



Visual & Communication Guide





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The RecordQuest Brand

1.1 What Is A Brand?

1.2 What Is Our Brand?



The RecordQuest Brand

1.1 What Is A Brand?

A brand is an emotional and visual representation of a promise and a perception about a business, service or product.

A brand is created in the minds of its stakeholders representing the values, vision, and opportunities for future expectations.



The RecordQuest Brand

1.2 What Is Our Brand?

The RecordQuest brand represents the highest standard of quality for technology and personal healthcare information expertise. With exceptional service options and an unwavering dedication to pro-actively improving the ROI process, our clients recognize that the RecordQuest brand will always represent our core beliefs:

Respect Everyone

Consistently engage every partner and associate in a professional and courteous manner.

Uncompromised Security

Patient healthcare information is safe every time, all the time meeting all HIPPA security requirements.

Fearless Innovation

Strive to eliminate the burden of medical records release for facilities through elegant software solutions allowing facilities to be more efficient, patient focused, and profitable.

Continual Growth

A dedication to provide the best technology and professional education to our associates encouraging advancement and a goal-achieving culture.

To maintain a consistent brand identity, improve local awareness and increase our name recognition throughout the United States, we have developed a comprehensive set of guidelines for the use of RecordQuest logo, brand standards, and how RecordQuest represents itself in the marketplace. When using the logo or speaking about RecordQuest, please adhere to this guide for correct usage, tone, and overall message.



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Mission Statement

To provide unmatched technology and effective customer service to set the standard in the health information industry while operating with the highest level of integrity and dedication.



3

Style and Tone

In all our written and verbal communications, RecordQuest's tone should reflect patience, compassion, professionalism, and personality that are fundamental to our mission.

Although we are service specialists, technologists, and healthcare professionals, we must communicate in a way that is approachable, explorative, and sincere. We must never communicate in a short, abusive, impatient, disingenuous or insincere manner.

The word RecordQuest is only used when referring to the company or corporation. RecordQuest should not be used to refer solely to the software or any individual service or product offering.

The use of the acronym RQ is not permitted on any public written public documentation or public verbal communications. Staff and internal communications may use RQ when referring to RecordQuest.

RecordQuest adheres to AP style in all written communications.



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Tagline

REDEFINING ROI

The RecordQuest tagline is a combination of specifically selected words to identify our services and overall business model to the communities we serve.



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The Logo

5.1 Primary Logo

5.2 Logo with Tagline

5.3 Logo Color Variations

5.4 Usage

5.5 Improper Usage

5.6 Clear Space Requirements

5.7 Sizing Requirements



The Logo

5.1 Primary Logo

HORIZONTAL

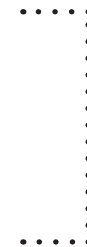


logo mark



logo type

VERTICAL



logo mark



logo type



The Logo

5.2 Logo with Tagline

HORIZONTAL



REDEFINING ROI



right-aligned tagline

VERTICAL



RecordQuest

REDEFINING ROI



center-aligned tagline



The Logo

5.3 Logo Color Variations





The Logo

5.4 Usage

The RecordQuest logo has a defined color palette. The logo may only appear in the approved colors noted in Section 7.0.

If any part of the logo needs to be reproduced due to delivery method or channel please contact the marketing department for proper execution at marketing@recordquest.com.



The Logo

5.5 Improper Usage



DO NOT modify type sizes.



DO NOT substitute another typeface.



DO NOT adjust letter spacing.



DO NOT use small caps or lower case.



DO NOT use unapproved colors.



DO NOT use low-contrast backgrounds.



DO NOT use high contrast or complex background images causing the logo to be lost.



The Logo

5.6 Clear Space Requirements



To preserve the logo's integrity, always maintain the proper sizing and spacing of each element, as well as a minimum clear space around the logo. The minimum clear space for the logo with or without the tagline is defined as the square height and width of the "o" in the main logo type. The clear space isolates the logo from competing graphic elements and content.

If you are unable to utilize the "o" spacing, use the following guidelines. When designing for web, keep a minimum logo padding of 20px. When designing for print, keep a minimum logo padding of 0.5". Each element of the logo, as well as the minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



The Logo

5.7 Sizing Requirements

The RecordQuest logo should appear larger than 2.5 inches when executed. If logo must be reproduced at less than 2.5 inches please use the logo mark. The logo mark may also be used for internal communications or other digital representation. Please contact marketing@recordquest.com with logo sizing requirement questions.





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Color Palette

6.1 Primary Colors

6.2 Secondary Colors



Color Palette

6.1 Primary Colors



ORANGE PEEL

CMYK 1 47 97 0
RGB 246 153 35
HEX #F69923



CLEAR SPRING

CMYK 70 19 0 0
RGB 51 164 221
HEX #33A4DD



DEEP STREAM

CMYK 99 73 16 3
RGB 3 84 184
HEX #035490



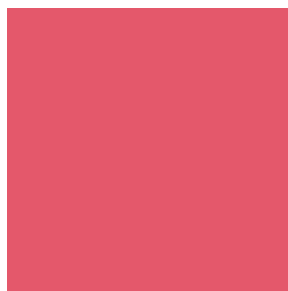
MANTIS

CMYK 48 0 80 0
RGB 142 201 101
HEX #8EC965



MOUNTAIN MIST

CMYK 33 70 0 0
RGB 173 104 170
HEX #AD67AA



PINK PULP

CMYK 6 8 46 0
RGB 227 90 108
HEX #E3596B



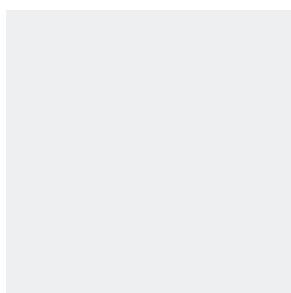
ELEMENT GOLD

CMYK 4 25 100 0
RGB 244 190 24
HEX #F3BE17



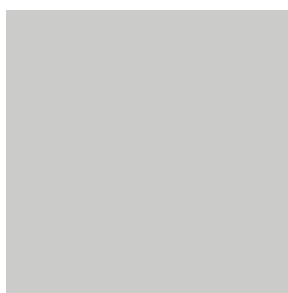
Color Palette

6.2 Secondary Colors



WHITE OUT

CMYK 6 4 4 0
RGB 236 236 236
HEX #ECECEC



COOL GRAY

CMYK 20 15 17 0
RGB 204 204 202
HEX #CCCCCCA



CHARCOAL

CMYK 0 0 0 100
RGB 35 31 32
HEX #231F20



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Typography

7.1 Avenir Font Family

7.2 Yantramanav Font Family

7.3 Cambria Font Family

7.4 Standard Font Alternative



Typography

7.1 Avenir Font Family

Avenir Font Family is the typeface for the logo and supporting type.

AVENIR BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

AVENIR BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Other Avenir styles include:

AVENIR LIGHT

AVENIR MEDIUM

AVENIR HEAVY



Typography

7.2 Yantramanav Font Family

Yantramanav Font Family is the primary typeface for headlines, sub-headlines, call-outs, and body copy.

YANTRAMANAV REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

YANTRAMANAV BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0



Typography

7.3 Cambria Font Family

Cambria Font Family is the secondary typeface used for body copy.

CAMBRIA REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

CAMBRIA BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0



Typography

7.4 Standard Font Alternative

Due to constant changes in technology, screen display resolution, and computer operating systems, fonts specified in this guide may not always be available. The following font below represents a font that is recommended and where its use is applicable.

TAHOMA

Tahoma Font Family is to be used for all digital font display outputs. This includes, but is not limited to email signatures, Microsoft Office documents, Google Docs and other inter-office documentation.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0



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Contact RecordQuest

marketing@recordquest.com

If you have any questions about our visual or communications brand standards guide please contact the Marketing and Communications department at the email address above or telephone at (888) 800-4016.