cedar

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

2024

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 fiancee (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 ladened 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

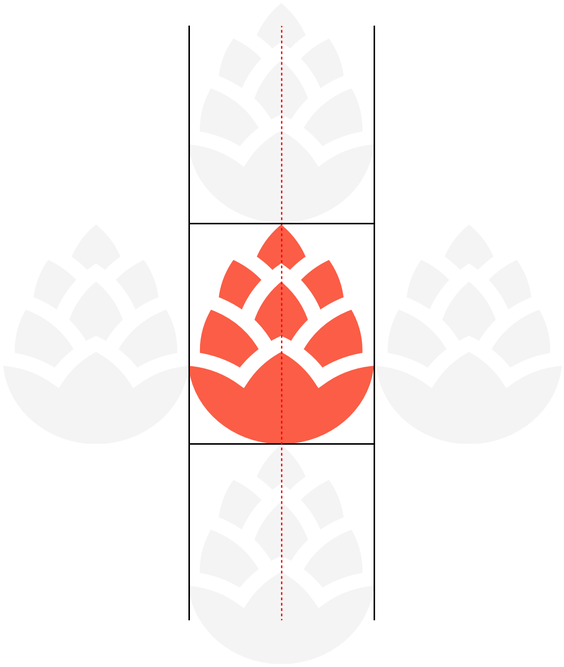
Cedar logo

2024

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.

2024

Color

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

White:

#FAFAFA

Color:

#FB5D46

#001747

2024

Scale

Our logo is designed to scale to small sizes on print and screen. These sizes are specific to Mobile and desktop applications.

124 px	
64 px	
30 px	
15 px	

2024

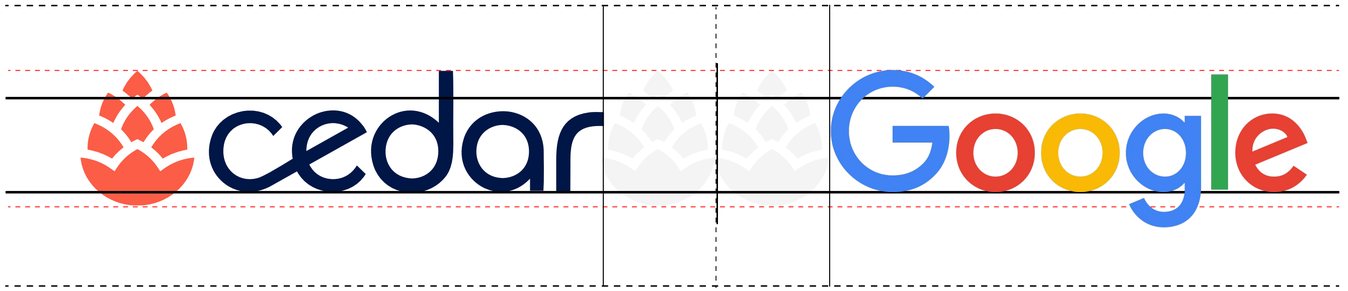
Do not use a different font in other weights/typefaces to spell out Cedar

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.

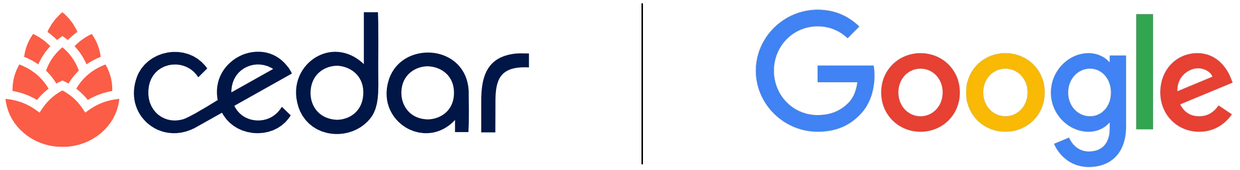
Logo don’ts



2024

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.



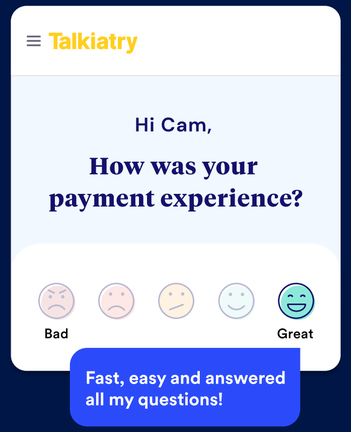
hfma | With support from cedar

Bridging the Payer-Provider Divide

REPORT

cedar | Talkiatry

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



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

2024

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	Cobalt	Iris	Soft Cobalt	Periwinkle	Light Periwinkle	Periwinkle Shade	Pay Green	Light Green	Green Shade
001747	2C4BFC	5466FA	7A8DFB	92A2FC	92A2FC	F0F2FF	79CCAC	C4EBDD	DEF4EC

2024

Brand color palette

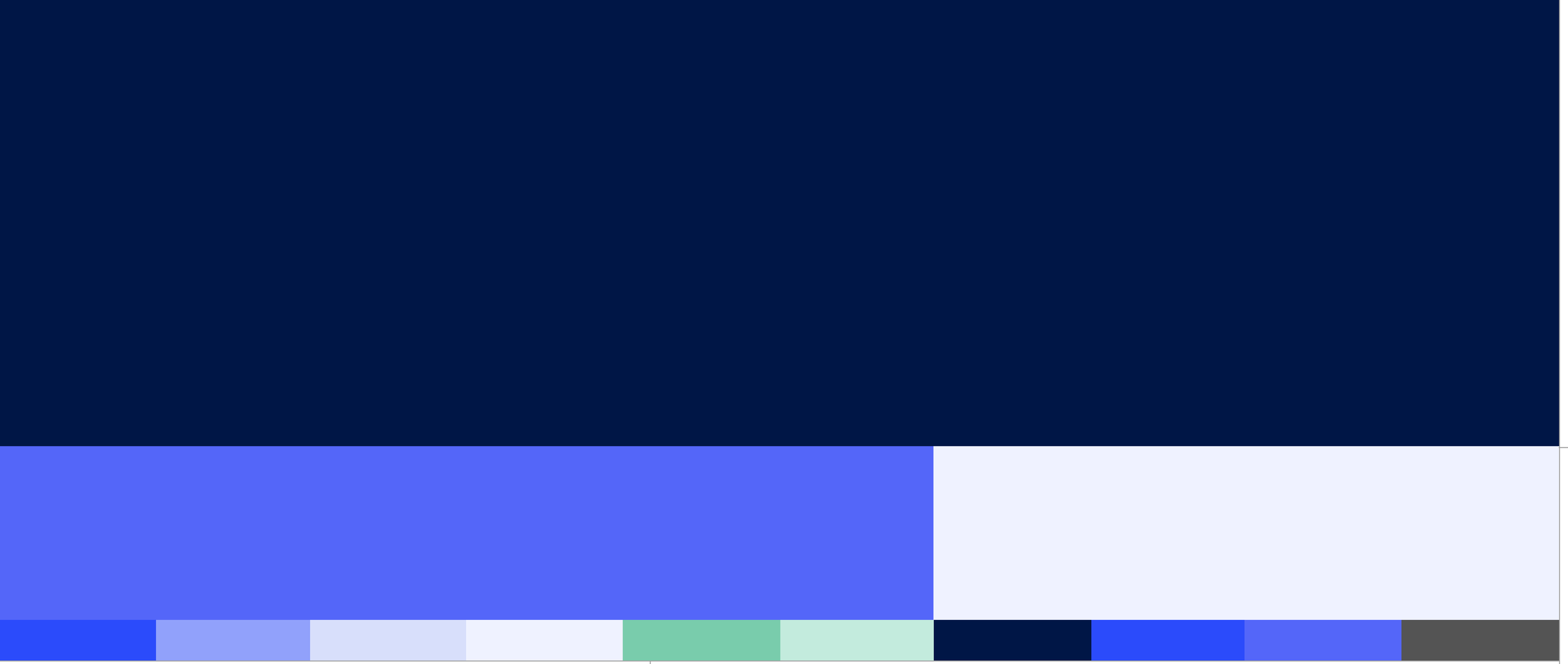
Core Cedar navy color paired with purposeful colors from our product.
Our cobalt and iris are used within our content and website to
highlight words and create CTAs

Pay Green	Light Green	Green Shade	Yellow	Light Yellow	Tonal Yellow	Product Blue	Light Blue	Grey	Light Grey
79CCAC	C4EBDD	DEF4EC	FFB852	FFEBCE	FFF7F2	CFE5FF	F2F8FF	474747	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.



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)

2024

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.

001747 2C4BFC 5466FA 474747

7ACCAC C4EBDD DEF4EC FC6A55 FF8877 FFEEEE

7B8DFB D9DFFB FOF2FF FFB851 FFF7F2

CFE5FE F2F8FF FAFAFA

cedar

cedar

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

2024

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.

Collaborative and empathetic

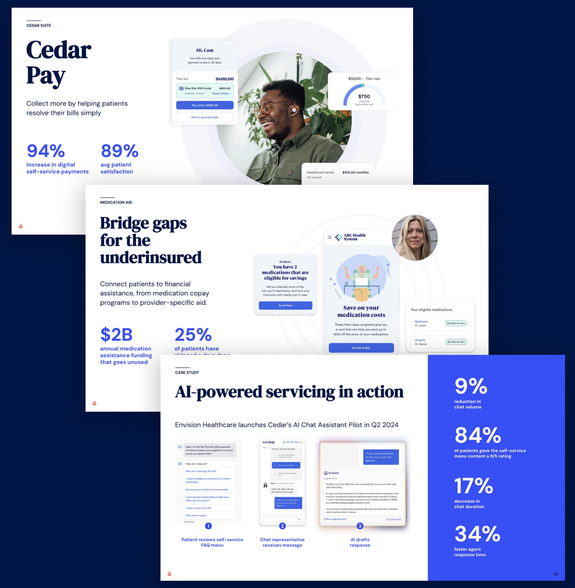
Our brand visuals reflects our deep understanding of our patients navigating their financial journey within healthcare. We design with the intention of connecting to our audience.

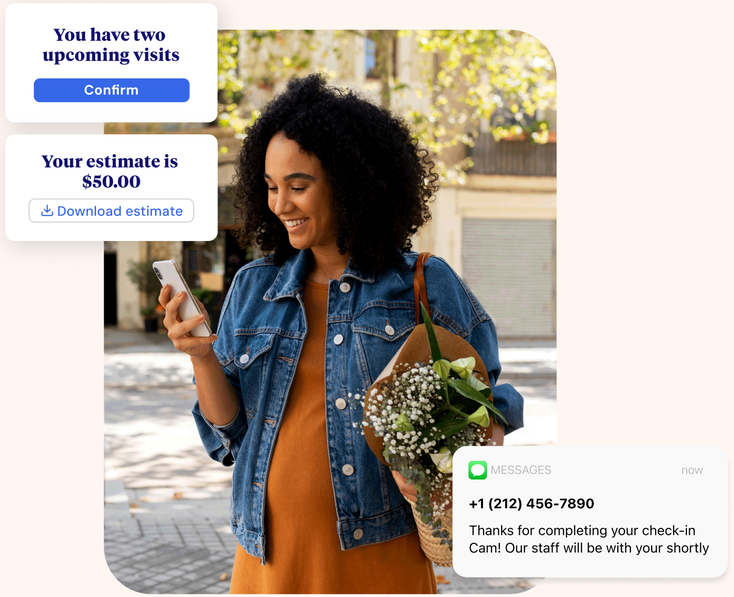
Authentic

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

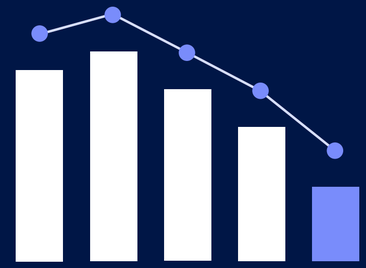
Simple and precise

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





7 Early Signals of Declining Patient Payments



cedar

Insurance tracker

Verified by Blue Star Insurance

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

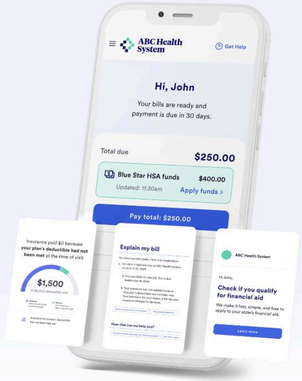
Maria's individual in-network deductible has not been met yet

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

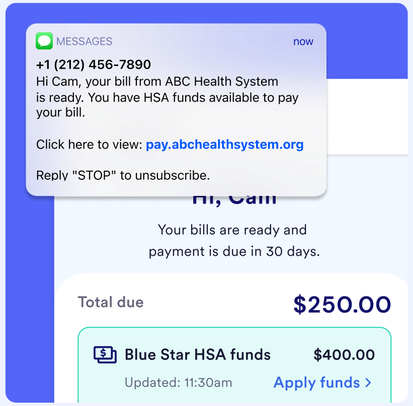
Search for images that are diverse, candid and inclusive rather than overly polished or stages. Strive for real environments and emotions vs. studio shots and lighting.

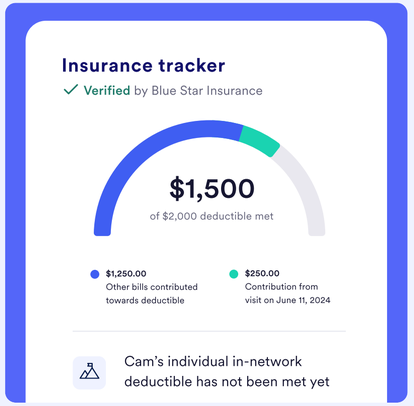
2024

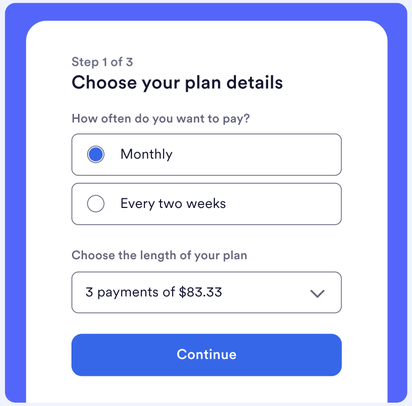
Iconography

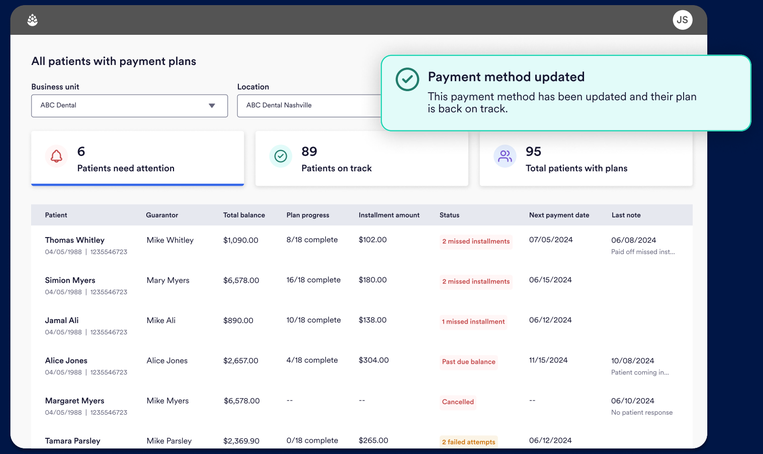
2024

Product screens









2024

Deck design

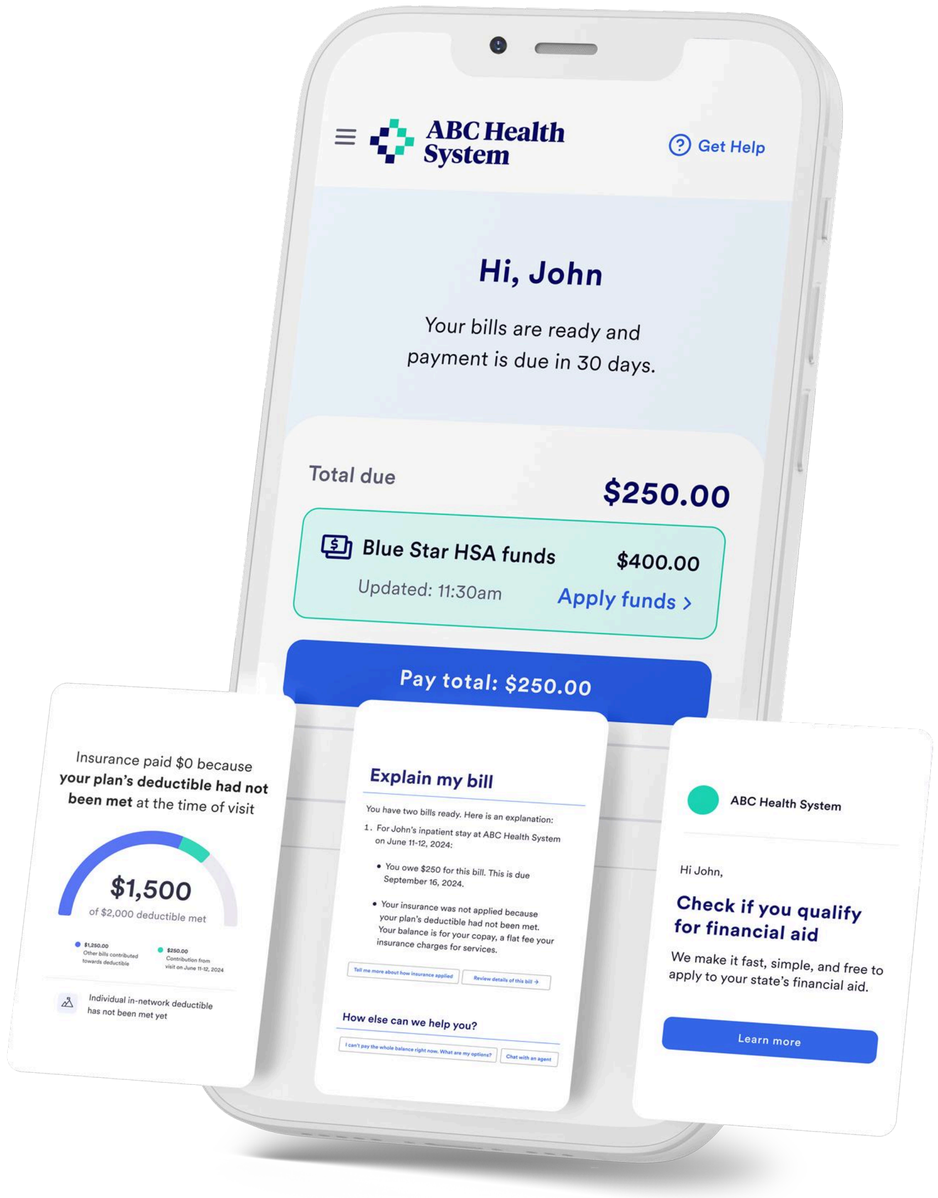
2024

CEDAR SUITE

Product marketing and design

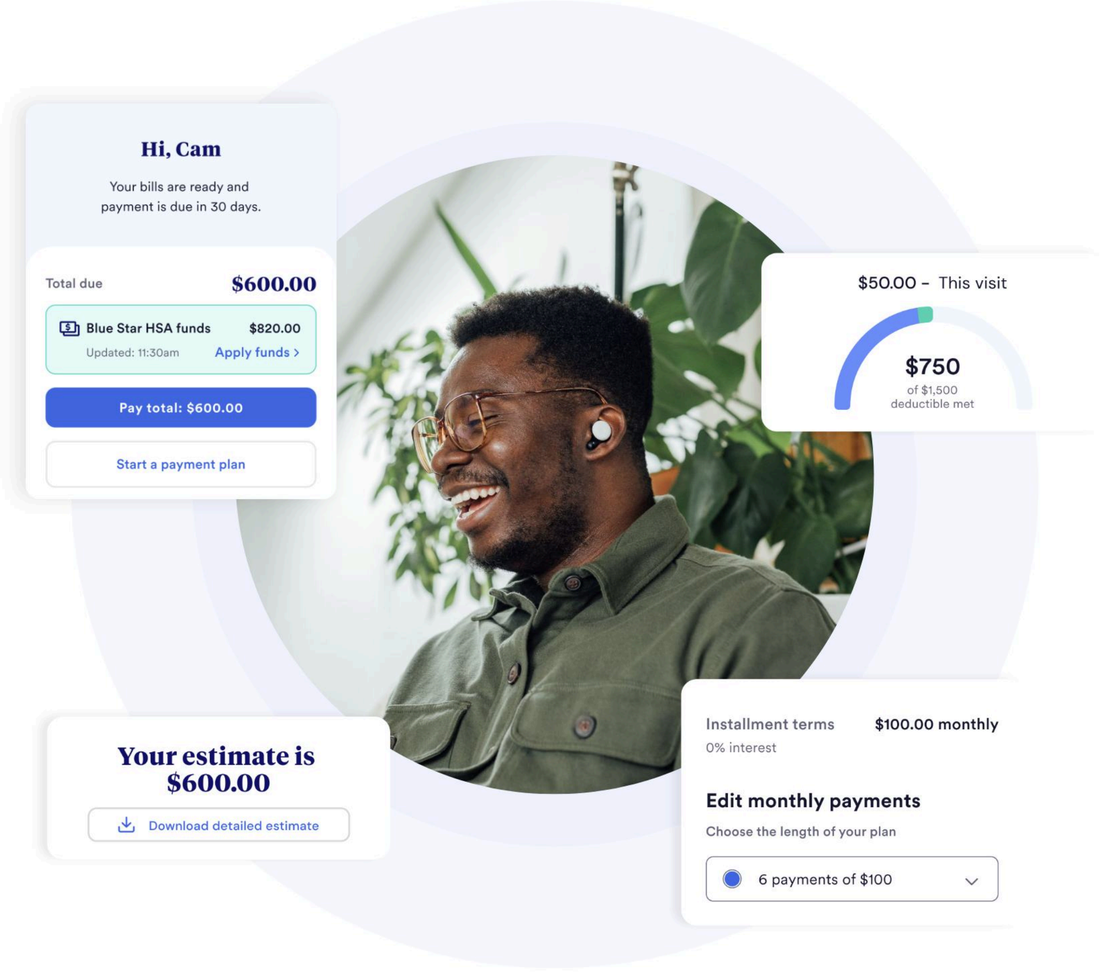
A complete patient financial platform

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



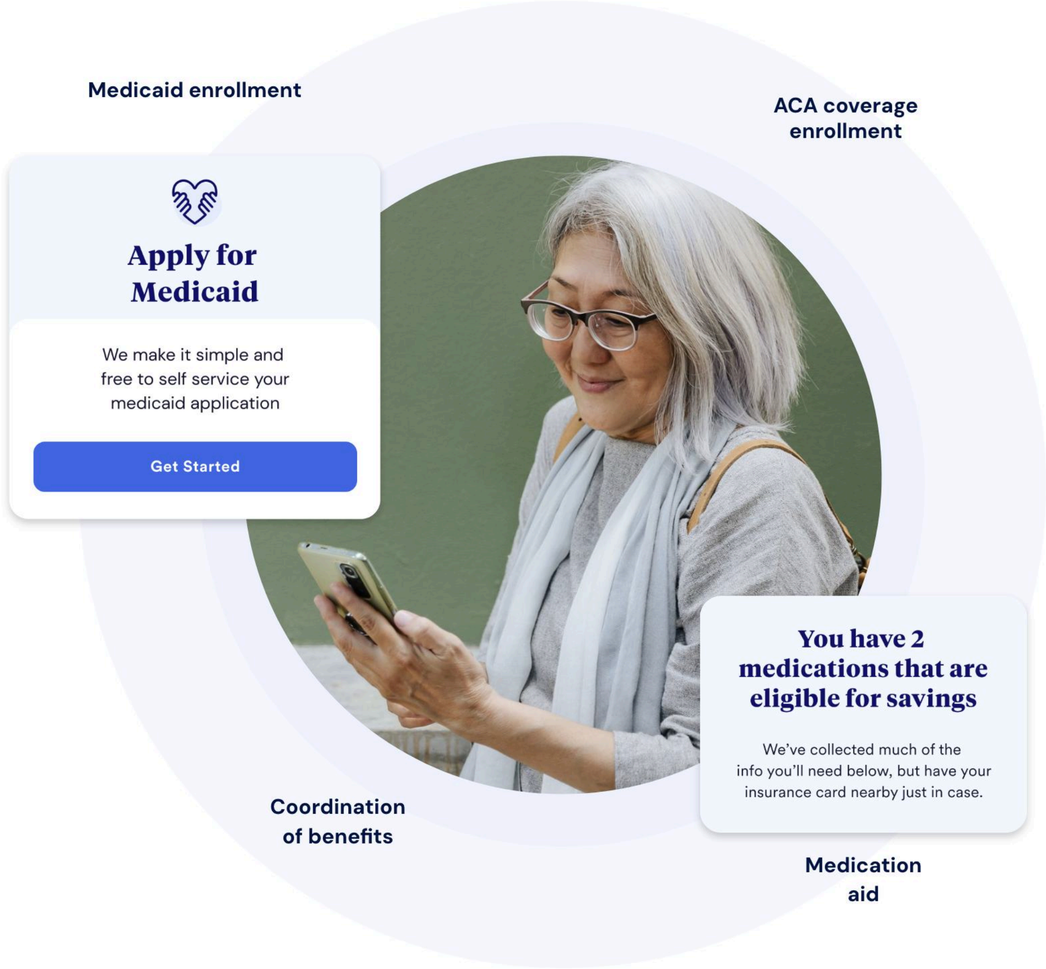
Cedar Pay

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.



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

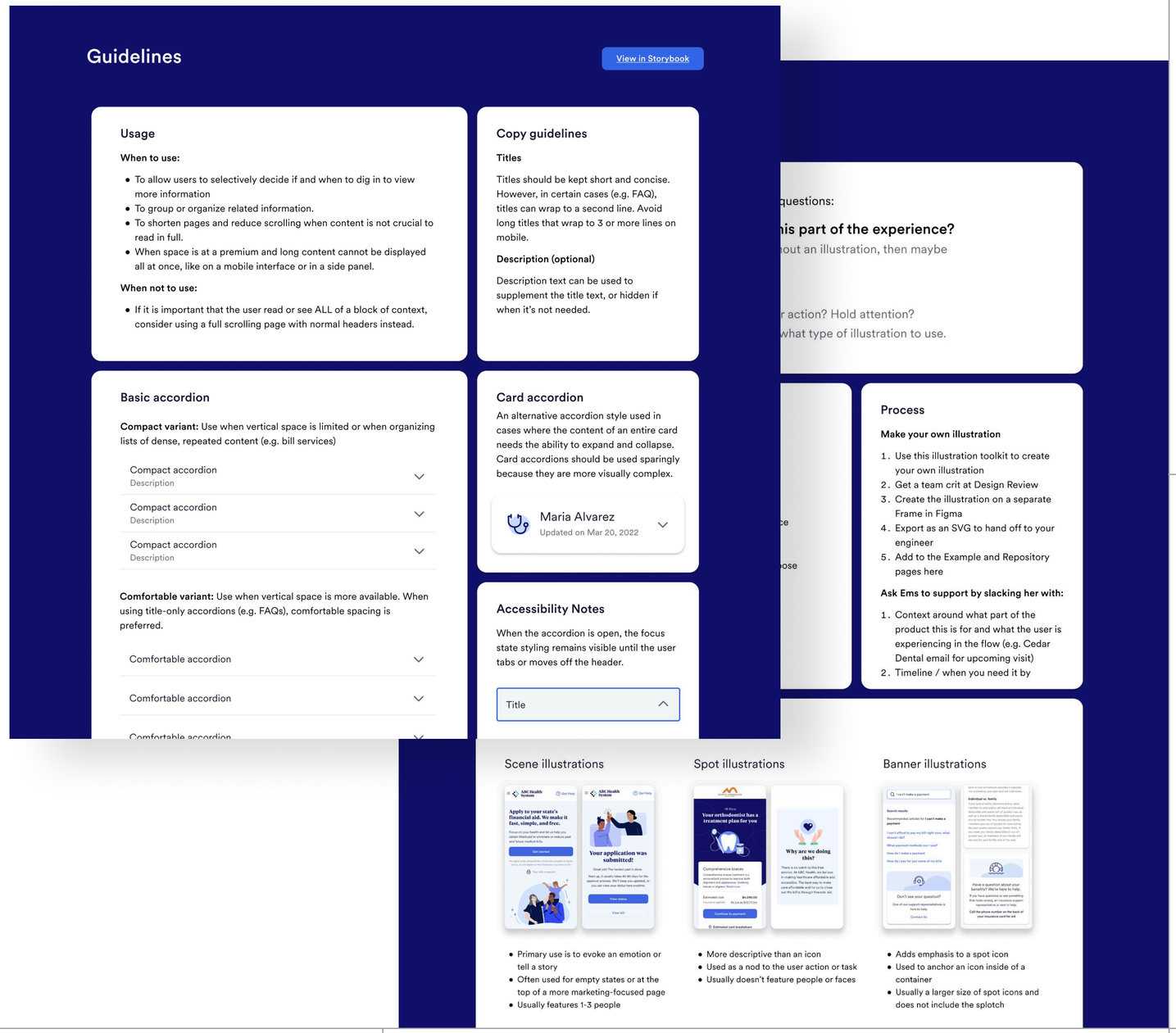
2024

PRODUCT DESIGN

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**



2024

cedar