RabbleHealth



RABBLE HEALTH

Brand Use Guide.

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

The brand at a glance	3	Focus on the Patient	11
The brand family	4	Color	12
Rabble Health logos	5	Typography	13
Clear space, size and backgrounds	6	Creative license	18
myRabble and ClinEx	7	Trademarks	20
MONARCH	8	Files	21–22

Public edition of RHSTAND-2026098 · Version 10.1 · Effective 19 NOV 2026. Pages keep their numbers from the full guide.

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 evidence-based 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 source.

Urgent

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

Human

Patients first. We write to people, not markets.

THE BRAND FAMILY

One company. *Five brands.*

Rabble Health is the master brand. Focus on the Patient is its voice; MONARCH is the program platform every program runs on, and myRabble and ClinEx are the products people and sites use to take part in its programs.



Which guide

A brand gets its own brand use guide when it has its own website, app or portal. This guide holds every mark; product guides use those marks and never contradict this guide. Every brand's marks come in one set: the mark alone, a horizontal and a stacked lockup, each in color and reverse, and for print in flat and one color (pages 21 and 22).

BRAND	GUIDE
Rabble Health, including rabblehealth.com	This guide
Focus on the Patient	This guide (page 11)
MONARCH	MONARCH Brand Use Guide (RHSTAND-2026131); its marks stay on page 8 of this guide
myRabble: myrabble.com and the app	myRabble Brand Use Guide (RHSTAND-2026118)
ClinEx: clinex.ai and the web app	ClinEx Brand Use Guide (RHSTAND-2026119)

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.

Print. Rabble Health, myRabble, ClinEx, MONARCH and Focus on the Patient each have a print set: Flat, in two inks, and One color, in navy, black and white. The Rabble Health and myRabble flat logos use the 2026 butterfly in two inks, never the retired 2020 flat butterfly. Files: page 22.

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. Every brand's logos follow these minimums: the horizontal, stacked and mark-alone sizes above apply to myRabble, ClinEx, MONARCH and Focus on the Patient too. Below them, switch to the brand's mark. Where a brand's own page sets an earlier switch, as page 11 does for the Focus on the Patient stacked logo, that page applies.

The Focus on the Patient mark is at least 1 in (25 mm) wide in print. Below that, use the one-row logo at the horizontal minimum above; never print the aperture alone smaller.

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.



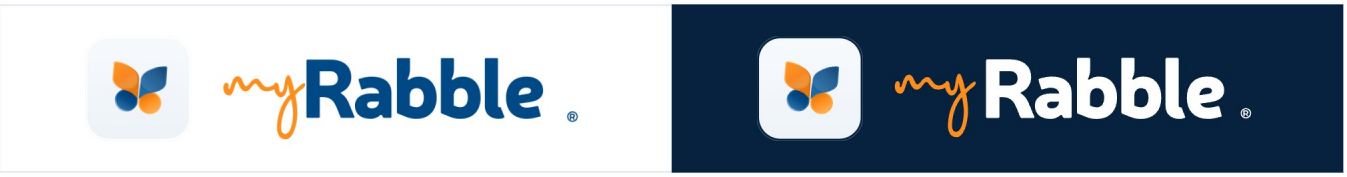
Put the color logo on orange or busy photos.

- 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, except on their own websites and apps.



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, reverse.** Horizontal and stacked, with "Rabble" in white, on deep navy and navy.



myRabble, stacked. The app tile centered above the wordmark, for 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, stacked. The app icon centered above the wordmark, for square spaces and store art.



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. **ClinEx on dark.** The same artwork; cyan and orange read on deep navy as they are.

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

Each logo stands alone. "myRabble, from Rabble Health" and "ClinEx, from Rabble Health" go in the footer and on the About page, never beside the logo. Websites and apps follow the myRabble Brand Use Guide (RHSTAND-2026118) and the ClinEx Brand Use Guide (RHSTAND-2026119).

PROGRAM PLATFORM

MONARCH. *Powered by Rabble Health.*

MONARCH is Rabble Health's program platform: one firewalled place where every ISP, clinical program and disease-state campaign is governed, run, recorded and turned into insight. myRabble and ClinEx are the products people and sites use to take part in its programs. Consent decides which program can use each record, and a firewall keeps programs apart. Each program keeps its own governance. The portal is sign-in only; there is no public MONARCH site.



MONARCH™, horizontal. Reverse is the default on MONARCH's own surfaces, which are dark: the sign-in page, MONARCH decks and backgrounds. Use the color version on white and warm backgrounds, for documents, print and partner materials. Centered stacked versions are in the logo pack. The wing mark and wordmark are orange only, on every background.



Wing mark. App icons, avatars and favicons, where the MONARCH name is nearby.



MONARCH, powered by Rabble Health. The endorsed lockup for headers, decks and the web, in a light version (navy "Powered by" and the color Rabble Health logo) and a reverse. 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 Rabble Health's program platform: every program governed, run, recorded and turned into insight; consent routes every record; each program keeps its own governance.

Never

- Recolor the mark navy or cyan.
- Use the wing mark alone, except as an app icon, avatar or favicon.

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. **Reverse.** White wordmark on deep navy and navy; the aperture keeps its colors.



Aperture. Avatars and social icons.



Logo, one row. Wide, short spaces such as channel banners.

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 keeps its own built-in gradients on screen. In print it uses flat blades, one spectrum color each (page 6).

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), switch the stacked logo to the aperture alone. The one-row logo follows the horizontal minimum on page 6, then switches to the aperture.
- 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.
- 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
#AD5707

RGB 173 87 7
CMYK 0 50 96 32
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 #AD5707. 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

Ready at *every stage.*

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.

CREATIVE LICENSE

Room to play. *The logo stays put.*

Every brand in the family has one decorative element, drawn from its mark. Each element is drawn as its own artwork, never the mark itself, except Rabble Health's 3D butterfly. Use it to add depth, light and movement to websites, slides, flyers, social banners and meeting backgrounds. The logo itself never changes.

BRAND	DECORATIVE ELEMENT
Rabble Health	The 3D butterfly, in white or navy
myRabble	One wing, flat, in orange and blue
ClinEx	The arrow, in cyan
MONARCH	A half-wing, in orange, or navy tone-on-tone on deep navy
Focus on the Patient	One aperture blade, in a spectrum color

Free

- Scale it up and crop it off one or two edges.
- Use it at 5–25% as texture, or tone-on-tone on the brand's dark ground.
- Give it depth: soft, low-opacity shadows, layers at different depths, light from one direction.
- On the web it may drift or shift slowly as the page scrolls, and stays still when a device asks for reduced motion.

Fixed

- The logo appears on the same surface, unchanged (page 6); the element never stands in for it.
- Nothing busy sits behind text, and text keeps 4.5:1 contrast with whatever is behind it.
- One brand's element and colors per piece; brands never mix.
- Shadows, depth and motion belong to the element, never the logo.
- The Focus on the Patient spectrum stays in Focus on the Patient. No AHIS or MACC elements.
- Not inside working screens: the myRabble and ClinEx apps and the MONARCH portal views stay plain; their sign-in and store pages may use it.

Files

Each element is in the logo pack, as .svg and .png; page 21 lists the files.

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, OCTOBER 2026)	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 (below) on documents, decks and every site 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

It opens "© [year] Rabble Health, Inc.", names each mark the piece shows, the endorsement included, with its status above, and closes "All other marks are the property of their owners."

WHERE	BETWEEN THE TWO
rabblehealth.com, documents and decks	Rabble Health, myRabble, ClinEx and Focus on the Patient are registered trademarks, and MONARCH is a trademark, of Rabble Health, Inc.
myrabble.com and the app	myRabble and Rabble Health are registered trademarks of Rabble Health, Inc.
clinex.ai and the web app	ClinEx and Rabble Health are registered trademarks of Rabble Health, Inc.
The MONARCH portal	MONARCH is a trademark, and Rabble Health is a registered trademark, of Rabble Health, Inc.
Focus on the Patient channels	Focus on the Patient and Rabble Health are registered trademarks of Rabble Health, Inc. A bio with no room carries the credit alone.

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, _Reverse	Primary logo; reverse on navy and deep navy
Rabble-Health_Logo_Stacked_Color, _Reverse	Square and narrow spaces, light or dark
Rabble-Health_Butterfly_Color, _Reverse	Avatars, favicons, merchandise, light or dark
Rabble-Health_Butterfly_Navy	The decorative butterfly, tone-on-tone on deep navy (page 18)
Rabble-Health_Butterfly_White	The decorative butterfly on navy and deep navy; virtual backgrounds (pages 17 and 18)
myRabble_Logo_Horizontal_Color	myRabble, primary
myRabble_Logo_Stacked_Color	myRabble, square spaces
myRabble_Logo_Horizontal_Reverse, _Stacked_Reverse	myRabble on navy and deep navy
myRabble_AppIcon	App stores and devices
ClinEx_Logo_Horizontal_Color	ClinEx, primary
ClinEx_Logo_Stacked_Color	ClinEx, square spaces
ClinEx_Wordmark_Color, ClinEx_AppIcon	ClinEx parts, when space calls for them
MONARCH_Logo_Horizontal_Color, _Stacked_Color	MONARCH on light backgrounds
MONARCH_Logo_Horizontal_Reverse, _Stacked_Reverse	MONARCH on navy and deep navy
MONARCH_Mark_Color	App icons, avatars, favicons
MONARCH_PoweredBy_Rabble-Health	MONARCH headers and introductions
MONARCH_PoweredBy_Rabble-Health_Reverse	MONARCH headers on dark
Focus-on-the-Patient_Logo_Stacked_Color, _Mark_Color	Focus on the Patient channels
Focus-on-the-Patient_Logo_Stacked_Reverse	Stacked logo on dark
Focus-on-the-Patient_Logo_Horizontal_Color, _Reverse	One-row logo
myRabble_Element_Orange, _Blue; ClinEx_Element; MONARCH_Element_Orange, _Navy; Focus-on-the-Patient_Element_Orange, _Blue, _Yellow, _Coral, _Cyan	Each brand's decorative element (page 18)

Every brand's files follow one pattern: Brand_Logo_Horizontal or _Stacked, then _Color or _Reverse, or for print _Flat (two inks; for Rabble Health and myRabble, the 2026 butterfly, not the retired 2020 flat butterfly), _OneColor-Navy, _OneColor-Black or _OneColor-White; the mark alone is Brand_Mark (for Rabble Health, Butterfly). Each file comes as .svg and .png in the Rabble Health logo pack, the only source of these marks, including for the myRabble and ClinEx guides.

Print files. *Flat or one color.*

Each brand's print set, for embroidery, screen printing, apparel and other limited-color print. The rules are on page 6; the file pattern is on page 21.

FILE	USE IT FOR
Rabble-Health_Logo_Horizontal, _Logo_Stacked and _Butterfly, each _Flat, _OneColor-Navy, _OneColor-Black, _OneColor-White	Rabble Health print: the 2026 butterfly in two inks, or one ink (page 6)
myRabble_Logo_Horizontal, _Logo_Stacked and _Mark, each _Flat, _OneColor-Navy, _OneColor-Black, _OneColor-White	myRabble print, with the app tile outlined in the logo ink (page 6)
ClinEx_Logo_Horizontal, _Logo_Stacked and _Mark, each _Flat, _OneColor-Navy, _OneColor-Black, _OneColor-White	ClinEx print; the flat mark is the split tile, cyan and orange (page 6)
MONARCH_Logo_Horizontal, _Logo_Stacked, _Mark and _PoweredBy_Rabble-Health, each _Flat, _OneColor-Navy, _OneColor-Black, _OneColor-White	MONARCH print (page 6)
Focus-on-the-Patient_Logo_Horizontal, _Logo_Stacked and _Mark, each _Flat, _OneColor-Navy, _OneColor-Black, _OneColor-White	Focus on the Patient print, flat blades; the mark at least 1 in (25 mm) wide (page 6)

Questions

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