

# AccessHope Brand Guidelines

For marketing content

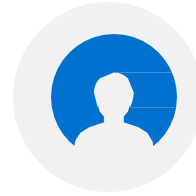


# AccessHope's Brand Guidelines for Marketing Content



## Foundational Partner mentions

- Ensure that all Foundational Partners' names and logos have been approved by their marketing teams for each use case, which can be facilitated by AccessHope's marketing team



## AccessHope name and logo

- Include "AccessHope" as one word
- Use the logo mark (the AccessHope keyhole) as a guide to establish clear space around the logo, ensuring that the logo size is at least .75 inches wide



## Copy guidelines

- Always include our tagline in boldface and without a period: **Fighting cancer with everything we know™**
- Don't imply that AccessHope provides direct care or treats patients; we offer members access to NCI-level expertise
- Avoid using "expert medical opinion" and "second opinion"; instead, use "expert case review" or "expert cancer case review"
- Initial cap "NCI-Designated Comprehensive Cancer Center"
- Avoid using "local treating oncologist"; instead, use "community-based oncologist" or "community oncologist"
- Always include this copyright statement on AccessHope slides: © 2022 AccessHope, LLC. All rights reserved. Confidential and proprietary.