



 **Voyage** | Your  
unfair  
advantage  
Healthcare

UPDATED FEBRUARY 2022

**Brand Guide**



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## MESSAGING

# Elevator Statement

### OPTION 1: (INSPIRATIONAL)

We help travel nurses see and change the world by connecting them with medical facilities, and supporting them with responsive, caring recruiters that ensure they have everything they need to be successful.

### OPTION 2: (FUNCTIONAL)

Voyage Healthcare connects travel nurses with the medical facilities that need them.

Voyage Healthcare positively impacts the world by supporting nurses and connecting them with the medical facilities that need their help.

## MESSAGING

# Positioning Statement

Voyage Healthcare helps travel nurses see and change the world by connecting them with medical facilities that need them.

And we do it all with an unfair advantage: our fantastic recruiters. These rock stars of responsiveness truly care for each healthcare professional we work with by giving them quick, honest and reliable help, exactly when they need it.

We treat our nurses like family (because they are!), and we believe that each one deserves the opportunity to learn, grow and succeed. Their careers can take them anywhere. And we're here to help them get there.



## LOGO

# Primary Logo

### FULL COLOR

The Voyage Healthcare logo features a golden star rising over a blue horizon. The logo represents the path we help forge for traveling healthcare workers.

The full color logo should be used whenever possible.

### BLACK AND WHITE

A black and white logo that can be used whenever the logo needs to be reproduced in single color printing.



## LOGO

# Alternate Logos

### ICON ON TAG

Alternate lock-up of the icon to be used on color or photographic background. Always use at top.

### LOGO WITH TAG

Full color version of the logo which includes the tagline designed to function with the logo.

### VOYAGE ICON

To be used to reinforce the Voyage brand in places where the entire logo might not fit.

### COLOR REVERSE

Reversed logo with full color star to be used on a dark or blue background.



## LOGO USAGE

# Free Space

**X = THE HEIGHT OF THE "O" WITHIN THE LOGO.**

To preserve the integrity and visual impact of the logo, an exclusion zone has been created to maintain adequate clear space around it. It is an integral part of the design and ensures the logo can be seen quickly, uncluttered by other logos, graphics, or text.

The only exception to the free space guideline is when the logo and tagline are used together. When using this version, X should also be the height of the "o."



## LOGO USAGE

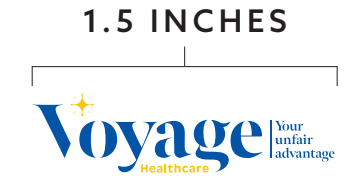
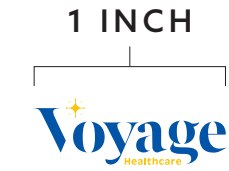
# Guidelines

### MINIMUM SIZE

These are the inch units recommended to stay within to preserve the quality of the logo. If space does not allow you to meet the minimum size requirements the icon may be used.

### DO NOT

- Disproportionately stretch or condense the logo
- Skew or slant the logo in any way
- Re-type or re-draw any elements within the logo
- Use the logo in any alternative color combinations
- Alter the alignment or configuration of any element within the logo
- Use the logo on top of any background that provides insufficient contrast, thereby interfering with the legibility of the logo



YOUR UNFAIR  
ADVANTAGE







BRAND ELEMENTS

# Color Palette

## DEEP BLUE

Pantone: 2766 CP  
CMYK: 100, 100, 6, 60  
RGB: 20, 27, 77  
HEX: #141B4D

## VOYAGE BLUE

Pantone: 286 CP  
CMYK: 100, 75, 0, 0  
RGB: 0, 51, 160  
HEX: #0033A0

## HEALTHCARE BLUE

Pantone: 7452 CP  
CMYK: 55, 37, 0, 0  
RGB: 128, 148, 221  
HEX: #8094DD

## SKY BLUE

Pantone: 277 CP  
CMYK: 35, 9, 0, 0  
RGB: 171, 202, 233  
HEX: #ABCAE9

## TRAVELER'S GOLD

Pantone: 7549 CP  
CMYK: 0, 22, 100, 2  
RGB: 255, 181, 0  
HEX: #FFB500

## SUN YELLOW

Pantone: 7402 CP  
CMYK: 1, 4, 45, 1  
RGB: 236, 216, 152  
HEX: #ECD898

## COOL GRAY

Pantone: Cool Gray 5  
CMYK: 13, 9, 10, 27  
RGB: 177, 179, 179  
HEX: #B1B3B3

## GALVER GRAY

Pantone: 425 CP  
CMYK: 48, 29, 26, 76  
RGB: 37, 40, 42  
HEX: #25282A



## BRAND ELEMENTS

# Typography

### MENO BANNER

Meno Banner is an elegant and sophisticated serif that is also bold and can be used to stand out among cold and generic fonts. When Meno Banner is used as a headline, it should be used as upper and lowercase instead of all caps.

### AZO SANS

Azo sans is a friendly and balanced sans serif with a slight wave to reinforce the uniqueness of the Voyage brand. Azo can be used as all caps and in multiple weights to define varying hierarchies of information.

## TYPOGRAPHY USAGE

### This is an Example of a Headline.

#### This is an example of a sub-headline

#### THIS IS A SECTION TITLE

This is an example of body copy text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

### Meno Banner Black

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
0123456789

### Azo Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
0123456789

### Azo Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
0123456789

### Azo Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
0123456789



#### CAMPAIGN

## Messaging Strategy

#### EXPLANATION

The idea of caring for others is central to nursing. They support their patients, and we do everything in our power to support nurses, by giving them the resources they need to succeed.

Using “your” within the tagline speaks directly to the audience, while “unfair advantage” describes exactly how we help nurses: with a set of rockstar recruiters that will delight them with their caring and responsiveness, while helping them excel in their careers.

#### TAGLINE

## Your unfair advantage

#### MESSAGING STATEMENT:

We want to provide the same level of care to nurses that they give to their patients. So we treat them like family, and give them a secret weapon: reliable, caring recruiters that take care of the details, and enable them to see and change the world.





CAMPAIGN

# Gear Design





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