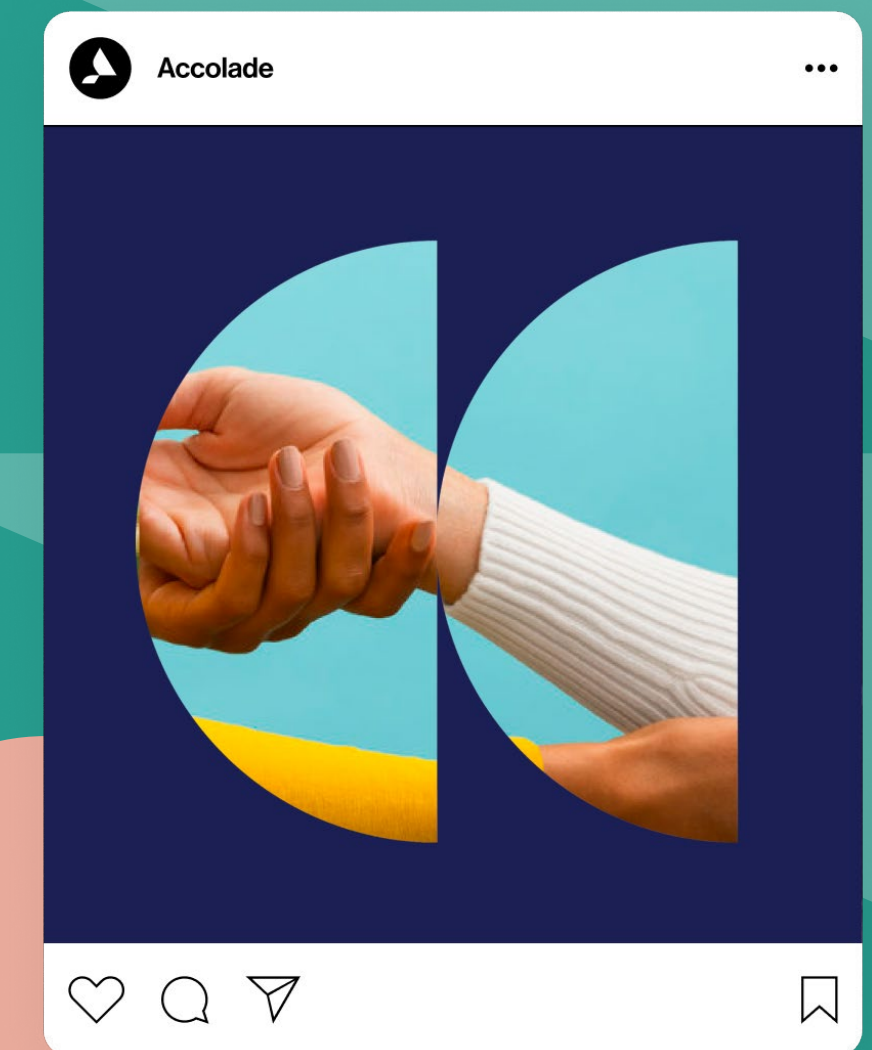
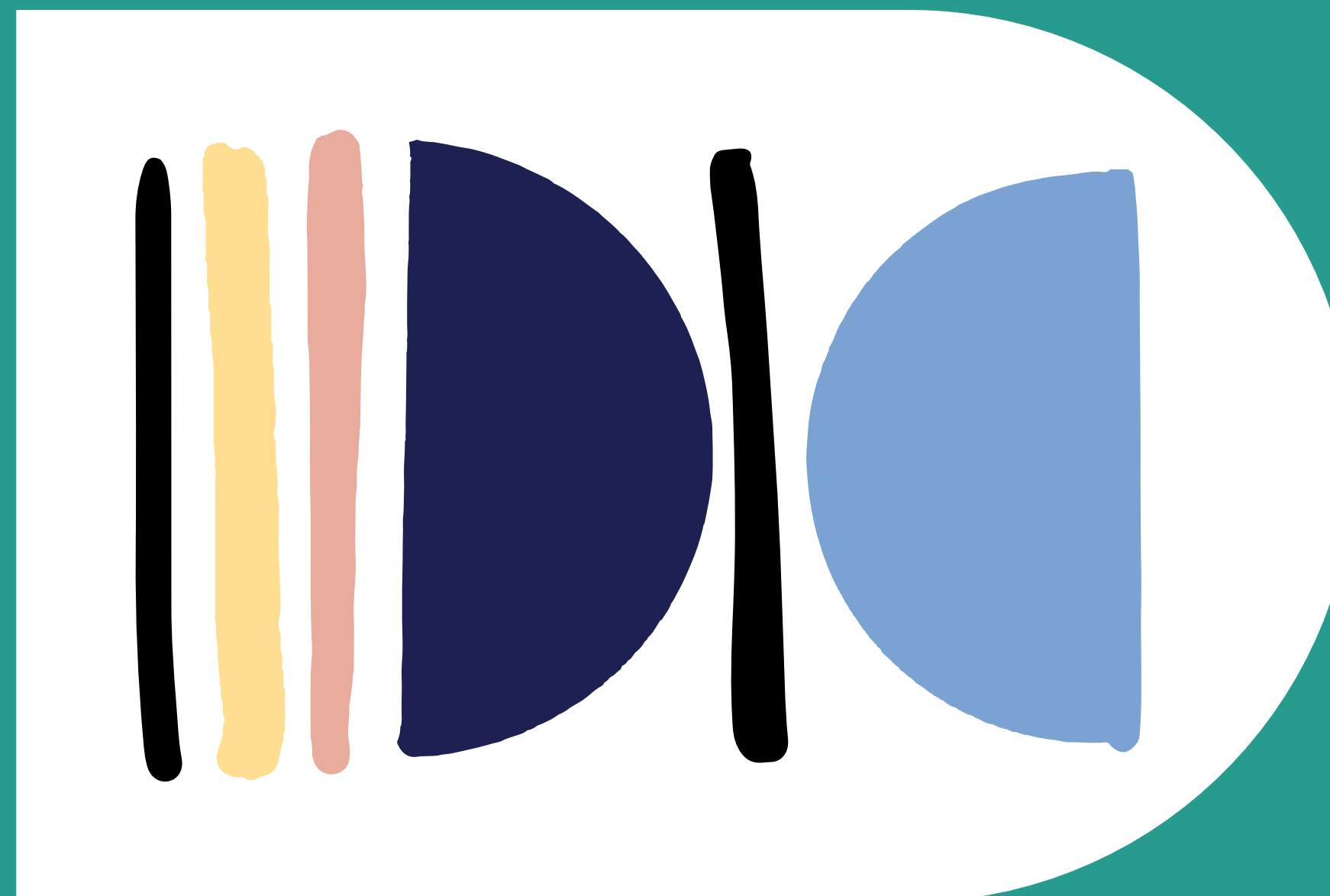
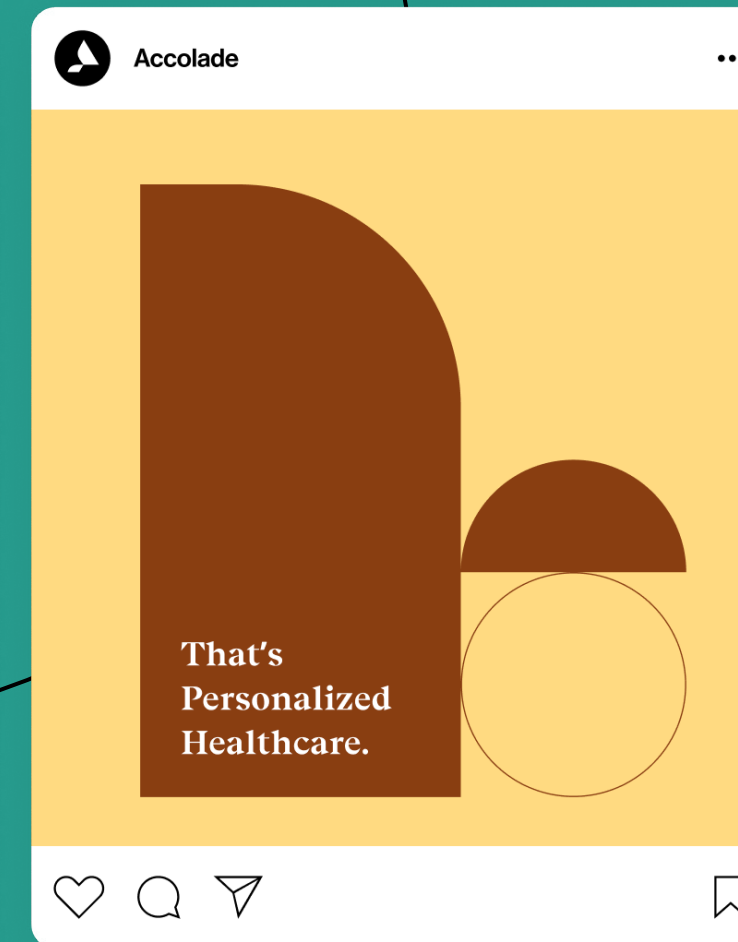


# Brand Guidelines



# Intro

# Brand Snapshot

**Brand Promise**                      The Right Healthcare

**Brand Personality**                      Contrarian, Unafraid, Curious

**Brand Tonality**                      Optimistic, Empathetic, Transparent

**Brand Positioning**                      To CHROs and CEOs, Accolade is the one service that enables the right healthcare – better outcomes, lower cost, exceptional experience. How? Because Accolade is personal, data driven, and value based, so that you can provide a healthcare experience your employees will love.

**Brand Pillars**                      Personal, Data driven, Value based



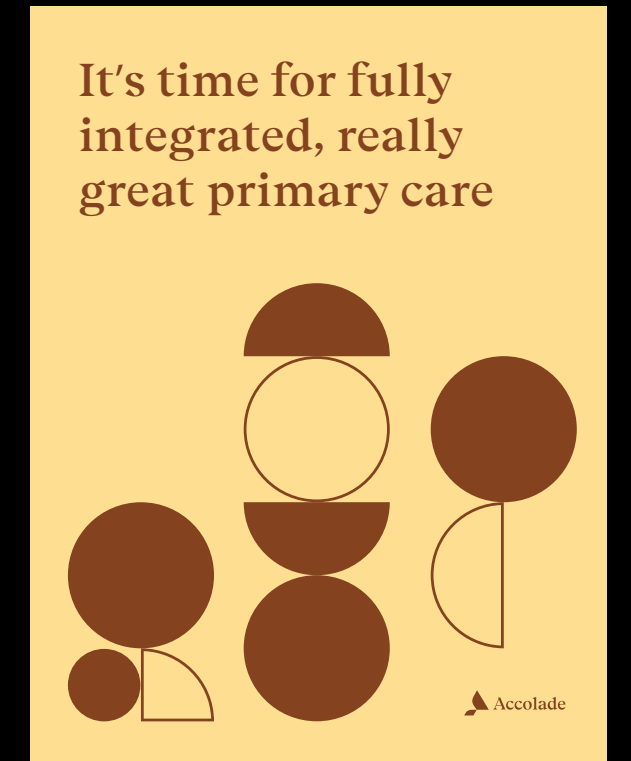
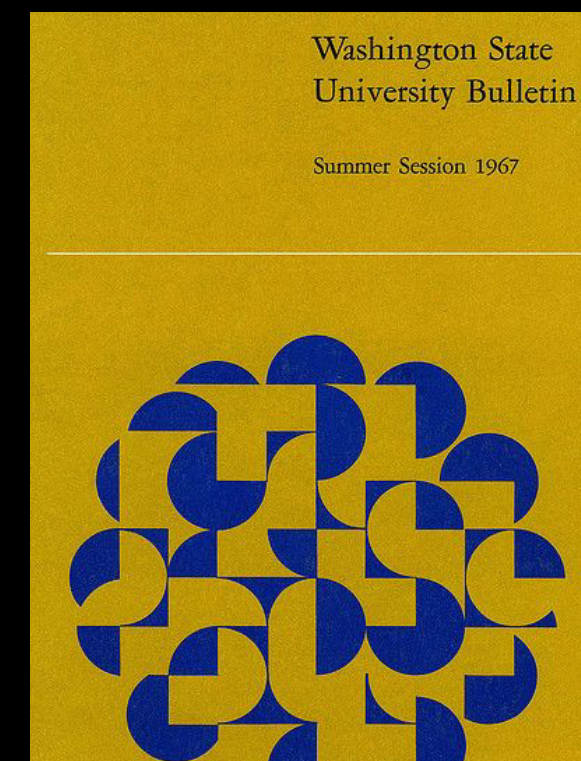
# Design Intent

Lineage is critical. We all stand on the shoulders of giants who have come before us. The Accolade brand is directly referencing, refreshing, and embracing the design philosophy of the 60s modernist graphic design masters. Having ties back to rooted communication systems of the medical field assures that upon first glance our viewers place Accolade in the right place of their mind.

While we are referential in the underlying graphical mechanisms of this era of graphical mastery, we take a contemporary approach to composition, color, layout, and overall communication.

Our brand represents a strong point of view that sets us apart. When executed with care and consistency, it's one of our most valuable assets.

This book will introduce you to the who, what, why, how and guiding principles of our brand, so you can keep them in mind while you work. A simple yet impactful system for a strong, consistent mission.





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# Logo



# Overview

The Accolade logo comes in 3 variants; Mark, Mark+Logotype, and Mark+Logotype+Descriptor. These elements can be interchanged according to the following guidelines. It is imperative to keep the logo legible at all times, and to make sure that the viewer can associate the form back to Accolade.







# Logo Lockup Usage

The “Personalized Healthcare” lockup should not be used in all cases. Please follow these principles when choosing which version of the logo to use.



- Logo is on it’s own
- When composed with copy that doesn’t refer to “Personalized Healthcare”
- Use more in the first year of the new category being public
- Office Door
- PPT template
- Sales decks



- On website
- When headline near logo refers to “Personalized Healthcare”
- Use more as time goes on and the category is no longer new
- On swag for employees
- Business cards
- Social icons
- Member content

# Clear Space

Clear space is the area surrounding the entire logo. It should be kept free of any visual elements, including text, graphics, borders, patterns and other logos.

Clear space is measured in relation to “X,” which equals the x-height of the logotype letters. Minimum clear space should be equal to or greater than 0.5X on all four sides of the logo.

It should never be difficult to read or recognize the Accolade logo. This means the minimum size restrictions for print and digital should be strictly adhered to at all times. See minimum sizes to the right.





# Incorrect Usage

Teams, groups, products, or solutions under the Accolade Brand should not have their own logos. This is so the Accolade logo is not diluted and to avoid any confusion.

Additionally, the logo should not be adjusted in any way.

- 1. Do not add a drop shadow.
- 2. Do not alter color.
- 3. Do not change the opacity.
- 4. Do not stretch.
- 5. Do not skew or distort.
- 6. Do not outline.
- 7. Do not alter font.
- 8. Do not alter configuration.



# Logo Variations - Minimum Sizes

The Accolade Brand utilizes a full suite of logo variations across print and digital mediums. Each of these logos has its own minimum size. This protects against ink bleed and other problems that arise from excessively shrinking a logo. The logos are listed below in order of preferred usage:

## 1. Horizontal Logotype

Most frequently used, suitable for large and small scale. Use the logo with the descriptor when it is critical to get the idea of Personalized Healthcare across, or when there are no supporting elements to communicate that message.

## 2. Horizontal Logotype without descriptor

Variation of main logo to be used in situations where the logo becomes too small to include the descriptor. (ex: embroidery)

## 3. Mark

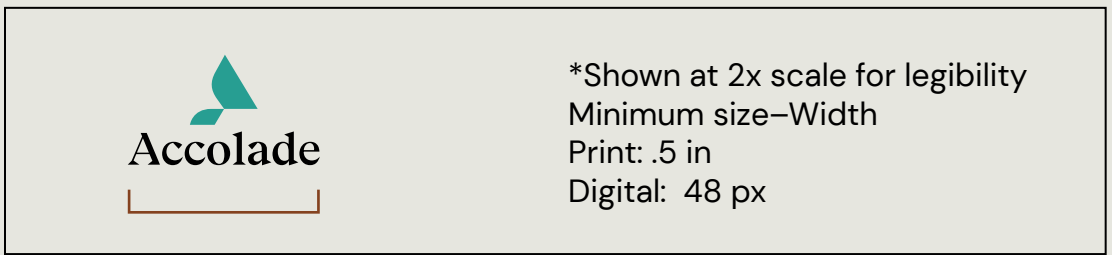
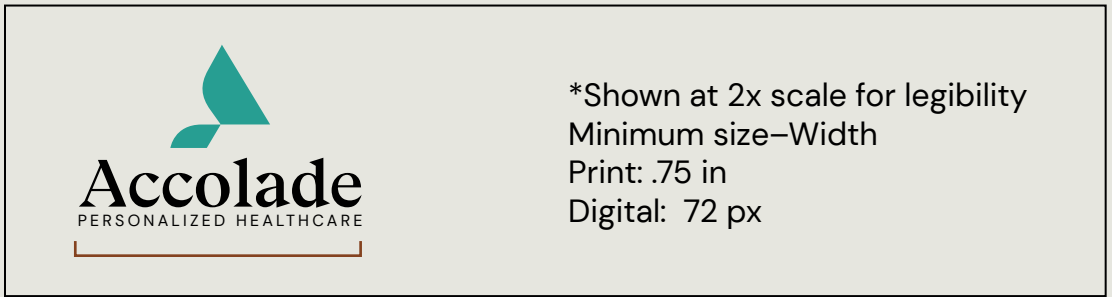
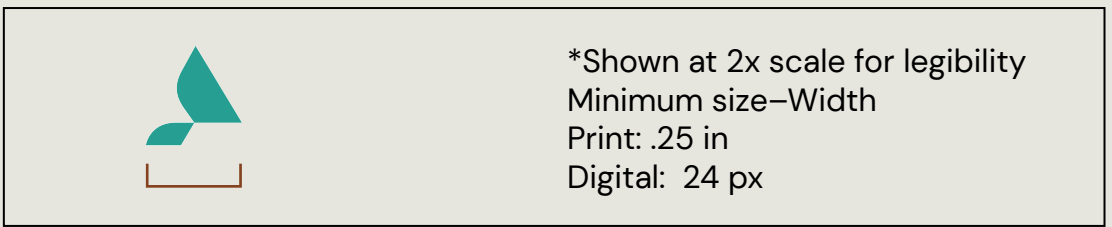
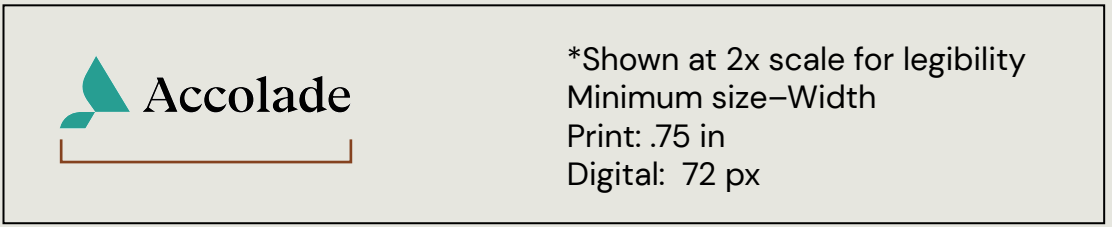
Available for use when the name “Accolade” is visible elsewhere on the composition. This is the most suitable logo variant for social media profiles and other situations involving a small square/circular area.

## 4. Vertical Logotype

Useful when the composition calls for a less “wide” logo.

## 5. Vertical Logotype without descriptor

Useful when the composition calls for a less “wide” logo at a small size



# Mark

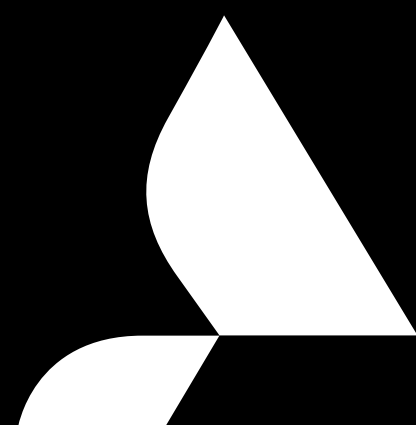
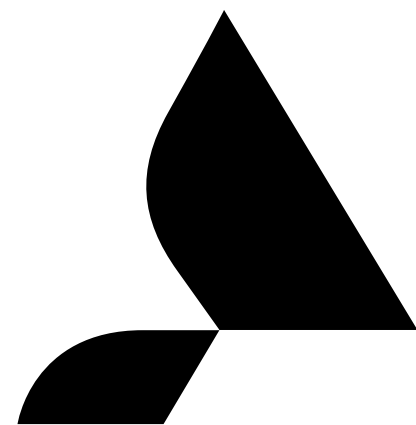




# Overview

The Accolade logomark may be used on its own as long as the word Accolade appears somewhere within the composition to accompany it.

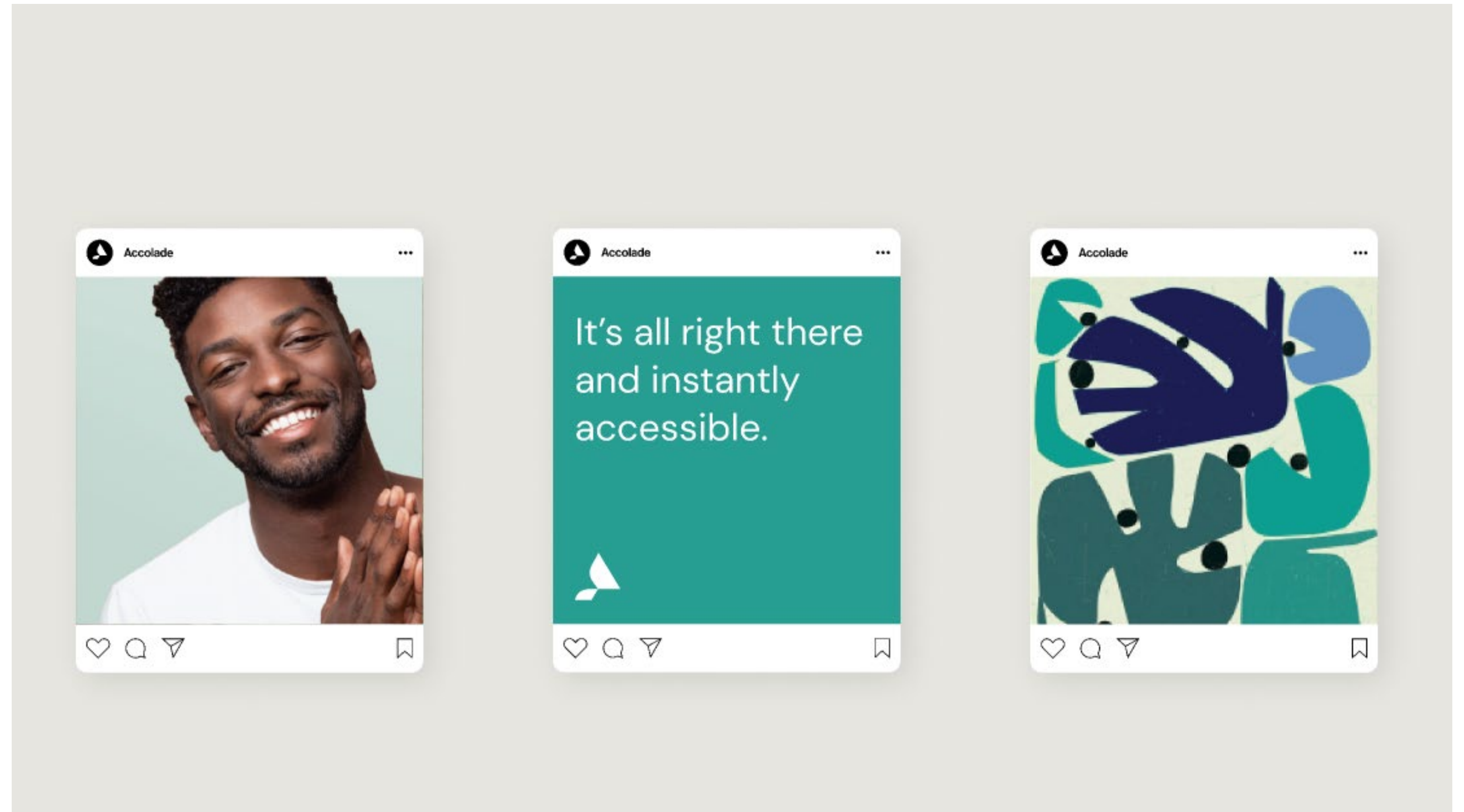






# Mark Usage

The mark can be used on its own as long as the word Accolade is represented in the total composition. In this example, the word Accolade is provided by the social media service itself.



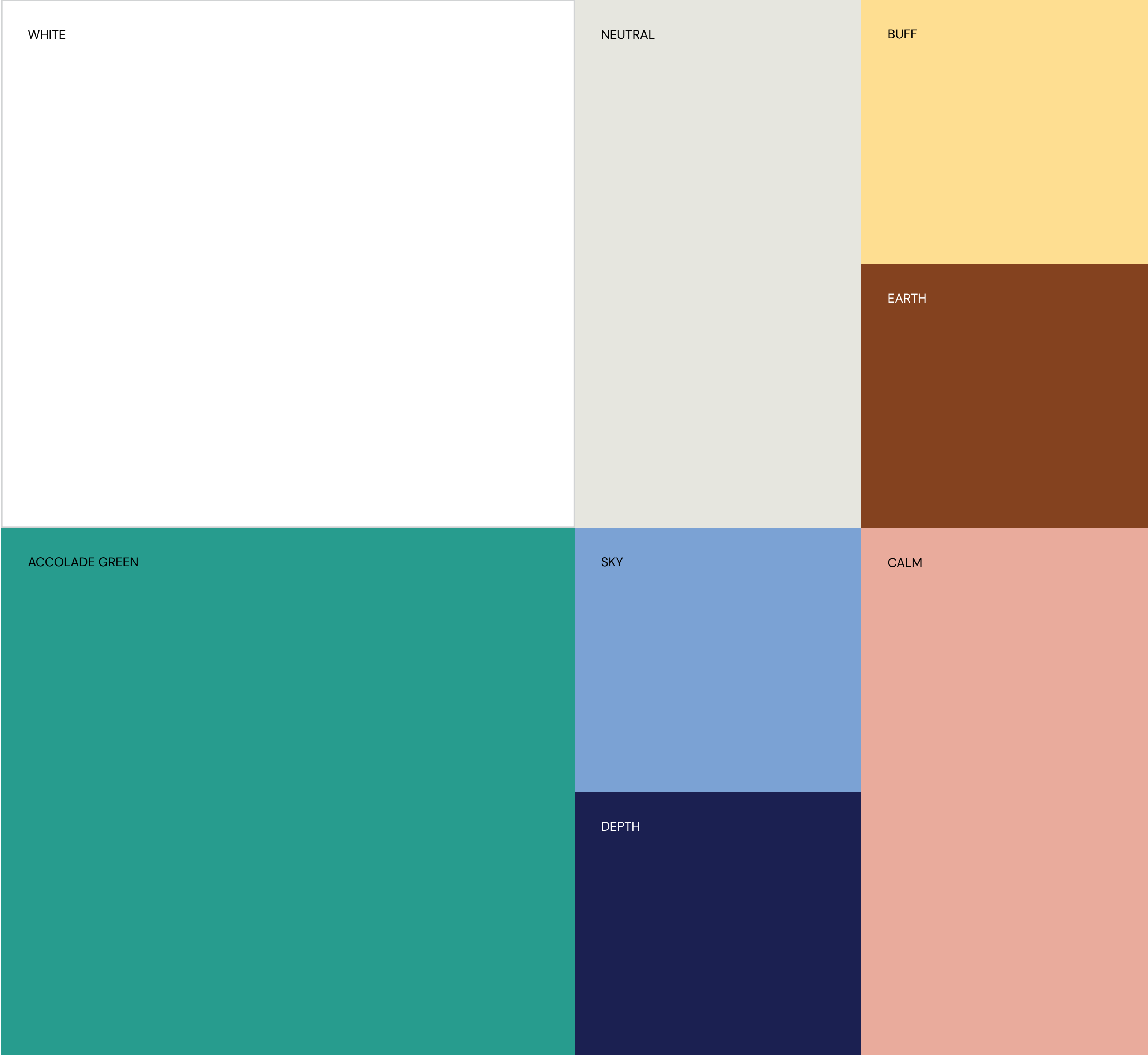


# Color Palette



# Overview

All colors in the Accolade color scheme work harmoniously together. While white and Accolade Green play a slightly more prominent role within the system, they should not be used exclusively. The dynamic range provided by this color scheme reflects the personalization that Accolade provides.



# Specifications

Accolade colors are based on current RGB standards and the Pantone® Matching System. Shown to the right are specifications for reproducing our color palette in both digital and print applications. These colors have been carefully chosen to represent our brand and should never be altered.

**Note:** The Pantone and CMYK colors specified here are for use on coated paper stocks. If a specific application requires printing on uncoated stock, please work with your printer to determine optimum color matches.

WHITE	ACCOLADE GREEN Hex: 279E92 RGB: 39/158/146 Pantone: 2461 C CMYK: 96/4/53/0	NEUTRAL Hex: E6E6DF RGB: 230/230/223 Pantone: 663 C CMYK: 12/7/12/0	EARTH Hex: 84421F RGB: 132/66/31 Pantone: 7517 C CMYK: 25/80/100/23
BLACK		CALM Hex: E9AB9C RGB: 233/171/156 Pantone: 487 C CMYK: 0/41/31/0	BUFF Hex: FEDE91 RGB: 225/222/145 Pantone: 1205 C CMYK: 0/15/51/0
			SKY Hex: 7BA2D4 RGB: 123/162/212 Pantone: 659 C CMYK: 66/21/1/1
			DEPTH Hex: 1B2051 RGB: 27/32/81 Pantone: 2766 C CMYK: 92/81/26/47

The CMYK, RGB, and Hex values shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone color standard. Consult current Pantone color publications for accurate color.

# Parent Palette

Our Parent Palette contains shades of every hue that is incorporated within the Accolade system. The following pages provide guidance on when and how to use these swatches correctly.

#D6F5F2	#D9E4F2	#D9DBF2	#FFFOCC	#F5E1D6	#F6DCD5	#E6E6DF	#E5E5E5
#ADEBE5	#B2C9E6	#B3B7E5	#FEDE91	#ECC2AC	#E9AB9C	#D2D2C6	#CCCCCC
#9BC8C5	#7BA2D4	#8C93D9	#FED267	#E2A483	#E39582	#BCBCA9	#B2B2B2
#5BD7CA	#6593CD	#666FCC	#FDC235	#D8865A	#DA7158	#A6A68C	#999999
#32CDBD	#3F77C0	#404CBF	#FDB302	#CF6730	#D14E2E	#8F8F70	#808080
#279E92	#32609A	#333C99	#CA8F02	#A55327	#A73E25	#737359	#666666
#0B8578	#264873	#262D73	#986C01	#84421F	#7D2F1C	#565643	#4D4D4D
#14524C	#19304D	#1B2051	#654801	#532913	#531F13	#39392D	#333333
#0A2926	#0D1826	#0DOF26	#332400	#29150A	#2A1009	#1D1D16	#1A1A1A

# Product Primary Palette

In digital situations such as product design, an expanded palette is necessary to ensure Accolade materials operate within the current web accessibility standards. These expanded palette colors have been selected to provide sufficient contrast while not straying too far from the Accolade Brand.

The CMYK, RGB, and Hex values shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone color standard. Consult current Pantone color publications for accurate color.

Light Mode

INTERACTION COLORS

Dark Sky  
#3F77C0  
AA, AAA 18+

Grey  
#B2B2B2  
NO

Neutral  
#E6E6DF  
AAA

DECORATIVE COLORS

Dark Green  
#279E92  
AA

Depth  
#1B2051  
AAA

Dark Yellow  
#FED167  
NO

Earth  
#84421F  
AAA

Dark Calm  
#E39582  
NO

ALERT COLORS

Error Bg  
#F6DCD5  
AAA

Error Text  
#A73E25  
AA

Warning Bg  
#FFFOCC  
AAA

Warning Text  
#654801  
AAA

Info Bg  
#D9DBF2  
AAA

Info Text  
#404CBF  
AA

Success Bg  
#D6F5F2  
AAA

Success Text  
#14524C  
AAA

Dark Mode

INTERACTION COLOR

Sky  
#7BA2D4  
AAA

White  
#FFFFFF  
AAA

DECORATIVE COLORS

Light Green  
#5BD7CA  
AAA

Light Depth  
#666FCC  
AAA

Light Yellow  
#FEDE91  
AAA

Light Earth  
#D8865A  
AAA

Calm  
#E9AB9C  
AAA

ALERT COLORS

Error Bg  
#F6DCD5  
AAA

Error Text  
#A73E25  
AA

Warning Bg  
#FFFOCC  
AAA

Warning Text  
#654801  
AAA

Info Bg  
#D9DBF2  
AAA

Info Text  
#404CBF  
AA

Success Bg  
#D6F5F2  
AAA

Success Text  
#14524C  
AAA













































# Logo Color Pairings

To achieve AA accessibility standards, the Accolade logos should only be placed on colors from our palette that provide sufficient contrast for legibility.

The logo-background color pairings shown on this page have been carefully chosen to be on-brand and legible. Do not use the pairings denoted with a red X.

The Accolade logo may not be placed on imagery or colors outside of our palette.

 Accolade	 Accolade	 	 Accolade
 Accolade	 Accolade	 	 
 	 	 Accolade	 Accolade
 	 Accolade	 	 
 Accolade	 Accolade	 	 
 	 	 Accolade	 Accolade
 Accolade	 Accolade	 	 

# Typography



# Headline Typeface

Beirut Display Regular is our headline typeface. Strong shapes and contrasts, Beirut is built on an innovative calligraphic principle. The font is structured in two designs. The display version suits for expressive titles, the text version is optimized for reading in smaller sizes. The unique manner of Beirut is outstanding on paper and screen.



## Body Copy Typeface

DM Sans is a low-contrast geometric sans serif design, intended for use at smaller text sizes.

DM Sans supports a Latin Extended glyph set, enabling typesetting for English and other Western European languages. It was designed by Colophon Foundry (UK), that started from the Latin portion of ITF Poppins, by Jonny Pinhorn.

DM Sans is a open-source font. Download from this link: <https://fonts.google.com/specimen/DM+Sans>

A B C

# Typographic Specimen

Default font for general use: Times

Beirut Display Regular (headlines ONLY)

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrst  
vwxyz123456789  
.,:;/?!(---)\*@&

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789.,:;/?!(---)\*@&

A B C D E 1 2 3

DM Sans Bold (emphasis within body copy ONLY)

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrst  
vwxyz123456789  
.,:;/?!(---)\*@&

Aa Bb Cc 1 2 3

DM Sans Regular (body copy ONLY)

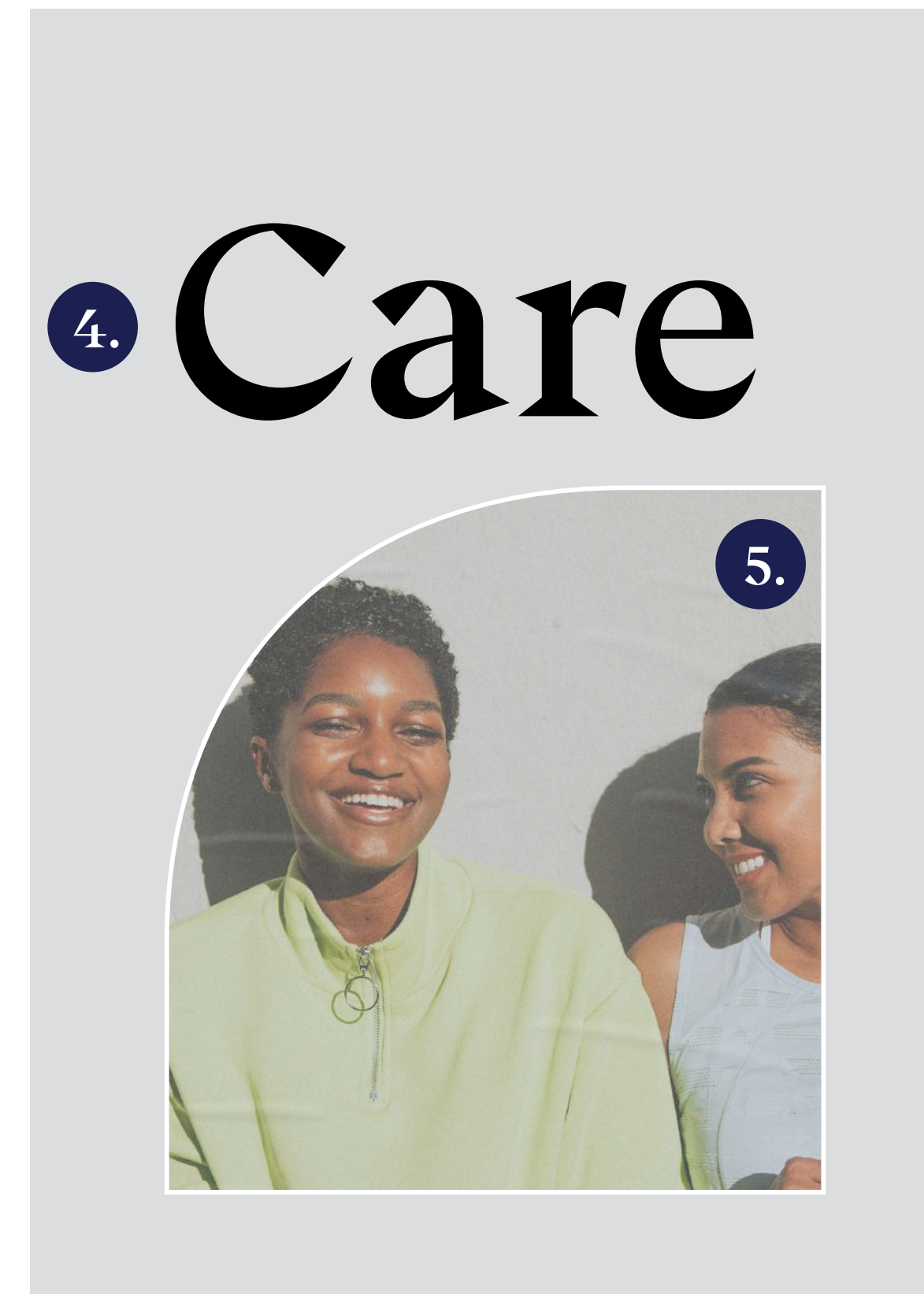
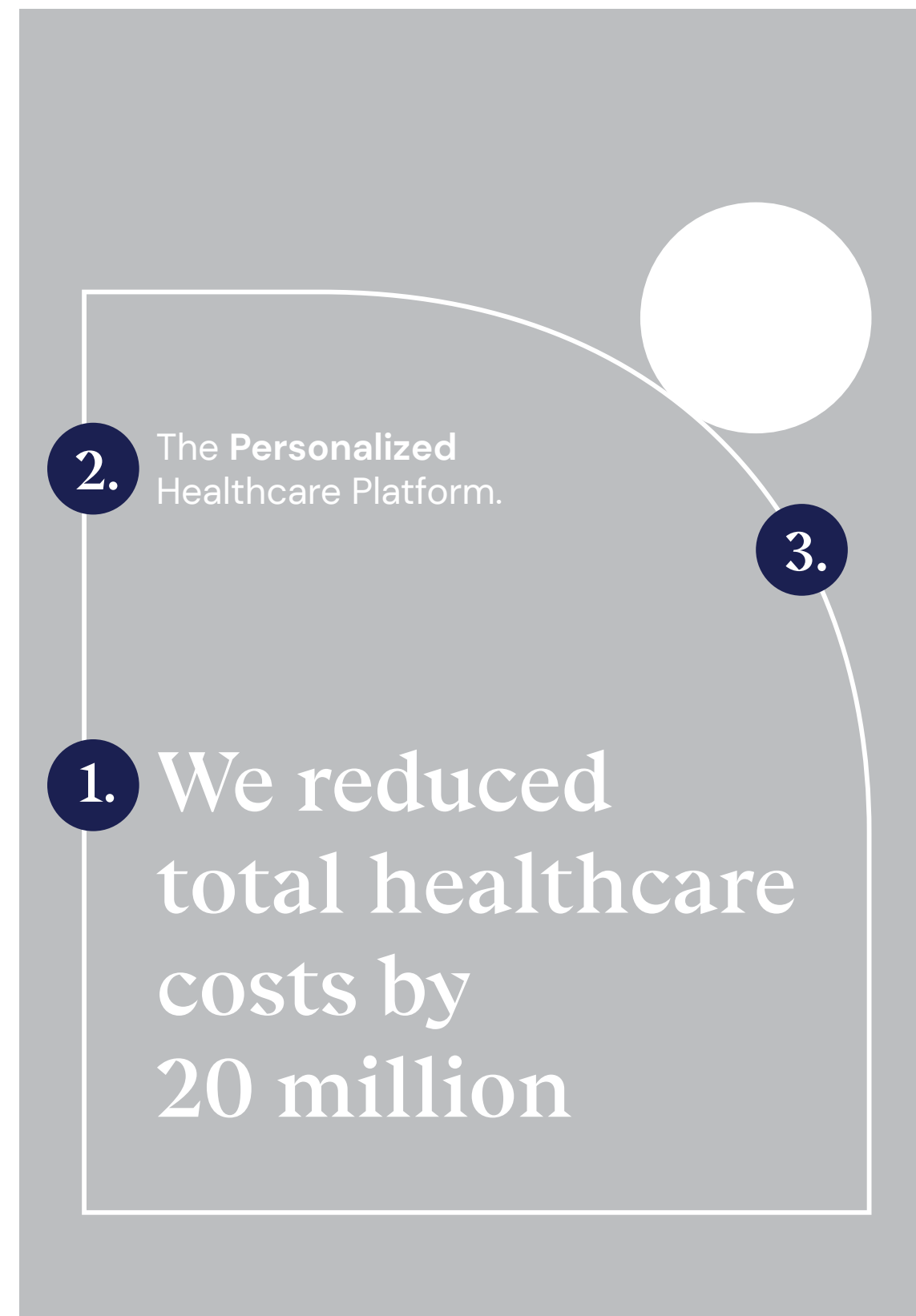
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrst  
vwxyz123456789  
.,:;/?!(---)\*@&

Aa Bb Cc 1 2 3



# Layout Examples

1. Beirut Display Regular should be used for all headlines and otherwise large text. Beirut can also be used as a sub-header, but never as body copy.
2. DM Sans should be used for all body copy. It can be bolded in-line to add emphasis to certain words. Be sure to avoid bolding too much in the same line or paragraph. DM Sans can also be used as a sub-header, but never as a large headline.
3. Simple headlines and subhead typography can be embedded within the graphic system
4. One-word headlines can play a declarative and dominant role within the layout.
5. Photography can be housed within the graphic system.



# Photography Style





# Buyer and Care Team

These shots are clean and descriptive. This allows the photography to pair well with the shapes, typography and color palette within the brand.

**Photoshoot Guidelines:**

- 1. Our studio photography should appear intimate, sensitive, and human.
- 2. Poses should feel soft and welcoming, warm and accepting. Avoid the typical full smile, direct eye contact with the camera. Focus on things that happen naturally but in a reduced way. Ex. For a care team member who is speaking with a member – this can be accomplished with a mobile phone and a subtle open mouth indicating speaking.
- 3. Clothing should be nice, but casual. The clothing shouldn’t stifle the person and they should feel natural in it. It should indicate maturity and care.
- 4. Props can be used to subtly indicate a story or further place a person into their role. Do not overly focus on props or add too many. A subtle part of a stethoscope coming out of a pocket is enough to tell the story. No need to make it the main focus. Remember, we are focusing on that warm fuzzy human feeling.
- 5. Lighting should be soft and subtle. One large softbox, maybe an additional fill light. Do not overly stylize the lighting with harsh highlights or shadows. It should be overall evenly lit.

**Note:** On occasion the need for a special type of imagery may arise for campaigns that target specific audiences. While flexibility is allowed with imagery we strive to keep as many of the other brand elements as consistent as possible to protect the integrity of the brand. Approval of imagery will be on a case-by-case basis.





# Members

The moments in each shot capture an authentic expression as the subject moves in the world. The goal is to keep the visual language clear, but still beautiful. Using serious photography contrasts the playful colors, shapes, and visual assets within Accolade’s brand.





# Organizing System





# Overview

Our Organizing System is a key indication of personalized healthcare. Everyone comes in different shapes and sizes and has different needs. This system allows for us to describe in shorthand the diversity inherent to Accolade.

This Organizing System is core to the Accolade brand. It can be used as a housing for type, a mask for photography, or as expressive and illuminating design.

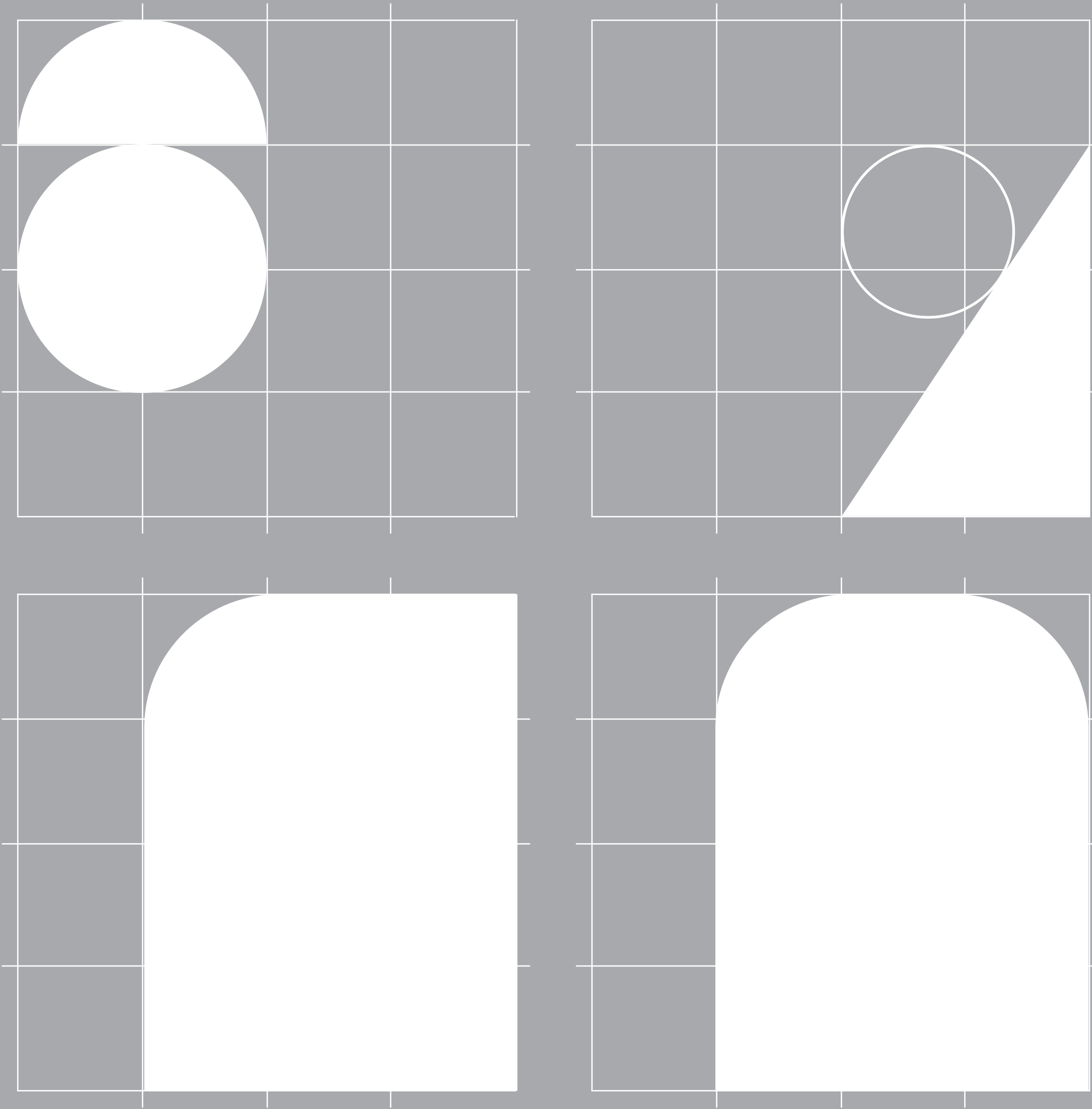
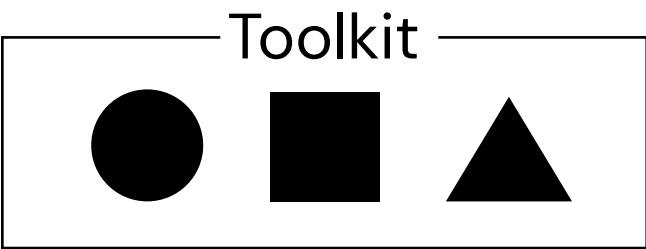


# Construction

The graphic system is created by combining and modifying primitive shapes according to a square 4x4 grid.

The grid can be subdivided in order to create interest, tension, or communicate anything that is necessary with the modified primitives.

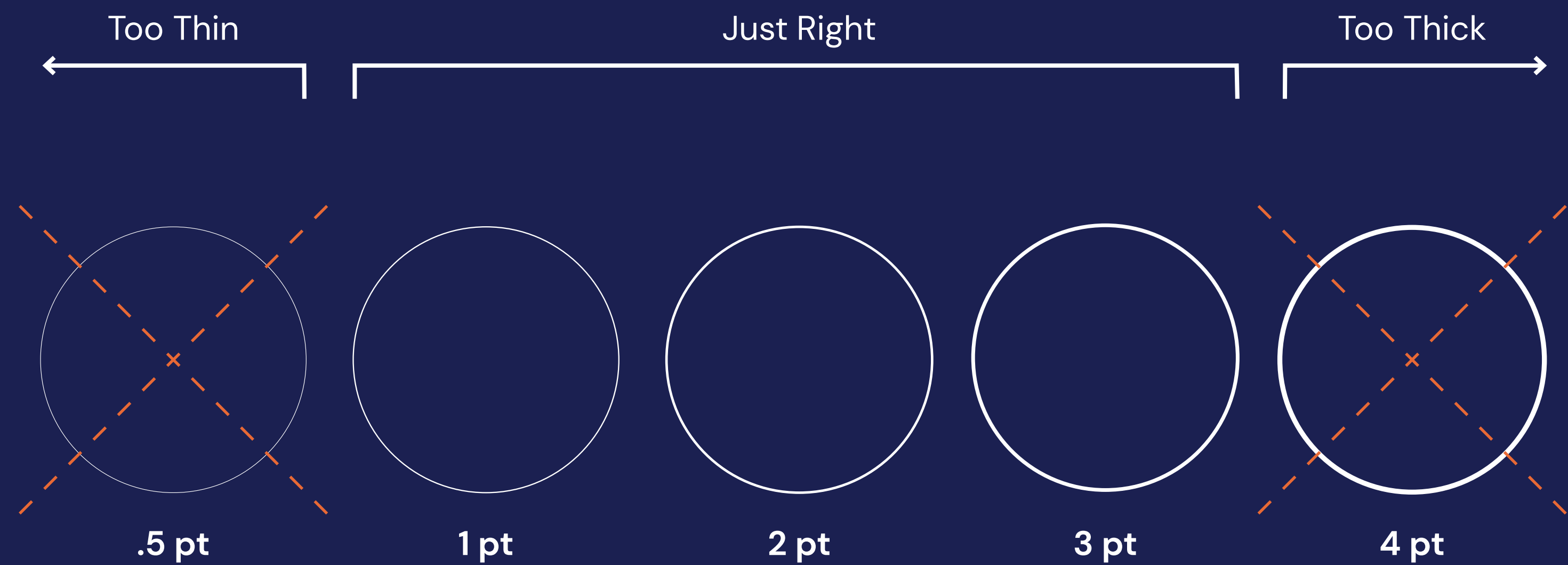
Always think of the copy that you are accompanying when creating these compositions. The graphic system should facilitate the communication of the copy.



# Lineweight

The primitive shapes can be solid or outlined. However, it is important to avoid lineweights that are too thick or too thin. Excessively thick lineweights cause the shape to lose its delicacy, while strokes that are too thin can result in the shape disappearing into the background.

**Note:** The guide to the right utilizes a 3"x3" circle. The appropriate lineweight increases and decreases with the size of the shape.



# Illustration





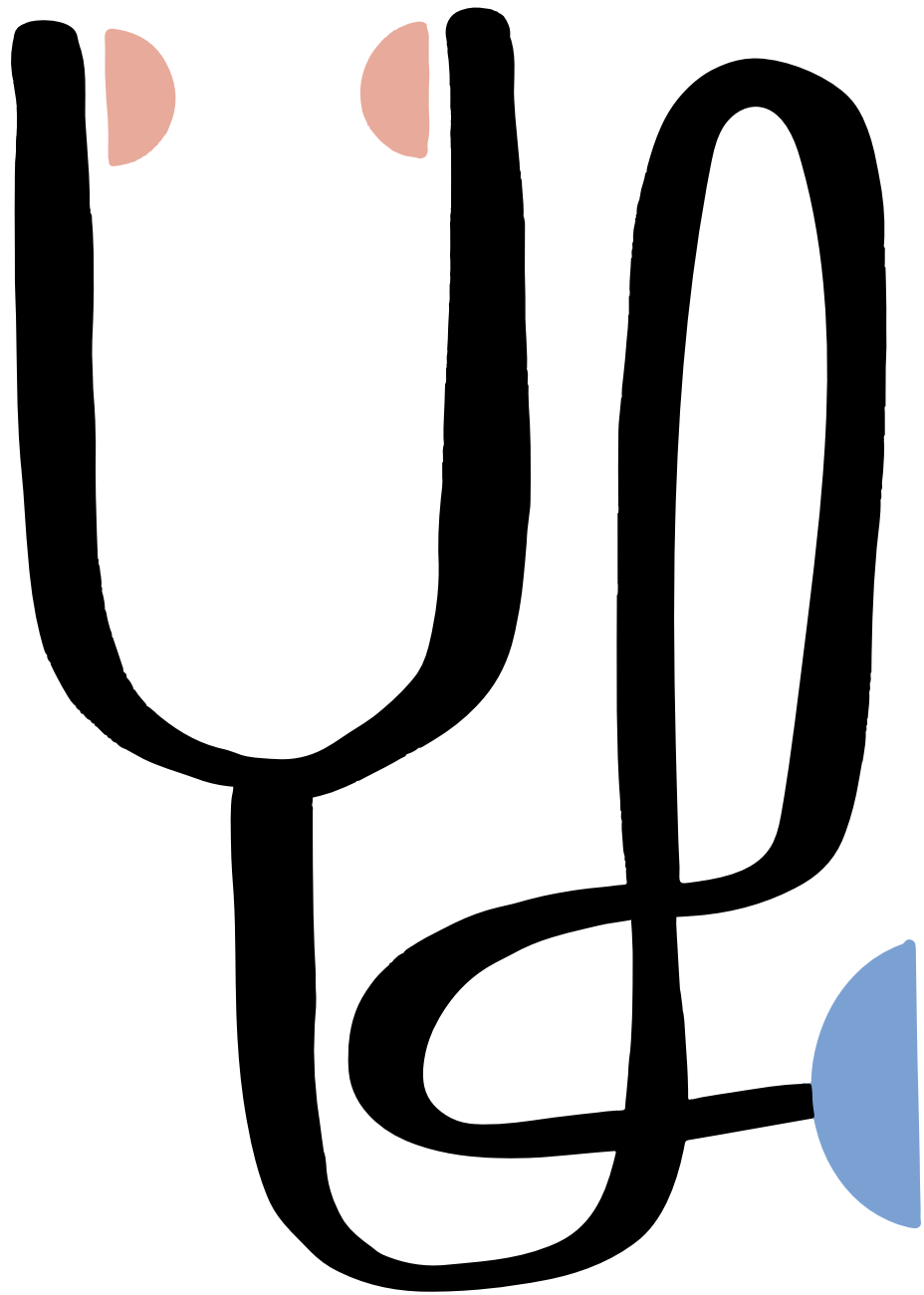
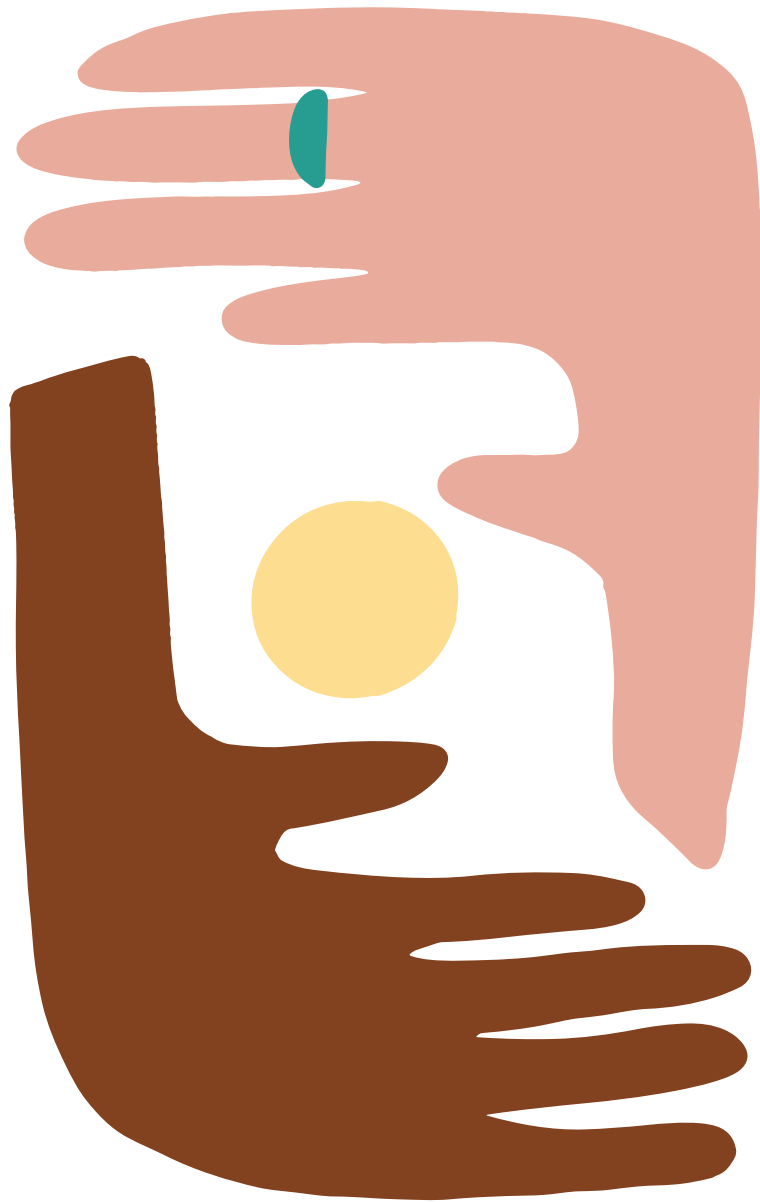
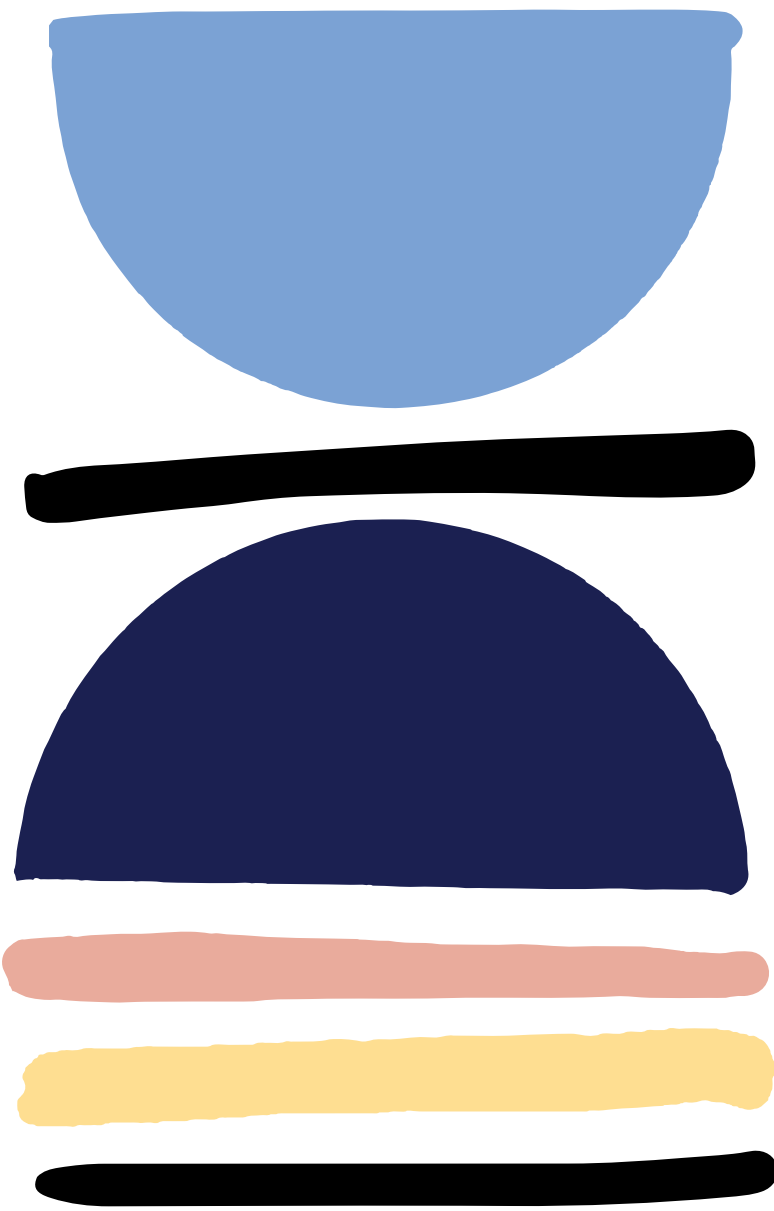
# Overview

Illustration is our most expressive component. It emphasizes Accolade’s human touch. The illustration are intentionally imperfect, hand drawn, and emotional.

Our illustrations are used in a spectrum from evocative to representational. Start from evocative as your base, to try and accomplish communicating the overall feeling that you need. Only when representation is absolutely necessary, employ figurative forms like people, hands, other corporeal elements.

Evocative

Representational



# Voice and Tone



## Voice and Tone

The Accolade voice is clear, confident and friendly. Intelligent but down to earth. Warm but not overly casual. Self-assured but never arrogant. Just as our design strives to be established and high-quality, let's also apply that to the way we use words.

While our voice is consistent, our tone adjusts to fit the situation. So while we're always clear, confident and direct, exactly what we say will depend on context and audience.

When determining your tone, think about your audience's state of mind: Are they seeking guidance from a blog post? Curious about how Accolade works? Thinking of applying for a job at Accolade? Considering the needs of your audience will help you strike the right tone and write content that best serves them.

Note: For more guidance, refer to the content guidelines

## Build Connections.

With healthcare especially, it's important to avoid jargon and insider lingo. That keeps people at a distance. Instead, use plain language. Ask yourself: "How would I say this to a friend?" Start with that.

## Own it.

When you make a claim, back it up with proof. People don't want salesy fluff, they want the brass tacks. If you let specific examples do the heavy lifting, you'll exude confidence in Accolade.

## Keep it Simple.

Avoid using lots of words when just a few will work, and try not to use fancy words if simpler ones mean the same thing.

# Messaging Hierarchy

**Goal:** Identify and address the right audience in the right sequence with the right versions of the message at the appropriate time

Stage of Journey	Customer Mindset	Message Should Convey
Unaware	I've never heard of Accolade.	1 Accolade is the one service that enables the right healthcare...
Aware	What does this mean?	2 Members achieve better outcomes at lower costs, with an exceptional experience.
Consider	That would be amazing but how do they do that?	3 Accolade is personal, data driven, and value based, so that you can provide a healthcare experience your employees will love.
Purchase	Is it expensive and hard to roll out?	4 Details about pricing and guarantees, with easy bite-sized way to begin.
Loyal	We've don't what I didn't think possible – improved outcomes and lowered costs. Members and leadership are delighted	5 My employees love the Accolade experience!

# Attributes

## Contrarian

Accolade exists to fix a broken system. That means, with a focus on positive future outcomes, we’re comfortable calling out the flaws and inefficiencies in employee healthcare.



Every employee is unique. Why isn’t their healthcare?



Employees are sick and tired of being treated like a cog in the machine.

## Unafraid

Reinventing healthcare is no small feat. We must be bold enough to share our unique vision — and back these statements with analytics that support our claim.



The evidence is in. Our NPS scores are 70 points higher than average.



Finally, healthcare that works.

## Curious

As a community of data scientists, technologists, and doctors, we’re curious by trade. Sometimes, leading with a well-designed question is more powerful than positing a solution.



What if we put employees at the center of their healthcare?



Ready for better care?

## Optimistic

Everyone here believes deeply in helping others. Even when addressing a broken system, we lead with positivity, solutions, and employee empowerment.



Helping people make the best decisions for their well-being.



Solving healthcare, once and for all.

## Empathetic

Nothing could be more personal than health. We balance our robust expertise in technology with our deep empathy for others.



More than scientists and experts, our team is human. Just like you.



We know exactly what you’re going through.

## Transparent

The intersection of health, data, and business is incredibly sensitive. We build trust by avoiding jargon, including evidence, and acknowledging who profits from our system.



Drive better patient outcomes (while driving down costs).



Employee healthcare that works like magic.



# Extended Applications





Out of Home

Access to healthcare's  
most advanced AI.





Accolade—The Personalized  
Healthcare Platform





# Social Media

 Accolade

Good, hard working people deserve good, hard working healthcare.

↓



Benefits

Integrated Care

Medical Opinion



 Accolade

About us

Contact


Solutions

Resources

 Accolade

Accolade consistently achieves 70 and higher Net Promoter Scores, 98% consumer satisfaction ratings, and up to 15% employer cost savings.

Read →





Building Graphics



Accolade



# Business Cards





Posters



The Personalized  
Healthcare Platform.

We reduced  
total healthcare  
costs by  
\$20 million.

# Care



## Personalized Healthcare.

Solving the employee  
Healthcare Gap.





AF

Family Group

Abdel FakeComcast022

Gender

Male

Age

52 Yrs (06/08/1960)

Policyholder

----

Plan Status

----

Abdel FakeComcast022

Gender

Male

Age

52 Yrs (06/08/1960)

Policyholder

----

Plan Status

----

Abdel FakeComcast022

Gender

Male

Age

52 Yrs (06/08/1960)

Policyholder

----

Plan Status

----

Abdel FakeComcast022

Gender

Male

Age

52 Yrs (06/08/1960)

Policyholder

----

Plan Status

----

Abdel FakeComcast022 (07/08/1969)

NewYork, NY 10002

IBC PPO Pay Now – Falls River MA Nion MEDICAL 2021

SubGroup

Error

Offering

Error

Support Level

Error

Notes

Reasons & Tasks

COMCAST

HIPAA

All About

Profile

Benefits

Programs

Claims

Provider

Care

History

Wrap

Mobile App Link

Automatically send your member a link to download the Accolade mobile app. Enter their mobile phone number and hit send. It's that easy!

Mobile Number

Clear

Send

Active Barriers

Financial:

Cannot afford co-pay for

Emotional:

Test

Financial:

Cannot afford meds

Financial:

This is a test barrier

View / Edit Barriers

Assigned Team Member

This member's family does not have

Assign Me as Head of Household

LD

OFFLINE

Clinical Health As

Name

Extension

Last Interaction

Relationship Value

Edit Team Relationship

Recent Activity History

MS

7/2/2021 At 10:42 Am EDT

Mark Stinley

Activity

Reason (s)

Claims

Benefits

Profile

C

Family Member Access Required

MS

7/2/2021 At 10:42 Am EDT

Mark Stinley

Activity

Reason (s)

Claims

Benefits

Profile

C

Family Member Access Required

MS

7/2/2021 At 10:42 Am EDT

Mark Stinley

Activity

Reason (s)

Claims

Benefits

Profile

C

Family Member Access Required

Abdel FakeComcast022

Gender

Male

Age

52 Yrs (06/08/1960)

Policyholder

----

Plan Status

----

Abdel FakeComcast022

Gender

Male

Age

52 Yrs (06/08/1960)

Policyholder

----

Plan Status

----

Abdel FakeComcast022

Gender

Male

Age

52 Yrs (06/08/1960)

Policyholder

----

Plan Status

----

Abdel FakeComcast022

Gender

Male

Age

52 Yrs (06/08/1960)

Policyholder

----

Plan Status

----

Abdel FakeComcast022 (07/08/1969)

NewYork, NY 10002

IBC PPO Pay Now – Falls River MA Nion MEDICAL 2021

SubGroup

Error

Offering

Error

Support Level

Error

Notes

Reasons & Tasks

COMCAST

HIPAA

All About

Profile

Benefits

Programs

Claims

Provider

Care

History

Wrap

Abdel's Benefits

CURRENT

Benefits Period:

Comcast-MA U...

CURRENT

01/01/2021 – 12/31/2021

Change State & Zip

Search and select a benefit for Abdel FakeComcast022

Formulary Guide

Benefit Elections

Plan Type	Plan Name	Member ID #	Coverage Tier	Effective Date
MEDICAL	IBC PPO Pay Now – Falls River MA Nion MEDICAL 2021	----	Employee + Family	01/01/2021 – 12/31/2021
BEHAVIORAL	IBC PPO Pay Now – Falls River MA Nion MEDICAL 2021	----	Employee + Family	01/01/2021 – 12/31/2021
RX_PHARMACY	IBC PPO Pay Now – Falls River MA Nion MEDICAL 2021	----	Employee + Family	01/01/2021 – 12/31/2021

Customer Information

Here you can find general customer information, voluntary benefits, eligibility provisions in addition to contact information and guidance

2021 Comcast-MA Union

New Hire Resources

Here you can find general customer information, voluntary benefits, eligibility provisions in addition to contact information and guidance

2021 Comcast-MA Union

Life Events Resources

Here you can find general customer information, voluntary benefits, eligibility provisions in addition to contact information and guidance

2021 Comcast-MA Union

All Programs

All Programs

Aflac

Referred Nov 5, 2019

Aflac

Referred Nov 5, 2019

Aflac

Referred Nov 5, 2019

Aflac

Referred Nov 5, 2019

Aflac

Referred Nov 5, 2019



Swag



# Contact

For further questions regarding the Accolade Brand Guidelines, contact:

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VP, Corporate Marketing

[Megan.Torres@accolade.com](mailto:Megan.Torres@accolade.com)

