

# Branding Guidelines



i3screen™



Last Updated: January 26, 2023

# Branding Guidelines

2



i3screen™

# Our Story

3

## Pioneering Vision

i3screen was created by the industry leaders that designed the first point-of-care medical device and screening network. With over 300 years of combined industry experience and knowledge, our team has been on the edge of screening innovation ever since to bring you:

- Opportunities to simplify what you do every day
- Improve the customer and employee experience
- Technology that solves and anticipates your needs
- Specialists that speak your language
- Innovation as it happens

This intelligence carries i3screen development forward, ensuring you'll always have access to technology, screening solutions and support services that make screening management easier and more cost-effective year after year.

## The Birth of i3screen

In 2008, i3screen was born with the promise of connecting solutions, services and providers together on a single enterprise-level platform, becoming the first ecosystem dedicated to occupational health screening program management. A decade later, i3screen web-based delivery and breakthrough software solutions, coupled with pioneering knowledge and ongoing innovation, continues to lead the market in making occupational health screening management easier.

## A Storefront of Screening Options

With the largest number of integrations in the industry, i3screen simplifies day-to-day screening management activities for our customers, freeing them to personally engage their own customers—and grow their business.

# Visual Identity

4

## Logo A

Logo A is the preferred mark. It represents the ideal orientation, scale, and color properties.

Please allow sufficient white space around the entire i3screen logomark; equal to the height and width of the “i3 graphic” (as shown below).

The “i3 graphic” and “screen™” portions of the logomark should always be represented in blue; while the divider line and “i3” portions of the logomark should always be represented in gray (see page 8 for color guidelines).



# Visual Identity

5

## Logo B

Logo B is a stacked logomark for situations requiring a more vertical alternative.

Please allow sufficient white space around the entire i3screen logomark; equal to the height and width of the “i3 graphic” (as shown below).

The “i3 graphic” and “screen™” portions of the logomark should always be represented in blue; while the divider line and “i3” portions of the logomark should always be represented in gray (see page 8 for color guidelines).

The bottom of the “i3 graphic” should always be aligned with the top of “i” (as shown below).



# Visual Identity

6

## Logo and Tagline Lockup

The i3screen logo and “Get Connected” tagline lockup the ideal orientation and scale. There are three colorways for the lockup, as shown below. Please allow sufficient white space around the entire i3screen logomark; equal to the height and width of the “i3 graphic” (as shown below). The i3screen logo and “Get Connected” tagline should always be arranged as shown below and are not be rearranged in any way.



# Visual Identity

7

## Logo Usage

It is preferable to use the standard, full color i3screen logomark. However, when necessary, these logo color formats are approved for both i3screen Logo A and Logo B.



Reversed Color



Reversed / White



Black

# Visual Identity

8

## Logo Usage

Unacceptable usage of the i3screen logomark.



Do not manipulate the proportions



Do not rearrange logomark elements



Do not substitute any other typography/fonts



Do not use logomark in non-approved colors



# Visual Identity

9

## Brand Colors

### PMS

Spot colors should be designated by their Pantone Matching System number.

### CMYK

Built or process colors can be designated by their PMS number or their 4-color ink mixture.

### RGB / WEB

Online/Broadcast and non-printed colors are designated by their Red/Green/Blue mixture.



PMS 639 C



C 100 / M 21 / Y 10 / K 0



R 0 / G 147 / B 201      Hex #0093C9



PMS Cool Gray 8 C



C 49 / M 40 / Y 38 / K 4



R 137 / G 138 / B 141      Hex #898A8D

## Supporting Colors



PMS 151 CVC



C 0 / M 43 / Y 87 / K 0



R 249 / G 161 / B 58      Hex #F9A13A

# Visual Identity

10

## Brand Fonts

### Clearface Gothic

The Clearface Gothic font styles are to be used in all i3screen logomarks and print collateral, as headlines and body copy.

Clearface Gothic 45 Light

**Clearface Gothic 65 Medium**

### Lato

The Lato font styles are to be used in all i3screen branded web collateral, as headlines and body copy.

Lato Hairline

*Lato Hairline Italic*

Lato Thin

*Lato Thin Italic*

Lato Light

*Lato Light Italic*

Lato Regular

*Lato Italic*

Lato Medium

*Lato Medium Italic*

**Lato Semibold**

***Lato Semibold Italic***

**Lato Bold**

***Lato Bold Italic***

**Lato Heavy**

***Lato Heavy Italic***

**Lato Black**

***Lato Black Italic***

# Branding Guidelines

11



# Our Story

12

## **Nationwide Medical Review (NMR)**

NMR works with the major SAMSHA laboratories to streamline the electronic import of drug test results; they have also developed a proprietary software system designed to securely report results to NMR customers. In 2011, under the Drew's leadership, this software system was launched as a Web-based system that meets all federal and state guidelines.

Prior to purchasing NMR in 2005, Brian and Cathleen founded Compliance Core, which they continue to manage today. This company supplies instant drug test kits to companies and government agencies nationwide.

Mr. Drew had other business successes before becoming involved in the drug and alcohol testing industry. He has nearly 10 years' experience in the financial industry, where he quickly advanced to management level positions supervising dozens of employees and producing above average results for his employers. His final endeavor in this industry was to start his own business, which quickly grew beyond the capacity of his small in-home office.

## **Our Mission**

Our governing philosophy is to "empower" our customers, and we have developed successful training techniques to assure compliance with federal training mandates, and, often, to enable customers to streamline their DFW programs by bringing many of their DFW functions in-house.

Our primary reporting system is a proprietary Lotus Notes Network, with the hub-server at our MRO site. This reporting system allows for a "location insensitive" interface with our employer/customers, and allows us to provide completely confidential reporting to customers nationwide with the speed, power and flexibility of the Internet.

# Visual Identity

13

## Logo A

Logo A is the preferred mark. It represents the ideal orientation, scale, and color properties.

Please allow sufficient white space around the entire NMR logomark; equal to the height of the “NM” (as shown below).

The “NMR” portion of the logomark should always be represented in red, the oval graphic within the logomark should always be represented in purple, and the “Nationwide Medical Review” portion of the logomark should always be represented in black (see page 16 for color guidelines).



# Visual Identity

14

## Logo B

Logo B is an alternative logomark that includes the tagline, “powered by i3screen.” The tagline should always be positioned in the bottom right corner of the main NMR logomark, at the same width as the “R.”

Please allow sufficient white space around the entire NMR logomark; equal to the height of the “NM” (as shown below).

The “NMR” portion of the logomark should always be represented in red and the oval graphic within the logomark should always be represented in purple; while the “Nationwide Medical Review” and “powered by i3screen” tagline portions of the logomark should always be represented in black (see page 16 for color guidelines).



# Visual Identity

15

## Logo Usage

It is preferable to use the standard, full color NMR logomark. However, when necessary, these logo color formats are approved for both NMR Logo A and Logo B.



Reversed Color



Reversed / White



Black

# Visual Identity

16

## Logo Usage

Unacceptable usage of the NMR logomark.



Do not manipulate the proportions



Do not rearrange logomark elements



Do not substitute any other typography/fonts



Do not use logomark in non-approved colors



# Visual Identity

17

## Brand Colors

### PMS

Spot colors should be designated by their Pantone Matching System number.

### CMYK

Built or process colors can be designated by their PMS number or their 4-color ink mixture.

### RGB / WEB

Online/Broadcast and non-printed colors are designated by their Red/Green/Blue mixture.



PMS 2746 CP



C 100 / M 100 / Y 10 / K 0



R 45 / G 52 / B 148



PMS 1805 CP



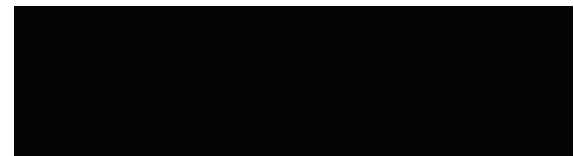
C 15 / M 100 / Y 90 / K 10



R 190 / G 30 / B 45



C 0 / M 0 / Y 0 / K 100



R 0 / G 0 / B 0

# Visual Identity

18

## Brand Fonts

### Adobe Garamond Pro

The Adobe Garamond Pro font styles are used in the “Nationwide Medical Review” portion of the NMR logo, as well as in supporting taglines.

Adobe Garamond Pro Regular

*Adobe Garamond Pro Italic*

Adobe Garamond Pro SemiBold

*Adobe Garamond Pro SemiBold Italic*

Adobe Garamond Pro Bold

*Adobe Garamond Pro Bold Italic*

### Clearface Gothic

The Clearface Gothic font styles are to be used in all NMR print collateral, as headlines and body copy.

Clearface Gothic 45 Light

**Clearface Gothic 65 Medium**

### Raleway

The Raleway font styles are to be used in all NMR branded web collateral, as headlines and body copy.

Raleway Thin

*Raleway Thin Italic*

Raleway ExtraLight

*Raleway ExtraLight Italic*

Raleway Light

*Raleway Light Italic*

Raleway Regular

*Raleway Italic*

Raleway Medium

*Raleway Medium Italic*

Raleway SemiBold

*Raleway SemiBold Italic*

Raleway Bold

*Raleway Bold Italic*

Raleway ExtraBold

*Raleway ExtraBold Italic*

Raleway Black

*Raleway Black Italic*

# Branding Guidelines



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