ONE CALL

BRAND STANDARDS GUIDE

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ONE CALL

VISUAL IDENTITY

BRANDMARK

The brandmark is the simplest expression of One Call. The primary brandmark should appear on all company communications. Consistent use of the brandmark will ensure strong brand integrity and recognition. Never recreate the brandmark or any of its elements; only use official, pre-prepared art files.

The approved One Call brandmarks are available for download at within the Brand Assets section on Connect.

PRIMARY BRANDMARK



SYMBOL



BRANDMARK USAGE

Shown here is the correct representation of the One Call brandmark in its standard color formats.

DARK BACKGROUND

Because the One Call purple does not provide adequate contrast when placed on a dark background, the brandmark can be shown in reverse type in these situations. When using the reverse option, the brandmark must appear only in white (never mixing color and white unless approved by Creative Services).



BRANDMARK USAGE

SPECIAL USAGE

The need to alter brandmarks based on certain design requirements may arise. This is a change that can only be made by Creative Services. Please contact michael_traylor@onecallcm.com with any questions.

Because the One Call brand mark has shading to create depth in both it's purple and reversed versions it may cause dificulties when reproducing it in a one color use case. In this case it is acceptable to use the flat one color version of the mark.

Becasue of the stacked orientation of the brandmark and wordmark there may be cases where proper scaling in a vertical space may be restriced. In this case it is acceptable to use the two elements seperatly.



BRANDMARK USAGE

CLEAR SPACE

To ensure visual clarity, allow for ample space around the brandmark. This exclusion zone should be free from any other elements. Use the lowercase “n” in One Call as a scalable measuring device.



SIZING

To ensure legibility, adhere to the minimum reproduction size of each individual brandmark layout.

Symbol



0.75”

Print



2”

Digital



144px

BRANDMARK MISUSE

A great deal of thought and effort has gone into determining the perfect relationship between the elements that make up our brandmark. Do not attempt to recreate these elements. Always use the approved artwork and always follow these rules when using it.

A. DO NOT use unapproved layouts
B. DO NOT use unapproved colors
C. DO NOT stretch or condense
D. DO NOT add elements inside the exclusion zone
E. DO NOT use unapproved fonts
F. DO NOT alter elements
G. DO NOT rotate the brandmark
H. DO NOT scale a portion of the mark

A



B



C



D



E



F



G



H



TRADEMARKS

Trademarks are valuable assets of One Call ("Company") and have been developed through large initial investments which require continuing effort and expenditures for their maintenance. The purpose and function of our Company's many trademarks is to identify the One Call brand and to distinguish us from our competition.

Since a trademark can be lost or have its value impaired by improper use, the form and nature of the use of our various trademarks is extremely important in the preservation of this valuable asset.

It might be noted that some large companies do not always use the Registration Notice (as defined below) with the use of their marks. A large company might not need to use the Registration Notice because the general public knows who owns the mark (i.e., Nike). One Call is a small to medium size company and recognized in a smaller market; therefore, it should take steps to protect its trademarks. Companies that failed to take simple steps, as outlined below, to protect their trademarks, have lost their trademarks and seen their trademark become generic, such as kleenex, escalator, kerosene, corn flakes, linoleum, dry ice, cellophane, shredded wheat and mimeograph.

This Trademark Usage Policy is intended to assist in the proper use of our Company's various trademarks. Presently, One Call has the following registered trademarks:

One Call®
Intelegent Care at Work™

In order to protect our Company's collective marks, the rules set forth below must be followed:

1. The R within a circle, "®" (the "Registration Notice"), must be used in all uses of the One Call brandmark.

2. In addition to the One Call brandmark, the Registration Notice must be used the first time one of the above trademarks is used on every web page. A Registration Notice is not used when referring to a company by its legal name or by its fictitious name (i.e., d/b/a).

3. In addition to the One Call brandmark, the Registration Notice must be used the first time one of the above trademarks is used in a single, multipage or electronic version of a bound document, i.e., use the Registration Notice the first time a trademark is used in the document; no further use is required on any subsequent pages.

TRADEMARKS (CONTINUED)

4. Best efforts shall be used to include a generic explanation of the services relating to the mark and in relatively close proximity to the mark after the first use of the trademark in a written communication. For example, “One Call, a medical care coordination provider…”

5. Trademarks are never verbs and should not be used as such. For example, do NOT say “One Call my care plan.” You can say, “ make your plan a One Call plan.”

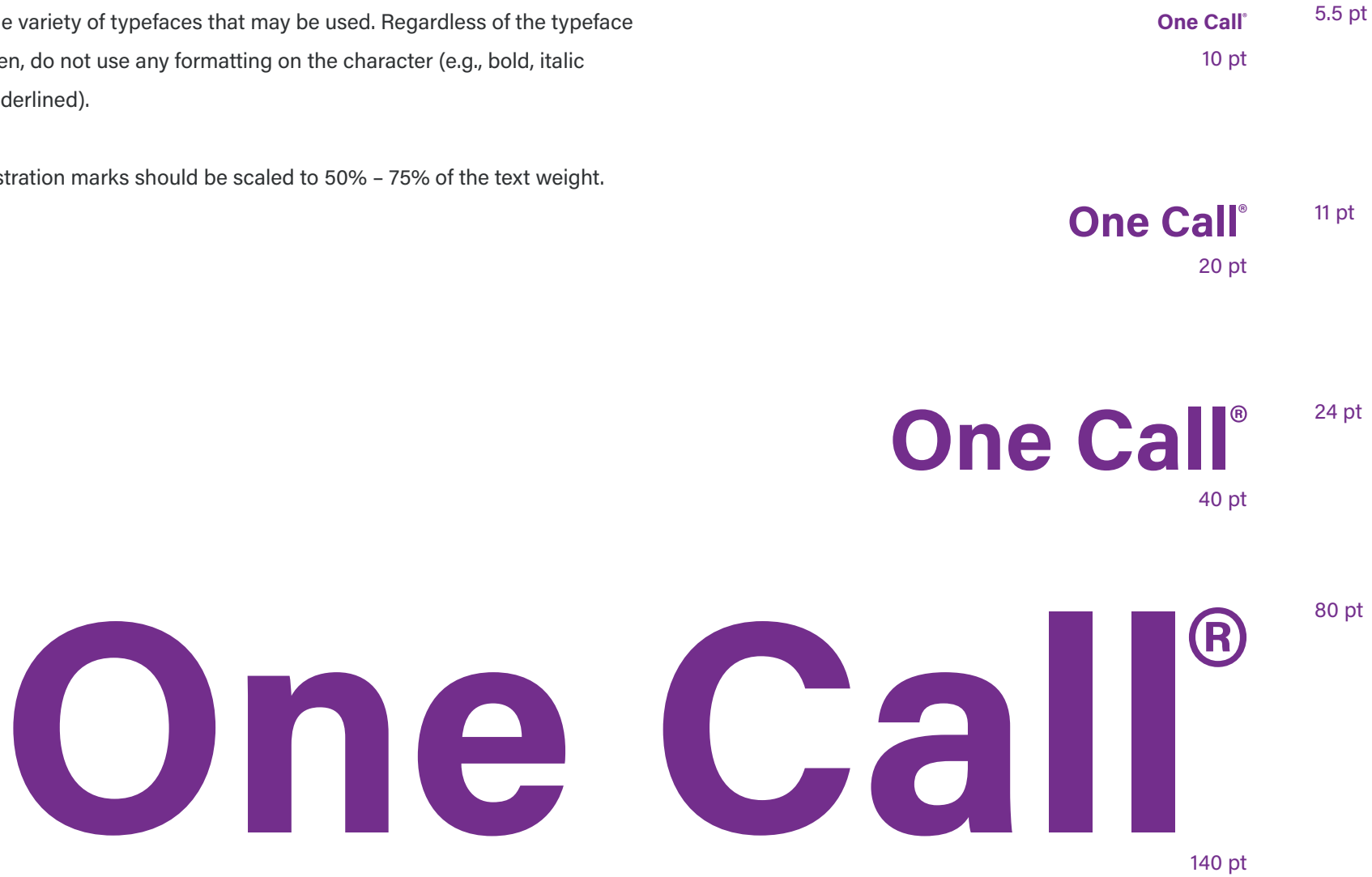
6. Trademarks should not be used in the possessive form. For example, do not use “One Call’s core values” and instead use the “core values of One Call.” However, it is acceptable to use a fictitious business name or d/b/a in possessive format even if part of the fictitious name or d/b/a includes a trademark, so long as the possessiveness is not attached to the specific word that is actually trademarked.

7. The importance of the use of the Registration Notice (®) with the use of all our Company’s trademarks/services marks is in regard to damages. By using the Registration Notice, One Call puts everyone on notice that we have registered our mark and we are to be the sole users of the mark. Thus, if someone infringes on our trademark/service mark, our damages start running from the very first date of the infringer’s use of our mark. However, if our mark is being used by us without including the registered symbol and someone infringes on our mark, our damages do not start to run until and when we finally give notice to the infringer that we are the owners of the mark. In most cases, by the time we know of the infringer’s use of our mark, the damage has already been done, i.e., loss of business, etc.; hence the importance of the use of the registered symbol in all uses of our marks.

TRADEMARK SYMBOL USAGE

When formatting a character or symbol to superscript, use the scaling percentages given in this example. This will ensure the formatting is consistent and legible. A range of percentages is given to compensate for the variety of typefaces that may be used. Regardless of the typeface chosen, do not use any formatting on the character (e.g., bold, italic or underlined).

Registration marks should be scaled to 50% – 75% of the text weight.



TRADEMARK SYMBOL USAGE (CONTINUED)

When using the encircled R (®) for registered trademarks or SM (℠) for unregistered service marks, each must be superscripted in the upper right-hand corner with the associated copy.



COMMUNICATIONS

EMAIL SIGNATURE

The example below is the recommended email signature format. Employees should not deviate from the provided template/guidelines. Please refrain from adding additonal graphics or messaging in your signature.

Arial Bold, 10pt — **Jamie Smith*** Optional: Insert pronouns that reflect personal identity, e.g., *(he, him, his)*
Arial Reg, 9pt — Title, Department
Arial Bold, 9pt — **One Call®** — Leading, 16pt
Arial Reg, 9pt, Bold — Office: **555-555-5555 x1234**
Arial Reg, 9pt, Bold — Mobile: **555-555-5555**
Arial Bold, 9pt — **onecallcm.com**
Arial Reg, 9pt — 841 Prudential Dr. Suite 204, Jacksonville, FL 32207
Connect with us on LinkedIn

**Including the pronouns that an employee identifies as can be included in the signature line. For consistancy, please use the formatting options given below.*

(he, him, his) *(she, her, hers)* *(they, them, theirs)* — Arial Italic, 9pt

COLOR

PRIMARY

These colors serve as a foundational palette to work across all mediums. Consistent use of these colors will strengthen the One Call brand.
The primary palette consists of purple and gray while incorporating shades of gray and a darker purple for contrast. Lead all external consumer communications with these colors.

SECONDARY

The Secondary palette provides for creative flexibility. Use this palette for backgrounds, expression or to support other colors.

TERCIARY

The Terciary palette provides for creative flexibility. Use this palette for highlights, expression or to support other colors.

PRIMARY

PMS 2603 C
CMYK 68 98 4 0
RGB 115 46 140
#732E8C

PMS Cool Gray 11 C
CMYK 64 58 51 27
RGB 90 87 92
#5A575C

SECONDARY

PMS Cool Gray 2 C
CMYK 17 12 13 0
RGB 210 212 212
#D2D4D4

PMS Cool Gray 8 C
CMYK 53 43 44 8
RGB 126 128 128
#7E8080

PMS Cool Gray 11 C
CMYK 64 58 51 48
RGB 68 67 71
#444347

PMS 419 C
CMYK 73 64 61 59
RGB 46 49 51
#2E3133

TERCIARY

PMS 1505 C
CMYK 2 66 100 0
RGB 238 118 34
#EE7622

TYPOGRAPHY

One Call typography consists of one type family: Acumin Pro. Lead all external consumer communications with this typeface.

Although all Acumin Pro weights and styles are available, primarily use Bold for headlines and display copy and Regular for paragraphs or captions. Rift font family can be used as a secondary, complimentary typeface with Acumin Pro.

In the instance that Acumin Pro is not available, default to Century Gothic for headlines and Arial for body copy.

ACUMIN PRO

Aa

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$&%()+/?@

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$&%()+/?@

RIFT - SECONDARY

AB

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"#$&%()+/?@

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"#$&%()+/?@

ALTERNATIVE TYPEFACES

Aa

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$&%()+/?@

Aa

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$&%()+/?@

PHOTOGRAPHY

Photography plays a major role in One Call brand communications. It is the means by which the world sees the beautiful and complex work that is created when we provide intelligent care to the injured worker. Our photography should emphasize the Big Idea of "Intelligent Care at Work."

Settings should capture inspiring scenes, interactions and collaboration. Capture workers, care givers and customers coming together—at home, at the office or outdoors. Feature actual moments that are warm and sincere with authentic expressions. Photos should portray optimism without being overly cheerful or staged. Choosing images with warm tones will complement the primary purple in the One Call branding. Individuals may be profiled when specifically featured. Refrain from using images that show uninspiring situations, interactions, and outcomes. Avoid photos and settings with harsh and unnatural lighting as well as odd angles and effects.

Here are a few words that may be helpful when choosing photography or capturing photographs: carring, smart, together, personal, positive, accomplished, meaningful, storytelling.

A custom photoshop levels filter should be applied to all photos. This filter will bring unison to the imagery and enhance the warm tones within each photograph.








When collateral specifically calls for photography that is forward-facing, follow the guidelines on how they can be incorporated. Please contact michael_traylor@onecallcm.com to access all approved and purchased photography.

PHOTOGRAPHY EXAMPLES

PEOPLE (CORRECT)







PEOPLE (INCORRECT)







PEOPLE (CORRECT)







PEOPLE (INCORRECT)







ICONOGRAPHY

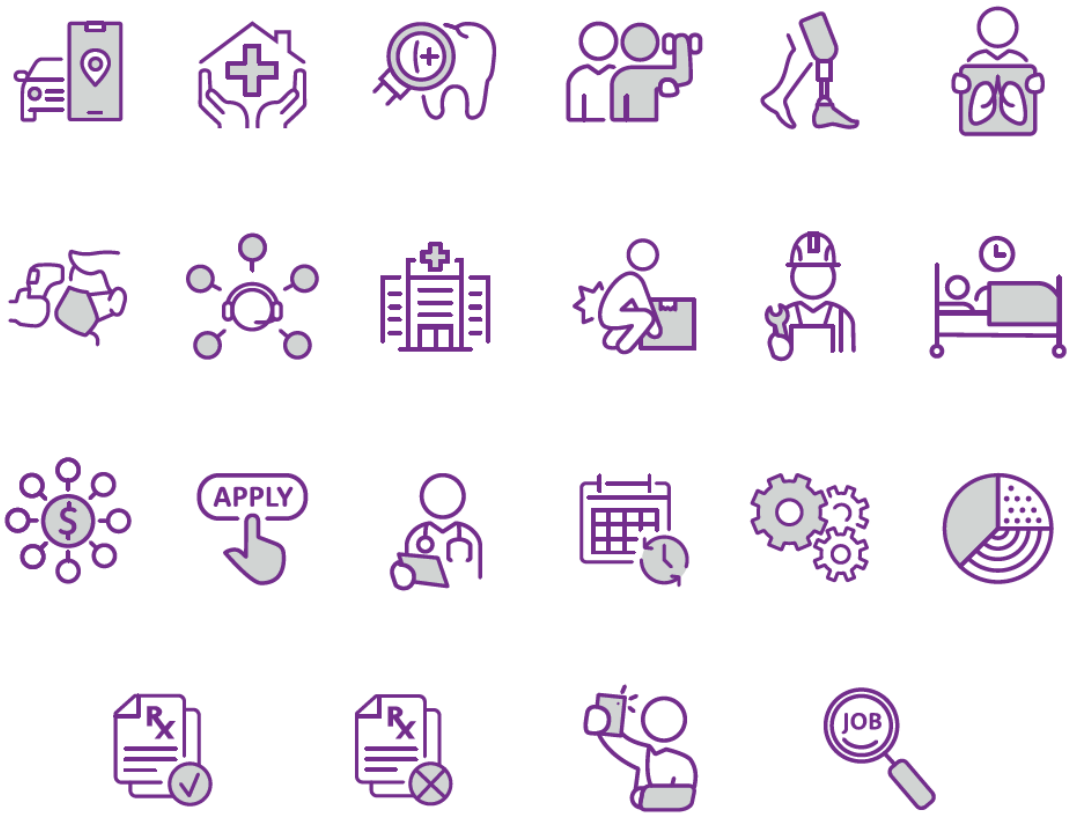
A custom family of icons have been developed for use enterprise wide.

The brand colors can be used to add a pop of color on the icons. Gray is also used to create contrast. Their stroke weight can not change and must scale accordingly.

As a general rule of thumb keep the grey accent under 50% of the icon the brand colors can be used more generously. Included on the right are a few examples of how this breakdown can be applied.

Icons should be used as visually elements to draw viewer engaement and give visual breaks where content is too heavy or too light.

For questions regarding One Call icon library, please contact Michael Traylor at michael_traylor@onecallcm.com.




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