

BRAND & STYLE GUIDELINES

COMPLETE

CONTACT

Version 052021-1



8757 Red Oak Blvd.
Charlotte, NC 28217



704-553-1004
866-723-7971



imagineteam.com
phicure.com

Table Of Contents

About the Company	2		
01. The Corporate Logo		05. Use of Images	
Description, Size & Margin Requirements	4	Guidelines for Image Selection	30
Application on Different Backgrounds	5	Policy for Using Stock Images	31
Improper Uses	6	Copyright Guidance	32
Trademarks	7	06. Social Media	
Partner Co-Branding	8	Social Media Guidelines	34
Logo Lockup	9	07. Corporate Letterhead	
Examples of Co-Branding	10	Letterhead Guidelines	36
Other Logos	11	08. Corporate Email	
Product Logos	12	Email Guidelines	40
02. Colors and Definitions		09. Presentations	
Primary Corporate Colors	14	Presentation Guidelines	44
Secondary Corporate Colors	15		
Web Color Palette	16		
03. Corporate Font & Typography			
Primary Font	18		
Secondary Font	19		
Typography Uses	20		
04. Voice & Tone Guide			
Our Voice	22		
How We Write	23		
Writing About ImagineSoftware	28		

About The Company

Who is ImagineSoftware?

Founded in 2000, ImagineSoftware is the leading provider of software automation for medical billing and revenue cycle management. Used by over 46,000 physicians in all 50 states and Canada, we help our clients achieve peak performance and give them the freedom to focus on providing high-quality care.

Our Vision

To be the leading healthcare systems platform

Our Mission

To drive the success of our clients, partners, and employees by creating dynamic systems and a culture of excellence

Our Core Values

Innovation - Embrace & drive the future

Motivation - Inspire others to achieve greatness & to act with a sense of urgency

Accountability - Take ownership of our actions, match behaviors to our words

Genuine - Be truthful to ourselves and others in both words & actions

Integrity - Be ethically unyielding and honest

No-Excuses Attitude - Keep our focus on the solutions, not the limitations

Excellence - Consistently exceed the expectations of our customers with outstanding products & services

01

THE CORPORATE LOGO AND TRADEMARKS

Imagine
SOFTWARE

Description, Size, Margin Requirements

The ImagineSoftware brand is one of our most valuable assets, and like any asset it must be properly used and protected to maintain its credibility. By maintaining the integrity of the ImagineSoftware identity and trademarks, our brand will continue to appreciate in marketplace value. The following guidelines provide information and tools and set the standards for using brand names, logos, typefaces and other design elements in various forms of communications. These guidelines will also ensure that all parties use the brand elements in a consistent manner.

The ImagineSoftware logo and trademarks may not be used without the express permission of Technology Partners, LLC.

The ImagineSoftware logo has been updated to increase market recognition. Two recent updates to the ImagineSoftware logo have been the addition of a more vibrant blue and making the logo more visually streamlined. The lack of any markings or icons allows the improved logo to work across a broad range of vehicles and applications.

The logo must have the minimum spacing on all 4 sides that is equivalent to the width of the lower case “m” in the word “Imagine.”

When including the company name in your type and not with the logo, both words should be capitalized and there should not be a space between them, as here: ImagineSoftware.



Minimum Size:



0.8 inches (Print)
144 px (Web)

Appropriate Margins:



The ImagineSoftware logo can be found in multiple formats on [SharePoint > Marketing Department > Documents > Logos > ImagineSoftware](#).

Application On Different Backgrounds

The ImagineSoftware logo may be used on various background images and colors, provided the application fits within the following guidelines:

1. The entire logo must be easily seen and legible
2. If on a blue colored background, the word “SOFTWARE” in the logo must be distinct from the blue in the background
3. If the logo is applied on a dark background, it may be reversed to white/cyan or white/white as shown below, with preference given to white/cyan
4. When using a single color version of the logo, the only options are all black or all white



Improper Uses

Below are a few examples of improper application of the ImagineSoftware logo. This is not an exhaustive list, and any questions should be directed to ImagineSoftware's Marketing Department.

Ben Buchanan
Chief Marketing Officer
bbuchanan@imagineteam.com
704-553-1004 (Main)



Do not use the ImagineSoftware logo in any color other than: (1) the default black and blue colors, (2) white and blue, (3) all black, or (4) all white.



Do not apply a drop shadow or any other special effect to the ImagineSoftware logo.



Do not change the orientation of the logo from the horizontal position.



Do not apply a stroke outline to the letters in the font.



Do not use any other graphical elements in conjunction with the logo. Any neighboring graphics should have the appropriate margins.



Use an all-black or all-white copy of the logo if the background color is too close in tone to the word SOFTWARE.

Trademarks

Our company's legal name is "Technology Partners, LLC." Our trade name is "ImagineSoftware." Use "Technology Partners, LLC" only when writing legal documents or contracts. Otherwise, use "ImagineSoftware" or Imagine.

- Always capitalize the first "I" and the "S" in ImagineSoftware.
- Use ImagineSoftware as one word.
- Refer to ImagineSoftware as "we," not "it."
- Never spell Imagine in all caps (IMAGINE) unless it is part of a short heading that is in all caps.

Product Names

When writing the names of Imagine's products, the proper format is written without spaces and starting with "Imagine." The "Imagine" should be in italics and the product name should be bold italics. You must also use the appropriate trademark designation when you type the names:

*Imagine***Billing**[™]
*Imagine***Appliance**[®]
*Imagine***Intelligence**[™]
*Imagine***Discovery**[™]
*Imagine***AI**[™]
*Imagine***Pay**[™]
*Imagine***TrueICE**[™]
*Imagine***MedFM**[™]
*Imagine***MedMC**[™]
HonorCare[®]

Never

- X** IMAGINE Software
- X** ImagineBilling
- X** The Appliance
- X** MedFM
- X** MedMC
- X** MED/FM
- X** MED/MC
- X** HonorCare[™]

Always

- ✓ ImagineSoftware
- ✓ *Imagine***Billing**[™]
- ✓ *Imagine***Appliance**[®]
- ✓ *Imagine***MedFM**[™]
- ✓ *Imagine***MedMC**[™]
- ✓ *Imagine***MedFM**[™]
- ✓ *Imagine***MedMC**[™]
- ✓ *HonorCare*[®]

Partner Co-Branding

Why Co-Brand?

ImagineSoftware recognizes that our brand can be used strategically alongside our partner brands to exponentially grow our revenue. Using two brands together symbolizes partnership - a commitment to provide the market a new or enhanced product or service. Each brand constitutes a set of promises that people associate with the company. Care must be taken to ensure that we are not misrepresenting the product or service of either brand, causing confusion to the market, or more important – the end customer.

To ensure ImagineSoftware benefits from our partnerships with other brands, it's important that we clearly and appropriately communicate these associations in a manner that is:

EFFICIENT - leveraging our mutual resources productively and accurately

CONSISTENT - developing visual cues that help communicate our relationship to other brands

EFFECTIVE - clear and understandable from a customer perspective

The guidelines in this document will help to streamline the development of co-branded materials while protecting the valuable corporate and product brand assets for all involved.

We appreciate your partnership and support of these guidelines. For questions and/or approval, please contact:
bbuchanan@imagineteam.com

What Can and Cannot Be Co-Branded?

ImagineSoftware has developed templates and guidelines with pre-defined logo locations for items that we frequently co-brand with our partners:

- Social Posts
- Email
- Newsletter
- Marketing Slicks
- Webinar
- Demo

We also have ImagineSoftware identified items that are NOT suitable for co-branding:

- White Papers
- Technical Documentation.

This is not intended to be a comprehensive list of items - just examples for illustrative purposes.

Logo Lockup

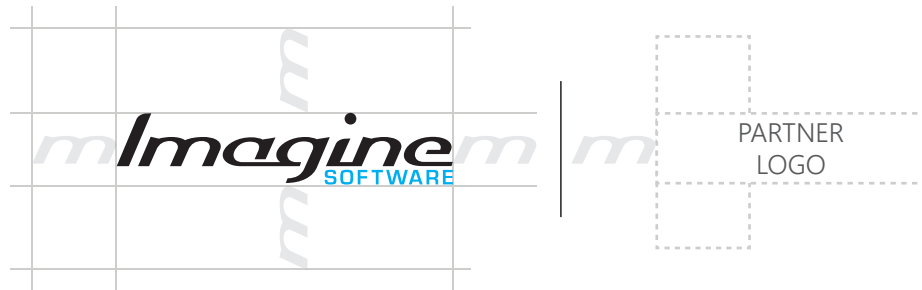
Many co-branding instances will require the ImagineSoftware logo to be placed side by side with a partner logo (locked up). The guidelines on this page outline the proper way to construct a lockup with the ImagineSoftware logo.

Each logo should be scaled so as to be optically equal in size. The ImagineSoftware logo should appear on the left, followed by the required margin*, a vertical, thin bar, another margin, and then the partner logo.

Please direct any logo lockup questions to:
djones@imagineteam.com.

*Please see the section titled "Description, Size, Margin Requirements" above.

Clear Space Requirements - Logo Lockup



Examples Of Co-Branding



Email or newsletter header example



Product Slick

Other Logos

PHIcure Next LLC

The PHIcure logo was redesigned in 2020 to fit within the Imagine family of brands through the black and cyan color scheme, while retaining the use of the Greek letter Phi from previous iterations. The italicized word "cure" shows forward motion, and the colored discs represent streaming data.

The PHIcure logo must not be used without the express permission of Technology Partners LLC. Any use of the logo must also adhere to the minimum size and minimum padding requirements as noted below. The minimum padding around the logo is the equivalent of the height of the lowercase letters in the word "cure."

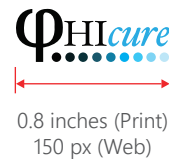
Naming Conventions

PHIcure
PHIcure Next LLC
EDIQ™
BankingQ™
Q-Post™
Q-Parse™
Q-Balance™

Redesigned PHIcure Logo:



Minimum Size:



Minimum Padding:




















The logos above can be found on [SharePoint > Marketing Department > Documents > Logos > PHIcure](#).

Product Logos

ImagineSoftware Products

Take care to include the proper trademark designations. If writing out the product names, the proper format is without bolding or italics, e.g., ImagineBilling™.

 <i>ImagineAI™</i>	 <i>ImagineMedFM™</i>
 <i>ImagineAppliance®</i>	 <i>ImagineMedMC™</i>
 <i>ImagineBilling™</i>	 <i>ImaginePay™</i>
 <i>ImagineDiscovery™</i>	 <i>ImagineTrueICE™</i>
 <i>HonorCare®</i>	 <i>ImagineCoding™</i>
 <i>ImagineHosting™</i>	 <i>ImagineEngagement™</i>
 <i>ImagineIntelligence™</i>	 <i>ImaginePowerOperations™</i>
 <i>ImagineIntelligence-fm</i>	 <i>ImaginePowerExecutive™</i>
 <i>ImagineSimplicity™</i>	

PHlcure Products



All of the product logos above can be found on SharePoint > Marketing Department > Documents > Logos > ProductsAndServices.

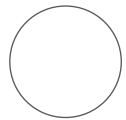


02

COLORS AND DEFINITIONS

Primary Corporate Colors

To keep brand recognition intact, it is important to make core brand colors well known and consistent. Here is the color palette for ImagineSoftware:



White

CMYK **0% 0% 0% 0%**
RGB **255 255 255**
HTML **#FFFFFF**

Uses:

Reversed logo or text, for placement on dark backgrounds.



Cyan

CMYK **100% 0% 0% 0%**
RGB **0 174 239**
HTML **#00AEEF**

Uses:

This is the color for the word SOFTWARE in the ImagineSoftware logo, and it is also used as a core color for page elements and graphics.



Black

CMYK **0% 0% 0% 100%**
RGB **0 0 0**
HTML **#000000**

Uses:

This is used for the word Imagine in the logo, and it is also a core color for page elements and graphics.



Dark Gray

CMYK **69% 63% 62% 58%**
RGB **51 51 51**
HTML **#333333**

Uses:

This is used for normal body copy, both in print and on the web or in email.

Secondary Corporate Colors



Medium Blue

CMYK **92% 59% 9% 1%**
RGB **3 103 165**
HTML **#0367A5**

Uses:

Graphic elements, backgrounds, secondary headings



Navy

CMYK **100% 88% 41% 53%**
RGB **0 27 64**
HTML **#011B40**

Uses:

Graphic elements, backgrounds



**Intelligence
Orange**

CMYK **6% 82% 100% 1%**
RGB **228 83 23**
HTML **#E45317**

Uses:

This is the primary accent color, used sparingly for buttons or other accents



**Earthy
Yellow**

CMYK **10% 25% 73% 0%**
RGB **230 188 97**
HTML **#E6BD63**

Uses:

This is used as a thematic accent in some images or color blocks

Web Color Palette



Cyan

CMYK **69% 13% 0% 0%**
RGB **0 176 242**
HTML **#00B0F2**

Uses:

Buttons, borders, text links, icons, component backgrounds



Medium Blue

CMYK **89% 48% 22% 2%**
RGB **6 115 157**
HTML **#06739D**

Uses:

Headings, component backgrounds



Dark Blue

CMYK **98% 72% 50% 48%**
RGB **0 49 68**
HTML **#003144**

Uses:

Component backgrounds



Dark Gray

CMYK **69% 63% 62% 58%**
RGB **51 51 51**
HTML **#333333**

Uses:

Body copy, headings

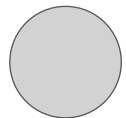


Medium Gray

CMYK **0% 0% 0% 80%**
RGB **103 103 103**
HTML **#676767**

Uses:

Links, buttons, copy



Light Gray

CMYK **17% 13% 13% 0%**
RGB **210 210 210**
HTML **#D2D2D2**

Uses:

Inactive breadcrumbs

03

THE CORPORATE FONT AND TYPOGRAPHY

Primary Font

Typography or font choices will enhance the brand experience in print and on the web. The primary font for ImagineSoftware is Segoe UI, and while Segoe UI Bold and Regular plus italics are shown, all of the other variants of the typeface may be used if necessary. The primary font should never be modified in any way, such as condensing or stretching.

Segoe UI

Segoe UI Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Segoe UI Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Segoe UI Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Segoe UI Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

Secondary Font

The secondary font for ImagineSoftware is Open Sans, which is used on the Imagine websites. The secondary font should never be modified in any way, such as condensing or stretching.

Open Sans

Open Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Open Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Open Sans Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Open Sans Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

Typography Uses

Headlines:

For Print: Set in Segoe UI Bold, sentence case for most uses.
For Web: Set in Open Sans Bold, sentence case for most uses.

Body Copy:

For Print: Set in Segoe UI Regular, 10pt / 12pt for most uses.
For Web: Set in Open Sans Regular, 16px / 1.6 for most uses.

Block Quotes:

For Print: Set in Segoe UI Italic, 12pt / 18pt for most uses.
For Web: Set in Open Sans Italic, 16px / 1.5 for most uses.

Headlines:

Software Built for High-volume, Complex Medical Billing

Body Copy:

With price transparency becoming an increasing focus in healthcare, it's important to understand the benefits transparency have with your patients and the correlating impact it has on patient satisfaction.

Block Quotes:

"Imagine solved a \$7 million problem for us. I don't have statements going out mindlessly to patients when they shouldn't be. It's not just about cost-savings, it's incredibly efficient."

The Segoe UI and Open Sans fonts can be found on [SharePoint > Marketing Department > Documents > Fonts](#).

04

VOICE & TONE GUIDE



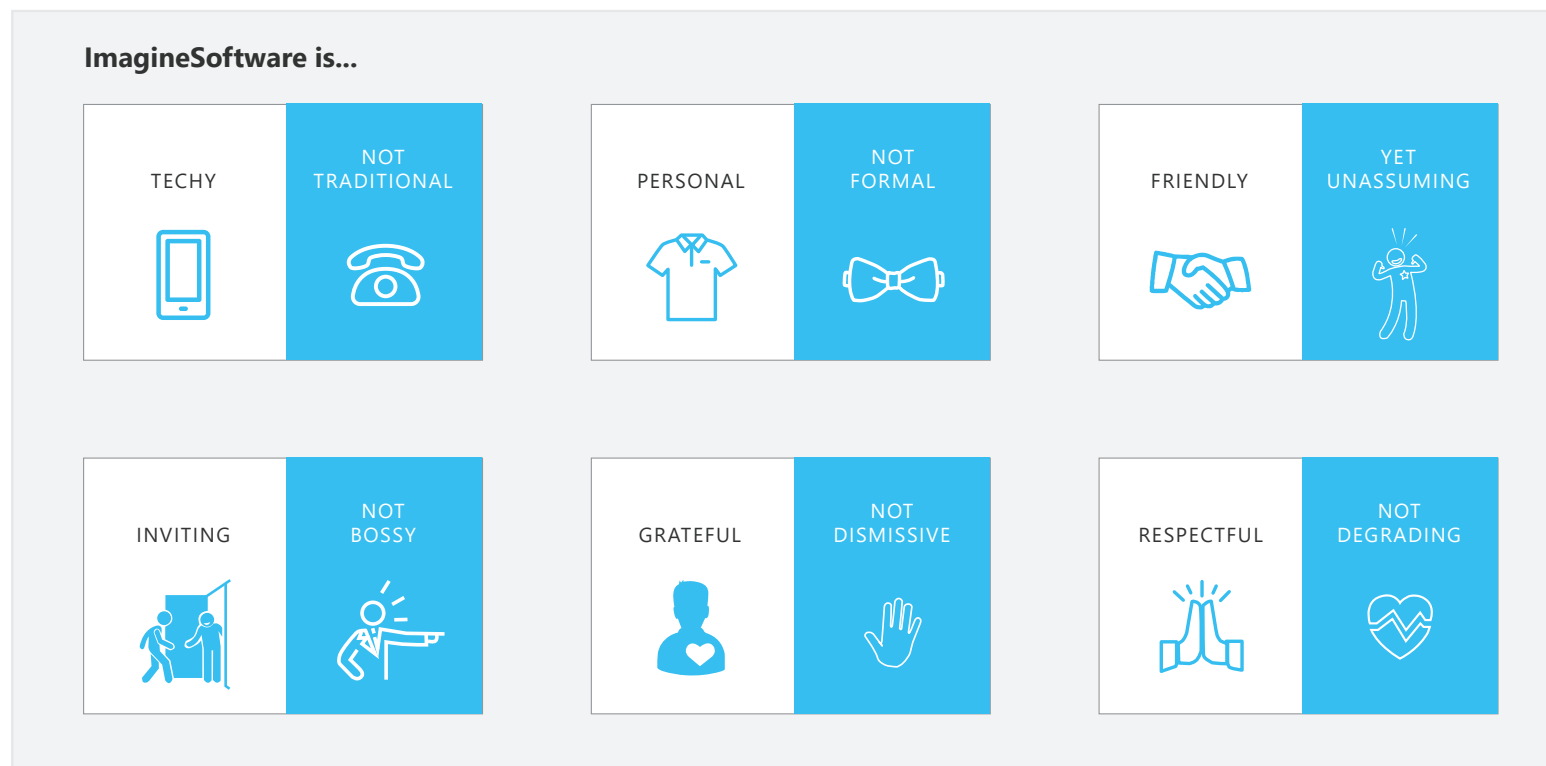
Our Voice

The first step in defining our brand voice is to define our vision, mission statement and core values.

- **Our Mission:** To drive the success of our clients, partners, and employees by creating dynamic systems and a culture of excellence.
- **Our Core Values:** Innovation, motivation, accountability, genuine, integrity, no-excuses attitude, and excellence.

These values or purpose should be represented in all aspects of the brand. How we talk to our clients and prospects is a major part of our brand. Voice and tone matter: they humanize our brand and let us take part in conversations naturally.

One way to think of our voice is to compare what it is to what it isn't.



How We Write

Write for all readers.

Some people will read every word, some will just skim. Group related ideas together and use headers and sub headers.

Be specific.

Avoid vague language, such as "Seem," "Approximately," "About," "Look as if," "nearly," etc.

Be consistent.

Use the points outlined in this guide.

Write positively.

Use positive language rather than negative language. Negative language includes "can't" and "don't."

Be concise.

Use short words and sentences.

Use an active voice.

Avoid a passive voice. In active voice, the subject of the sentence does the action. "Harry logged into the account." Rather than "The account was logged into by Harry".

Everything we write should be...

Thoughtful	"They've clearly thought about this issue"
Interesting	"Wow, I didn't know that"
Bold	"This team isn't afraid to tell it like it is"
Human	"A real person wrote this"

Copyright

We display proper and prominent copyright notice on our website and any other content we produce. This includes content such as blog posts, technical documents, and gifts for users. At a minimum, these copyright notices read:

© <YEAR> ImagineSoftware, Technology Partners, LLC

Words

email (never hyphenate)
wifi
website
URL
username
login
online
GIF
PDF
HTML
JPGs
ITA or IT-Assistant

Contractions

Use them as you see fit. They give your writing an informal, friendly tone, but be wary of overuse.

Numbers

Spell out a number when it begins a sentence. Otherwise use the numeral (and ordinal).

Five employees ate lunch today and 10 ate lunch yesterday.
I ate 3 meals today.

How We Write

Spelling and Grammar

Always check your spelling, grammar and punctuation.

Telephone Numbers

Use dashes without spaces between numbers.

704-553-1004

Salutations

Friendly, knowledgeable and approachable. Use names whenever possible. Try to invite a reply without demanding one.

Examples:

In an Imagine email, you might say: "Hi Sally!"

Instead of: "Dear Sally,"

"Thanks so much for this detail, Sally. Looking forward to figuring this out together. All the best, Harry"

Instead of: "Thank you. Best, Harry"

"Does this help?"

Instead of: "Hope this helps!"

On a ticket, you might say: "Hi Sally! Sure thing, I can take care of that for you."

"Thanks, Sally!"

Instead of: "Thanks!"

"How about you try a refresh? Did that fix it?"

Instead of: "Try refreshing. Thanks!"

Fault

We always try to take blame for any confusion or problem. In general, if you can avoid "you" or "your" when diagnosing the problem, stick with that. This applies also for third party troubles. When in a fault-pinch, eliminate pronouns entirely with passive voice. And don't hesitate to use the word "sorry."

Examples:

In an Imagine email, you might say: "I think we got your time zone wrong here; sorry about that! Would you mind hopping into the "system maintenance" tab and double checking?"

Instead of: "Your time zone is set to the wrong time zone. Oops!"

And definitely avoid: "You set your time zone incorrectly."

In a ticket you might say: "We aren't able to send out the same update within a week"

Instead of: "You can't send out the same update within a week."

In an error message, you might say: "We struggle with Internet Explorer."

Instead of: "You're on Internet Explorer."

Formality

Address clients like pals who you respect. (As you would speak to an Imagine team member.) Also, if you're expressing an emotion in a 1:1 communication, use "I" instead of "we." When in doubt, speak for yourself and not on behalf of the whole company, as it is more honest.

How We Write

Examples:

In an Imagine email, you might say: "Hi there! Great to hear from you. Thanks for asking!"

Instead of: "We appreciate you writing in."

You might say: "I'd love that feature too!"

Instead of: "We see the benefits of that feature!"

In an error message, you might say: "Whoops, sorry, we're having trouble with that."

Instead of: "This request cannot be completed."

In a blog post, you might say: "We're excited to show you this and get this in your system today"

Instead of: "This feature will be launched today"

Time

Use numerals and am or pm, without a space in between:

8:30am-5:30pm

Specify time zones when communicating with others in a different time zone:

Eastern time:	ET
Central time:	CT
Mountain time:	MT
Pacific time:	PT

Words to Avoid

Slang/jargon

If you need to use a technical term or acronym, briefly define it so everyone can understand.

Dates

Generally spell out the date:

Saturday, June 9, 2020

Percentages

Use the % symbol rather than spelling out "percent."

Ranges

Use a hyphen, without a space, to indicate a range or span.

It will take 24-48 hours.

Capitalization

ALL CAPS IN A SENTENCE is never a good idea. When writing out an email or web address, use all lowercase. Don't capitalize random words in the middle of sentences. Here are some words we never capitalize:

- website
- internet
- online
- email

Familiarity

Have a conversation on a personal level with a client you have developed a relationship with. You may know information about a client whether it's about their family, pets, or vacations. Bring up that information when it's relevant and appropriate. It builds trust and strengthens the relationship.

Instructions

Many client interactions will include instructions. As a general guideline, invite them to take these steps. Try not to tell them. This doesn't have to end in a question mark, as long as it's an invitation instead of a command.

How We Write

Examples:

In an Imagine ticket/email, you might say: "Would you be up for taking a screenshot of that? It would be a huge help if I can compare it to what I see on my end."

Instead of: "Please take a screenshot so I can see what's happening and compare it to what I see on my end."

You might say: "Could you try a refresh?"

Instead of: "Refresh the page."

You might say: "Mind trying again?"

Instead of: "Please try again."

You might say: "If you want to give this a whirl..."

Instead of: "Try it out!"

Apologies

Feel free to use the word Sorry, and address the end result for the client, not the end result for us, if possible.

For example:

In an Imagine ticket/email, you might say: "I'm so sorry for the awful interruption in your day we've caused you."

Instead of: "I'm so sorry that our report wasn't working."

In a ticket, you might say: "So sorry for this hassle; we'll be updating again asap."

Instead of: "We apologize for the delay."

In an error message, you might say: "Sorry, we failed to send this message."

Instead of: "This message failed." (Or "Your message failed.")

In a blog post, you might say: "I'm so sorry we let you down."

Instead of: "We're so sorry."

Ticket Messages

Message clients using informal, respectful language. Add personalization and variety. Avoid using the same message continuously.

Examples:

You might say: "Hi Sally, I've deployed a solution for this ticket. Would you mind checking it out?"

Or

"Thank you for your idea, Sally! I'm currently seeing how it could work and will reach out to you within <timeframe>."

Or

"Sally, I've received your message and will research this request."

Or

"That's a great idea Sally! You can now review the Statement of Work within IT-Assistant. Will you check it out?"

Email Messages

Subject Line

Two purposes – deliver the most important message and make them want to open the email. Keep is short.

Examples:

You might say: "Thanks for getting in touch. I'm on it."

Or

"I got your email! Here's what to expect next..."

Or

"I'm working on your request!"

How We Write

The Opener

The first line is what greets the reader as soon as they open your email. The best way to greet someone is by their name.

Examples:

You might say: "Hi there, Sally!"

Or

"Hi Sally,"

Or

"Glad to hear from you Sally"

The Thank You

Examples:

You might say: "Thanks for the email!"

Or

"Thank you for reaching out."

The Body

Convey exactly why you're sending this email: let the client know that their request was received, and that you are going to help them out.

Examples:

"This is a quick note to let you know we've received your message and will respond <enter timeframe>."

OR

"We've received your Imagine support request and wanted to let you know that we're on top of it."

The Sign-Off

Go for gratitude and personal connection.

Examples:

"Thanks, Harry"

Or

"Thank you in advance, Harry"

WRITING ABOUT ImagineSoftware

Our company's legal name is "Technology Partners, LLC" Our trade name is "ImagineSoftware." Use "Technology Partners, LLC" only when writing legal documents or contracts. Otherwise, use "ImagineSoftware."









- Always capitalize the first "I" and the "S" in ImagineSoftware.
- Use ImagineSoftware as 1 word.
- Refer to ImagineSoftware as "we," not "it."
- Never spell Imagine in all caps (IMAGINE)

Product Names









When writing the names of Imagine's products, the proper format is written without spaces and starting with "Imagine." You must also use the appropriate trademark designation when you type the names:

ImagineBilling™
ImagineAppliance®
ImagineIntelligence™
ImagineDiscovery™
ImagineAI™
ImaginePay™
ImagineTrueICE™
ImagineMedFM™
ImagineMedMC™
HonorCare®

Never

-  IMAGINE Software
-  ImagineBilling
-  The Appliance
-  MedFM
-  MedMC
-  MED/FM
-  MED/MC
-  HonorCare™

Always

-  ImagineSoftware
-  ImagineBilling™
-  ImagineAppliance®
-  ImagineMedFM™
-  ImagineMedMC™
-  ImagineMedFM™
-  ImagineMedMC™
-  HonorCare®

05

USE OF IMAGES

Guidelines For Image Selection

In using voice and tone to express the Imagine brand, the creation and selection of photos and graphics is paramount because of the power of visual content to make emotional connections with viewers. When selecting images and graphics to use, there might be several factors that need to be considered, including design/style, color, contrast, and mood. However, be sure that any image selected fits within the Voice, Tone and How We Write guidelines above. Photos used in public-facing media should be warm and real, not contrived. When selecting an image of multiple people, take care to include a diverse range of age, race, and gender.

At Imagine, we often use images in several categories:



Clients / Physicians

Photos of doctors should be relatable and relevant to the specialty or vertical being targeted. They should also appear contemporary, using technology when possible. The subjects should be smiling.



Clients / Billing Staff

Photos representing medical billing staff should show the individual(s) at work or interacting with others. The subjects should be smiling.



Clients / Leadership

Practice administrators or company executives should appear confident but not overly so, and, where appropriate, they should be seen interacting with medical personnel. The subjects should be smiling.



Patients

Photos of patients should show interactions with medical staff, and should reflect care and compassion. For ImaginePay™ and HonorCare®, we may use photos that depict patients using our technology. The subjects should be smiling.

Policy For Using Stock Images



Infographics

Infographics are visual representations of information in a way that is easier to grasp. These types of images can usually be purchased wherever you purchase stock photos. You should be sure that any infographics you use also adhere to our Voice & Tone guidelines above.



Illustrations

Illustrations are sometimes helpful for providing relevant imagery in a colorful and painterly fashion. As with infographics, be sure that any illustration you use adheres to our Voice & Tone guidelines above.

ImagineSoftware Policy for Acquiring and Using Images

Current ImagineSoftware policy limits you to the following sources for photos and graphics:

- AdobeStock (paid)
- pexels.com (free)
- unsplash.com (free)
- pixabay.com (free)

The following procedure must be followed when acquiring images:

1. Locate the image you wish to use;
2. If it is from AdobeStock, notify David Jones (djones@imagineteam.com) with a link to the image, as well as noting the intended use;
3. If the image is from one of the other allowed sources, please send a link for the image to David Jones, as well as noting its intended use;

Copyright Guidance

Copyright is conferred automatically by the US Constitution when an image or other original work is created. The author/creator does not need to file with the government in order to obtain a copyright. That means, if you didn't create it, you probably don't have permission to use it.

Your safest course of action for obtaining an image to use with your blog post, PowerPoint presentation, newsletter, or other work, is to purchase a license from a reputable stock image source. These sources have contracted with the image authors to offer you a limited, non-exclusive, perpetual, world-wide license to use the image within certain parameters, depending on the type of license you purchase. For the typical **standard** license, this means you may not:

1. Print more than 500,000 copies of the image or broadcast it to more than 500,000 viewers
2. Incorporate the image into merchandise intended for sale
3. Incorporate the image into an electronic design template
4. Use the image in a trademark
5. Display or distribute the image with a press release in a way that would allow them to download the stand-alone file

Note: this is not an exhaustive list of restrictions. Please review the terms available on the vendor's website, and if there is any doubt, you should confer with Legal.

About "Free" Images

While numerous "free" image sources exist, it doesn't necessarily mean you have permission to use those images. You must never use an image from Google images or other search engine images. Also, be aware that some free stock image sources require you to attri-

bute the author of the image whenever you use it. These sources often have other, more stringent, guidelines governing the use of their images.

06

SOCIAL MEDIA

Social Media Guidelines

Our social media platforms exist to inform new clients of who we are and give existing clients a frequent touchpoint for communication and upcoming events. Our goal is to keep ImagineSoftware top of mind and relevant in the marketplace.

Our social media brand image and voice must be consistent and in line with our overall vision and core values.

- Brand Image is the “look and feel” of our visual content. This defines how images and graphics should look.
- Brand Voice is the tone and “personality” of our brand online. This defines how our brand speaks and engages on social media, whether through post captions, tweets, comments or replies to fans.

Social media is highly visible and it is essential that we maintain consistency across all social platforms. The tone we strike on social is always a “problem/resolution” model in a positive and unassuming way. We are not sarcastic, but seek to be respectful, friendly and personal in our social media channels.

It is important that we align our efforts with events when promoting trade shows where we are exhibiting or speaking. We want to try to find royalty free and/or open sourced images that relate to the venue or city the event is being hosted in and accompany the image with appropriate logos and information to let our viewers know where we will be at-a-glance.

When promoting blogs, ebooks or whitepapers it's important to use the same image across all mediums. We should not be cre-

ating a separate image for the blog and then for social. Using a consistent image will inform our viewers that they are reading the correct piece of content that we have guided them to.

Profile Images

The profile images to use for Imagine and PHlcure are shown below.



Normal Profile Image

PHlcure Profile Image

07

CORPORATE LETTERHEAD

Imagine
SOFTWARE

Imagine
SOFTWARE
AUTOMATED MEDICAL BILLING SOFTWARE

Mauris scelerisque porttitor ante, eu vulputate odio tristique consequat. Curabitur eget dui cursus, ultrices massa et, lobortis eros. In ante risus, porttitor vitae urna ut, pulvinar finibus lacus. Cras consectetur, enim eu auctor tristique, nunc orci accumsan arcu, sed porta urna est sed turpis. Cras sapien ligula, accumsan ut pellentesque quis, luctus eget justo. Maecenas id imperdiet magna, vitae pharetra ligula. Etiam et dignissim diam, nec tempor est. Lorem ipsum dolor sit amet, consectetur ultricies. Curabitur mattis ex purus, eu laoreet ante feugiat sit amet. Pellentesque porta volutpat nec nisi maximus imperdiet sit amet ut nibh.

Vestibulum euismod accumsan orci eget rhoncus. Maecenas tincidunt, leo quis euismod gravida, sapien turpis consequat erat, ut maximus sem libero vitae diam. Etiam facilisis, magna non eleifend Maecenas lorem. Etiam non molestie augue, nec maximus purus. Nam rhoncus lacus non accumsan sollicitudin. Aenean eu justo a nulla elementum ornare.

Quod pellentesque dignissim finibus. Nam feugiat ipsum tortor, a aliquam libero tempus nec, volutpat turpis magna lobortis venenatis. Aliquam facilisis, magna non eleifend Maecenas lorem. Etiam non molestie augue, nec maximus purus. Nam rhoncus lacus non accumsan sollicitudin. Aenean eu justo a nulla elementum ornare.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Quisque ligula purus, tincidunt nec bibendum ut, aliquet vel risus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Ut auctor eget, blandit tellus. Nunc id molestie odio. Quisque convallis fermentum, nulla sed dolor, vel nulla purus. In ullamcorper tincidunt ex id cursus. Morbi facilisis pharetra ornare.

Quisque sit amet velit luctus, dapibus lacus sit amet, viverra odio. Duis metus mi, sodales eget tempus id, vestibulum dignissim nibh. Morbi eu nisi eu sapien malesuada ornare id nec nisi. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Ut auctor risus sit amet vehicula hendrerit. Fusce id lectus ex. Nam interdum odio enim, quis commodo magna euismod ac. Nullam ac diam tellus. In commodo ante eget libero porttitor molestie. Proin vel nulla purus. In ullamcorper tincidunt ex id cursus. Morbi facilisis pharetra ornare.

Nullam sed erat sit amet leo ultrices dictum a non sem. Quisque ultrices ultricies laoreet. Nulla eu tempus neque. Aenean suscipit lectus a tincidunt ornare. Quisque a dolor in augue tempor facilisis. Etiam sed mi vitae erat varius hendrerit. Nullam dui risus, consectetur nec neque aliquet, vestibulum sodales ligula. Phasellus ac volutpat nunc, sit amet iaculis odio.

8757 RED OAK BOULEVARD, CHARLOTTE, NC 28217

704.553.1004

IMAGINETEAM.COM

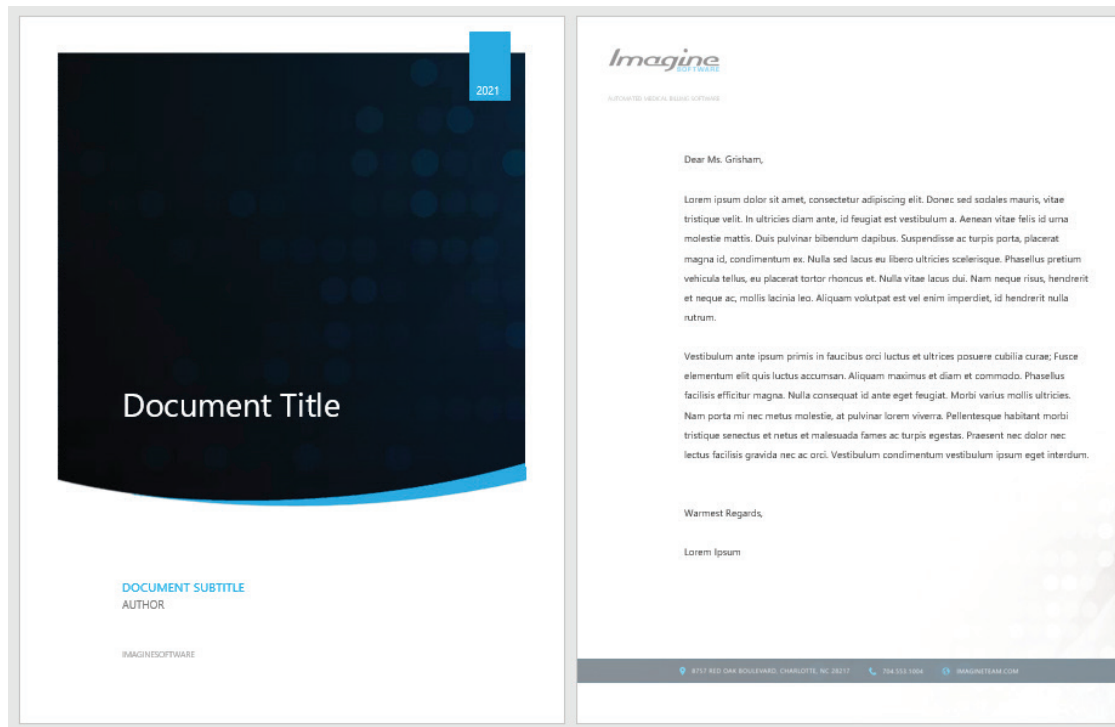
BOB BUCHANAN
704.553.1004
b.buchanan@imagine-team.com

Imagine
SOFTWARE
AUTOMATED MEDICAL BILLING SOFTWARE

Letterhead Guidelines

This shows the official letterhead template for ImagineSoftware. You can find the template in SharePoint.

Use: All external communication; It should also be used in many instances of internal communication.



NOTE:

If your document requires smaller margins, use 2021-letterhead-imagine-margins.dotx.

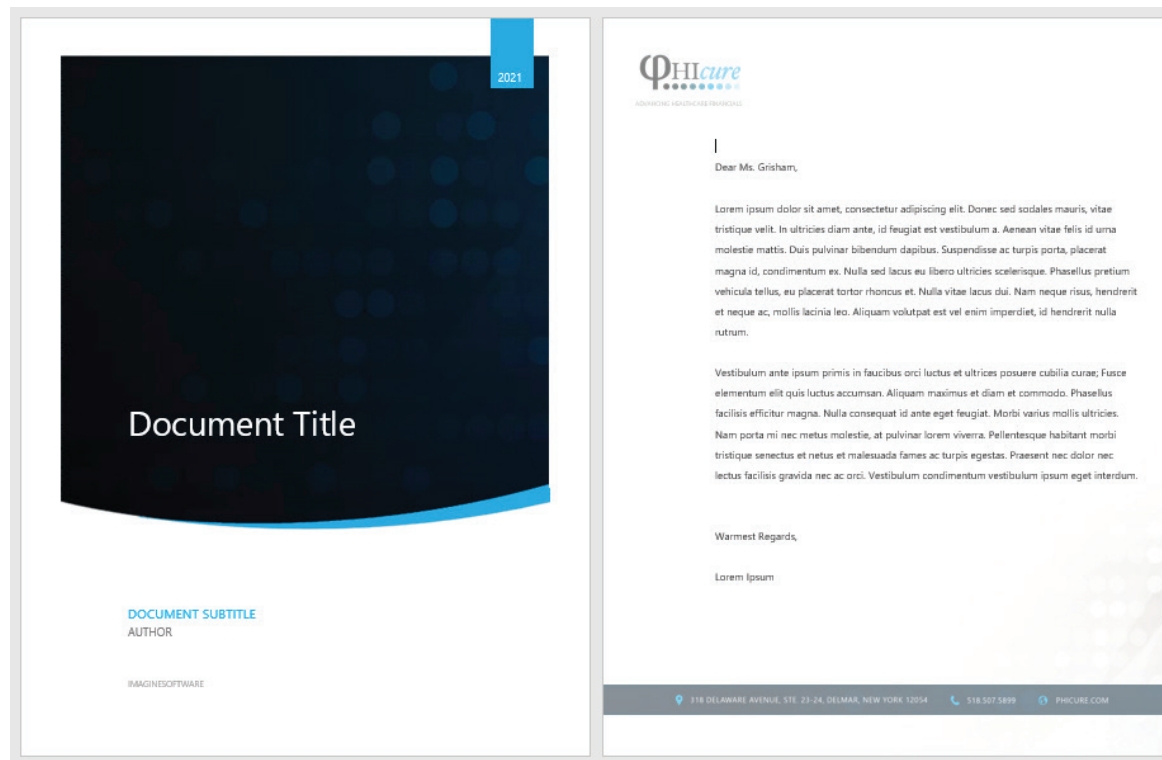
ImagineSoftware Letterhead

This template is located on SharePoint > Marketing > Documents > Templates > Word.

Letterhead Guidelines

This shows the official letterhead template for PHlcure. You can find the template in SharePoint.

Use: All external communication; It should also be used in many instances of internal communication.



NOTE:

If your document requires smaller margins, use 2021-letterhead-phicure-margins.dotx.

PHlcure letterhead

This template is located on SharePoint > Marketing > Documents > Templates > Word.

08

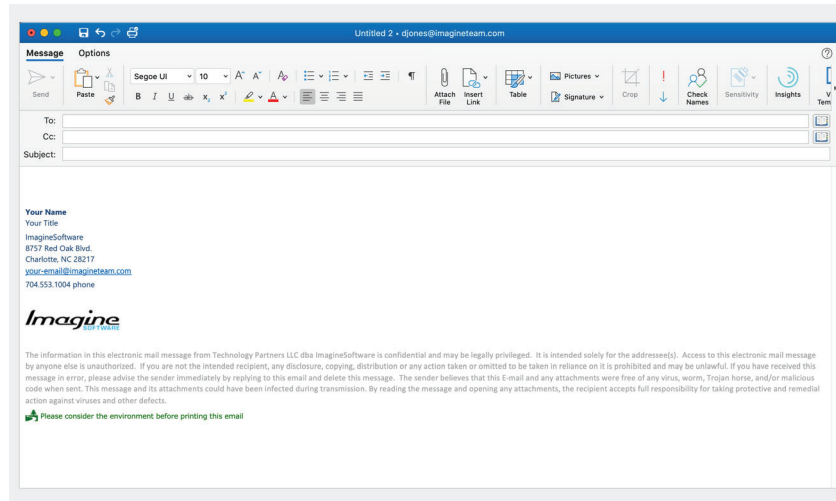
CORPORATE EMAIL

Email Guidelines

All company email should comply with the guidelines described above in the sections on Voice and Tone, Color, and Image Selection. In addition, emails should be composed using the corporate font, Segoe UI. If your Outlook is composing emails in a different font by default, please contact the IT Help Desk for assistance.

In addition to the font, your emails should always have the official ImagineSoftware signature for messages, replies, and forwards. Please see below for reference, and if you need assistance setting it up, contact the IT Help Desk.

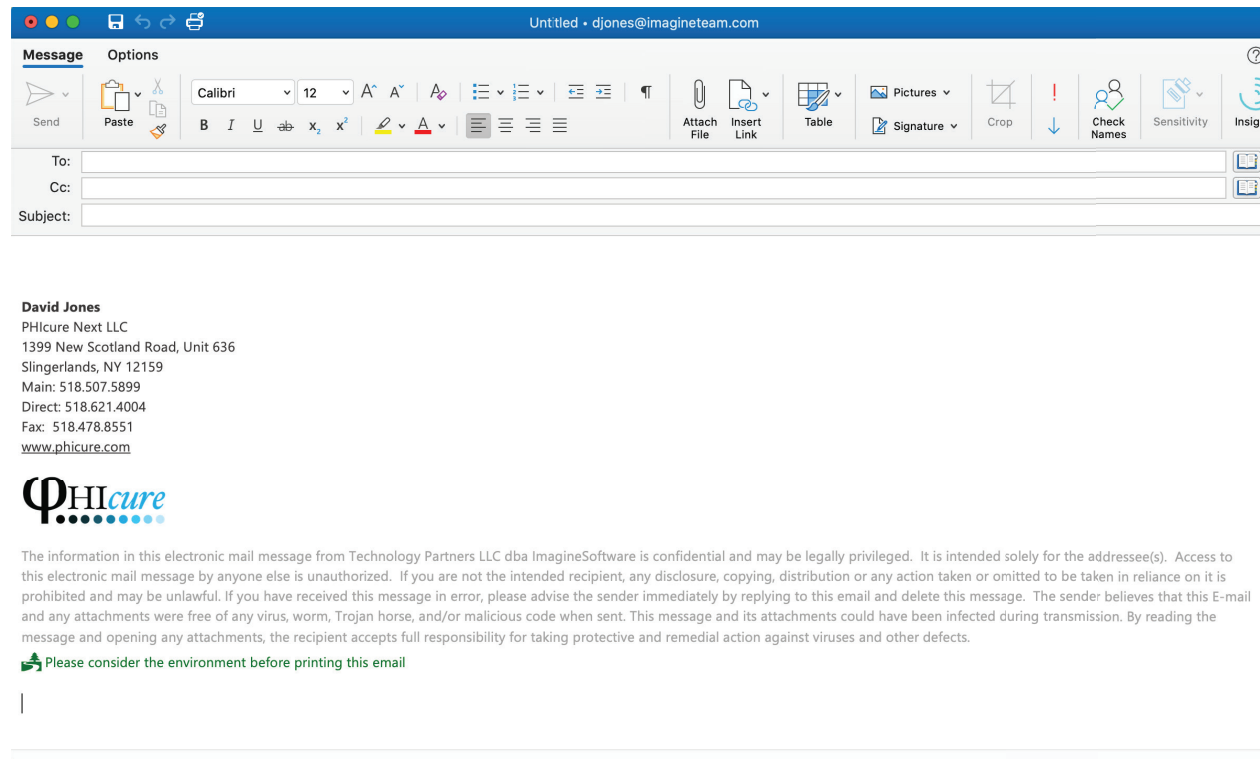
From time to time, Marketing will provide email banners to add to your signature to promote upcoming tradeshow and events. You should be sure to remove the banners after the events conclude.



ImagineSoftware Email Signature

These email signatures can be found on SharePoint > Marketing Department > Documents > Templates > Outlook.

Email Guidelines



PHlcure Email Signature

This email signature can be found on SharePoint > Marketing Department > Documents > Templates > Outlook.

02

09

PRESENTATIONS

Dolor sit amet

Consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation

Presentation Guidelines

All company presentations must follow the guidelines noted above in the sections covering Voice & Tone, Color, and the use of images, including copy-right adherence.

This shows the official PowerPoint template for ImagineSoftware. You can find the template on SharePoint. Please direct any questions about its use to David Jones, djones@imagineteam.com.

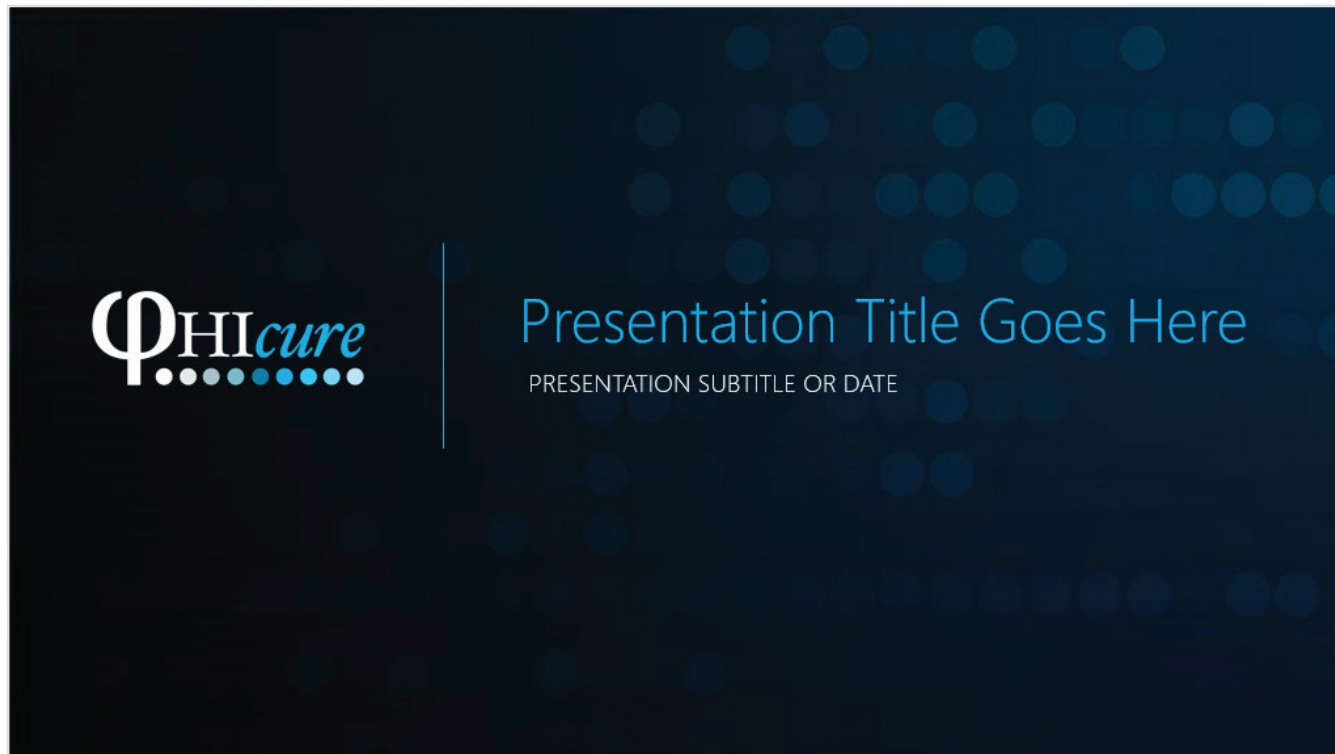
Use: All presentations, internal and external



ImagineSoftware PowerPoint Template

These templates are located on SharePoint > Marketing Department > Documents > Templates > PowerPoint.

Presentation Guidelines



PHIcure PowerPoint Template

This template is located on SharePoint > Marketing Department > Documents > Templates > PowerPoint.



BRAND & STYLE GUIDELINES

COMPLETE

CONTACT

Version 052021-1



8757 Red Oak Blvd.
Charlotte, NC 28217



704-553-1004
866-723-7971



imagineteam.com
phicure.com
