

BRAND guidelines

Version 3.0 June 2015



FASTMEDSM
URGENT CARE

The Brand

FastMed Urgent Care is evolving from a network of local urgent medical care clinics in North Carolina to a national network of family-oriented medical clinics.

Part of this evolution, was the creation of the FastMed logo, which was designed to reflect the caring and personal attention patients can expect to receive at our clinics.

The color palette: orange, purple and gold were selected for their warmth, but also for their crispness. The icon was inspired by Leonardo da Vinci's legendary *Vitruvian Man*.

The figure's form was stylized to give it a modern feel. To lend the graphic a feeling of movement the elements were placed inside a waved-edged square balanced on one corner.

The logo and all of FastMed's brand elements are meant to introduce the audience to a clinic where they will find a warm welcome, clean facilities, and concerned medical staff in their very own neighborhood.

The Logo

The FastMed visual identity is one of our company's key assets. A strong and consistently applied brand identity system will allow us to be recognized and established in a highly competitive marketplace.

Please do not try and recreate the logo under any circumstance. Reproduce the logo only from authorized printed or electronic reproduction art. You may obtain this art from the FastMed Marketing Department or at our website www.FastMed.com/brandguide.



USAGE

Our logo comes in two orientations: horizontal and vertical. The horizontal format is the preferred/primary logo for FastMed. The primary logo (horizontal) allows both the icon and type to maintain equal prominence, while ensuring the legibility of our name.

Our secondary logo is the vertical version. It is to be used whenever the primary logo isn't applicable or when the secondary logo appears more legible and prominent. An example of this would be the outdoor signage for our facilities. We must work with the space allocated to us and the secondary logo may be more legible from the road.



Primary Logo



Secondary Logo

PROTECTED SPACE

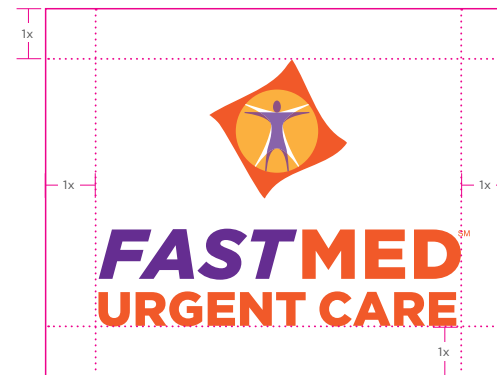
To maintain its emphasis and presence, the logo should be surrounded by white (empty) space.

Always position the logo with at least the minimum amount of white space surrounding it.

The minimum amount of white space is equal to the cap height of the 'D' in "MED" as shown on the right.



Primary Logo



Secondary Logo

LOGO COLORS

The primary logo consists of five colors: PMS 166, PMS 667, PMS 1365, PMS 268 & PMS 272. It can be used in one color — Black — if four-color printing is unavailable.

The recommended usage of the logo is full color. When color printing is not available, two different black & white versions are available.

More information is available on the color palette page.



CMYK logo



Black & White 1



Black & White 2

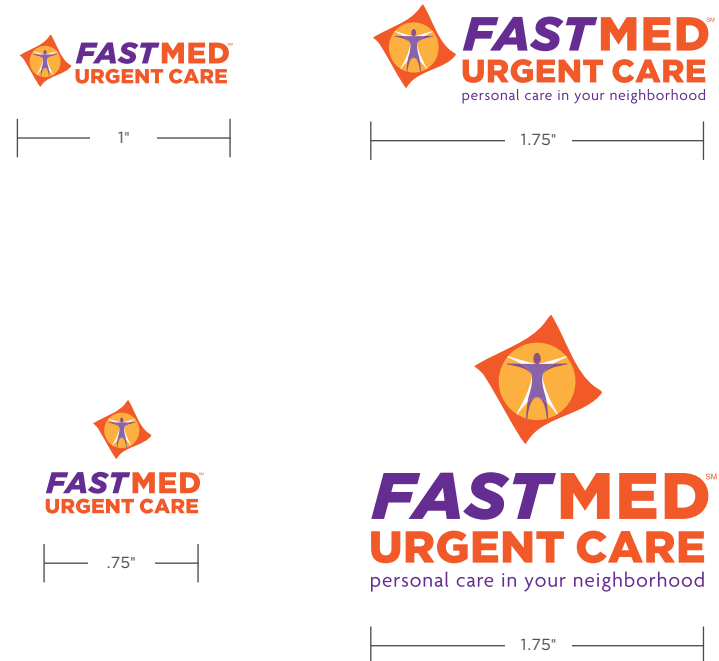
SIZE USAGE

To ensure the legibility of the FastMed logo we have established minimum size guidelines.

For horizontal applications of the logo there are two size guidelines. Horizontal logos without a tagline should be no smaller .75" in width, Horizontal logos with a tagline should be no smaller than 1.75" in width.

Vertical logos without a tagline should be used at no smaller than .75" in width, Vertical logos with a tagline should be no smaller than 1.75" in width.

These rules apply to all FastMed logos.



LOGO with TAGLINE

Part of our FastMed's core beliefs include delivering individualized care to our patients close to their homes. We've captured this sentiment in the tagline, "personal care in your neighborhood."

This logo is to be used when copy space is at a premium or when we are entering a new region/area. It is used to help reinforce the FastMed brand.

The tagline is always presented in lowercase. Do not alter the tagline or use a different tagline with our logos.

The logo with the tagline follows all the same guidelines as our primary and secondary logos.



Primary Logo with Tagline



Secondary Logo with Tagline

LOGO with URL

When space is limited it is important that our clients are able to find us online. In this instance please use the logo with URL. It does come with and without the tagline.

The URL is always presented in lowercase with and uppercase "F" and "M".

The logo with the URL follows all the same guidelines as our primary and secondary logos.



Logo with URL



Logo with URL and Tagline

FAMILY CLINIC LOGOS

Some of our FastMed locations offer a wider variety/range of family services. In these instances, the logos to the right should be used in place of the primary and secondary logos.

The copy "AND FAMILY CARE" should not be altered in any way; including color, size or line/word break.

These logos follows the same guidelines as our primary and secondary logos.



Family Clinic logo



Secondary Family Clinic logo

IMPROPER USE

Consistent use of the FastMed logo ensures brand recognition and familiarity with our identity.

On the right, are some examples of logo executions that DO NOT comply with our standards. They should be avoided:

These rules apply to all FastMed logos.



DO NOT use logo without the icon.



DO NOT alter or change the fonts.



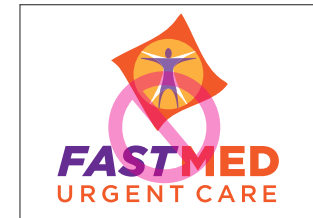
DO NOT change the color palette.



DO NOT alter the icon elements.



DO NOT eliminate any parts of the logo.



DO NOT put the logo in a frame or in a box.



DO NOT change the placement of logo elements.

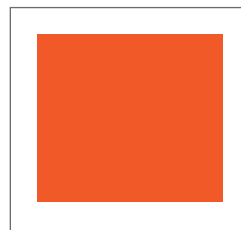


DO NOT skew, distort or rotate the logo.

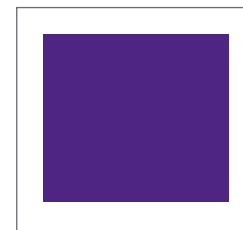
COLOR PALETTE

FastMed uses three primary colors: PMS 166, PMS 1365 & PMS 268. Secondary colors include PMS 667 & PMS 272 (these are accent colors used in the logo's icon).

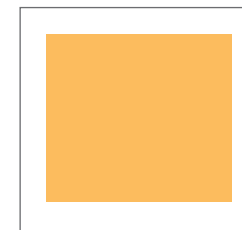
Primary Colors



CMYK: 0C 80M 95Y 0K
RGB: 240R 90G 40B
PMS 166

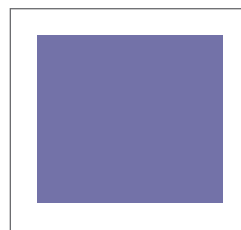


CMYK: 75C 100M 0Y 0K
RGB: 102R 45G 145B
PMS 268

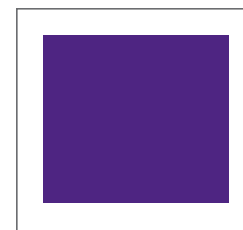


CMYK: 0C 35M 85Y 0K
RGB: 252R 174G 65B
PMS 1365

Secondary Colors



CMYK: 50C 50M 0Y 15K
RGB: 115R 115G 170B
PMS 667



CMYK: 58C 48M 0Y 0K
RGB: 115R 130G 190B
PMS 272

TYPOGRAPHY

HEADLINES:

- Font: Gotham Bold/Medium
- Color: primary color palette

TEXT:

- Font: Gotham Book/Italic
- Color: Black 90%

GUIDELINES:

- Use sentence case for headlines
- Do not set body copy in all capital letters
- Avoid underlining of type
- Where emphasis or differentiation of text is necessary, use boldface
- Avoid automatic hyphenation if possible
- Use one space following periods - not two

PURCHASING GOTHAM

The Gotham font is available from Hoefler & Frere-Jones.

<http://www.typography.com>

Primary Fonts

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY *continued*

In certain instances; when the primary fonts are unavailable, secondary fonts should be used.

WEB:

On our web site, ARIAL is used as the dominant font to ensure a consistent look for all web users.

Arial should also be used in all PowerPoint presentations and word documents when Gotham is unavailable.

Secondary Fonts

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SIGNAGE

Each of our offices provide a wonderful opportunity to establish our brand in the minds of our patients.

OUTDOOR SIGNAGE

Special logo lockups have been designed for our offices. Because each building has a unique facade, as well as rules that regulate a signage's size please consult with the Marketing Department for the most appropriate artwork.

The samples on the right should only be used for signage. *(The size of the icon has been altered for building signage.)*



Signage Art #1



Signage Art #2



Signage Art #3

WATERMARK

Part of our branding includes the use of our logo's icon as a watermark. The icon is used subtly in the background on collateral, signage, e-newsletters and outside signage.

GUIDELINES

- Opacity for the watermark is between 7% - 15% (depending on materials and legibility).
- The watermark should always bleed off of one side/edge of the paper/background.
- The watermark should always be at *least* 50% taller than the page/background.
- Only place the watermark on light color backgrounds.
- The watermark should never be placed over a photo or text. (Do not compromise the readability of the content.)

FastMed Urgent Care has 25 locations across NC. Please visit our locations below and visit FastMed.com for a complete list of our nearest locations.

ABERDEEN 95076 Lincoln Blvd Aberdeen, NC 28315 910.724.2234	CHARLOTTE - W. HALLARD CREEK CHURCH RD. 2710 W. HALLARD CHURCH Charlotte, NC 28203 919.252.3022	GREENSBORO 3215 Battleground Ave S Greensboro, NC 27408 336.881.9500	HARRISBURG 4415 NC Hwy 49 S Harrisburg, NC 28533 704.454.2118	FORKYMARINA 1018 W. Hwy 24 Forkymarina, NC 27826 919.522.7733	HENDERSONVILLE 1201 Southcherry Way Hendersonville, NC 28759 813.233.5444	HOLLY SPRINGS 514 W. Hwy 41 West Garners, NC 27829 919.528.5000	HOLLY SPRINGS 514 W. Hwy 41 West Garners, NC 27829 919.528.5000	MONROE 2292 W. Rosewood Blvd Monroe, NC 28353 704.235.3944	WAGNERVILLE 107 A Commerce Dr Wagnerville, NC 28771 704.233.0466	RALEIGH 5600 Commerce Rd Raleigh, NC 27603 919.854.0000	WILKESBORO 1012 Ashford Ave Wilkesboro, NC 28697 252.662.2719	WINSTON-SALEM OLD COUNTRY CLUB RD. 4887 Old Country Club Rd Winston-Salem, NC 27154 336.544.3666	WINSTON-SALEM - S. STANFORD BLVD. 2417 Turnersburg Hwy Winston-Salem, NC 27158 336.544.3666	WINSTON-SALEM - S. STANFORD BLVD. 2417 Turnersburg Hwy Winston-Salem, NC 27158 336.544.3666	WINSTON-SALEM - S. STANFORD BLVD. 2417 Turnersburg Hwy Winston-Salem, NC 27158 336.544.3666
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Clinic Hours: Monday - Friday: 8 am - 7:45 pm | Saturdays: 9 am - 4:45 pm | Sundays: 10 am - 5:45 pm

Collateral example #1

FASTMED URGENT CARE
personal care in your neighborhood

Here for you 7 days a week,
365 days a year.
No appointments necessary.

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Monday - Friday: 8 am - 8 pm | Saturday & Sunday: 8 am - 4 pm | Holidays: 9 am - 4 pm
CALL 911 FOR LIFE THREATENING EMERGENCIES.

Collateral example #2

BRAND guidelines

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For more information on FastMed's brand guidelines, please contact:

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Visit us online where you can download our logos, graphics, color information and much more.

www.FastMed.com/brandguide



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