



AliraHealth
2020 BRANDGUIDE



TABLE OF CONTENTS // ALIRA HEALTH IDENTITY



LOGO	3
Logo	3
Logo Usage	4
Tagline	5
ICONS	6
Icons	6
Graphics	7
Practice Areas	8
COLORS	9
Color System	9
Secondary Colors & Gradients	10
TYPOGRAPHY	11
STATIONERY	12
Email	13
POWERPOINT	14
Corporate Slides	14
Marketing Deck	15
Project Deck	16
Templates	17

LANGUAGE	18
Content Structure	18
Language	19
Punctuation	20
FORMATTING	21
RESOURCES	22
Social Media	22
Resources	24

LOGO // ALIRA HEALTH IDENTITY



PRIMARY LOGO



01. Maintain the primary logo on white background.



02. Maintain the required clear space around the primary logo.
.15in or 45px

SECONDARY LOGO



04. The logo may also appear in all white. This can be used on solid color backgrounds in place of the full color logo or on top of a photo or gradient to improve contrast and visibility.



05. The logo may also appear in all black. This should be used on light colors if needed to improve visibility or if logo is not being printed in full color.

LOGO TYPEFACE

Aller Bold - Alira

Aller Light - Health

Used and modified to construct "Alira Health" logo

LOGO USAGE



DON'T

- Add elements to the logo
- Stack or group the logo with other elements
- Stretch or distort the logo
- Redraw or retype the logo
- Add graphical styles like drop shadows and gradients
- Place the logo in a way that groups it too closely with other graphical elements
- Outline the logo to help it stand out (in the event the logo is layered over a photo for the purposes of advertising or communications, place the logo in a neutral, uncluttered space on the photograph. Nothing in the background should distract from the logo.)
- Use the logo in a line with text or a URL

TAGLINE // ALIRA HEALTH IDENTITY



ALIRA HEALTH TAGLINE



01. The logo may also appear with the company tagline below in Alira Health Blue for a full color logo or black or white for the black and white logos respectively.

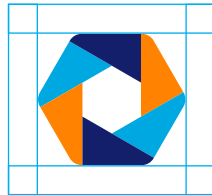
Idea.
Innovation.
Transformation.

02. The tagline may also appear in the three main corporate colors in a stacked form aligned left. It may also be used in all white or Alira Health Blue depending on the background color. This is often seen on title slides of PowerPoints. For more information, see the PowerPoint templates on pages 14 - 17.

ICON USAGE



01. Always maintain the icon on white background.



02. Maintain the required clear space around the icon.
.15 in or 45 px



03. Can be used with blue background. (ex. social banners)

GRAPHICS



01. In many PowerPoint presentations and social media graphics, the icon from the logo can appear in various Alira Health colors and gradients. This icon uses the gradient from Alira Health Blue to Light Blue.



02. This version of the icon uses the gradient from Alira Health Orange to the second lightest shade of orange from the secondary color palette.

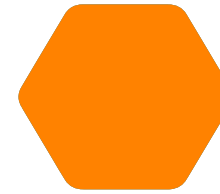
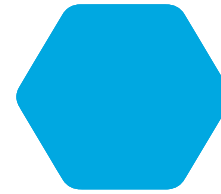
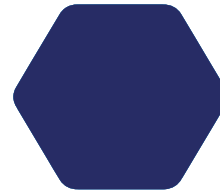


03. This version of the Alira Health icon appears in Light Gray 1 and a drop shadow in Light Gray 2.

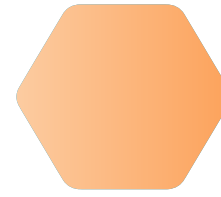


04. This Alira Health icon is in white with a gray drop shadow with a blur and spread.

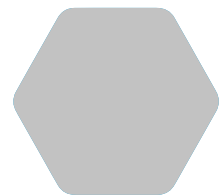
SECONDARY ICONS



05. This rounded hexagon shape is a solid fill version of the Alira Health logo and is used in many social media and PowerPoint graphics. It is frequently used in any of the three main Alira Health brand colors.



06. This icon can also be used with either the blue or the orange gradient.



07. This version of the Alira Health icon appears in Light Gray 1 and a white with a drop shadow in Light Gray 2.

PRACTICE AREA ICONS



PRODUCT DEVELOPMENT LAB

01. The Product Development Lab icon is in Alira Health Orange and appears mainly in corporate PowerPoint slides.



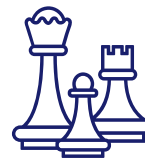
MARKET ACCESS

04. The Market Access icon is in the color #5b9298 and appears mainly in corporate PowerPoint slides.



REGULATORY

02. The Regulatory icon is in Alira Health Light Blue and appears mainly in corporate PowerPoint slides.



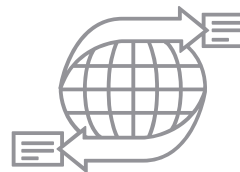
STRATEGY CONSULTING

05. The Regulatory icon is in Alira Health Blue and appears mainly in corporate PowerPoint slides.



CLINICAL

03. The Clinical icon is in Dark Gray and appears mainly in corporate PowerPoint slides.



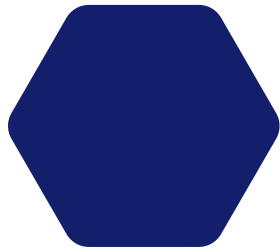
TRANSACTION ADVISORY

06. The Clinical icon is in Light Gray and appears mainly in corporate PowerPoint slides.

COLOR SYSTEM // ALIRA HEALTH IDENTITY

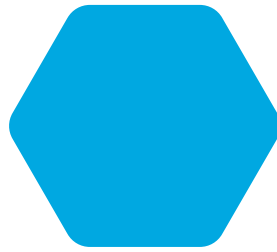


CORPORATE COLORS



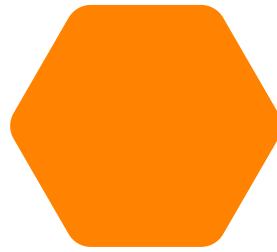
ALIRA HEALTH BLUE

RGB 18, 31, 107
HEX/HTML 121F6B
CMYK 100, 97, 27, 19
(PMS) PANTONE 2756 C



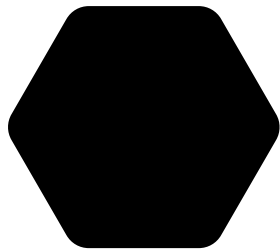
ALIRA HEALTH LIGHT BLUE

RGB 0, 167, 225
HEX/HTML 00A7E1
CMYK 73, 16, 0, 0
(PMS) PANTONE 2995 C



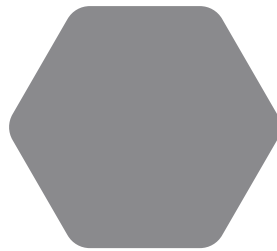
ALIRA HEALTH ORANGE

RGB 255, 130, 0
HEX/HTML FF8300
CMYK 0, 60, 100, 0
(PMS) PANTONE 151 C



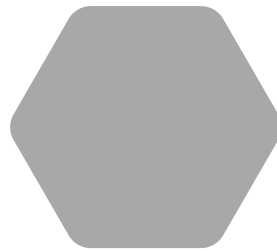
BLACK

RGB 0, 0, 0
HEX/HTML 000000
CMYK 100, 50, 50, 50
(PMS)



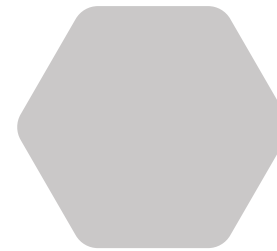
DARK GRAY

RGB 138, 138, 140
HEX/HTML 8A8A8C
CMYK 48, 40, 39, 4
(PMS) PANTONE COOL GRAY 8 C



LIGHT GRAY 1

RGB 169, 168, 169
HEX/HTML A9A8A9
CMYK 35, 29, 29, 0
(PMS) PANTONE COOL GRAY 6 C



LIGHT GRAY 2

RGB 202, 200, 200
HEX/HTML CAC8C8
CMYK 21, 17, 17, 0
(PMS) PANTONE 420 C

COLORS & GRADIENTS // ALIRA HEALTH IDENTITY



SECONDARY COLORS

#0a5370 #167ea7 #65cdf6 #99dbf5 #caebf8
Pantone P 114-16 C P 110-14 C P 115-5 C P 115-4 C P 118-1 C

01. For designs on PowerPoint decks, each of the three main Alira Health colors have a series of secondary colors that correspond with them. For Alira Health Light Blue, these five blues can also be used for things like tables, graphs, and other designs.

#7e421c #bd6228 #fbb36e #fcd99d #fce5cd
Pantone P 32-15 C P 31-14 C P 20-5 C P 20-2 C P 27-1 C

02. For Alira Health Orange, these five shades of orange can be used when appropriate in various graphics and visuals.

#0f1235 #1d1c4e #505daa #888cc5 #c2c5e4
Pantone P 101-16 C P 101-8 C P 102-14 C P 102-11 C P 102-1 C

03. For Alira Health Blue, there are also five corresponding shades that can be used for appropriate visuals and graphics.

GRADIENTS

#00A7E1 #121F6B

04. This blue gradient is a blend from Alira Health Blue to Alira Health Light Blue. This can be used in graphics on PowerPoints when appropriate.

#FD9D9D #FF8300

05. This orange gradient is a blend from Alira Health Orange to the second lightest orange in the secondary colors section. This can be used in graphics on PowerPoints when appropriate.

ALIRA HEALTH TYPEFACE

Alira Health's primary typeface should always be used when possible.

Aa

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

USE FOR: Body copy, long quotes, contact info, tagline

TYPEFACE (FALL BACK)

Arial should only be used in cases where Open Sans is not available or in a Word Document to be made into a PDF.

Aa

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

USE FOR: Body copy, long quotes, contact info, tagline

Aa

Open Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

USE FOR: Headlines, titles, subheaders

Aa

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

USE FOR: Headlines, titles, subheaders

STATIONERY // ALIRA HEALTH IDENTITY



ALIRA HEALTH STATIONERY



Business Card (front)



Business Card (back)



LOGO STATIONERY & WEB



01. Use the icon from the logo to measure and keep its minimum distance from edges on stationery web content



02. Use the letter "r" from logo to measure clear space around the logo.

E-MAIL // ALIRA HEALTH IDENTITY



EMAIL SIGNATURE

Below is an example of a standard email signature set up for Alira Health employees. Please double check that all addresses and contact information are correct.

Name Surname

Job Title

T. +X (XXX) - XXX - XXX

C. +X (XXX) - XXX- XXX

Alira Health

1 Grant Street, Suite 400

Framingham, MA, 01702 USA

www.alirahealth.com | [LinkedIn](#) | [Subscribe](#)

This e-mail may contain confidential and / or privileged information. If you are not the intended recipient (or have received this e-mail in error) please notify the sender immediately and destroy this e-mail. Any unauthorized copying, disclosure or distribution of the material in this e-mail is strictly forbidden.

EMAIL BEST PRACTICES

Images and animations add to the size of your email message and increase the odds that it will be marked as spam. Please refrain from using any imagery, logos, and animation in your signature.

POWERPOINT TEMPLATES // ALIRA HEALTH IDENTITY

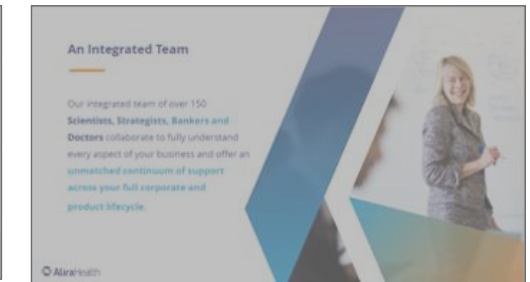
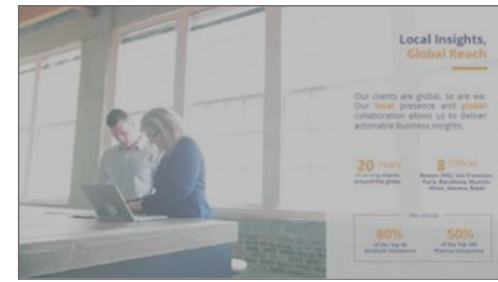
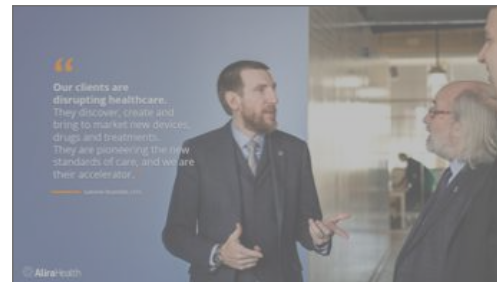
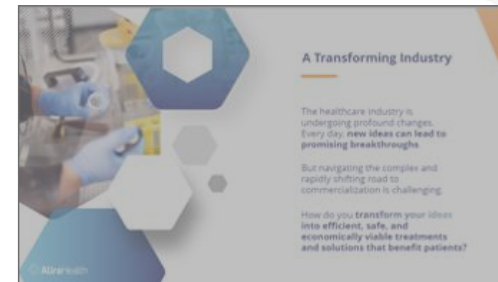
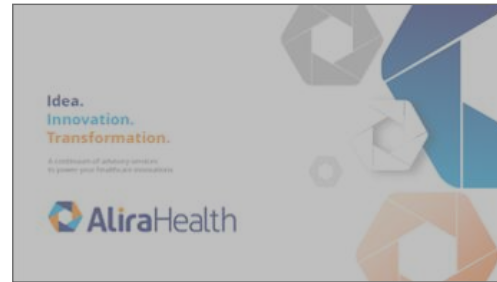


CORPORATE SLIDES

The Alira Health Corporate Slides are meant to be used in all PowerPoint decks.

Slides 1, 2, and 3 should be the first three slides after the title slide. Slides 4 and 5 should be placed at the end of the presentation.

These slides can be found on Dropbox by going to Business Development and Marketing // Marketing // All Marketing Decks // NEW Corporate Presentation.



1 2 3 should be the first three slides after the cover slide

4 5 should be placed at the end of the presentation



MARKETING PURPOSES DECK

The Marketing Purposes Deck can be found on Dropbox by going to Business Development and Marketing // Marketing // 7. Templates // 01. PowerPoint Templates // AH_Template_Presentation - Marketing Purposes

Slide layouts should be selected based on the type of content as well as the amount. Row two contains slides that are useful for a large amount of content and row three features layouts that are better for images, quotes, and less text.



Alira Health Title Slide

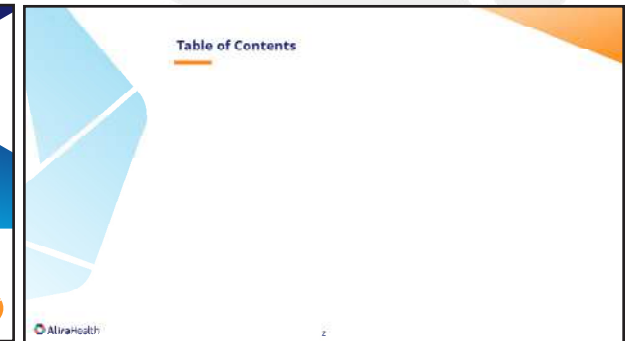
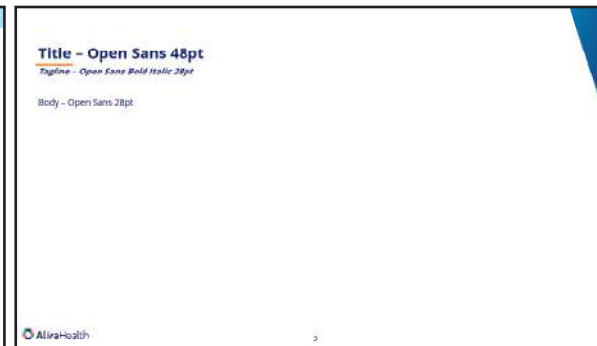


Table of Contents



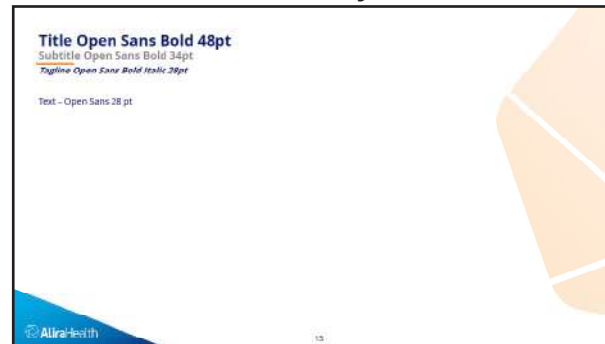
Content Heavy Slide 1



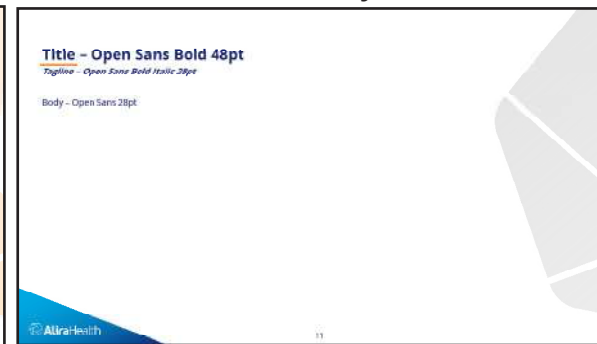
Content Heavy Slide 2



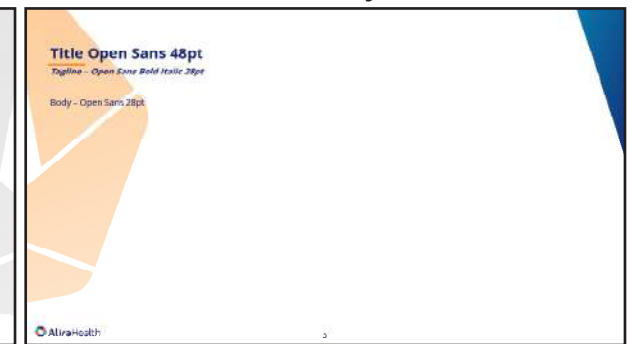
Content Heavy Slide 3



Images, Quotes, Short Text



Images, Quotes, Short Text



Images, Quotes, Short Text

PROJECT DECK

The Project Deck can be found on Dropbox by going to Business Development and Marketing // Marketing // 7. Templates // 01. PowerPoint Templates // AH_Template_Presentation - Project Purposes - STEV Example

For more detailed formatting tips and guidelines, please see the Best Practices Training Deck which can be found on Dropbox by going to Proposal and Project Resources // Onboarding New Comers



Alira Health Title Slide

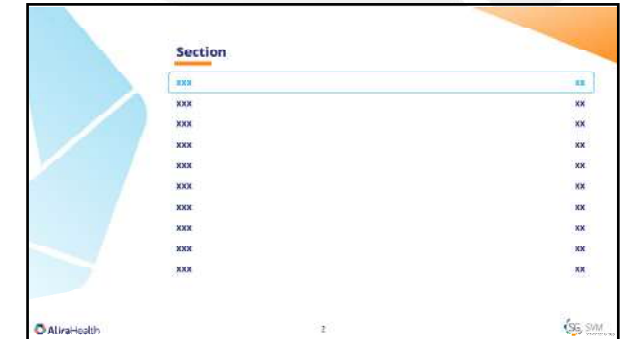
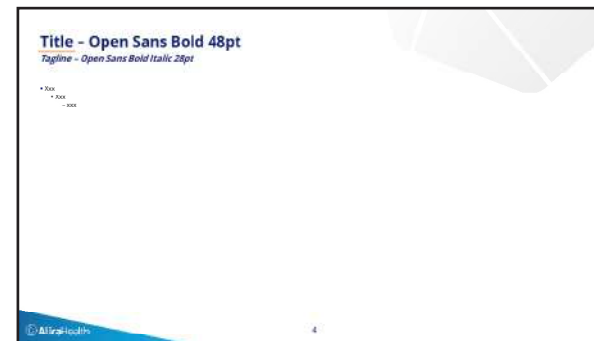


Table of Contents



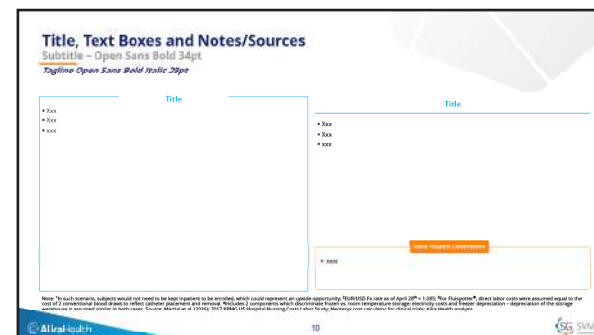
Title and Content



Title, Tagline, and Content



Title, Subtitle, Tagline, and Content



Title, Text Boxes, Notes, and Sources



Office Locations

TEMPLATE SLIDES

These are template slides for common types of content used in PowerPoint Presentations. The Template Slide Deck can be found on Dropbox by going to Business Development and Marketing // Marketing // 7. Templates // 01. PowerPoint Templates // AH_Template_Slides

The Section Divider Should be used mainly in longer presentations, otherwise stick with just the Table of Contents.

The various team slides should be used according to the amount of people and the detail needed for each bio.

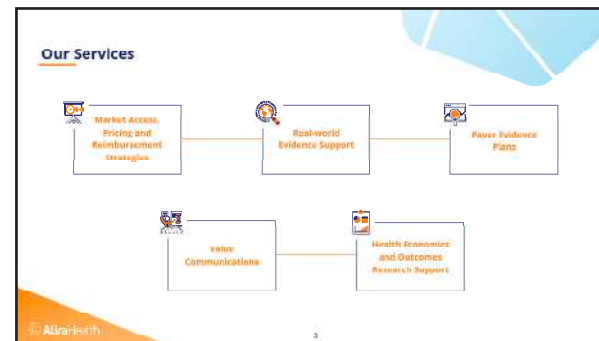
Keep all headshots and other companies' logos in grayscale to keep the visuals consistent.

Section	Slide
Section 1	08
Section 2	12
Section 3	16
Section 4	24
Section 5	36

Table of Contents/Agenda



Section Divider Slide



Services Slide

Past Projects Slide

Team Slide 1

Team Slide 2

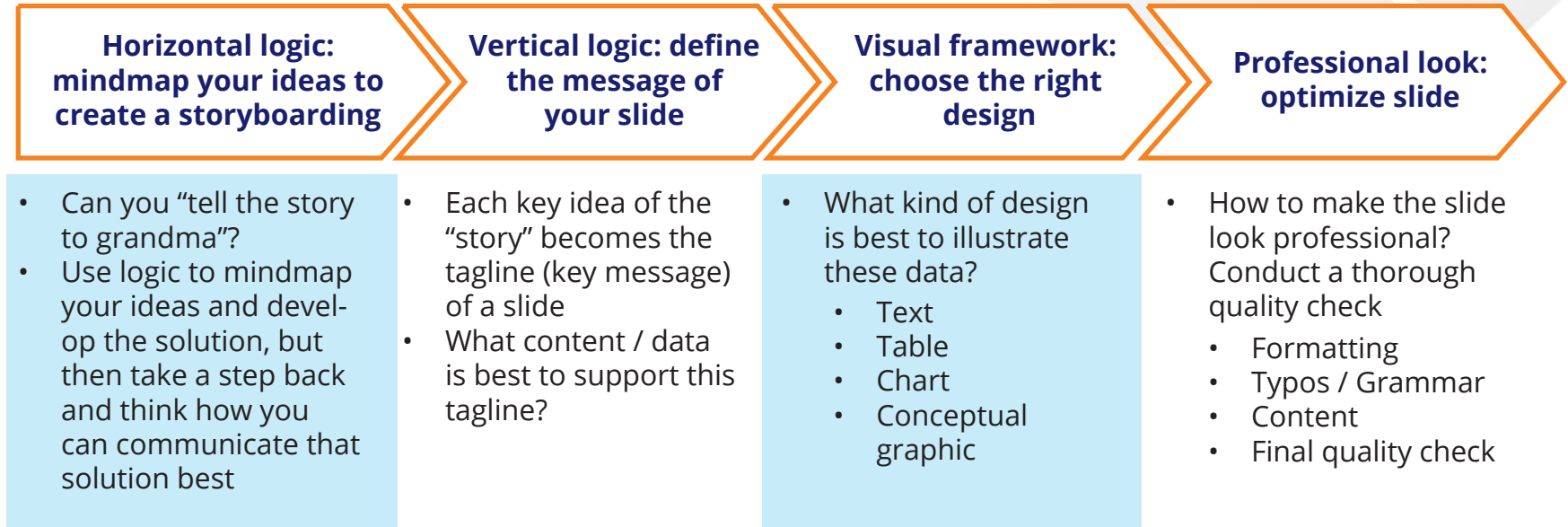
Team Slide 3

Past References/Sample Clients

CONTENT STRUCTURE

Good presentations have four main characteristics:

- A strong “story” with horizontal logic and easy-to-follow flow
- Vertical logic on each slide with appropriate level of depth or detail
- Visual framework so that the most important information on a slide is obvious and easy to interpret
- A professional look with a consistent formatting, no typos/ grammar mistakes



WORDS TO AVOID

Please refrain from using ‘Alira’ alone as a shorter version of ‘Alira Health’.

Keep sentences concise by avoiding the use of redundancies and unnecessary words.

Examples of words and phrases best avoided are listed in the table to the right.

UNNECESSARY WORDS	REDUNDANT PHRASES
<ul style="list-style-type: none"> • Indeed • Actually • Basically • Generally • Really • Practically • Given • Finally (in a sentence where firstly, secondly, etc. have not been used) • Recently (be specific with the date) • About/around/almost • So • Moreover 	<ul style="list-style-type: none"> • In order to • Period of time • Past history • Consensus of opinion • Few in number • Each individual • Young in age • Various different • Group as a whole

COMPARISON

Use 'compared with' when comparing things that are different and 'similar to' when comparing things that are similar. In most instances; however, comparisons are made between different things and so 'compared with' is most appropriate.

You can also use 'than' instead of 'compared with'.

Never use 'as compared to' or 'as compared with'. Also, never use the word 'like'.

ABBREVIATIONS, ACRONYMS, AND CONTRACTIONS

All abbreviations and acronyms must be defined on first use in the text. Note: only widely accepted acronyms should be used.

Additionally, all abbreviations and acronyms must be listed at the beginning of the document in alphabetical order in an abbreviations table. Each abbreviation and acronym should be written in full in sentence case (where only the first letter of the first word is capitalized). The first letter of each word should be capitalized if it is a name (e.g. organization name). Abbreviations, acronyms, and contractions should be written out in full if starting the beginning of a sentence.

Contractions such as e.g., i.e., vs., and etc., should only be used in brackets, tables, and figures. When providing an example or clarification in brackets, do not use a comma after e.g. or i.e.

NUMBERS

Numbers one through nine should be written out in full and all numbers from 10 onwards should be written in numerals. However, use numerals when referring to a range of numbers in a sentence (e.g. 8 to 15 adults).

Commas should be used to denote thousands and not a full stop or an apostrophe (e.g. 5,000). Numerals should also be used, irrespective of the value, for percentages and standard values, with no space between the numeral and the unit. Numerals should also be used when referring to periods of time, with the unit written in full (e.g. 5 weeks). Numerals should be written out in full at the beginning of a sentence.

AGE

Age ranges to define groups can vary between studies. Therefore, age groups such as children, young patients, elderly patients, etc. should always be defined to avoid ambiguity. Ensure you remember the units when referring to age. Without units, the patient could be 18 months old or 18 years old.

Always present ages as either

- Aged XX years old
- XX years of age

DATE

When referring to a date, present it as Month Date, Year. For example, October 12, 2017. NO preceding 'the' is needed and do not include ordinal indicators (i.e. st, nd, rd, th) after the number.

FULL STOPS

Use only one full stop at the end of sentences followed by one space. Do not use double spacing before the start of each sentence.

APOSTROPHE

An apostrophe is used before the 's' for singular possessives and after for plural. It is also used as a shorthand to combine "it" with "is" and "do" or "does" with "not", etc. However, this shorthand should never be used. Also, do not use apostrophes after dates and acronyms.

QUOTATIONS

Use double quotation marks for direct quotes, for example when capturing direct speech in meetings or direct extracts from reports. Do not use single quotation marks. Always clearly reference the quote even if it does not come from a published source.

BRACKETS

Rounded brackets should be used first and square brackets should be used only within brackets. Avoid overuse of brackets. Text outside of the bracket should convey the key message independent of the content within the bracket.

In our work, the most common use of brackets should be to introduce abbreviations on first-use and to present statistics such as p-values, confidence intervals, hazard ratios, etc.

COMMAS

A comma is a slight break which separates distinct parts of the sentence. Commas are used to group and separate words to provide clarity to sentences. The table below summarizes when commas should and should not be used.

Check with your client for their style preference for using commas. By default, Alira Health uses the Oxford comma as it is most normally used in English.

USE	DO NOT USE
<ul style="list-style-type: none">• Before and (for ≥ 3 items)• After however or therefore• After an introductory phrase or word• With parenthetical statements• After the day in the• Month-date-year format• Before but• Intervals	<ul style="list-style-type: none">• For pause or emphasis• Before than• Before however• At the end of a list of bullet points

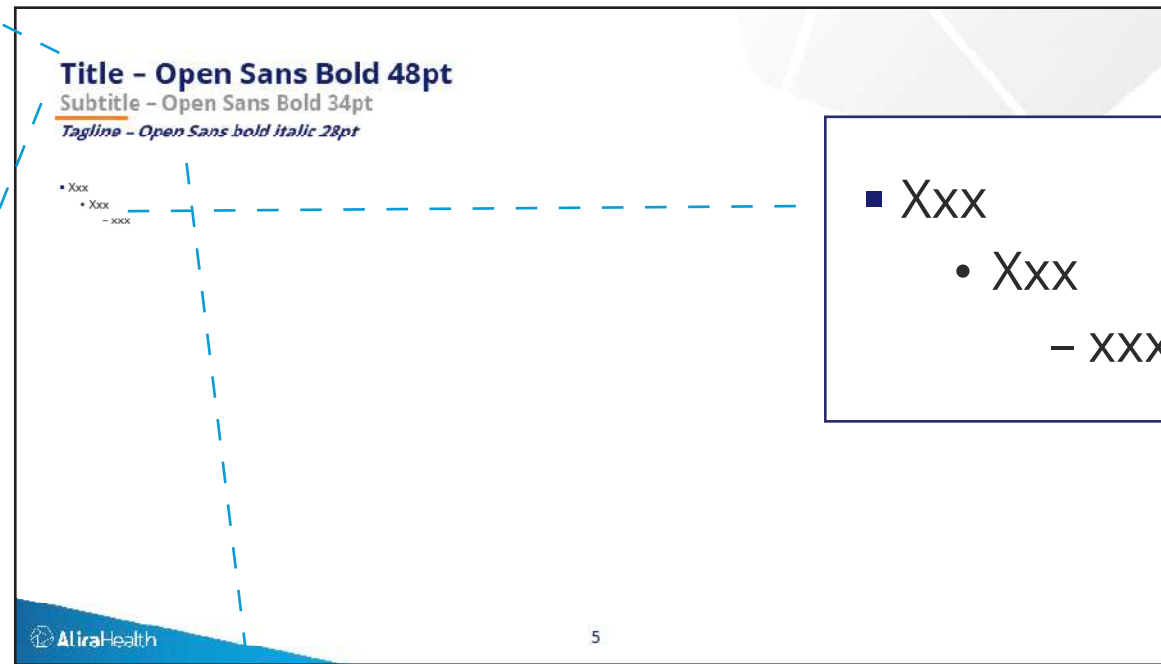
POWERPOINT FORMAT

TITLE

Open Sans Bold 48 pt

SUBTITLE

Open Sans Bold 34 pt



Title - Open Sans Bold 48pt
Subtitle - Open Sans Bold 34pt
Tagline - Open Sans bold italic 28pt

- Xxx
- Xxx
- xxx

AliraHealth 5

- Xxx
 - Xxx
 - XXXX

TAGLINE

Open Sans Bold Italic 28 pt

SOCIAL MEDIA

LinkedIn



LinkedIn is currently our most active platform and has our largest following. We post consistently and at targeted times (typically around 11 am EST). We post thought leadership pieces, conference attendance and sponsorship, upcoming webinars and events, press releases, collaborations, accomplishments, and new senior level hires.

Instagram



The Alira Health Instagram is more of the “informal” behind the scenes look at our company. We use this channel for employee engagement, and to show prospective employees what life at Alira Health is like. We share pictures of events and the fun around the offices, special events like webinars, charity events, and more. Submit your pictures to trish.parneros@alirahealth.com to be featured on our Instagram!

Twitter

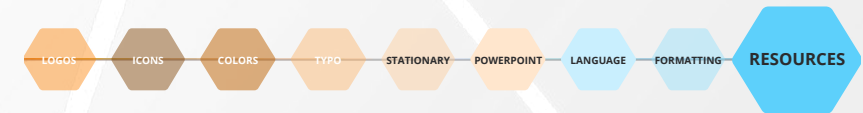


Twitter is a fast growing channel for Alira Health. We cross-post our LinkedIn content here, and also create Twitter-specific content to match the pace of the network and bring greater visibility to our people. Please follow the Alira Health Twitter channel so we can like and re-tweet your content.

Facebook



Our Facebook content closely mirrors our LinkedIn and Instagram content. This is not a primary channel for us, but we do stay active on the platform.



SOCIAL MEDIA

SOCIAL MEDIA BEST PRACTICES

Social media can help boost your visibility and establish your personal brand. We encourage you to be active on LinkedIn at a minimum, while following these best practices.

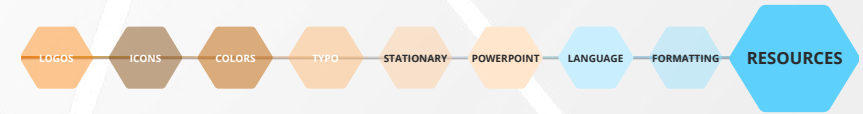
Consistency – Keep a consistent schedule of posts to keep viewers and followers interested and engaged as well as making the best use of social media algorithms.

Interaction – It is important to interact with the audience and respond to questions or comments in a timely manner.

Avoiding Controversy – Understand which topics are controversial and ensure that your posts avoid adding to the controversy. Do not interact with people looking to start a fight over social media. If content is coming from somewhere else, make sure to know your source and double check credibility and copyright issues.

People who are posting with their Alira Health affiliation on LinkedIn or other platforms should not post anything with religious or political pictures or meaning. People can do that as they like if they are posting as an individual, but it is not appropriate to represent the company as having a particular religious or political affiliation.

Your marketing team can help you create new content, highlight your great work at Alira Health, and help you build your personal brand. Contact the marketing team for more info!



RESOURCES

POWERPOINT TEMPLATES

Dropbox // Business Development and Marketing // Marketing // 7. Templates // 01. PowerPoint Templates

LOGO, GRAPHICS, AND ICONS

Dropbox // Business Development and Marketing // Marketing // 2. Brand and Logos // 200709Logos,Icons,Graphics

OR

Dropbox // Business Development and Marketing // Marketing // 2. Brand and Logos // LOGOS

PHOTOGRAPHY

Dropbox // Business Development and Marketing // Marketing // 11. Photos

STATIONERY

Dropbox // Business Development and Marketing // Marketing // Stationary

OR

Dropbox // Proposal and Project Resources // Tools and Templates // Microsoft Office Templates // Word // Letterhead

BEST PRACTICES TRAINING DECK

Dropbox // Proposal and Project Resources // Onboarding New Comers // 191022 Best Practices Training



www.alirahealth.com

