



ClinicalMatch

B R A N D B O O K



## Data-driven Clinical Match



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# Who We Are

## 1.1: THE CLINICAL MATCH STORY

The sole purpose of Clinical Match is to match patients with the right clinical trials.

We work very closely with principal investigators, physicians, and patients to provide a platform that is easy to use, technologically advanced and ethical for all.

Our data-driven clinical trial matching system evaluates both clinical study requirements and patient application data to find the most relevant, available matches.

This not only makes our platform user-friendly but also ethical since we only recommend matches that meet our strict proprietary scoring criteria.

Everything we do, we do so out of care for our users and our community and that is why we also commit a percentage of our revenue to causes that advance medicine and patient care.



## 1.2: MESSAGING FRAMEWORK

The Messaging Framework is a tool used to define the foundation of a brand, whether that brand is a person, a product, or a company. It is an integral part of messaging and serves as the foundation from which all forms of visual and verbal communications are derived. All brand decisions stem from the Messaging Framework.

### One Simple Thing:

The one simple word/idea that defines Clinical Match.

Ethical

### Positioning:

How we want to be perceived.

Clinical Match is a technology platform where principal investigators, physicians, and patients come together to find the most suitable clinical trial.

### Tagline:

A clarifying thought that associates us with our target market.

Data-driven Clinical Match

## 1.3: FUNCTIONAL BENEFITS

Why do consumers believe they benefit from us; why do they tell themselves to do business with us?

### Ease of Use

Our platform makes it easy for principal investigators, physicians, and patients to create and find a clinical trial that fits their needs.

### Data-driven Clinical Match

Our algorithm matches patients to the most relevant clinical trials based on their requirements.

### Distribution & Accessibility

Our platform makes it possible for principal investigators to reach a large targeted audience for their clinical studies while providing access to a vast library of studies to physicians and patients.

## EMOTIONAL BENEFITS

The reasons why our consumers benefit from us.

### Privacy

We value our user's privacy above all and we go through a great extent to protect our user's data. Therefore, our users feel safe to use our platform.

### Hope

Our platform gives hope to millions of patients in search of alternative therapy through a clinical trial.

### Community

Our platform is designed to help users work together to achieve their goals, whether it is the success of a clinical study or finding a cure for an illness.

## 1.4: STORIES

Why do consumers believe they benefit from us; why do they tell themselves to do business with us?

## PROOFS

Proofs that support our claims.

### A Principal Investigator

who is looking to publish and recruit patients for their clinical study can turn to Clinical Match to distribute their study to a large network of physicians and patients.

### Dr. Smith, a principal investigator,

published his cancer research study on Clinical Match and within a month reached his desired participant quota. Now, Dr. Smith will only trust Clinical Match with future research studies due to the ease of use, distribution and data-driven matching.

### A Physician

who is looking for clinical trials for their patients turns to Clinical Match due to the ease of use of the platform for applying to multiple clinical trials at once.

### Dr. Adams, an oncologist,

always uses Clinical Match to help his patients find the right clinical trial for their needs. He loves using Clinical Match because only a single application is required per patient to match them with several clinical trials right for them. He also likes that he can now be reimbursed ethically for the time spent managing this process.

### A Patient

who is looking for alternative therapy in their moment of need turns to Clinical Match with the hope that their state of the art data-driven platform will help them find the right study quickly.

### Nancy, a patient with a rare type of blood disease,

was in despair to find a cure for her illness until a family member recommended Clinical Match to her. She went from despair to being hopeful because within a week she had several clinical trials to choose from.



## 1.5: BRAND PERSONALITY

What personality do we want to permeate through our communications?

### Integrity

We are honest with our users and always deliver on our promise.

### Caring

We care about our users and our community and go to great extent to deliver for them.

### Giving

We are socially responsible and give a percentage of our revenue to causes that will advance medicine and patient care.

## 1.6: PHOTOGRAPHY DIRECTION

There is an 83% purple mask over all client centered photos. Purple is selfless, inviting and it represents quality of service in color psychology.



## 1.7: PHOTOGRAPHY DIRECTION

There is an 83% blue mask over all photography of doctors or medical facilities. Blue represents loyalty, trust, integrity, care, and reliability in color psychology.



# Logo Elements



ClinicalMatch

## 2.1: CLINICAL MATCH LOGO

The new logo is used to identify Clinical Match, increase brand recognition, and differentiate Clinical Match from competitors.

A logo is the combination of an icon, wordmark, and color. Below is a breakdown of what each represents for Clinical Match.

### Icon:

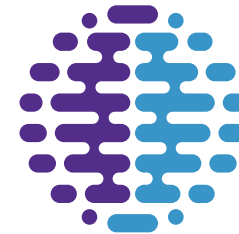
The Clinical Match icon represents the company's ability to match the right patient with the correct clinical trial. It's a symbol of the company's dedication to accuracy, efficiency, and partnership, hence the two identical sides.

### Wordmark:

The wordmark is the actual name of the company. The wordmark is made of a sans serif font, which gives the logo a modern touch that is scalable in print and mobile platforms.

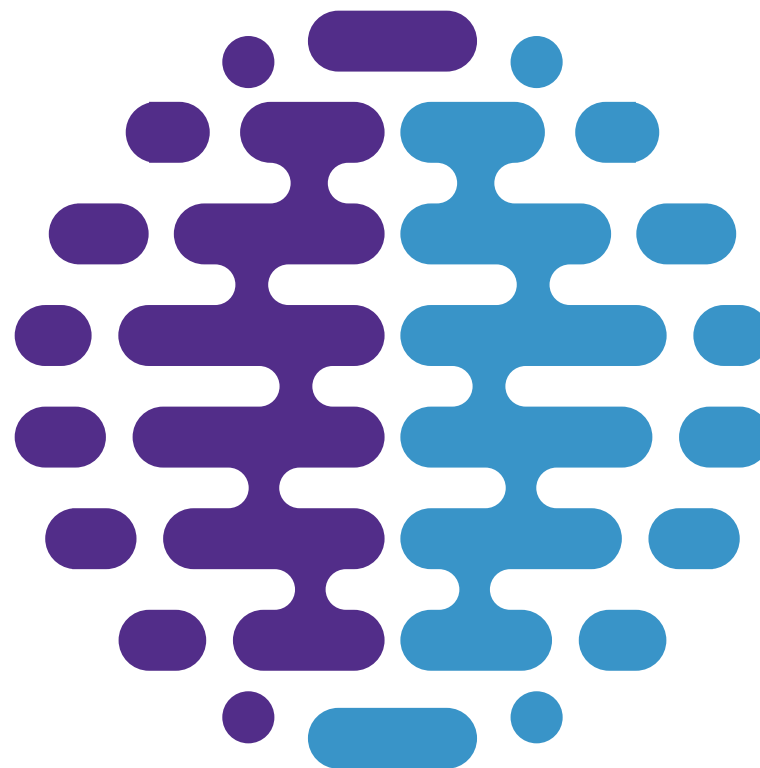
### Color:

Color is used to visually separate the two words as well as representing the two sides of the business, which matches patients to clinical trials.



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## 2.2 CLINICAL MATCH ICON



## 2.3: LOGO PROTECTION & MINIMUM SIZE

The protection area prevents other elements from invading the identity, ensuring presence, hierarchy, and readability. The protection area is half of the height of the icon.

None of the reductions may be less than the specified size. This measure has been defined to ensure the integrity of the identity.





## 2.4: LOGO VERSIONS



## 2.5: INCORRECT LOGO USAGE



**MONOCHROMATIC LAYERING**



**SHADOW**



**NON PROPORTION**



**PATTERNS OUTSIDE OF THE  
MATCH ELEMENT**



**OUTLINE**



**GRADIENT**

## 2.6: WATERMARK

The watermark should be used in the following ways:

- As a lower border where there is information or copy.
- In business or marketing documents.

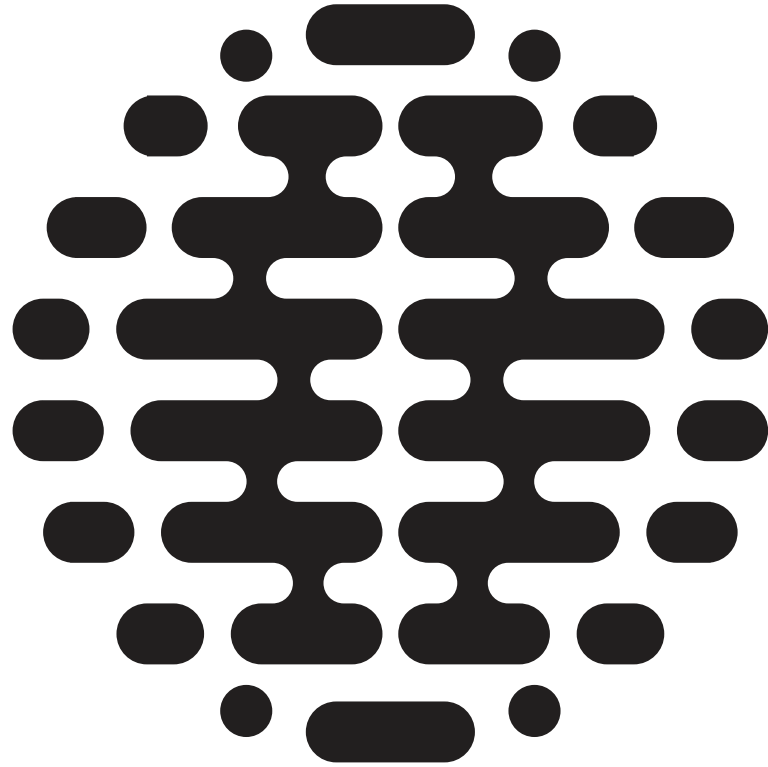
The watermark pattern is formed by a series of icons. It will be used at 5% of the original color.

It can be used for example:

- Folder interiors
- Envelope interiors
- Presentations
- Wall imagery
- Letterhead
- Packaging



2.7:  
DESIGN  
ELEMENT



## 2.8: DESIGN ELEMENT APPLICATION

The brand will only show 25% of the brand element when used on photography. The element will be screened at 15%.



# Color Palette & Typography

# 3.1: COLOR APPLICATIONS

Color can influence decision making as well as increase trust for a brand.

The colors that have been selected coincides with the brand story of ethics, integrity, technology, and hope for making the world of medicine and mankind better.

## Purple

Purple is noble and sophisticated. Purple is a blend of red and blue and is viewed to have confidence and warmth.

## Blue

Blue is calming, confident, and trustworthy. Blue is popular in the medical industry for its authoritative appeal and ability to evoke security.

## Black

Black is associated with boldness, formality, strength, luxuriousness, and seriousness.

## Gray

Gray is a sophisticated color that represents smarts, wisdom, and intelligence.

## Orange

Orange is energetic, creative, warm, and it is used to draw attention to call to action areas.

## White

White represents purity, cleanliness, and integrity. White shouldn't be underestimated.

**Brand Coverage Percentage:** Primary 15% (Blue and Purple), Secondary 75% (Gray and White), Copy 5% (Black and Gray), and Accent 5% (Orange).

## PRIMARY

**PANTONE  
268C**

RGB: 82/46/139  
CMYK: 85/100/5/1  
HEX: 522e8b

**PANTONE  
268C**

RGB: 98/61/148  
CMYK: 75/91/2/1  
HEX: 623d94

**PANTONE  
7678C**

RGB: 106/72/142  
CMYK: 71/84/11/1  
HEX: 6a488e

**PANTONE  
7676C**

RGB: 118/101/160  
CMYK: 62/67/9/1  
HEX: 8568ac

**PANTONE  
7688C**

RGB: 66/152/204  
CMYK: 71/28/4/0  
HEX: 4298cc

**PANTONE  
7688C**

RGB: 866/152/204  
CMYK: 71/28/4/0  
HEX: 4298cc

**PANTONE  
2915C**

RGB: 95/180/229  
CMYK: 57/13/0/0  
HEX: 5fb4e5

**PANTONE  
542C**

RGB: 123/174/212  
CMYK: 51/20/5/0  
HEX: 7baed4

## COPY

**PANTONE  
NEUTRAL  
BLACK C**

RGB: 34/31/31  
CMYK: 70/67/65/74  
HEX: 221f1f

**PANTONE  
BLACK 7C**

RGB: 56/53/54  
CMYK: 68/64/61/56  
HEX: 383536

**PANTONE  
7540C**

RGB: 74/79/85  
CMYK: 69/59/52/33  
HEX: 4a4f55

**PANTONE  
COOL  
GRAY 10C**

RGB: 99/101/106  
CMYK: 62/53/47/19  
HEX: 63656a

**PANTONE  
COOL  
GRAY 5C**

RGB: 178/178/178  
CMYK: 31/25/25/0  
HEX: b2b2b2

**PANTONE  
COOL  
GRAY 4C**

RGB: 188/188/188  
CMYK: 27/21/22/0  
HEX: bcbcbc

**PANTONE  
COOL  
GRAY 4C**

RGB: 193/192/192  
CMYK: 24/20/20/0  
HEX: c1c0c0

**PANTONE  
420C**

RGB: 200/200/200  
CMYK: 21/16/17/0  
HEX: c6c6c6

## ACCENT

**PANTONE  
158C**

RGB: 238/118/36  
CMYK: 2/66/98/0  
HEX: ee7624

**PANTONE  
158C**

RGB: 245/133/52  
CMYK: 0/59/90/0  
HEX: f58534

**PANTONE  
7577C**

RGB: 246/146/78  
CMYK: 0/51/77/0  
HEX: f6924e

**PANTONE  
714C**

RGB: 246/159/98  
CMYK: 1/44/67/0  
HEX: f69f62

## BACKGROUND

**WHITE**

RGB: 255/255/255  
CMYK: 0/0/0/0  
HEX: ffffff

**WHITE**

RGB: 255/255/255  
CMYK: 0/0/0/0  
HEX: ffffff

**WHITE**

RGB: 255/255/255  
CMYK: 0/0/0/0  
HEX: ffffff

**WHITE**

RGB: 255/255/255  
CMYK: 0/0/0/0  
HEX: ffffff

## 3.2: LOGO COLOR APPLICATIONS

PRIMARY

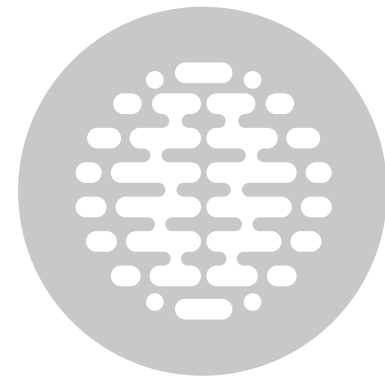
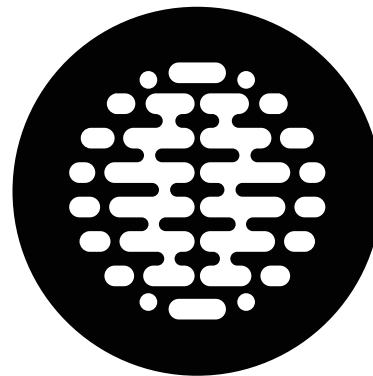
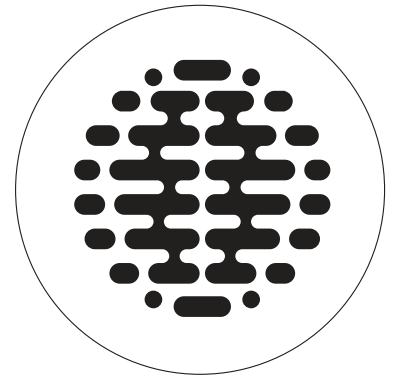
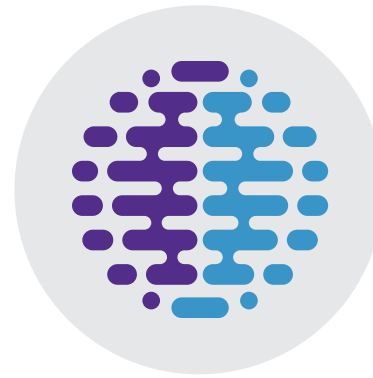
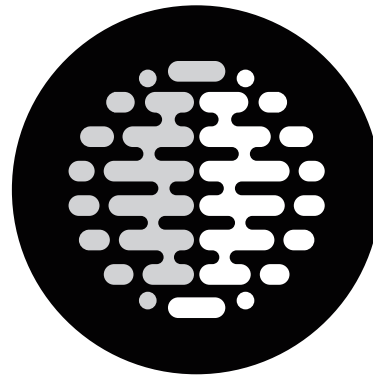
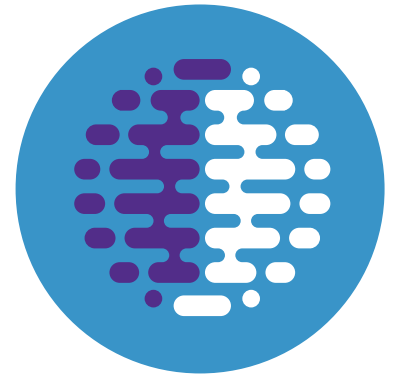
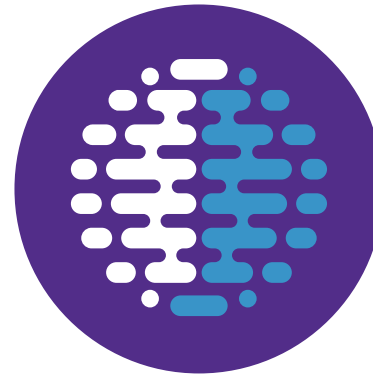
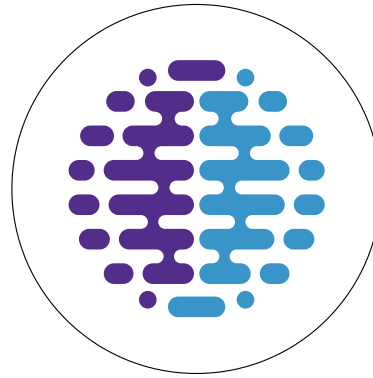


SECONDARY





### 3.3: ICON COLOR APPLICATIONS



## 3.4:

# TYPOGRAPHY

Typography is an essential component in the construction of the brand image.

The proper management and consistent use of these fonts will support the recognition of the brand.

---

PRIMARY FONT:  
ARIAL ROUNDED MT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

123456789 (!@#\$%{...}^&\*')

---

COPY FONT:  
FRUTIGER REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

123456789 (!@#\$%{...}^&\*')

---

COPY FONT:  
FRUTIGER BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

123456789 (!@#\$%{...}^&\*')

# Applications & Stationery System

## 4.1: WEBSITE

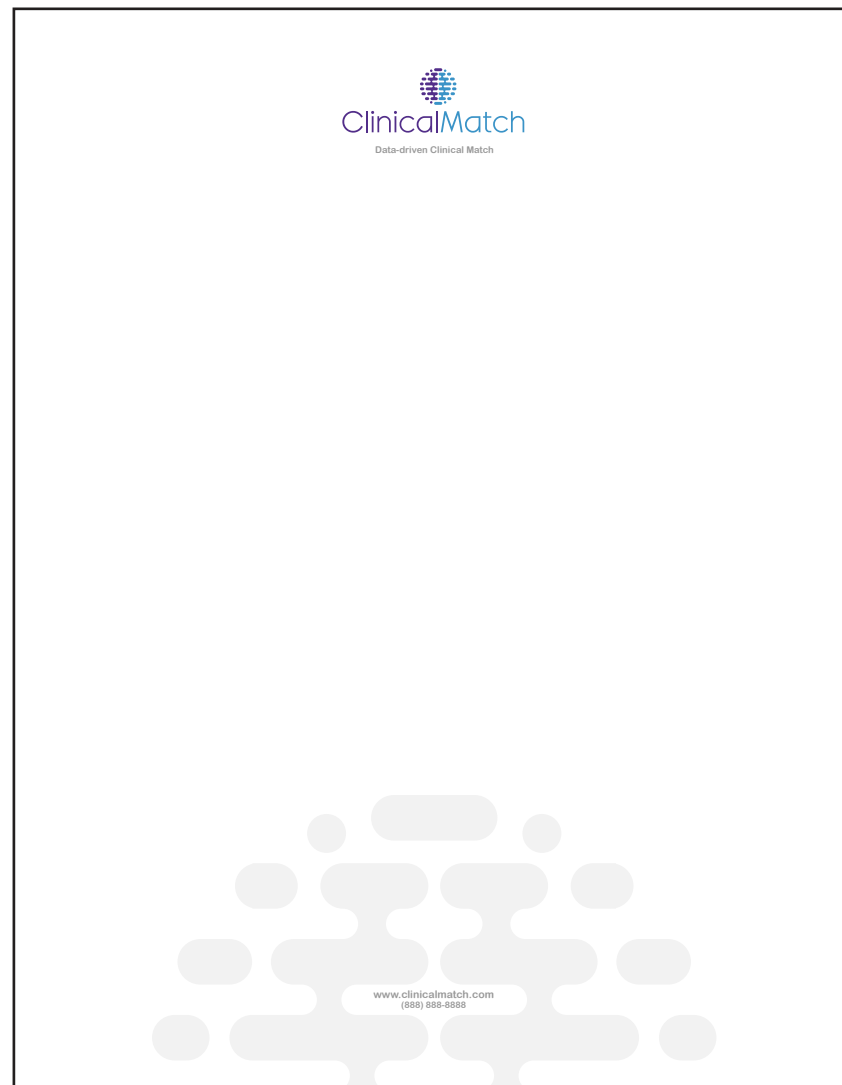
## 4.2: STATIONERY SYSTEM



## 4.3: STANDARD LETTERHEAD

Size: 8.5 x 11 inches

Color: 3/0 (Purple, Blue and Gray)



## 4.4: STANDARD ENVELOPE

Size: #10 9.24 x 4.125

Color: 3/0 (Purple, Blue and Gray)



## 4.5: STANDARD BUSINESS CARD

Size: 3.5 x 2 inches

Color: 3/2 (Purple, Blue and Gray)





## 4.6: EMAIL SIGNATURES



John Smith - Founder



ClinicalMatch

US: (888) 888-8888

Clinical Match.com



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## 4.7: EMAIL SIGNATURES

John Smith - Founder



Phone: (888) 888-8888  
[www.clinicalmatch.com](http://www.clinicalmatch.com)



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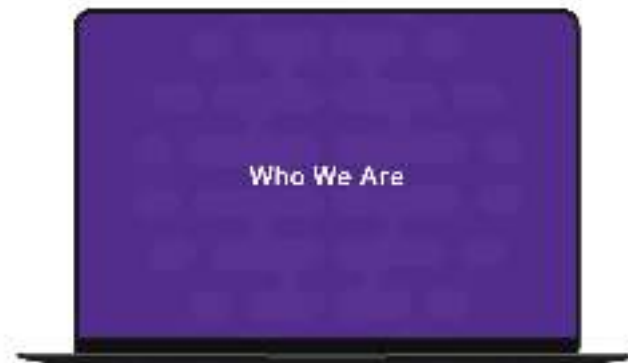
## 4.8: POWERPOINT TEMPLATES



COVER



BACK COVER



SECTION BREAKS



INTERIOR

## 4.9: POWERPOINT TEMPLATES



**COVER**



**BACK COVER**



**SECTION BREAKS**



**INTERIOR**

## 4.10: POST IT NOTES & NOTEPADS

The Clinical Match notepads will use the match element with a colored version of the Clinical Match logo and domain at the bottom.



## 4.11: POST IT NOTES & NOTEPADS



## 4.12: POCKET FOLDERS

Size: 9 x 12 inches

Color: 3/0 (Purple, Blue and Gray)



## 4.13: POCKET FOLDERS

Size: 9 x 12 inches

Color: 3/0 (Purple, Blue and Gray)





## 4.14: POCKET FOLDERS





## Data-driven Clinical Match





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[www.clinicalmatch.com](http://www.clinicalmatch.com)