



# BRAND REFERENCE

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# VISUAL SYSTEM

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Our brand's personality tells stories about the people at Empyrean: who we are and what we do. We look to convey a connection to the market about the delivery of a technological solution with a human touch.

All of our visual systems foundations begin with a circle- echoed or realized.



The **circle** is often used in a logo to **represent** unity, commitment, love or community. Curves in general when used in **shapes** tend to be viewed as feminine in nature while straight lined **shapes** are more masculine. **Circles** have no beginning or end, they **represent** life and the lifecycle.

Empyrean's is the cycle of tech & service to fulfill our clients needs.

# CORPORATE LOGO

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Our logo is the most essential and omnipresent element of our identity - a universal signature across all our communications.

Our logo is the combination of a modern wordmark with the "Helping Hand".  
The helping hand is a hand, a stack of papers, and an "E".

"Helping Hand"

Wordmark



EMPYREAN



Service  
Assistance  
Help



Administration  
Documentation  
Resources

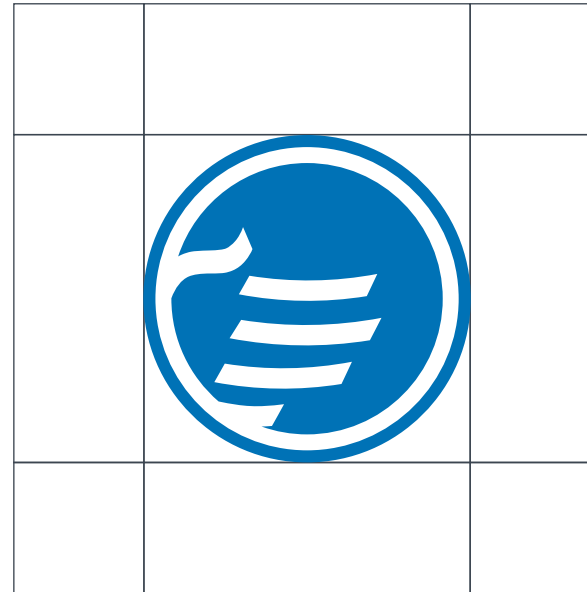
**E**

Empower  
Employee  
Employer

# CLEARSPACE

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Allow the mark to live with in the space. White space allows the logo to be legible at different scales. It is a good rule of thumb, when using the logo lockup (Helping Hand and Wordmark) that at least the size of the "N" around the mark is the base line.





# LOGO VARIATIONS

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Color - Process or PMS



Black and White



Full color with background



In a very few use cases, the logo may need to be stacked due to limited horizontal space. This should be avoided, but can be used in the manner to make sure the wordmark is legible.

# BACKGROUND COLORS

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The white version of our logo takes on the background color of the field it rests on when the contrast calls for a white logo.

For example, if the white logo rests on a large green background, it will fill the circle with that green color.



# LOGO BEST PRACTICE

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## Do Not: **Logo mark**

Do not resize or change the position of the logo mark.



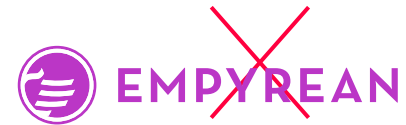
## Do Not: **Sizing**

Do not use squish or squash the logo. Any resizing must be in proportion.



## Do Not: **Color**

Do not change the colors even if they look similar. Use the official color specifications detailed in these guidelines



# HELPING HAND

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The HELPING HAND can be used in a multitude of ways. It can stand alone and be a button, seal, graphic stamp in a field. It can also be used as cropped circle when used in a large covering element.



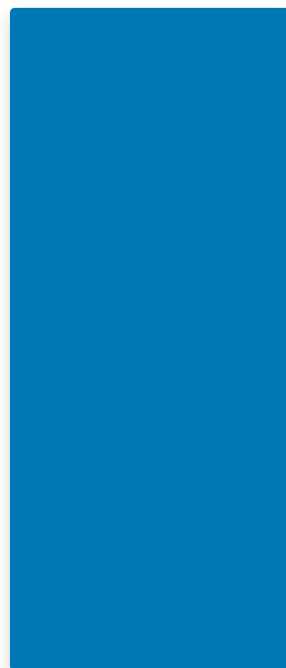
# PRIMARY COLORS

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Our colors are a warm, inviting palette which echos the traditional tech color schemes and the warmer "touching" secondary colors. Like our brand, tech is our strong foundation and our service leverages to make the greatest impacts-our colors exemplify this ethos.

Our primary resting brand color is dynamic blue. The other three colors are for support of the dynamic blue. It is recommended that text on a white ground be warm grey.

Highlight Green is used for callouts and other CTAs that support the main message.



#0077B7

R 0 G 119 B 183  
CMYK 93 32 0 0  
PMS 7461

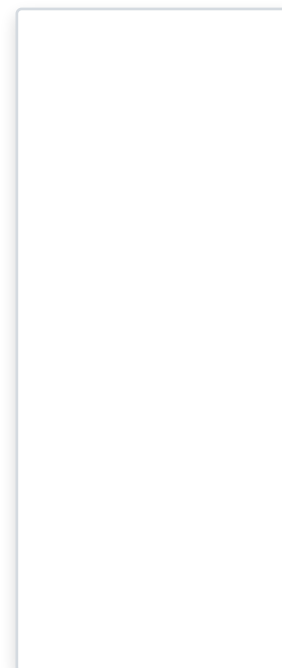
Dynamic Blue



#4B4444

R 75 G 68 B 68  
CMYK 58 61 54 49  
PMS 4273 C

Warm Grey



#FFFFFF

R 255 G 255 B 255

Clean White



#BBC942

R 187 G 201 B 66  
CMYK 29 0 79 0  
PMS 2298

Highlight Green

# SECONDARY COLORS

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Our secondary colors are the vibrant accent colors that complement our primary dynamic blue. These colors are used to create the illustrations, kaleidoscopes, and highlight/callout important details we are trying to communicate.

In informal settings these colors can move into prominent usages as some color alternatives.



#00B2E1  
RGB 0 181 226  
CMYK 76 0 0 0  
PMS 306



#38879D  
RGB 56 127 151  
CMYK 75 27 18 14  
PMS 4158



#D84E56  
RGB 228 75 85  
CMYK 0 82 56 0  
PMS 4058



#646C6F  
RGB 99 102 106  
CMYK 57 46 40 25  
PMS Cool Gray 10



#3C8E75  
RGB 49 156 138  
CMYK 74 6 46 8  
PMS 2456



#BCB4B0  
RGB 191 184 175  
CMYK 21 20 21 1  
PMS Warm Gray 3



#FFC823  
RGB 255 199 44  
CMYK 0 16 89 0  
PMS 123

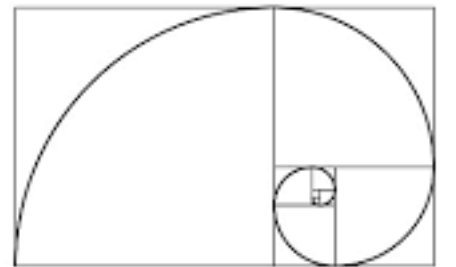
# KALEIDOSCOPES

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Kaleidoscopes are metaphor for our technology and service solutions being unique and focused on each client's needs.



Creating Kaleidoscopes, begin with circles. Negative and positive spaces should have rhythm and balance. Allow multiply blending methods to create complex color themes without adding to the palette. Keep in mind the golden ratio to achieve the focal points.





# PHOTOGRAPHY

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Our photography selections should be based on people creating, building, doing, or connecting.

Metaphors for craftsmanship and caring.

The hand images should not be disembodied, but connected – Real.

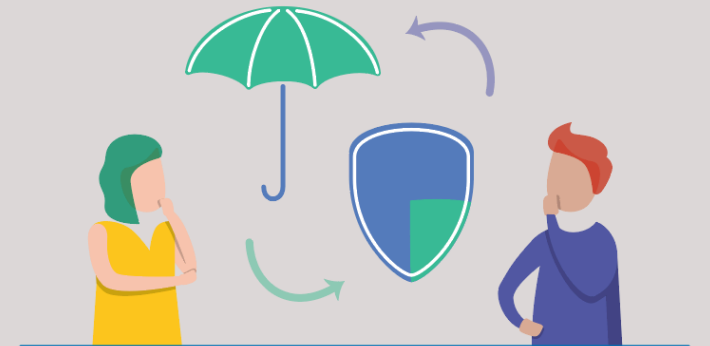
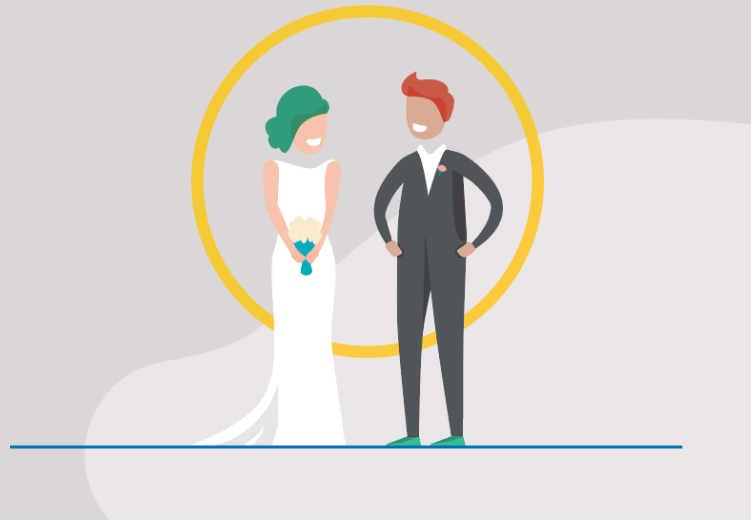




# ILLUSTRATIONS

Use illustrations to tell stories about the  
"employee experience" / "consumer experience".

This allows us to explain concepts in a fun,  
engaging vernacular.



# WORK EXAMPLES

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# WORK EXAMPLES

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# WORK EXAMPLES



## MAKE YOUR BENEFITS PERSONAL

Aligned with the way your employees think and live, year-round.

If you're like 75% of employers, you struggle to keep your employees engaged with their benefits year round. You work hard to offer the right benefits and support, but 84% of your employees are not confident in their benefit decisions – making it difficult for them to choose cost-effective care or recognize the true value of your benefits program.

What employees need are targeted calls to action to help them select the right benefits, reduce cost and to connect to care – delivered right when it's most relevant.

Pilot+ is a year round benefits engagement tool that uses your own claims and consumer data to provide individualized guidance during enrollment and ongoing use of health care related benefits.

Pilot+ uses claims data to individualize your employees' benefit experience:

*Claims-driven decision support, current plan performance, and predictive cost – all built into the enrollment experience.*

Luis and Athena were recently married.

They want to know they're making good choices when consolidating coverage.

They use Pilot+ and choose the most cost-effective plans for their situation.

Pilot+ helps them predict out-of-pocket costs and gives them confidence in their choice.

*Digital care navigation to proactively find the right care, at the right time, with claims-driven, retrospective care guidance.*

Ray's busy work and home life have left him feeling stressed and anxious lately.

He's ready to connect to support and find a path towards feeling more balanced.

He uses Pilot+ to find the most cost-effective options offered by his employer.

Ray connects to a convenient, high-quality telehealth provider and gets back on track.

*Healthcare expense navigation to understand and cover costs while using benefits, including spending accounts and supplemental insurance.*

Lisa is starting to navigate her health care expenses after having a baby.

She's struggling to keep track of all of the COBs and bills she's received.

Pilot+ helps her understand bills and catch the opportunity to file a supplemental benefits claim.

She files a hospital stay claim within the app, and sees other ways to cover the rest.

### FEATURES INCLUDE

Current Plan Performance | Personalized Health Packages | Cost-saving Opportunities | Care Navigation

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EMPYREAN BENEFIT SOLUTIONS, INC. 3810 BRIARPARK DRIVE, SUITE 8000 HOUSTON, TEXAS 77042 WWW.GOEMPYREAN.COM

TECH + SRVC

# WORK EXAMPLES



# PRIMARY FONTS

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On print and web communications we use Avenir Next and Avenir Next Condensed.

Avenir Next (2004–2012) is an updated version of Avenir (1988). The differences in most of the letter shapes are minor. The most important changes are: a new italic design, the addition of new weights and widths (there was no Condensed before), and expanded language support. It's the result of a project whose goal was to take a beautifully designed sans and update it so that its technical standards surpass the status quo, leaving us with a truly superior sans family.

### When to Use :

This font is used for titles.  
No smaller than 32pt.

### Avenir Next - Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890. !@#\$%^&\*()\_+ /

### When to Use :

This font is used for titles,  
subtitles, and copy  
headlines.  
No larger than 24pt.

### Avenir Next - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890. !@#\$%^&\*()\_+ /

### When to Use :

This font should be used  
for body copy, and large  
blocks of copy. No  
smaller than 12pt.

### Avenir Next - Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890. !@#\$%^&\*()\_+ /

# PRODUCT WEB DEPLOYED FONTS

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For licensing and consistency we use Montserrat as a the webfont for our online solutions, COMPASS, MAP, MERIDIAN, and more...

The font is available:

<https://fonts.google.com/specimen/Montserrat>



### When to Use :

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This font is used for our  
online font where Avenir  
Next can not be ensured.

### Montserrat

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890. !@#\$%^&\*()\_+ /

# ADDITIONAL GRAPHIC ELEMENTS

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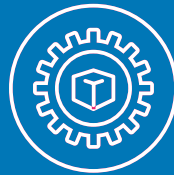
A library of graphic elements have been created to enhance the communication of our Technology and Service offerings.

These elements are metaphors/iconography for each of the pillars of our solution offerings.

**TECH + SRVC**

TECH + SRVC

TECH + SRVC



Config/Implementation  
Tech



Service  
Support



Config/Implementation  
Tech

OLD VERSION - NO LONGER USED