Centauri Brand Personality

We **help people** chart a new path through the challenges of healthcare, and our role as helpers means we are thoughtful, warm, kind and friendly. We reward the trust our stakeholders place in us with honest, open transparency, and we **always** honor our commitments.
Centauri Brand Identity

In keeping with the attributes of our brand, the Centauri identity is modern, bold and warm. The large, all-caps type in our name is our warm gray, and the all-caps descriptor below the logo is a vibrant, energetic green. The strokes of the logo and other elements that make up the mark are to always remain the same thickness and be scaled proportionately. The two lines of type in our logo are always stacked and justified to create a solid block. On the right side of the logo, the two lines are contained by a gray crescent, representing a planetary body, and bisected by a green swoosh emanating from our Centauri star as it blazes its path forward.
Brand Logo Usage

CLEAR SPACE
The area around the logo should remain clean and uncluttered. Type, images and other graphics should always be kept out of the defined clear space. The minimum size of the clear space is based from the cap height in the letter “N” of the logotype (defined as x in the examples). As the logo increases or decreases in size, so should the clear space.

SCALING THE LOGO
When scaling, pay close attention to the end result. NEVER distort the logo. The Centauri identity is designed to work at varying sizes, but appropriate proportions must always be used.
Brand Logo Variations

There are three different variations of use. This should cover most typical media needs. The color logo version is the preferred choice.

The black and white logo should only be used in cases where color isn’t available.

The reversed / white logo should always be used in cases where the contrast is needed to clearly identify the brand.
Correct Centauri logo usage is essential to the integrity of the brand image. The logo should ALWAYS appear exactly as it is supplied in the approved artwork form and be applied correctly. The following are some examples of incorrect logo usage.

**Never** change the spacing between “Centauri” and “Health Solutions.”

**Never** put “Centauri” and “Health Solutions” side by side.

**Never** use the logo on same color background or similar color.

**Never** add a drop shadow or any effect to any part of the logo.

**Never** create a border or shape around the logo.
Logo Usage

Rules

continued

Never alter the colors of any part of the logo or logo shapes.

Never skew the logo.

Never angle the logo.

Never resize the logo disproportionately.
Logo Usage Rules

**Never** use a thicker or thinner line format of the logo.

**Never** break the vertical alignment of "Centauri" and "Health Solutions."

**Never** add additional words to the logo.

**Never** use the logo over an image that creates bad contrast.
Brand Logo

PRINT VARIATIONS

Vector files can be scaled to any size without any loss of quality. These are the formats you should use when professionally printed, or if design work is carried out by another designer, for example: brochures, sales sheets, trade show graphics etc. Since vector files are generally intended for print, they are provided in CMYK (four-color process) as well as a Spot Pantone Color. Common vector extension files are .eps or .ai.

CMYK stands for Cyan, Magenta, Yellow and Black, which are the four colors used to make up the four-color process, that is commonly used in today's offset and digital printing environment. With CMYK printing, there could always be a slight color difference from print run to print run. This is because four separate inks are being used as well as different types of printers.

If you need color matched exactly in certain situations, there’s a special ink called Pantone (Spot Color), which is a universally understood color coding system, used by print companies.

You should always talk to your printer and discuss what is best for their set-up and printing environment.
Brand Logo

WEB VARIATIONS

Web and on-line logos are raster files built using small squares called pixels. This means that as you increase the size of your image, it will start to become blocky, or appear to be blurred. This is why logos should be created as a vector format for best results. These types of files are intended for viewing on a computer screen, so they’re provided in RGB color mode. Raster file types have a file extension of .jpeg or .png or .gif.

**JPG/JPEG: (JOINT PHOTOGRAPHIC EXPERTS GROUP)**

Jpegs are the most common. This is because jpeg offers very good compression without overly degrading the image, meaning the image is very small in file size, so will load quickly.

**PNG: (PORTABLE NETWORK GRAPHICS)**

PNG images are lossless, which mean they do not lose quality during editing. Most importantly however they allow for transparency.
Typography
Brand Font
Raleway

Raleway is our brand font. It comes in eight different weights, is easy to read and has an open, contemporary, friendly feel that complements our brand.

<table>
<thead>
<tr>
<th>Font Weight</th>
<th>Example Font Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thin</td>
<td>AaBbCcDd12345</td>
</tr>
<tr>
<td>Extra Light</td>
<td>AaBbCcDd12345</td>
</tr>
<tr>
<td>Light</td>
<td>AaBbCcDd12345</td>
</tr>
<tr>
<td>Regular</td>
<td>AaBbCcDd12345</td>
</tr>
<tr>
<td>Medium</td>
<td>AaBbCcDd12345</td>
</tr>
<tr>
<td>SemiBold</td>
<td>AaBbCcDd12345</td>
</tr>
<tr>
<td>Bold</td>
<td>AaBbCcDd12345</td>
</tr>
<tr>
<td>ExtraBold</td>
<td>AaBbCcDd12345</td>
</tr>
</tbody>
</table>
Type Format Styles

When it comes to using type, a little bit of variation goes a long way, and consistent use of type styles will help reinforce our brand identity.

Headlines

Use Raleway Bold

Paragraph Sub Heads

In a given document, set type within a unified style including narrowing down your selection of colors. No need to bold words excessively. Keep an eye on overall contrast with spacing of words and phrases in body paragraphs.
Alternate font for web use: Gill Sans

An alternative to using Raleway is Gill Sans.

To be used sparingly and within confines of PowerPoint presentations, Gill Sans is effective for emphasis.

Gill Sans Light
36 pt / 41 pt

Gill Sans
11 pt / 18 pt

Gill Sans Bold
36 pt / 41 pt

Headlines

Alternate font: Gill Sans Bold

Content

Gill Sans Bold use is restricted to headlines and should not be used as body copy font, within presentations.

Gill Sans is often difficult to read and is sometimes a font that does not translate well for others outside of the organization.
Visuals
Primary Brand Colors

The three primary brand colors are **Centauri Green Pantone 376C**, **Blue Pantone 7546C** and **Centauri Gray Pantone 425C**.

These are the Spot color matches if ever needed.

When printing using the four-color process system use the supplied four-color builds for each color. These are the closest match to the spot colors. Please remember to consult printers and any questions can be referred to the marketing department.

For web and on-line use please use the supplied RGB color builds for consistency.
Photography

**PEOPLE**
Because we provide a service as well as software, our photography should focus on the people we serve and those who use our products and services—hospital and health care administrators, hospital patients and health plan members.

Our photography should be a reflection of the health plan and hospital staff and administrators that we provide software and services to, as well as the patients and plan members that we reach. Images shown should always reflect inclusiveness and diversity featuring a variety of mobility, gender and age.
Vector art

**SYMBOLS**

Selective use of symbols as design elements – such as backgrounds or fields – can also provide reinforcement for our brand. Remain consistent with your overall contrast and selections.
Icons

Feel free to choose from the following icons to appropriately represent our services and products within documents including presentations and collateral.
Chevrons

The Centauri Chevrons act as both symbols of progress and directional guides for those viewing our on-line platforms or printed materials. The use of Chevrons has been introduced as an alternative to the arcs previously used and often as an alternative to icons within certain promotional materials.

While we have a robust and appealing palette of colors to choose from, the Centauri Green, Blue and Gray Chevrons, represent the main colors used throughout Centauri marketing materials.
Retired, outdated icons

We have either retired or revised the following icons. The various colors previously represented different markets and we currently have a different approach to how we market our products and services.
Color Palette

The following colors outlined and labeled, are the officially approved Centauri Color Palette.

To maintain our vigorous brand standards, use of colors not represented within this official brand guide, is strictly prohibited.

**Main color**
- **Centauri Logo Green** - Pantone 376U
- **Blue Pantone 7546C**
- **Centauri Logo Grey** - Pantone 425C
- **Dark Red Pantone 188C**
- **Mustard Pantone 110C**

**Dark variation**
- **Dark Green similar to Pantone 377**
- **Dark Blue similar to Pantone 7545C**
- **Dark Grey similar to Pantone 419U**
- **Dark Red Pantone 187C**
- **Dark Mustard Pantone 111C**

**Light variation**
- **Light Green Pantone 577**
- **Light Blue Pantone 7543C**
- **Light Grey Pantone 413U**
- **Light Red Pantone 500C**
- **Light Mustard Pantone 127C**
Language and Tone
Language to use

We speak directly. In clear, simple language. The healthcare ecosystem is complex and challenging enough, and if our focus is to help simplify it, we should speak that way. Clear, simple language also conveys that we are confident in our abilities and our focus. At the same time, we are here to help our audience. So our tone should always be friendly and reassuring.

**LANGUAGE NOT TO USE**

- We don’t use flowery language where plain language will do.
- We don’t use four syllables where one syllable will do.
- We don’t beat around the bush. We don’t over-explain. And we never speak down to our audience.
- We do not use the term Obamacare; we consider it slang. Use The Affordable Care Act or The Patient Protection and Affordable Care Act (ACA).

**EDITORIAL STYLE**

Unless otherwise noted, the company follows Associated Press (AP) Editorial Guidelines. This means bulleted lists do not end with punctuation; if punctuation is needed, the list will need to be an alphabetical or numbered list. It also means we spell numbers that are nine or fewer and write numbers that are 10 or more, use “less than” or “fewer than” as well as “more than” when referring to numbers, and use over or under when referring to the physical placement of people, places and things, not numbers.

**URL**

Use of the URL must be used in all promo material, and be consistent throughout documents.

**ACCEPTABLE USES OF THE URL:**

- www.centaurihs.com
- www.centauriHS.com
- WWW.CENTAURIHS.COM
TRADEMARKS, SERVICE MARKS, REGISTERED TRADEMARKS

Official Centauri product names need a service, trade or registered mark next to their name, (ex. Centauri Advance® or Centauri AscentSM) on first instance only within a single collateral. All company printed or web product or promo pages need the current year and copyright for Centauri Health Solutions, Inc. All rights reserved. The following needs to be placed at the bottom of each web, digital and printed page of collateral: © 2019 Centauri Health Solutions, Inc. All rights reserved

National Committee for Quality Assurance (NCQA)

**HEDIS®**
The Healthcare Effectiveness Data and Information Set (HEDIS®) is a registered trademark of NCQA. The registered trademark symbol should be applied directly after the word “HEDIS®.” The organization need only apply the trademark to the first reference of the term “HEDIS®” within the written material. At the bottom of the page where the registered trademark first appears there should be a footnote which states: “HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA).”

**NCQA MEASURE CERTIFICATION℠**
NCQA Measure Certification℠ is a service mark of NCQA. The service mark symbol should be applied directly after the word “Certification.” The organization need only apply the service mark to the first reference of the term “NCQA Measure Certification” within the written material. At the bottom of the page where the service mark first appears there should be a footnote which states: “NCQA Measure Certification℠ is a service mark of the National Committee for Quality Assurance (NCQA).”
National Committee for Quality Assurance (continued)

**HEDIS® CERTIFIED MEASURES℠**

The NCQA HEDIS® Certified Measures℠ seal is a service mark of NCQA. Only vendors whose software achieves certification status, as evidenced by NCQA’s Certification Report, receive and may use the seal for marketing and advertising purposes. The organization need only apply the service mark to the first reference of the term “HEDIS® Certified Measures” within the written material. At the bottom of the page where the seal first appears there should be a footnote that states: “HEDIS® Certified Measures℠ is a service mark of the National Committee for Quality Assurance (NCQA).”

**HEDIS® COMPLIANCE AUDIT™**

NCQA HEDIS® Compliance Audit™ is a trademark of NCQA. The trademark symbol should be applied directly after the word “Audit.” The organization need only apply the trademark to the first reference of the term “NCQA HEDIS® Compliance Audit” within the written material. A footnote stating, “NCQA HEDIS® Compliance Audit™ is a trademark of the National Committee for Quality Assurance (NCQA),” should be placed at the bottom of the page where the registered trademark first appears.

**P4P CERTIFIED MEASURES℠**

The NCQA P4P Certified Measures℠ seal is a service mark of NCQA. Only vendors whose software achieves certification status as evidenced by NCQA’s Certification Report receive and may use the seal for marketing and advertising purposes. The organization need only apply the service mark to the first reference of the term “P4P Certified Measures” within the written material. At the bottom of the page where the seal first appears there should be a footnote that states: “P4P Certified Measures℠ is a service mark of the National Committee for Quality Assurance (NCQA).”

**QUALITY COMPASS®**

Quality Compass is a registered trademark of NCQA. The registered trademark symbol should be applied directly after the word “Compass.” The organization need only apply the trademark to the first reference of the term “Quality Compass” within the written material. At the bottom of the page where the registered trademark first appears there should be a footnote which states: “Quality Compass® is a registered trademark of the National Committee for Quality Assurance (NCQA).”
Sample Collateral

You will find that our marketing material makes use of all brand guidelines when created. Please refer to www.centaurihs.com for the most recent available collateral.
Social Media

Our Social Media Platforms features a variety of our branding on display. Centauri Health Solutions is active on Linkedin, Facebook and Twitter.

#centaurihs
@centaurihs

We can help with that

A trusted health plan RADV Audit partner

- More than 25 years of Health plan level CMS and HHS RADV-experience on our team
- Centauri Advance platform seamlessly interfaces with internal client teams, providing full visibility of retrieval, coding, coding QA results and coding throughput within a single portal
- Our software supports coded data extracted by as locally reviewing the DOS information to validate, remove, support, or add diagnoses

Centauri’s experience yields proven and reliable results, including successful RADV appeals. Our data integration capabilities with workflow software provides real-time coding and quality-level detail to monitor on-demand coding.

Reliable Results

We’re hiring!

We’re hiring!

Centauri Health Solutions’ technology-enabled solutions and services help hospitals and health plans optimize revenue cycle management and keep patients and providers connected.

We believe in investing in our people, processes, technology, and relationships as a way to bring forward end-to-end solutions for clients.

We improve the lives of those we serve - with and commitment to service our products and services.
Available Templates

The following variety of branded templates are available as both PDFs and Word Documents for internal users.
Consumer
Consumers

Members and Patients

Marketing collateral intended for the consumer audience, must follow strict federal guidelines for font type and size and TTY usage.

Required materials must be in 12-point Times New Roman font or equivalent.

12 Pt Times New Roman Font
12 Pt Raleway Regular Font Alternative

Use of TTY Numbers Section 504 of the Rehabilitation Act

A toll-free TTY number must appear in conjunction with the customer service number in the same font size as the other phone numbers, except as outlined below. Plans/Part D sponsors may use their own TTY number, 711 for Telecommunications Relay Service, or state relay services, as long as the number is accessible from TTY equipment.

As previously mentioned in our photography section, member and patient collateral should reflect the hospital and health plan members and patients that we reach. Images shown should always reflect inclusiveness and diversity featuring an appropriate variety of mobility, gender and age.
Conferences/Booths

For conferences and events where we have committed to a large space of 10X15 or larger, we have a large booth option featuring movable components including two demo stations, four chairs and a mobile device charging station.

Large Booth
Conferences/Booths

For conferences and events where we have committed to an 8X10 - 10X10 booth space, we have a smaller booth option featuring a podium.