

AccessHope Brand Guidelines

For marketing content

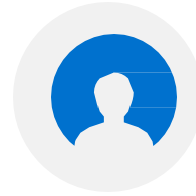


AccessHope's Brand Guidelines for Marketing Content



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.