

miSecureMessages Brand Style Guide



This guide will outline how the miSecureMessages brand should be positioned in the market. This includes visual representations as well as brand wording.

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Logo Standards

miSecureMessages has one primary logo, featured below. This full logo will be used in all graphic assets unless otherwise indicated or stated. All versions of the logo including vertical orientation, one color (B/W), greyscale, and app icon are [available to download below with best practices for usage of each.](#)



Font Standards

The miSecureMessages font is Roboto. No other fonts should be used on any miSecureMessages materials unless otherwise required or approved.

The brand name is “miSecureMessages” and should always use this exact capitalization structure regardless of placement on the screen or page.

For H1 headings or additional emphasis, Roboto may be bold, semibold, or medium, if desired. In general, all headings shall be mixed case, unless otherwise noted.

H1: miSecureMessages

H2: Simple. Streamlined. Secure.

Body: Secure messaging app for healthcare, call centers, and enterprise environments..

(Roboto, 20pt; Roboto, 14pt; Roboto, 11pt)

Brand Colors

miSecureMessages has two primary brand colors: Light Blue and Light Orange. Dark Blue, Dark Orange, and Dark Grey should be used as accents.



Light Blue

Hex: #00acd8
CMYK: 100 20 0 15
RGB: 0 172 216
PMS: 638 C



Dark Blue

Hex: #0080bb
CMYK: 100 32 0 27
RGB: 0 128 187
PMS: 640 C



Light Orange

Hex: #ffb71b
CMYK: 0 28 89 0
RGB: 255 183 27
PMS: 1235 C



Dark Orange

Hex: #ff8c00
CMYK: 0 45 100 0
RGB: 255 140 0
PMS: 1375 C



Dark Grey

Hex: #58595b
CMYK: 3 2 0 64
RGB: 88 89 91
PMS: 80%k

For dark text, black and dark grey shall be allowable; for light text, white shall be used.

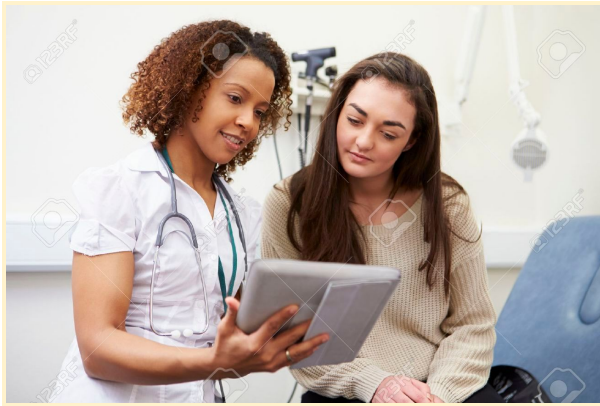
Photography

Contemporary-looking stock photos that showcase professionals in healthcare, call center, and office environments are allowable. Stock images with people are preferred.

For photography, most photos will represent business people and healthcare workers, or they will feature screenshots from the app. However, at times it may be appropriate to have photos featuring the Amtelco team. When stock photos are used, the design of the photo is very important so that it doesn't look cheesy or artificial. It is helpful if the lighting is creative, and if any people represented in the photos are diverse. Some examples of potentially acceptable stock photos are below.

Because MSM is an app, it is important that all devices shown in photographs are modern era phones, not dated variations. For example, in 2019, all iPhones shown should be iPhone X or later. Android phones should be Samsung Galaxy S9 or later. New versions of phones conveys that MSM is modern and updated.

Examples of possible stock photos have been included below.



Brand Messaging

Unique Selling Point

Internal messaging: Our simple, flexible messaging solution empowers healthcare and call center organizations to send and receive secure messages across clinical and non-clinical teams, making communications, fast, reliable, and secure. Because miSecureMessages is an all-in-one messaging solution, it reduces the amount of IT systems needed, and eliminates the headaches of managing multiple, incompatible messaging solutions. This makes call centers and the IT department work more efficiently, while ensuring the critical communications get into the hands of who needs it, when they need it.

External messaging: A versatile secure messaging solution that empowers your business to communicate quickly and easily, saving precious seconds, and ultimately, lives.

Overall brand messaging: Comprehensive secure messaging solution that's easy to use and easy to implement.

Tagline: miSecureMessages: Simple, Streamlined, Secure.

Mission:

Create faster, human connection through communication solutions to improve lives.

Logo Variations - Best Practices and Downloads

Below are the available logo variations with examples of how to best utilize them.

PNG - ideal for websites, transparent background

AI - ideal for vendors that use Adobe Illustrator - this is a vector file that can be scaled

EPS - ideal for vendors that do not use Adobe Illustrator - this is a vector file that can be scaled

Reversed - ideal for single-color usage on dark background - white logo on transparent background

[ZIP FILE OF ALL LOGO VARIATIONS AND FORMATS](#)

Logo	Description	Usage
 PNG SVG PDF JPG AI (vector) EPS (vector) Reversed (AI , EPS , PNG)	Primary Logo	Website Header Marketing Collateral Header This should be the default logo option Use reversed for single color printing on a dark background
 PNG SVG JPG AI (vector) EPS (vector) Reversed (AI , EPS , PNG)	Primary Logo - Stacked	Used when Primary logo is too wide for desired location Use reversed on website footer

 PNG	Primary Logo - no text	Used for bullet points, watermarks, secondary logoing when the full main logo is already featured on the page
 PNG SVG PDF JPG AI (vector) EPS (vector)	Primary Logo - Black	Low-cost promotional item printing that has horizontal room for text to the right Single color can be changed from black to anything else, depending on background / desired effect
 PNG SVG PDF JPG AI (vector) EPS (vector)	Primary Logo - Black - Stacked	Promotional item printing Single color can be changed from black to anything else, depending on background / desired effect Polo shirt embroidery if area is large enough for lettering to show

 miSecure Messages PNG SVG PDF JPG AI (vector) EPS (vector)	Primary Logo - Greyscale	Printed marketing collateral that will be in B/W
 miSecure Messages PNG SVG PDF JPG AI (vector) EPS (vector)	Primary Logo Stacked - Greyscale	Printed marketing collateral that will be in B/W
 PNG SVG AI (vector) EPS (vector)	App Icon No Text	Google Play Store Apple iOS App Store Website Favicon

 miSecure Messages PNG SVG PDF JPG AI (vector) EPS (vector) Reversed (AI, EPS, PNG)	App Icon with Horizontal Text	Marketing collateral specifically designed to promote the app download
 miSecure Messages PNG PDF JPG AI (vector) EPS (vector) Reversed (AI, EPS, PNG)	App Icon with Stacked Text	Marketing collateral specifically designed to promote the app download
 miSecure Messages PNG SVG PDF JPG AI (vector) EPS (vector)	App Icon with Horizontal Text - Black	Marketing collateral designed specifically to promote the app download, on a bright or busy background Printed B/W marketing collateral for app download with a non-white solid background

 miSecure Messages PNG SVG PDF JPG AI (vector) EPS (vector)	App Icon Stacked - Black	Marketing collateral designed specifically to promote the app download, on a bright or busy background Can also be used for embroidery when the background color is bright or busy.
 miSecure Messages PNG SVG PDF JPG AI (vector) EPS (vector)	App Icon with Horizontal Text - Greyscale	Printed marketing collateral for app download that is on a white background and printed in B/W
 miSecure Messages PNG SVG PDF JPG AI (vector) EPS (vector)	App Icon Stacked - Greyscale	Printed marketing collateral for app download that is on a white background and printed in B/W