



3WON BRAND GUIDELINES

TABLE OF CONTENTS

OUR MISSION

OUR STORY	4
OUR VISION	5

OUR STRATEGY

TARGET AUDIENCE	7
TAGLINES	8
PERSONALITY	9
TONE OF VOICE	10
ADAPTING VOICE BY CHANNEL	11
WRITING STYLE	12

IDENTITY SYSTEM

LOGO & MARK	14
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LOGO & TAGLINE	15
MISUSE OF LOGO	16
CLEARSPACE	17

COLOR

COLOR PALETTE	19
COLOR PAIRINGS	20
TONE COLORS	21
GRADIENTS	22
PANTONE	23
USAGE GUIDELINES	24

TYPOGRAPHY

PRIMARY FONT	26
CREATING HIERARCHY WITH WEIGHT	27

BRAND ASSETS

ICONS	29
IMAGERY	30

BRAND IN ACTION

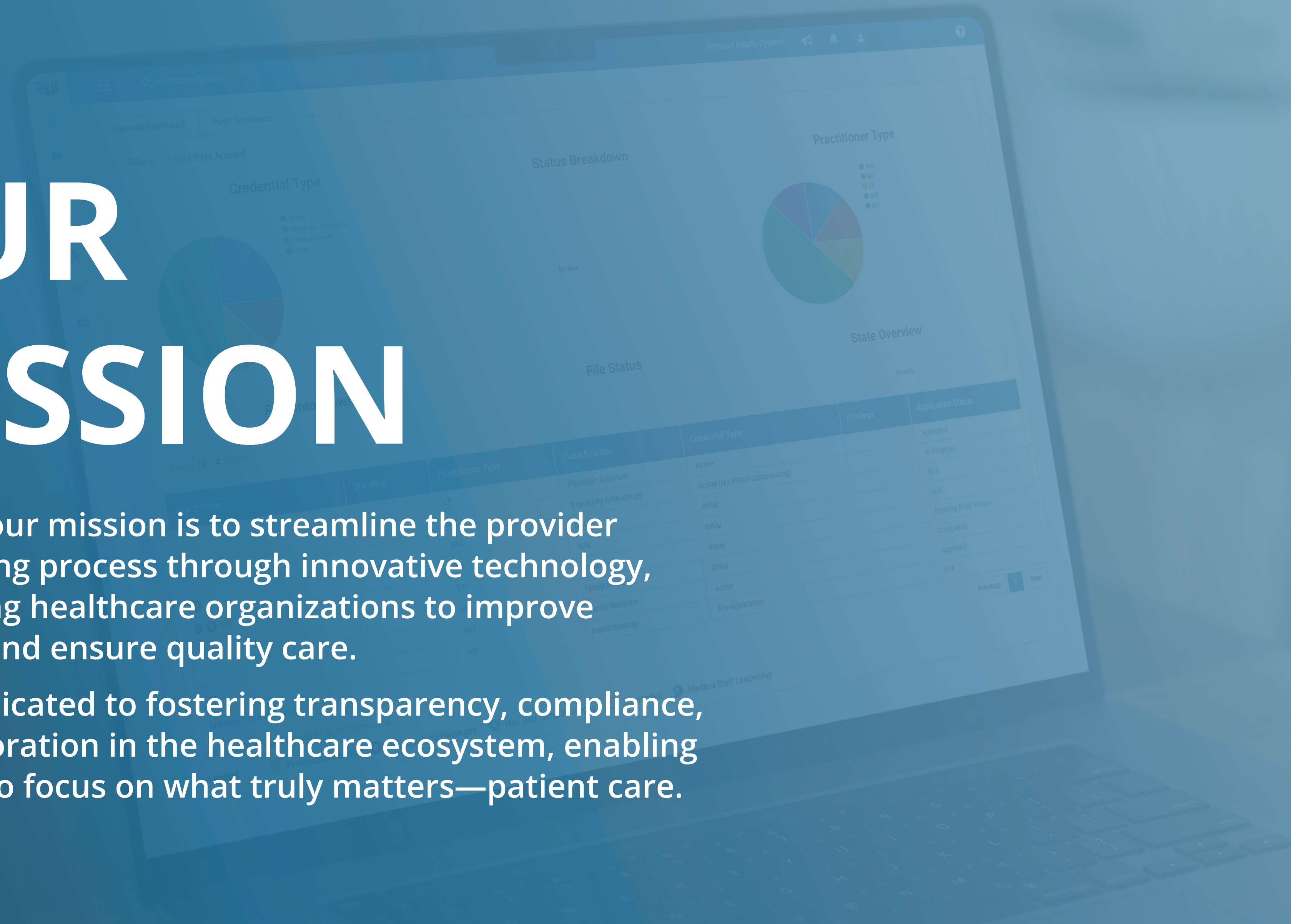
BUSINESS CARD	32
EMAIL SIGNATURE	33
SOCIAL MEDIA	34

LOOKING AHEAD

OUR MISSION

At 3WON, our mission is to streamline the provider credentialing process through innovative technology, empowering healthcare organizations to improve efficiency and ensure quality care.

We are dedicated to fostering transparency, compliance, and collaboration in the healthcare ecosystem, enabling providers to focus on what truly matters—patient care.





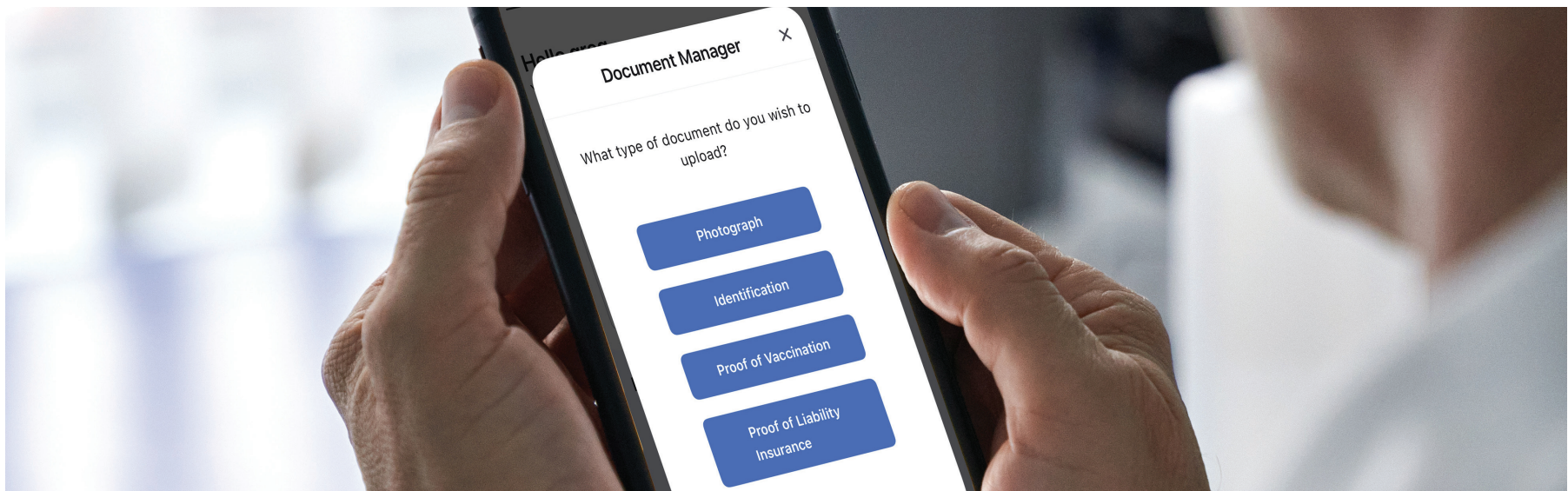
OUR MISSION

OUR STORY

Founded in 2010 by experts in healthcare delivery and managed care, 3WON was created to solve a critical challenge in healthcare: the inefficiencies and high costs of Provider Data Management (PDM). From the beginning, we've been committed to delivering accurate, reliable provider data that supports better care and stronger connections across the healthcare ecosystem.

At 3WON, we streamline the collection, management, and distribution of provider data, minimizing administrative burdens and ensuring data integrity. Our solutions enhance connectivity between medical groups, health systems, health plans, and patients, driving more efficient and effective healthcare operations.

Our name, 3WON, reflects our core philosophy: when providers, payers, and patients all benefit, the entire healthcare system wins. That's the value we deliver and the future we're building.



OUR MISSION

OUR VISION

To be the trusted catalyst for a smarter, more connected healthcare system where providers, payers, and patients all win through innovation, collaboration, and shared success.

At 3WON, we are more than a healthcare technology company, we are a service-driven, people-first organization committed to transforming how healthcare organizations manage provider data. Our brand's identity will reflect this commitment to clarity, trust, and progress.

Through every touchpoint, 3WON should communicate our dedication to:

- Empowering healthcare professionals
- Reducing administrative burden
- Improving data accuracy
- Fostering collaboration across the healthcare ecosystem

OUR STRATEGY

This section defines the foundation of our brand's voice and vision. It outlines who we speak to, how we express ourselves, and the emotional tone that shapes every interaction.



MEDICAL STAFF PROFESSIONALS

Messages should speak directly to the challenges and responsibilities of medical staff professionals.

- Acknowledge their critical role in credentialing, enrollment and privileging.
- Emphasize how 3WON reduces administrative burden and supports regulatory accuracy.
- Provide tools and resources that are easy to implement within existing workflows.
- Use a professional, respectful tone that reflects their expertise and importance.

HEALTH PLANS & PAYERS

Payers need reliable data and efficient processes. Our communications should reflect that.

- Focus on data accuracy, compliance, and cost savings.
- Reinforce our role as a trusted partner in maintaining up-to-date provider directories.
- Provide case studies or metrics that demonstrate operational impact.
- Use a confident, solutions-oriented tone that builds trust.

HEALTHCARE PROVIDERS

Providers are busy and focused on patient care. Our messaging should respect their time and priorities.

- Highlight how 3WON simplifies payer enrollment and reduces delays.
- Use clear, concise language that avoids technical jargon.
- Reinforce how our solutions help them spend more time with patients, not paperwork.
- Offer mobile-friendly, easy-to-navigate digital tools and resources.

HOSPITALS & HEALTH SYSTEMS

These organizations are looking for scalable, system-wide solutions.

- Emphasize single source of truth.
- Show how 3WON supports strategic goals like quality care and regulatory readiness.
- Highlight our ability to integrate with existing systems and reduce credentialing complexity.
- Use messaging that appeals to both operational leaders and IT decision-makers.

OUR STRATEGY

TARGET AUDIENCE

It's important to define a target audience. A more tailored message will help draw the intended audience in. Listed below are the primary groups 3WON serves and communicates with. Each group plays a vital role in the healthcare ecosystem and benefits uniquely from our solutions.

We have four primary groups:

- Medical Staff Professionals (MSPs)
- Healthcare Providers
- Health Plans & Payers
- Hospitals & Health Systems

GENERAL

**At 3WON, Providers, Payors,
and Patients win!**

LOGO TAGLINE

Practitioner Data. Perfected.

OUR STRATEGY

TAGLINES

The taglines reinforce 3WON’s messaging and mission.

1. “At 3WON, Providers, Payers, and Patients win.”

This is our brand promise tagline, a clear expression of our commitment to delivering value across the healthcare ecosystem.

2. “Practitioner Data. Perfected.”

This is our logo tagline, used in lockup with the primary logo. This line should appear only in approved logo formats and not be used as standalone messaging.

DIMENSION	OUR STYLE	WHY IT MATTERS
Formality	Moderately formal	We maintain professionalism while staying relatable
Tone	Friendly and confident	We want to be seen as a knowledgeable partner, not a distant vendor
Clarity	Clear and concise	Our audience is busy—brevity and clarity are key
Emotion	Positive and supportive	We aim to inspire confidence and reduce stress in complex processes

PERSONALITY

3WON’s brand voice reflects who we are: a trusted, innovative partner in healthcare credentialing solutions. Our voice is clear, confident, and human. It’s designed to build trust, inspire action, and foster long-term relationships with our clients, providers, and partners.

Our brand voice is shaped by three core traits:

- 1. Professional, but approachable:** We speak with authority and clarity, but never come off as cold or robotic. We’re experts who are easy to talk to.
- 2. Empowering and optimistic:** We believe in the power of innovative healthcare technology. Our tone is forward-looking, solution-oriented, and encouraging.
- 3. Transparent and trustworthy:** We communicate with honesty and integrity. We avoid jargon and always aim to be clear and direct.

VOICE IN ACTION

Before:	We are reaching out to inform you about our latest updates.
After:	Here's what's new at 3WON and how it helps you!

OUR STRATEGY

TONE OF VOICE

DO'S & DONT'S

- Do:**
- Use plain language and active voice
 - Speak directly to the reader ("you" and "we")
 - Highlight benefits and outcomes
 - Be consistent in tone across all channels
- Don't:**
- Use overly technical or bureaucratic language
 - Sound overly casual or use slang
 - Overpromise or exaggerate
 - Use passive voice or vague statements

CHANNEL	tone	NOTES
Website	Clear, confident, inviting	Focus on benefits and ease of use
Emails	Friendly, helpful, concise	Personalize when possible
Social Media	Conversational, upbeat	Use visuals and calls to action
Reports & Proposals	Professional, precise	Emphasize data and outcomes

ADAPTING VOICE BY CHANNEL

Our voice is a reflection of our values: integrity, innovation, and impact. Every word we write should reinforce our commitment to making healthcare credentialing simpler, faster, and more reliable.

EXAMPLE

The Power of Credentialing Software

Save time, reduce risk, and stay ahead

Credentialing software helps healthcare organizations automate manual tasks, reduce errors, and accelerate provider onboarding. With real-time tracking, secure document storage, and built-in compliance checks, you gain control, visibility, and peace of mind.

Whether you're managing one provider or a growing network, credentialing software simplifies the process, improves accuracy, and frees your team to focus on what matters most—delivering patient care.

OUR STRATEGY

WRITING STYLE

- **Clarity over complexity:** Use plain language. Avoid jargon, buzzwords, and overly technical terms unless absolutely necessary.
- **Active voice:** Write in the active voice to make our communication more direct and engaging.
 - ✓ “We help providers get credentialed faster.”
 - X “Providers are helped by our platform.”
- **Consistent formatting:** Use consistent punctuation, capitalization, and formatting across all content types.
- **Oxford comma:** We use the Oxford comma in lists.
 - ✓ “We support hospitals, clinics, and providers.”
 - X “We support hospitals, clinics and providers.”
- **Inclusive and respectful language:** Use language that is welcoming and respectful to all audiences. Avoid assumptions and stereotypes.
- **Numerals and dates:** Use numerals for numbers 10 and above. Spell out numbers below 10 unless part of data or statistics. Use consistent date formats (e.g., June 23, 2025).

IDENTITY SYSTEM

Here you'll find the core visual elements that represent our brand, along with clear rules to ensure they are used consistently and correctly across all applications.





LOGO & MARK

Developed in 2021, 3WON's primary logo is a combination of a wordmark with the company icon. The mark is a shorter version of the logo. It should only be used if there is not enough room for the full logo.

Note: While the mark can exist without the wordmark, the wordmark should never exist without the mark.



LOGO & TAGLINE

The tagline should be used when there is sufficient space to ensure it remains legible. It must always appear in its full and exact form and should never be scaled down to a size where it becomes difficult to read.



DO NOT change the logo composition



DO NOT alter the logo's typeface.



DO NOT use a color outside of the color palette.



DO NOT add a stroke to the logo.



DO NOT add a border to the logo.



DO NOT add dramatic effects behind the logo.



DO NOT distort the logo.



DO NOT rotate the logo.



DO NOT place the logo over a busy image.



IDENTITY SYSTEM

MISUSE OF LOGO

Consistent and correct use of the 3WON logo is essential to maintaining a strong, recognizable brand. The logo is a visual anchor of our identity as it communicates trust, professionalism, and cohesion across all touchpoints.

To protect its integrity, the logo must always be used in its approved forms, with proper clear space, sizing, and color application. Avoid stretching, altering, or placing the logo on backgrounds that reduce visibility or legibility. Following these guidelines ensures our brand remains unified and instantly recognizable, no matter where it appears.

MINIMUM CLEARSPACE



MINIMUM SIZE



Never reproduce the logo smaller 1.5 in wide. There is no maximum size limit, but use discretion when sizing the logo.



CLEARSPACE

Clear space ensures that our logo remains legible, impactful, and free from visual clutter. It is the minimum amount of space that must surround the logo on all sides, protecting its integrity and visibility across all applications.

COLOR

Our color system brings energy and recognition to the brand. This section outlines how to use our palette effectively to maintain visual harmony and brand consistency.



#83B3CB
R131 G179 B200
C49 M17 Y15 K0

#004056
R0 G64 B86
C96 M68 Y46 K35

#056690
R5 G102 B144
C92 M56 Y25 K5

#CCCCCC
R204 G204 B204
C19 M15 Y16 K0

#000000
R0 G0 B0
C75 M68 Y67 K90

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

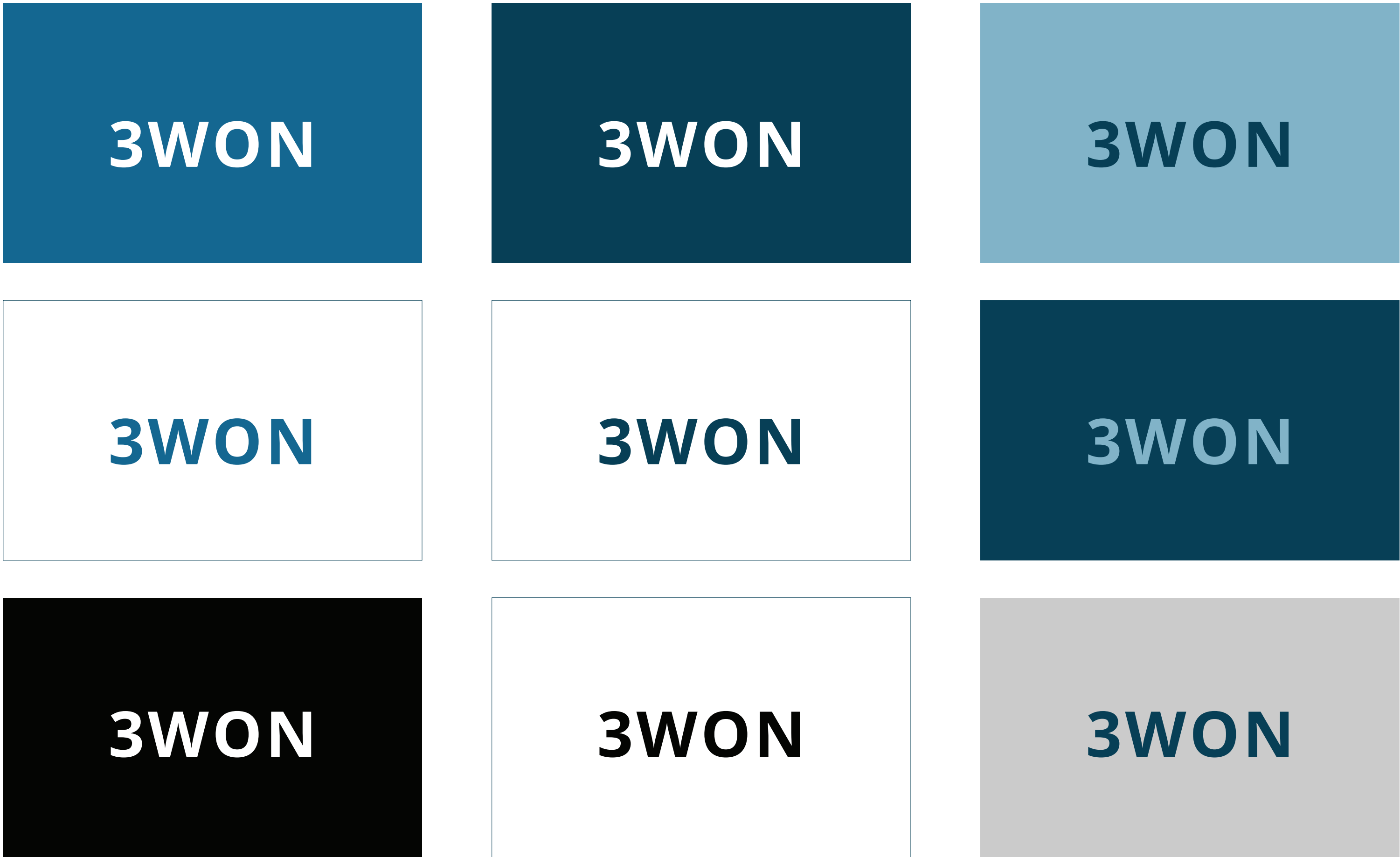
COLOR

COLOR PALETTE

Our six-color palette is designed to enhance brand recognition and visual impact.

Four primary colors drive the personality of our brand, creating a bold and consistent presence across all touchpoints.

Black and grey are used strategically to add clarity, contrast, and versatility, ensuring every design feels polished and purposeful. This palette empowers cohesive storytelling and elevates the overall brand experience.



COLOR PAIRINGS

Color pairings are essential for creating designs that are not only visually appealing but also accessible to all users.

Thoughtful combinations make content easier to read and navigate, especially for individuals with visual impairments or color vision deficiencies.



TONE COLORS

Tone colors are created by blending our primary colors with black or white to expand the palette while maintaining brand consistency.

#83B3CB and #056690 are mixed with white to create lighter, softer variations ideal for backgrounds and subtle highlights.

#004056, being a deeper base, is mixed with black to produce richer, more grounded tones that add depth and contrast to layouts.



GRADIENTS

Gradients add depth, dimension, and a modern feel to our visual identity. They are created using smooth transitions between brand colors to enhance backgrounds, illustrations, and digital interfaces. When used thoughtfully, gradients support accessibility by maintaining sufficient contrast and guiding visual flow without overwhelming the content.

PRIMARY COLORS

- Purpose: Core brand expression across major design elements.
- Use for: Backgrounds, headers, buttons, and key visuals.
- Best Practices: Use consistently to reinforce brand identity. Combine with neutral tones for balance.

ACCENT COLORS

- Purpose: Add energy and emphasis.
- Use for: Call-to-actions, icons, highlights, and infographics.
- Best Practices: Use sparingly to draw attention. Avoid using multiple accent colors together unless part of a defined system.

NETRUAL COLORS

- Purpose: Provide structure, contrast, and readability.
- Use for: Body text, dividers, backgrounds, and secondary elements.
- Best Practices: Ensure sufficient contrast with background colors. Use varying shades to create hierarchy and depth.

GRADIENTS

- Purpose: Add depth, dimension, and a modern, tech-forward feel to brand visuals.
- Use for: Backgrounds, section dividers, illustrations, and digital interfaces.
- Best Practices: Use gradients subtly to enhance focus and flow. Ensure sufficient contrast for readability and avoid layering text directly over complex gradient areas.

DIGITAL V. PRINT

- Digital: Use HEX and RGB values for screens and web.
- Print: Use CMYK and Pantone values for accurate color reproduction.

ACCESSIBILITY

- Ensure all color combinations meet WCAG contrast standards for readability.
- Test designs in both light and dark modes where applicable.

COLOR

USAGE GUIDELINES

To maintain a consistent and impactful brand presence, each color in our palette has a defined role. Follow these guidelines to ensure clarity, accessibility, and visual harmony across all applications.



TYPOGRAPHY

Typography is a key part of our visual identity. This section explains how to use our typefaces to create clarity, hierarchy, and a cohesive brand presence.

Open Sans

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

1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY

PRIMARY FONT

3WON uses Open Sans as the sole typeface to maintain a clean, modern, and accessible visual identity. Rather than relying on multiple fonts, we leverage the full range of Open Sans weights, from Light to Extra Bold, to establish clear hierarchy and guide attention.

Using a single, versatile typeface simplifies our design system, ensures consistency across all platforms, and reduces technical complexity. Open Sans is optimized for both digital and print, offering excellent legibility at all sizes.

Streamline your provider credentialing and enrollment

Automate and accelerate your healthcare operations by leveraging 3WON’s platform.

We ensure the highest quality standards in provider data management as a NCQA-certified CVO. The 3WON team is committed to offering a streamlined process with reliable results.

REQUEST A DEMO



HEADER

SUBHEADING

BODY

CTA

TYPOGRAPHY

CREATING HIERARCHY WITH WEIGHT

- **Headlines:** Use Bold or Extra Bold for strong emphasis.
- **Subheadings:** Use Semi-Bold or Medium for structure and flow.
- **Body Text:** Use Regular or Light for readability and comfort.
- **Captions & Labels:** Use Light or Italic styles for subtlety and contrast.

BRAND ASSETS

This section includes the supporting visual elements such as icons and imagery that help bring our brand to life in a distinctive and unified way.

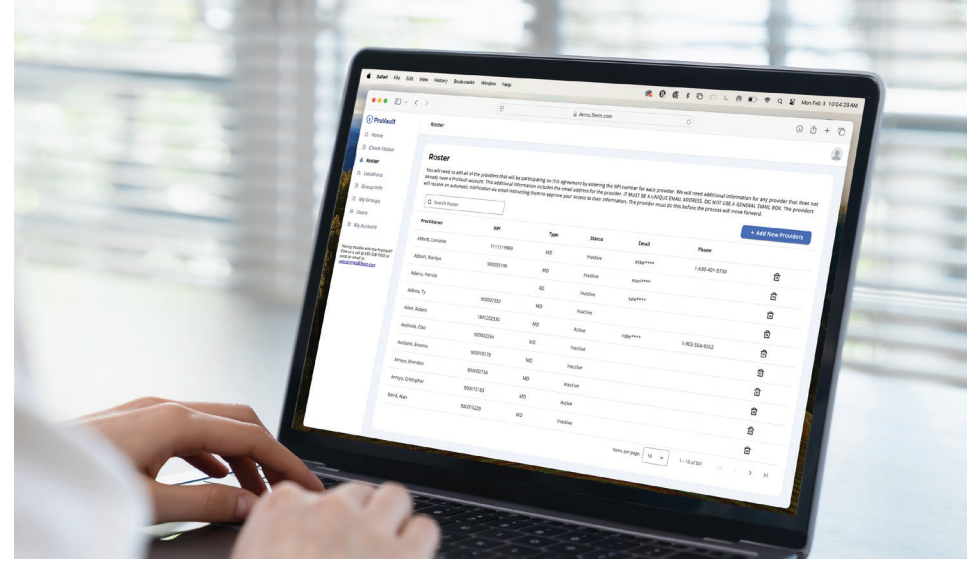




ICONS

Icons are a vital part of our visual identity and help communicate ideas quickly and clearly. To ensure a cohesive and professional appearance, please follow these standards:

- **Style:** Icons may be either simple outlines or filled-in shapes. However, do not mix icon styles (e.g., outline and filled) within the same piece of material.
- **Shape:** All icons must feature rounded corners to maintain a soft, approachable look.
- **Color Palette:** Icons should use only approved brand colors.



BRAND ASSETS

IMAGERY

When selecting visuals for marketing, promotional materials, social media, or the website, please follow these standards to ensure consistency and alignment with our brand:

- **Use High-Quality Visuals:** Choose images and videos that are bright, clear, and in focus.
- **Reflect Diversity:** Ensure representation across age, gender, ethnicity, and ability to reflect our inclusive values.
- **Stay On-Brand:** Prioritize healthcare-related content. Exceptions include employee spotlights or special events.
- **Vary the Composition:** Incorporate a mix of wide shots, close-ups, candid moments, and posed scenes to create visual interest.
- **Respect Usage Rights:** Only use imagery that is copyright-free or for which you have obtained proper permissions.

BRAND IN ACTION

See how our brand is applied in real-world scenarios. This section ensures every touchpoint from business cards to social media feels unmistakably us.





BUSINESS CARD

Business cards must maintain a consistent and professional appearance across the organization. Only essential personal information should be updated (i.e. Name, Phone Number, Email Address). No other edits to layout, fonts, colors, or design elements are permitted to ensure brand consistency.



FIRST + LAST NAME _____ CALIBRI BOLD - 14 PT - ALL CAPS

Job Title _____ CALIBRI - 12 PT - SENTENCE CASE

3WON LLC | Practitioner Data. Perfected.

p 123.456.7890 **w** 3WON.com



JOHN SMITH _____ INPUT YOUR FIRST AND LAST NAME

Credentialing Specialist _____ ADD YOUR JOB TITLE

3WON LLC | Practitioner Data. Perfected.

p 708.123.4567 **w** 3WON.com



REPLACE WITH YOUR PHONE NUMBER

BRAND IN ACTION

EMAIL SIGNATURE

All employees must use the approved email signature format, which includes their name, title, contact information, and company details in brand-approved fonts and colors. Personal quotes, emojis, or unapproved graphics are not permitted to maintain a consistent and professional appearance.



SOCIAL MEDIA

All social media content should visually and tonally reflect our brand—clear, inclusive, and engaging. Use approved colors, fonts, and imagery, and maintain consistency across platforms to strengthen brand recognition.

LOOKING AHEAD

This document is a living resource and will continue to evolve as 3WON grows. Updates and improvements will be made to reflect our ongoing development, new insights, and the expanding reach of our brand.

