

Provide 

Brand 

guidelines 

LET'S TALK

# Visual language

All the little details on our look and feel

## Color usage

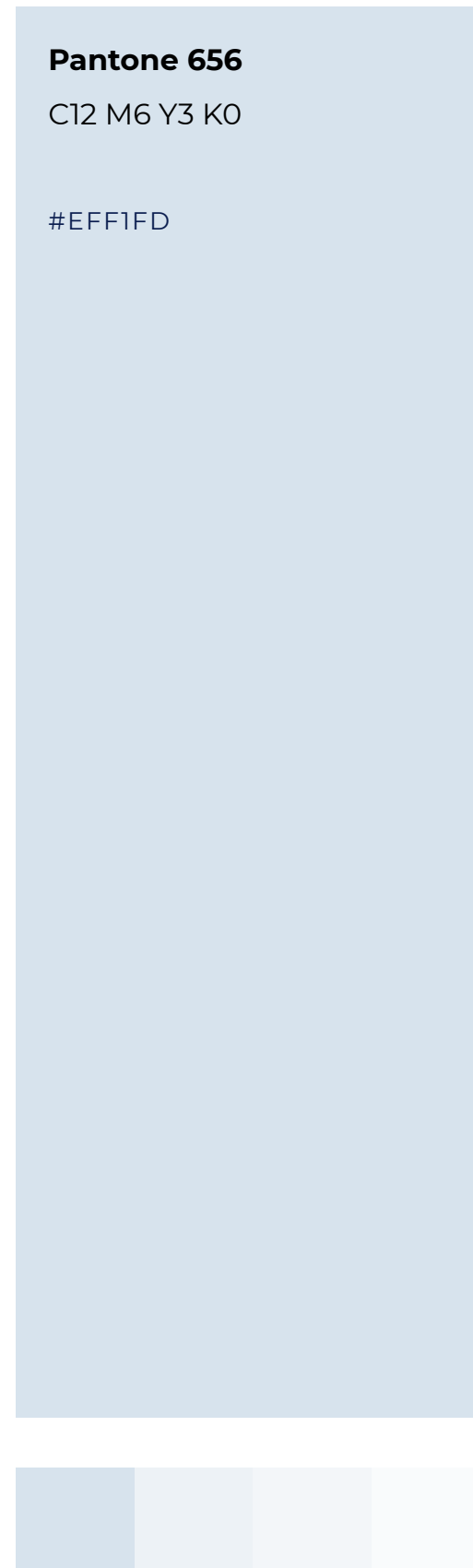
We work with two kinds of color palettes. If we want to get technical (*I know you love details*), they break down into primary and secondary use cases.

Think of primary as your go-to choices or first picks. Secondary is meant to complement or draw attention. We use these a ton with our illustrations (*we will dive into that later*).

**Pantone 2124**  
C61 M53 Y0 K0  
#6E8BFF



**Pantone 656**  
C12 M6 Y3 K0  
#EFF1FD



**Pantone 2766**  
C100 M97 Y37 K39  
#1C1D4B



**Pantone 563** #64BAAF  
C58 M6 Y37 K0

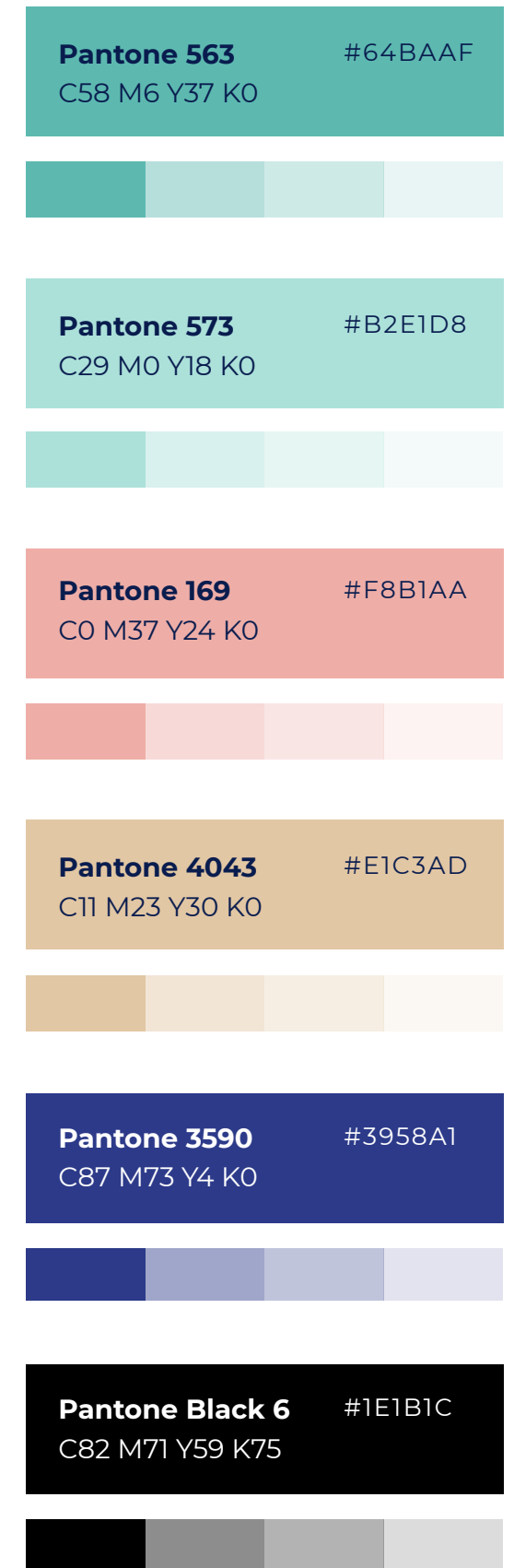
**Pantone 573** #B2E1D8  
C29 M0 Y18 K0

**Pantone 169** #F8B1AA  
C0 M37 Y24 K0

**Pantone 4043** #E1C3AD  
C11 M23 Y30 K0

**Pantone 3590** #3958A1  
C87 M73 Y4 K0

**Pantone Black 6** #1E1B1C  
C82 M71 Y59 K75



## Gradients

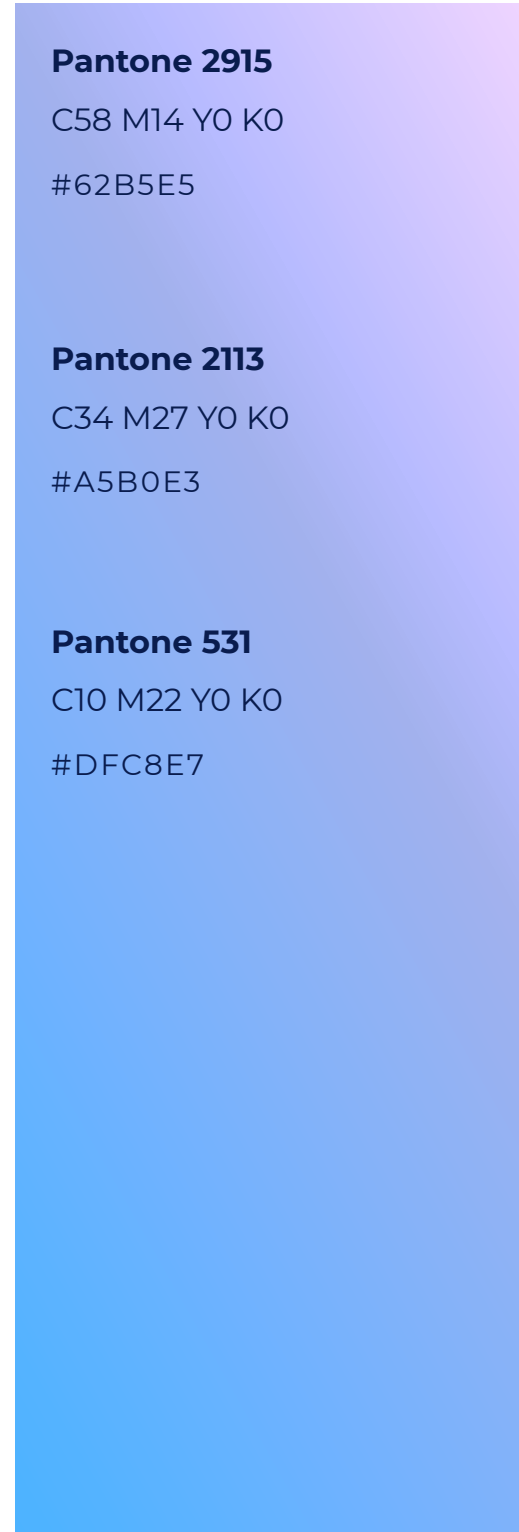
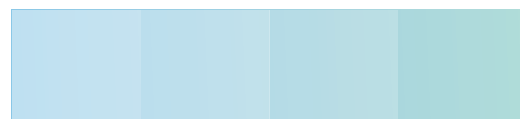
We like to keep things interesting, and that's where our gradients come in.

Gradients are great for drawing attention to text. They help create warmth and movement that complement our illustrations and photography.



**Pantone 2915**  
C58 M14 Y0 K0  
#62B5E5

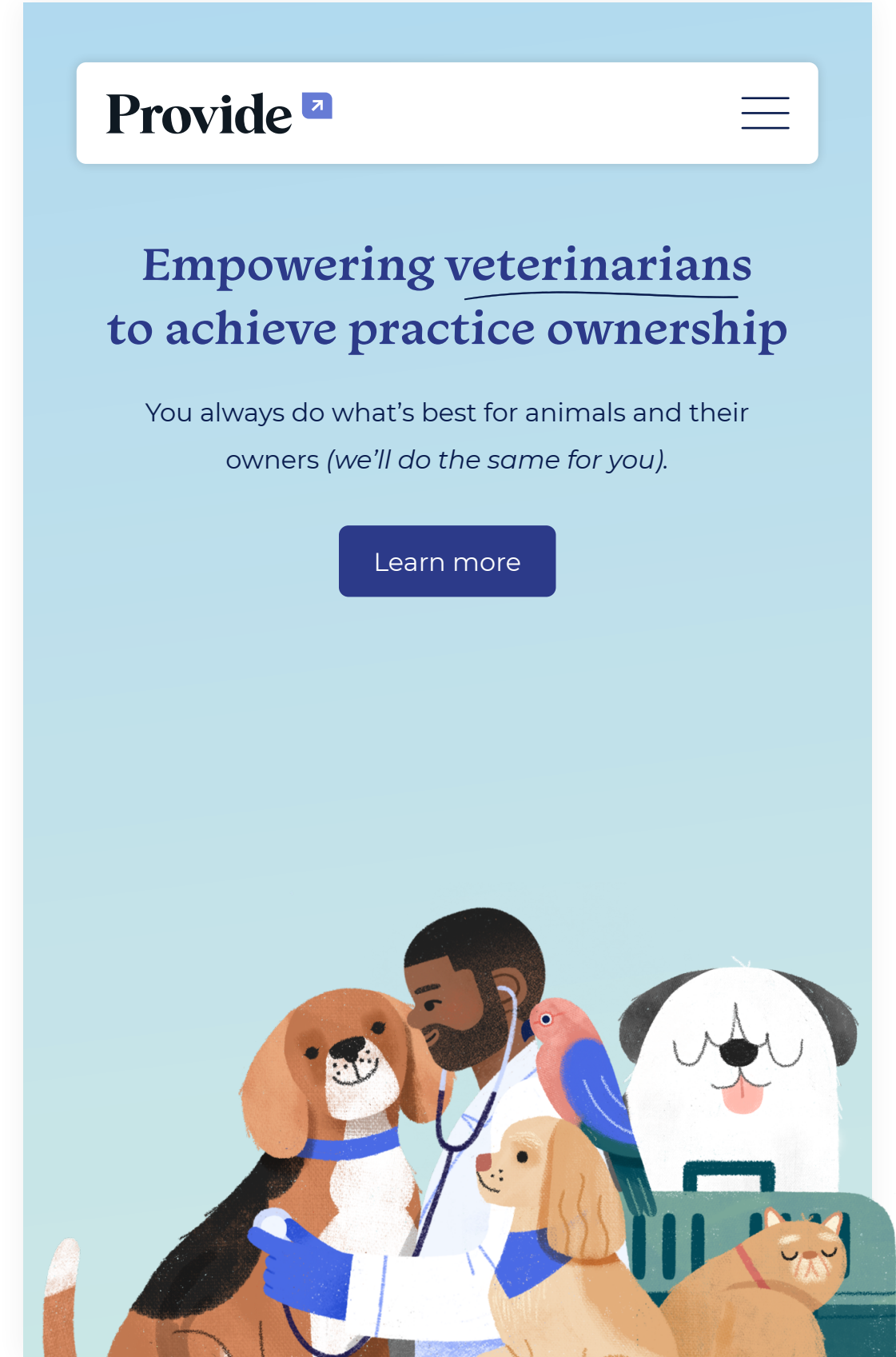
**Pantone 573**  
C28 M0 Y18 K0  
#BFE4DB



**Pantone 2915**  
C58 M14 Y0 K0  
#62B5E5

**Pantone 2113**  
C34 M27 Y0 K0  
#A5B0E3

**Pantone 531**  
C10 M22 Y0 K0  
#DFC8E7





## Illustrations

Our illustrations are used to tell unique stories and create connection — all different kinds. Ones that are relatable, playful, and surreal.

Our characters are at the center of it all. When creating them, it's important that they are inclusive and diverse with rich backstories.

When breaking down the technique behind our illustrations, you will see a combination of organic shapes with textured overlays and line work.

(All of these amazing brushes can be [found here](#).)

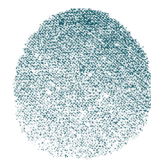
Don't worry – we don't expect everyone to be able to illustrate in our style. We have a pretty stellar library to work from. Email Chelsea at [chelsea.druso@getprovide.com](mailto:chelsea.druso@getprovide.com) for access (secret password: blue skies).



KYLE'S DRAWING BOX  
Sketch pencil rough



KYLE'S DRAWING BOX  
Sketch pencil rough



KYLE'S PAINTBOX  
Oil canvas flat



**Dr. Isaac**



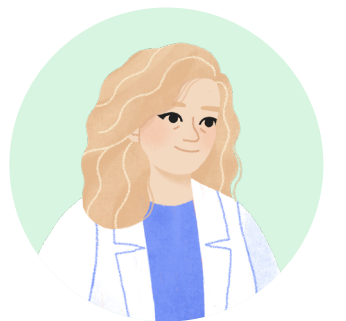
**Dr. Addie**



**Dr. Brooke**



**Dr. Ines**

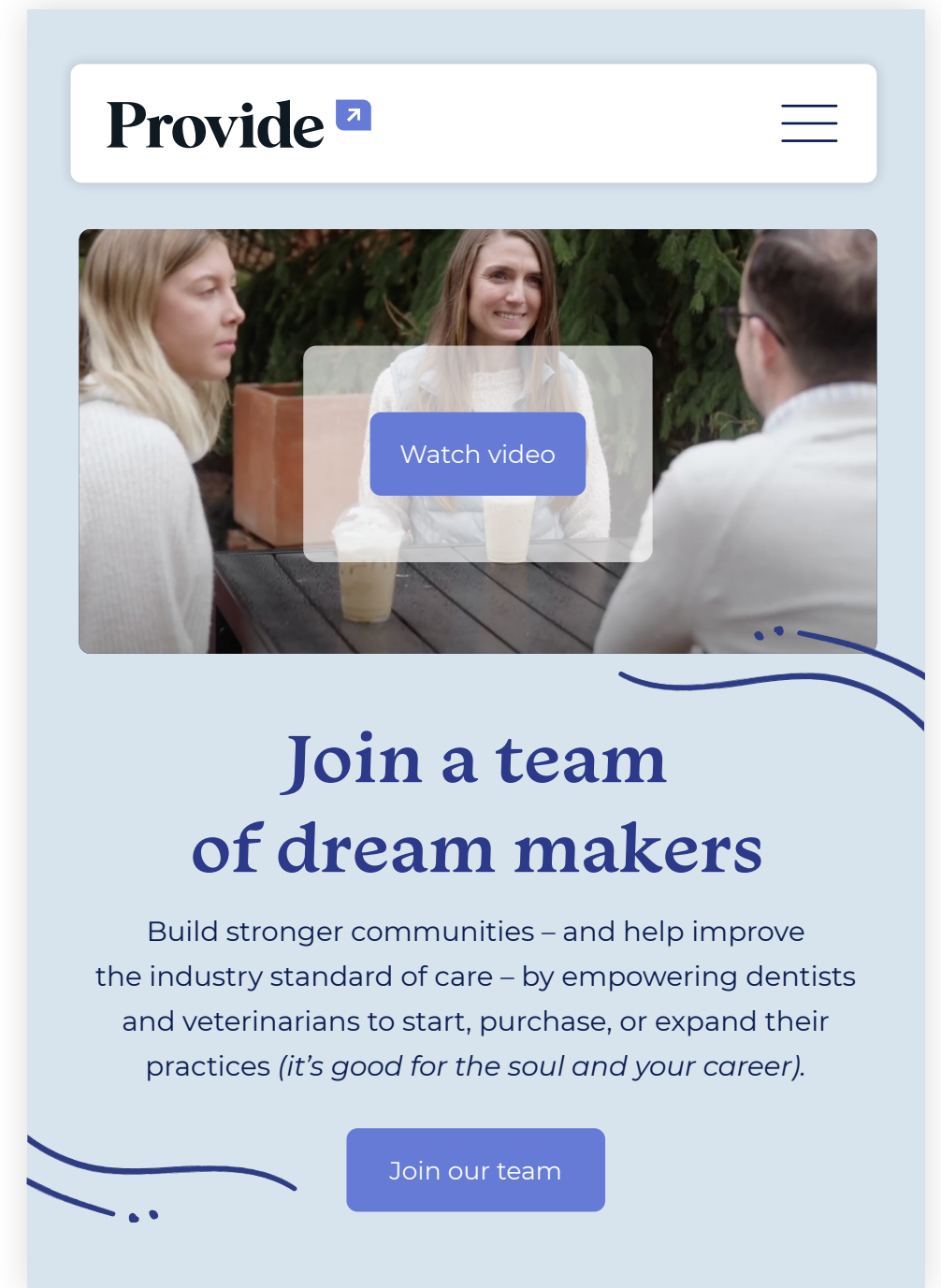
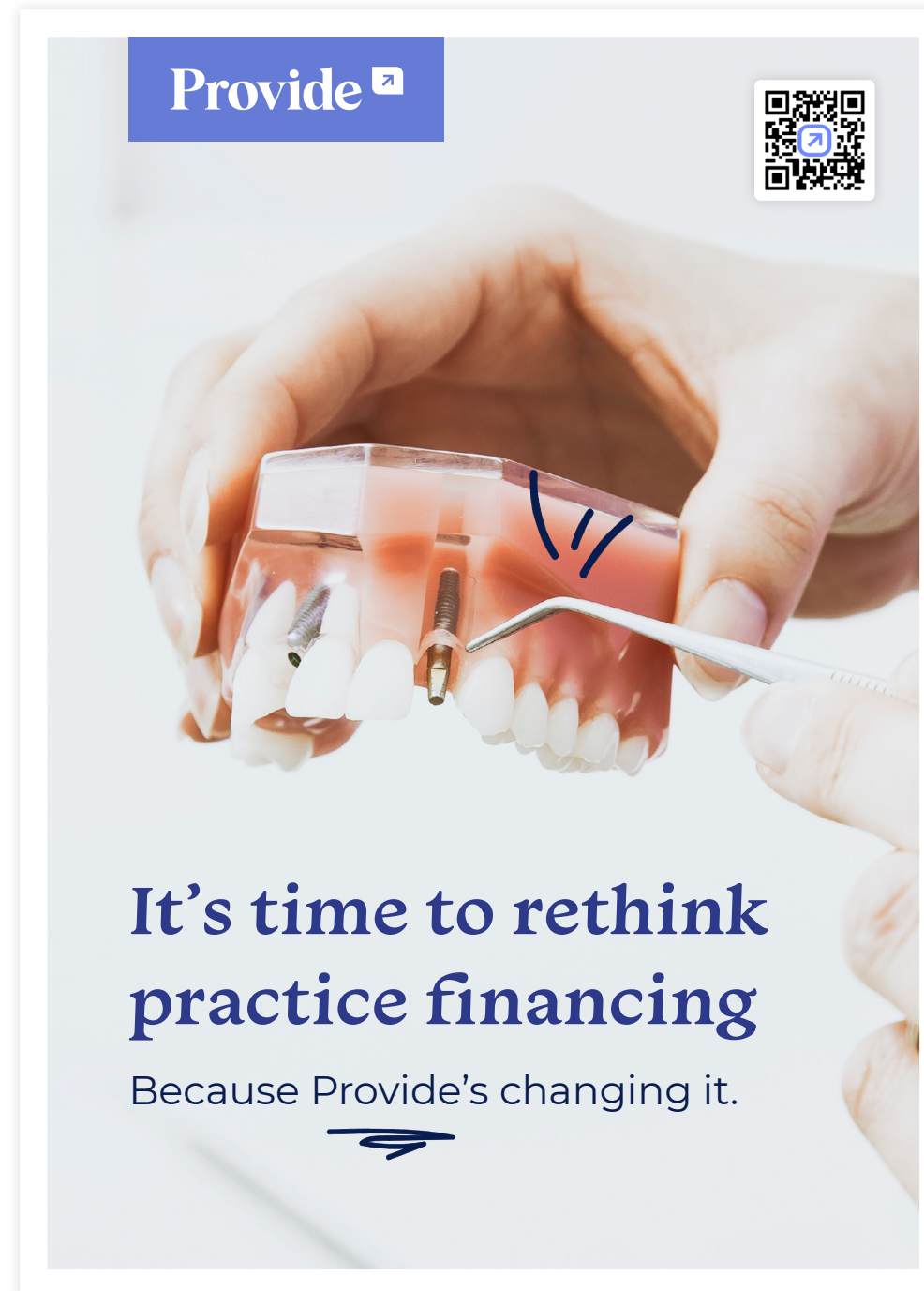


**Dr. Dawn**

## Line work

If you're looking to add a special touch — say no more.

Line work is a great way to emphasize specific words or details. All lines are hand-drawn with textured edges as a subtle way to humanize our brand.



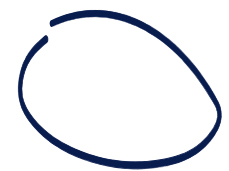
SCRIBBLES  
Emphasize a word.



ACCENTS  
Create movement and play.



UNDERLINES  
Emphasize a phrase.



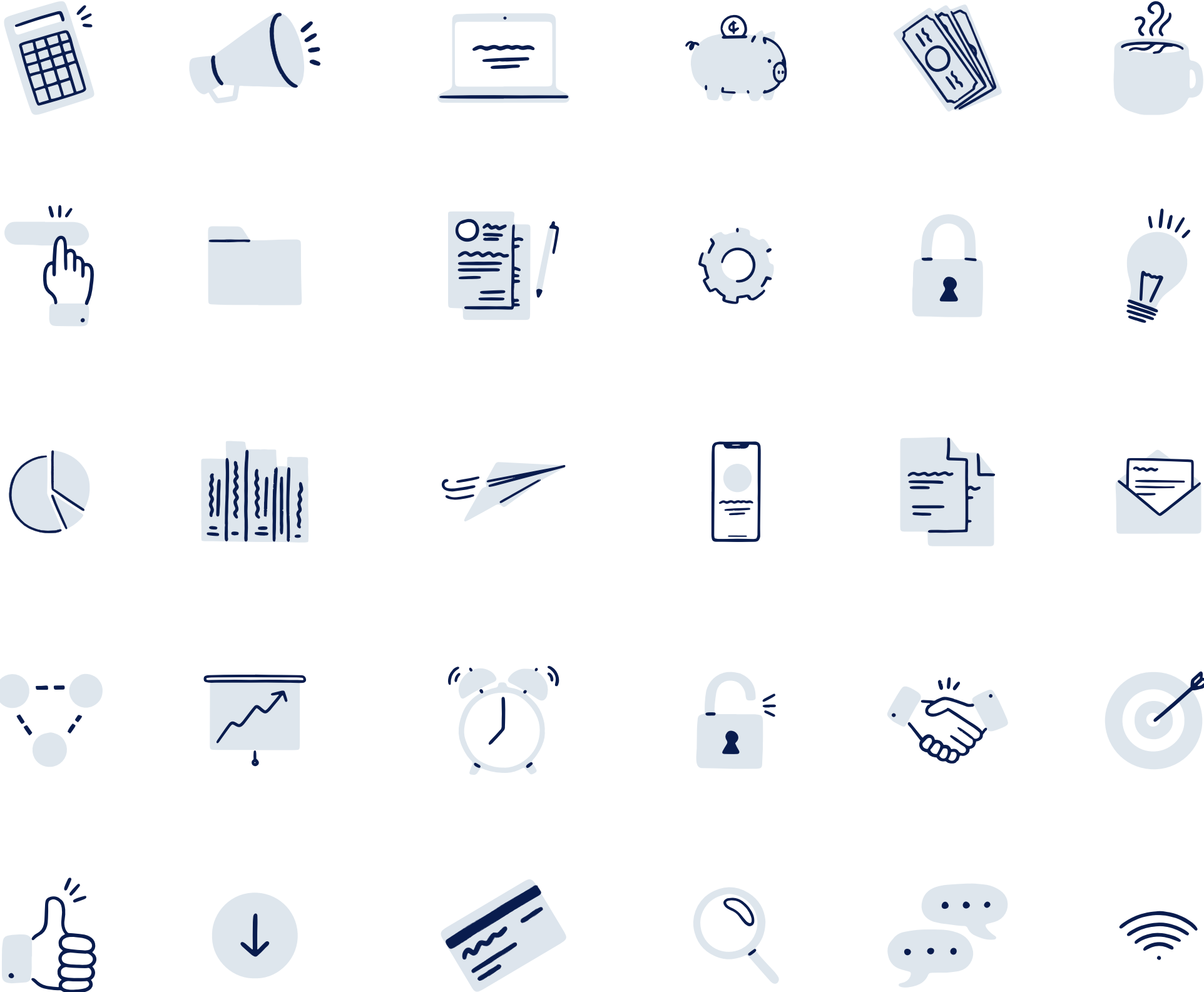
CIRCLES  
Draw attention to elements.



# Icons

Our icons help support short-form copy or simple ideas on our website, marketing materials, and presentations to help drive a bigger idea home.

Just like our line work, every icon has a hand-drawn quality that complements our illustrations. The color fills can be swapped with any of our brand colors.



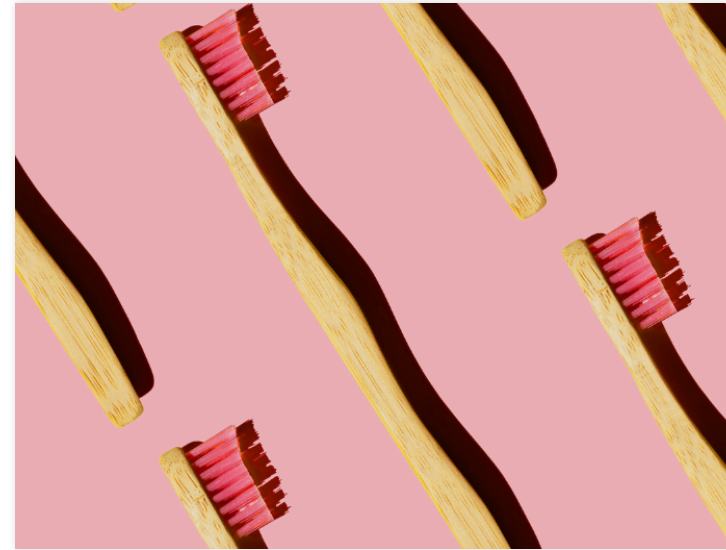


## Photography

For photos, stick with natural lighting, with people and/or pets at the center. Close-ups and abstract images with supplies are solid choices, too.

A few things when choosing photos from an online library:

- Avoid images that feel staged or too perfect.
- All images with people should be diverse and inclusive.
- Backgrounds should be clean and simple.





## Typography

When it comes to type, we like a good mix.

- **Montserrat is our queen when it comes to a sans-serif-based type. Above all else — pick her first. This type is loved by all for her scalability and welcoming nature.** *(This typeface can be accessed and downloaded directly from [Google Fonts](#).)*
- **Every queen needs a king, and that is our Monarcha. Used to make a bold statement or draw attention to an important word, this type gets special treatment.** *(This typeface can be accessed and downloaded from [Adobe Fonts](#).)*
- When these aren't available, use Verdana as a default for email and other digital platforms with limited type.

Aa Monsterrat

### REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9  
0 @ # \$ % & \* ( )

### MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9  
0 @ # \$ % & \* ( )

### BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9  
0 @ # \$ % & \* ( )**

Aa Monarcha

### REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9  
0 @ # \$ % & \* ( )

### SEMI BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9  
0 @ # \$ % & \* ( )

### BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9  
0 @ # \$ % & \* ( )**

## Example pairings

These are a few of our go-to pairings for using our typefaces.

- **Eyebrows:** regular (*all caps*)
- **Headers:** bold or semi-bold
- **Subheader:** semi-bold
- **Body:** regular
- **Parenthesis (*aka whisper text*):** italicized

ABOUT PROVIDE Montserrat (regular, 14pt, 80 tracking)

**Not your parents' lender** Montserrat (bold, 48pt)

Montserrat (bold, 48pt)

**Not your** *parents' lender* Montserrat (bold, 48pt)

Monarcha (semi-bold, 48pt)

**Not your parents' lender**

**Remember fax machines and 1-800 numbers?** Montserrat (semi-bold, 26pt)

Provide's making history with its 100% digital finance experience Montserrat (regular, 18pt)  
*(which is also where those two things should stay).*

Montserrat (italic, 18pt)

## The logo

The Provide logo evokes trust with a classic serif type and embodies innovation with our forwarding-thinking arrow.

Provide 

## Logo usage

We like a little breathing room around our logo – an arrow's length, to be exact.

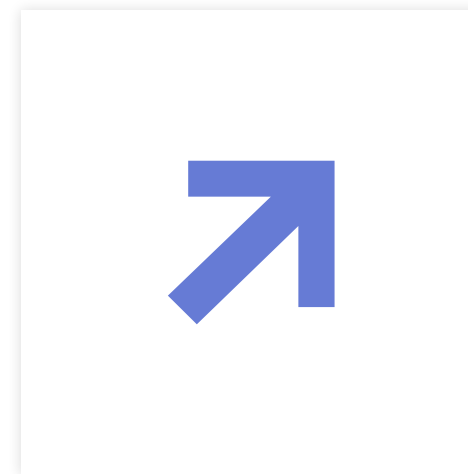
Some other important details you should know:

- Use the logo with tagline on all first touchpoints of the brand.
- The isolated logo can be used on additional touchpoints or when the tagline becomes illegible.
- The arrow mark can be used as a secondary element for brand recognition or digitally on the product UI, website, and social media when the Provide name is already being prominently displayed.



Provide 

Achieve your practice ownership dreams.





## Co-branding logos

The important thing to know here is that our Provide logo should always go first. Always.

### Co-branding with Fifth Third

- The Provide logo with “powered by Fifth Third” should be used sparingly.
- Use this lockup when it helps a customer understand the relationship between the companies. *(Think of products with integrated technology where we want to acknowledge the two different brands a customer will be working with – for example: the Provide Card.)*

### Co-branding with partners

- When co-branding with partners, be sure to feature the Provide logo first, and allow plenty of breathing room.
- Use a thin line (1pt matching our black pantone) to separate the logos.
- The height of the partner logo should match the height of the Provide logo.
- Logos may be inverted white if placed on a periwinkle background.

### Co-branding with multiple partners

- For events with multiple brands being featured, the Provide logo can be placed higher up to show hierarchy or first alongside all remaining logos in a symmetrical line.

POWERED BY



PARTNER



MULTIPLE PARTNERS

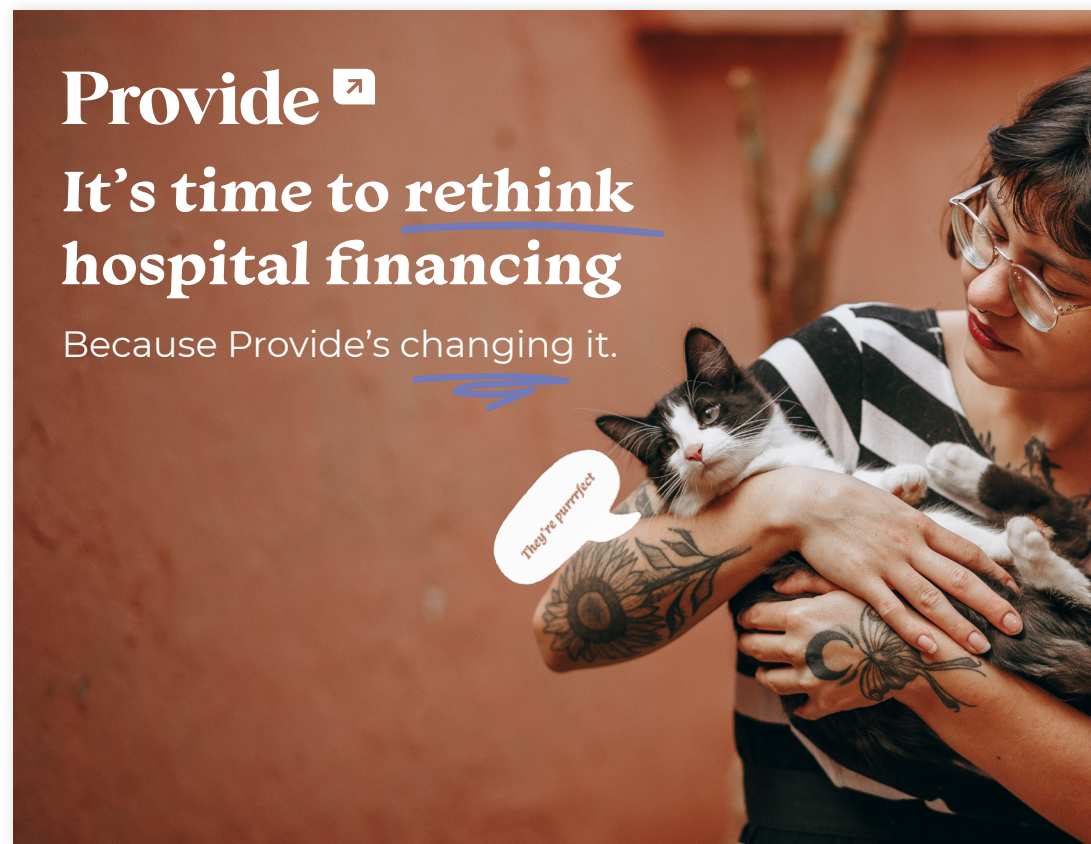
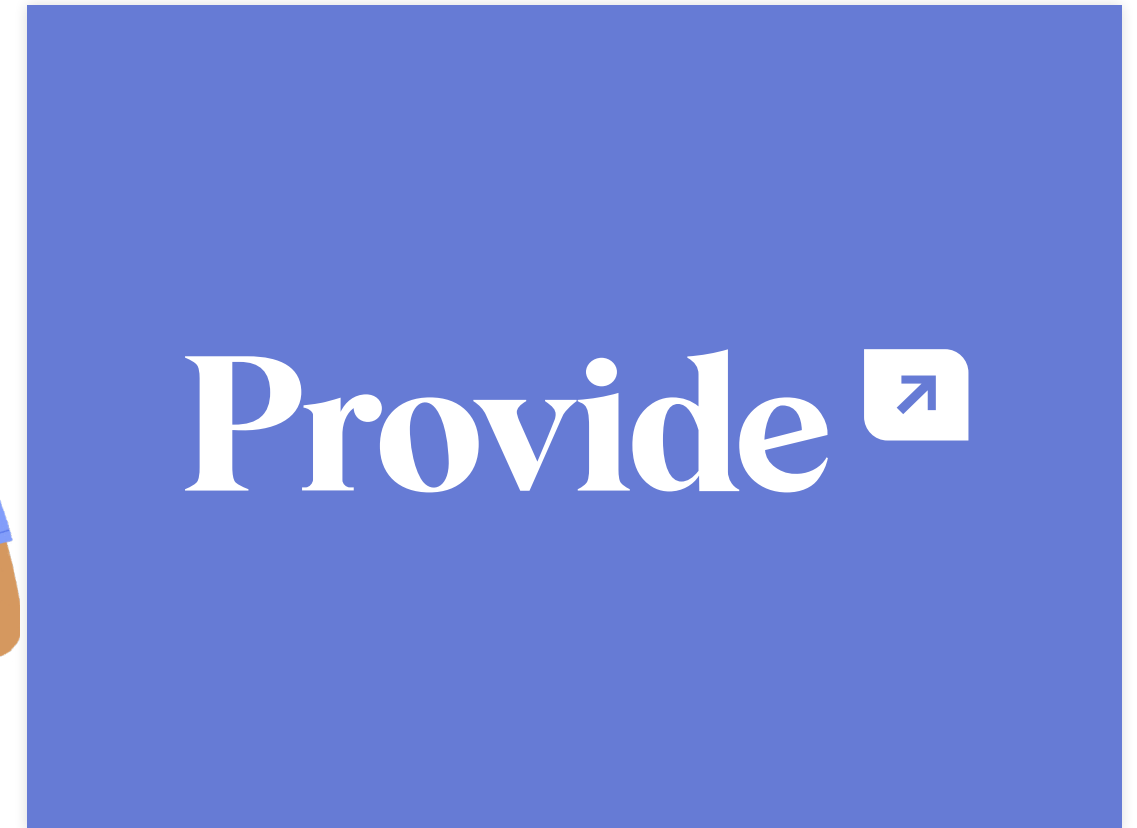
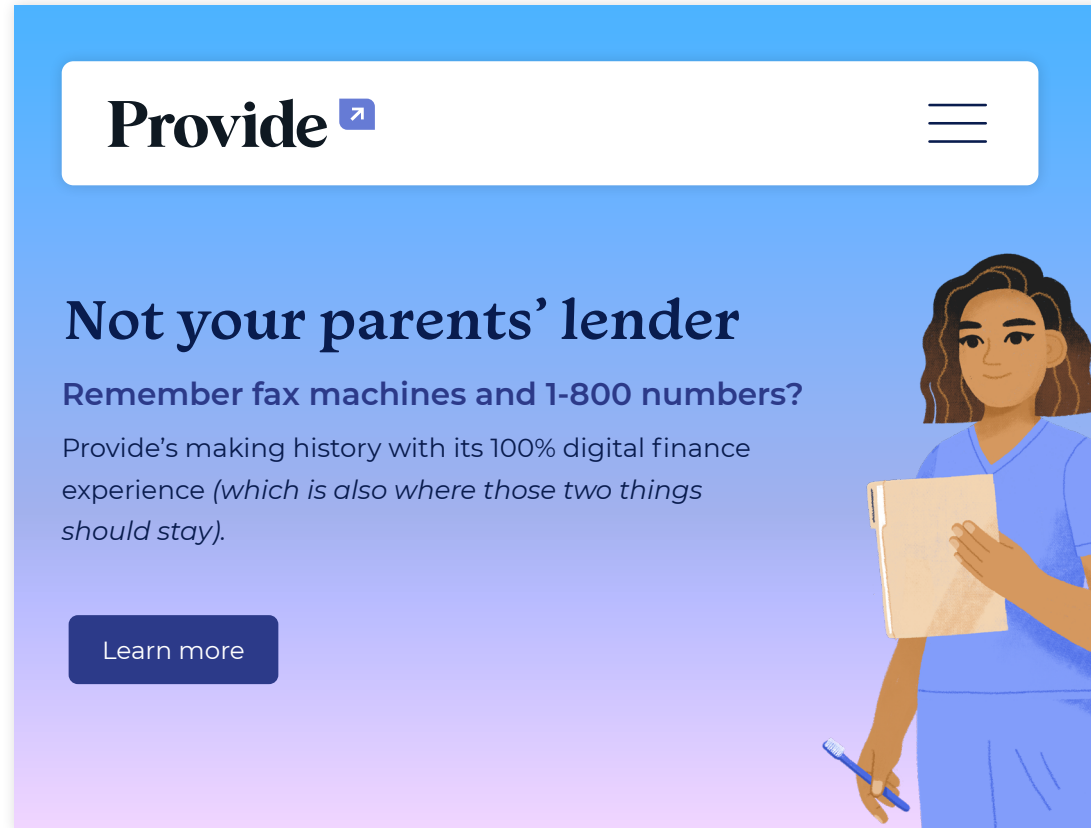


## Logo display

Keeping the integrity of the logo intact is super important. We treat it with respect – no squishing, pulling, stretching, or extra decorating.

The logo should always be readable with high contrast and simple backgrounds. These examples get a big thumbs up.

The exception to the rule is when we are showing support for Pride or other social causes.



TESTING ONE, TWO, THREE ...

# Brand voice

All you need to know about how we talk Provide

# The style

**Our writing should be consistent and follow Associated Press (AP) style.**

Specific exceptions and nuances will be periodically added to the [writer style guide](#).

## Headlines

- Length: 5-7 words
- Do not include punctuation unless asking a question.
- Sentence case

## Subheads

- Length: 10-14 words
- Include punctuation.
- Sentence case

## Acronyms

- Spell out acronyms on first reference, followed by the acronym in parentheses. Use only the acronym in subsequent references.

**Example: “Federal Deposit Insurance Corporation (FDIC)” on first reference, “FDIC” acceptable in all subsequent uses.**

## Contact information

- Format URLs and email addresses in all lowercase.

**Example: Visit [getprovide.com](#), or contact me at [sarah.parkey@getprovide.com](mailto:sarah.parkey@getprovide.com).**

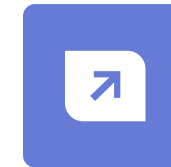
## Dates and times

- Use hyphens instead of words like “to,” “through,” and “and” when formatting dates and times.
- Include spaces around hyphens in dates that include more information than the day of the week (*month or year*) and also when times span a.m. and p.m.

## Company titles and departments

- Capitalize names of formal departments.
- Example: Contact Marketing at [marketing@getprovide.com](mailto:marketing@getprovide.com).
- Capitalize titles when they precede a name. Do not capitalize titles that follow a name unless they fall on a separate line.
- C-suite titles
  - Abbreviate CEO, COO, CFO and CTO on first reference.
  - Spell out all other C-suite titles on first reference and abbreviate in all subsequent references.
  - If Chief Business Officer is mentioned with other C-suite titles, spell out all C-suite titles for consistency.

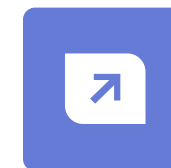
## EXAMPLES



### Provide

2,865 followers  
2d

Congratulations to **Jess Ehler, Provide head of marketing and culture**, for being awarded 2022 Executive of the Year.

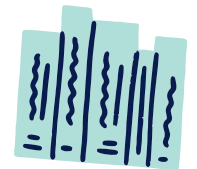


### Provide

2,865 followers  
2d

Provide will be closed Friday, Sept. 10 - Monday, Sept. 13. Call us between 8 a.m. - 11 p.m. ET. We will be unavailable between 9-10 a.m. ET.

# Our core values are rooted in the talent we hire and extend to the way we talk to prospects and customers



## Authentic

We're transparent about who we are – and who we aren't.

## Empowered

We offer each other the tools, trust, and freedom necessary to succeed.

## Focused

It's amazing how much more you can do when you do less.



## Humble

No one is too important to get something done.

## Bold

We're passionate about being here and fearless in our pursuit of our vision.

## Collaborative

We work within and across teams to achieve our collective goals by accepting fault, passing credit, and celebrating wins together.

## Innovative

We welcome change, push the limits of what's possible, and strive relentlessly for clarity and simplicity.

## Compassionate

We explore beyond our own experiences to understand the mindset of – and actively support – our team members, customers, and partners.

## Personality

Provide is reliable – but don't expect us to be the same as we were yesterday. We're forward-thinking, determined to constantly improve the customer experience. We are thoughtful in our approach and cheer our customers on at every milestone. We value human connection and are redefining the lender-borrower relationship with our humor, compassion, and advocacy.

### Brand essence

Empowering

### Brand promise

Inspire, revitalize, and empower.

Provide is ...

**Reliable**

**Forward-thinking**

**Determined**

**Intentional**

**Inspired**

**Celebratory**

But not ...

***Unchanging***

***Pretentious***

***Cold***

***Playing safe***

***Naive***

***Boastful***



## Tone

### Our tone is direct and mindful.

We're approachable – we speak casually with our audiences and meet them where they are. We demonstrate our confidence in the impact we're having on the industry by using bold statements and humor that inspire.

- ✓ **Direct**  
**Be straightforward and concise.**  
Say what you mean in as few words as possible.
- ✗ *Waste our customers' time by using fluffy, superfluous, repetitive, redundant phrases.*
- ✓ **Considerate**  
**Be the same way we build our technology: customer first.**  
Use widely known jargon/acronyms.
- ✗ *Talk above-head or use jargon/acronyms that may not be common knowledge.*
- ✓ **Casual**  
**Be approachable and in first person often.**  
Talk directly to our customers, and use popular and commonly understood slang terms.
- ✗ *Talk about our audiences, and make our leadership feel unreachable.*
- ✓ **Bold**  
**Communicate confidence in our mission, vision, and values.**  
Use powerful words and humor.
- ✗ *Rely on exclamation points or all caps to communicate importance or excitement!*
- ✓ **Positive**  
**Elicit happiness.**  
Use words associated with positive feelings.
- ✗ *Use words associated with negative feelings.*

## Tone

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Words/phrases we like ...

**Opportunity**

**Leaders**

**Team, team members, people**

**Remember**

**Enhance, improve, elevate**

**Experience and skills**

**Digital, mobile, online**

**Dream, ambition, aspiration, goal**

**Achieve, reach, accomplish**

**You, your(s), our(s), we**

**In as little as, nearly, approximately**



Words/phrases we don't like ...

***Risk, threat***

***Executives***

***Employees, workers, associates***

***Don't forget***

***Edit, update***

***Human capital***

***On the internet, on your computer***

***Target, objective, intent***

***Execute, settle, affect***

***They, them, their***

***Always, never, exactly***



## Brand pillars

### Overall value proposition

Deliver a personalized, streamlined, and compassionate approach to practice finance.

# Great people

Before they're professionals, our team members are humans. And Provide is run by a team of dedicated people who believe in the importance of healthcare providers.



- We bring our full selves to work each day to help our communities' doctors realize their dreams of practice ownership.
- Our team of industry experts will be by your side throughout your entire practice ownership journey, partnering with you every step of the way.
- At pre-qualification, your dedicated Provide experts take the time to get to know you and your ownership dreams. And they stay with you throughout your entire financing experience – no having to repeat your lending needs to a new representative at every step.
- As a candidate for a role at Provide, we understand that, as a new employee, you would invest your time, energy, and experience into Provide, so it's important to us that we would also invest in you. Through career development, a competitive benefits package, a flexible work schedule, generous time off, and a company culture that fosters authentic work relationships, bold ideas, and empowered customers, we aim to be the best part of your career journey.

# Innovative technology



**We offer the industry's only fully digital finance experience, saving you time so you can focus on what matters most: your patients.**



- Our intuitive borrower portal features a streamlined application, secure document uploads, seamless collaboration, and real-time updates.
- We built our streamlined practice finance experience specifically for healthcare providers.
- Find the practice of your dreams on our practice marketplace, where we've compiled thousands of available dental and veterinary practice listings from top brokers across the country.
- Your dream practice is waiting: Browse thousands of active practice listings on our practice marketplace. Search by city, county, or state.
- Pre-qualify for financing in as little as two minutes, with no impact on your credit score.
- Curious how your rates and terms affect your monthly payment? Use our payment calculator, and we'll do the math for you.

# Comprehensive products

We offer a comprehensive suite of financial products that help doctors start, acquire, equip, and expand their dream healthcare practices. Whether you're a dentist, veterinarian, or other medical provider, our products can help you build your legacy.


- **Provide Card**  
The Provide Card is a business credit card built specifically for healthcare practice owners that offers maximized rewards for their most frequent purchases, empowering them to turn patient care into self-care.
  - Earn 3% for every \$1 spent on qualified dental, veterinary, and medical supply and lab purchases, and 1% for every \$1 spent on everything else. There's no annual fee, plus, there's an introductory 0% APR for the first 12 months.
- **Acquisition loan**  
Whether you're an aspiring owner looking for your first practice or a current owner adding your next location, you can:
  - Purchase an existing practice with up to 100% financing.
  - Secure generous working capital to get you started.
  - Make this transition comfortably, with six months of interest-only payments.
- **Startup loan**  
We tailored our startup loan specifically for promising first-time practice owners. If you're starting your own operation from scratch, our program offers:
  - Industry-leading budget allowance
  - Deferred payments during your project phase, followed by an initial interest-only period
  - Access to experienced project managers, as well as trusted startup consultants, construction management experts, and equipment specialists
- **Project loan**  
If you're looking to expand or remodel your existing practice, we offer project options for:
  - Expansion of your current office
  - Addition of new locations
  - Interior redesign
  - Equipment and technology upgrades
- **Equity Cash-out loan**  
As an owner, your practice is likely your most valuable asset, and our Equity Cash-out product makes it possible for you to borrow against that value. Benefits include:
  - Flexible use-of-funds requirements, including the option to fund a business investment account
  - Competitive pricing
- **Equipment loan**  
Our application-only equipment financing program enables you to upgrade existing and purchase new equipment and technology for your practice.
  - Apply online (*right from your phone or tablet*) in as little as two minutes.
  - Receive immediate approval for up to \$200,000 of equipment financing. (*Instant for qualified applicants. Decisions may take longer if additional verification or documents are required.*)
- **Commercial real estate financing**  
If you're interested in purchasing commercial real estate to house your practice, we can help with:
  - High loan-to-value limits
  - Flexible repayment schedules
  - Industry-leading closing timelines
- **Refinance**  
Whether you're refinancing a single loan or consolidating several loans incurred from practice and/or real estate investments, we can provide monthly-payment and total-interest savings by improving your current terms.
  - Low fixed rates
  - Customizable monthly payments
- **Ground-up construction**  
Whether you want to build now or purchase land for the future, we can help you finance the construction of a new building for your dental or veterinary practice.
  - Dedicated project manager with loan closing and construction management experience
  - Up to 25-year amortization on commercial real estate, and up to 15-year amortization on the practice



# Your community deserves a doctor like you, and you deserve a partner like Provide



Before you're a doctor, you're a human (*this may seem obvious, but we're just confirming you're not, say, a robot*), and we built our foundation on your human needs (*not robot*) for partnership, simplicity, and convenience.



When it comes to your established practice (*or future practice*), we trust you to take the reins. Picture us in the passenger seat (*a financial passenger princess, if you will*), there when you need us to guide you and financially support your practice ownership dreams.

At Provide, we built our business specifically for you, and your aspirations are our own. We're by your side through every step of your finance journey – but our partnership doesn't end there. We'll be by your side, cheering you on at every milestone along the way. Because every accomplishment, no matter how small it may seem, is best enjoyed with a glass of bubbly.

We believe dreams are meant to be achieved. And since 2016, Provide has made it our mission to empower you, our valued healthcare providers, to achieve your dreams of practice ownership and create your legacy, all while remaining healthy and happy outside of the practice, too.

We believe in the importance of healthcare providers, but more importantly, the whole (*or should we say "human?"*) you. We call ourselves "Provide" in tribute to you.

# Glossary

- **Acquisition:** The purchase of an existing healthcare practice by an aspiring or established practice owner
- **Annual percentage rate (APR):** The interest rate, fees, and other charges a borrower pays as part of their loan agreement
- **Applying:** A healthcare provider who has not yet completed our application process
- **Approved:** A healthcare provider who has been approved for a loan
- **Borrower:** A healthcare provider who has a funded loan with Provide; term acceptable for internal use only
- **Buyer representative:** An individual who represents a healthcare provider in the purchase of a practice
- **Cash flow:** The amount of money coming into a practice and going out of it; a successful practice owner should have a positive cash flow (*more money coming out of their practice than going in*)
- **Closed:** When Provide has closed the loan deal with the healthcare provider due to it not being a fit
- **Closing:** The last stage in the lending process when all parties sign the necessary documents
- **COI/referral partner/partner:** An industry expert in Provide's network of professionals who also work with healthcare providers to acquire or start a new practice; includes CPAs, attorneys, practice brokers, buyer representatives, and more
- **Commercial real estate:** A property that has the potential to generate profit through capital gain; an established healthcare provider will purchase commercial real estate to house a new or additional location for their practice
- **Dental practice:** An organization that delivers general dental services; refers to the building, clientele, staff, equipment and technology, and more
- **Equipment:** The tools, technology, instruments, and systems used in a healthcare practice; includes chairs, tables, X-rays, sterilization materials, and more
- **Equipment loan:** A loan that enables a healthcare provider to upgrade their existing equipment and purchase new equipment
- **Equipment vendor/vendor partner:** The manufacturer or distributor of dental or veterinary equipment for a practice; includes consultants
- **Equity-out/Equity Cash-out:** When an established healthcare provider borrows against the value of their practice for any business purpose
- **Exam room:** The room(s) of a veterinary hospital or clinic where the majority of doctor-patient interactions occur
- **Funded:** A healthcare provider who has received funding from Provide; a current customer
- **Healthcare provider/provider/doctor:** Acceptable references for both our dental and veterinary customers
- **Interest rate:** The amount a lender charges a borrower for a loan; is a percentage of the principal loan amount
- **Lender:** A financial institution that provides loans to borrowers (*us!*)
- **Line of credit:** A source from which a provider can borrow money up to a certain amount (*credit limit*)
- **Loan-to-value (LTV):** The financial ratio comparing the amount of money being borrowed to the market price of the asset being purchased
- **Operatory:** The room(s) of a dental practice where patients receive treatment
- **Practice broker:** An individual who represents a healthcare provider in the purchase or sale of a practice
- **Practice marketplace:** Provide's proprietary compilation of available practice listings from top brokers across the country; available on [getprovide.com](https://getprovide.com)
- **Pre-qualification:** The first step in the funding process, and the estimate for credit we provide based on information provided by the provider; Provide's pre-qualification takes two minutes or less to complete
- **Pre-qualified:** A healthcare provider who is confirmed to likely be approved for a loan; the provider has not yet kicked off the application process
- **Pre-qualifying:** A healthcare provider who has not yet completed our pre-qualification process
- **Project:** When an established practice owner expands or remodels their practice; includes the addition of new locations, interior redesigns, and equipment upgrades
- **Real estate agent/commercial real estate agent:** An individual who assists a healthcare provider in the purchase, sale, or leasing of a commercial real estate property
- **Refinance:** When an established practice owner consolidates multiple loans or renews an existing loan at a lower rate
- **Startup:** When a first-time practice owner creates their practice from scratch rather than purchasing an existing practice; includes commercial real estate or construction, equipment purchases, staff recruiting, and more
- **Surgical suite:** A group of one or more rooms, including the operating room, at a veterinary hospital where patients undergo surgical treatment; may also include a sterile storage area, scrub room, and recovery room
- **Underwriting:** When Provide assesses the doctor's risk and determines how much to assume, setting the rate for or declining the loan
- **Veterinary clinic:** A building or place used for preventative medicine and wellness checks for animals; may also be used to perform minor surgeries; the most common kind of pet-care facility
- **Veterinary practice/veterinary hospital/animal hospital:** An organization that delivers general veterinary services; refers to the building, clientele, staff, equipment and technology, and more