



Brand Guidelines

The Complete Guide



What are brand guidelines and why do we need one?

A brand is an identity, a unique personality.

It's comprised of all of the cues people use to quickly find you in a crowd, understand what you're about and remember you in the future.

This messaging and branding guide is designed for Cedar's internal team and partners. This guide serves as an introduction to the Cedar brand and includes visual and copy standards to ensure brand consistency across marketing, website and corporate materials.

Contents

04	About Cedar
10	Tone and voice in writing
16	Cedar logo
24	Color and typography
32	Photography and design
40	Product marketing and design

CEDAR

The only bill that
has it all together

Cedar story

As is the reason for many entrepreneurs starting their companies, Florian Otto experienced a problem firsthand. Actually, his fiancée (now wife) did.

Florian's wife fainted one day and went to the hospital for tests and a diagnosis. While the care was excellent, paying for the care was a nightmare. A month after her visit, she received a bill laden with codes and medical jargon. Another month passed before she received an invoice from the imaging center. Later, a debt collector contacted her about a lab bill she never received because it was mailed to a former address. Her experience paying for good care was a mess.

Florian and his co-founder Arel Lidow believed that paying a medical bill should be as simple and intuitive as making a purchase on Amazon, ordering an Uber or choosing a movie on Netflix. They posited that the patient experience should be consumer-first. As Kayak and Expedia had transformed the antiquated airline ticketing system built on SABRE and Amadeus 15 years ago, Cedar is revolutionizing patient financial engagement for the U.S. healthcare system.

The problem we are trying to solve

Cedar is committed to improving the healthcare financial experience for all. With an innovative platform that connects providers and payers, Cedar empowers healthcare consumers with an optimized journey—all powered by data science and interactive design. For Cedar clients, this leads to increased payments, more efficient operations and greater consumer loyalty.

Cedar positioning

MISSION

Cedar's mission is to empower us all
to easily and affordably pursue the care we need.

VISION

Cedar's vision is to enable providers to connect the
healthcare system around patients, so paying for
healthcare never compromises health.



Brand values

Cedar describes itself as building a ‘helper culture’, one that values collaboration, mutual respect and working together to solve customer problems. We are also ‘builders.’ Every employee is considered a key contributor to the product and we all work towards a common goal of solving the payment resolution process.



Focus on the vision

We enable an exceptional healthcare consumer financial experience through relentless focus, only prioritizing actions that advance us towards this goal.



Reject Mediocrity

We solicit diverse perspectives, set high standards and constantly challenge ourselves to raise the bar on our thinking, people and performance.



Apply a growth mindset

We maintain an optimistic, constructive and resilient attitude, passionately pursuing our mission, embracing difficult problems and learning from setbacks.



Use good judgement

We require accountability, bold thinking and a reliance on common sense to prioritize and make informed decisions that reflect our convictions, integrity and core values.

MESSAGING

Tone and voice in writing

Our brand voice

Authentic and insightful

We're earnest. We tell-it-like-it-is while being pragmatic & insightful. Be the smartest kid in the room without acting like it.

Provocative, yet deliberate

We're evocative, provocative and memorable without being melodramatic. We want readers to take action or call into question the status quo.

Empathetic collaboration

We center messaging around being a good partner. Your success is our success. Emphasize collaborative and compassionate approach that reflects our clients' commitment to mission.

Precise simplicity

We're straightforward & data-driven. We're concise and specific. We don't use 10 big words when 5 simple ones will do.

Messaging

Tagline

It pays to care

Boilerplate (Short)

The leading financial experience platform for healthcare providers who prioritize patients.

Boilerplate (25)

The leading financial experience platform for healthcare providers who prioritize patients. We offer the only solution that increases payments by integrating insurance and benefit information into a simple bill that patients understand, trust, and pay.

Messaging

Corporate Boilerplate (100)

Cedar is the leading financial experience platform for healthcare providers who prioritize patients. We offer the only solution that increases payments by integrating insurance and benefit information into a simple bill that patients understand, trust, and pay.

Our platform combines our personalization engine with real-time connections to financial data like HSAs and Medicaid enrollment, which increase patient patient payments and payer reimbursement. AI underpins our functionality to alleviate staff burden. We help top providers like Providence, Novant, and Allina grow margins and boost patient loyalty. To date, we've engaged over 30 million patients in a better billing experience.

What are our differentiators?

Connected experiences

Even with a simple bill pay, patients still need to reconcile EOBs, check HSAs, and navigate Medicaid enrollment outside the patient portal. But not with Cedar.

Optimized engagement

EHR updates slowing you down? Cedar's team of data scientists, engineers, and designers continually build and ship new features to improve your results.

Breakthrough AI

Cedar shaped the industry with our engagement innovations. Now we're doing the same with AI, empowering your teams to do more and deliver white-glove support.

Vendor consolidation

For a supposedly all-in-one system, EHRs often lack critical services. Cedar shrinks your vendor footprint, with built-in payment processing, statements, IVR, and more.

Accountable partner

True partnership means winning together. That's why Cedar uses an aligned incentives model. Unlike EHRs, we're accountable for delivering real business impact.

Our writing style

Grammar and usage

- Use the AP Style Book. (No Oxford comma).
- Use statistic symbols (% instead of “percent”)
- Use contractions to avoid sounding formal
- Use “and” instead of ampersands (“&”)
- Italicize names of publications and use quotation marks around issues or individual articles
- Pay attention em dashes (—), en dashes (–) and hyphens (-)
- For en dashes, it’s Option+Minus Key
- Add only one space after a period
- Statistics: Use lowercase “k” for thousand, “m” for million, “b” for billion only in design where necessary, otherwise follow AP Style

Titles and capitalization

Use sentence case for headers; no periods after sentences

Only capitalize titles preceding the name of the person (“Executive Vice President Darlene Blanchard vs. “Darlene Blanchard is the executive vice president at Bargain Health.” or “Chief executive officers have a difficult job to do.”)

Use acronyms unless SEO mandates the full phrase (CFO vs. chief financial officer).

Point of view

Use first person when talking about Cedar, except in the first instance i.e., (Cedar’s platform works well because we do X, Y and Z.”)

Use the second person when talking about our clients, i.e., “Cedar helps you strengthen your connection to your patients.”

BRANDING

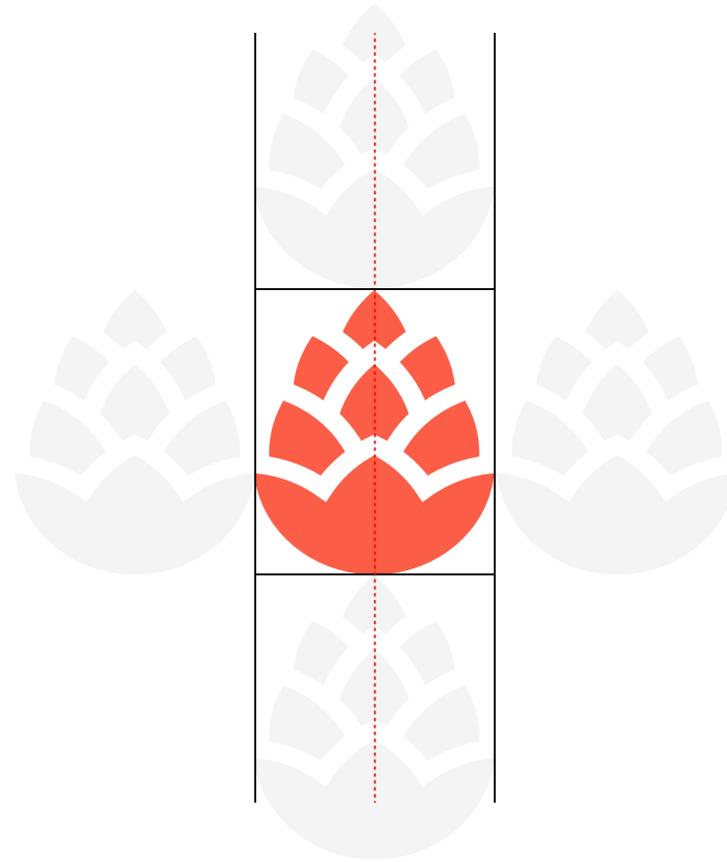
Cedar logo



Clearspace

- Simplicity rules
- Consistent experience
- Embrace the power of B/W
- White space as the continent

Clear space around the logo is equal to the cap height of the "Cone". Nothing break the limit of this space that the cones create



Cone lockup clearspace

- Simplicity rules
- Consistent experience
- White space as the continent

Clear space around the logo is equal to the cap height of the cone.



Color

The logo should be white on darker backgrounds and black on lighter backgrounds

White:
#FAFAFA

Color:
#FB5D46
#001747

	124 px		
	64 px		2024
<p>Scale</p> <p>Our logo is designed to scale to small sizes on print and screen. These sizes are specific to Mobile and desktop applications.</p>	30 px		
	15 px		
Cedar Brand Guidelines		Logo	020



Do not use a different font in other weights/typefaces to spell out Cedar



Do not stretch or manipulate the logo



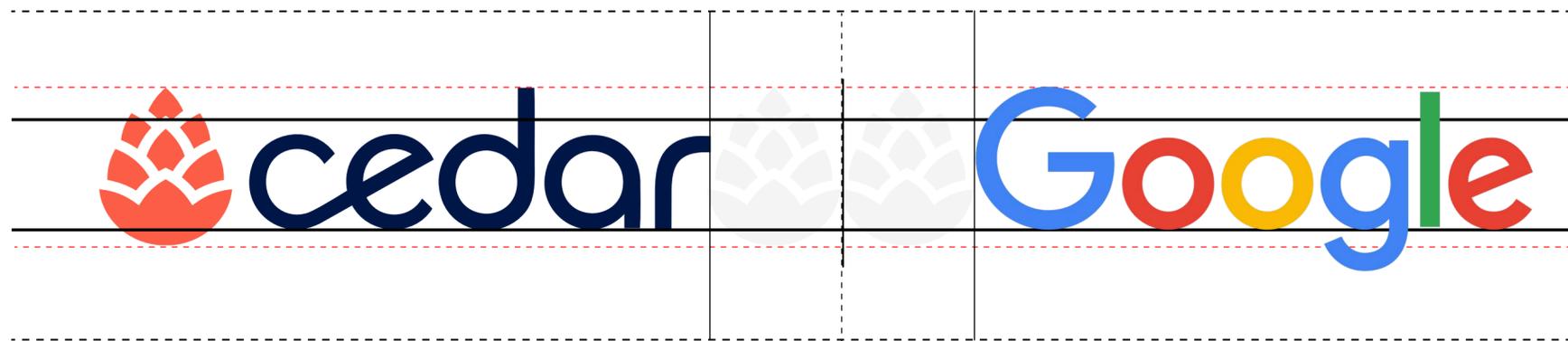
Do not pair logo with icons that may be confused as logos



Restricting use to only black or white affords us the highest contrast ratio, aiding accessibility.

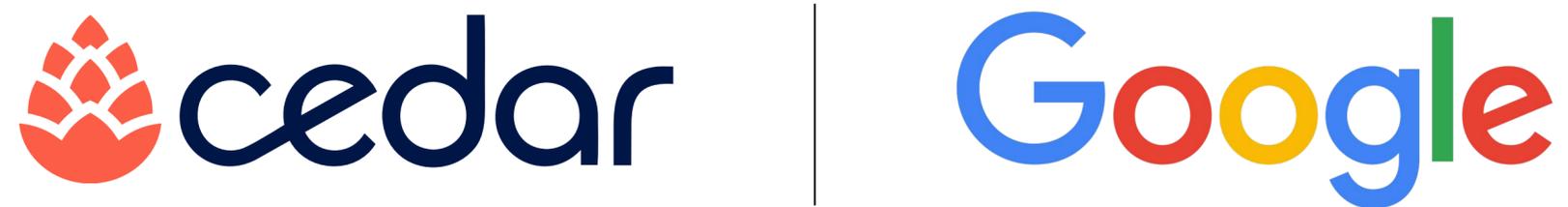
2024

Logo don'ts



Partnership

Aligning partnership logos should follow clear space rules. The separating line between logos can be created using the cone of the Cedar logo. Partnership logos font height should extend to the red dotted lines.



hfma | With support from cedar

Bridging the Payer-Provider Divide

REPORT

cedar | Talkiatry

With 96% of payments online, Talkiatry frees patients to focus on treatment — not billing

☰ Talkiatry

Hi Cam,

How was your payment experience?

☹️ ☹️ 😐 😊 😄

Bad Great

Fast, easy and answered all my questions!

cedar | TheAcademy

From Ideation to Action: Transforming the Healthcare Consumer Experience

Laura Pickett
VP, Chief Patient and Family Engagement Officer
Indiana University Health

Ryan McPherson
VP, Commercial Strategy
cedar

hfma | With support from cedar

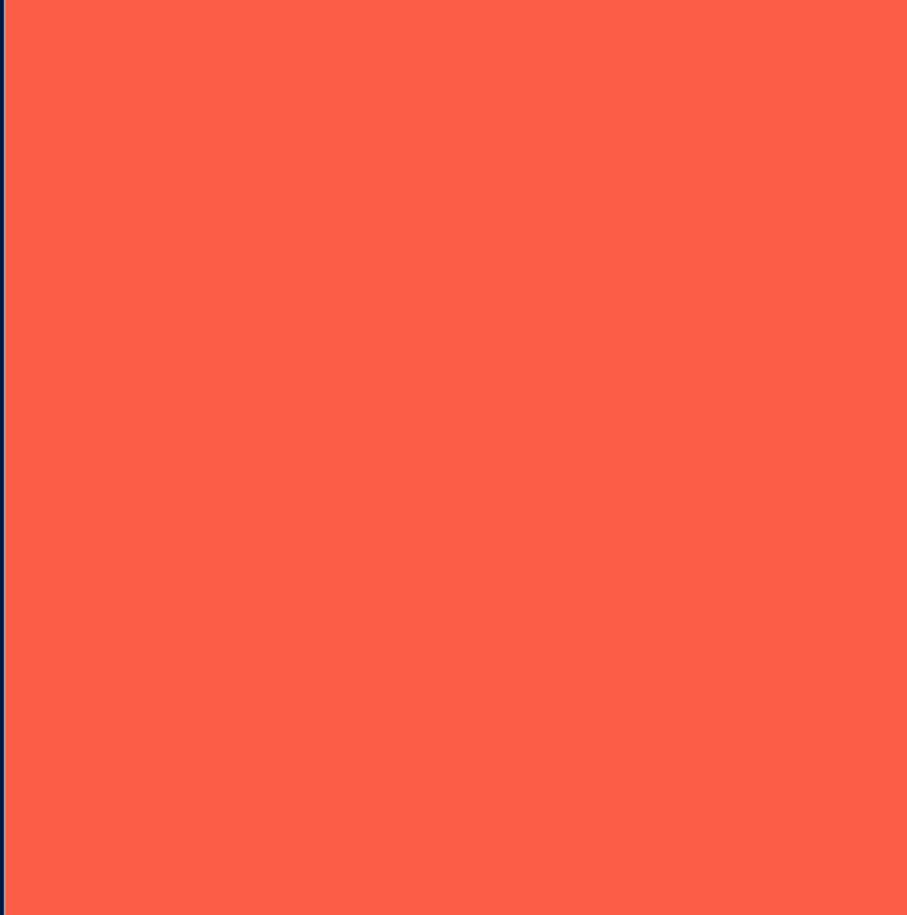
HFMA RESEARCH

How Did Healthcare End Up Harming the Patients It's Meant to Heal?

Commentary by
Seth Cohen, President, Cedar

BRANDING

Color and typography



Navy
001747

Coral
FB5D46

2024

Logo color palette

Our Cedar navy and coral make up our word mark. Coral is used sparingly in design since red and indicate negatively within the finance sector

Navy 001747	Cobalt 2C4BFC	Iris 5466FA	Soft Cobalt 7A8DFB	Periwinkle 92A2FC	Light Periwinkle 92A2FC	Periwinkle Shade FOF2FF	Pay Green 79CCAC	Light Green C4EBDD	Green Shade DEF4EC	2024

Brand color palette

Core Cedar navy color paired with purposeful colors from our product. Our cobalt and iris are used within our content and website to highlight words and create CTAs

Pay Green 79CCAC	Light Green C4EBDD	Green Shade DEF4EC	Yellow FFB852	Light Yellow FFEBCD	Tonal Yellow FFF7F2	Product Blue CFE5FF	Light Blue F2F8FF	Grey 474747	Light Grey FAFAFA	2024

Secondary color palette

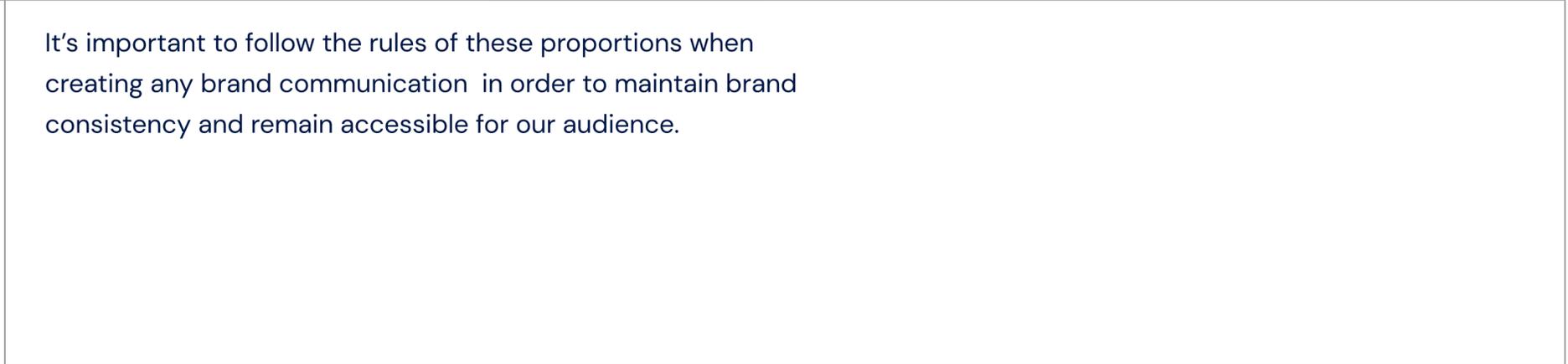
Our secondary colors are available for product illustrations and campaign tentpole moments. The wider spectrum is also used for diagrams and charts for our data and research team.



2024



Usage proportions



It's important to follow the rules of these proportions when creating any brand communication in order to maintain brand consistency and remain accessible for our audience.

DM Sans

Light
Regular
Medium
Bold

General use font

- Web accessible and available for Slides, Google Docs and Cedar.com
- Used in print and on website as body copy

Tiempos

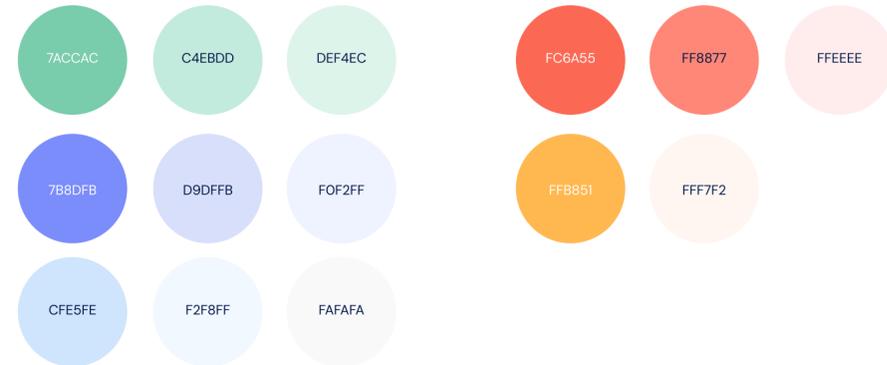
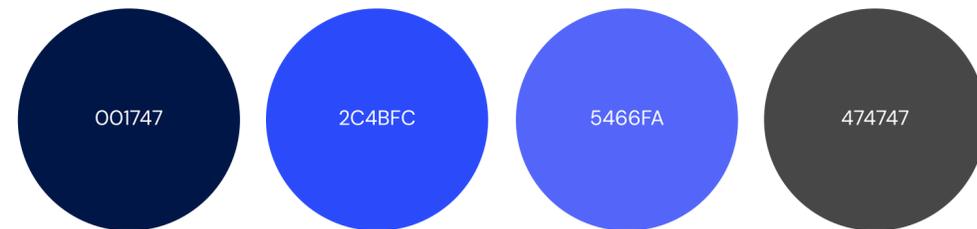
Medium
Bold (UX)

General use font

- Used on social and for cover pages
- Used within the Cedar product suite
- **Not web accessible.**
 - Use **DM Serif Display** within Google suite

Cedar Brand Guidelines

Reach out Cedar marketing team if you have any questions around usage of Cedar branding. All brand material must be approved by Cedar marketing team.



TYPOGRAPHY

Tiempos Medium

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

DM Sans

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

DM Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

GOOGLE SUITE

DM Serif Display

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

DM Sans

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

DM Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

BRANDING

Photography and design

Design principals

Bold, but deliberate

We embrace bold shapes alongside our color palette to create impactful visual moments. Diagrams and elements are not just for decoration or to fill white space: they become a visual aid of our storytelling to reinforce trust and align on our mission.

Authentic

We strive for photography that communicates real people, real emotions and real experiences. Our designs are prioritized to showcase trust, credibility and clarity.

Collaborative and empathetic

Our brand visuals reflects our deep understanding of our patients navigating their financial journey within healthcare. We design with the intention of connecting to our audience.

Simple and precise

Simplicity drives our approach to creating clear and effective design. Data visualizations and diagrams are created to be intuitive and empowering.

Cedar Pay
Collect more by helping patients resolve their bills simply

94% Increase in digital self-service payments
89% Avg patient satisfaction

Bridge gaps for the underinsured
Connect patients to financial assistance, from medication copay programs to provider-specific aid.

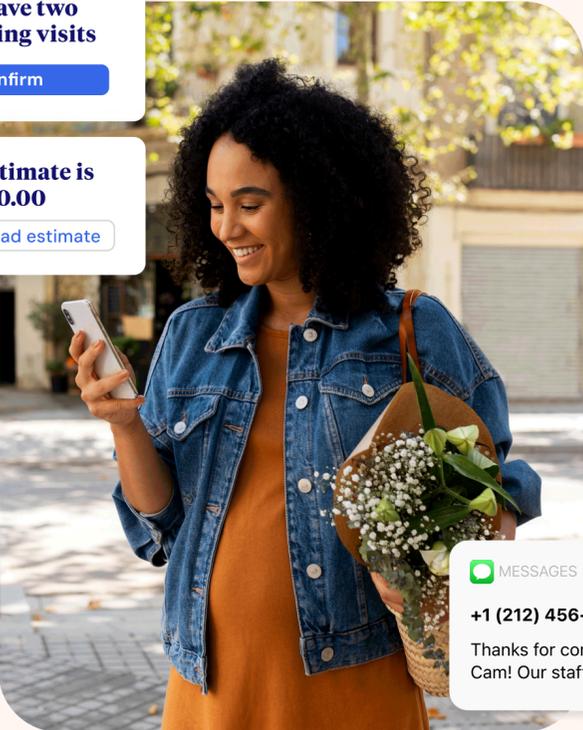
\$2B Annual medication assistance funding that goes unused
25% of patients have medication copay assistance

AI-powered servicing in action
Envision Healthcare launches Cedar's AI Chat Assistant Pilot in Q2 2024

9% reduction in chat volume
84% of patients gave the self-service message content a 5/5 rating
17% increase in chat duration
34% faster agent response time

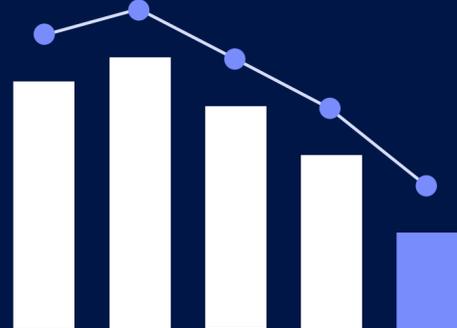
You have two upcoming visits
[Confirm](#)

Your estimate is \$50.00
[Download estimate](#)



MESSAGES now
+1 (212) 456-7890
Thanks for completing your check-in Cam! Our staff will be with your shortly

7 Early Signals of Declining Patient Payments




Insurance tracker
✓ Verified by Blue Star Insurance

\$2,500
of \$3,000 deductible met

- \$2,000.00 Other bills contributed towards deductible
- \$500.00 Contribution from visit on June 11, 2024

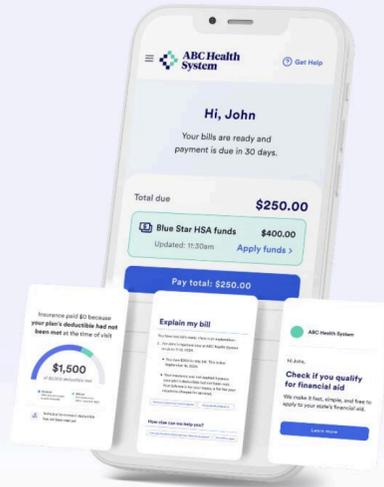
Maria's individual in-network deductible has not been met yet

cedar Solutions Resources Company Jobs

The only bill that has it all together

Empower patients to pay bills, navigate insurance, and gain coverage with one, simple platform that connects to your EHR.

[Talk to an expert](#) [Watch video](#)



No Calls, Just Clicks:
5 Ways to Level Up Digital Self-Service in 2024



Photography

Photography plays an important role within our branding, serving as a visual bridge between payer/provider organizations and the patients they care for. Authentic photography communicates real people, real emotions and real experiences. Selecting stock imagery that's candid, diverse and inclusive ensures our brand feels aligned with the lived realities of patients within all experiences of the patient financial journey.

Licensing

Reach out to brand design team for support on selecting and purchasing imagery

Selecting stock photography

- Avoid overly saturated / edited photos with harsh filters or unnatural lighting
- Select photos that are warm, human and real
 - Strive for less photos of people holding phones unless being used for product marketing
 - We know healthcare engagement is not all smiles and positivity, but we can help!
- Avoid stereotypes and ensure inclusivity in representation (e.g. skin tone, gender, ability, age)
- Be mindful of cultural nuances when selecting photography and designing product moments and features



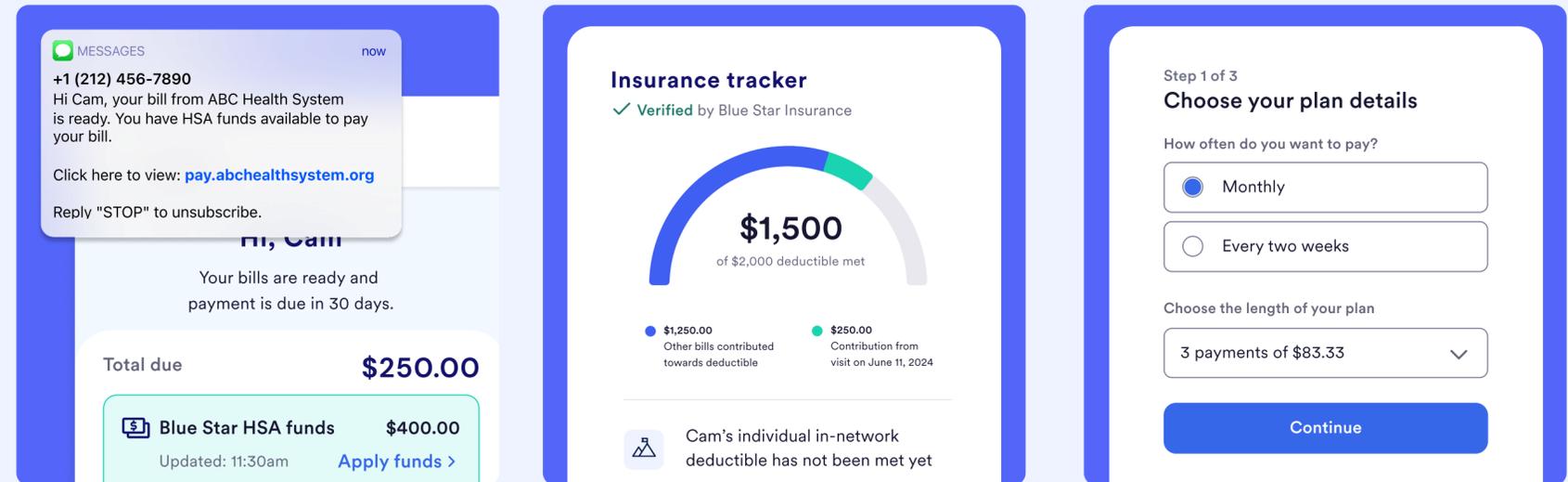
Photography

Search for images that are diverse, candid and inclusive rather than overly polished or staged. Strive for real environments and emotions vs. studio shots and lighting.

Iconography



Product screens



All patients with payment plans

Business unit: ABC Dental | Location: ABC Dental Nashville

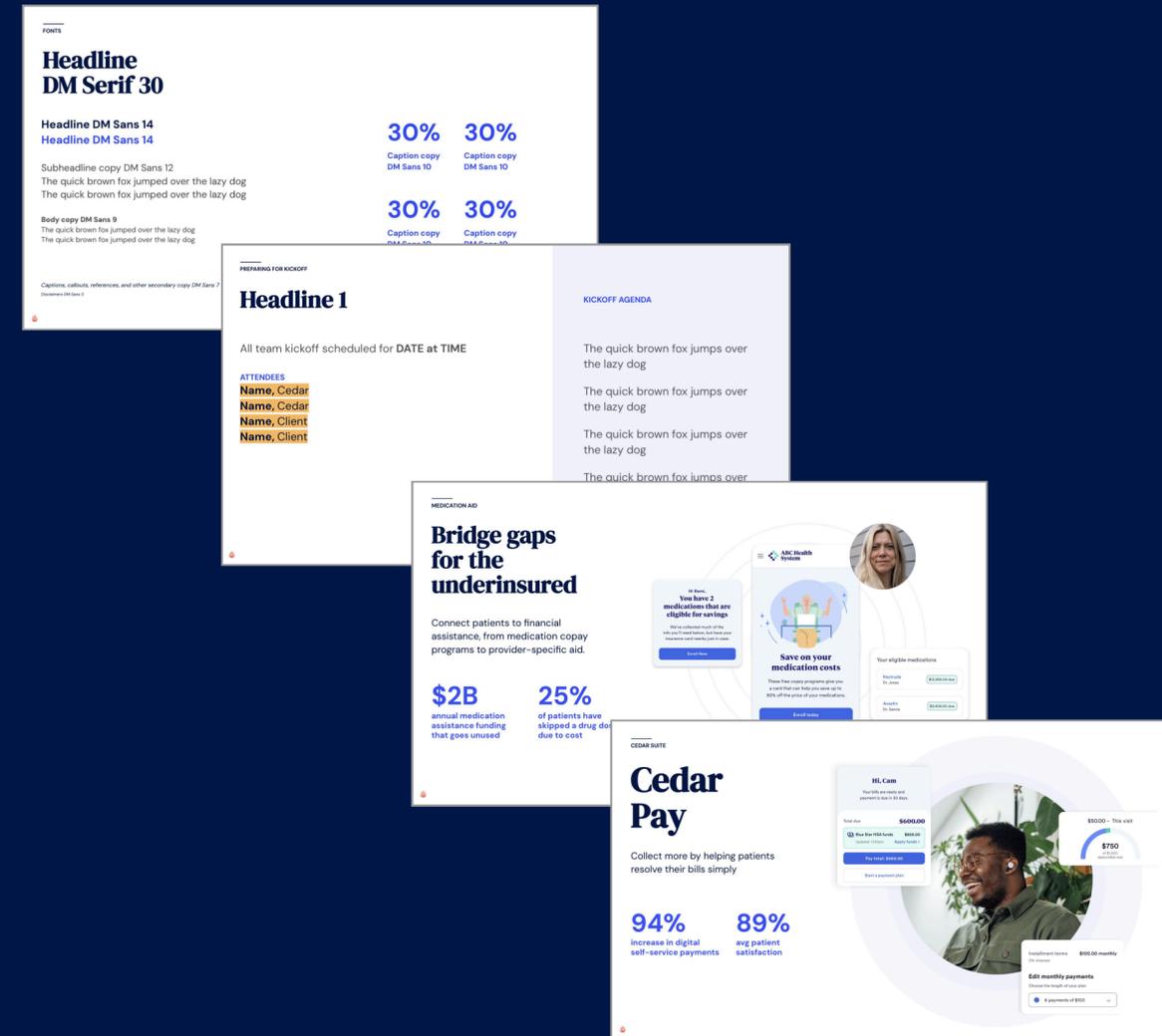
Payment method updated: This payment method has been updated and their plan is back on track.

6 Patients need attention | 89 Patients on track | 95 Total patients with plans

Patient	Guarantor	Total balance	Plan progress	Installment amount	Status	Next payment date	Last note
Thomas Whitley 04/05/1988 1235546723	Mike Whitley	\$1,090.00	8/18 complete	\$102.00	2 missed installments	07/05/2024	06/08/2024 Paid off missed inst...
Simion Myers 04/05/1988 1235546723	Mary Myers	\$6,578.00	16/18 complete	\$180.00	2 missed installments	06/15/2024	
Jamal Ali 04/05/1988 1235546723	Mike Ali	\$890.00	10/18 complete	\$138.00	1 missed installment	06/12/2024	
Alice Jones 04/05/1988 1235546723	Alice Jones	\$2,657.00	4/18 complete	\$304.00	Past due balance	11/15/2024	10/08/2024 Patient coming in...
Margaret Myers 04/05/1988 1235546723	Mike Myers	\$6,578.00	--	--	Cancelled	--	06/10/2024 No patient response
Tamara Parsley	Mike Parsley	\$2,369.90	0/18 complete	\$265.00	2 failed attempts	06/12/2024	



Deck design



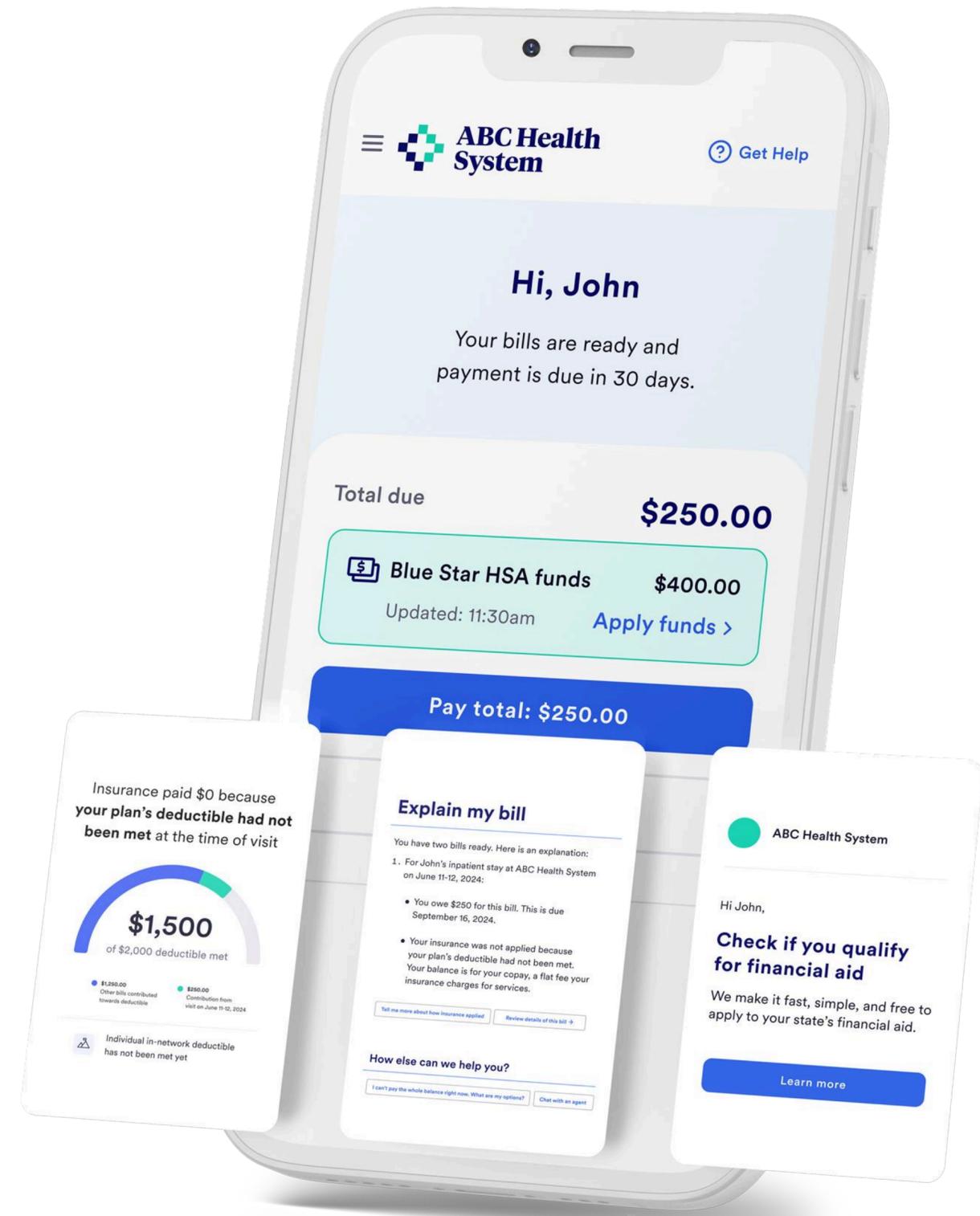
2024

CEDAR SUITE

Product marketing and design

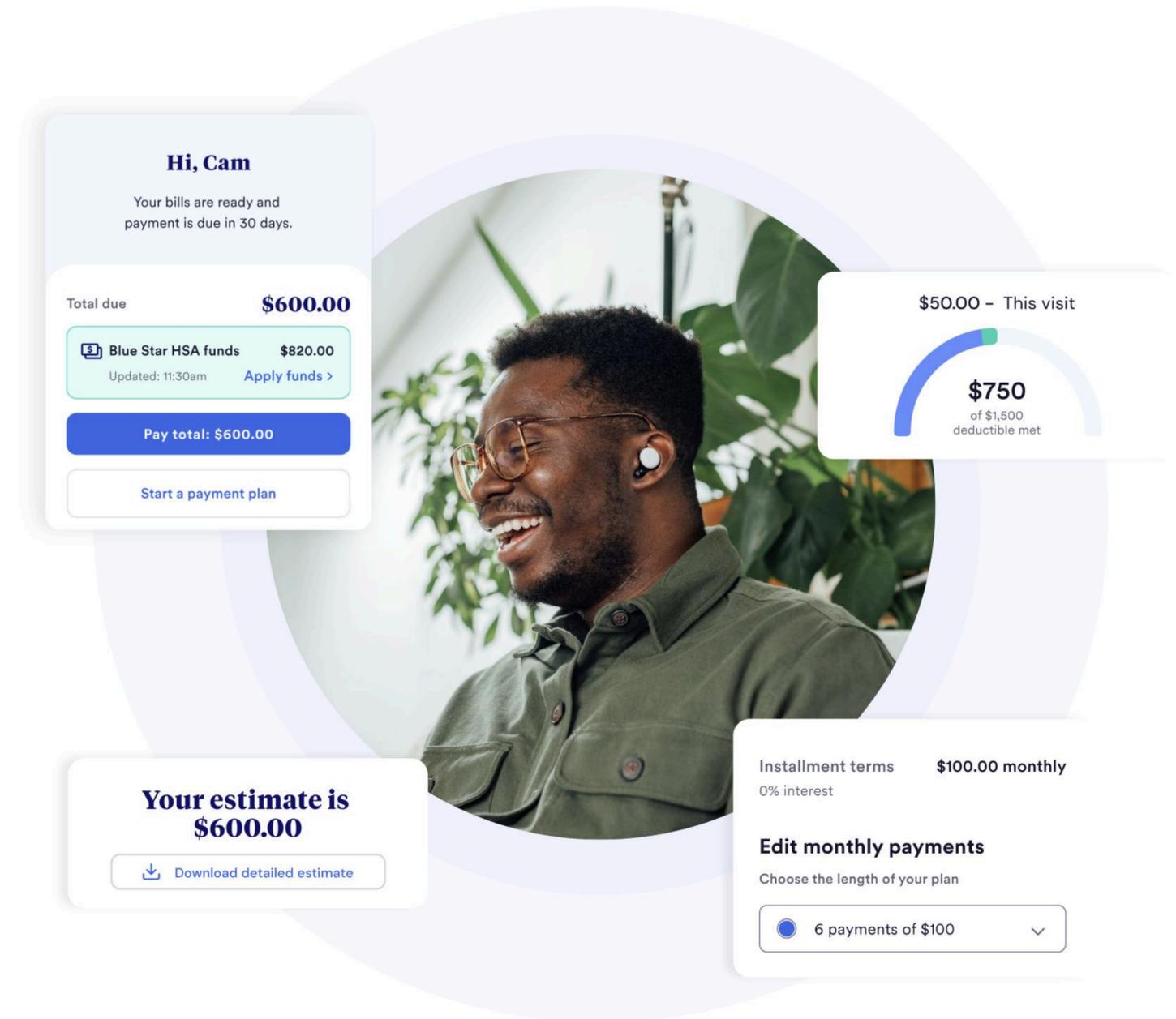
A complete patient financial platform

Cedar Suite is healthcare's comprehensive platform for patient financial engagement, combining personalized billing, coverage optimization, and AI-powered support.



Cedar Pay

Cedar Pay is our foundational platform that spans the full patient financial journey, from pre-visit estimates to post-visit bill resolution. We empower patients with the information and capabilities they need to resolve their bills easily and affordably, like flexible payment plans, interactive estimates, payer & HBA integrations, and targeted discounts.



Cedar Cover

Cedar Cover is an add-on to Cedar Pay that maximizes patient coverage by leveraging commercial insurance, government health plans, and third-party funding sources. For commercially insured patients, we prevent and resolve denials with advanced insurance capture and benefits coordination. For uninsured patients, we offer self-service screening & enrollment for Medicaid and ACA plans. For underinsured patients, we provide access to financial assistance, including medication aid and charity care.

Medicaid enrollment

Apply for Medicaid

We make it simple and free to self service your medicaid application

Get Started

ACA coverage enrollment

You have 2 medications that are eligible for savings

We've collected much of the info you'll need below, but have your insurance card nearby just in case.

Medication aid

Coordination of benefits

Cedar Support

Cedar Support is an add-on to Cedar Pay that leverages AI to boost staff efficiency and reduce staff involvement in straightforward patient interactions by empowering patients to self-serve. It also offers the full set of Early Out services, including the ability to fully take over and outsource call center operations



Published library

Built in Figma and Storyboard, used by our product design team and engineers to guide design decisions and explorations for our Cedar product suite.

For more information around the makers team and product design, please visit [Canopy Design System](#)

Guidelines [View in Storybook](#)

Usage

When to use:

- To allow users to selectively decide if and when to dig in to view more information
- To group or organize related information.
- To shorten pages and reduce scrolling when content is not crucial to read in full.
- When space is at a premium and long content cannot be displayed all at once, like on a mobile interface or in a side panel.

When not to use:

- If it is important that the user read or see ALL of a block of context, consider using a full scrolling page with normal headers instead.

Copy guidelines

Titles

Titles should be kept short and concise. However, in certain cases (e.g. FAQ), titles can wrap to a second line. Avoid long titles that wrap to 3 or more lines on mobile.

Description (optional)

Description text can be used to supplement the title text, or hidden if when it's not needed.

Basic accordion

Compact variant: Use when vertical space is limited or when organizing lists of dense, repeated content (e.g. bill services)

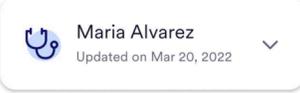
- Compact accordion Description
- Compact accordion Description
- Compact accordion Description

Comfortable variant: Use when vertical space is more available. When using title-only accordions (e.g. FAQs), comfortable spacing is preferred.

- Comfortable accordion
- Comfortable accordion
- Comfortable accordion

Card accordion

An alternative accordion style used in cases where the content of an entire card needs the ability to expand and collapse. Card accordions should be used sparingly because they are more visually complex.

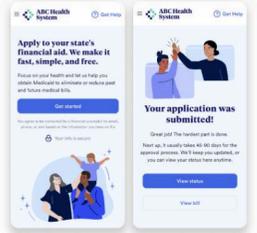


Accessibility Notes

When the accordion is open, the focus state styling remains visible until the user tabs or moves off the header.

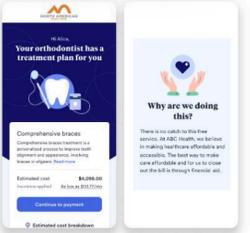


Scene illustrations



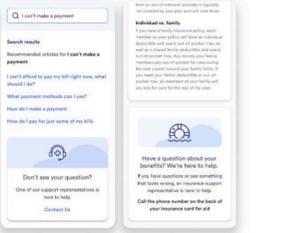
- Primary use is to evoke an emotion or tell a story
- Often used for empty states or at the top of a more marketing-focused page
- Usually features 1-3 people

Spot illustrations



- More descriptive than an icon
- Used as a nod to the user action or task
- Usually doesn't feature people or faces

Banner illustrations



- Adds emphasis to a spot icon
- Used to anchor an icon inside of a container
- Usually a larger size of spot icons and does not include the splash

questions:
 his part of the experience?
 out an illustration, then maybe
 r action? Hold attention?
 what type of illustration to use.

- ### Process
- #### Make your own illustration
1. Use this illustration toolkit to create your own illustration
 2. Get a team crit at Design Review
 3. Create the illustration on a separate Frame in Figma
 4. Export as an SVG to hand off to your engineer
 5. Add to the Example and Repository pages here
- #### Ask Ems to support by slacking her with:
1. Context around what part of the product this is for and what the user is experiencing in the flow (e.g. Cedar Dental email for upcoming visit)
 2. Timeline / when you need it by

