Healthix

Branding Guidelines and Tools

As a staff member or vendor of Healthix, we ask that you help contribute to the consistent building of the Healthix brand. We have provided the following information to assist you. Please bookmark this link.

Corporate Main Colors

Pantone: 660C
WEB: 006699
RGB: 15, 105,178
CMYK: 91,59,1,0

Pantone: 7489C
WEB: 669933
RGB: 103,167,68
CMYK: 66,14,100,1

Supporting Accent Colors

WEB: 3399CC
RGB: 39,170,225
CMYK: 70,15,0,0

WEB: 0c3173
RGB: 12,49,115
CMYK: 100,91,27,13

WEB: 636363
RGB: 99,99,99
CMYK: 61,52,52,22

WEB: a3d39c
RGB: 163, 211, 156
CMYK: 38,0,50,0

WEB: 1ec1fa
RGB: 30,93,150
CMYK: 63,4,0,0

WEB: 9cf3f4
RGB: 156,243,244
CMYK: 33,0,10,0

WEB: 99cb38
RGB: 153,203,56
CMYK: 45,0,100,0

WEB: 440e62
RGB: 68,14,98
CMYK: 85,100,26,24

WEB: fff568
RGB: 255,245,104
CMYK: 3,0,70,0

WEB: 440e62
RGB: 68,14,98
CMYK: 85,100,26,24

The above colors can all be used at tints of the actual color, expanding the range of options

Healthix

TAGLINE:
Exchanging Information to Transform Patient Care

LOGO USE:

Preferred logo (color logo)

Alternate logo (black & white logo)

Preferred reversed logo (color logo)

Alternate reversed logo

Correct usage

Right click on the image and save picture as your desktop)
- [Healthix logo LR JPG](#) Full Color :low resolution—ideal for Word, PowerPoints, Web
- [Healthix logo PNG](#) Full Color : high resolution, transparent background so you can put this on any color background, high resolution print quality
- [Healthix Logo Black PNG](#) with transparent background
- [Healthix Logo White PNG](#) – this is white on white not visible (in upper left)
- [Healthix Logo Greyscale PNG](#) with transparent background

If you must make logos smaller or larger than original size, please ensure correct ratio remains and logo does not skew. Hold shift key and pull from corner of the image when resizing.

KEY MESSAGES:

Healthix Services facilitate exchange of actionable data in real-time to:

1) Enhance care coordination
2) Improve clinical outcomes
3) Lower costs

POSITIONING STATEMENT:

Healthix is the largest public health information exchange in the nation with data of more than 17 million patients. *Healthix is regulated and sponsored by the New York State Department of Health and one of 7 qualified entities (QEs) in the Statewide Health Information Network of New York (SHIN-NY).*

EMAIL SIGNATURE

Your email signature (both in Outlook and mobile)
Should appear like this example (All in Arial 11pt)

Jane Doe
Chief Administrator
Healthix, Inc.

40 Worth Street, 5th Floor
New York, NY 10013
youremail@healthix.org
Office: xxx-xxx-xxxx
Mobile: xxx-xxx-xxxx

All emails must contain the following disclosure
Place the statement below at the bottom of every email (under your signature):

Legal Notice: This electronic message and any attachments are intended only for the person or entity to which it is addressed and may contain information that is privileged, confidential or otherwise protected from disclosure. If you have received this transmission, but are not the intended recipient, you are notified that any dissemination, disclosure, copying, distribution or use of the contents of this communication is strictly prohibited. If you have received this e- mail in error, please immediately contact the sender by telephone and/or email, delete and destroy the original message, any attachments, and copies. No employee or agent is authorized to conclude any binding agreement on behalf of Healthix with another party by email without express written confirmation by Healthix management.

VOICEMAIL SCRIPT

Your mobile phone and desk phone should have a voicemail message that clearly states the following required information: first and last name, position at Healthix, best way to reach you.

If you plan to be out of the office for more than one day, please be sure to change your voicemail to an "out of office" status informing the caller of your return date.

Required Out-of-Office / Automatic Reply

If you are out of the office, whether on PTO or at a conference, you must set your Microsoft Outlook out of office message as follows. Please note that the same complete message must be applied to *both* internal and external organizations and individuals that contact you. Please carefully review for accuracy of phone number, date(s) and email address before activating the out of office / automatic replies message. Also, remember to inform the person who will be covering for you – don't assume! If you need assistance with setting the message, contact your supervisor or Healthix human resources.

HEALTHIX LETTERHEAD, PPT, MASTER DECK
Visit: https://healthix.org/staff

Letterhead/Stationary: Please use company letterhead provided on the staff page if communicating with outside vendors, participants or partners.

PowerPoint: If creating a PowerPoint you can find blank templates on the staff page in 16x9 and 4x3 format. Also, there two Master Slide Decks available with pre-approved slides for you to choose from to tell the Healthix Story. Don't see what you need? Reach out to the communications department and they will assist.