RabbleHealth

RABBLE HEALTH

Brand Use Guide. *2026.*

The right patient. The right care. The right time.

One company, five brands: how to use their logos, color, type, imagery, layout and writing.

THE BRAND AT A GLANCE

Patients aren't benefiting from advances in care *fast enough.*

Rabble Health partners with patients, communities and health systems to diagnose, test and treat people faster. Everything in this guide serves that line.

Who we are

A health technology company. Our Implementation Support Programs run on our own technology: myRabble for patients, ClinEx for care teams.

Tagline

The right patient. The right care. The right time.

Mission

Focus on the patient.

Every program, every decision, starts there. Focus on the Patient is also our public voice: the stories that reach patients first.

Promise

Scale what works. Each program addresses a gap in care and brings proven solutions to more patients and care teams, in weeks.

How we sound

Clear

Plain words. Short sentences. One idea at a time.

Credible

Numbers, sources and dates. Claims we can support.

Urgent

Patients can't wait. We move in weeks, without hype.

Human

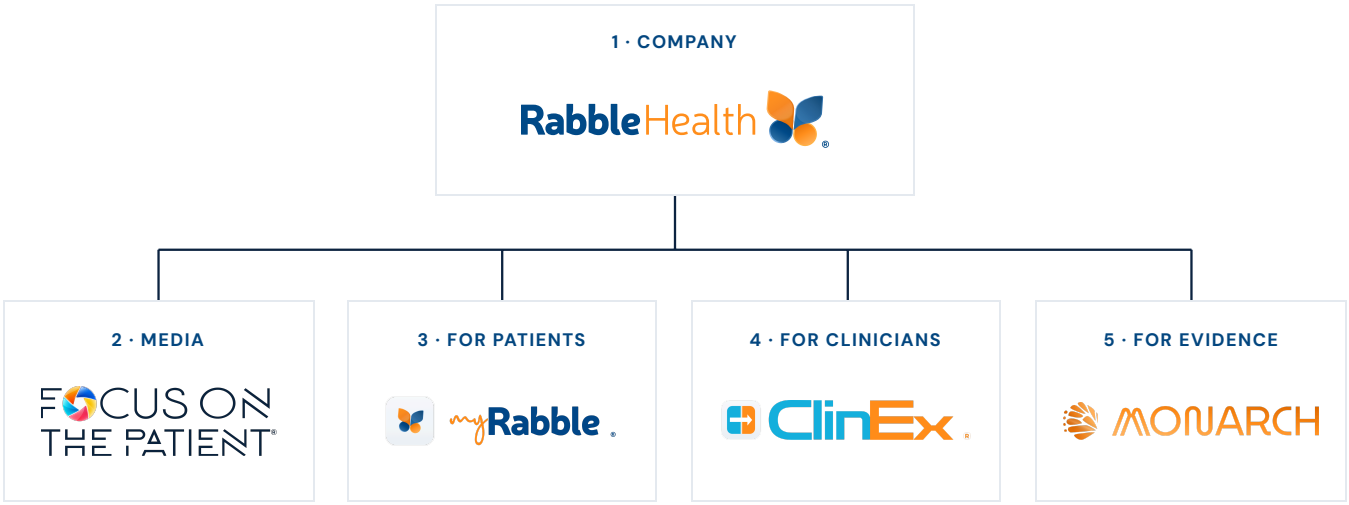
Patients first. We write to people, not markets.

Strategy, positioning and messages by audience live in the Rabble Health Brand House 2026. This guide covers how the brand looks and reads.

THE BRAND FAMILY

One company. *Five brands.*

Rabble Health is the master brand. Focus on the Patient is its voice; myRabble, ClinEx and MONARCH are the platforms every program runs on.



Not brands: Implementation Support Programs are the offering, and the Rabble Initiatives (FAST, CLEAR, RAPID, VITAL, GRAFT) are named programs. Neither has a logo.

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LOGO

One butterfly. *Four lockups.*

The 3D butterfly is the heart of the brand. Use the horizontal logo first; use the others when space calls for them. Every logo carries the ®.



Primary: Horizontal, color. Use on white and warm backgrounds. The first choice for documents, decks, web and signage.



Stacked, color. For square and narrow spaces.



Butterfly, color. Avatars, favicons, merchandise; when the name is nearby.



Butterfly, navy. One-color use and embossing.



Horizontal, reverse. On deep navy and navy.



Stacked, reverse.



Butterfly, reverse.

LOGO

Give it room. *Keep it whole.*

Simple rules keep the logo clear at every size.

Clear space



Keep clear space on every side equal to the height of the "R" in Rabble. Nothing else (text, images, edges) enters it.

Minimum size

LOGO	PRINT	SCREEN
Horizontal	1.25 in wide	120 px wide
Stacked	0.75 in wide	80 px wide
Butterfly	0.3 in wide	24 px wide

Below these sizes, switch to the butterfly alone.

Backgrounds



White. Color logo.



Warm. Color logo.



Navy. Reverse logo.



Deep navy. Reverse logo.

Don't



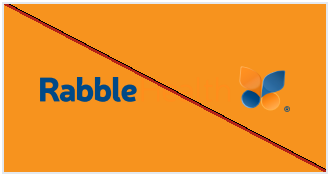
Stretch or squeeze it.



Change its colors.



Rotate or tilt it.



Put the color logo on orange or busy photos.

- Add shadows, outlines or glows.
- Rebuild the wordmark in a font.
- Use the flat 2020 butterfly or ™.
- Lock up the old tagline, Precision is Personal.

PRODUCT LOGOS

myRabble, for patients. *ClinEx, for care teams.*

Product logos share the palette. They follow every master logo rule, and they never appear larger than the Rabble Health logo on the same piece.



myRabble®, horizontal. The app tile, the handwritten “my” in orange and “Rabble” in navy. The handwriting appears only in this logo; never set other words in it.



myRabble, stacked. Square spaces and app-store art.



App icon. The only approved icon for iOS, Android and web apps.



ClinEx app icon. For the clinician app and clinex.ai.



ClinEx®, horizontal. “Clin” in cyan #17B1DC, “Ex” in orange. ClinEx adds cyan to the palette. Cyan never appears in Rabble Health, myRabble or MONARCH pieces.

Writing product names

NAME	WRITE IT	NEVER
Rabble Health	Two words, both capitalized	RabbleHealth, Rabble health
myRabble	Lowercase m, capital R, one word	MyRabble, my Rabble
ClinEx	Capital C and E	Clinex, CLINEX
Focus on the Patient	Spelled out; our mission and public voice, not a product	FOTP in public

EVIDENCE INFRASTRUCTURE

MONARCH. *Powered by Rabble Health.*

MONARCH is Rabble Health's evidence infrastructure: one registry, one consent and one data layer for every program a participant joins. Consent decides which program can use each record, and a firewall keeps programs apart. Each program keeps its own governance.



MONARCH™, horizontal. The primary MONARCH logo, on white and warm backgrounds. A stacked version is in the logo pack. The wing mark and wordmark are orange only.



MONARCH, powered by Rabble Health. The endorsed lockup for headers, decks and the web. Use it wherever MONARCH is introduced.

Always

- Write MONARCH in capitals.
- Show “Powered by Rabble Health” on first appearance in any piece.
- Describe it as evidence infrastructure: one registry, consent routes every record, each program keeps its own governance.

Never

- Recolor the mark navy or cyan.
- Use the wing mark alone without the wordmark.
- Imply AHIS governs MONARCH or a sponsor's clinical program.

MEDIA

Focus on the Patient. *Healthcare through the patient's eyes.*

Our mission, in public: stories from patients, caregivers, clinicians and advocates that reach people where they are, often before they ever download an app. Produced by Rabble Health. Its full spectrum of color stands for every patient's voice.



Logo. The aperture replaces the O. Wordmark in ink navy #0C2340.



Aperture. Avatars and social icons.

The spectrum

Orange	Blue	Cyan	Coral	Yellow	Ink
#F7931E	#2B78BE	#17B1DC	#F2506E	#FDC826	#0C2340

Orange, blue and cyan match the brand and ClinEx values. Use the spectrum for accents, icons and charts in Focus on the Patient pieces; keep text ink navy. The aperture artwork keeps its own built-in gradients.

Always

- Credit it: “Focus on the Patient is produced by Rabble Health,” in every About section and as a small line on cover art.
- One line only: Healthcare through the patient's eyes.
- Below 0.5 in or 48 px tall (avatars, favicons, small icons), use the aperture alone.
- Post headlines in Libre Baskerville or DM Sans. The thin capitals stay in the logo.
- A mix of people in every set of images.

Never

- Use the spectrum in Rabble Health, myRabble or MONARCH pieces.
- Carry AHIS awareness campaigns; they run on AHIS channels.
- Promote a product, or call it “PR.”
- Add more taglines.

COLOR

Navy leads. *Orange speaks.*

The palette is the same on the website, in documents and in print. Navy carries most of the weight; orange marks the one thing to notice.

Navy

#03467F
RGB 3 70 127
CMYK 98 45 0 50
Headlines, logo, primary buttons

Orange

#F7931E
RGB 247 147 30
CMYK 0 40 88 3
Emphasis, accents, calls to action

Supporting

Blue

#2B78BE
RGB 43 120 190
CMYK 77 37 0 25
Links, charts

Deep navy

#06223F
RGB 6 34 63
CMYK 90 46 0 75
Dark bands, covers

Warm

#FFF6EC
RGB 255 246 236
CMYK 0 4 7 0
Light bands

Dark orange

#C2650A
RGB 194 101 10
CMYK 0 48 95 24
Small orange text on white

Neutrals

Ink

#0C2340
RGB 12 35 64
CMYK 81 45 0 75
Headings in body

Text

#3A4A5C
RGB 58 74 92
CMYK 37 20 0 64
Body text

Muted

#6A7888
RGB 106 120 136
CMYK 22 12 0 47
Captions, notes

Rule

#E4E9EF
RGB 228 233 239
CMYK 5 3 0 6
Lines, borders

Balance

About 60% white and warm, 25% navy, 8% deep navy, 7% orange.

Readable color

Orange #F7931E on white is for large type and graphics only (2.3:1). For small orange text use dark orange #C2650A. On orange buttons, use dark text, never white. CMYK values are converted from screen color; match on press with your printer.

TYPOGRAPHY

A serif that speaks. *A sans that works.*

Two free Google fonts carry the whole brand. Both are already live on rabblehealth.com.

Headlines: Libre Baskerville

Aa Bb Cc

Regular, and *Italic for emphasis.*

Headlines, pull quotes and large numbers. Never in body text.

Everything else: DM Sans

Aa Bb Cc

Regular 400 · Medium 500 · **Semibold 600** · **Bold 700**

Body text, labels, buttons, tables and captions.

The headline pattern

> Start before approval. *Launch ready.*

A plain statement, ending in a phrase set in orange italic. Once per page or slide, never on every line.

Scale

USE	FONT	PRINT	WEB
Display headline	Libre Baskerville	30–40 pt	48–64 px
Section headline	Libre Baskerville	17–22 pt	28–36 px
Kicker	DM Sans Bold, caps, spaced	8–9 pt	13–14 px
Body	DM Sans Regular	10–11 pt	16–18 px
Caption	DM Sans Regular	8–9 pt	13–14 px

In Word and PowerPoint: install both fonts from fonts.google.com. If a file will be edited on machines without them, use Cambria for headlines and Arial for body text.

WRITING

Plain words. *Proven claims.*

Lead with the point, keep sentences under 25 words, and spell out a term before you abbreviate it.

SAY	NOT	WHY
advances in care	advancements	Plainer
faster	sooner	Speed is the promise
diagnose, test and treat	to get diagnosed	Better English
Implementation Support Program (ISP)	patient support program	A different category
Implementation Hub	implementation site	Our term
written plan	protocol	Plain language
regulators; payers and guideline bodies	convince, persuade	Evidence informs
de-identified	anonymized	Accurate
our technology	services, program team	We are a technology company
scale what works	bright spots	Specific
live in weeks*	live in weeks, no footnote	Always footnote timing

Lines we never cross

- **The ClinEx firewall.** “Sponsors fund programs. They never see or shape what clinicians see.”
- **No promotion.** Never “precision marketing,” “patient outreach,” “conversion” or “acquisition.”
- **Pathway before product.** Before approval, programs work on the disease and the care pathway. They never mention the product.
- **Honest claims.** No “first and only,” no “revolutionary.” Every number carries its source.

*Programs can go live in as little as four weeks once agreements are signed. Timing varies by program and site.

IMAGERY

Human moments. *Honest images.*

Images show the people care is for: at home, with family, with their care teams. They should feel candid, warm and specific, and never pretend to be someone they are not.



Illustration: an AI-generated family, used to set a mood. It is never presented as real patients.

Always

- A mix of genders, ages, ethnicities and body types across any set of images.
- Natural light, real homes and clinics, real expressions.
- People with agency: talking, deciding, doing.
- Room for type that sits beside people, not on them.

Never

- Text over a face.
- Sets of only women, or only one age or background.
- Sad patients in gowns, empty hallways, pills and syringes as the subject.
- AI tells: waxy skin, extra fingers, warped text, too-perfect smiles.

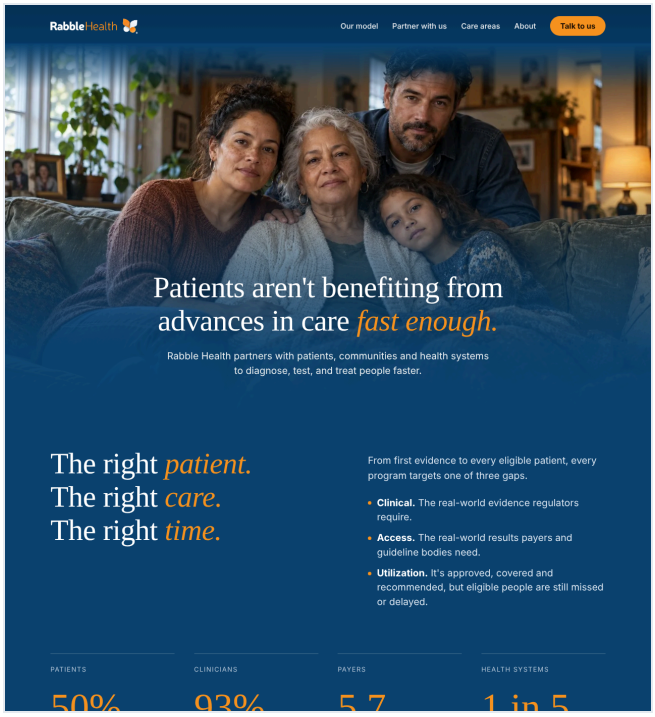
AI images

- May illustrate a setting or a mood. Never stand in for a real patient, caregiver or clinician.
- Never carry a name, quote, diagnosis or story. On Focus on the Patient, every face is real, with consent.
- Label AI images wherever a platform or partner requires it.

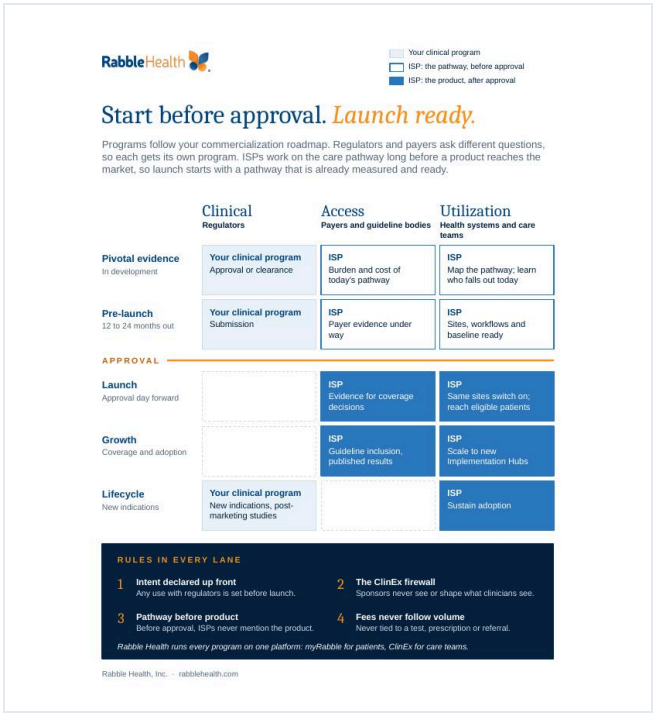
LAYOUT

Bands, rules and *room to breathe.*

Pages are built from full-width bands (white, warm, navy) with open grids and thin rules. Restraint is the style.



rabblehealth.com. Navy hero, white and warm bands, serif headlines.



One-pager, 8.5×11. A kicker, a headline, one strong exhibit.

Do

- Kicker, headline, then one idea per band
- Thin rules to separate columns
- Generous margins; at least 0.5 in

Don't

- Cards with drop shadows
- Decorative stripes or accent bars
- More than one orange italic per page

The butterfly as accent

A large reverse butterfly may sit at the edge of a deep navy band, as on the cover and the website's contact band. Never behind text.

WORKING TOGETHER

Clear roles. *Clean lockups.*

Rabble Health provides the technology. Programs may be governed by independent nonprofit partners, such as the Alliance for Health Implementation Science (AHIS).

With AHIS and other partners

- The partner leads its own materials. Rabble Health appears, if at all, as a credit: "Technology by Rabble Health."
- Never merge the two logos into one lockup. Separate them with a thin vertical rule and equal clear space.
- Partner logos are never smaller than ours on shared Rabble Health pieces.
- Never imply AHIS endorses Rabble Health or any product.



Co-branded piece led by Rabble Health.

Email signature

Aubrey Kelly, MS, MBA
Chief Executive Officer
aubrey@rabblehealth.com

RabbleHealth

The right patient. The right care. The right time.
rabblehealth.com · LinkedIn

- DM Sans or Arial, 10–11 pt.
- Logo as an image, 140–160 px wide, linked to rabblehealth.com.
- Tagline in muted gray. No quotes, banners or extra colors.
- LinkedIn only; X and Facebook links are retired.

Company details

Rabble Health, Inc. · 107 N Reino Rd #1045, Thousand Oaks, CA 91320 · connect@rabblehealth.com · rabblehealth.com

TRADEMARKS

Ours to protect. *Easy to use right.*

Every logo carries its symbol. The Focus on the Patient mark (the aperture alone) does not. In text, use the symbol once per piece, on the first or most prominent mention.

MARK	STATUS (UNITED STATES)	SYMBOL
Rabble Health	Registered trademark	®
myRabble	Registered trademark	®
ClinEx	Registered trademark	®
MONARCH	Trademark	™
Focus on the Patient	Registered trademark	®

Always

- Use ® only on registered marks.
- Use the mark as a name or an adjective: “the myRabble app,” never “myRabbled.”
- Include the legal line on documents, decks and the website footer.

Never

- Put ® on a mark that is not registered.
- Change, abbreviate or pluralize a mark.
- Let a partner use our marks to suggest endorsement.

The legal line

Rabble Health, myRabble, ClinEx and Focus on the Patient are registered trademarks, and MONARCH is a trademark, of Rabble Health, Inc. All other marks are the property of their owners.

Status as of October 2026.

FILES

Use the right file. *Every time.*

Use SVG wherever you can; it stays sharp at any size. Use PNG for Office files and email. Never copy a logo from a website or a screenshot.

FILE	USE IT FOR
Rabble-Health_Logo_Horizontal_Color	Primary logo, light backgrounds
Rabble-Health_Logo_Horizontal_Reverse	Navy and deep navy backgrounds
Rabble-Health_Logo_Stacked_Color	Square and narrow spaces, light
Rabble-Health_Logo_Stacked_Reverse	Square and narrow spaces, dark
Rabble-Health_Butterfly_Color	Avatars, favicons, merchandise, light
Rabble-Health_Butterfly_Reverse	The same, on dark
Rabble-Health_Butterfly_Navy	One-color use
myRabble_Logo_Horizontal_Color	myRabble, primary
myRabble_Logo_Stacked_Color	myRabble, square spaces
myRabble_AppIcon	App stores and devices
ClinEx_Logo_Horizontal_Color	ClinEx, primary
ClinEx_Wordmark_Color, ClinEx_AppIcon	ClinEx parts, when space calls for them
MONARCH_Logo_Horizontal_Color, _Stacked_Color	MONARCH on light backgrounds
MONARCH_PoweredBy_Rabble-Health	MONARCH headers and introductions
Focus-on-the-Patient_Logo_Stacked_Color, _Mark_Color	Focus on the Patient channels

Each file comes as .svg and .png in the Rabble Health logo pack.

What this guide replaces

Brand User Guide V10.20 (2020), myRabble Logo Guide v1A (2020) and the Rabble Health Brand House v2. Retired: Precision is Personal, Neris and Roboto, PMS 144 and 301, the five secondary colors, the flat butterfly and ™.

Questions

connect@rabblehealth.com. When in doubt, choose less: fewer colors, fewer words, more white space.