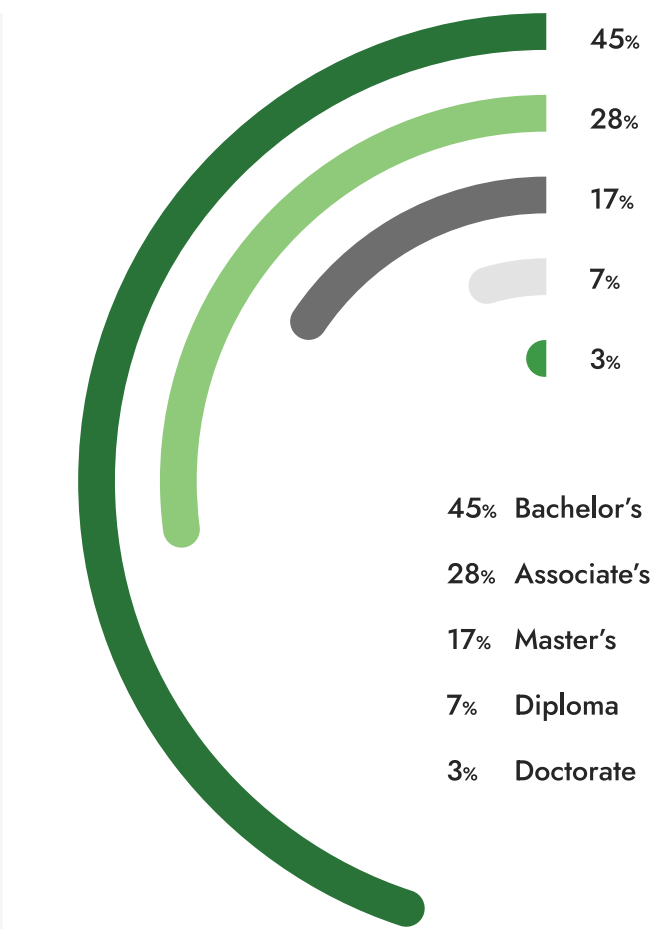
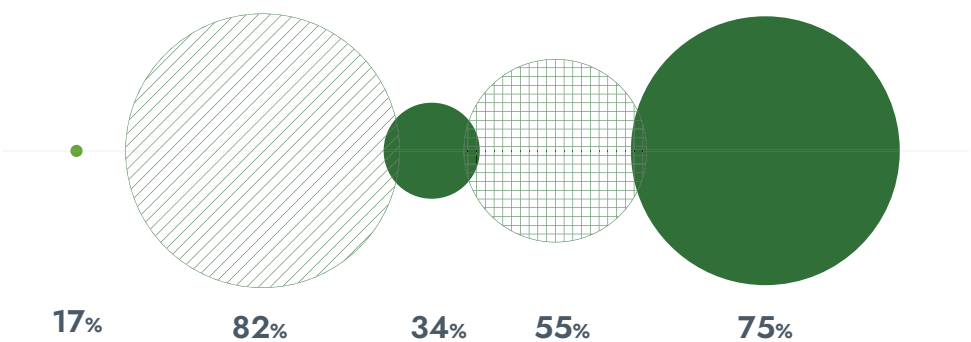
It is important that we display information clearly and aligned with our brand. Data is an essential piece of content that we use, and care should be taken when creating data visualizations or infographics.

Data graphs should be designed with a solid white background.

These samples are shown for demonstration purposes only.

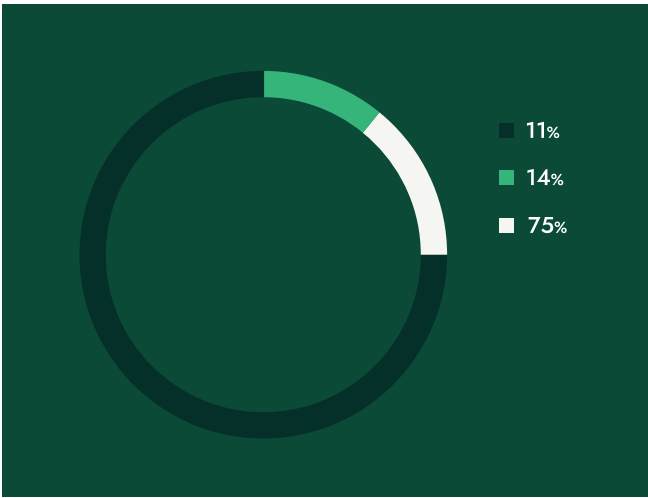
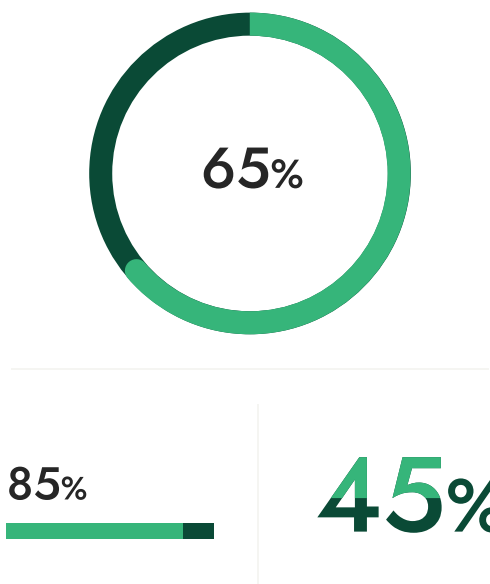
## DOT + RADIAL GRAPHS

Dot and Radial graphs can be a good choice if you have a large number of categories. They are used to compare two or more items or groups on various features or characteristics.



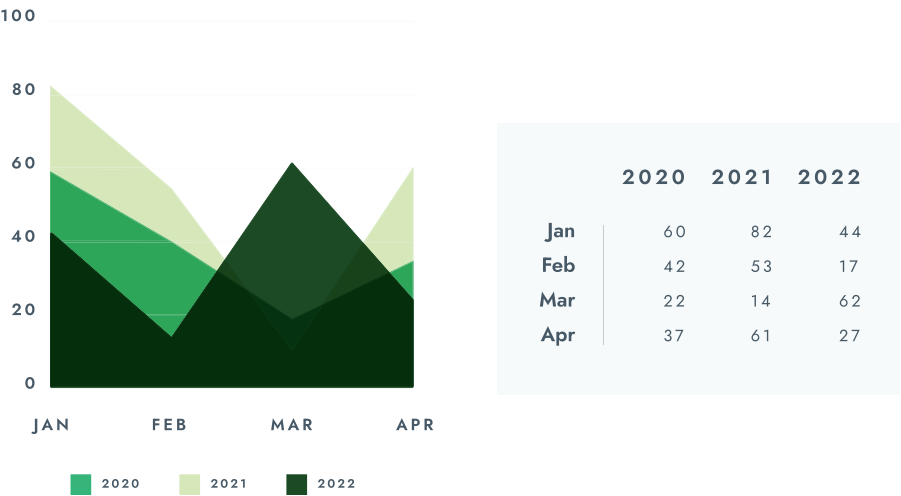
PERCENTAGES + CIRCLE GRAPHS

Highlighting percentages can directly improve your reader’s productivity by helping them access the insights in your content in the most effective way possible.



LINE GRAPHS

Line graphs can be used to compare changes over the same period of time for more than one group.



## BAR GRAPHS

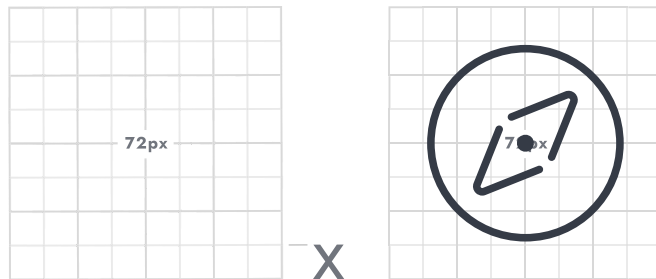
Bar graphs make comparisons between different variables easy and convenient. When trying to measure changes over time, bar graphs are best, especially when the changes are larger.



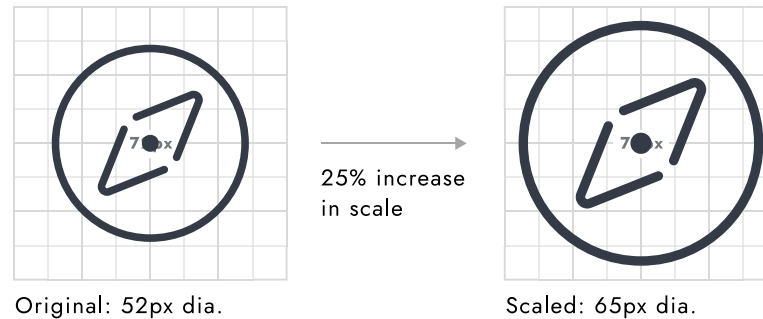
# Iconography

Using icons is beneficial for user experience/user interface (UX/UI) design. Relias uses modern and minimal icons designed according to Material Design Guidelines as a way to visually represent subject matter when necessary.

## HOW TO SCALE ICONS



72px grid used only for reference  
Jost Regular 20pt x-height for scale  
1:1 Icon over 72px grid



Original: 52px dia.

Scaled: 65px dia.

Scale in increments of 25%

Example: 25% increase = 52px multiplied by 1.25



Original: 47px width

Scaled 50%: 24px width

Scaled 150%: 71px width

50% decrease = 47px multiplied by 0.5

150% increase = 47 multiplied by 1.5

## Healthcare Provider PI Challenges

Customers interviewed for this analysis acknowledged some consistent challenges that acute and post-acute care organizations have in managing wound care for their patients and residents.



### High Cost of Care and Substandard Practices

Improper and insufficient supplies and knowledge deficits regarding wound management — including assessment, staging, documentation, and eventual treatment of pressure injuries — increase time and expenses devoted to wound care. Clients also shared concerns that increased patient dissatisfaction can result from the inability to successfully manage PIs.



### Loss of Revenue

Health systems cannot capture their full reimbursement potential if they are improperly assessing and coding pressure injuries on admission. Missed PI diagnoses result in Medicare readmission penalties and lower quality ratings, which also affect reimbursements. With lower ratings, health systems end up taking on lower acuity patients because their poor track record does not demonstrate competency handling patients with more complex wound care needs.



### High Risk of Litigation and Fines

This analysis found that an increased risk for survey tags and malpractice claims and settlements are correlated to inadequate wound care management practices.

2022 DRIVING RETURN ON INVESTMENT FOR WOUND CARE EDUCATION — 3



High Cost of Care



Loss of Revenue



## Better Patient Care, Happier Employees

### Solutions To Improve Your Healthcare Organization

At Relias, we're passionate about helping healthcare workers thrive through personalized learning, accredited courses, and talent solutions. We help drive positive outcomes, ranging from improved nurse retention to clinical performance.

### We love data. Here's some of ours —

11,000 clients



across the continuum of care



**81% increase in nurse retention**  
in two years within a healthcare system comprised of six hospitals



~3,000 acute courses

1,700+ certified or accredited courses

140 clinical assessments across 40 specialties — all with in-house, personalized course creation



**6.5 fewer days of post-hire orientation**  
within a healthcare system comprised of 17 hospitals and over 600 newly-licensed nurses



**26% reduction in obstetrical hemorrhages**  
requiring four or more units of PRBCs and reduced deliveries requiring activation of a massive transfusion protocol (MTC) by 50%

**GET STARTED**

Get started with a personalized product demo, customized to meet your organization's needs.



**RELIAS**  
relias.com

## APPLICATION

### Skin and Wound Management

The Skin and Wound Management course offers an evidence-based approach to wound management and current standards of practice to keep clinicians legally defensible at the bedside.

 **\$2,797**  
Tuition Rate

 **\$2,597**  
Tuition Rate

 **\$2,397**  
Tuition Rate

### Ostomy Management

The Ostomy Management Course focuses on the treatment, therapy, and counseling for individuals before, during, and after a fecal or urinary diversion. Online pre-course modules are completed before the class.

 **\$2,697**  
Tuition Rate

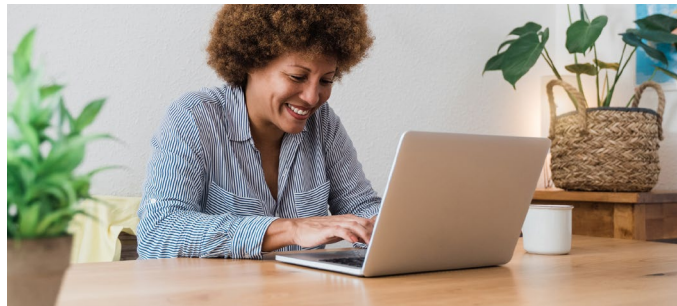
 **\$2,497**  
Tuition Rate

### Diabetic Wound Management

The Diabetic Skin and Wound Management course takes you through the science of the disease process, focuses on limb salvage and prevention, and covers the unique needs of a diabetic patient.

 **\$2,597**  
Tuition Rate

 **\$1,997**  
Tuition Rate



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Free **CME**

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FreeCME.com

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FreeCME.com

08 — VISUAL VOICE

# Photography + Presentation

Our brand's visual voice can be used for advertising, posters, brochures — anything where visual interest will help communicate our message. These guidelines are tools to help in selecting appropriate visuals for the Relias brand.





## Photography

Photography choices should help tell an honest and meaningful story that is representative of various cultures, ethnicities, and lived experiences. They highlight Relias products as they fit into our clients' lives and connect with a diverse audience. When photography is used inappropriately, it can lead to depictions that feel inauthentic or forced. To avoid the latter, consider the following when selecting photography.

Relias photography falls into three categories: **documentary images**, **portraits**, and **products**. It is imperative that the style, lighting, and composition across all three categories match. Choose photography that focuses on the end user, is suitable for everyone, has good lighting, and has negative space. Approach photography as thoughtful, visual storytelling.

Our clients are highly-skilled professionals. On occasion it will be relevant to depict them in a work setting, but other times a documentary style will be best. Choose photos that support the concept of the message instead of literal representations of an action. This approach to image selection adds an elevated degree of user engagement and creates interest.

**Examples:** If showing a hospital setting, use an image that depicts a real-life situation. Use imagery that focuses on the subject. No busy backgrounds. Represent all areas of diversity throughout Relias imagery.

Choose images that tell a story in one frame but maintain a simple and clean style.

Photography should be based around technology, accessibility, convenience, and success in learning. Imagery should be creative and intelligent.

Because our products and services involve technology access, there will be times when we show images with this technology. Be mindful to show up-to-date technology, but also be aware that we are selling the software, not the hardware. If technology depiction is a must, look for imagery that features an interesting setting or vantage point.

**Example:** Someone on a tablet in a coffee shop to show the ease of use of our product or an over-the-shoulder view of someone's screen taking a Relias course.

Screenshots and mockups should be used only when necessary to inform the viewer what our products look like. Be careful to not use them as filler. They can rapidly become outdated.

**Examples:** Choose images with adequate light and negative space. This is an example of a portrait-style photograph. Lean on storytelling when choosing photos. Select images that show our users in real-life settings and outside of the workplace.





Make sure images have proper resolution to support the use type — 72 dpi for online or screen viewing; at least 300 dpi for printing.

To ensure a consistent look and quality across communications, use photos the Relias Creative Team has selected and approved. If you need assistance finding appropriate photography, contact the Brand Team at [brand@relias.com](mailto:brand@relias.com).

**Examples:** When showing an emphasis on technology, make sure the device is a current model. Also, take care that the rest of the photo is simple. Show positive outcomes whenever possible. Make sure photos are not too staged when focusing on a user engaging with technology.