sagility®

September 2026

Brand Guidelines

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Logo Colors, Spacing, and Sizing

Approved Logo Color Variations

#FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0
PMS: White C/U

#135CDB
RGB: 19/92/219
CMYK: 87/66/0/0
PMS: 285 C/U

#09163C
RGB: 9/22/60
CMYK: 100/93/40/53
PMS: 282 C/U

#135CDB
RGB: 19/92/219
CMYK: 87/66/0/0
PMS: 285 C/U

Clear Space Rule

The **clear space rule** prevents visual clutter and protects the logo's visibility across all layouts.

- Always maintain the minimum space around the logo.
- Maintain a minimum margin on all four sides equal to the size of the lowercase letter "a" from the logo.
- Do not let text, graphic lines, page margins, or background elements enter this padding area.

Minimum Size Allowance

Standard size rules guarantee the logo stays legible, clear, and fully compliant with visual guideline best practices.

Digital Minimum Size

120 pixels wide

32 pixels wide

Print Minimum Size

1.25 inches wide

0.4 inches wide

Note:

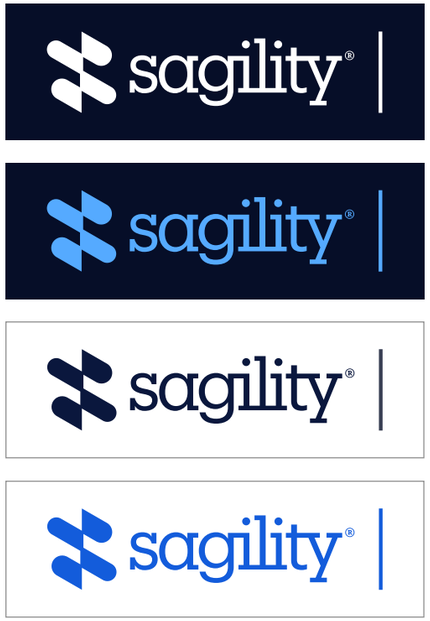
- **Always scale** all brand assets **proportionately** to prevent distortion.
- Contact marketing for approval if a layout requires **smaller sizes, stacked logo, or standalone logogram**.
- Smaller applications (e.g., business cards, favicons, swag) minimum width is: 0.95" / 68px (full logo) or 0.25" / 18px (logogram).

Lockups and Co-branding

Logo lockups are created only for co-branding on things like RFPs or client presentations, remaining visible strictly to the potential client. Sagility prohibits creating sub-brand, solution, or internal committee logos to maintain master brand cohesion.

Note: Marketing will review all use cases and provide approved lockups. Lockups must preserve tagline legibility, except within restricted header dimensions where subtext clarity may be compromised. This exception applies only as a last resort, granting designers the discretion to prioritize overall layout clarity.

Logo Lockup Format:



Example:

Logo Usage Rules

To maintain a strong and consistent brand identity, follow these essential rules when using the logo:

Approved Logo Usage

Legibility and proportion are critical for effective visual communication. These baseline rules guarantee that our logo remains clear, legible, and visually balanced in every context.

- Use the logo only in its official, approved color variations.
- Ensure high contrast between the logo and the background for maximum legibility.
- Always scale the logo proportionately.
- Seek Marketing approval for any special use requests such as using the logogram on it's own.

Examples of Approved Logo Use

Prohibited Logo Usage

Preserving the structure of the logo prevents brand dilution and protects the brand. The following restrictions prevent common visual errors and unauthorized alterations.

- **Do not** place the logo over busy patterns, low-contrast colors, or chaotic images.
- **Do not** squish, skew, stretch, or rotate the logo.
- **Do not** change the approved logo colors.
- **Do not** use the logogram on it's own, as pattern or as a standalone background without marketing approval prior to use.

Examples of Prohibited Logo Use

Typography

Brand Typefaces

Aptos (Primary)
The everyday font, Aptos, is widely available and optimized for seamless cross-system use. It is primarily used for emails and editable documents, such as Microsoft Office programs. While the full range of weights is permitted, limit usage heavier than SemiBold to maintain consistency with branded assets.

Figtree (Design)
Dedicated creative font, Figtree, is reserved for branded designs and public-facing collateral. It features various weights to establish clear hierarchy and emphasis. Also, this font used on the website.

To maintain optimal readability, do not use weights heavier than SemiBold on standard brand visuals. The Bold, ExtraBold, and Black weights are only permitted for website design.

Primary typeface: Aptos

Light abcdefghijklmnopqrstuvwxyz

Regular abcdefghijklmnopqrstuvwxyz

SemiBold **abcdefghijklmnopqrstuvwxyz**

Bold **abcdefghijklmnopqrstuvwxyz**

ExtraBold **abcdefghijklmnopqrstuvwxyz**

Black **abcdefghijklmnopqrstuvwxyz**

Design typeface: Figtree

Light abcdefg

Regular abcdefg

Medium abcdefg

SemiBold **abcdefg**

Bold **abcdefg**

ExtraBold **abcdefg**

Black **abcdefg**

Hierarchy and Style

Apply these hierarchy and formatting rules to ensure clean, readable, and consistent Sagility documents:

- **Visual hierarchy:** Headlines must not compete with category labels, subheadlines, or body wording.
- **Layout spacing:** Appropriate spacing must be given between lines of text and document sections.
- **Accent colors:** One to two accent colors may be used in one document if they meet accessibility rules.
- **Text emphasis:** Emphasis styling must be limited to a maximum of 10% of a sentence or ⅓ of a headline.
- **Print:** Do not use green as accent colors or in gradients if printing.
- **Font alternatives:** Aptos can be used in email, Microsoft apps (e.g., Word or PowerPoint), and where Figtree cannot be used.

Content Style Guide
The offical guide is availabe by request from Marketing. It contains information about our writing style, voice, and written messaging. It is also a guide to writing emails, presentations, website messaging, client correspondence and all public facing messaging.

Category/Label:
Regular style, all capitalized, small size, purple

Headline:
Semibold/Medium style, title case, large size, black/ gradient, one solid color from pallet for emphasis

Subheadline:
Regular style, sentence case, all black or primary blue

Body Wording:
Light style, sentence case, black or white, left aligned text

Emphasis Words:
SemiBold style, sentence case, same size as body wording, one solid color from pallet. We do not use italicized font styles.

Color Palette

Primary		Secondary		Neutrals	
#040A1C RGB: 4/10/28	CMYK: 100/93/58/70 PMS: Black 6 C/U	#26093B RGB: 38/9/59	CMYK: 85/99/36/54 PMS: 2895 C, 276 U	#000000 RGB: 0/0/0	CMYK: 75/68/67/90 PMS: Black 6 C/U
#09163C RGB: 9/22/60	CMYK: 100/93/40/53 PMS: 282 C/U	#920FBB RGB: 146/15/187	CMYK: 52/92/0/0 PMS: 2592 C/U	#222222 RGB: 34/34/34	CMYK: 72/66/64/72 PMS: Neutral Black C/U
#135CDB RGB: 19/92/219	CMYK: 87/66/0/0 PMS: 285 C/U	#CC2ED0 RGB: 204/46/208	CMYK: 29/87/0/0 PMS: Purple C/U	#E4E4E4 RGB: 228/228/228	CMYK: 9/8/5/0 PMS: 663 C/U
#55AAFF RGB: 85/170/255	CMYK: 64/24/0/0 PMS: 2915 C/U	#DB6BE2 RGB: 219/107/226	CMYK: 22/69/0/0 PMS: 245 C/U	#FFFFFF RGB: 255/255/255	CMYK: 0/0/0/0 PMS: White C/U
#BCEAFF RGB: 188/234/255	CMYK: 27/0/0/0 PMS: 290 C/U	#F2B1F2 RGB: 242/177/242	CMYK: 6/37/0/0 PMS: 250 C/U		

Accent (presentation use only)

#00211A RGB: 0/33/26
#00493A RGB: 0/73/58
#00CBA1 RGB: 0/203/161
#6EFACF RGB: 110/250/206
#BBFFE3 RGB: 187/255/227

Green Usage:

- Green will be removed from our palette at the start of FY27.
- Green should only be used as an option sparingly and never as a main design element.
- After FY27, green may continue to be used **sparingly** when a third color is needed to highlight data or as a third differentation color in **presentations only**.

Linear Gradients

These are functional gradients used in marketing creative for highlighting important text and dynamic backgrounds. These gradients were designed to allow variety in graphics, while maintaining consistency within Sagility's visual identity.

Blue to light blue gradient
Used to highlight important text within headlines, subheads, or full callouts. Only for use on dark backgrounds.

Royal blue to purple to blue gradient
Used to highlight important text within headlines, subheads, or full callouts. Only for use on light backgrounds.

Light pink to light blue gradient
Used to highlight the numbers in stats. Only for use on dark backgrounds. This gradient should only be used in other places when the blue to light blue gradient cannot be used.

Dark navy to light navy to royal blue gradient
Used as a subtle dark transition or as a feature or call out background. Due to it's heavy saturation, should only be used in print materials that are being professionally printed or in digital assets.

Dark navy to dark purple to purple gradient
Used as a subtle dark transition or as a feature or call out background. Due to it's heavy saturation, should only be used in print materials that are being professionally printed or in digital assets.

Living Gradients

Living gradients incorporate bright, dynamic color transitions that can shift position or be animated.

Light version
Use sparingly for the website and special use cases **only**. It acts as a complement to other design assets and must never serve as a primary element.

Dark versions
May be combined with designated patterns, textures, and wave lines

Green can be added to dark digital only living gradients.

Note: Green will be permanently removed from the approved brand colors and gradients by the start of FY27.

Examples of Livig Gradients in Use:

Digital Use Only Living Gradients:

Other Gradients

Radial Gradients
These are radial color spots using a feather technique over a solid background. They are used subtly to add depth to images or design elements throughout the website and behind images where applicable.

Examples of Radial Gradients in Use:

Digital Use Only Gradients
Used on the company website and other digital content that links to the website.

These gradients use special shades of blue that are not in our regular color pallet that work best with digital assets. They bring transitional depth to backgrounds or to content containers and other digital creative.

Dark navy to navy gradient
Used as the primary background for the website. The use of the gradient allows for subtle section breaks.

Dark navy to light navy gradient
Used as a subtle background for digital content such as social media, display ads, featured insights patterns or containers on the Sagility website.

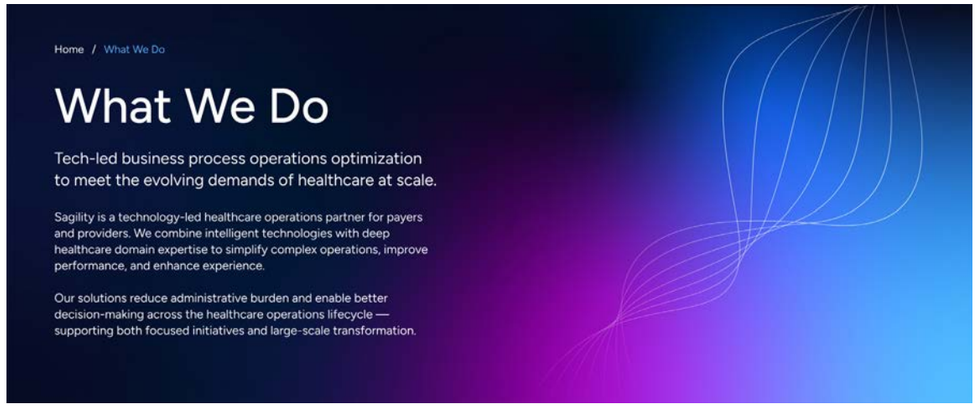
Graphic elements
Lines, Patterns, and Shapes

To create dynamic, compelling visuals, Sagility has created a series of easily transferable design accents including wave lines, patterns, and shapes. These elements may overlap, run behind image or text containers, or lay on top of backgrounds. To prevent chaotic layouts, using more than one type of these elements on top of one another is prohibited.

Wave Lines
Used as a subtle, single element behind images or on their own when space needs to be filled.

The “Pill” Shape
Strictly reserved for clickable call-to-action (CTA) buttons on our website, interactive display ads, and emails. It is **prohibited** as a decorative or static design element.

Wave Lines Example



Lines, Patterns, and Shapes

Tech Lines
The graphic tech lines are intended to give a tech forward feel to the website. These are occasionally used in our presentations as well. They help divide and highlight sections of content.

Logogram Alternative Shape
These shapes are approved as accents in the logogram variations shown here for the Sagility website or in marketing approved logo animations only. The logogram alternative shape is sometimes called the “condensed 'S' shape”. **Additional variations or uses are not prohibited.**

Tech Lines Example

Logogram Alternative Shapes

Lines, Patterns, and Shapes

Patterns
Demonstrating smooth operational strength with a sense of integration and tech-forward movement, these patterns provide intrigue where visuals appear flat. While not a fit for every application, these versatile patterns can add richness to a wide variety of graphics.

Sagility Pattern
This pattern demonstrates forward movement, innovation, and scalability. Built using the full logogram scaled proportionately, and placed randomly in custom blend modes, varying opacities, and strategic Gaussian blurs. The pattern creates high-impact depth that drives visual energy.

This pattern will never be used as standalone branding. It is a background "accent" to bring visuals alive. Marketing approval must be given to use pattern.

Pattern Examples

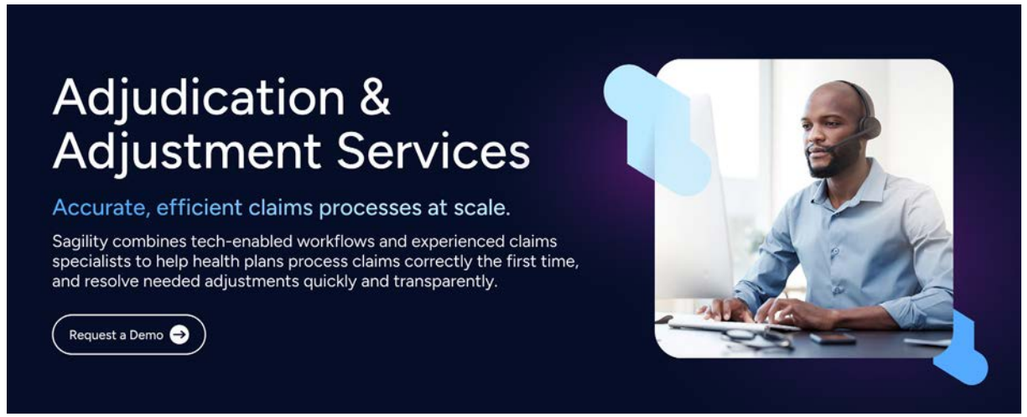
Sagility Pattern Examples

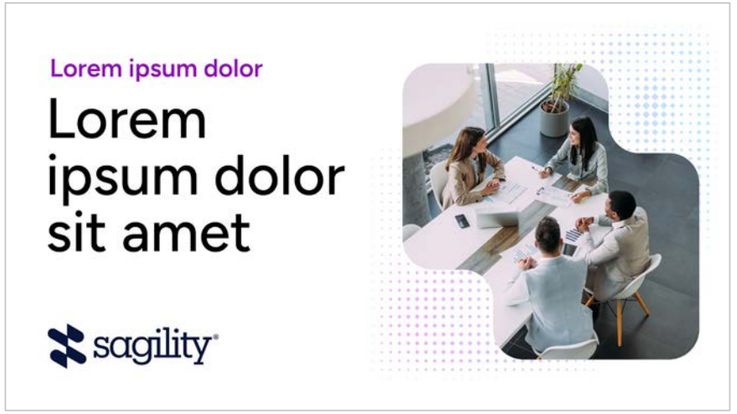
Note: Pattern must never overlap with a different type of pattern, texture, or line accents.

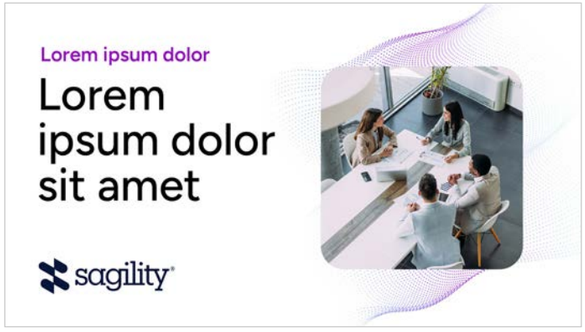
Shapes and Image Containers

Pixel Shape
Intended to capture fluid movement and can be filled with images or video clips. It can be adjusted to fit the layout and is meant to be flexible. The corner radius' must match in all corners.

Rounded Boxes
The corner radius should match all four corners of a box shape, and if being used with the pixel shape, must match the corner radius' on the inside and outside of the shape to give the illusion that the pieces fit together. These boxes can be filled with images, wording, or call outs.







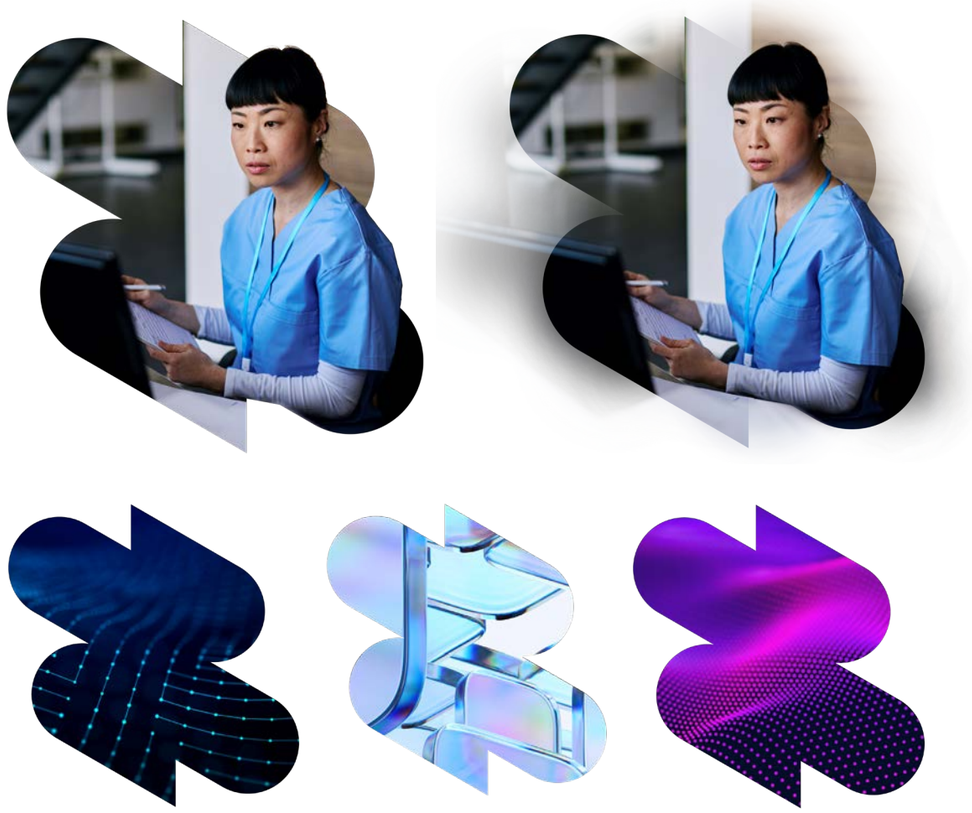
Shapes and Image Containers

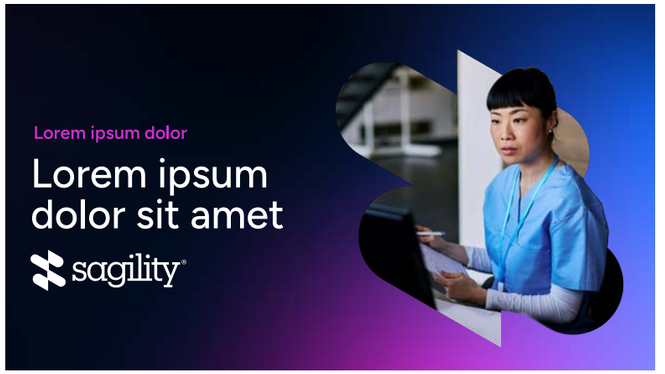
Logogram Image Container
The logogram (also called “S” shape) has been altered to work as an image container in select situations. Additionally, it is only to be used when the subject is easily contained.

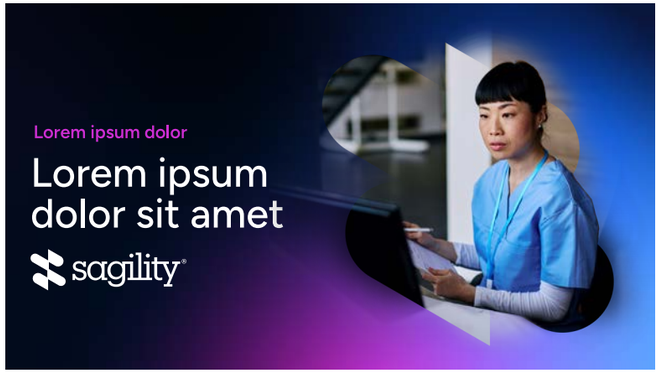
People or Setting
Using this shape with people requires photo editing to keep the subject intact and provide a complete visual story.

Shapes, Tech Patterns, and Texture Fills
This is the preferred fill when using the logogram as an image container. Often seen as a hero element on the website or in logo reveals, the shape is best used to demonstrate tech-forward imagery. Due to it’s unique shape, use patterns, abstract shapes, or textures representing data infrastructure, information technology, and seamless operations within this shape.

Examples of Logogram as an Image Container





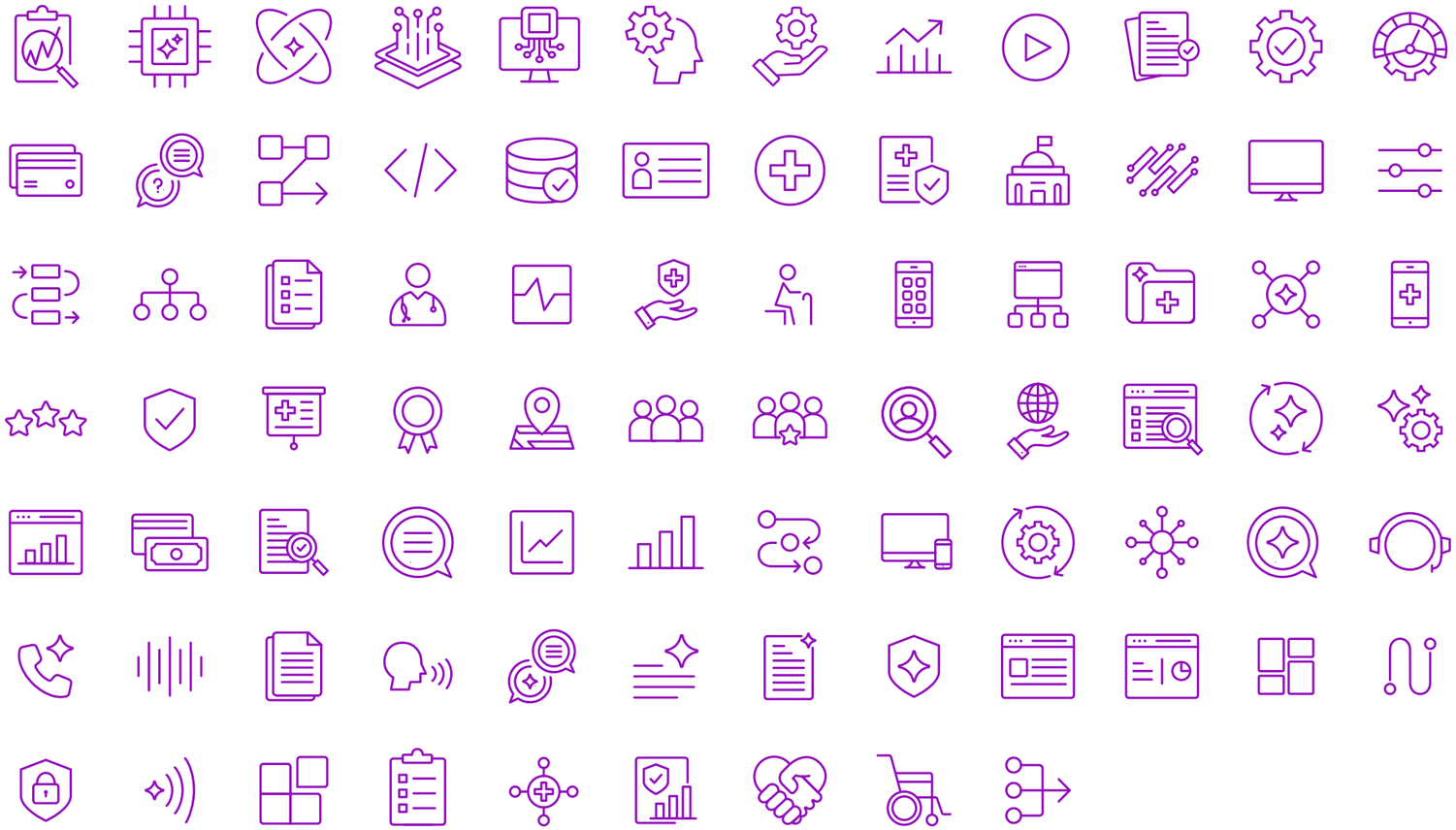


Note: Subjects must never be cropped by the shape to depict a clear story.

Iconography

Our iconography relies exclusively on clean line icons featuring a consistent stroke weight and single-color application, or gradient application when the background. Built entirely as vectors for infinite scalability, the line weights are optimized to guarantee perfect legibility at compact display sizes. Icons must always maintain high contrast against solid backgrounds or simple gradients to ensure visibility; placement over busy or complex background textures is strictly prohibited.

Note: Icons are not limited to these approved icons. You may use other icons as long as they follow the style in the guidelines.



Photography

People at Work

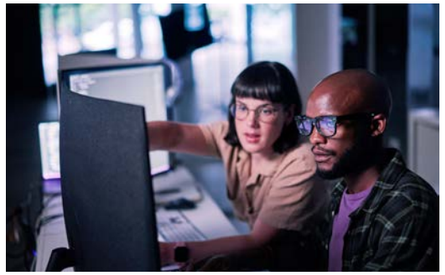
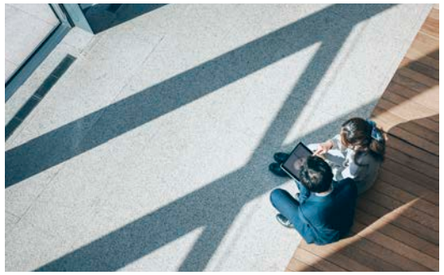
Candid shots of people working, collaborating, and problem-solving. The people should be diverse and have natural expressions — no large smiles, frustrated faces, or anything overly posed.

When selecting subject matter, the focus should be on the solution or service that Sagility provides, not on the problem the client has.

Images within each category are edited to be a consistent cooler tone using the hue/saturation and color balance adjustment layers in Photoshop.

Avoid:

- People smiling-at-camera, looking angry, or frustrated
- Subjects shaking hands
- Models posing in scenarios that feel set up or appear as staged “fake looking“ scenes
- People in headsets or in call centers

Photography

Healthcare and Patients

Candid shots of healthcare workers interacting with patients or technology and patients interacting with programs or living healthy lives.

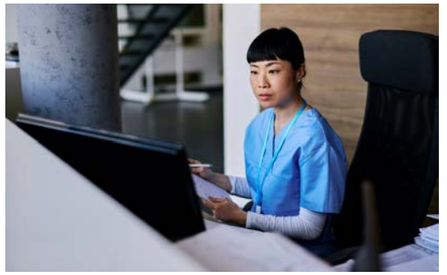
The people should be diverse and have natural expressions — no large smiles, frustrated faces, or anything overly posed.

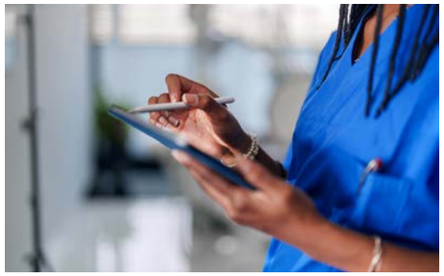
When selecting subject matter, the focus should be on the solution or service that Sagility provides, not on the problem the client has.

Images within each category are edited to be a consistent cooler tone using the hue/saturation and color balance adjustment layers in Photoshop.

Avoid:

- Doctors in lab coats
- People smiling-at-camera, looking angry, or frustrated
- Subjects shaking hands
- Models posing in scenarios that feel set up or appear as staged “fake looking” scenes





Photography

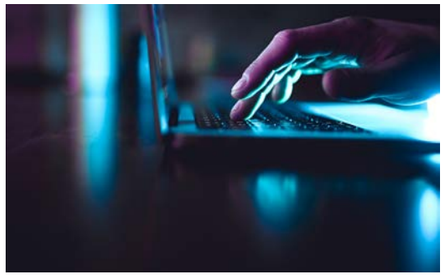
Work Environments

Abstract office interiors, abstractions of people working within offices, hands interacting with technology or tools or systems, colorful office exterior architecture.

Images within each category are edited to be a consistent cooler tone using the hue/saturation and color balance adjustment layers in Photoshop.

Avoid:

- Anything too literal
- Environments that are not abstracted or unique perspectives such as overviews or blurred implications of collaborations (examples pictured on right)



Landscapes

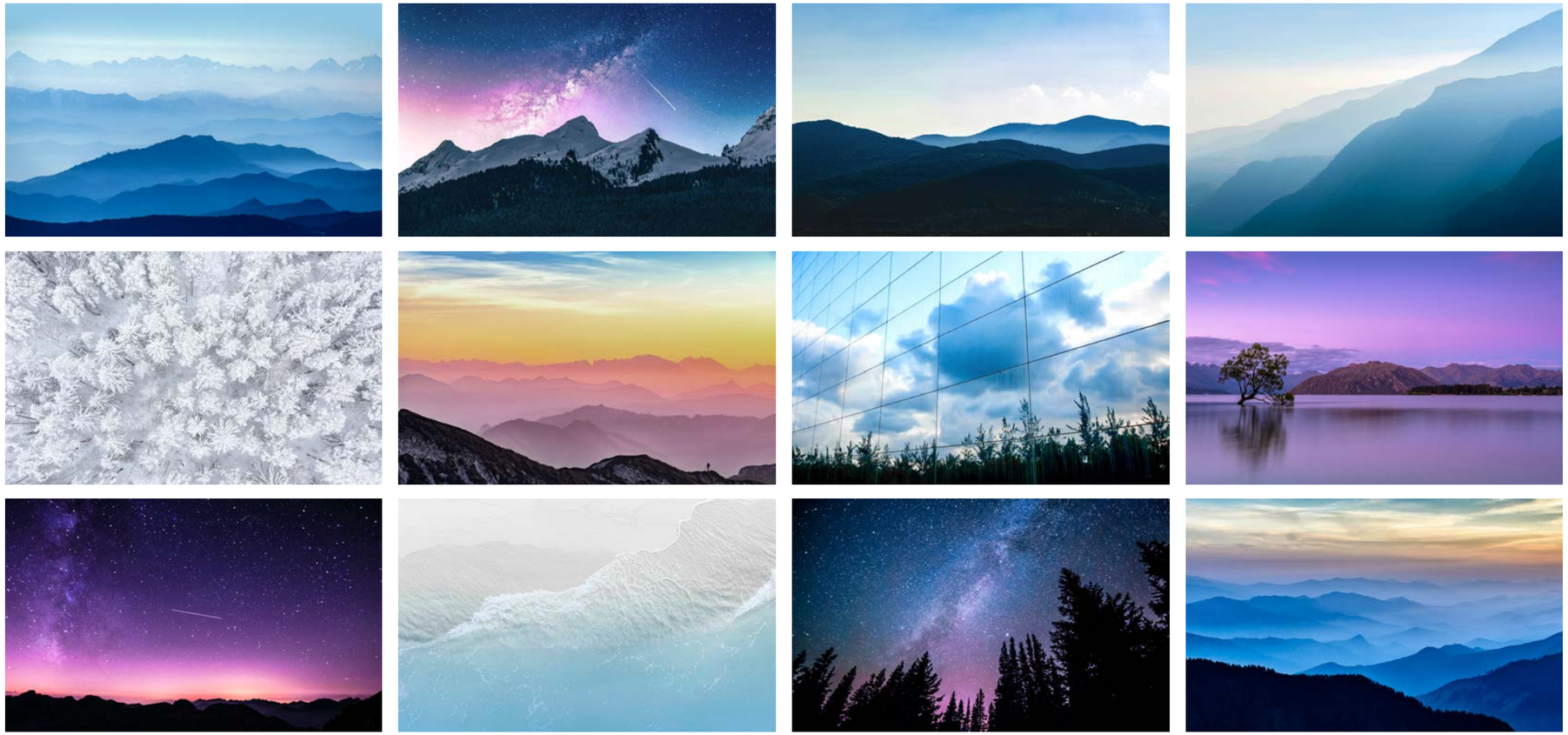
Wide-angle or aerial shots of non-specific landscapes.

Photos with blue/purple tones are a plus.

Images within each category are edited to be a consistent cooler tone using the hue/saturation and color balance adjustment layers in Photoshop.

Avoid:

- Overly detailed shots that won't work well with text on top of them
- Images tied to a specific location unless requested specifically for events.



Photography

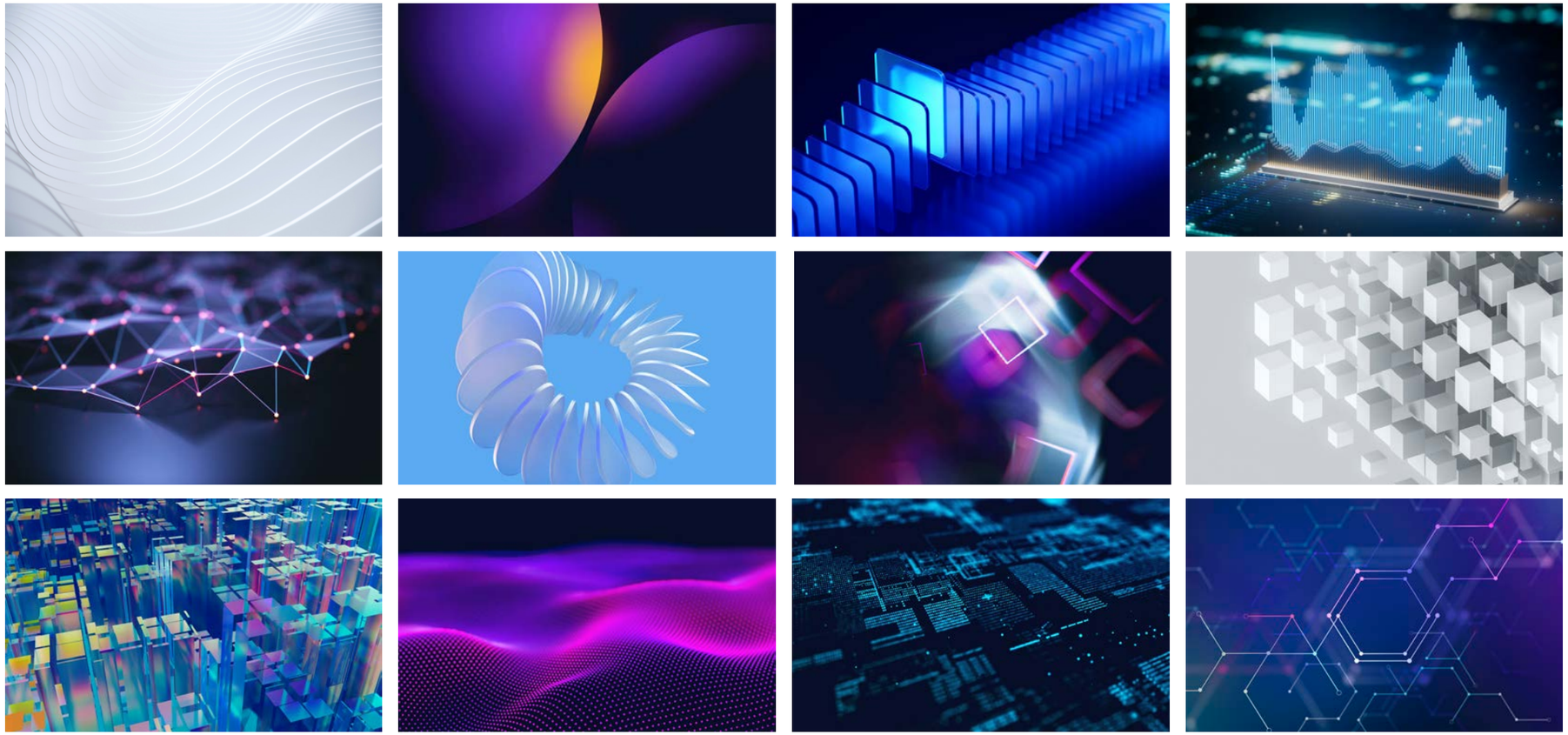
Abstract

Abstract imagery representing technology, systems, data, operations, infrastructure, networks.

Images within each category are edited to be a consistent cooler tone using the hue/saturation and color balance adjustment layers that match our brand pallet in Photoshop.

Avoid:

- Anything too literal or campy
- Images that are overly dark as they may blend with the background of the website.



Website Headshots

Professional headshots maintain a consistent visual standard across corporate platforms. Submissions must be crisp, high-resolution, and meet the following criteria:

Framing/Pose: Torso up with clearance, eye-level, facing straight.

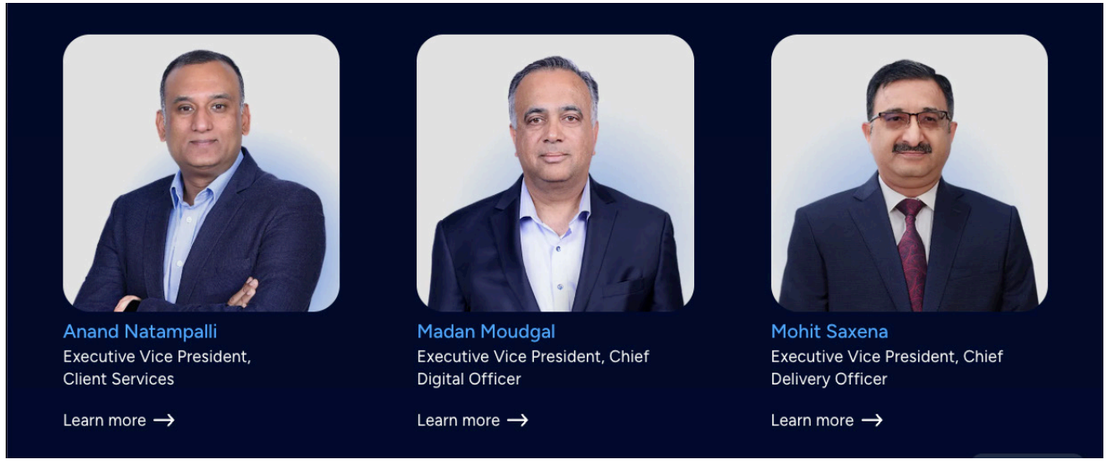
Lighting/Background: Soft, even lighting with a solid or blurred professional backdrop.

Attire: Business casual or professional.

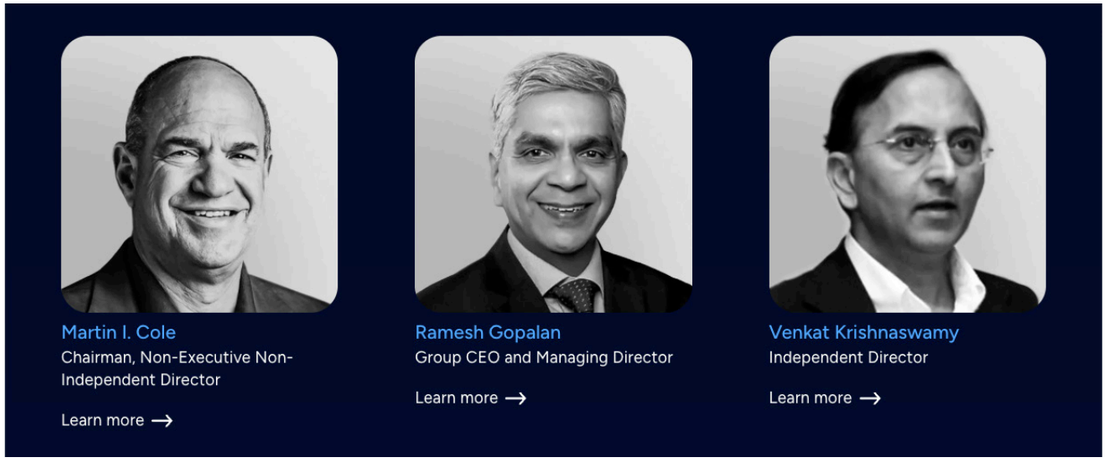
Image Quality: Sharp, clear capture; low-res screenshots or heavily compressed images are unacceptable.

File Specs: JPEG or PNG format, minimum 1200x1200px (or 2 MB), up to 8 MB maximum.

Leadership headshots
Leadership headshots should be masked and placed on a gray background (#E4E4E4), with a subtle blue radial gradient behind each person.



Board of Directors headshots
BOD headshots should be black and white and edited to be matching in shade/contrast.

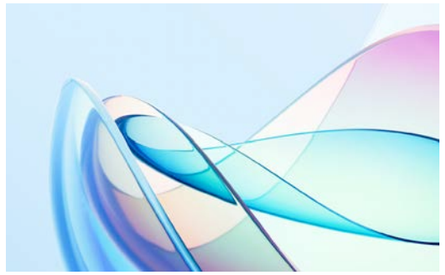


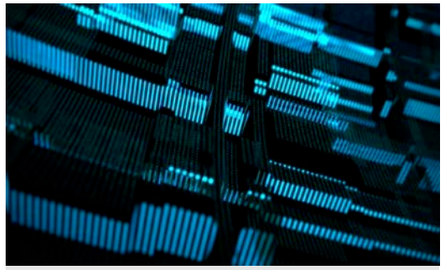
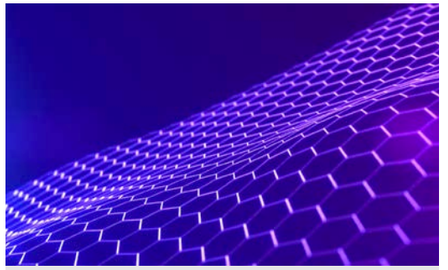
Stock video

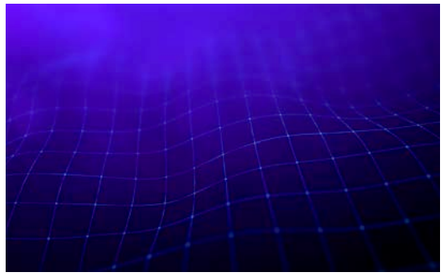
Stock video provides depth and movement, and must match our stock photography rules. All clips must be edited to a consistent cooler tone using hue/saturation and color balance.

Clip Criteria

- Clips should always be solutions oriented or tech forward.
- **Abstracts**
  Slow moving technology, systems, data, operations, infrastructure, networks.
- **People**
  Use candid shots only with diverse people. People can be engaging with others or in thought with natural, unposed expressions.





Avoid:

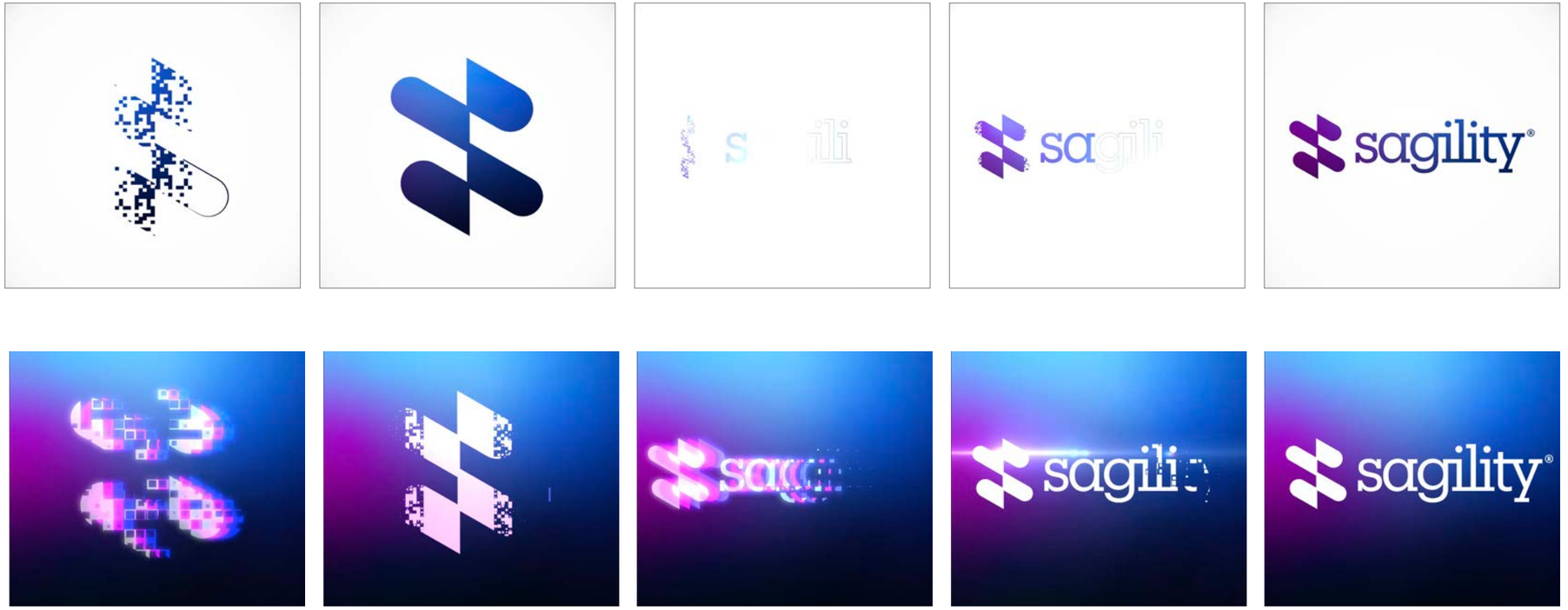
- Doctors in lab coats
- People smiling-at-camera, looking angry, or frustrated
- Subjects shaking hands
- Models posing in scenarios that feel set up or appear as staged “fake looking” scenes
- Anything too literal
- Work environments that are not abstracted or interesting perspectives such as macro angles or people engaging in collaborations (examples pictured above)
- Overly dark as they may blend with backgrounds and make branding hard to see

Logo Reveal

Reveal logos are a series of branded animated intro and outro logo clips for high-impact videos. The introduction instantly identifies the video as a Sagility production, while the outro provides a final opportunity for brand awareness and reinforces content ownership.

Standard:
We have two options. The both feature the full logo animated with brand aligned elements. While subtle, each animation has a pop of green as a nod to previous branding.

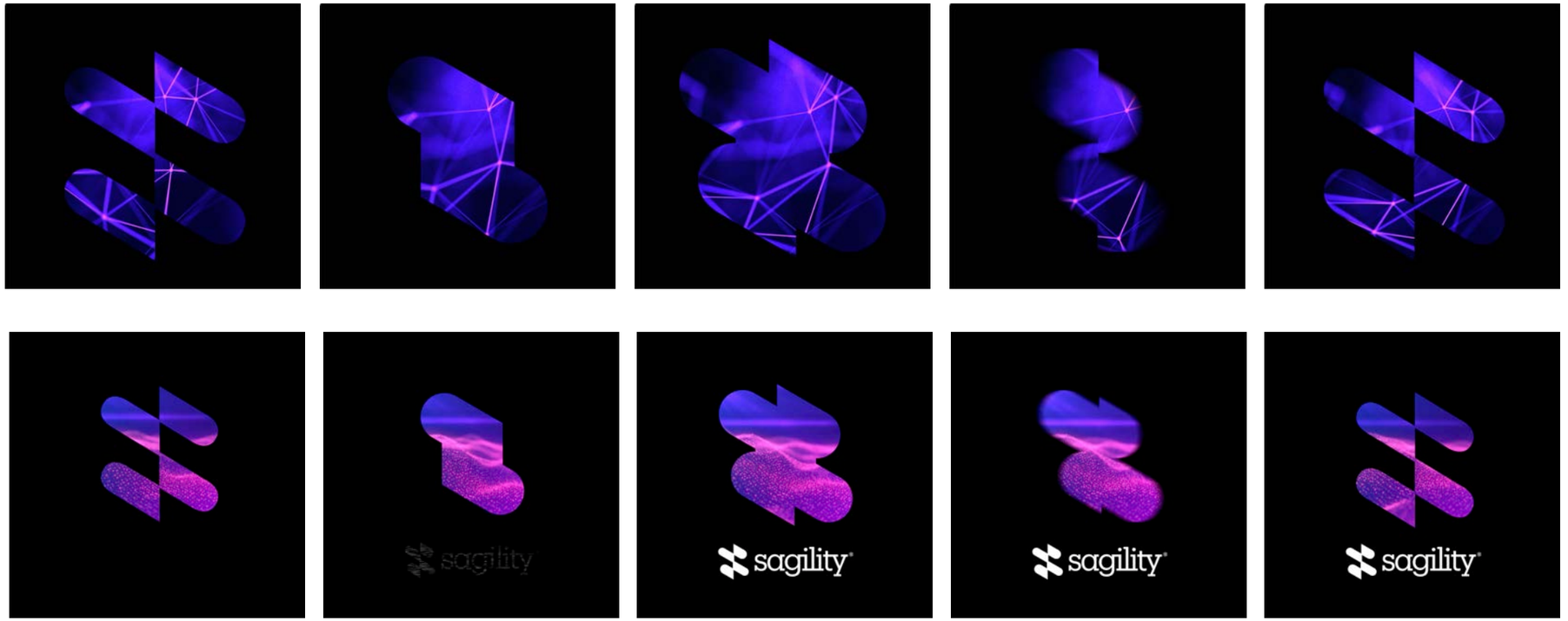
The black background may appear as white or subtle gradient when needed.



Logo Reveal

Moving Texture Background:
The full logo is animated with a moving abstract, tech-forward background. The colors and themes of the background clips can change as the need arise.

The black background may appear as white or subtle gradient when needed.



Appendix

More Details, Examples, Sample Tactics, and Website Guidelines

Appendix

Text Accessibility

The following text and background color combinations are approved for large text per WCAG AA standards.

White or black text should be default for smaller text such as body copy dependent on the background color. If a color must be used for smaller text, only color combinations without an asterisk are acceptable.

Note: Green will be permanently discontinued and completely removed at the start of FY27.

Background	Text								
#040a1c	abc #ffffff	abc #55aaff	abc #bceaff	abc #cc2ed0	abc #db6be2	abc #f2b1f2	abc #00cba1	abc #6efacf	abc #bbffe3
#09163c	abc #ffffff	abc #55aaff	abc #bceaff	abc* #cc2ed0	abc #db6be2	abc #f2b1f2	abc #00cba1	abc #6efacf	abc #bbffe3
#135cdb	abc #ffffff	abc* #bceaff	abc* #6efacf	abc* #bbffe3					
#55aaff	abc #000000	abc #040a1c	abc #060e28	abc #09163c	abc #26093b				
#bceaff	abc #000000	abc #040a1c	abc #060e28	abc #09163c	abc* #135cdb	abc #26093b	abc #920fbb	abc #cc2ed0	
#26093b	abc #ffffff	abc #55aaff	abc #bceaff	abc* #cc2ed0	abc #db6be2	abc #f2b1f2	abc #00cba1	abc #6efacf	abc #bbffe3
#920fbb	abc #ffffff	abc #bceaff							
#cc2ed0	abc* #ffffff	abc #000000	abc #040a1c	abc* #060e28	abc* #bceaff	abc* #26093b			
#db6be2	abc #000000	abc #040a1c	abc #060e28	abc #09163c	abc #26093b				
#f2b1f2	abc #000000	abc #040a1c	abc #060e28	abc #09163c	abc* #135cdb	abc* #920fbb			

* Indicates color combinations that should **only** be used for large text that is at least **18px semibold** and **21px regular**.

Appendix

Text Accessibility

The following text and background color combinations are approved for large text per WCAG AA standards.

White or black text should be default for smaller text such as body copy dependent on the background color. If a color must be used for smaller text, only color combinations without an asterisk are acceptable.

Note: Green will be permanently discontinued and completely removed at the start of FY27.

Background	Text								
#00211a	abc #ffffff	abc #55aaff	abc #bceaff	abc* #cc2ed0	abc #db6be2	abc #f2b1f2	abc #00cba1	abc #6efacf	abc #bbffe3
#00493a	abc #ffffff								
#00cba1	abc* #ffffff	abc #000000	abc #040a1c	abc #060e28	abc #09163c	abc #26093b			
#6efacf	abc #000000	abc #040a1c	abc #060e28	abc #09163c	abc #26093b				
#bbffe3	abc #000000	abc #040a1c	abc #060e28	abc #09163c	abc* #135cdb	abc #920fbb			
#000000	abc #ffffff	abc #55aaff	abc #bceaff	abc #cc2ed0	abc #db6be2	abc #f2b1f2	abc #00cba1	abc #6efacf	abc #bbffe3
#222222	abc #ffffff	abc #55aaff	abc #bceaff	abc #cc2ed0	abc #db6be2	abc #f2b1f2	abc #00cba1	abc #6efacf	abc #bbffe3
#e4e4e4	abc #000000	abc #222222	abc #040a1c	abc #060e28	abc #09163c	abc #135cdb	abc #26093b	abc #920fbb	abc* #cc2ed0
#ffffff	abc #000000	abc #222222	abc #040a1c	abc #060e28	abc #09163c	abc #135cdb	abc #26093b	abc #920fbb	abc* #cc2ed0

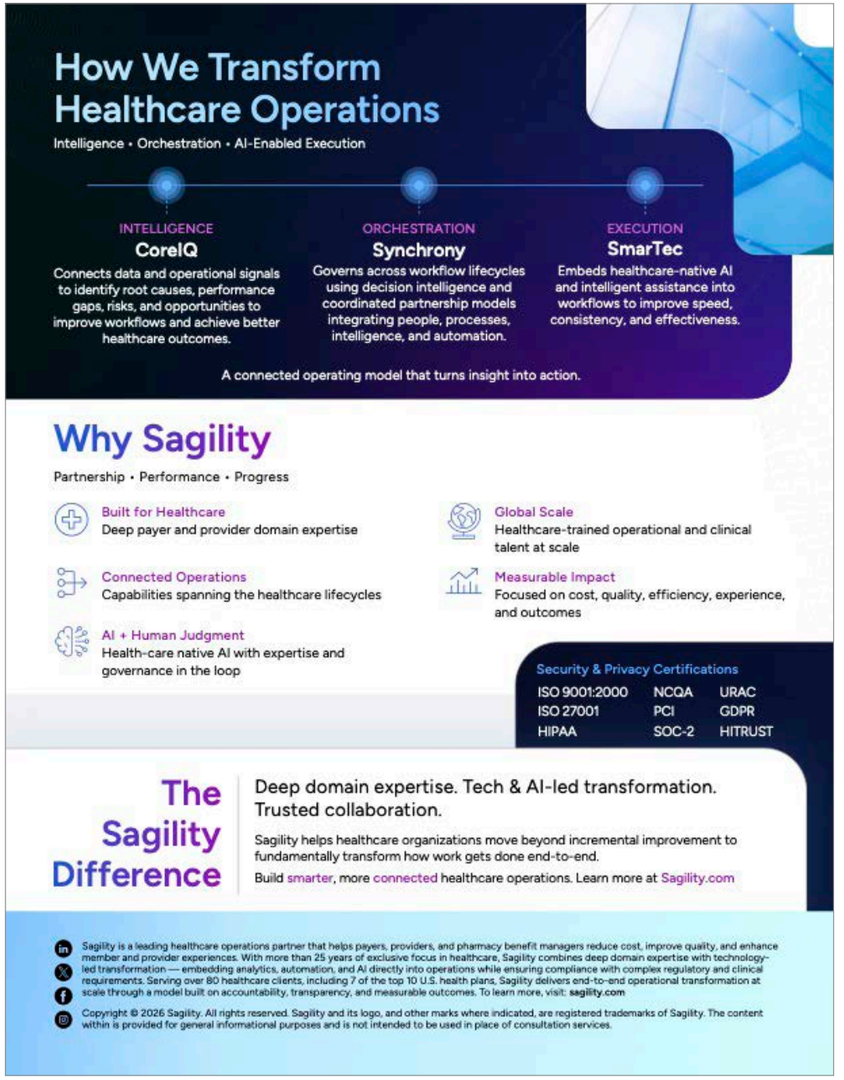
* Indicates color combinations that should **only** be used for large text that is at least **18px semibold** and **21px regular**.

Appendix

Sample Tactics:
One Pagers

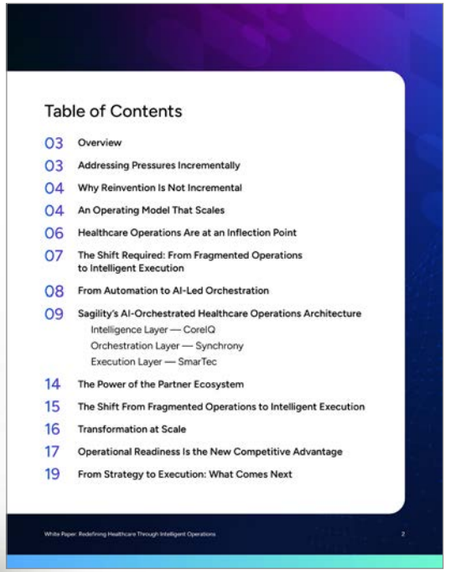
Brand Elements In Layout

This example demonstrates how to combine brand-approved design elements, imagery, and styling successfully into a real-world application. The following layout serves as a benchmark example of an approved one-pager. Use this sample as a blueprint for balancing whitespace, grid alignment, typography hierarchy, and asset placement to maintain a consistent visual identity across all single-page creative materials.



Appendix

Sample Tactics:
White Paper Page Examples



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14 The Power of the Partner Ecosystem
15 The Shift From Fragmented Operations to Intelligent Execution
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17 Operational Readiness Is the New Competitive Advantage
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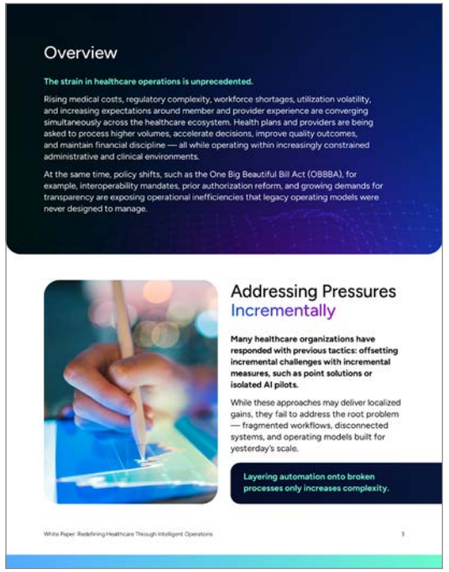

Overview

The strain in healthcare operations is unprecedented.

Rising medical costs, regulatory complexity, workforce shortages, utilization volatility, and increasing expectations around member and provider experience are converging simultaneously across the healthcare ecosystem. Health plans and providers are being asked to process higher volumes, accelerate decisions, improve quality outcomes, and maintain financial discipline — all while operating within increasingly constrained administrative and clinical environments.

At the same time, policy shifts, such as the One Big Beautiful Bill Act (OBBBA), for example, interoperability mandates, prior authorization reform, and growing demands for transparency are exposing operational inefficiencies that legacy operating models were never designed to manage.

Addressing Pressures Incrementally

Many healthcare organizations have responded with previous tactics: offsetting incremental challenges with incremental measures, such as point solutions or isolated AI pilots.

While these approaches may deliver localized gains, they fail to address the root problem — fragmented workflows, disconnected systems, and operating models built for yesterday's scale.

Layering automation onto broken processes only increases complexity.

Modular, repeatable patterns are fundamental for transformation, achieved by embedding AI, not just pilots, into real-world workflows — supported by governance frameworks that sustain performance at scale.[1,2]

Sustainable transformation requires more than technology and workflow redesign. It requires governance — the ability to manage performance consistently across engagement, claims, and clinical operations.

Organizations that successfully scale operations establish clear performance accountability, standardized workflows, and enterprise metrics that align member/provider experiences, cost, quality, and financial outcomes. Governance ensures that operational improvements are repeatable, measurable, and sustainable.

This white paper outlines how healthcare leaders can move beyond tactical automation toward true operational modernization. Below, you will learn why:

- Modern healthcare operations must evolve from episodic transformation to continuous operational discipline
- An end-to-end operating model connects individual functions
- Guidance is needed for determining where GenAI, automation, and workflow redesign fit in daily operations
- Performance is measured across experiences, cost, quality, and financial outcomes

Most importantly, this white paper reframes AI orchestration from a technology initiative into a business transformation strategy.

Healthcare organizations that succeed over the next decade will not be those that simply adopt new tools. They will be the ones that redesign how work moves across their enterprises — aligning intelligence, operations, and domain expertise to deliver better outcomes at lower cost.

This is the future of healthcare operations: integrated, intelligent, and built to scale.

[1] https://www.mckinsey.com/industries/healthcare/our-insights/the-coming-evolution-of-healthcare-ai-toward-a-modular-architecture
[2] https://www.cio.com/article/4170682/the-ai-readiness-gap-why-healthcare-and-insurance-struggle-to-scale-beyond-pilots.html

Intelligence Layer: CoreIQ

CoreIQ delivers the intelligence layer — which includes sensing, analyzing, predicting, and advocating — across healthcare operations.

Working continuously, CoreIQ analyzes operational workflows, identifies performance gaps, surfaces friction points, and enables data-driven optimization across the healthcare journey.

Capabilities include:

- AI-driven operational analytics
- Real-time touchpoint visibility
- Workflow performance intelligence
- Predictive operational insights
- Continuous optimization recommendations
- Enterprise performance monitoring

CoreIQ enables organizations to shift from reactive operations management toward proactive operational optimization.

The outcomes enabled by CoreIQ have addressed friction points across the payer, provider, and member journey, including earlier risk and gap detection, reduced rework from better visibility, faster issue identification, improved performance insight, and Star measure improvements.

Clients have realized:

$7M	30%	7	20%
in realized benefits in the first year	reduction in claims rework	days average complaint resolution, down from 35	improvement in Star Rating measures

When data reveals a clear view of where breakdowns occur, organizations can prevent issues before they escalate.

Modular, repeatable patterns are fundamental for transformation, achieved by embedding AI, not just pilots, into real-world workflows — supported by governance frameworks that sustain performance at scale.[1,2]

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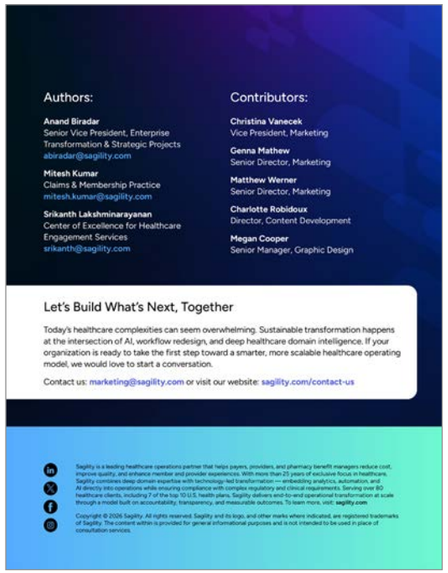
[1] https://www.mckinsey.com/industries/healthcare/our-insights/the-coming-evolution-of-healthcare-ai-toward-a-modular-architecture
[2] https://www.cio.com/article/4170682/the-ai-readiness-gap-why-healthcare-and-insurance-struggle-to-scale-beyond-pilots.html



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Let's Build What's Next, Together

Today's healthcare complexities can seem overwhelming. Sustainable transformation happens at the intersection of AI, workflow redesign, and deep healthcare domain intelligence. If your organization is ready to take the first step toward a smarter, more scalable healthcare operating model, we would love to start a conversation.

Contact us: marketing@sagility.com or visit our website: sagility.com/contact-us

Sagility is a leading healthcare operations partner that helps payers, providers, and pharmacy benefit managers reduce cost, improve quality, and enhance member and provider experiences. With more than 21 years of exclusive focus in healthcare, Sagility combines deep domain expertise with technology-led transformation — embedding analytics, automation, and AI directly into operations while ensuring compliance with complex regulatory and clinical requirements. Serving over 80 healthcare clients, including 7 of the top 10 U.S. health plans, Sagility delivers end-to-end operational transformation at scale through a model built on accountability, transparency, and measurable outcomes. To learn more, visit: sagility.com

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Appendix

Sample Tactics: Display Ads

Display ads come as a set of 5, and are repeated across all sizes. Examples here are varying sizes as examples of our standard templates. Some display ad sets will have multiple versions made for A/B testing.

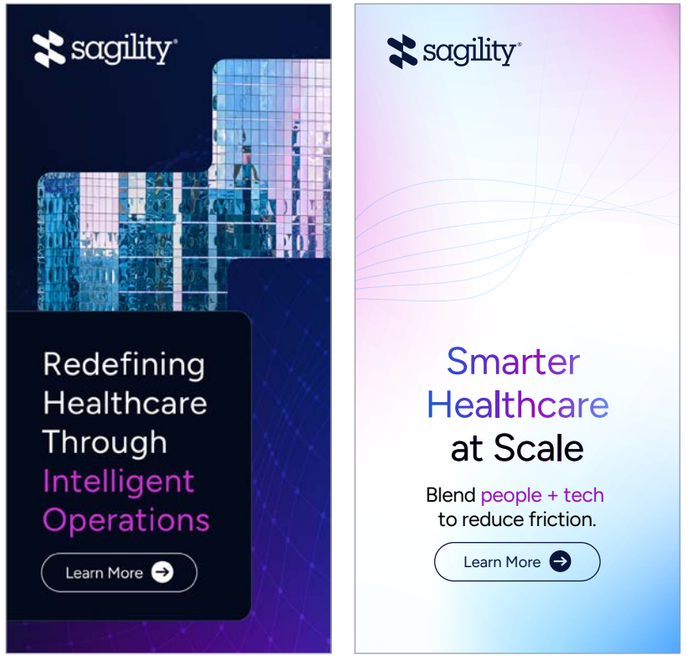
These ads are made first as static assets in Adobe Illustrator or Adobe Photoshop, and then recreated in layers in Adobe Express.

Animated GIFs are exported at our standard **12-second duration** and at Google's 150KB limit, or as small as possible for proper load times. Standard display ad sizes are:

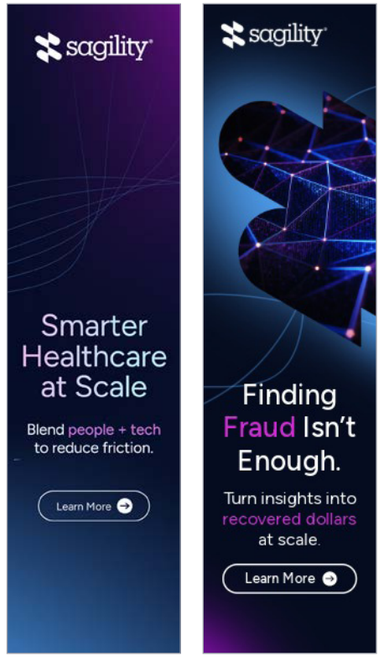
- 300x600
- 160x600
- 300x250
- 728x98
- 320x50 (mobile)

Note: A social media version is also made (1200x628) for corresponding social posts, leaving the CTA button off.

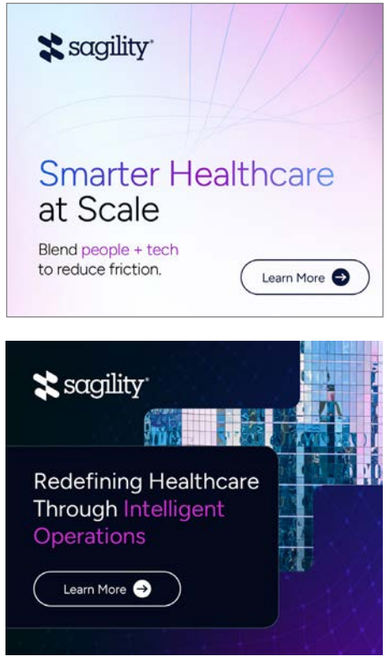
300x600



160x600



300x250



728x90

320x50

Appendix

Sample Tactics:
Social Media Posts and Banners

Social Media
Video and animated posts are created in Adobe Express. These are exported as MP4s and should remain under 5mb when possible.

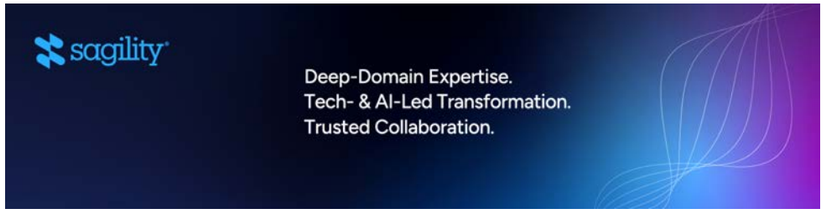
Static images are made in Adobe Illustrator or Adobe Photoshop and exported as .JPGs or .PNGs depending on the graphic type.

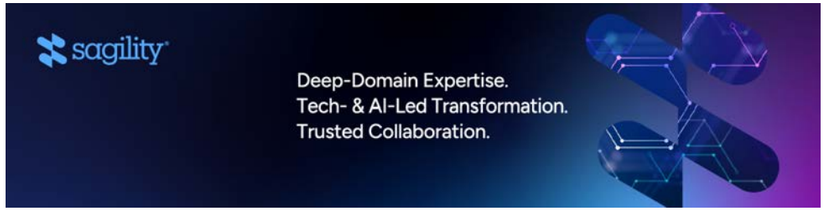
Most common sizes:
- 1200x628
- 1080x1080
- 1585x397 (personal LinkedIn banner size)

Note: Please request personal LinkedIn banners from Marketing if youd like to use one of the brand approved examples shown.

Sample Social Media Posts

Personal LinkedIn Banners



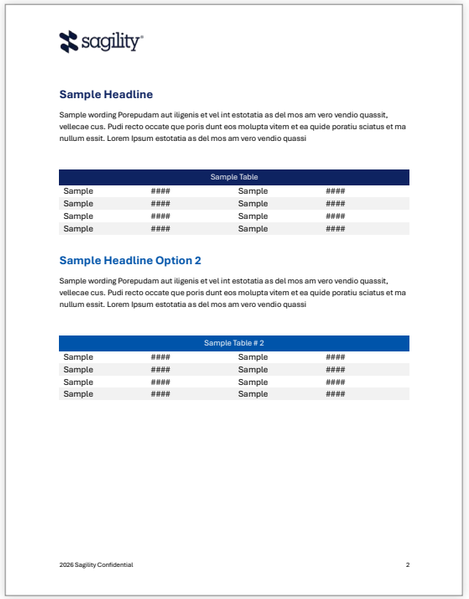


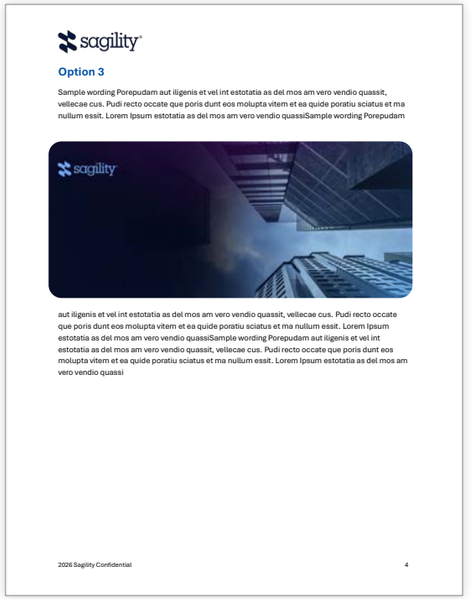
Appendix

Sample Tactics:
RFP and Executive Summary Template

Designed using brand fonts, colors, and additional elements.These templates are easily editable for stakeholders. There are three cover options, and demonstrate headline style, image style, and table style in Microsoft Word. These templates can be used for both RFPs and executive summaries.

Note: Templates can be accessed by requesting them from Marketing.





Appendix

Sample Tactics:
Events

Event Graphics in Large Format

These graphics can utalize branded patterns, gradients, and other approved branded shapes.

Button shapes such as the “pill shape” should be reserved for interactive CTA digital buttons **only**, and should not appear on any printed event materials.

Note: Use caution when printing gradients; we recommend test prints. CMYK can mute vibrancy of colors and cause graident banding on certain materials. Strategic placement of living gradient color points is advised for all gradient printing.

Appendix

Sample Tactics:
Email Banners and Announcements

Banners must match your template width, or be **600px** for proper loading across all devices. Avoid large background images or heavy color blocks unless coding in custom HTML.

Header Images:
90px–200px high. Keep files under 200KB.

Footer Bars:
50px–150px high. Keep files under 100KB.

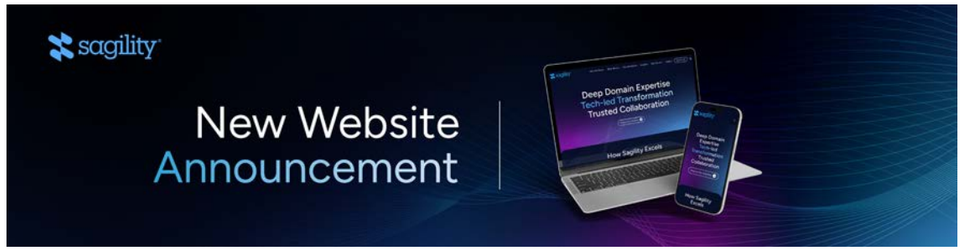
Design Tools and Formatting:

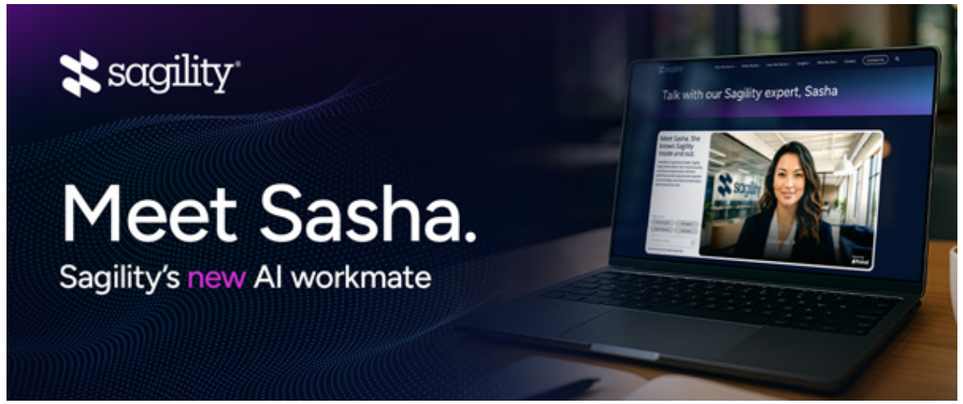
- Use Adobe Illustrator (saved as .PNG) for banners using gradients, longer headlines and wording, icons, or multiple logos.
- Use Adobe Photoshop (saved as .JPG) for banners using photographs.

Resolution:
Design assets at 2x size (1200px wide) to stay sharp on Retina screens.

Wording:
Should be limited to avoid responsive issues.

Header Example





Footer Bar Example

Website Font is Figtree:

Heading 1

Weight: Medium
Size: 72
Line Height: 76

Heading 2

Weight: Medium
Size: 64
Line Height: 68

Heading 3

Weight: Medium
Size: 56
Line Height: 60

Heading 4

Weight: Medium
Size: 48
Line Height: 52

Heading 5

Weight: Medium
Size: 40
Line Height: 44

Heading 6

Weight: Medium
Size: 32
Line Height: 36

Body copy large. Lorem ipsum dolor sit amet consectetur.

Weight: Regular
Size: 22
Line Height: 28

Body copy regular. Lorem ipsum dolor sit amet consectetur.

Weight: Regular
Size: 18
Line Height: 24

Body copy small. Lorem ipsum dolor sit amet consectetur.

Weight: Regular
Size: 16
Line Height: 22

UMBRELLA

Weight: SemiBold
Size: 22
All caps, should be one line

CATEGORY TAG

Weight: SemiBold
Size: 18
All caps, should be one line only

Appendix

Website Guidelines

Logogram Usage

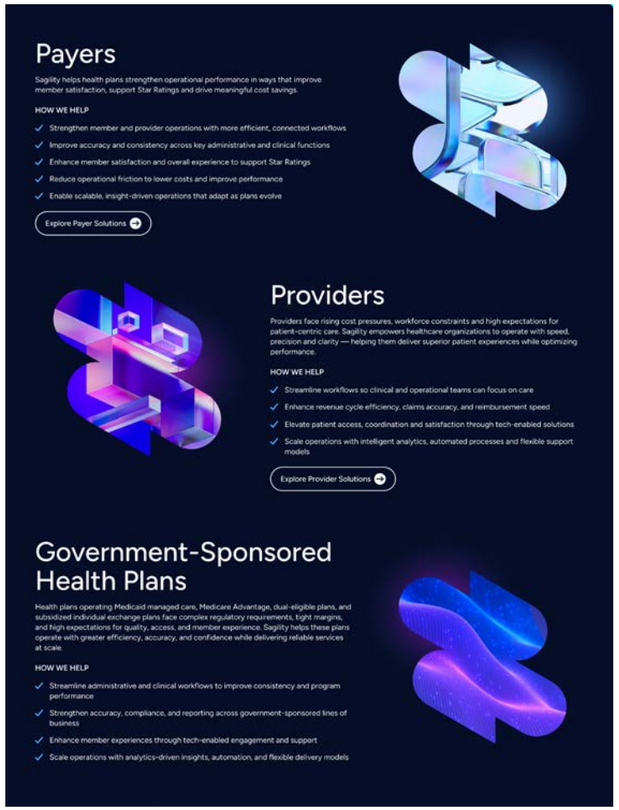
Marquees
The Sagility “S” shape (or called “Logogram”) is used as a visual graphic element in the marquee placement on secondary pages.

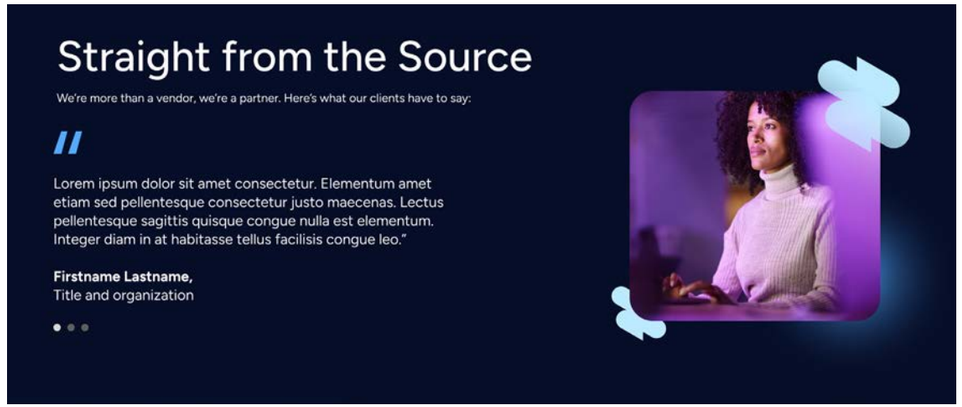
These are used to represent the capabilities and technology that Sagility provides.

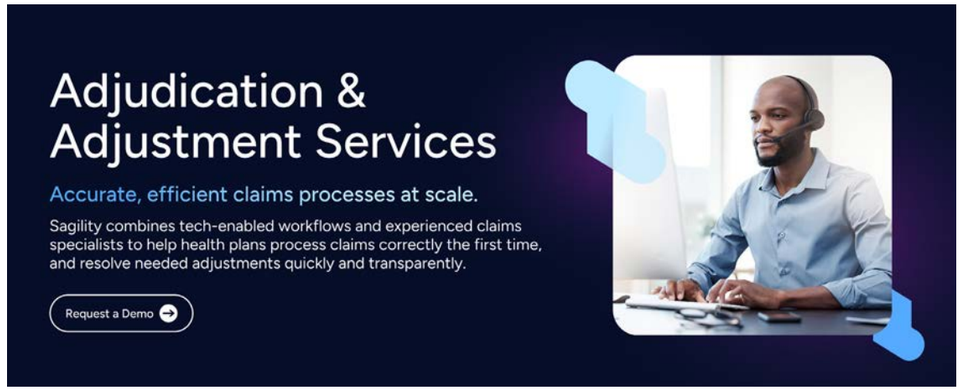
As Graphic Treatment with Parallax
Variations of the shape are used a graphic element that are layered to interact with and ground photography.

The shapes are always used on photos that are cropped within the rounded square like the examples shown here, never to be used in combination with an image that is masked within a logogram.

The shapes should always be blue or light blue and should have some transparency on the shape that overlays the image. Some include a parallax effect for extra emphasis on the brand element.





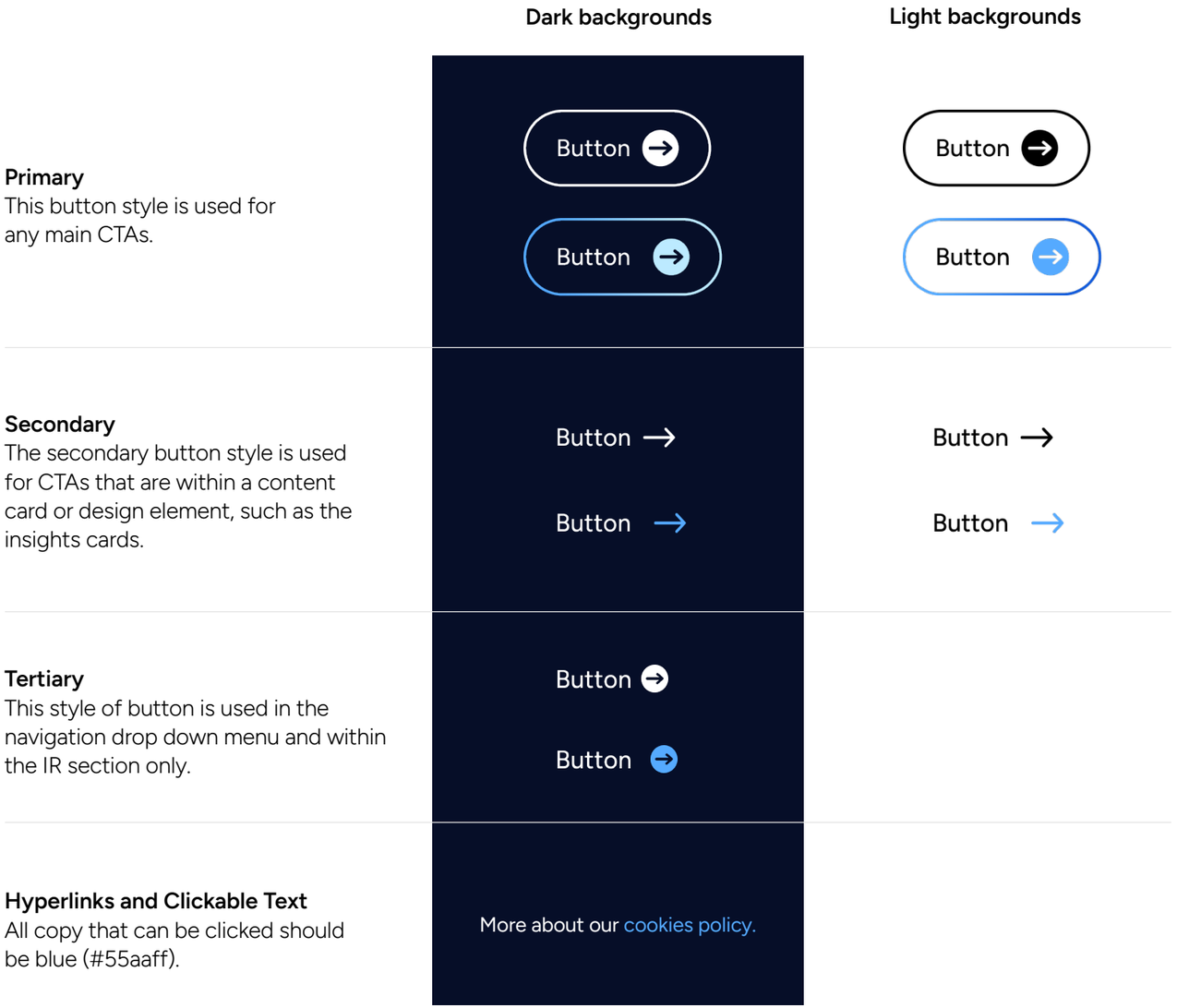


Note: When possible, the logogram should be used to mask abstract images to avoid important elements of the photo being cropped poorly.

Appendix

Website Guidelines
Button and Link Style

This shape is strictly reserved for call-to-action (CTA) buttons and is prohibited as a decorative design element. To protect its function, it must only be used where a user can actually click it — specifically on our website, in interactive display ads, and in emails. It is not approved for any other static creative assets. Buttons and outlines may use our brand purples, but the shape outline must always remain thin (as shown in the example).



Appendix

Website Guidelines

Sizes and Settings

Website Design Files and Export Settings

The following table outlines the PSD source files, export naming conventions, and export sizes used across sagility.com, organized by site section.

Site Section	Use	Shape	Format	Export Size
Global Assets				
Top Level Nav Pages	Marquee	Gradient	.jpg	custom
Top Level Nav Pages	Marquee	Wave Lines	.svg	custom
Who We Serve				
Audience Pages	Marquee	Logogram	.webp	900×900px
Services Overview Pages	Marquee	Logogram	.webp	900×900px
What We Do				
What We Do Page	Supporting	Rectangle	.webp	900x514px
What We Do Section	Invd. Service Page	Square	.webp	900x900px
How We Deliver				
Individual Technology Pages	Marquee	Logogram	.webp	900×900px
Main Page	Supporting	Rectangle	.webp	900x514px
How We Deliver Pages	Supporting	Square	.webp	900x900px

Site Section	Use	Shape	Format	Export Size
Who We Are				
About Us	Supporting	Logogram	.webp	900 × 900px
Awards	Supporting	Rectangle	.webp	700x500px
Board of Directors	Feature Image	Square	.webp	300x300px
Newsroom/Press Release	Feature Image	Rectangle	.webp	900x510px
Leadership	Feature Image	Square	.webp	900x900px
Newsroom/Media Coverage (article)	Logo	Rectangle	.webp	900x540px
Newsroom/Media Coverage (TV)	Video Screenshot	Rectangle	.webp	900x540px
Corporate Responsibility	Custom Pattern	Cutout Image	.webp	722x450px
Corporate Responsibility	Supporting	Square	.webp	900x900px
Investor Relations	Supporting	Square	.webp	900x900px
Author and Speaker Headshots	Feature Image	Square/Circle	.webp	400x400px
Blog (Post)	Feature Image	Rectangle	.webp	900x510px
Webinar/Video Screen Thumbnail	Video Screenshot	Rectangle	.webp	960x720px
Webinar/Custom Thumbnail	Feature Image	Rectangle	.webp	900x540px
White Paper/Custom Thumbnail	Feature Image	Rectangle	webp	1448x964px
Video Thumbnail	Video Screenshot	Rectangle	.webp	900x540px
Case Study	Feature Image	Rectangle	.webp	900x510px