

 Rivia Health

# Brand Style Guide

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# Rivia Health

transforms medical finance through  
efficient, empathy-driven technology.

We are:

The Payments Experience Patients Love



# What We Do

Rivia Health merges the worlds of technology and healthcare to bring easeful efficiency to the patient payments experience for both patients and organizations.



## *Why Rivia Heath?*

Rivia stems from river—a powerful force of nature that also embodies ease and tranquility. In addition, a river finds and creates the most efficient path, inspiring life, growth, and yes—Health—wherever it flows.



## Brand Presence

Rivia Health imparts spaciousness, joy, and peace, and inspires a sigh of relief from all those we come into contact with.

## Brand Values

- **Empowerment** (not Rescue)
- **Empathy** (not Omnipotence)
- **Ease** (not Stimulation)
- **Efficiency** (not Diversion)
- **Clarity** (not Spectacle)



# Brand Name Guidelines

- Always use Rivia Health in full.
- Do not abbreviate to Rivia.
- Write Rivia Health as two separate capitalized words with a space in between.



# Brand Voice

## Customers and Users

- **Prioritize clarity.** Medical billing can be confusing, so be clear and straightforward when communicating about it.

## General Audience

- **Prioritize empowerment and empathy.** When speaking to a general audience about the Rivia Health brand, lean into authentic storytelling with words that feel grounded, purposeful, and inspiring.





Logo



# The Rivia Health Logo

The Rivia Health logo expresses our core values of empowerment, empathy, ease, efficiency, and clarity. It represents a brand that empowers full-circle empathetic industry transformation.



## LOGOMARK:

*A circle is a clear, easeful, and efficient shape. Within it is a hand held out in service which empowers and comes alongside in empathy.*

*(Uses Primary Gradient 1)*

## WORDMARK:

*The logotype letter shapes have easeful serif extensions that reach out in empathy in order to empower both patients and organizations. Bonus: the letters 'i' look like people ready to offer service with one 'i' even connecting with its neighboring 'v.'*

*(Uses Primary Gradient 2)*



# Single Color Logo

If the gradient-filled logo does not work for a use case (e.g. embroidery, screen printing, darker backgrounds), use a single-color version. Only use our main brand color **Primary 500** [left] or **white** [right].



# Logo Components

The logomark can be used by itself without the wordmark in Primary Gradient 1 or white:

- In the corner of a document
- In the corner of a social media asset
- As a social media profile image

The wordmark should never be used alone and should always be accompanied by the logomark.



# Product Logo

As of this writing, RexPay remains the name of our product. The RexPay logo has been switched from RexPay's Primary Blue to Rivia Health's Accent 500 with the addition of "by [Rivia Health Logo]" below.



*For left-aligned layouts, e.g. the footer of the QuickPay portal*



*For center-aligned layouts, e.g. the app's opening screens*



# Colors



# Core Colors

Rivia Health's color system is structured to make it easy to brand our products with a customer's colors.

**Primary 500**



*Green is the color of growth. A bluer green shifts it into ease and clarity.*

**Accent 500**



*This blue is empowering and draws attention for important calls-to-action.*

**Neutral 500**



*Our neutrals are blue-grey to coordinate with the blue realm.*

**Semantic - Error 500**



*The red for errors and warnings is also bluer in hue.*



# Color System

Each core color (named 500) has four lighter variations and four darker variations and are named as follows: Primary 100, Accent 100, Neutral 100, Error 100, Primary 200, and so on.

	100	200	300	400	500	600	700	800	900
Primary	#E7F5F7	#C5E9ED	#8FD FE0	#4BC9CE	#00A5AD	#00888F	#006170	#00495C	#003A47
Accent	#EEF8FF	#D7E8F9	#ABCBED	#6591D2	#3D56D1	#2D4B9F	#223677	#0D1A54	#07163B
Neutral	#F5F8F9	#E9EFF5	#C6D4DD	#A1B6C4	#6C8899	#526E80	#375466	#243F53	#081621
Error	#FDF2F3	#F7DEE2	#F0B7C5	#DE6884	#C11F43	#9D0020	#85001C	#6B0013	#4D000D

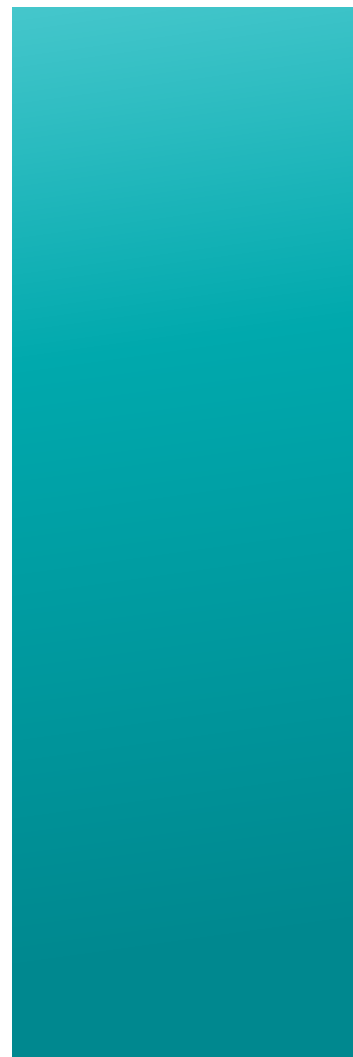




# Gradients

These gradients are used in the Rivia Health logo, in icons, and in backgrounds.

## Primary Gradient 1



- Logomark
- Icons fills
- Background

### How to make it:

- Primary 400 @ 9%
- Primary 500 @ 38%
- Primary 600 @ 84%
- All at an angle of 106° from horizontal

## Primary Gradient 2



- Logo wordmark
- Background alternative

### How to make it:

- Primary 400 @ -17% (Or set at 0, stretch out the start point)
- Primary 500 @ 23%,
- Primary 700 @ 162% (or set to 100%, stretch the end point)
- Vertical

## Accent Gradient 1



- Background alternative (e.g. for social media assets.)











### How to make it:

- Accent 400 @ 9%
- Accent 500 @ 69%
- Primary 600 @ 95%
- All at an angle of 106° from horizontal



# Guidelines for Use

Do not use PowerPoint's automatically generated color variations.

<b>Headlines</b>		Primary 500	#00A5AD
<b>Subheaders</b>		Primary 700	#006170
<b>Single headline for extra emphasis</b> <i>(no more than once per document or page)</i>		Accent 500	#3D56D1
<b>Body text for copy-heavy documents</b> <i>(and anything that would otherwise be black)</i>		Neutral 900	#081621
<b>Body text</b> <i>(when there isn't much copy, e.g. a PowerPoint slide)</i>		Neutral 700	#375466
<b>Links</b>		Accent 500	#3D56D1
<b>Backgrounds - Gradient</b>		Primary Gradient 1	See slide 11
<b>Backgrounds - Solid</b>		Primary 500	#00A5AD
<b>Backgrounds - Elements</b> <i>(e.g. text messages, push notifications, speech bubbles, testimonials)</i>		Accent 100	#EEF8FF
<b>Borders &amp; Dividers</b>		Neutral 300	#C6D4DD



# Color Proportions

Visual assets should primarily be white. Primary variations should be the next most-used color (aside from Neutral 900 or 700 for text) followed Accent variations. Only use Error variations for error states.

**RiviaHealth**  
**Increase Patient Pay with Patient Engagement**  
 The #1 reason patients don't pay even when they're able to:  
 They don't realize they have a bill in the first place!

**THE SOLUTION?**  
 Engage Patients Where They Are:  
 Americans check their phones 96x a day.

**Day 0 • BILL ISSUED**  
**PUSH NOTIFICATION**  
 Amy sees her new medical bill notification, taps on it, and **pays through RexPay by Rivia Health in seconds.**

**Day 1 • TEXT MESSAGE**  
 Meg tapped on the push notification, viewed their bill, then got distracted. Meg taps through the text message and **pays their bill.**

**Day 7 • EMAIL MESSAGE**  
 Jo was busy when he engaged with both the push notification and text message. He loves inbox zero, so he sees his bill as he's clearing his inbox while waiting in line. **Bill paid!**

**DID YOU KNOW?**  
 Push notifications have 7x the engagement rate of emails.

Get customized patient engagement campaigns tailored to your business logic. **Rivia Health optimizes push notifications, text messages, and emails to increase the speed of patient payments and decrease defaults** through our full-featured RexPay app and responsive QuickPay Portal site.

The Payments Experience Patients Love • Learn more at [www.RiviaHealth.com](http://www.RiviaHealth.com)

One-Pager

RexPay is now Rivia Health! Click to learn why.

Why Rivia Health Features For Patients RiviaHealth About Us Resources Book Demo

**The Payments Experience Patients Love**

Increase your revenue, improve operational efficiency, and encourage patient loyalty.

Get Started

**The Rivia Health Solution**

- Increase Revenue** (Learn More)
- Improve Efficiency** (Learn More)
- Encourage Loyalty** (Learn More)

Website

**RexPay**  
 by RiviaHealth

**Pay ANY doctor with just a few taps**

Get Started

Sign In

1.31.0 (2)

App

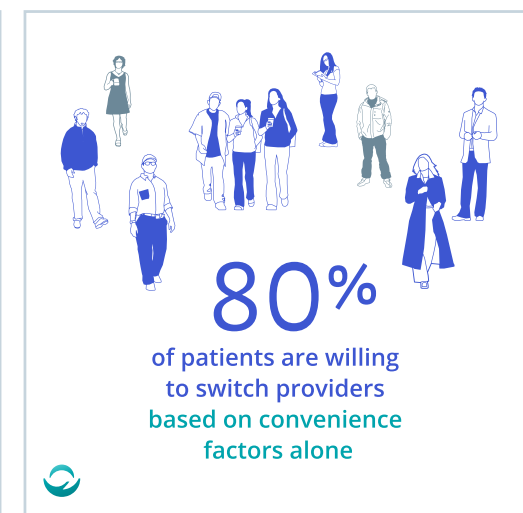
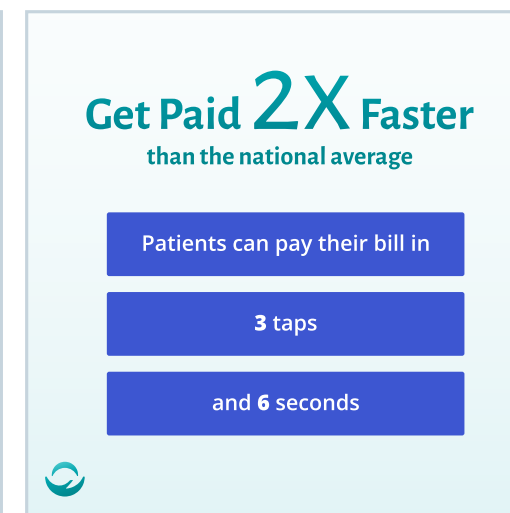
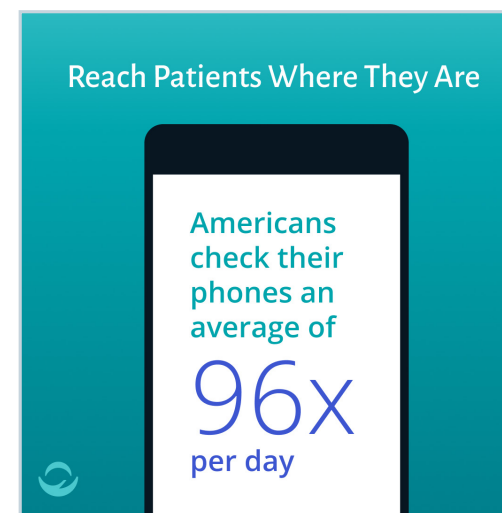


# Exceptions

Assets with a Primary Gradient 1 background. (Typically with the white Rivia Health logo.)



Social media assets can have a stronger color presence as long as designs retain a feeling of spaciousness and clarity.



# Product Variables

These Primary, Accent, and Error color variables are named for ease of toggling products to customers' brand color schemes. (Neutral colors remain constant.)

## Core Colors



**Primary**  
(Primary 500)

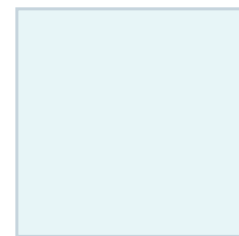


**Accent**  
(Accent 500)

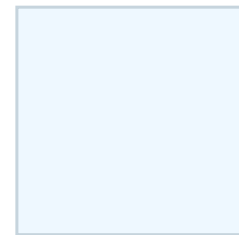


**Error**  
(Error 500)

## Light Variants for Backgrounds



**PrimaryLight**  
(Primary 100)



**AccentLight**  
(Accent 100)



**ErrorLight**  
(Error 100)

## Dark Variants for Non-Headline Text (meets accessibility standards)



**PrimaryDark**  
(Primary 600)



**AccentDark** (Also Accent 500) This variable exists for brands whose Accent color does not meet WCAG AA accessibility standards for normal-sized text.



**ErrorDark** (Error 600) *(Error colors are variables for when a customer's primary or accent color is red.)*



**Neutral100 ... Neutral900**

**Variable Name in Code**  
(Color System Name)



# Typography



# Brand Typefaces

Alegreya Sans and Open Sans can both be downloaded on Google Fonts.

## Headlines: Alegreya Sans

Humanist typefaces have organic strokes stemming from calligraphy, i.e. the human hand, thus making it the perfect style to convey human empathy.

**Body copy: Open Sans**, which is also a humanist typeface, has easeful open shapes. Neither narrow like Source Sans nor wide like Wonder Unit Sans, Open Sans is both clear (not too narrow) and efficient (not too wide). *Bonus: it has a fabulous set of italicized characters with an 'f' that descends below the baseline.*



# Typography Guidelines

To communicate the spacious and easeful feeling of the Rivia Health brand through typography, use the following font weights:

Alegreya Sans Medium, **not bold**

Open Sans **Semibold, not bold**





# System Typeface

For PowerPoint presentations ONLY (specifically those that are presented, i.e. may end up being presented on a non-company computer), use Candara for headlines and body copy.

## **Headlines and body: Candara**

Since our brand fonts are both humanist typefaces, Rivia Health uses a system font that is also humanist to continue to convey human presence and empathy.



# Specifications

Or just use the Rivia Health Word template.

[All Headings] Alegreya Sans

[Title] (Use sparingly, once per document at most)

Regular, 28pt, Accent 500

[H1] Medium, 24pt, Primary 500

[H2] Medium, 20pt, Primary 500

[H3] Italic, 20pt, Primary 500

[H4] Medium, 16pt, Primary 700

[H5] Italic, 16pt, Primary 700

[H6] Regular, 14pt, Primary 700

[Body] Open Sans, 10.5pt, Neutral 900

[Links] Solid underline

Regular: Accent 500 | Visited: Accent 600

[Legal] Italic 9pt

Title

Heading 1

Heading 2

*Heading 3*

Heading 4

*Heading 5*

Heading 6

Rivia Health merges the worlds of technology and healthcare to bring easeful efficiency to the patient payments experience for both patients and organizations. [Learn more](#)\*

*\*Side effects may include greater ease and less stress*



# Icons and Illustration



## Icons: Goal

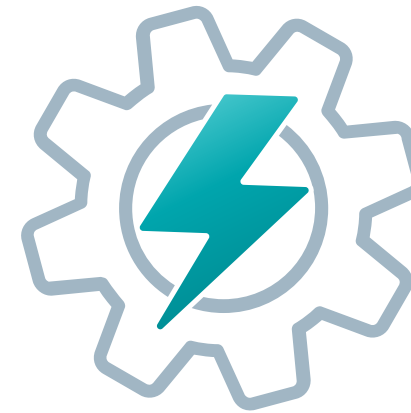
Rivia Health icons communicate our company's value to customers and users while evoking empathy and peacefulness.



*More revenue,  
less effort*



*Increase loyalty  
(and 5-star reviews)*



*Increase efficiency  
through automation*



*Privacy and security,  
check!*



# Icons: Structure

Follow these guidelines to create a Rivia Health icon:

## **OUTER ICON:**

Outlined style. Neutral 400.

## **INNER ICON:**

Simple shape, solid fill. Primary Gradient 1.



## **DIVIDING “STROKE”**

Applying a white stroke to the inner icon would limit the icon’s placement to only white backgrounds. Here’s how to “knock out” the inner icon’s stroke:

1. Apply an outside stroke to the inner icon
2. Outline stroke
3. Union the outlined stroke with a duplicate of the inner icon
4. Subtract the unioned shape in step 3 from the outer icon

This ensures that the dividing “stroke” will appear consistently no matter what background its on.



# Illustrations: Guidelines

- Keep illustrations flat (no added dimension, no angled perspectives).
- Use vector-based shapes.
- Photorealistic devices (phones, computers) should only be used in investor decks to reinforce that our products already exist in the real world.

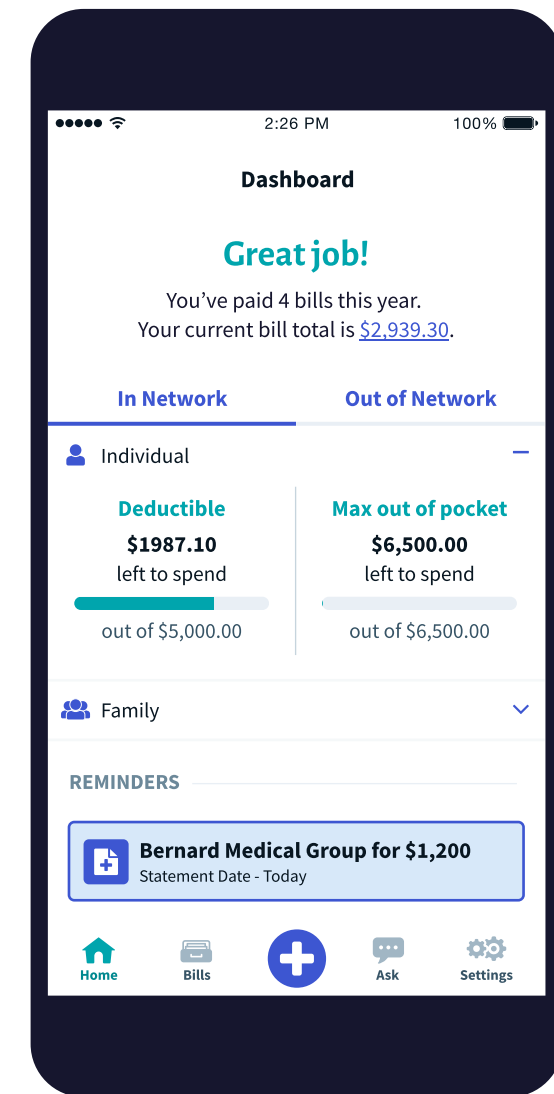
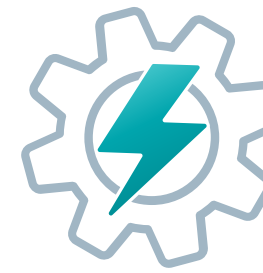


# Summary



# Rivia Health

Transforming medical finance through efficient, empathy-driven technology.





# Appendix

RexPay to Rivia Health Guide

# Brand Comparison



- RexPay transforms the medical billing experience for patients and providers.
- RexPay provides a friendly and playful “medical bill rescue” app.
- RexPay has a strong personality-filled brand that stands out in the market.



- Rivia Health transforms medical finance through efficient, empathy-driven technology.
- Rivia Health’s products empower stress-free medical billing.
- Rivia Health is a brand that supports health systems with clarity and easeful efficiency.



# Brand Translation

- RexPay's presence is bright and bold with "chunkier" design styles (e.g. blue or purple boxed design elements)
- Changa, the primary typeface, is bold and chunky. It had such a strong presence that it didn't even have a bold font!
- Puns. We were all about pawesome puns! (And exclamation marks!)
- Draws attention by being bold.
- Rivia Health is spacious and lighter in feel (e.g. mostly white backgrounds with sections created using subtle lines or clear hierarchy)
- Alegreya Sans, the primary typeface, is elegant and even the bold font can be too heavy. (Rely on Alegreya Sans Medium.)
- Clear, supportive language only. Refrain from exclamation marks.
- Draws attention by being calm.



