

Brand Identity

USAGE STANDARDS + GUIDELINES

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Welcome to the O’Neil Digital Solutions Brand Identity Usage Standards Manual. Our brand identity, encompassing elements such as our logo, color palette, and fonts, is not solely defined by our proclamations but by the enduring impressions left after each interaction. It serves as a reflection of our reputation, imprinted in the minds and hearts of those we engage with. This manual is a tool to empower us in guiding, enhancing, and safeguarding our brand identity, ensuring consistency and authenticity in every visual and written expression.

The central aim of this guide is to refine our communications, ensuring clarity, impact, and immediate recognition of our brand identity elements. Through cohesive messaging, we fortify our brand, contributing to success in business development, client engagement, recruitment support, and the cultivation of valuable partnerships. Ultimately, our commitment is to make a lasting impact on the healthcare and financial services communities we proudly serve.

Questions? Please contact:

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Our Brand Identity

Our brand identity is the outward, visible expression of O’Neil Digital Solutions. It uniquely and distinctively sets us apart. The logo, or brandmark, is the primary element of that identity, however, other elements play an important role in establishing our visual style, including typography, color palette, photography and graphic styles.



Our Primary Logo

Our logo is made up of 2 parts, the logomark (ellipse) and the wordmark. The wordmark should never be used without the logomark. The key element of the O’Neil brandmark is the ellipse, which is used to “frame” the word “ONE”, and symbolize forward movement and speed.

Spacial Consideration

An area of clear space must be maintained on all sides of the logo to preserve legibility. To help in implementing this rule, we have constructed a framework for clear space based on the height of the “O’Neil” text in the logo. The only permissible deviation from a plain tonal area around the logo is where it appears in an overall photograph or illustration.



Minimum Size

Minimum size refers to the smallest dimensions allowed for reproduction of the primary mark, stated as a minimum width. This ensures the legibility and clarity of the name and icon. The minimum size that the logo should be reproduced is 1” diameter .



Ensuring Proper Contrast Against Backgrounds

The primary (full-color) logo may be used against light background colors or photography that allows sufficient contrast and does not jeopardize the integrity and visibility of the logo.



For usages or applications that support only one spot color, or in instances where the full color logo isn’t legible against a background color or photograph, a white logo placed on a contrasting solid color background may be used.



ONEsuite Identity

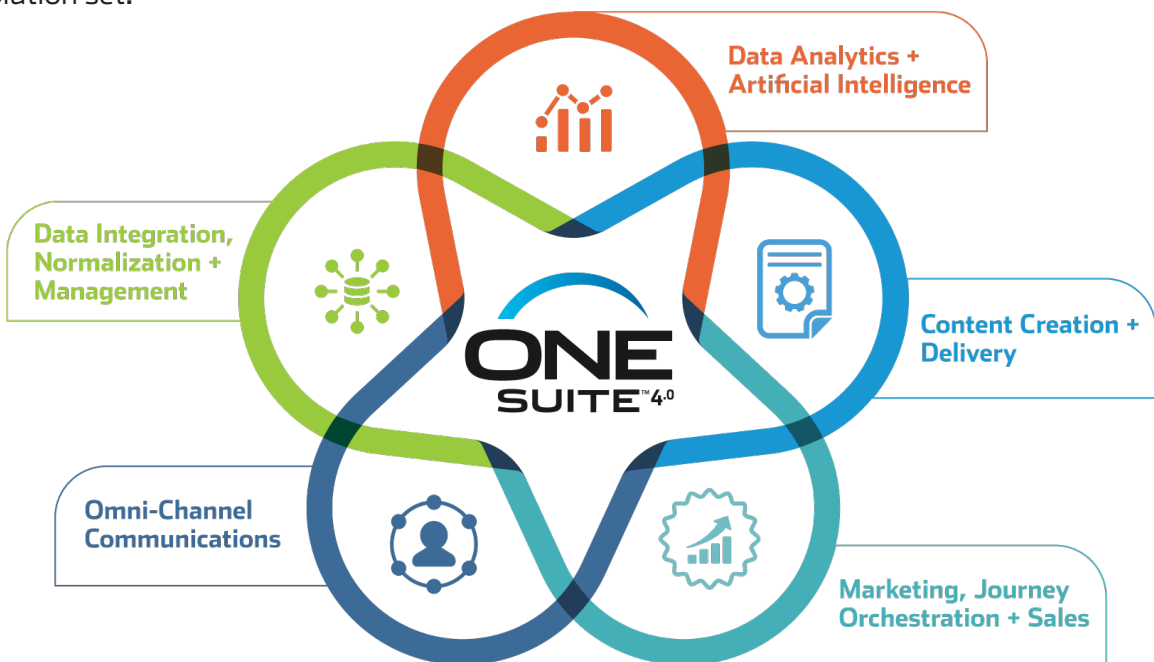
The ONEsuite logo is a visual representation of our core product and brand, crafted in accordance with our guidelines to align with our corporate logo’s standards. As a crucial part of our brand, it requires meticulous care in both digital and print media to consistently reflect the quality and precision defining O’Neil Digital Solutions. Treat the ONEsuite logo with the same attention and respect as our corporate logo to maintain the integrity and strength of the O’Neil brand across all platforms.



Marketing the ONEsuite Platform

Our comprehensive ONEsuite Customer Communications Management (CCM) and Customer Experience (CX) platform encompass a diverse range of functionalities, including document creation and delivery, advanced data analytics, omnichannel communications, and AI-driven campaign management. In the past, we designated and promoted these distinct capabilities as individual components under the ONEsuite umbrella, such as ONEdoc, ONEconnect, ONEclick, and others. However, we have since transitioned from this approach. ONEsuite now serves as the singular representation for our complete, integrated solution set, and it is imperative to communicate it as such.

The following ONEsuite model is the established identity to be used when communicating ONEsuite’s all-in-one solution set.

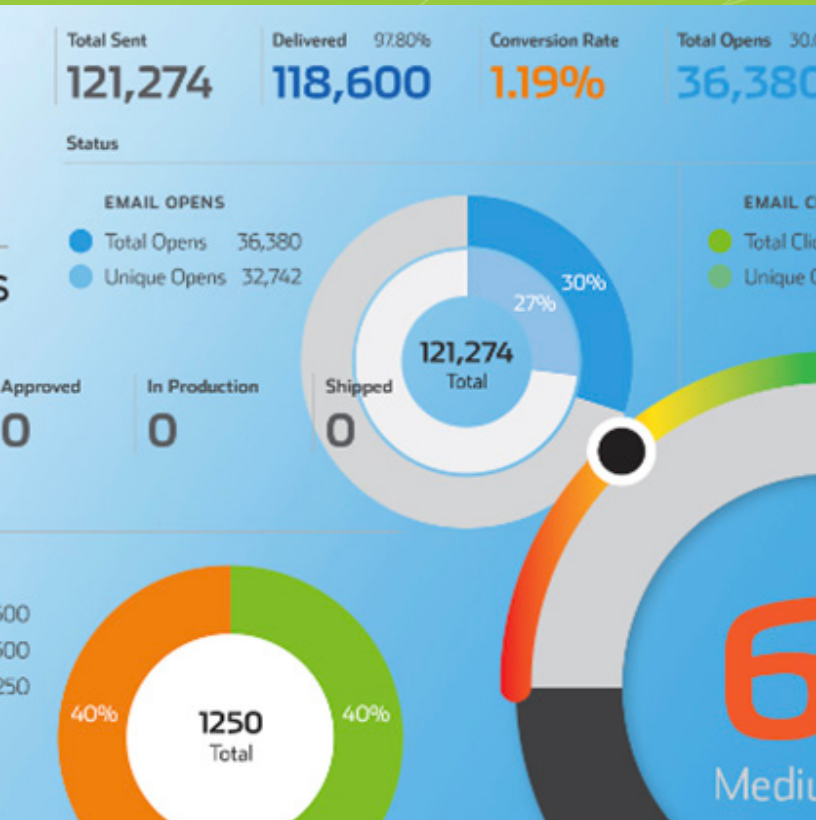


Communicating ONEsuite

In text form, “ONEsuite” should always be represented as “ONEsuite”, with “ONE” in all caps and “suite” as lowercase, with no spaces between these two words.

Primary and Secondary Colors

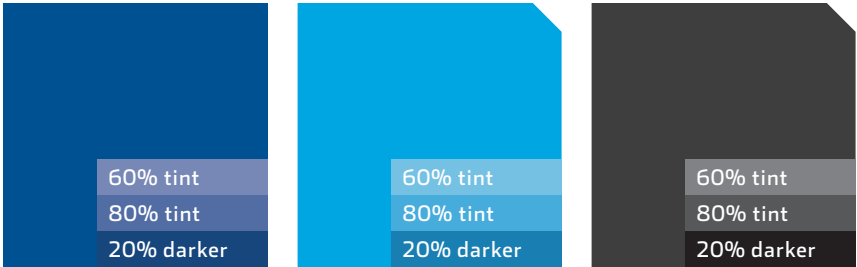
Primary colors are those used consistently across communications and synonymous with the O’Neil Digital Solutions brand identity. Secondary colors complement the primary colors and bring visual depth to communications in-line with the brand’s personality. Secondary colors are intended for use across communications to highlight headings, aid navigation, and include in charts and presentations.



Color Palette

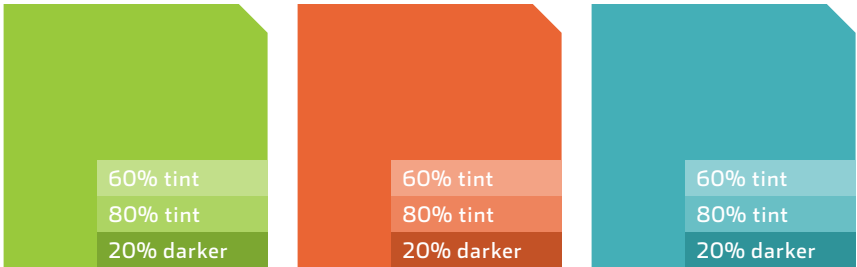
Color provides a strong foundation on which to build the O’Neil Digital Solutions brand identity. Our color palette consists of the primary and secondary colors of our brand guidelines.

Primary Colors



O’Neil Blue RGB: 0, 114, 177 CMYK: 100, 36, 0, 31 HEX: #005293 Pantone 307	Adaptive Blue RGB: 0, 184, 228 CMYK: 100, 19, 0, 11 HEX: #00A6E2 Pantone 306	Leaderboard Black RGB: 42, 29, 25 CMYK: 0, 0, 0, 86 HEX: #2A2723 Pantone Black C
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Secondary Colors



Transformative Green RGB: 143, 212, 0 CMYK: 33, 0, 100, 17 HEX: #BFD400 Pantone 375	Dynamic Orange RGB: 255, 100, 24 CMYK: 0, 61, 91, 0 HEX: #FF6418 Pantone 165	Analytical Aqua RGB: 0, 166, 182 CMYK: 100, 8, 0, 24 HEX: #00A5B6 Pantone 7710
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Stainless

Light

1234567890
abcdefghijklmnopqrstuvwxyz

Regular

1234567890
abcdefghijklmnopqrstuvwxyz

Bold

1234567890
abcdefghijklmnopqrstuvwxyz

Merriweather

Light

1234567890
abcdefghijklmnopqrstuvwxyz

Regular

1234567890
abcdefghijklmnopqrstuvwxyz

Bold

1234567890
abcdefghijklmnopqrstuvwxyz

Email Signature

O’Neil’s brand guidelines for email signatures emphasize clarity, professionalism, and consistency. The signature contains the official O’Neil logo, the Aspire Leaderboard logo (optional), a ONEsuite promotional line, and the HITRUST logo as a block to the left of the contact information. Email signatures should include the employee’s full name, their title, phone number(s) and office address. The font should be uniform and easily readable, in a sans-serif typeface such as Arial or Helvetica. By adhering to these guidelines, O’Neil maintains a cohesive brand image across all email communications.

Version 1



ONEsuite, One of the World’s
Top-Rated CX Platforms



Your Name

Your Title

O: Office Phone | M: Mobile Phone

Address Line

oneildigitalsolutions.com

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Version 2



ONEsuite, One of the World’s
Top-Rated CX Platforms



Your Name

Your Title

O: Office Phone | M: Mobile Phone

Address Line

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