

A large, stylized L-shaped frame is composed of four segments: a pink vertical segment on the left, an orange horizontal segment at the top, a dark blue vertical segment on the right, and a blue horizontal segment at the bottom. The bottom segment features a wavy, textured pattern. Above the frame, two horizontal lines are present: a pink one on the left and an orange one on the right. Below the frame, two horizontal lines are present: a dark blue one on the left and a light blue one on the right.

# BRAND **IDENTITY**

covermy**meds**<sup>®</sup>

# Finding your way around

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SECTION 01

# Brand Strategy

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**Everything we do revolves around our mission.** From our strategy to our voice and visual identity, these guidelines describe who we are and how we live out that mission.

OUR MISSION

Helping people get  
the medicine they need  
to live healthier lives.





# Positioning

Our position describes who we are, to whom we're appealing, what we do that's different than our competition and why that matters:

Every day, millions of people encounter medication access challenges. CoverMyMeds builds solutions that enable a vast healthcare network — from providers and pharmacies to payers and pharma brands — to make decisions for patients. With our network, we're solving access challenges through innovative technology like electronic prior authorization, prescription decision support tools and a new model for the specialty hub.

The state of healthcare may be complicated, but our mission isn't: **Help people get the medicine they need to live healthier lives.**

## WHAT

Reinvent how healthcare stakeholders and patients navigate medication access challenges

## HOW

By creating win-win solutions through remarkable people and innovative technology

## WHY

To help people get the medicine they need to live healthier lives

## BRAND PILLARS

The six brand pillars define different elements of our brand — how we want to be perceived, how we hope to make people feel and how both are *ultimately grounded in the values of our organization.*

# Brand Pillars

## Patient-Focused *Connected*

All of our decisions begin and end with the patient in mind. We want people to appreciate our ability to fundamentally understand their vulnerabilities and address their needs.

## An Industry Leader *Confident*

Our work has transformed the approach to enabling access. Because of remarkable people and win-win solutions, we create a belief that we'll always find a way to deliver the care our audiences need.

## Knowledgeable *Empowered*

We've collected a wealth of experience and developed broad, lasting relationships across the healthcare network. We want others to share and benefit from what we've created and learned.

## Reliable *Secure*

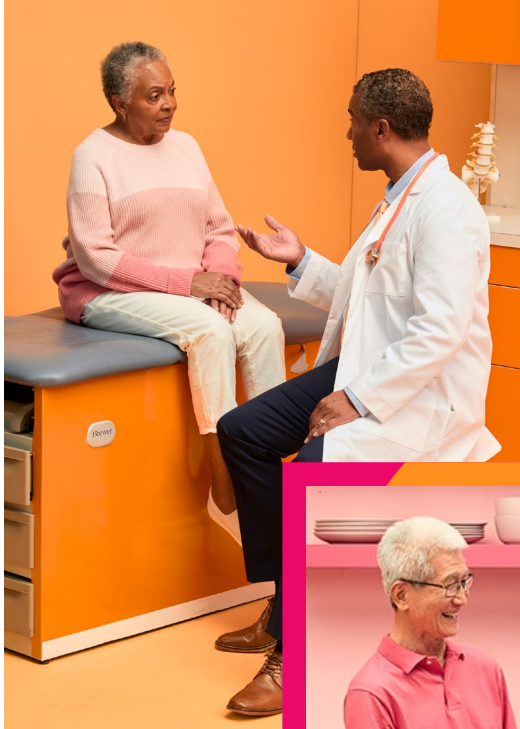
In a world with privacy concerns, reliability and peerless security are fundamental to our business. We strive to protect the data entrusted to us by our customers.

## Innovative *Inspired*

Complicated situations require creative and dynamic thinking, and that's our area of expertise. We create solutions that leave people energized by the experience.

## Friendly *Supported*

In a world rife with challenges, we bring an attitude that is warm and welcoming. We want everyone to feel that someone has their back, always.



# Elevator Pitch

Every day, millions of people encounter medication access challenges.

CoverMyMeds reinvents how healthcare stakeholders and patients navigate these challenges by pairing remarkable people and innovative technology to create win-win solutions — from ePA and prescription decision support tools to a new model for the specialty hub. Our goal: Help people get the medicine they need to live healthier lives.

SECTION 02

# Verbal Identity

---

Our verbal identity consists of foundational principles, brand voice and tone. **These help us stand out from others and consistently communicate what we're all about.**

# Foundational Principles

All content is a conversation between us and the reader. But no one will care what we're writing until they get it.

Our job is to help the reader understand, "Where am I?" "What can I do here?" and "Why should I do it here?"

THESE FOUNDATIONAL PRINCIPLES WILL HELP YOUR WRITING RESONATE WITH YOUR TARGETS...

1. *Clarity*

2. *Relevance*

3. *Value*

4. *Differentiation*

# How can you get there?

## **Explain the problem it solves**

The best copy is heard not read. Explain how we solve their problems but use their language.

## **Talk like your readers**

Our messaging must join the conversation already in the heads of our readers. Use their language!

## **Avoid jargon and buzzwords**

Jargon is OK(ish) when it's how an industry uses it. But otherwise, opt for simpler, more human words.

## **Be specific rather than vague**

Avoid superlatives and get specific. "We are the fastest" is less believable than, "We deliver in 15 minutes."

## **Use short sentences and paragraphs**

Sentences should be <25 words and paragraphs less than 2-3 sentences. Commas are a sign your sentence could be shorter.

## **Understand your readers' JTBD (Jobs To Be Done)**

Mentioning features without context about who it's for and what it solves leads to irrelevance for readers.

## **Use the journalistic inverted pyramid**

Arrange your words in the order of importance for your reader. What's their first, biggest problem? Start there.

## **Make your messaging skimmable**

Most people skim, only reading subheads. Avoid questions in subheads and aim for clarity over cleverness.

## **Lean heavily into our differences**

Most people aren't exhaustively researching all the options. Mention our "onlyness" as early as possible. Don't leave readers guessing.

# Voice

While our voice is consistent, our tone changes depending on our audience, the channel in which we're publishing and, of course, the subject matter. (We write differently about ePA legislation than we do our campus updates — but the reader always knows they're hearing from CoverMyMeds.)

OUR VOICE IS...

## **Authoritative yet conversational**

We're the expert, but we're also human.

## **Consistent, yet innovators**

We show up the same way in our delivery and to our clients, every time, but we're also dependable in our ability to find new solutions.

## **Expressive yet straightforward**

We use emotion, but we get to the point.

## **Inclusive**

We speak like a brand that knows we're all in this together.





# Tone:

## *CoverMyMeds'* *attitude*

CoverMyMeds' tone is friendly, though getting our point across quickly is more important than entertaining our audience.

Always consider the reader's state of mind: Are they having trouble accessing their account? Are they looking for best practices from one of our subject matter experts? Do they need product details quickly? Adjust accordingly.

OUR TONE VARIES, BUT HERE'S A START...

### **Bold yet respectful**

We're good at what we do, but we understand that our success depends on collaboration.

### **Empathetic and aware**

Patient problems are serious. Network problems are serious. We get that.

### **Progressive, though not rebellious**

We've made our name in the industry, but we're still innovating.

### **Bold, not over-the-top**

We use emotion and color to shed new light on data but we're always rooted in reality.

# Framework

Use this framework to fine-tune our tone.



## ADDITIONAL GUIDANCE

# Treat your audience with respect for their time and energy.

- Use positive language, not negative.
- Use active voice — always.
- Run your copy through Writer. It's like a revved-up version of Grammarly and it'll keep you on brand.
- Use contractions — they help us sound more human and less stuffy.
- Be inclusive and compassionate. The world is a diverse place, and we all belong.
- Rules are meant to be broken, right? While we advise against disregarding everything you've found in this guide, feel free to break a few rules — especially if it's in favor of serving your reader.
- There is One Rule to Rule Them All; however, and that is to fully spell out "CoverMyMeds" when referring to our company and avoid using "CMM" or any other acronym for our company name.

## ADDITIONAL RESOURCES

# Consistent experiences start with an agreed-upon way of communicating.

- We follow AP Style for most punctuation and grammar decisions
- Merriam-Webster is our go-to dictionary for spelling preferences
- For industry-specific terminology or questions not addressed by AP Style or Merriam-Webster, consult CoverMyMeds' Term Bank at [covermymeds.styleguide.com/content/term-bank](https://covermymeds.styleguide.com/content/term-bank)
- For questions related to accessibility writing:  
[covermymeds.styleguide.com/resources/guide-accessibility-writing](https://covermymeds.styleguide.com/resources/guide-accessibility-writing)
- For questions about writing with inclusivity:  
[covermymeds.styleguide.com/resources/guide-people-writing](https://covermymeds.styleguide.com/resources/guide-people-writing)
- For using and citing data and stats:  
[covermymeds.styleguide.com/resources/guide-data-and-stats](https://covermymeds.styleguide.com/resources/guide-data-and-stats)

SECTION 03

# Visual Identity

---

**Our identity is a cohesive, visual expression of our brand story.**

We leverage this system to create compelling messages, provide clarity and inspire those we communicate with.

# Our Wordmark

The CoverMyMeds logo is a visual representation of our company, people and brand.

As the foundation for our identity, the consistent and proper use of the logo strengthens recognition for CoverMyMeds and explains the impact of our visual communications.



A variety of logo formats can be downloaded from [Brand Warehouse](#).

The wordmark logo for CoverMyMeds, featuring the text "covermymeds" in a lowercase, sans-serif font. The word "cover" is in orange, "my" is in pink, and "meds" is in orange. A registered trademark symbol (®) is located at the top right of the word "meds".

covermymeds®



# Wordmark: Color



## PRIMARY USE

The two-color wordmark is the preferred version and should be used when possible.



## SECONDARY USE

When it's not possible to use a colored logo, a white logo placed on a brand color is the preferred use.

# Wordmark: Space & Size

## CLEAR SPACE

Clear space is the protected area around the logo that maximizes impact and visibility. Keep the space free of all other graphics and text, including other logos.

It's also the minimum distance the logo can be from the edges of an electronic document or printed piece.

## MINIMUM SIZE

To ensure the legibility of our logo, it shouldn't appear smaller than 1-inch wide in print and 75-pixels wide on screen.



covermy meds

**Print**  
1" minimum

covermy meds

**Digital**  
75px minimum



# Wordmark: Incorrect Usage

Consistent use of the logo is crucial to protecting our visual identity. Here are a few examples of what NOT to do.



Do NOT reconfigure the words.



Do NOT alter the proportions.



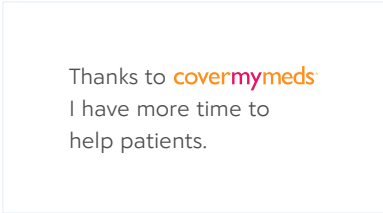
Do NOT use tints or screens.



Do NOT add special effects.



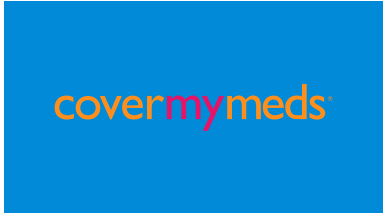
Do NOT change the colors.



Do NOT use the wordmark within text.



Do NOT recreate the wordmark in another typeface.



Do NOT place the colored wordmark on a colored background.



# Cobranding

Cobranding allows us to showcase our valued partner relationships. Various considerations have been made to ensure both brands are appropriately represented.

Typically, one brand is leading. This is often determined by which brand is better known to the target audience or which team is responsible for creating or distributing the piece. Beyond logos, we don't mix brand elements. For example, we wouldn't use our color palette with a partner brand's fonts.

# Cobranding: Lockups

The placement of logos often communicates the primary brand.

When cobranding a piece, the primary brand is traditionally on the left or on top with the partner logo on the right or on the bottom.

When featuring the CoverMyMeds wordmark with partner logos, ensure all logos have the same visual weight and are aligned along the baseline or horizontally centered.

For horizontal lockups, use a 1-pixel gray vertical line as a visual divider between the logos. Don't use a visual divider between logos in a vertical lockup.

Avoid combining more than three logos.

HORIZONTAL LOCKUP



VERTICAL LOCKUP



# Cobranding with McKesson

McKesson collaborations that require equal brand representation should follow the cobranding guidelines shown on the previous page.

McKesson collaborations with a focus on CoverMyMeds products but a nod to McKesson brand equity should do so through copy (e.g., "CoverMyMeds is a McKesson company," "CoverMyMeds, a McKesson company").

HORIZONTAL LOCKUP



VERTICAL LOCKUP



# Brand Architecture

Our brand architecture elevates the master brand while providing a scalable, consistent architecture for our solutions. All solution branding is created and managed by the marketing team.

## PRIMARY ARCHITECTURE

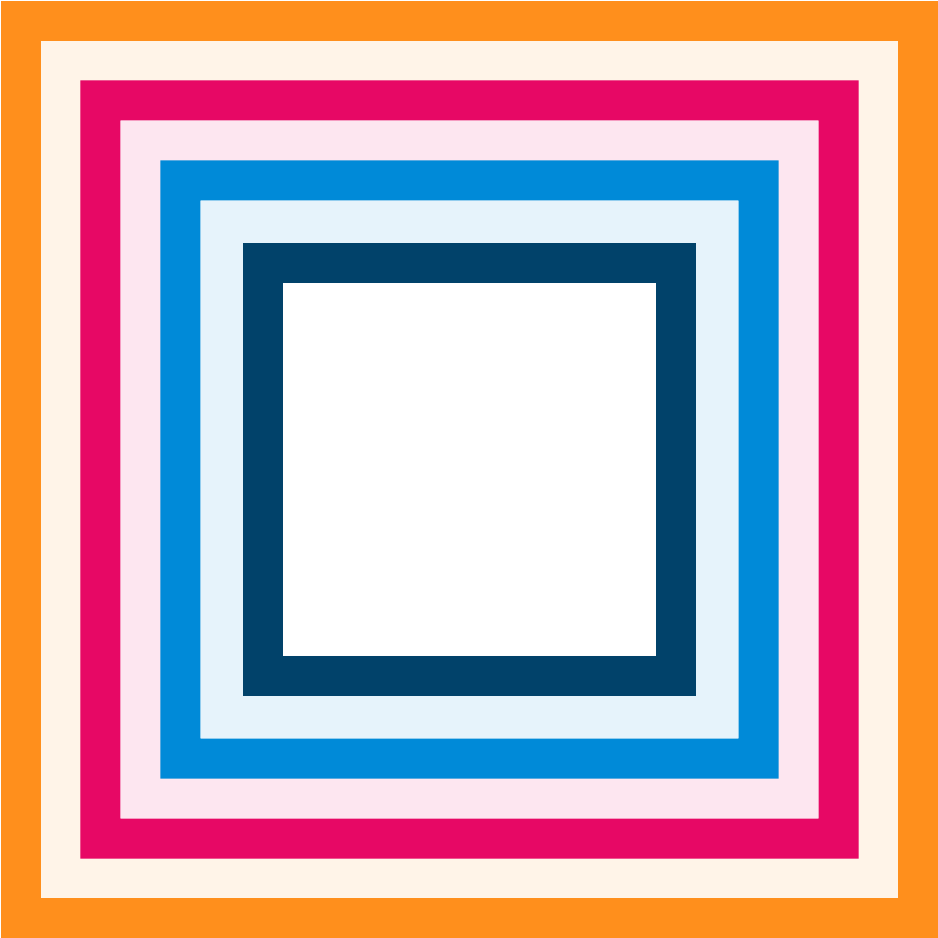


## SECONDARY ARCHITECTURE



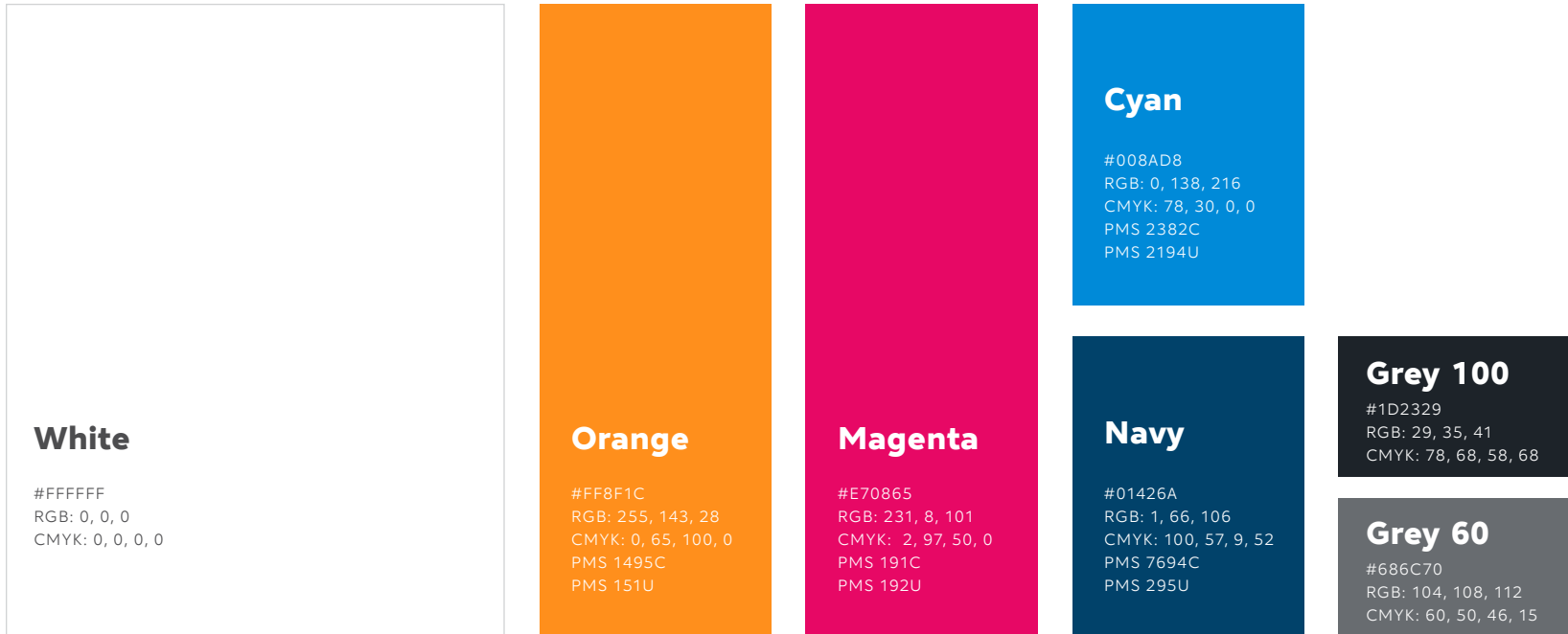
# Color

Color is an important part of the CoverMyMeds visual identity. The brand colors help convey our personality and values and are used to create brand recognition and consistency across all our materials.



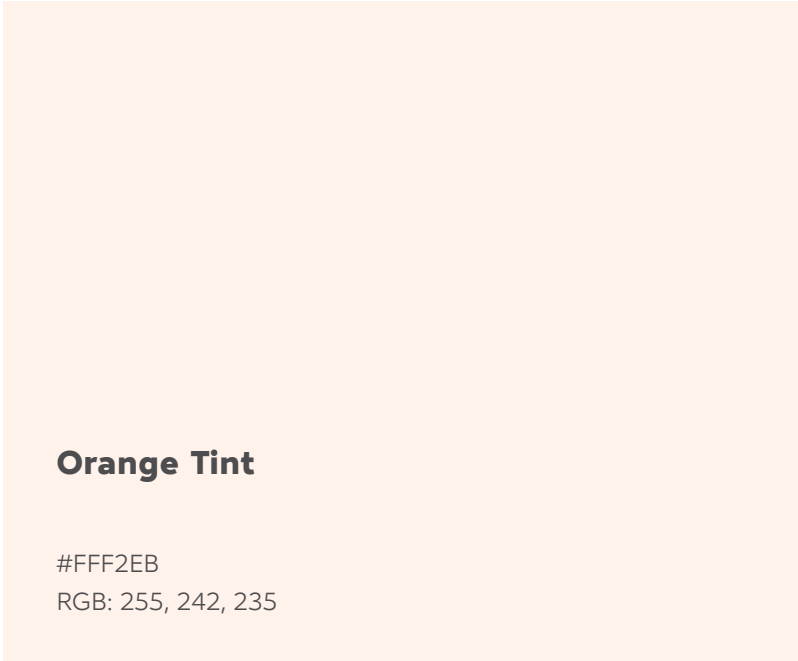
# Color: Primary Palette

The use of brand colors will vary depending on the textual context of your work. In most cases, the primary color palette should be used with orange and magenta as the dominant proportion. White is also prominently used to help with spacial definition.



# Color: Tints

Our library of tints echo the primary color palette, balance the vibrancy of the primary colors and add warmth. They can be used to accent or divide space and to outline images and icons.



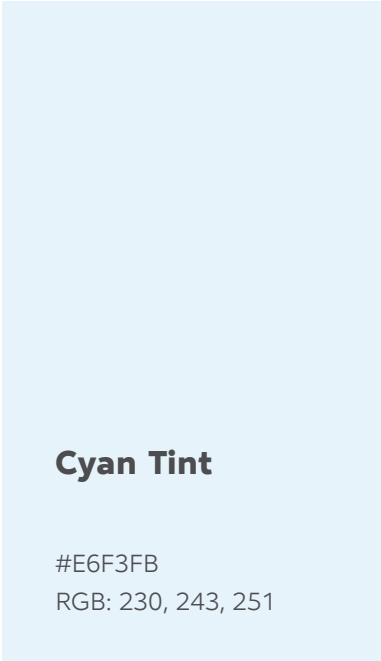
**Orange Tint**

#FFF2EB  
RGB: 255, 242, 235



**Magenta Tint**

#FDE6F0  
RGB: 253, 230, 240



**Cyan Tint**

#E6F3FB  
RGB: 230, 243, 251

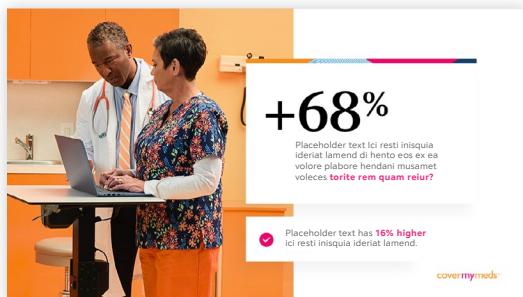




# Brand Color Usage



DO



Although not often considered a brand color, our most predominantly used color should be white! White space — the area between components such as margins, text and visuals — adds visual clarity and breathing room in print and web layouts.



DON'T



Brand colors should be used intentionally, cleanly and sparingly. Adding many and varying colors to a single page is visually cluttered and disorderly.

# Typography

CoverMyMeds uses a family of proprietary typefaces to complement our voice and reinforce our brand. Our typefaces have distinctive qualities and proper application will help improve readability and deliver a distinguished, unique and ownable look.

⬇️ A variety of font formats can be downloaded from [Brand Warehouse](#).



# Typography: Proprietary Fonts

## COVERMYSANS

Extra Light ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%&

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%&

Medium **ABCDEFGHIJKLMN**OPQRSTUVWXYZ  
**abcdefghijklmnop**qrstuvwxyz  
**1234567890!@#\$\$%&**

**Bold** **ABCDEFGHIJKLMN**OPQRSTUVWXYZ  
**abcdefghijklmnop**qrstuvwxyz  
**1234567890!@#\$\$%&**

## COVERMYSERIF

Semibold ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%&

*Semibold Italic* ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnop*qrstuvwxyz  
*1234567890!@#\$\$%&*

**Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%&



# Typography: Default Fonts

When the primary brand fonts are unavailable, Arial and Georgia are the substitute font families that may be used.

## ARIAL

Regular | *Italic* | **Bold** | ***Bold Italic***

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1234567890!@#%&

## GEORGIA

Regular | *Italic* | **Bold**

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1234567890!@#%&

# Typography Usage



DO

**Affordability Concerns for Patients**

Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellit

- Eharum quidem iusto odio redum facilis est et expedita distinctio
- At vero eos et accusamus et iusto odio digniss duimus qui bland praesent
- Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil

**89%**  
of target prescribers have used CoverMyMeds in the last 90 days

covermymeds

- Font sizes help portray hierarchy of message. Typically, your headline should be the largest and most eye catching component. Limit font size variations to 2-3 per page.
- Consistent typography sizes across multiple pieces creates a more refined look.
- Headline and body copy should mostly be set with black or charcoal color.



DON'T

**Sample Size of Headline**

Body copy should be approx 3 lines smaller than the headline.

Body copy should be approx 3 lines smaller than the headline.

Body copy should be approx 3 lines smaller than the headline.

**27% of prescription abandonment is related to access challenges.**

**50% of patients who fill their prescription struggle with adherence**

**69% of patients have made personal sacrifices to afford prescribed medications.**

covermymeds

- Don't increase or decrease headline font sizes to match width of page.
- Don't mix serif and sans serif fonts in the same sentence or block of copy.
- Text inserted into multiple box shapes appears busy and loses visual impact of desired key takeaways.
- Incorporating vibrant color in text should be kept to a minimum to promote legibility.



# Visual Media

Photography and video are vital components of the CoverMyMeds visual identity. When used correctly, they simplify complex ideas and convey messages and emotions that text alone can't.

Our visual media is innovative and decidedly styled. Each environment provides a canvas to demonstrate how we solve medication access challenges and grants a unique look to our brand.

Our proprietary photography and video should be used for all materials — don't use outside stock photography. Branded photography provides differentiation and reflects our three photography principles; Connection, Creativity and Clarity.



# Connection

## PATIENT FOCUSED / CONNECTED

- Use furniture, props and wardrobe to create authentic environments
- Uncover opportunities beyond the current landscape to reflect diversity and inclusion
- When possible, capture patients and position them at or above eye level to demonstrate our patient-centric approach
- Embrace candor — the subject shouldn't be looking into the camera and should show context-appropriate expression







# Creativity

## INNOVATIVE / INSPIRED

- Connect the brand to the scene with color and technology-forward setups, without being too contrived
- Crop and compose shots in interesting ways, not always showing the entire image
- Capture moments that are engaging and actively connected through interaction



# Clarity

## AN INDUSTRY LEADER / CONFIDENT

- Prioritize simplicity through a clear focal point (e.g., by keeping the environment clean or including props that complement the moment)
- Demonstrate a macro view of the world of healthcare through connected scenes
- Show relatable details without being overly specific



# Studio Photography

Use our stylized photography and video for all brand, marketing and sales purposes. Distinctly directed talent and scenes capture specific medication access challenges in an innovative way.

Not finding what you need for your use case? Let's find the best asset together. Reach out to [brand@covermyeds.com](mailto:brand@covermyeds.com)





# Editorial Photography

While our core photography is highly styled, our editorial photography is decidedly natural. Editorial photography should only be paired with thought leadership content to create a clear distinction between our marketing and sales efforts.



## STYLE GUIDANCE

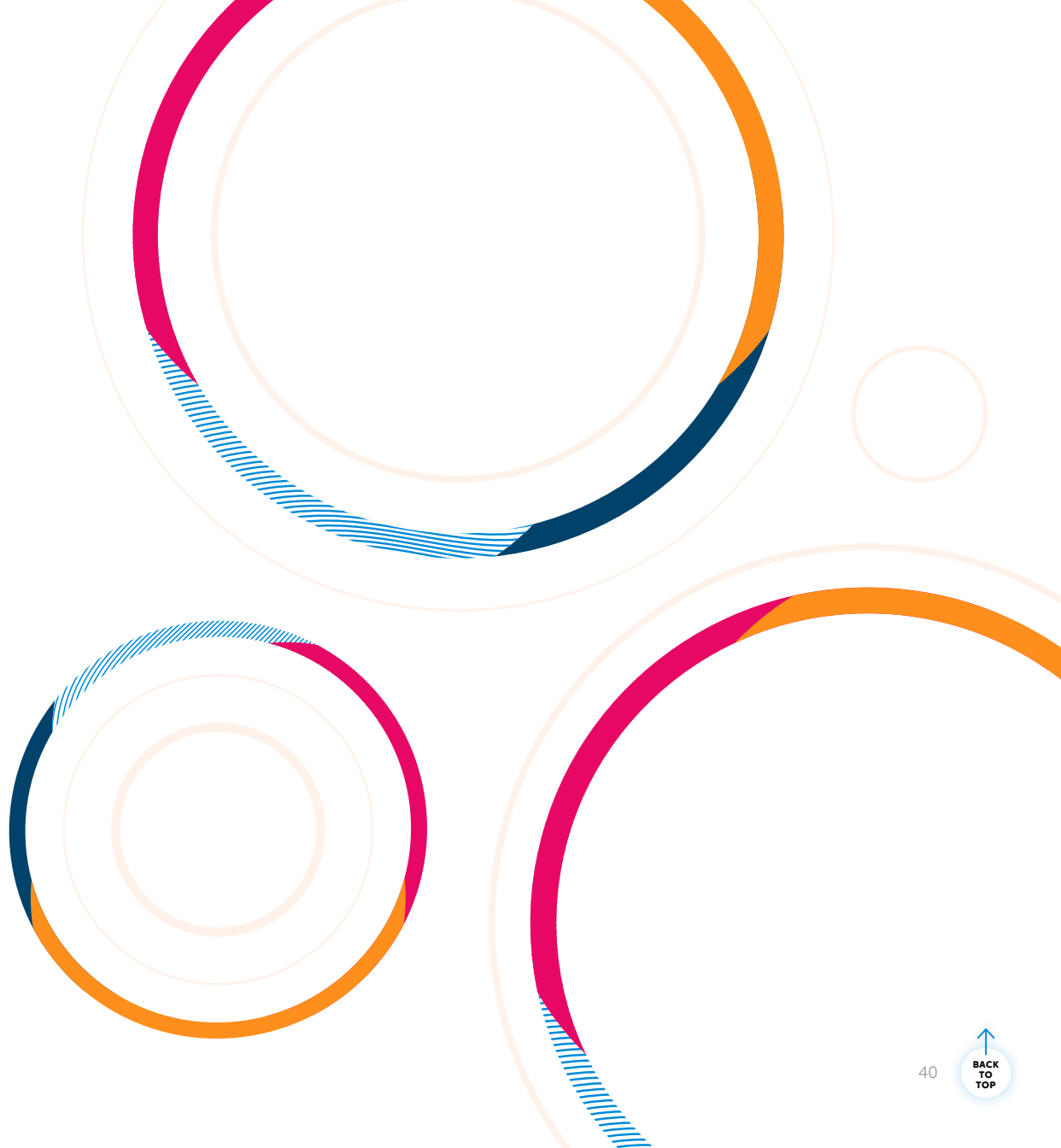
- Natural lighting, with deeper contrast and shadows
- Very light direction for subjects

# Graphic Devices

Our visual identity relies on the fundamental concept of framing.

In most cases, all four primary colors are present in the brand framing device, with magenta and orange in dominant proportions. It expresses our diverse healthcare stakeholders — providers, pharmacists, payers and pharma — coming together to help people access the medicine they need. This network-inclusive approach is a key to our solutions.

These graphic elements are immediately recognizable and create a quick connection to our brand.





**FRAMING WHAT'S  
IMPORTANT**

Frames are used to focus the eye on a visual, either partially or entirely. They can also be used to exclusively or simultaneously call out important parts of text.



# Framing Device Usage

✓ DO

- Framing devices can be used in several ways. They can be used to focus attention within a photo, connect text to imagery or add subtle branding to a technical guide.
- When using a framing device, make sure to have adequate spacing between components to avoid looking cluttered
- Framing devices should be cropped in such a way that all brand colors are visible



# Icons

Our icons add visual interest and clarity to our materials.

Icons must be paired with copy and are not to stand alone. Both their graphical representation and visual form are simple and clear. To promote inclusivity and differentiate our company from our competitors, we don't use people in our iconset. Additionally, these icons are made to be generic. They have multiple definitions and uses other than what is explicitly listed.

The icons use sharp geometric angles with minimal rounded corners to remain approachable and friendly, while staying clean and clinical for use within the medical space. They're intended to be used at smaller sizes. Navy is the foundational color with magenta as a highlight.



↓ Full icon set can be downloaded from [Brand Warehouse](#).

# Icon Principles

## Intentional, *not random*

Each icon is carefully curated to aid our content, but we keep a small library to avoid overcomplication.

## Simple, *not ambiguous*

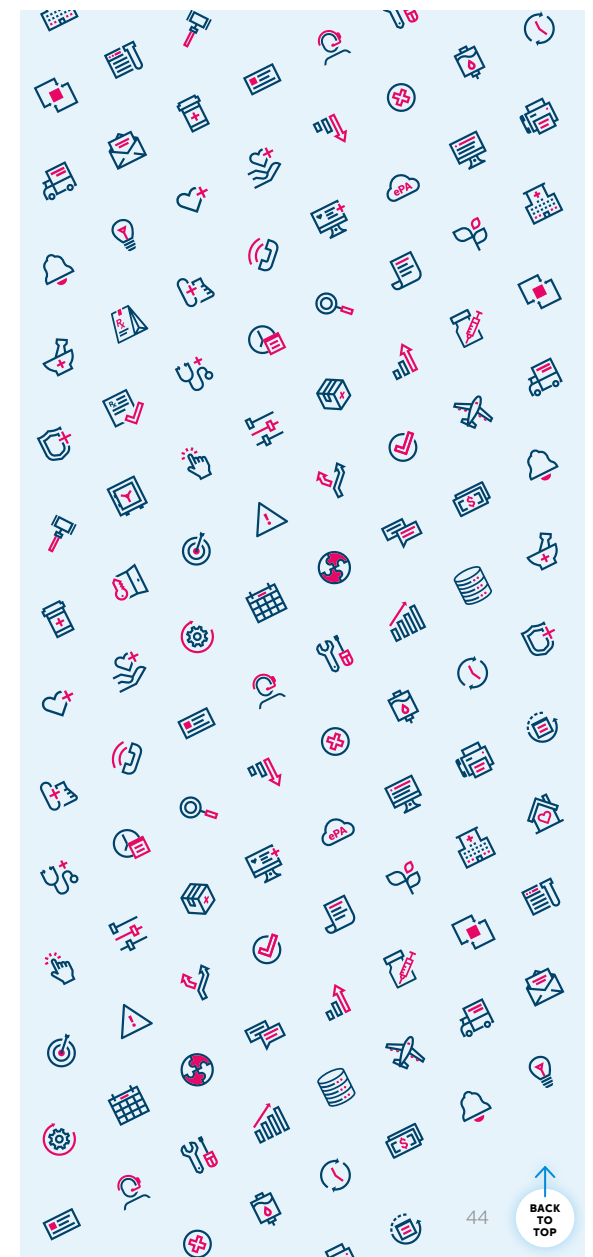
The lines building each icon are clean and minimal, but not so simple that we can't understand them.

## Visually interesting, *not overbearing*

Icons are engaging, but do not shift focus from the content itself.

## Consistent, *not rigid*

Our icon library is visually consistent, but there is room for flexibility in their use.





|              |                  |                    |            |               |                  |                  |                           |          |                      |                    |
|--------------|------------------|--------------------|------------|---------------|------------------|------------------|---------------------------|----------|----------------------|--------------------|
|              |                  |                    |            |               |                  |                  |                           |          |                      |                    |
| ACCESS       | CALENDAR         | DATA               | EHR        | GROWTH        | LAB RESULTS      | MONEY            | PHARMACY BAG              | SCHEDULE | SIGNATURE            | STREAMLINE         |
|              |                  |                    |            |               |                  |                  |                           |          |                      |                    |
| ACCURATE     | COLLABORATION    | DATA STORAGE       | ELECTRONIC | HEALTH SYSTEM | LEGAL COMPLIANCE | NOTIFICATION     | PHARMA MANUFACTURER       | SEARCH   | SMS                  | TRANSFER           |
|              |                  |                    |            |               |                  |                  |                           |          |                      |                    |
| ALERT        | COMMUNICATION    | DECREASE           | EPA        | HOME          | LOGISTICS FLIGHT | OPPORTUNITY      | PHONE                     | SECURE   | SPECIALTY MEDICATION | TRUSTED            |
|              |                  |                    |            |               |                  |                  |                           |          |                      |                    |
| ALTERNATIVES | COPAY            | DENIED             | FAX        | INCREASE      | LOGISTICS GROUND | PATIENT          | PLAN                      | SELECT   | SPECIALTY PHARMACY   | VIRTUAL CONNECTION |
|              |                  |                    |            |               |                  |                  |                           |          |                      |                    |
| APPROVED     | CUSTOMER SUPPORT | DRIP BAG/ ONCOLOGY | FOLLOWUP   | INJECTABLE    | MAIL             | PATIENT OUTREACH | PRESCRIBING AUTHORIZATION | SETTINGS | SPEED                | WEBINAR            |
|              |                  |                    |            |               |                  |                  |                           |          |                      |                    |
| AUTOMATION   | CUSTOMIZATION    | EFFICIENCY         | FORM       | INTEGRATION   | MEDICATION       | PHARMACY         | PROVIDER                  | SHIPPING | STATUS               | WORKFLOW           |



ACCESS



CALENDAR



DATA



EHR



GROWTH



LAB RESULTS



MONEY



PHARMACY BAG



SCHEDULE



SIGNATURE



STREAMLINE



ACCURATE



COLLABORATION



DATA STORAGE



ELECTRONIC



HEALTH SYSTEM



LEGAL COMPLIANCE



NOTIFICATION



PHARMA MANUFACTURER



SEARCH



SMS



TRANSFER



ALERT



COMMUNICATION



DECREASE



EPA



HOME



LOGISTICS FLIGHT



OPPORTUNITY



PHONE



SECURE



SPECIALTY MEDICATION



TRUSTED



ALTERNATIVES



COPAY



DENIED



FAX



INCREASE



LOGISTICS GROUND



PATIENT



PLAN



SELECT



SPECIALTY PHARMACY



VIRTUAL CONNECTION



APPROVED



CUSTOMER SUPPORT



DRIP BAG/ ONCOLOGY



FOLLOWUP



INJECTABLE



MAIL



PATIENT OUTREACH



PRESCRIBING AUTHORIZATION



SETTINGS



SPEED



WEBINAR



AUTOMATION



CUSTOMIZATION



EFFICIENCY



FORM



INTEGRATION



MEDICATION



PHARMACY



PROVIDER



SHIPPING



STATUS



WORKFLOW

# Icon Usage

✓ DO



Icons should only either be used individually or placed in a white circle with a blue tint stroke.

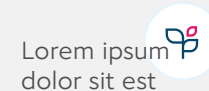


White space around each icon should measure half the size of the icon on all sides.

✗ DON'T



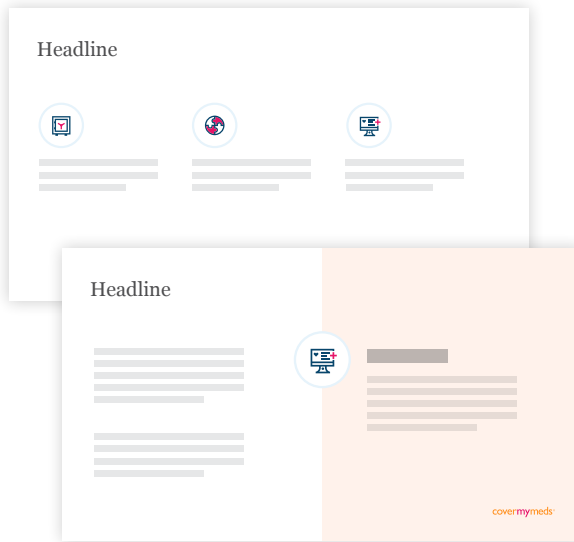
Don't change the appearance of the icon. Don't use other brand icons or clip art.



Don't use an icon in-line with text or without the appropriate white space surrounding it.

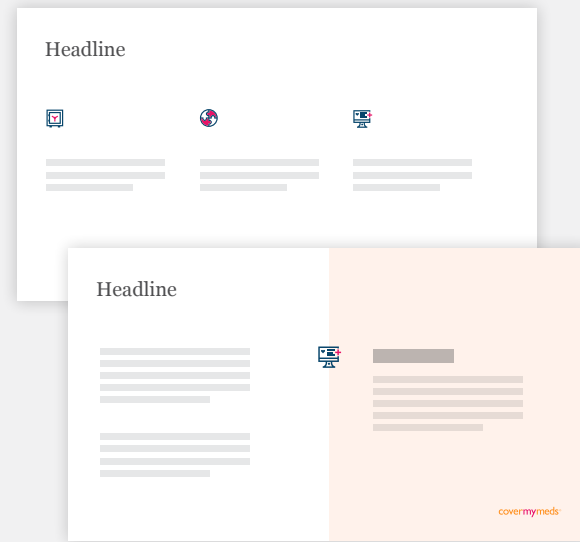
# Icon Usage

✓ DO



When a small number of icons are paired together and white space is abundant, use the circle version.

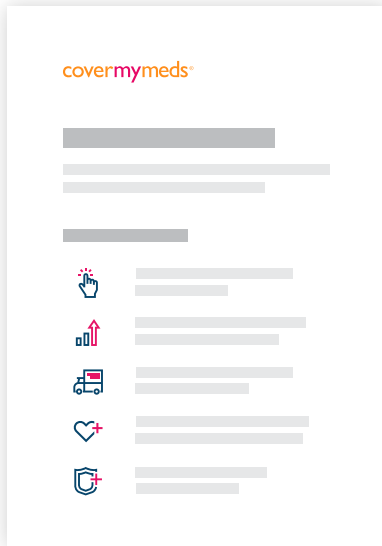
✗ DON'T



Without a circle, a small number of icons paired together looks like they're floating in too much space.

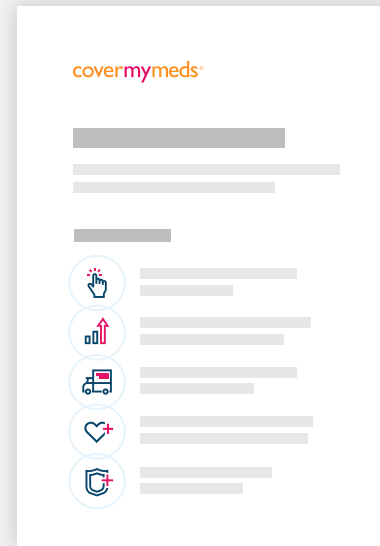
# Icon Usage

✓ DO



Utilize individual icons when used as bullets. Be mindful to give adequate white space.

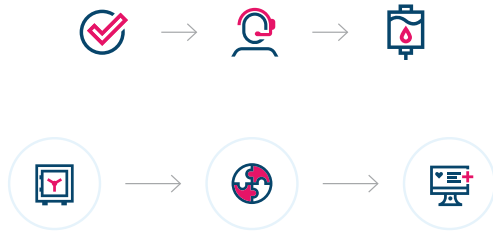
✗ DON'T



Icons placed in circles often don't work well as bullets, as spacing becomes an issue.

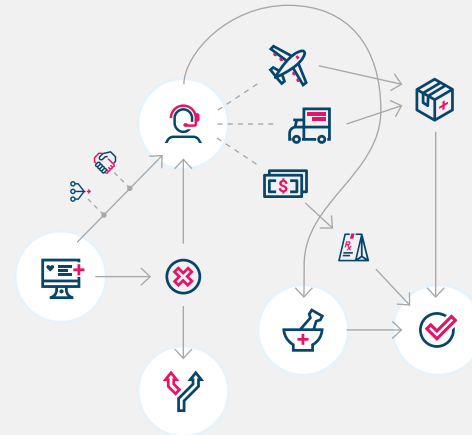
# Icon Usage

✓ DO



When creating a workflow, make sure there is adequate white space surrounding each icon. As shown above, icons in circles will require more space. Size icons consistently.

✗ DON'T



Without enough white space and at various sizes, workflows appear confusing. Don't mix individual and icons in circles. Don't use icons for very complicated workflows.

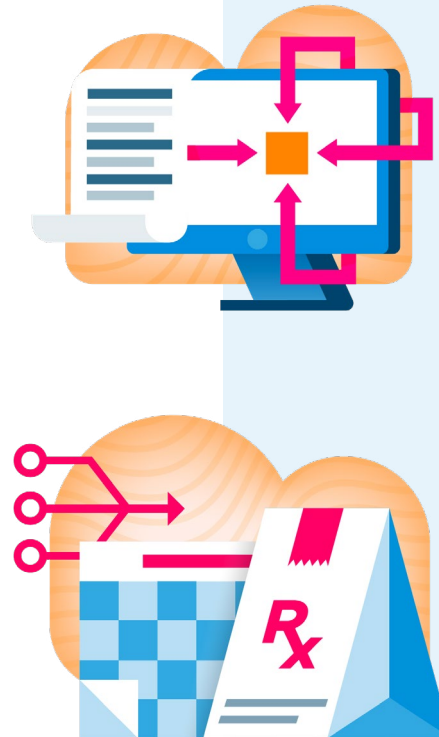
# Illustrations

Our illustrations expand upon abstract concepts in an exciting and appealing way.

Our illustrations are visually lightweight. Softened brand colors and geometric angles are balanced with airy compositions and brand patterns for a style that's appealing, trustworthy and approachable. Illustrations are complements to our brand, but they don't always take center stage. Our audience and users span a wide range of races and genders. To avoid overcomplication, we don't use people in our illustrations.

Shapes are simple and uncomplicated. Use of the wave pattern is extremely subtle and used for texture. Gradients are used subtly for depth.

⬇️ Our collection of illustrations can be downloaded from [Brand Warehouse](#).



# Illustration Principles

## Abstract, *not literal*

Illustrations lean toward abstract. They can be informative but are not literal depictions.

## Intentional, *not ornamental*

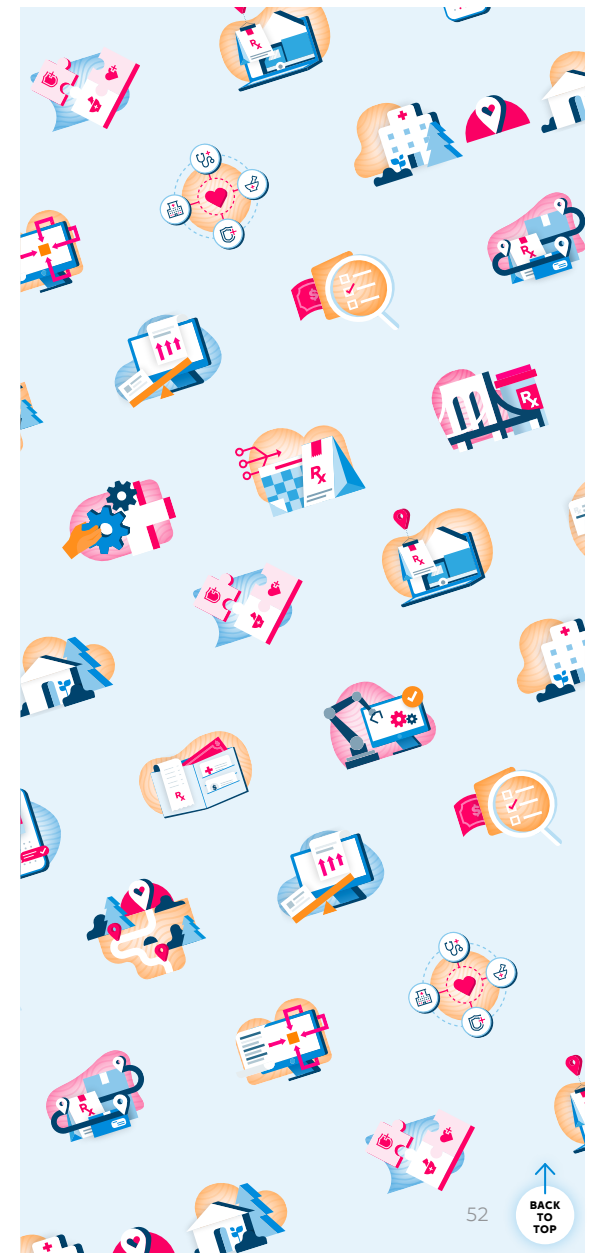
Illustrations are made to help visually depict complex concepts but are not simply decorative.

## Visually interesting, *not overbearing*

Illustrations are engaging, but do not shift focus from the content itself.

## Detailed, *not overcomplicated*

The specific elements of illustrations are descriptive but are not meant to be confusing.



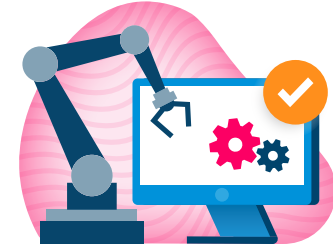




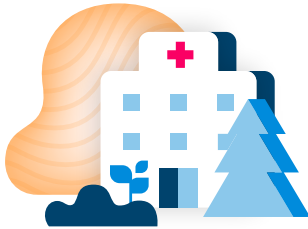
ADHERENCE



AFFORDABILITY



AUTOMATION



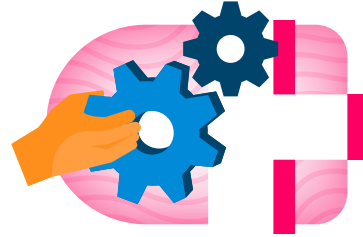
BETTER OUTCOMES



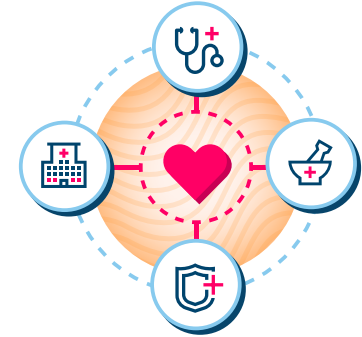
CHANNEL ACCESS



CUSTOM BRAND JOURNEY



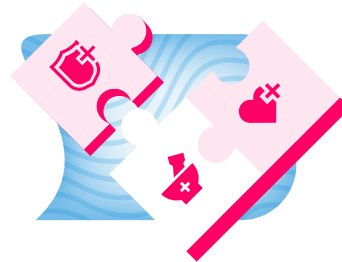
EXCEPTION MANAGEMENT/  
PATIENT INTERVENTION



HEALTHCARE NETWORK



MEDICATION ACCESS



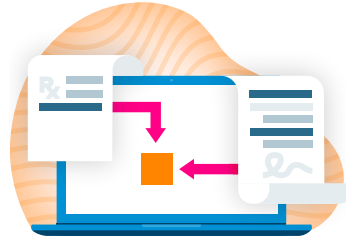
NETWORK CONNECTIONS



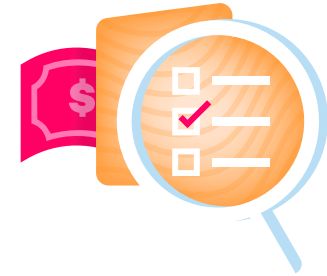
PRIOR AUTHORIZATION REACH,  
COPAY CARD INITIATED



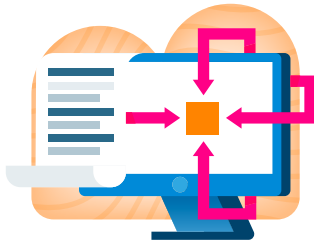
PATIENT JOURNEY



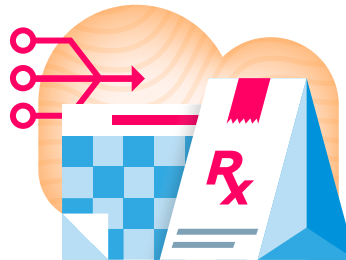
PRESCRIBING AND  
ENROLLMENT IN ONE STEP



PRICE TRANSPARENCY



TECHNOLOGY



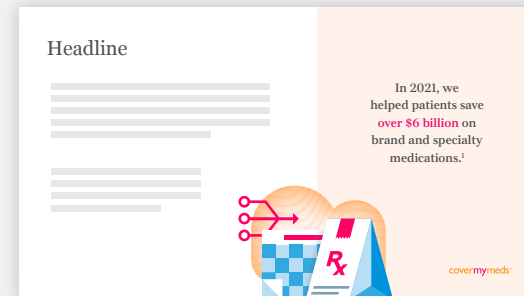
TIME TO THERAPY  
(SPECIALTY)

**NOTE:** These illustrations don't represent CoverMyMeds' offerings, and shouldn't be associated with any particular product or sub-brand. They should primarily be used for marketing the CoverMyMeds brand as a whole.

# Illustration Usage

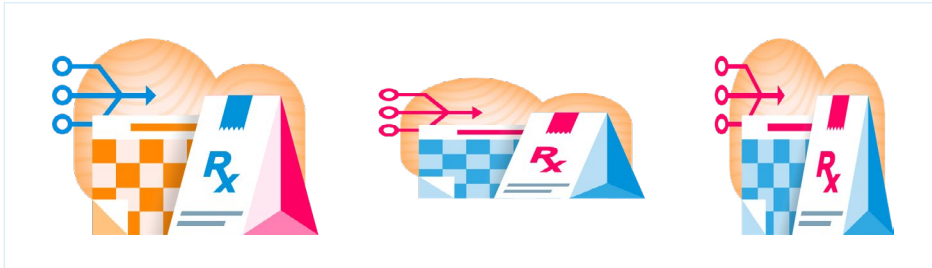
✓ DO

- Where icons are used more often to help define a bulleted list, illustrations are meant to portray larger subject areas, broad in audience, scope and definition.
- Thus, they should be limited to a singular use and only one per page or slide. In web usage (when scrolling is an option) multiple illustrations can be appropriate when they have distance between each other.
- To promote contrast, illustrations must be on a white background or the orange tint — but not on primary brand colors.



# Illustration Usage

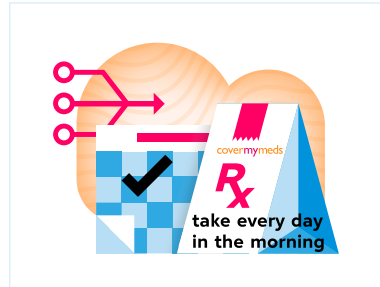
**✗ DON'T**



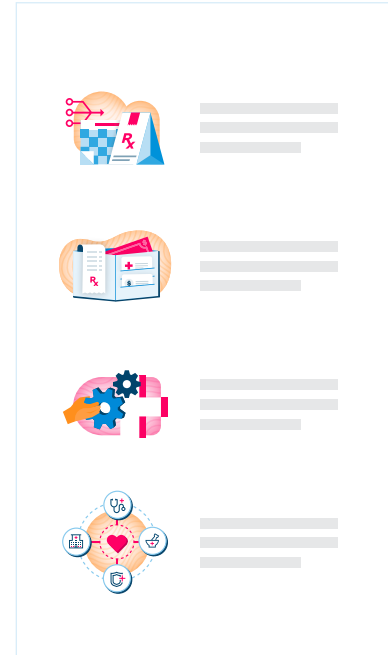
Do NOT change the colors or distort the shape of an illustration



Do NOT overlap an illustration on top of a photo and/or brand device



Do NOT edit or add any information to the illustration



Do NOT use illustrations as bullet points



# Bringing It All Together



**Build a Path to Brand Success**

covermymeds®



**Accelerating Access for Patients on Specialty Medications**

» Explore our solutions at **booth 229**

covermymeds®



covermymeds®


**Prescription decision support solutions** EXPLORE NOW >



Submit prior authorization requests *faster*.

CREATE AN ACCOUNT >

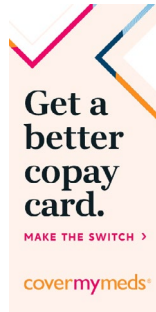
covermymeds®



PA can be way too time-consuming. We can help.

With our ePA solutions, you can submit requests for all plans and medications, giving you more time to focus on the work you love.

CREATE AN ACCOUNT >



**Get a better copay card.**


MAKE THE SWITCH >

covermymeds®

covermymeds®

**Design a smart copay card program.**

MAKE THE SWITCH >



covermymeds®

Keeping digital healthcare patient centric




LEARN MORE >

covermymeds®

**Clear the Path for Patients**

Provide support when and where it matters most to help patients access, afford, and adhere when prescribed your brand.

DISCOVER HOW >





# Bringing It All Together

covermymeds

**Focus On Patients,  
Not Paperwork**

There's a simpler way forward—ePA.

[START A PRIOR AUTH NOW](#)

covermymeds

**Overcome Affordability Challenges with Patient-Centered Solutions**

[SEE THE REPORT >](#)

covermymeds

Medication access can be a maze. Take the easy way out. [GET REPORT >](#)

Our suite of medication access solutions help simplify manual workflows so you can get back to helping patients.

"CoverMyMeds makes it easier to handle the responsibilities of my job and to help patients with their medications."  
— HEALTHCARE PROVIDER

**Clearing the Path for Patients**

Brand support to overcome medication access, affordability and adherence barriers

covermymeds

... helped patients access their medicines more than 67 million times.

... helped patients save \$4 billion on brand specialty medications.

THE PATIENT JOURNEY

Meeting patients where they are is critical. Our solutions span the entire patient journey, providing support *when and where it matters most.*

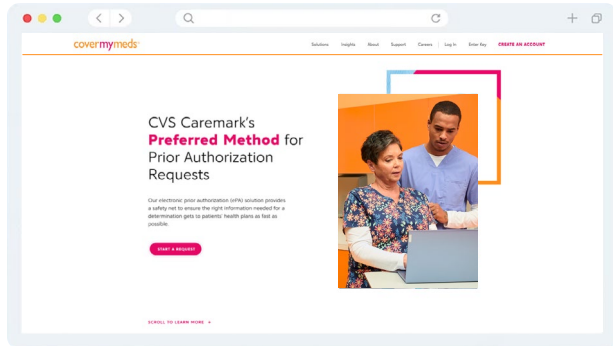
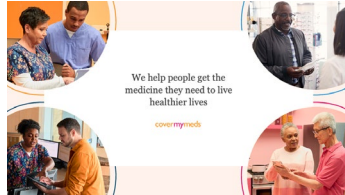
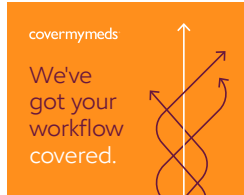
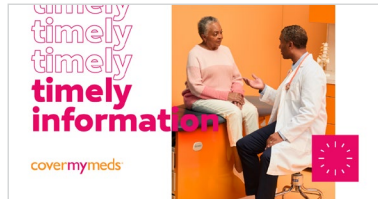
covermymeds

**Broader Vision  
Brighter Future**

covermymeds



# Bringing It All Together



covermymeds

We know – Prior authorization is a pain.

But it doesn't have to be.  
Take the ePA way out!

Our electronic prior authorization (ePA) solution simplifies manual workflows so you can spend less time on paperwork in 2023.

Faster submissions than phone; faster determinations than fax.\*

Take the ePA way out!

LOG IN NOW

\* 2020 CACH Index

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covermymeds

A smarter way to use CoverMyMeds

Available at no cost to you, electronic prior authorization is available directly within your pharmacy through IntelligentPA, offered by KeyCentrix and powered by CoverMyMeds.

Key benefits may include:

- Help reduce time-consuming communication and outreach
- Automatically notify provider of resolution options
- Simplify pharmacy workflows and PA processes

7 Ways to Improve PA Management

Apply these strategies to managing your office's PA workload.

LEARN MORE →

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PA is a pain in the fax.

WE'VE GOT YOUR WORKFLOW COVERED.

START A PRIOR AUTH NOW

covermymeds

Our Payer Solutions

OVERVIEW





Brand assets are available at [Brand Warehouse](#) or by contacting our brand team at [brand@covermymeds.com](mailto:brand@covermymeds.com).

VERSION 3.0 – MAY 2023