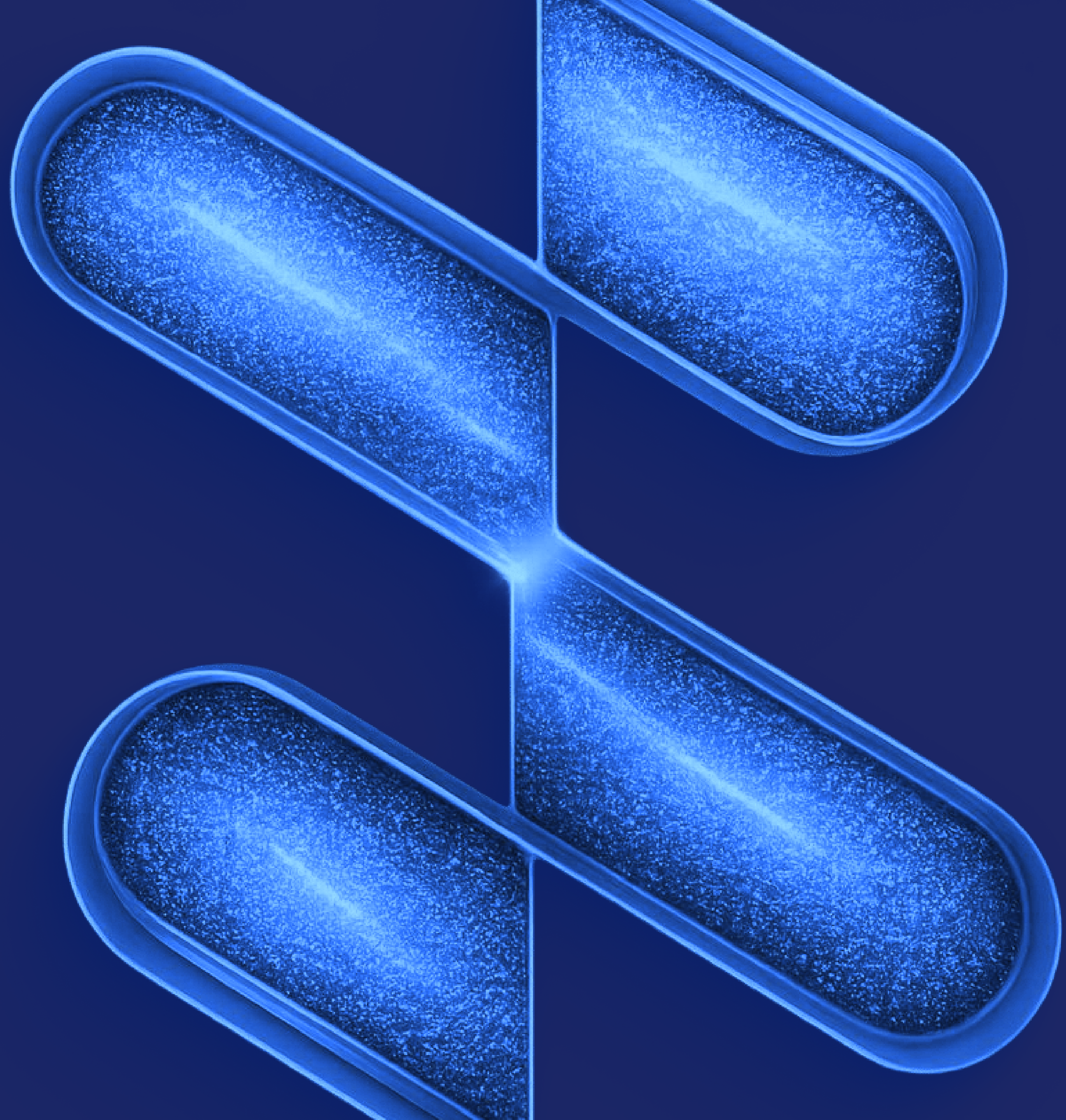




Brand Guidelines

January 2026



Welcome to the Sagility® Brand Guidelines. This comprehensive guide is designed to provide you with a deep dive into the brand elements that define us.

These guidelines have been crafted to ensure consistency and coherence across every touchpoint; whether it's a website, a social media post, or printed collateral. As you explore these guidelines, you'll become familiar with the principles that guide our brand, the messages our brand evokes, and the most effective ways to convey our identity through visual expression.

Whether you're a designer, marketer, or anyone else championing our brand, these guidelines will empower you to use our visual elements with purpose and precision.



- 01 Brand framework
- 02 Logo
- 03 Color
- 04 Expressive Hero S graphic
- 05 Typography
- 06 Pictograms
- 07 Photography
- 08 Layout
- 09 Motion
- 10 Applications
- 11 Asset Library

01

Brand framework

Our brand promise

Our brand promise is what we stand for and the value we provide customers, talent, and other stakeholders

Sagility delivers value in healthcare operations through deep domain expertise, tech and AI-led transformation, and trusted collaboration.

Why this works

Sagility delivers value in healthcare operations through deep domain expertise, tech and AI-led transformation, and trusted collaboration.

We are healthcare specialists bringing decades of experience, clinical know-how, and operational insight across payers, providers, and their partners.

We work side-by-side with clients, internal teams and partners — building transparency, empathy, and shared accountability into every engagement.

We deploy, and optimize, smart and scalable technology with intention to fuel performance within healthcare operations management.

Our brand principles

Our principles work together to showcase Sagility's points of differentiation in a credible and aspirational manner.

Domain expertise meets scale

We live and breathe the U.S. healthcare system, allowing us to build comprehensive solutions across the industry. Our specialists, deep technical understanding, and a culture of problem solving let us scale with agility.

Tech-led meets purpose

We deploy interdisciplinary teams and innovative technology to transform how clients work and perform. Our purpose-built solutions enable payers and providers to help patients navigate some of the hardest moments in their healthcare journey.

Collaboration meets craft

With over 25 years of front-line U.S. healthcare experience, our people customize tools and strategies to fit your teams' needs. By going the extra mile and being agile to customer needs, we exemplify relentless dedication and collaboration.

Client facing brand narrative

Our brand has two narratives. The client facing brand narrative introduces Sagility's capabilities, legacy, and purpose to prospective clients.

Sagility delivers value in healthcare operations through deep domain expertise, tech-led transformation, and trusted collaboration.

We work with payers, providers, and their partners to enhance performance, elevate experiences, and drive measurable outcomes — turning operational complexity into continuous value.

For over 25 years, we've helped healthcare organizations optimize operations, integrate smart, scalable technology, and navigate some of healthcare's toughest challenges. All with a shared purpose: to make the system work better for everyone who delivers and receives care.

Six of the top ten payers in America trust us with their most critical operations. Our top client relationships average over 18 years, and we maintain a 95% retention rate — because we listen, adapt, and tailor strategies to every client's unique goals.

Behind every success is our team of more than 40,000 specialists across the US, India, the Philippines, Jamaica, and Colombia.

Their deep healthcare operations knowledge and culture of problem-solving fuel the performance and resilience of our clients' operations.

Together, we make healthcare operations more intelligent, more connected, and more human.

Talent facing brand narrative

Our talent facing brand narrative introduces Sagility to prospective employees, highlighting our culture of learning and growth opportunities.

We're a team of over 40,000 experts — problem-solvers, clinicians, technologists, and operations specialists — delivering value in healthcare operations through deep domain expertise, tech-led transformation, and trusted collaboration.

We're driven by our commitment to enable U.S.-based payers and providers to help members navigate some of the hardest moments of their healthcare journey — while making the system work better for everyone delivering and receiving care.

At Sagility:

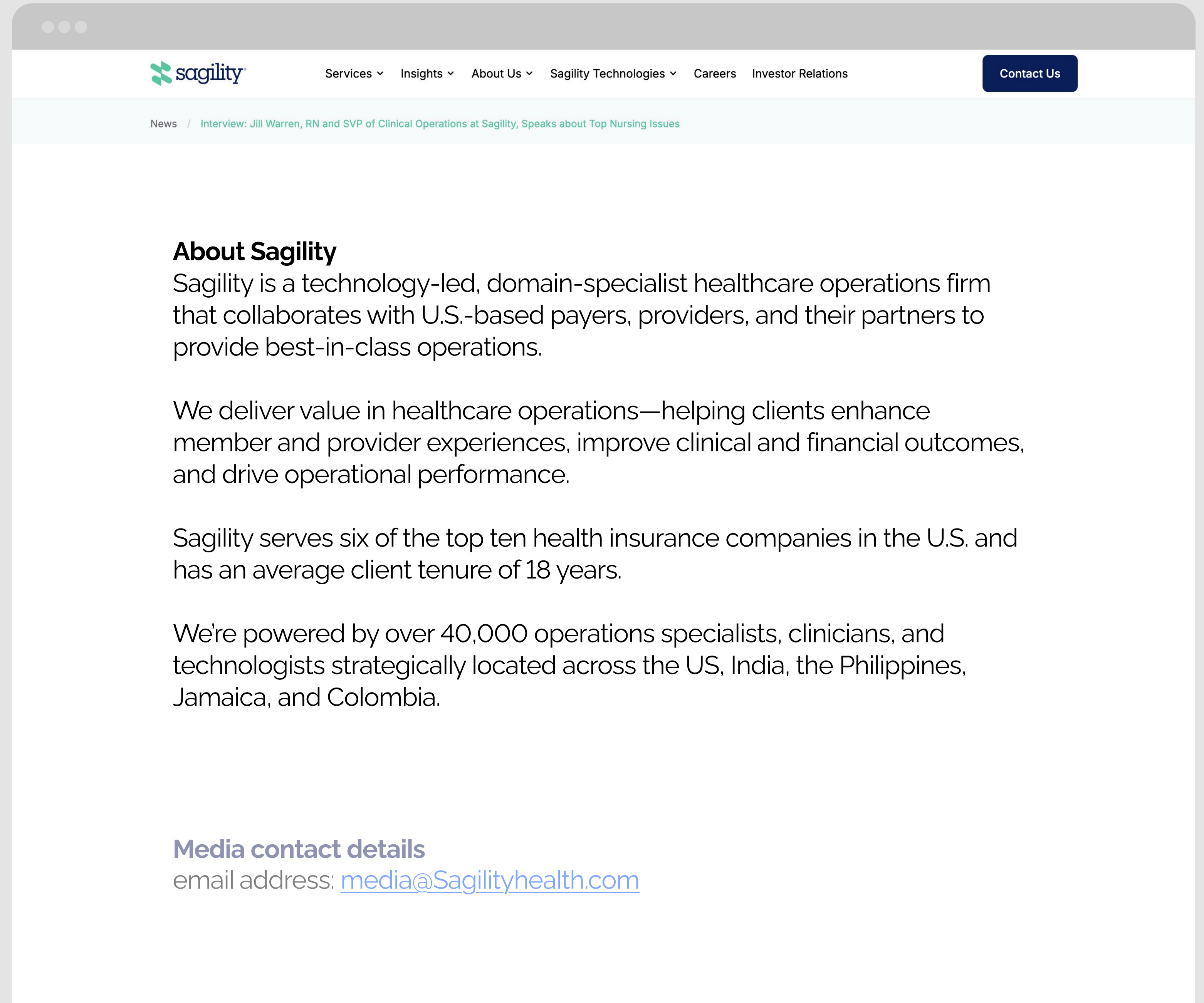
- Our operations teams optimize critical processes that keep healthcare running efficiently and effectively.
- Our clinical talent guide patients through some of their most challenging healthcare moments.
- Our technologists develop the next breakthrough using smart, scalable technology.
- Our enablement teams support the people and systems that drive Sagility forward.

With an average employee tenure of nearly ten years, a culture of learning, and a commitment to diversity and the communities we serve, Sagility is more than a place to build your career — it's a place to live our values, make an impact, and grow.

Together, we make healthcare operations more intelligent, more connected, and more human.

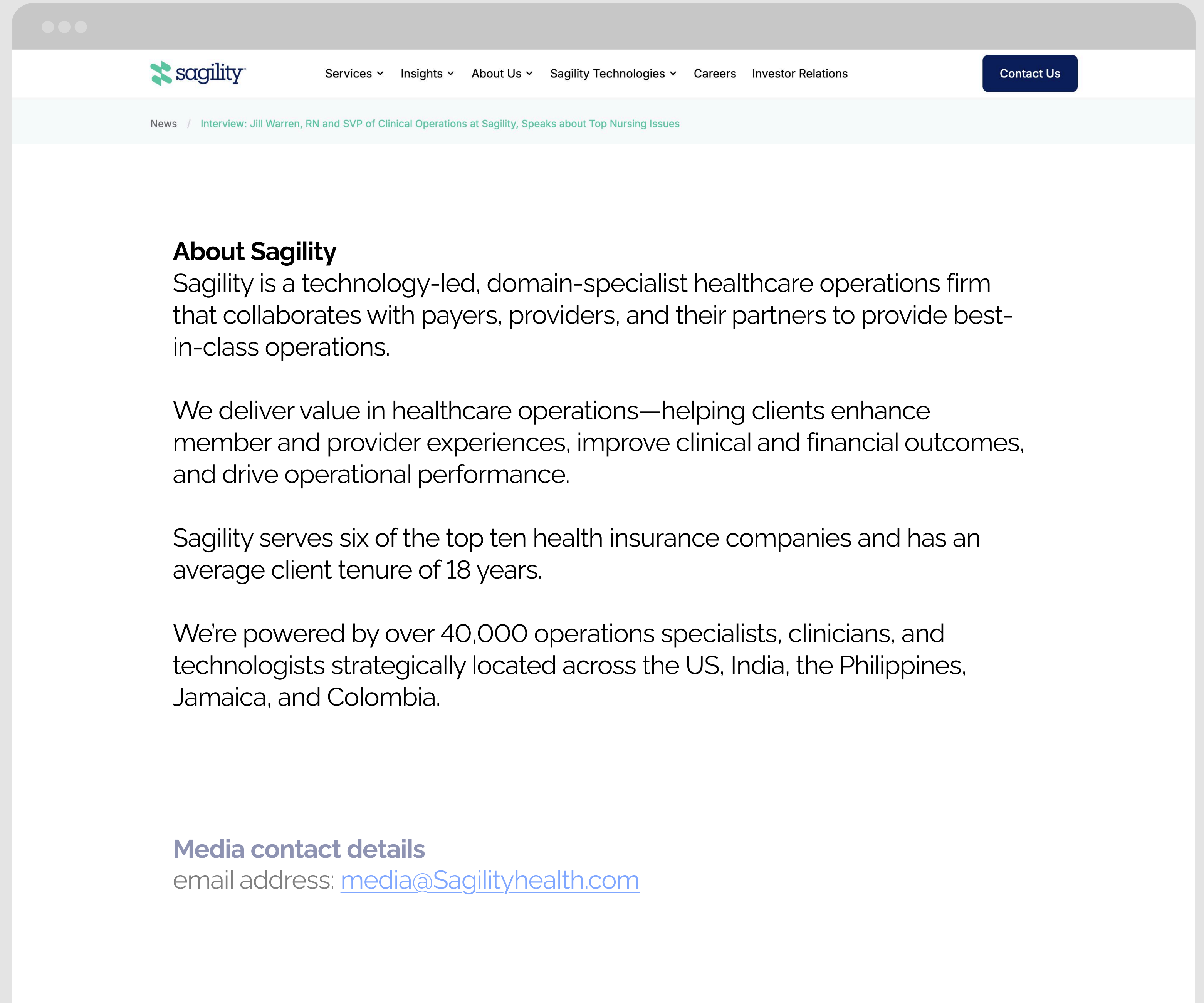
Global PR Boiler Plate

This is sample language for a press release boilerplate that positions Sagility as a tech-enabled healthcare operations partner to US-based payers, providers, and their partners.



US PR Boiler Plate

This is sample language for a press release boilerplate that positions Sagility as a tech-enabled healthcare operations partner to US-based payers, providers, and their partners.



The screenshot shows a web browser window displaying the Sagility website. The header includes the Sagility logo, navigation links for Services, Insights, About Us, Sagility Technologies, Careers, and Investor Relations, and a Contact Us button. The main content area features a news article titled "Interview: Jill Warren, RN and SVP of Clinical Operations at Sagility, Speaks about Top Nursing Issues". The article text is as follows:

About Sagility
Sagility is a technology-led, domain-specialist healthcare operations firm that collaborates with payers, providers, and their partners to provide best-in-class operations.

We deliver value in healthcare operations—helping clients enhance member and provider experiences, improve clinical and financial outcomes, and drive operational performance.

Sagility serves six of the top ten health insurance companies and has an average client tenure of 18 years.

We're powered by over 40,000 operations specialists, clinicians, and technologists strategically located across the US, India, the Philippines, Jamaica, and Colombia.

Media contact details
email address: media@Sagilityhealth.com

02

Logo

Our Sagility Logo

The Sagility logo features a distinctive “S” logogram paired with our bespoke wordmark.

Coined from the words “sage” (wise, prudent) and “agility” (nimbleness), the name Sagility is all about wisdom in action. It speaks to our company’s technology expertise and decades of hard-earned wisdom optimizing business operations and processes—as well as our ability to keep clients prepared for whatever comes next.



Our Sagility Preferred Logos

Preferred logos

Our updated logo suite uses tone-on-tone colors for both the logogram and wordmark for a modern, tech-forward approach that emphasizes our brand equities.

The accepted combinations are listed to the right.

Accepted for Legacy Use

These colors are acceptable because they exist in product interfaces and legacy artifacts today, but should be deprioritized for new assets.

PREFERRED LOGO USE



ACCEPTED ONLY FOR LEGACY USE



Other Sagility Logo Color Use

Use On Other Accent Color Backgrounds

These colors are acceptable because they exist in product interfaces and legacy artifacts today

Use Over Image Backgrounds

Ensure the logo remains visible and legible against photographic or textured backgrounds.

Limited Use

White or black backgrounds are reserved for print applications only.

ON OTHER SAGE BACKGROUNDS,
USE LOGO IN SAGE 300



ON DARK COLOR BACKGROUNDS,
USE LOGO IN 100 TINT OF HUE



ON PHOTOGRAPHY BACKGROUNDS,
USE SAGE 100 AND SAGE 300



LIMITED USE FOR BLACK AND WHITE PRINT



Applying our logo

Clear space

Maintain a clear space around the logo equal to half the height of the logo. Use the letter "A" in the logo as the reference for this measurement. The logo is built on a 2:1 ratio, so proportions must always be preserved.

Minimum size

- Digital: 72px for small interface elements (favicons, buttons)
- Print: 2cm wide for small printed applications

Placement

The placement of the logo is flexible, depending on the layout. The logo should be placed at the edges of the canvas, with respect to minimum clear space rules and margin guides. In some instances, our logo can be placed in the center of the page in hero brand moments.

For most scenarios, standard placement of our logo in the top-left or bottom-right is preferred. This maximizes visibility as a lead-in visual or as a sign-off.

Please note our logo is constructed to a 2:1 ratio. Scaled properly, our logo's width should always be 2 times the height

CLEAR SPACE



MINIMUM SIZE

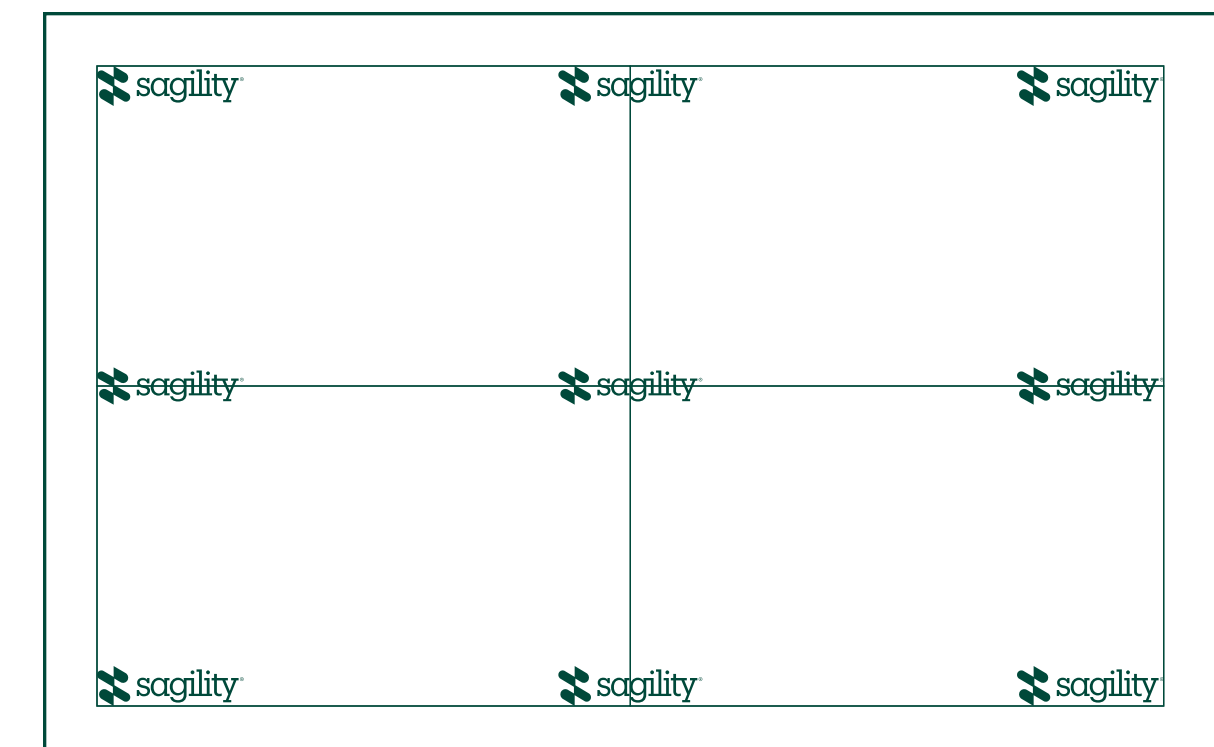
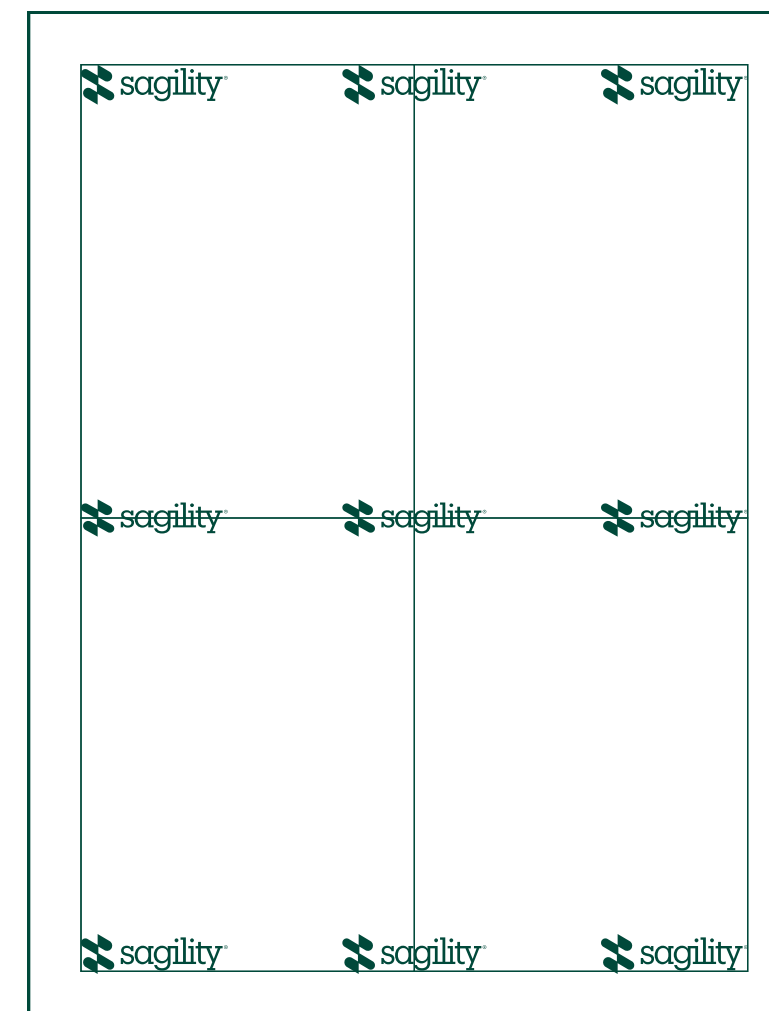


Minimum width (digital) = 72px



Minimum width (print) = 2cm

PLACEMENT



Social Avatars

Social profile & app icon

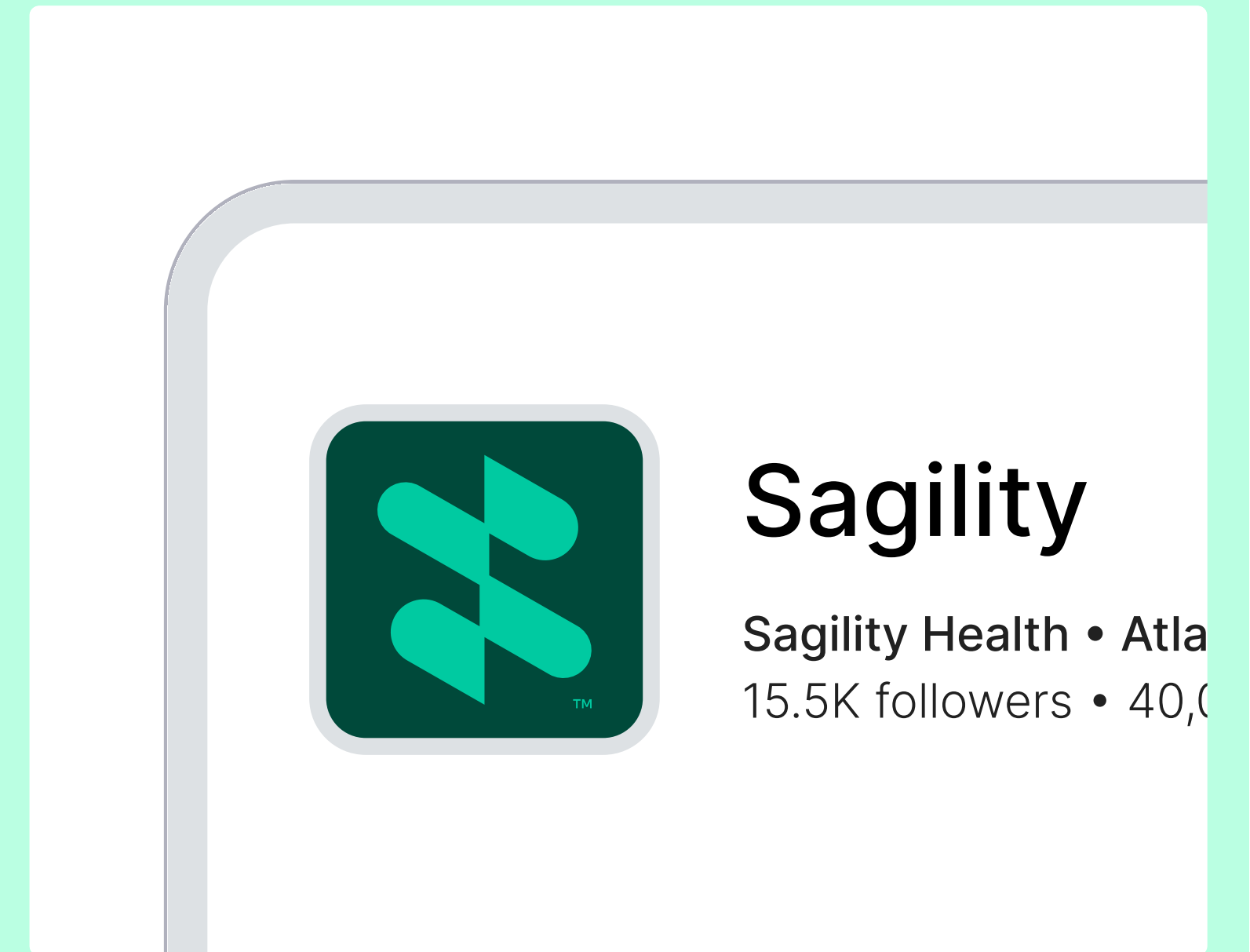
The logogram on a Sage 300 color background should be used as our media symbol across social and digital platforms.

Digital small size

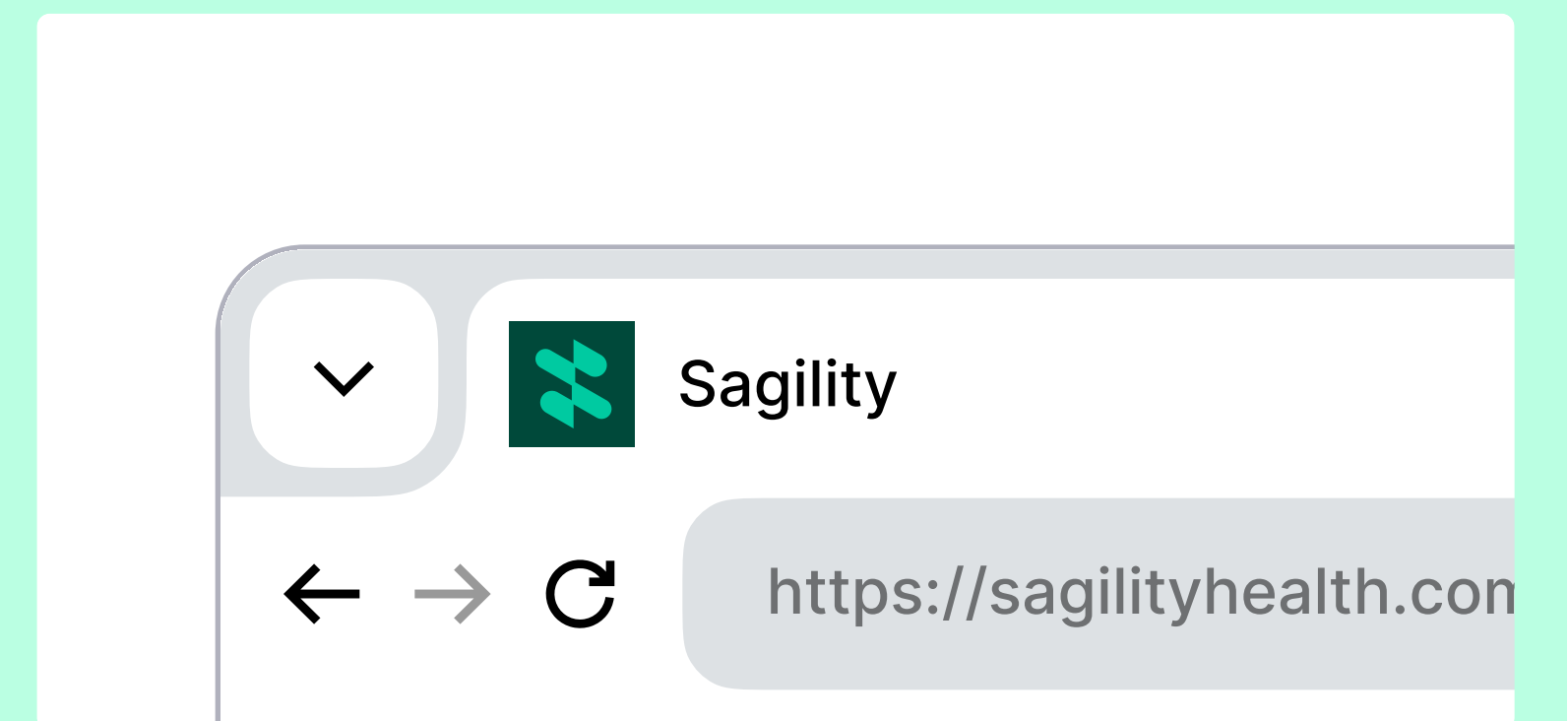
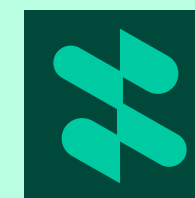
To ensure visibility for all users whether they have light or dark themed browsers our favicon uses the flat version of the logo in White against the Sage 300 background.

Please maintain the logo clear space rules.

Social profile & app icon



Favicon



Co-branding

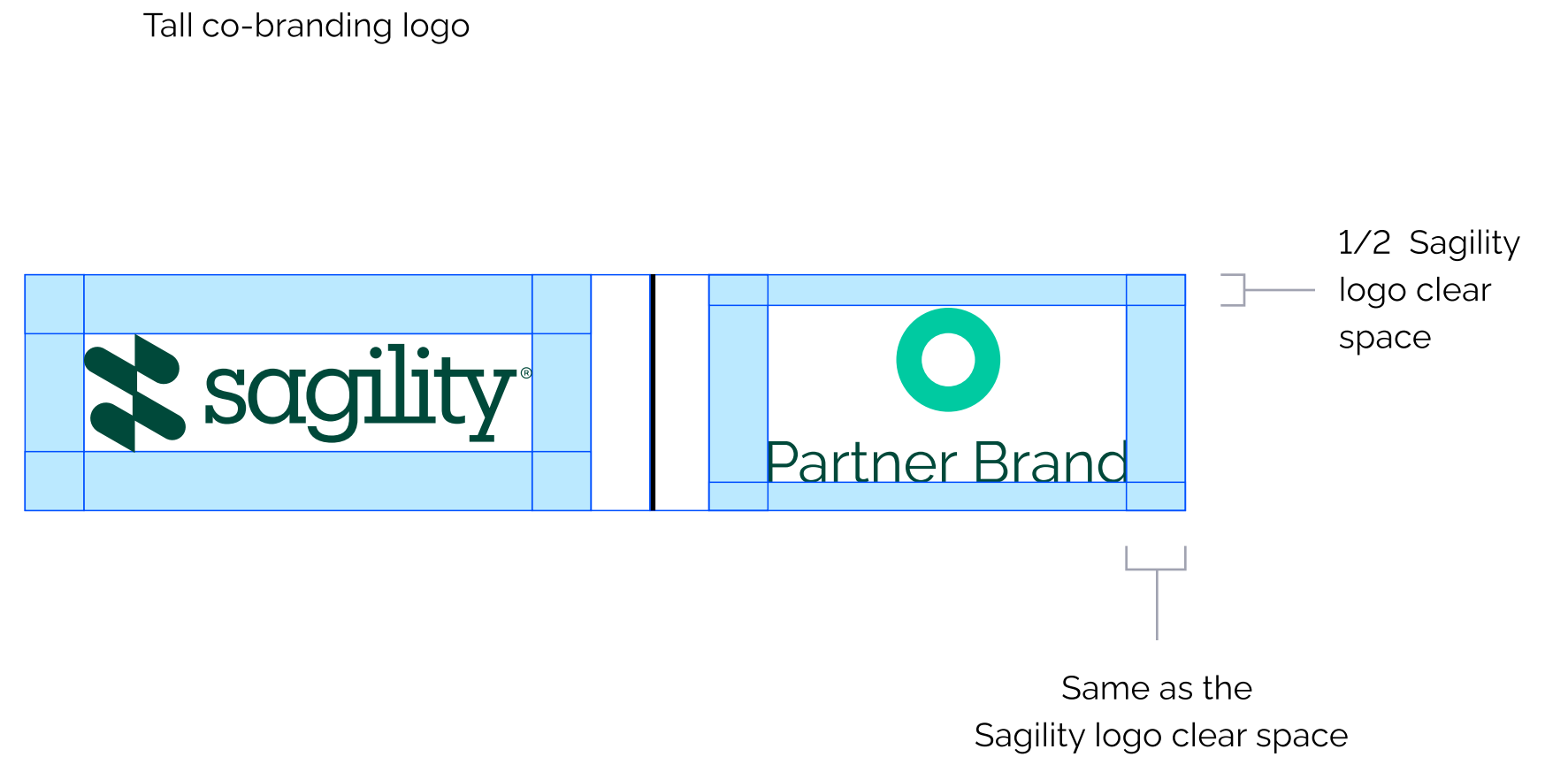
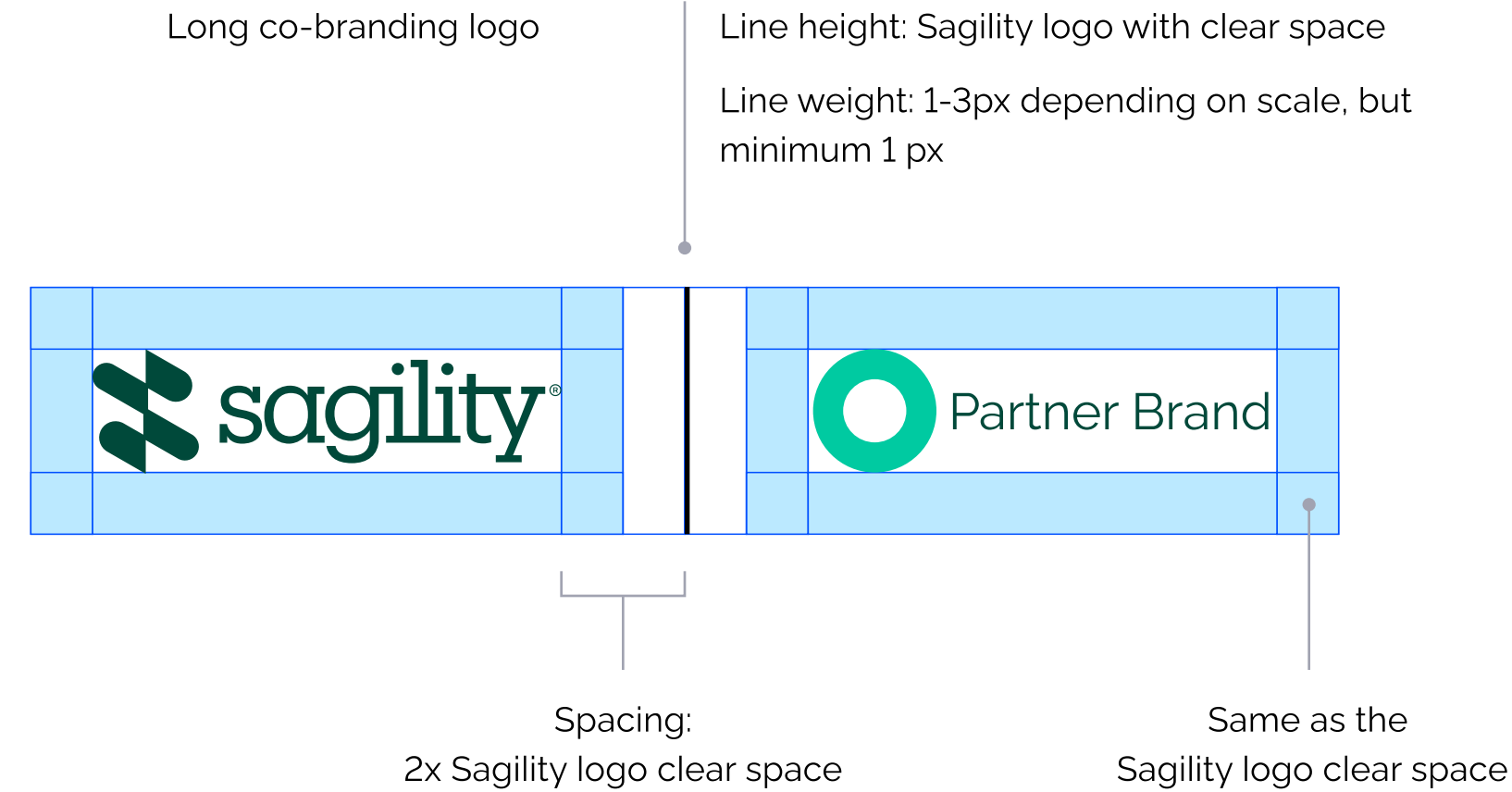
Horizontal Layouts

Place the partner logo with spacing equal to twice the Sagility clear space, separated by a thin dividing line (1-3px).

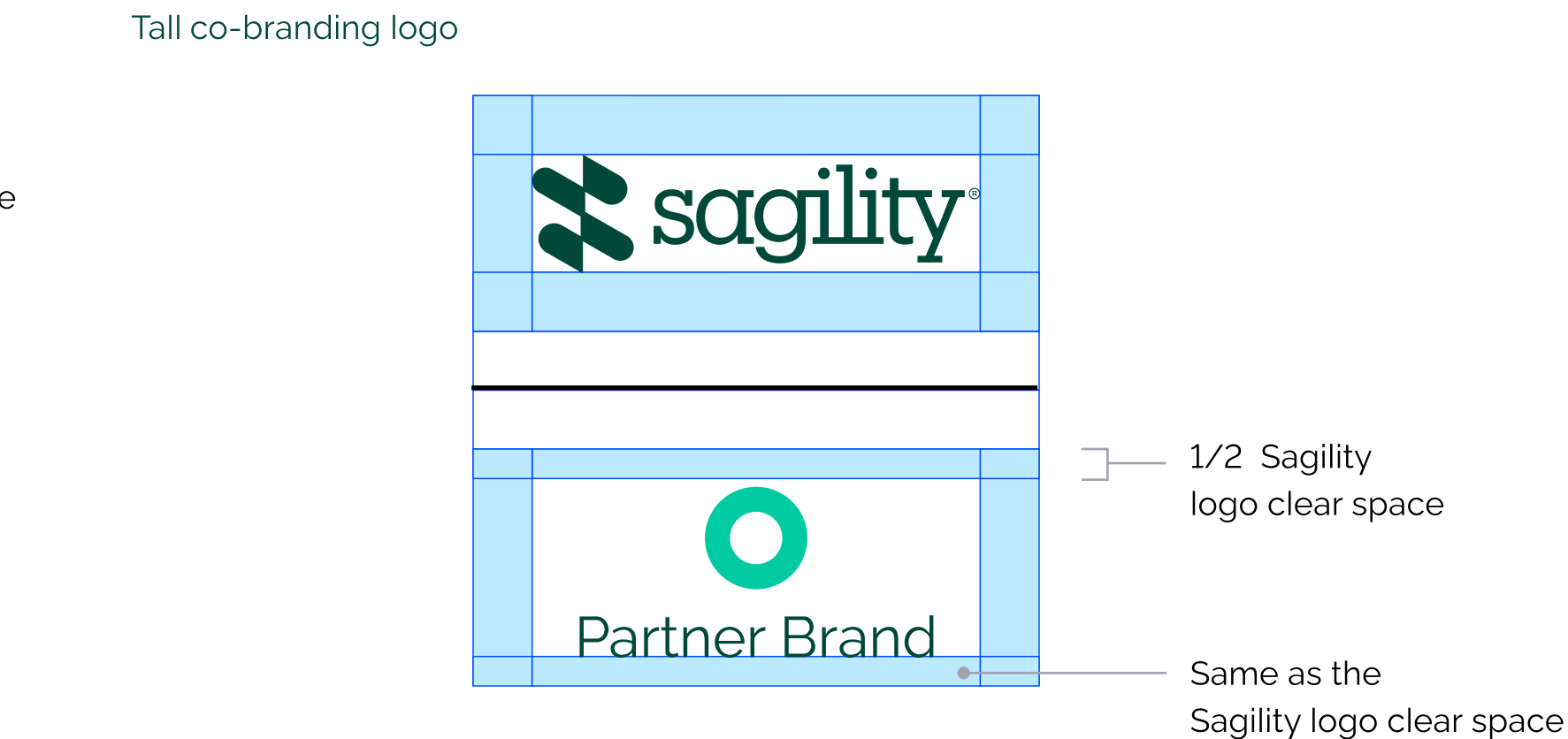
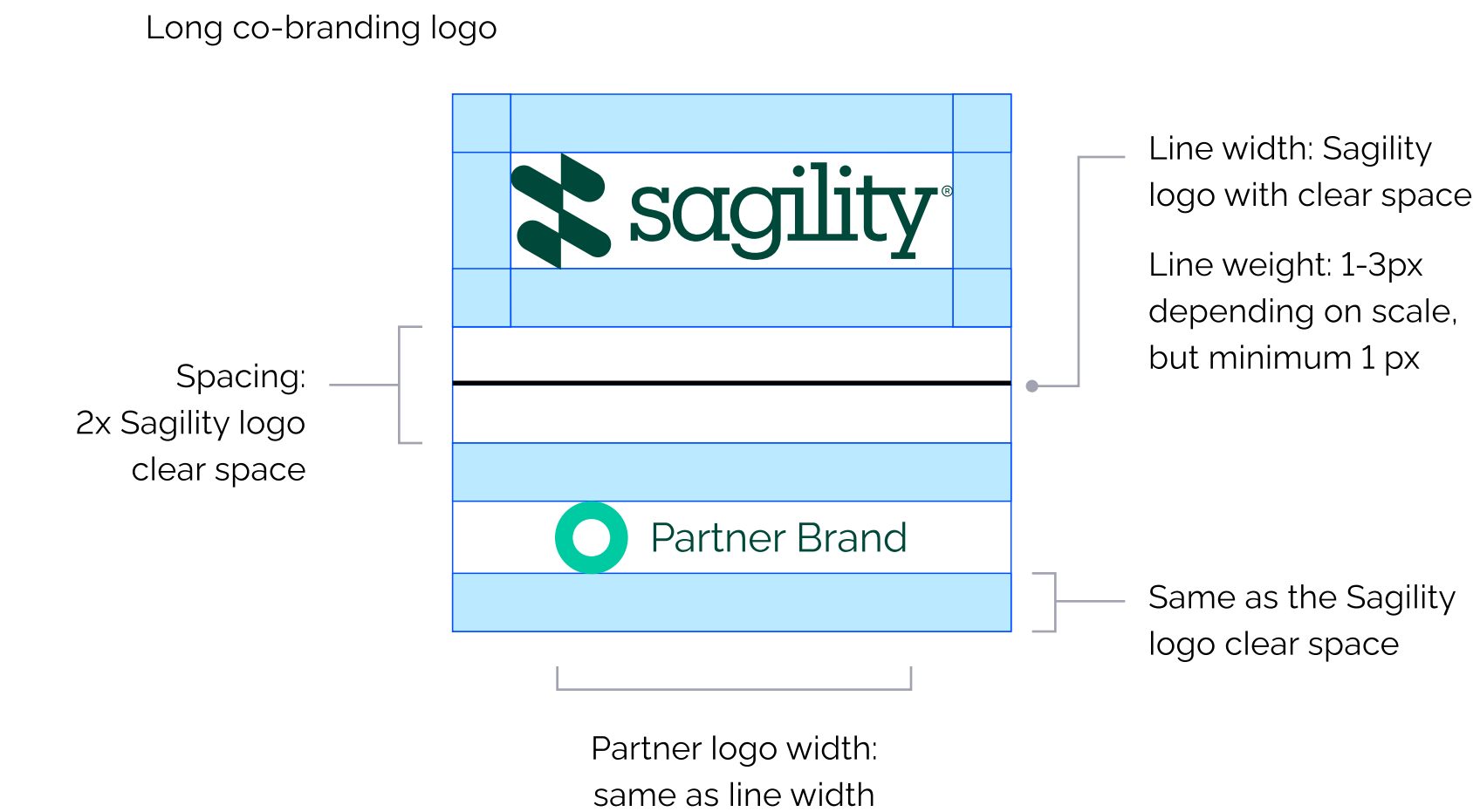
Vertical Layouts

Partner logos should align in width with the dividing line and maintain consistent clear space.

HORIZONTAL



VERTICAL



Sub-branding with attribution

Locking it up with an attribution line

The height of the attribution should be 1/2 the x-height of the wordmark. The tagline and wordmark should both be right aligned and the spacing between should be 1/2 the x-height.



Company
a Sagility® company

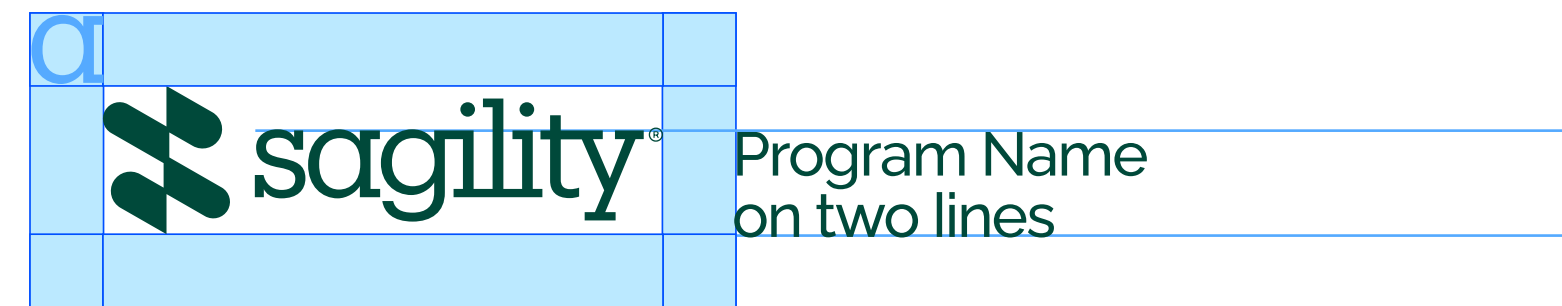
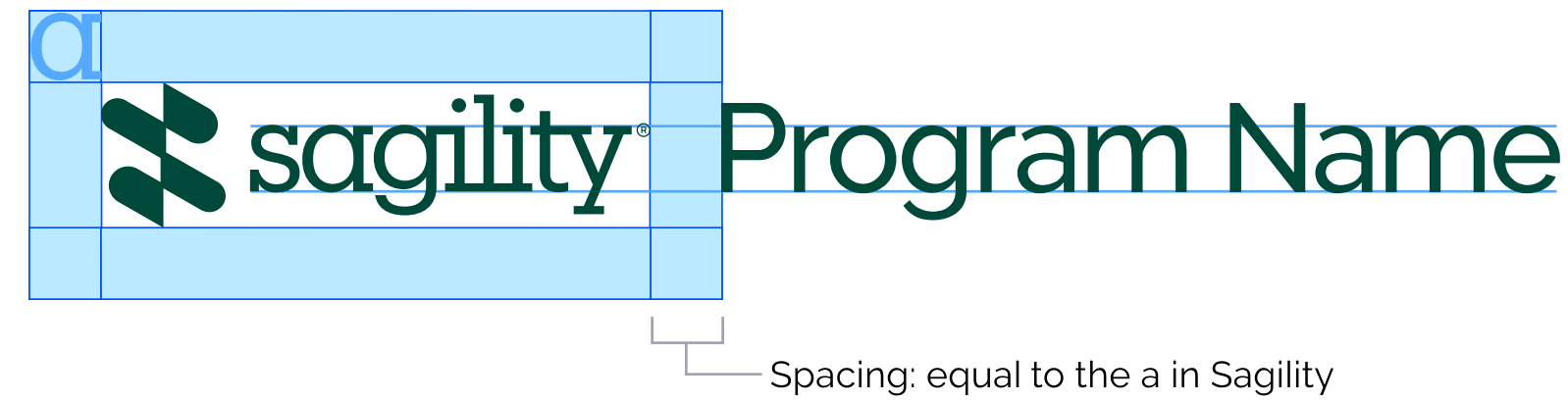
Program lockups

Horizontal Lockup

We use horizontal lockups for programs, services, or sub groups within Sagility.

There is always a space equal to the "a" in the Sagility wordmark between the logo and Program Name. In one-line program names, the X-height of the program name matches the X-height of the Sagility wordmark. For longer program names, the total height of the two lines matches the height from the bottom of the logogram to the the X-height of the Sagility wordmark.

HORIZONTAL LOCKUPS



Vertical Lockups

For events that need more emphasis on their title, we can use vertical lockups. The X-height of the event name is equal to the height of the logogram, with the same amount of space between.

VERTICAL LOCKUPS



Logo don'ts

Proper use of our logo is important in establishing brand consistency. When working with our logo, avoid the following cases of misuse.

1. Do not use unauthorized colors.
2. Do not tilt or skew the logo.
3. Do not alter the logo lockup or change the logogram to wordmark ratio.
4. Do not apply effects.
5. Do not use over busy backgrounds. Do not use the logo over images that have disparaging, salacious, or otherwise negative content.
6. Do not remove any part of the logo.



Images are FPO until licensed

03

Color

Brand Palette Overview

Building on our existing brand colors, we've developed an expanded palette that recenter around our sage green. Our modern tone-on-tone color approach softens the contrast and brings visual harmony to the system.

SAGE GREEN 50	RGB HEX CMYK	187 / 255 / 227 BBFFE3 35 / 0 / 27 / 0
SAGE GREEN 100	RGB HEX CMYK	110 / 250 / 206 6EFACE 44 / 0 / 30 / 0
SAGE GREEN 200	RGB HEX CMYK	0 / 203 / 161 00CBA1 80 / 0 / 60 / 0
SAGE GREEN 300	RGB HEX CMYK	0 / 73 / 58 00493A 100 / 6 / 70 / 70
SAGE GREEN 400	RGB HEX CMYK	0 / 33 / 26 00211A 80 / 15 / 60 / 90

PRIMARY PALETTE

BLUE 50	RGB HEX CMYK	188 / 234 / 255 BCEAFF 30 / 0 / 0 / 0
BLUE 100	RGB HEX CMYK	85 / 170 / 255 55AAFF 75 / 35 / 0 / 0
BLUE 200	RGB HEX CMYK	0 / 80 / 255 0050FF 95 / 60 / 0 / 0
BLUE 300	RGB HEX CMYK	30 / 40 / 103 1E2867 100 / 96 / 0 / 25
BLUE 400	RGB HEX CMYK	9 / 20 / 57 091439 100 / 85 / 10 / 75

MAGENTA 50	RGB HEX CMYK	255 / 166 / 215 FFA6D7 6 / 45 / 0 / 0
MAGENTA 100	RGB HEX CMYK	233 / 107 / 226 E96BE2 25 / 70 / 0 / 0
MAGENTA 200	RGB HEX CMYK	200 / 46 / 191 C82EBF 45 / 95 / 0 / 0
MAGENTA 300	RGB HEX CMYK	83 / 19 / 103 531367 70 / 82 / 10 / 40
MAGENTA 400	RGB HEX CMYK	38 / 9 / 59 26093B 80 / 95 / 0 / 80

SECONDARY PALETTE

WHITE	RGB HEX CMYK	255 / 255 / 255 FFFFFF 0 / 0 / 0 / 0
LIGHT GRAY	RGB HEX CMYK	228 / 228 / 228 E4E4E4 5 / 5 / 5 / 15
DARK GRAY	RGB HEX CMYK	34 / 34 / 34 222222 0 / 0 / 0 / 87
BLACK	RGB HEX CMYK	0 / 0 / 0 000000 5 / 5 / 5 / 93

NEUTRALS

Color accessibility

WCAG compliance ensures that individuals with disabilities have equal access and opportunities to read content clearly in all web and digital settings.

The text combinations on the right are approved for use based on the following:

AA Large Text

Only use this score for 18px bold and 21px regular (and larger) fonts. This is also a great option for primary CTAs (calls to action) as well as interface icons.

AA

This score is safe to use for all text sizes throughout your designs.

AAA

This is an enhanced contrast and is recommended for longer form copy that is meant to be read.

<p>SAGE GREEN 300 ON 50</p> <p>AAA</p> <p>Approved text use</p>	<p>BLUE 300 ON 50</p> <p>AAA</p> <p>Approved text use</p>	<p>MAGENTA 300 ON 50</p> <p>AAA</p> <p>Approved text use</p>	<p>DARK GRAY ON WHITE</p> <p>AAA</p> <p>Approved text use</p>
<p>SAGE GREEN 300 ON 100</p> <p>AAA</p> <p>Approved text use</p>	<p>BLUE 400 ON 100</p> <p>AAA</p> <p>Approved text use</p>	<p>MAGENTA 400 ON 100</p> <p>AAA</p> <p>Approved text use</p>	<p>DARK GRAY ON LIGHT GRAY</p> <p>AAA</p> <p>Approved text use</p>
<p>SAGE GREEN 400 ON 200</p> <p>AA</p> <p>Approved text use</p>	<p>BLUE 50 ON 200</p> <p>AA Large Text</p> <p>Approved for headlines</p>	<p>MAGENTA 400 ON 200</p> <p>AA Large Text</p> <p>Approved for headlines</p>	<p>WHITE ON DARK GRAY</p> <p>AAA</p> <p>Approved text use</p>
<p>SAGE GREEN 100 ON 300</p> <p>AA</p> <p>Approved text use</p>	<p>BLUE 100 ON 300</p> <p>AA</p> <p>Approved text use</p>	<p>MAGENTA 100 ON 300</p> <p>AA</p> <p>Approved text use</p>	<p>WHITE ON BLACK</p> <p>AAA</p> <p>Approved text use</p>

Color use by audience

Our brand color system is designed to flex across audiences while maintaining consistency and impact. Each palette is applied in specific proportions to reinforce the right tone for the right context:

Primary Palette:

55% greens, 40% neutral, 5% accent
Optimistic, fresh, and approachable. Used in communications with clients, prospects, and the broader public to project confidence and clarity.

Corporate Palette:

55% greens, 15% neutral, 30% blues
Trustworthy, authoritative, and professional. Applied in materials for investors, analysts, senior leadership, and other high-level stakeholders to convey expertise and heritage.

Employee Palette:

40% greens, 20% neutral, 40% accent
Energetic, engaging, and people-focused. Reserved for internal communications to reflect the global, dynamic spirit of our team.

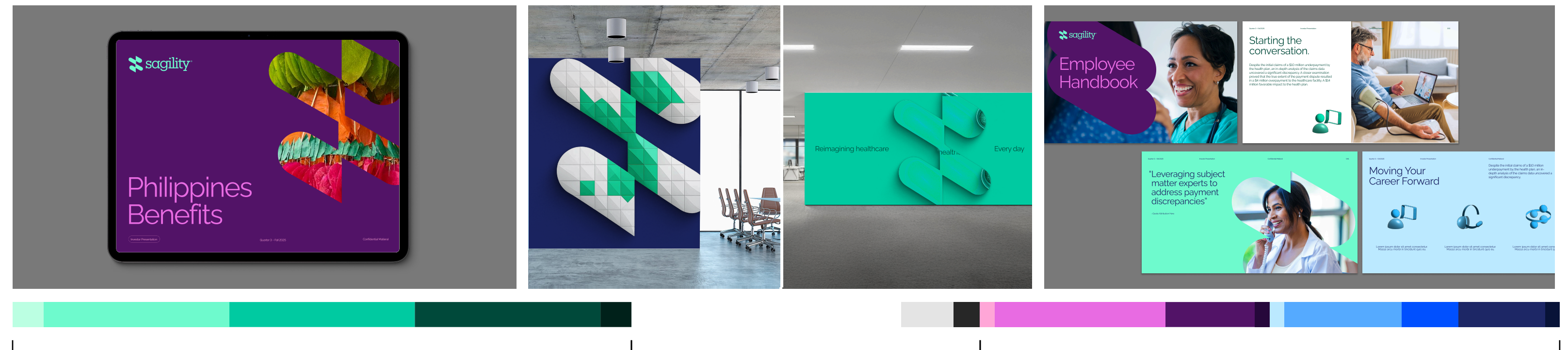
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CLIENT PALETTE 55% 40% 5%



CORPORATE PALETTE 55% 15% 30%

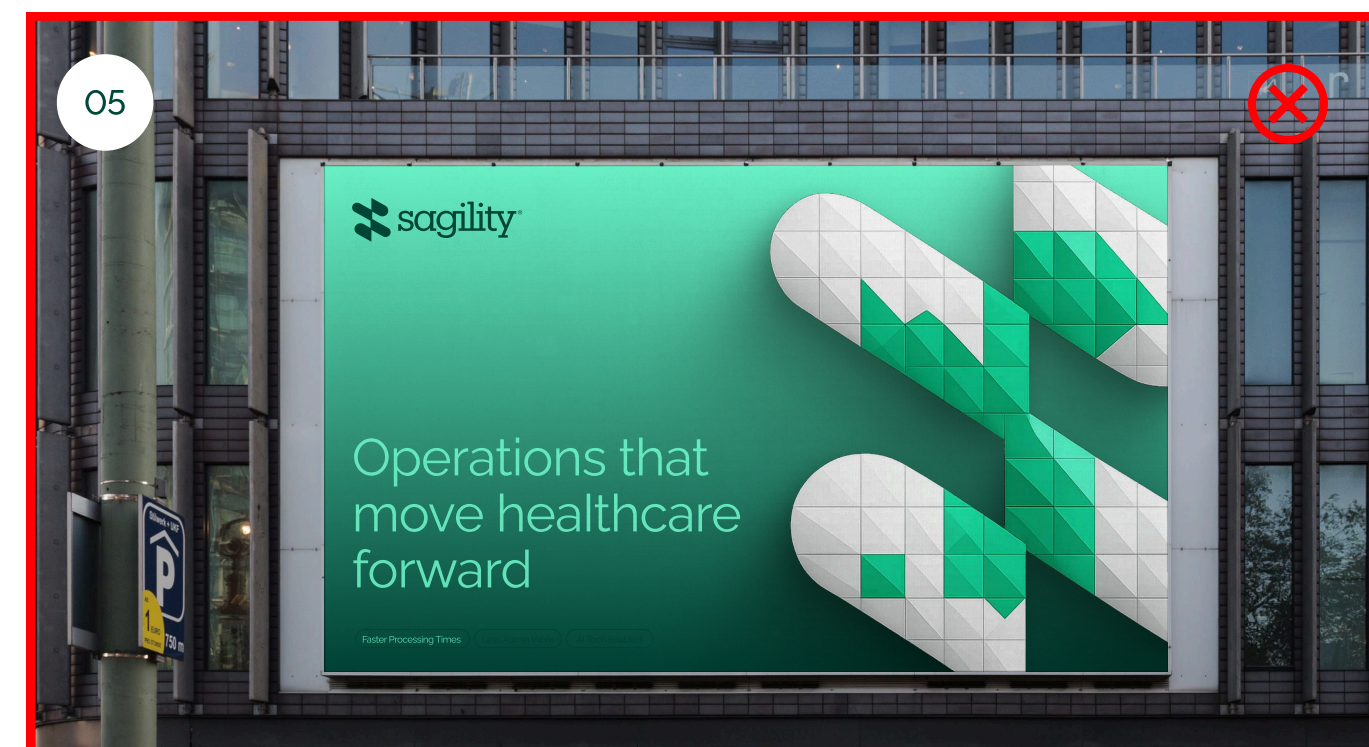
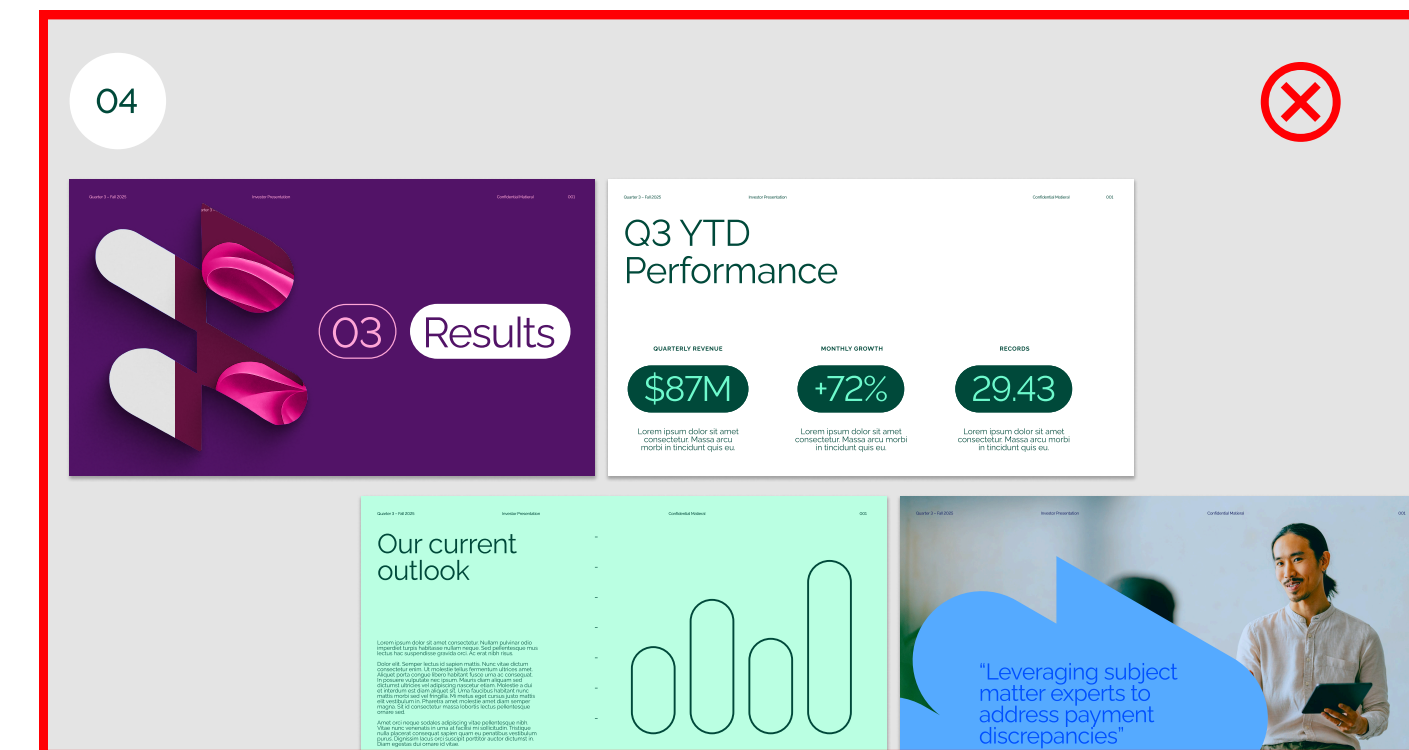
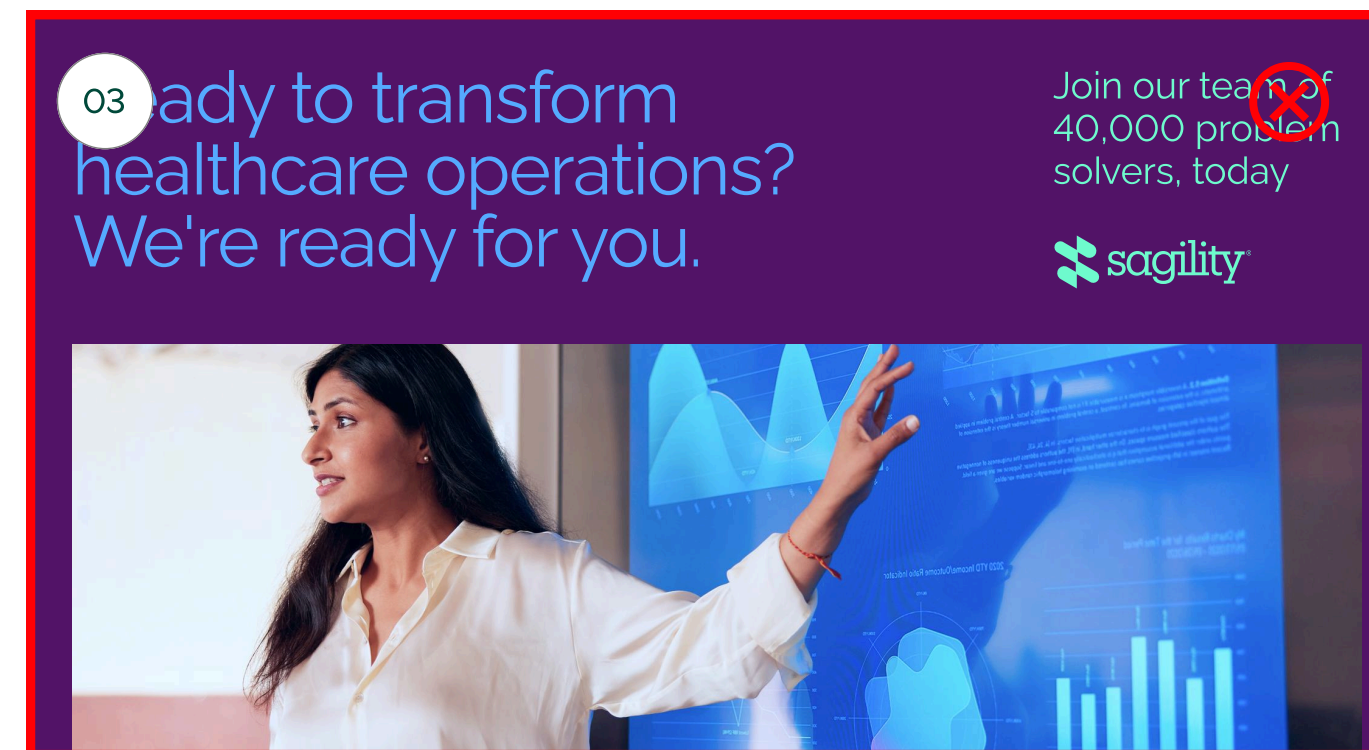


INTERNAL PALETTE 40% 20% 40%

Color misuse

Proper use of color is important in establishing a distinct and knowledgeable look and feel for our brand and messaging. When applying color, avoid the following cases of misuse cases:

1. Do not introduce new colors
2. Do not unaccessible color combinations
3. Do not mix hue families within a layout beyond the logo
4. Do not use unapproved color combinations for specific audiences (i.e. magenta for Corporate audience)
5. Do not use gradients



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04

Expressive hero S graphics

Our Hero S Graphics

These expressive treatments of our S logogram are used as abstracted graphic imagery in communications to reinforce our brand and convey larger themes. Each one is crafted to reflect a different idea or aspect of our business.

These treatments are NOT logos themselves nor do they replace the use of our logo lockup.

Below are the 3 principles that help define these style of our Hero S Graphics:

1. Express through form:

Every Hero S Graphic should be shaped by a clear idea. Even when abstract or symbolic, the form should feel intentional, not random. It's about meaning, not decoration.

2. Create Dimensionality:

Hero S Graphics are designed to feel dynamic and three-dimensional. They express depth, energy, and movement—not flat 2D graphic shapes.

3. Maintain Visual Equities:

- Respect logogram contours
- Use Sagility brand colors where applicable
- Ensure contrast against background for visibility and clarity



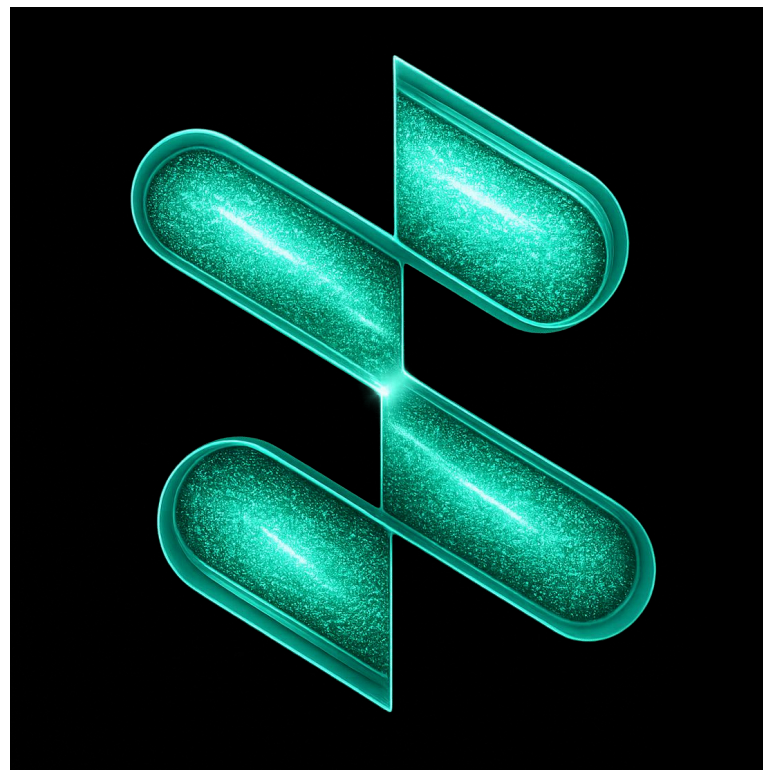
When to use which Hero S Graphics

Each Hero S Graphic is designed to convey specific meanings through form and texture. Leveraging color psychology, cultural associations, and industry norms, these visuals align with Sagility's brand strategy to ensure our core principles are immediately recognizable across all communications. Select the graphic that best matches the themes of your content.

Innovation

Use for topics like:

- Inspiring the future of healthcare
- Visionary leadership and thought-forward strategies
- New service launches and initiatives
- Creative breakthroughs in healthcare operations



Agility & Scale

Use for topics like:

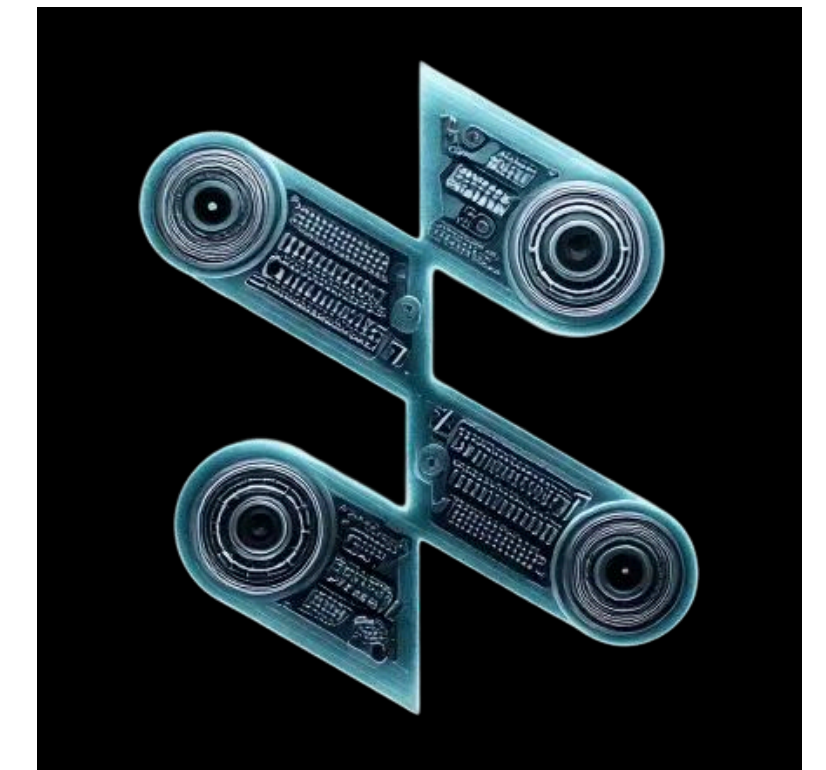
- Flexibility of the company and customized tools
- Agile responses to customer needs and market shifts
- Seamless integration with client teams
- Scaling operations to meet evolving demands



Technology

Use for topics like:

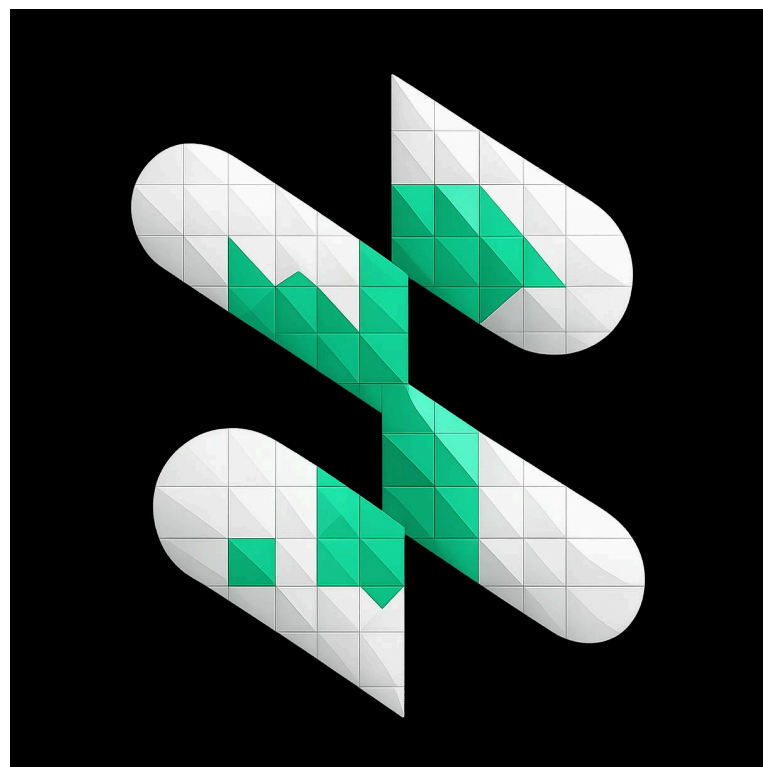
- Tech-led transformation and digital tools
- Proprietary platforms and automation
- AI-driven insights and smart technology deployment
- Modernizing legacy healthcare systems



Collaboration & Craft

Use for topics like:

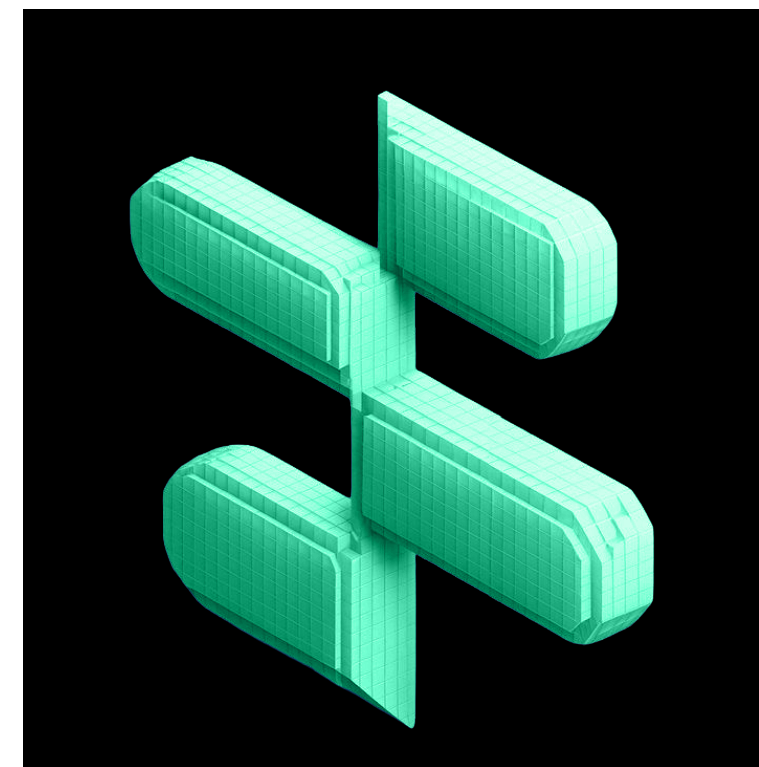
- Collaboration meets craft (bespoke solutions)
- Addressing the "hardest moments" in a patient's journey
- 40,000 problem-solvers working together
- End-to-end healthcare operations management



Purpose-Built Solutions

Use for topics like:

- Scale and efficiency in data management
- Robust infrastructure and operational stability
- Performance metrics and measurable value
- Precision in healthcare administration and processing



Culture & People

Use for topics like:

- For local hiring or recruitment campaigns
- When promoting events or news tied to a specific region for employee audiences
- To show Sagility's presence in a community



The trademark (™) symbol should be used for social icons and standalone brand marks to ensure legal protection. It may be omitted in videos or decorative treatments to maintain a clean, seamless visual experience.

Abstract Hero S Graphic In Use

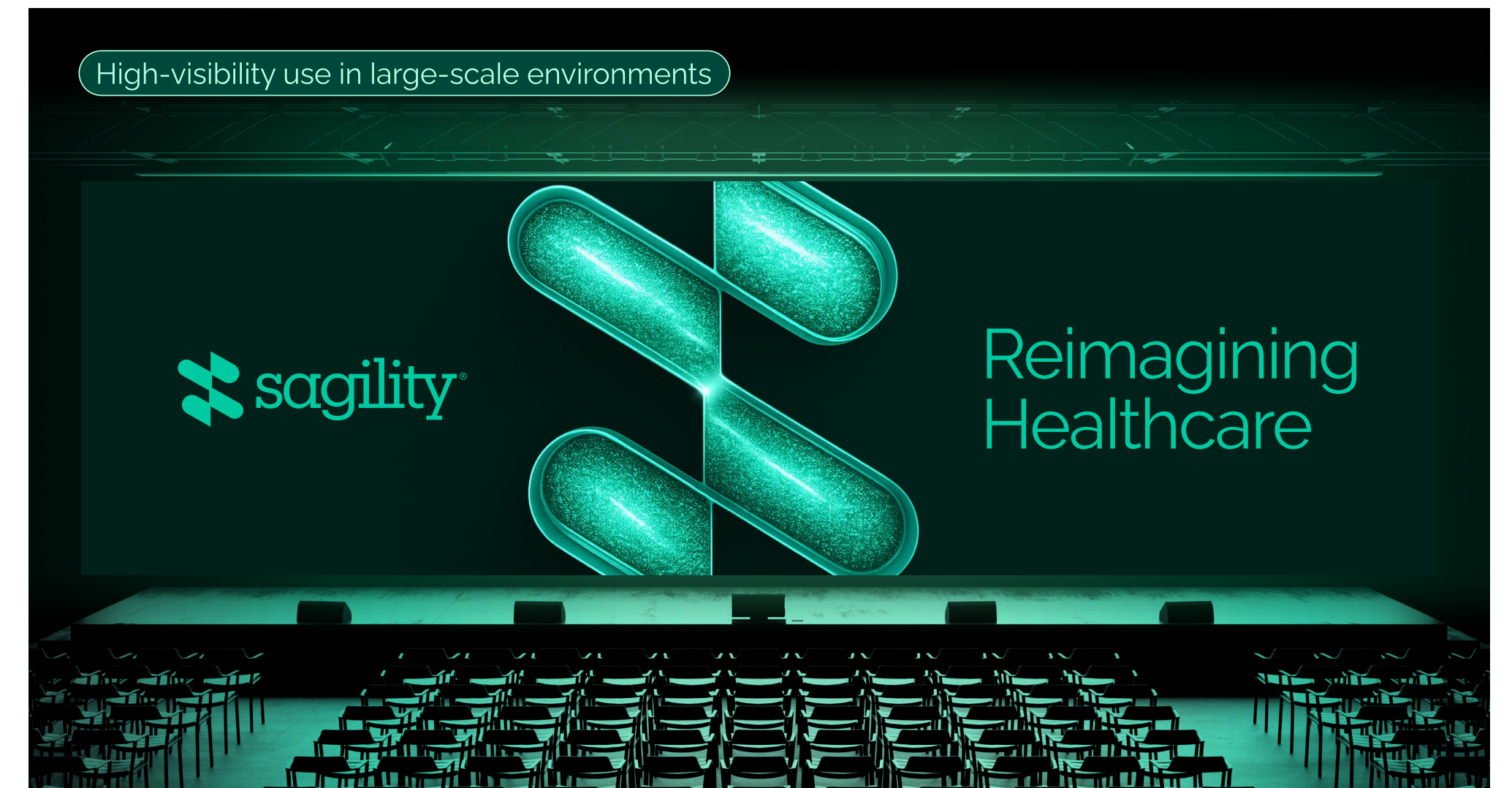
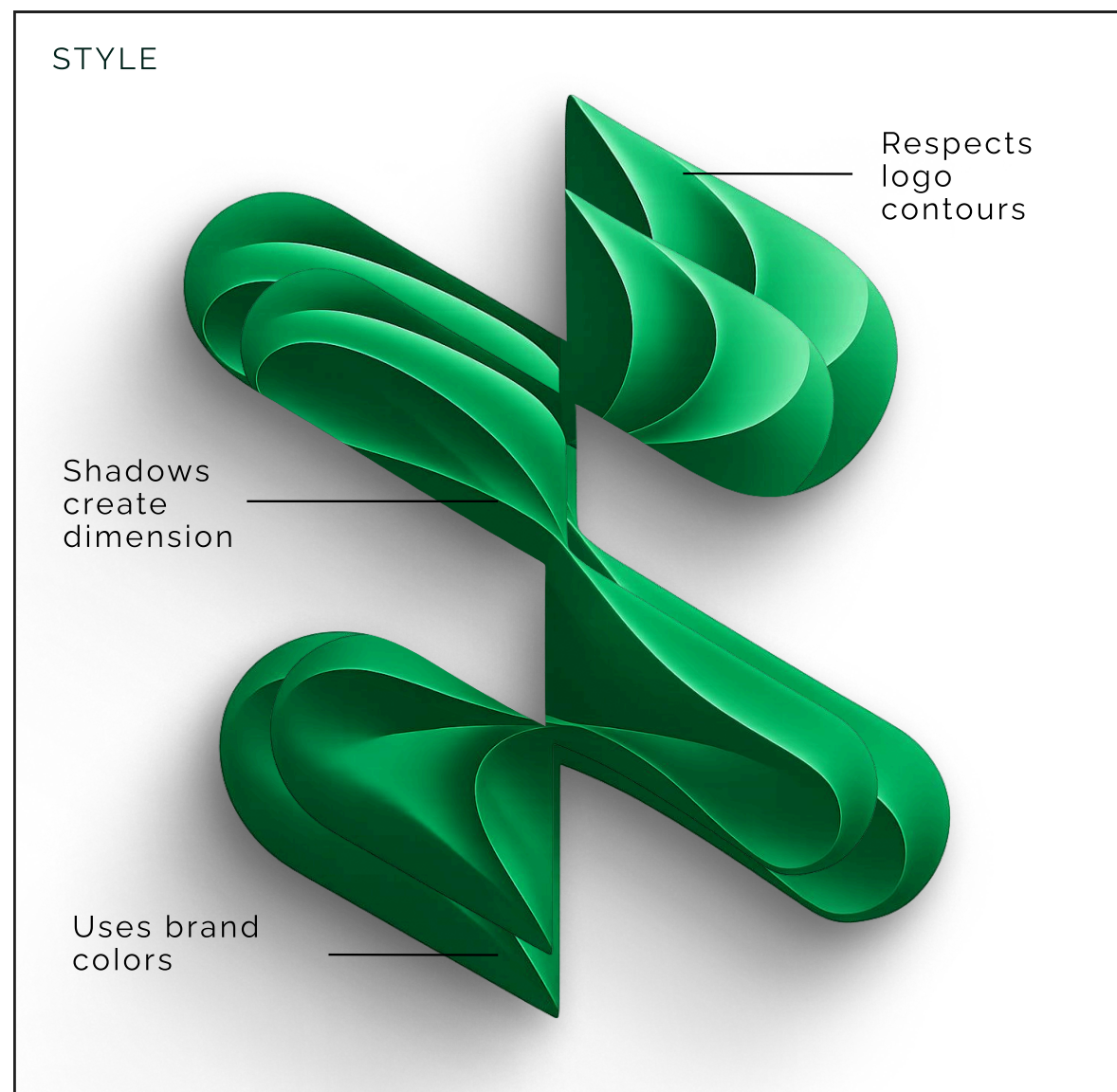
These bold, artistic versions of the S Graphic are intended for high-impact brand moments. These Abstract Hero S graphics do not show literal motifs but are meant to express conceptual ideas.

When to use:

- For B2B audiences in limited Large-scale environments (e.g., stages, events, trade shows)
- High-visibility campaigns (e.g., billboards, ads)
- Brand storytelling or key innovation messages
- Avoid overuse—these marks are for special applications only

Always:

- Pair with the full Sagility logo
- Include clear, supporting copy to give context
- Respect the original logo shape and contours
- Always use Sagility green



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The full set of Hero S can be found in the Components and Assets section

Culture Textures In Hero S Graphics

We use these Hero S containing images of real places, patterns, or textures ONLY when speaking about internal, talent or cultural related topics, such as hiring campaigns or communications tied to specific countries or regions.

How to Choose the Right Image:

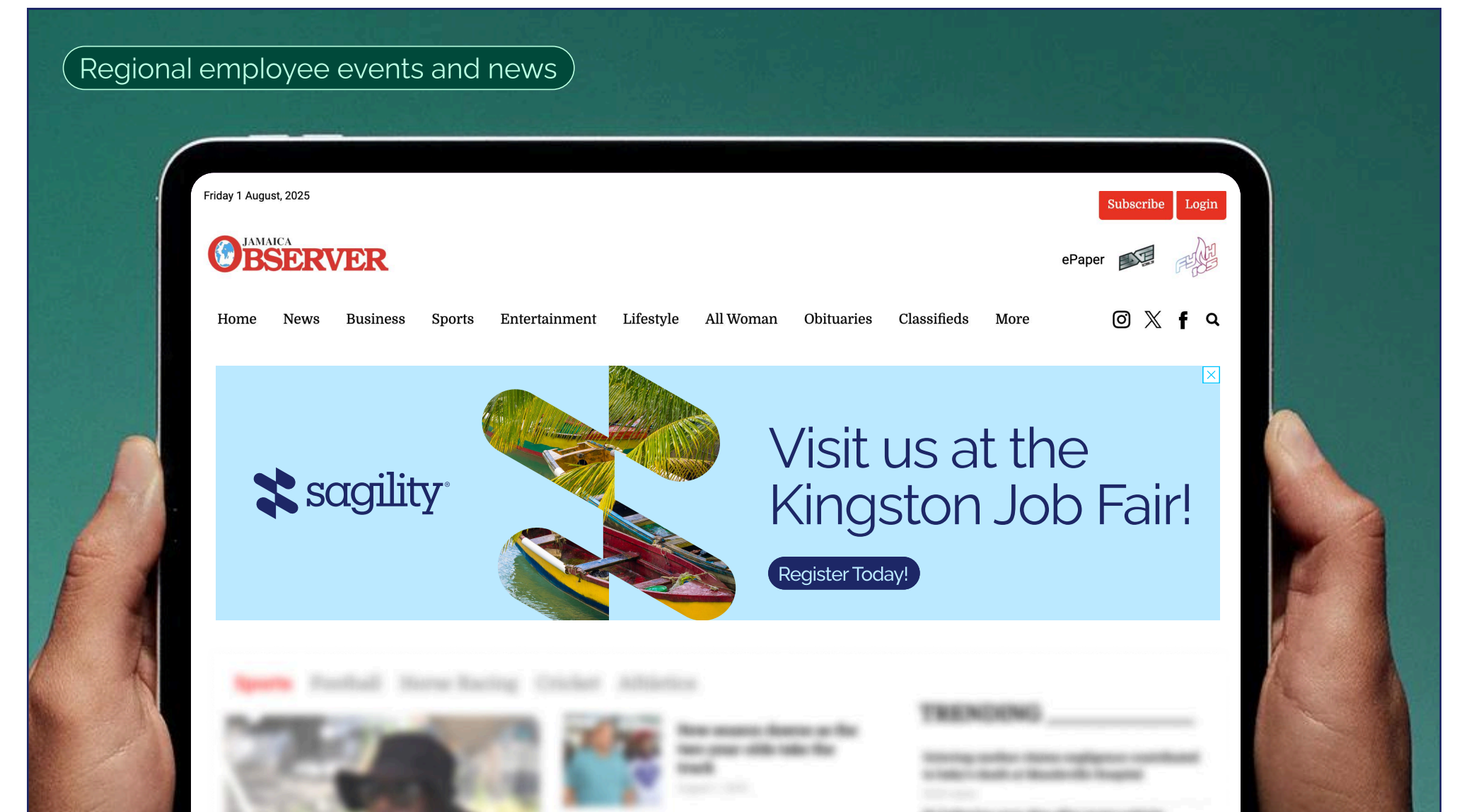
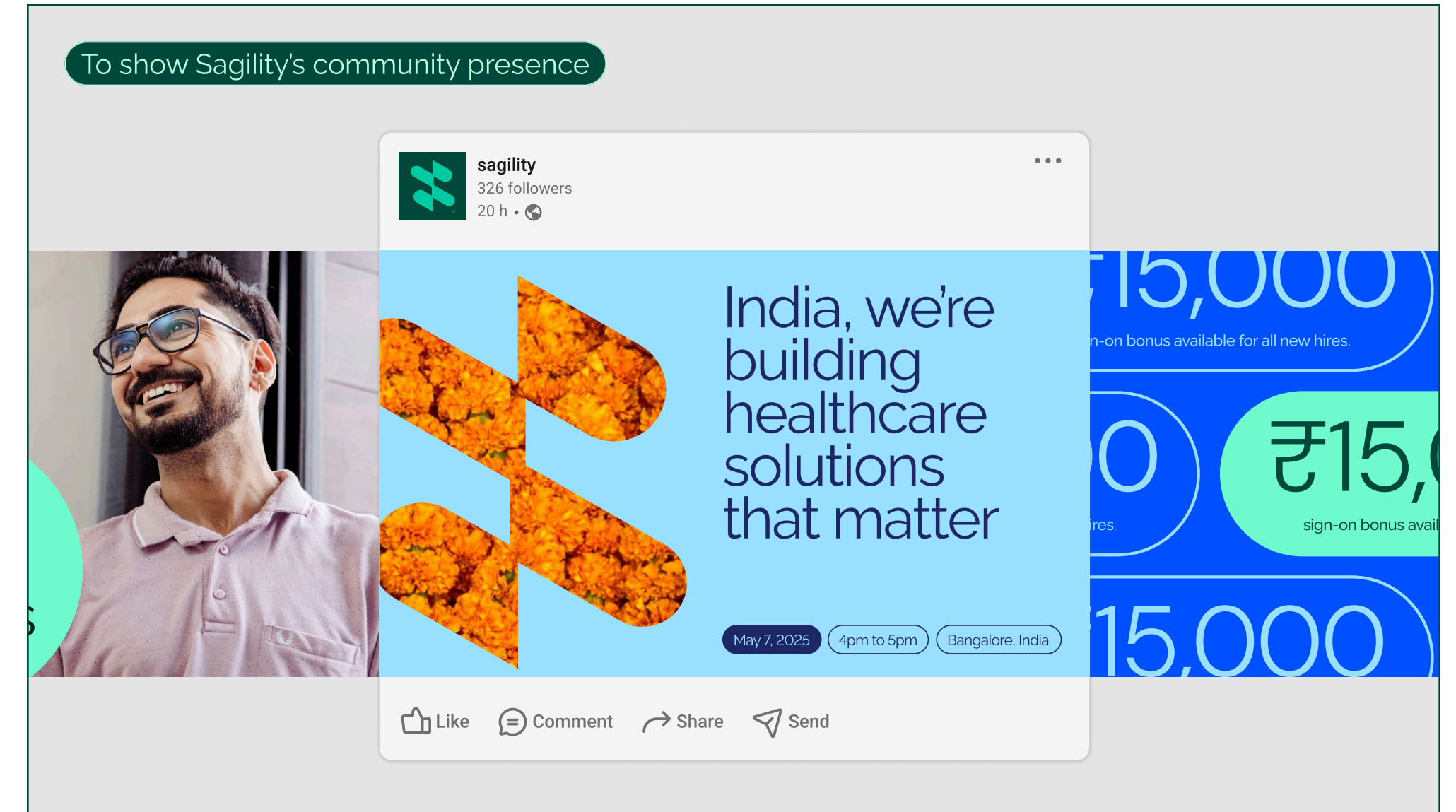
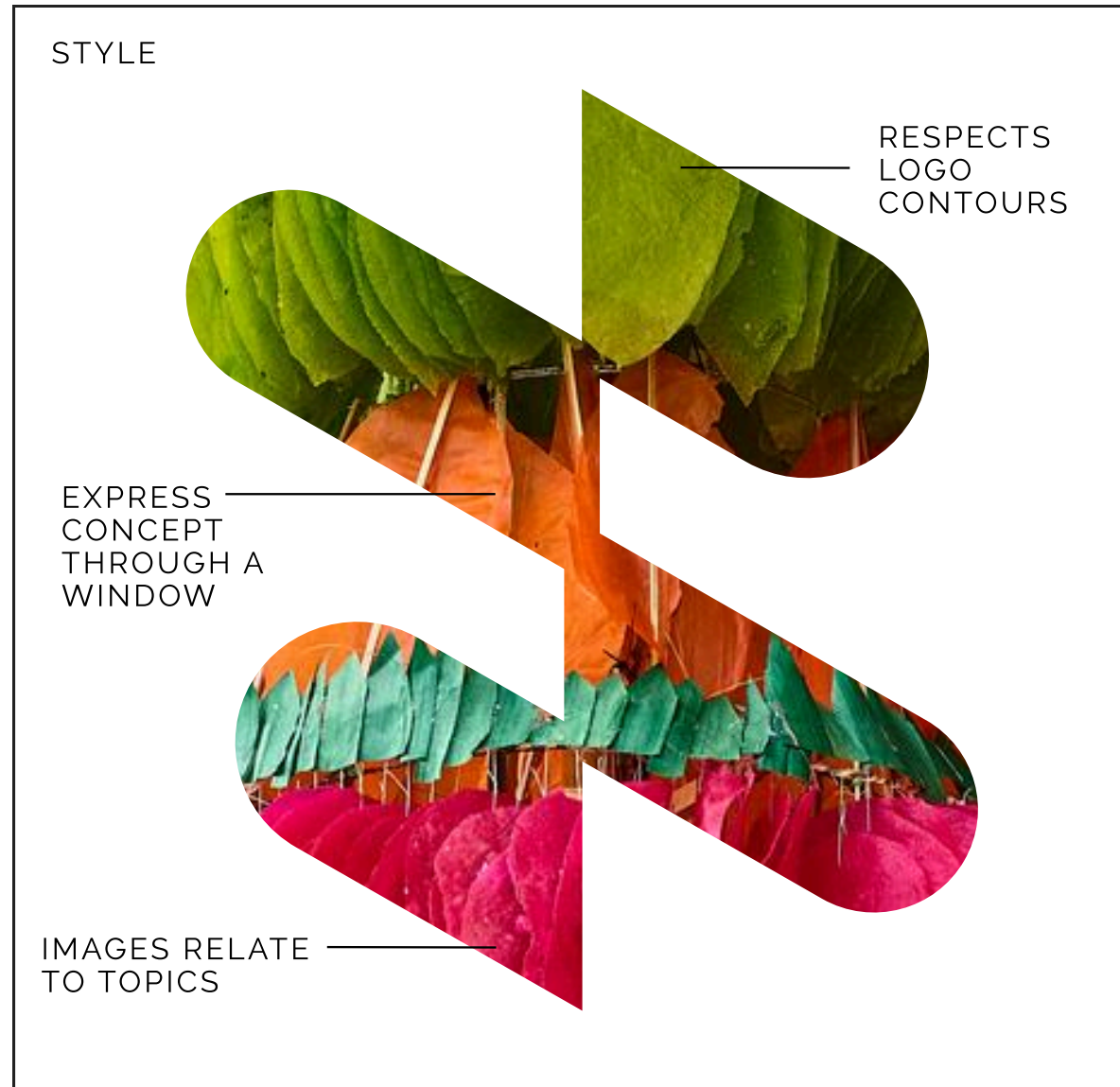
- Simple Landscapes
- Cultural Artifacts
- Traditional Physical Patterns
- Architectural Details

When to use:

- For local hiring or recruitment campaigns
- When promoting events or news tied to a specific region for employee audiences
- To show Sagility's presence in a community

Always:

- Use the full S shape without changing it
- Use real photos that show a location, object, or texture with cultural meaning
- Include the name of the place shown in the image within the communication

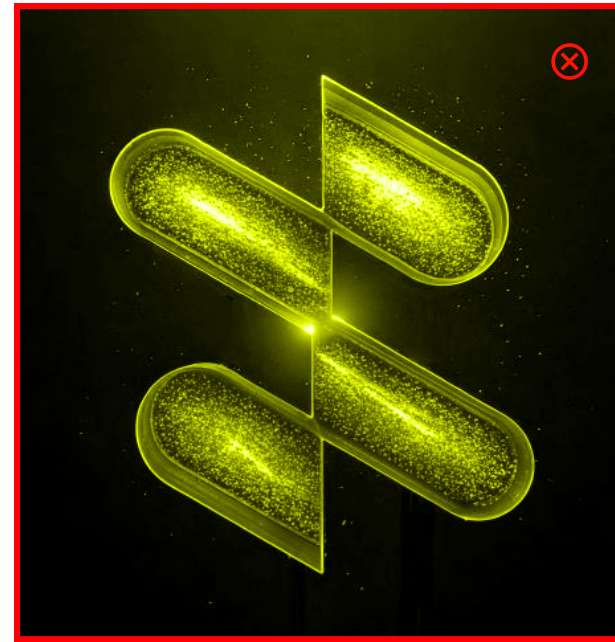


Images are FPO until licensed

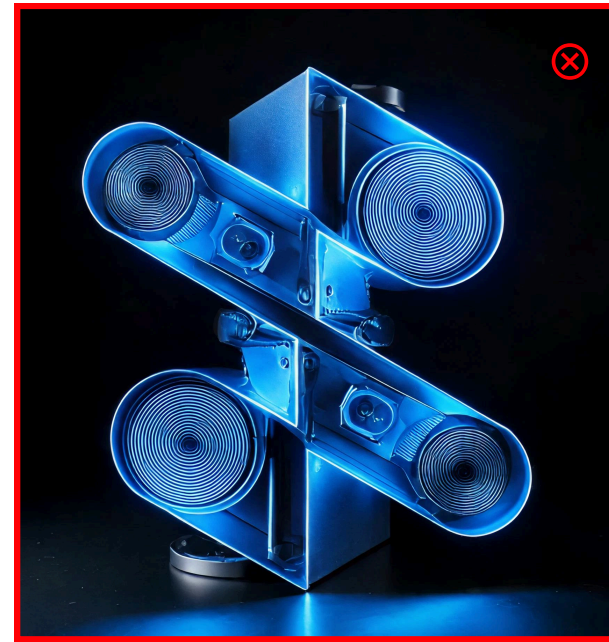
Hero S Misuses

Use the following examples on the right to avoid using our Hero S incorrectly.

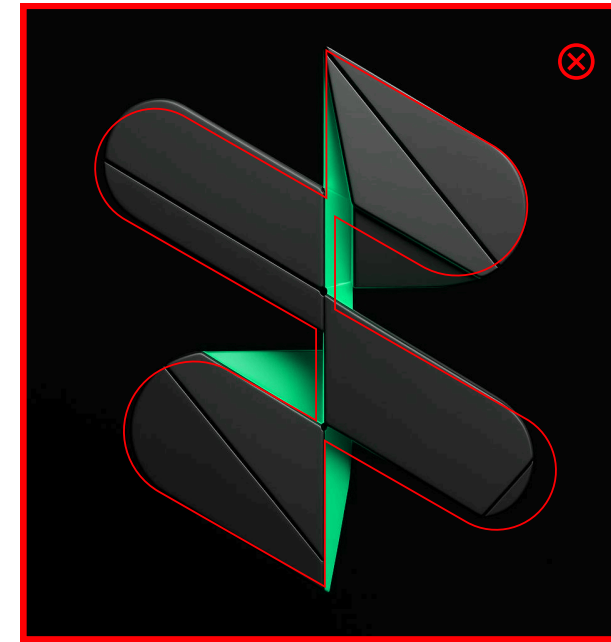
ABSTRACT



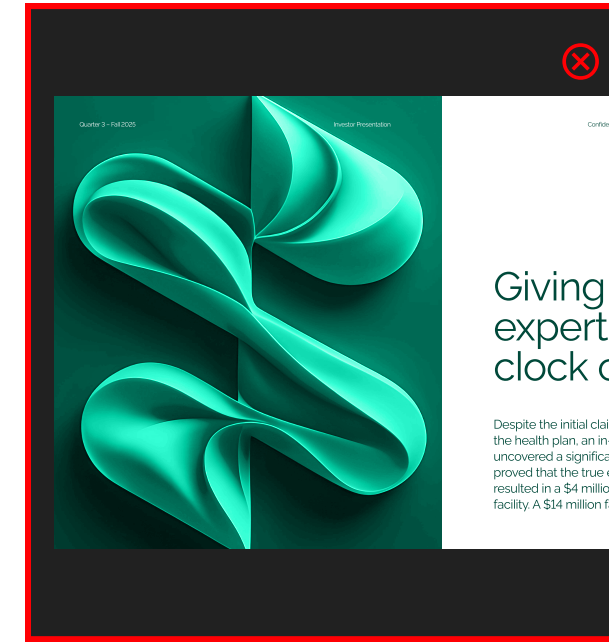
Never create abstract Hero S that are not in the Sagility Green and on off-brand colored backgrounds.



Never create abstract Hero S that are overly complex and have excessive details.



Never create abstract Hero S that are not true to the shape of the existing Sagility Logo or bleed out past the logo.

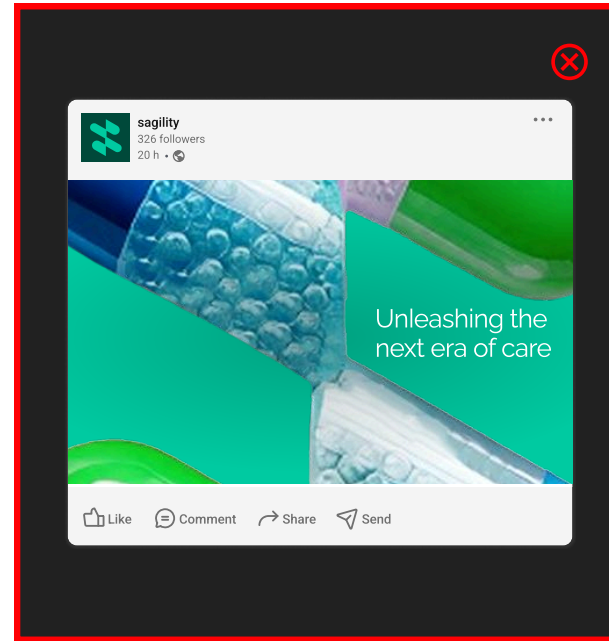


Never use in detail content driven scenarios.

FIGURATIVE



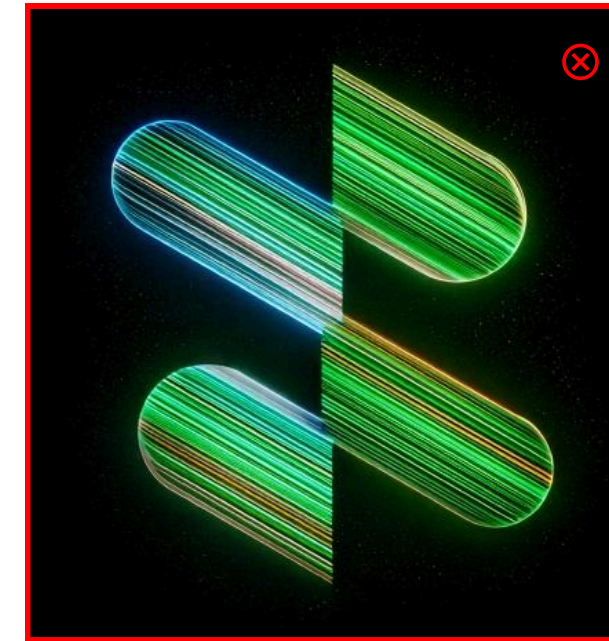
Never use unclear or unrelated motifs. Each logo must represent a clear, relevant concept.



Never crop, zoom, or use figurative logos as the focus. Keep them scaled back and always paired with the full Sagility logo.



Never add too much detail. Keep it simple and easy to read.



Never create abstract Hero S that feel flat. Even if there is some depth, ensure the entire shape feels like an object.

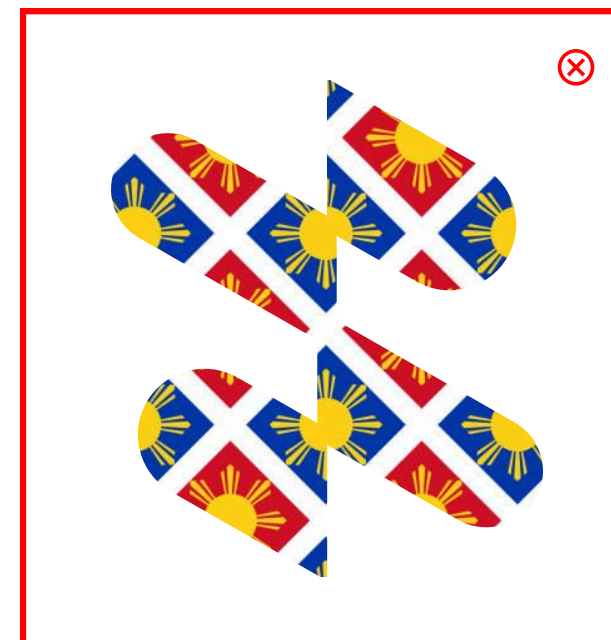
WINDOW TEXTURE



Never include people. Avoid faces, bodies, or human silhouettes.



Never use flags. National flags or flag elements should be avoided.

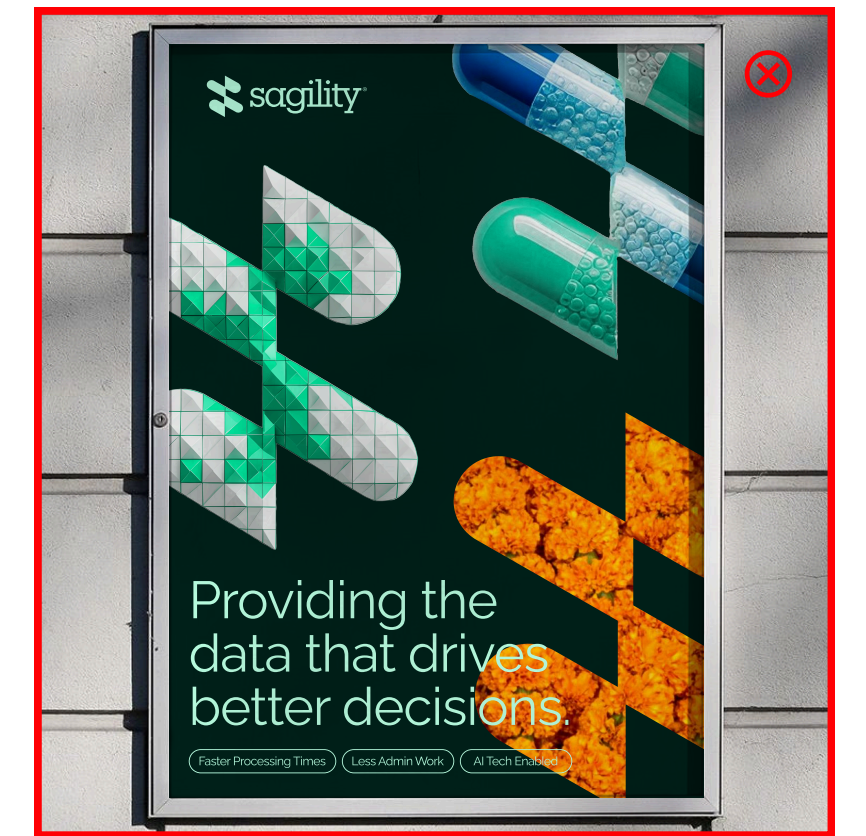


Never use flat patterns or vector graphics. Only use textures that have real depth and materiality.

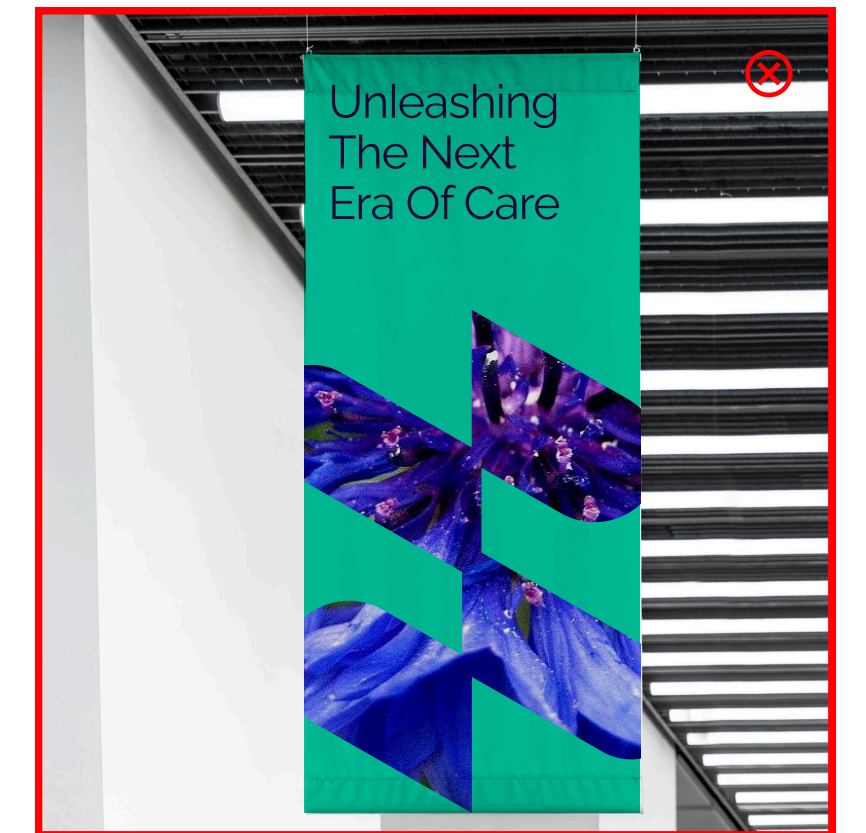


Never use without geographic context. Always ensure visuals reflect a clear cultural or geographic connection.

GENERAL MISUSE



Never mix styles without reason. Avoid combining different logo types unless there's a strong, clear reason to do so in context.



Never use designs without the Sagility logo. Always include the full logo with any graphic to show it's part of our brand.

05

Typography

Our Typography

When used with care and consistency, typography can elevate our messages and make Sagility instantly recognizable. The choices we make in how they're used should always feel thoughtful, aligned, and on-brand.

FONT WEIGHTS

Light
Regular
Medium
Bold

Light Italic
Italic
Medium Italic
Bold Italic

Sagility Sans

Type hierarchy

It is important to create distinction between the levels of typography in all Sagility communications, as doing so will help add clarity to our message and make our communications more readable, engaging and meaningful.

In most scenarios, Sagility Sans Regular and Medium are the standard style. In rare cases, such as large format billboards, headlines can be set in Sagility Sans Light to maintain visual lightness. Similarly, Sagility Sans Bold may be used for small scale content to ensure legibility.

HEADLINES & TITLES

Sagility Sans Regular

Sentence case
Leading 100%
Tracking -2%

SUBTITLES

Sagility Sans Medium

Sentence case
Leading 100%
Tracking -1%

BODY

Sagility Sans Regular

Sentence case
Leading 120%
Tracking 0%

CTA

Sagility Sans Medium

Sentence case
Tracking 0%

We're delivering value in healthcare operations

Our services

Despite the initial claims of a \$10 million underpayment by the health plan, an in-depth analysis of the claims data uncovered a significant discrepancy. A closer examination proved that the true extent of the payment dispute.

Unleash performance

System fonts

Our system typeface is Aptos, a typeface built into most computer operating systems. We only use Aptos in PowerPoint and other digital applications when our brand typeface is not available or when we are sharing files with partners and clients who do not have access to our brand typeface.

Note:

- Always use the brand font if it's available.
- All feature headlines and copy are set in Aptos Regular.
- Aptos Regular and Bold are used as supporting cuts for body copy, captions and quotes when needed.

HEADLINES & TITLES**Aptos Light**

Sentence case
Leading 100%
Tracking -4%

SUBTITLES**Aptos Regular**

Sentence case
Leading 100%
Tracking -2%

BODY**Aptos Regular**

Sentence case
Leading 120%
Tracking 0%

CTA**Aptos Regular**

Sentence case
Tracking -2%

We're delivering value in healthcare operations

Our services

Despite the initial claims of a \$10 million underpayment by the health plan, an in-depth analysis of the claims data uncovered a significant discrepancy. A closer examination proved that the true extent of the payment dispute.

Unleash performance

Typography color use

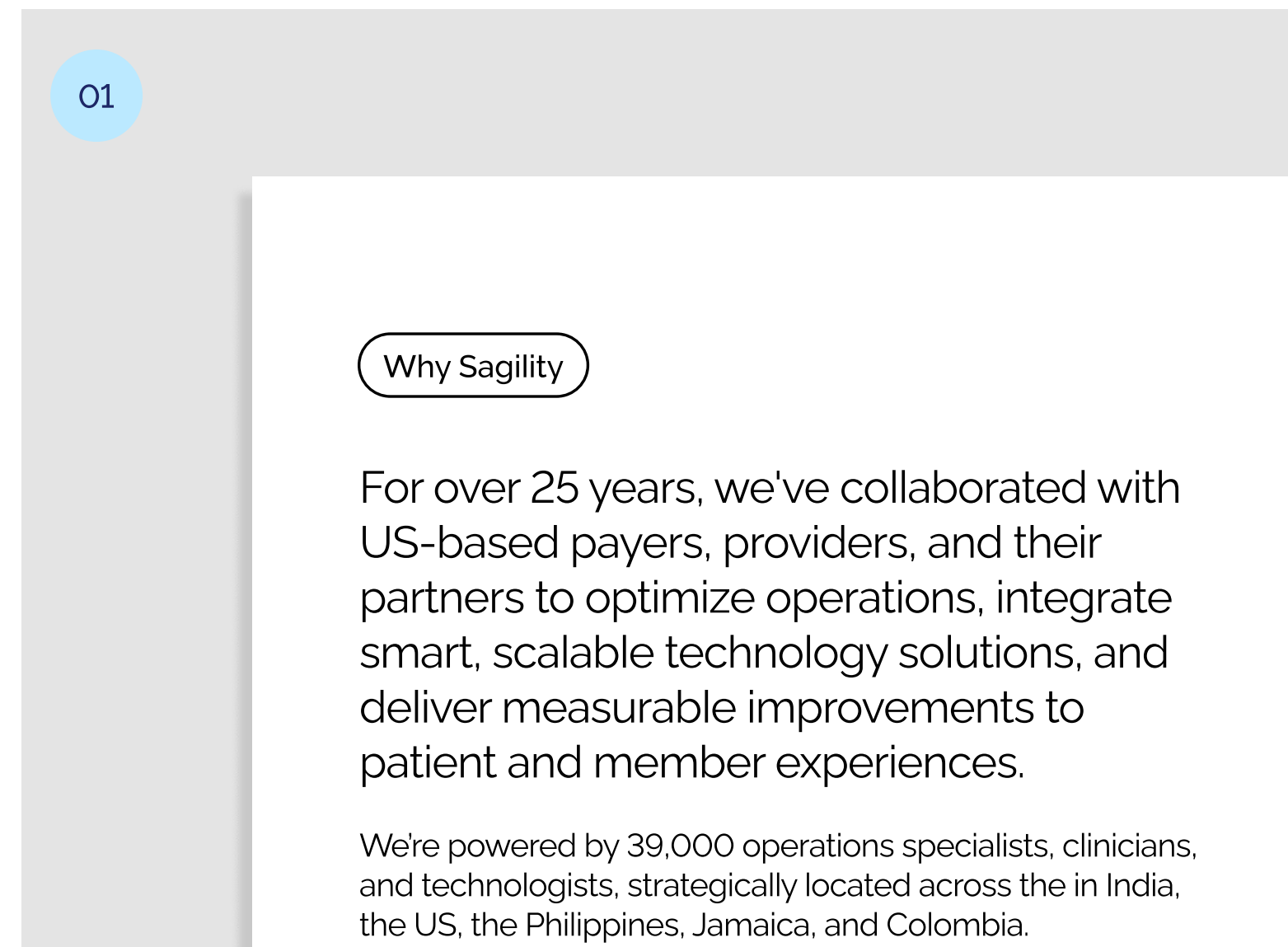
Our typography prioritizes readability, hierarchy, and brand consistency. We use a tone-on-tone approach within our hue groupings. The standard color of text on white backgrounds in black, however heroic moments can use green and blue color-ways on colored backgrounds.

Always follow our color accessibility guidance to ensure compliance.

Follow the app

1. Use black text on white backgrounds for large bodies of copy.
2. For hero visuals lead with green combinations for hero titles, limited to two tones.
3. Use the blue color combination for variation.
4. Use our tertiary color combinations sparingly.

Images are FPO until licensed

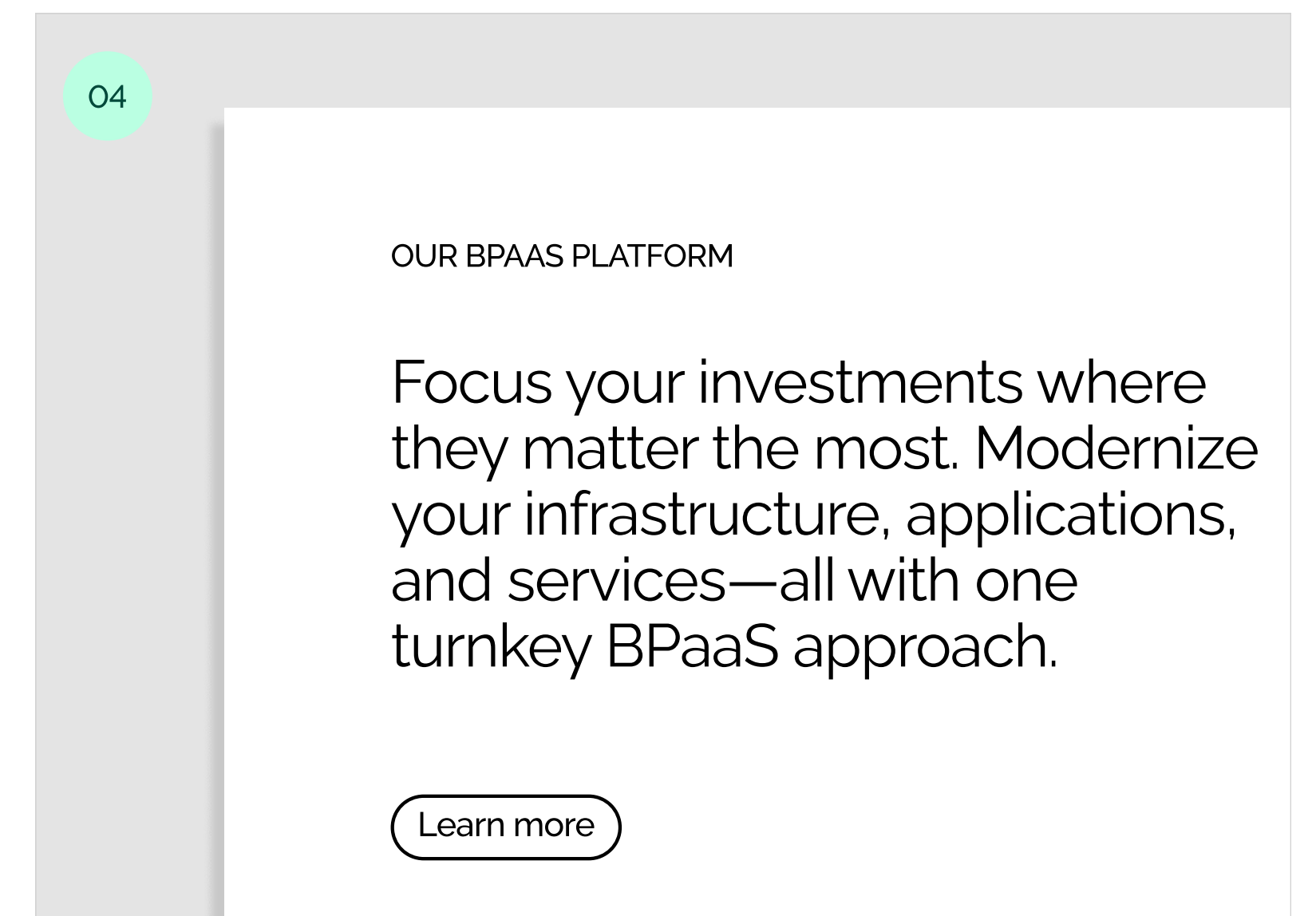
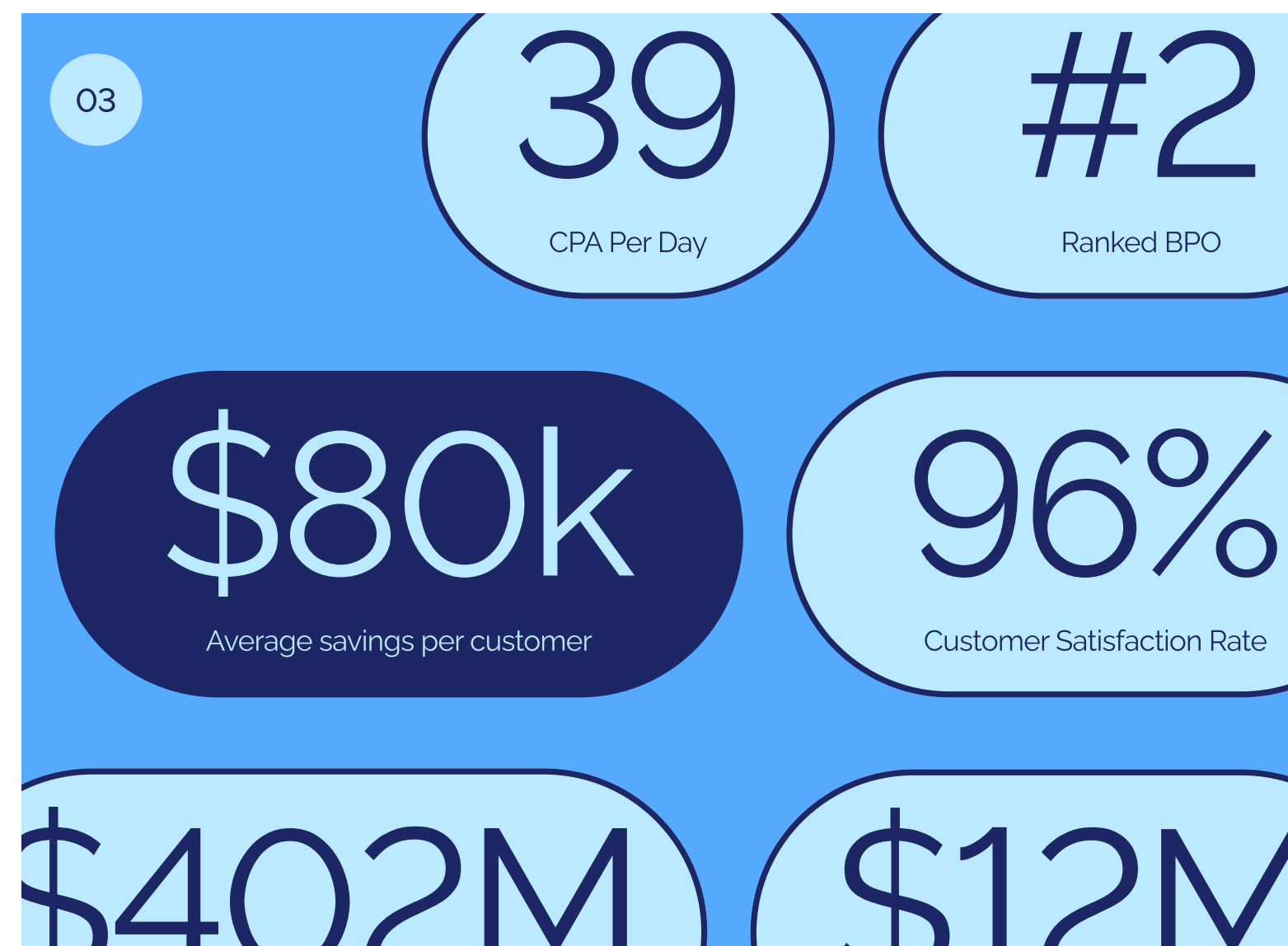
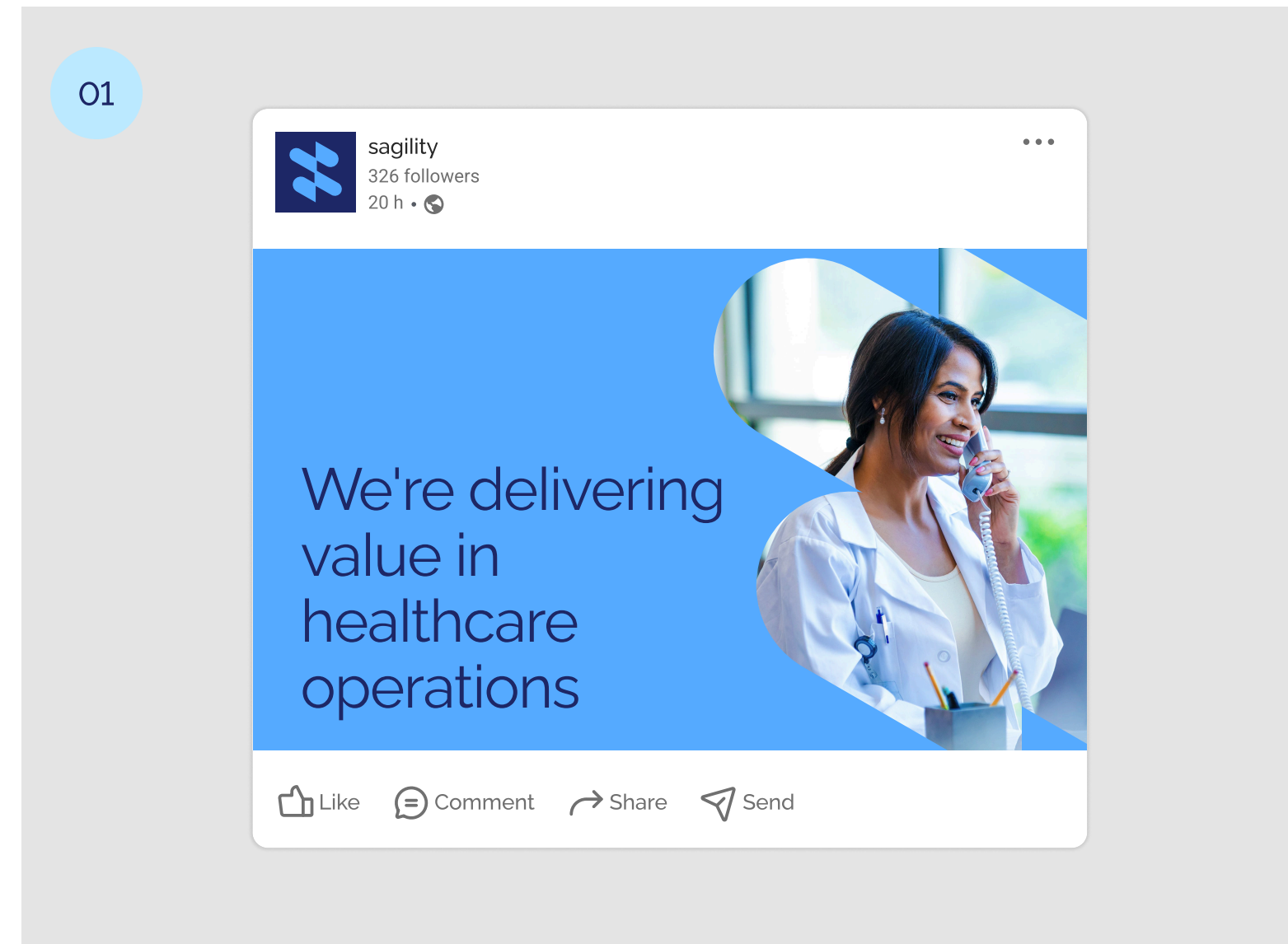


Typography do's

The recommended uses shown on this page will ensure that typography is used consistently and correctly. Please be sure to follow these recommendations.

1. Do use Sagility Sans across all form of communication and marketing materials.
2. Do use headlines without punctuation at the end.
3. Do use our typeface to highlight data and call out important information.
4. Do keep content on clean backgrounds to maximize legibility. Keep ample white space around the content.

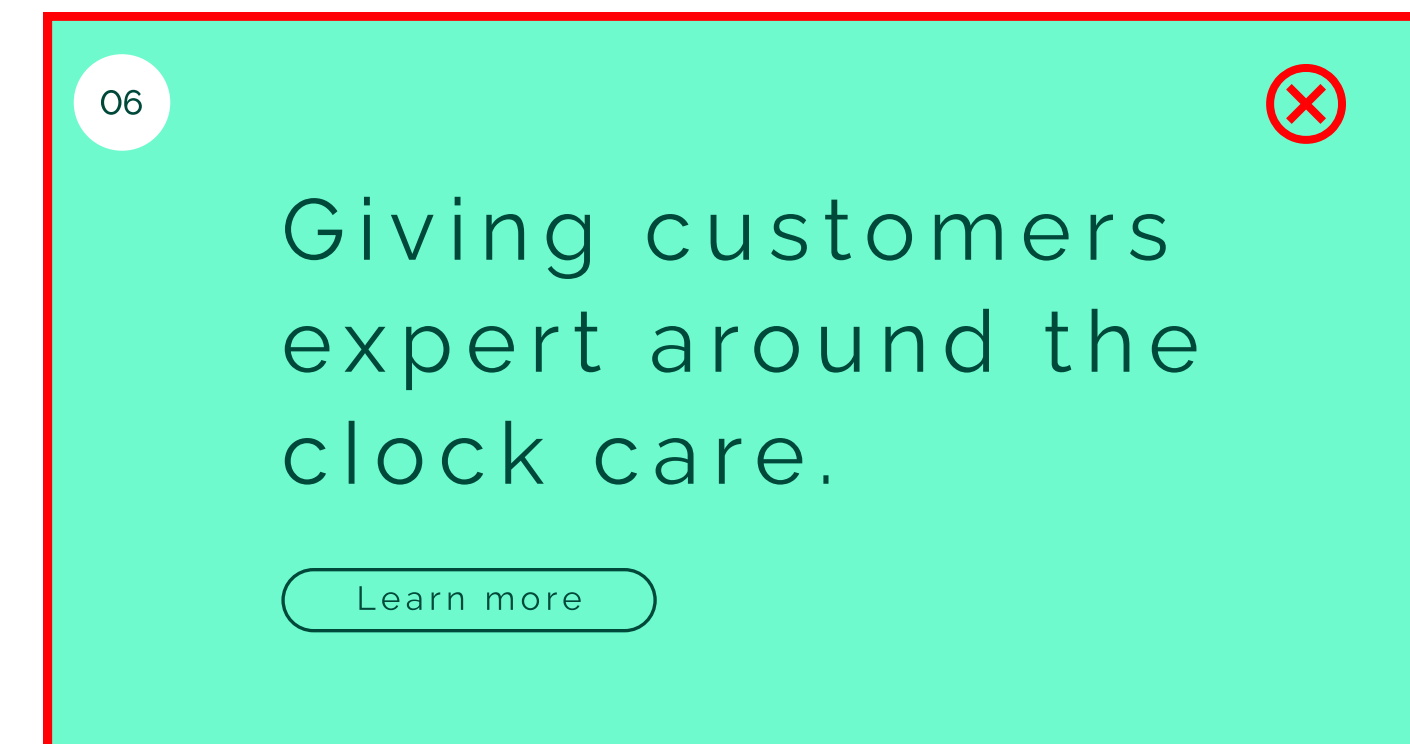
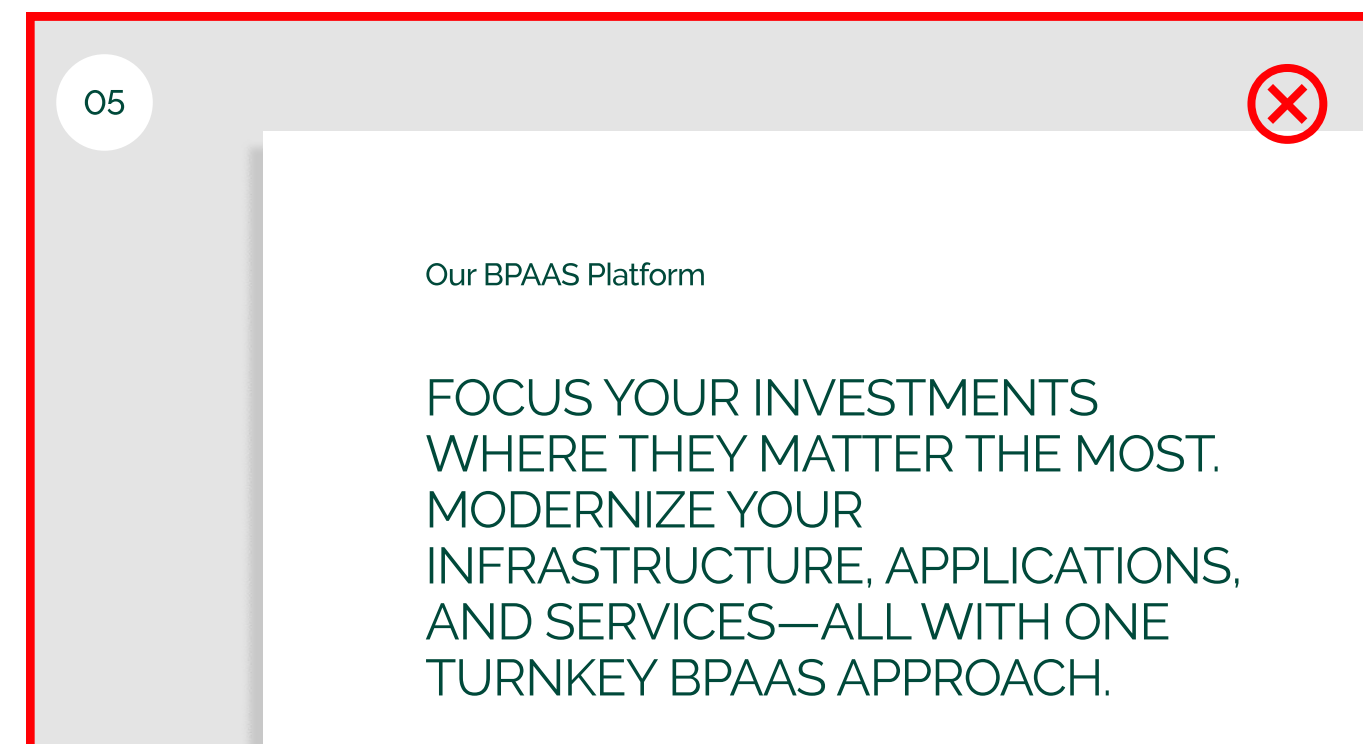
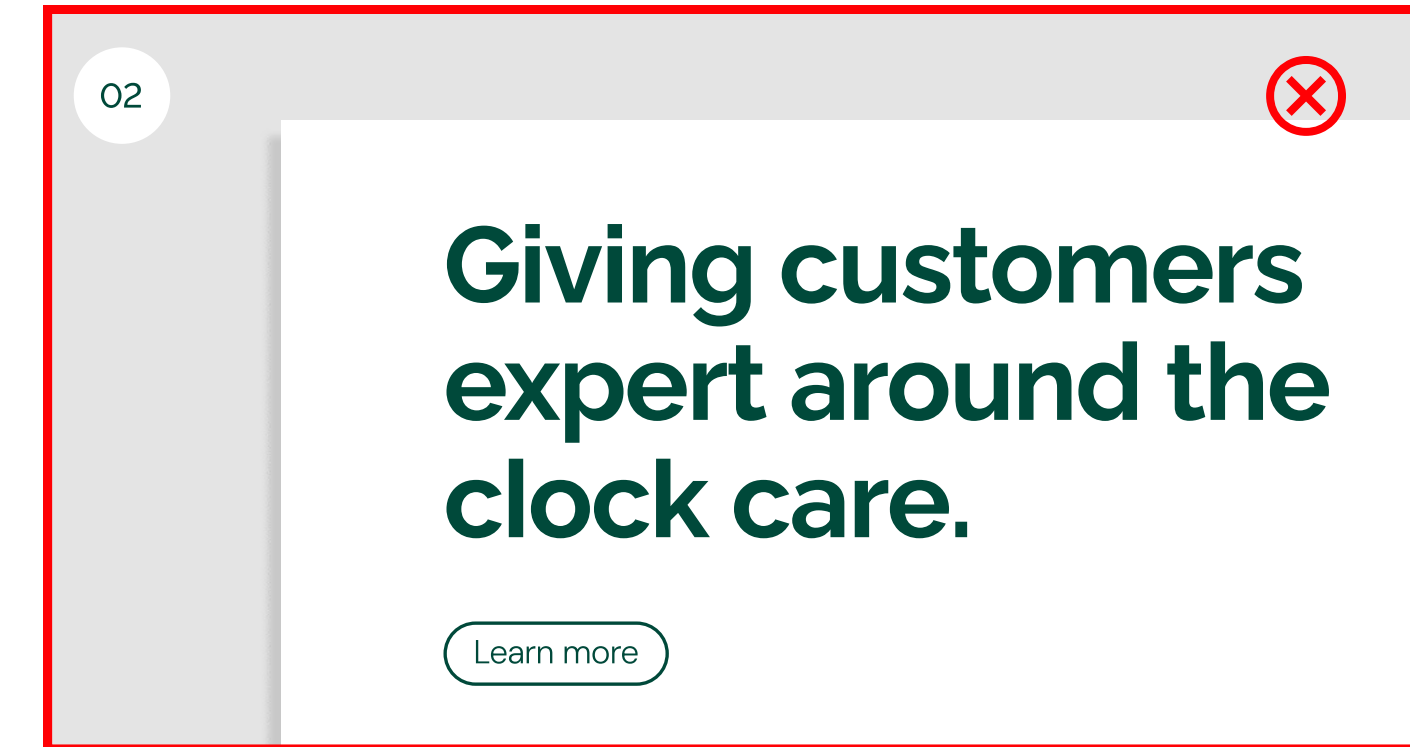
Images are FPO until licensed



Typography don'ts

Proper use of typography is important in establishing a distinct and knowledgeable look and feel for our brand and messaging. When working with typography, avoid the following cases of misuse.

1. Do not use unapproved typefaces.
2. Do not alter font weights not specified for the kind of type. Please reference the type hierarchy page for guidance.
3. Do not use unapproved type colors.
4. Do not mix multiple font weights within the same headline, especially when it's short.
5. Do not mix or use unapproved sentence styles.
6. Do not use use extreme leading or kerning settings — adhere to recommended type hierarchy.

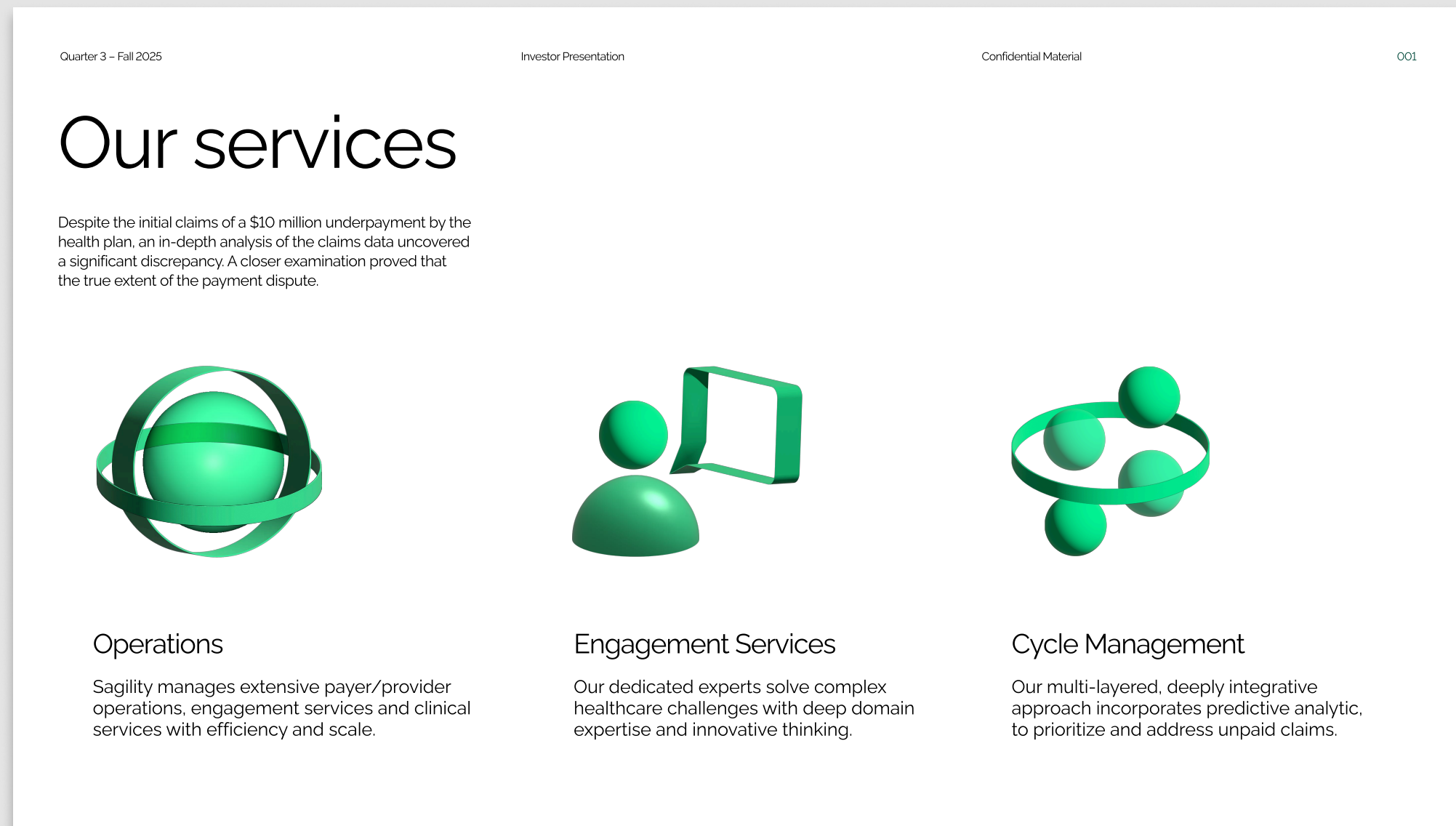


06

Pictograms

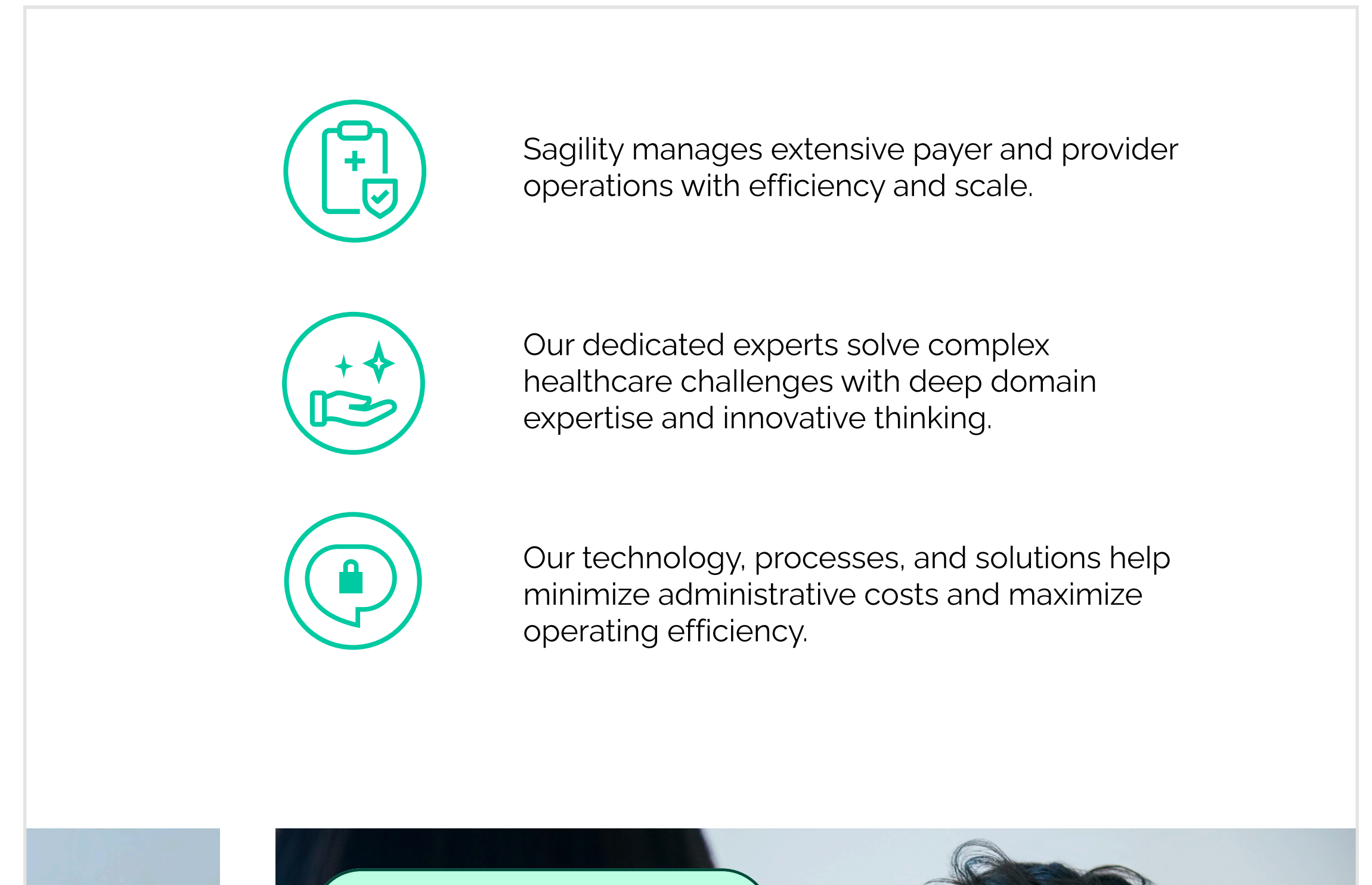
Our Pictogram & Functional Icons

Pictograms



We use two types of iconography within our brand system for an impactful, scalable approach. Pictograms are expressive, dimensional spot illustrations used for visual impact at a large scale. Icons are an accessible library of flat graphics to illuminate functional and small scale expressions

Functional Icons



Pictograms

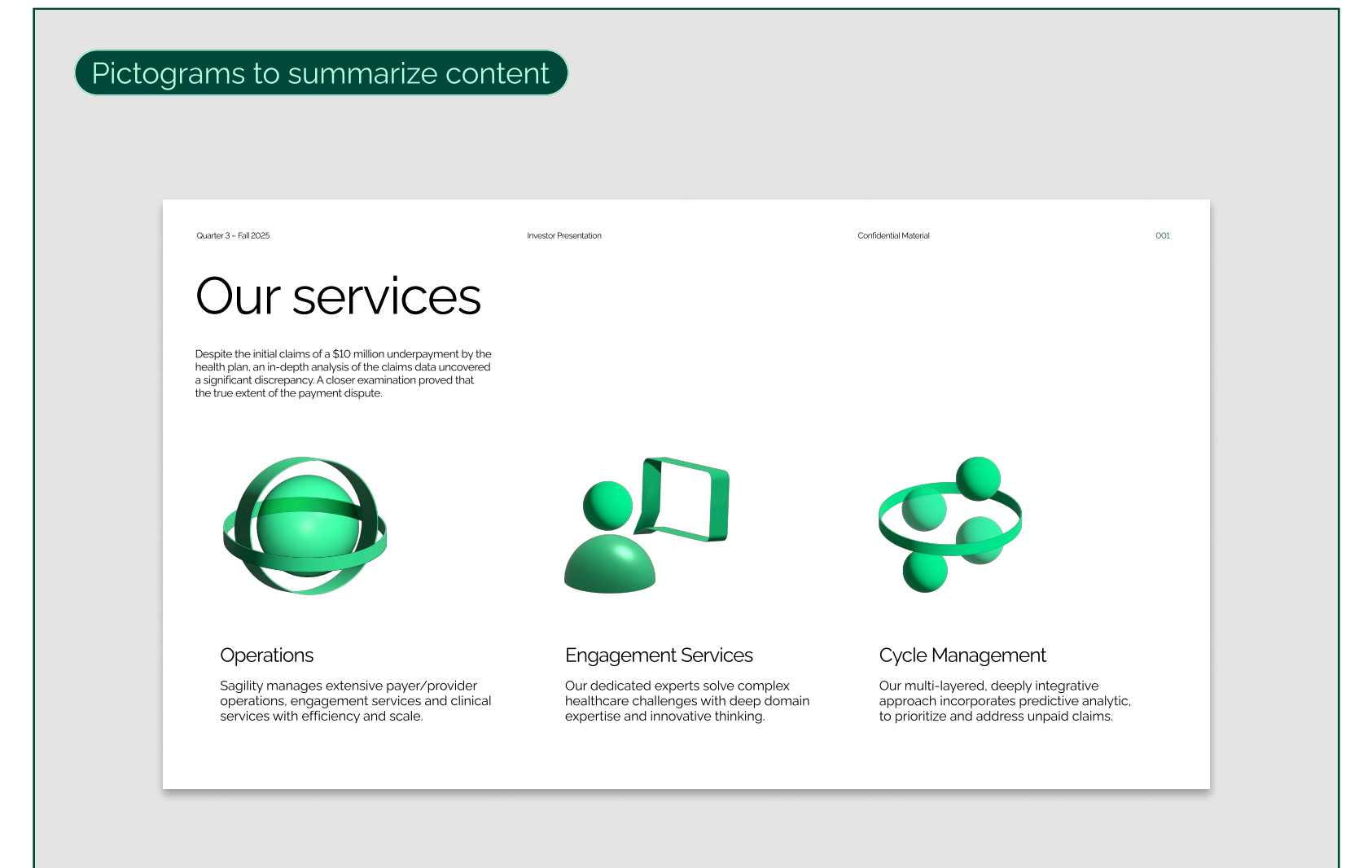
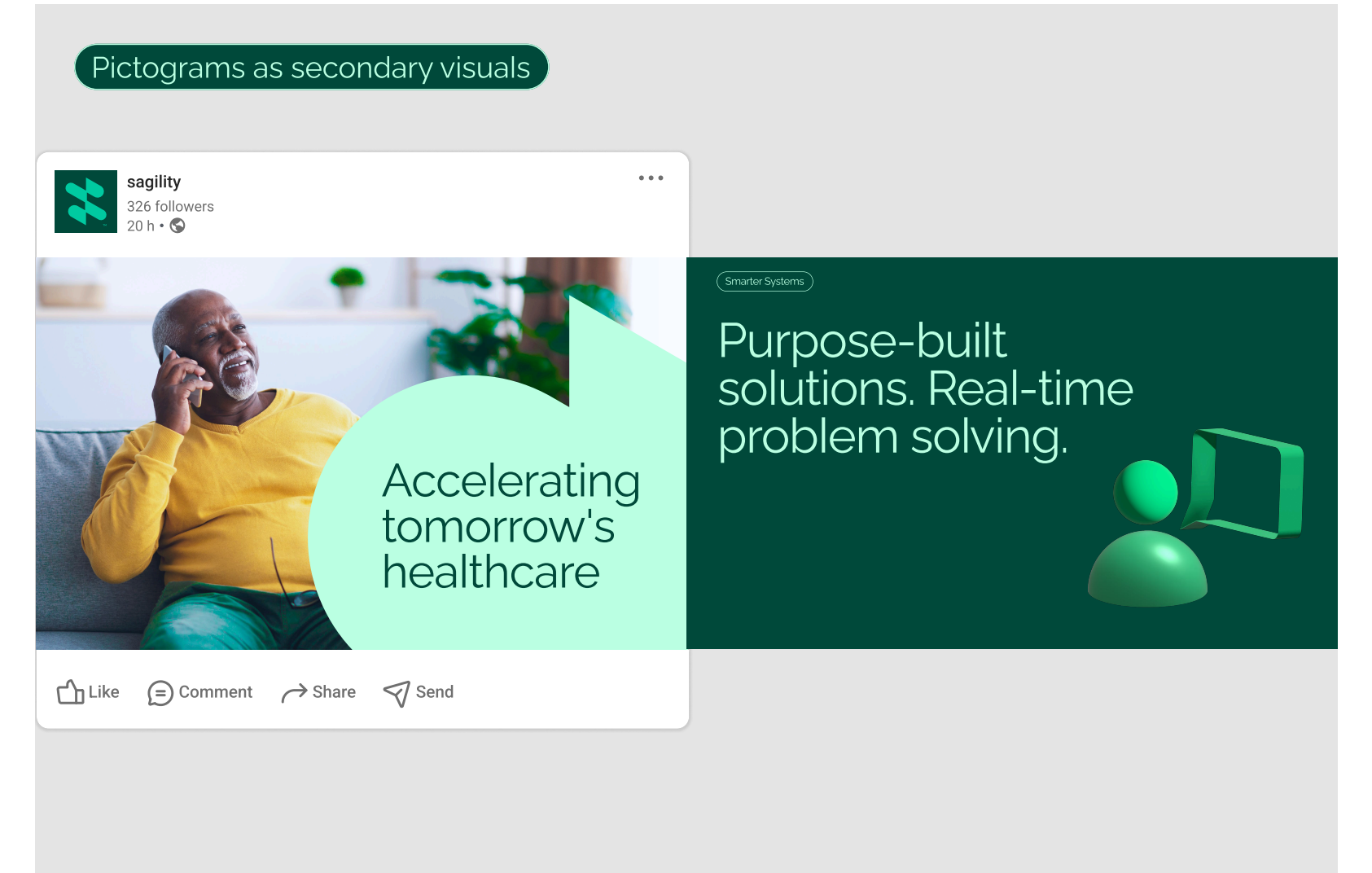
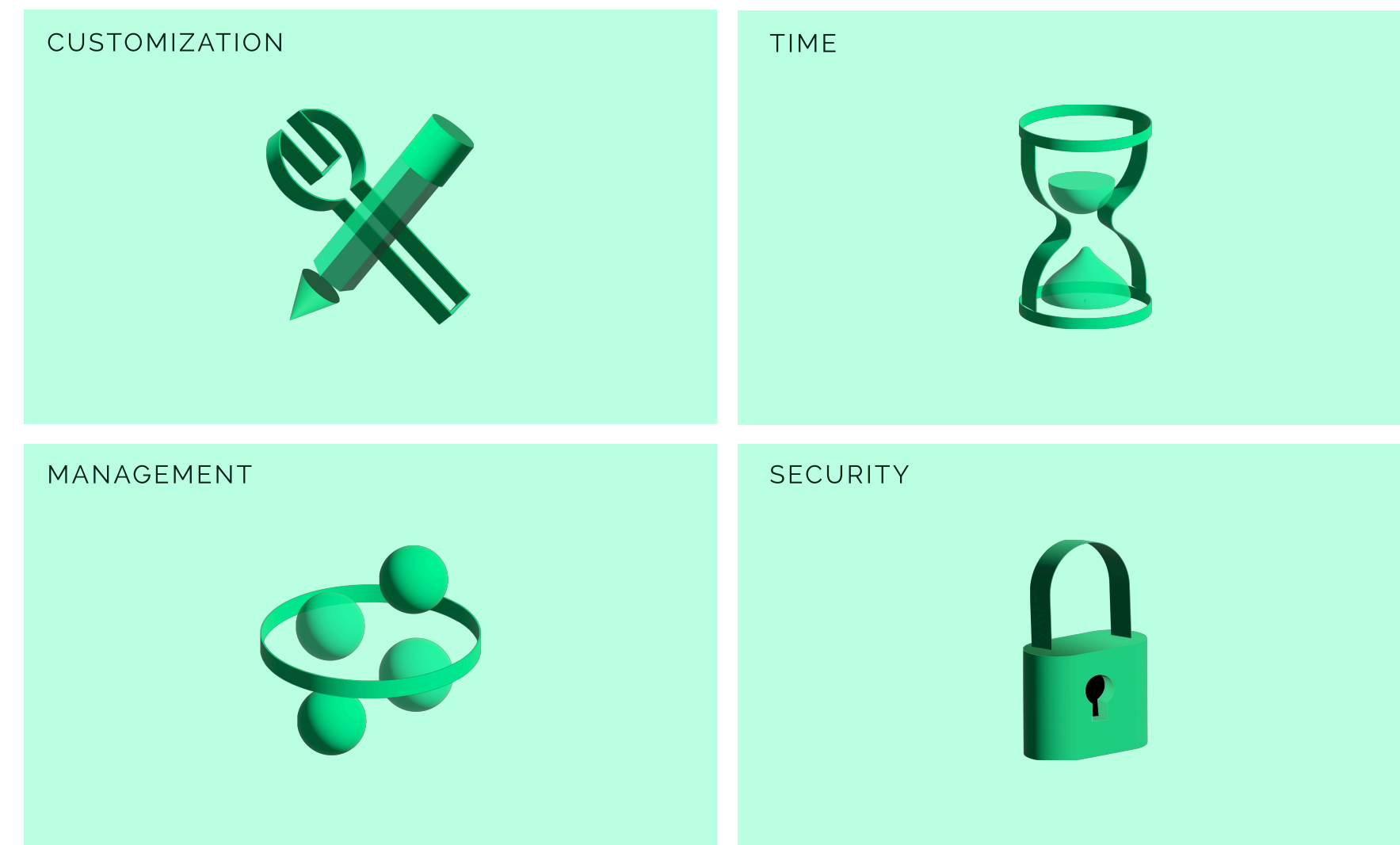
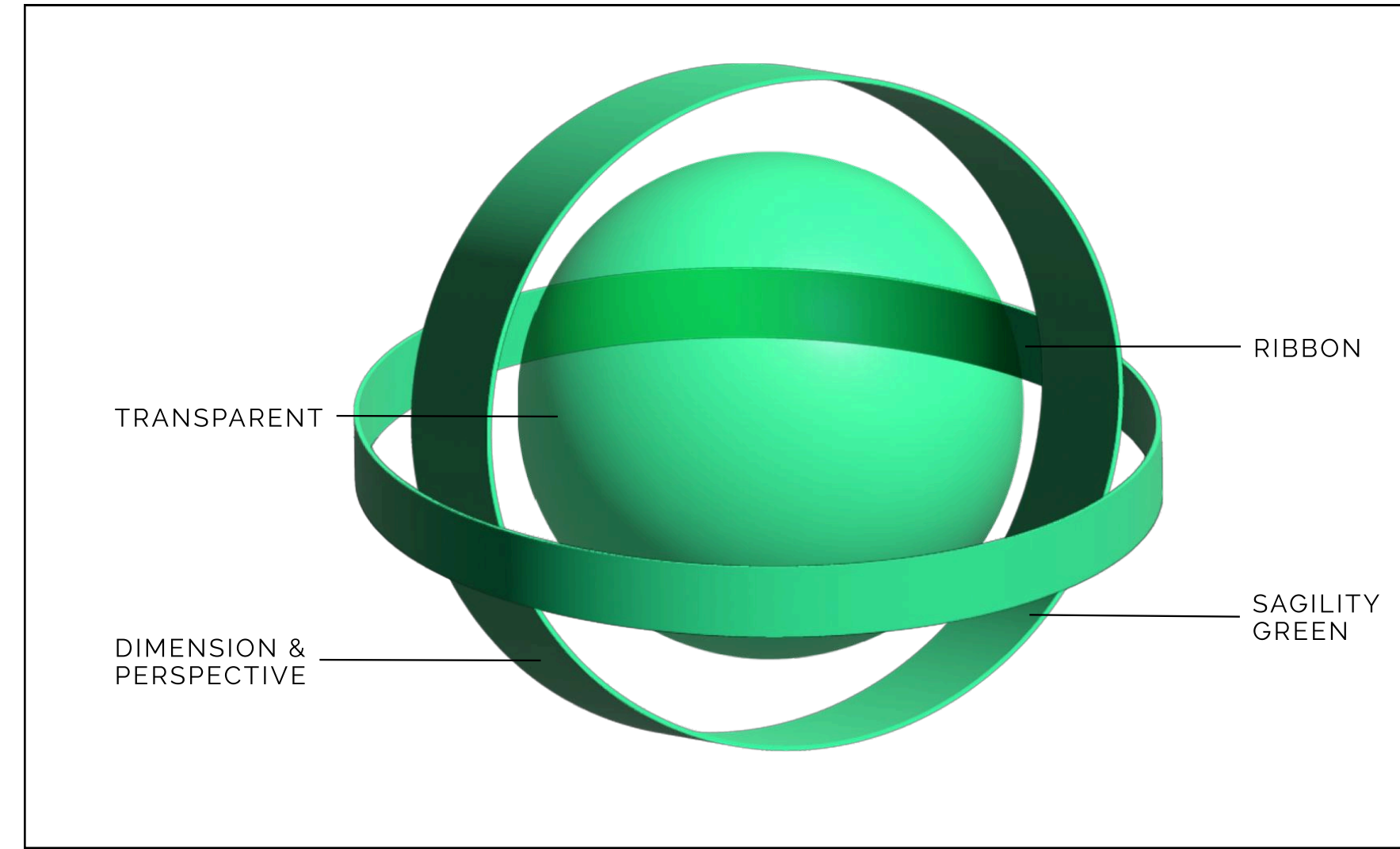
Pictograms are used to expressively illustrate key concepts and services in marketing applications such as website, social media posts, presentations, and internal office displays. They can also be placed over photography to capture attention and highlight specific moments.

Each pictogram adheres to the following design principles:

- **Dimension** – Our pictograms are built with 3D and emphasize dimension and perspective. They're not simply extruded icons
- **Ribbon** – A flowing shape that adds movement and visual interest.
- **Transparency** – Overlapping translucent layers that create depth.
- **Sagility Green** – A signature gradient that reinforces brand recognition.

Images are FPO until licensed

The full set of pictograms can be found in the Components and Assets section

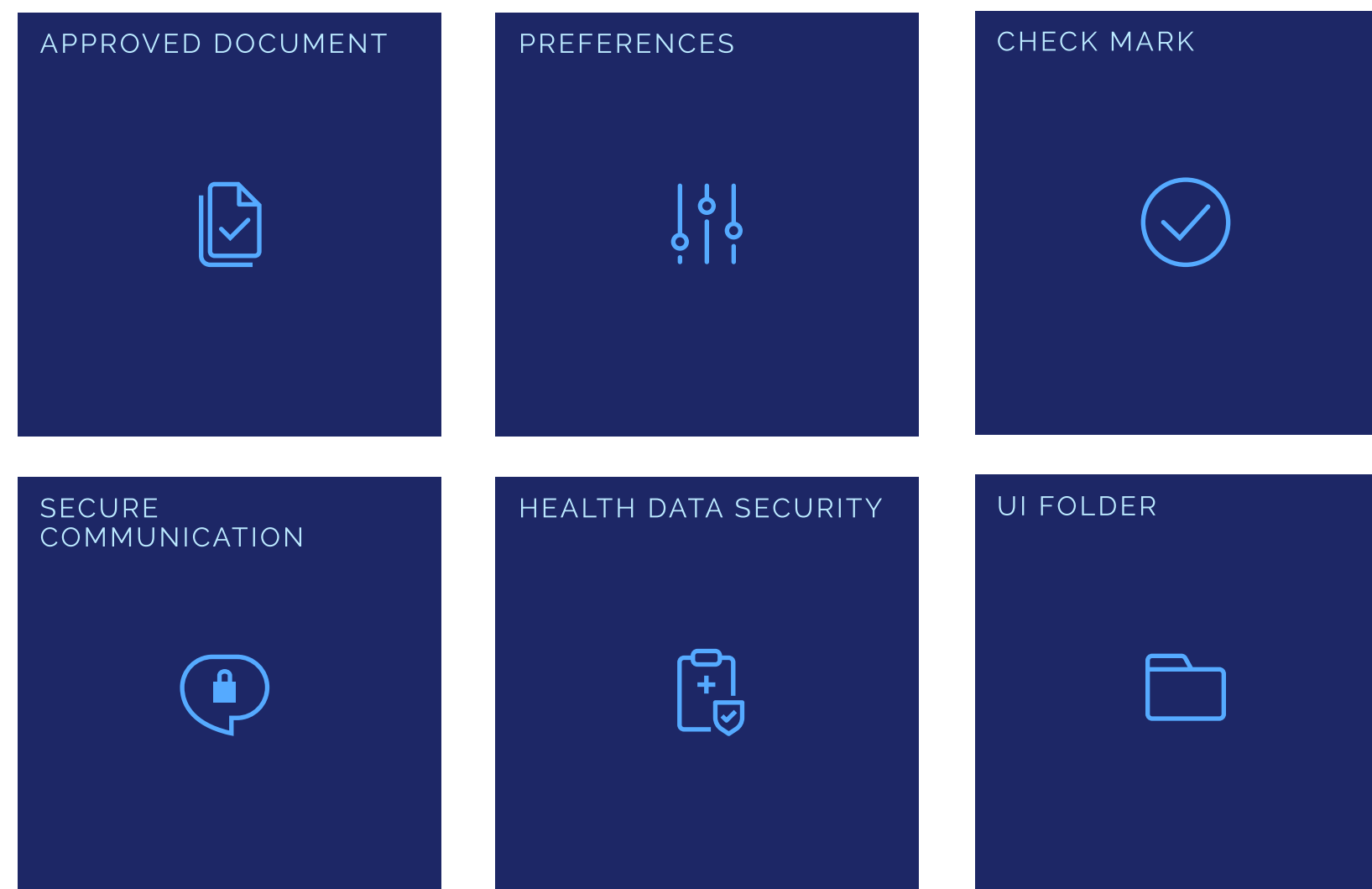
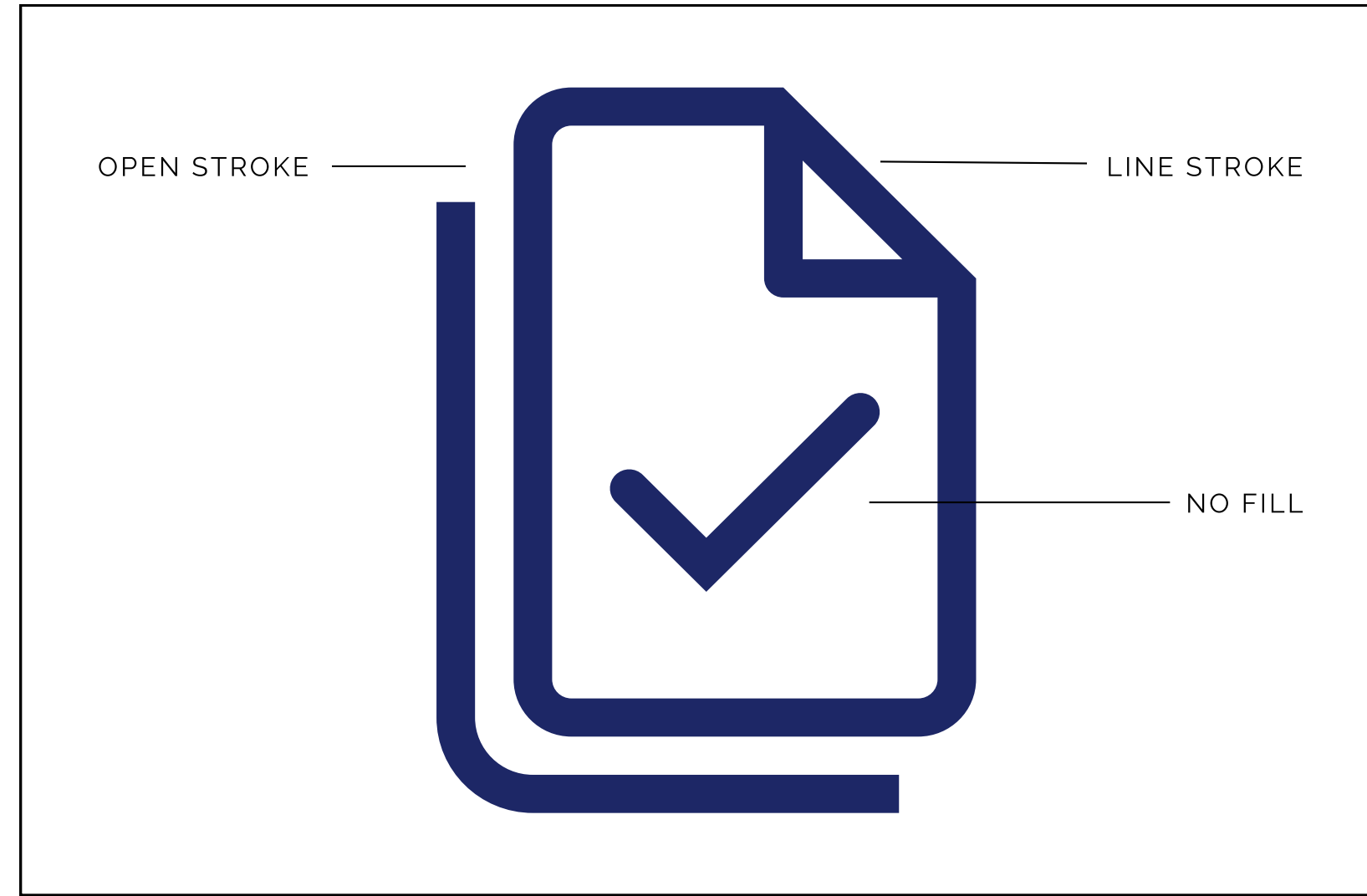


Icons in use

Our functional icons are reserved for essential applications such as buttons, navigation, and other critical interactive elements. They must always be in stroke style to maintain visual consistency.

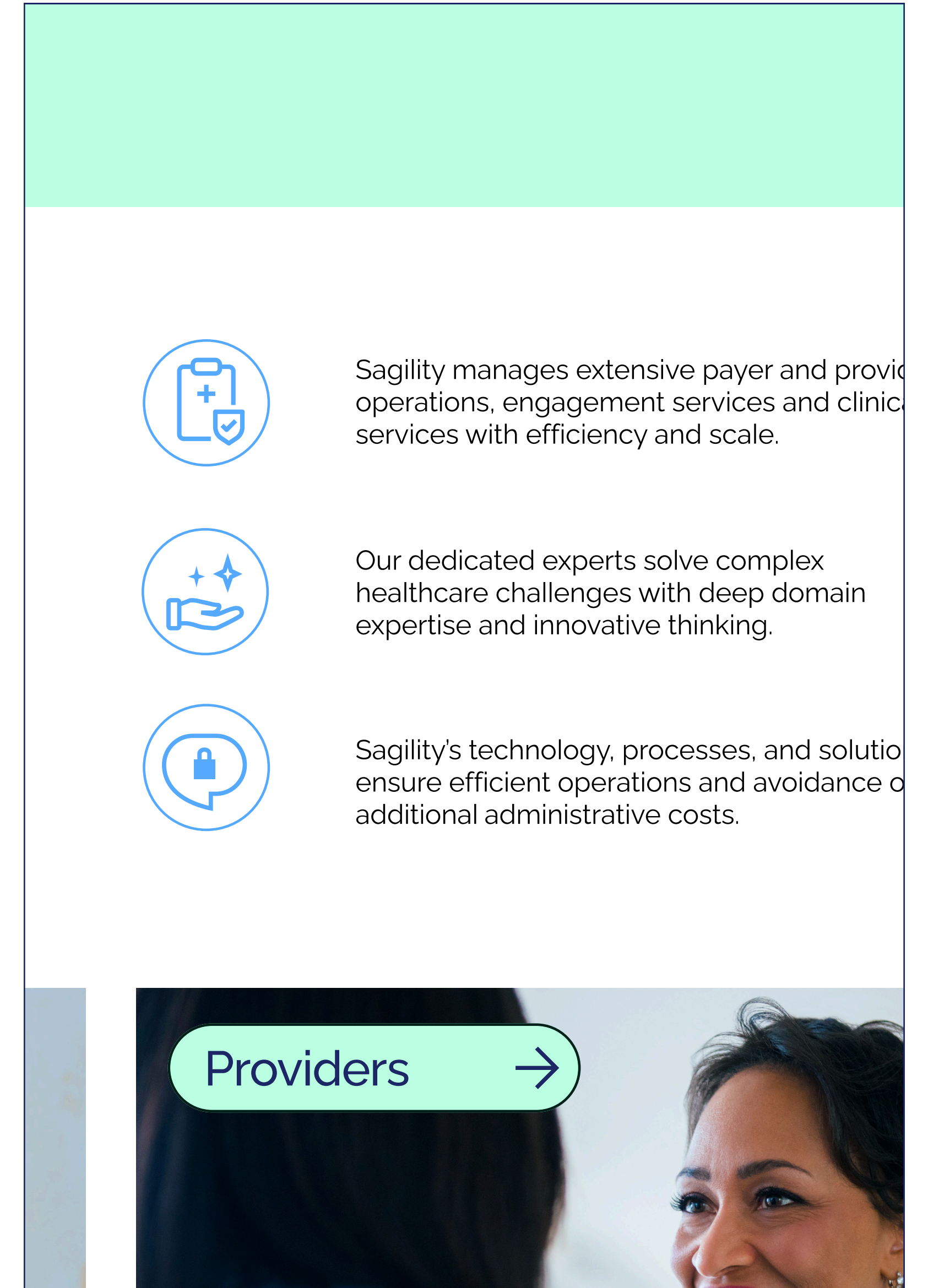
Use outline icons only, no smaller than 24px.

Icon Source
healthicons.org



Images are FPO until licensed

The full set of icons can be found in the Components and Assets section



07

Photography

Curating our image style

Image style deals with how an image is captured, how it is lit, what camera settings are used and how the imagery is treated in post production. Our image style contributes to how an image feels more than what story the imagery tells. The following are general principles to follow when selecting and curating photography:

Cool Tones

Our image temperature leans towards cooler tones. We color our photography with cool greens, blues, and subtle magentas so that it blends cohesively with our brand colors.

Bright Natural lighting

Subjects shown in bright natural lighting feel clear and optimistic. Lighting should be bright and soft with no harsh shadows.

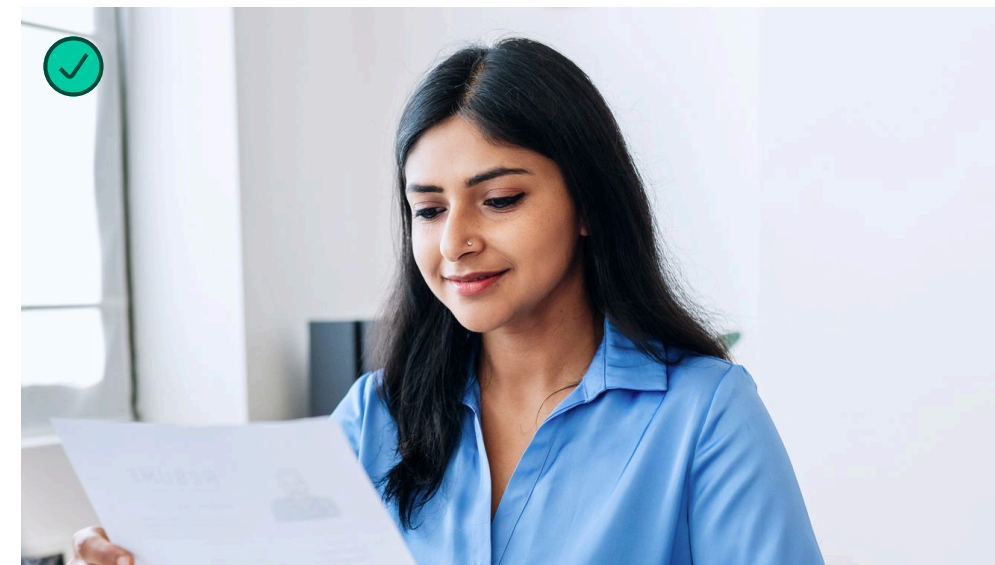
Clear compositions

Compositions focus on people in engaging candid moments without feeling posed and rigid. Subjects can either look directly at the camera or off to the side. Groups of people can also be shown at a distance that incorporates clean and simple environments. Use of simple backgrounds and expanses of negative space create simplicity and clarity

Cool Tones



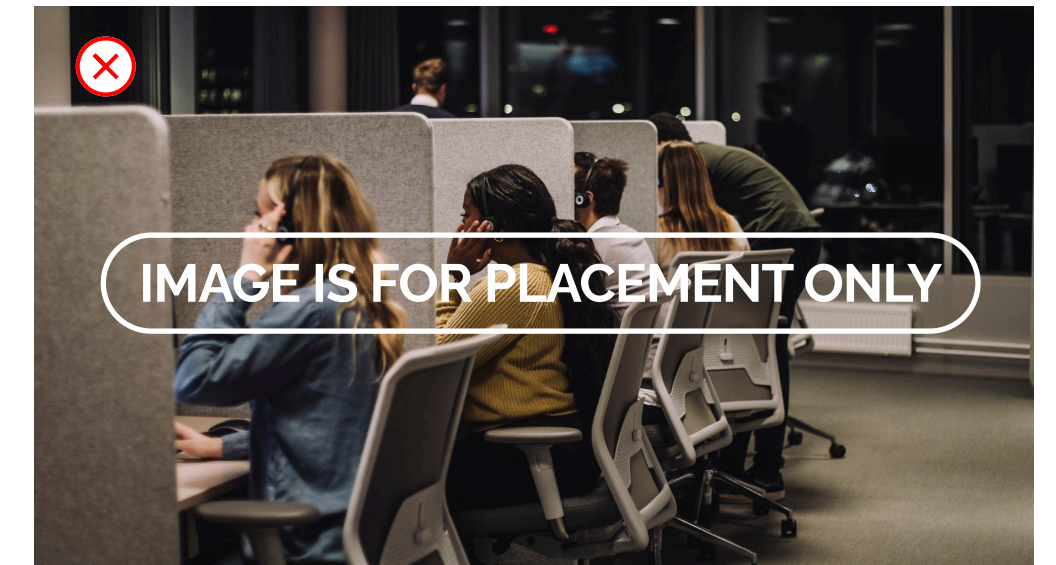
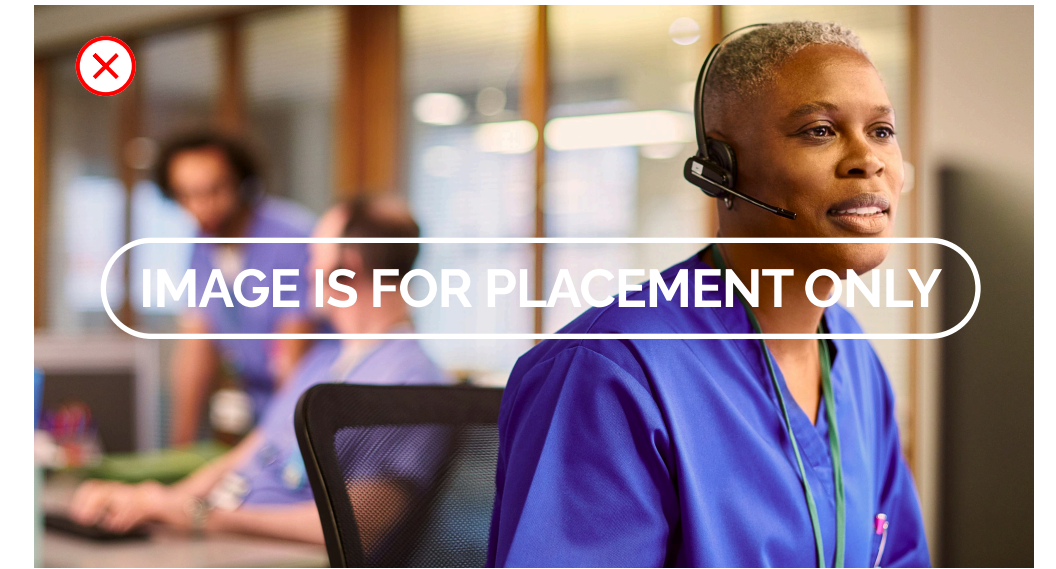
Bright Natural lighting



Clear composition



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Images are FPO until licensed

Photography subjects



Providers and Payers (US)

These shots highlight our US based providers across a range of healthcare services. Subjects of these images can include:

- Doctors and nurses
- Healthcare administrators
- Insurance managers
- Lab techs

Select images that captures authentic moments of delivering superior patient experience in real environments.

Members and Patients (US)

These shots highlight members and patients who benefit from services provided by Sagility and our clients.

Subjects of these images can include:

- Families
- Senior citizens
- A diverse array of individuals

Select images that feature subjects interacting with technology or engaged on video calls

Employees (Regional)

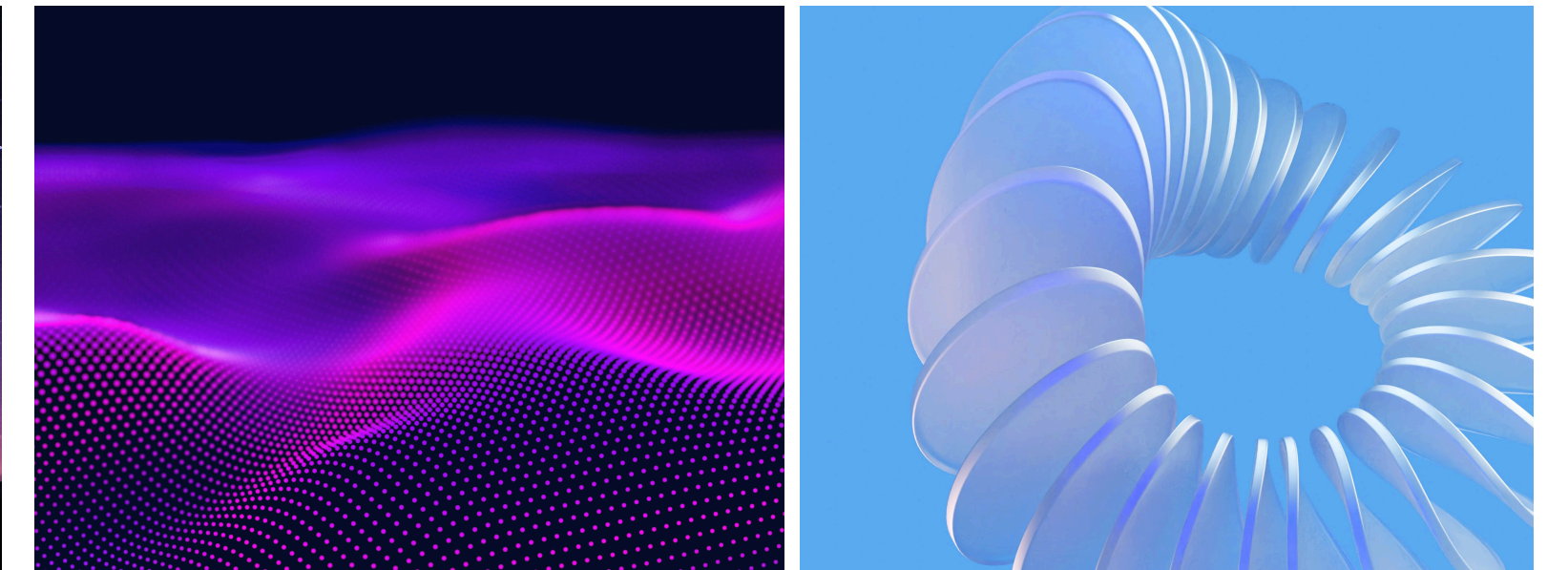
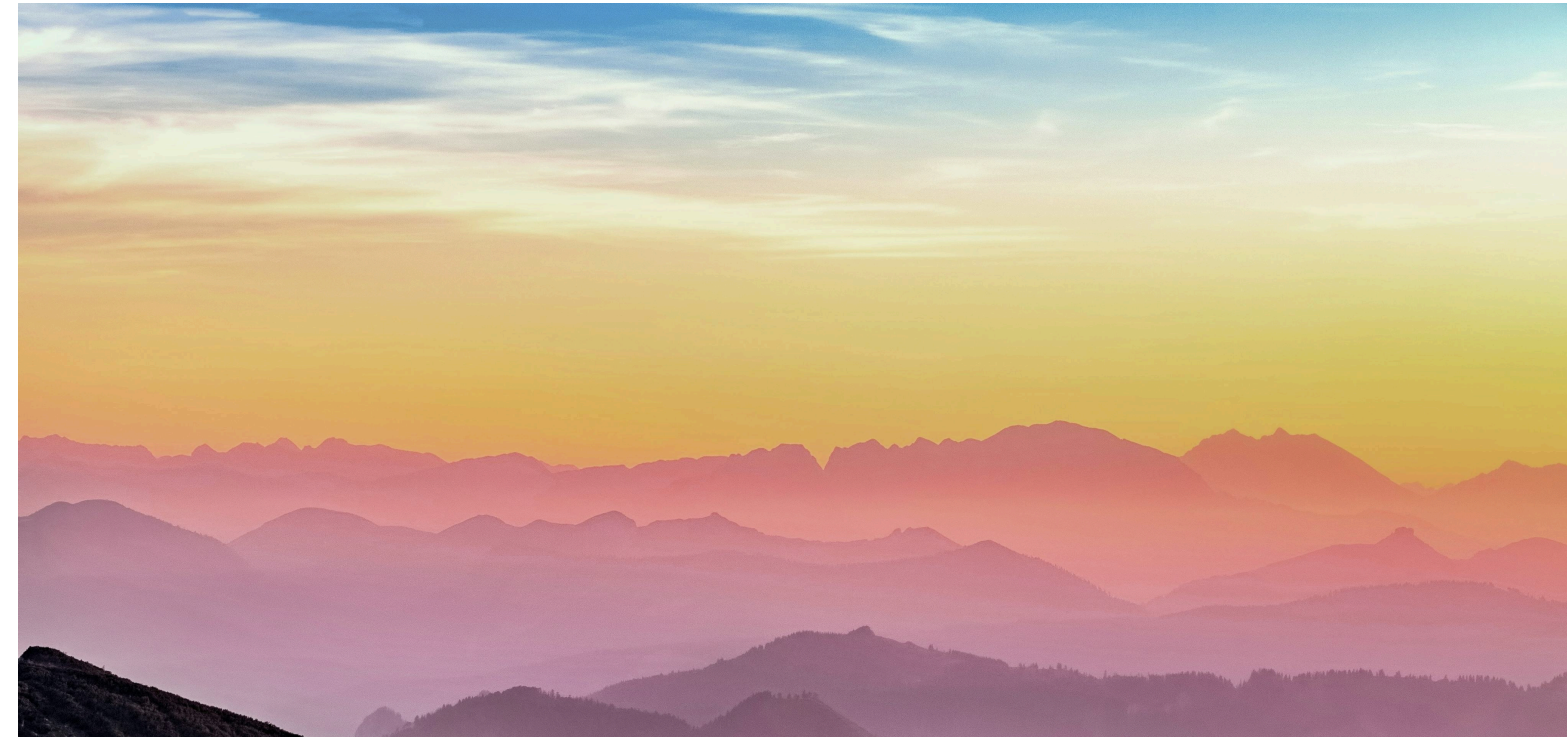
These shots highlight Sagility employees at work, whether it be someone in customer service, account management, or a corporate role. Subjects of these images can include:

- Regional employees (India, Philippines, Jamaica, Colombia)
- Call center employees (Philippines, Jamaica)
- Corporate employees and developers (India)

Select images that shows work in action in real environments.

Non-people imagery

These styles of images should only be used in low-profile applications when visual texture is needed but the content cannot be reflected through our S-graphics, people photography or pictograms.



Architecture

Architecture shots can be used as visual texture in places where copy requires additional real estate or to provide additional colorful accents through environmental context that feels like an extension of our primary photography.

Select images that capture simple, pattern-like interior and exterior elements that complement the brand's color palette, with bright and natural lighting.

Landscapes

Landscapes can be used as visual texture that adds additional color accents and provides a space for reflective or lofty messaging about corporate sustainability and looking toward future company goals.

Select images that are simple and complementary to the brand's color palette with lots of room for copy.

Abstract

Abstract illustrations may be used sparingly as texture with messaging about technology solutions and innovation. These should always be secondary to the Hero S Graphic and never treated as a replacement.

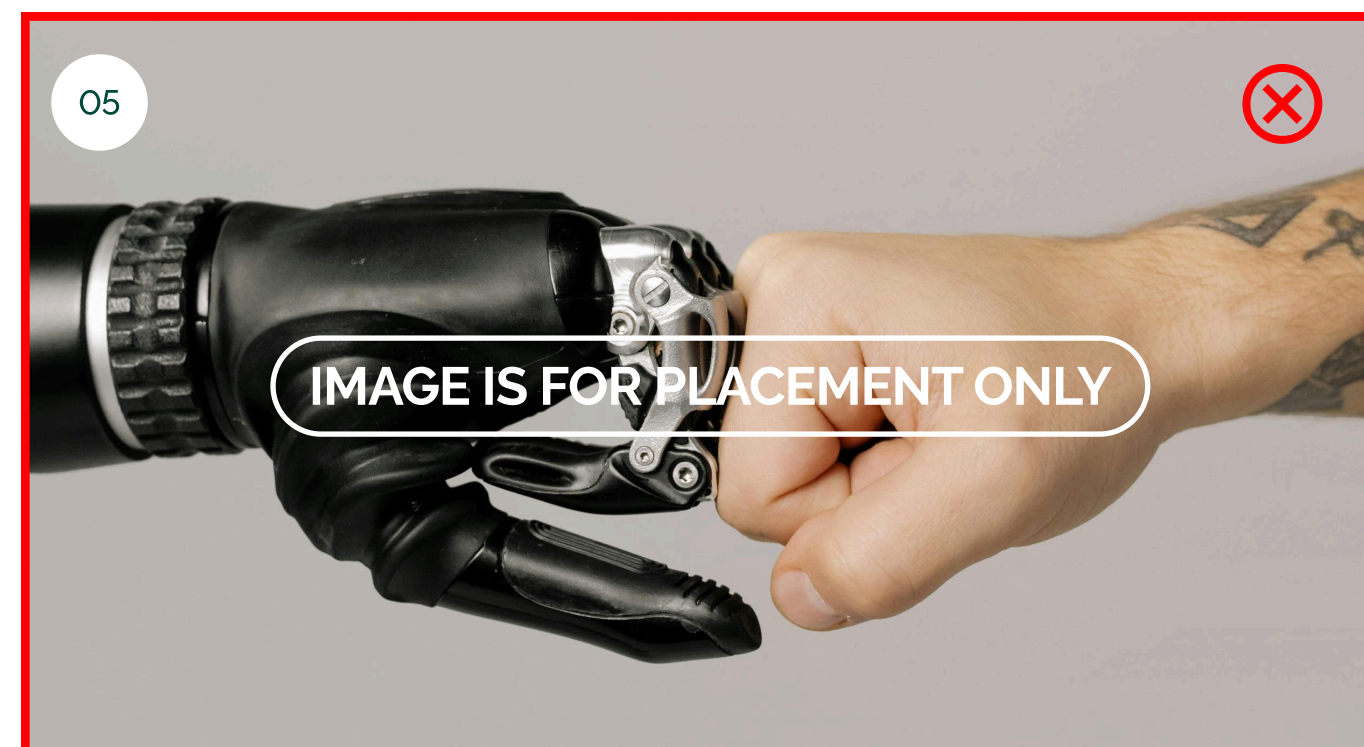
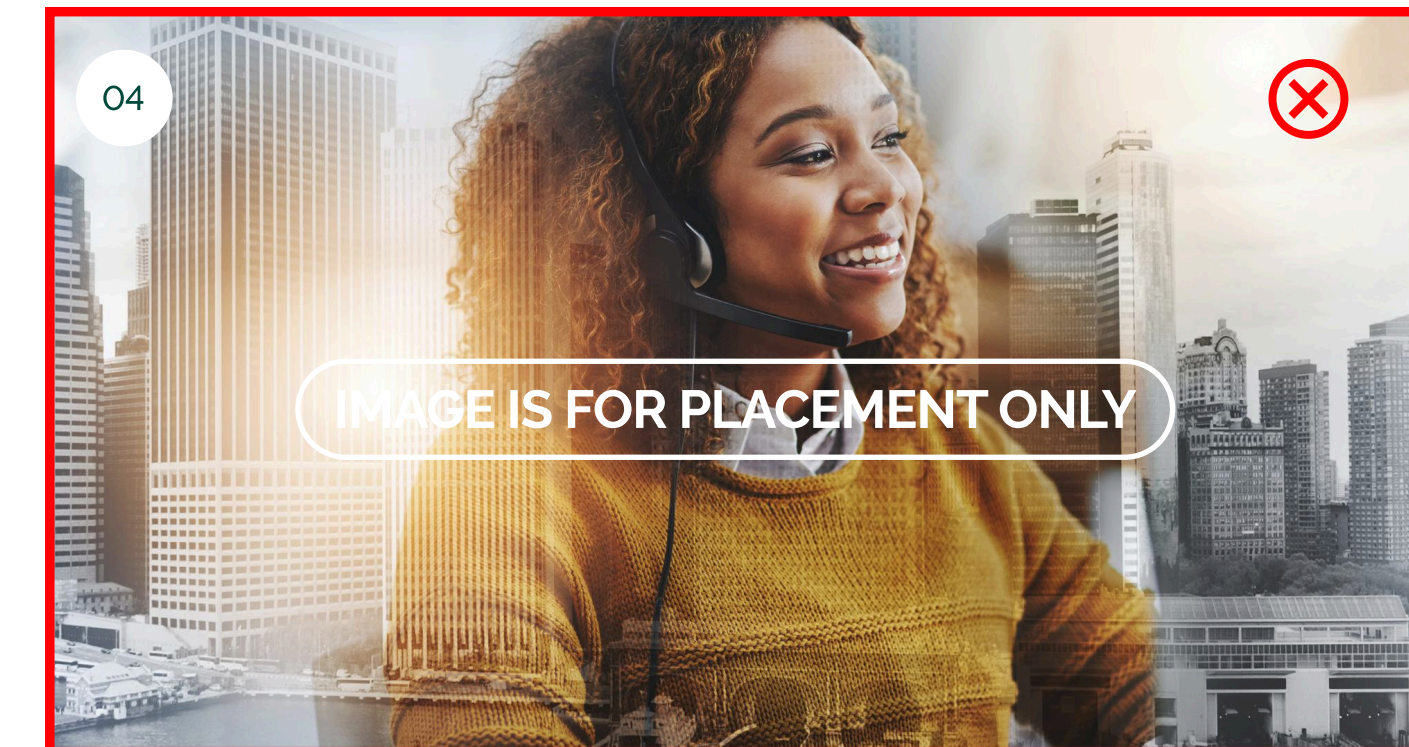
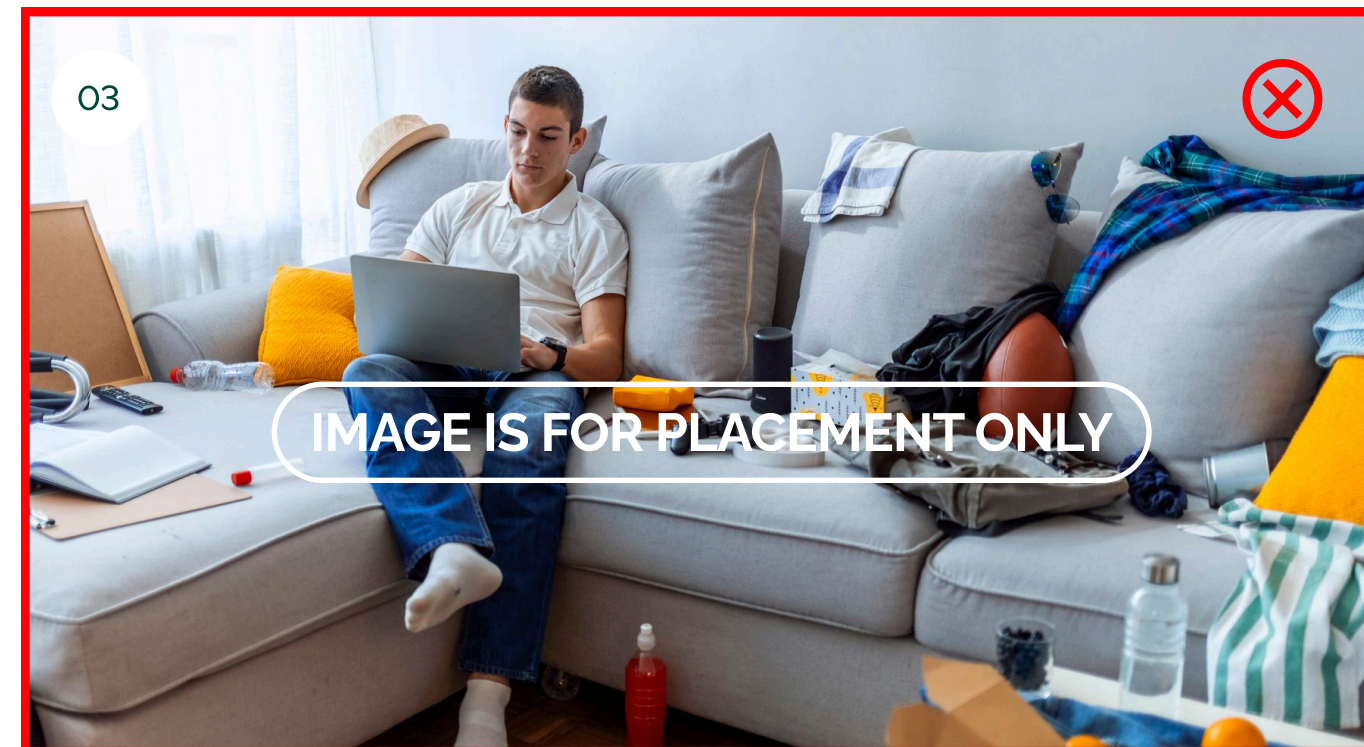
Select illustrations that are minimalistic or compliment the brand's color palette. Avoid shape geometry that contradicts the brand's design sensibilities.

Photography don't's

Proper use of photography is important to maintaining a cohesive experience with the brand. When working with photography, avoid the following cases of misuse.

1. Don't use imagery with excessive coloring
2. Don't show images of patients or doctors in distress
3. Don't use images that are overly cluttered
4. Don't use images that contain illustrative graphics
5. Don't use images that is cheesy and contains overly used metaphors
6. Don't use black and white photographs
7. Don't use images that infringe the copyright, trademark, or right of publicity of any third parties.

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08

Layout

Our layouts and grids

Consistent application in placement and scale of our logo is key in aiding brand recognition.

Scale

Our margins are always approximately 3% of the length of the diagonal. Our logo's height is equal to the height of the margin. Alternatively, our logo's width is approximately 1/6-1/8 the length of the longest side.

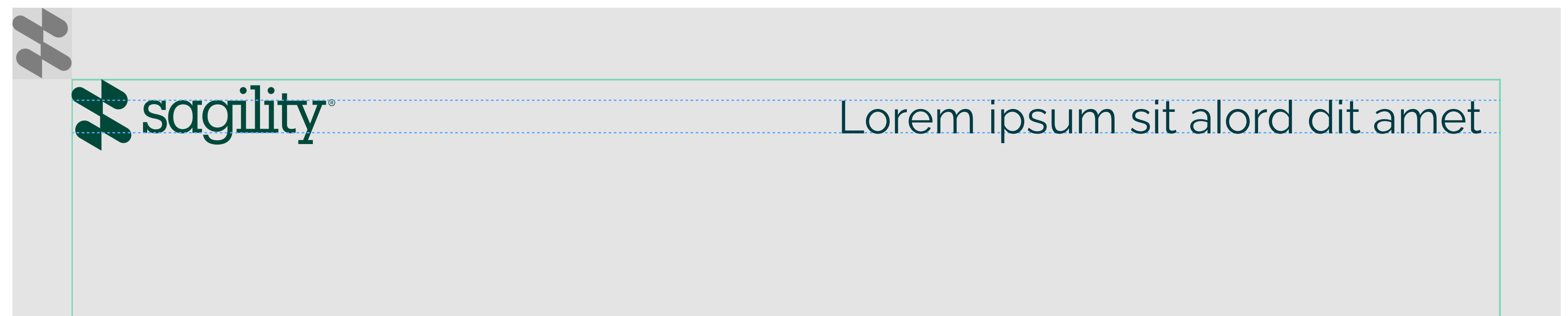
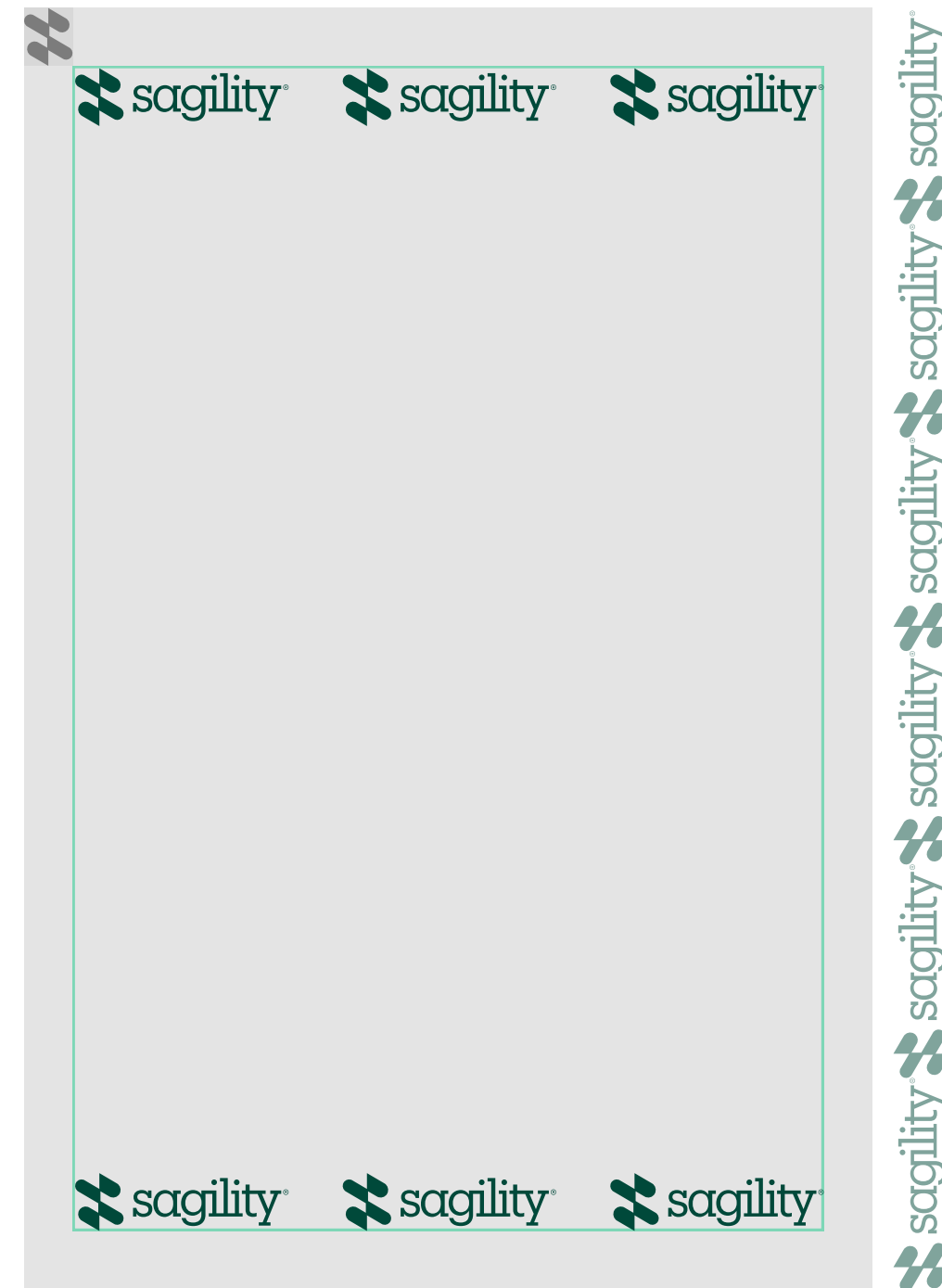
For end cards, our logo is four times the height of the margins.

In certain extreme sizes, such as small digital ads or large OOH billboards, use your best judgment.

Placement

Our logo is aligned to the margins in any of the four corners. In vertical media, our logo may be centered directly above the lower margin. Our logo is centered both horizontally and vertically for end cards.

The baseline of our In-line logo should align to copy sitting to its right.



Applying S super-graphics

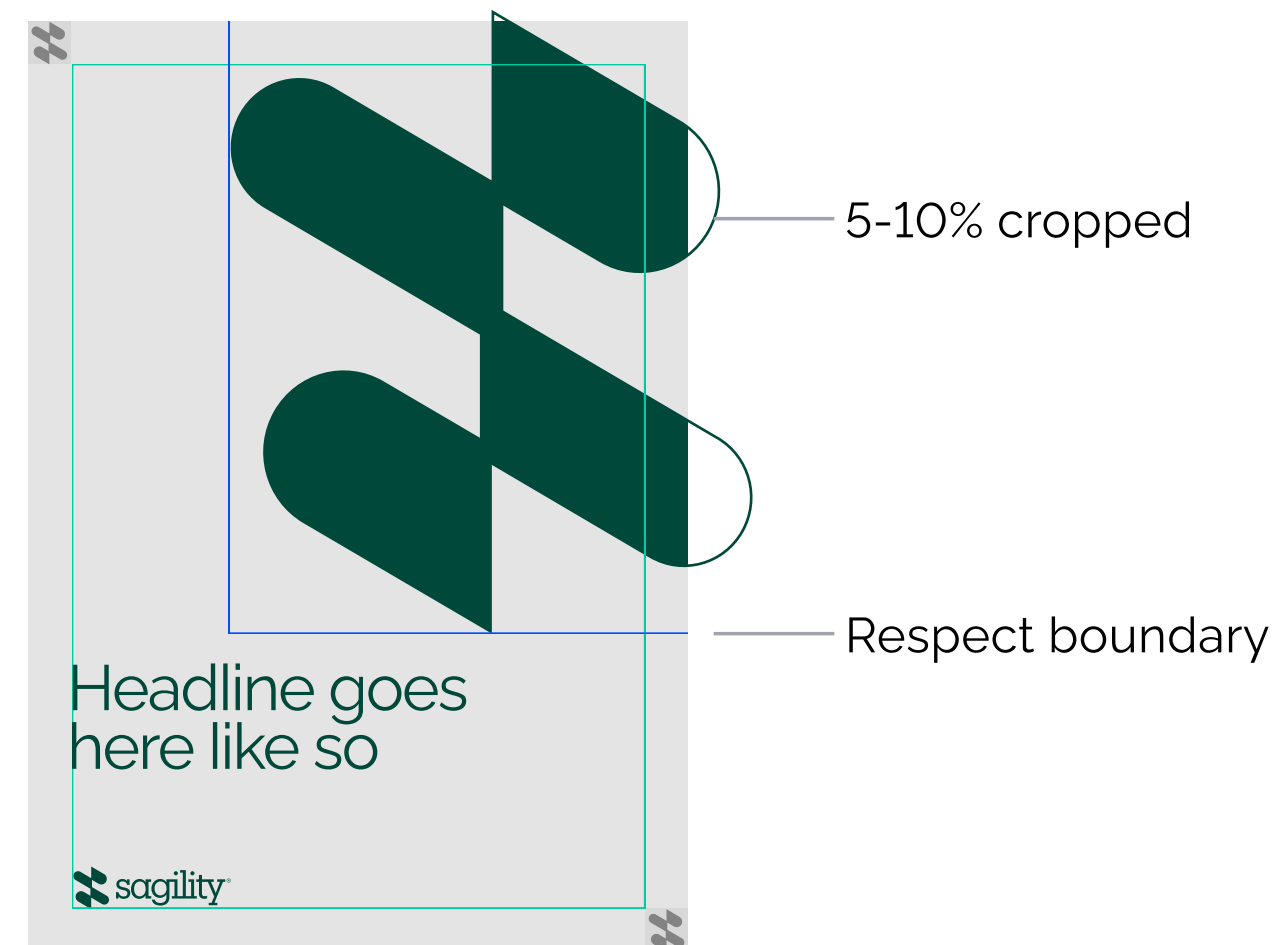
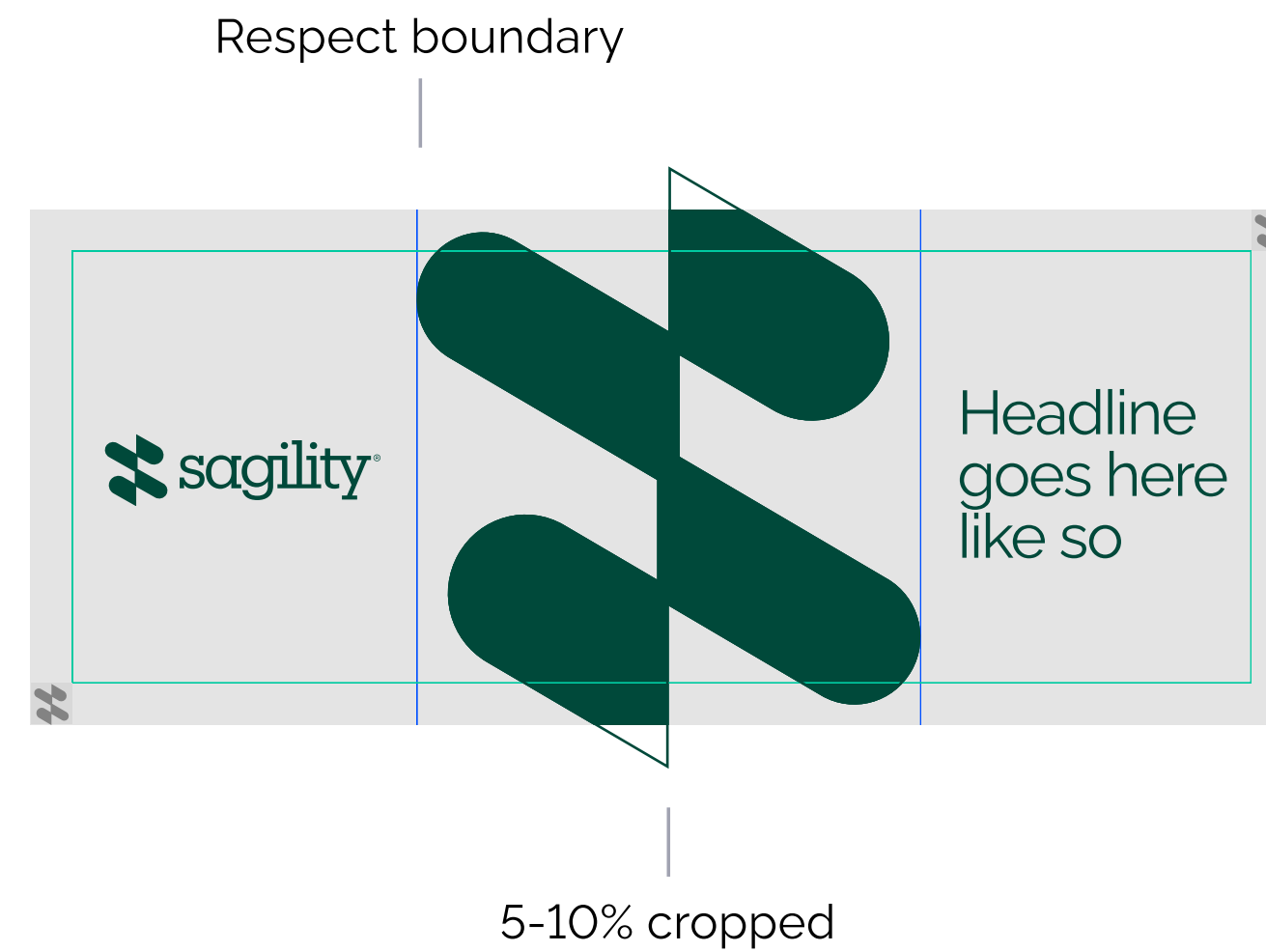
A core application of the brand is using our logogram as a super-graphic. The Sagility S logogram is used large, slightly cropping off applications and can be substituted for Hero "S" Graphics.

For clients and internal or talent audiences
Hero "S" graphics provide visual interest and enhance the topics we're communicating.

For more serious corporate audiences
use the flat S logogram or transforming S window for a more appropriate tone

Rules for application

- Consider your audience
- Key text should not be within the bounding box of the logogram
- Crop off the super-graphic 5-10%



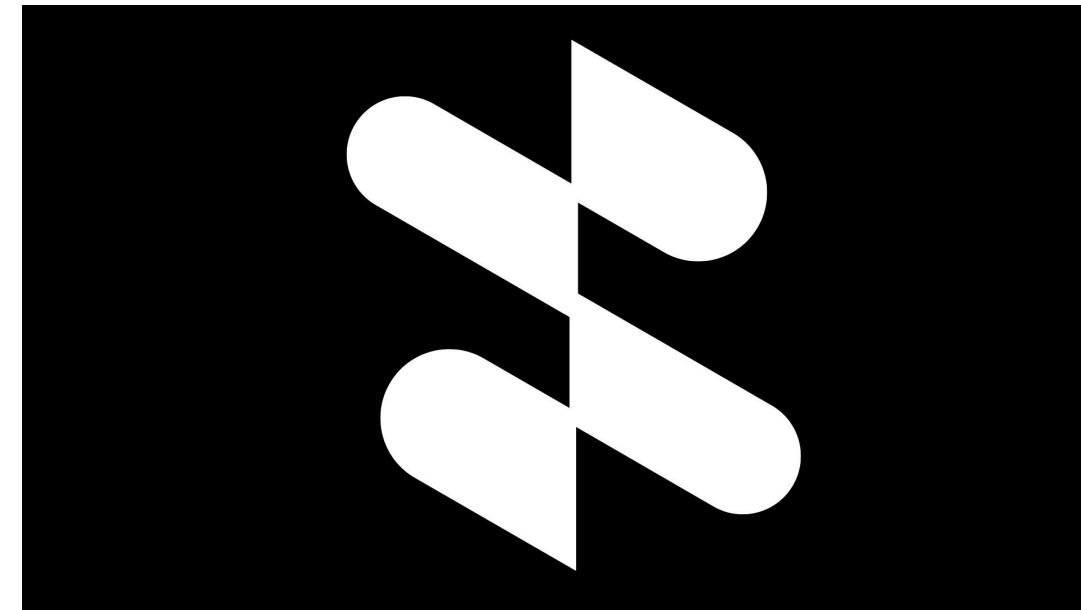
Transforming S window

We use the transforming window graphic in digital media for heroic applications of image or video content.

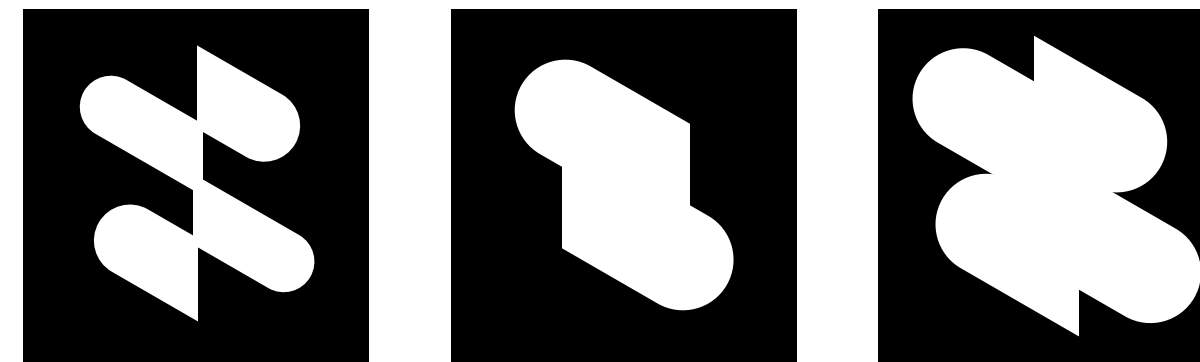
Use the black and white animation asset as a luminance mask to animate while holding image or video content.

You must check that any video or image assets placed within the transforming window fill every state of transformation

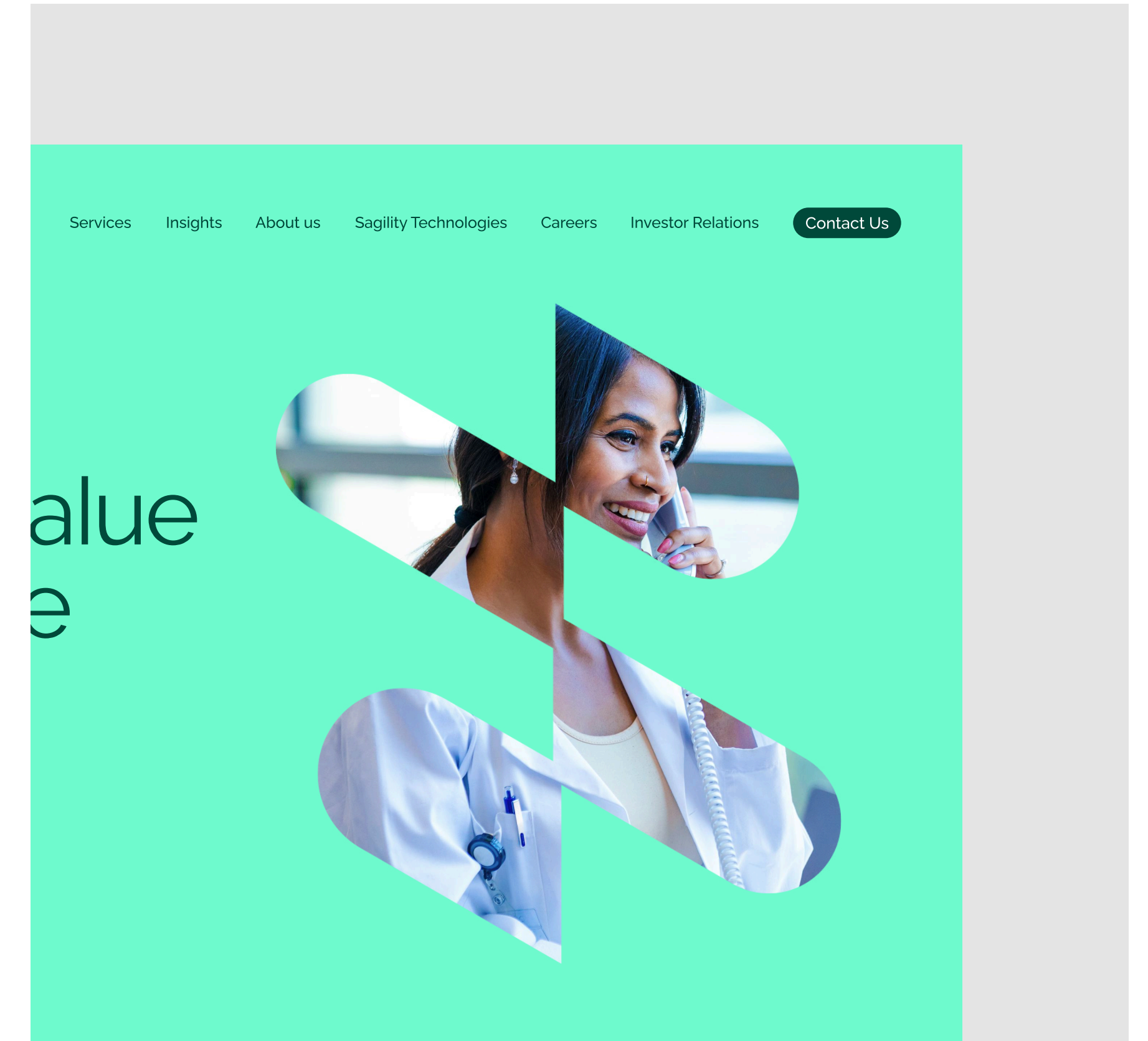
TRANSFORMING S VIDEO MASK



ANIMATION KEY FRAMES



EXAMPLE



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When applying the moving 'S', ensure all video and assets are contained within the frame.

er



Sagility manages extensive payer and provider operations with efficiency and scale.



Our dedicated experts solve complex healthcare challenges with deep domain expertise and innovative thinking.



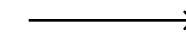
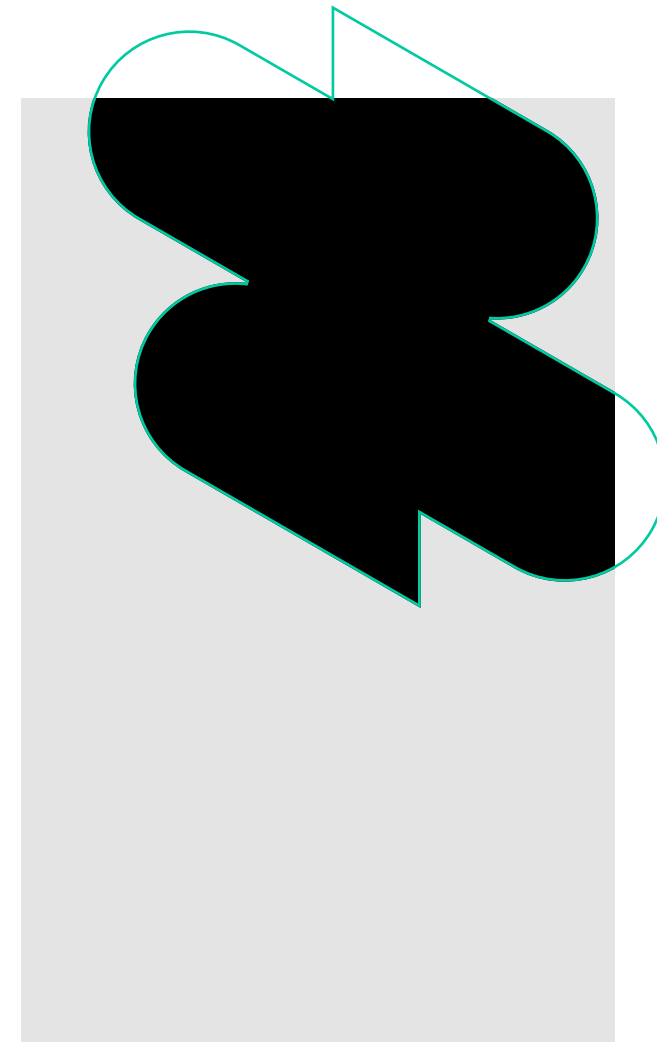
Our technology, processes, and solutions help minimize administrative costs and

Graphic frames and animation

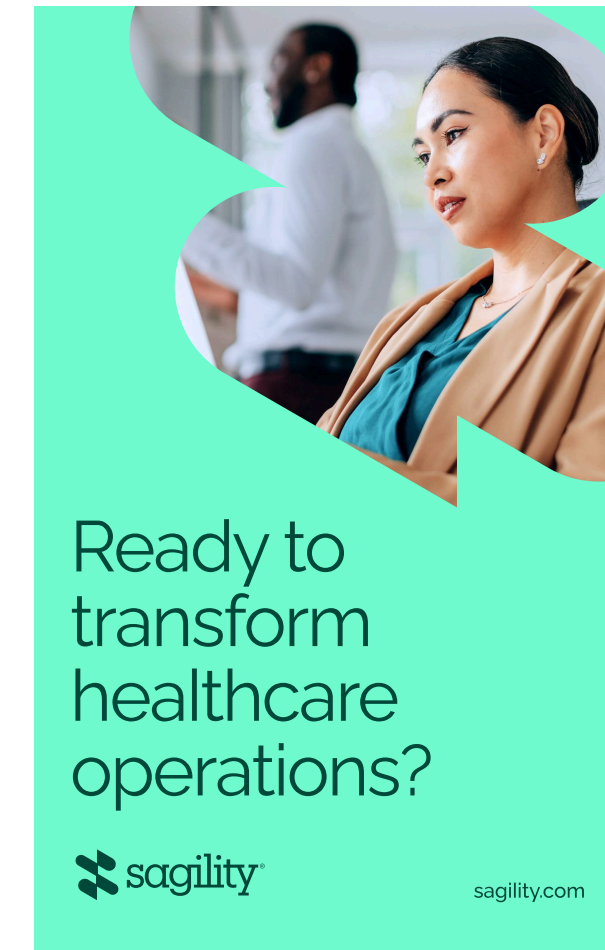
We have a variety of custom shapes built from our transforming S graphics that can be used as frames for text content or photography.

You *must* see 3 sides of the graphic frame so it is clear these graphic shapes are derivative of our logogram. Avoid cropping the graphic frames in the corner of a composition.

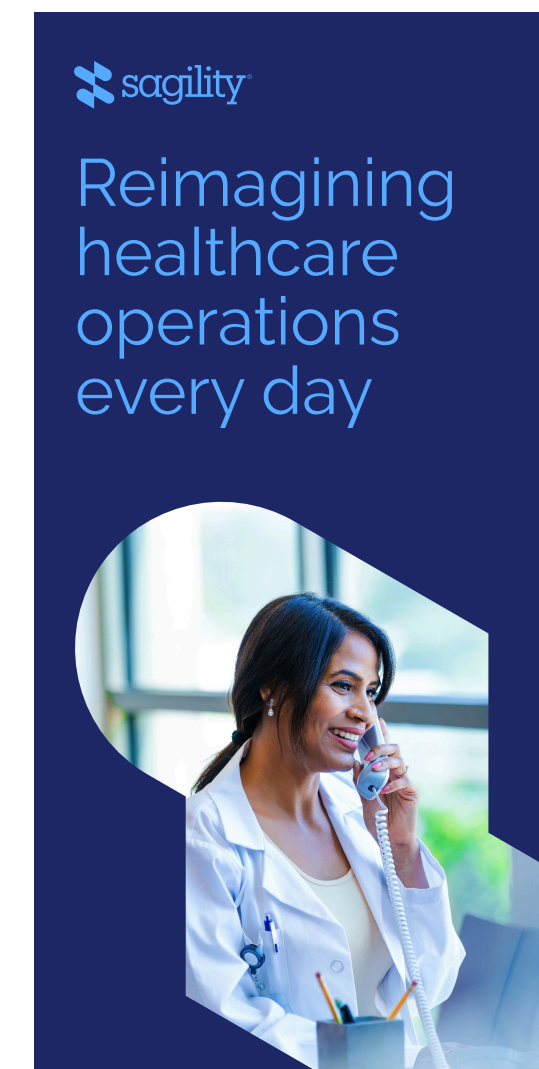
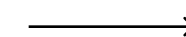
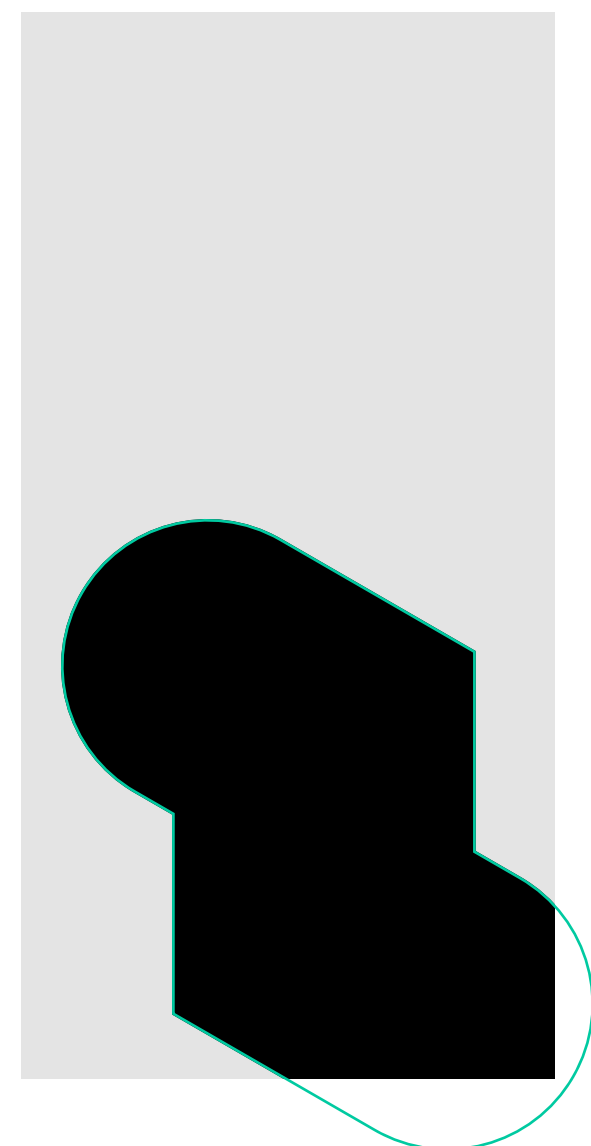
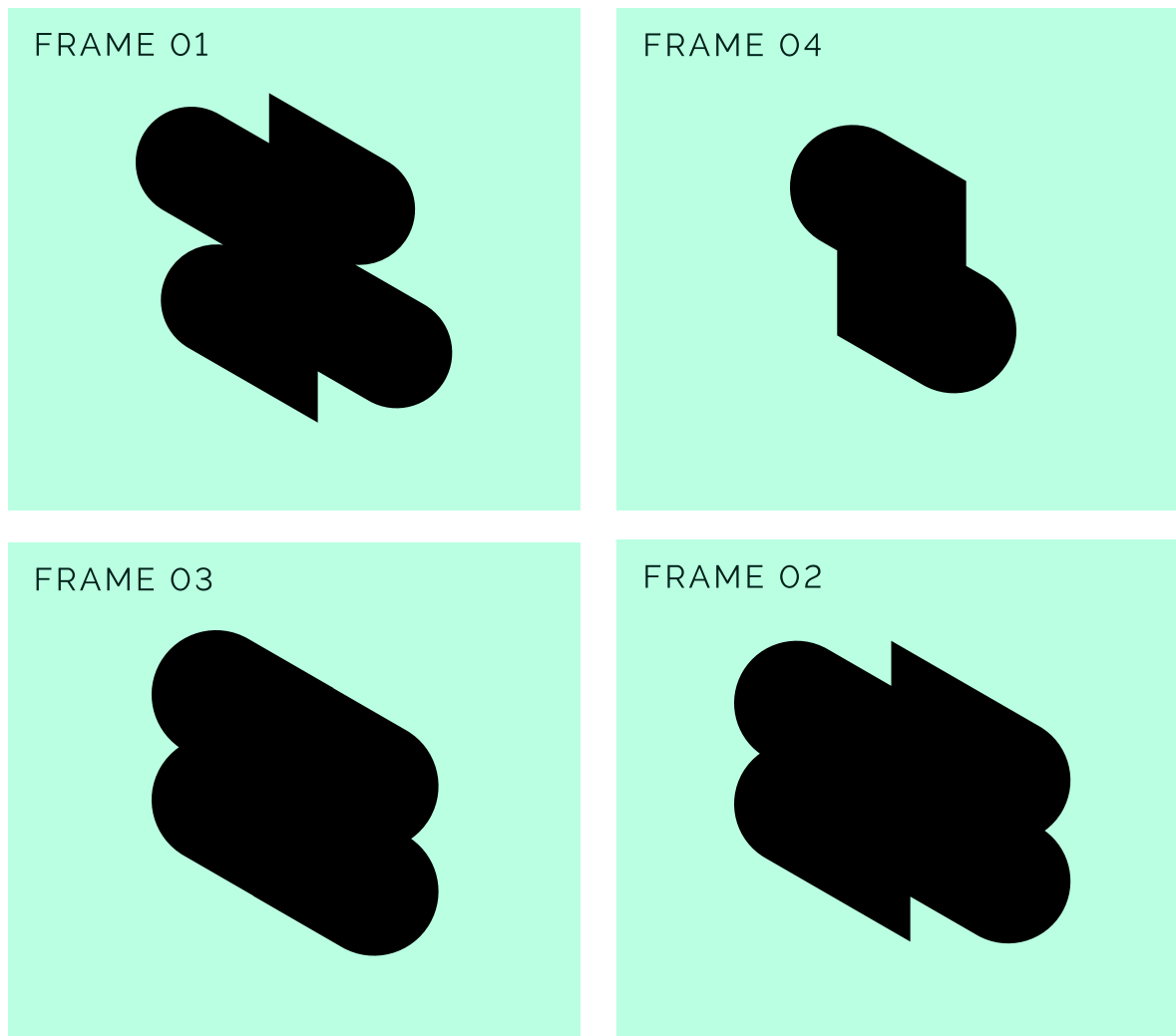
EXAMPLE GRAPHIC FRAMES



APPLIED EXAMPLES



Images are FPO until licensed



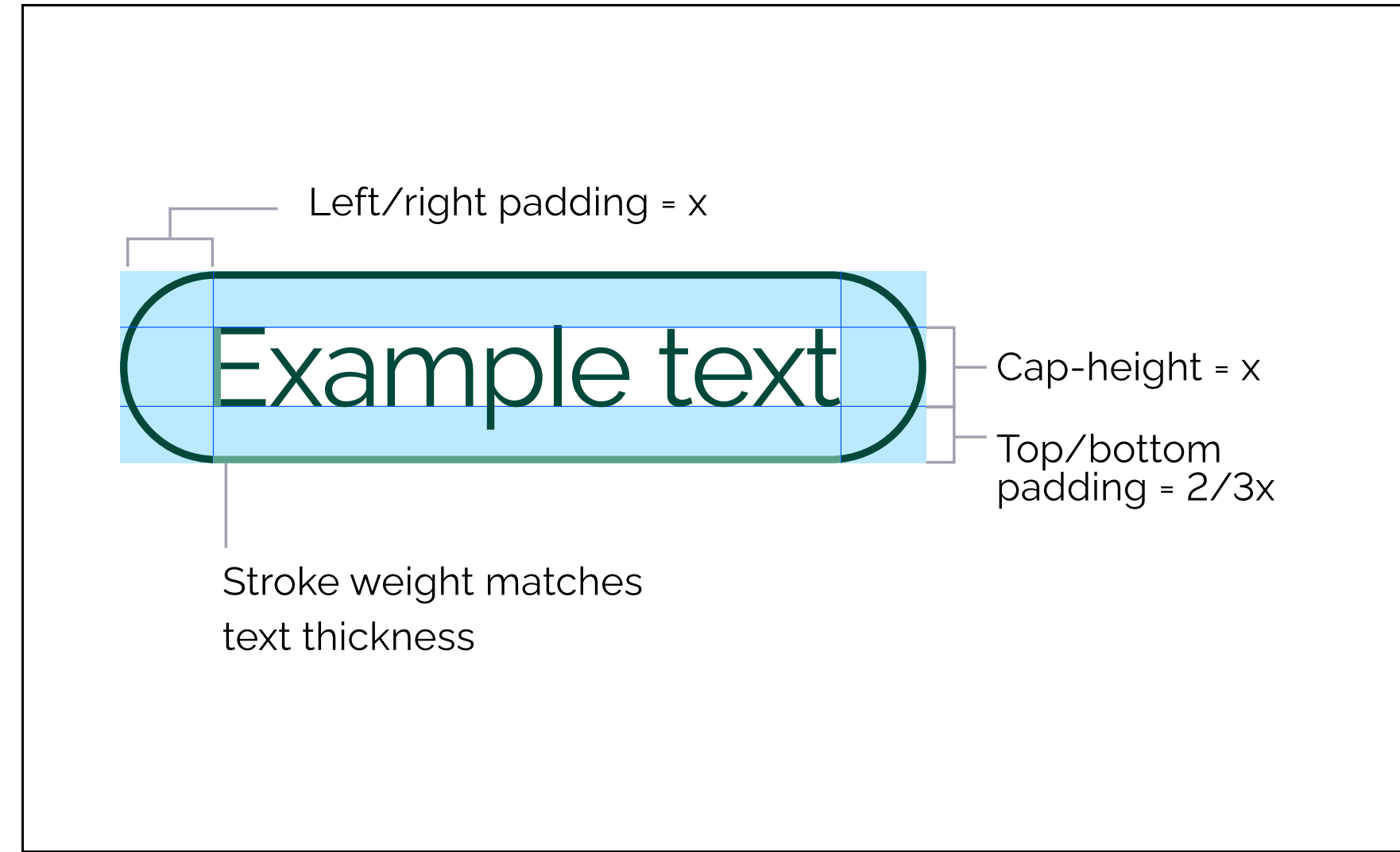
Obround shapes

We use Obround shapes to highlight text for title, dividers, callouts, and buttons. These long rectangular shapes flanked by semicircles reflect the geometry of our logogram.

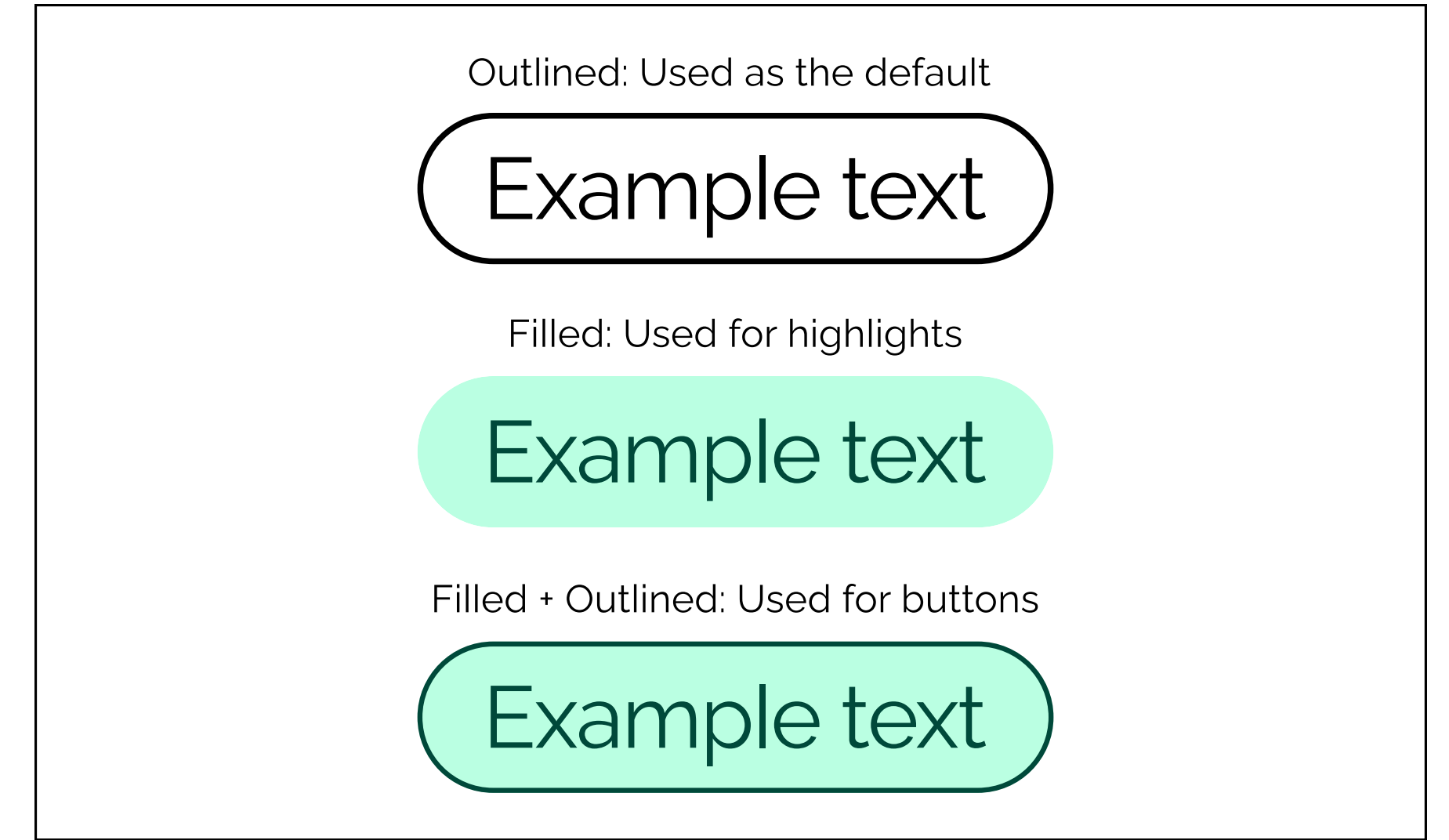
When using obrounds to graphically highlight text they may be either outlined in a thin stroke or filled.

When using obrounds for buttons, they must always have a stroke outlining the shape. This ensures ADA compliance in interactive digital applications

OBROUND SHAPE FOOTPRINT



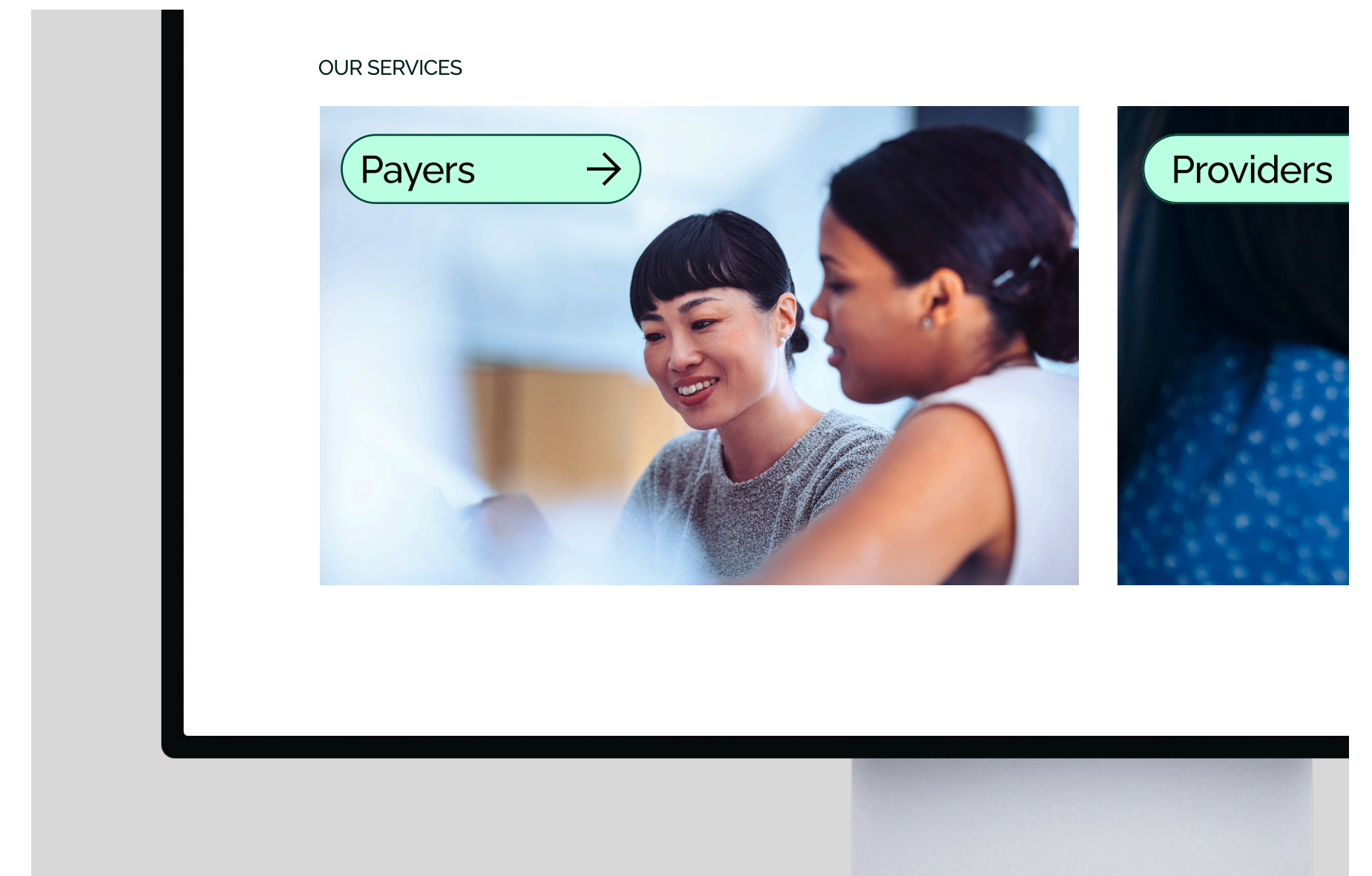
OBROUND SHAPE VARIATIONS



DATA VISUALIZATION



UI NAVIGATION



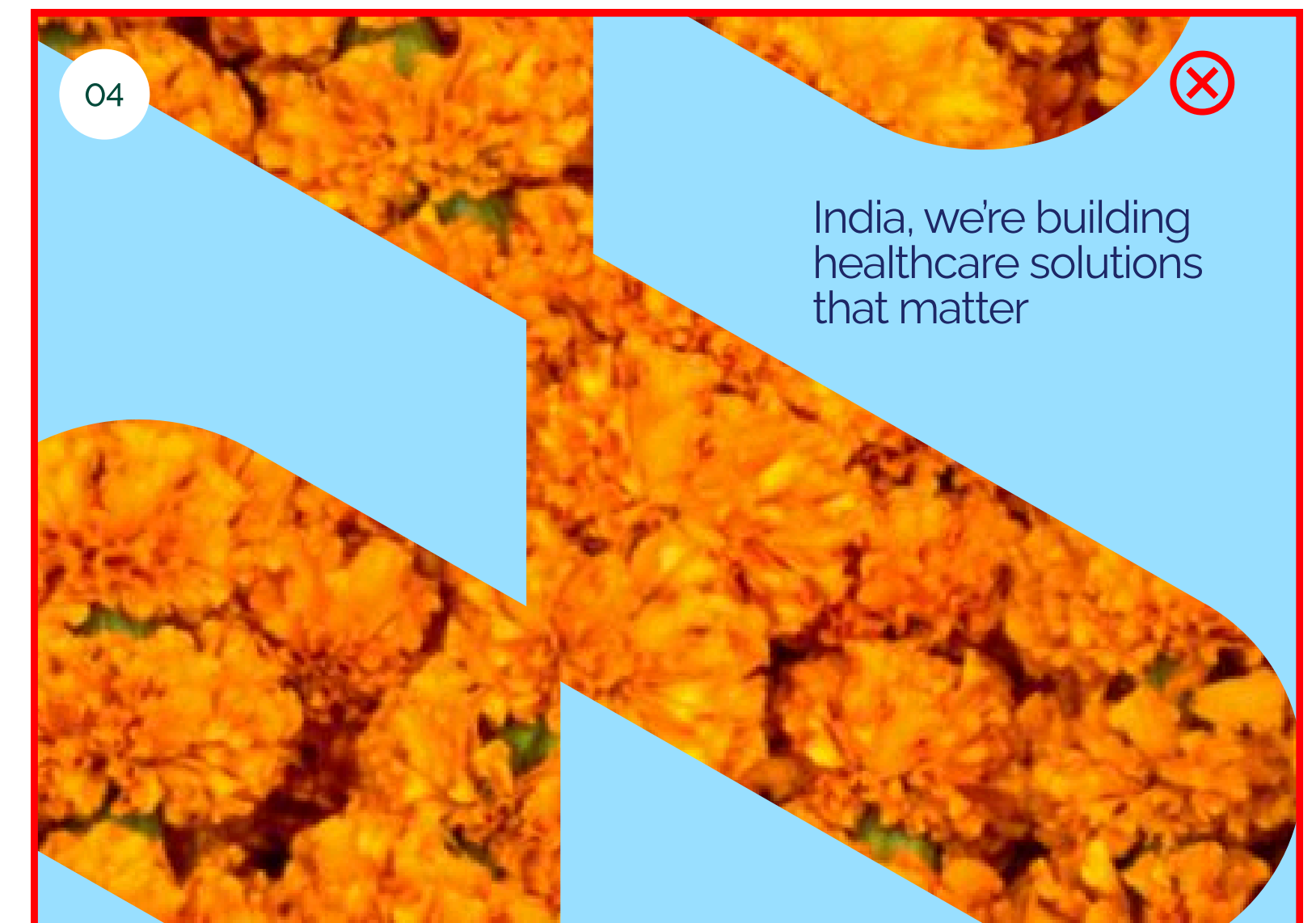
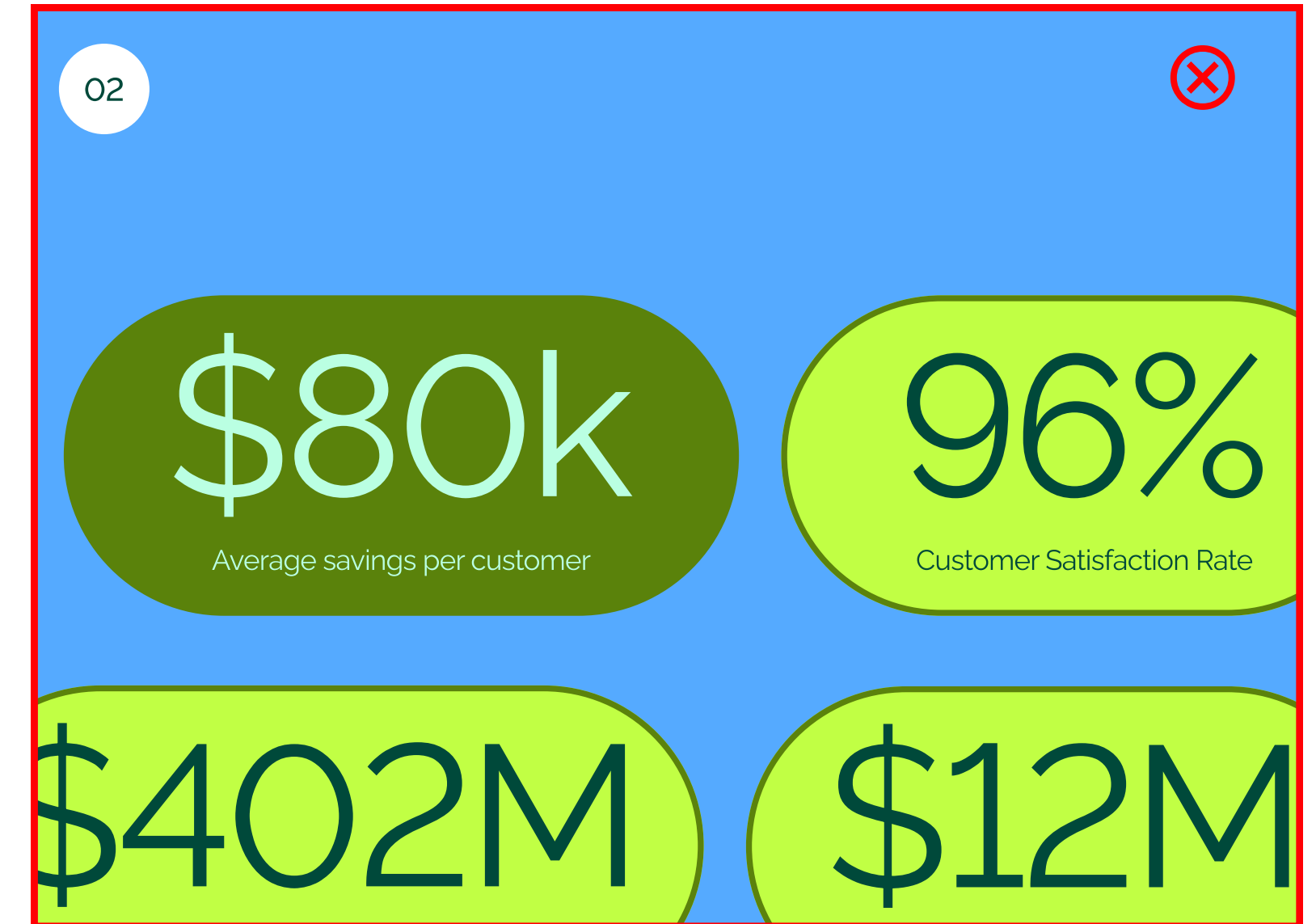
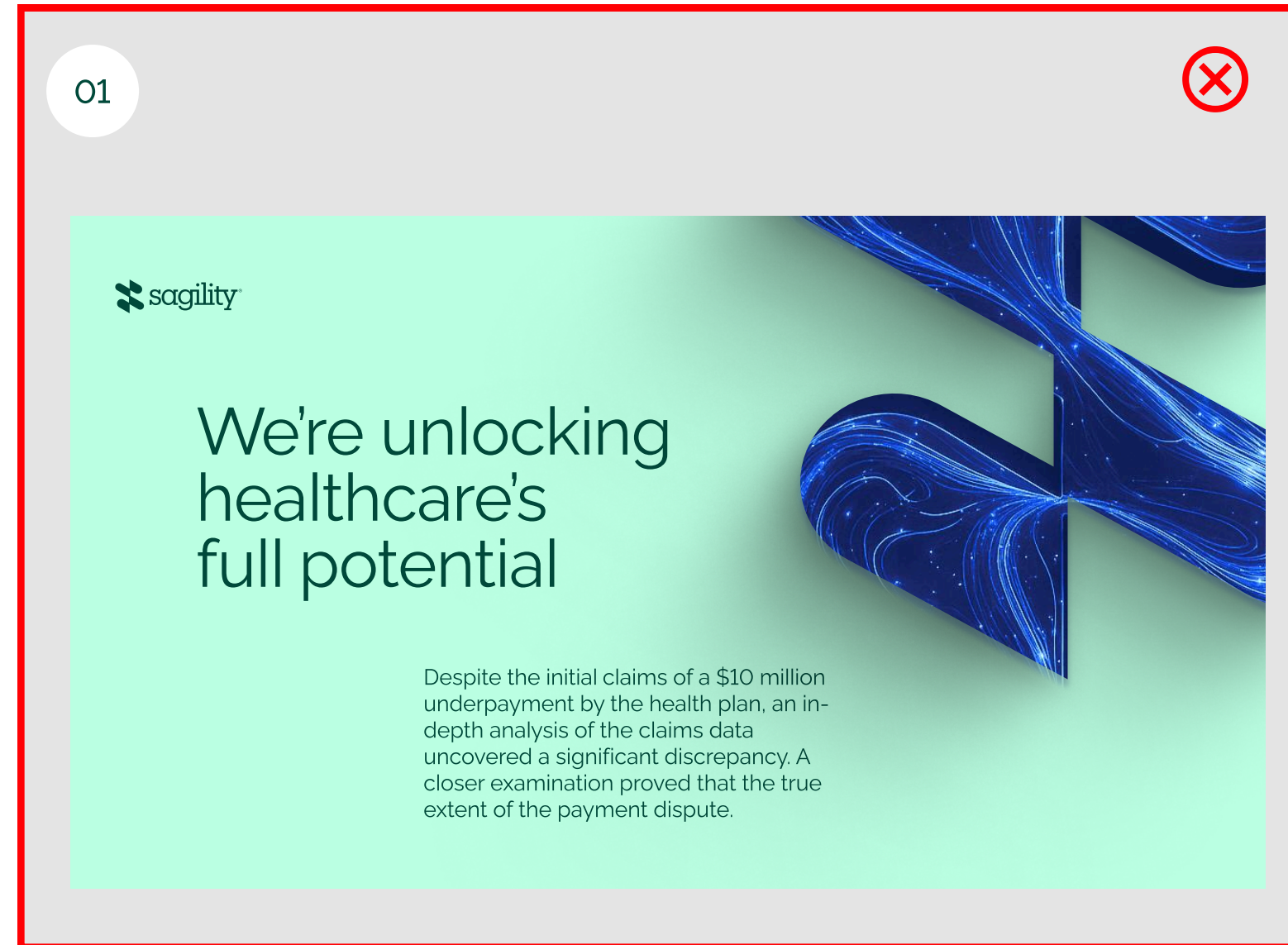
Images are FPO until licensed

Layout don'ts

Proper use of layouts are important to maintaining a cohesive experience with the brand. When creating layouts, avoid the following cases of misuse.

1. Don't place content randomly. Always use a grid to ensure that layout content is properly locked up.
2. Don't use gradients or off brand colors with the obround shape. It should always be the same tone as the rest of the layout.
3. Don't crop a graphic frame in the corner of a layout such that its hard to tell the shape is derivative of our logogram
4. Don't crop the hero Sagility symbol too much, otherwise it can be confused with the expressive Sagility symbol.

Images are FPO until licensed



09

Motion

Logo reveal and lower thirds

Logo Reveal

Beginning with our logogram centered frame, the wordmark moves right from behind a mask while the logo gram shifts left. The animation resolves to our lockup center frame.

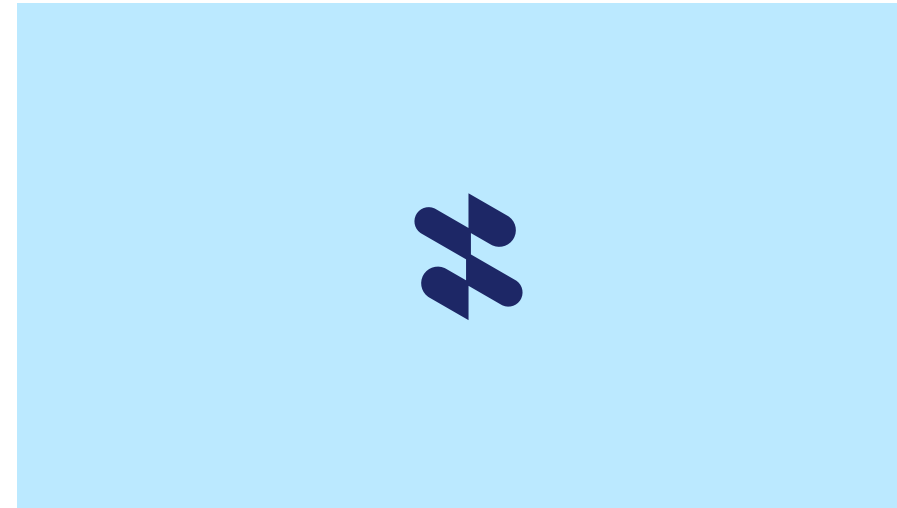
Logo Reveal with Hero "S"

We match cut between many Hero "S" graphics at a fast rate as they scale down and resolve into a solid version of the logogram center frame. The wordmark moves right from behind a mask while the logo gram shifts left. The animation resolves to our lockup center frame.

Lower Thirds

Branded lower-third overlays use a sharp rectangular backing shape. They can be applied in video content, integrating the logo and supporting text with live-action footage.

Logo Reveal



Frame 1

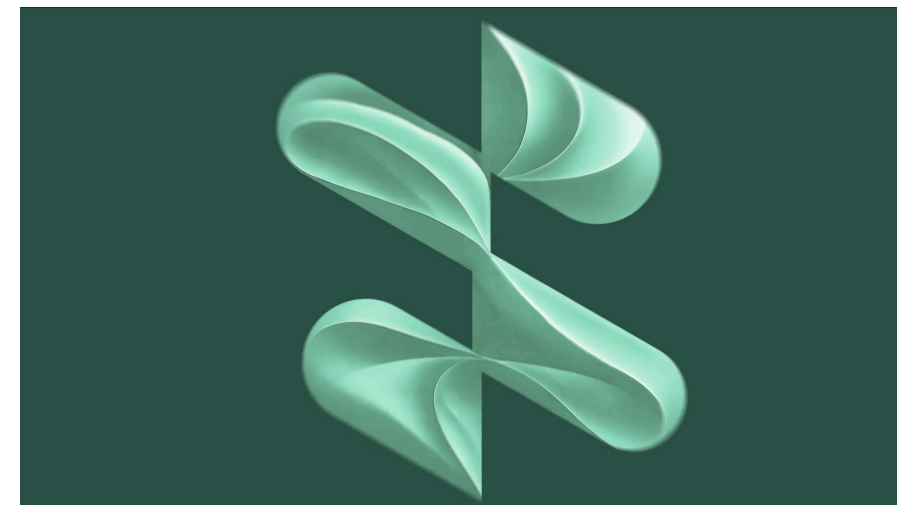


Frame 2



Frame 3

Logo Reveal with Hero "S"



Frame 1



Frame 2



Frame 3

Lower Thirds



Frame 1



Frame 2



Frame 3

Transitions

Obround Push

We expand the scale of an obround shape within the design to take over the entire frame, as it expands we match cut the motion to another obround shape (either a fill or inset keyline). We increase the thickness of the stroke for added emphasis.

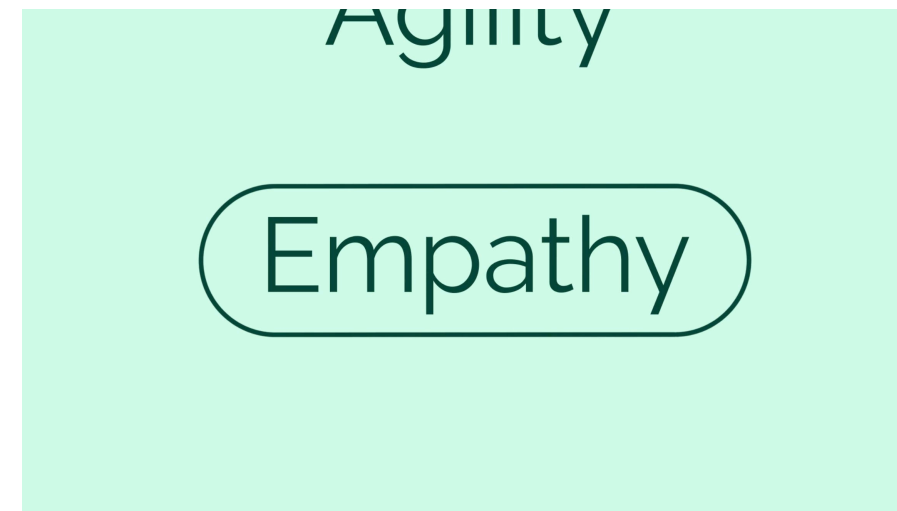
Obround Pull

We contract the scale of an obround shape within the design to take over the entire frame, as it scales down we can match cut the motion to another obround shape (either a fill or inset keyline). We increase the thickness of the stroke for added emphasis.

Transforming Swipe

We use horizontal swipe reveals tied to the timing of the Transforming S window to transition between frames, often inverting the positive and negative space. The Transforming S should always stay fixed center frame. Likewise the transitional movement lies within the mask, and the footage itself is fixed in position.

Obround Push



Frame 1



Frame 2

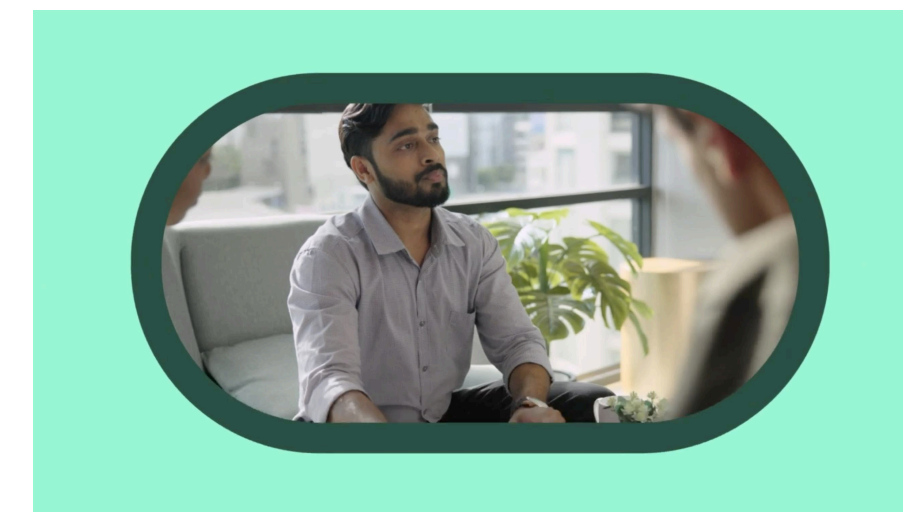


Frame 3

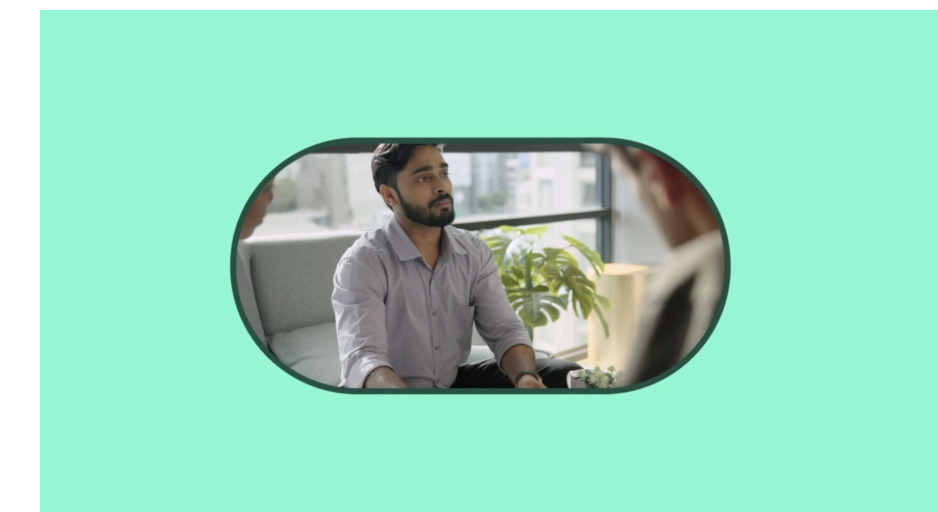
Obround pull



Frame 1

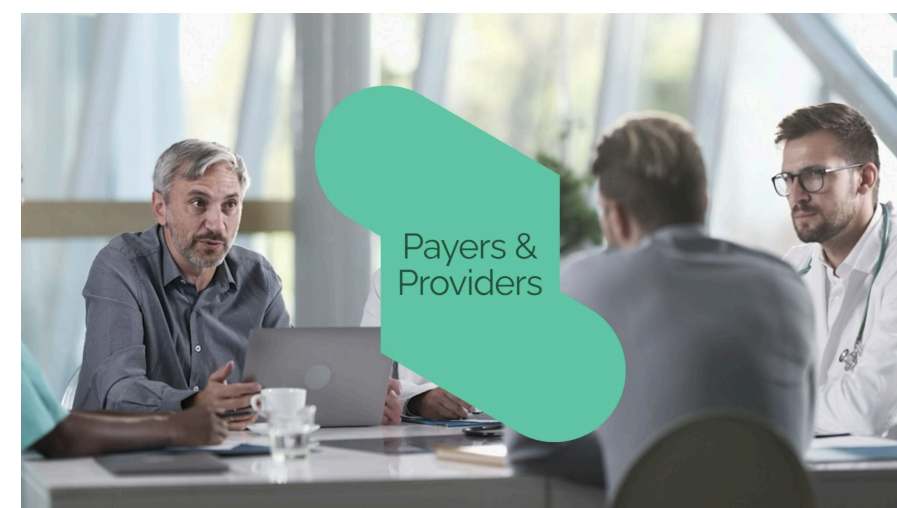


Frame 2

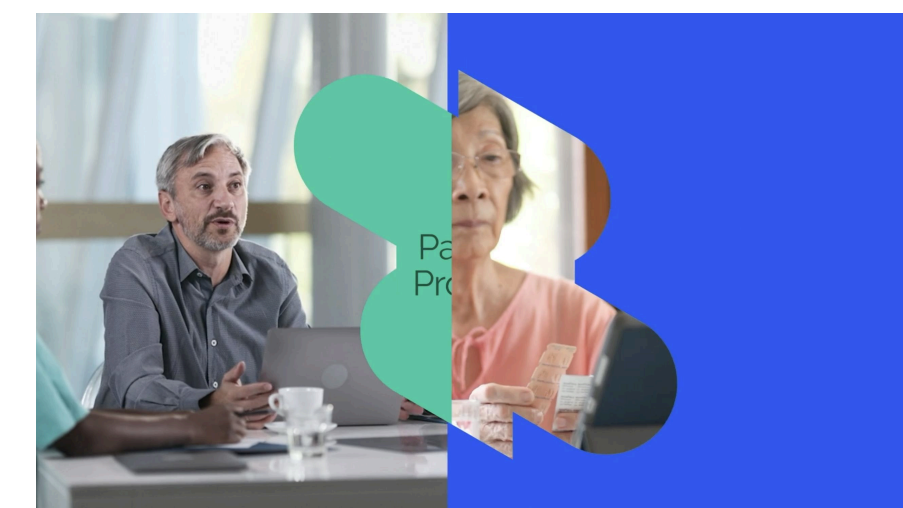


Frame 3

Transforming swipe



Frame 1



Frame 2



Frame 3

Text treatments

Obround Highlight

We use this movement to emphasize key words by centering an obround shape over the text. As the text moves upward, the obround expands and contracts, creating a rhythmic highlight that draws focus to each text.

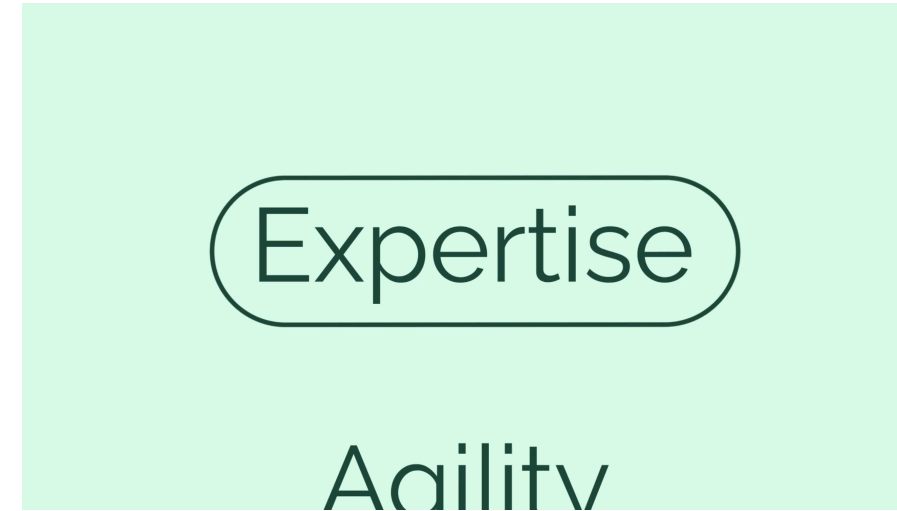
Bold Text

We use this movement to energize typography with bold scaling and color transitions. Large type enters the screen cropped at the edges, expanding across the frame for maximum impact and visual intensity.

Super with Obround Image

We use this movement to reveal messaging through a obround-shaped image window. The text animation wraps tightly around the obround and transitions quickly.

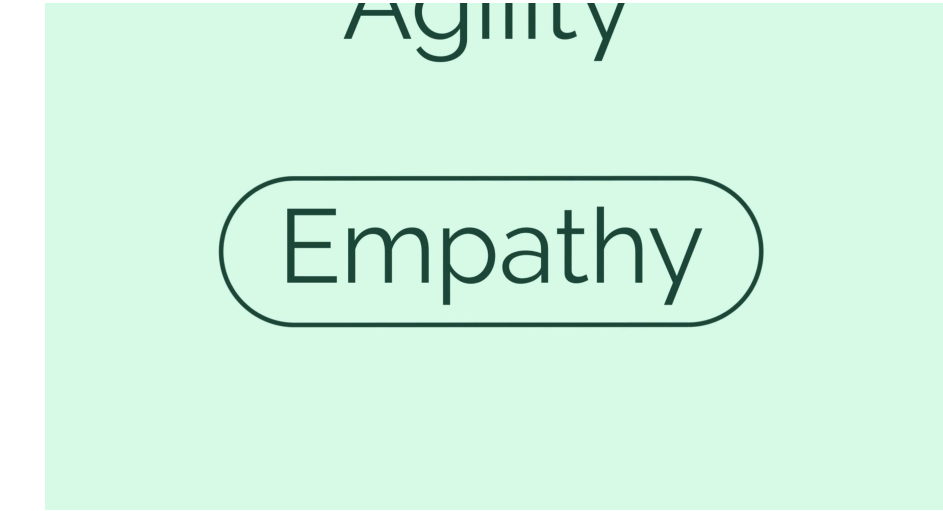
Obround highlight



Frame 1

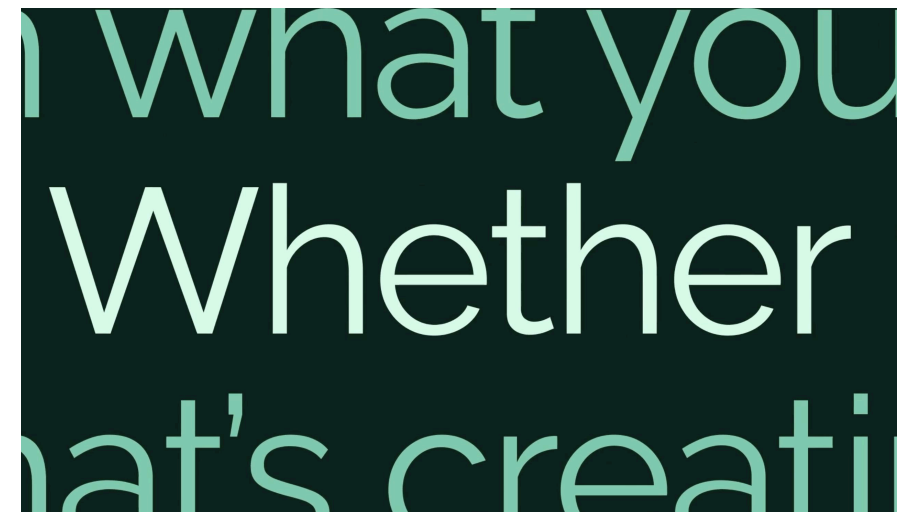


Frame 2

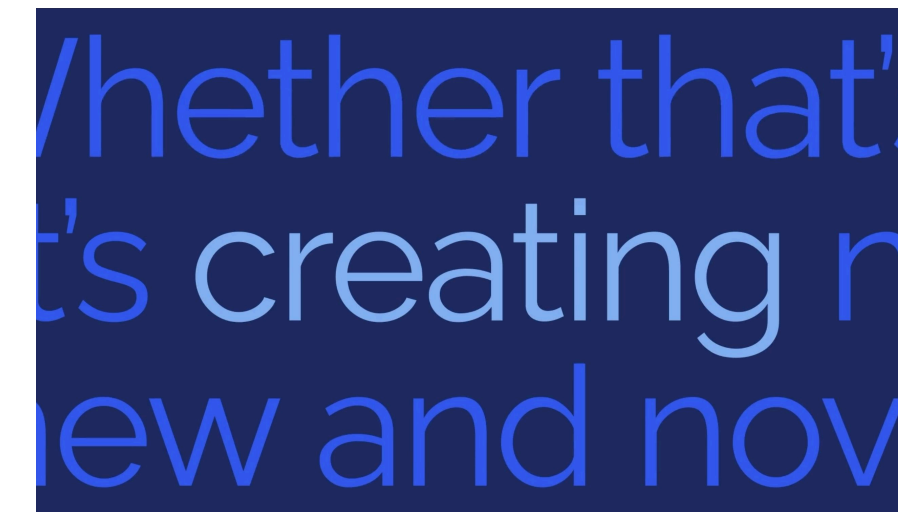


Frame 3

Bold text



Frame 1



Frame 2



Frame 3

Super with Obround Image



Frame 1



Frame 2



Frame 3

Dimensional animations

Image Orbit

We use this movement to orbit multiple images around a focal subject. The images circle loosely and overlap to build depth and dimension, then settle into place to highlight a key hero moment.

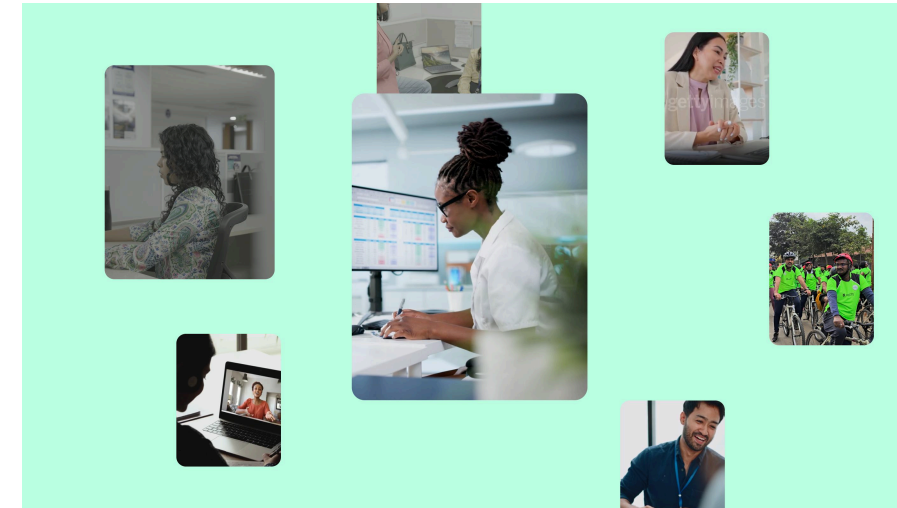
Open and Close

We use this movement to open and close content within an obround or card shape. The shape expands to reveal multiple panels and the Sagility logo, then closes neatly to leave the brand lockup centered on screen.

3D Reveal

We use this movement to showcase the brand with three-dimensional depth. The Sagility logo rotates dynamically in 3D space as supporting text transitions in, creating a bold and immersive reveal.

Image Orbit



Frame 1

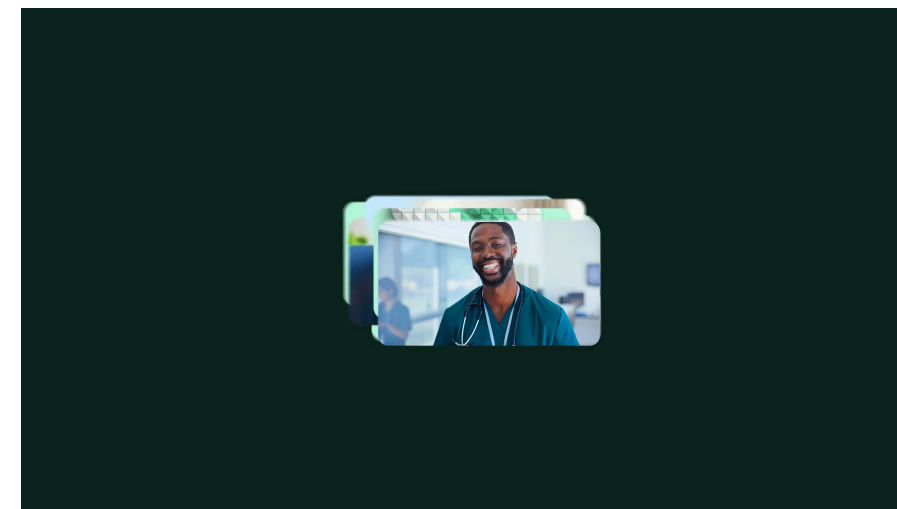


Frame 2

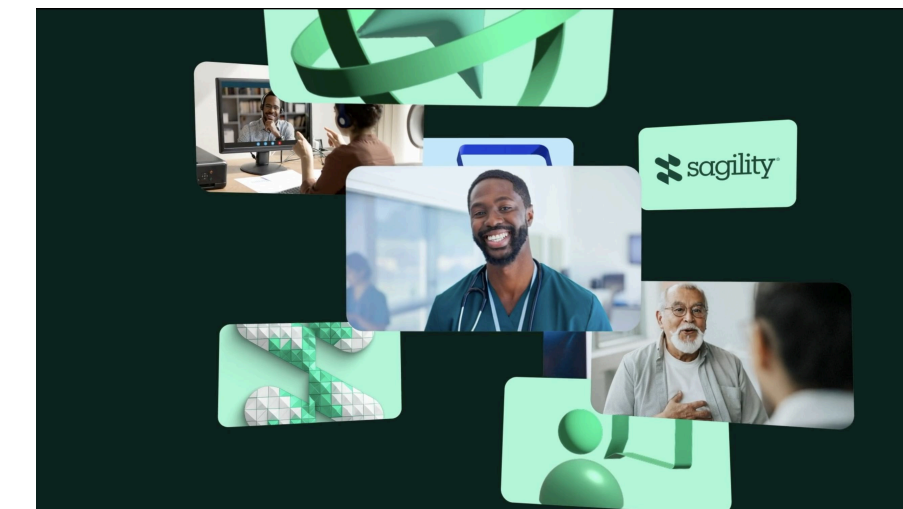


Frame 3

Open and Close



Frame 1



Frame 2



Frame 3

3D Reveal



Frame 1



Frame 2



Frame 3

Additional treatments

Logo bug & Watermarks

We can brand our video with our logo in the lower left corner in 3 varieties of treatments: a simple logo bug, our logo within a graphic frame, or as a watermark at 50% opacity

Subtitles

We have two styles of subtitles. A more subtle approach uses a black gradient multiplied over the lower 1/4 of the frame with text in Sage 50. Alternatively we can use a solid bar across the lower 1/4 of the frame in a light or dark green color mode.

Pictograms and Icons

We can also integrate our pictograms and icons into our videos to help visualize content beyond text alone. Our pictograms can be animated in 3D, while icons may be used together to create an international visual language.

Logo bug & Watermark



Logo Bug Option 1



Logo Bug Option 2

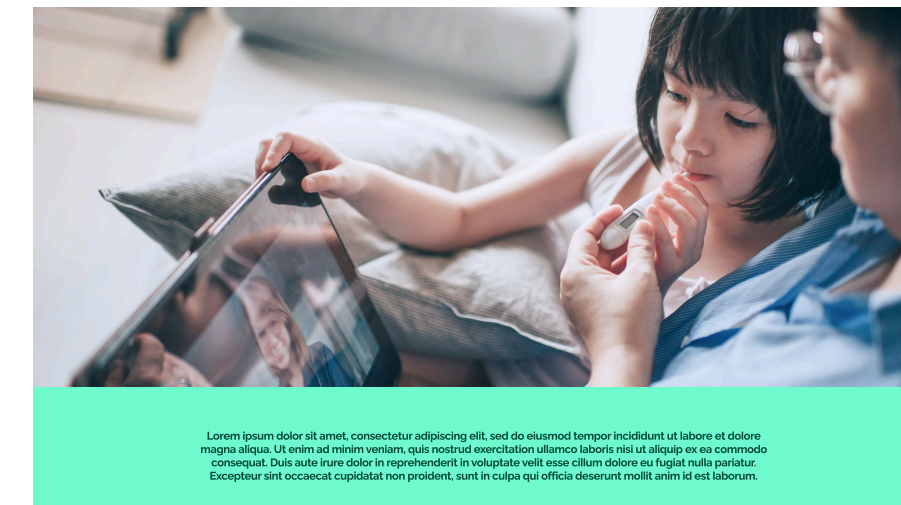


Watermark

Subtitles



Option 1

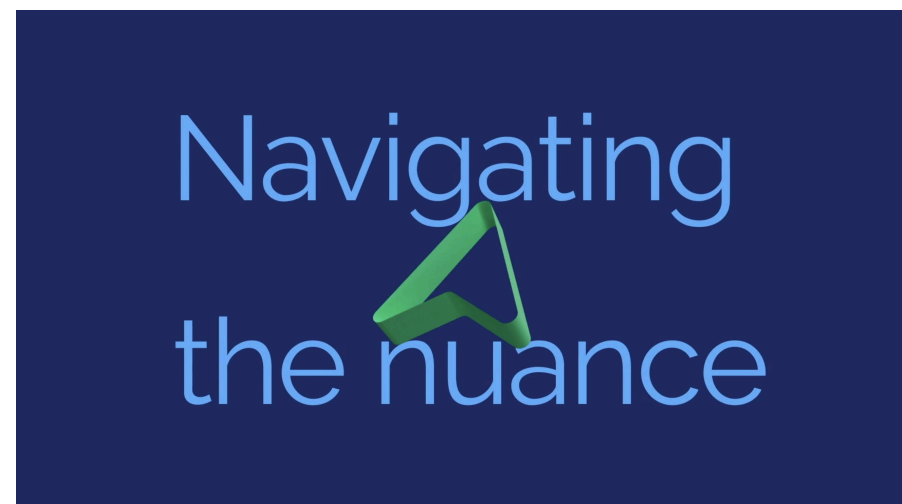


Option 2A

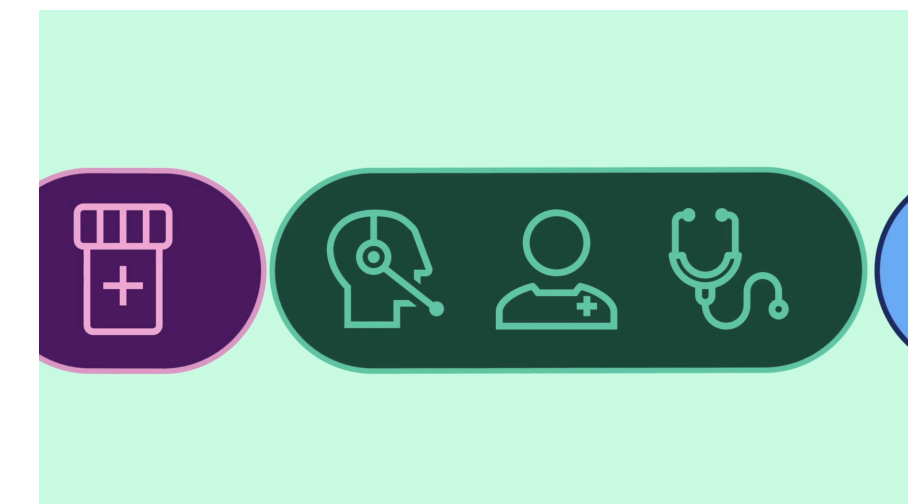


Option 2B

Pictograms



Icons



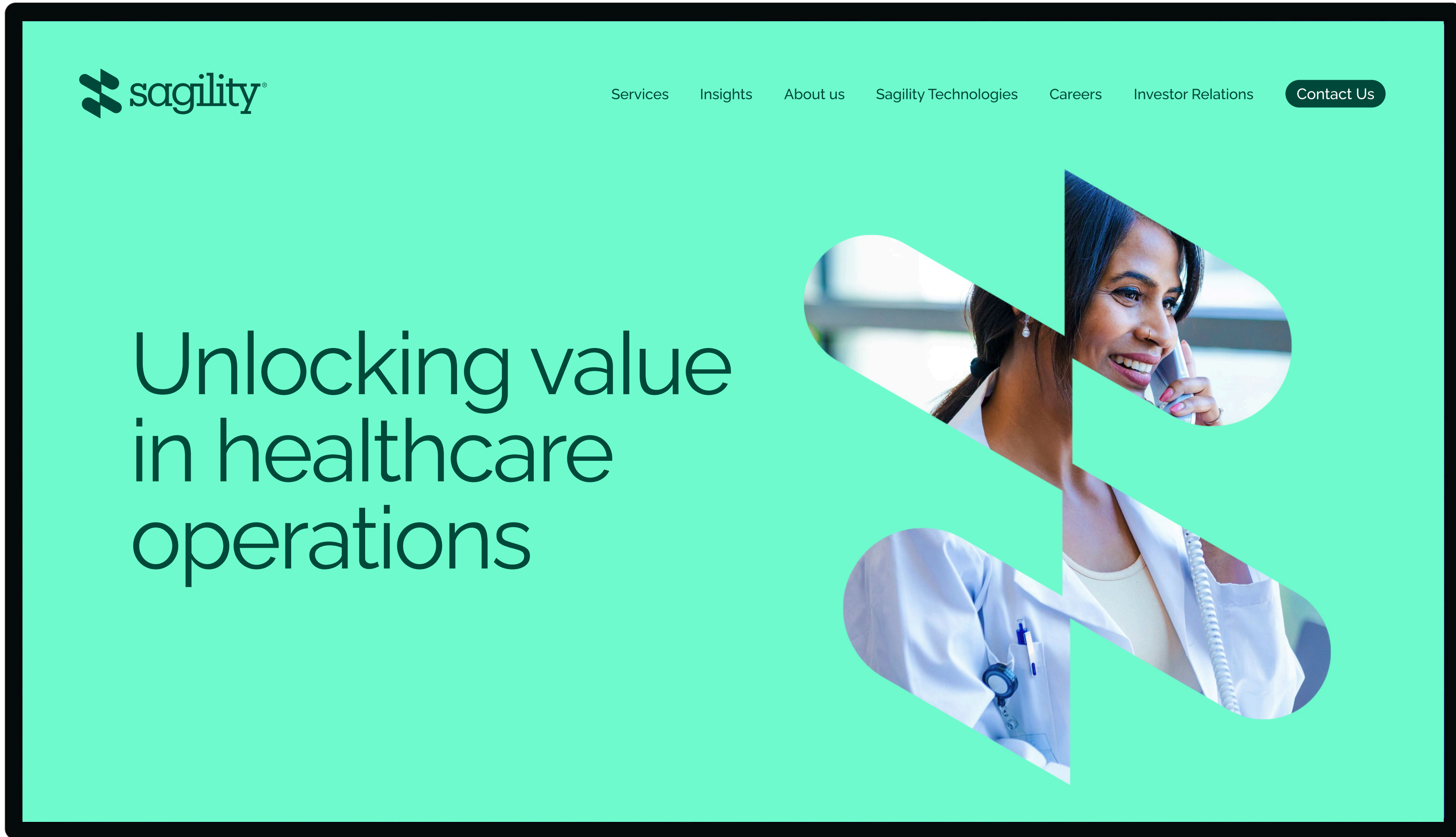
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10

Applications

01

Clients



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sagility Services Insights About us Sagility Technologies Careers Investor Relations **Contact**

Unlocking value in healthcare operations

We are a technology-led, domain-specialist healthcare solutions provider that collaborates with U.S.-based payers, providers, and their partners to deliver best-in-class operations.



Sagility manages extensive payer and provider operations with efficiency and scale.



Our dedicated experts solve complex healthcare challenges with deep domain expertise and innovative thinking.



Our technology, processes, and solutions help minimize administrative costs and maximize operating efficiency.



Enhancing clinical and financial outcomes for members and providers



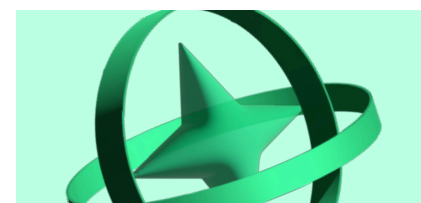
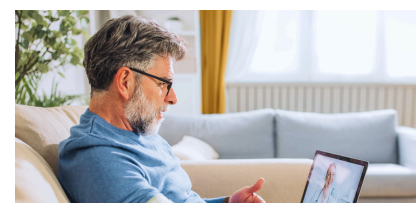
Streamlining claims processing and improving the patient experience

News and Insights

Health for Providers: Precision Cost Takeout in Three Areas

Solving Health Care's End-to-End Challenges With Generative AI

How GenAI Solves for Challenges in the Healthcare Front Office



Why Sagility

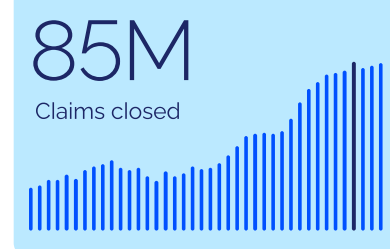
For over 25 years, we've collaborated with US-based payers, providers, and their partners to optimize operations, integrate smart, scalable technology solutions, and deliver measurable improvements to patient and member experiences.

We're powered by 39,000 operations specialists, clinicians, and technologists, strategically located across the in India, the US, the Philippines, Jamaica, and Colombia.

Scale your healthcare operations with a turnkey BPaaS approach

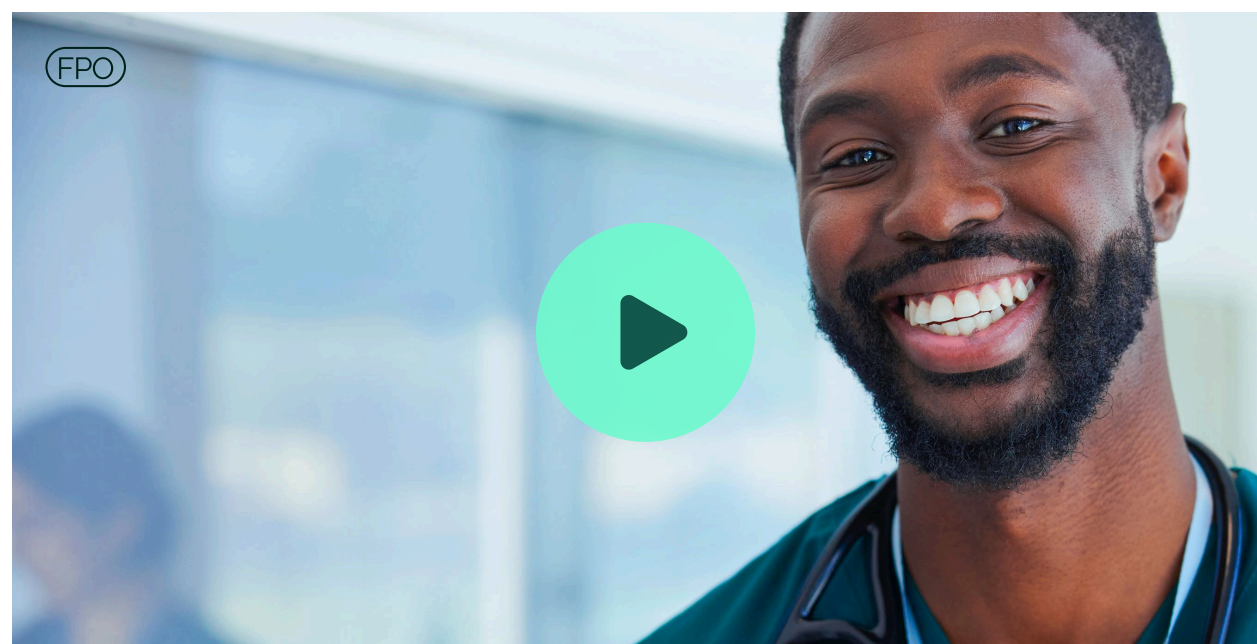
Sagility's cloud-based services help you modernize your infrastructure and outpace competition.

[Learn more →](#)



Sagility TV: discover our tech solutions

[See more videos →](#)



Sagility's nurse assist program

Testimonials

Hear from our valued clients

Testimonials

Hear from our valued clients



"I see your team as a long-term partner looking after our interests."

US based hospitals



"Sagility continues to exceed our expectations with fantastic customer service and great delivery quality"

U.S. Fortune 100 health insurance company



"I brag about you guys often, and I love this team. Thank you for making me job easy and making me love what I do every day."

U.S. Fortune 100 health insurance company

Awards

Recognized for our excellence



Connect with an expert

Whether it's call center support or innovations with generative AI, explore solutions tailored to your organization's unique needs.

[Contact Us →](#)

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Sagility Technologies
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02 Outlook

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Our services

Despite the initial claims of a \$10 million underpayment by the health plan, an in-depth analysis of the claims data uncovered a significant discrepancy. A closer examination proved that the true extent of the payment dispute.

Operations
Sagility manages extensive payer/provider operations, engagement services and clinical services with efficiency and scale.

Engagement Services
Our dedicated experts solve complex healthcare challenges with deep domain expertise and innovative thinking.

Cycle Management
Our multi-layered, deeply integrative approach incorporates predictive analytics, to prioritize and address unpaid claims.



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Giving customers expert around the clock care.

Despite the initial claims of a \$10 million underpayment by the health plan, an in-depth analysis of the claims data uncovered a significant discrepancy. A closer examination proved that the true extent of the payment dispute resulted in a \$4 million overpayment to the healthcare facility. A \$14 million favorable impact to the health plan.

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"Leveraging subject matter experts to address payment discrepancies"

-Quote Attribution Here

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03 Results

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Our Customer's Success

Despite the initial claims of a \$10 million underpayment by the health plan, an in-depth analysis of the claims data uncovered a significant discrepancy.

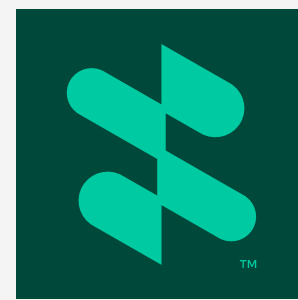
39 CPA Per Day	#2 Ranked BPO
\$80k Average savings per customer	96% Customer Satisfaction Rate
\$402M Overpayments Discovered	\$12M In Recovered Payments

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C

-Quote Attribution Here

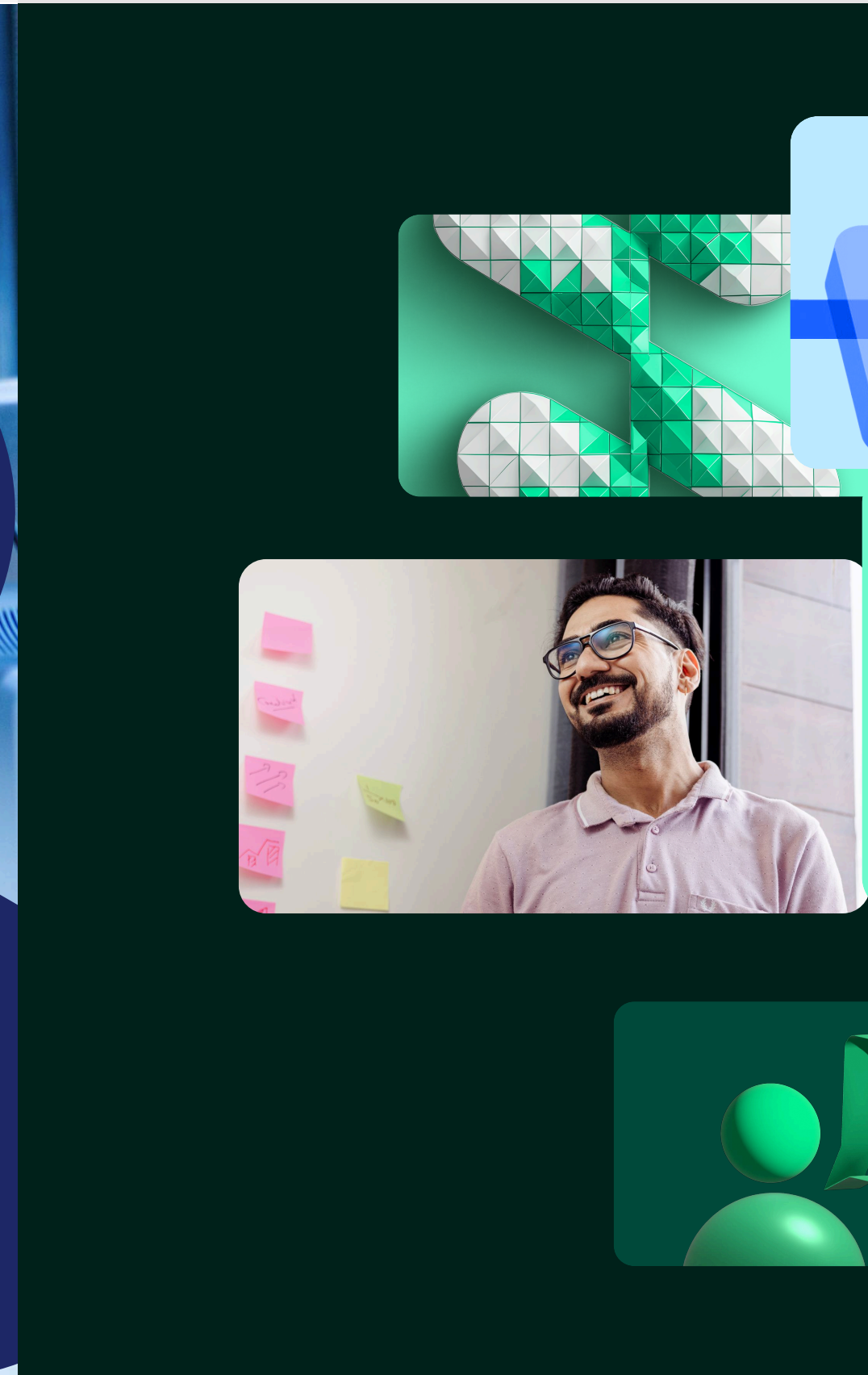
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sagility

326 followers

20 h •



Like

Comment

Share

Send



02

Corporate

Our Differentiators



Pure play healthcare focus:

We go deeper into healthcare to add maximum value for our clients.



Long-tenured partnerships:

More than 95% client retention rate; one-third of non-frontline employees have been with us for over 10 years.



Integrated technology and tools:

Many of our solutions are internally developed to meet healthcare specific requirements.

Highlights

Revenue
\$658.3 Mn
at 14.9% ▲ constant currency growth

Revenue Split
89.4% Payer
10.6% Provider

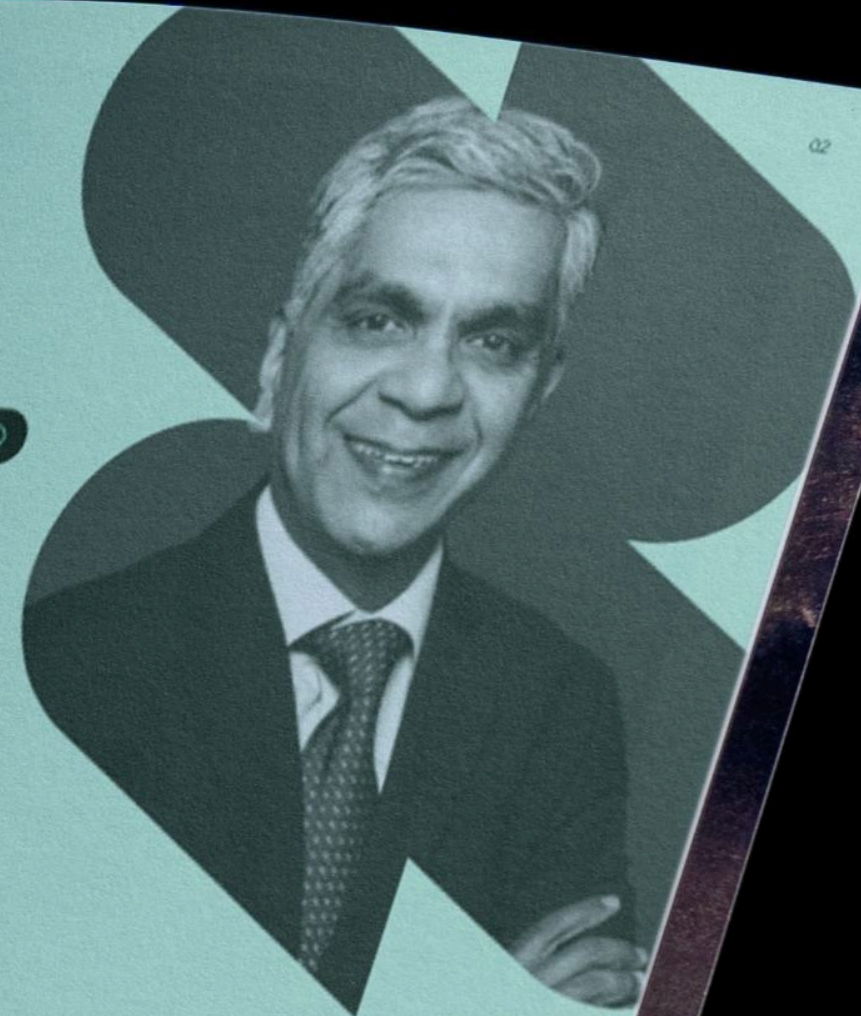
Adjusted EBITDA
US\$173.6 Mn
at 25.9% ▲ Y-O-Y growth

Adjusted PAT
US\$95.8 Mn
at 34.8% ▲ Y-O-Y growth

New Clients Added
38
including 30 through the BroadPath acquisition)

Message from the MD and Group CEO

A Year of Building Momentum



FY25 has been a landmark year in our journey. We deepened client relationships, expanded our portfolio of offerings, and embedded technology more decisively into how we operate internally as well as in the solutions we build for our clients. We added 38 new clients, expanded our global footprint to 33 delivery centers, and grew our team to over 39,000 professionals which include over 2,100 clinicians as well as hundreds of data scientists and AI engineers. Our service to U.S. payers, providers, and their partners grew not just in scale, but in relevance and impact.

Our exclusive focus on U.S. healthcare and our deep domain expertise enables us to navigate the complexities of the industry and unlock value for our clients. We bring the people, tools, and insights to simplify it, while never losing sight of quality, compliance, and care.

In November 2024, Sogility India was listed on the NSE and BSE in India. It was a pivotal moment for all of us. I am incredibly proud of our teams, partners, and advisors who made this possible. Most of all, we are grateful to the investors for the trust that they have placed in us.

All through FY25, we invested in smarter, more automated operations. Our GenAI pilots in clinical reviews, member and provider interactions, and backoffice processing have begun to yield tangible results, and we have built governance frameworks to scale them responsibly.

We strengthened capabilities in many of our services like payment integrity, utilization management, and care management. New client engagements brought us into more consultative roles. We are now helping clients redesign processes, not just executing them.

For many of our clients, we are now a partner in their transformation journeys. In Q4 FY25, we acquired BroadPath Healthcare Solutions, a U.S. healthcare-focused services company with a strong presence in the mid-market payer segment, giving us access to a wider client base.

Our teams continue to exhibit our S.O.A.R values of Spark Curiosity, One Team One Direction, Action for Results, and Right by Right Purpose. We invested in learning and development programs for our people, including individual coaching for our highpotential leaders. Our ESG focus continued, and we achieved SBT validation of our GHG emission targets. In parallel, our CSR initiatives remained strong, with community engagement and social impact programs driving meaningful change.

Our strategic priorities for the coming year include strengthening our technology and solution offerings to meet evolving client needs, scaling GenAI use cases across our service portfolio and deepening our engagement in consulting and transformation projects with clients. We are focused on driving broader adoption of our BPaaS models among both new and existing clients. We will expand our service footprint within the mid-market payer segment of BroadPath. Continued investment in leadership development and digital reskilling remains a key enabler.

I thank our clients for their trust, our teams for their commitment, and our partners and investors for believing in our direction. In the next phase of our journey, we are excited to partner with our clients in shaping tech-led transformations that uncover value for everyone in the U.S. healthcare ecosystem.



Unleash the
potential of
healthcare
operations.

Discover how at [sagilityhealth.com](https://www.sagilityhealth.com)

 sagility®



03

Internal / Talent

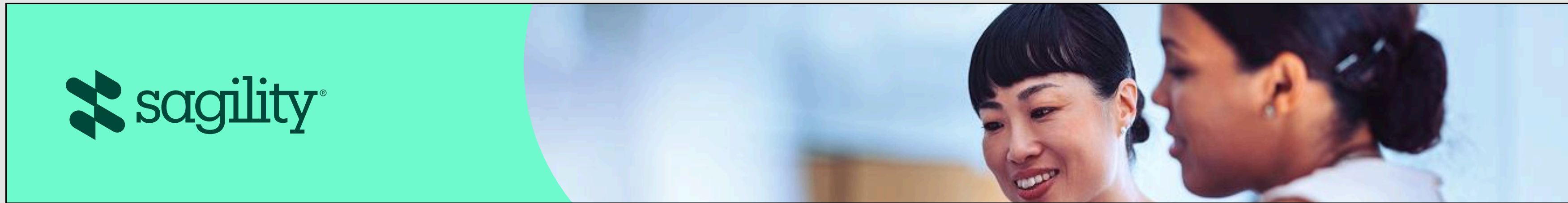


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The image shows a LinkedIn interface. At the top left is the LinkedIn logo. To its right is a search bar with a magnifying glass icon and the text 'Search'. Below this is a 'New publication' button with a blue circular profile picture placeholder. Underneath are four options: 'A photo' (with a photo icon), 'Video' (with a play button icon), 'Event' (with a calendar icon), and 'To write an article' (with a document icon). A horizontal line separates this from the main content area, which has a 'Sort: Popular' dropdown menu. The main post is from the user 'sagility', who has 326 followers and posted 20 hours ago. The post content is a purple rectangular advertisement with white and pink text. The text reads: 'Ready to transform healthcare operations? We're ready for you.' on the left, and 'Join our team of 40,000 problem solvers, today' on the right. The Sagility logo is in the bottom right of the ad. Below the ad is a video thumbnail showing a woman in a white shirt pointing at a large screen displaying data charts. At the bottom of the post are four interaction buttons: 'Like', 'Comment', 'Share', and 'Send'.

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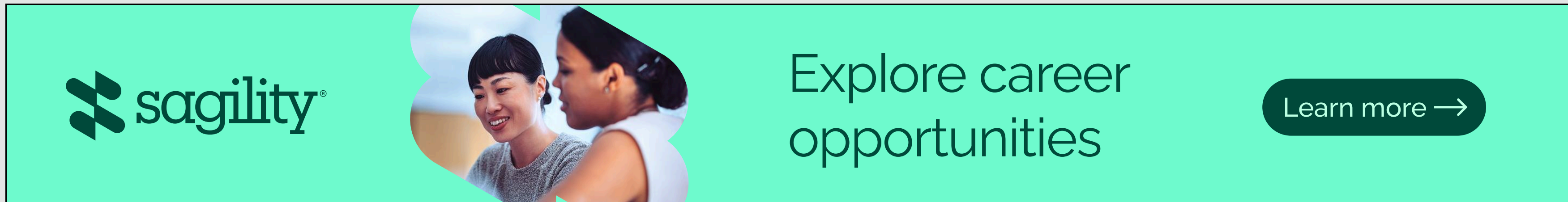
Frame 1



Frame 2



Frame 3





Reimagining
healthcare
operations
every day



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OUTFRONT / JCDcaux



Ready to
transform
healthcare
operations?



[sagility.com](https://www.sagility.com)



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careers, right here
in India

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Contacts and Resources

Information & guidance

Contact Dhaivat Mehta, VP Global Brand & Corporate Communications, for creative reviews, design guidance, and questions about the Sagility brand identity system.

Email: dhaivat.mehta@sagilityhealth.com