



## SevaRx, LLC. Brand Guidelines

### 1. Brand Overview

SevaRx is a pharmacy benefit management (PBM) company dedicated to serving employers and patients through transparency, price guarantees, and concierge-level customer service. We partner with employers, health plans, and members, brokers, TPA's and stop-loss carriers to deliver cost savings, clinical excellence, and improved access to care.

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### 2. Mission Statement

To serve employers, health plans, patients, brokers, TPAs, and stop-loss carriers with price guarantees and concierge-level service.

“Seva” means *service* in our language and truly signifies the selfless service to others. In this spirit, we are dedicated to serving **all segments of the industry** — employers, patients, providers, brokers, TPAs, and stop-loss carriers.

Our competitive advantage lies in providing **price guarantees** for total pharmacy claims each year while delivering **concierge-level, white-glove service**. We guarantee the plan's annual spend, ensure access to all medications in a convenient and timely manner, and deliver an exceptional service experience at every step.

### 3. Brand Values

**Transparency:** We believe in open communication, price guarantees, and honesty in all client relationships.

**Integrity:** We act ethically and responsibly, placing people before profits.

**Innovation:** We embrace new ideas and technologies that enhance outcomes and operational efficiency.

**Partnership:** We work collaboratively with employers, members, brokers, TPAs, and stop-loss carriers to achieve cost control and excellent service.



**Member Focus:** Every decision we make centers on improving the member experience and ensuring access to affordable, high-quality care.

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#### 4. Logo Usage

**Primary Logo:**

The SevaRx logo should always be used in full color when possible, to maintain brand integrity and recognition.

**Clear Space:**

Maintain a clear space around the logo equal to the height of the “Rx” to ensure visibility and impact.

**Alternate Logo:**

Use the one-color version (black, white, or grayscale) when color printing is not possible or when placed on dark or colored backgrounds.

**Incorrect Usage:**

- Do not stretch, crop, or distort the logo.
- Do not change the logo’s colors or alter the proportions.
- Avoid placing the logo on busy or low-contrast backgrounds that reduce legibility.

#### 5. Color Palette

**Primary Colors:**

- **Blue:** #00B2F1 (RGB: 0 / 178 / 241)
- **Purple:** #7D4CA3 (RGB: 125 / 76 / 163)

**Secondary Colors:**

- **Charcoal Gray:** #333333
- **Light Gray:** #F4F4F4
- **White:** #FFFFFF

**Usage:**

- Use primary colors predominantly in all major branding materials.
  - Apply secondary colors for accents, backgrounds, and supporting design elements.
  - Maintain strong contrast between text and background for maximum readability.
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**6. Typography****Primary Font:**

- Sans-serif: Montserrat or Helvetica Neue
- Weights: Regular, Medium, Bold

**Secondary Font:**

- Open Sans or Roboto (for body text, paragraphs, and digital applications)

**Usage:**

- Use bold or semibold weights for headers and subheaders.
- Use regular weight for body copy.
- Limit the number of font families to maintain consistency across all materials.

**7. Imagery and Photography****Style:**

Use high-quality, professional images that convey trust, innovation, and collaboration. Focus on real people, healthcare professionals, and members in authentic settings.

**Guidelines:**

- Use natural lighting and clean, minimal backgrounds.
- Emphasize partnership, care, and positive outcomes.
- Avoid overly staged or generic stock photography.
- Represent diversity, inclusion, and community across all visuals.



## 8. Tone of Voice

**Approachable:** Communicate with clarity and confidence, avoiding unnecessary jargon.

**Empathetic:** Show understanding of member and client challenges in every message.

**Clear:** Simplify complex topics related to pharmacy benefits and cost management.

**Professional:** Maintain a respectful, data-driven, and trustworthy tone across all platforms.

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## 9. Digital Presence

### Website:

The SevaRx website should reflect a clean, modern design consistent with brand colors and typography. Navigation should be intuitive, with a clear focus on transparency, client partnerships, and member experience. Regular updates should ensure that visitors have access to accurate, timely information about SevaRx services and solutions.

### Social Media:

Maintain consistent branding across all platforms — including logo, colors, and tone. Use a friendly yet professional voice to educate, engage, and inform audiences. Share relevant industry insights, cost-saving solutions, and success stories. Respond to comments and inquiries promptly and courteously.

## 10. Tagline Usage

Our tagline reflects the company's focus on clarity, compassion, and measurable results:

"Guaranteed Cost Savings with Concierge Service."

### Usage:

- Display tagline in close proximity to the SevaRx logo on marketing and promotional materials.
  - Ensure the tagline is legible and complements the logo's color scheme.
  - Use consistently across digital and print media once the final tagline is approved.
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## 11. Contact Information

For any questions regarding SevaRx brand guidelines or to request official brand assets, please contact:

**Elle Stallings**

Marketing Manager

**Email:** [estallings@singhspine.com](mailto:estallings@singhspine.com)

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These guidelines ensure consistent and professional representation of **SevaRx** across all communications and materials. Adhering to them reinforces the brand's commitment to transparency, innovation, and member-focused excellence.