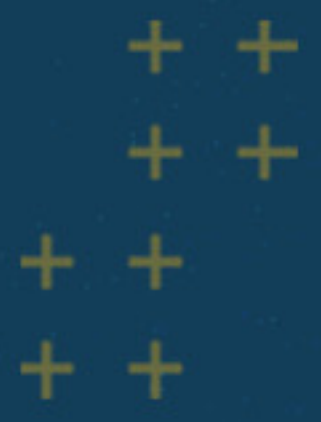




Brand Identity Guideline 2023



Brand Messaging



Drawing from its namesake **Arcas** /'ɑːrkəs/ (the Greek demigod thrown into the night sky who became Polaris, or the North Star), Arkos organizes and guides the various “constellations of care.” Arkos is a strategic partner empowering payers to transform their provider networks, bringing value-based care to their members and making the transition to value-based care easy for providers.

ARKOS HEALTH TAGLINE

Healthcare Made Easier.

Brand Messaging

Navigating and Managing **Care in all places.**

Home. Facility. Virtual.

Arkos Health partners with payers to deliver community-based health services and transition their provider networks into total cost of care arrangements. As a tech-enabled, multi-functional care platform, we simplify the shift to value-based care for entire member populations.



Arkos Health Logo

The **Stacked Logo** is the primary logo and should be used in most instances. Avoid using at small sizes, as it can become illegible.



The Arkos Health has an **Icon Mark**. This is to be used particularly in situations where legibility at small screen sizes becomes an issue.



Arkos Health Logo - Arkos360



Enabling Optimal Network Performance

Arkos360 serves as a software solution to meet patients' and physicians' needs.

Arkos360 is a highly secure cloud platform that aggregates, organizes, and analyzes health-related data from various disparate sources. Our proprietary technology simplifies the operational complexities of value-based care for providers, allowing real-time health data exchange, quality measurement, and care gap closure.

Arkos Health Logo



Logo Usage

Primary Uses



Avoid Stretching



Avoid Rotating



Avoid Using On Busy Backgrounds



Avoid Adding Stroke



Avoid Using Off Brand Colors



Avoid Boxing In Logo



Brand Colors



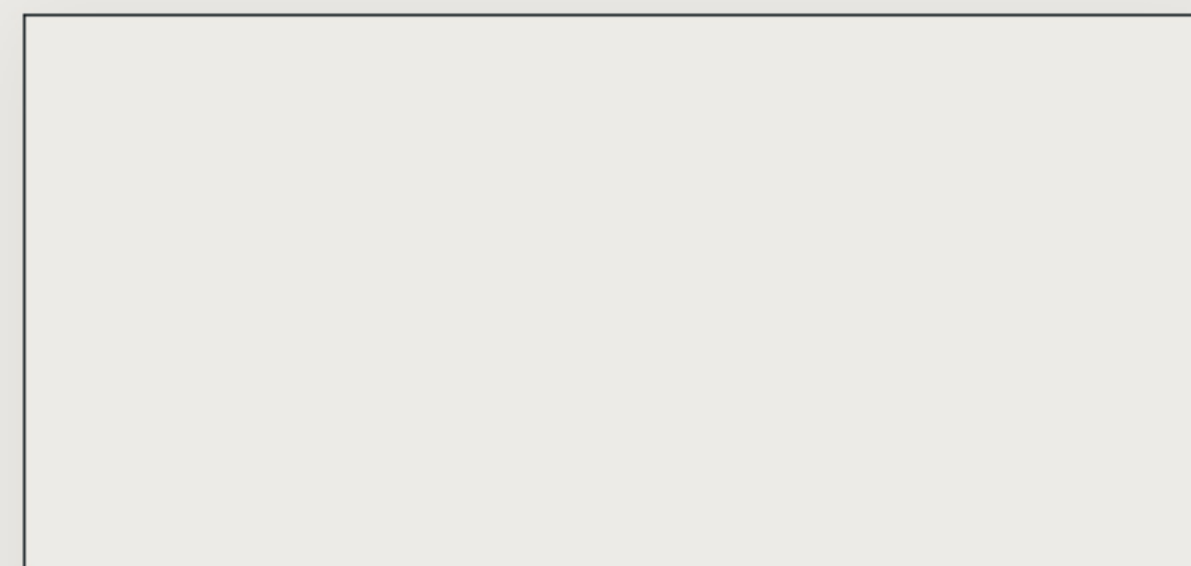
#133E59

Space Blue

CMYK : C 27% M 11% Y 0% K 65%

RGB : R 19 G 62 B 89

HSL : H 203.14 S 0.65 L 0.21



#EFEEEA

Cloud White

CMYK : C 0% M 0% Y 2% K 6%

RGB : R 239 G 238 B 234

HSL : H 48 S 0.14 L 0.93



#F6B619

Golden Yellow

CMYK : C 0% M 16% Y 97% K 3%

RGB : R 247 G 205 B 0

HSL : H 49.8 S 1 L 0.48



#725506

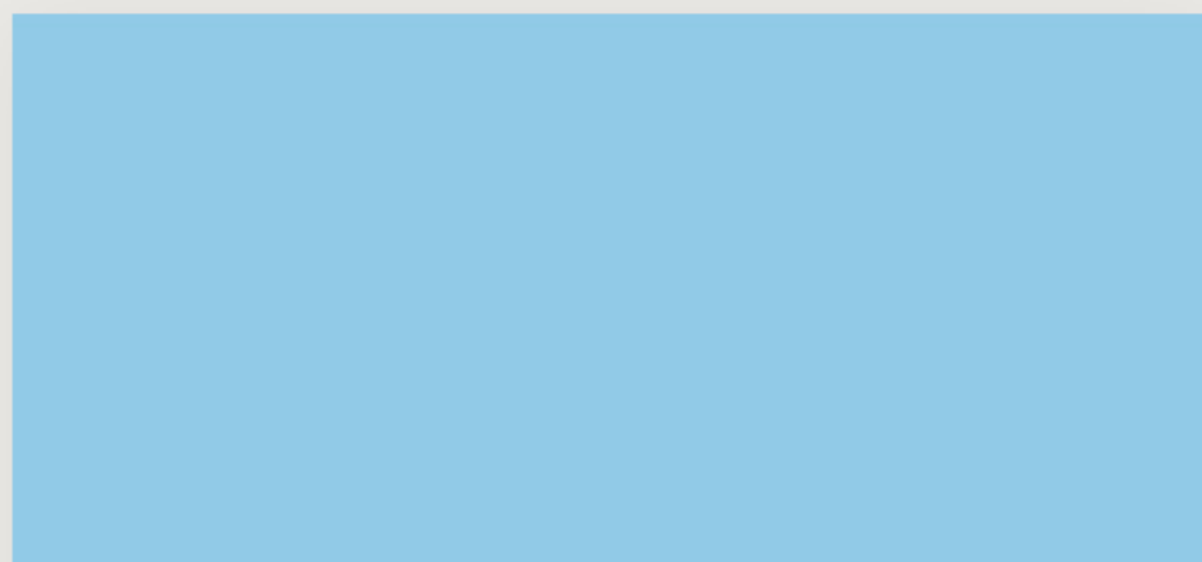
Dark Amber

CMYK : C 0% M 11% Y 42% K 55%

RGB : R 114 G 85 B 6

HSL : H 43.89 S 0.9 L 0.24

Alternative Brand Colors for Presentations



#90CAE6

Sky Blue

CMYK : C 34% M 11% Y 0% K 10%

RGB : R 144 G 202 B 230

HSL : H 199.53 S 0.63 L 0.73



#C75000

Sunset Orange

CMYK : C 0% M 47% Y 78% K 22%

RGB : R 199 G 80 B 0

HSL : H 24.12 S 1 L 0.39



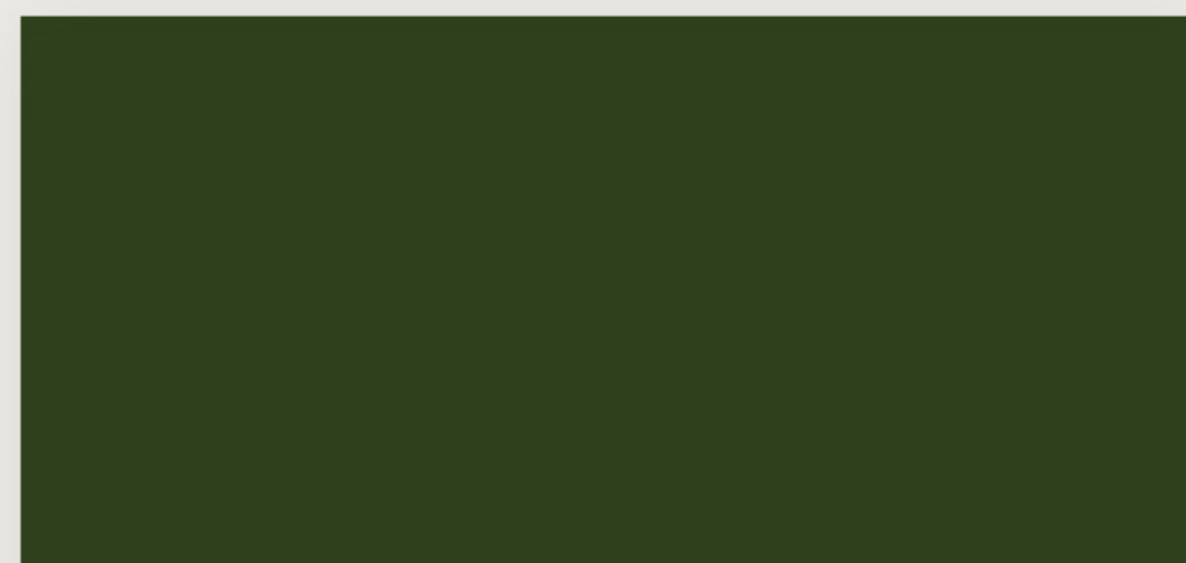
#BB6B00

Golden Orange

CMYK : C 0% M 31% Y 73% K 27%

RGB : R 187 G 107 B 0

HSL : H 34.33 S 1 L 0.37



#2E401C

Dark Green

CMYK : C 7% M 0% Y 14% K 75%

RGB : R 46 G 64 B 28

HSL : H 90 S 0.39 L 0.18

Brand Typeface

Font for Title & Subtitles

Graphik (Semibold + Bold)

A B C D E F G H I J K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t

u v w x y z

Brand Typeface

Font for Body Text / Paragraphs

Graphik (Regular + Medium)

A B C D E F G H I J K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t

u v w x y z

Brand Typeface

Accent Font

Bodoni Moda

This accent font represents life, family, people, community and brings a more human like feel to the brand that softens the message.

A B C D E F G H I J K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t

u v w x y z

Brand Typeface

Accent Font / Button Font

PT Mono (Regular)

A B C D E F G H I J K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t

u v w x y z

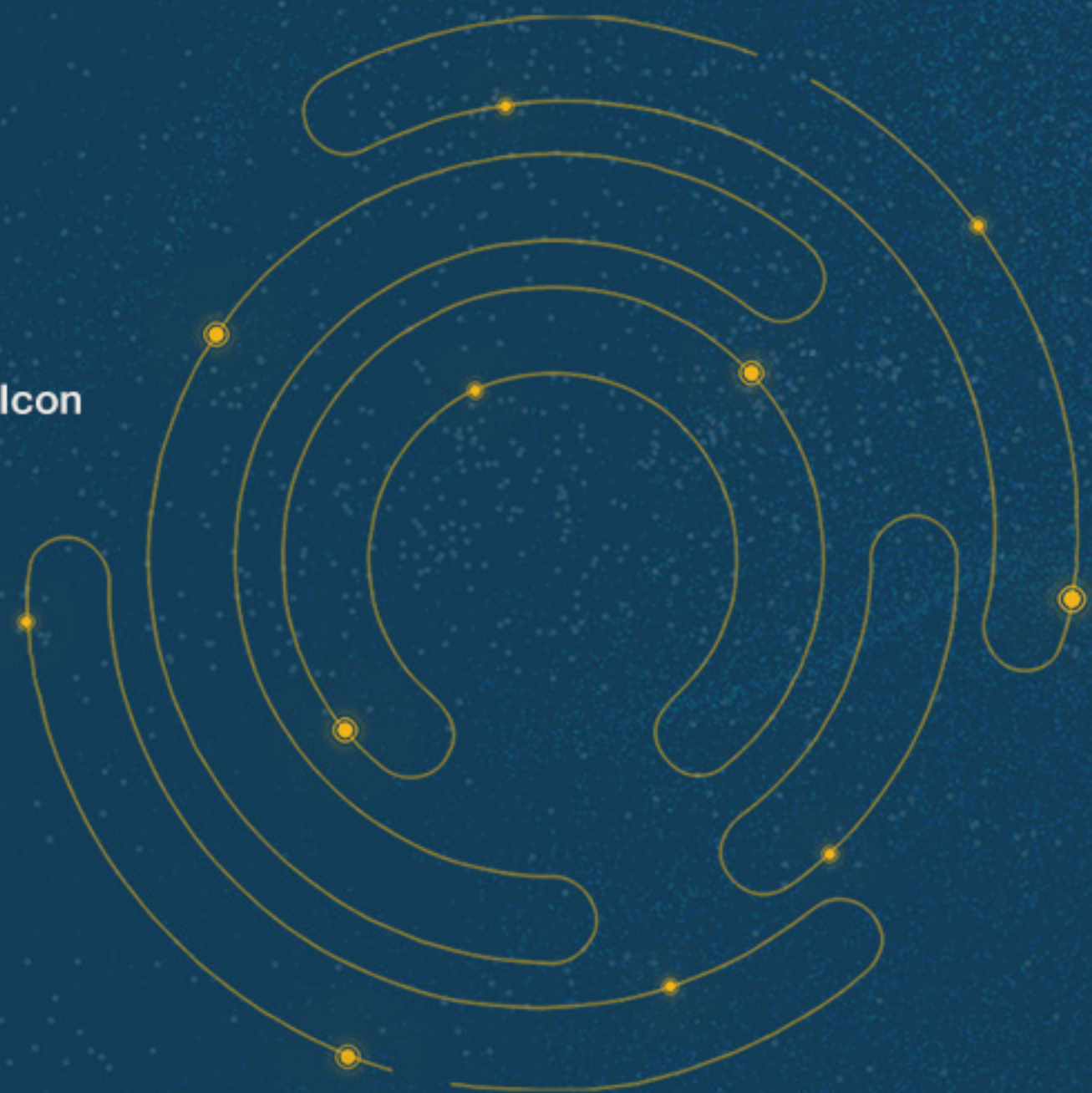
Iconography



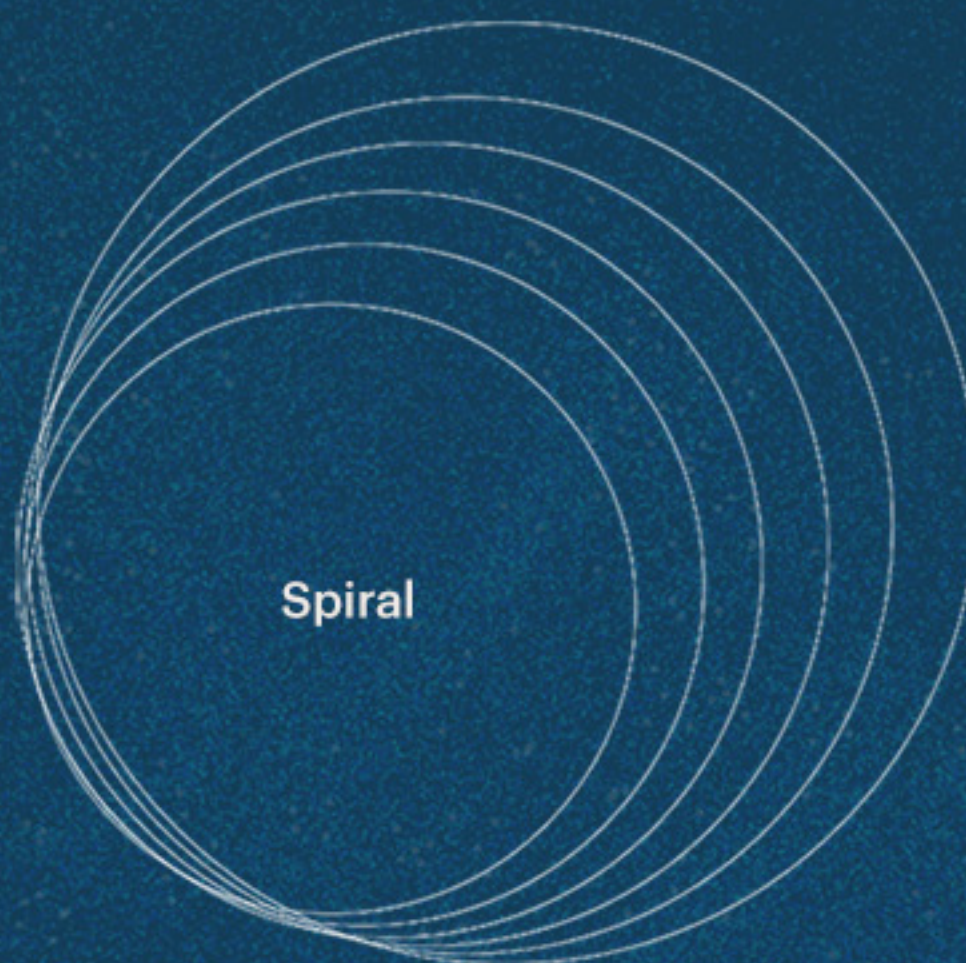
Brand Elements

These design elements best reflect the Arkos Health brand and feel. It should be used appropriately and consistently if possible.

Outlined
Arkos Health Icon



Spiral

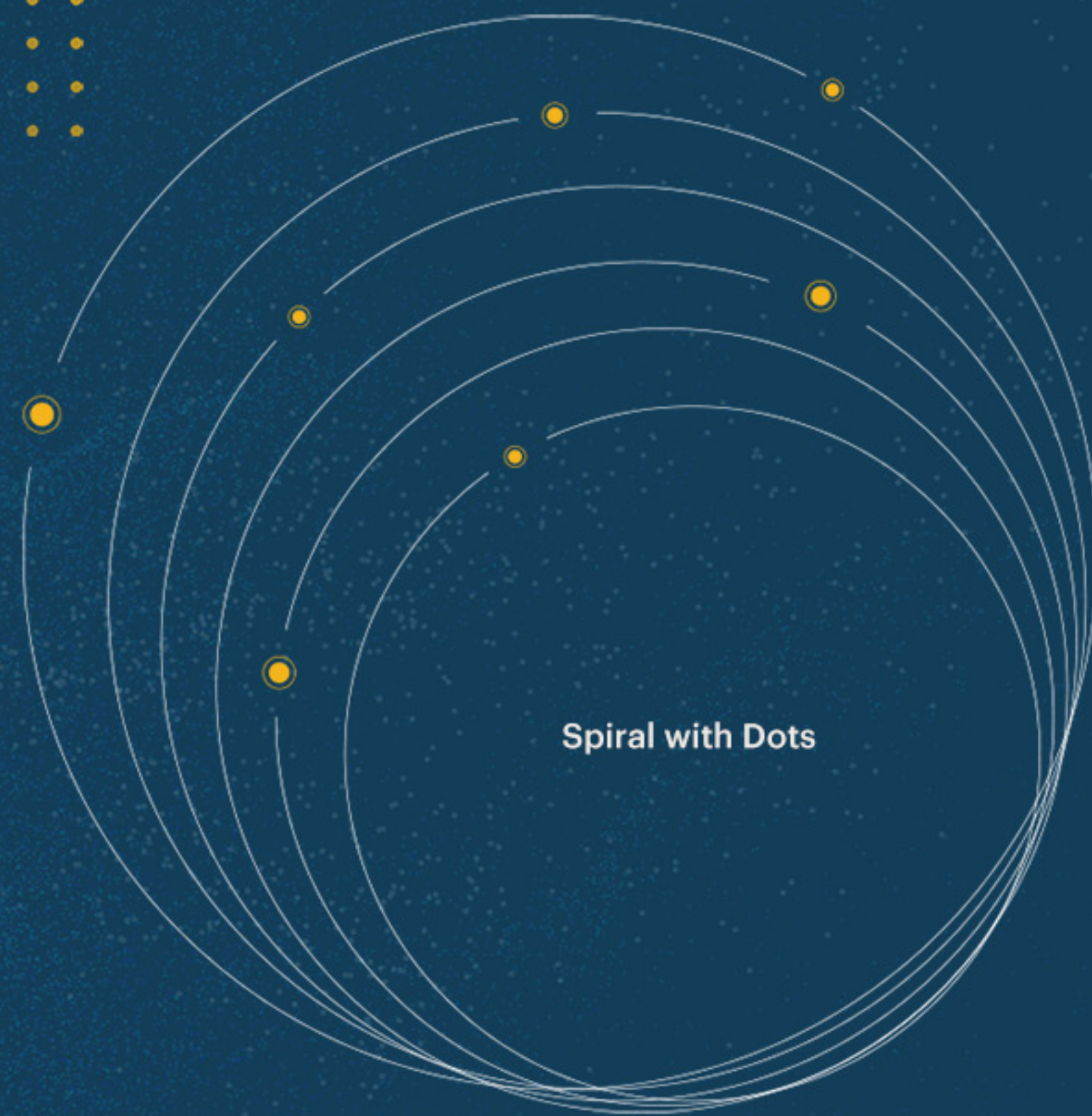


Faded Dots



Cross

Spiral with Dots



Magnetic Field



arkos health

Better *Outcomes* Guaranteed.

arkoshealth.com



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Join Our Team Apply *Online* today.



arkoshealth.com

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In A Complex Healthcare Universe Arkos *Lights* the Way



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Together, We are the *Patient* Experience



#PatientExperienceWeek2023

arkos health

Salesforce + Tableau

Helping people see and understand data.



"Through our proprietary data aggregation framework, we bring together numerous disparate sources and apply Tableau's powerful analytics to organize and visualize key information. Equipped with these actionable insights, the Arkos care team effectively serves wide-ranging geographies and populations, while addressing the broad needs of our health plan partners."
- Jeff Sigman, Executive VP of Technology, Arkos Health

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Transform The Future of Healthcare

Apply Online Today ↗



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— Visit our **Career Page**
to Apply Online Today



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SUBTITLE

Title of Presentation

Content Slide

Subtitle
Intro text sentence
• Bullets
• Bullets
• Bullets

Subtitle
Intro text sentence
• Bullets
• Bullets
• Bullets

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Section Title Slide 1

SUBTITLE – LEFT ALIGN

WHAT WE DO

Partner with payers to deliver community-based health services and transition their provider networks into total cost of care arrangements

HOW WE DO IT

End-to-end clinical and administrative platform combined with a partnership approach to enable all stakeholder success in value-based care

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[EXAMPLE:]

NAVIGATING A CHALLENGING HEALTHCARE LANDSCAPE.

arkos health

Table

Arkos Health Clinical Programs	
ED Care Coordination & Transitional Care Management	Chronic Care Management
Intensive Care Coordination	Remote Patient Monitoring
Palliative Bridge Program	Transitional Care Management
Remote Monitoring & Telemedicine Services	Skilled Nursing Telemedicine
Comprehensive Health Assessments	Diabetes Program Management
Pharmacy Programs	Home Health Certification
Behavioral Health Programs	After-Hours Physician Practice Telemedicine
HCC University, Provider Relations, and Chart Review Services	Cardiovascular Remote Disease Management

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Bar Graph

Chart Title

Category	Series 1	Series 2	Series 3
Category 1	2.5	2.0	2.0
Category 2	4.5	2.0	2.0
Category 3	1.8	3.0	3.0
Category 4	2.8	5.0	5.0

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Broader Healthcare Themes

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Highly Experienced Management Team

Jerry Williamson
Chief Executive Officer
An Arkos founder with 30-years experience operating community care organizations and delivering value-based care. Serial entrepreneur having founded over a dozen healthcare companies, including USHS.

Dr. Amish Purohit
President – Population Health
An Arkos founder and 25-year veteran of leading managed care and population health management services including as CEO for USHS, CMO for Heritage Provider Network and CEO of an Indian Health Services MCO.

Scott Lipsitz
Chief Financial Officer
30-years experience in capital markets, transaction services, and start-up financing including roles with Rainmaker Capital, One Equity Partners, and Genband (Ribbon Communications).

Aaron Duerksen
Chief Commercial Officer
25-years experience in medical device, health information technology, and pharmaceutical industries including as CEO of VIZI and as a senior executive at GE, Cardinal, and Intel.

Alissa Meade
President – Technology Services
20-years experience in managed care and healthcare including as CEO of Curavi Health, as an executive at UPMC Health Plan and UPMC Enterprises, as a consultant at McKinsey, and as an investment banker at Citi.

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Waterfall

Chart Title

Category	Increase	Decrease	Total
Category 1	100	0	100
Category 2	20	0	20
Category 3	0	0	50
Category 4	0	-60	-60
Category 5	130	0	130
Category 6	0	-60	-60
Category 7	70	0	70
Category 8	140	0	140

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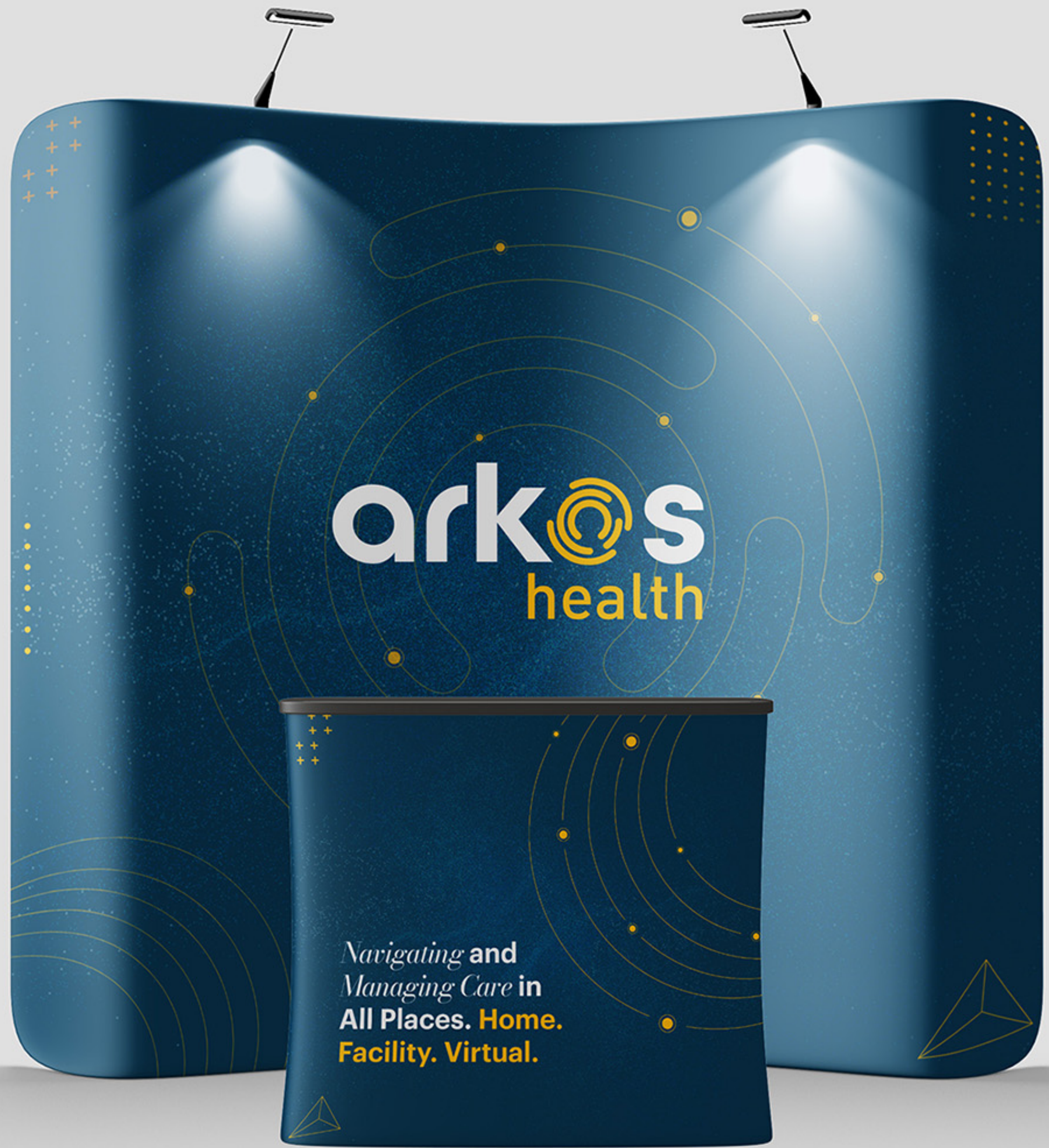
arkos health

SUBTITLE

Title of Presentation

IMPACT SLIDE 1

arkos health











How Arkos Health Can Assist You

-  **Highly Trained Nurses & Social Workers** will assist you in coordinating your care.
-  **Assist in making appointments with your doctor** and supporting you through your health care needs.
-  **Helping you Complete Yearly Wellness Testing and Assessments** in a location that is convenient for you.
-  **Connecting You with Community Resources** to get you the necessary help you need.
-  **Transportation Support** to your medical appointments and pharmacy visits.

Because we know questions can arise after hours
24-Hour Care Line
Call: 1 (844) 442-7567

 **ND arkos health**

Blue Cross Blue Shield of North Dakota is an independent licensee of the Blue Cross Blue Shield Association. Arkos Health is an independent company offering supplemental coordinated care for Medicaid Expansion members on behalf of Blue Cross Blue Shield of North Dakota.

Good Health Starts with You!

Arkos Health is here to help.

Our care programs are provided on behalf of your Medicaid Expansion health plan through Blue Cross Blue Shield of North Dakota. Our team is here to give you options, resources and support.

Our team consists of Physicians, Nurse Practitioners, Registered Nurses, Social Workers and Technical Staff.

To access the Care Team:
Call: (701) 237-1228

 **ND arkos health**

Blue Cross Blue Shield of North Dakota is an independent licensee of the Blue Cross Blue Shield Association. Arkos Health is an independent company offering supplemental coordinated care for Medicaid Expansion members on behalf of Blue Cross Blue Shield of North Dakota.

We're Hiring!

We're looking for qualified and passionate talent to join our company. Apply today and we look forward to seeing what you can bring to our team!

HR@arkoshealth.com | arkoshealth.com

 Scan the QR Code to apply for the latest job openings.



We're Hiring!

We're looking for qualified and passionate talent to join our company. Apply today and we look forward to seeing what you can bring to our team!

HR@arkoshealth.com | arkoshealth.com

 Scan the QR Code to apply for the latest job openings.







(480) 494 2465

info@arkoshealth.com

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