mPulse mobile

Brand Identity at a Glance

Logo

Logo files are available at **mpulsemobile.com/brand**

Required 1x clear space is indicated by blue lines where 1x=height of the "m"

Standard Logo

Use the standard logo for most printed and digital marketing and communications materials including online and email.

Reversed Logo

Use the reverse logo when you have a dark background.

Standard Stamp

Use the stamp only in situations where the the logo area is too small for the full logo. Use this logo only where the full logo is also visible, such as on a webpage.

Reversed Stamp

Use the reversed stamp in similar situations to the standard stamp but where the background is dark.

Print minimum sizes

mPulse — .125 inches (~3 mm)

(m) — .125 inches (~3 mm)
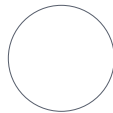
Digital minimum sizes

mPulse — 24 pixels

(m) — 20 pixels

Colors

Primary

Blue
RGB - 0/158/217
CMYK - 75/22/0/0
Hex - 009ed9

White
RGB - 255/255/255
CMYK - 0/0/0/0
Hex - ffffff

Secondary

Orange
RGB - 255/95/20
CMYK - 0/77/100/0
Hex - ff5f14

Purple
RGB - 79/79/227
CMYK - 77/72/0/0
Hex - 4f4fe3

Charcoal
RGB - 86/93/107
CMYK - 69/57/43/20
Hex - 565d6b

Tertiary

Dark Blue
RGB - 0/94/140
CMYK - 100/67/29/0
Hex - 005e8c

Orange
RGB - 209/45/0
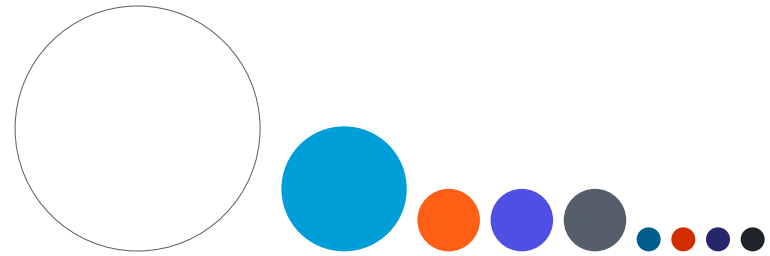CMYK - 12/95/100/3
Hex - d12d00

Purple
RGB - 38/38/107
CMYK - 100/100/28/15
Hex - 26266b

Dark Charcoal
RGB - 32/37/44
CMYK - 78/69/58/66
Hex - 20252c

Color Proportion

Although individual pieces may vary, notice that the cumulative effect keeps the overall brand color balance.

Typography

NAME AND USE	Mulish is used for all communications, except where the font does not display properly.
WEIGHTS	Extra Light for heads **Extra Bold** or **Bold** for subheads Regular or Light for body copy **Bold** or *Italic* for emphasis
CASES	Upper- and lowercase or ALL CAPS. Title case for headers, NOT sentence case
COLORS	**Preferred:** Charcoal **When necessary:** Dark Charcoal White **Use sparingly:** Blue Orange Purple
RESTRICTED DIGITAL USE	When Mulish is unavailable in digital situations, use Arial. In addition, use Arial in external, customizable pieces. Mulish should be available on mPulse Mobile computers. If not, contact IT at Cyber Advisors. Arial is a system font and should be available on any Mac or PC.

Tone of Voice

How we talk is as important as what we talk about.

Conversational. We drive conversations for our customers, and the best way to showcase this is in our conversational tone. That tone is friendly, easy to understand, engaging, and fun when appropriate. Our solutions are innovative and technologically advanced, but we simplify the complexity of our solutions and avoid verbal clutter to make our offerings clear and easy to understand.

Educational. We are the most experienced Conversational AI provider in the market. We are excited to share our knowledge and expertise with our customers, educating and supporting them to have the greatest impact on members' health.

Trustworthy. We have the technical know-how to make sure healthcare organizations' sensitive communications with their members are safe and secure, in accordance with HIPAA and HITRUST. These clients count on us to make sure their integrated communications are timely and reliable.

Empowering. We care about the health and outcomes of the people we engage. We believe the best way to help healthcare organizations empower their members' health journeys is to reduce barriers and provide information and tools to make good health choices.

Imagery

Images depict real people living healthy, active lives. They should not look at the camera or use digital devices unless the message requires, and may include concentric rings to imply the multiple communication touchpoints our clients make to help them stay healthy.
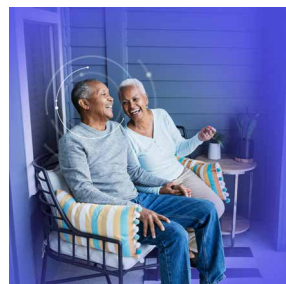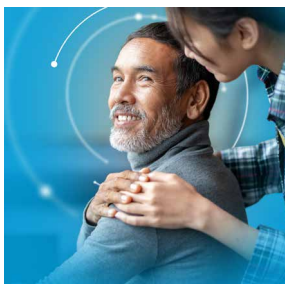
Graphics

Concentric rings represent integrated communications with our clients' members. Corporate Memphis characters show specific interactions in aminations and fotonovelas.