



Snark
Health

Identity Guideline

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01 Introduction

The Snark Health brand guidelines exist to ensure visual and brand consistency exist across various print and web materials.

Guidelines within this guide cover treatment of such assets as the company name, brand vision, mission, and essence, logo, company colours and typography.

Please stick to these guidelines to create a brand image and perception that are consistent no matter where they're seen.

02 About Us

Snark Health is an alternative payment model that enables patients to partner with their doctor, create health and earn money. By increasing transparency and trust in the financing and delivery of health care, we are making the doctor-patient relationship the focal point once again. Our ecosystem enables the private exchange of information and value via smart contracts and cryptocurrency.

The alignment of people, processes, data and technology around the doctor-patient relationship makes your health an asset. Data ownership and governance rights generates opportunities for shared savings by creating the highest value care with your physician. Our ecosystem is designed with a focus on Virtual Health Communities, artificial intelligence and remote patient monitoring. By refocusing the system back on the doctor-patient relationship, we are improving the quality of care, reducing costs and improving the patient experience.

03 Our Values

QUALITY

TRANSPARENCY

TRUST

PRIVACY



04 Company Name

The following guidelines outline the proper use of the company's name and how to properly refer to it in written form.

The official company name is [Snark Health](#) which should be used only for official and professional documentation.

If referenced within regular copy, both forms of the company name should be italicized to show emphasis.

Both words should be written exactly as-is, without any changes in capitalization, spacing, or spelling.

05 Company Name Do's and Don'ts

DO'S

1. Use our Brand Assets to refer to Snark Health, our services or anything else we offer.
2. Write "Snark Health" as a two words and capitalize the first "S" and "H"
3. Comply with our Logo Guidelines, Terms of Service and Acceptable Use Policy.

DON'TS

1. Use the Brand Assets in a way that suggests or implies partnership, sponsorship or endorsement by Snark Health.
 2. Modify or alter the Brand Assets.
 3. Incorporate the Brand Assets, or anything confusingly similar, into your trademarks, domain names, logos or similar content.
 4. Present the Brand Assets in a way that makes them the most prominent or distinctive feature of what you're creating.
 5. Use the Brand Assets in merchandise or other products such as clothing, hats or mugs.
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05 Company Name Do's and Don'ts

DON'TS

6. Assert rights over the Snark Health brand or Brand Assets, whether by domain name registration, trademark registration or anything else.
 7. Use trademarks, domain names, logos or other content that imitate or could be confused with Snark Health.
 8. Feature Snark Health on materials associated with sexually explicit content, unlawful activity or other materials that violate our Terms of Service and Acceptable Use Policy.
 9. To help us address future branding issues, we may modify these Brand Guidelines, without notice to you. We'll post the most recent version on our website. You're responsible for following any modified terms, so be sure to review these Brand Guidelines regularly.
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06 Company Logo

This section deals with the various forms that the Snark Health logo can take.

The full logo, featuring both the icon and the wordmark. This should be used whenever possible to officially represent the company.



This can be used in:
Full-colour-on-white
White-on-colour(Reverse)



06 Company Logo tagline



Partner with your doctor. Create health. Earn money.

07 Logo Clear Space

All forms of the Snark Health logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.



08 Logo sub-brands



09 Logo Treatment

The logo must be used as is and not be altered in any way. This means that you must **not**:



Change the logo's orientation or rotation



Disproportionately scale or resize the logo.



Change the logo's colors



Display the logo in a configuration not previously specified.



Add special effects to the logo



Add an outline to the logo or display the logo as an outline



Crop or Mask the logo in any way



Add any text or elements within the logo



Place logo on an image

10 Typography

Our primary typeface for any web materials is Source Sans Pro. We use the Light weight for standard copy and the Semibold weight for anything more important than that.

Gilroy is also used for print material, and for main headings
Grotesk Light is used.

GILROY (HEADINGS)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

SOURCE SANS PRO SEMIBOLD (Paragraph text)

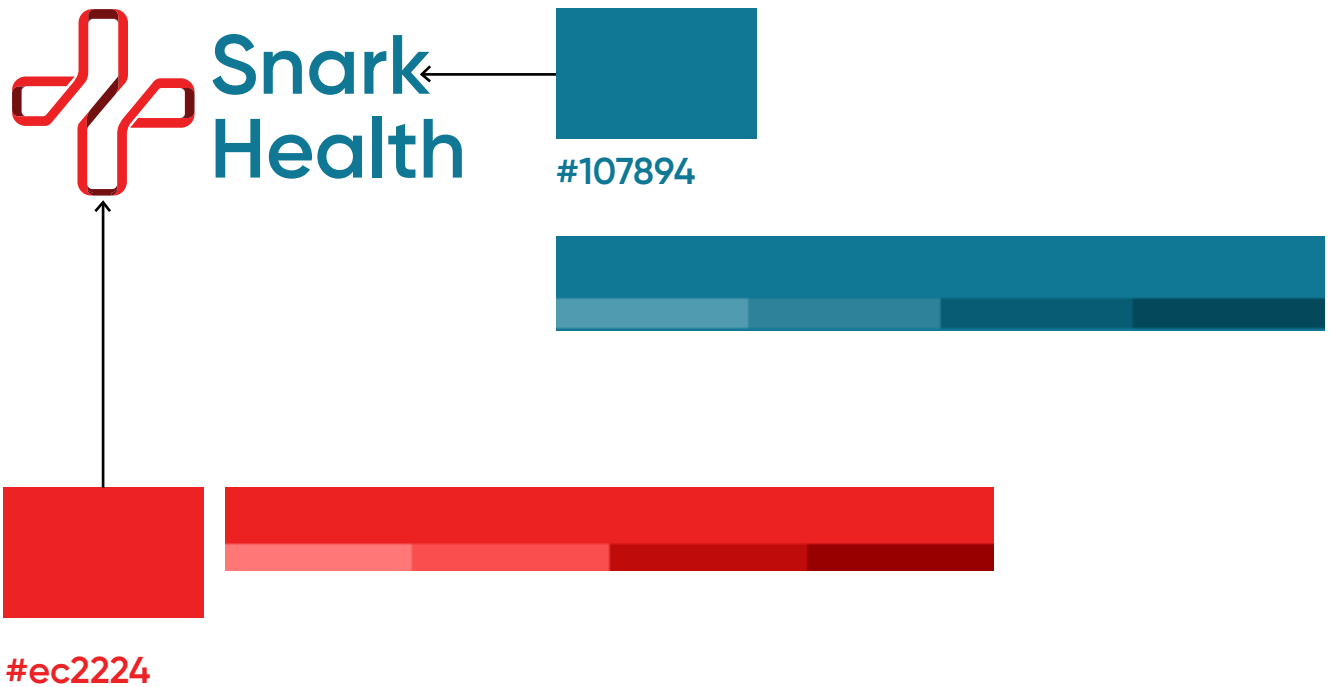
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Grotesk (Paragraph text and sub-headers)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

|| Color

Our company colours are professional and modern, expressing who we are.



12 Trade Mark

The key stakeholders in the network are represented by the Patient Token™, Doctor Token™, Care Coordinator Token™, Provider Token™, Payer Token™, Pharmacy Token™, Hippocratic Coin™ and HippocratEx™

In addition to the requirements set forth above, you must comply with the following requirements and guidelines when using Snark Health marks:

- 1** If text does not contain all of the above trademarks, list only the trademark used. For example: “Snark Health™ is a registered trademark owned by Snark Health”
 - 2** When a third party (not Snark Health) is producing materials that use any of the following trademarks, the attribution statement should read: “Snark Health™, the Snark Health™ logo are registered trademarks owned by Snark Health. These trademarks are used with the express permission of Snark Health.” If a text does not contain all of the above trademarked phrases, the trademarks should be noted Individually. For example: “Snark Health™ is a trademark owned by Snark Health. This trademark is used with express permission of Snark Health.”
 - 3** Maintain the integrity of Snark Health marks. Your use of our marks must not disparage Snark Health, our marks, or our products or services, and you must not mislead anyone as to your own or your organization’s affiliation with Snark Health or the Snark Health sponsorship or endorsement of you, your company, and/or your products or services.
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12 Trade Mark

- 4** Apply the trademark notice symbol correctly.
Use the symbol “TM” when referring to the marks (e.g Patient Token™) and place it to the right of the mark and superscript. You must use this symbol and apply the symbol in every copy of the communication, document, packaging, or other material in which any Snark Health owned mark appears, regardless of the medium.*
 - 5** Apply the registered trademark and registered certification mark notice symbol correctly. Use the symbol "TM" when referring to the marks (e.g. Snark Health™) and place it to the right of the mark and superscript. You must use this symbol and apply the symbol in every copy of the communication, document, packaging, or other material in which our mark appears, regardless of the medium.*
 - 6** Always display the marks correctly. The marks must not be altered or modified in any way. The marks must not deviate from the form shown in this policy.
 - 7** Keep Snark Health marks separate and distinct. Snark Health owned marks must be used separately from other logos, trademarks, service marks, registered copyright marks and names.
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