

MRAIA

Your trusted data broker
for better health

BRAND GUIDEBOOK



INTRODUCTION

WELCOME to MRAIA's Brand Guidebook. In this book, you'll come to better understand the visuals, the voice, and the values that guide our organization and express who we are and how others experience us.

Every organization has a brand, whether they proactively build it or passively let it develop on its own. Organizational brands are a lot like people. Just like people, they communicate who they are by how they dress (their visual identity), how they carry themselves and interact with others (their personality), what they believe (their values) and what makes them unique. In short, a brand expresses the essence of who we are and how we move through the world and do our work.

Yet just like people, brands are constantly evolving and being reshaped through time. It's important to know and fully understand our brand as it exists today so that our communications and interactions with the world around us have consistency and integrity and be easily recognizable to others.

This is what MRAIA's brand guidebook is meant to help with. It serves as a manual for our communications and interactions with our stakeholders and is meant to guide how we shape our messaging and activity. But it's important to remember that every single interaction with our organization contributes to our brand, the value we add to people's lives, and the difference we make in their communities. So by embodying some of these concepts in our daily work, we are helping to breathe life into our organization's brand and ultimately make real the power and poignancy of our work.

OUR NAME & MISSION STATEMENT

MRAIA's name and our mission statement are at the heart of all that we do. They are the foundation of our existence as an organization and express the purpose for our work. They are part of our brand identity yet separate from the other elements of a brand framework.

OUR NAME:

MRAIA — Medical Research Analytics and Informatics Alliance

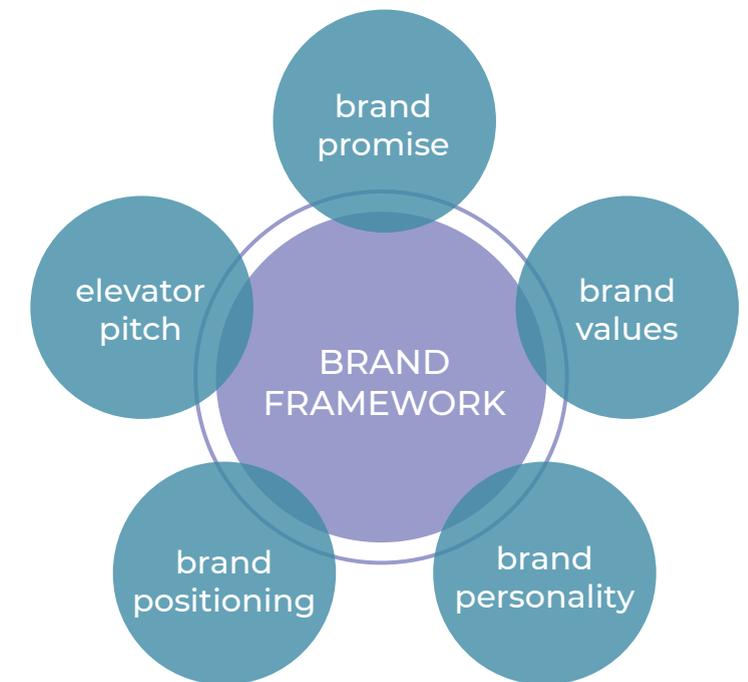
OUR MISSION:

To provide data infrastructure, integration, and expertise that enable the exchange of health information to advance the health and well-being of all people.

BRAND FRAMEWORK

A brand framework is a tool for shaping MRAIA's reputation and how people experience us. As such, it is meant to serve as a guide for how we should express ourselves and what we should communicate. It is aspirational, defining who we are at our best. It is also authentic, reflecting what we know in our gut is true about us right now.

A brand framework has several components that include, but are not limited to the following:



BRAND PROMISE

Our brand promise is the distinctive worth that MRAIA offers to others and how they benefit from their engagement with us. It creates the clarity and consistency that will attract others to want to forge partnerships with us. An effective brand promise combines the catchiness of a tagline and reinforces it with the essence of the company's mission.

OUR BRAND PROMISE

We act as an honest, neutral broker enhancing the use of data for better health.

OUR TAGLINE

MRAIA: Your trusted data broker for better health.

BRAND VALUES

MRAIA's brand values are the essence of who we are. They are the code by which we live and underscore why we do what we do. These values nurture our work and shape our approach. They animate our organization and bring to life behaviors that align with our promise.

OUR BRAND VALUES

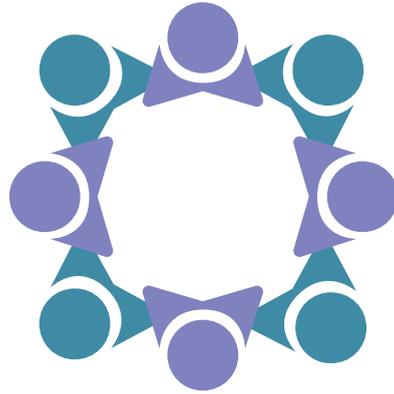
Neutrality We are not beholden to any one institution or community. Rather, we seek a higher mission that is underscored by our non-profit status.

Privacy We are protective of the personal identities connected with the data sets that we manage.

Stewardship We act as guardians of the data that we manage, bringing care and thoughtful expertise to how data is translated and interpreted for others.

Transparency We are candid and unbiased in dealing with others and conduct business with clarity and truth.

Partnership We understand that to improve population health, we must work together in a coordinated manner with other stakeholders. Our entire business model is based on building partnerships and forging alliances.



BRAND PERSONALITY

MRAIA's brand personality is a reflection of how others experience us and captures our distinguishing qualities and characteristics. It's what people notice first about us. It's how we express our voice and presence in the midst of others. These are the traits for which we strive to be known.

OUR BRAND PERSONALITY

Collaborative We do not conduct our work in isolation. Rather, we invite others to work and join in our effort. We lend our expertise to serving others.

Honest We are impartial in how we collect, manage, and interpret data. We are truthful in our dealings.

Nimble With a relatively small team, we are quick and efficient in our use of resources and agile in our capacity to adjust to changing needs.

Trusted We instill confidence in those we work with because of our high standards, integrity, and the manner in which business is conducted with moral and ethical integrity.

Dedicated We are wholly committed to our mission and enthusiastic about what we can accomplish.

Proficient We have built a skilled team with substantive expertise, able to understand and synthesize complex health data. We provide valued competencies and insights and apply them with academic rigor.

BRAND POSITIONING

Our brand positioning captures what is unique and special about MRAIA, relative to others in our field. It is what sets us apart from others, yet it also forms a foundation for collaboration. MRAIA's brand positioning statement is intentionally bold and aspirational. As such, it is often an internal guide, not an external message.

OUR BRAND POSITIONING

As a mission-driven nonprofit organization, not tethered by geography or affiliation to any one entity, MRAIA serves the greater good by brokering data and helping to translate it into meaningful information to improve health and impact policy.

ELEVATOR PITCH

Our elevator pitch is a thirty-second message that describes and defines MRAIA at a high level, showing what we do every day. The message is meant to be a quick introduction to who we are, what we believe, and why we are needed. It should be accessible to a broad array of audiences, regardless of their level of understanding about us and our work. Rather than answer all questions, MRAIA's elevator message should inspire more inquiry.

OUR ELEVATOR PITCH

At MRAIA, we believe that the greatest advances in human health happen when data is exchanged easily, yet securely, across systems.

To that end, MRAIA serves as an honest data broker by securely housing, managing, integrating, and translating data into meaningful information that can be used to improve lives.

Our work enables greater collaboration and synergy across a variety of systems and sectors of society. By working together with our partners, we transform data into beneficial information to advance knowledge for improving health.



BRAND VISUAL IDENTITY

A brand visual identity is a system of visible attributes that give expression to a brand. In the same way that individuals express themselves by how they dress, how they wear their hair, and how they carry themselves, so also are organizations able to express who they are through their logo, color palette, typography, and other graphic features. For some organizations, visual identity extends to such elements as building architecture, interior design, and even dress code.

The following pages detail some of the visual identity elements of logo, color, and typography that have been developed for MRAIA's brand system. As we consistently apply and use these elements, audiences will gain confidence in us and come to better understand the work we do.

PRIMARY LOGO

MRAIA's logo takes two primary forms, with and without a tagline.

Our logo symbol features a circular lavender and cobalt blue symbol. It evokes linkages, alliances, people collaborating together. The colors instill a sense of trust, composure, and professionalism. The logotype is bold yet modern, clean, and interesting.

Taken together, our logo symbol, typeface, and tagline convey our values and personality as an organization.



LOGO SPACING

To avoid clutter and give MRAIA's logo prominence, always separate it from other text and graphic elements with a minimum clear space equivalent to the 2 times the x-height of the word "MRAIA," as shown in the example below.



LOGO USAGE & MISUSE

To preserve the integrity of MRAIA's logo, only the configurations and colors referenced in these guidelines are permitted. Do not create new configurations or use new colors. And be mindful of how the logo appears on colored or dark backgrounds to maximize contrast and allow the logo to stand out.



DON'T reposition logo elements



DON'T skew or rotate the logo



DON'T rearrange elements of the logo



DON'T use a font color other than the approved colors



DON'T contain the logo in a box when used on a colored background



DO feel free to use the all-white version of the logo on dark colored backgrounds

COLOR PALETTE

There are four main colors that make up MRAIA's logo. The colors have been chosen to emphasize trust and stability.

Two other colors have been added to the palette to offer some tones that contrast yet coordinate with the main colors. They are intentionally warm and inviting.



C76 M34 Y26 K1
R62 G137 B164
#3E89A4



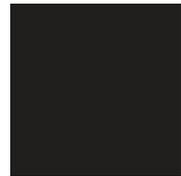
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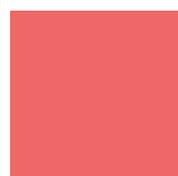
C53 M48 Y0 K0
R128 G129 B190
#8081BE



C1 M36 Y61 K1
R241 G171 B111
#F1AB6F



C0 M0 Y0 K100
R34 G31 B31
#221F1F



C2 M74 Y53 K0
R235 G103 B103
#EB6767



C0 M0 Y0 K70
R109 G111 B112
#6D6F70

TYPOGRAPHY

The main typeface that is used in MRAIA's brand visual identity is Montserrat. It is used in ALL CAPS in the logo name and in lowercase in the tagline.

MONTSERRAT

is a geometric sans serif font that is available in a variety of font weights, making it a versatile typeface. It can be downloaded from Google Fonts or synced through Typekit for use with Adobe software. It is great for headings in its ALL CAPS form.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OPEN SANS

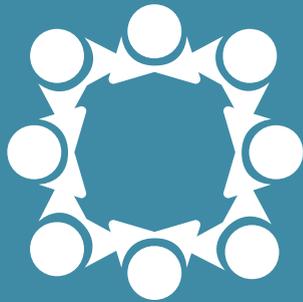
is great for pairing with Montserrat and is suitable for body copy of all types. It can be downloaded for free from Google Fonts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO

This font is another great font to pair with or substitute for Montserrat. It can be downloaded for free from Google Fonts. It is suitable for both headings and body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



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This guidebook was designed and prepared by ColorThisWorld Communications
in partnership with A.W. Marchetti Consulting.