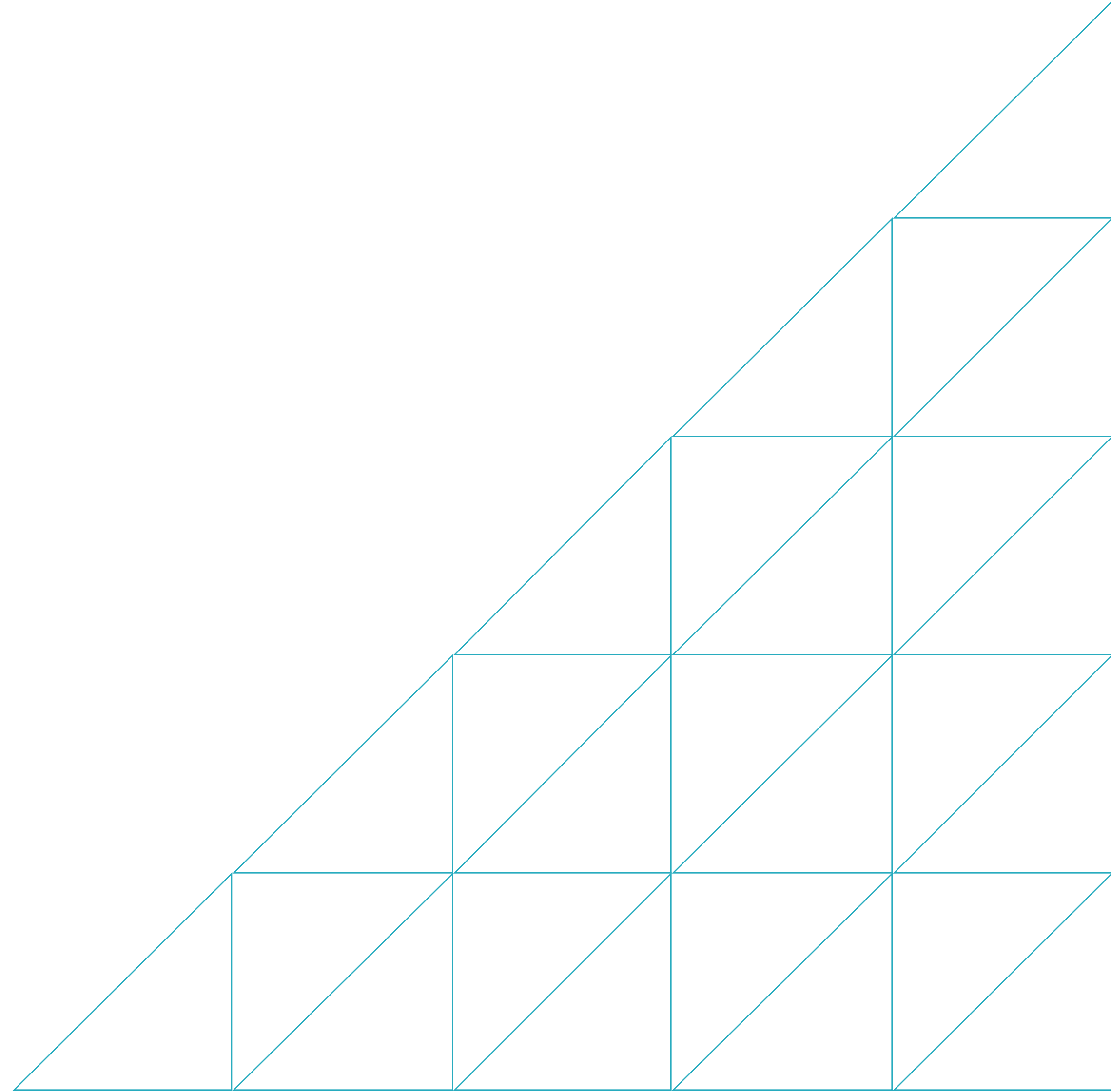


Brand & Identity Guidelines

Version 1.0



We're not just
building a brand.
We're building trust.

Version 1.0

- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Brand Graphics
- 08. Data Visualization
- 09. Iconography
- 10. Brand Collaterals

Contents

01. Introduction

- 01.a Welcome
- 01.b Our Values
- 01.c Tone of Voice

02. About

03. Logo Guidelines

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

10. Brand Collaterals

Introduction .01

01. Introduction

- 01.a Welcome
- 01.b Our Values
- 01.c Tone of Voice

- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Brand Graphics
- 08. Data Visualization
- 09. Iconography
- 10. Brand Collaterals

Welcome

This document is your roadmap to building, maintaining, and scaling the ARRive brand. As a company rooted in partnership, expertise, and real healthtech outcomes, our brand reflects clarity, credibility, and confidence. These guidelines define how our visual and verbal identity should be expressed across every touchpoint—from logo to language—ensuring brand consistency as we grow with purpose.

01. Introduction

- 01.a Welcome
- 01.b Our Values
- 01.c Tone of Voice

02. About

03. Logo Guidelines

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

10. Brand Collaterals

Our Values

01. Partnered

We embed as true extensions of your team. From early pipeline to enterprise contracts, we support every step of the sales journey to drive ARR growth and long-term health system partnerships.

04. Strategic

We tailor every engagement to your growth stage—whether building a foundation, refining your GTM, or scaling for enterprise. Every strategy is aligned to maximize impact and efficiency.

02. Insightful.

We bring deep expertise in complex health system sales to craft strategies that resonate with decision-makers and generate sustainable revenue traction.

05. Sustainable

We help build scalable sales engines rooted in long-term contracts and lasting relationships—driving predictable ARR and supporting continued growth.

03. Impact-Driven

We set high standards and act with focus and courage. Our goal is to deliver measurable results through repeatable sales motions that unlock long-term value.

06. Collaborative

We connect the right people and craft the right message. Through executive-to-executive outreach and full-funnel alignment, we co-create momentum across your sales and marketing teams.

01. Introduction

- 01.a Welcome
- 01.b Our Values
- 01.c Tone of Voice

- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Brand Graphics
- 08. Data Visualization
- 09. Iconography
- 10. Brand Collaterals

Tone of Voice

Our voice reflects the clarity, experience, and strategic mindset that define ARRive Growth Partners. We communicate with precision and authority—cutting through complexity to deliver clear, actionable insights. Whether it's a sales deck, email sequence, or LinkedIn post, our voice is consistent, credible, and results-oriented. These guidelines ensure every message reinforces trust, focus, and our commitment to driving sustainable ARR growth.

01. Introduction

- 01.a Welcome
- 01.b Our Values
- 01.c Tone of Voice

02. About

03. Logo Guidelines

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

10. Brand Collaterals

Tone of Voice

01. Conscientious

We are thoughtful, precise and commercially grounded. We understand that scaling a healthtech company is complex—sales cycles are long, decisions are multi-layered, and the stakes are high.

We take that seriously. Our communications are informed, intentional and guided by strategic awareness. Whether we’re discussing ARR forecasts or value prop alignment, we speak with purpose and care.

We respect the buyer journey, the startup’s constraints, and the complexity of health systems. That means we are always clear, credible and aligned to what matters most.

When addressing strategic or sensitive topics, be human, calm, and well-informed. Show your understanding of the challenge, and guide with clarity.

02. Passionate

We are passionate about helping healthtech founders succeed. Our excitement lies in building repeatable sales systems, unlocking meaningful deals, and driving long-term growth.

We share stories of progress, deal wins, and transformation. We are energized by the opportunity to drive measurable impact—and we show it.

When engaging founders, investors, or health system executives, we bring that drive forward. Whether celebrating a milestone or mapping out strategy, we speak with conviction, ownership, and pride in what we do.

Confidence is contagious—let your belief in the mission and value of your work shine through.

01. Introduction

- 01.a Welcome
- 01.b Our Values
- 01.c Tone of Voice

02. About

03. Logo Guidelines

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

10. Brand Collaterals

Tone of Voice

03. Playful (with Precision)

We are thoughtful, precise and commercially grounded. We are professionals, but we don’t need to be rigid. In the right context, we use fresh, approachable language to bring energy and break through the noise.

We balance creativity with commercial focus. We might use a smart metaphor, a bold opener, or a clean visual to make a complex idea stick. Especially in outbound communications, a touch of cleverness or originality helps cut through crowded inboxes.

But we are never flippant or casual where clarity matters. Our playfulness always serves a purpose: to connect, differentiate, and drive momentum.

Be sharp and smart. Bring in wit or lightness when appropriate—but always anchored in relevance and respect.

04. Knowledgeable

We are experts in health system sales. We don’t just advise—we’ve operated. Our tone reflects that depth of experience: informed, confident, and highly practical.

We use precise, strategic language to communicate what matters. Whether explaining pipeline structure, outreach sequencing, or ICP refinement, we educate through clarity, not complexity.

We foster informed conversations, always open to challenge and discussion. Our goal is to guide, not impress—and to ensure every message builds understanding and forward motion.

Sound like someone who’s been in the room. Avoid jargon for its own sake—focus on what helps others move smarter and faster.

01. Introduction

- 01.a Welcome
- 01.b Our Values
- 01.c Tone of Voice

02. About

03. Logo Guidelines

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

10. Brand Collaterals

Tone of Voice

01. Clear

People will hear:
Straightforward, focused and strategic language that builds trust.



People will feel:
Confident, informed and ready to take action.

02. Invested

People will hear:
A partner’s voice—committed, collaborative and deeply aligned with your growth goals.



People will feel:
Understood, supported and empowered to scale.

03. Sharp

People will hear:
Smart insights, crisp messaging and commercially grounded advice tailored to complex sales environments.



People will feel:
Impressed, reassured and confident in the strategy.

04. Engaging

People will hear:
Conversational and human language that invites honest collaboration and thought partnership.



People will feel:
Heard, included and energized to move forward.

01. Introduction

- 01.a Welcome
- 01.b Our Values
- 01.c Tone of Voice

02. About

03. Logo Guidelines

04. Typography

05. Color Palette

06. Photography

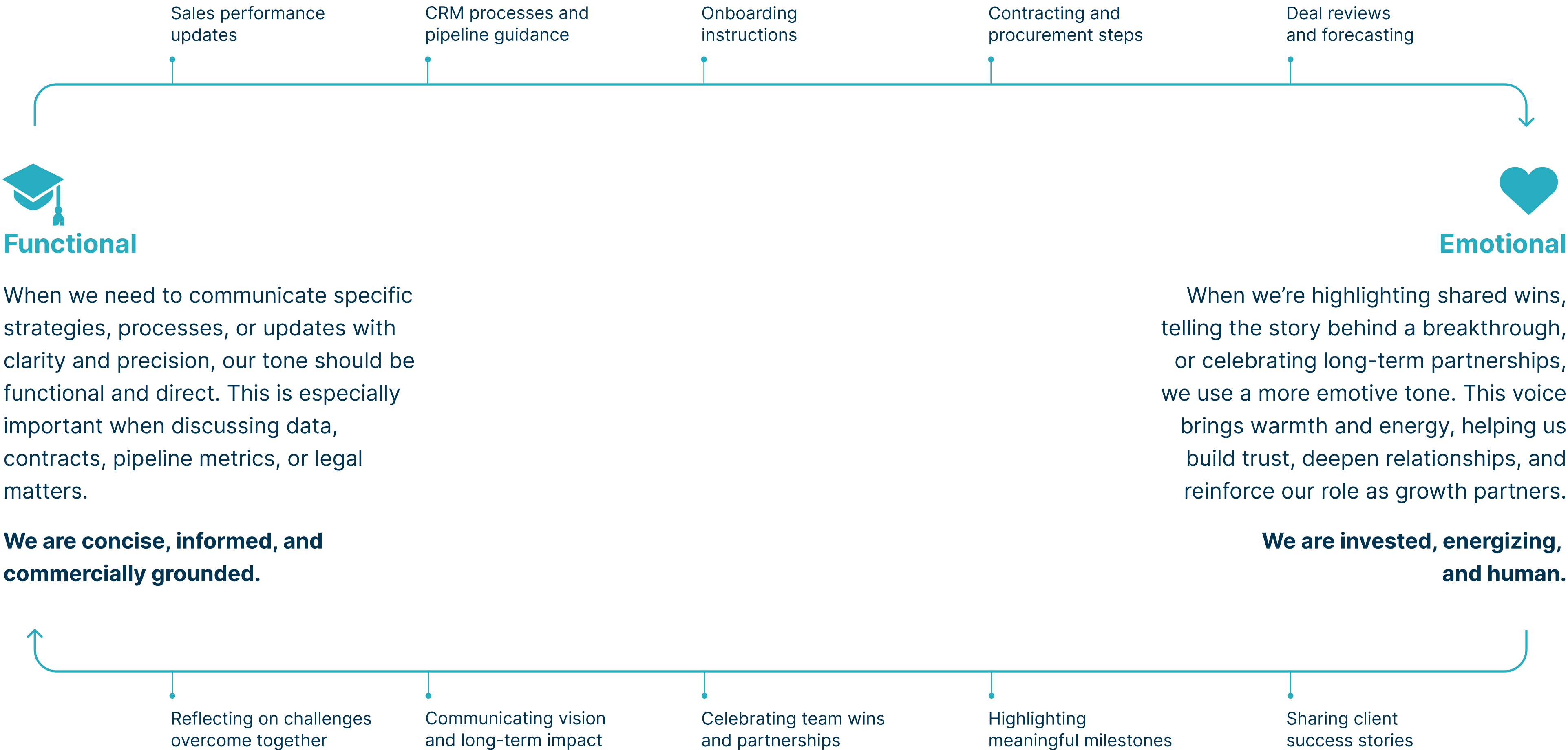
07. Brand Graphics

08. Data Visualization

09. Iconography

10. Brand Collaterals

Tone of Voice





Turn strategy into
execution, and
execution into ARR.

01. Introduction

02. **About**

- 02a. Who we are
- 02b. Our Tagline
- 02c. Brand POV

03. Logo Guidelines

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

10. Brand Collaterals

About .02

01. Introduction

02. About

02a. Who we are

02b. Our Tagline

02c. Brand POV

03. Logo Guidelines

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

10. Brand Collaterals

Who we are

ARRive Growth Partners provides fractional sales leadership for Healthtech Startups. We specialize in helping early to later-stage companies build predictable revenue engines and forge lasting partnerships with health systems.

Unlike traditional agencies, we embed as true partners—crafting tailored strategies, refining messaging, and leading complex sales negotiations. We understand the health system sales cycle because we've lived it. Our goal? Drive ARR growth that's not only measurable, but sustainable.

We lead with clarity, operate with precision, and scale with integrity.

01. Introduction

02. About

02a. Who we are

02b. Our Tagline

02c. Brand POV

03. Logo Guidelines

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

10. Brand Collaterals

Our Tagline

The tagline **Growth Partners** reflects ARRive’s commitment to working alongside healthtech startups as true collaborators, not just consultants. It communicates our role in driving predictable ARR growth while building long-term partnerships with health systems. The phrase reinforces our hands-on approach—embedding ourselves in each stage of the sales journey, aligning strategies with client goals, and delivering measurable, sustained results. **More than a service provider, we are a partner in scaling success.**

01. Introduction

02. About

02a. Who we are

02b. Our Tagline

02c. Brand POV

03. Logo Guidelines

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

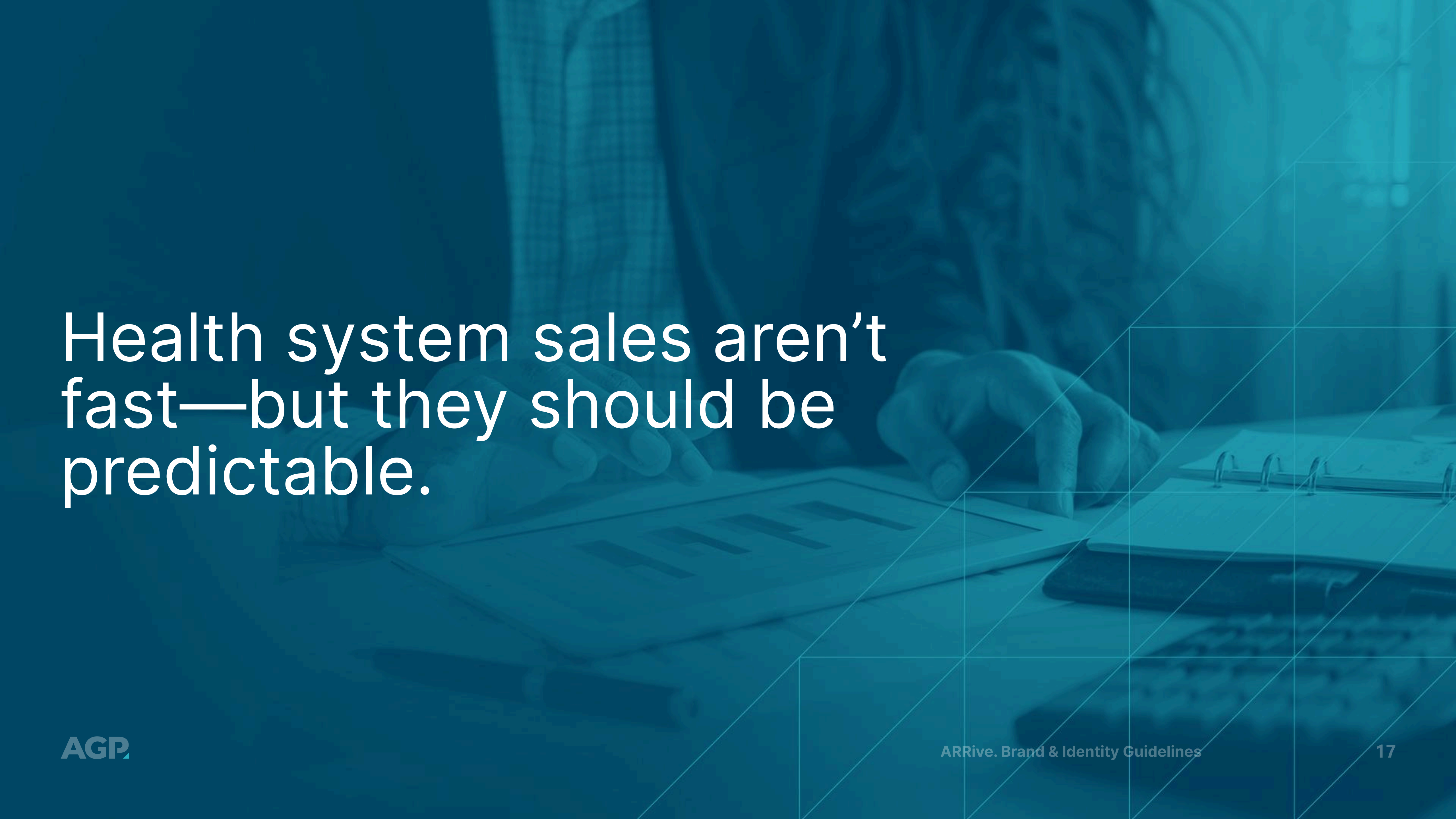
10. Brand Collaterals

Brand POV

Selling to health systems
isn't hard—it's different.
We know how.

We specialize in navigating long sales cycles, multi-stakeholder decision paths, and complex budgets to help healthtech startups build real traction and long-term partnerships





Health system sales aren't fast—but they should be predictable.

- 01. Introduction
- 02. About
- 03. Logo Guidelines**
 - 03a. Primary Logo
 - 03b. Construction
 - 03c. Grid
 - 03d. Variations
 - 03e. Clear Space
 - 03f. Minimum Size
 - 03g. Color
 - 03h. Logo Don'ts
 - 03i. Partnership

- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Brand Graphics
- 08. Data Visualization
- 09. Iconography
- 10. Brand Collaterals

Logo Guidelines .03

01. Introduction

02. About

03. Logo Guidelines

03a. Primary Logo

03b. Construction

03c. Grid

03d. Variations

03e. Clear Space

03f. Minimum Size

03g. Color

03h. Logo Don'ts

03i. Partnership

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

10. Brand Collaterals

Primary Logo

The primary logo is the quintessential representation of ARRive Growth Partners. Its form, color, and placement should be preserved as the standard bearer of our brand identity.



01. Introduction

02. About

03. Logo Guidelines

03a. Primary Logo

03b. Construction

03c. Grid

03d. Variations

03e. Clear Space

03f. Minimum Size

03g. Color

03h. Logo Don'ts

03i. Partnership

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

10. Brand Collaterals

Construction

The logo is constructed with precise proportions and design elements, maintaining its integrity and ensuring a unified visual representation.



01. Introduction

02. About

03. Logo Guidelines

03a. Primary Logo

03b. Construction

03c. Grid

03d. Variations

03e. Clear Space

03f. Minimum Size

03g. Color

03h. Logo Don'ts

03i. Partnership

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

10. Brand Collaterals

Grid

The grid demonstrates the fundamental geometric structure of our logo, preserving its balance and proportions.

Our brand respects de 8×8 px grid and is used to ensure consistency and correct proportions of the mark.



01. Introduction

02. About

03. Logo Guidelines

03a. Primary Logo

03b. Construction

03c. Grid

03d. Variations

03e. Clear Space

03f. Minimum Size

03g. Color

03h. Logo Don'ts

03i. Partnership

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

10. Brand Collaterals

Variations

We offer different variations of our logo to accommodate diverse applications, providing flexibility without compromising brand consistency.



LOGO + TAGLINE

LOGO



LETTERMARK



01. Introduction

02. About

03. Logo Guidelines

03a. Primary Logo

03b. Construction

03c. Grid

03d. Variations

03e. Clear Space

03f. Minimum Size

03g. Color

03h. Logo Don'ts

03i. Partnership

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

10. Brand Collaterals

Variations

We offer different variations of our logo to accommodate diverse applications, providing flexibility without compromising brand consistency.



LOGO + TAGLINE

LOGO



LETTERMARK



- 01. Introduction
- 02. About
- 03. **Logo Guidelines**
 - 03a. Primary Logo
 - 03b. Construction
 - 03c. Grid
 - 03d. Variations
 - 03e. Clear Space
 - 03f. Minimum Size
 - 03g. Color
 - 03h. Logo Don'ts
 - 03i. Partnership

- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Brand Graphics
- 08. Data Visualization
- 09. Iconography
- 10. Brand Collaterals

Clear Space

Maintaining ample clear space around the logo is crucial to preserve its visual impact and legibility, ensuring it stands out in any context.



01.

Introduction

02.

About

03.

Logo Guidelines

03a.

Primary Logo

03b.

Construction

03c.

Grid

03d.

Variations

03e.

Clear Space

03f.

Minimum Size

03g.

Color

03h.

Logo Don'ts

03i.

Partnership

04.

Typography

05.

Color Palette

06.

Photography

07.

Brand Graphics

08.

Data Visualization

09.

Iconography

10.

Brand Collaterals

Minimum Size

To maintain legibility and impact, the logo should never be reproduced below the specified minimum size.

PRINT



35 mm

DIGITAL



125 px



20 mm



80 px



8 mm



40 px

01. Introduction

02. About

03. Logo Guidelines

03a. Primary Logo

03b. Construction

03c. Grid

03d. Variations

03e. Clear Space

03f. Minimum Size

03g. Color

03h. Logo Don'ts

03i. Partnership

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

10. Brand Collaterals

Color

The logo colors are a critical aspect of our brand identity. Specific color guidelines ensure consistent representation and recognition.



01. Introduction

02. About

03. Logo Guidelines

03a. Primary Logo

03b. Construction

03c. Grid

03d. Variations

03e. Clear Space

03f. Minimum Size

03g. Color

03h. Logo Don'ts

03i. Partnership

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

10. Brand Collaterals

Logo Don'ts

Avoid altering the logo in any way that compromises its structure, colors, or proportions, as outlined in this section.



DO NOT apply outlines



DO NOT apply drop shadows or any other efect



DO NOT apply gradients to the wordmark



DO NOT tilt, manipulate, skew or stretch



DO NOT rotate the logo



DO NOT adapt logo size relationships



DO NOT use colors that are not on-brand



DO NOT apply patterns nor images



DO NOT alter the location of the elements

01.

Introduction

02.

About

03.

Logo Guidelines

03a.

Primary Logo

03b.

Construction

03c.

Grid

03d.

Variations

03e.

Clear Space

03f.

Minimum Size

03g.

Color

03h.

Logo Don'ts

03i.

Partnership

04.

Typography

05.

Color Palette

06.

Photography

07.

Brand Graphics

08.

Data Visualization

09.

Iconography

10.

Brand Collaterals

Partnership

The partnership lockup demonstrates how to represent ARRive in collaboration with partners while maintaining brand consistency.





From pitch to partnership.

- 01. Introduction
- 02. About
- 03. Logo Guidelines

04. Typography

04a. Inter

- 05. Color Palette
- 06. Photography
- 07. Brand Graphics
- 08. Data Visualization
- 09. Iconography
- 10. Brand Collaterals

Typography .04

- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. **Typography**
 - 04a. **Inter**
- 05. Color Palette
- 06. Photography
- 07. Brand Graphics
- 08. Data Visualization
- 09. Iconography
- 10. Brand Collaterals

Inter

Inter is a modern, versatile sans-serif typeface designed for optimal legibility across digital and print media. Its clean geometry and balanced proportions convey clarity, professionalism, and approachability—qualities that align perfectly with ARRive’s brand personality. With a wide range of weights and excellent performance at any size, Inter ensures consistency in tone and readability across all communications, reinforcing a cohesive and contemporary visual identity.

Inter Extra Bold

Abc123
ARRIVE GROWTH
PARTNERS

Inter Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnpq
rstuvwxyz
1234567890

Inter Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnpq
rstuvwxyz
1234567890

Inter Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnpq
rstuvwxyz
1234567890**

- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette**
 - 05a. Primary
 - 05b. Secondary
 - 05c. Gradients
- 06. Photography
- 07. Brand Graphics
- 08. Data Visualization
- 09. Iconography
- 10. Brand Collaterals

Color Palette .05

01.

Introduction

02.

About

03.

Logo Guidelines

04.

Typography

05.

Color Palette

05a.

Primary

05b.

Secondary

05c.

Gradients

06.

Photography

07.

Brand Graphics

08.

Data Visualization

09.

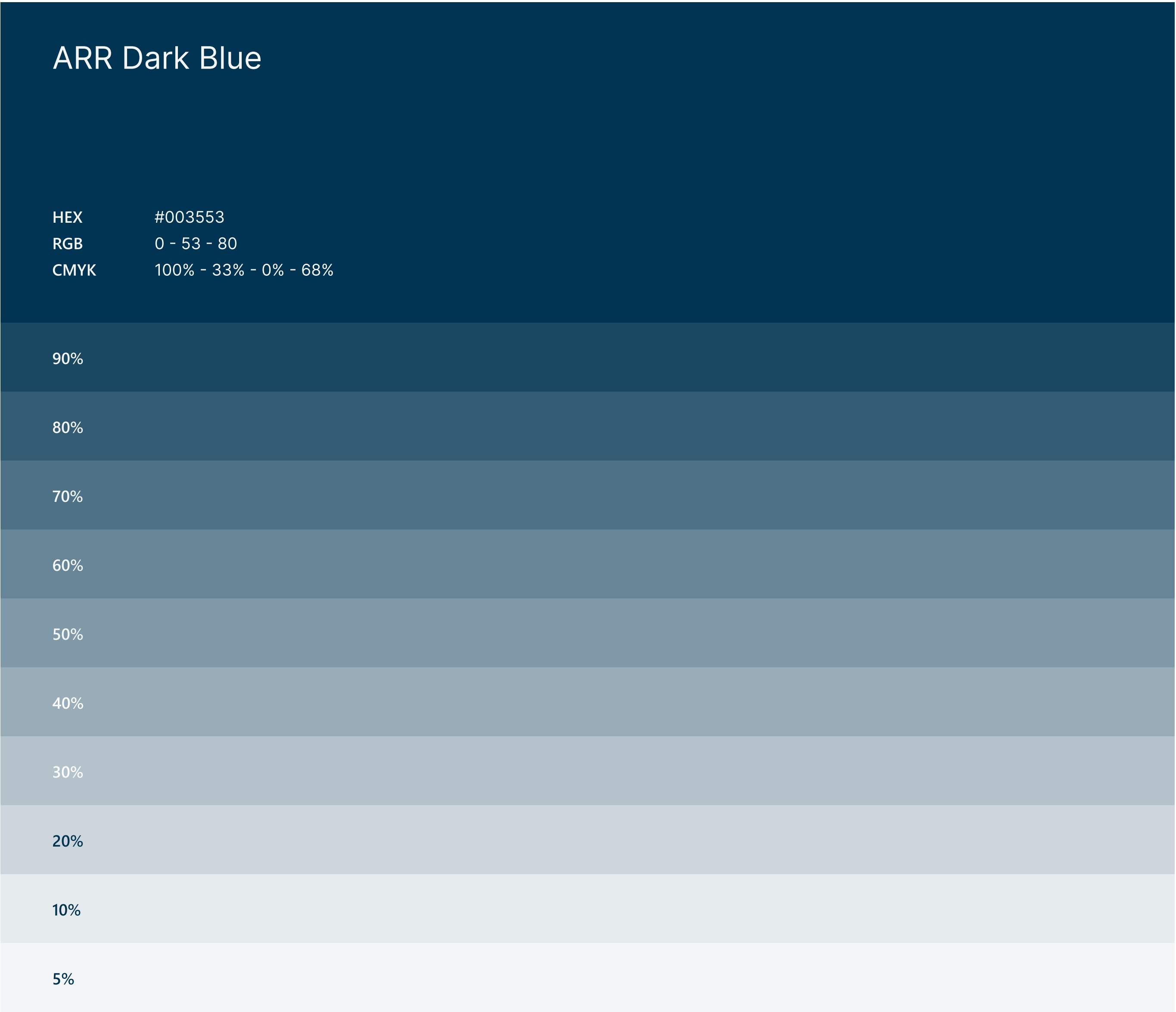
Iconography

10.

Brand Collaterals

Primary

Dark blue is our primary color, symbolizing strength and professionalism. Various tints of dark blue can be used to create depth and emphasis.



01.

Introduction

02.

About

03.

Logo Guidelines

04.

Typography

05.

Color Palette

05a.

Primary

05b.

Secondary

05c.

Gradients

06.

Photography

07.

Brand Graphics

08.

Data Visualization

09.

Iconography

10.

Brand Collaterals

Secondary

These colors complement the primary dark blue, representing trust, innovation, and energy respectively. Blue enhance the brand's credibility and reliability, while cyan adds vibrancy and positivity.

ARR Cyan

HEX

#28ADBf

RGB

40 - 173 - 195

CMYK

79% - 11% - 23% - 0%

90%

75%

60%

45%

30%

15%

ARR Blue

HEX

#3588C9

RGB

53 - 136 - 201

CMYK

75% - 30% - 0% - 20%

90%

75%

60%

45%

30%

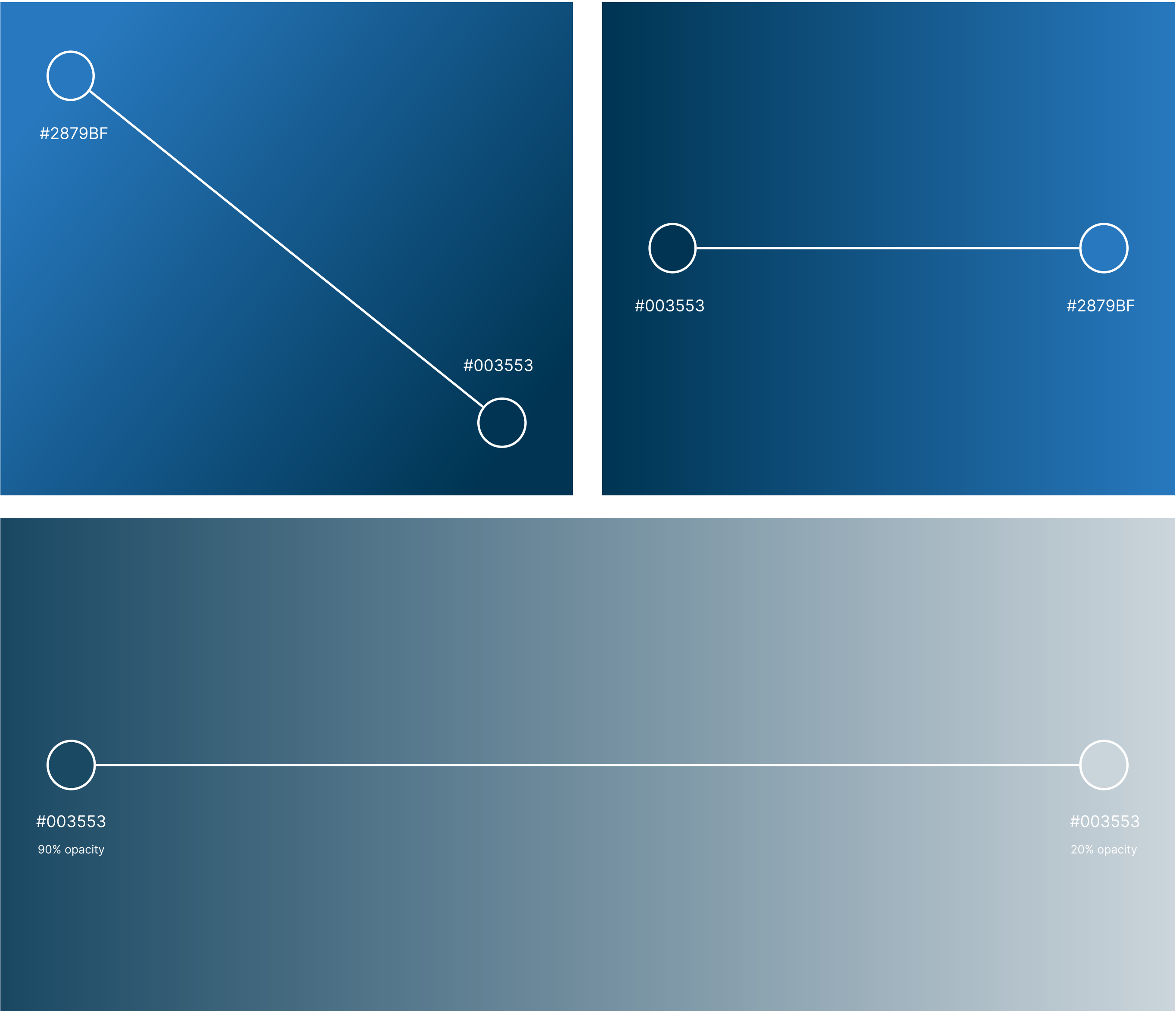
15%

- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
 - 05a. Primary
 - 05b. Secondary
 - 05c. Gradients
- 06. Photography
- 07. Brand Graphics
- 08. Data Visualization
- 09. Iconography
- 10. Brand Collaterals

Gradients

Gradients add depth and dimension to the brand. The gradient from dark blue to light blue reinforces our brand's essence, illustrating progression and growth. The direction of this gradient should go either from the top left corner to the bottom right corner, or from the top to the bottom.

Utilize dark blue with varying opacity levels to create overlays and enhance visual interest while maintaining brand consistency. This gradient is meant to apply on top of images to have a better contrast with the text located in the darker section of the gradient. The direction should go from left to right or top to bottom in a straight line.





Consistency builds
confidence. Confidence
drives conversion.

- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography**
 - 06a. People
 - 06b. Corporate
 - 06c. Image Treatments
 - 06d. Photo Don'ts
- 07. Brand Graphics
- 08. Data Visualization
- 09. Iconography
- 10. Brand Collaterals

Photography .06

- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography**
 - 06a. People
 - 06b. Corporate
 - 06c. Image Treatments
 - 06d. Photo Don'ts
- 07. Brand Graphics
- 08. Data Visualization
- 09. Iconography
- 10. Brand Collaterals

People

Incorporate images of individuals or teams in polished, professional environments, emphasizing confident postures and expressions that reflect competence, determination, and alignment with ARRive Growth Partners' core values of growth, partnership, and success. Featuring diverse models highlights our dedication to inclusivity and mirrors the wide range of healthtech stakeholders and health system decision-makers we serve.



01.

Introduction

02.

About

03.

Logo Guidelines

04.

Typography

05.

Color Palette

06.

Photography

06a.

People

06b.

Corporate

06c.

Image Treatments

06d.

Photo Don'ts

07.

Brand Graphics

08.

Data Visualization

09.

Iconography

10.

Brand Collaterals

People Casual

Include imagery of individuals or teams in casual, relatable settings, highlighting authenticity and a grounded approach that resonates with ARRive Growth Partners' commitment to partnership and support. This photography humanizes our brand and enhances approachability, while featuring a diverse array of professionals reflects our understanding of a modern, inclusive healthtech ecosystem.



- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette

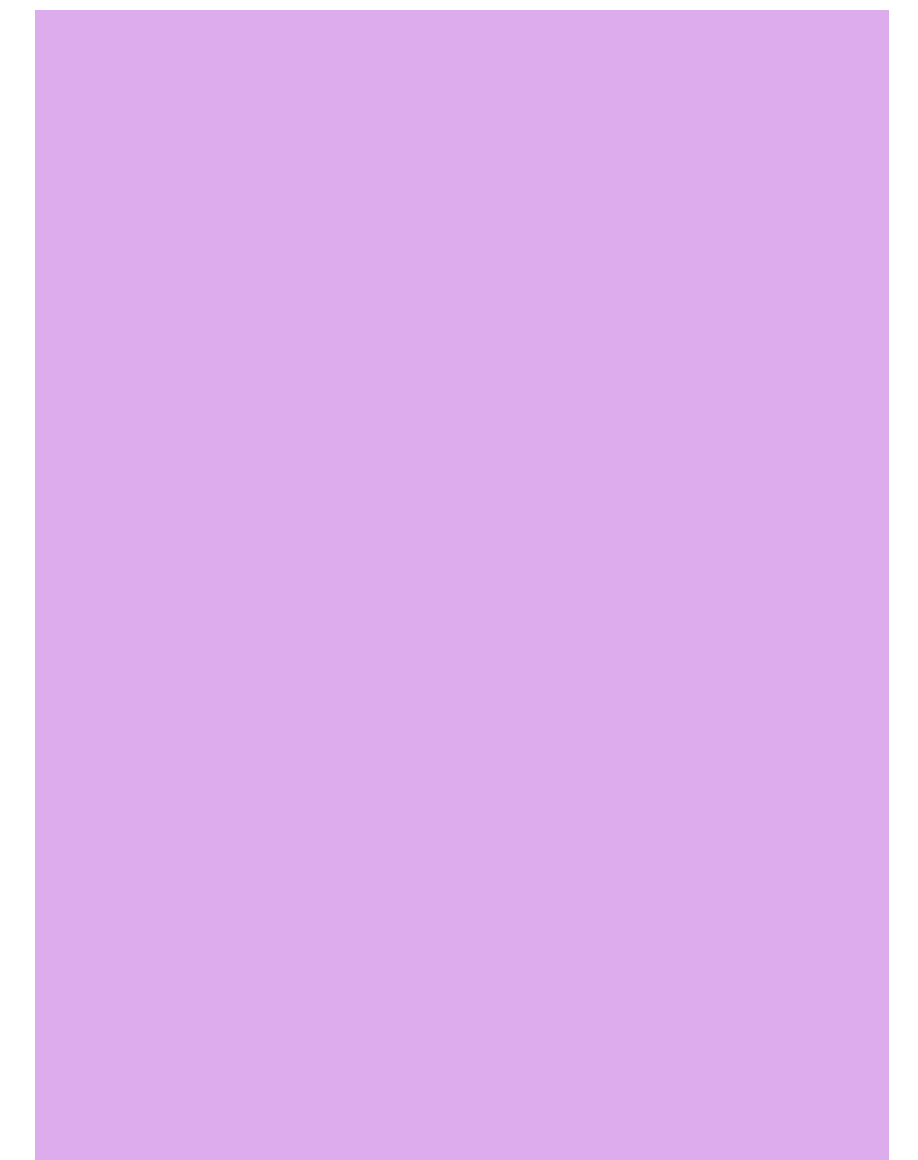
06. Photography

- 06a. People
- 06b. Corporate
- 06c. Image Treatments
- 06d. Photo Don'ts

- 07. Brand Graphics
- 08. Data Visualization
- 09. Iconography
- 10. Brand Collaterals

Corporate

Highlight imagery that captures corporate settings, collaborative teamwork, and strategic engagement with health systems



- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography**
 - 06a. People
 - 06b. Corporate
 - 06c. Image Treatments
 - 06d. Photo Don'ts
- 07. Brand Graphics
- 08. Data Visualization
- 09. Iconography
- 10. Brand Collaterals

Image Treatments

ARR Cyan - Screen Blend Mode - 80% Opacity:

Apply this treatment to create a gentle overlay effect that elevates the image's tone, reinforcing AGP vibrant and progressive identity with a subtle cyan accent.

ARR Dark Blue - 80% Opacity:

Use this treatment to layer our signature dark blue at 80% opacity, ensuring a cohesive look that strengthens brand recognition and trust.

ARR Dark Blue Gradient:

Employ this gradient treatment to infuse a dynamic, modern feel, blending dark blue with lighter shades



Original image



ARR Cyan - Screen blend mode - 80% opacity



ARR Dark Blue - 80% opacity



ARR Dark Blue gradient

- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography**
 - 06a. People
 - 06b. Corporate
 - 06c. Image Treatments
 - 06d. Photo Don'ts
- 07. Brand Graphics
- 08. Data Visualization
- 09. Iconography
- 10. Brand Collaterals

Photo Don'ts

1. **Do not** use images where the scenes appear too playful.
2. **Do not** use photo illustrations or heavily modified imagery.
3. **Do not** use images with outdated technology.
4. **Do not** use images that are too cold or sterile.
5. **Do not** use generic or stock-like images.
6. **Do not** use overexposed or poorly lit images.
7. **Do not** use images with distracting elements such as letters or numerical blocks.
8. **Do not** use low-quality or pixelated photos.



A person is shown from the side, sitting at a desk and using a laptop. The image is overlaid with a semi-transparent blue filter and a white grid pattern. The text "Outcomes over optics." is written in white, sans-serif font across the middle of the image.

Outcomes over optics.

- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Brand Graphics**
 - 08a. Primary Element
 - 08b. Grid for Layouts
- 08. Data Visualization
- 09. Iconography
- 10. Brand Collaterals

Brand Graphics .07

- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. **Brand Graphics**
 - 08a. Primary Element
 - 08b. Grid for Layouts
- 08. Data Visualization
- 09. Iconography
- 10. Brand Collaterals

Primary Element

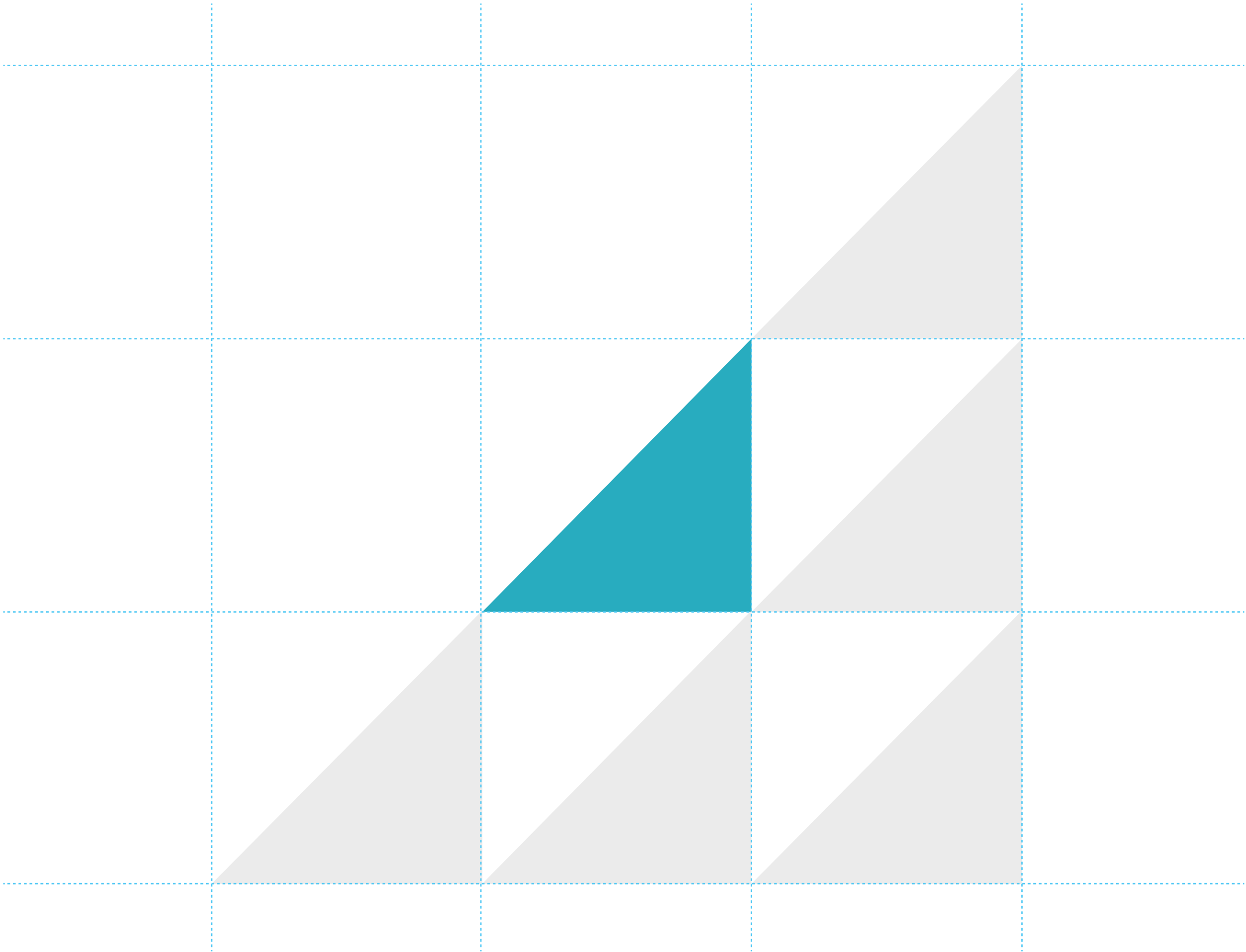
The primary elements are defined by polygonal shapes, bringing dynamism, flexibility, and a sense of projection to the visual system. The right triangle, in particular, suggests direction and growth, reinforcing ideas of scalability and forward movement. The grid will assist us in ensuring the proper use of these elements throughout the layout.



- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. **Brand Graphics**
 - 08a. Primary Element
 - 08b. Grid for Layouts
- 08. Data Visualization
- 09. Iconography
- 10. Brand Collaterals

Grid For Layouts

This grid will facilitate the construction of structured layouts based on polygonal forms, ensuring visual consistency across all applications. Shapes will maintain proportional dimensions and spacing, reinforcing harmony and cohesion throughout the system.



01.

Introduction

02.

About

03.

Logo Guidelines

04.

Typography

05.

Color Palette

06.

Photography

07.

Brand Graphics

08a.

Primary Element

08b.

Grid for Layouts

08.

Data Visualization

09.

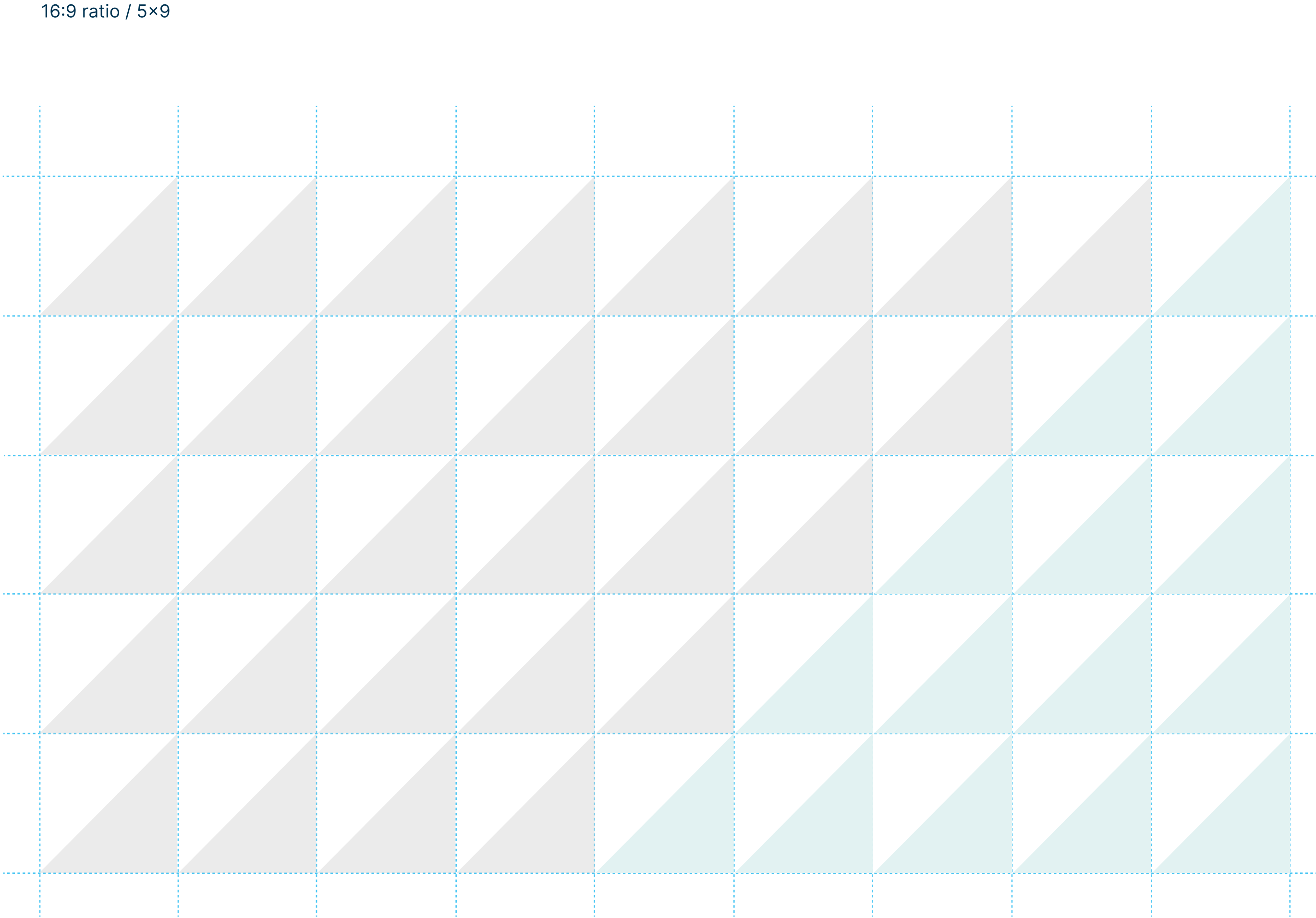
Iconography

10.

Brand Collaterals

Grid For Layouts

For compositions in a 16:9 ratio, apply an approximate 40/60 proportion: dedicate around 40% of the layout to text and supporting graphic elements, and 60% to imagery. This division should follow the underlying polygonal grid, ensuring alignment and visual harmony.



01.

Introduction

02.

About

03.

Logo Guidelines

04.

Typography

05.

Color Palette

06.

Photography

07.

Brand Graphics

08a.

Primary Element

08b.

Grid for Layouts

08.

Data Visualization

09.

Iconography

10.

Brand Collaterals

Grid For Layouts

Images are integrated into the polygonal system, merging with triangular and geometric shapes to create a distinctive visual language unique to the brand. This approach not only enhances visual impact but also ensures a cohesive and recognizable identity across all brand communications.



01.	Introduction
02.	About
03.	Logo Guidelines
04.	Typography
05.	Color Palette
06.	Photography
07.	Brand Graphics
08a.	Primary Element
08b.	Grid for Layouts
08.	Data Visualization
09.	Iconography
10.	Brand Collaterals

Grid For Layouts

Text elements within these compositions should be clear, concise, and follow a maximum of three hierarchy levels:

- **Titles:** short, impactful, and easy to read at a glance.
- **Highlights:** key phrases or data points to draw attention, often in larger weight or contrasting color.
- **Body text:** concise supporting information in smaller size, ensuring legibility.

All text should align with the polygonal grid, respecting spacing and proportions, and maintain visual balance with the integrated imagery.

16:9 ratio / 5×9



01.	Introduction
02.	About
03.	Logo Guidelines
04.	Typography
05.	Color Palette
06.	Photography
07.	Brand Graphics
08a.	Primary Element
08b.	Grid for Layouts
08.	Data Visualization
09.	Iconography
10.	Brand Collaterals

Grid For Layouts

Text elements within these compositions should be clear, concise, and follow a maximum of three hierarchy levels:

- **Titles:** short, impactful, and easy to read at a glance.
- **Highlights:** key phrases or data points to draw attention, often in larger weight or contrasting color.
- **Body text:** concise supporting information in smaller size, ensuring legibility.

All text should align with the polygonal grid, respecting spacing and proportions, and maintain visual balance with the integrated imagery.

Fractional Sales & Marketing Leadership for Healthtech Startup's

Optimizing Strategies to Fuel Health System Adoption and Maximize ARR Growth

You've built something powerful. Now let's position you to drive health system adoption and accelerate growth. We deliver modern, data-driven strategies that not only build your brand but also generate measurable results. We work as true partners, ensuring your healthtech startup gains credibility and traction in the health system space while driving long-term, sustainable growth.





Sales isn't a sprint—
it's a system.

- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Brand Graphics
- 08. Data Visualization**
 - 08a. Graph & Charts
- 09. Iconography
- 10. Brand Collaterals

Data Visualization .08

01.

Introduction

02.

About

03.

Logo Guidelines

04.

Typography

05.

Color Palette

06.

Photography

07.

Brand Graphics

08.

Data Visualization

08a.

Graph & Charts

09.

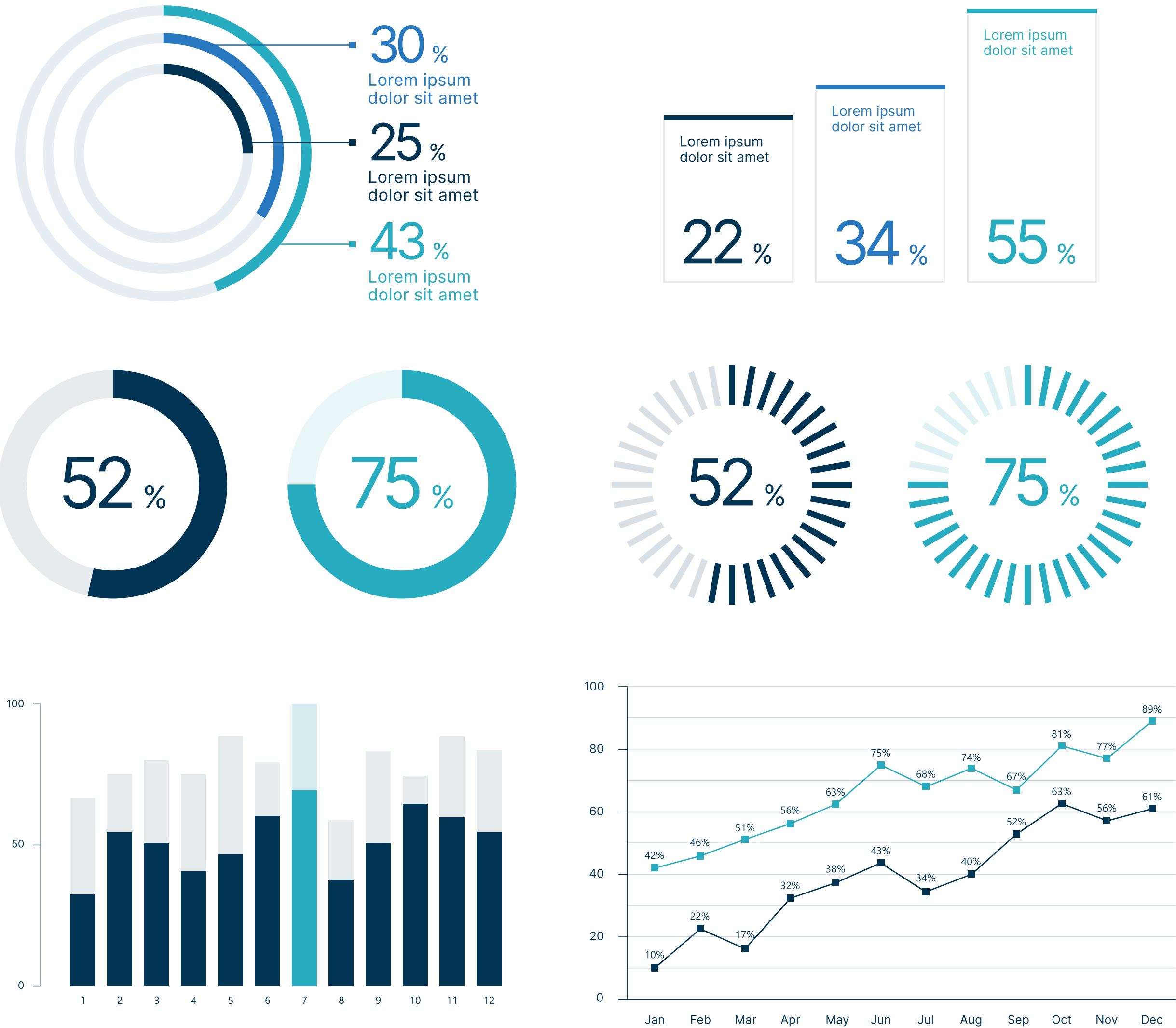
Iconography

10.

Brand Collaterals

Graph & Chart

Graphs and charts provide a clear, visual way to communicate complex information. Select the chart type—such as line, bar, or scatter—that best represents the data, and apply the brand’s color palette to maintain consistency. Label axes, data points, and categories with precision, using legible typography and appropriate scaling for accurate interpretation. Maintain consistent style, formatting, and alignment with the overall visual system to reinforce a cohesive and professional brand image.



01.

Introduction

02.

About

03.

Logo Guidelines

04.

Typography

05.

Color Palette

06.

Photography

07.

Brand Graphics

08.

Data Visualization

09.

Iconography

09a.

Grid

09b.

Set Gradient

09c.

Set Dark Blue

09d.

Set Cyan

09e.

Set White

10.

Brand Collaterals

Iconography .09

01.

Introduction

02.

About

03.

Logo Guidelines

04.

Typography

05.

Color Palette

06.

Photography

07.

Brand Graphics

08.

Data Visualization

09.

Iconography

09a.

Grid

09b.

Set Gradient

09c.

Set Dark Blue

09d.

Set Cyan

09e.

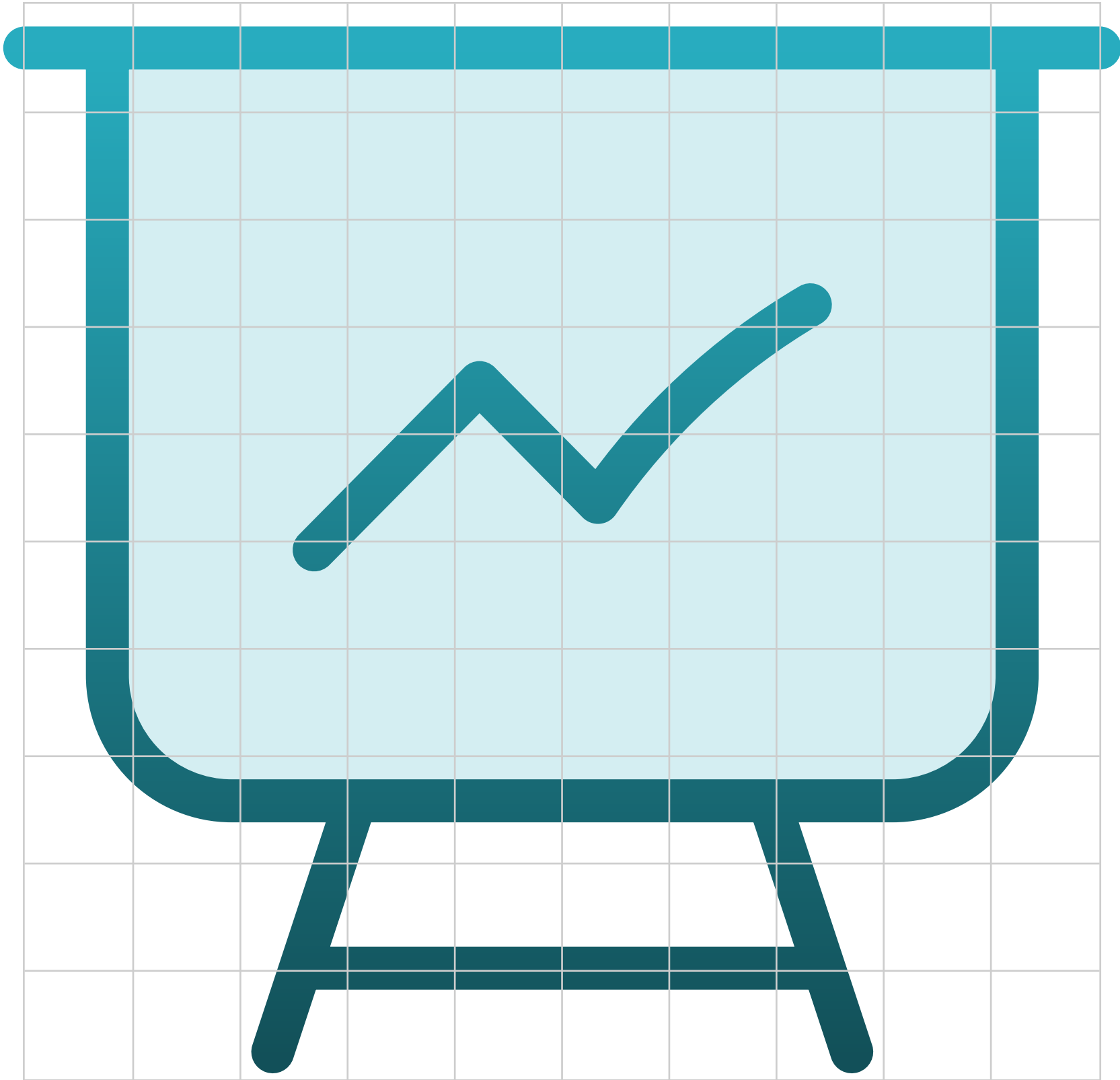
Set White

10.

Brand Collaterals

Grid

Icons should follow a consistent grid system to support visual precision and brand cohesion. Maintain proportional clarity and spatial balance to create a unified, professional icon set that complements our structured, scalable design system.



01.

Introduction

02.

About

03.

Logo Guidelines

04.

Typography

05.

Color Palette

06.

Photography

07.

Brand Graphics

08.

Data Visualization

09.

Iconography

09a.

Grid

09b.

Set Gradient

09c.

Set Dark Blue

09d.

Set Cyan

09e.

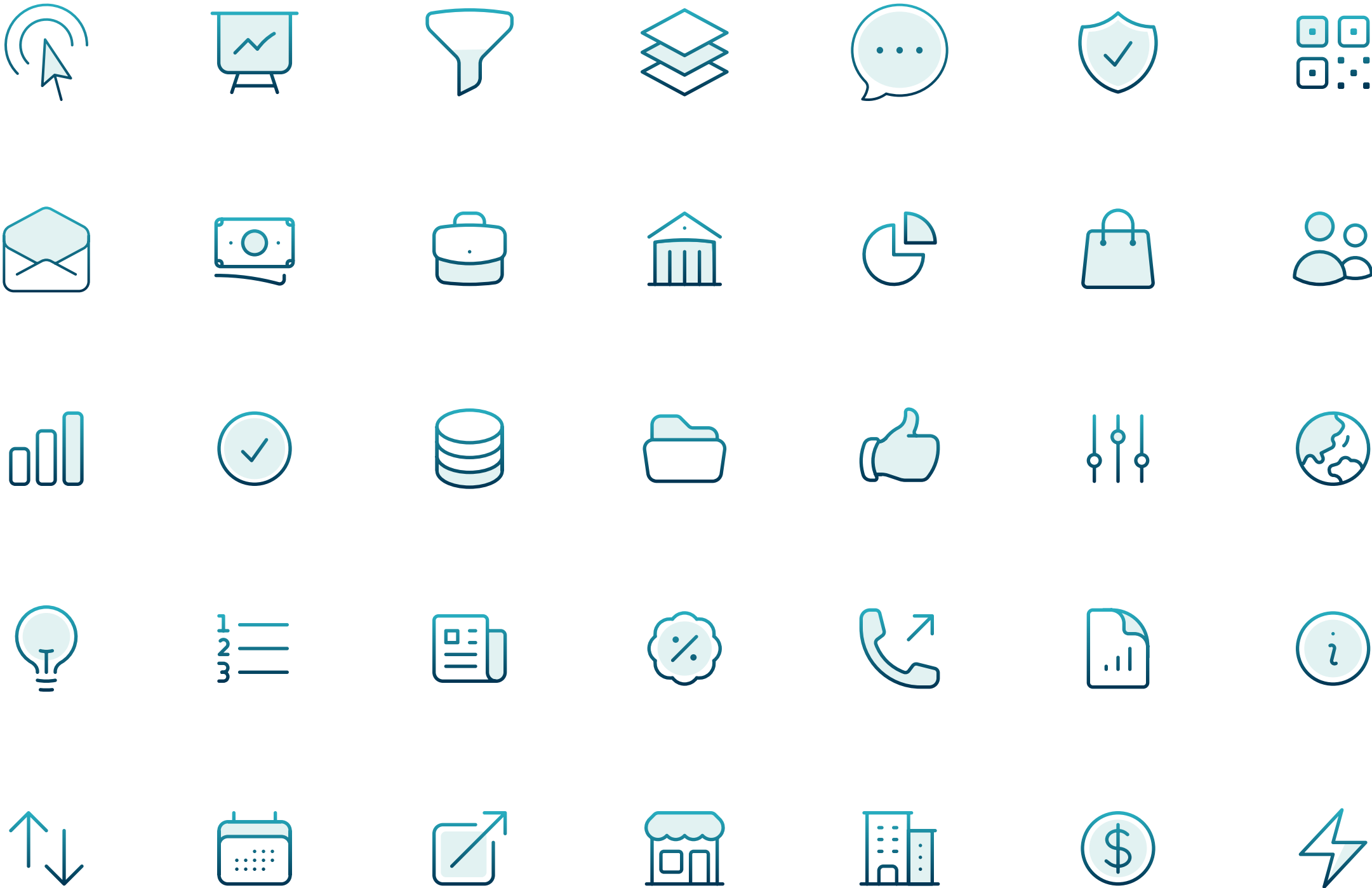
Set White

10.

Brand Collaterals

Set Gradient

Our gradient icon set transitions from our core dark blue to light blue, reflecting movement, depth, and growth. Gradients should be applied with intention, staying true to ARRive’s brand palette while enhancing a modern, forward-thinking visual identity.



01. Introduction

02. About

03. Logo Guidelines

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

09a. Grid

09b. Set Gradient

09c. Set Dark Blue

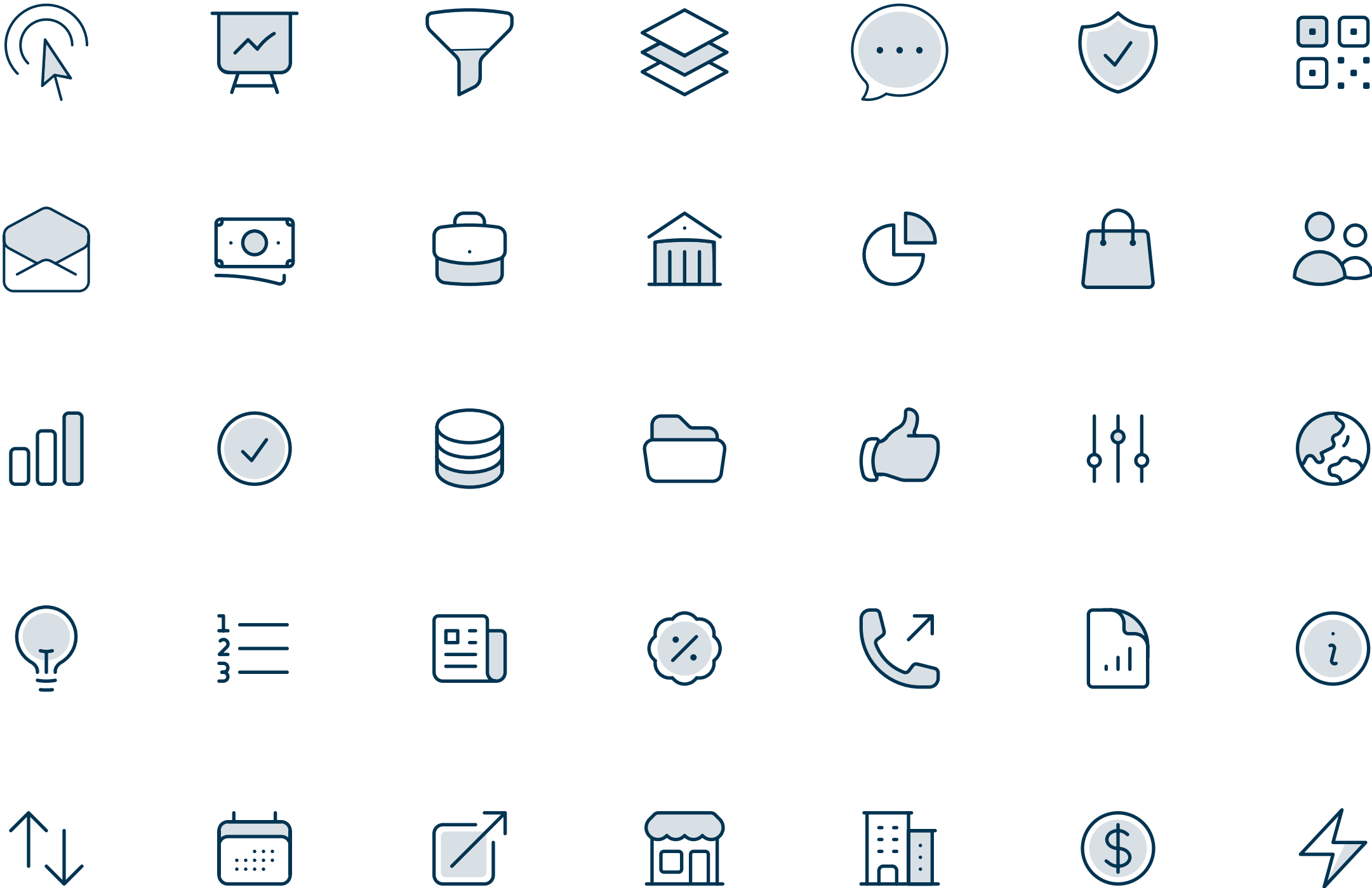
09d. Set Cyan

09e. Set White

10. Brand Collaterals

Set Dark Blue

This icon set leverages our primary dark blue for a clean, consistent look across platforms. One-color icons should remain highly legible and precise, reinforcing our brand’s emphasis on clarity, professionalism, and focused simplicity—no embellishment, just impact.



01.

Introduction

02.

About

03.

Logo Guidelines

04.

Typography

05.

Color Palette

06.

Photography

07.

Brand Graphics

08.

Data Visualization

09.

Iconography

09a.

Grid

09b.

Set Gradient

09c.

Set Dark Blue

09d.

Set Cyan

09e.

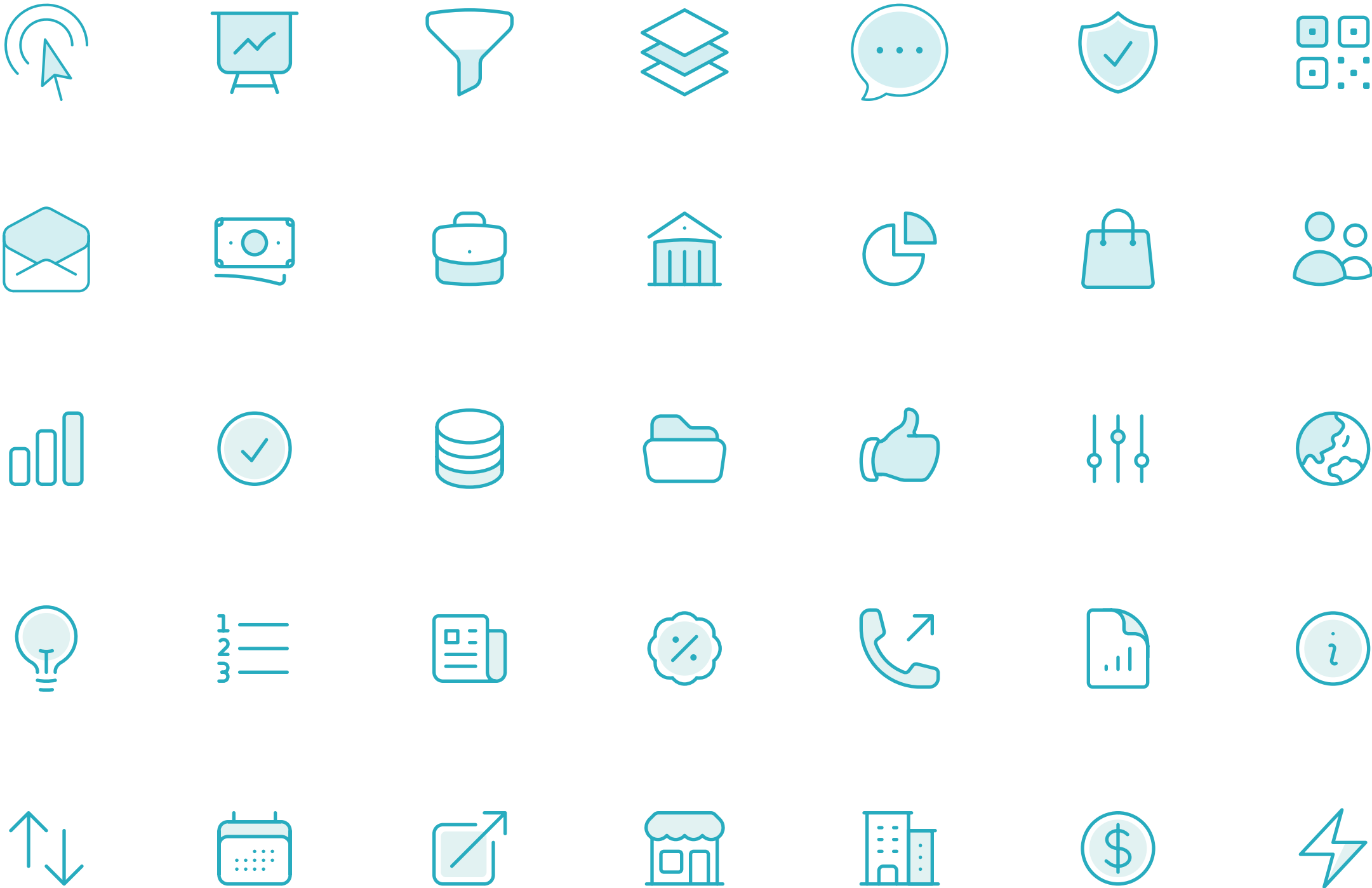
Set White

10.

Brand Collaterals

Set Cyan

This icon set leverages our primary cyan for a clean, consistent look across platforms. One-color icons should remain highly legible and precise, reinforcing our brand’s emphasis on clarity, professionalism, and focused simplicity—no embellishment, just impact.



01. Introduction

02. About

03. Logo Guidelines

04. Typography

05. Color Palette

06. Photography

07. Brand Graphics

08. Data Visualization

09. Iconography

09a. Grid

09b. Set Gradient

09c. Set Dark Blue

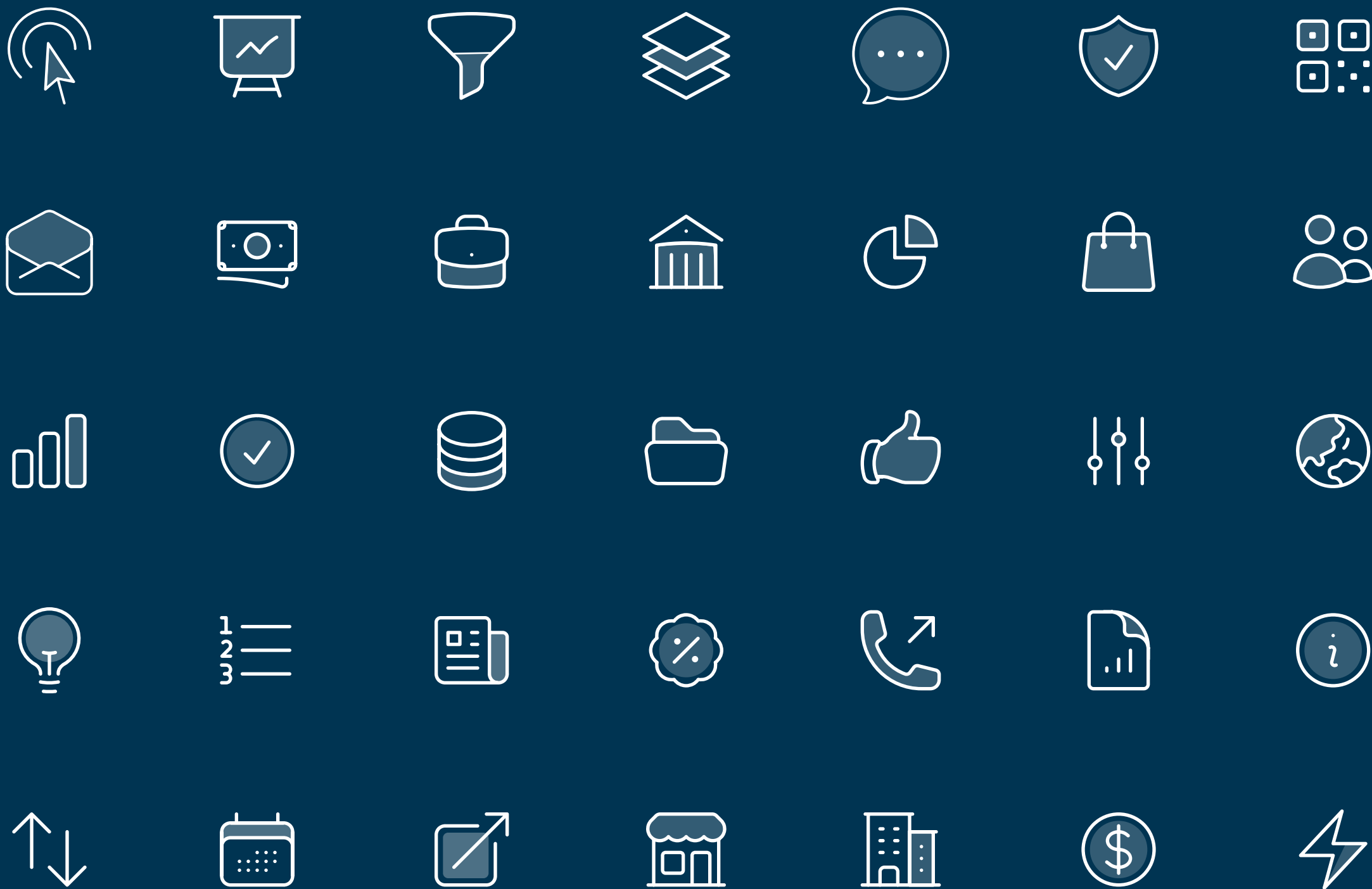
09d. Set Cyan

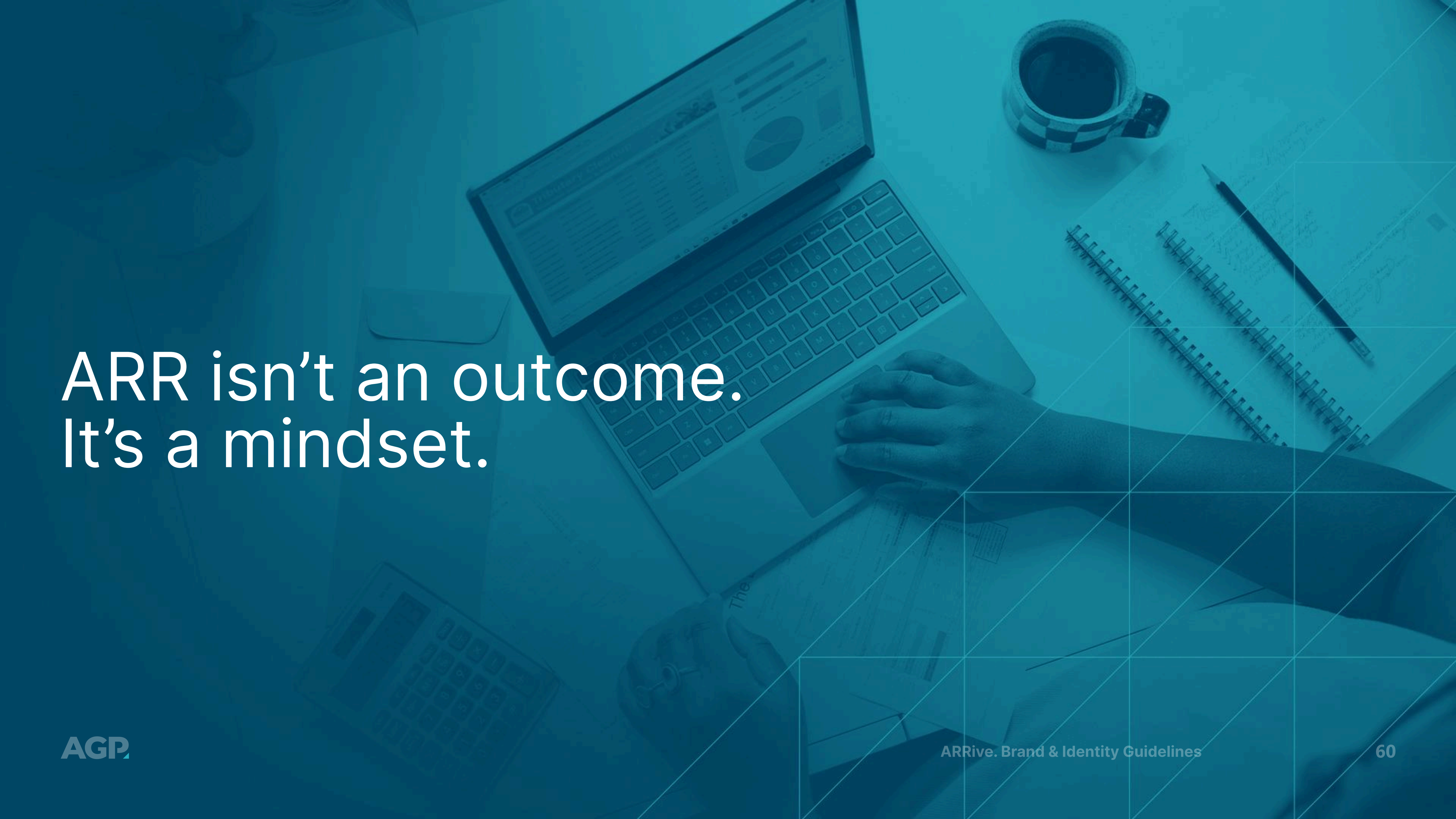
09e. Set White

10. Brand Collaterals

Set White

Optimized for dark backgrounds and high-contrast environments, white icons should reflect the same structured clarity as all variants. Simplicity and sharpness are key—each icon must contribute to a visually disciplined, versatile system that supports ARRive’s executive tone.



A top-down view of a person's hands working on a laptop. The laptop screen displays a dashboard with charts and tables. To the right of the laptop is a coffee cup with a checkered pattern. Below the laptop is a spiral notebook with a pen resting on it. In the bottom left corner, there is a calculator. The entire image is overlaid with a semi-transparent blue filter and a white grid pattern.

ARR isn't an outcome.
It's a mindset.

- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Iconography
- 08. Brand Graphics
- 09. Data Visualization
- 10. Brand Collaterals**
 - 10a. Billboard
 - 10b. Folder
 - 10c. Stationery
 - 10d. Business Card
 - 10d. Id Badge
 - 10d. Stationary Design
 - 10d. Web Site

Brand Collaterals .10

- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Iconography
- 08. Brand Graphics
- 09. Data Visualization
- 10. Brand Collaterals**
 - 10a. [Billboard](#)
 - 10b. Folder
 - 10c. Stationery
 - 10d. Business Card
 - 10d. Id Badge
 - 10d. Stationary Design
 - 10d. Web Site

Billboard

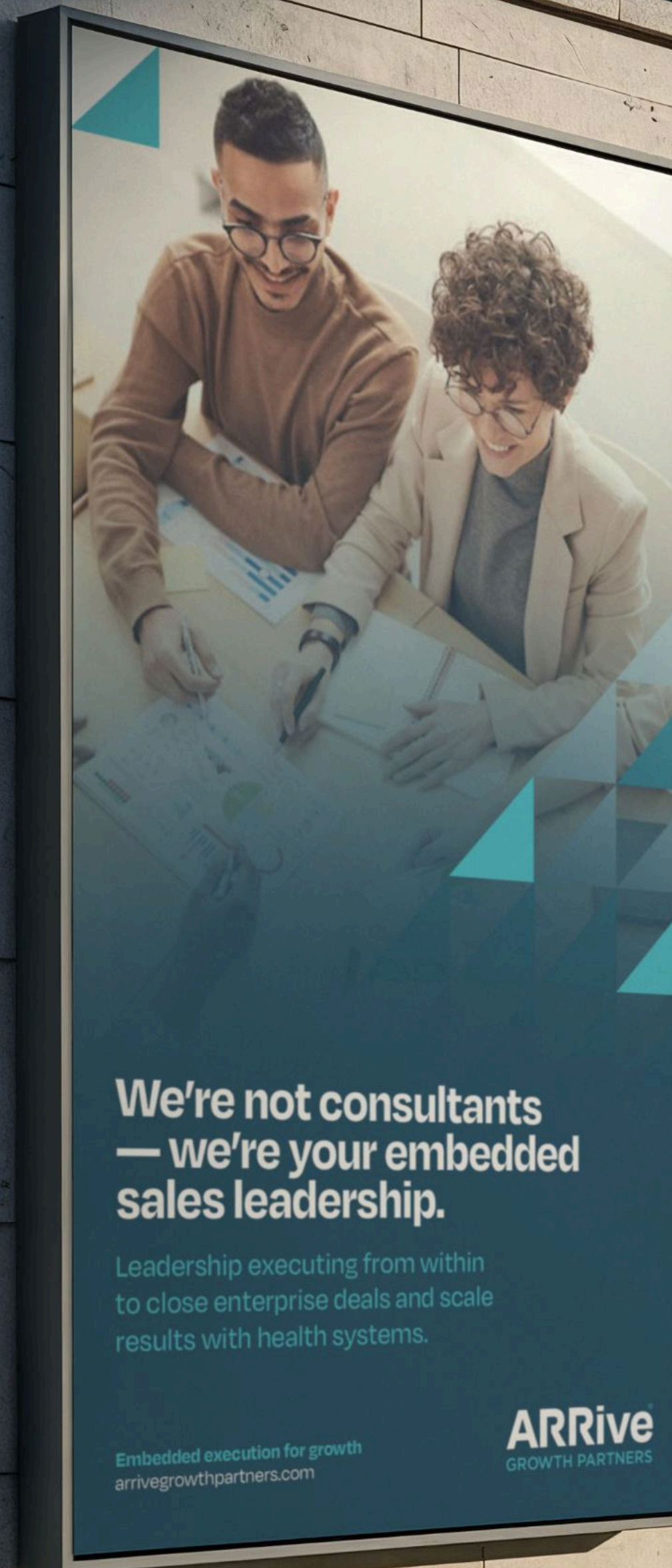
Introduce ARRive Growth Partners, emphasizing its core differentiation and unique expertise in healthtech sales.



- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Iconography
- 08. Brand Graphics
- 09. Data Visualization
- 10. Brand Collaterals**
 - 10a. Billboard
 - 10b. Folder
 - 10c. Stationery
 - 10d. Business Card
 - 10d. Id Badge
 - 10d. Stationary Design
 - 10d. Web Site

Billboard

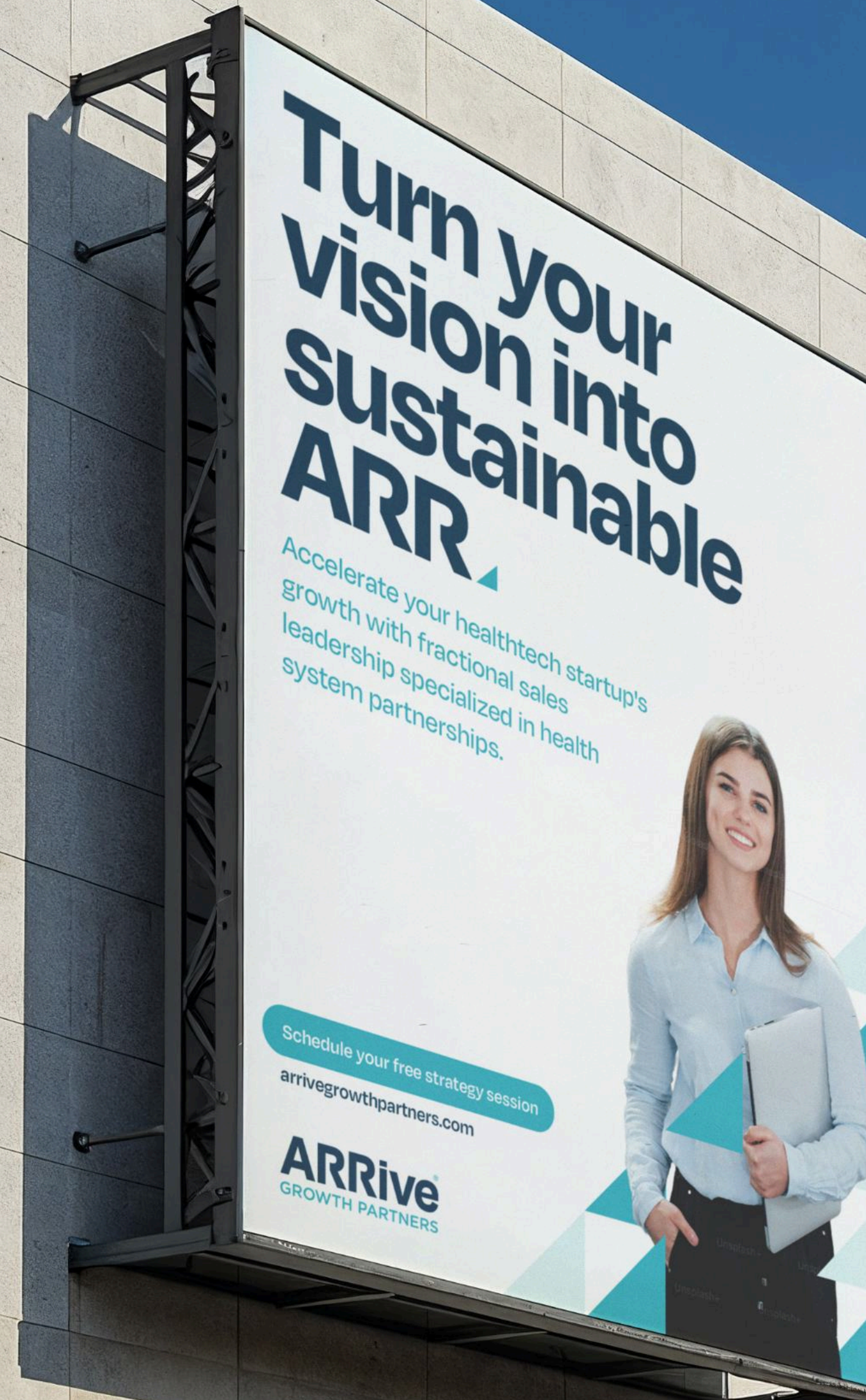
Introduce ARRive Growth Partners, emphasizing its core differentiation and unique expertise in healthtech sales.



- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Iconography
- 08. Brand Graphics
- 09. Data Visualization
- 10. Brand Collaterals**
 - 10a. Billboard
 - 10b. Folder
 - 10c. Stationery
 - 10d. Business Card
 - 10d. Id Badge
 - 10d. Stationary Design
 - 10d. Web Site

Billboard

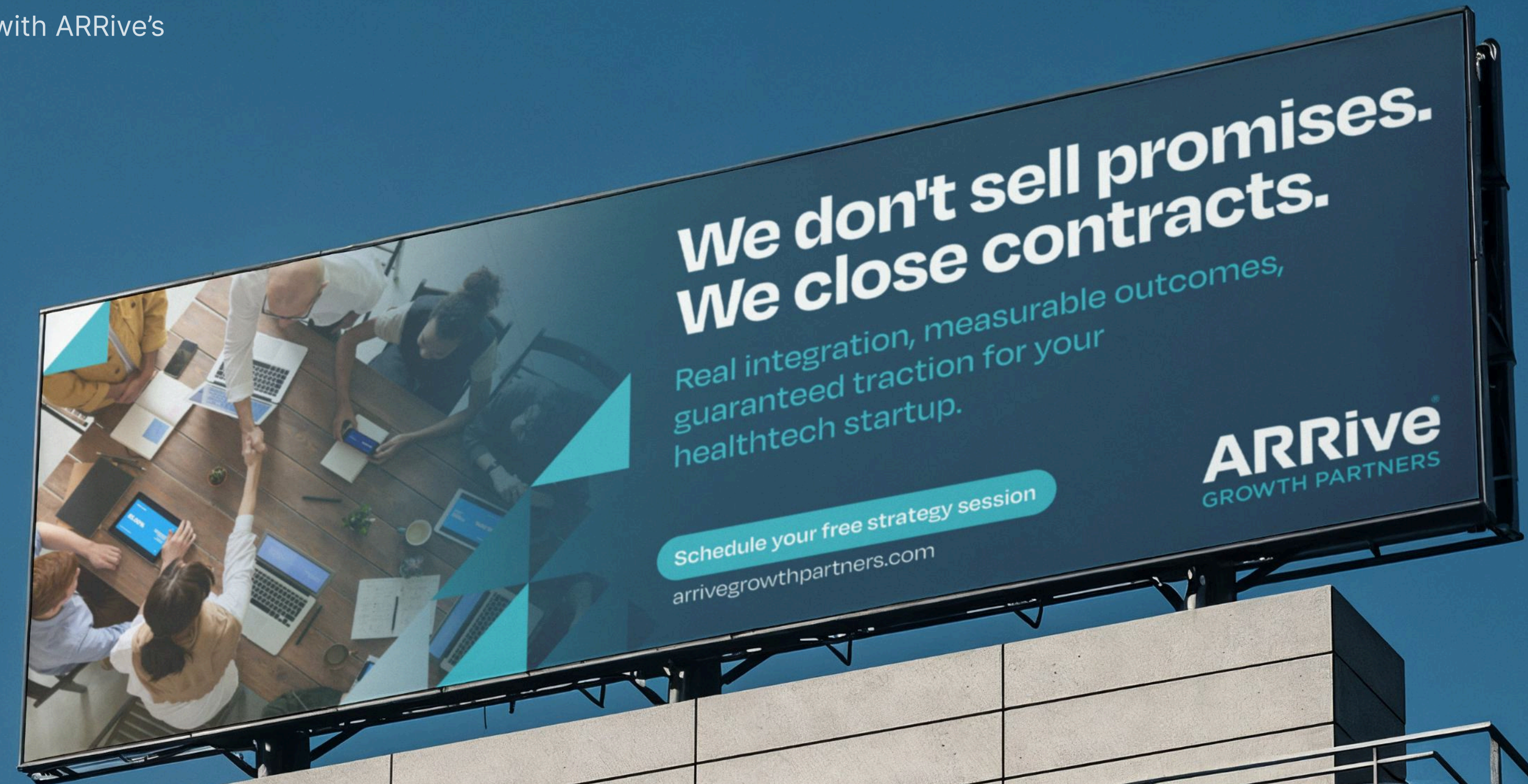
Clearly and directly invite potential customers to engage with ARRive's offerings.



- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Iconography
- 08. Brand Graphics
- 09. Data Visualization
- 10. Brand Collaterals**
 - 10a. Billboard
 - 10b. Folder
 - 10c. Stationery
 - 10d. Business Card
 - 10d. Id Badge
 - 10d. Stationary Design
 - 10d. Web Site

Billboard

Clearly and directly invite potential customers to engage with ARRive's offerings.



- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Iconography
- 08. Brand Graphics
- 09. Data Visualization
- 10. **Brand Collaterals**
 - 10a. Billboard
 - 10b. Folder
 - 10c. Stationery
 - 10d. Business Card
 - 10d. Id Badge
 - 10d. Stationary Design
 - 10d. Web Site

Folder



- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Iconography
- 08. Brand Graphics
- 09. Data Visualization
- 10. Brand Collaterals**
 - 10a. Billboard
 - 10b. Folder
 - 10c. Stationery
 - 10d. Business Card
 - 10d. Id Badge
 - 10d. Stationary Design
 - 10d. Web Site

Stationery



- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Iconography
- 08. Brand Graphics
- 09. Data Visualization
- 10. Brand Collaterals**
 - 10a. Billboard
 - 10b. Folder
 - 10c. Stationery
 - 10d. Business Card
 - 10d. Id Badge
 - 10d. Stationary Design
 - 10d. Web Site

Business Card



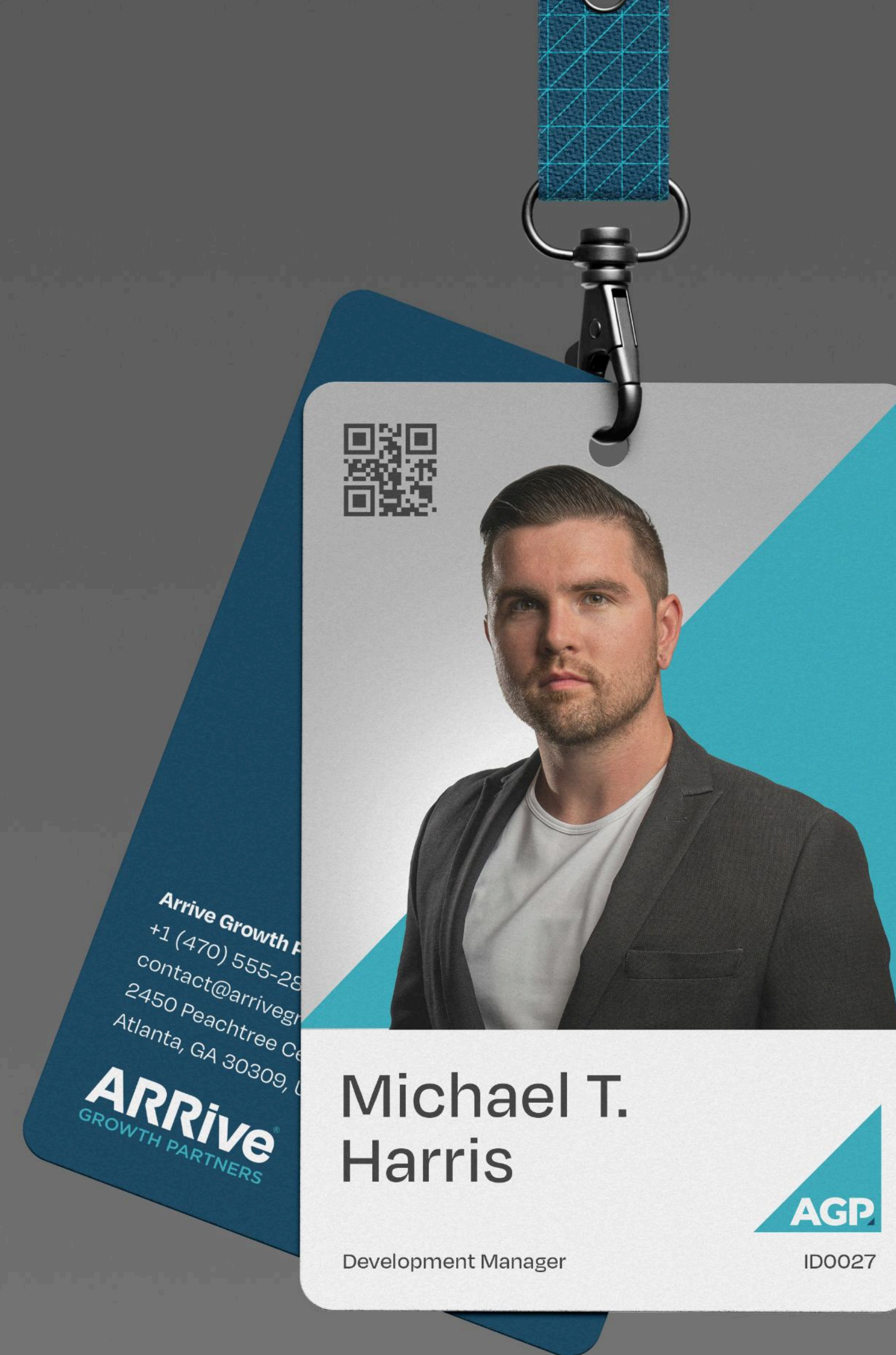
- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Iconography
- 08. Brand Graphics
- 09. Data Visualization
- 10. Brand Collaterals**
 - 10a. Billboard
 - 10b. Folder
 - 10c. Stationery
 - 10d. Business Card
 - 10d. Id Badge
 - 10d. Stationary Design
 - 10d. Web Site

Business Card



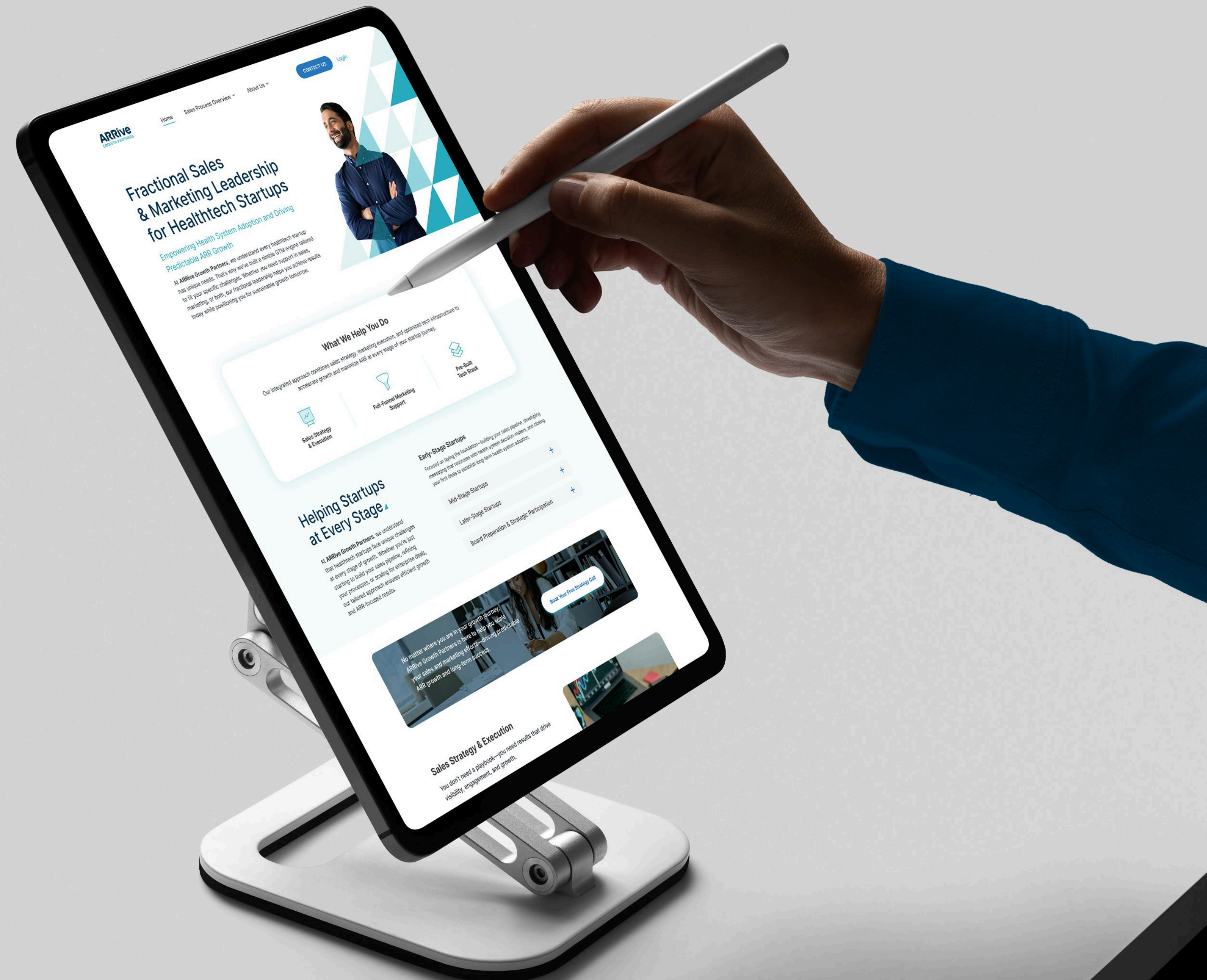
- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Iconography
- 08. Brand Graphics
- 09. Data Visualization
- 10. Brand Collaterals**
 - 10a. Billboard
 - 10b. Folder
 - 10c. Stationery
 - 10d. Business Card
 - [10d. Id Badge](#)
 - 10d. Stationary Design
 - 10d. Web Site

ID Badge



- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Iconography
- 08. Brand Graphics
- 09. Data Visualization
- 10. Brand Collaterals**
 - 10a. Billboard
 - 10b. Folder
 - 10c. Stationery
 - 10d. Business Card
 - 10d. Id Badge
 - 10d. Stationary Design
 - 10d. Web Site

Web site



- 01. Introduction
- 02. About
- 03. Logo Guidelines
- 04. Typography
- 05. Color Palette
- 06. Photography
- 07. Iconography
- 08. Brand Graphics
- 09. Data Visualization
- 10. **Brand Collaterals**
 - 10a. Billboard
 - 10b. Folder
 - 10c. Stationery
 - 10d. Business Card
 - 10d. Id Badge
 - 10d. Stationary Design
 - 10d. [Web Site](#)



Web Site