



REVSPRING

Brand Guidelines

April 2026 V5.0

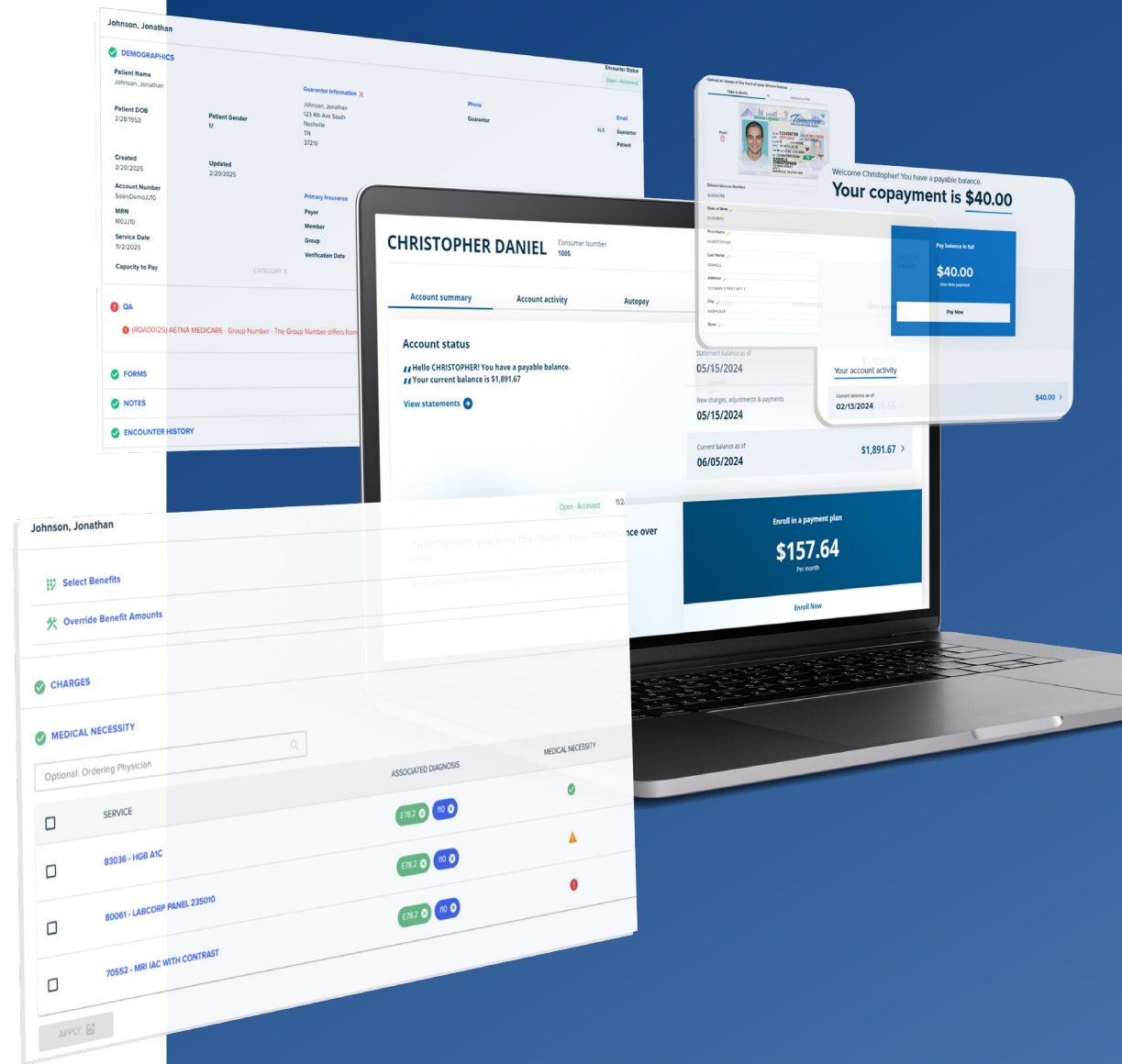


01 Messaging

01 Messaging

Inspiring Action at Every Touchpoint

From pre-care to post-care, the healthcare ecosystem relies on RevSpring to meet patients where they are and inspire action. Our data-driven approach streamlines workflows, engages patients, builds trust, and creates personalized payment pathways, so that cost never gets in the way of care.



01 Messaging



Affordability is the primary barrier to care. Our technology informs the right pathway for the patient, which is key to getting people to show up for the care they need."



Healthcare

Turning patient understanding into actionable results.

Human Understanding

By analyzing behavior, sentiment, preferences, and financial context, we tailor every touchpoint to feel personal, relevant, and motivating. Across every channel and every phase of the patient's journey, from pre-care to post-care, we connect in ways that not only resonate - they move people to act.

Operational Impact through Integrations

RevSpring enhances payment and engagement workflows, automates routine tasks, and improves financial outcomes - operating within the systems healthcare teams already use. Seamless, flexible integration ensures existing technology investments are amplified, reducing friction for both staff and patients.

Dynamic Intelligence

Dynamic intelligence powers every RevSpring solution, continuously adjusting messages, timing, and channels based on real-time patient behavior, preferences, and financial context. It's how we make engagement more effective, reduce staff workload, and deliver the right action at the right moment - every time.



Financial

Understanding and supporting people to help drive action

Personalized Payment Paths

RevSpring understands how to communicate effectively with consumers and personalize their payment options. This enables us to work with people to identify the right financial path and ensure on-time payments.

Operational Impact

RevSpring seamlessly integrates into a company's financial and IT systems to streamline workflows and reduce cost and compliance risks while improving staff satisfaction.

Dynamic, Data-Driven Action

Secure (print and digital) communications and transparent, empathetic engagement are powered by AI and behavioral science to improve response rates with intelligence that drives action.



Value For Customers

- Ability to understand the different ways that people might interact with the health system
- Inform the right payment pathway for the patient, a key element to ensuring patients seek the care they need, when they need it
- Continuous measurement of patient satisfaction with feedback collected to assess the billing and payment experience
- Minimized friction with seamless integrations
- Enhanced staff experience, streamlining processes and reducing workload, allowing staff to focus on patient care
- Data-driven intelligence that inform a patient's propensity to pay



02 Visual Identity

Primary Logo

This is the primary mark for the RevSpring logo. It is made up of two elements: the logomark R and the wordmark. The “R” logomark is formed from interwoven, ribbon-like lines. Its layered construction represents connection, integration, and forward momentum. The wordmark is a custom, ownable typographic treatment, unique to RevSpring. The contemporary yet classic characteristics of its letter forms represent interconnectivity and sophisticated modernity.

Full Logo



Logomark

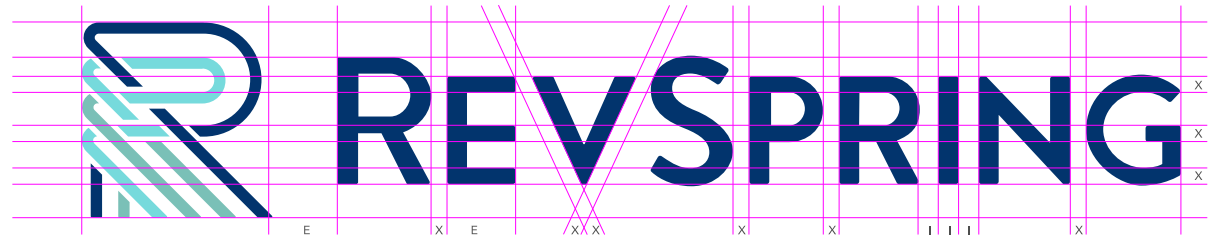


02 Visual Identity

Logomark & Wordmark Construction

This diagram illustrates the construction and alignment of the RevSpring logo system. The “R” logomark and RevSpring wordmark are built on a shared grid, with consistent proportions, spacing, and baseline alignment to ensure visual harmony and legibility across all applications.

Always ensure the brand mark has an appropriate amount of space between it and other elements within a layout.



Logo Clear Space



02 Visual Identity

Color Application

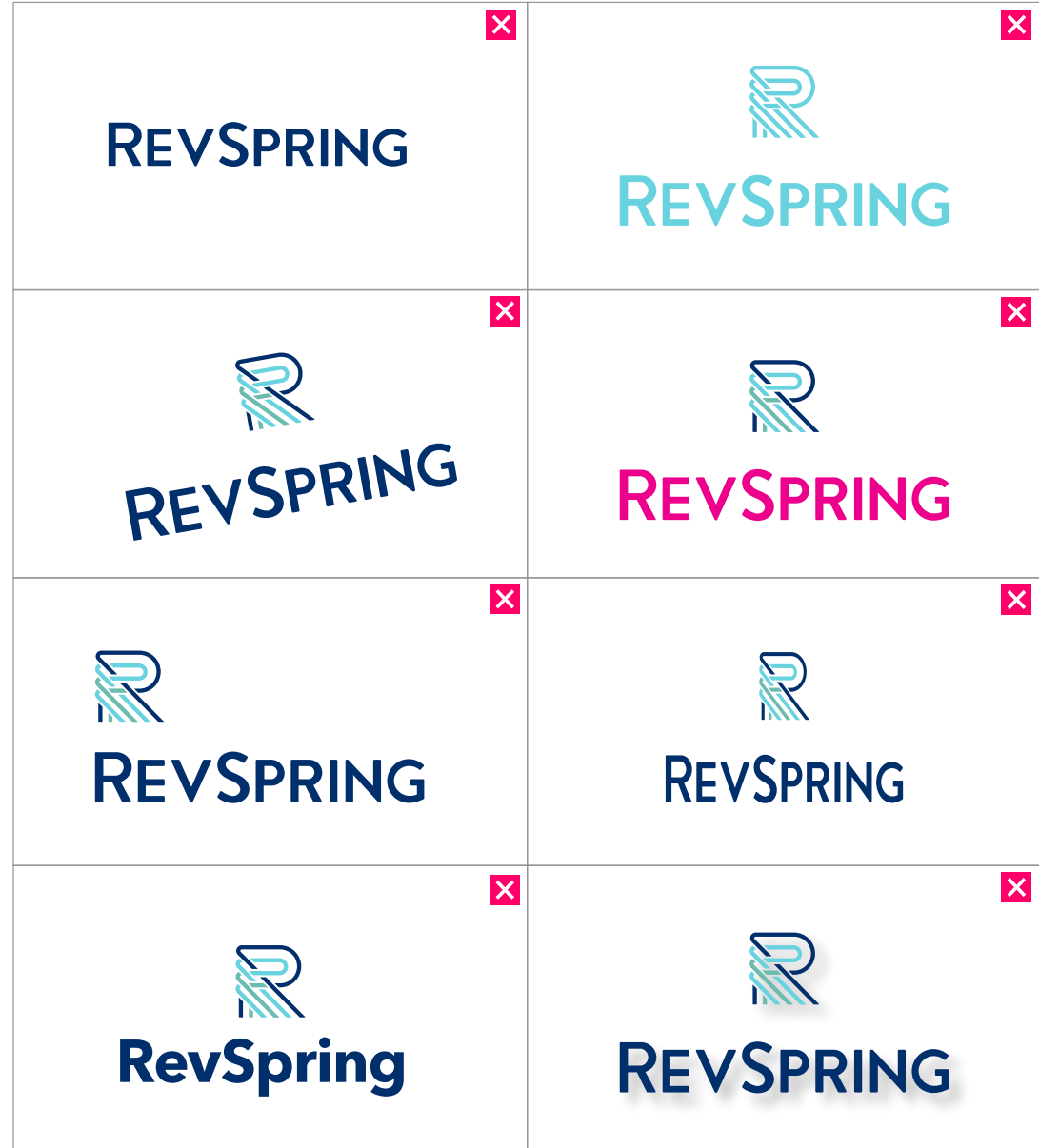
The RevSpring brand mark can be used in different color ways, depending on the application and constraints of legibility.



Logo Don'ts

We want to make sure the logo is consistently displayed and used appropriately across all marketing and brand, materials.

- Don't use the wordmark by itself
- Don't use the logo in just one color other than indigo, black and white logos.
- Don't rotate on the logo.
- Don't use any colors other than what is displayed on the previous page.
- Don't change the position of the wordmark and the logo mark.
- Don't stretch the logo.
- Don't change wordmark font.
- Don't add drop shadows to the logo.



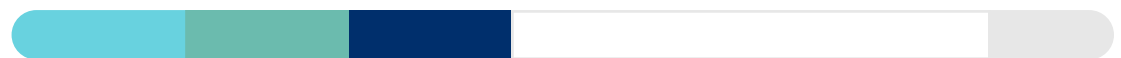
Primary Colors

This set of colors helps to communicate the brand tone of the RevSpring brand. There is a primary pair of colors as well as a supporting set of secondary colors.

The palette blends calming teals and vibrant yellow, helping the brand feel both approachable and modern.

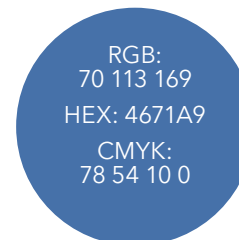


Color Percentage in Use



Secondary Colors

This set of colors helps to communicate the brand tone of the RevSpring brand. There is a primary pair of colors as well as a supporting set of secondary colors.

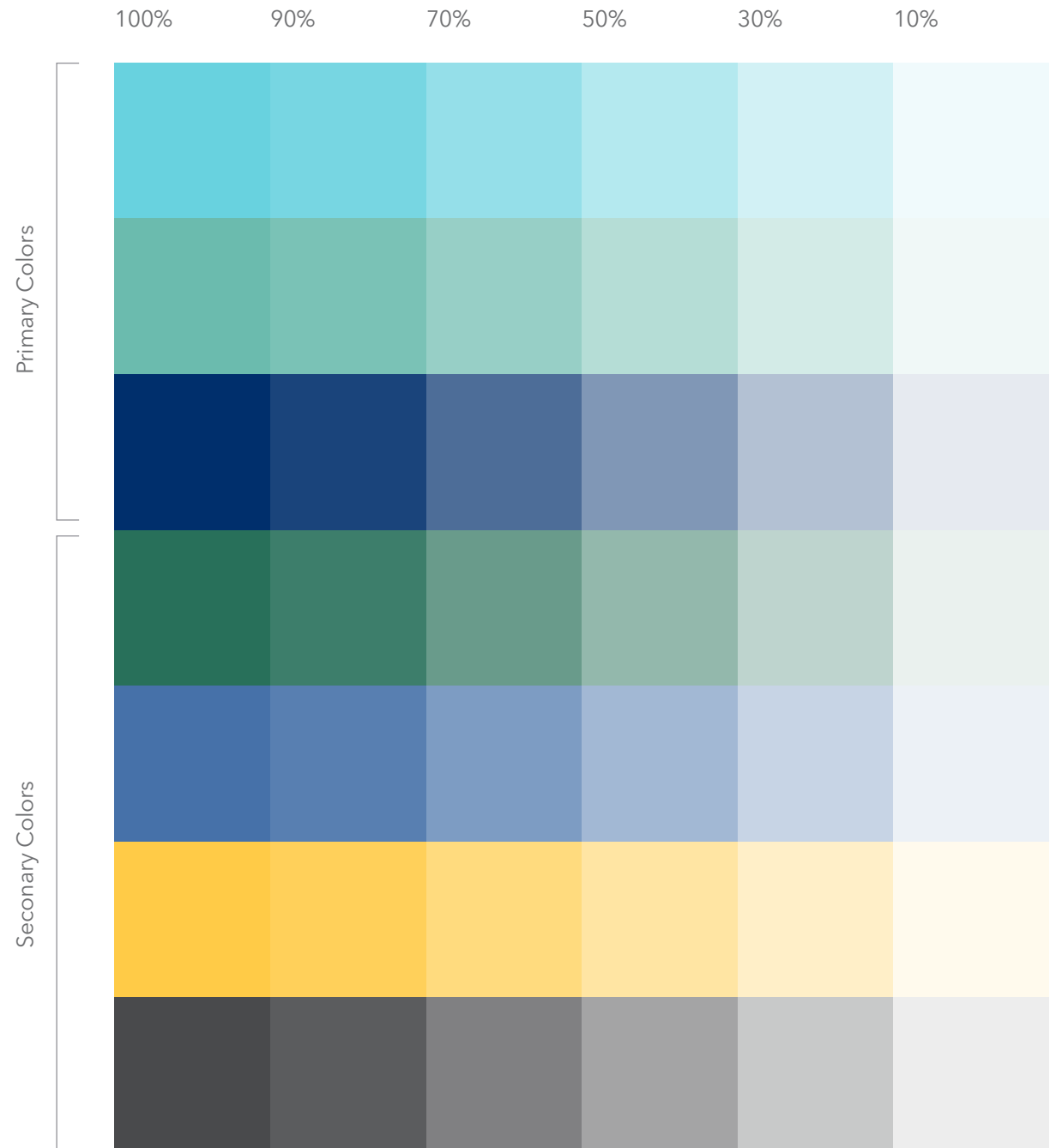


Use for text color

02 Visual Identity

Tint Colors

Tint colors are designed to complement the primary and secondary colors



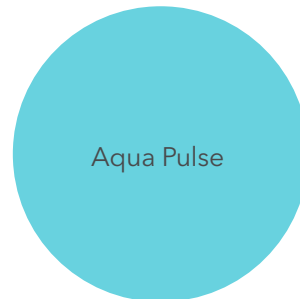
Color Usage

Colors are used strategically in order to clearly represent RevSpring's primary audiences.



Midnight Indigo

Primary color for
Health Systems audience



Aqua Pulse

Primary color for
Health Group audience



Healing Mint

Primary color for
Health Plan audience



Color & Text Accessibility

The Americans with Disabilities Act (ADA) requires sufficient visual contrast between text and background colors to ensure readability. To maintain accessibility and legibility, use only the approved text and background color combinations shown here. This standard applies to all text elements – including graphics, tables, charts, and presentation slides.

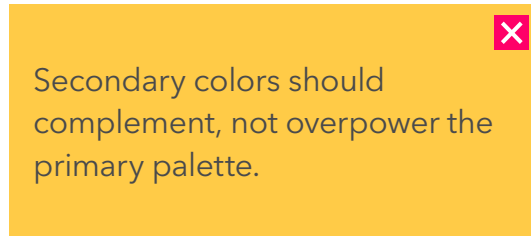
High visual contrast supports users with diverse visual needs, such as individuals with color vision deficiencies (commonly known as color blindness).

Learn more about web accessibility at www.accessibilitychecker.org.

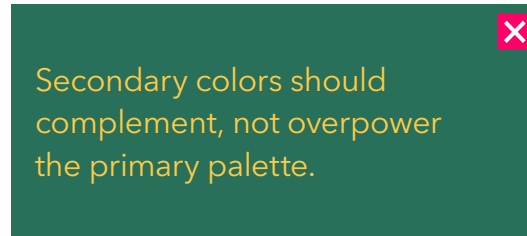
Text	Text	Text	Text	Text 	Text 	Text 
Text	Text	Text*	Text*	Text 	Text 	Text 
Text	Text	Text 	Text 	Text 	Text 	Text 
Text	Text	Text	Text	Text 	Text 	Text 
Text	Text	Text	Text	Text 	Text 	Text 
Text	Text	Text*	Text 	Text 	Text 	Text 

* Text must be at least 18 pt, or 14 pt if bold.

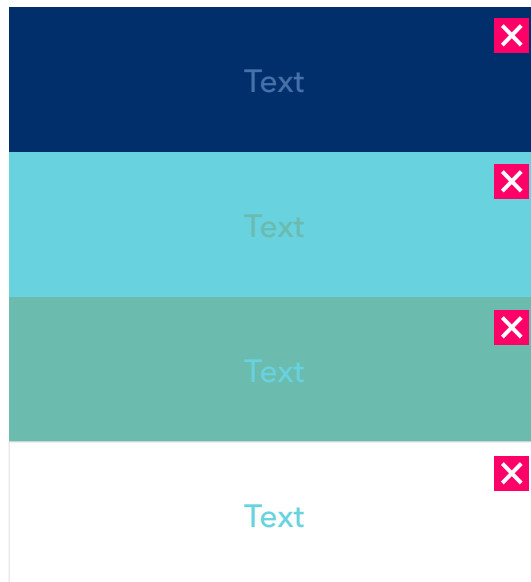
Color Usage Don'ts



Don't use secondary colors more prominently than primary colors.



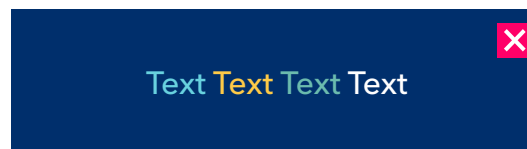
Don't use secondary colors for headline copy.



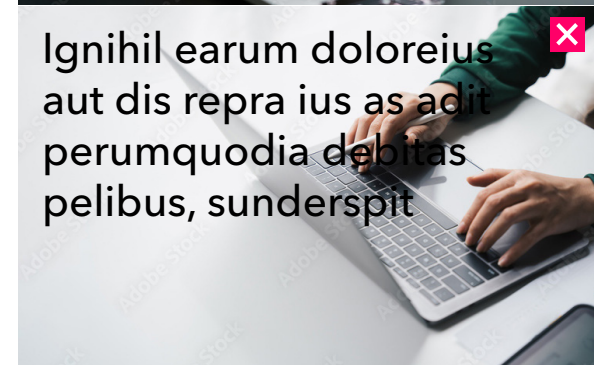
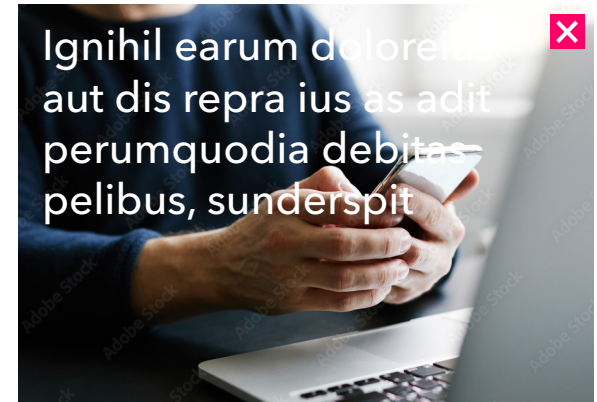
Don't use text and background color combinations with low contrast.



Don't create gradients with two different colors.



Don't use more than two colors in the same text block.



Don't use white or black body copy over a busy color pattern/image.

Brand Fonts

The primary type family for the RevSpring brand is Avenir Family.

You may use either the Avenir Next LT Pro or Avenir LT Pro family.

More information:

<https://fonts.adobe.com/fonts/avenir>

<https://fonts.adobe.com/fonts/avenir-next-world>

Use RevSpring Dark Gray for body copy color.

CMYK: 67 59 56 38

RGB: 73 74 76

HEX: 494a4c

AVENIR FAMILY

Inspiring Action at Every Touchpoint

Avenir Family

From pre-care to post-care, the healthcare ecosystem relies on RevSpring to meet patients where they are and inspire action. Our data-driven approach streamlines workflows, engages patients, builds trust, and creates personalized payment pathways, so that cost never gets in the way of care.

AVENIR NEXT LT PRO (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

AVENIR LT PRO (Book)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Alternative Fonts

The alternative type family for the RevSpring brand is Arial. It can be used for Microsoft Word or other programs when the brand font is not available.

More information:

<https://learn.microsoft.com/en-us/typography/font-list/arial>

ARIAL

Inspiring Action at Every Touchpoint

Arial Regular

From pre-care to post-care, the healthcare ecosystem relies on RevSpring to meet patients where they are and inspire action. Our data-driven approach streamlines workflows, engages patients, builds trust, and creates personalized payment pathways, so that cost never gets in the way of care.

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Arial Regular

abcdefghijklmnopqrstuvwxyz
1234567890

Typographic Guide

Establishing a clear hierarchy for different text types ensures consistency and readability. This page outlines recommended type pairings and sizes, all relative to the cap height of the header size used.

Header: Avenir
Next LT Pro
Medium,
1/2 of headline type

LOREM IPSUM

Headline: Avenir Next
LT Pro Medium

Headline: Inspiring Action at Every Touchpoint

Subhead: Avenir
Next LT Pro Demi,
1/2 of headline type

Lorem Ipsum Dolor Sit Amet

Copy: Avenir Next LT
Pro Regular, 11-13pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Bullet: Avenir Next
LT Pro Regular,
same as copy

- Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna sit amet.
- Aliquam erat volutpat. adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Sidebar/Intro:
Avenir Next LT Pro
Regular, 2pt larger
than copy

Lorem Ipsum Dolor Sit Amet

Caption/Footnote:
Avenir Next LT Pro
Regular 2pt smaller
than copy

*Ed diam nonummy nibh euismod



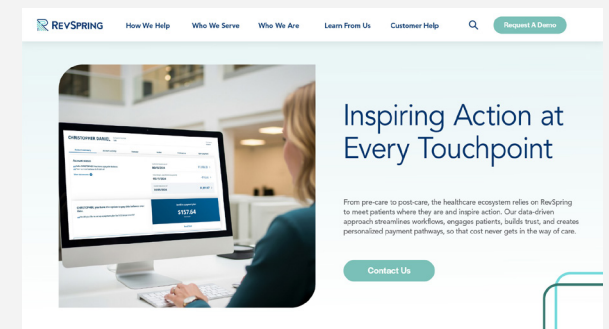
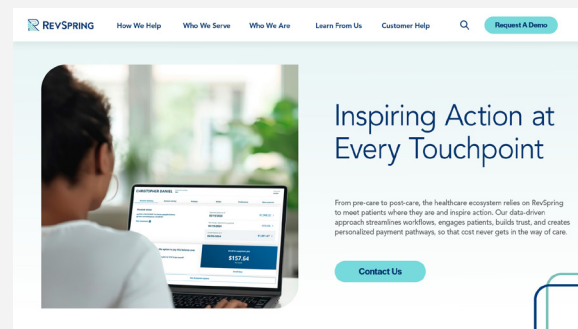
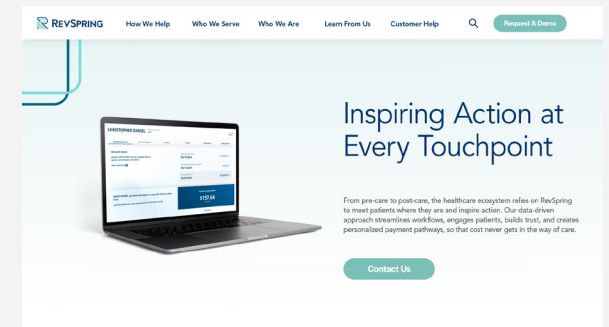
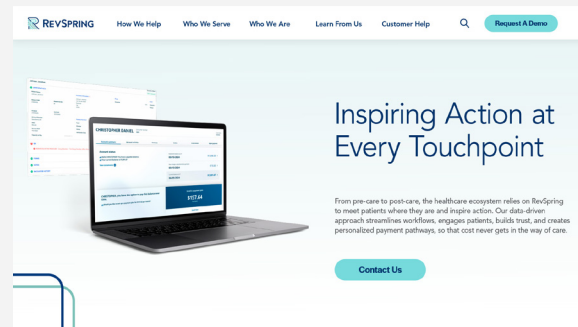
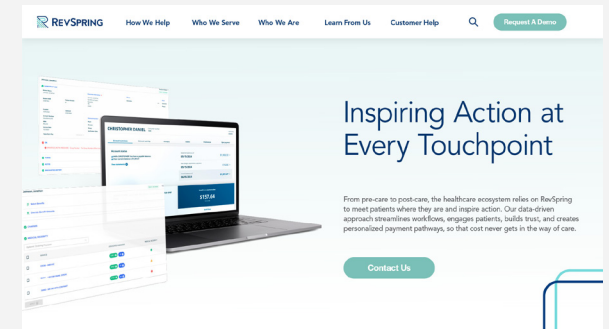
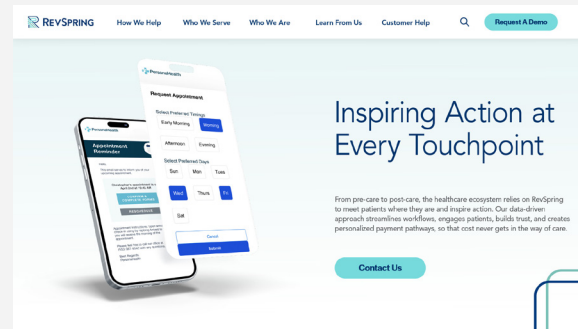
03

Visual Elements

03 Visual Language

Hero Images

RevSpring hero images feature visuals from the RevSpring platform, highlighting the advanced technology that defines the brand.



03 Visual Language

Brand Pattern

The RevSpring brand pattern is built from flowing, interconnected lines that form dynamic, forward-moving shapes, which symbolizes intelligence, integration, and progress.

Only use the 4 primary brand colors for the brand pattern: Aqua Pulse, Healing Mint, Midnight Indigo, and Silver Mist.

Aqua Pulse

Healing Mint

Silver Mist

Midnight Indigo

03 Visual Language

Brand Pattern Dos & Don'ts

Do use the patterns facing one direction and tone on tone colors



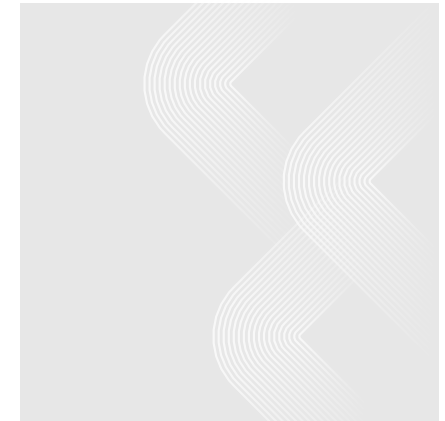
100% Aqua Pulse pattern on 70% same color background



100% Healing Mint pattern on 70% same color background



70% Midnight Indigo pattern on 100% same color background



10% Silver Mist pattern on 100% same color background



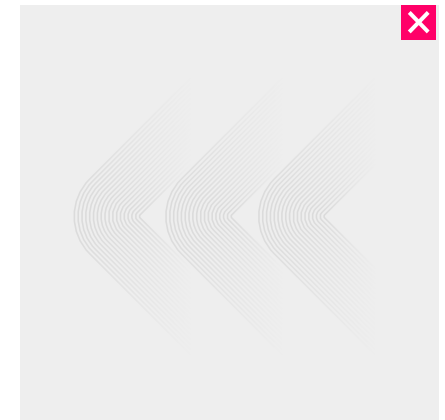
Don't use the patterns with different directions



Don't use two different colors for the patterns and background



Don't use different colors for the patterns

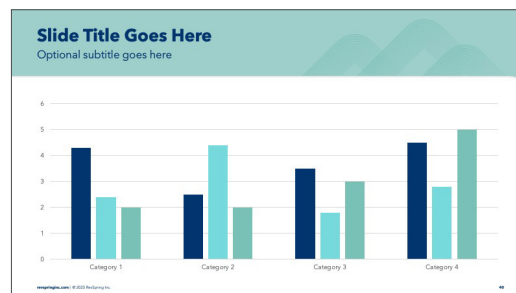
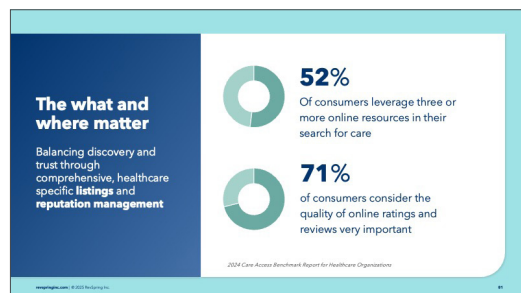
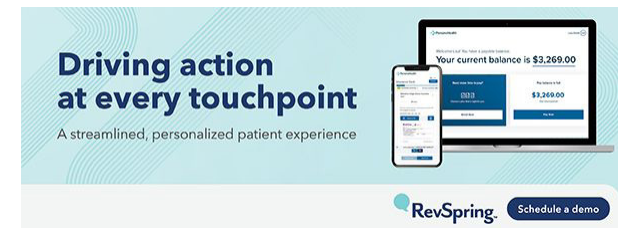
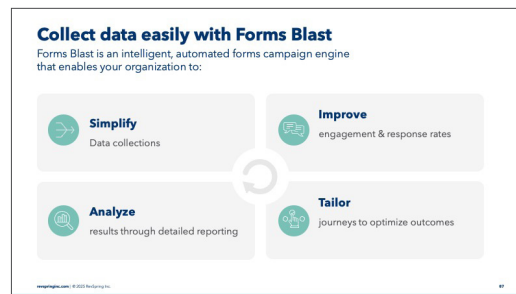
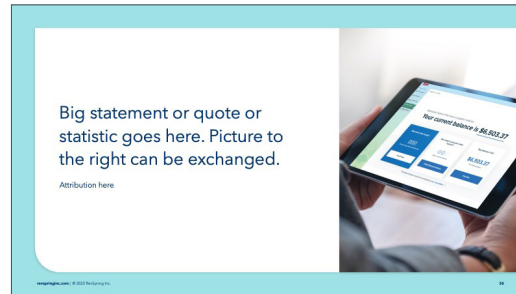
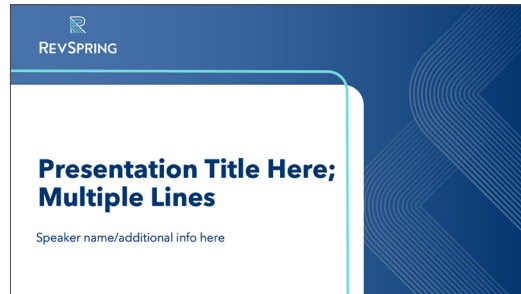


Don't align the patterns

03 Visual Language

Brand Patterns in Use

Only use the brand pattern as background



Digital Banners

PowerPoint Template

03 Visual Language

Line Elements

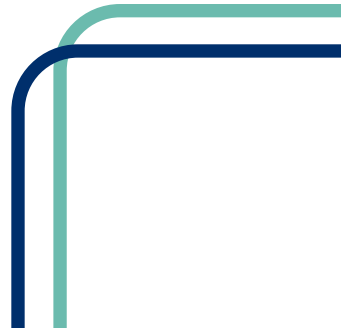
The corner line elements are signature graphic devices that reflect RevSpring's connection and forward momentum. They can be used to frame imagery, highlight content, or add visual cohesion across layouts.

Each corner element combines brand colors—such as Indigo, Aqua, Mint, and Yellow—to create a sense of structure and energy while maintaining consistency with the broader visual system.

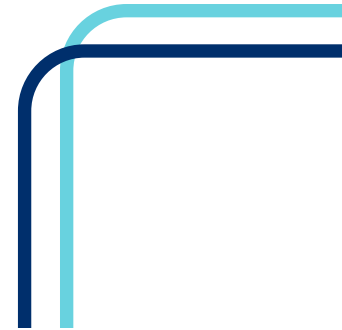
Corner Size: 0.3125 in

Stroke Size: 5 pt

Double line combinations

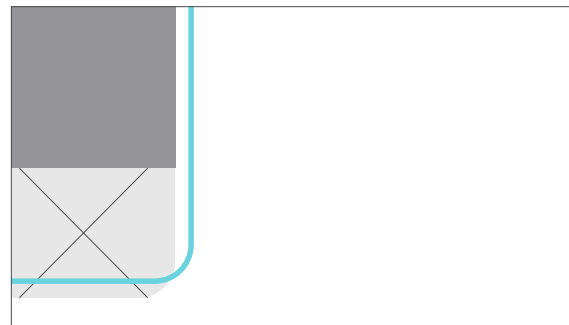
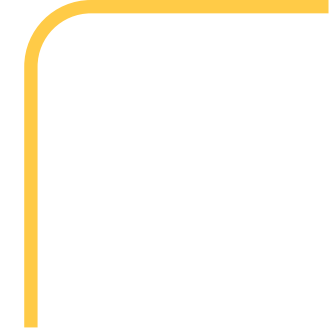


Mint & Indigo

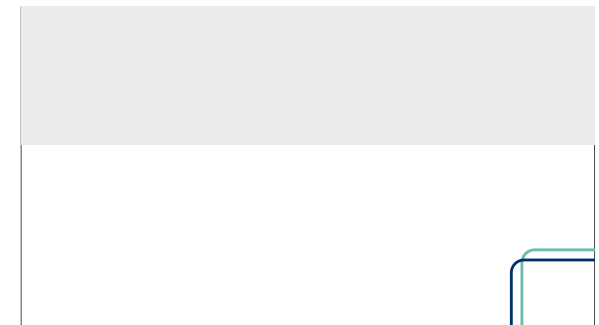


Aqua & Indigo

Yellow will only be used in single line



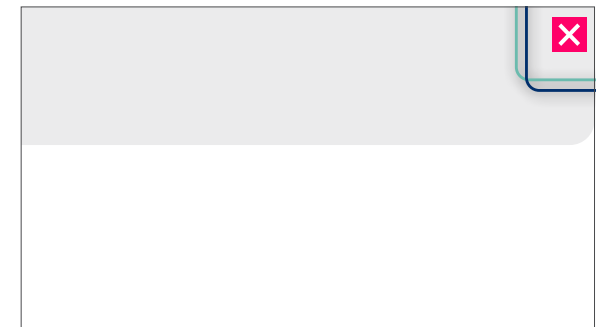
Use single line to frame imagery



Maintain ample white space around the corner elements



Use sparingly to enhance—not overpower—imagery or typography



Do not distort, stretch, or apply effects (drop shadows)

03 Visual Language

Brand Shapes

The brand shapes used throughout the RevSpring brand help make the identity stronger, more meaningful, and better facilitate communication.

- **Quarter-Round Corner:** used as a framing device for imagery or content blocks
- **Rounded Rectangle:** used for imagery framing callouts, and data visualization containers.
- **Circle:** highlights key content areas, such as headlines or infographics.
- **Pill Shape:** applied to CTA buttons, stat callouts, or section dividers.
- **Directional Arrow:** used sparingly to emphasize movement, guide the eye, or indicate action within layouts (e.g., navigation, infographics).



03 Visual Language

Buttons

RevSpring website has three styles of buttons that should be used to indicate the priority of CTAs. We established a Primary, Secondary and Tertiary button convention.

Primary Button Style

Default



Hover



Secondary Button Style



Tertiary Button Style





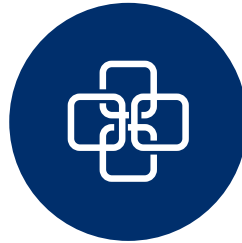
04

Icons & Imagery

Audience Icons



Health Systems



Icon reverses to all white and should be used on the Indigo background



Health Group



Icon reverses to all white and should be used on the Aqua background



Health Plan



Icon reverses to all white and should be used on the Teal background

Solution Icons



Search



Estimate



Schedule



Engage



Payments



Provider

Connected Systems



Disconnected Systems



Intelligence



Disparate data



Unified data



Analytics



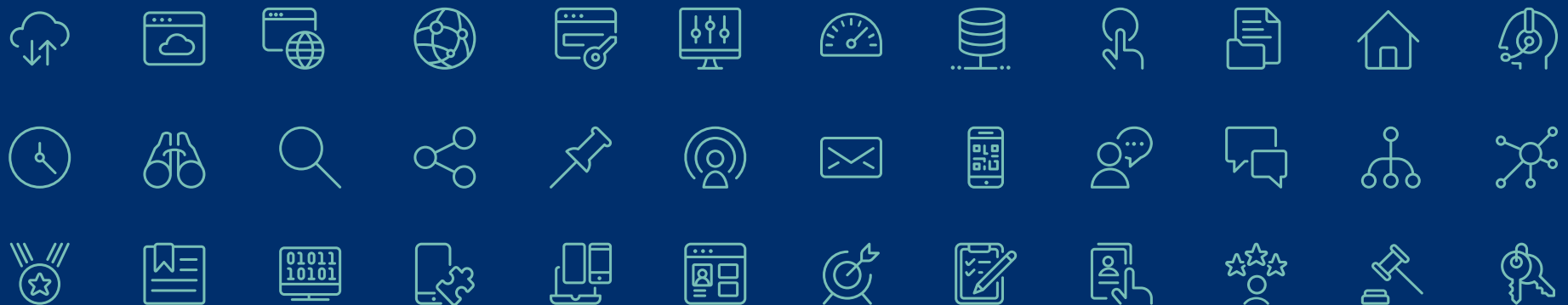
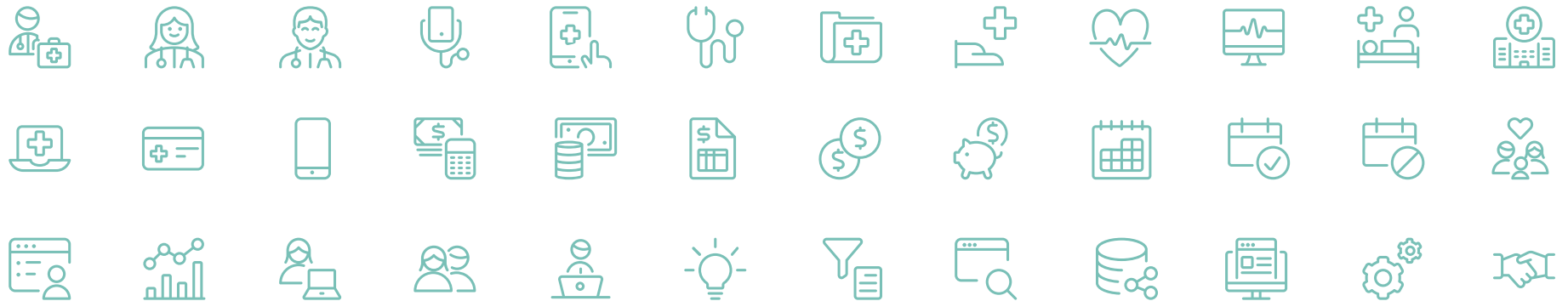
Multi-channel Communications



04 Imagery

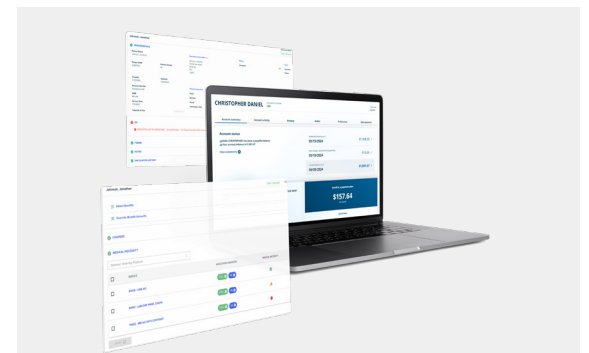
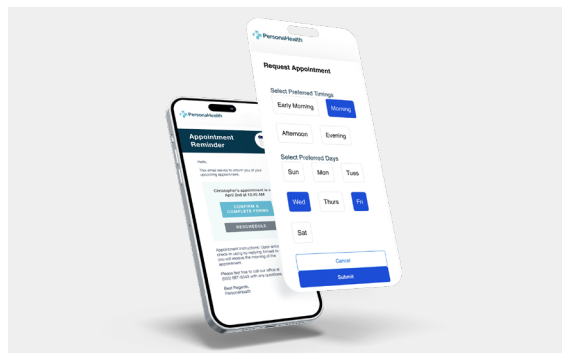
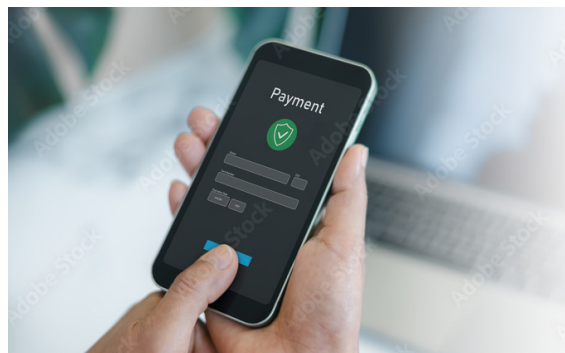
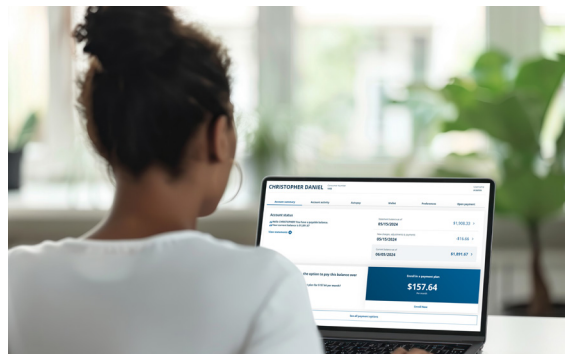
Icons

Reach out to Corporate Marketing for assistance with additional icons.



04 Imagery

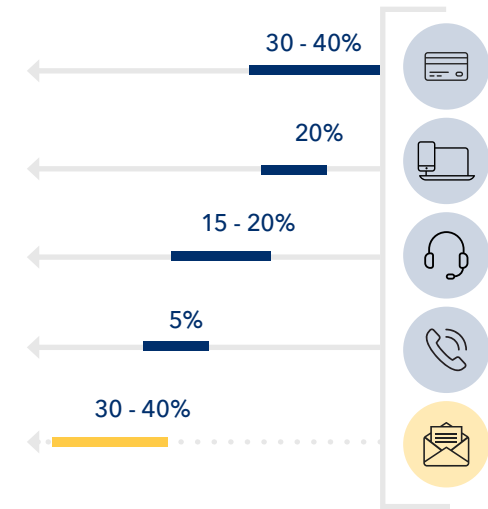
Reach out to Corporate Marketing for assistance with imaging.

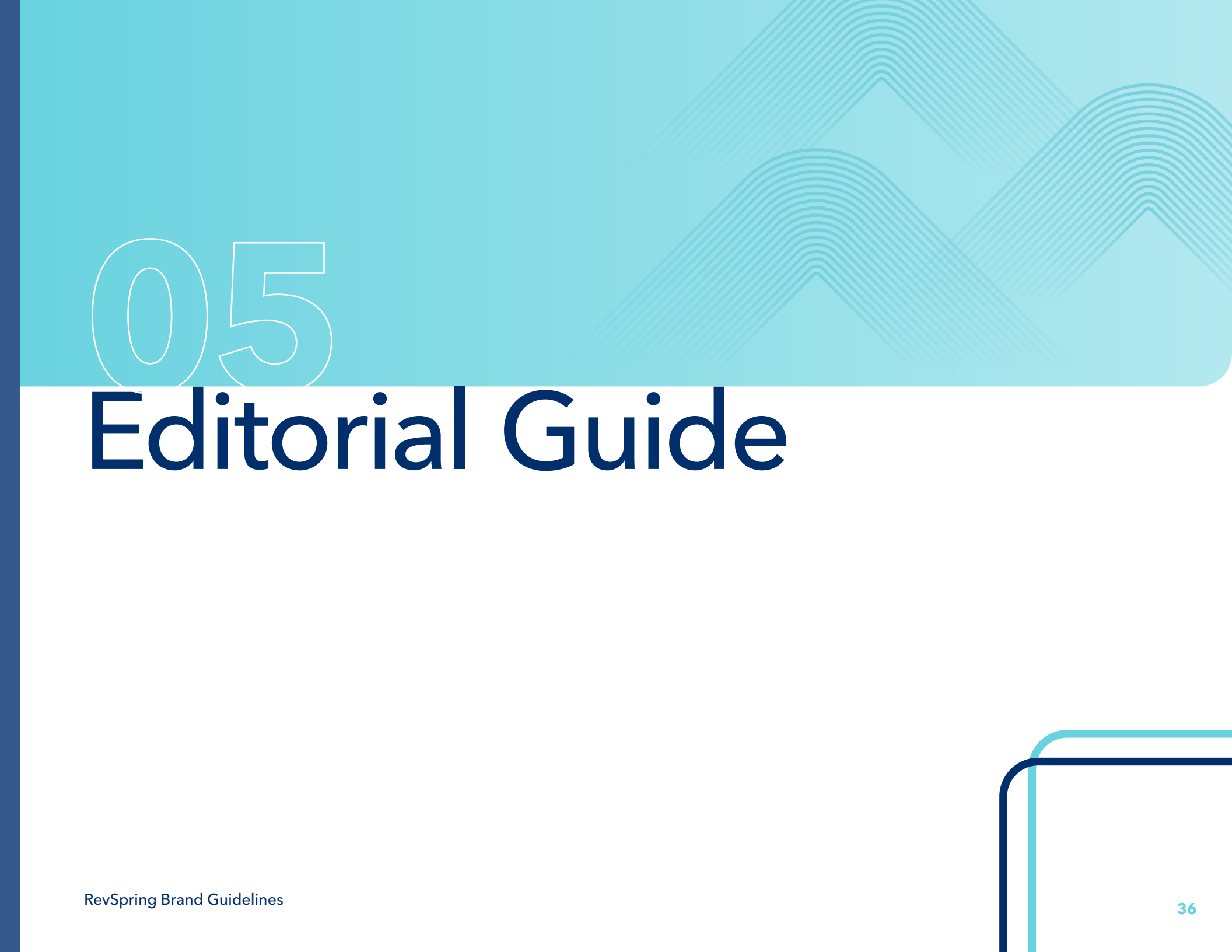


04 Imagery



Infographics





05

Editorial Guide

Capitalization & Editorial Guide

Consistent capitalization and symbol usage help reinforce RevSpring's brand voice: clear, human, confident, and trusted. These standards apply across all digital, marketing, and branded communications.

Capitalization Standards

Page Titles & Primary Headlines (H1)

Use Title Case: Capitalize the first and last word, plus all major words (nouns, verbs, adjectives, adverbs). Lowercase short articles, conjunctions, and prepositions unless they appear at the beginning of the title.

Examples:

- Inspiring Action at Every Touchpoint
- Improve Patient Engagement With Digital Communications
- Patient Engagement + Payments

Section Headings & Subheadings (H2-H3)

Use sentence case: Capitalize only the first word and proper nouns. Sentence case supports readability, accessibility, and a conversational, human tone.

Examples:

- How digital billing improves the patient experience
- Why healthcare organizations choose RevSpring

Body Copy

Use sentence case: Write in clear, complete sentences using natural capitalization.

Example:

RevSpring helps healthcare organizations simplify communications and payments while improving patient engagement and financial outcomes.

UI Elements (Buttons, Navigation, Labels)

Use sentence case

Examples:

- Learn more
- Get started
- Contact us

Consistent dash usage improves clarity, readability, and professionalism across RevSpring content. Use each dash intentionally based on meaning and context.

Em Dash (–) – Primary editorial dash

Use the em dash to create emphasis, clarification, or a natural pause in a sentence. The em dash replaces commas, parentheses, or colons when you want stronger emphasis or a conversational tone. Best used for marketing copy, brand storytelling, explanatory body copy and thought leadership content.

Usage rules:

- Use no spaces on either side
- Use sparingly for emphasis—not in every paragraph

Examples:

- RevSpring connects communications and payments—creating experiences that inspire action.
- Our platform adapts in real time—based on behavior, preferences, and financial context.

Hyphen (-) – Compound modifier dash

Use the hyphen to connect compound words or modifiers.

Usage rules:

- Use only where grammatically required
- Avoid using hyphens as substitutes for em dashes

Examples:

- Data-driven approach
- Multi-channel communications
- Patient-first experience

What to Avoid

Do not:

- Use a hyphen (-) in place of an em dash (–)
- Add spaces around em dashes
- Mix dash styles inconsistently within the same asset

Incorrect

- RevSpring connects communications and payments - creating better outcomes

Correct

- RevSpring connects communications and payments—creating better outcomes

Brand Device: Use of the “+” Sign

Purpose: The plus sign (“+”) is a RevSpring brand expression, not a grammatical replacement for “and.” It represents connection, integration, and added value—the idea that two capabilities together create something stronger and more impactful.

When to Use “+”

Use the plus sign only in brand-forward contexts, including:

- Brand statements and positioning lines
- Hero headlines and campaign messaging
- Solution or capability pairings
- Visual headlines, graphics, and presentation titles
- Approved examples:
 - Patient Engagement + Payments
 - Digital Communications + Compliance
 - Security + Scale

When Not to Use “+”

Do not use the plus sign in:

- Body copy or paragraphs
- Instructional or explanatory headings
- Buttons, navigation, or form labels
- Legal, regulatory, or accessibility-critical content

In these cases, always use “and.”

Correct

RevSpring supports patient engagement and payment experiences across the care journey.

Formatting Rules for “+”

Capitalization

- Use Title Case for both concepts
- Treat the phrase as a proper brand construct

Correct

Patient Engagement + Payments

Spacing

- Always include one space on each side of the plus sign

Correct

Engagement + Payments

Pairing Rules

- Limit usage to two concepts only
- Use parallel, noun-based phrases
- Ensure both concepts are strategically equal in importance

Good

- Communications + Payments
- Compliance + Confidence

Avoid

- Engage Patients + Payments
- Engagement + Faster + Easier Payments

Consistency Rule

- If a page, campaign, or asset uses a “+” brand construct:
 - Use it consistently within that context
 - Do not alternate between “+” and “and” for the same paired concepts on the same page

Thank You!

Brand Guidelines | March 2026 V4.0



REVSPRING