



Brand Style Guide: CARDIAC

November 6 , 2023

v1.0

Overview:

This document communicates the brand identity of the Cardiac branch of ROMTherapy™. It is meant to clearly articulate the values, personality and graphic design rules, recommendations and elements for all subsequent brand executions and artifacts.

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01 Mission & Values

The heart is not only the anatomical center of the circulatory system, it also is the metaphorical center of human feelings. It is where our emotions live.

When a patient undergoes a heart procedure or surgery, it is often a matter of life and death. Understandably, it's not uncommon for a person's mindset to shift in a way that prioritizes those "things that matter in life," such as family, friends and quality time.

It's for these reasons that our ROMTherapy™ Cardiac brand "ladders up" beyond product features to an emotional benefit. The ROMTherapy brand is known by the emotionally resonant tagline "Home is Where Your Heart Is", as well as a heart that visually frames photographs of the important connections in life. For our patients, who are generally age 50+, this could include spouses, friends, children, grandchildren, etc.

As a brand, "human connection" is both a mission and a value for ROMTherapy Cardiac. We highlight it in our advertising, and we live it in everything we do from how Cardiac Rehab Specialists interact with patients to our helpful, compassionate voices on the phone.

It is our overarching mission to help provide the means for patients to heal after their cardiac surgery so they can live their fullest life possible.

02 Trademarks

ROMTherapy™ is a physician-prescribed, at-home cardiac rehabilitation service, which utilizes the ROMTech® PortableConnect® system as a device to deliver our services. The ROMTherapy logo and name are trademarked and a trademark symbol should be used in the logo and the first mention in headlines and body copy.

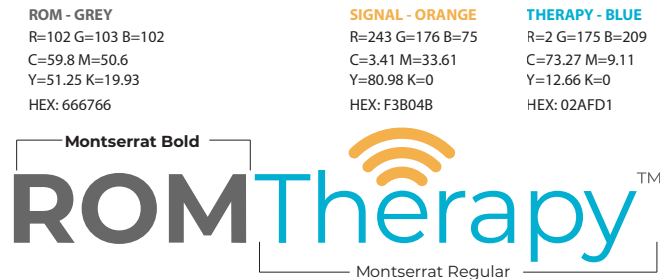
Home Is Where Your Heart Is™ is a ROMTherapy trademarked slogan and should always be followed by the TM symbol.

All materials created for ROMTherapy should also include the copyright in this way: © 2023 All rights reserved.

03 Brandmark

In general, all Cardiac materials are branded using the ROMTherapy™ logo and the Home Is Where Your Heart Is™ (HIWYHI) tagline. On occasion, the HIWYHI tagline is used as a headline. (See sections 07a & b for examples.) This line should always be initial capped on every letter.

The ROMTherapy logo must be used as-is without distortion of any kind. HIWYHI can be shown either as one connected sentence or broken after the word “where” and stacked as shown below, centered or left justified.



Logo Versions
In order of preference



HOME IS WHERE YOUR HEART IS™

HOME IS WHERE
YOUR HEART IS™

HOME IS WHERE
YOUR HEART IS™

HOME IS
WHERE YOUR HEART IS™

HOME IS WHERE YOUR
HEART IS™



04 Typography

Typography is simple and elegant. The serif font “Cinzel” is used for headlines, and occasionally for page titles and subheads. The sans serif font “Helvetica Neue” is used for all other typography.

We use 90% Black for most paragraph text color. Other brand colors may be used sparingly in certain instances. The Cinzel font is always displayed in the Cardiac brand Deep Red color.

Although “Cinzel” appears to be an all-cap font, it does use capitalization in reference to size. In general, we initial cap ‘Cinzel’ in headlines.

Subheads use “Helvetica Neue Light” or thicker.

Body copy is generally “Helvetica Neue Light”, but other variations can be used if needed.

Helvetica Neue Ultra Light
Helvetica Neue Ultra Light Italic
Helvetica Neue Thin
Helvetica Neue Thin Italic
Helvetica Neue Light
Helvetica Neue Light Italic
Helvetica Neue Regular
Helvetica Neue Medium
Helvetica Neue Medium

Italic
Helvetica Neue Bold
Helvetica Neue Bold Italic
Helvetica Neue Heavy
Helvetica Neue Heavy
Italic
Helvetica Neue Black
Helvetica Neue Black
Italic

CINZEL REGULAR
CINZEL BOLD

05 Colors

We use a mixture of colors from the ROMTherapy™ logo, mixing in Deep Red and Dark Grey. Blue and Orange are to be used sparingly as accent colors only.

Deep Red

R=130 G=21 B=23

C=28 M=100

Y=100 K=36

HEX: 821517



Dark Grey

R=102 G=103 B=102

C=59.8 M=50.6

Y=51.25 K=19.93

HEX: 666766



Blue

R=2 G=175 B=209

C=73.27 M=9.11

Y=12.66 K=0

HEX: 02AFD1



Orange

R=243 G=176 B=75

C=3.41 M=33.61

Y=80.98 K=0

HEX: F3B04B



06 Images

Our photography focuses on lifestyle images of people connecting with loved ones. The interactions are heart-felt, caring, nurturing, safe, fun and/or joyful. They can be active, but not athletic. Walking, not running, for example. We never use cycling imagery.

Photographs must feel authentic. The ROMTech Creative team has a library of approved images, if you need one.



07 Heart Frame

The ROMTherapy heart is not a logo and should never be used as such. Nor should it be used as part of a lock-up with any text or tagline. The heart is used as a framing device, primarily for photos, and on occasion for an illustration, text or logos.

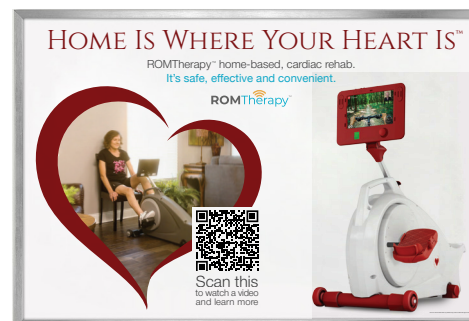
This heart will likely change moving forward. The heart pictured below has been designed by ROMTech Creatives within the Marketing Department and is current as of November 6, 2023.



07 Heart Frame

(a) Previous Iterations

The original ROMTherapy heart, used throughout 2022 and most of 2023, was a licensed, stock illustration. It is currently still in use on many of our brand elements and is being phased out. This former heart is not to be used on any creative moving forward. See images below.



07 Heart Frame

(b) Breaking the Frame

The heart can “push out of” or “break” a frame, for interesting graphic effects. (See examples below.)



07 Heart Frame

(c) Animation

Animation of the heart framing device is acceptable, but must be approved by the Marketing Department before distribution. The linked video shows an example of an animation of the heart frame currently in use:



<https://romtech.wistia.com/medias/tkozbr1vt6>

08 Thank You

If you have any questions about these guidelines, please contact Marie Ostarello, ROMTech Creative Director at marie.ostarello@romtech.com.



HOME IS WHERE YOUR HEART IS™

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