

# Innovation. Technology. Systems. Solutions.

---

No matter how complex your business questions, we have the capabilities and experience to deliver the answers you need to grow. As a fast-growing, agile management and advisory services company, we can help you take decisive action and achieve sustainable results.

## **BRANDING GUIDELINES**



**Address:**

**1011 E Touhy Ave  
#350 Des Plaines,  
IL 60018**

**Tel: (312) 676-6468**

# TABLE OF CONTENTS

---

04 - 05	About CIMSS
06 - 07	Our Services
08 - 11	Logo & Usage
12 - 13	Color Palette
14 - 15	Typography
16 - 17	Summary

## WE MANAGE THE FIRST HALF OF THE SALES CYCLE SO YOU'LL BE MORE SUCCESSFUL IN THE SECOND HALF.

### WHO WE ARE

Since its inception in 2011, CIMSS has remained a physician-owned and directed organization. Our goals are to improve patient outcomes; efficiently manage at-risk populations to reduce unnecessary health care costs; deliver services in a cost-effective manner; and, provide unique and convenient ways for patients, providers, and clients to access our services. With headquarters in Chicago, CIMSS innovative solutions firm accomplishes its goals by providing the following healthcare management solutions:

- strategic planning and execution
- EHR management
- revenue cycle management (RCM)
- temporary and full-time staffing
- marketing and lead generation services
  - CRM solutions (Salesforce.com)
  - Healthcare data management
  - Enterprise cloud solutions, like Box.com
  - Basic and advanced analytics
  - Reporting
  - Data visualization and dashboarding

Because CIMSS is the parent company of MIMIT Health, we already have experience managing one of the fastest-growing physician groups in Illinois. Therefore, we feel confident that our services give hospitals and health systems, independent practice associations, and accountable care organizations the ability to provide value-based care through efficient and intelligent administrative and clinical services.

### WHAT WE DO

At its core, CIMSS assists hospitals and health systems, physician groups, IPAs and accountable care organizations in moving from fee-for-service to fee-for-value contracts, with the goal of increasing revenues and maximizing incentives while also providing efficient and streamlined services for all clients. In short, we seek to live up to our name by providing “good cures” — for patients, providers and entire populations.

CIMSS works hand-in-hand with healthcare organizations to help them improve patient outcomes and provider performance, manage at-risk populations, reduce healthcare expenses, increase patient access to care and more.



# OUR SERVICES

**CIMSS Services Goes Beyond Lead Generation  
IT'S THE NEXT GENERATION**

**YOU KNOW THE TEDIOUS, TAXING,  
TIME-INTENSIVE UPFRONT WORK  
THAT GOES INTO MAKING CONNECTIONS?  
YOU CAN LEAVE THAT TO US.**



## Medical Business Systems Management

[CLICK THE SERVICE TO LEARN MORE ABOUT IT.](#)

- STRATEGIC PLANNING AND EXECUTION
- MARKETING AND LEAD GENERATION SERVICES
- CLINICS FOR SMALL AND MEDIUM SIZED MEDICAL PRACTICES
- REVENUE CYCLE MANAGEMENT
- TEMPORARY AND FULLTIME STAFFING.
- EHR MANAGEMENT

## Data, Information & Analytics Management

[CLICK THE SERVICE TO LEARN MORE ABOUT IT.](#)

- BASIC AND ADVANCED ANALYTICS, REPORTING, DATA VISUALIZATION AND DASH-BOARDING
- REPORTING, DATA VISUALIZATION AND DASH BOARDING
- ENTERPRISE CLOUD SOLUTIONS
- CRM SOFTWARE SOLUTIONS FOR HEALTHCARE



# LOGO & USAGE

THE LOGO IS THE CORNERSTONE  
OF OUR IDENTITY AND THE  
SYMBOL OF OUR CORE VALUES:

Artisanal Approach. Authenticity. Freshness and Quality.  
Made by Hand, History and Tradition.



It is important to keep the  
logo clear of any other  
graphic elements.

A safe area equal to width of the letter "W" (here  
notated as "X" height) must surround the logo at  
all times.

To ensure this, the x-height has been measured  
around the logo. This safe area indicates the  
closest any other graphic element or message  
can be positioned in relation to the logo.

This safe area should never be changed in any  
way.



# LOGO & USAGE

THE LOGO IS FIXED OBJECT.  
ITS TYPE, SHAPE, ORIENTATION  
& COLOR CAN NOT BE ALTERED.

CIMSS logo can be placed on 4 solid colors:

Black, CIMSS Blue, Turquoise & White.  
It can be placed on Photographs.



**DO NOT** place the full color logo on Black, even though it is our palette.



**DO NOT** place the full color logo on Turquoise, even though it is our palette.



## MINIMUM SIZE

In order to read text and discern details, the logo **CAN NOT** be any smaller than **320px wide**. If the logo needs to be fit into a smaller area, use the following logotype variants.



# COLOR PALETTE

OUR PRIMARY BRAND COLORS ARE BOLD, HIGH CONTRAST AND CHOSEN TO BE DIRECT AND EYE CATCHING, WITH A VINTAGE TINGE.

**CIMSS**  
Our blue was designed to be rich and bright, but different enough from pure blue. It contains a splash of sky blue.

**CIMSS**  
It also looks great on blue, black, white and multiple combinations of the three are all equally bold and readable.

**CIMSS**  
Choosing black as dominant background color allows the blue and white to create a solid contrast, and allows for use of dark and rich photo textures to add some dimension to support text and icons.

**CIMSS**  
Choosing white as dominant background color allows the Black, CIMSS Blue & Turquoise to create a solid contrast.

## PRIMARY BRAND COLORS



BLUE

HEX: #0c4a60  
HSLA: hsl(196, 78%, 21%)  
RGBA: rgb(12, 74, 96)



TURQUOISE

HEX: #32b5b6  
HSLA: hsl(180, 57%, 45%)  
RGBA: rgb(50, 181, 182)



WHITE

HEX: #ffffff  
HSLA: hsl(0, 0%, 100%)  
RGBA: rgb(255, 255, 255)



BLACK

HEX: #000000  
HSLA: hsl(0, 0%, 0%)  
RGBA: rgb(0, 0, 0)

HEX: #0c4a60  
HSLA: hsl(196, 78%, 21%)  
RGBA: rgb(12, 74, 96)

HEX: #32b5b6  
HSLA: hsl(180, 57%, 45%)  
RGBA: rgb(50, 181, 182)

HEX: #ffffff  
HSLA: hsl(0, 0%, 100%)  
RGBA: rgb(255, 255, 255)

HEX: #000000  
HSLA: hsl(0, 0%, 0%)  
RGBA: rgb(0, 0, 0)





Main Headline

# TYPOGRAPHY

Sub Head 1

TYPOGRAPHY IS AN IMPORTANT  
ELEMENT TO COMMUNICATE OUR  
BOLD AND DIRECT TONE.

Sub Head 2

Let’s take a look typefaces, why we chose them, and how  
to use them.

## About Poppins

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world’s stage. Poppins is one of the new comers to this long tradition. With support for the Devanagari and Latin writing systems, it is an internationalist take on the genre.

Many of the Latin glyphs (such as the ampersand) are more constructed and rationalist than is typical. The Devanagari design is particularly new, and is the first ever Devanagari typeface with a range of weights in this genre. Just like the Latin, the Devanagari is based on pure geometry, particularly circles.

Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color. The Devanagari base character height and the Latin ascender height are equal; Latin capital letters are shorter than the Devanagari characters, and the Latin x-height is set rather high.

The Devanagari is designed by Ninad Kale. The Latin is by Jonny Pinhorn. To contribute, see [github.com/itfoundry/poppins](https://github.com/itfoundry/poppins)

Designers  
Indian Type Foundry  
Jonny Pinhorn

# HEADINGS

Poppins Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

## Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

## Poppins Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

## Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

# PARAGRAPHS

Poppins Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890



# SUMMARY

The careful application of these principals will help create consistency and familiarity in the brand.

Thankyou for exploring our branding and identity.

## CORE VALUES:

**Innovation. Technology.  
Systems. Solutions.**

## BRAND PERSONALITY:

CIMSS is headquartered in Chicago and provides an extensive range of healthcare management solutions that include the following: strategic planning and execution; EHR management; revenue cycle management (RCM); temporary and full time staffing; marketing and lead generation services, including CRM solutions like Salesforce.com for healthcare; healthcare data management, such as enterprise cloud solutions like Box.com for healthcare; and, basic and advanced analytics, reporting, data visualization, and dashboarding



**CIMSS**  
innovative solutions

## Address:

1011 E Touhy Ave  
#350 Des Plaines,  
IL 60018

Tel: (312) 676-6468