



BRAND MANUAL

Full Version | Guidelines for Authorized Usage

Updated April 2025



Along with its affiliates and partners:

VIVA MEDICARE, VIVA HEALTH Administration, LLC, & the
Alabama Coordinated Health Networks (ACHNs)



Welcome to our Brand Manual

A brand is a powerful thing. At its simplest, it creates an identity for a company. However, a brand can be much bigger than that – it has the power to emotionally connect our customers to our company and can symbolize the familiar and trustworthy service our customers expect. Our brand reminds us of who we are and whose lives we touch.

Branding requires discipline, and it is not a responsibility to be taken lightly. Countless studies show that consistency in branding increases awareness and helps cement and protect the connection we seek with our customers. It takes commitment from every employee to deliver a strong and consistent company brand.

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About VIVA HEALTH

Since 1995, VIVA HEALTH has been delivering affordable, high-quality health plans to residents in Alabama. We are the preferred health plan for more than 100,000 members and growing, insuring members through our Medicare Advantage plans and small and large group employer plans. We also coordinate the care for Alabama's Medicaid population in several regions of the state.

VIVA HEALTH is proudly headquartered in Birmingham, Alabama and is part of the University of Alabama at Birmingham (UAB) Health System.



Our History

VIVA HEALTH, Inc. was founded in 1995 by The Board of Trustees of The University of Alabama for The University of Alabama at Birmingham (UAB) and received its HMO license in 1996, when it began selling commercial plans to employer groups. VIVA HEALTH's Medicare Advantage plan began in 1998. Through strategic but steady growth, the company has been profitable each year since 2000 and now serves over 100,000 members.

VIVA HEALTH, Inc. and its sister company, VIVA HEALTH Administration, LLC, a third party administrator, are wholly owned by Triton Health Systems, LLC. Triton Health Systems is 99 percent owned by The University of Alabama Board of Trustees and 1 percent owned by the UAB Educational Foundation, a not-for-profit organization affiliated with UAB.

Our Mission

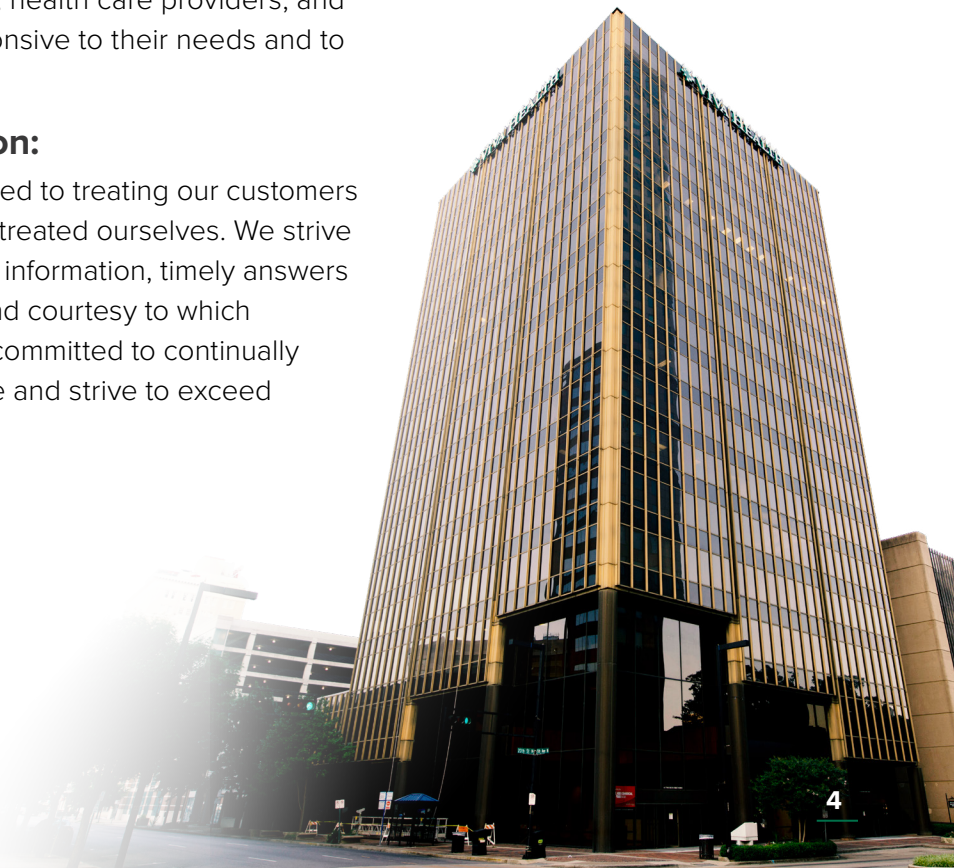
Today, VIVA HEALTH stands as a company that is growing and vibrant. While our physical size is expanding, our heart is still that of a small company that gives personal attention to its members and employees. We stay true to our values by following these corporate and customer service mission statements:

Corporate Mission:

VIVA HEALTH is an Alabama-based health plan committed to offering quality health care coverage at an affordable price. We strive to meet this commitment by employing a highly-dedicated and skilled workforce and by fostering a corporate culture that promotes continuous improvement, innovation, teamwork, and integrity. We value our relationships with our employees, employers, health care providers, and members and strive to be responsive to their needs and to deliver superior service.

Customer Service Mission:

At VIVA HEALTH, we are committed to treating our customers the way we would expect to be treated ourselves. We strive to consistently provide accurate information, timely answers to questions, and the respect and courtesy to which customers are entitled. We are committed to continually evaluating our own performance and strive to exceed customers' expectations.





Our Tone

The VOICE OF VIVA sets the standard for every communication we have with our customers. It establishes guidelines for using common and simple language that is easily understandable, regardless of a customer's level of education. The VOICE OF VIVA is calm, patient, and caring. It is empathetic and compassionate.

The VOICE OF VIVA is not just about the words we use, but also how we use them to make customers feel appreciated and important. It is a defining factor for our organization as we strive to deliver a positive experience to every customer during every interaction. Every VOICE OF VIVA communication should clearly convey the same message: "Because I care, I want to understand and help you."

For more information, please reference the latest VOICE OF VIVA Guide on the I: Drive (I:\Marketing and Communications\Branding, Templates and PR\Voice of Viva).

Our Core Values

❖ OWN IT

Be accountable. Take action.
Make it happen.

❖ DO RIGHT

Follow through. Work with principles.
Do no harm.

❖ ALWAYS CARE

Listen with empathy. Be compassionate.
Support those in need.

❖ WORK TOGETHER

Think win-win. Build consensus.
Play your role on the team.

Access & Engagement

Diversity connects VIVA HEALTH to the communities we serve and drives our success. We value the diversity of VIVA HEALTH's workforce and know it helps us to better serve our members in our communities.

In keeping with our Core Values:

- We must **OWN** the responsibility of fostering an inclusive and diverse environment that respects everyone equally.
- We must **DO RIGHT** by treating each person the way we would want to be treated.
- We must **ALWAYS CARE** that employees have equal opportunities for growth, development, and advancement and our members have equal opportunities to receive the care they deserve.
- We must **WORK TOGETHER** in unity to leverage our differences to ensure we are the best company we can possibly be.

Our Style

Our brand delivers a set of promises to our customers. When people interact with VIVA HEALTH, we aim to show them our warm and inviting personality through messaging and images that support our way of doing business and taking care of our members. The way we present VIVA HEALTH through consistent style and branding solidifies the positive perception that our customers have.



Abbreviation & Capitalization

Except in cases approved by the VIVA HEALTH Marketing department, VIVA HEALTH and VIVA MEDICARE should not be abbreviated as “VIVA” in communications intended for external audiences. To correctly stylize VIVA HEALTH and VIVA MEDICARE, follow the guidelines below.

VIVA HEALTH

Capitalize the first letter of each word and use small caps for the remaining letters. If small caps is not available, use all-caps (VIVA HEALTH). If VIVA HEALTH is being used in an all-caps sentence or phrase, follow the formatting of the sentence or phrase and use all-caps.

At times, it may be necessary to refer to VIVA HEALTH by its full legal name — VIVA HEALTH, Inc. (the HMO) or VIVA HEALTH Administration, LLC (the TPA). Please note that “Inc.” and “Administration, LLC” should not be typed in small caps.

Viva
NO

VIVA HEALTH
YES

Viva Health
NO

VIVA HEALTH
YES, when small caps is unavailable or when used in an all-caps sentence

VIVA Health
NO

VIVA MEDICARE

Capitalize the first letter of each word and use small caps for the remaining letters. If small caps is not available, use all caps (VIVA MEDICARE). If VIVA MEDICARE is being used in an all-caps sentence or phrase, follow the formatting of the sentence or phrase and use all caps. When including the name of a plan (*Plus, Prime, Premier, Select, Extra Value, Classic, Extra Care, or Infirmary Health Advantage*), italicize the plan name and do not use small caps for the plan name.

The first time you reference a VIVA MEDICARE plan in a document, include the plan type in parentheses as follows:

VIVA MEDICARE *Plus* (HMO)
VIVA MEDICARE *Prime* (HMO)
VIVA MEDICARE *Premier* (HMO)
VIVA MEDICARE *Select* (HMO)

VIVA MEDICARE *Extra Value* (HMO SNP)
VIVA MEDICARE *Classic* (HMO)
VIVA MEDICARE *Extra Care* (HMO SNP)
VIVA MEDICARE *Infirmary Health Advantage* (HMO)

VIVA MEDICARE Plus
NO

VIVA MEDICARE *Plus*
YES

VIVA MEDICARE PLUS
YES



How to Use Small Caps:

After typing “Viva Health” in a document, highlight the term, right click on your mouse, then select the font menu. Select “Small caps” under “Effects,” then select “OK.” You can also use a keyboard shortcut to use small caps. Highlight the term and then press three keys at the same time – Control, Shift, and K. You can also use this shortcut while typing in a document to turn small caps on/off.



CMS Star Rating Program

When referencing the Center for Medicare & Medicaid Services (CMS) Star Rating Program, “Stars” should be capitalized. Correct punctuation when referencing the plan or ratings is “5-Star plan” and “5-Star Rating.”



Editorial Style

The AMA & APA Manual of Style guides are recommended for managing editorial copy within print and Internet publications. Online resources can be found here:

<http://www.amamanualofstyle.com>

<https://owl.english.purdue.edu>

Please contact the VIVA HEALTH Marketing department at VIVAMarketing@uabmc.edu if you have questions about drafting editorial copy.

Marketing Materials & Sponsorship Requests

Materials

The VIVA HEALTH Marketing department is responsible for developing all marketing and promotional materials for the company. All advertising intended for external audiences **must** be developed by the Marketing department.

Requests for marketing materials should be sent to the Marketing department via email. Printed items, including promotional items, require a two months’ notice. Non-printed items require a one month’s notice. The Marketing department will try to accommodate rushed projects, but a rushed timeline cannot be guaranteed.

The Marketing department produces all VIVA HEALTH, VIVA MEDICARE, and ACHN stationery and business cards from approved templates for formal and informal use.

Sponsorship Requests

VIVA HEALTH recognizes the importance of community outreach through philanthropic giving. We seek to help create stronger, healthier, and happier communities through financial and promotional gifts and coordinated partnerships across our service areas. We also seek to directly impact minds and bodies by supporting initiatives that share this same goal and align with our core values.

Requests for sponsorships should initially be sent to the Marketing department via email. Employees should be prepared to explain how the request aligns with our mission and will benefit the community. Please allow at least three weeks for your request to be reviewed.



“Healthcare” or “Health Care”?

Use “health care” (two words) in all communications, following AP Style and AMA Style guidelines. This ensures consistency, aligns with industry standards, and maintains clarity when representing the brand. Avoid “healthcare” (one word) for formal writing.

Logos & Usage

To protect the integrity of our brand, the VIVA HEALTH, VIVA MEDICARE, and Alabama Coordinated Health Network logos should be used exactly as they appear in the provided guidelines.

All communications intended for a public audience must follow style guidelines and be reviewed and approved by the VIVA HEALTH Marketing department.



Our Logo

The VIVA HEALTH logo is often the first and most basic touch we have with the public. By protecting the integrity of the logo, we ensure the opportunity for consistent brand recognition. The iterations shown in this section are the only approved versions of the VIVA HEALTH logo. Altering the logo is strictly prohibited. Use only the logo artwork shown on the following pages for any materials related to VIVA HEALTH.

NOTE: Employees may download approved logos from the I: Drive (I:\Marketing and Communications\Logos).



Logo Usage

The VIVA HEALTH logo should only be used in VIVA HEALTH Brand Green, black, or white.

The full color logo against a contrasting background is preferred, and it should never be used on a blue background, including blue skies.

The full brand color palette can be found on pages 20–23.

FULL COLOR LOGO Primary



REVERSE LOGO

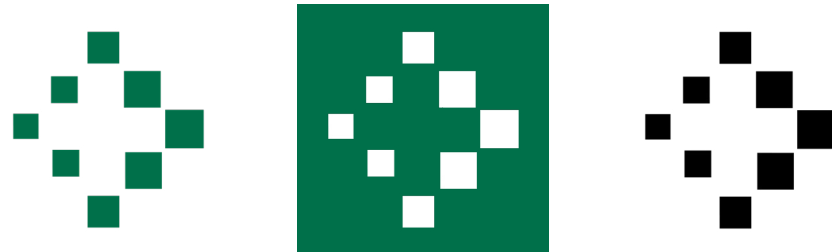


BLACK LOGO Limited-color applications



STANDALONE LOGOMARK

The VIVA HEALTH diamond squares are available for discretionary use in brand approved colors. Never alter the layout of the diamond. The logomark may be used for both VIVA HEALTH and VIVA MEDICARE.



VIVA HEALTH Brand Green



PMS: 3415

HEX: #00704A

CMYK: 100, 0, 85, 29

RGB: 0, 112, 74



Incorrect Logo Usage

To preserve the integrity of our brand, we must use the VIVA HEALTH logo correctly in every application. Altering, distorting, or redrawing the logo in a way that is not recommended weakens our brand and what it represents. The following examples illustrate incorrect usage of our logo.

Things to Remember:

- Always maintain the integrity of the VIVA HEALTH brand, whether communicating internally or externally.
- Never use any VIVA HEALTH logo with clip art or stock images that have not been approved or purchased by the Marketing department.



DO NOT stretch, skew, or rotate any VIVA HEALTH logo.

Note: Hold down the SHIFT key when scaling to maintain correct proportions.



DO NOT alter or rearrange the logomark and text.



DO NOT place the logo on top of a busy background. The use of intense, dark drop shadows or outline strokes is not permitted.



DO NOT place any VIVA HEALTH logo or logomark over a blue background.



DO NOT decrease the opacity of the colors.



DO NOT alter the logo colors.

Note: Color changes may be approved on a case-by-case basis by the Marketing department.

While it may be convenient to squeeze information near the logo, doing so takes the focus away from the logo and makes it look messy.



DO NOT crowd the logo with text or graphics.



VIVA MEDICARE Logo Usage

Use the VIVA MEDICARE logo when referencing our Medicare products and programs. This logo should primarily be used in VIVA HEALTH Brand Green, VIVA MEDICARE Brand Teal, black, or white. The full color logo against a contrasting background is preferred, and it should never be used on a blue background, including blue skies.

FULL COLOR LOGO VIVA HEALTH Brand Green



FULL COLOR LOGO Primary. VIVA MEDICARE Brand Teal (Used for VIVA MEDICARE marketing materials)



REVERSE LOGO



BLACK LOGO Limited-color applications



VIVA HEALTH Brand Green



PMS: 3415

CMYK: 100, 0, 85, 29

HEX: #00704A

RGB: 0, 112, 74

VIVA MEDICARE Brand Teal



PMS: 7720

CMYK: 95, 6, 50, 47

HEX: #0A5B58

RGB: 10, 91, 88



VIVA HEALTH Café Logo

VIVA HEALTH operates multiple relation locations across the state called VIVA HEALTH Cafés.

VIVA HEALTH CAFÉ LOGO VIVA HEALTH Brand Green



VIVA HEALTH CAFÉ LOGO VIVA MEDICARE Brand Teal



Triton Health Systems, LLC & VIVA HEALTH Administration, LLC Logo Usage

VIVA HEALTH is wholly owned by Triton Health Systems, LLC. VIVA HEALTH Administration, LLC, a third party administrator, is VIVA HEALTH's sister company.

TRITON HEALTH SYSTEMS, LLC



VIVA HEALTH ADMINISTRATION, LLC





UAB Health System & Triton Health Systems Logo Associations

VIVA HEALTH is a proud member of the UAB Health System. Our parent company is Triton Health Systems, LLC. The logos shown here are the only approved variations for association with the VIVA HEALTH logo.

UAB HEALTH SYSTEM Used to emphasize our official UAB Health System affiliation



TRITON HEALTH SYSTEMS, LLC AND UAB HEALTH SYSTEM Primarily for HR purposes





Alabama Care Network Logo Usage

Alabama Coordinated Health Network (ACHN)

Alabama Care Network Mid-State and Alabama Care Network Southeast are Alabama Coordinated Health Networks (ACHNs) administered by Triton Health Systems, LLC. Through a contract with the Alabama Medicaid Agency, Alabama Care Network provides care coordination services to Medicaid recipients in central and southeast Alabama.

When referencing Alabama Care Network in general, use the primary logo, but when referencing a specific region, use the region-specific logo.

PRIMARY LOGO Two Color, Black, & White



MID-STATE LOGO Two Color, One Color, Black, & White



SOUTHEAST LOGO Two Color, One Color, Black, & White



ACN Blue



PMS: 282C

HEX: #041E42

CMYK: 100, 72, 0, 73

RGB: 4, 30, 66



Gulf Coast TotalCare Logo Usage

Alabama Coordinated Health Network (ACHN)

Gulf Coast TotalCare is an Alabama Coordinated Health Network (ACHN) administered by Triton Health Systems, LLC. Through a contract with the Alabama Medicaid Agency, Gulf Coast TotalCare provides care coordination services to Medicaid recipients in southwest Alabama.

FULL COLOR LOGO Primary: Vertical; Secondary: Horizontal



REVERSE LOGO



BLACK LOGO Limited-color applications



Gulf Coast Blue



PMS: 2728C

HEX: #0047BB

CMYK: 99, 76, 0, 0

RGB: 0, 71, 187



VIVA MEDICARE Core Plan Logos

The first time you use a VIVA MEDICARE plan logo in a document, include the plan type in parentheses (i.e., HMO or HMO SNP) with the logo as pictured here. Subsequent uses of the logo in the same document do not need the plan type in parentheses.

The full brand color palette can be found on pages 20–23.



About Color Modes:

RGB: (RED/GREEN/BLUE) Used for online purposes, video, and non-professional printing. RGB is the color mode most widely accepted on screens.

CMYK: (CYAN/MAGENTA/YELLOW/BLACK) Used for all out-of-house professional digital or offset printing. Due to it being formatted for print, this color mode can look dull or incorrect on some screens.

PMS: (PANTONE MATCHING SYSTEM) Used for out-of-house professional spot printing and t-shirt screen printing.

HEX: A color hex code specifies color using hexadecimal values. The code is generally associated with HTML and websites, and it is another way to communicate an RGB value.

VIVA MEDICARE CORE PLAN LOGOS + COLOR USAGE

Each VIVA MEDICARE plan has its own identifying logo in a specific color. In appropriate settings, plan logos may also be used in black and/or reverse (white).



PMS: 3415
HEX: #00704A

CMYK: 100, 0, 85, 29
RGB: 0, 112, 74



PMS: 7625
HEX: #DA4746

CMYK: 9, 87, 71, 1
RGB: 218, 71, 70



PMS: 2617
HEX: #470A68

CMYK: 85, 100, 0, 23
RGB: 71, 10, 104



PMS: 4160
HEX: #004860

CMYK: 97, 67, 43, 28
RGB: 3, 72, 96



PMS: 174
HEX: #963821

CMYK: 1, 82, 92, 42
RGB: 150, 56, 33



Co-Branded VIVA MEDICARE Logos & Plans


When we partner with a health system, our logos can be co-branded. VIVA MEDICARE’s co-branded logos are detailed on the following pages. Each logo is available in full color, black, and white options, and some are available in a stacked format.
If you need a different logo format, please reach out to the VIVA HEALTH Marketing department.

HUNTSVILLE HOSPITAL HEALTH SYSTEM



HUNTSVILLE HOSPITAL HEALTH SYSTEM PLANS



 PMS: 348C CMYK: 88, 24, 100, 10
HEX: #00833E RGB: 0, 131, 62


*Color for use in co-branded marketing materials only.
Do not use alongside VIVA MEDICARE Brand Teal.*

INFIRMARY HEALTH SYSTEM



INFIRMARY HEALTH SYSTEM PLAN



 PMS: 7693C CMYK: 100, 46, 6, 27 Color for use in co-branded marketing materials only.
HEX: #004976 RGB: 0, 73, 118

Color

Green is the color of growth and life.

VIVA HEALTH's name correlates to the vitality of life, and as such, the color green is a core element of who we are. Additionally, the following colors represent the Voice of VIVA, which is calm, patient, caring, compassionate, and lively. Through the use of these tones, we seek to portray joyful confidence in all we do.



Color Palette

The official color of VIVA HEALTH is **VIVA HEALTH Brand Green**, followed closely by our **VIVA MEDICARE Brand Teal**. It is essential to strike the right balance between our core greens and the secondary colors in order to accurately depict the VIVA HEALTH brand.

Each color has been specifically chosen for use in our branded materials, and when used together as directed, they establish a unique visual style across our communications. Additional coordinating colors may be approved on a case-by-case basis by the Marketing department.














Note: *VIVA MEDICARE plan colors (pages 18 & 23) are a separate set of colors that should only be used when referencing a specific VIVA MEDICARE plan.*





















Color Palette Specifications

Always use the exact color values listed below. Do not use color references or values from files that have been converted automatically between color modes due to differences between programs. Slight variances in color may occur when the colors are printed through different processes or reproduced in different media. **Other coordinating colors may be used in special instances only when approved by the Marketing department.**

PRIMARY COLORS		CMYK	RGB	HEX	PANTONE
	VIVA HEALTH Brand Green	100, 0, 85, 29	0, 112, 74	#00704A	PMS 3415
	VIVA MEDICARE Brand Teal	95, 6, 50, 46	10, 91, 88	#0A5B58	PMS 7720
SECONDARY COLORS		CMYK	RGB	HEX	PANTONE
	Cadet	57, 4, 30, 28	106, 163, 161	#509592	AVAILABLE ON REQUEST
	Light Grass	21, 0, 21, 0	200, 230, 208	#C8E6D0	PMS 2253
	Med Grass	44, 11, 50, 6	132, 179, 135	#8DAE81	PMS 4206
	Dark Grass	53, 14, 59, 15	116, 149, 108	#74956C	PMS 2263
	Banana	0, 4, 38, 0	255, 242, 181	#FFF2B5	PMS 7401
	Sunshine	0, 20, 87, 0	255, 204, 59	#FFCC3B	AVAILABLE ON REQUEST
	Gold	2, 33, 94, 10	211, 164, 45	#D3A42D	AVAILABLE ON REQUEST
	Light Purple	20, 25, 0, 0	206, 193, 234	#CEC1EA	AVAILABLE ON REQUEST
	Med Purple	49, 55, 0, 0	152, 126, 193	#987EC1	PMS 2655
	Dark Purple	70, 79, 5, 16	92, 69, 128	#5C4580	PMS 3574
	Off White	4, 2, 3, 0	245, 245, 245	#F5F5F5	AVAILABLE ON REQUEST



Color Specifications *Continued*

SECONDARY COLORS		CMYK	RGB	HEX	PANTONE	
	Red	9, 81, 71, 32	155, 63, 52	#9B3F34	AVAILABLE ON REQUEST	
	Light Red	6, 66, 46, 13	189, 98, 94	#BD625E	PMS 4061	
	Wine	4, 100, 59, 67	98, 33, 40	#622128	PMS 4101	
	Rust	1, 66, 95, 32	166, 85, 35	#A65523	AVAILABLE ON REQUEST	
	Orange	0, 67, 100, 5	231, 111, 31	#E76F1F	AVAILABLE ON REQUEST	
	Pink	0, 49, 2, 0	245, 159, 192	#F59FC0	AVAILABLE ON REQUEST	
CORE PLAN COLORS		CMYK	RGB	HEX	PANTONE	PLAN NAME
	VIVA HEALTH Green	100, 0, 85, 29	0, 112, 74	#00704A	PMS 3415	VIVA MEDICARE <i>Plus</i> Plan
	Coral	9, 87, 71, 1	218, 71, 70	#DA4746	PMS 7625	VIVA MEDICARE <i>Prime</i> Plan
	Purple	85, 100, 0, 23	71, 10, 104	#470A68	PMS 2617	VIVA MEDICARE <i>Premier</i> Plan
	Ocean	97, 67, 43, 28	3, 72, 96	#004860	PMS 4160	VIVA MEDICARE <i>Select</i> Plan
	Brick Red	1, 82, 92, 42	148, 62, 32	#943E20	PMS 174	VIVA MEDICARE <i>Extra Value</i> Plan
ACHN COLORS		CMYK	RGB	HEX	PANTONE	BRAND
	ACN Navy	100, 72, 0, 73	4, 30, 66	#041E42	PMS 282	Alabama Care Network
	GC Blue	99, 76, 0, 0	0, 71, 187	#0047BB	PMS 2728	Gulf Coast TotalCare
	GC Light Blue	58, 0, 0, 0	91, 194, 231	#5BC2E7	PMS 2985	Gulf Coast TotalCare
	GC Grass Green	52, 0, 50, 0	113, 204, 152	#71CC98	PMS 346	Gulf Coast TotalCare
	GC Lime Green	13, 0, 83, 0	219, 228, 66	#DBE442	PMS 380	Gulf Coast TotalCare

Typography

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is being communicated. VIVA HEALTH uses a small number of fonts to effectively communicate the Voice of VIVA. We use clearly legible fonts that convey a friendly and lively tone.



Default Typefaces

Only use font files provided by the Marketing department; do not use fonts downloaded from the Internet. Always use the fonts and font weights listed below. **Other fonts may be used for public communications in special circumstances when first approved by the Marketing department.**

Our Marketing typefaces (see following page) are not standard on most computers. In order to ensure that our messages are presented properly in all situations, these default typefaces should be used when the primary typefaces are not available. Using these fonts ensures standardization and accurate display on all devices.

Email, web-based, and Microsoft Office applications are areas where the default typefaces are recommended.

CALIBRI Default sans serif font used for email signatures, pdfs, and other personal use

Calibri

Calibri Light
Calibri Regular
Calibri Bold

GEORGIA Default serif font

Georgia

Georgia Regular
Georgia Bold



Marketing Typefaces

The following fonts are approved by the Marketing department for marketing use only; do not use fonts downloaded from the Internet. **Marketing materials should only include the fonts families listed below. Other fonts may be used for public communications in special circumstances when first approved by the Marketing department.**

MUNDIAL FONT FAMILY This is to be used primarily as headings, call-outs, or short sections of text.

Mundial

FRAUNCES SOFT FONT FAMILY This is to be used primarily as headings, call-outs, or short sections of text.

Fraunces Soft

PROXIMA NOVA FONT FAMILY This is to be used as the standard body paragraph font option.

Proxima Nova

Proxima Nova Condensed

Proxima Nova Extra Condensed

Communications

Every VIVA HEALTH employee is a brand ambassador.

With every interaction, internal or external, we represent VIVA HEALTH. We have the opportunity to deliver excellence by practicing our core values, found on page 5.



Formatting VIVA HEALTH Email Signatures

VIVA HEALTH employees should use the guidelines below when formatting their email signatures. Variations to the standard format must be approved by the Marketing department.

- Your name and title can be typed in VIVA HEALTH Brand Green (RGB 0, 112, 74) or black.
- The VIVA HEALTH company name and website should be typed in VIVA HEALTH Brand Green. *Don't forget to use small caps!*
- All other information should be typed in black. *Note: Microsoft Outlook defaults to navy font instead of black font in replies and forwarded emails. This is acceptable for email signatures.*
- Phone and email options can be customized to your preferred contact methods (P - Phone, O - Office, M - Mobile, F - Fax, etc.).
- The Confidentiality Notice and Nondiscrimination Notice should always appear at the end of the signature.
- Do not link to any VIVA HEALTH website other than **www.vivahealth.com** in your email signature.
- VIVA HEALTH logos, other images, and inspirational quotes should never be included in the signature unless previously approved by the Marketing department.
- Emails, including email signatures, should be formatted using Calibri. The font size should not exceed 12 pt.
- Email backgrounds or wallpapers are not permitted.
- Remember to format your email signature on all approved devices you use for work.

If you have questions about email signatures, please contact the VIVA HEALTH Marketing department at VIVAMarketing@uabmc.edu.

VIVA HEALTH Email Signature Example:

Katie Wilson

Member Advocate

VIVA HEALTH, Inc.

417 20th Street North, Suite 1100

Birmingham, AL 35203

P: 205-558-7788

F: 205-558-1234

www.vivahealth.com

Confidentiality Notice: This e-mail message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. You are hereby notified that any review, use, disclosure, duplication or distribution of this transmission by someone other than the intended recipient is strictly prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message.

VIVA HEALTH does not participate in any discriminatory practices. For more information, visit www.vivahealth.com.



Remember...

VIVA HEALTH Green is:

R: 0 G: 112 B: 74



Formatting ACHN Email Signatures

VIVA HEALTH employees working in the Alabama Coordinated Health Networks (ACHNs) should use the following guidelines when formatting their email signatures. Variations to the standard format must be approved by the Marketing department.

- Your name and title can be typed in VIVA HEALTH Brand Green (RGB 0, 112, 74) or black.
- The ACHN name and website should be typed in VIVA HEALTH Brand Green.
- All other information should be typed in black. *Note: Microsoft Outlook defaults to navy font instead of black font in replies and forwarded emails. This is acceptable for email signatures.*
- Phone and email options can be customized to your preferred contact methods (P - Phone, O - Office, M - Mobile, F - Fax, etc.).
- The email signature should also specify that the ACHN is administered by Triton Health Systems, LLC, an affiliate of VIVA HEALTH, Inc., and list the company's main website. The website should be typed in VIVA HEALTH Brand Green. *Don't forget to use small caps!*
- The Confidentiality Notice and Nondiscrimination Notice should always appear at the end of the signature.
- Logos, other images, and inspirational quotes should never be included in the signature unless previously approved by the Marketing department.
- Remember to format your email signature on all approved devices you use for work.
- Emails, including email signatures, should be formatted using Calibri. The font size should not exceed 12 pt.
- Email backgrounds or wallpapers are not permitted.

If you have questions about email signatures, please contact the VIVA HEALTH Marketing department at VIVAMarketing@uabmc.edu.

ACHN Email Signature Example:

Emmy Corey

Transitional Care Nurse

Alabama Care Network Mid-State

417 20th Street North, Suite 1100

Birmingham, AL 35203

P: 205-558-1234

F: 205-558-5678

www.alabamacarenetwork.com/mid-state

Administered by Triton Health Systems, LLC,
an affiliate of VIVA HEALTH, Inc.

www.vivahealth.com

Confidentiality Notice: This e-mail message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. You are hereby notified that any review, use, disclosure, duplication or distribution of this transmission by someone other than the intended recipient is strictly prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message.

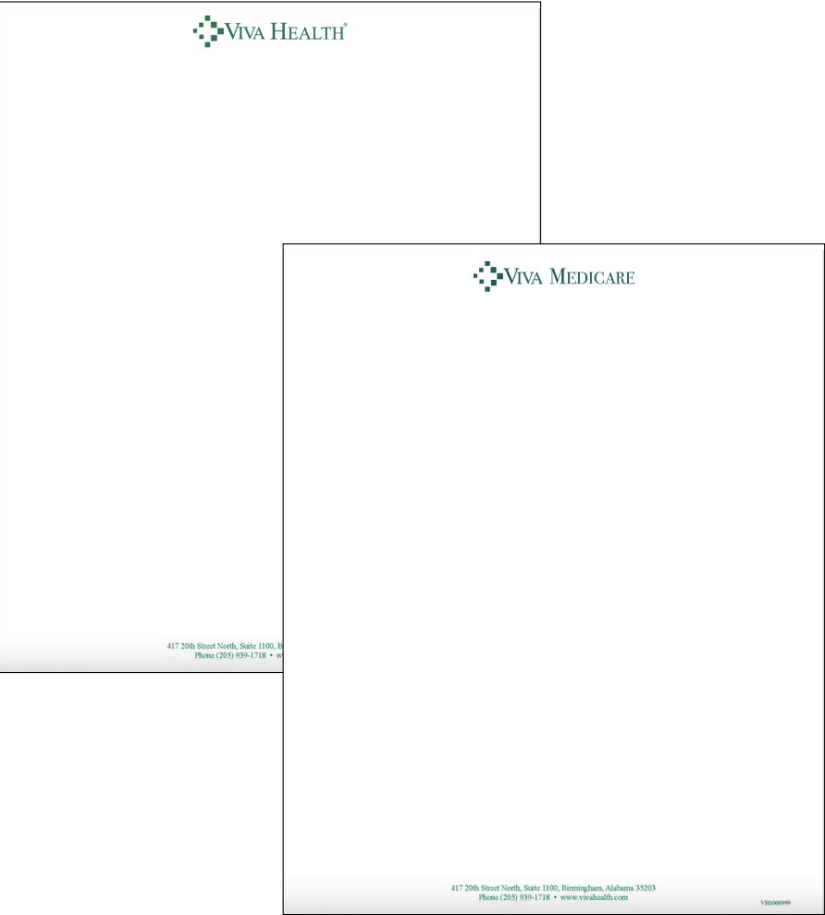
VIVA HEALTH does not participate in any discriminatory practices. For more information, visit www.vivahealth.com.



VIVA HEALTH/VIVA MEDICARE Branded Documents

Please contact the VIVA HEALTH Marketing department (VIVAMarketing@uabmc.edu) for information about ordering letterhead and envelopes. Approved slide deck templates can be downloaded on the I: Drive (I:\Marketing and Communications).

Letterhead



Slide Decks

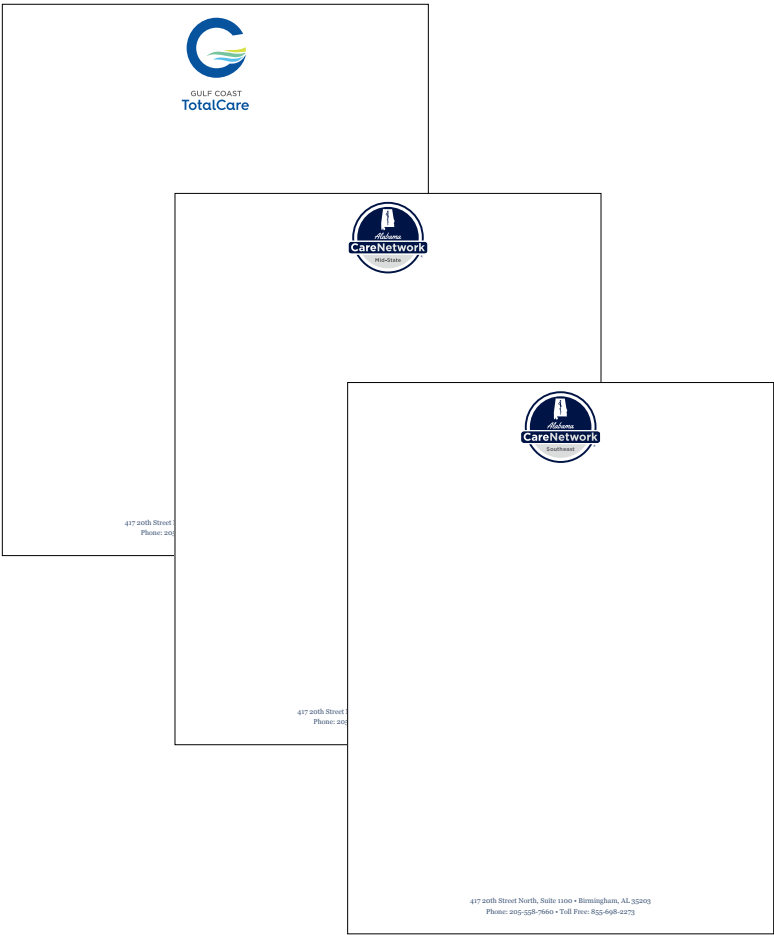




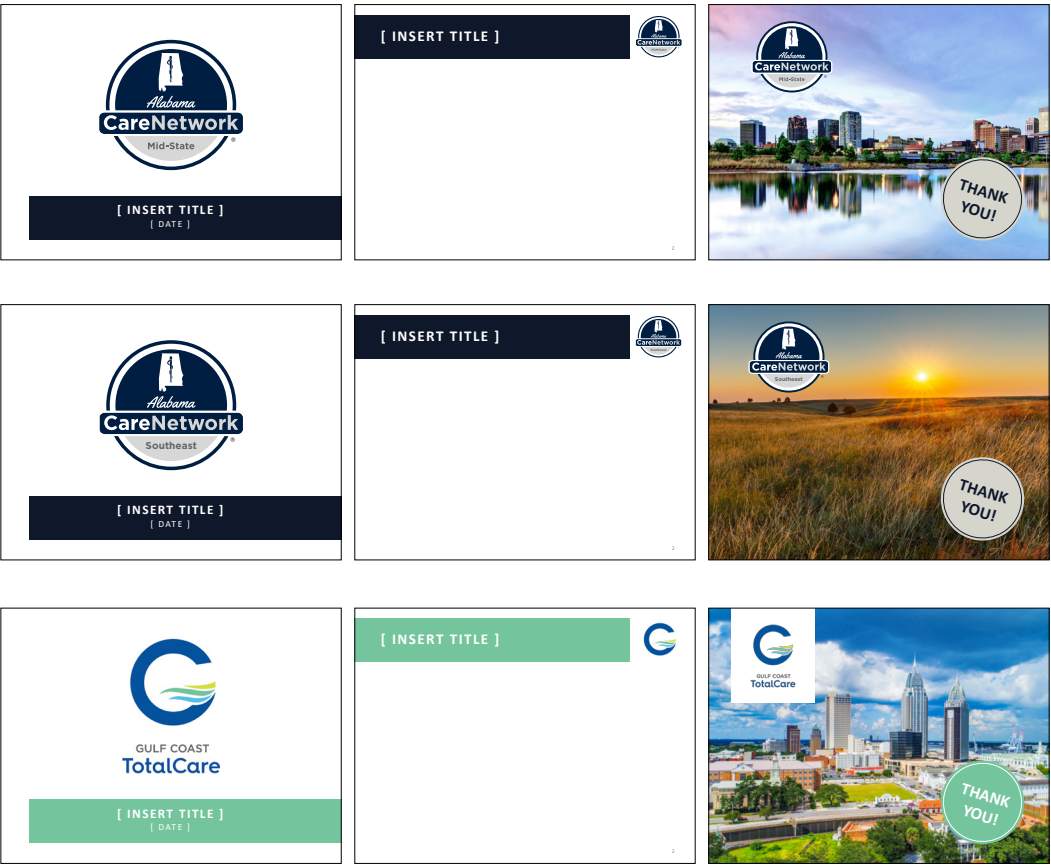
ACHN Branded Documents

Please contact the VIVA HEALTH Marketing department (VIVAMarketing@uabmc.edu) for information about ordering letterhead and envelopes. Approved slide deck templates can be downloaded on the I: Drive (I:\Marketing and Communications).

Letterhead



Slide Decks





Media Outreach

Radio

Radio and television features are excellent ways to spread our message to broad audiences. If you are contacted by the media to speak on behalf of VIVA HEALTH, please notify the Marketing department immediately.

Employees may not speak to the media on behalf of the company unless prior approval is received.

Television

If you have the opportunity to be interviewed about VIVA HEALTH on radio or television, please keep in mind the following:

- Always refer to VIVA HEALTH and/or VIVA MEDICARE by the entire name, not just “VIVA.”
- Never refer to any competitors by name.
- All branding, regardless of medium, should be professional, respectful, and reflective of VIVA HEALTH’s core values.

If you have questions about preparing for a media interview, please contact the VIVA HEALTH Marketing department (VIVAMarketing@uabmc.edu) in advance.

Social Media

Social media is an effective tool used to keep members, caregivers, and the community informed about our business and initiatives. Please observe these best practices when interacting with your networks:

Do:

- Like and share VIVA HEALTH posts.
- Stay compliant with health care privacy regulations.
- Share ideas and topics with the Marketing department.

Do Not:

- Post about members or encounters with members.
- Share information to which you have access as an employee of VIVA HEALTH/UAB that has not been made public by the organization.
- Reply to negative comments. The Marketing department constantly monitors comments. If you see something concerning, please contact the Marketing department.
- Mix work and personal life. If you happen to be friends with a member on social media, make sure no work-related conversations take place online.



Legal Requirements & Information

Word Mark: VIVA HEALTH

Translation: The English translation of the word “VIVA” in the mark is “to live.”

Goods & Services:

IC 035. US 100 101 102. G & S: Health care cost review; health care utilization and review services; medical cost management; cost management for the health benefit plans of others.
FIRST USE: 01- 01-1996; IN COMMERCE: 01- 01-1996

C 036. US 100 101 102. G & S: Administration and management of comprehensive health care plans, namely, providing a network of physicians, allied health care providers and hospitals with whom insurance companies, trusts, employers and other third party payors can contract to obtain health care services; administration and management for the health care benefit plans of others; health care claims administration. FIRST USE: 01- 01-1996; IN COMMERCE: 01- 01-1996

IC 042. US 100 101. G & S: Management of computer information systems for the health benefit plans of others. FIRST USE: 01- 01-1996; IN COMMERCE: 01- 01-1996

C 044. US 100 101. G & S: Managed health care services; health care in the nature of health maintenance organizations. FIRST USE: 01- 01-1996; IN COMMERCE: 01- 01-1996

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code:

26.07.28 - Diamond shapes (miscellaneous overall shape); Miscellaneous designs with overall diamond shape, including letters forming or comprising a diamond

26.09.14 - Squares, three or more; Three or more squares

26.09.21 - Squares that are completely or partially shaded

TRADEMARKED TERMS & LOGOS

VIVA HEALTH



VIVA

Triton Health Systems



<u>Serial Number:</u>	86337057
<u>Filing Date:</u>	July 15, 2014
<u>Current Basis:</u>	1A
<u>Original Filing Basis:</u>	1A
<u>Published for Opposition:</u>	January 27, 2015
<u>Attorney of Record:</u>	India E. Vincent
<u>Prior Registrations:</u>	2512898; 3124025
<u>Type of Mark:</u>	Service Mark
<u>Register:</u>	Principal
<u>Live/Dead Indicator:</u>	Live
<u>Owner:</u>	VIVA HEALTH, Inc. CORPORATION ALABAMA Suite 1100 417 North 20th Street Birmingham, Alabama 35203

Disclaimer:

NO CLAIM IS MADE TO THE
EXCLUSIVE RIGHT TO USE “HEALTH”
APART FROM THE MARK AS SHOWN.

Description of Mark:

The color(s) green is/are claimed as a
feature of the mark. The mark consists
of a cross created by the placement of
a series of squares in graduated sizes,
followed by the words “VIVA HEALTH,”
all appearing in the color green.



Legal Requirements & Information

**Marks: ALABAMA CARENETWORK (& design) Reg. No. 6,910,244;
ALABAMA CARENETWORK (& design) Reg. No. 6,910,243**

Goods & Services:

Class 035: Health care cost review; health care utilization and review services; medical cost management; cost management for the health benefit plans of others; pharmaceutical cost management services and drug utilization review services. FIRST USE: 10-01-2019; IN COMMERCE 10-01-2019

Class 036: Administration and management for the health care benefit plans of others; pharmacy benefit management services; administration and management for the health care benefit plan of others, namely, providing a network of physicians and allied health care providers to provide health care services. FIRST USE: 10-01-2019; IN COMMERCE 10-01-2019

Class 039: Arranging of transportation services for others. FIRST USE: 10-01-2019; IN COMMERCE 10-01-2019

Class 044: Providing medical and pharmaceutical information, consultancy, and advisory services; providing medical information in the field of primary care, family planning, obstetrics, disease management, and medication; providing information relating to nursing care services; medical screening information services featuring reminder alerts regarding medical examinations that individuals should undergo for preventive care purposes; providing information to patients in the field of administering medications; pharmaceutical advice. FIRST USE: 10-01-2019; IN COMMERCE 10-01-2019

Class 045: Providing case management services, namely, coordinating medical care, physical care, personal care, and psychological services; providing information about eligibility requirements for government medical and pharmaceutical programs. FIRST USE: 10-01-2019; IN COMMERCE 10-01-2019

TRADEMARKED LOGOS



<u>Serial Numbers:</u>	90-879,091; 90-879,038
<u>Registration Numbers:</u>	No. 6,910,244; 6,910,243
<u>Filing Date:</u>	August 12, 2021
<u>Registered Date:</u>	November 29, 2022
<u>Type of Mark:</u>	Service Mark
<u>Register:</u>	Principal
<u>Live/Dead Indicator:</u>	Live
<u>Owner:</u>	Triton Health Systems, LLC (ALABAMA LIMITED LIABILITY COMPANY) 417 20th Street North, Suite 1100 Birmingham, Alabama 35203

Disclaimer:

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE FOLLOWING APART FROM THE MARK AS SHOWN: "ALABAMA"; THE PICTORIAL REPRESENTATION OF THE STATE OF ALABAMA AND "CARE NETWORK"

Description of Mark:

The mark consists of a circular design containing the wording "ALABAMA" below a design element featuring the rod of Asclepius inside of the outline of the State of Alabama, and the wording "CARENETWORK" is inside of a rectangular box and superimposed over the circular design. The color gray indicates background and is not claimed as a feature of the mark.



Along with its affiliates and partners:
VIVA MEDICARE, VIVA HEALTH Administration, LLC,
& the Alabama Coordinated Health Networks (ACHNs)

BRAND MANUAL

Full Version | Guidelines for Authorized Usage

Updated April 2025

VIVA HEALTH, Inc.
417 20th Street North, Suite 1100, Birmingham, AL 35203