

# HomeHero Brand Guidelines

Our brand in a nutshell: logos, colors and brand guidelines.

## 01 Who is HomeHero?

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### Short description

HomeHero is a non-medical home care provider that leverages smart technology and human compassion to extend the health system into the home.

### Long description

HomeHero is a non-medical home care provider that leverages technology and human compassion to extend the health system into the home.

We cater to individual families seeking assistance in the home and partner with forward-thinking health systems to create non-medical home care programs.

With hundreds of licensed and trained “Heroes”, HomeHero has grown to be one of the largest and most trusted home care providers in California, offering a wide range of post-acute services such as personal care and companionship, transitional care, postoperative recovery, medication management, transportation and assistance with activities of daily living.

Equipped with a robust mobile app, our Heroes conduct guided safety checks in the home, record patient health information, monitor social determinants and deliver critical real-time data back to families and case managers in the hospital.

Our Patient Experience Managers — consisting of social workers, medical professionals and data scientists — work closely together to triage patients, provide actionable insights and predictive analytics to the care team, keeping patients safer than ever in their homes.

Working side by side with our payer and provider partners, HomeHero serves as the eyes and ears of the health system in the home. Our mission is to promote health and wellness for all the patients we serve through the union of smart technology and trusted human compassion.

HomeHero was launched in May, 2013 by Kyle Hill and Mike Townsend, originally as a service for their own families. The company is headquartered in Santa Monica, CA and has raised \$23 million in venture funding from Graham Holdings, Social +Capital Partnership, Science Inc, The Launch Fund, Tencent Holdings, Techstars and Cedars-Sinai Medical Center.

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## 01 Who is HomeHero? (continued)

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### Company history

Like many companies, HomeHero came from humble beginnings. For years, founders Kyle Hill and Mike Townsend watched their parents struggle to find, hire and manage caregivers for their aging grandparents.

In 2012, Kyle's father had basically two occupations: he was a full-time Professor of Theatre at The Ohio State University and the primary caregiver for his aging mother (Kyle's grandmother) who lived 2,000 miles away in Seattle, WA.

Kyle watched his father's professional life slowly ripped away from him as he battled a slew of trust and accountability issues with caregivers in the home. These events forced his father to take an extended leave of absence so he could fly to Seattle to "fix" the caregiver situation, which eventually led to his premature retirement.

Originally, Kyle built a basic app to help his family manage their caregivers more efficiently, then stumbled upon a much greater opportunity to help the 120 million other Americans who were caring for a sick or elderly family member at home.

HomeHero was founded on May 1st, 2013.

Less than two years later, HomeHero has become one of the largest and most trusted home care providers in California, having provided over 1 million hours of care to thousands of families. HomeHero was named the #1 Employment Website of 2014 at the Webby Awards and Kyle and Mike were both named to Forbes "30 Under 30" list in Healthcare in 2016.

Our mission is to promote health and wellness in the home through the union of smart technology and trusted human compassion, and it would be an honor to serve you and your family.

### Mission statement

To promote health and wellness in the home through the union of smart technology and trusted human compassion.

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## 02 Our logo

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The HomeHero logo represents the hand-in-hand relationship between patients and caregivers. The Terracotta color reflects compassion – a vital component of health and wellness.

### The exclusion zone

Our primary logo is a horizontal lockup of our mark and logotype. To ensure the logo stands on its own, leave at least one “H”s worth of space around it. This area should be free of any type or graphic element. This rule applies to all versions of the HomeHero logo on all mediums.



### Logo colors

Use these alternate logos on dark colored backgrounds, or for one color printing. Default to our primary logo (above) before selecting an alternate logo.

Full color



White on brand grey (Alto)

only use when one color printing, never on web)



Mindshaft on white.

(only use when one color printing, never on web)

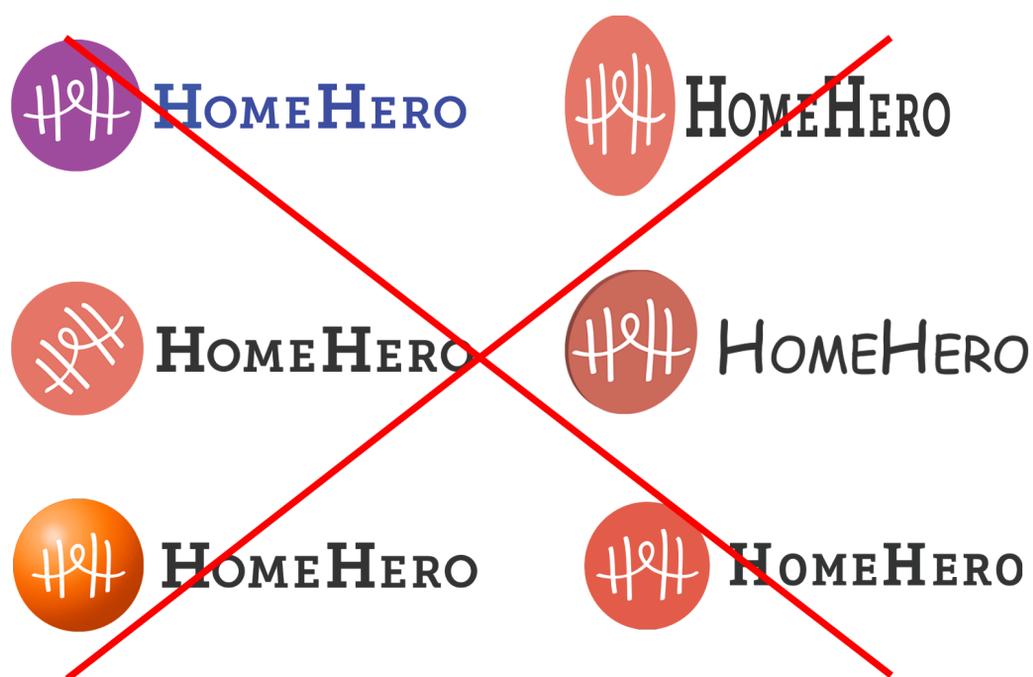


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## Usage guidelines

The HomeHero marks represent the core values of our brand, compassion and innovation. Do not present the marks in a manner that suggests sponsorship or endorsement by HomeHero, or confuse HomeHero with another brand. Always use our official and unmodified HomeHero logo to represent HomeHero.



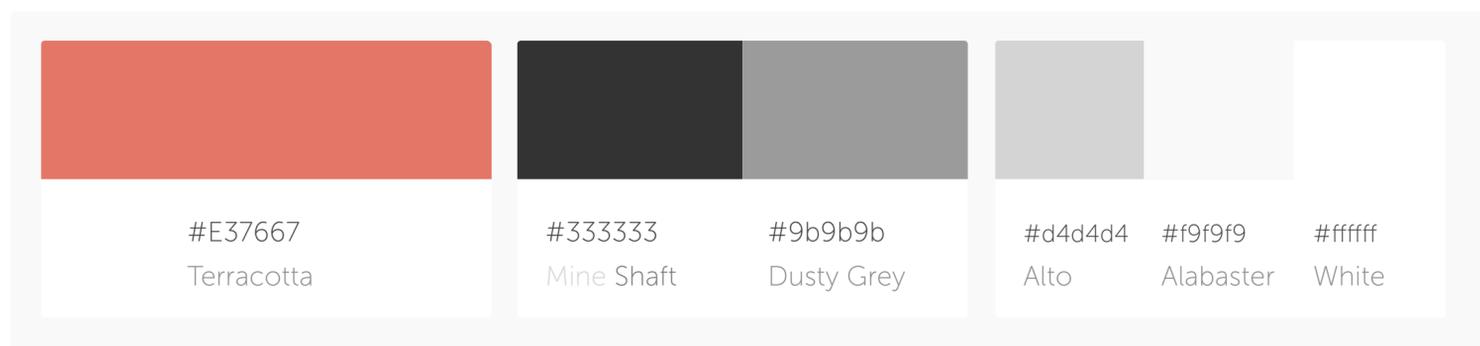
### Don't:

- Rotate or change the direction of the logo
- Animate the logo
- Change the color of the logo
- Anthropomorphize the logo
- Add special effects to the logo
- Use older versions of the logo, previous logos, or any marks that may be confused with the brand

## 03 Our colors

Color is a powerful means of identification. Consistent use of our HomeHero colors will help build visibility and recognition for HomeHero and will set us apart from our competitors.

The color palette is representative of technology, with a large dose of compassion. The core color palette is mostly neutral, but shouldn't be considered "shades of gray". Pages should be mostly white, using the primary grays for contrast and focus.



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## 04 Typography

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HomeHero's primary typeface is Museo Sans. Museo Sans has a friendly, sturdy, low contrast, geometric design style.

Museo Slab our secondary typeface, is a robust slab serif with Museo's friendliness. It is a perfect match for Museo Sans.

Museo Slab Titles and Headings

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**

Museo Sans Titles

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Museo Sans Body Text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z