

**CONVERGENCE HEALTH
CONSULTING
BRANDING KIT**



CONVERGENCE BRANDING KIT

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CONVERGENCE BRANDING KIT

ABOUT

OUR VISION

To help organizations around the world create an environment where safe, reliable, and affordable health care is a reality for every person.

OUR MISSION

To accelerate health care improvement through collaboration, clinical interventions, public reporting, incentives, expanding improvement capacity, and driving bold aims at the local, state, and national levels. We partner, coordinate, and synergize with like-minded organizations to reach a scale that was previously thought impossible.

OUR PROMISE

An uncompromising commitment to one-on-one attention for each client to develop customized solutions. We promise to resolve issues and tackle improvement challenges faster and more effectively to leave clients more engaged, self-sufficient, and productive.



CONVERGENCE BRANDING KIT

COLOR SCHEME

COLOR

Primary



#174d66

Secondary



#ef6521

Tertiary



#4083af

Compliment



#5fa1c5

TITLES

Main aspects to the titles should be in **PRIMARY**

Secondary text should be in **SECONDARY**

TOPIC IMPROVEMENT SERIES

LARGE HOSPITAL AFFINITY GROUP

HEADINGS

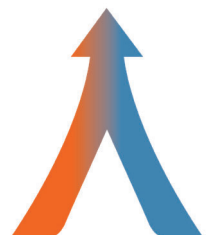
HEAD HEADING SHOULD BE CAPITALIZED AND IN PRIMARY

SUBHEADING SHOULD BE CAPITALIZED AND IN SECONDARY

THIRD SUBHEADING (IF APPLICABLE) SHOULD BE CAPITALIZED IN COMPLIMENT

BODY TEXT

Black or Tertiary



CONVERGENCE BRANDING KIT

TEXT

FONT

Lato

TITLES

Main aspects to the titles should be in **LATO BLACK** or **LATO HEAVY** - size 18

Secondary text should be in **LIGHT** - size 18

HEADINGS

Lato Bold or **Lato Heavy** - size 14 or 16

BODY TEXT

Lato Light or Lato Regular - size 11

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SPACING

Spacing should be 1.5 in Word documents.



CONVERGENCE BRANDING KIT

LOGO

For branded documents, use long vector on the first page and logo on the following pages.

CONVERGENCE LONG VECTOR



Logo can be found [here](#)

CONVERGENCE SHORT VECTOR



Logo can be found [here](#)

CONVERGENCE LOGO



Logo can be found [here](#)



CONVERGENCE BRANDING KIT

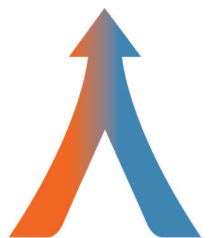
VOICE

EMAIL TONE

Trustworthy, expertise, serious

EXAMPLES

TBD



CONVERGENCE BRANDING KIT

TEMPLATES

WORD

Template can be found [here](#).

EXCEL

Template can be found [here](#).

POWERPOINT

Template can be found [here](#).

SIGNATURE EMAIL

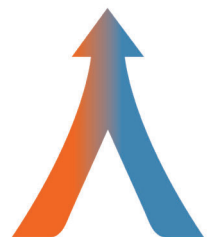
Template can be found [here](#).



CONVERGENCE BRANDING KIT

TEAM CONTACTS

| NAME | TITLE AND ROLE | CONTACT INFORMATION |
|--|-------------------------------------|--|
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