

BRAND GUIDE



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ABOUT THIS GUIDE

One of our most valuable assets is the Access Infusion Care brand.

The guidelines on the following pages help ensure that our brand is presented in a unified and consistent manner; maintains a professional and reliable image; and enjoys long-term recognition.

If you have any questions regarding the Access Infusion Care brand guidelines, please contact:

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CEO

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(734) 546-2923

BRAND DEFINITION



MISSION, VALUES, STRATEGY

Our mission, values, and strategy guide all Access Infusion Care decisions and activities.

Our Mission

To enhance accessibility and quality of infusion services in rural America, bridging the existing gap in the infusion landscape and serving as the invaluable connector of patient, physician, payor and manufacturer.

Our Values

A future where every individual, regardless of geographic location, status, or income, has equitable access to the specialized infusion therapies they need to live healthy lives.

Our Strategy

To partner hand-in-hand with leading independent infusion providers and execute an established growth playbook. By combining local expertise, our extensive experience, and an aligned vision for excellence, we aim to create a network that transforms healthcare delivery in the markets we serve.

BRAND POSITIONING

Our positioning statement is a summary of what Access Infusion Care offers every day.

Access Infusion Care is a provider of doctor-prescribed infused and injected medications available at its state-of-the-art infusion suites, clinics, or in the home to help patients with a range of chronic or acute conditions.

Treatments are administered by Access Infusion Care's own skilled nurse case managers in a comfortable environment to ensure a consistent and positive patient experience. Additionally, the Access Infusion Care team builds connections with physicians and nurses, pharmacists, drug manufacturers and suppliers, payors, as well as other healthcare providers to support the patient's continuum of care.

With a mission to improve the healthcare needs of people living in rural areas and underserved communities, Access Infusion Care is committed to growing and expanding infusion services as one family of infusion service providers operating under a unified brand.

AUDIENCE

Access Infusion Care has multiple audiences to reach as it builds an expanding company whose mission is to meet the infusion therapy needs of rural and underserved communities.

Payors

- Commercial insurance companies
- Medicare / Medicaid

Referral Sources

- Physicians
- Nurse practitioners
- Discharge planners
- Clinical medical assistants

Employees

- Specialty nurses / nurse case managers
- Pharmacists
- Support staff (billing, insurance, scheduling)

Drug Manufacturers & Suppliers

- Producers of specialty drugs and biologics

Patients & Caregivers

- Acute and chronically ill
- All ages, all walks of life, from rural areas

Access Partners

- Current Access team
- Future pharmacist- or nurse practitioner-owned clinics

DIFFERENTIATORS

The following points summarize what differentiates Access Infusion Care from other providers.

Community Focused

Access Infusion Care believes in **establishing roots** in the rural areas we serve. Our nurse case managers and pharmacists are community based. We build relationships with local leaders, businesses, and residents to identify and answer the infusion care needs in rural areas.

Collaborative

Access Infusion Care **partners** with physicians, payors, pharmaceutical manufacturers and suppliers to keep care affordable and locally available.

Committed

Access Infusion Care is a team of **dedicated professionals** and **patient advocates** committed to filling the infusion gap in the rural communities we serve.

Convenient

Access Infusion Care provides infusion services in our suites, clinics, and patients' homes, catering to each person's unique treatment needs and care preferences, **closer to home**.

PERSONALITY

Like people, brands have personalities all their own.



Access Infusion Care is compassionate, highly professional, proactive, well connected, and committed to serving the rural community.

KEY MESSAGING

Access Infusion Care is:

- **A group of infusion care companies united by a shared commitment to serving patients in the rural communities where they live**
- A provider of intravenous (IV) and injectable medications for patients diagnosed with acute and chronic conditions that require ongoing infusion treatment under the supervision of their medical practitioners
- **Dedicated to keeping care local and meeting the needs of people in rural and underserved areas**
- Engaged in the communities we serve
- **Offering both in-home and clinic infusion care—and in some geographic areas is the only company that can**
- Working together with referral sources, payors, manufacturers and suppliers to provide affordable infusion treatment closer to the patient's home
- **Hiring and training compassionate nurse infusion specialists**
- Staffed with its own highly qualified professional company nurses and pharmacists

MESSAGING BY AUDIENCE

Payors

Access Infusion Care is an excellent, reliable, and collaborative health partner when their customers in rural areas need infusion treatments as part of their medical care. Access means having options for patients to receive infusion treatments closer to their home—whether in welcoming suites or the comfort of the patient’s own home. Thanks to highly skilled, compassionate infusion nurses along with support staff who help ensure a consistent and positive patient experience, while also communicating with providers to ensure their care plans are being met, the payors will benefit from high patient satisfaction. While there are challenges of logistics and expenses when it comes to ensuring access to healthcare in rural areas, Access is on the front line making a difference in delivering efficient, cost-effective, physician-prescribed infusion therapies that contribute to optimal patient outcomes.

Referral Sources

Access Infusion Care is an excellent option as it allows their patients to receive infusion treatments closer to home—whether in welcoming suites or in the comfort of the patient’s own home. Patients will receive compassionate care as well as education and information from highly-skilled nurse case managers along with support staff who will help ensure an affordable, consistent, and positive experience for the patient—while also communicating with providers to ensure their care plans are being met. Therefore, they can trust that seeking infusion therapies via Access is an excellent recommendation.

Employees

Access leadership shares in their employees’ dedication to providing all patients with the best possible care and outcomes through infusion therapies. We are experienced professionals who wholeheartedly serve as advocates for our patients and their caregivers. Access Infusion Care is a growing family of companies and takes pride in being a part of their local community.

Drug Manufacturers & Suppliers

Access Infusion Care is an excellent, collaborative healthcare partner working to meet the physician-prescribed infusion therapy needs of patients in rural and underserved areas. Drug manufacturers and suppliers can trust that specialty drugs and biologics are handled and administered properly to ensure the best patient outcomes thanks to Access' team of highly skilled and certified infusion nurses and local, in-house pharmacists. Additionally, when it comes to supporting the advancement of pharmaceuticals, Access is on the front line serving as a dedicated advocate for state-of-the-art infusion therapies for patients from all walks of life.

Patients & Caregivers

Access provides them with options for receiving infusion treatments closer to the rural communities where they live. Whether in welcoming suites or in the comfort of their own home, they will receive excellent, compassionate care from highly skilled nurses along with support staff who will help ensure an affordable, consistent, and positive treatment experience. Therefore, Access is their best choice for infusion therapies.

Access Partners

Access Infusion Care is a growing group of companies seeking to acquire pharmacies and clinics—and then partner with owners who share our vision for providing excellent, compassionate, cost-effective infusion care to patients in rural and underserved communities. Joining Access Infusion Care gives you the opportunity to benefit from the company's proven operations playbook, administrative support and efficient processes, as well join a network of providers, payors, and drug suppliers that support our growing brand.

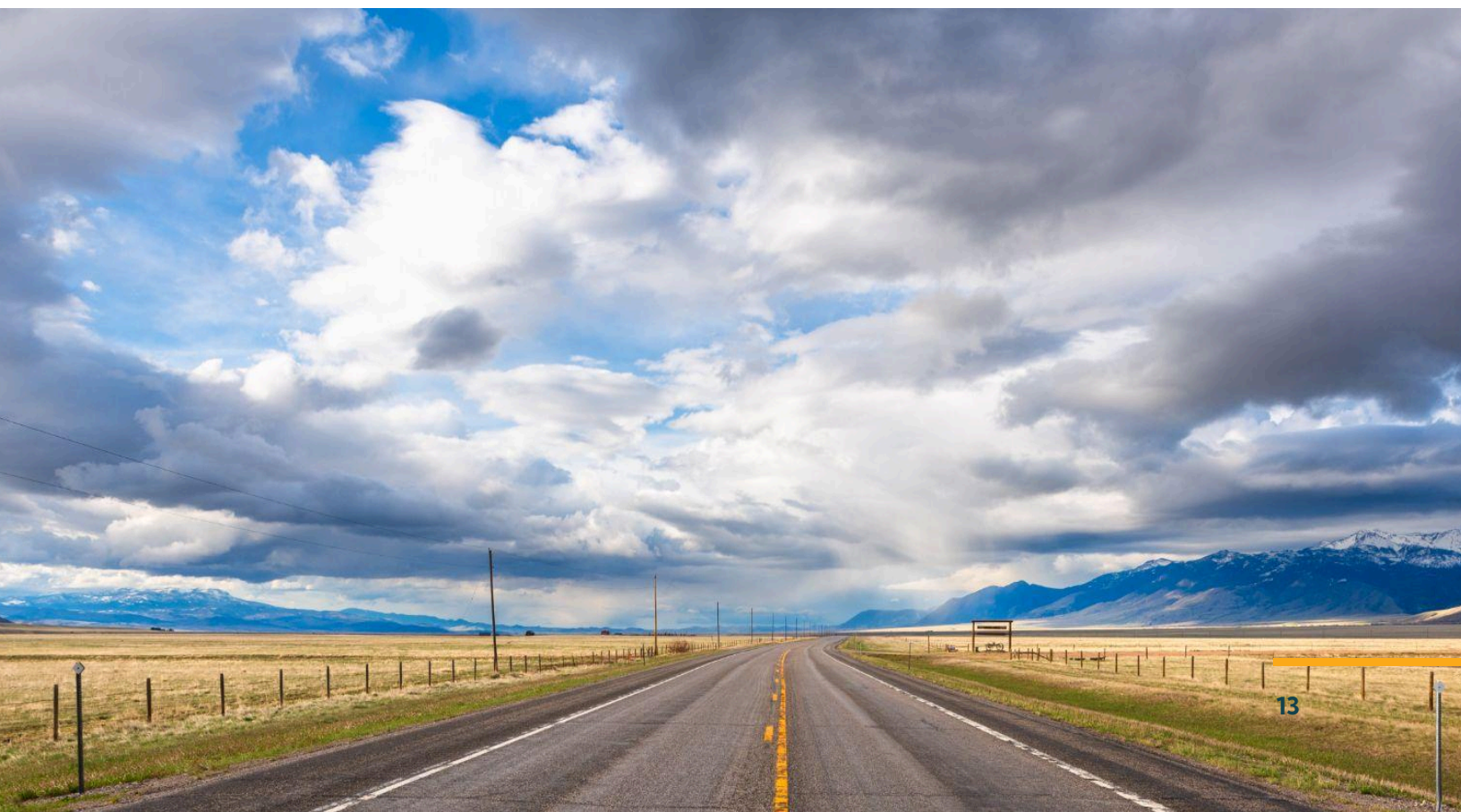
INTRODUCTORY STATEMENT

Welcome to Access Infusion Care.

We are a group of infusion care companies dedicated to providing rural communities with local access to doctor-prescribed infusion therapies for acute and chronic conditions—administered in our suites or in the patient’s home.

Our team of nurses, pharmacists, and network of healthcare professionals are committed to the communities where our patients live—providing them convenient, safe, and comfortable treatment options closer to home.

Here for you.



BRAND ASSETS



LOGO

The Access Infusion Care logo is a confident and bold expression of the brand.

Full Color

Use the full-color logo whenever possible.



One Color

When color is limited use the logo in **Dark Green** or **Black**.



Minimum Size 1"

Logo size should not be made smaller than 1 inch. **Doing so could affect readability.**



LOGO REVERSED

Full Color

Use the full-color logo reversed out of **dark green** whenever possible. **Infusion Care** is set to **white**.



One Color

When color is limited, use the logo in **white reversed out of dark green**.



Black & White

In limited cases the logo can be used in **white reversed out of black**.



LOGO WITH TAGLINE

Full Color

Use the full-color logo whenever possible.



Here for you.

One Color

When color is limited use the logo in **Dark Green** or **Black**.



Here for you.



Here for you.

Minimum Size 1.75"

For applications smaller than 1.75 inches in size use the primary logo with no tagline.



Here for you.



1.75 inch

LOGO WITH TAGLINE REVERSED

Full Color

Use the full-color logo reversed out of **dark green** whenever possible. **Infusion Care** and tagline are set to **white**.



One Color

When color is limited, use the logo in **white reversed out of dark green**.



Black & White

In limited cases the logo can be used in **white reversed out of black**.



SUB-BRANDS

Dark Green

Use the **dark green** logo whenever possible.



AN
ACCESS INFUSION CARE
COMPANY

Black

In limited cases the logo can be used in **black**.



AN
ACCESS INFUSION CARE
COMPANY

Minimum Size 1.5"

Logo size should not be made smaller than 1.5 inches. **Doing so could affect readability.**



AN
ACCESS INFUSION CARE
COMPANY

1.5 inch

Logo Placement

An Access Infusion Care Company sub-brand logo should be placed to the right of the company logo.



LOGO



AN
ACCESS INFUSION CARE
COMPANY

TYPOGRAPHY

Two type families have been selected for use within all Access Infusion Care print and digital marketing materials. Both fonts are available for download from Google fonts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Kumbah Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Kumbah Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Serif Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Source Serif Pro Bold

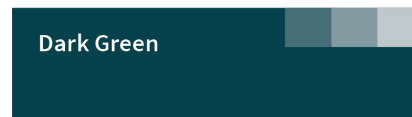
COLOR

The Access Infusion Care color palette includes solid colors as well as gradients.

Primary



Pantone 2010 C
CMYK 0 38 100 0
RGB 251 170 25
#FBAA19

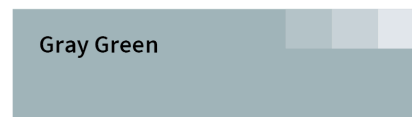


Pantone 316 C
CMYK 93 62 56 37
RGB 17 68 78
#11444E

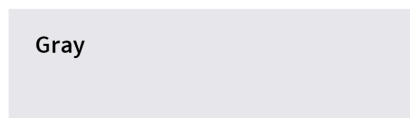
Secondary



Pantone 322 C
CMYK 90 40 48 12
RGB 0 114 121
#007279



35% Pantone 316 C
CMYK 13 3 3 0
RGB 218 232 240
#DAE8F0



50% Pantone 427 C
CMYK 6 4 3 3
RGB 228 229 231
#E4E5E7



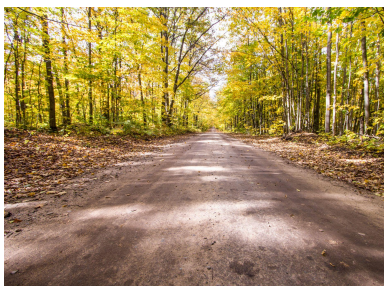
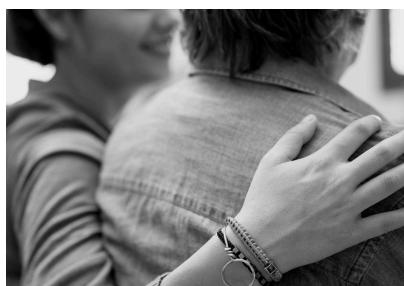
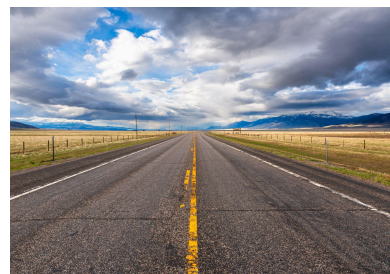
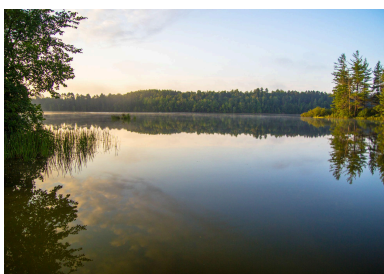
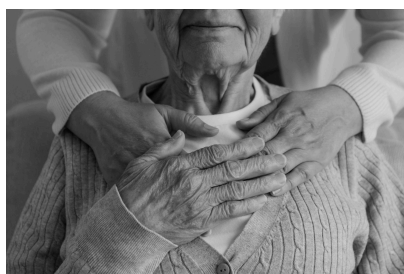
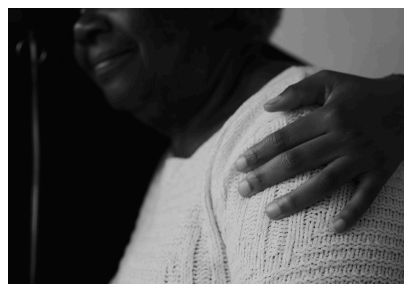
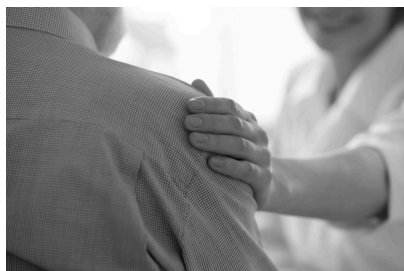
CMYK 0 0 0 100
RGB 0 0 0
#000000

Gradients



PHOTOGRAPHY

The Access Infusion Care photography style includes 4-color images of rural America that emphasize the beauty of the natural landscape as well as black-and-white images that communicate the care and compassion Access employees provide to their patients.



GRAPHIC ELEMENTS

A drop-shaped graphic that is derived from the Access Infusion Care logo may be used as a design element with Access marketing materials. Uses include showing locations or to emphasize text.

