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THE  
BROADLANE  
GROUP™



Style•guide

V.ONE

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THE  
BROADLANE  
GROUP

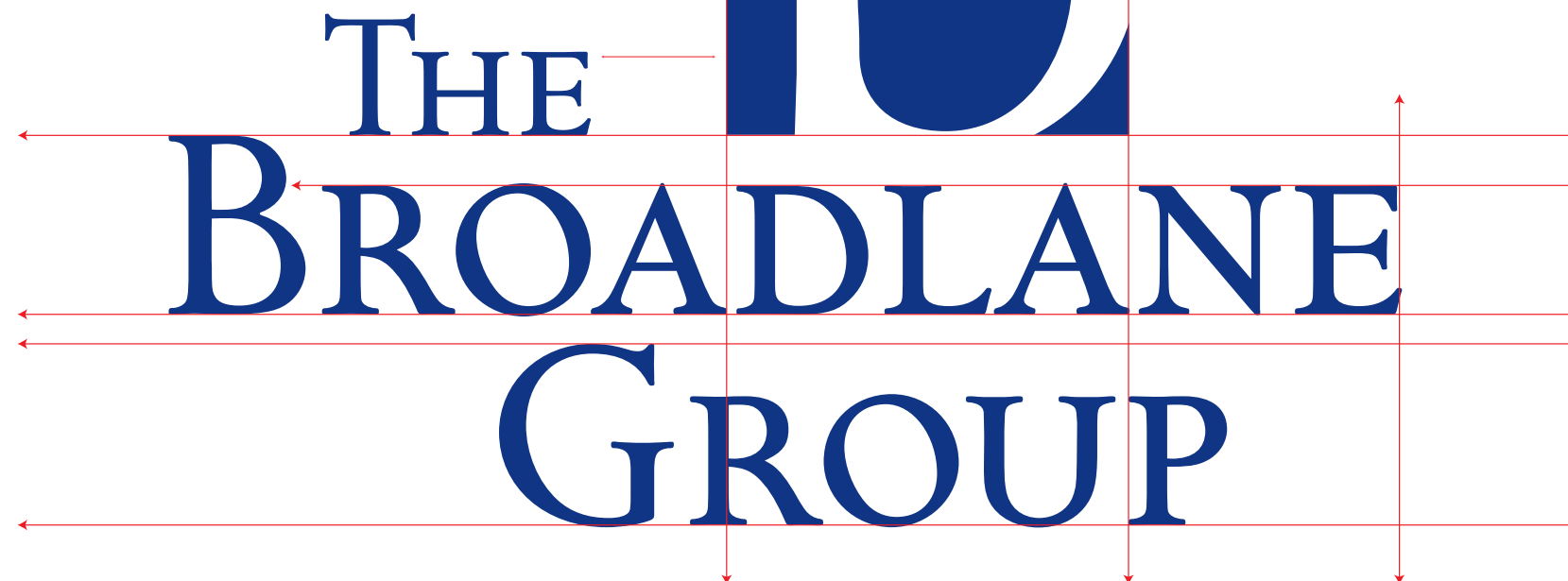
# LOGO INTRODUCTION

pillar graphic

reliable  
solid  
stable  
dependable



small 'b'  
evolving organically



The Broadlane Group is Broadlane's brand successor. Over the last decade, Broadlane has attained a level of maturity and confidence that can only come from experience. The Broadlane Group is Broadlane's evolution into a parent organization that focuses its energy into implementing best-practice solutions for making quality healthcare affordable.

The Pillar graphic exemplifies strength, stability and dependability. The small "b" is an element used in the brand's previous version. It is used to reflect the organization's desire to grow organically, using the organization's past as lessons for the future.

The Aries font is unique as it is what is described as a "revival font." The foundational elements of this typeface were developed in the 1600's, and its modernization is considered to be a seamless union between past and present. This historical element made it the perfect choice for The Broadlane Group.

IDENTITY TYPE  
ARIES REGULAR  
ARIES DISPLAY REGULAR  
ARIES CAP SMALL CAP

PRIMARY COLOR  
PILLAR BLUE  
PMS 294C

LIGATURE EDITS  
VERTICALLY EXTENDED 'b'

### Thinking beyond the logo

The way we communicate speaks volumes about us. Literally. If our voice is disjointed, this is reflected in our corporate image. In order to maintain the integrity of The Broadlane Group brand, we must make a concerted effort to speak not only clearly, but consistently.

Our messaging, positioning, voice and copy should express the cohesive essence of The Broadlane Group in each of our communications. When we speak with one unified, distinct voice, we accurately portray The Broadlane Group as a synergistic, comprehensive entity.

We use voice, tone, style and target audience wants and needs as building blocks to craft copy --- the words we use to communicate our brand message. Copy is how we ensure that we communicate consistency and reliability on the page, whether that page is tangible or virtual.



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The Broadlane Group is the brand of total cost management that helps you control your margin.

Because the Group lets you choose proven solutions ranging from light to full engagement.

We also identified a few key adjectives that best describe us

solid

insightful

flexible

creative

proven

client-oriented





# EXHIBIT SIGNAGE



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This version is to be used when our brand is meant to be exhibited at a size greater than 7 feet high.

The white "b" within the pillar should always be presented as negative space.

"The" and "Group" are 13 percent smaller than "Broadlane". Both words are as equidistant in their vertical proximity to "Broadlane".

# HORIZONTAL LAYOUT NO BUG

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In some instances, the logo may need to appear horizontally. These instances includes layouts that are limited in vertical space, and are more minimalistic in style.

Notice that the bug is not a part of this layout. It is acceptable not to use the "b" element in some circumstances, especially when communicating with an internal audience, with an audience of current clients, or with an audience that does not directly represent our target market.

It is also acceptable use where the "b" version of the logo appears elsewhere within the same document, as it does within the Power Point template.

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## Aries

THE BROWN FOX JUMPED OVER THE WOODEN FENCE AND LANDED ON GREEN PASTURES  
the brown fox jumped over the wooden fence and landed on green pastures

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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## Aries Display

THE BROWN FOX JUMPED OVER THE WOODEN FENCE AND LANDED ON GREEN PASTURES  
the brown fox jumped over the wooden fence and landed on green pastures

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## ARIES CAP SMALL CAP

THE BROWN FOX JUMPED OVER THE WOODEN FENCE AND LANDED ON GREEN PASTURES  
THE BROWN FOX JUMPED OVER THE WOODEN FENCE AND LANDED ON GREEN PASTURES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

IDENTITY TYPE  
ARIES REGULAR  
ARIES DISPLAY REGULAR  
ARIES CAP SMALL CAP

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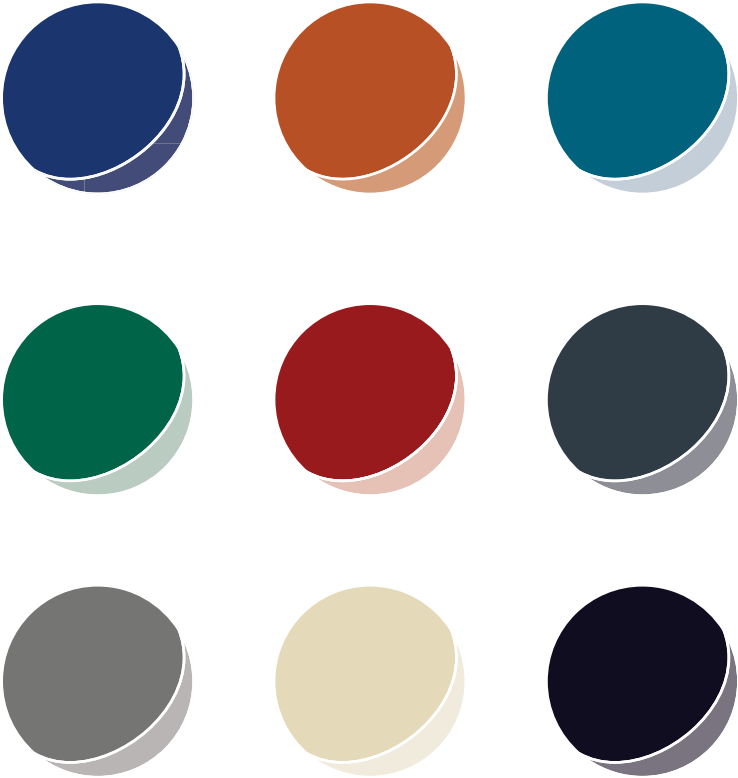
# COLOR PALETTE

294C	201C	1525C	7470C	4545C	276C	424C	432C	342C
CMYK 100 89 28 14	CMYK 0 100 63 29	CMYK 0 58 100 10	CMYK 80 15 0 45	CMYK 0 3 19 6	CMYK 100 100 0 58	CMYK 0 0 0 60	CMYK 0 0 0 85	CMYK 100 0 71 43
RGB 0 24 158	RGB 127 5 36	RGB 171 56 17	RGB 0 105 144	RGB 241 229 199	RGB 220 221 222	RGB 128 130 133	RGB 77 77 79	RGB 0 111 81
HEX EA FF E5	HEX 7F 05 24	HEX AB 38 11	HEX 00 69 90	HEX F1 E5 C7	HEX DC DD DE	HEX 80 82 85	HEX 4D 4D 4F	HEX 00 6F 51
HSV 110 10 100	HSV 345 96 50	HSV 15 90 67	HSV 191 80 55	HSV 51 19 94	HSV 210 1 87	HSV 216 4 52	HSV 240 3 31	HSV 137 100 57

These color options are provided as essential color elements to be used with any official The Broadlane Group collateral, for both internal and external elements. Adding new color elements to the logo or to elements related to the logo are strictly prohibited.

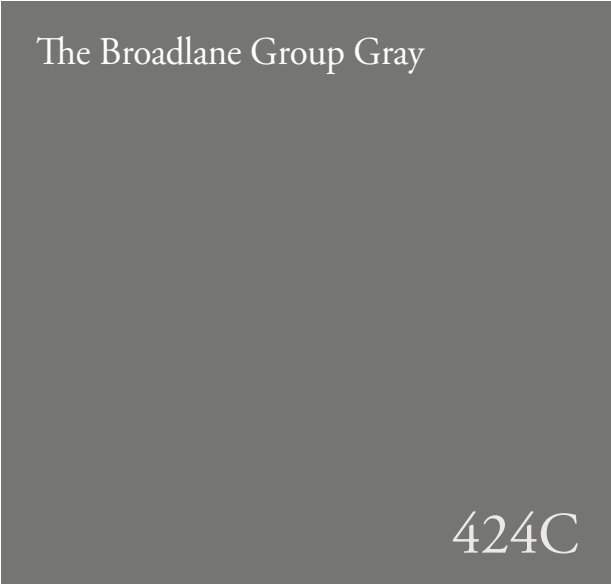
The Broadlane Group Blue, the color of the actual graphic and type, is to be used sparingly, almost as a secondary color element. It is not to be used as a background to a shape or to headings.

If you intend to use true black, please use C50 M50 Y25 K100.

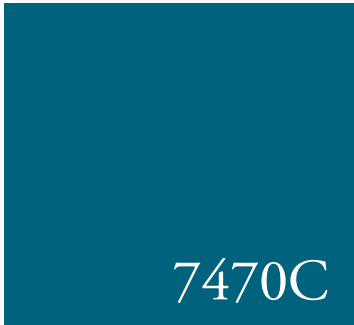


# COLOR PALETTE

## PRIMARY COLOR PALETTE



## SECONDARY COLOR PALETTE



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# HORIZONTAL LAYOUT WITH BUG

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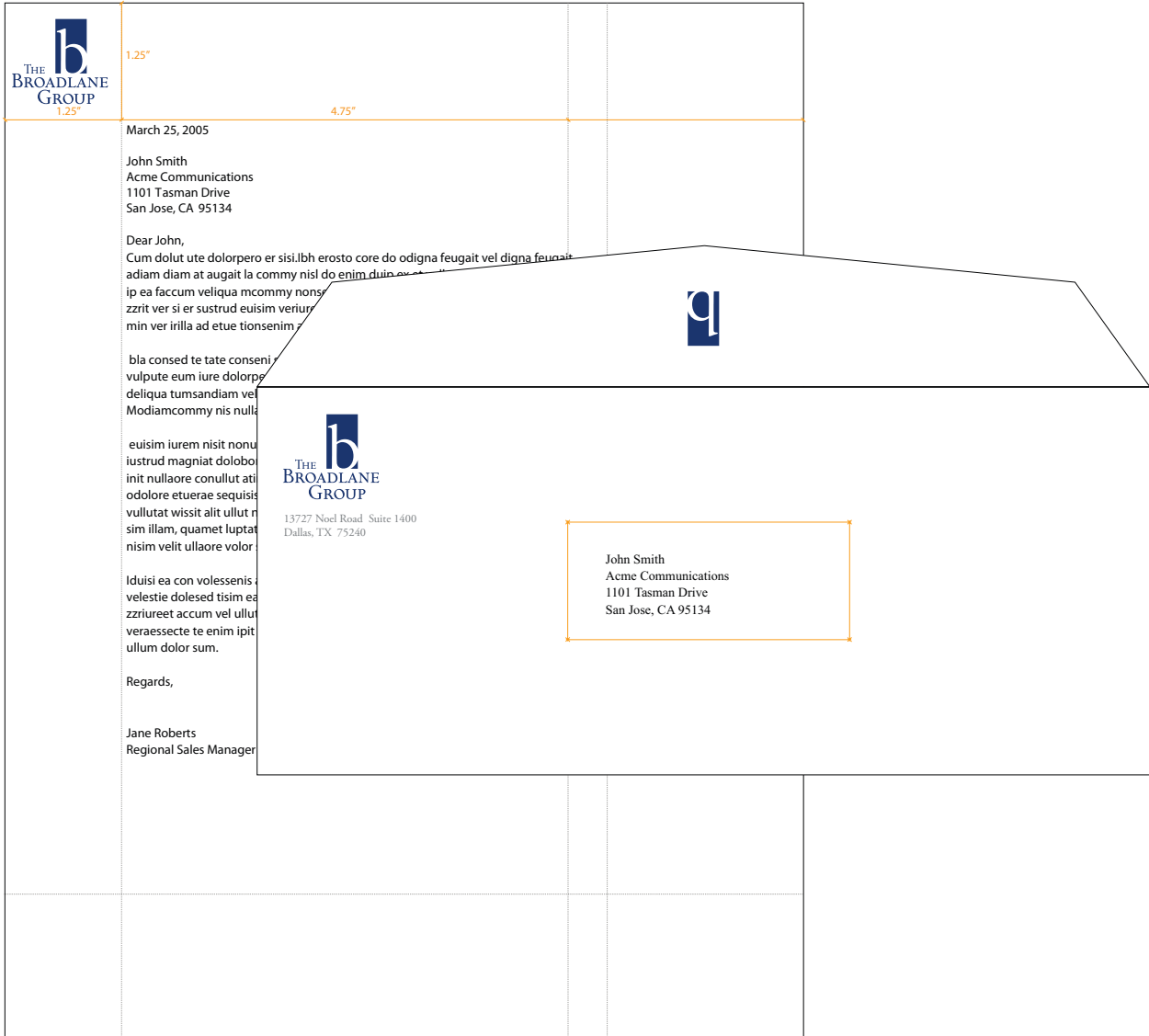


In some instances, the logo may need to appear horizontally. These instances includes layouts that are limited in vertical space, and are more minimalistic in style.

Notice that the bug is part of this layout. It is acceptable to use this approach when one is in need of a store-front or directional approach.

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# STATIONERY AND BODY COPY



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Letter and Memo produced on corporate letterhead must follow the margins established at the left of this paragraph. The typeface to use is Times New Roman or Adobe Garamond Pro 10pt size, at 13pt leading or single line spacing.

If printing promotional material on letterhead, Arial or Helvetica Neue 45Light, should be used at 9pt size, 13pt leading.

For online elements, please use Arial or Verdana for action links, body copy and navigation.

# BUSINESS CARD

FRONT



Patrick T. Ryan  
Chairman and CEO

13727 Noel Road, Suite 1400  
Dallas, Texas 75240  
972.813.4198 telephone  
972.813.4598 facsimile

pat.ryan@thebroadlanegroup.com  
www.thebroadlanegroup.com

BACK

BLANK

The Broadlane Group is a corporate brand. As such, not everyone will be receiving a business card with "The Broadlane Group" on it. You are eligible for "The Broadlane Group" business cards if you:

- + Interface with clients, vendors, suppliers or professional peers/fellow employees as a representative of "The Broadlane Group" in an official capacity.
- + Do not perform your professional responsibilities under one of "The Broadlane Group's" official brands, which are: Healthcare Performance Partners and Prolucent.

Only in rare circumstances will an exception be made where an individual is approved for more than 1 business card.

The business card layout standards are as follows:

**Name:** Professional, no nicknames in quotes or parenthesis

**Professional Designations:** Maximum of 2

**Title:** As in company directory, or other approved by Human Resources

**Business Unit:** As approved by Marketing

**Address:** Broadlane office, or client facility

**Telephone:** Up to three

**E-mail:** Broadlane and/or client address (if 2 e-mails, then only 2 phone numbers)

On all logo variations, maintain a clear space around the logo on each side  
Never allow images or typography to overlap with the logo



MAKING  
QUALITY  
HEALTHCARE  
AFFORDABLE

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LOGOS AND VARIATIONS

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THE  
BROADLANE  
GROUP

A division of  
THE BROADLANE GROUP

A wholly owned subsidiary of  
THE BROADLANE GROUP



THE BROADLANE GROUP

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## INCORRECT LOGO USAGE

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In order to preserve its status as a registered trademark and its value as a corporate asset, The Broadlane Group logo must not be altered in any way. Changing The Broadlane Group logo reduces its impact and detracts from a consistent brand image.

- Avoid use of background colors, patterns or images that reduce the legibility of the logo.
- The "b" bug should always retain the negative space within the pillar.
- DO NOT, under any circumstances, alter the proportions, colors, or true form of The Broadlane Group logo. This also includes embossing, bevels, or similar effects.



## LOGO PRESENTATION



The Broadlane Group is Broadlane's brand successor. Over the last decade, Broadlane has attained a level of maturity and confidence that can only come from experience. The Broadlane Group is Broadlane's evolution into a parent organization that focuses its energy into implementing best-practice solutions for making quality healthcare affordable.

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The reversed logo is to be used in special circumstances when the color of the medium is dark.

This presentation mode is ideal for locations where logo prominence is meant to be subtle.

The "b" elements have been punched-through to show background elements. Please refer to the 'Logo Commandments' regarding what not to place behind the logo, as it will show through.