



VERSION 0.1

# Branding Guidelines

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A complete guide to all your Decent branding needs.

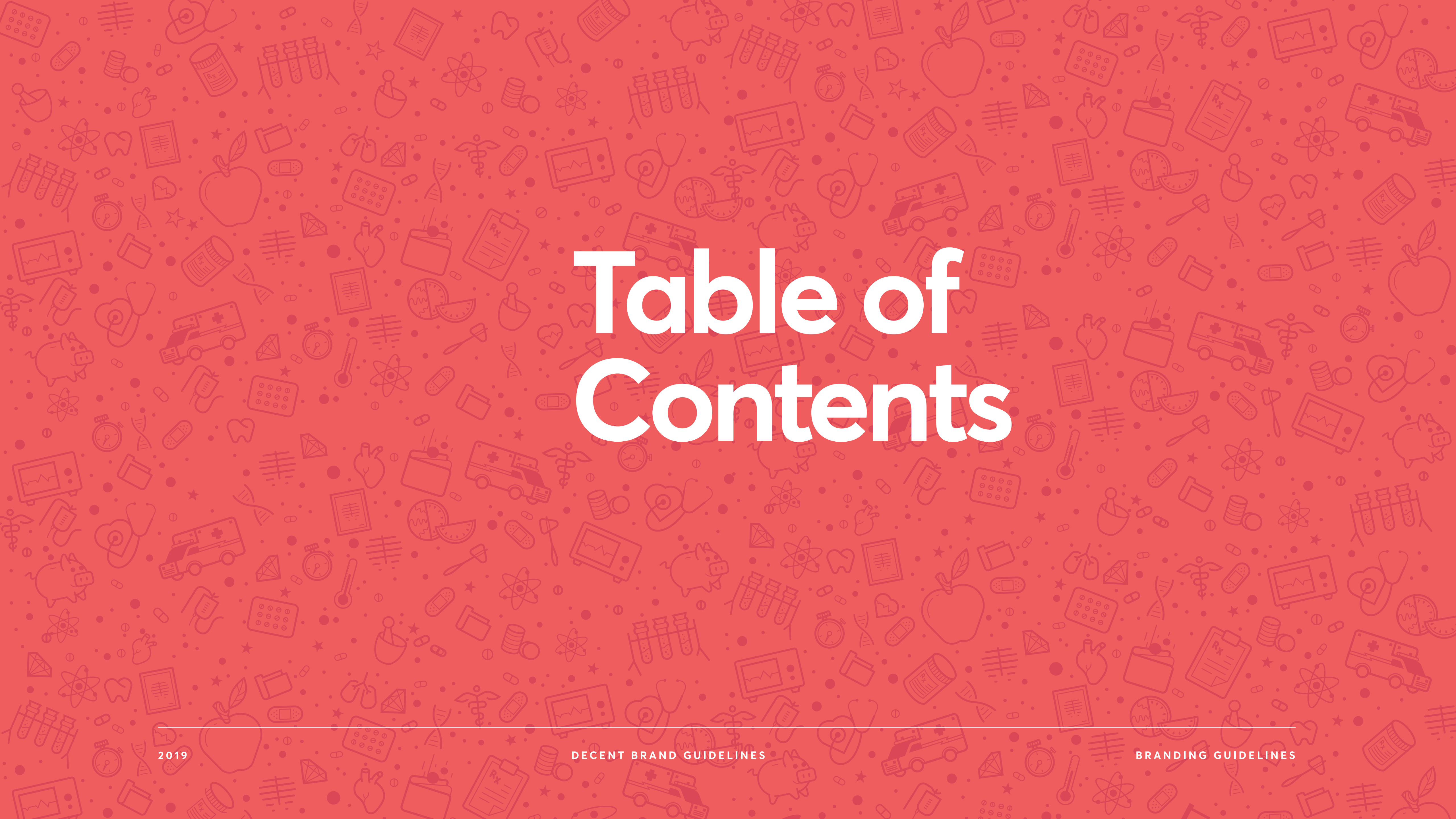
# The Overview

The Decent brand is more than a name its a complete system of color, typography, and artwork that reflects the spirit of our company. Decent is committed to providing a positive and stable brand experience.

These guidelines are for the Decent team and have been carefully designed to protect our brand. If you're ever in doubt about something, please refer back to these Brand Guidelines.

Cant' find an answer to your question? feel free to reach out to [design@decent.com](mailto:design@decent.com)





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01.

# The Logo

# Primary Logo

The 'Decent' logo is the foundation around which we have built our visual Identity. The logo is a legal Trademark. It is the visible expression of our company, and of our company, and it must be used responsibly and consistently. This section details all you need to know about the correct usage and application of the Decent brand marks.



# The Decent Wordmark

The logo is made up of the Decent brandmark heart that sits to the left of the Decent wordmark.





# Logo Variations

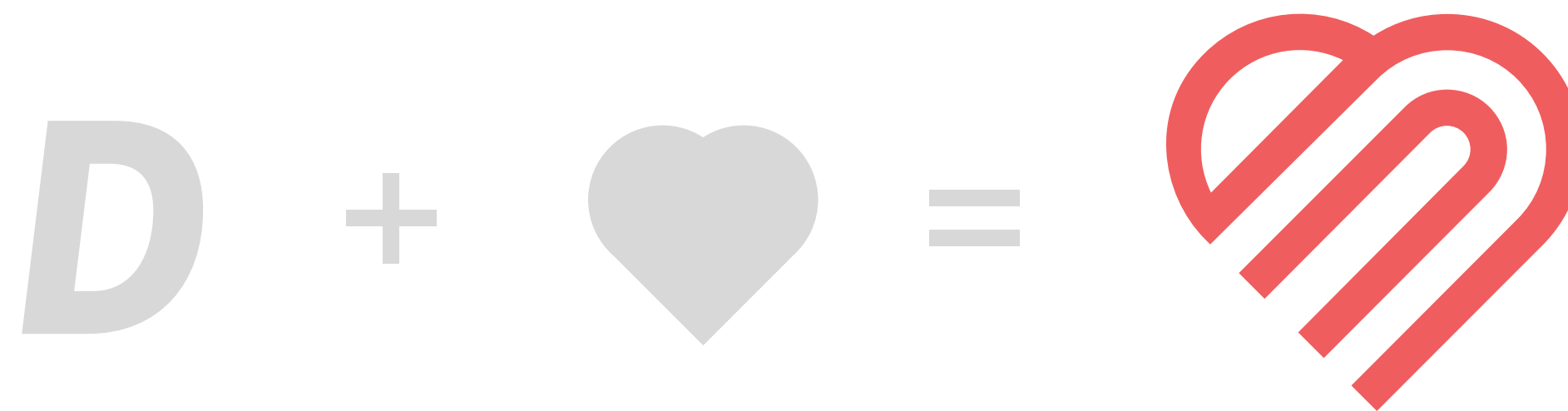
The Decent logo is available in three different colors. Each version has been specifically designed to allow the best possible reproduction of the logo across various media and output methods. Please ensure you choose the correct version and account for reproduction restrictions and size and shape of the materials being used.

We should wherever possible, place the logo on a white background to ensure legibility; however, the white on red and black logo is also acceptable.



# The Decent Heart Brandmark

The Decent brandmark heart is a mash-up of the letter D for "Decent" and a heart.



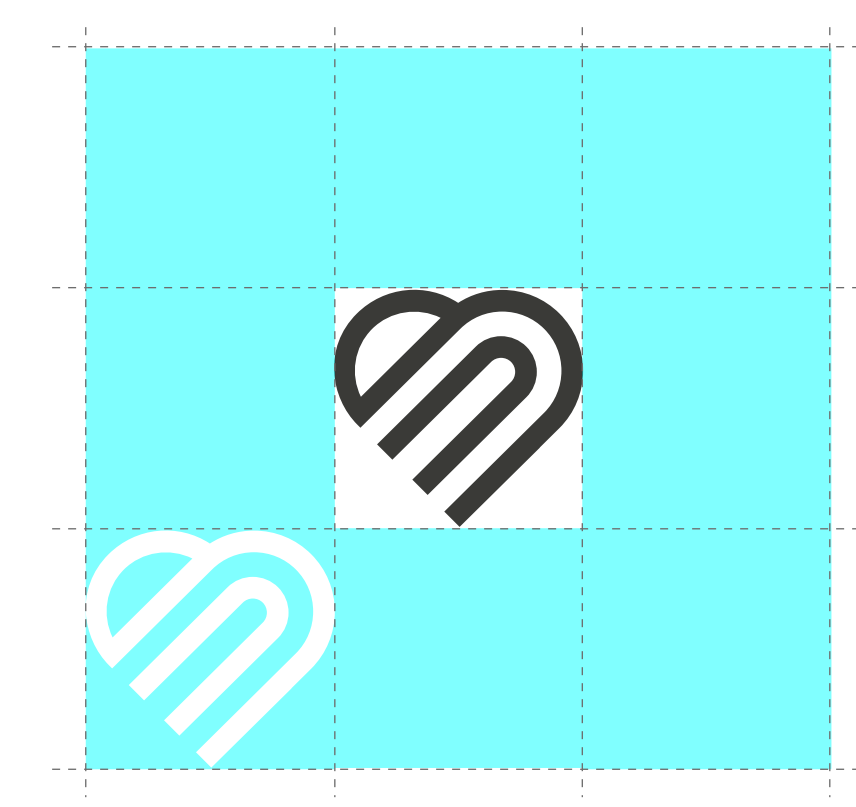
# Safe Zone

A safe zone area has been specially developed to allow maximum clarity and legibility of the logo. The image to the left represents the exclusion area required around any application of the primary logo. No type or graphic elements should intrude into this space. The exclusion area is measured by the height of the capital (D) in the wordmark. For the heart Brandmark, the heart acts as its safe area.

Decent wordmark



Brand mark





# 02. Typography

# Typography

*How we express ourselves through our typography adds character to our company's visual identity.*

Typography, choice of typefaces, and their use in layout design all help to create a unique personality for communication. This section covers our typeface families and how to use them properly.

Primary Typeface

**Averta PE**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890(!@\$\$%&?)**

# Typography Weights

Our typography families are used across Decent’s visual identity.

## ***Averta PE Black Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890(!@ \$%&?)***

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## Averta PE Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!@ \$%&?)

---

## Averta PE Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!@ \$%&?)



# 06. Color Guide

# Color Values

The primary colors are vital indicators of the Decent brand. Our primary brand color is Watermelon. However, we use or secondary colors as brand accents.

One of the ways we attract interest in our brand is through the use of color in marketing materials. Our company aim is to be empathetic to our users when it comes to sensitive or complicated information. We exude a professional and trustworthy user experience through minimal design and the use of white space.

## Primary

### Watermelon

240 93 95      0% 79% 57% 0%  
HEX #F05D5F      PANTONE

## Secondary

### Midnight

R:34 G:83 B:115      C:91% M:64% Y:35% K:17%  
HEX #225372      PANTONE

### Supporting Blue

HEX #86C3E6  
R:134 G:195 B:230  
C:44% M:9% Y:2% K:0%

### Supporting Green

HEX #B4DAD2  
R:183 G:185 B:188  
C:32% M:23% Y:22% K:3%

### Supporting White

HEX #FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0

# Grays

Our gray are used in a very utilitarian way. Decent Dark is used for all of our copy, while the lighter grays and white are utilized for backgrounds.

Font  
Color

Medium  
Gray

Light  
Gray

White

Dark

R:45 G:45 B:46  
HEX #2D2D2E  
C:71% M:65% Y:62%  
PANTONE

#DEDEDE  
R:222 G:222 B:222  
C:12% M:9% Y:9% K:0%

#F5F5F5  
R:245 G:245 B:245  
C:3% M:2% Y:2% K:0%

#FFFFFF  
R:255 G:255 B:255  
C:0% M:0% Y:0% K:0%



# 04. Illustrations & Icons



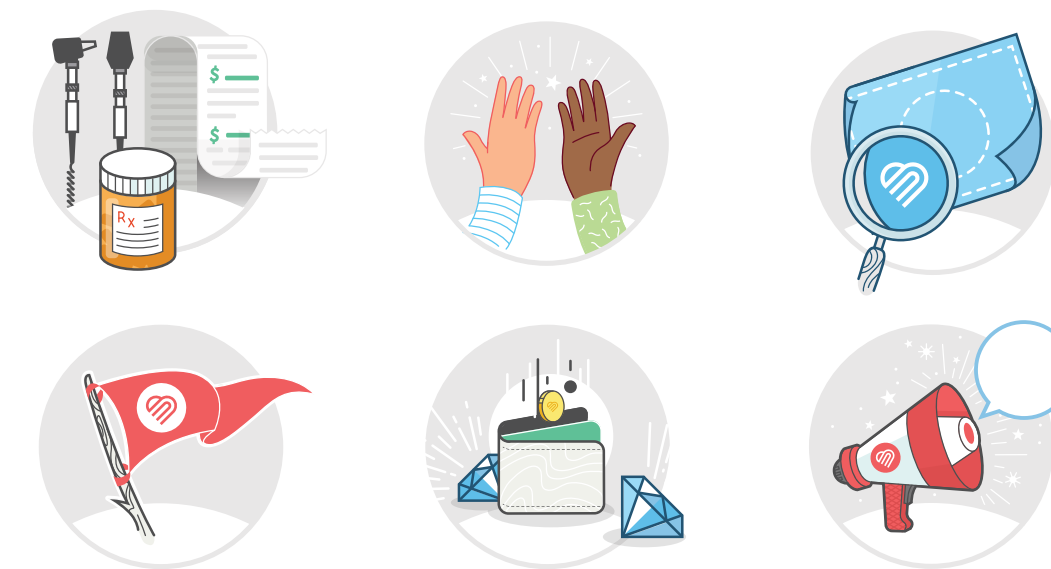
# ICONS & ILLUSTRATIONS

While illustrations bring a user into a narrative, capturing several ideas and telling a story, icons serve a more functional purpose. Icons represent content rather than complementing it. Generally, illustrations depict large thematic concepts using metaphors and narratives. Icons are used to express actions or elements within our product. They should be used consistently and be clearly defined.

## ICONS



## ILLUSTRATED ICONS



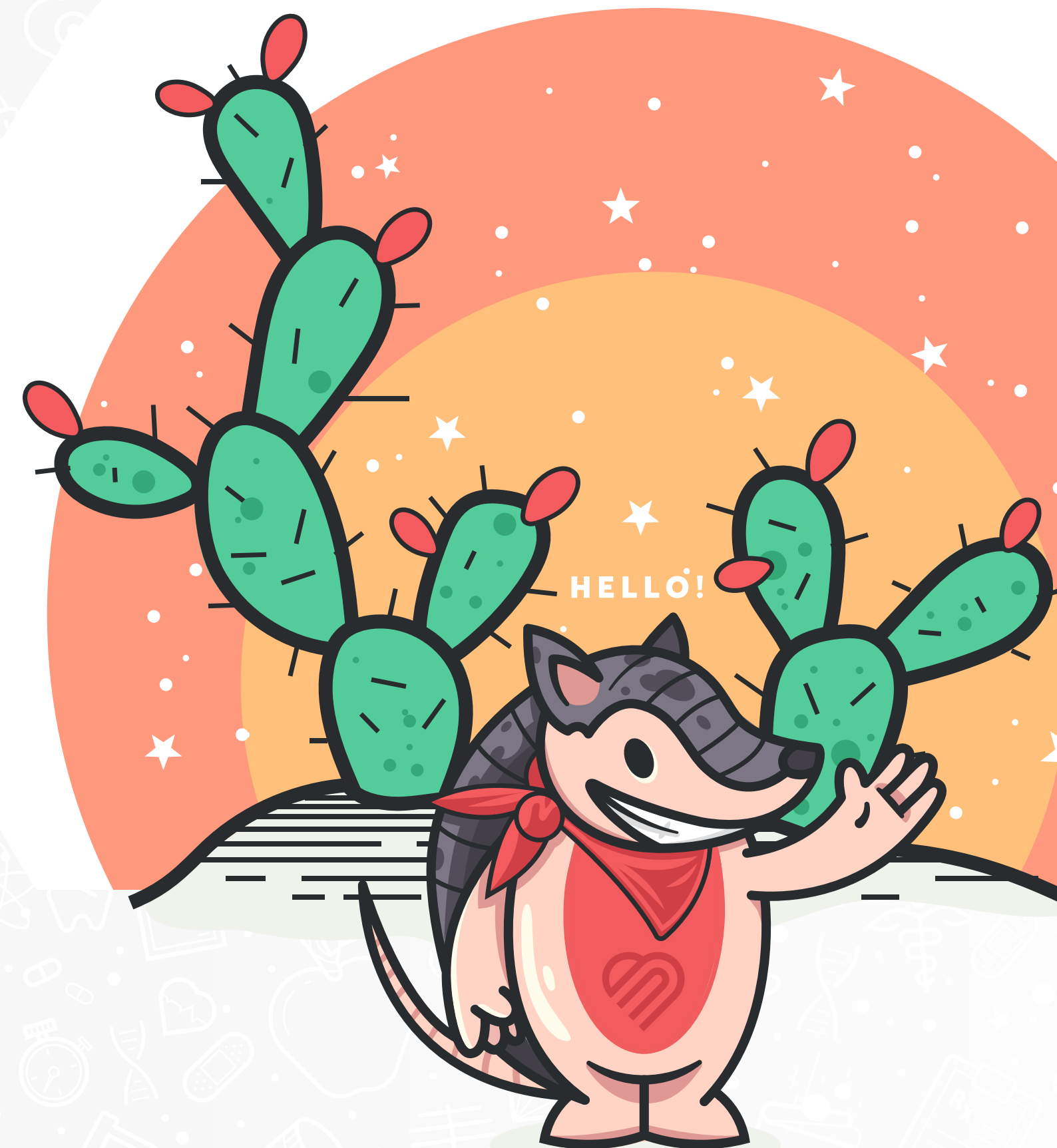
## ILLUSTRATION





# 08. Mascot

SAY HI GIFFORD



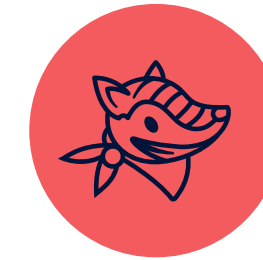


# Mascot Examples

Our lovable mascot Gifford is an armadillo. He wants to make life easier for freelancers. He goes out of his way to make healthcare less stressful, so our customers can get back to doing what they love.

We use a Gifford Icon, a stand-alone illustration and we also use him in full-fledged illustrations.

## MASCOT ICONS



## MASCOT VARIATIONS



## MASCOT ILLUSTRATIONS



# Things to avoid

There are a few things we should  
avoid when using our mascot.

Lets review shall we...



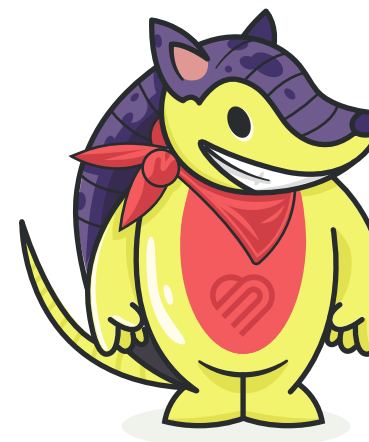
Awkward  
cropping.



Overlapping  
copy or images.



Flipping  
mascot.



Changing the color  
of the mascot.



Two or more Giffords  
in one place.



Rotating  
mascot.



# 09. Photography



# Photography

The photos we use should embody who our customers are. Since we provide services to independent contractors, using images that represent that culture is essential. Images should embrace a sense of joy, independence, and freedom and should not be overly stage





07.

# Brand Execution

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PROJECT NAME

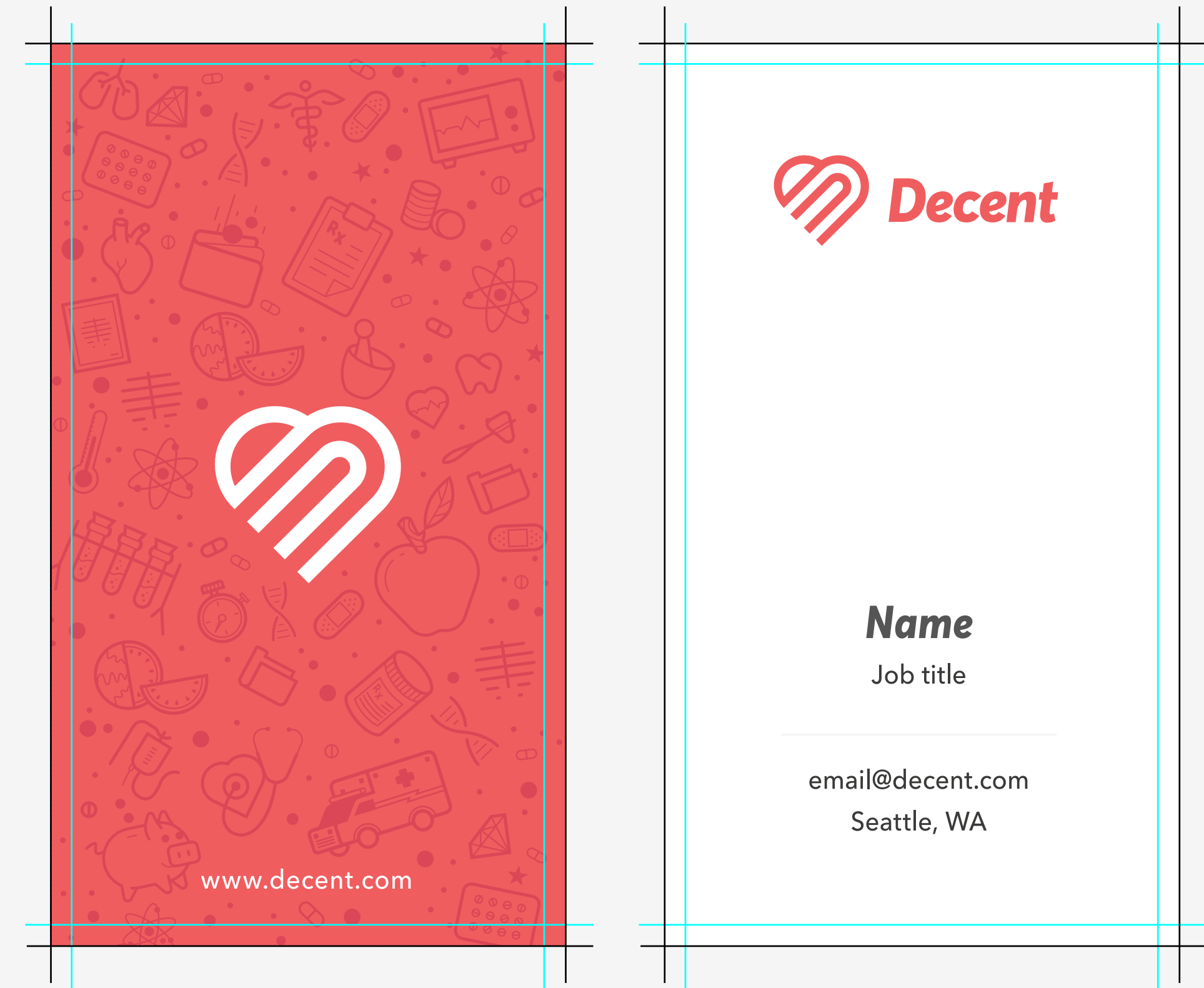
DECENT BRAND GUIDELINES

BRAND NAME

# Business Cards

Our business cards are bold, bright and iconic-perfect for communicating the uniqueness of our brand.

Final Card Size:  
3.5 x 2 inches






# Branded Documents

Our stationary is a regular point of contact with our customers. It may be a small thing, but it continually re-enforces our ethics of high quality and consistency.

Provider Dispute Resolution Form



Disputes must be filed within 365 days of the last date of decision or communication by Decent.

If you have not previously addressed this issue with Decent please call **1-866-Heart-Us** to speak with a representative. This matter should undergo a preliminary review before filing a dispute.

**Filling out this completed form will constitute a provider initiating a formal Dispute with Decent and will trigger Decent's Dispute Resolution Process**

- Please complete this form (all fields with \* are required), and mail to:  
**BY MAIL:**  
Decent  
PO Box  
Seattle, WA 98194
- You can also email this form to **Support@decent.com**
- Please call Decent at **1-866-Heart-Us** if you want to check on the status of your Dispute

PROVIDER INFORMATION

\* Provider Name:

\* Provider NPI:

\* Provider Tax ID Number:

\* Provider Address:

\* Phone:

Fax:

Email:

\*provider type (please check box):

☐ Physician

☐ Ancillary

☐ Hospital

☐ Ambulatory Surgical Center

☐ Skilled/General Nursing Facility

☐ Durable Medical Equipment

☐ Rehabilitation Center

☐ Home Health

☐ Ambulance

☐ Assisted Living Facility

☐ Other (please specify):

DISPUTE INFORMATION

\*provider type (please check box):

☐ Contracted Rate

☐ Timely Filing

☐ Out-of-network review

☐ Benefits decision

☐ Claims messages

☐ Health plan refund request

☐ Prompt Payment

☐ Home Health

☐ Request for additional information

☐ Other (please specify):

REPORTED BY (Optional):


Name/ Title:

Phone#

Organization:

Date Submitted:

Referral Form



issue, email Quality Improvement [support@decent.com](mailto:support@decent.com)

Date of Birth (mm/dd/yyyy)

Gender:

☐ Non-Contracted

that apply)

☐ Safety

☐ Surgical Services

☐ Unexpected Death

☐ Continuity of Care

Date PQI Identified

as specific as possible, include

2019

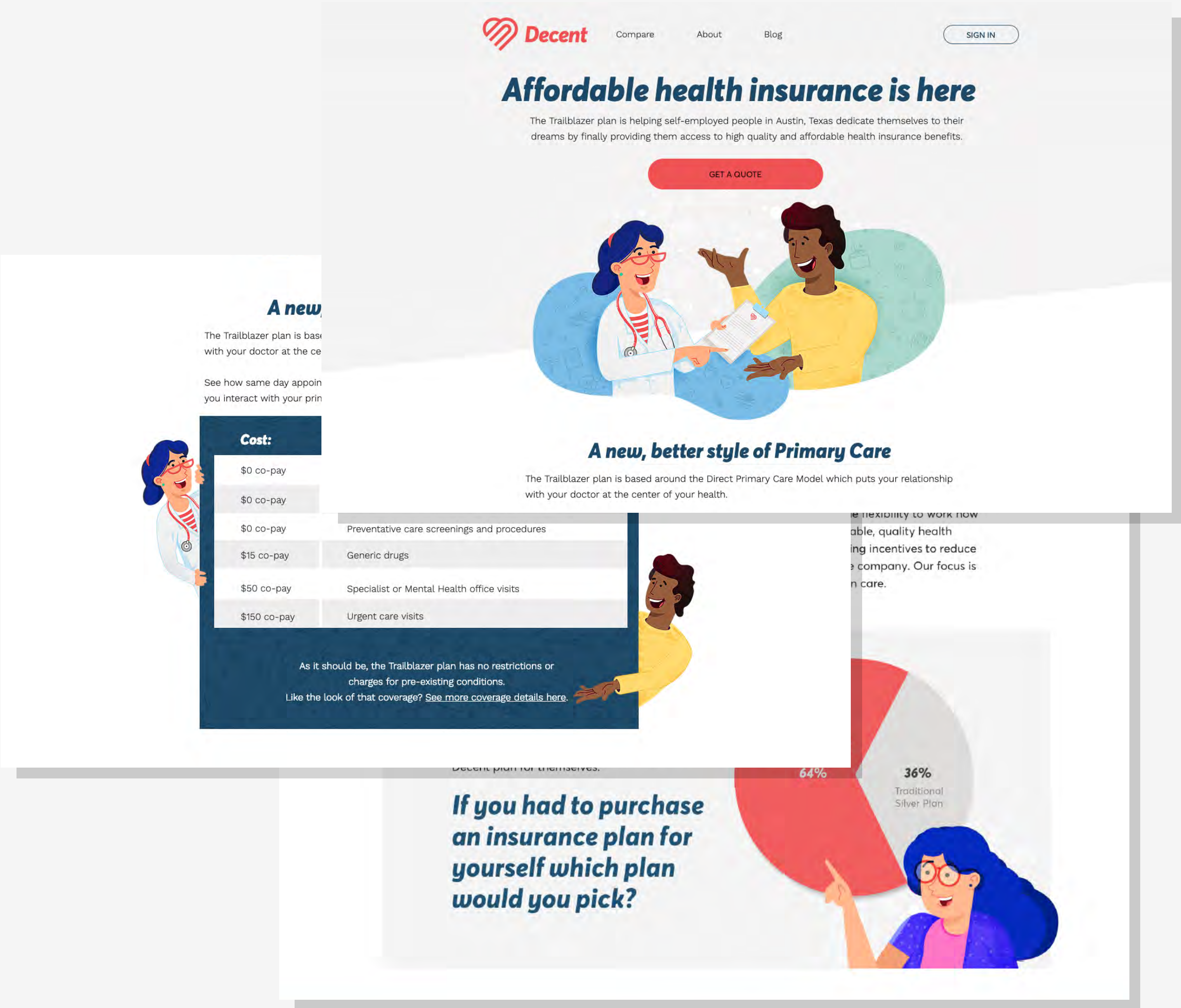
DECENT BRAND GUIDELINESL

BRANDING GUIDELINES



# Marketing Website Example

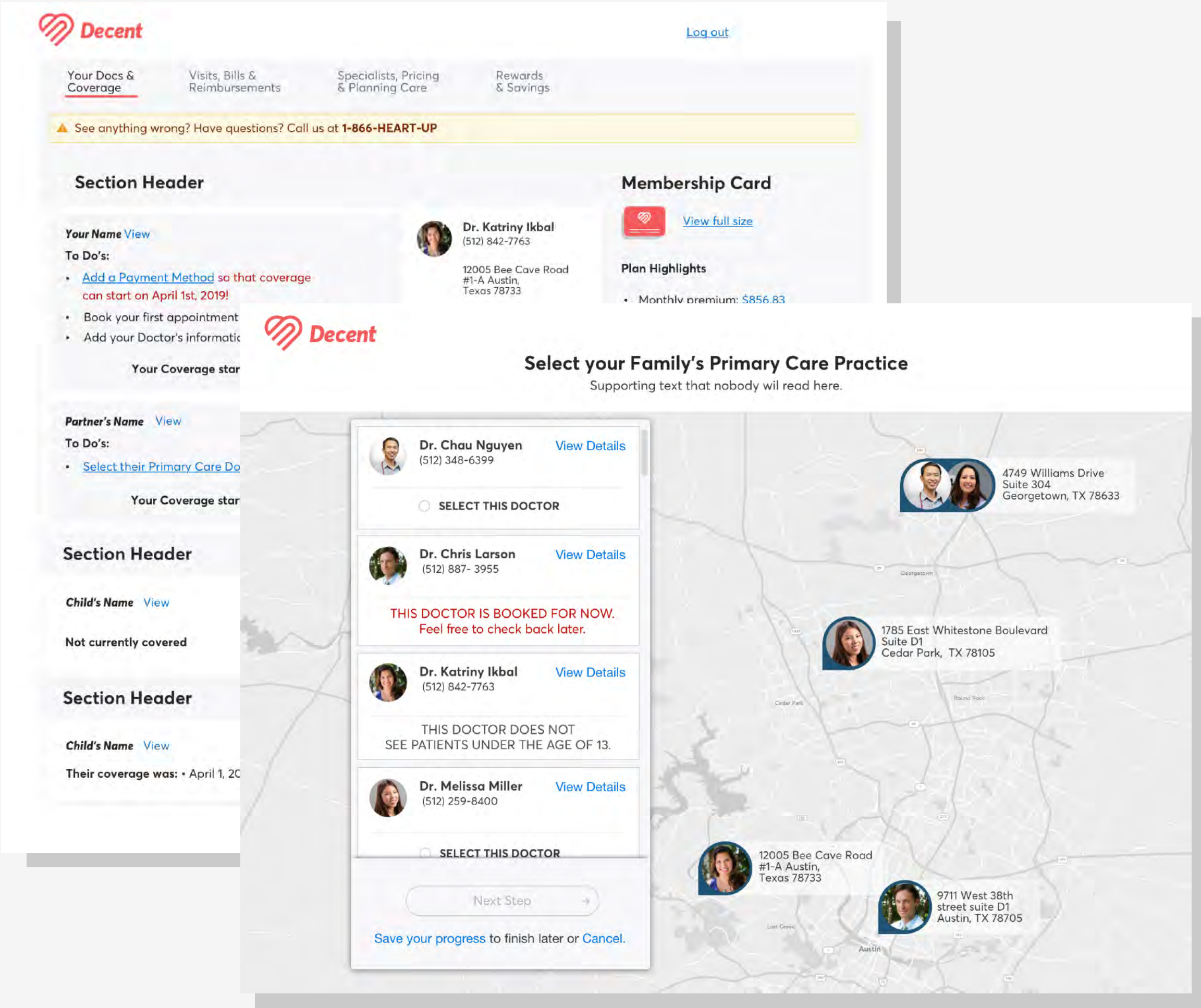
The Decent.com marketing experience is typically the entry point where our customers will be exposed to the Decent online brand. The goal of the marketing experience is to establish that Decent is unique in the healthcare industry. We use brand assets that are human and fun, including photography, illustrative assets, and a clean layout.





# Product Website Example

The Decent Product is esthetically cleaner and uses graphical elements like illustration and photography minimally. It's essential we foster a clear and easy to use environment for our customers.

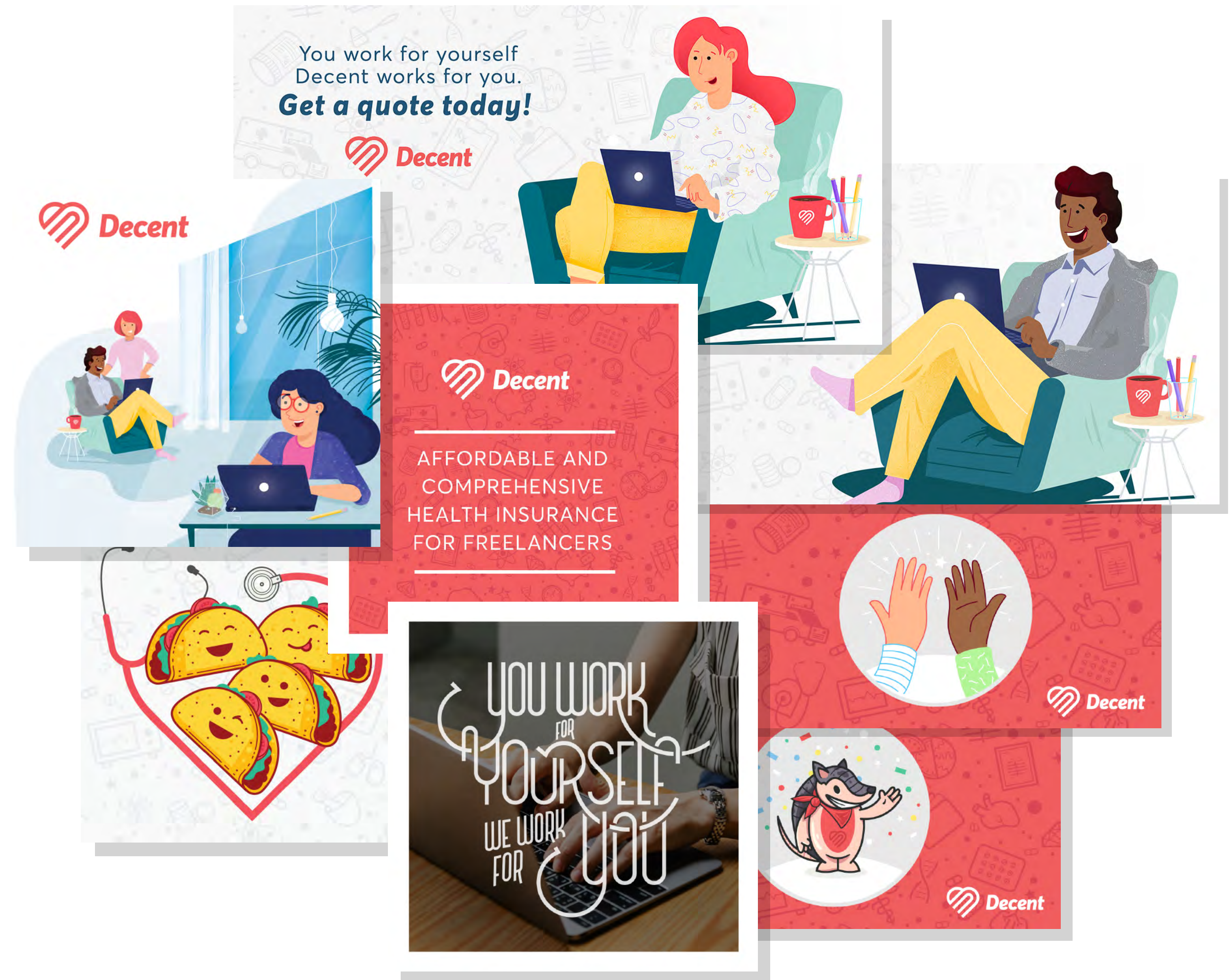




# Social Media

## Visual Tone

The brand assets we use in our social media are often our first chance to express our company brand a personality. The Decent voice should be clean yet playful. Social media responses should be upbeat, optimistic and positive. Decent should avoid being sarcastic or negative to customers, followers or other brands.





# Social Branding

## ***Keeping things simple***

Our social media profile images are where we establish a corporate brand identity. Our Decent heart is the ideal brand asset to use in profile images.



Instagram  
110px x 110px



Facebook  
110px x 110px



Instagram  
110px x 110px



Facebook  
110px x 110px

VERSION 0.1



# Thank you

WE REALLY APPRECIATE YOUR INTEREST IN THE DECENT BRAND.  
IF YOU HAVE ANY FEEDBACK, DON'T HESITATE TO CONTACT OUR DESIGN DEPARTMENT.



If you have any comments or questions please  
***Email: [design@decent.com](mailto:design@decent.com)***