



BRAND
GUIDELINES



THIS IS WORLDCARE

Trusted, reassuring, knowledgeable and globally connected.

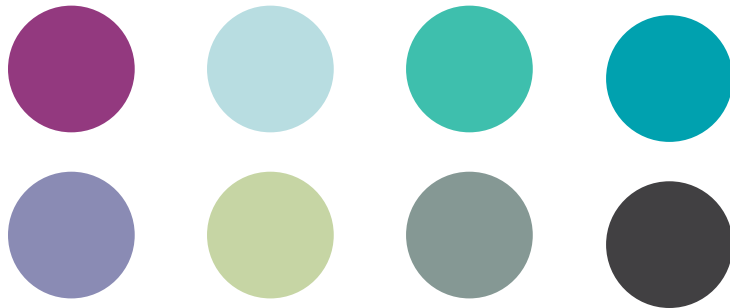
To us, a brand is more than just a name, logo or tagline. It is a shared set of values and experiences that deliver upon a clear promise and always hold true.

The following brand guidelines were created to convey the essence of the WorldCare brand and maintain its integrity in all touch points, platforms and expressions.

Adherence to these guidelines will go a long way toward building global awareness of the WorldCare brand, eliminating confusion or inconsistencies, and strengthening its position in people's minds.



OUR LOGO



OUR COLOR PALETTE

THIS IS OUR IDENTITY

It's our unique style and signature and it's designed to distinguish us from any other brand in or outside of our industry.

This visual identity system is an outward expression of what WorldCare looks, sounds and feels like, and it is a reflective interpretation of our brand's voice—smart, reassuring, confident, professional and informative.

Gotham HTF
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstvwxyz
1234567890!@#\$%^&

OUR TYPEFACE



WORLDCARE LOGO

Our logo is the anchor of our entire visual identity. It is an encapsulation of who we are as an organization, and all that we stand for — access, connectedness and health care credibility. This logo is intended for use across all materials including ads, company letterhead, business cards, member videos, the WorldCare website and anywhere else the WorldCare brand is encountered.

The logo consists of two components: a symbol and a wordmark.

The **symbol** features a progressive, circular icon that abstractly represents a globe. Overlapping elements indicate access and inter-connectivity.

In the **wordmark**, the all-lowercase, sans-serif type treatment was selected to make the brand feel warm and approachable. The contrasting type weights of the two words were used to place emphasis on WorldCare’s global presence while also giving “care” a comforting feeling. The purple from the symbol is carried over into the wordmark to convey confidence, clarity and outcomes.

Do not alter, add to, edit or recreate the WorldCare logo. Use only approved versions, which are available at marketing@worldcare.com.

Use of WorldCare’s logo on all material and any materials created to promote WorldCare International, Inc. in any format, must be approved prior to use by the WorldCare Marketing Department. Please submit materials for review to marketing@worldcare.com or call 617.250.5142.



FULL COLOR LOGO



1 PMS WITH SHADING



1 PMS WITHOUT SHADING



2 PMS WITH SHADING



2 PMS WITHOUT SHADING



GRAYSCALE LOGO



REVERSE (WHITE) LOGO



COLOR SYMBOL WITH REVERSE WORDMARK

WORLDCARE LOGO — COLOR VARIATIONS

The full color WorldCare logo should be used whenever possible.

A grayscale variation incorporates contrasting gray tones in the symbol and watermark to achieve a similar yet equally dramatic effect. It should be selected for use when color reproduction is impractical or not permissible.

A single-color reverse (white) signature provides a simple solution for reproducing the WorldCare logo on dark backgrounds or where there is a lack of contrasting neutral area.



WORLDCARE COLOR PALETTE

WorldCare’s palette is a primary palette of striking colors designed to create an ownable look and identity and visually telegraph the essence of the brand. Cool hues in these seven colors (plus black) pay homage to the seven continents of the world and give a progressive-looking nod to WorldCare’s global sensibility.

Furthermore, while the purple (PMS 7656) fits within the overall palette, it is also the most confident and most deeply saturated color in the mix and for that reason we chose to extend it to the wordmark.

The color palette is fresh, professional and designed to help WorldCare stand out in a cluttered, “me too” industry. Using colors from the approved palette across all communications and marketing materials will continue to boost up the WorldCare brand and only make it more and more recognizable around the world.

Please note that generic purples, greens and blues cannot be substituted for the correct colors in the WorldCare palette. Should you need files or access to approved colors, please contact the Marketing Department at marketing@worldcare.com or call 617.250.5142.

| | | | |
|--|---|---|--|
| <p>C: 47.3 M: 91.64 Y: 18.27 K: 1.99</p> <hr/> <p>R: 147 G: 57 B: 127</p> <p>HEX: 93397f</p> | <p>C: 26.31 M: 2.46 Y: 9.99 K: 0</p> <hr/> <p>R: 184 G: 221 B: 225</p> <p>HEX: b8dce1</p> | <p>C: 67.14 M: 0 Y: 40.64 K: 0</p> <hr/> <p>R: 63 G: 191 B: 173</p> <p>HEX: 3ebfac</p> | <p>C: 100 M: 6.18 Y: 35.78 K: 0</p> <hr/> <p>R: 0 G: 161 B: 175</p> <p>HEX: 00a0ae</p> |
| PMS 7656 | PMS 628 | PMS 7465 | PMS 7467 |
| <p>C: 49.36 M: 43.52 Y: 10.92 K: 0.02</p> <hr/> <p>R: 138 G: 139 B: 179</p> <p>HEX: 8a8ab3</p> | <p>C: 23.68 M: 5.69 Y: 42.6 K: 0</p> <hr/> <p>R: 198 G: 213 B: 164</p> <p>HEX: c5d4a3</p> | <p>C: 51.19 M: 31.54 Y: 39.36 K: 1.8</p> <hr/> <p>R: 133 G: 152 B: 148</p> <p>HEX: 849794</p> | <p>C: 0 M: 0 Y: 0 K: 90</p> <hr/> <p>R: 65 G: 64 B: 66</p> <p>HEX: 58585b</p> |
| PMS 7674 | PMS 580 | PMS 5497 | 90% BLACK |



WORLDCARE LOGO CLEAR SPACE

The WorldCare logo is best displayed when surrounded by a sufficiently large and neutral clear area. This adjacent diagram defines the minimum area that must be free from other graphic elements or text.

Minimum margin defined by the x-height of the WorldCare wordmark.



WORLD CARE LOGO — MINIMUM SIZE

Avoid using the WorldCare logo smaller than the example shown here.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstvwxyz
1234567890!@\$%^&

GOTHAM HTF LIGHT

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstvwxyz
1234567890!@\$%^&*

GOTHAM HTF BOOK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstvwxyz
1234567890!@\$%^&**

GOTHAM HTF MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstvwxyz
1234567890!@\$%^&**

GOTHAM HTF BOLD

WORLD CARE PRIMARY TYPOGRAPHY

Gotham is the WorldCare typeface. It is a contemporary sans serif and geometric typeface designed to be readable and simple. It supports the notion that WorldCare helps reduce health care complexity. In addition, its rounded edges and lines evoke the abstract globe in the WorldCare symbol.

Gotham is the typeface that should be used for all corporate communications, advertising and collateral, direct mail and other branded materials. Gotham Medium and Bold may be used for headlines, sub-headlines or cross heads, while Gotham Book and Light should be used for advertising body copy, text of a letter or the core content of a presentation.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxy
1234567890!@#\$%^&

ARIAL REGULAR

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxy
1234567890!@#\$%^&*

ARIAL REGULAR ITALIC

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxy
1234567890!@#\$%^&**

ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxy
1234567890!@#\$%^&**

ARIAL BLACK

WORLDCARE SECONDARY TYPOGRAPHY

When Gotham is not available, Arial is the WorldCare secondary typeface.

Arial Bold and Arial Black may be used for headlines, sub-headlines or cross heads, while Arial Regular and Regular Italic may be used for emails or the core content of a digital presentation.



*NEVER REARRANGE THE ELEMENTS OF THE
WORLD CARE LOGO*



*NEVER ADD ANY EFFECTS TO THE
WORLD CARE LOGO*



*NEVER PLACE THE WORLD CARE LOGO
ON A COLOR BACKGROUND OR TEXTURE THAT WOULD
COMPROMISE ITS LEGIBILITY*



*NEVER CHANGE THE TYPEFACE OR THE COLORS
OF THE WORLD CARE LOGO*

WORLD CARE LOGO – MISUSE

It is of critical importance to use the WorldCare logo as instructed in these guidelines.

Examples on this page demonstrate unacceptable logo manipulation. Incorrect treatments create confusion and take away from the true WorldCare brand.

Here are a few additional potential misuse scenarios to be mindful of:

- Do not place the WorldCare logo inside a confined shape
- Do not re-scale the correct proportions of the logo
- Do not introduce new symbols or clip art to punctuate a point
- Do not stack “world” and “care” to fit a layout

UMBRELLA BRAND:



GEOGRAPHIC SUB-BRAND
LOGO LOCK-UPS:

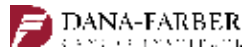


WORLD CARE IS GLOBAL

With offices and locations in multiple countries around the world, there is a desire and need to demonstrate differentiation with a unique sub-brand typographic logo treatment.

To the left are examples of how to apply geographic identifiers to the main WorldCare logo mark.

The WorldCare Consortium®



THE WORLDCARE CONSORTIUM®

These institutions represent the members that make up the WorldCare Consortium.

When referencing the WorldCare Consortium in any communication context—be it internal or external—please be sure to use the entire WorldCare Consortium Logo Package.

The Logo Package can only be used as a single image. Do not break it apart into individual hospital logos. It may be used only in the approved formats represented here and only with authorized approval and review before use by the WorldCare Marketing Department.

SPECIFICATIONS:

FONT: Gotham book with bold

SIZE: 11 pt

COLOR: Black

One line space between units of information

Name
Title

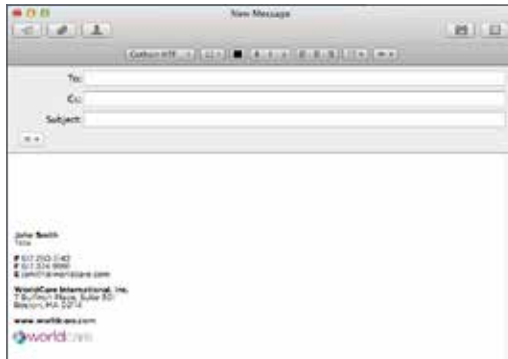
P area code + number
F area code + number
E email address

WorldCare International, Inc.
7 Bulfinch Place, Suite 301
Boston, MA 02114

www.worldcare.com



Insert WorldCare logo GIF below the WorldCare url; size the logo to match the width of the url.



SIGNATURE EXAMPLE

ALTERNATE FONT SPECIFICATIONS:

FONT: Arial regular with bold

SIZE: 11 pt

COLOR: Black

One line space between units of information

Name
Title

P area code + number
F area code + number
E email address

WorldCare International, Inc.
7 Bulfinch Place, Suite 301
Boston, MA 02114

www.worldcare.com



Insert WorldCare logo GIF below the WorldCare url; size the logo to match the width of the url.

WORLDCARE EMAIL SIGNATURE

Set up your internal and external email signatures as seen in the example provided here. Should you require the correct version and size of the WorldCare logo to be used in your email signature, please contact marketing@worldcare.com.

If you are based outside of Boston, be mindful to include the correct address line for your location.

When the Gotham family of fonts is not available, Arial is a preferred and acceptable substitute.



WorldCare International, Inc.
7 Bulfinch Place, Suite 301, Boston, MA 02114

WorldCare International, Inc. 7 Bulfinch Place, Suite 301, Boston, MA 02114 P 617.250.5142 F 617.374.9991 www.worldcare.com

WORLDCARE STATIONERY

WorldCare has an established stationery design to ensure consistency across the entire organization and with all those who encounter and interact with the WorldCare brand. Approved stationery has been designed to fit varying quantities and paper types.

Please use only approved stationery. New and re-fill orders can be made through the Marketing Department. Email marketing@worldcare.com to make a printing request.

LETTERHEAD AND ENVELOPE



BACK



FRONT

WORLDCARE BUSINESS CARD

Our business cards are a shorthand encapsulation of our brand and often the first communication touchpoint a person may have with WorldCare.

Our two-sided card design was developed to ensure consistency among all employees and departments and safeguard that the WorldCare brand is accurately represented. The concept for the design was to zoom into, and capture a bold slice of the WorldCare symbol. This approach coincides with the look and design of the WorldCare website and other marketing materials and extends design consistency to the business card.

Please do not use old or outdated WorldCare business cards when interacting with clients or prospects. Do not attempt to alter the design of the approved business card or take it upon yourself to create reprints at home or at a vendor of your choosing.

All business cards should be ordered through the Marketing Department by placing a printing request at marketing@worldcare.com.

THIS IS  worldcare