



Brand Guidelines for Web:

Desktop & Mobile

December 19, 2014

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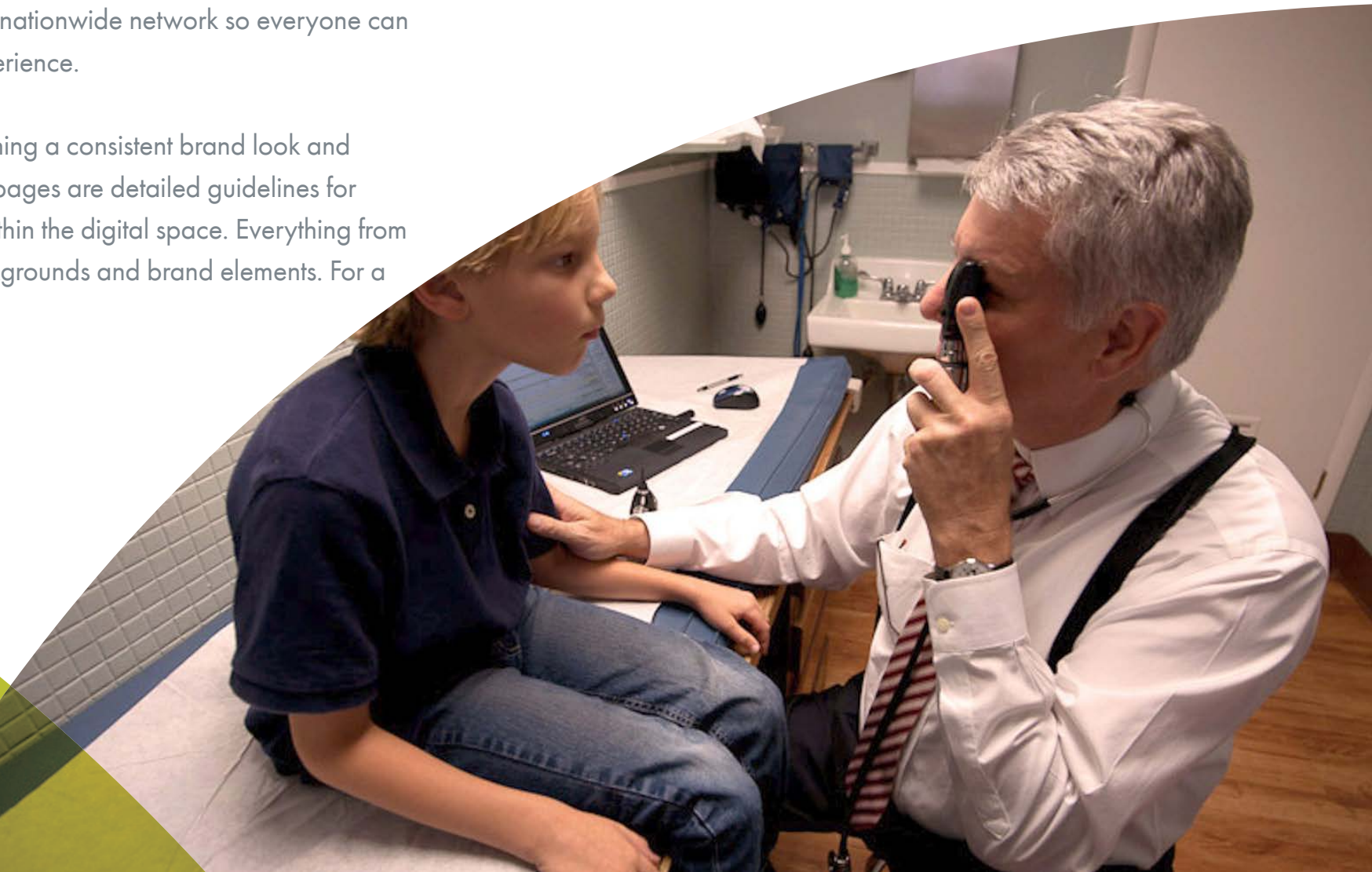
01 Guide Introduction

we connect care™

At athenahealth®, we're on a mission to build a nationwide network so everyone can benefit from a more connected health care experience.

We can help deliver on that mission by maintaining a consistent brand look and feel across all our properties. On the following pages are detailed guidelines for creating consistent branded communications within the digital space. Everything from logos, colors and buttons to photography, backgrounds and brand elements. For a consistent brand presence both online and off.

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How to use this guide

01 Guide Introduction

This guide serves as a road map for creating and maintaining a consistent look and feel in our branded communications across all digital properties. When creating a new online communication (whether internal facing or for the general public), always identify the various brand elements that will be needed, being sure to use only what's been approved for use. Doing so ensures that all digital communications remain consistent and true to the spirit of the athenahealth brand.

Who should use this guide

01 Guide Introduction

Anyone designing, creating or contributing to athenahealth branded communications should use this guide. That includes marketing & communications professionals, design agencies and independent creative vendors such as illustrators, photographers and videographers. By using this guide, we can ensure that all creators and contributors are working under the same guidelines and within the same approved framework. Maintaining consistency across all our communications.

Why to use this guide

01 Guide Introduction

When it comes to building and maintaining a strong brand with a clear purpose, consistency is everything. That's why this guide was created—to establish uniformity and an unwavering level of consistency across all athenahealth branded communications. Using this guide helps us all build on athenahealth's reputation as a leader and pioneer in the healthcare industry.

02 Visual Identity

athenahealth stands out as a warm, inviting and human brand in an industry that all too often feels clinical, sterile and cold. Everything from our revamped logo and streamlined color palette to our simple icons and journalistic photography style feels more approachable and authentic. See how our visual identity is brought to life in its various forms on the following pages.

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Our logo

Our new logo incorporates the familiar olive branch with a rounded sans-serif wordmark. Though weighted differently, the words “athena” and “health” are joined at the hip, never separated by a space. And when space allows, the “we connect care™” tagline can be included with the logo.



Primary logo

Commonly used in main navigation



Primary logo with tagline lockup

Commonly used in footers









Logo clear space

Always maintain a consistent clear area on all sides surrounding the logo. The minimum clear space should be equal to the height of the 'a' in the primary logo. The same rules apply to the version that includes the tagline lockup.



Minimum clear space for web and interactive

Color palette

Primary	RGB	HEX	Secondary	RGB	HEX	Body copy	RGB	HEX
	R89 G44 B129	592C81		R185 G154 B51	B9C932		R91 G91 B91	5B5B5B
	R121 G154 B61	799A3D		R134 G51 B117	863375			
	R15 G75 B145	0F4B91		R255 G207 B3	FFCF03			
				R17 G23 B31	11171F 30%			

Primary colors for segmentation

Purple is our primary brand color. It's used throughout the website to segment the Enterprise audience. Green is primarily used to segment the Practice audience. Blue is used for a general unsegmented audience.

Secondary colors for emphasis

The colors in our secondary color palette are used to highlight and accent data points, data circles, charts and badges.

Dark tones

Primary Dark



RGB
R62
G25
B82

HEX
3E1052



RGB
R27
G86
B48

HEX
1B5630



RGB
R9
G44
B116

HEX
092C74

Secondary Dark



RGB
R99
G139
B24

HEX
638B18



RGB
R96
G41
B95

HEX
60295F



RGB
R222
G137
B10

HEX
DE890A

Using darker colors and tones

The darker colors and tones are only used when creating gradients, or to add contrast (i.e., dark purple button on primary purple background). Never use dark tones without the context of our primary or secondary color palette.

Gradients

HEX
Primary dark

HEX
Primary



HEX
Secondary dark

HEX
Secondary



Using gradients

Gradients are used only for data circles and/or badges.

Typography

FF Mark Light

Use FF Mark Light for all headlines.

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!
@#\$%^&*()

FF Mark Medium

Use FF Mark Medium for subheads.

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!
@#\$%^&*()

Typography

Futura PT Book

Use Futura PT Book for all body copy and sub copy.

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&* ()

Futura PT Demi

For links embedded within body copy and sub copy, use Futura PT Demi.

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&* ()

Typesetting

Products and services

Our products and services are always typeset in FF Mark in our primary purple color. Always set “athena” in medium and the service in light. All of our services are registered trademarks, so be sure to include the registered mark in superscript.

Epocrates is also typeset in FF Mark light, but is distinguished by the blue color in our secondary color palette.

athenaOne®

athenaCoordinator®

athenaClinicals®

athenaCommunicator®

athenaCollector®

epocrates®

Headline constructs

This is a sample headline

_____ FF Mark Light

Here is what a subhead looks like

_____ FF Mark Medium

This is what body copy looks like. Lorem ipsum dolor sit amet con
sectetur adipisicing elit sed do eiusmod tempor incididunt demie ut
labore et dolore magna aliqua. Ut enim ad minim veniam quis nostrud
etre exercitation ullamco laboris nisi ut aliquip ex ea commodo cons.

_____ Futura PT Book

Headings

Headlines level 1 & 2

Headline level 3

Headline level 4

Headline level 5

Headline level 6

FF Mark OT Light
Green
h1 and h2

FF Mark OT Medium
Purple
h3

FF Mark OT Light
Purple
h4

FF Mark OT Medium
Green
h5

FF Mark OT Medium
Dark gray (Body copy color)
h6

Lists

Numbered lists

When information has a set numerical order, use this format:

1. First, log in using your username and password.
2. Next, you'll want to verify your personal information is correct.

Bulleted lists

When information does not need to be listed out numerically, use this format:

- Access all your health records in a secure online place.
- Easily share your electronic health records with healthcare providers.

Futura PT Book

Dark gray on white background
White on color backgrounds

Futura PT Book

Green bullets on white background
White on color backgrounds

Links

Blog post with a link in it

Here's an example of [a link](#) embedded in a block of body copy

Link by itself

FF Mark OT Light
Green
Underlined

Futura PT Book
Purple

FF Mark OT Medium
Purple

Block quotes

Featured quotes

When featuring quotations as a block quote on the site, knock out the type in white and set it against the colored watermark background as seen below.

“As a cloud-based service, we continually update our EHR without any interruption to you or your practice, and without any extra fees or costs.”

Futura PT Book
White text
Colors allowed:



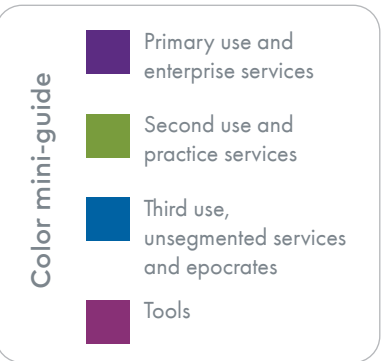
Primary buttons

Segmentation buttons

Color-coded segmentation buttons appear throughout the site and should always be treated consistently. (See figure 1 on page 54.)



FF Mark OT Medium
18 pt
Colors allowed:



Inline buttons

Use the inline buttons for secondary or inline CTAs with the caret.



FF Mark OT Medium
18 pt
Colors allowed:



Primary buttons

Standard button

The rounded standard button with the carrot is used for all calls to action (CTAs) throughout the site experience, except for CTAs in video content, inline links, secondary links and tools.

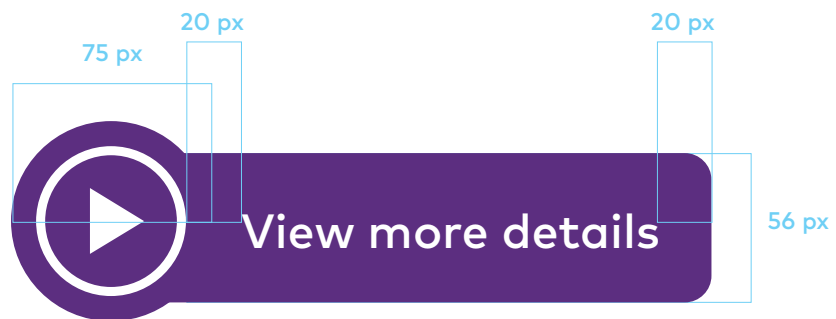


FF Mark OT Medium
18 pt
Colors allowed:



Video button

The rounded version with the play button on one end should be used for all video content. Never include a carrot in this button.



FF Mark OT Medium
18 pt
Colors allowed:



Color mini-guide

- Primary use and enterprise services
- Second use and practice services
- Third use, unsegmented services and epocrates
- Tools

Secondary buttons

Close

Use this button to close out an overlay, video content or dropdown menu.



Colors allowed:



Back to top

Use this button to allow visitors to quickly jump back to the top of the page.



Colors allowed:



Hotspot

Use this button to signify that more information can be viewed by clicking.



Colors allowed:



Dropdown arrow

Use this button to let visitors know the window can be expanded to view additional content.



Colors allowed:



Carousel bullets

These buttons allow visitors to quickly swap out featured content within a window or page.



Colors allowed:



Directional buttons

These buttons let visitors quickly navigate from one piece of content to the next.



Colors allowed:



Secondary buttons

“Request a Live Demo” button





This button is sticky and runs vertically along the right-hand side of the page. Never include a carrot inside this button. (See figure 2 on page 54.)



FF Mark OT Medium
18 pt
Colors allowed:



Color mini-guide

-  Primary use and enterprise services
-  Second use and practice services
-  Third use, unsegmented services and epocrates
-  Tools

Primary backgrounds

Watermark

The colored watermark is used to emphasize the brand throughout the site.



Colors allowed:



Leaf treatment

The leaf treatment is used to emphasize the brand throughout the site.



Colors allowed:



Secondary backgrounds

Dot pattern

The dot pattern is used in all the tools.



Color allowed:



Data insights

Use this background when highlighting data insights throughout the site.
(See figure 3 on page 54.)



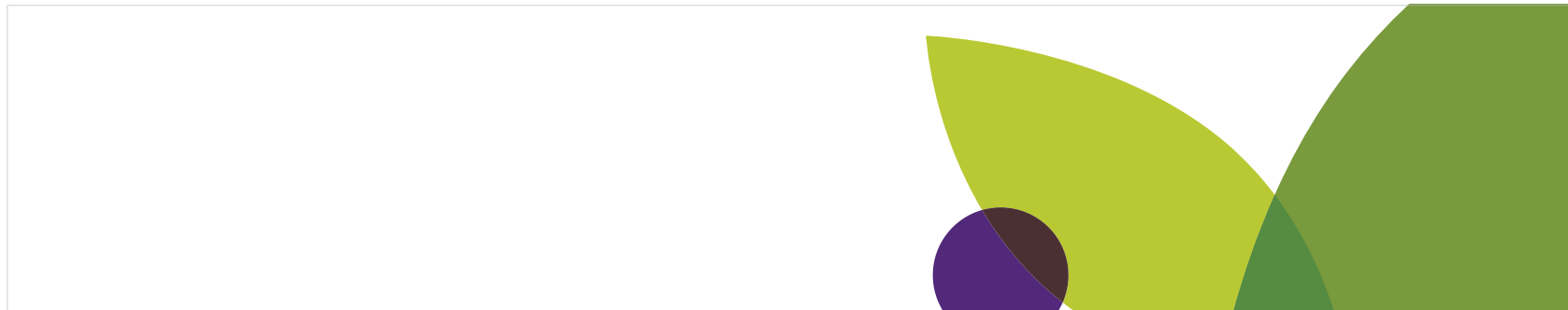
Color allowed:



Brand elements

Contact bar lockup

Highlights from the olive leaf are used in the contact bar lockup in the bottom corner of web pages, subtly reinforcing the brand. (See *figure 4* on page 54.)



Side navigation lockup

Highlights from the olive leaf are used in the right side navigation lockup on services pages, subtly reinforcing the brand.



Iconography

Menu icons

These icons are used primarily in navigation and dropdown menus.
(See figure 5 and 6 on page 55.)



Colors allowed:



Specialty icons

These icons are used primarily in tools.
(See figure 7a on page 55.)



Colors allowed:
Knockout icons



Line icons



Iconography

Social icons

Use these icons for social sharing in the masthead.
(See figure 4 on page 54.)



Masthead

Colors allowed:



Use these icons for social sharing in the footer.



Footer

Colors allowed:



Tools icons

These icons are used to represent our tools.
(See figure 7b on page 55.)



From left to right:
Codeview Tool,
Revenue Calculator &
PracticeVitals

Colors allowed:



Photography

Home hero card treatment

In mastheads on the homepage, use the subtle green overlay in the bottom left-hand corner to reinforce the brand.



Color allowed (Opacity 75%):



Hub hero card treatment

In mastheads on the hub pages, use the subtle green or purple overlay in the bottom right-hand corner to reinforce the brand.

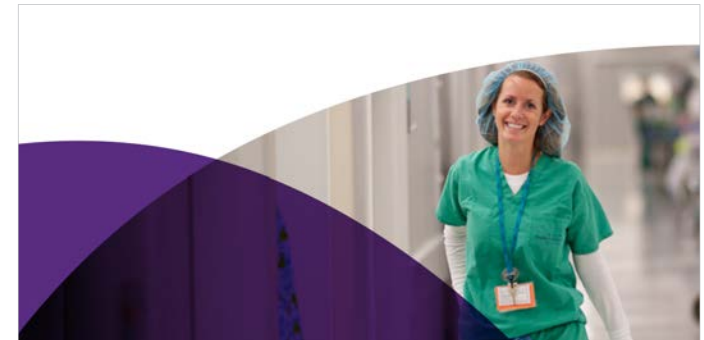


Colors allowed (Opacity 64% & 54%):



Overlapping leaf treatment

Throughout the site where space permits, use the overlapping green or purple overlay to reinforce the brand.



Colors allowed:



Photography

Colored overlay

Place the colored overlay over an image to reinforce the brand.



Colors allowed:



Hero card treatment – Second-level pages

Used for secondary pages, including knowledge hubs, specialty pages, case studies, etc.



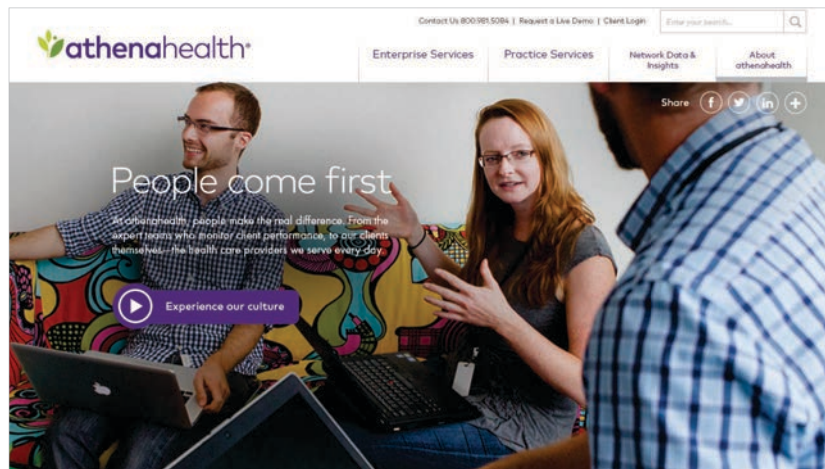
Color allowed (Opacity 80%):



Type over backgrounds

Main hero cards

When featuring type over an image, use white type knocked out over a slightly darkened layer.

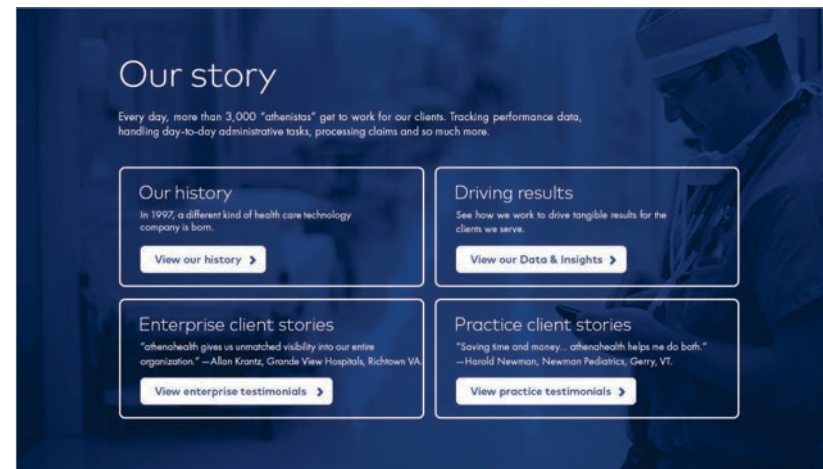


Text color allowed:



Colored overlay cards

When featuring type over a colored overlay, use white type knocked out over the image. Note: Never cover the moment of care in the photograph beneath the colored overlay.



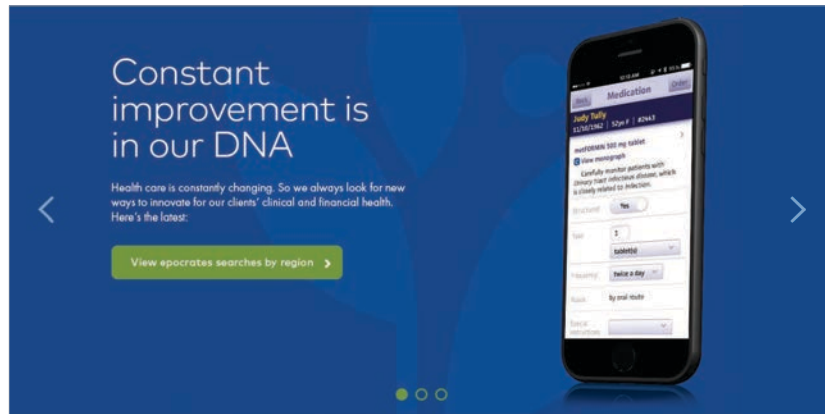
Text color allowed:



Type over backgrounds

Watermark color background

Type over the watermark color background should be knocked out in white so it's legible.

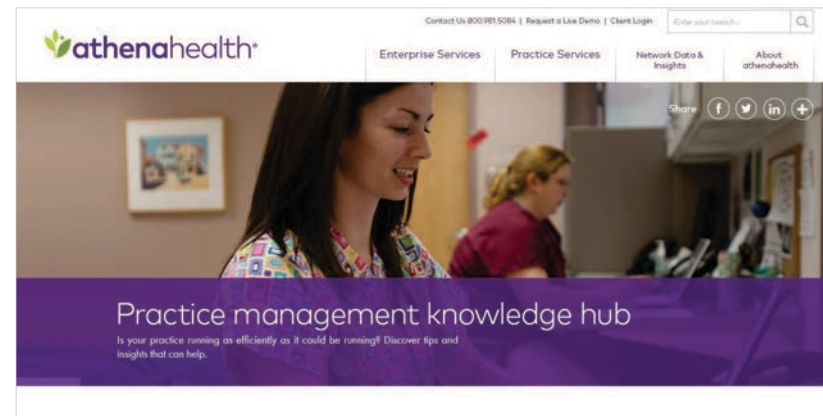


Text color allowed:



Second-level main hero card

On second-level pages, type will be knocked out in white over a primary-colored stripe that runs the length of the image horizontally.



Text color allowed:



Type over backgrounds

Third-level main hero card

On third-level pages, type will be knocked out in white over a primary-colored stripe that runs the length of the image horizontally.



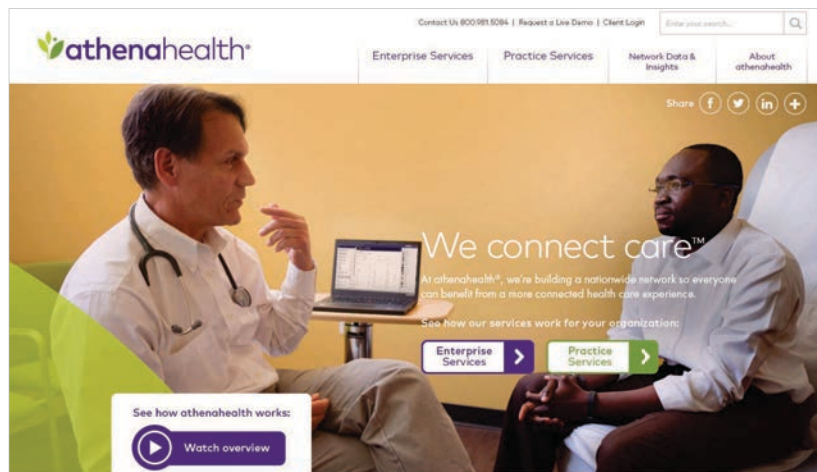
Text color allowed:



Navigation

Home page main navigation

The main navigation on the home page is clear, simple and set against a plain white backdrop for emphasis.



Color allowed:



Home page sticky navigation

When a visitor scrolls down the home page beyond the hero card, the main navigation is replaced with a slimmer sticky navigation that pins to the top of the window. If the small gray arrow is clicked, the screen jumps back to the hero card and the sticky nav goes away.



Color allowed:

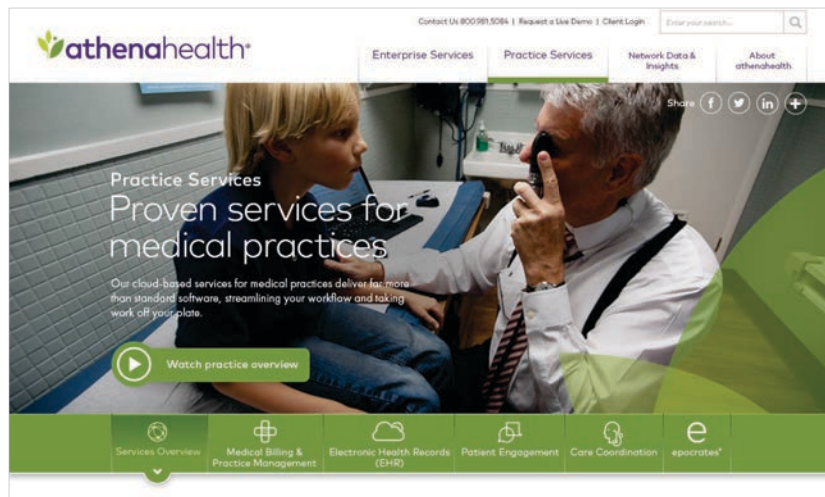


Navigation

02 Visual Identity

Secondary navigation

The color-coded secondary navigation in hub pages (purple for enterprise, green for practice and blue for the unsegmented audience) runs horizontally beneath the hero card image and features simple iconography throughout.



Colors allowed:



Hub page sticky navigation

When a visitor scrolls down beyond the hero card on a hub page, the color-coded secondary navigation is replaced with a slimmer sticky navigation that pins to the top of the window. Note that the primary logo is swapped out for the olive leaf treatment knocked out in white in the upper right-hand corner. If the small arrow is clicked, the screen jumps back to the hero card and the sticky nav goes away.



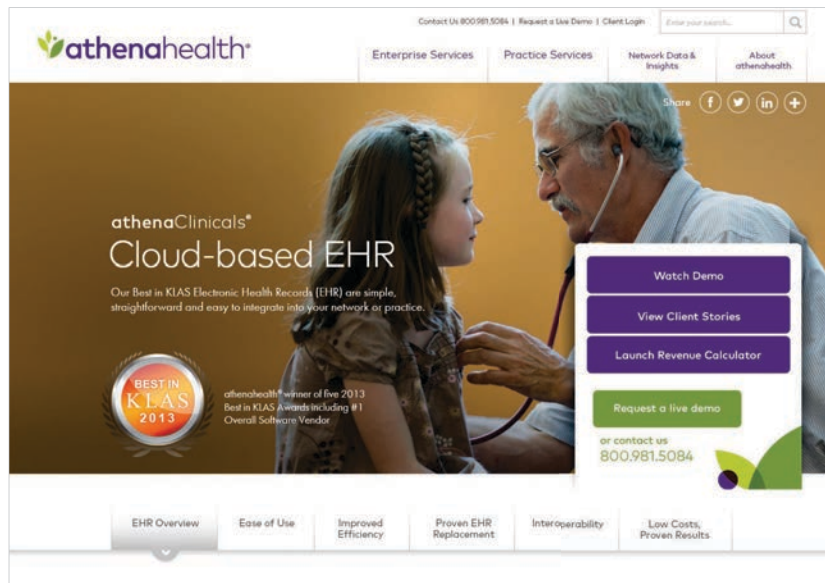
Colors allowed:



Navigation

Tertiary navigation

The tertiary navigation is set against a white background and appears on unsegmented pages beneath the hero image. Note that the tertiary navigation is not sticky and does not pin to the top of the window when a visitor scrolls beyond the hero image.

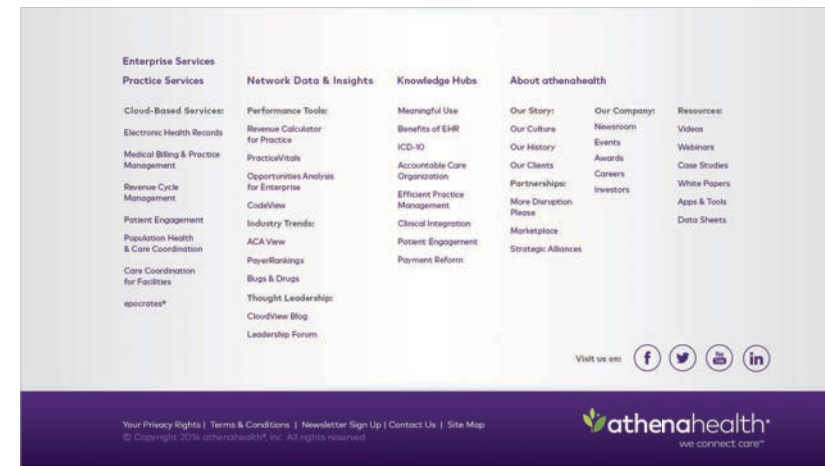


Color allowed:



Footer navigation

The navigation in the footer is organized neatly into columns and appears at the bottom of every page throughout the site.



Gradient allowed:



Gradient allowed:

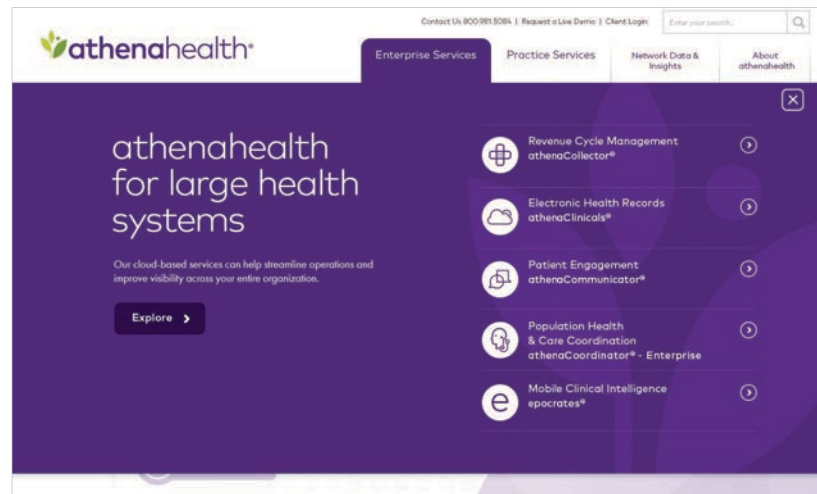


Navigation

02 Visual Identity

Main navigation dropdown – Enterprise & Practice

The dropdown navigation on the home page is color-coded by audience (purple for enterprise, green for practice). On click, the dropdown expands to reveal a simple, clean navigation structure highlighted by icons.

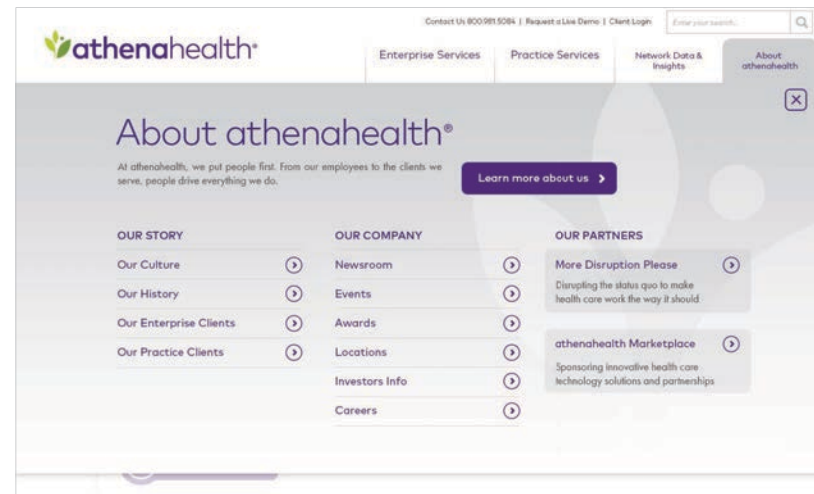


Colors allowed:



Main navigation dropdown – Network Data & About athenahealth

The dropdown navigation for these sections on the home page is set against a gray gradient background. On click, the dropdown expands to reveal a neatly organized navigation structure that's grouped into columns.



Gradient allowed:



Data visualization

Data circles

Used to highlight simple yet compelling data points.
(See figure 3 on page 54.)



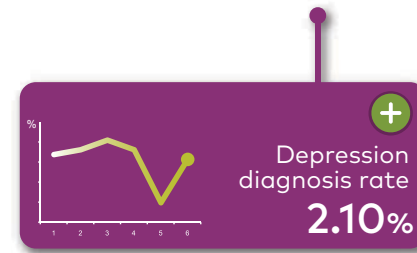
FF Mark OT Regular & Medium

Gradients allowed:



Data graph

Used primarily in tools to represent data visually.
(See figure 9 on page 55.)



FF Mark OT Regular & Medium

Colors allowed:



Data buttons

Alternate way to highlight data points that require more real estate.
(See figure 8 on page 55.)



FF Mark OT Regular & Medium

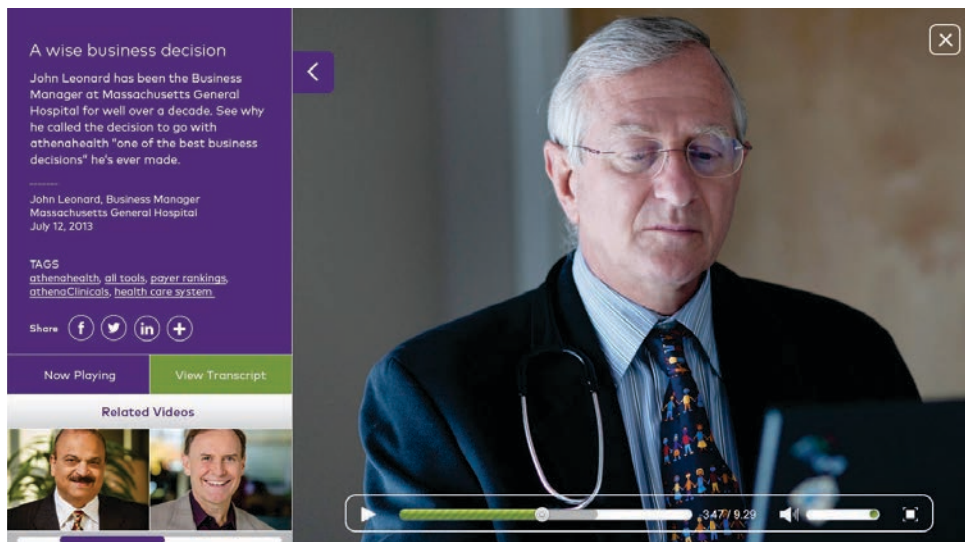
Colors allowed:



Video content

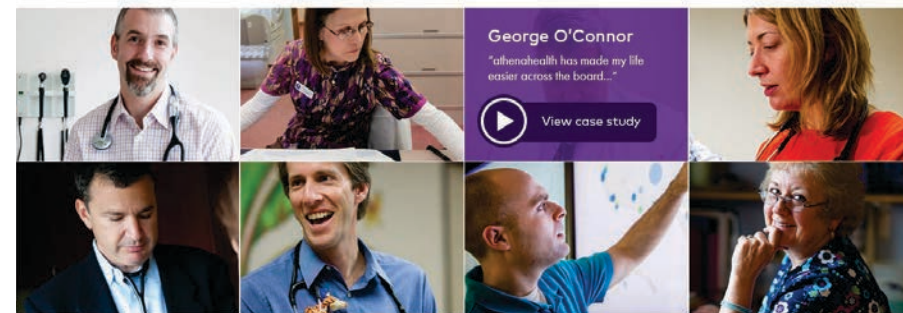
Video player

Video content on the site feature a collapsible drawer on the left-hand side. The drawer houses the video description, tags, share features as well as related videos. By clicking the arrow button, the drawer collapses to hide this content.



Testimonials

Testimonials are typically grouped together in tiles. Visitors can roll over the individual tiles to view short teaser copy as well as a simple call to action.



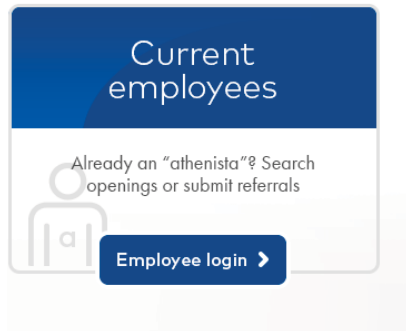
Colors allowed (Opacity 80%):



Promo boxes

General promo boxes

Simple promo boxes appear throughout the site, driving visitors to specific sections like careers, contact pages, etc.
(See figure 10 on page 56.)



Color allowed:



Promo boxes for tools

Promo boxes that drive to tools typically feature a data point called out on the right-hand side along with a brief description and simple CTA.
(See figure 11 on page 56.)



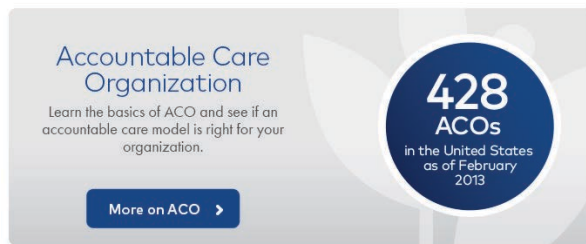
Colors allowed:



Promo boxes

Tile boxes

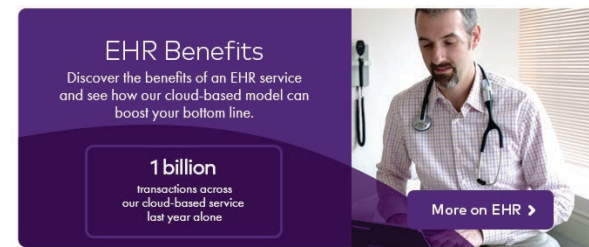
In the knowledge hub overview section of the site, tile boxes house descriptions of the individual knowledge hubs. Sometimes data points are highlighted and images are featured as well. (See figure 12 on page 56.)



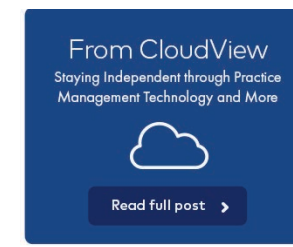
Gradient allowed:



Colors allowed:



Colors allowed:



Colors allowed:



Gradient allowed:



03 Mobile Usage & Application

Bringing the athenahealth brand to life in the mobile space means staying true to the core values and beliefs that define who we are in other channels. It's a matter of delivering a consistent message and experience, wherever we are. Here's what that means for our mobile site.

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Desktop vs. mobile

03 Mobile Usage & Application

Mobile-first design

The athenahealth digital experience was designed from a mobile-first perspective. Meaning everything envisioned during the concept phase went through a mobile lens first. As a result, visitors to the mobile site will see virtually the same exact content as visitors to the desktop site, with only minor functionality differences.

Note: When designing for mobile, keep in mind that some users will be viewing the content on a retina display. As a result, mobile graphics should be designed at 144 dpi as opposed to the standard 72 dpi for desktop designs. In addition, mobile sites should be designed adaptively to accommodate various mobile use cases. As for desktop sites, these should be designed responsively so the content scales up or down to fit the viewer's browser or device. Responsively designed websites let users view site content without having to pinch and zoom or scroll side to side to see hidden navigation and content. For an extremely user-friendly experience.



Desktop vs. mobile

03 Mobile Usage & Application

Scalable content

The content on the desktop experience was designed to scale seamlessly and easily for mobile. In mobile, the content stacks neatly, making it simple for a user to scroll from one piece of content to the next.

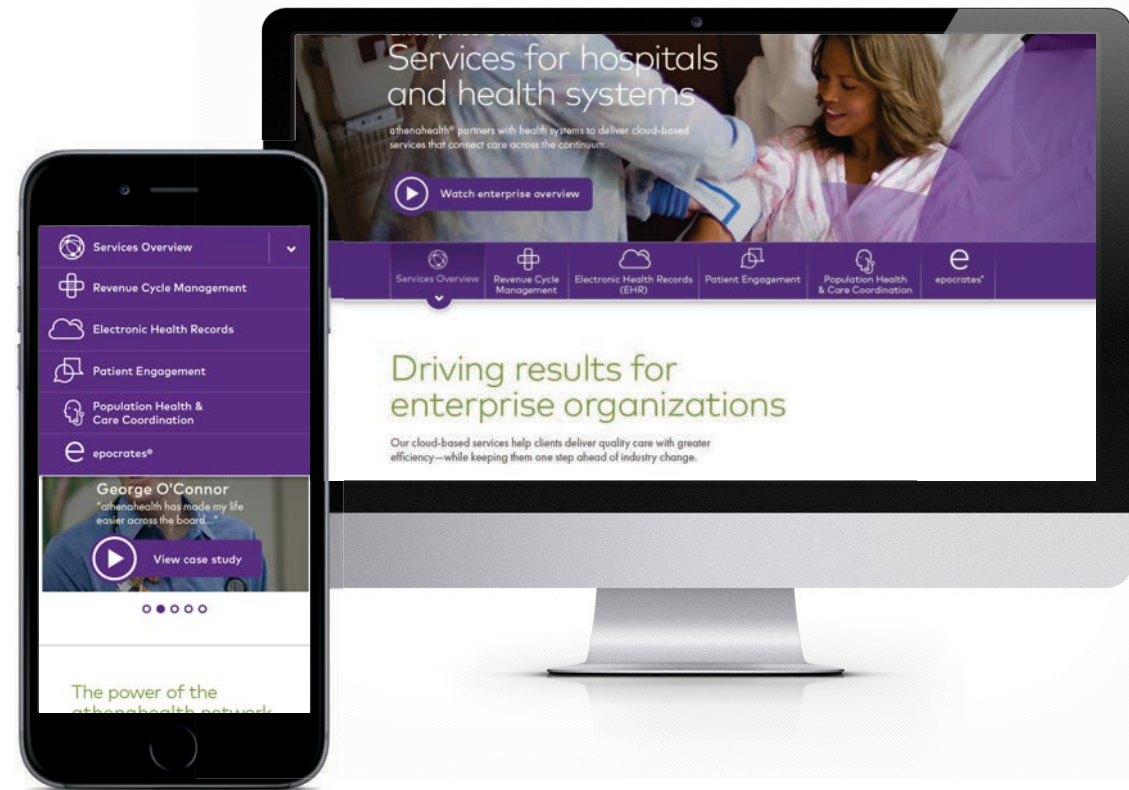


Desktop vs. mobile

03 Mobile Usage & Application

Collapsible content

Another slight difference between the desktop and mobile experiences is the collapsing of content when space is at a premium. Content is collapsed into an accordion format and can be viewed simply by tapping the button.

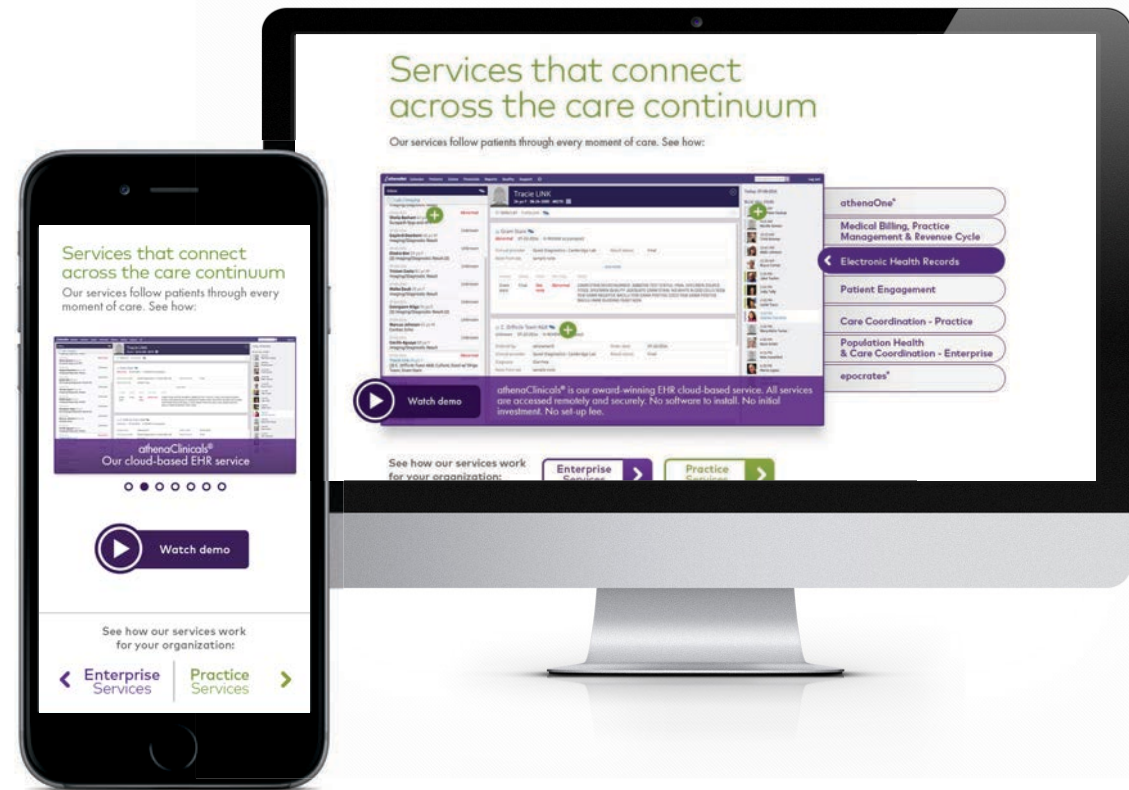


Functionality

03 Mobile Usage & Application

Swipe functionality

Instead of clicking on content, mobile users typically expect to swipe from one piece of content to the next. As a result, we've included swipe functionality where appropriate.



Photography

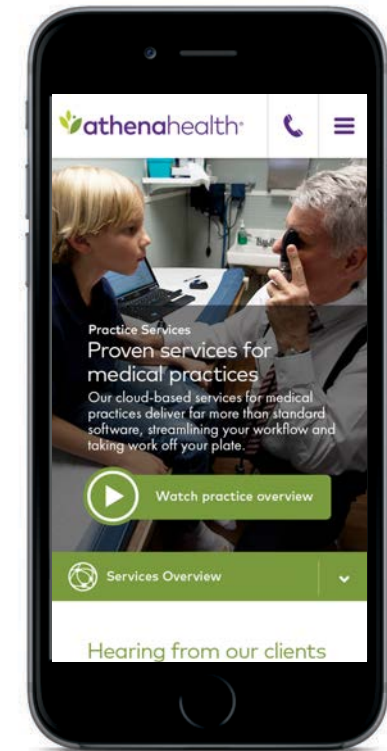
03 Mobile Usage & Application

Scaled to fit smaller screens

Because mobile users will be viewing the site on smaller screens, the photography is scaled down to fit within the space. We've also introduced a darkened layer over the bottom portion of the images to accommodate type knocked out in white.



Colors allowed (Opacity 70%):



Backgrounds

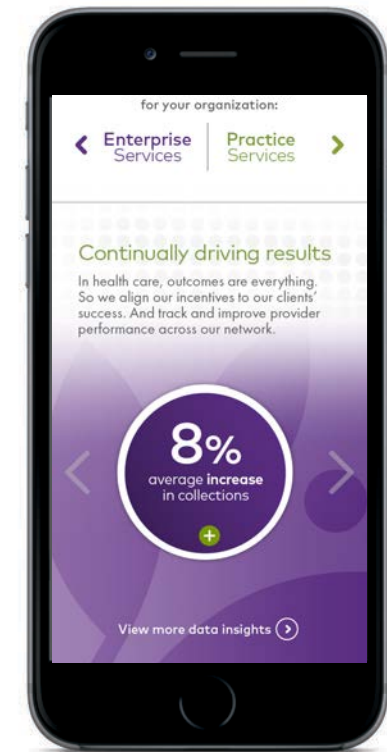
03 Mobile Usage & Application

Data insights

Mobile backgrounds are virtually identical to their desktop counterparts, the only difference being a feathered edge to accommodate type knocked out in white.



Colors allowed:

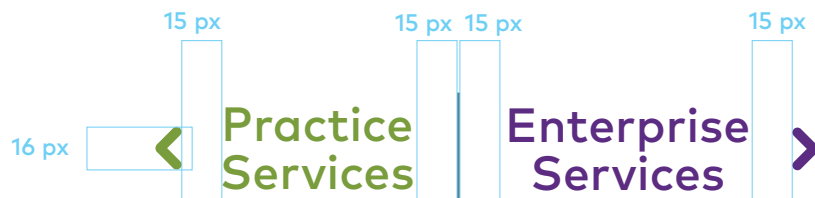


Buttons

03 Mobile Usage & Application

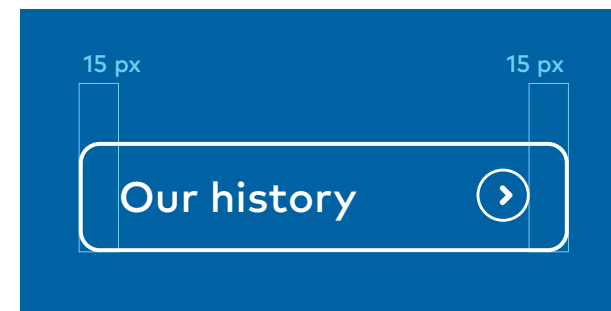
Segmentation buttons

Color-coded segmentation buttons on mobile are slightly smaller and more streamlined (no border around the buttons) than their desktop counterparts. They're also set side by side in mobile, and separated by a thin blue line. (See figure 13 on page 56.)



Content buttons

In the interest of preserving space and creating a scannable experience, some of the content is collapsed into these content buttons. Tapping reveals deeper content. (See figure 14 on page 56.)

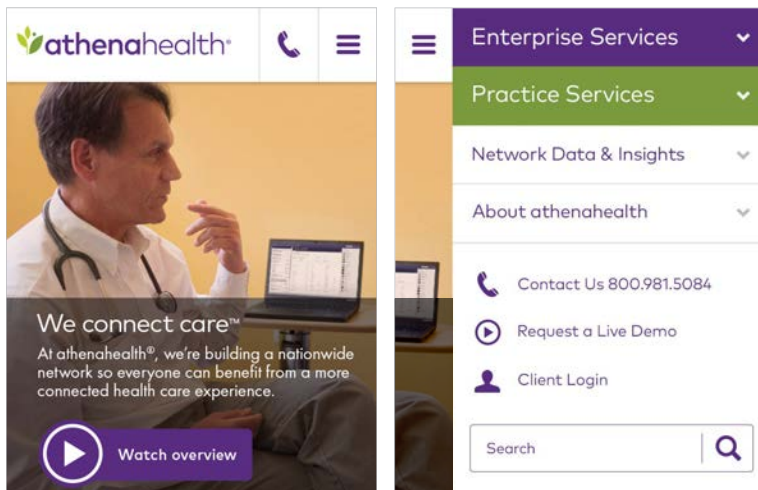


Main navigation

03 Mobile Usage & Application

Hamburger menu dropdown

A mobile-friendly hamburger menu houses the main navigation. On tap, it drops down to reveal the stacked navigation items.

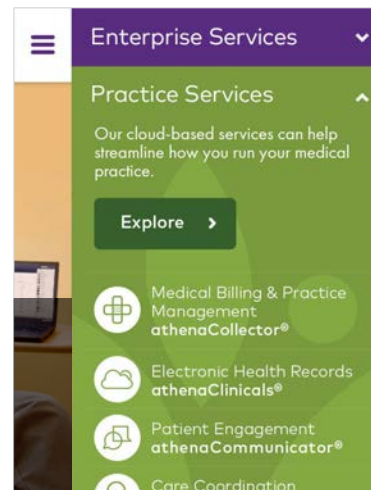


Color allowed:



Enterprise & Practice dropdown

The dropdown navigation is color-coded by audience (purple for enterprise, green for practice). On tap, the dropdown expands to reveal a simple, clean navigation structure highlighted by icons. Identical to desktop.

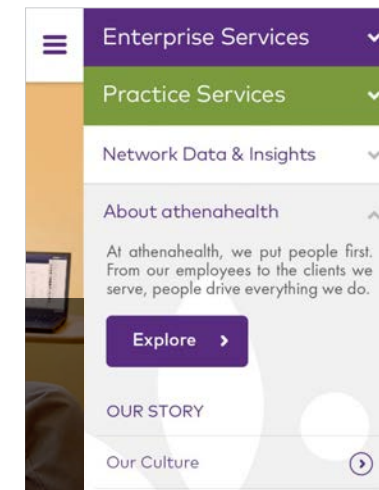


Colors allowed:



Network Data & About athenahealth dropdown

The dropdown navigation for these sections is set against a gray gradient background. On tap, the dropdown expands to reveal a neatly organized accordion navigation structure that's collapsed into content buttons.



Gradient allowed:

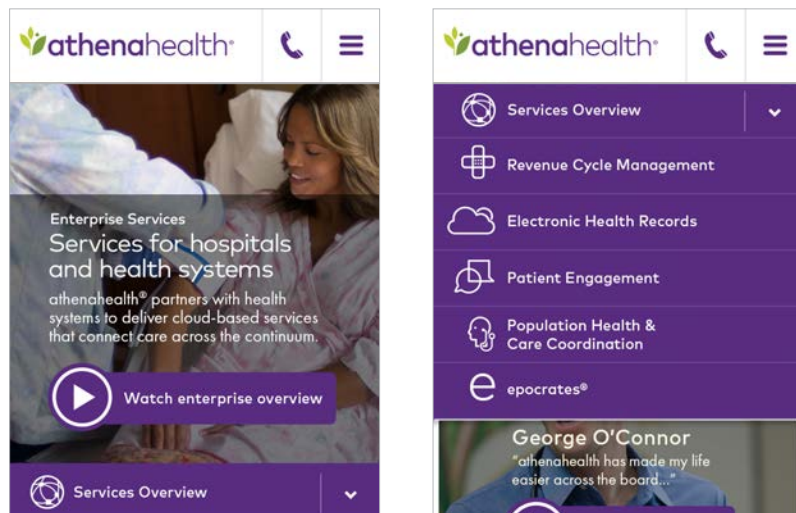


Navigation

03 Mobile Usage & Application

Secondary navigation

The color-coded secondary navigation in hub pages (purple for enterprise, green for practice and blue for the unsegmented audience) is treated as a simple dropdown in mobile and features simple iconography. On tap, users can explore additional secondary nav items.

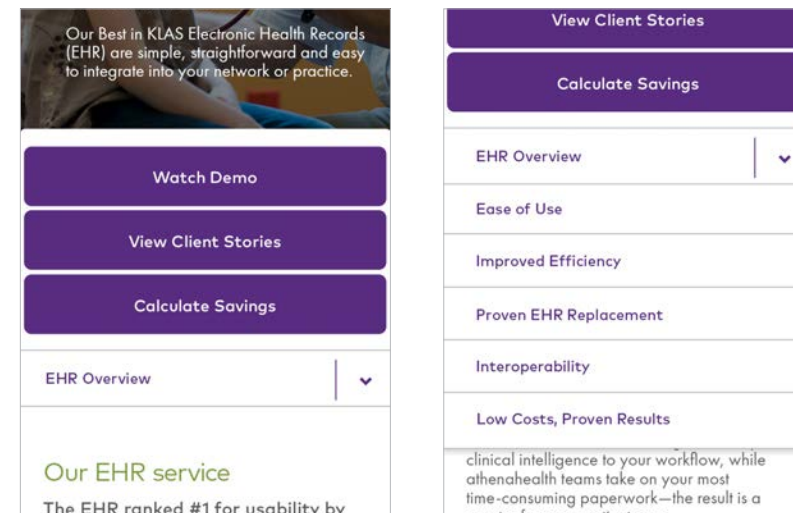


Colors allowed:



Tertiary navigation

The tertiary navigation is collapsed into an accordion and is set against a white background. It appears on unsegmented pages beneath the hero image and the purple CTAs that drive users to segment themselves. Note that the tertiary navigation is not sticky and does not pin to the top of the screen when a visitor scrolls beyond the hero image.



Color allowed:



Web elements kit

PSD files for all web elements

Use this helpful kit when designing digital communications for athenahealth:

[Resources/ath_web_ui_kit.psd](#)

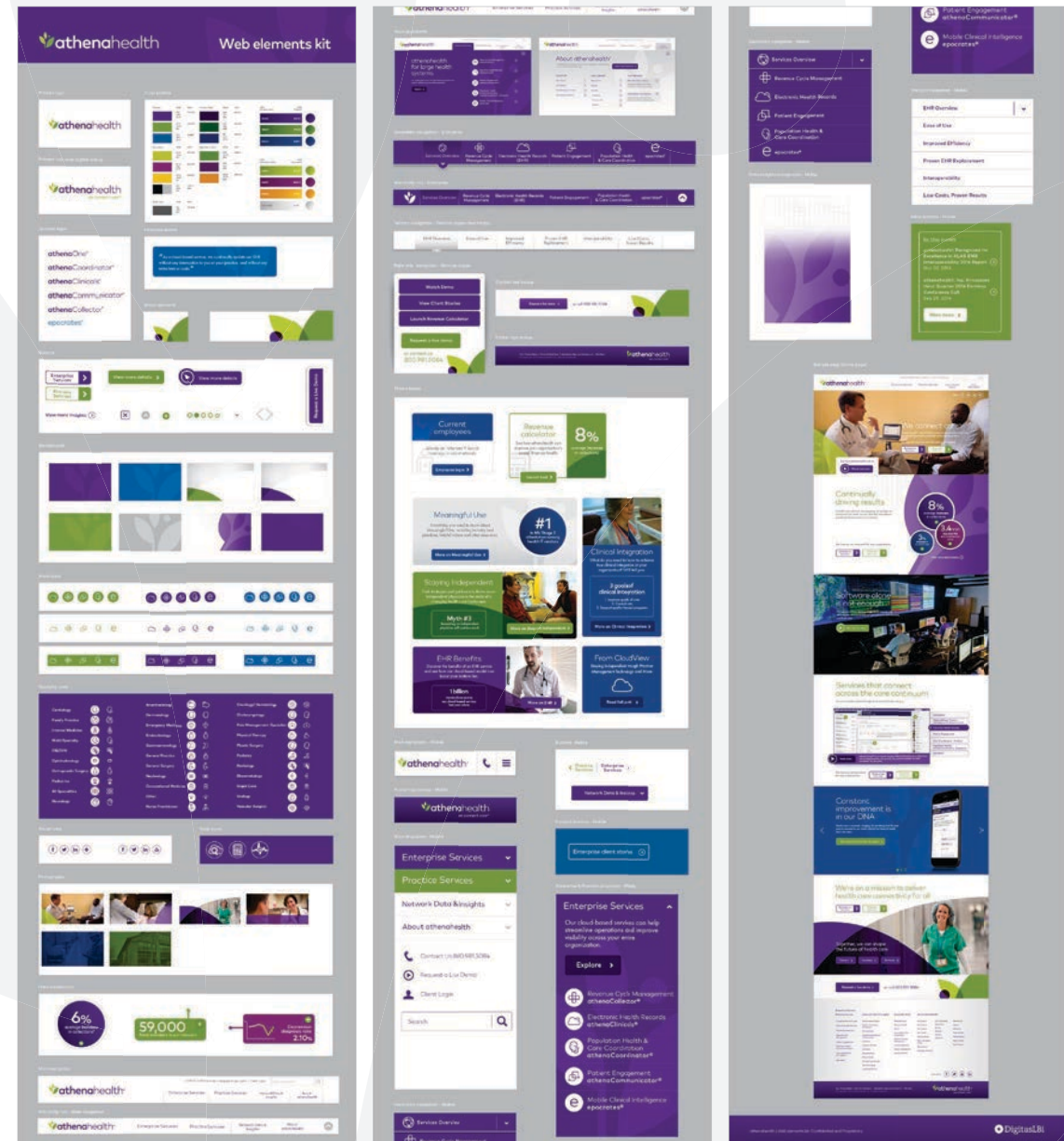
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Appendix

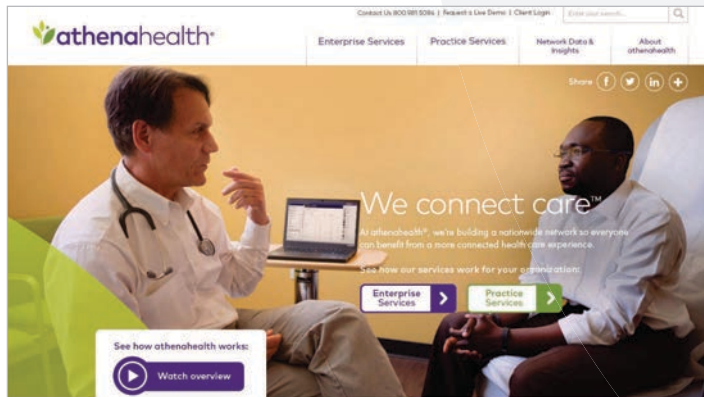


Figure 1. Segmentation buttons



Figure 3. Data circles

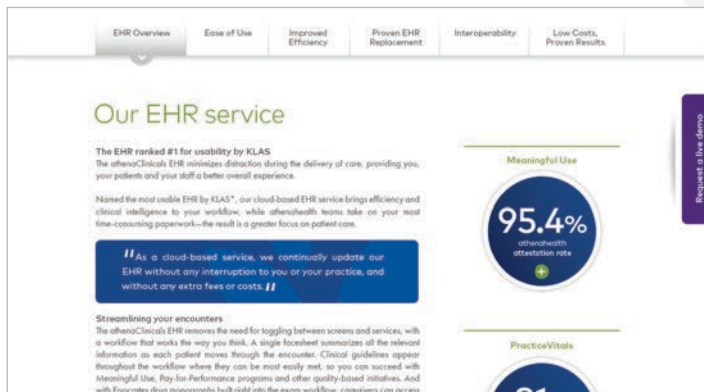


Figure 2. "Request a Live Demo" button

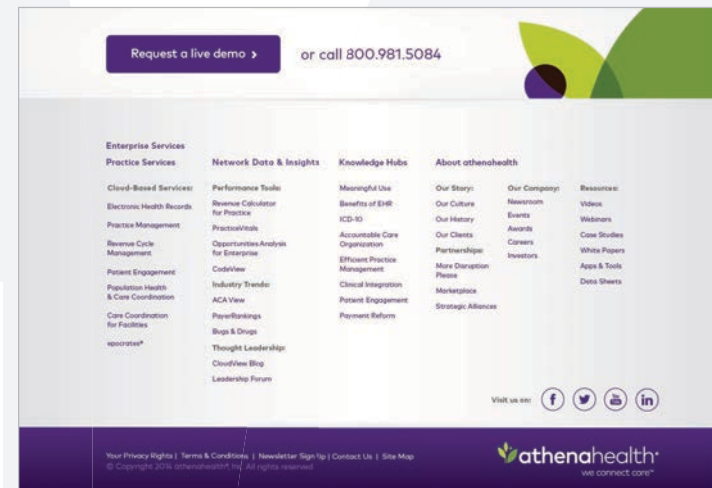


Figure 4a. Contact bar lockup

Figure 4b. Footer social icons

Appendix

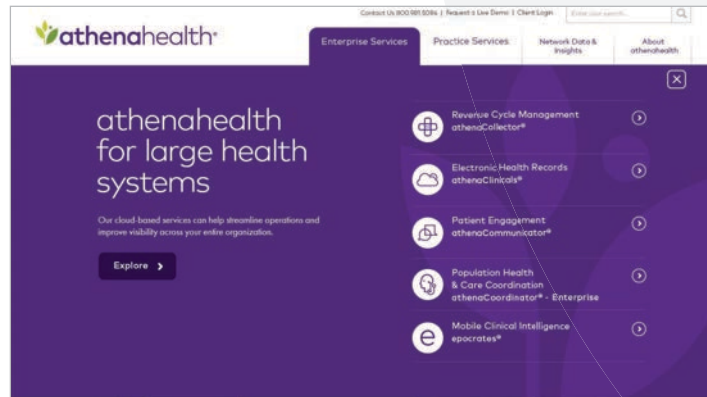


Figure 5. Menu icons

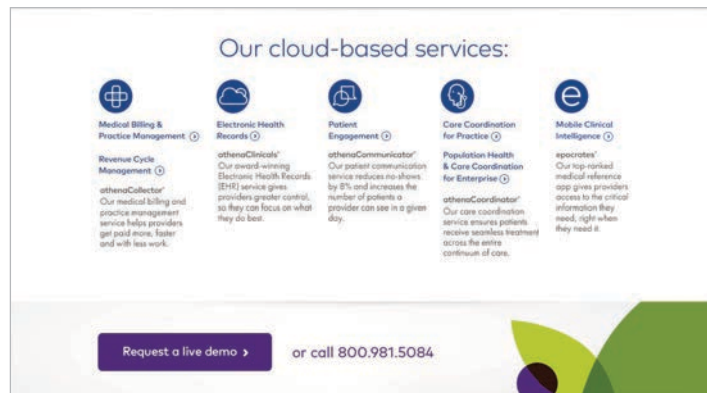


Figure 6. Menu icons

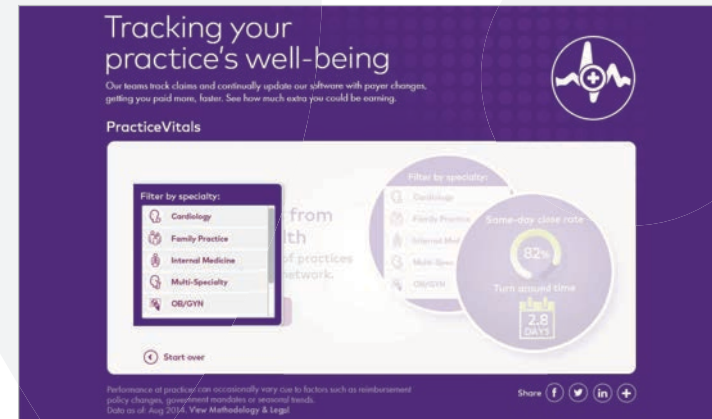


Figure 7b. Tool icon

Figure 7a. Specialty icons



Figure 8. Data buttons



Figure 9. Data graph

Appendix

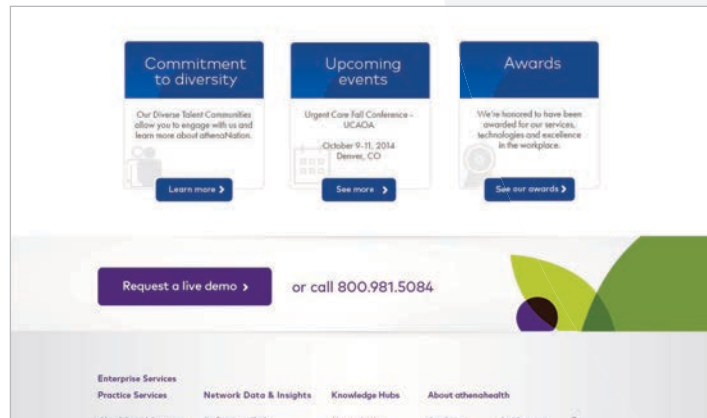


Figure 10. General promo boxes



Figure 11. Promo boxes for tools



Figure 12. Tile boxes

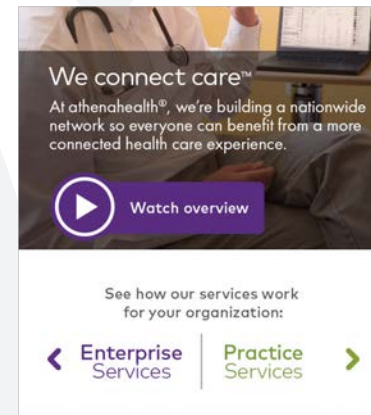


Figure 13. Segmentation buttons for mobile

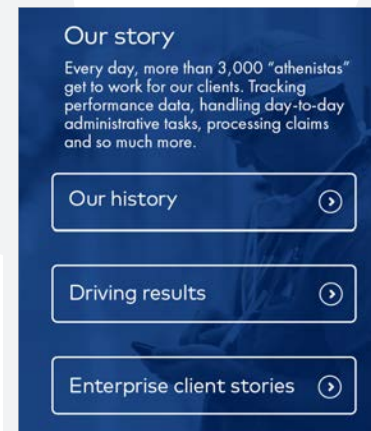


Figure 14. Content buttons



Created by

