iHealth®

Branding Style Guideline for Print and Digital

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Brand Promise

iHealth is an innovator in the field of personal health care. We empower patients to play a greater role in managing their own well-being everyday. Our products feature clean design, easy-to-use interfaces and industry-leading technology, all supported with exceptional customer service. This is our promise to every iHealth customer.

Brand Attributes

Brand attributes are descriptors that guide us as we design, write, strategize and develop everything for iHealth. This includes the physical products, our Web site and mobile app, marketing and support materials, as well as how we speak about iHealth to customers, vendors and the world at large. By staying true to our attributes, we stay true to our brand promise.

INFORMATIVE
Self-monitoring products are often a new frontier for patients. We are committed to lightly educating users on personal health in non-threatening, engaging ways.

TRUSTWORTHY
We ensure a secure experience for customers and build all products and applications against the highest standards in the industry. Our brand identity and voice should help earn and reinforce this trust.

INNOVATIVE
We are changing the dynamics of personal health care in a positive way. We can be proud of that in our brand.

HUMAN/APPROACHABLE
We are not cold and clinical. We serve mankind and deal with personal, important health information. While we are careful not to make light of serious health issues, communicating with a little warmth, heart and personality go a long way.

iHealth Logo

This is our primary iHealth logo for use in print and on the web. It is our preferred choice, but should only be used on a white background. When placing on a full color background, use our reverse alternative logo on the next page.

As of July 2013, we have changed the logo to use (R) registered trademark instead of the TM symbol. Please be sure to always use the registered trademark (R) when using to our logo.

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iHealth Alternative Logos

These alternate logos for print and the web should only be used when the primary color logo cannot be placed on a white background.

iHealth®

iHealth®

Use this black logo for greyscale or b/w materials only. It can also be used for faxes and photocopies.

Use this reverse treatment for full color or photographic backgrounds. Please note that a colored box (or border) around the logo should never be used as a design treatment.

Logo Do's

Be sure to allow adequate space around the logo.

minimum white space: 20 pixels

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Logo Don'ts

To preserve brand integrity and ensure maximum impact of our brand, please avoid the following usages of the iHealth logo.

Do not place the logo at an angle, or position letters vertically.

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Do not place the logo on a mid-tone or conflicting color.

Do not change the font of the logo.

Do not place the logo over busy imagery or overlap with any content.

Do not add shapes, frames or borders around the logo.

Color Palette

For visual consistency, the iHealth brand employs two main colors:

Pantone 1665   C-75 M-41 Y-0 K-0   C-60 M-51 Y-51 K-20

Both blue and orange (as well as grey) are used as header type in web and print materials. Orange tends to be used for product names, page headers, and main navigation. Blue tends to be used for calls to action, utility navigation and buttons. Please be consistent with the existing system.

Font

To present a consistent and coherent brand image, we have selected the following typeface to be used when producing iHealth material.

PRIMARY: MYRAID PRO

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

1 2 3 4 5 6 7 8 9 0

Brand Voice

Our brand voice defines how we talk to our customers and partners, both verbally and in written form. It includes both the words we choose, and the tone in which we convey them. Our brand attributes INFORMATIVE, TRUSTWORTHY, INNOVATIVE and APPROACHABLE figure strongly into iHealth's brand voice. Here are some key rules of thumb:

Write in a professional human voice.
There is nothing more personal and important than one's health. So we speak and write in a tone that is both professional and respectful, but also warm and human. We are not too casual or overly familiar, but we aren't cold and serious either.

Use plain language and keep it simple.
What does our customer need to know at this moment? When instructing a customer on how to use an iHealth product or discussing features, stick to the most relevant information and describe it as simply as possible.

Be confident without being cocky.
It's important to describe our brand with confidence, particularly in the areas of technology and security. Customers rely on our technology to work every time, and they trust us with their most personal data. Our confidence gives them peace of mind.

Approved Messaging

To ensure consistency in our communications, we've compiled the following messages that are approved to describe the iHealth brand and its products.

Main iHealth Tagline:
Put your health front and center with iHealth mobile products

(Note: This line should not be "locked up" with our logo as a graphic. It is used as a stand alone line in text.)

Alternate iHealth One-Liner:

   Broad, brand level messages:
   • Get iHealthy.
   • Join the mobile health revolution.
   • Personal healthcare that's as mobile as you are.

   Product level messages:
   • Check your vitals...from the comfort of your smartphone.
   • Your vital signs: test them, track them, get to know them.

Short descriptor for all iHealth Products:
iHealth's mobile monitoring devices help you manage your personal health on your own schedule. Our wireless scales and blood pressure monitors lead the industry and our powerful, integrated mobile app lets you test, track and manage all of your data from your smartphone, tablet or desktop.

Working Lexicon

Our lexicon is a working document designed to help writers understand the most common word usages in the iHealth brand.

mobile versus wireless:
Both words are used to describe iHealth and its products.

"Wireless" is mostly used to describe our physical products. It can also be used to describe how these products communicate with the app.

Ex: Our lightweight Wireless Scale lets you measure, save, track and share your weight instantly.

"Mobile" is used to describe the smartphone app, and more broadly to define the overall experience of using our products. Our app makes all of our products mobile-enabled and usable wherever you go.

Ex: iHealth designs innovative, mobile personal healthcare products for everyone.

iHealthy:
It can be used to broadly describe people who are very knowledgeable about their own health, or more specifically, those who have begun to self-monitor their health with our products. This term should be used sparingly.

BP versus Blood Pressure
It's okay to shorthand blood pressure as BP, or BP monitor, but the first time it appears on a page, it should be written out and include the abbreviation in parenthesis , so users will understand the context.

Doctors and physicians and health care professionals, oh my.
What to call them? We tend to avoid terms like "providers" or "partners" unless we're speaking about an organization. When we're talking about sending your data to a medical "person", we typically say "doctor" to keep it simple.

Imagery

Though photography is not typically used as iHealth's core visual element, it is important to define a style for instances where photography does play a role in our brand material.

Lifestyle photography should depict real life scenarios and everyday people. Brand imagery should emphasize good health through exercise, strong relationships, balanced diet, and self-empowerment.

Depicting positive family relationships serves our brand well. We should seek diversity in the people we feature, both in ethnicity, gender and age range. Avoid using only "model thin" subjects or hardcore athletes. iHealth is a brand for everyone.

Product photography should be simple and clean, and can use drop shadows or reflections for depth.
Gradients and shadows can be used to give dimensionality to the image and design elements. Elements should stay within the color palette.

Contact info

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