



Brand Guidelines

V9.0
January 2026

This document provides the essential brand guidelines for R1. It serves as a foundation for designers, writers and vendors to ensure all future materials align with a consistent brand visual identity system.

Our new visual direction reflects our commitment to transforming the business of healthcare through systems that support better outcomes for everyone.

For any questions or further guidance, please contact us at sarmstrong@r1rcm.com.

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Strategy recap

05 SPA—Species, Purpose, Advantages

SPA recap

Species

Healthcare Revenue OS

Purpose

Strengthening Financial Health Through
Smart-Orchestration™

Advantages

Best-in-class enterprise AI platform
Unmatched data footprint
Leading scale and market position
RCM domain expertise
Comprehensive service offering
across a full range and co-managed

Logo

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Introduction

The R1 logo is a bold ambigram, which represents both the nature of a cycle and the intentionality of smart orchestration. Formed from a stylized “R” and “1,” it reflects our unified approach to transforming healthcare finance. Its mirrored symmetry and connecting pathways signal the smart orchestration within our complex platform.

Like our company, the logo is technical yet human, rigorous yet responsive. Its construction brings together many moving parts into a cohesive whole, just like our platform.

To preserve its clarity and strength, the logo should always be used as provided within this guideline.



Clear space

Clear space ensures the legibility and impact of the logo by isolating it from competing visual elements, such as copy or supporting graphics. This space should be considered the absolute minimum safe distance.

The clear space is defined by full width of the “1” within the logo (marked here as x). This measurement should be maintained on all sides of the logo, and should be treated as an absolute minimum.



Scale

Our logo is designed to remain clear and legible even at smaller sizes. When resizing the logo, always ensure that the proportions are maintained, and avoid any distortion of the symbol.

For digital use, the logo should not be scaled below a minimum width of 30px. For print, it must be at least 1 inch wide.

Using the logo below these sizes may compromise clarity and recognizability.



Logo color pairings

The R1 logo may appear in either black or white, depending on the background color. These two versions are the only approved colors to ensure maximum legibility and brand recognition.

Use the white logo on dark backgrounds and the black logo on light backgrounds. When in doubt, prioritize contrast and clarity.

The R1 logo should only ever appear in black or white and never in color. This restrained perspective reinforces our expertise and trust in our brand.

Do not apply any effects, outlines or alterations to the logo. Always use the master artwork files provided to ensure consistency across applications.



Logo color pairings

The R1 logo can be used in black or white on any solid background color from our approved palette. This flexibility allows the mark to remain bold and legible while still expressing the broader visual identity, depending on the context of the application.

To maintain brand integrity, the R1 logo should never appear in color. Do not apply gradients, tints or attempt to recolor the mark itself.

Use these examples as a guide when placing the logo in applications, ensuring strong contrast and avoiding backgrounds that reduce legibility or compete with the mark.

The R1 logo can be used in black or white on any color background.



Logo placement

The R1 logo's ambigram form retains its meaning regardless of orientation, but placement should follow a clear hierarchy:

Primary placement:

- Left-side corners
- This is the preferred position, emphasizing balance and consistency across layouts.

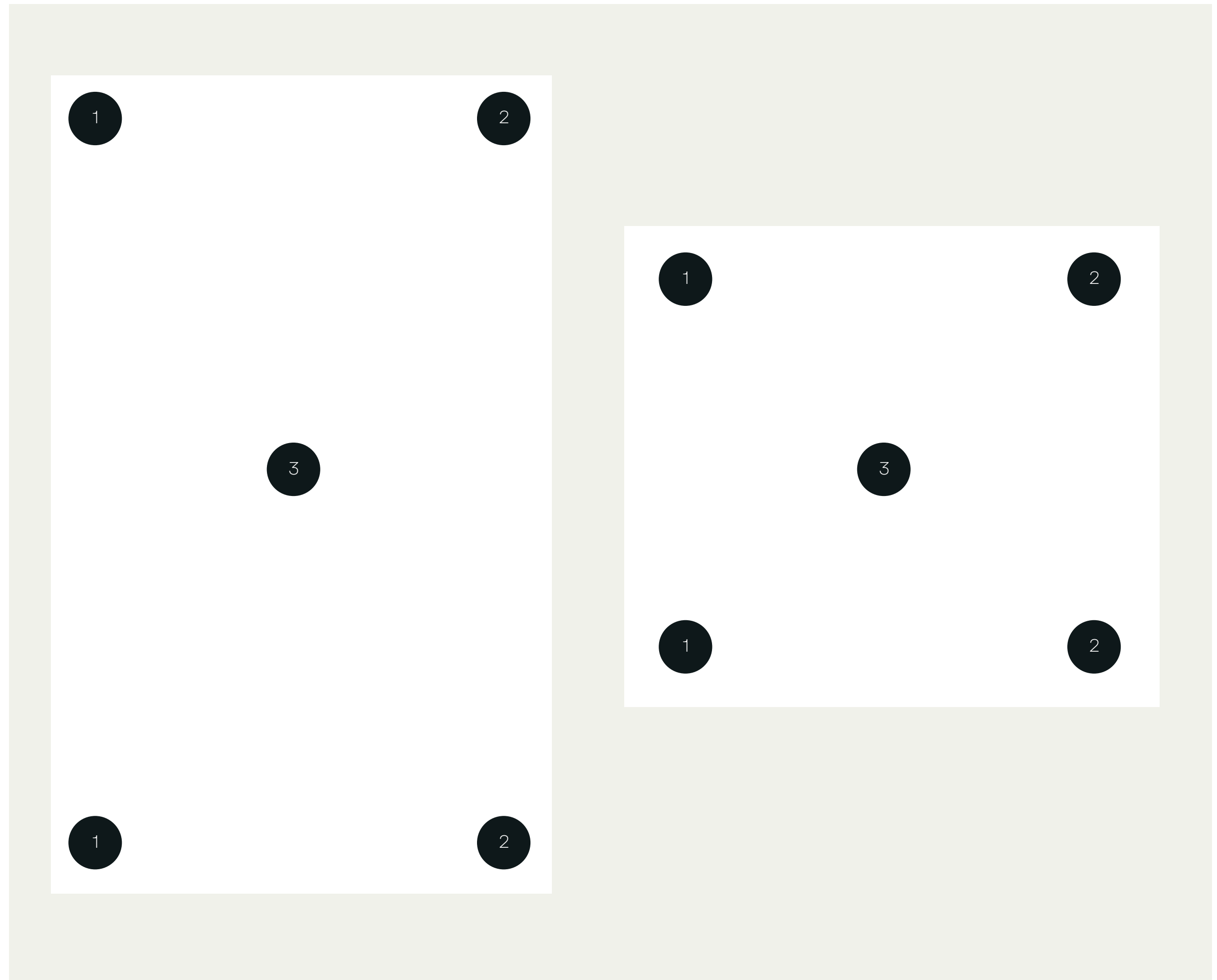
Secondary placement:

- Right-side corners
- Use when left-side placement isn't practical or would interfere with content.

Tertiary placement:

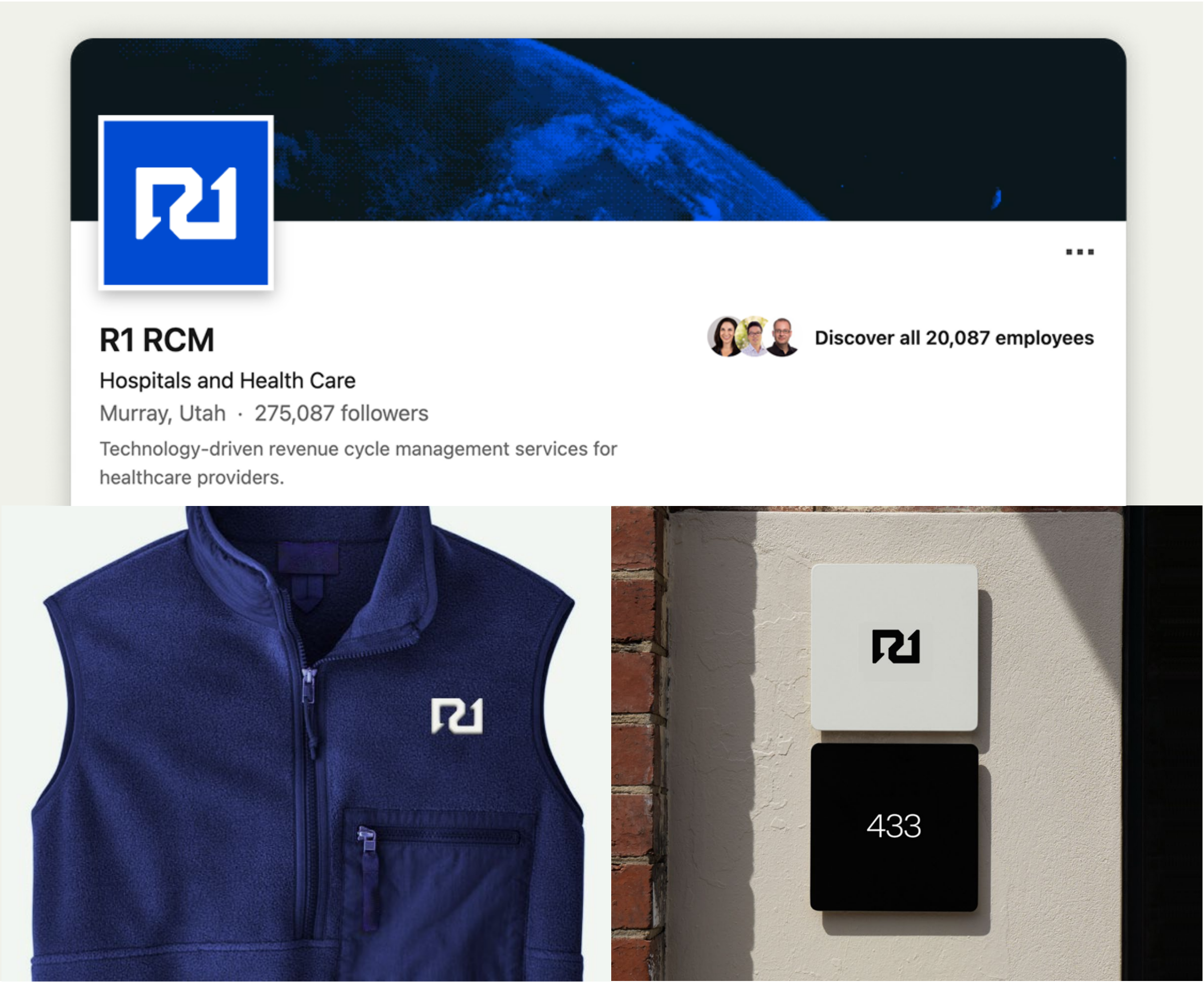
- Centered
- Used **only when no other graphics are present** on the page (e.g., over full-bleed imagery). In this case, the logo may scale larger to anchor the composition.

Always choose a placement that feels intentional, maintains clear space, and aligns with the overall composition.



Logo in use

Here are some examples of our logo in use across digital, printed and environmental applications.



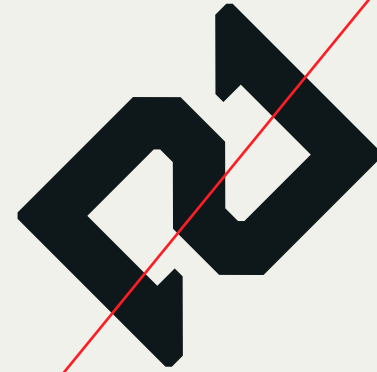
Common misuse

To preserve the integrity and recognizability of the R1 logo, it must always appear exactly as provided. Any alterations, no matter how minor, undermine the consistency and strength of our brand.

- Do not rotate the logo.
- Do not stretch, squash or distort the proportions.
- Do not recreate or redraw the logo.
- Do not apply color to the logo.
- Do not outline the logo.
- Do not add effects such as shadows, bevels or glows.

Always use the master logo files provided in the brand toolkit to ensure accuracy and consistency across all applications.

Do not rotate.



Do not stretch.



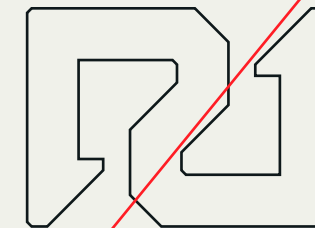
Do not recreate.



Do not use with color.



Do not outline.



Do not not apply effects.



How we show up in partnerships

At R1, we believe strong partnerships deserve a clear and consistent visual presence. These co-branding guidelines help ensure our brand shows up confidently and respectfully—every time.

Use these standards when creating:

- Co-branded campaigns
- Joint webinars or events
- Case studies or thought leadership
- Shared digital or social content

On a white background



**Partner
Logo**

In partnership with [Partner]

On an R1 Brand colors background



**Partner
Logo**

In partnership with [Partner]

How we show up in partnerships

Equal partnership

- Logos side by side
- Aligned vertically and spaced equally
- Optical balance is key

R1 as lead

- R1 logo appears first and slightly larger
- Reflects our role as lead brand

Stacked format

- Only for narrow or mobile layouts
- Maintain hierarchy

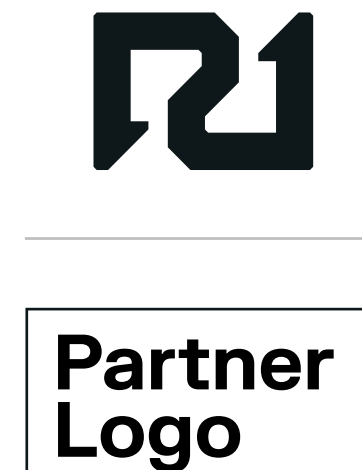
Equal partnership



R1 as lead



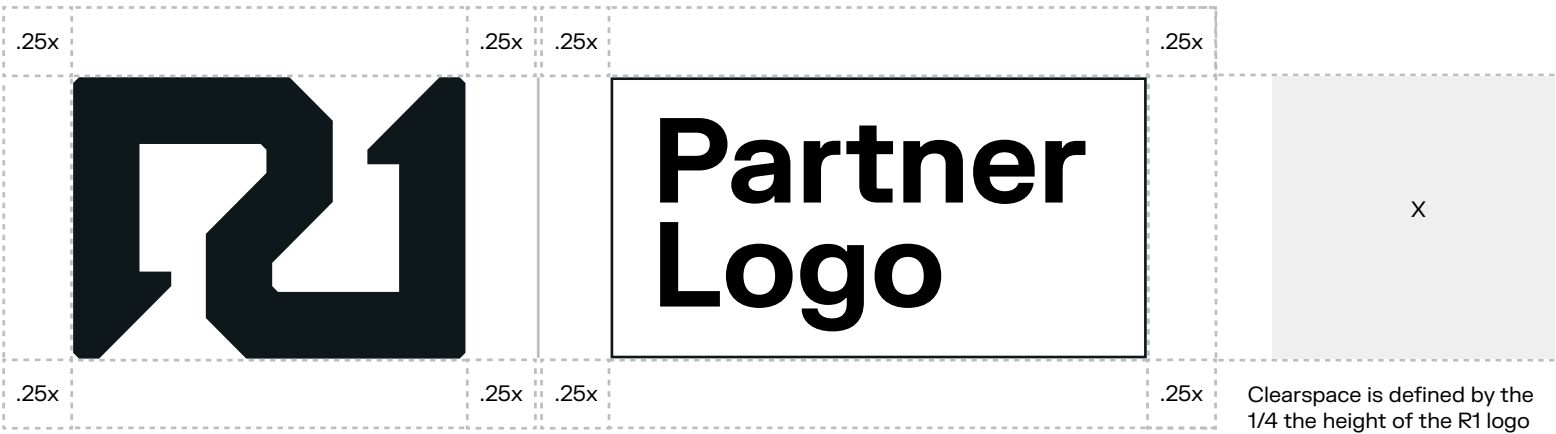
Stacked format



Clearspace and minimum size

Give the logo room to breathe

- Keep at least 0.25x the Apex height around the R1 logo
- Never shrink smaller than 32px (digital) or 0.25" (print)
- Avoid crowding or placing on busy backgrounds



  Minimum height: 32px, .25" print



X Do not size the partner logo taller than the R1 logo



✓ Place logo lockups on clean backgrounds that maintain readability



X Do not place logo lockups on complicated, busy backgrounds.

Type

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Introduction

Our typographic system balances personality with precision. It reflects the dual nature of R1 as both a technological platform and a human-centered service.

Signifier is used for headlines and quotations. It balances the warmth and human qualities of a serif with technical sharpness and angularity.

FK Grotesk is used for everything else. Clean, modern and highly legible, it brings clarity and precision to our communications. It supports both detailed information and broad storytelling.

Together, these typefaces create a tonal range that mirrors our approach: systematic but not sterile, expressive but not excessive.

For headlines and quotations.

Signifier

For everything else.

FK Grotesk

Signifier

Signifier by Klim Type is our headline typeface. It is sharp and sculptural, and each letterform feels deliberate, carved rather than drawn, giving our language a sense of precision and care.

In our system, Signifier Light is used for moments that matter. When we need to speak with presence, this is the voice we reach for. There is tension in its construction, human within structure, warmth within precision.

Although not recommended, other weights of Signifier may be used if an outlying context or situation calls for it.

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890
! ? % * @ \$ # ^ ; : ([{ }])

FK Grotesk

FK Grotesk by Florian Karsten is our primary workhorse typeface. Functional, neutral and technical, it is built for clarity at all sizes, from detailed UI to long form layouts. Its sharp corners and subtle ink traps add just enough character without demanding attention.

FK Grotesk is available in a full range of weights and styles, including mono and semi-mono variants. That said, our typographic system mainly relies on Regular, although Light, Medium and Bold may be used depending on scale of the application and the various hierarchy needed.

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890
!?"%*@\$#^:;([{}])

Type hierarchy

Clear hierarchy is integral to effective communication. Use scale, contrast and weight intentionally to distinguish information, create emphasis and guide the audience’s eye.

Use this page as a guide for setting type clearly and consistently:

Headers should be in Signifier and be the largest and most prominent.

Subheadlines (and everything below) should be in FK Grotesk and be significantly smaller than the headline.

Body copy should be tertiary in size, maintaining a clear distinction from headers.

Details and supporting text should be the smallest or match the body copy size for consistency.

Headline Signifier Light

How smart healthcare operates.

Subheadline FK Grotesk Regular

We build trusted partnerships with our colleagues, clients and their patients through collaboration, transparency and inclusion.

Body FK Grotesk Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Captions and CTA FK Grotesk Regular, Medium or Bold

System font alternatives

In situations where brand fonts are not available, such as internal documents or shared files, system font substitutes should be used to preserve hierarchy and tone.

Signifier should be replaced with Book Antiqua, a serif system font that carries a similar sense of formality and structure.

FK Grotesk should be replaced with Arial. These substitutes are clean and neutral, and help maintain readability and tone consistency across platforms.

This guidance is only for extenuating circumstances. Whenever brand fonts are available to use, they must be used to ensure R1 is building brand equity within our typographic system.

Signifier becomes Book Antiqua.

Signifier → Book Antiqua

FK Grotesk becomes Arial.

FK Grotesk → Arial

Common misuse

To maintain clarity and brand integrity, typography must be applied with care. Avoid the following misuses when working with R1 type:

- Do not set headlines in FK Grotesk.
- Do not use Signifier for body text or long paragraphs.
- Do not use system fonts if brand fonts are available.
- Do not apply extreme tracking or leading.
- Do not apply, gradients, shadows or effects.

When typography is used consistently and intentionally, it reinforces our tone of voice and creates a more cohesive brand experience.

Do not set headlines in FK Grotesk.

How smart
healthcare
operates.

Do not set paragraphs in Signifier.

We deliver solutions your teams and your patients can count on, building on decades of expertise across healthcare to help you maximize your revenue and profitability while delivering an exceptional patient experience.

R1 is a 2025 “Best in KLAS” award winner in several key categories, underscoring our capabilities and dedication to enhanced revenue cycle management through cutting-edge technology and core expertise.

Do not use system fonts when brand fonts are available.

How smart
healthcare
operates.

Do not set type in all caps.

HOW SMART
HEALTHCARE
OPERATES.

WE DELIVER SOLUTIONS YOUR TEAMS AND YOUR PATIENTS CAN COUNT ON, BUILDING ON DECADES OF EXPERTISE ACROSS HEALTHCARE TO HELP YOU MAXIMIZE YOUR REVENUE.

Do not use leading and tracking that is too loose or too tight.

We deliver solutions your teams and your patients can count on, building on decades of expertise across healthcare to help you maximize your revenue and profitability.

We deliver solutions your teams and your patients can count on, building on decades of expertise across healthcare to help you maximize your revenue and profitability.

Do not apply unapproved color or effects.

How smart
healthcare
operates.

Color

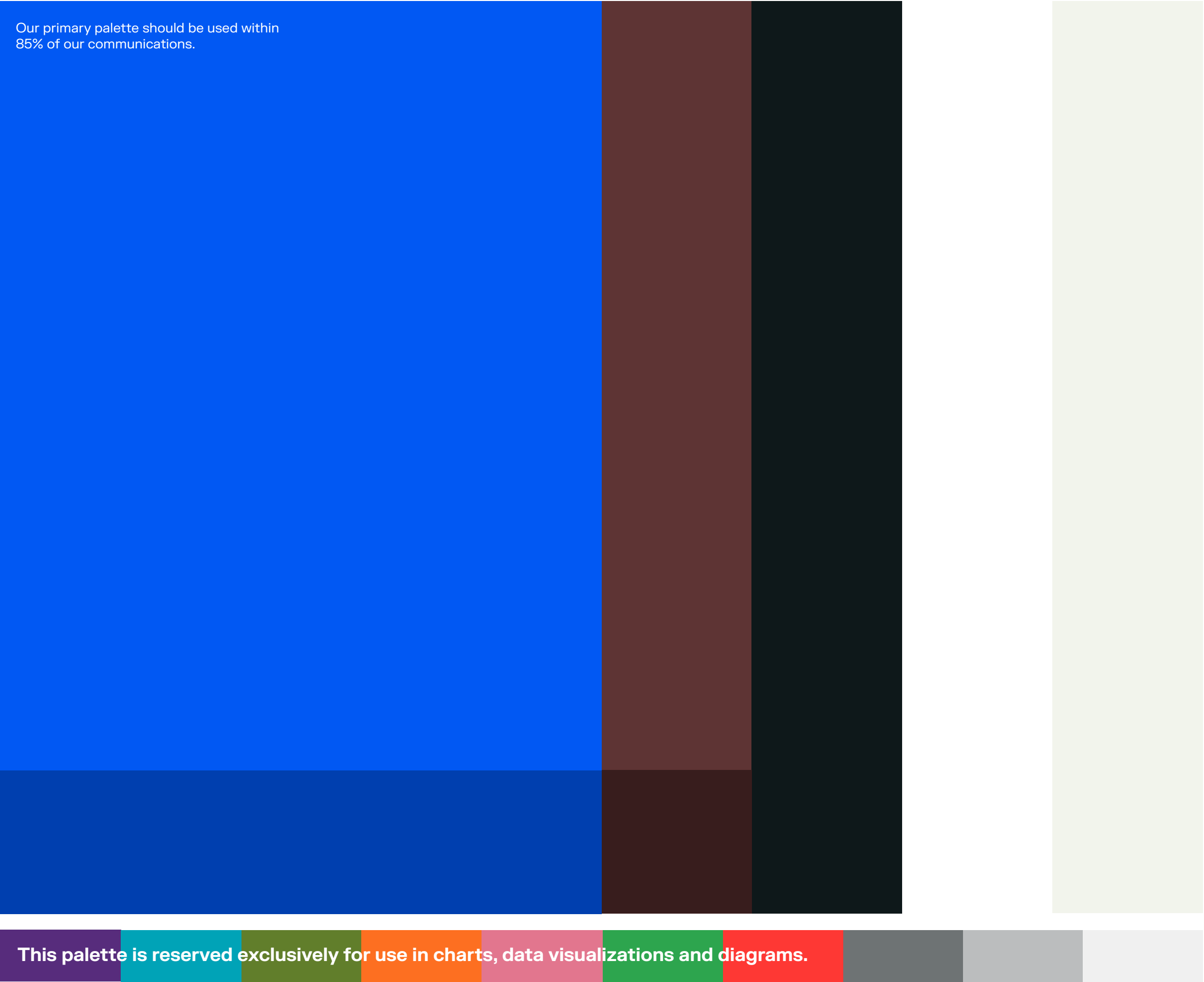
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Overview

The R1 color system is designed for balance. The primary palette anchors the brand with bold, high-contrast tones that convey confidence and trust. These are the colors that lead in core communications and system-level design, reflecting the clarity and precision of our technology.

The secondary palette introduces flexibility. It adds tonal range for storytelling, creates space for expression and brings a more human dimension to the system. These colors support moments that call for warmth or nuance.

Together, these palettes work like a well-orchestrated system. Each color is distinct and designed to work in harmony.



Primary palette

Our primary colors form the foundation of the R1 brand. These colors are used most frequently and should be applied to all core communications.

Our R1 blues express technical precision while Iron and Warm White bring human warmth. Lastly, our version of Black and White give us important clarity and contrast within our core palette. The application section contains various examples of ways to apply color. Sometimes it may make sense to use more color, but keep in mind the impact of leaning on the neutrals within our primary palette.

R1 Blue #0158F3 R: 1 G: 88 B: 243 C: 85% M: 65% Y: 0% K: 0%	Iron #5E3434 R: 94 G: 52 B: 52 C: 40% M: 80% Y: 70% K: 45%	Black #0E181A R: 14 G: 24 B: 26 C: 80% M: 65% Y: 65% K: 80%	White #FFFFFF R: 255 G: 255 B: 255 C: 0% M: 0% Y: 0% K: 0%	Warm White #F2F4EC R: 242 G: 244 B: 236 C: 5% M: 2% Y: 7% K: 0%
R1 Deep Blue #003FAF R: 0 G: 63 B: 175 C: 100% M: 82% Y: 0% K: 0%	Deep Iron #381D1D R: 56 G: 29 B: 29 C: 50% M: 80% Y: 70% K: 70%			

Secondary palette

The secondary palette is reserved for use in charts, graphs and diagrams, supporting and enhancing the primary palette. These colors can be used alongside primary colors to increase differentiation, improve clarity and create visual hierarchy within data visualizations.

This palette provides flexibility for representing multiple data points while maintaining brand consistency. When paired with the primary palette, these colors help ensure that complex information remains clear, legible and visually cohesive.

Secondary colors should be applied thoughtfully, with accessibility and contrast in mind, to maintain readability across all formats.

Important Note: This palette is reserved exclusively for use in charts, data visualizations and diagrams.

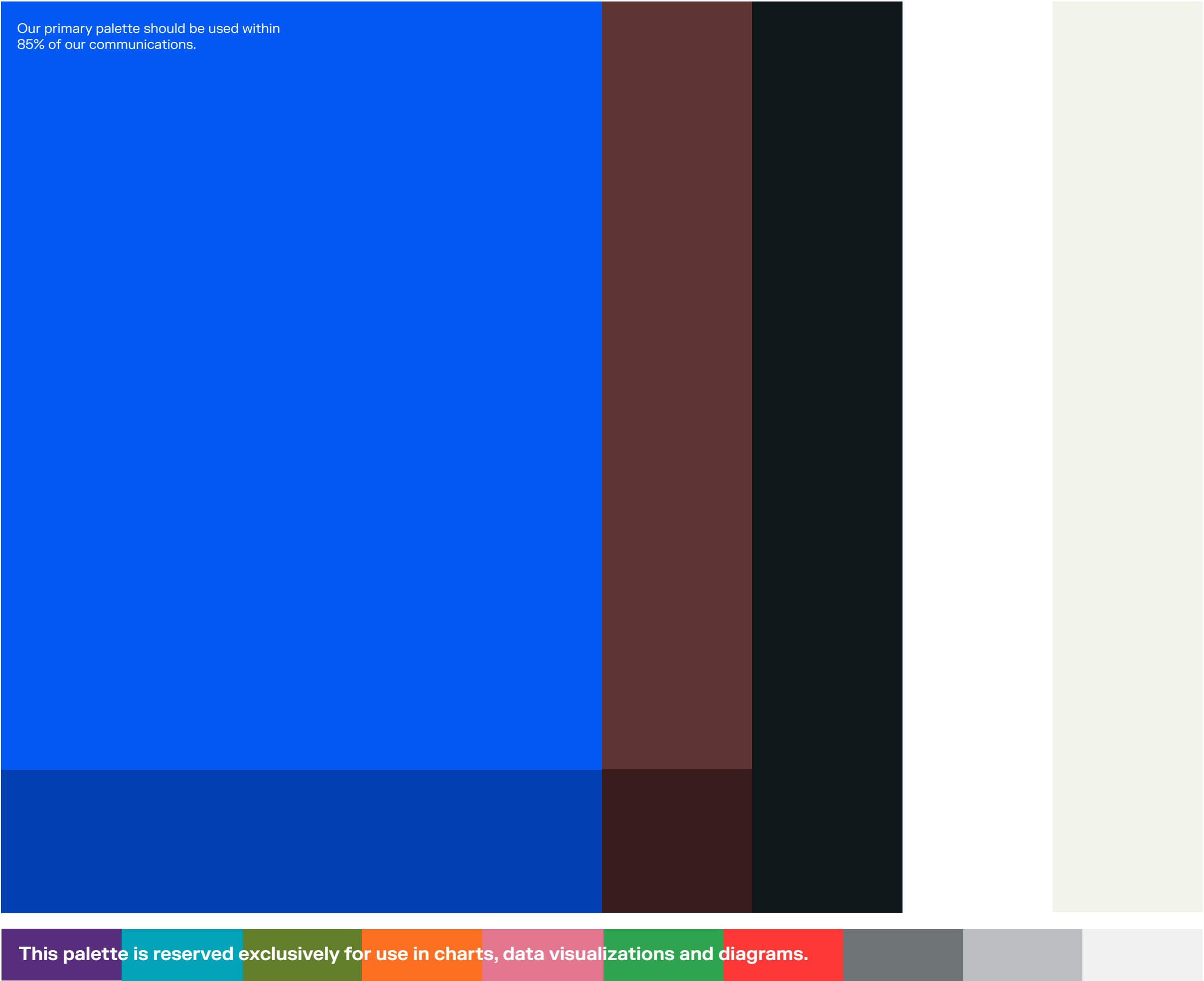
Purple #572C7C R: 87 G: 44 B: 124 C: 81% M: 100% Y: 16% K: 4%	Teal #00A3B7 R: 0 G: 163 B: 183 C: 78% M: 16% Y: 26% K: 0%	Green #617e2b R: 97 G: 126 B: 43 C: 64% M: 32% Y: 100% K: 15%	Orange #FD6F21 R: 253 G: 111 B: 33 C: 0% M: 70% Y: 97% K: 0%	Pink #E2768E R: 226 G: 118 B: 142 C: 7% M: 67% Y: 26% K: 0%	Alert Green #2DA54E R: 45 G: 165 B: 78 C: 79% M: 9% Y: 97% K: 0%	Alert Red #FE3834 R: 254 G: 56 B: 52 C: 0% M: 91% Y: 82% K: 0%
Grey 1 #2A3234 R: 42 G: 50 B: 52 C: 75% M: 63% Y: 61% K: 59%	Grey 2 #6E7374 R: 110 G: 115 B: 116 C: 58% M: 47% Y: 47% K: 13%	Grey 3 #BBBDBE R: 187 G: 189 B: 190 C: 27% M: 20% Y: 21% K: 0%	Grey 4 #F0F0F0 R: 240 G: 240 B: 240 C: 4% M: 3% Y: 3% K: 0%			

Color usage ratios

Our color system is designed to feel both focused and adaptable. To maintain consistency, the primary palette should be used in the majority of applications. These colors are foundational and help establish a strong and recognizable brand.

The secondary palette should be used more selectively. These colors are best reserved for storytelling and moments where added warmth or flexibility is needed.

As a general guide, use the primary palette for around 85% of all communications. The secondary palette can support the remaining 15% when applied with intention and care.



Primary color pairings: typography

Like our logo, our typography is primarily set in black or white. This creates consistency, and ensures our communications are always meeting legibility standards. In select cases, such as text callouts or pull quotes, iron is preferred. Refer to the following pages to determine when to use black, white or iron copy. Please note, never set typography in colors other than black, white or iron.



White + Black

Aa

White + Iron
(text callouts only)

Aa

Warm White + Black

Aa

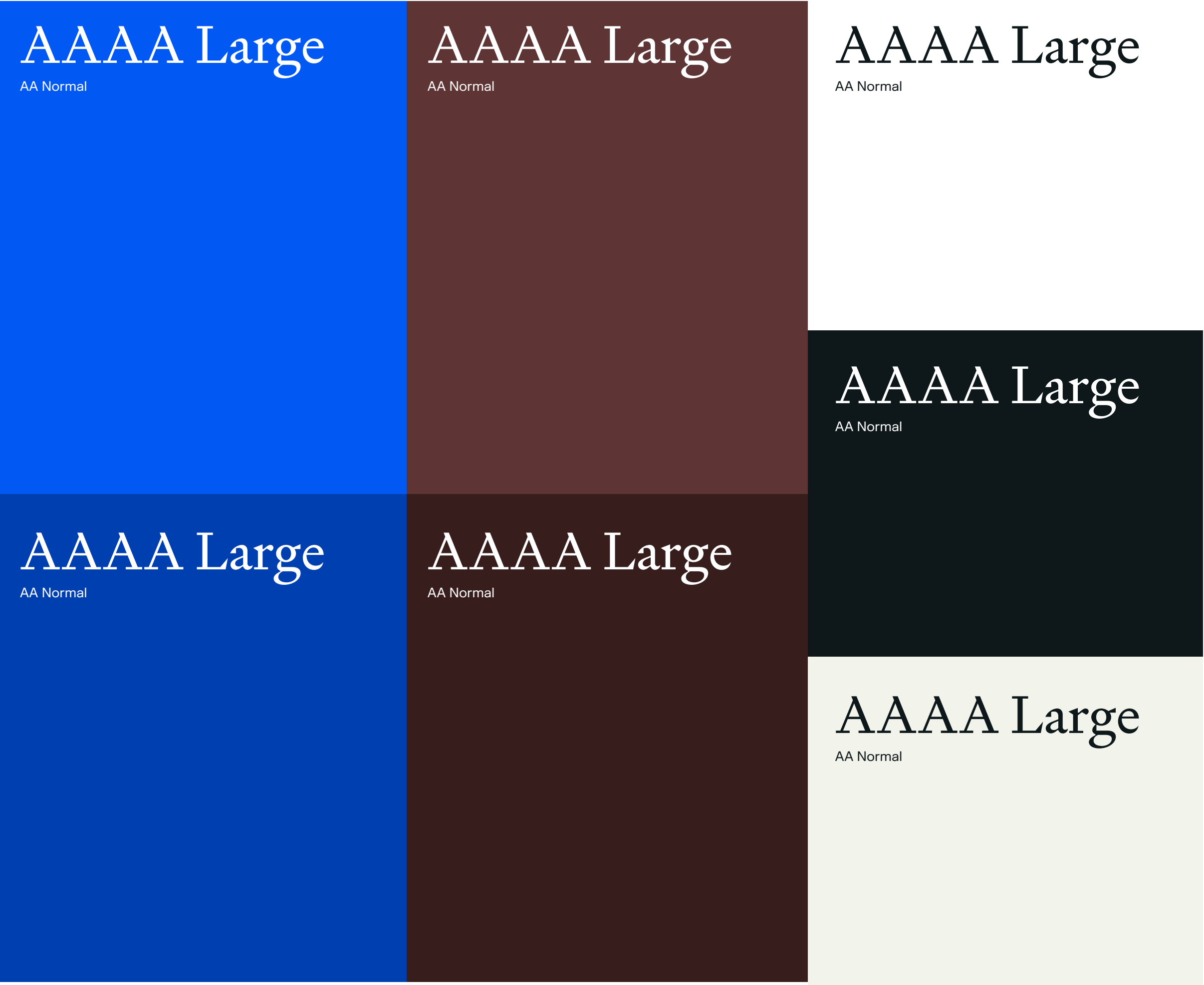
Warm White + Iron
(text callouts only)

Aa

ADA accessibility

Because a large part of R1’s communications are digital, we should ensure that our typography is legible according to the rules outlined in the Web Content Accessibility Guidelines (WCAG). The WCAG color standards exist to ensure that digital type is legible and accessible to everyone, and works by measuring the contrast between text color and background color.

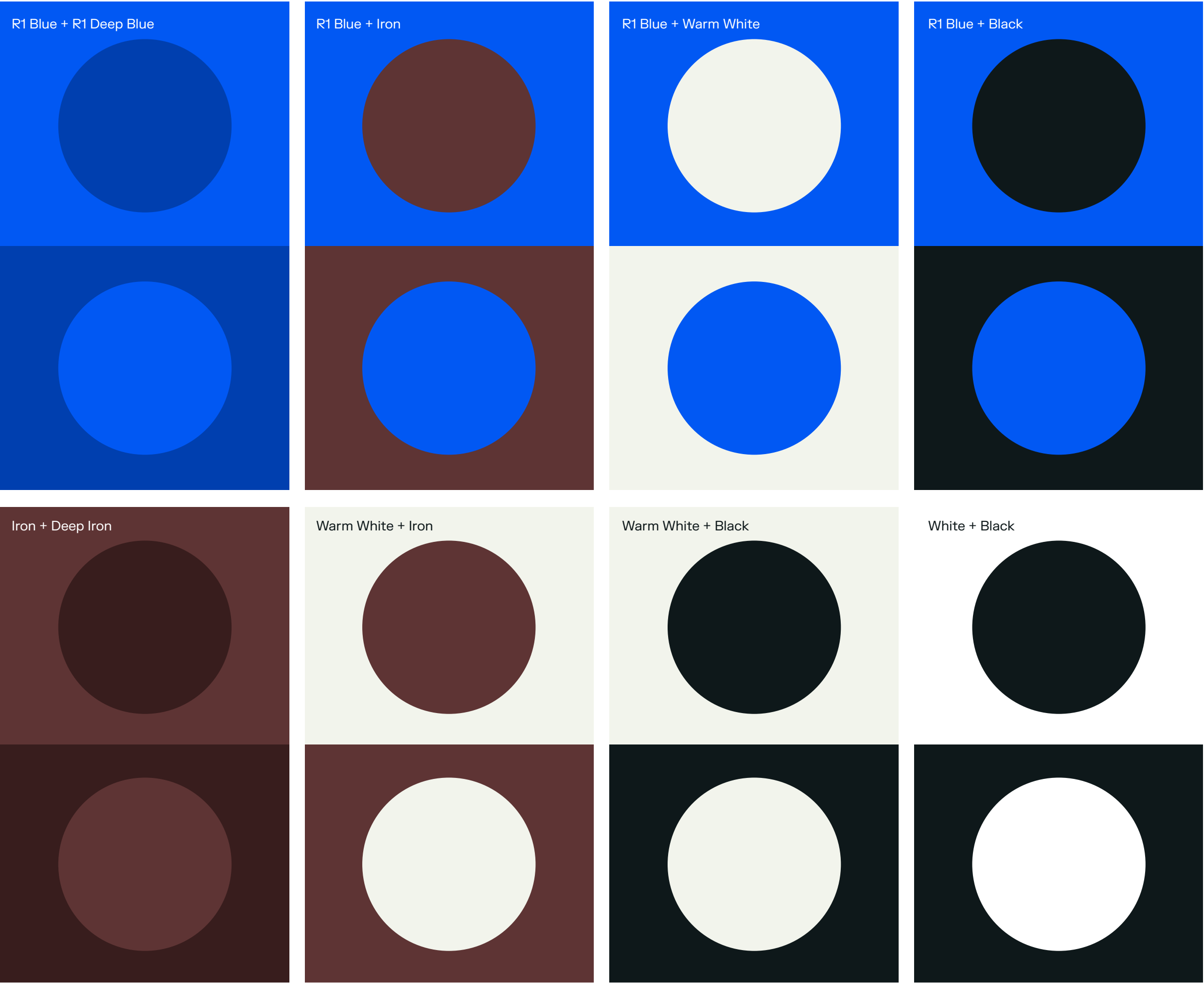
The amount of contrast required depends on the size and boldness of the type, and is measured as a contrast “ratio.” Large text, typically considered as 18pt and above, requires a contrast ratio of 3:1 or higher. Text smaller than that requires a ratio of at least 4.5:1. Note, logos and brand names have no contrast requirements.



Primary color combinations

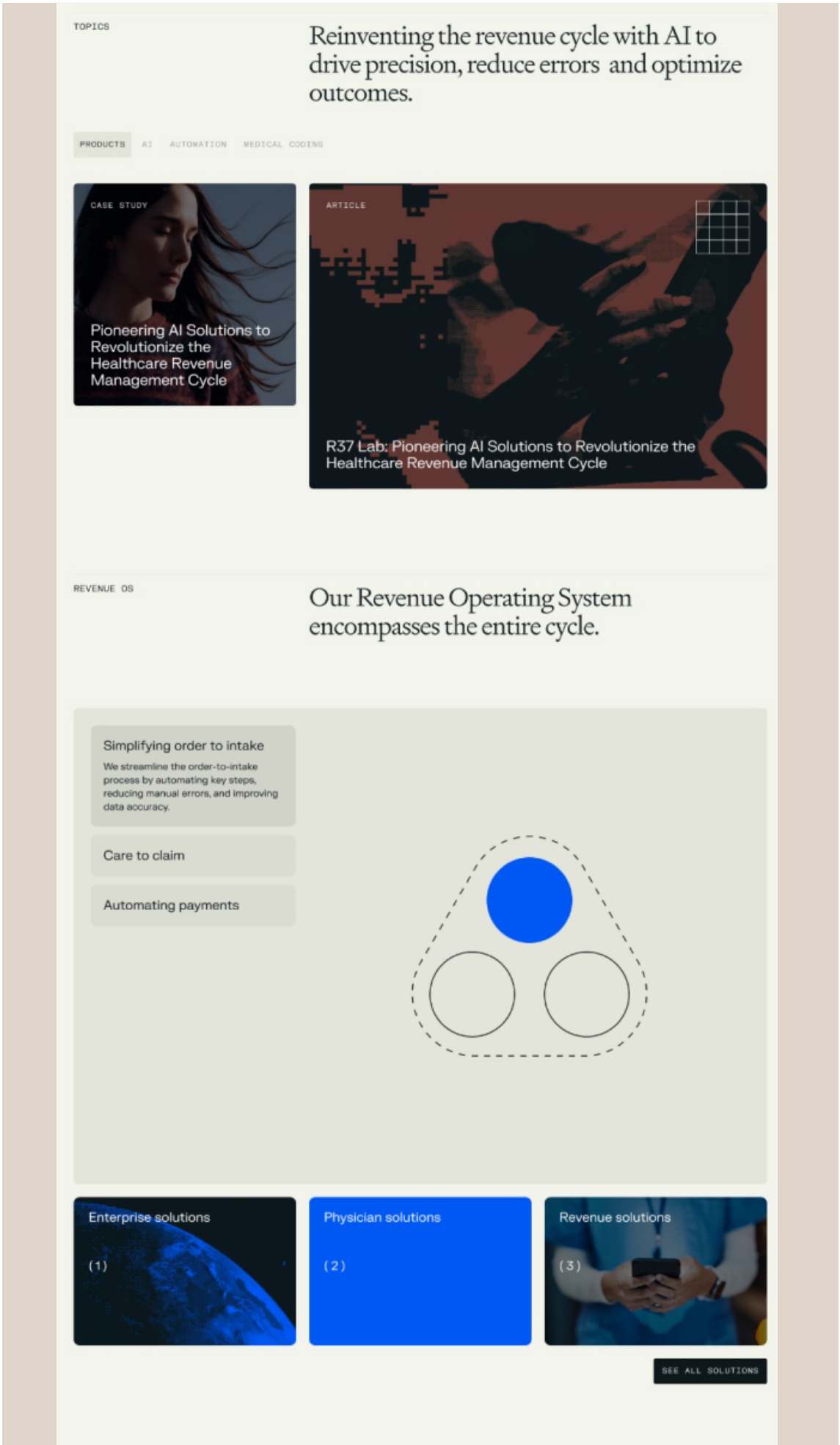
Listed on this page are primary color pairings that work well together. These can be useful for dividing the canvas, making new graphic patterns or when creating data visualizations.

Rely on these pairings when creating core brand communications.



Color in use

Here are a few examples of our color palettes in action. The primary palette is used for core applications and moments where we’re introducing ourselves to new audiences. The secondary palette helps extend the brand in contexts where people are already more familiar with who we are.

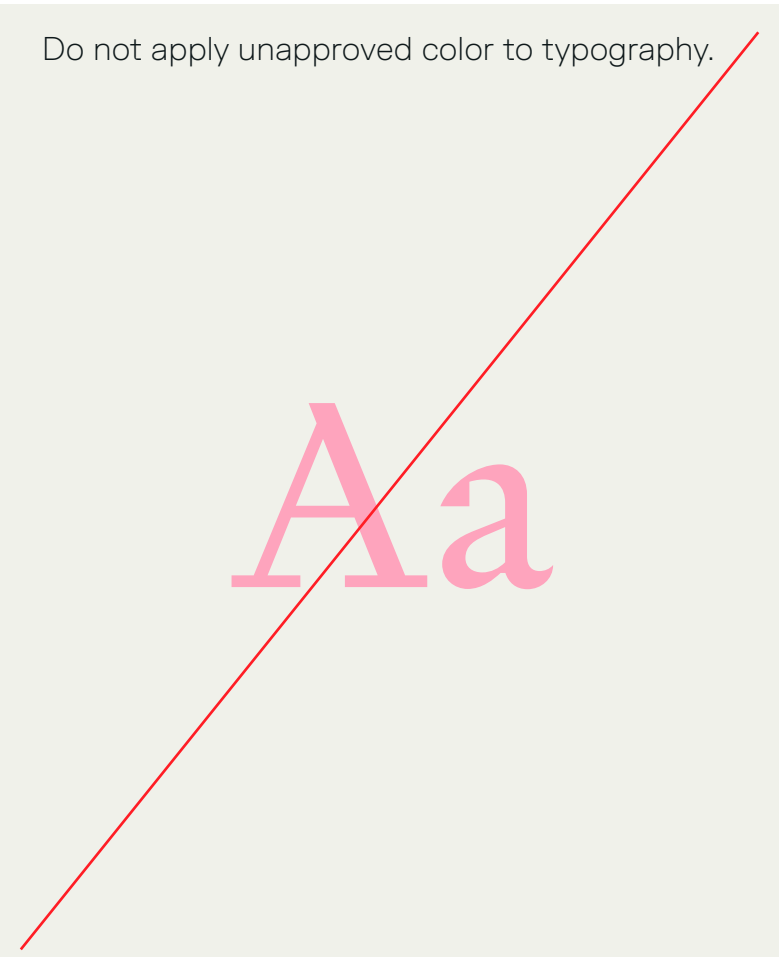
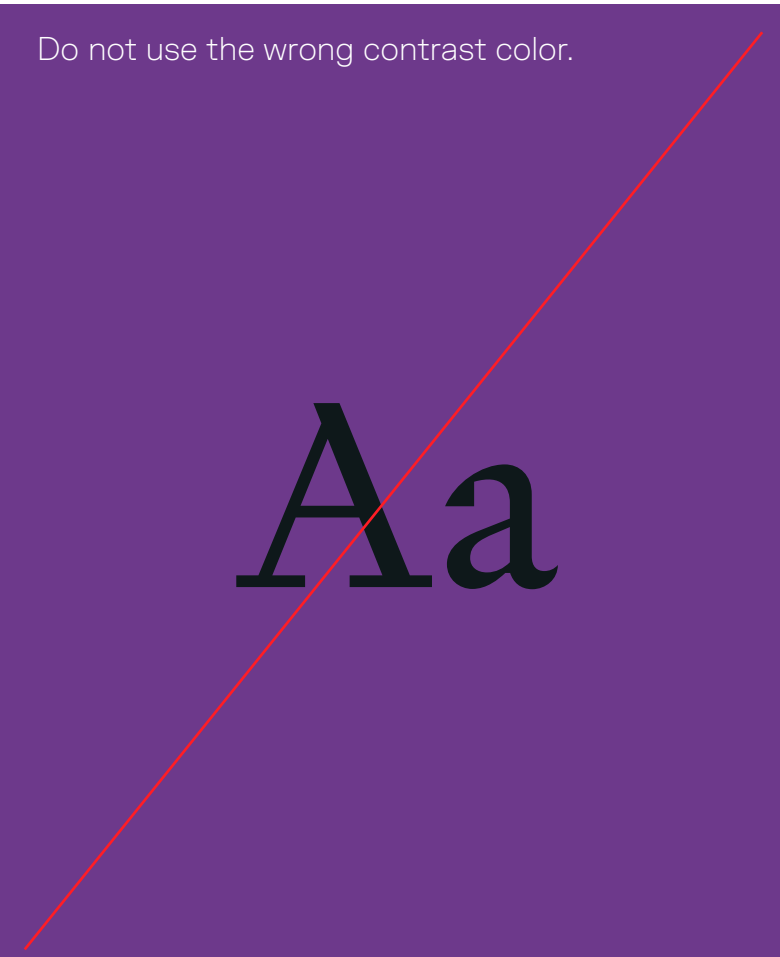
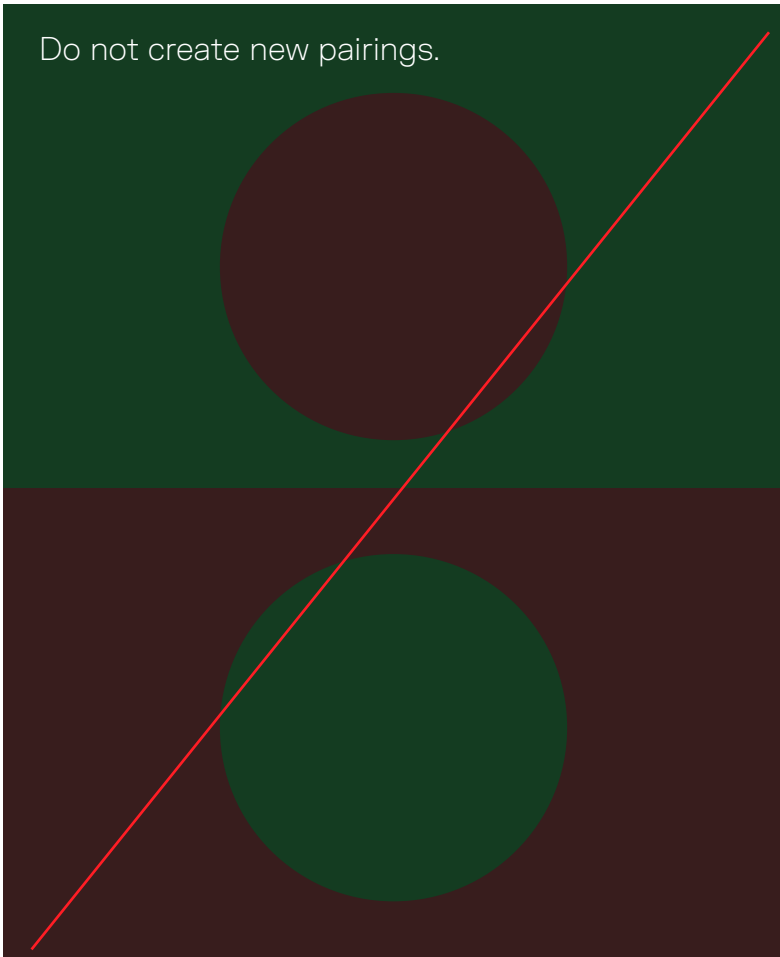
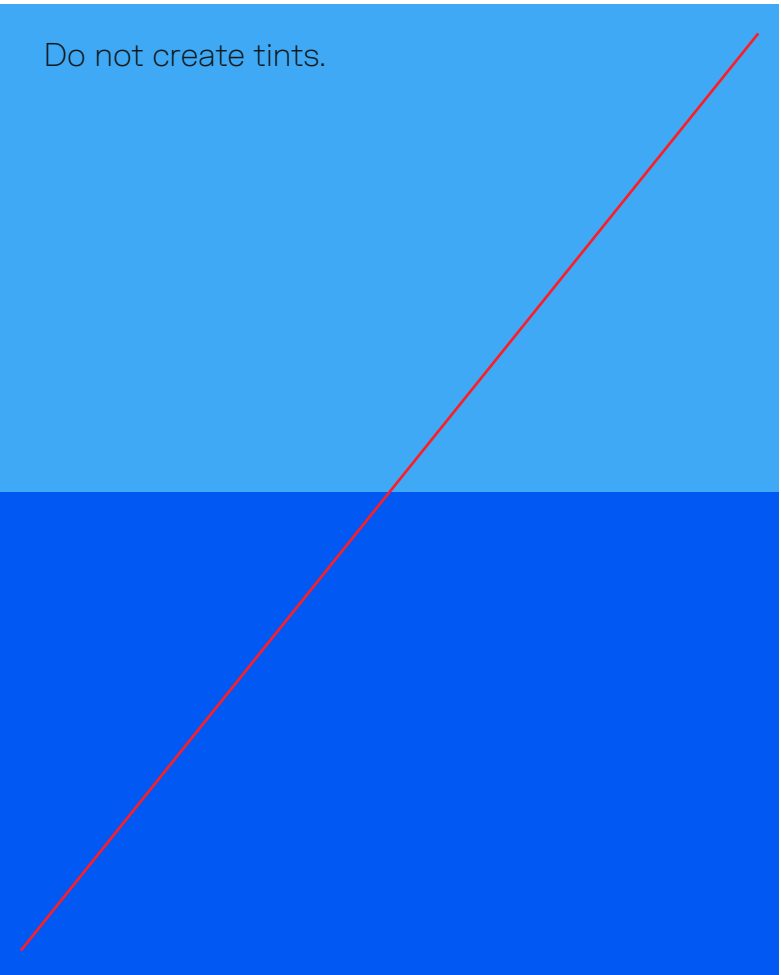
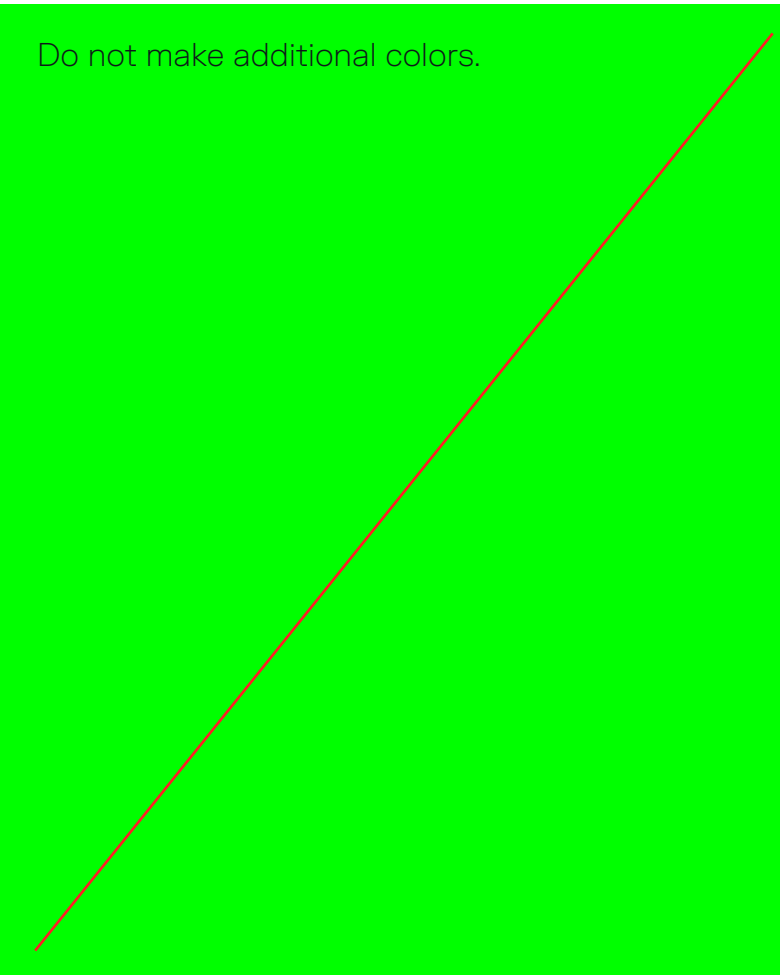
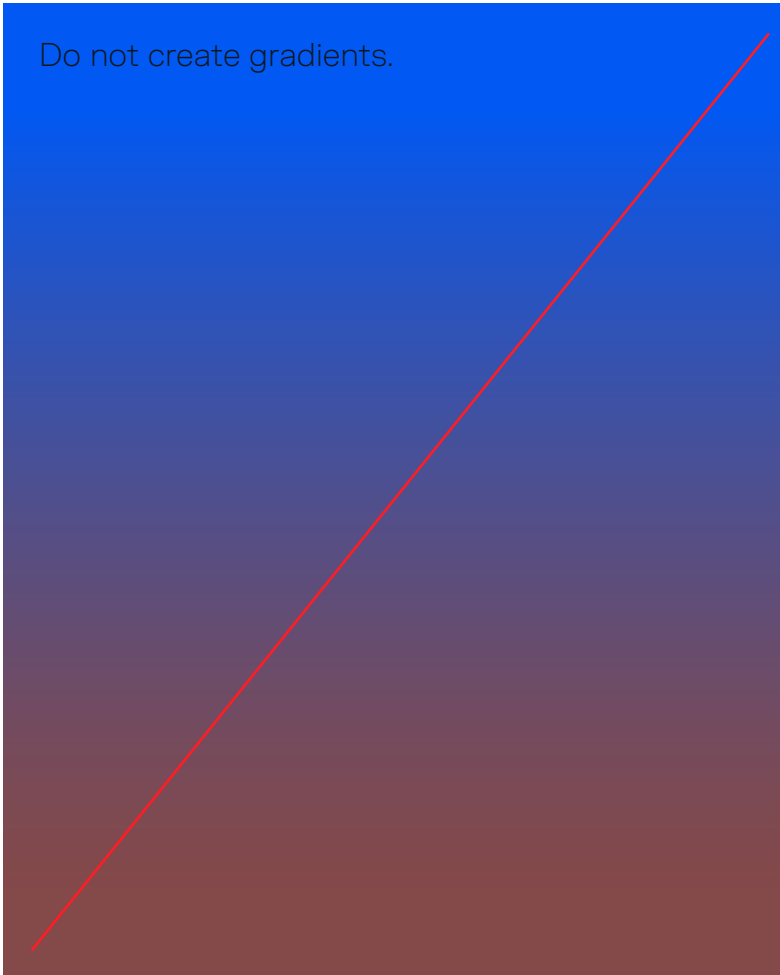


Common misuse

Our color system is designed to be both controlled and expressive. To maintain brand consistency, avoid the following misuses:

- Do not create gradients.
- Do not invent new colors outside the approved palette.
- Do not create tints, shades or transparency overlays.
- Do not mix or create new color pairings.
- Do not use colors with poor contrast or readability.
- Do not apply unapproved color to typography.

Every color and combination has been tested to work together as part of a larger system. Sticking to the defined palette ensures a cohesive and confident brand identity.



Imagery

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Introduction

Imagery, including photography and image treatments, helps us show the care and results of R1's work. Our style is rooted in real people, real environments, and meaningful moments of care and connection to highlight R1's positive impact on the medical industry as well as the patients and customers benefitting from them. We use a mix of portraiture, abstract imagery, and branded treatments to create a visual narrative that feels considered and confident. The following pages outline the types of photography we use and the visual techniques that bring them to life.

The approved imagery library will be available via the marketing portal.



Depth of field



Light and shadow



Abstract photography



R1 treatment



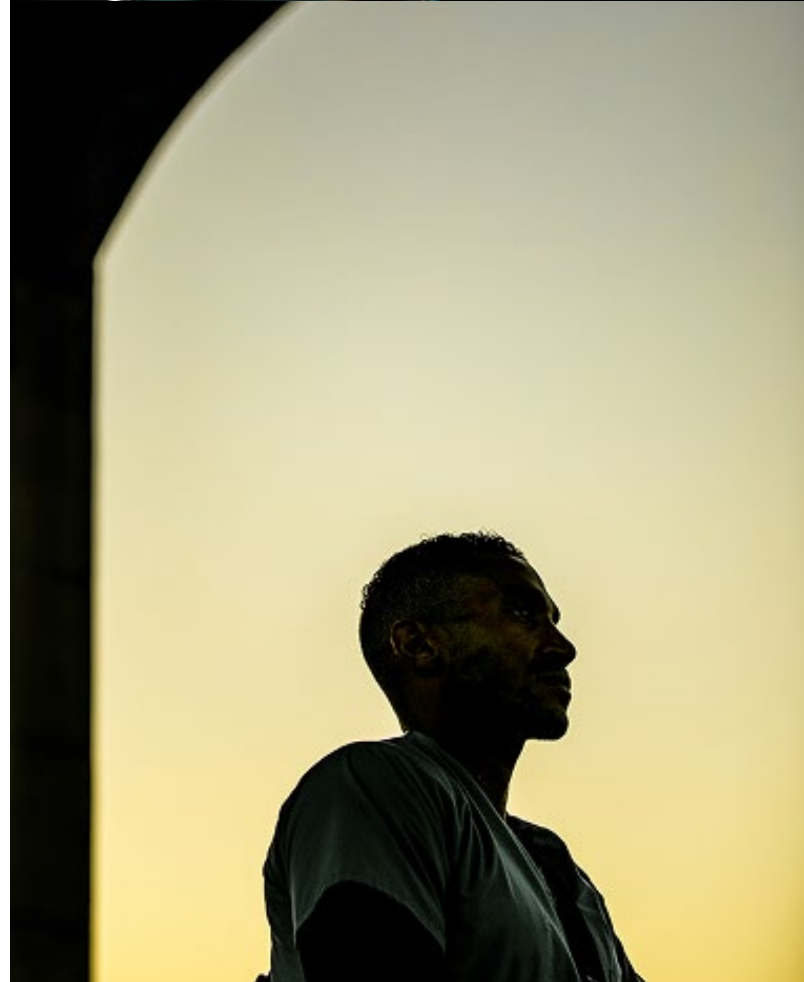
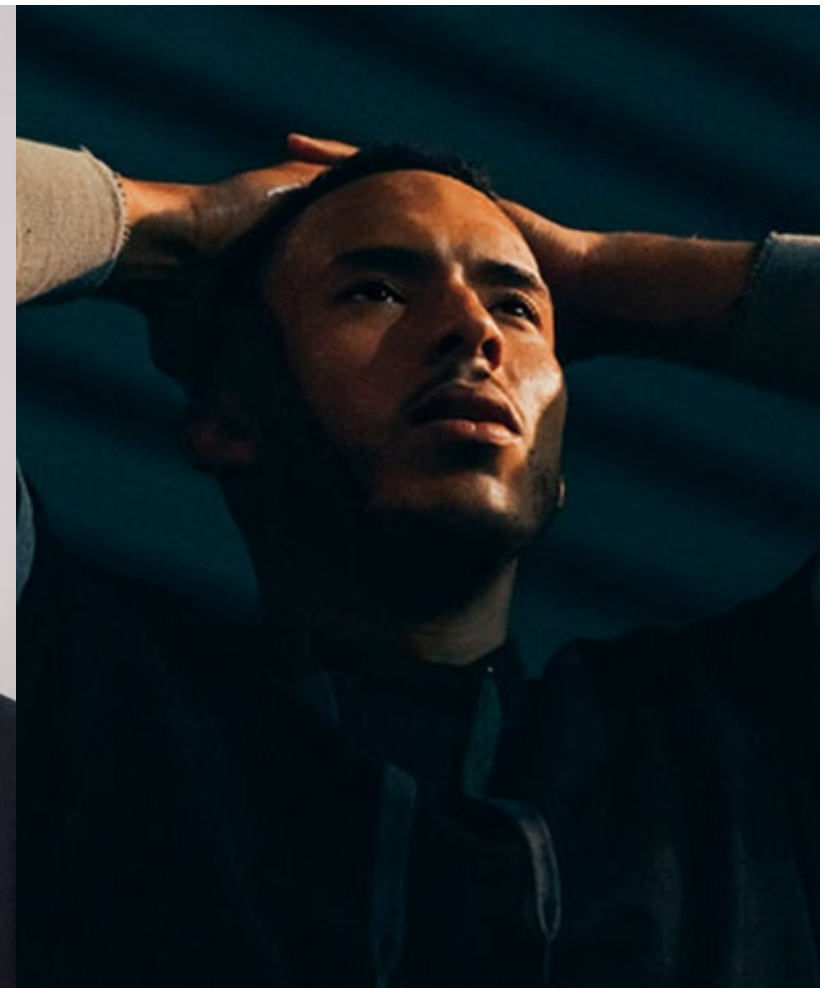
Depth of field

Use depth of field photography to create focus, warmth and connection. This technique helps center the subject while softening the background, bringing a quiet emotional clarity to the image. Subjects should be shot in an environment, rather than a studio and should be lit clearly. They should have a natural expression and a strong framing within the composition.



Light and shadow

Photography that plays with light and shadow adds dimension to our brand. These images often carry a narrative quality, capturing people in moments of action or thought. They remind us that behind every system we improve, there are individuals experiencing the positive impacts of our systems.



Abstract imagery

Abstract imagery adds a more interpretive lens to our visual toolkit. These photos highlight materials, motion or scientific process in a way that supports the brand's technical foundation. Use them to represent unseen systems, innovation and the invisible precision behind the care we enable.



R1 treatment introduction

The R1 treatment uses a dither effect to create a photography treatment that expands the R1 visual identity system to create a more distinctiveness within the category. This effect mirrors the modular qualities of our graphic language, using grids, segments and repetition to connect imagery back to the same visual logic that underpins our patterns.

Layered over this, we apply color pairings from the brand palette. These pairings reinforce consistency across compositions while bringing warmth or energy to the brand, depending on which color pairing and image the treatment is applied to.

Together, the dither effect and color pairings create a cohesive and recognizable way to integrate photography into the R1 system.



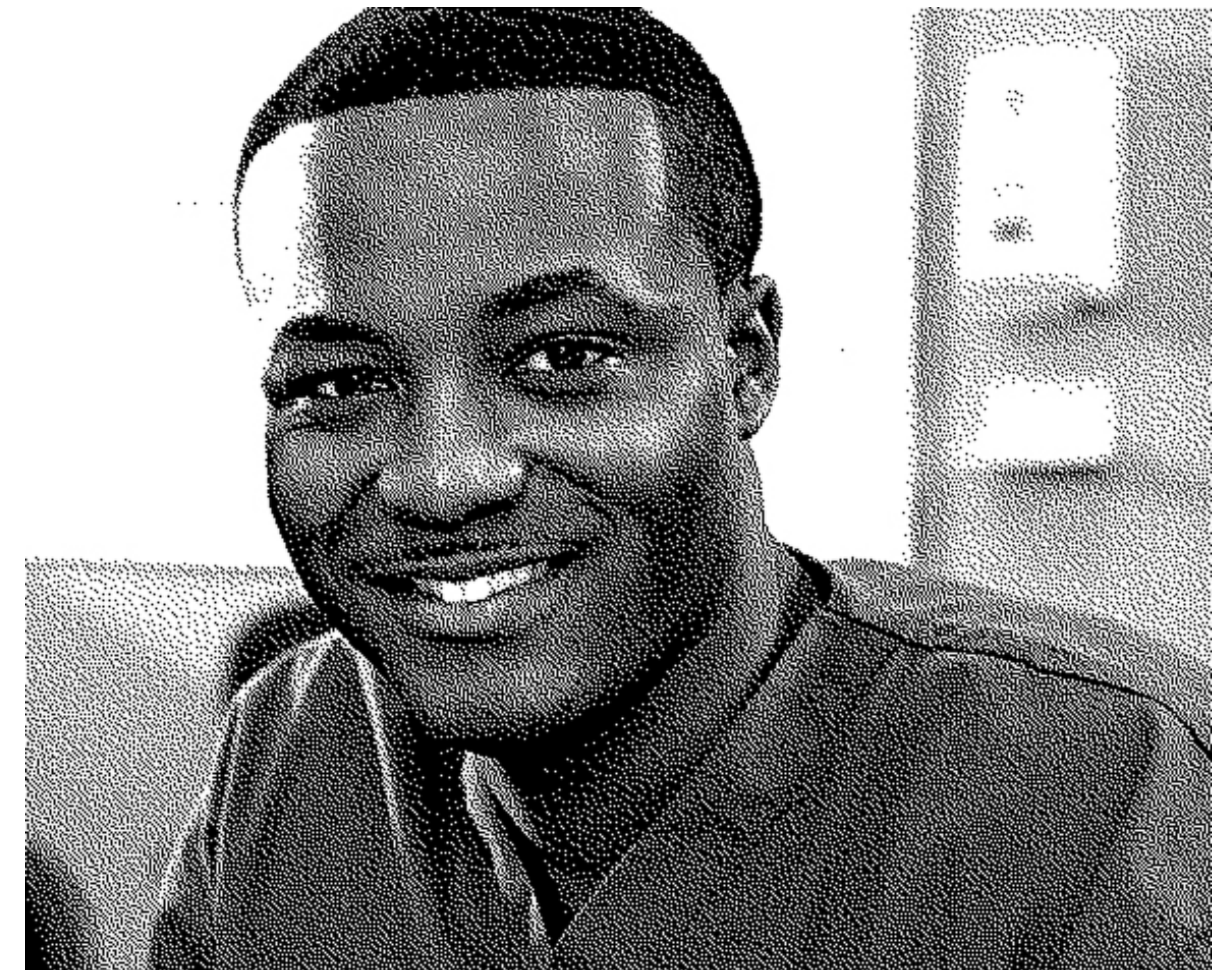
R1 treatment application

To create a consistent R1 treatment using the dithered image texture, follow the steps below using Adobe Photoshop.

1. Open the image in Photoshop.
2. Change the mode to Grayscale: Image > Mode > Grayscale.
3. If the image is low in contrast, increase the contrast to produce a more impactful dither effect.
4. Next, change the mode to Bitmap to apply the dither: Image > Mode > Bitmap.

In the dialog box, ensure Diffusion Dither is selected. Then adjust the pixels per inch to match the intended application. Refer to the resolution guide on page 40 to ensure consistency. A lower value is generally more effective for very high-resolution images, while a higher value may suit lower-resolution files.

The next page outlines how to apply approved color combinations to these treated images.

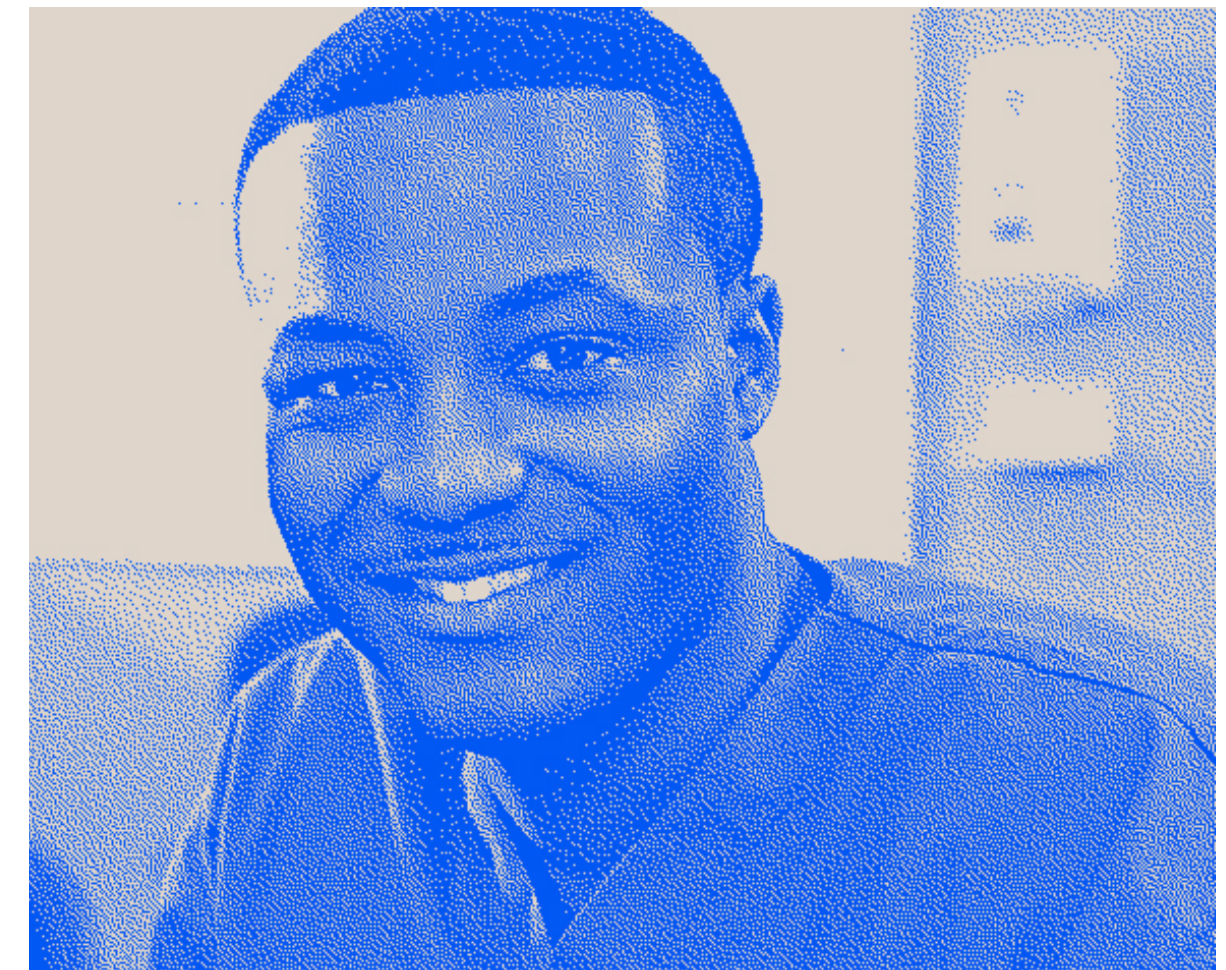
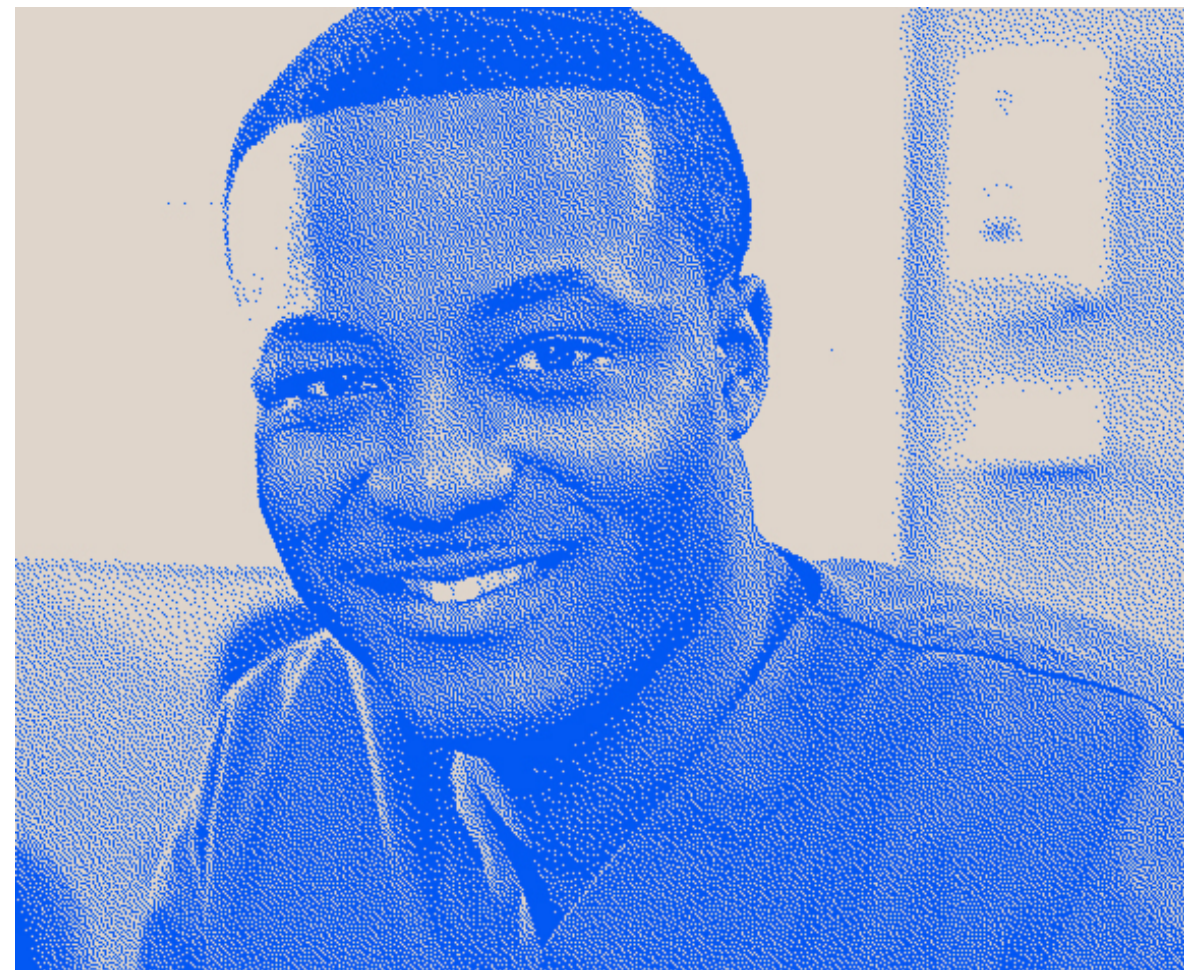
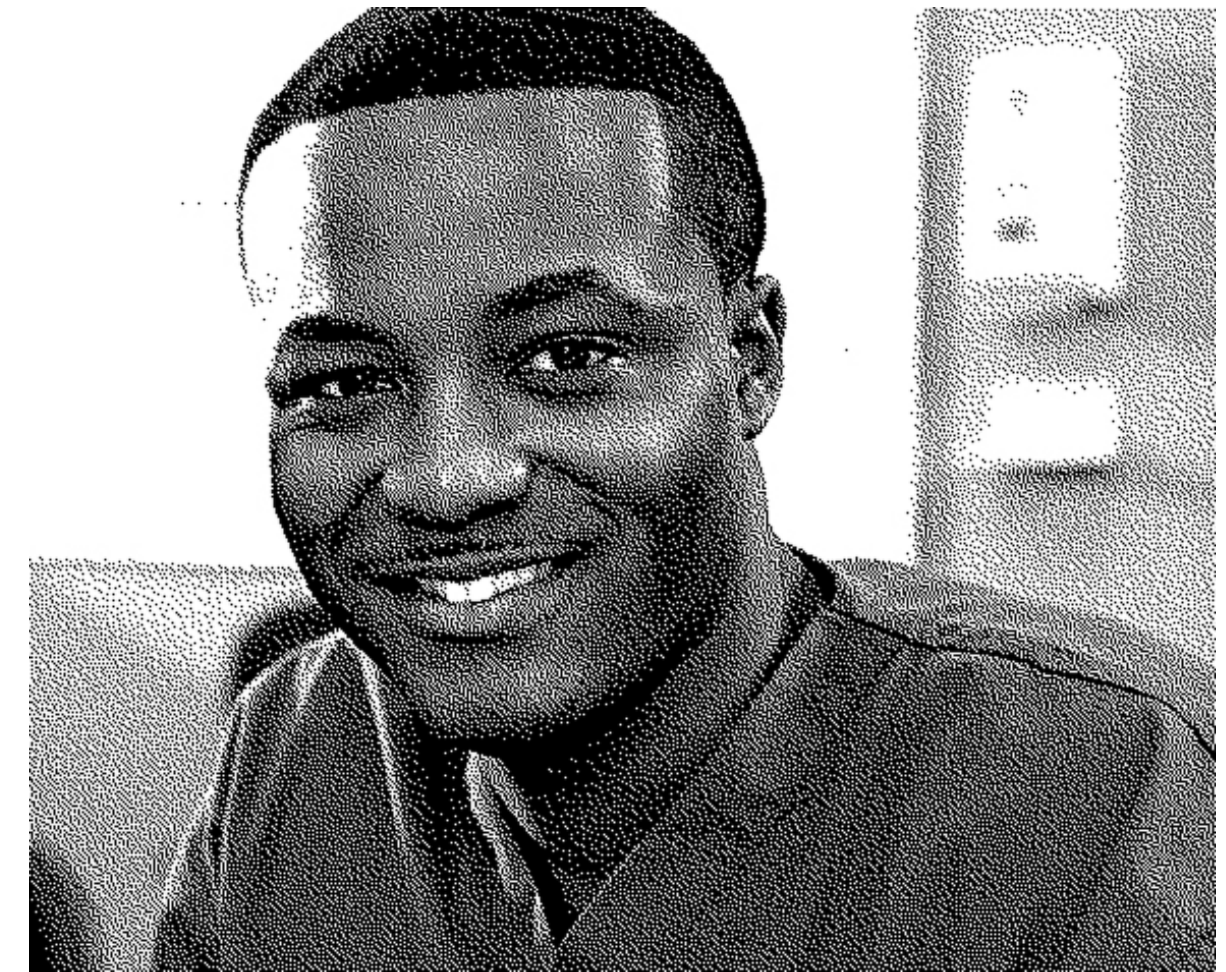
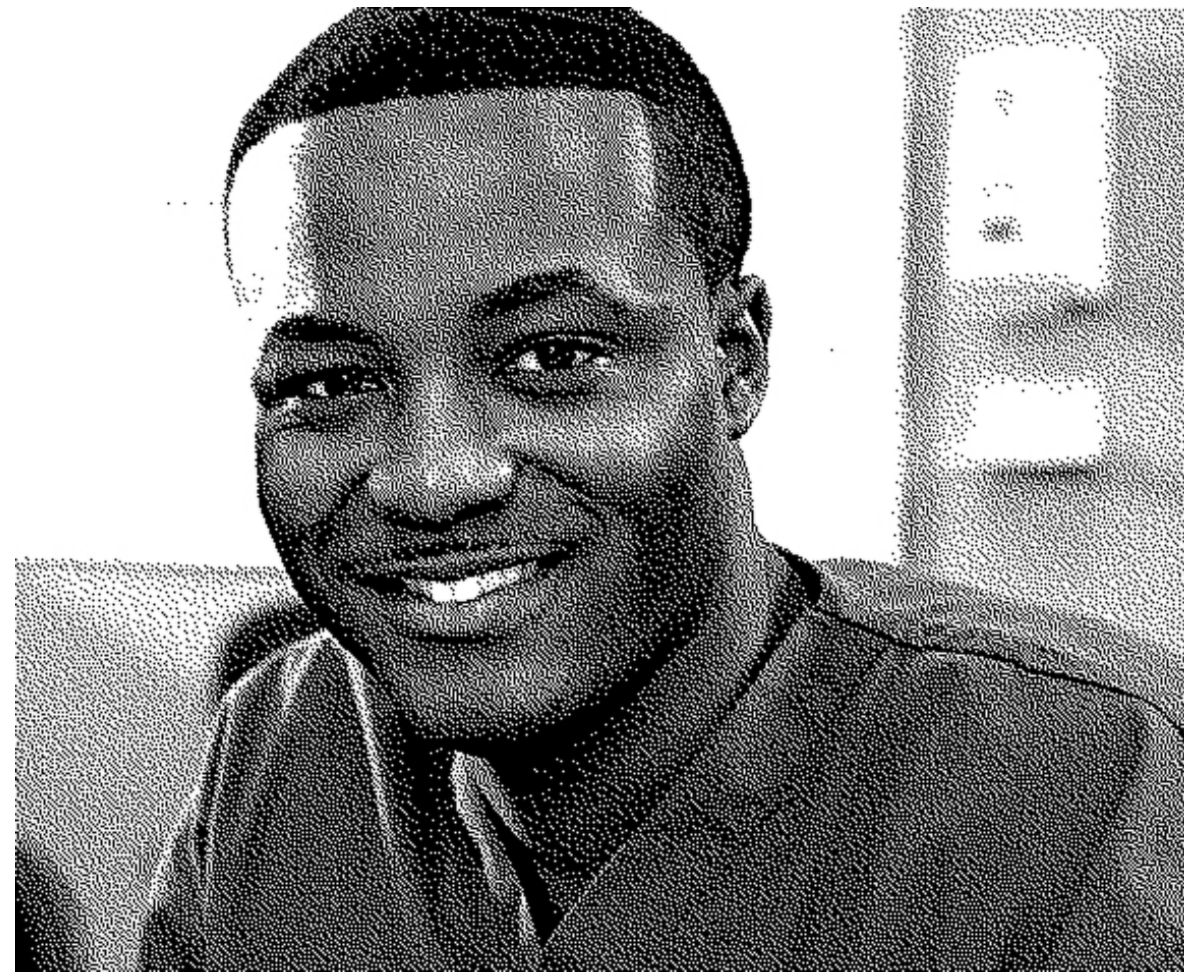


Applying color to the image treatment

Once your image has been dithered, follow the steps below to apply brand colors using the gradient map in Adobe Photoshop.

1. Open the dithered image in Photoshop and convert it to RGB mode. Image > Mode > Grayscale and then, Image > Mode > RGB.
2. To add brand colors, apply a gradient map as an adjustment layer. Image > Adjustments > Gradient Map.
3. In the Gradient Editor dialog box, input the brand color values. Make sure that the darkest is placed on the left and the lightest is on the right. This ensures that the tone of the image doesn't look inverted.
4. Success.

Note: This step will only be available if the image has been converted back to RGB mode.



Common misuse

To maintain brand consistency, avoid the following misuses:

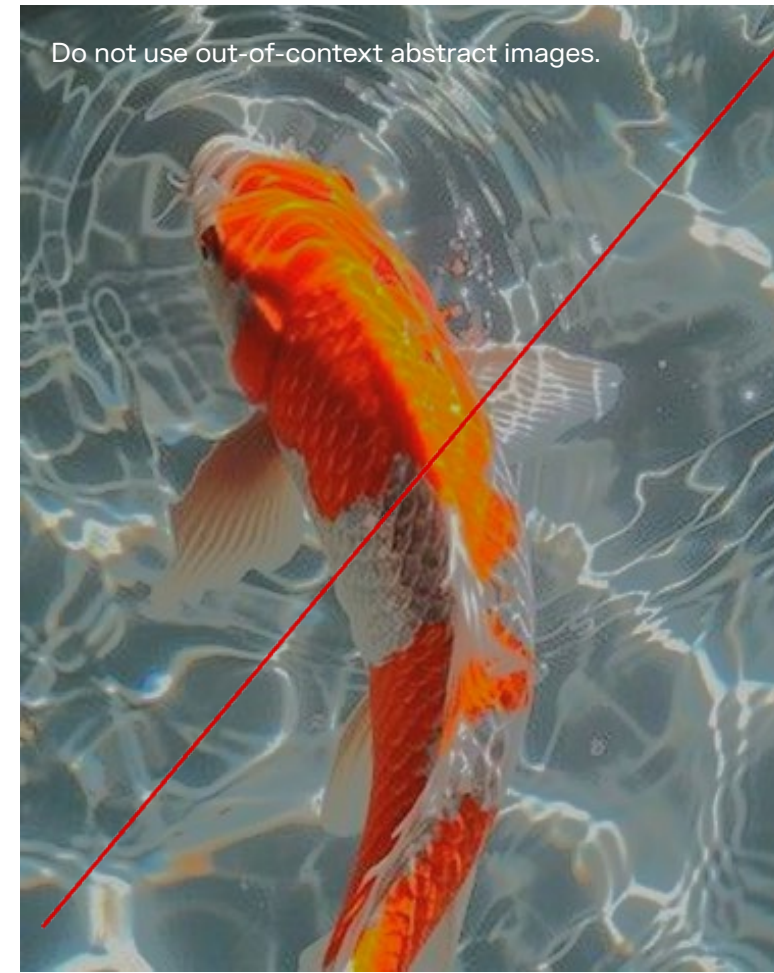
- Do not photograph people in studio settings.
- Do not use out-of-context abstract images.
- Do not use posed stock imagery.
- Do not use colors outside of the brand.
- Do not inverse gradient map colors.
- Do not apply other halftone effects.

Our imagery is what showcases the end results of our care and technology, so it's important to adhere to this guidance to create an impactful and trustworthy brand.

Do not photograph people in studio settings.



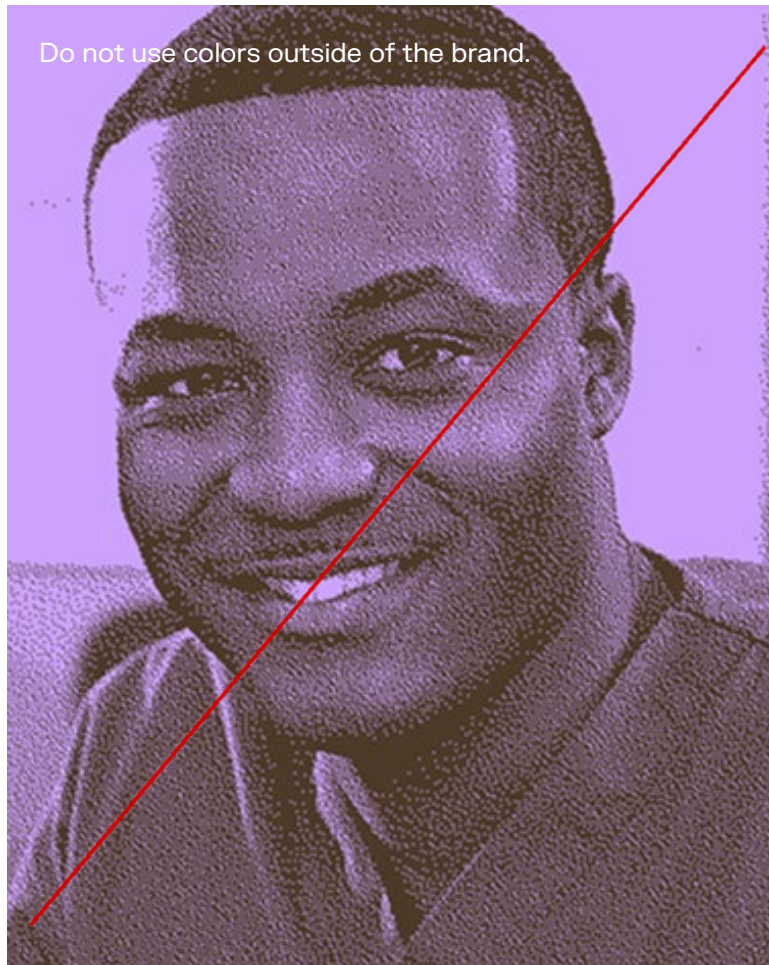
Do not use out-of-context abstract images.



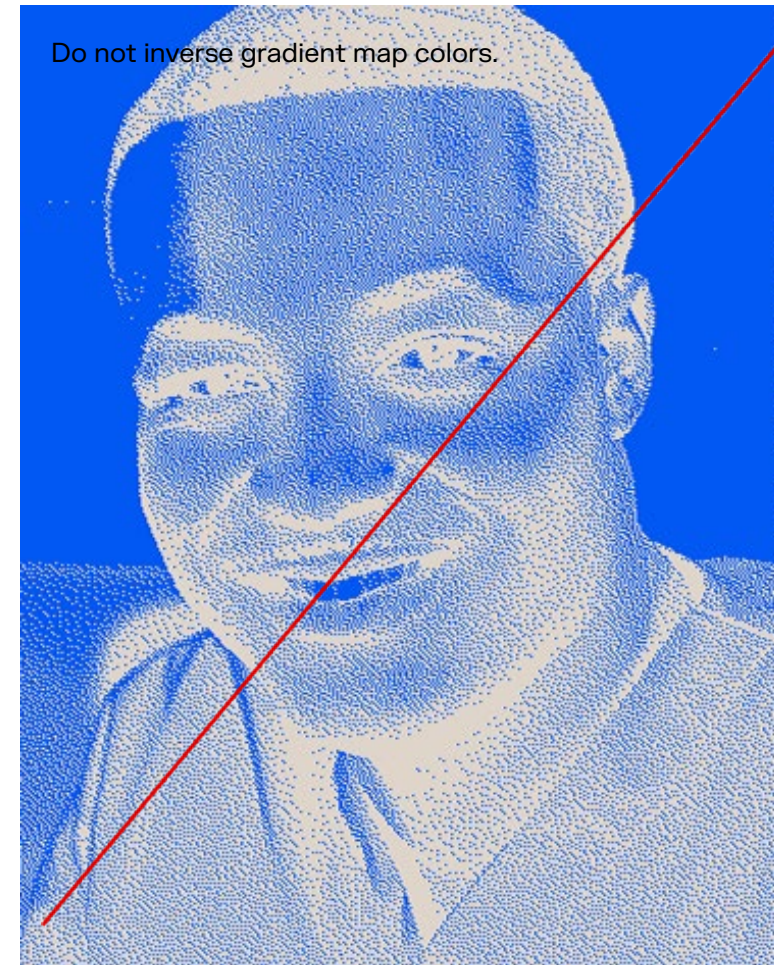
Do not use posed stock imagery.



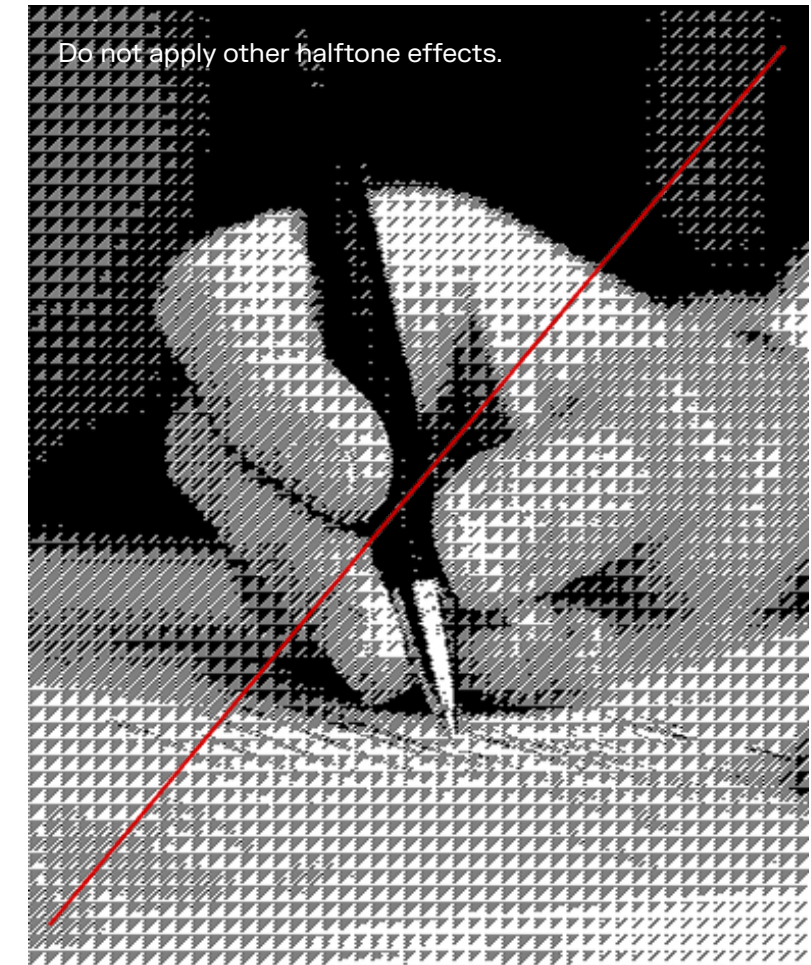
Do not use colors outside of the brand.



Do not inverse gradient map colors.



Do not apply other halftone effects.



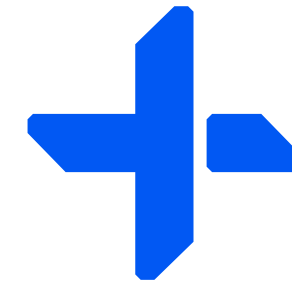
Values icons

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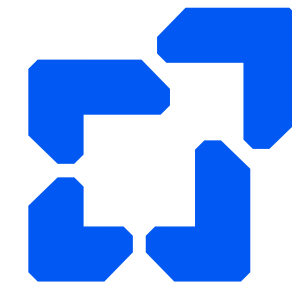
Introduction

For our core values, we've crafted distinctive icons representing the three principles: "Partner with Purpose," "Think Boldly" and "Go Beyond." These icons are thoughtfully designed and aligned with our brand's modern and minimalist aesthetic. The simplicity of the forms, combined with curved elements, brings warmth and approachability to their appearance while maintaining a sharp, contemporary feel.

The icons may only be used in R1 Blue, black or white. Do not apply accent colors, gradients or alternative treatments. Always use the approved R1 artwork, without distortion, modification or augmentation. Adhering to these guidelines ensures consistent and cohesive representation of our core values.



Partner
with
Purpose



Think
Boldly



Go
Beyond

Lock-ups

We have a variety of icon versions to adapt to any setting to ensure the best visibility of our brand. The brand values icons are each available as primary icons and variations with the value name and behaviors. In general, these variations should be used over a white or light gray background as the preferred application.

Only approved icon artwork should be used. Don't alter the colors. Never try to recreate, modify or augment the variations in any way.

Select values icons are available to download on the Marketing Portal.

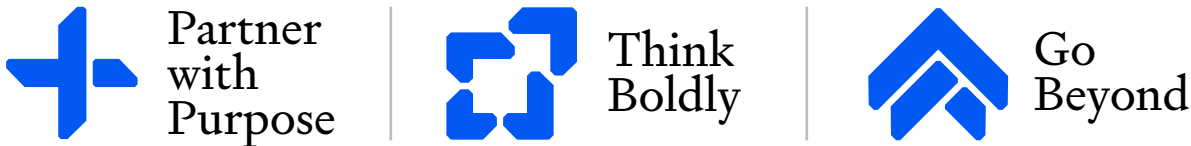
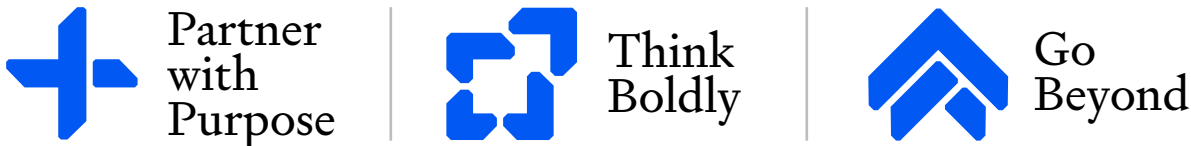
Primary icons	Primary icons with value name	Primary icons with value name and behaviors
	 Partner with Purpose	 Partner with Purpose Invite participation Listen to understand Create shared clarity
	 Think Boldly	 Think Boldly Challenge the norm Explore possibilities Learn continuously
	 Go Beyond	 Go Beyond Anticipate needs Ask for feedback See it through

Groupings

The preferred arrangement of the icons is “Partner with Purpose,” “Think Boldly” and “Go Beyond.” Horizontal and vertical groupings are available to use when displaying all icons together. Layout and space will dictate which grouping should be used.

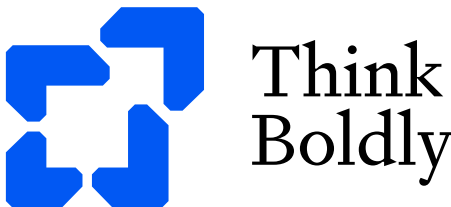
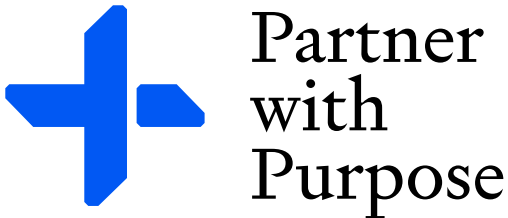
Only approved icon artwork should be used. Don’t alter the colors. Never try to recreate, modify or augment the groupings in any way.

Horizontal groupings



We leverage the power of working together to make healthcare work better for all. We do this by living our values each day.

Vertical groupings



Construction

The R1 icon system is directly inspired by the construction of our ambigram logo. Using the same angles, curves and modular forms, the icons extend the visual language of the brand with structural integrity and symbolic clarity.

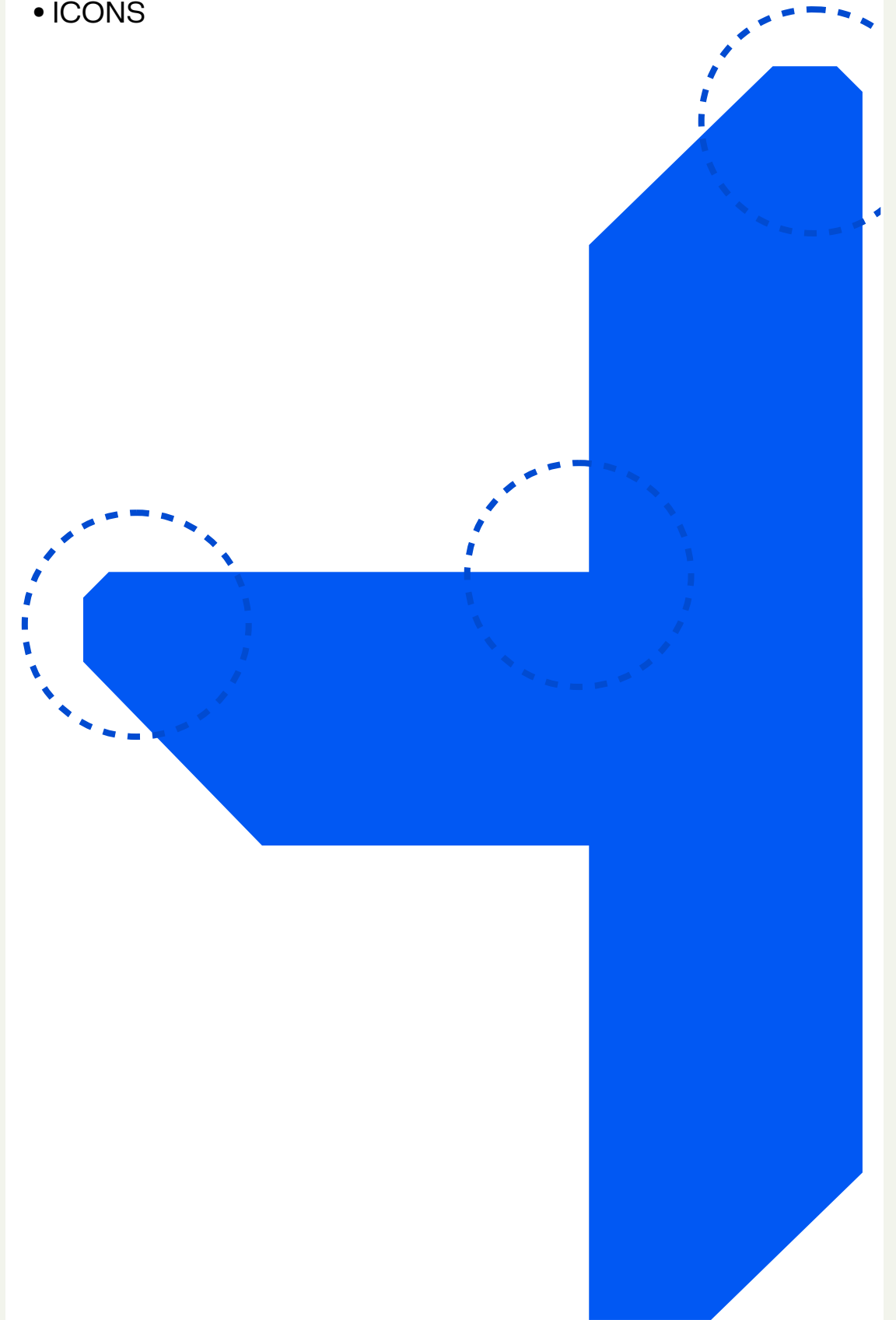
Key design details — like the chamfered corners and circular cutaways — are borrowed from the logo's architecture. This ensures every icon feels like part of the same system, while still carrying its own unique meaning.

Consistency in construction reinforces brand recognition and allows these icons to flex across formats, from digital interfaces to physical environments.

• LOGO



• ICONS



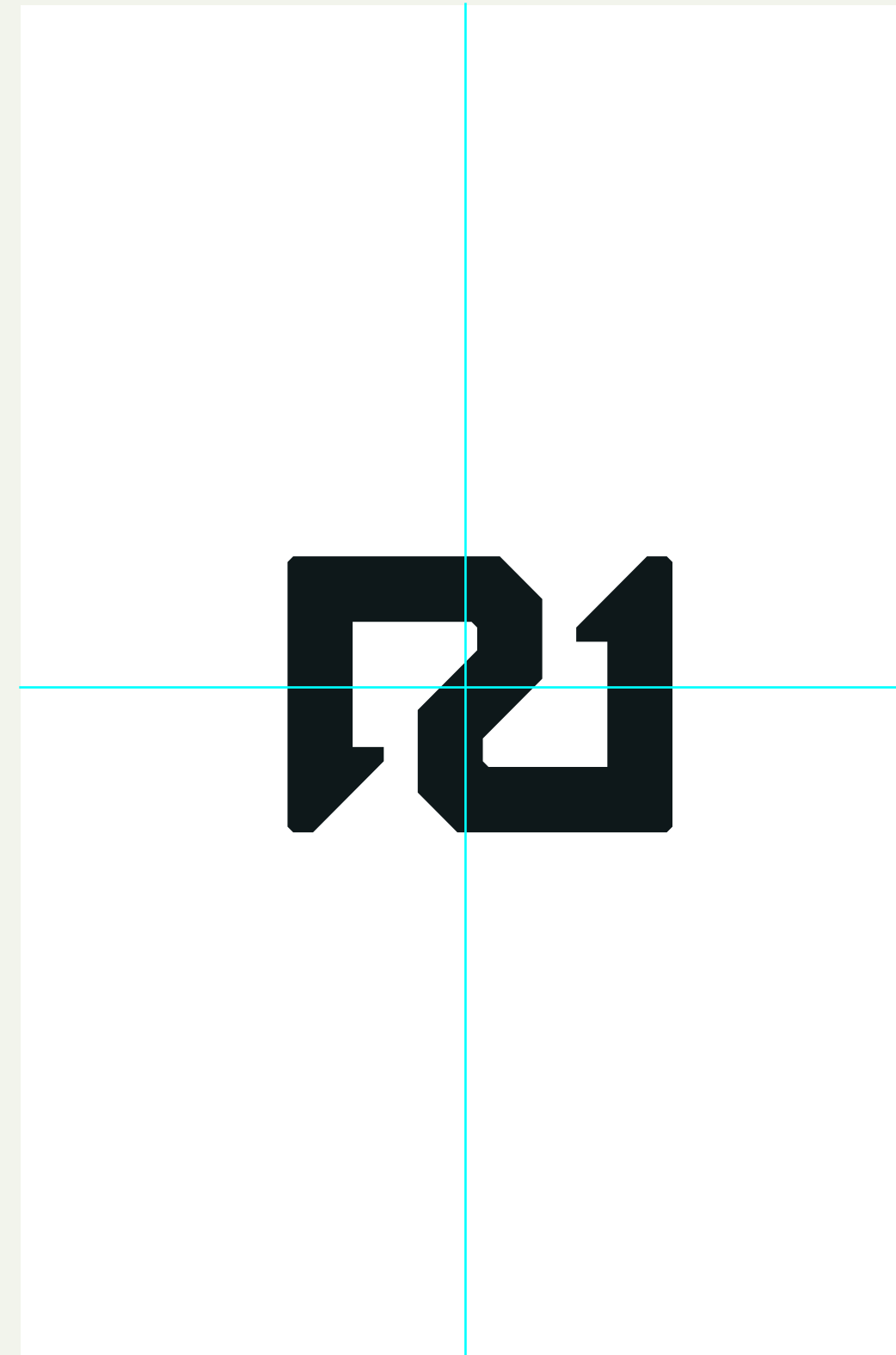
Layout

50	Introduction
51	Dividing the page
52	Margins
53	Building a layout
58	Common misuse

Introduction

The R1 layout system takes inspiration from the symmetry of the logo. As an ambigram, the mark is balanced and reflective. That quality extends into how we approach structure across the brand. Layout is where all the system elements come together. It's the space where type, image, color, graphic elements and the logo are arranged into compositions that shape how the brand is experienced.

This section outlines the principles that help us build layouts that feel recognizably R1. The system is grounded in symmetry but flexible enough to adapt across many different applications.



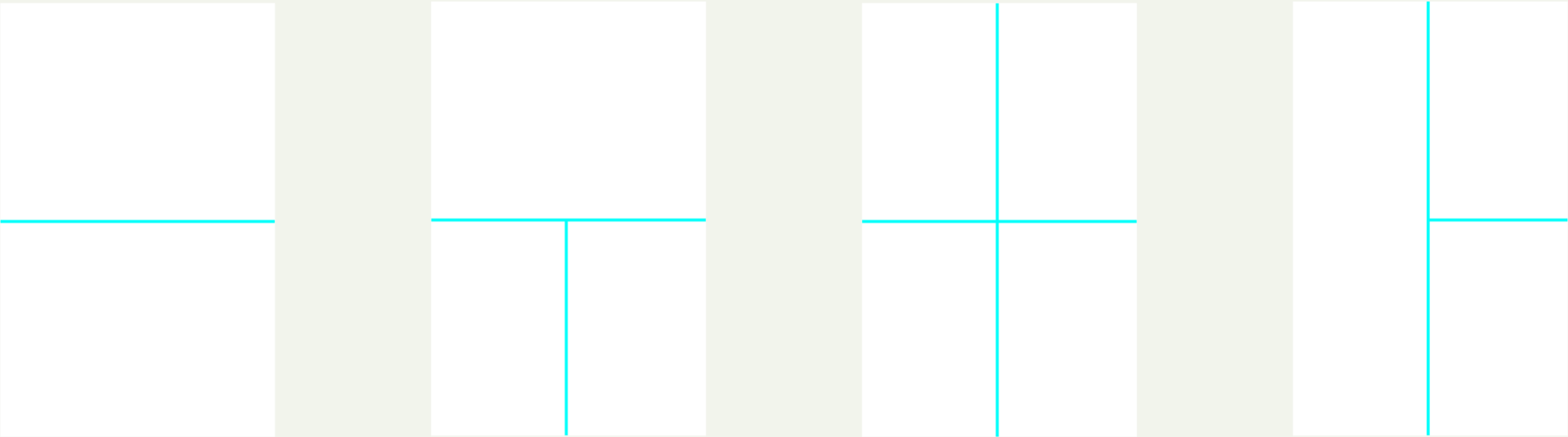
Dividing the page

Dividing the page is about creating a clear structure that supports the content, not distracts from it. We treat the layout less like a set of rigid rules and more like a flexible framework for placing information. While dividing the page isn't always necessary, because many layouts work well full bleed, it becomes useful when there's more content to organize. Creating structure within the canvas helps guide attention.

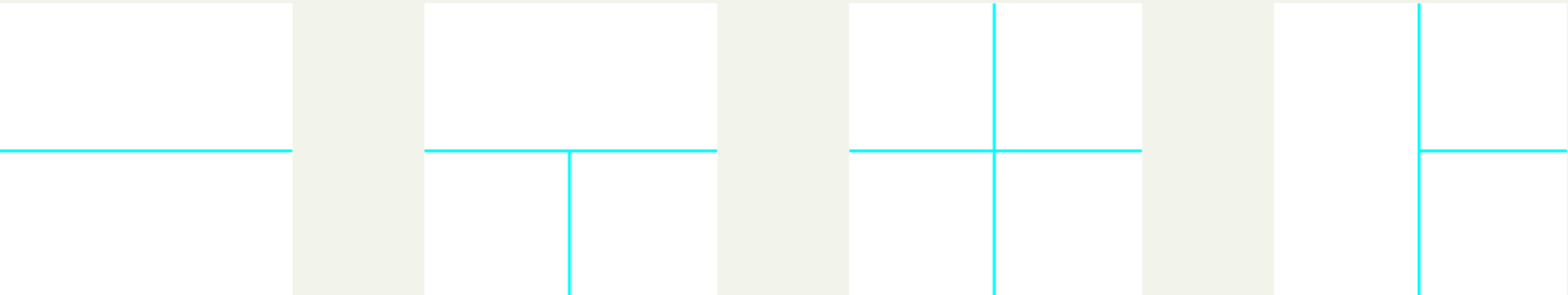
We never show these dividing lines, gutters or margins in final designs. This page is simply about understanding how we can divide up a canvas to layout our different brand elements with simplicity and focus.

To the right are four layout examples across three common formats: portrait, square and landscape. Each shows how to use space purposefully and consistently without unnecessary visual clutter.

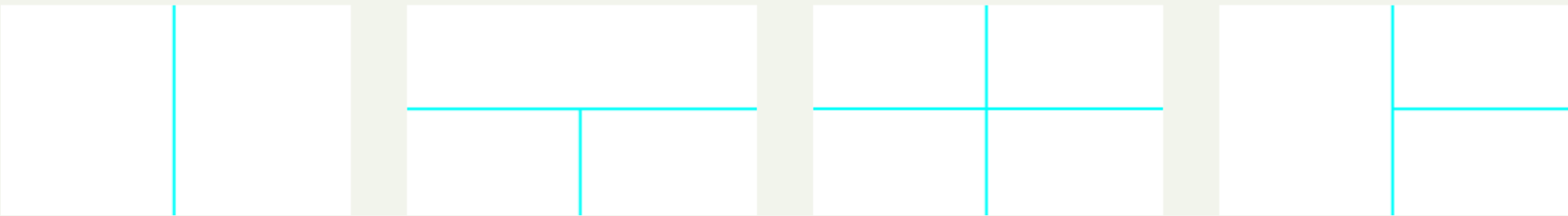
Portrait layouts



Square layout options



Landscape layout options



Margins

Margins define the space between content and its environment. Consistent margins create balance, clarity and a sense of precision across all applications.

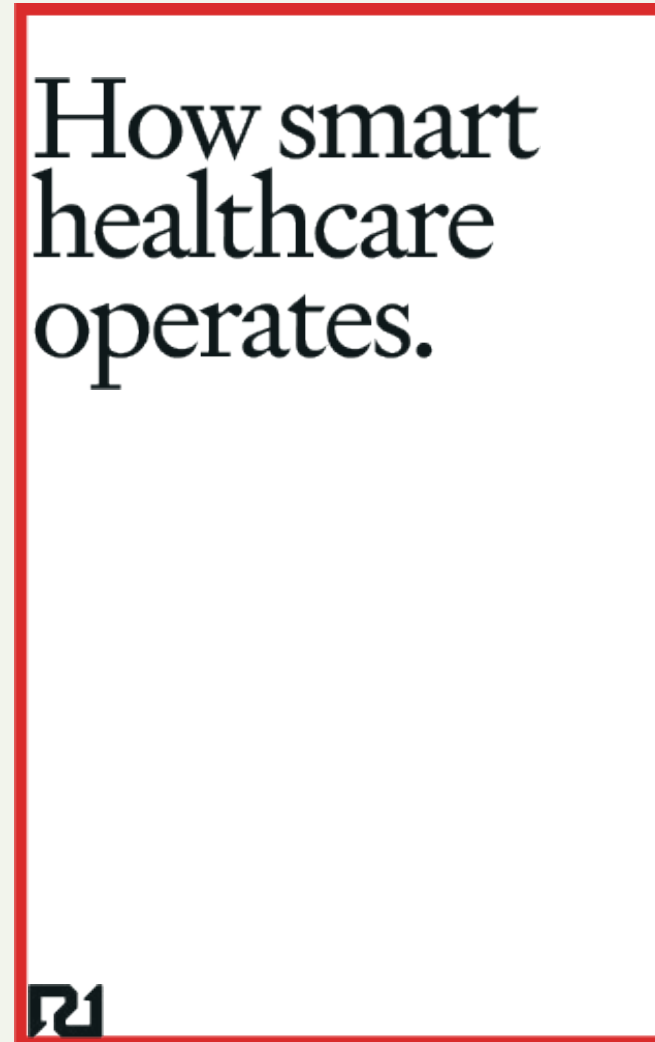
Core rule

- Standard margin = $\frac{1}{2}$ of one grid column in the 12-column system.
- This is the default across brand layouts and should be used wherever possible.

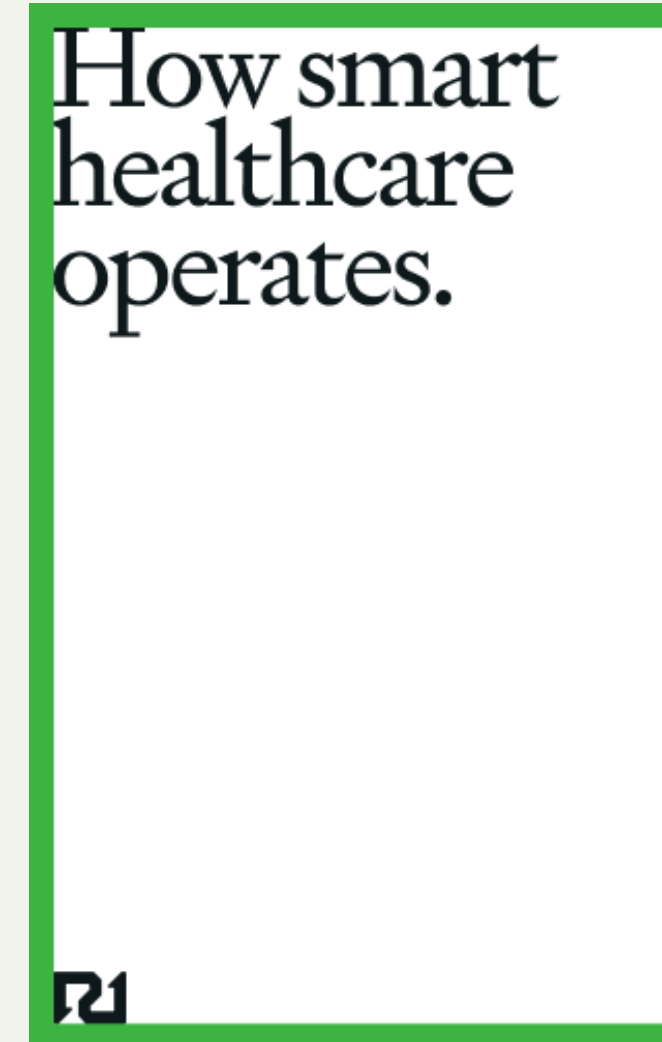
Digital flexibility (web + software)

- Minimum margin: $\frac{1}{4}$ of a grid column (for small screens, compact UI components or edge cases where space is limited).
- Preferred margin: $\frac{1}{2}$ column (default).
- Maximum margin: 1 full column (for readability, responsive layouts or wide formats).

Too tight



Just right



Too loose



Building a layout: grid

The next few pages will show a few different ways to build a successful layout.

To start, we recommend a 12x12 grid. This might look complicated, but don't worry, we only use 12 because it is a golden number that can be divided in two, three and four, allowing for a range of symmetrical layouts that mimic our logo.

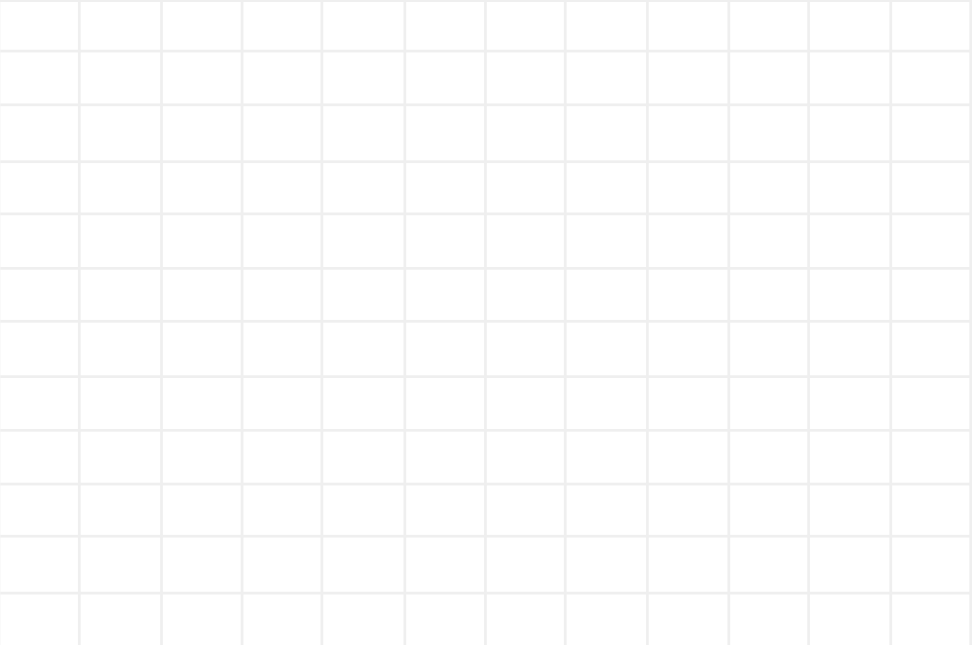
Portrait layout



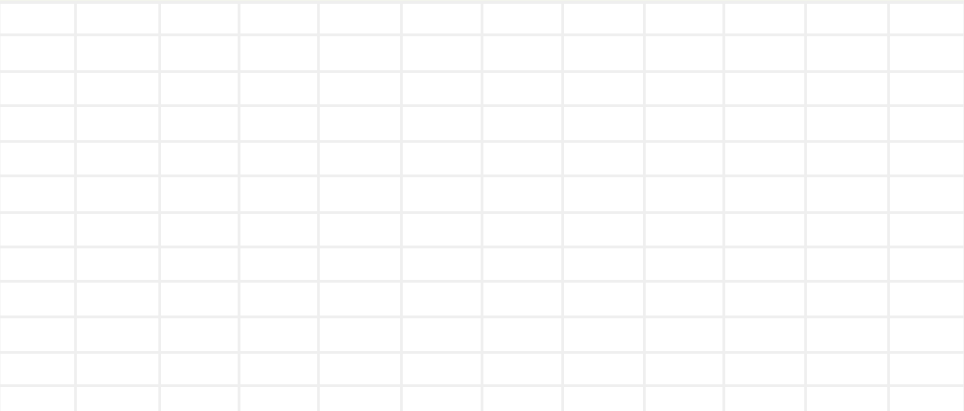
Square layout



Landscape layout



Narrow layout



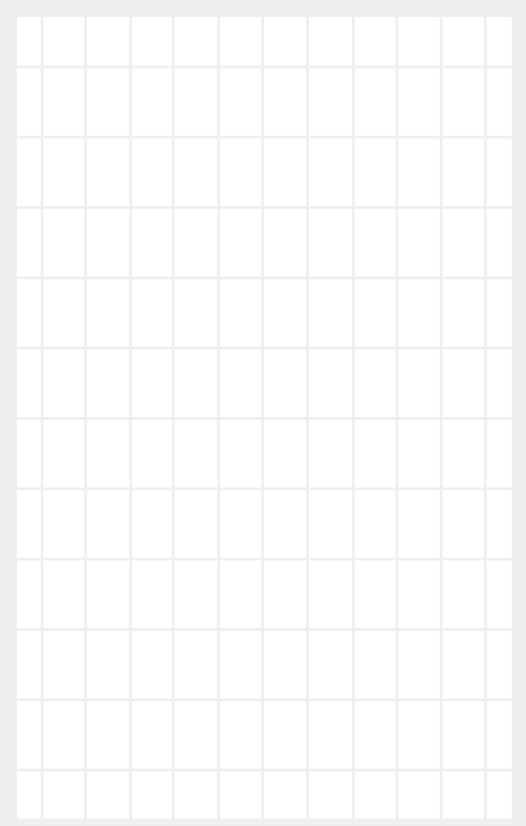
Building a layout: margins and division

Next, determine the margin size across the canvas. This will vary depending on the scale of the application. Refer to the margin guide earlier in this section for direction.

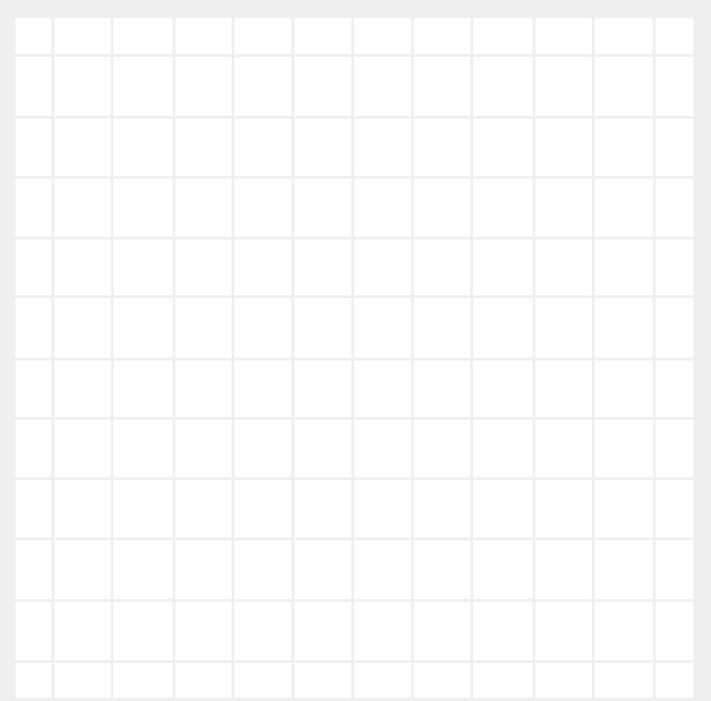
Then, consider how the page should be divided. This depends on the amount of content, the audience, the shape and size of the canvas, and whether the layout leans heavily on photography or graphic elements.

Each section you create will need its own margin, which is equal to the margins created for the edges of the canvas. Aim for clarity and simplicity throughout. When in doubt, choose less over more.

Portrait layout



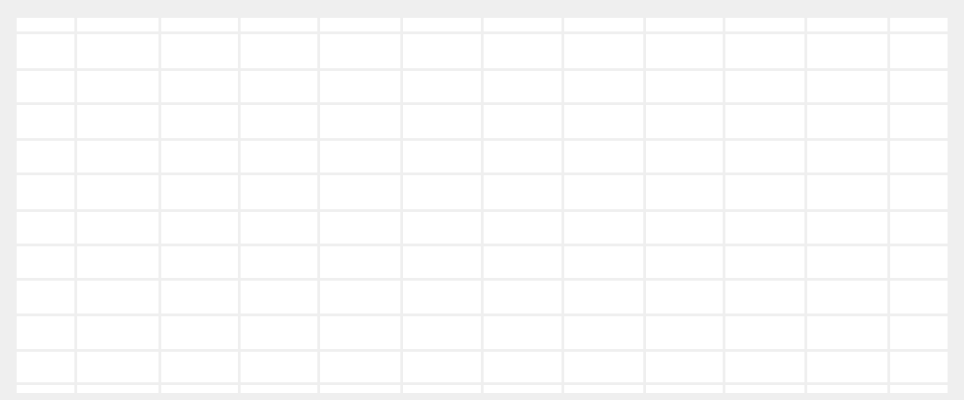
Square layout



Landscape layout



Narrow layout

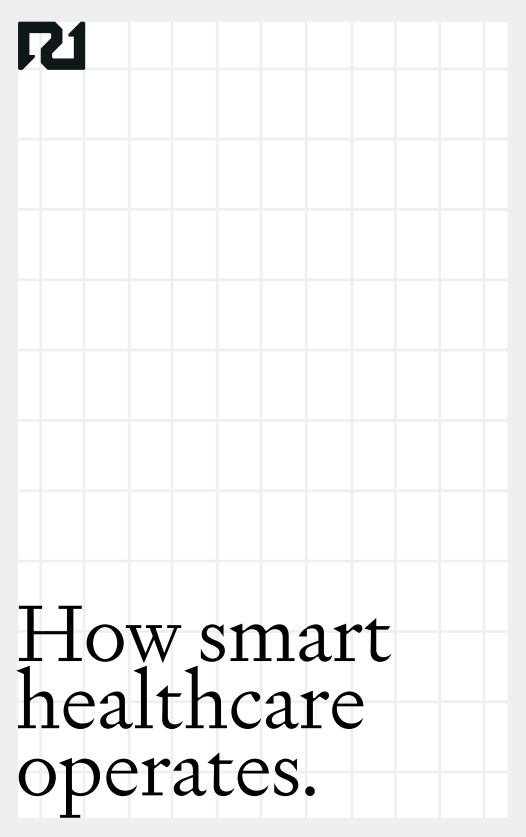


Building a layout: content

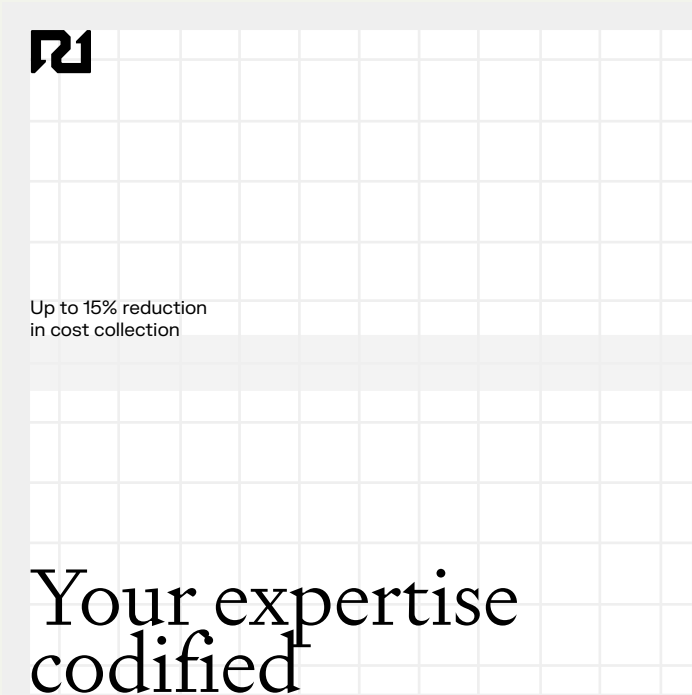
When building a layout, start by placing the core content—headlines, copy and logos—in a way that feels balanced and intentional. Headlines should act as the primary anchor of the design, but their size will naturally vary depending on length, format and context.

The logo should scale in proportion to the headline so that it feels present without competing for attention; in many cases, it may align roughly with the x-height or cap height of the headline, but this should be treated as a guide rather than a rule. The goal is to maintain clear hierarchy, where the headline leads, the logo supports, and the overall relationship between elements feels consistent, adaptable and easy for audiences to digest.

Portrait layout



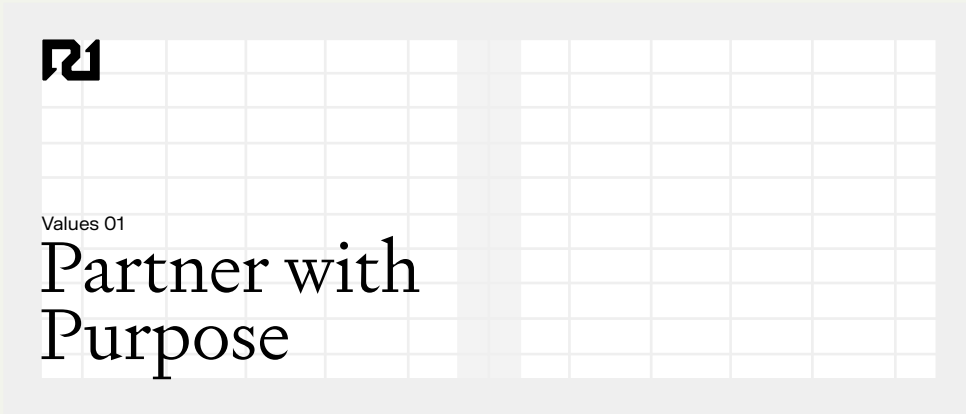
Square layout



Landscape layout



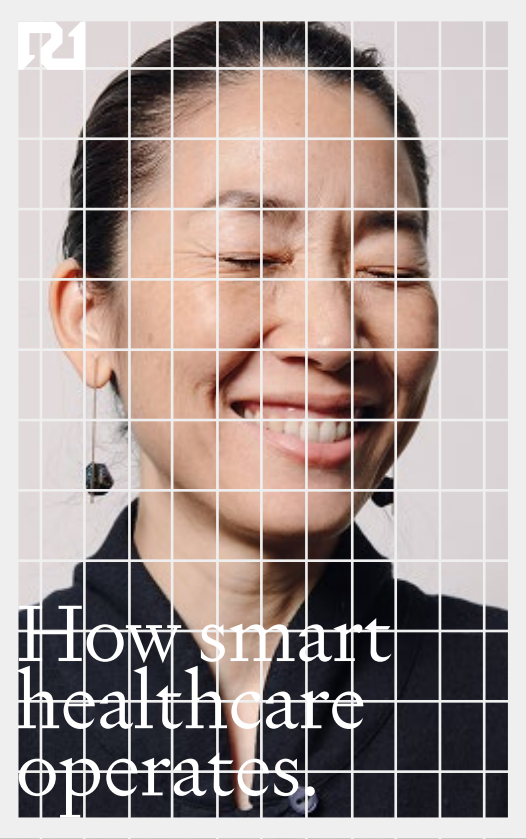
Narrow layout



Building a layout: graphics and imagery

Lastly, we can apply any imagery, graphics and colors to the composition. Notice how copy and logos are always aligned to the margins, whereas imagery and graphics are aligned to the section dividers or to the canvas edges.

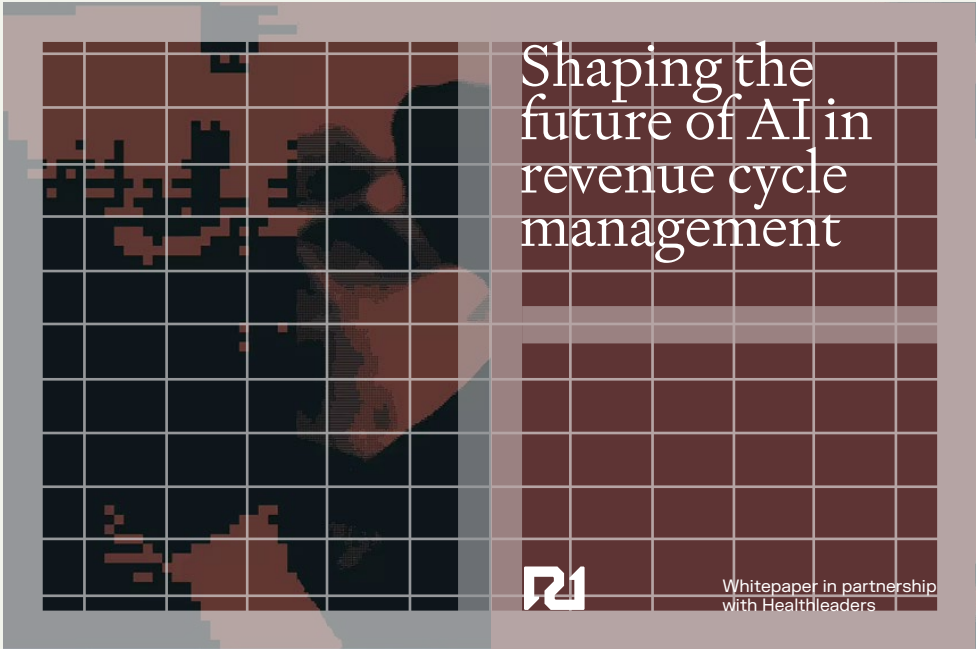
Portrait layout



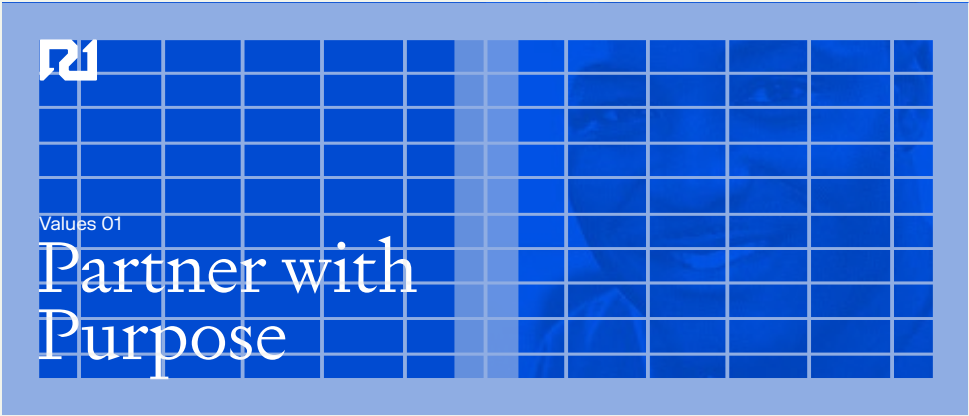
Square layout



Landscape layout



Narrow layout



Building a layout: final

This is exactly the same design as the previous page, just without the grid so that the final designs can be viewed in full detail.

Portrait layout



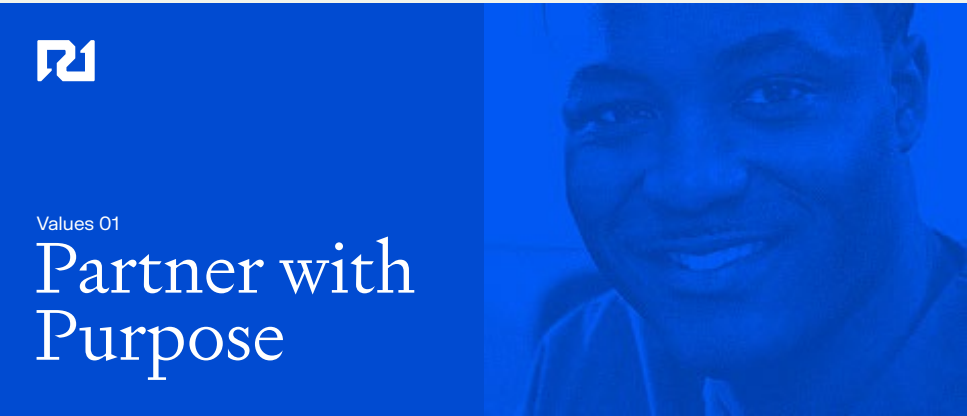
Square layout



Landscape layout



Narrow layout



Common misuse

To maintain brand consistency, avoid the following misuses:

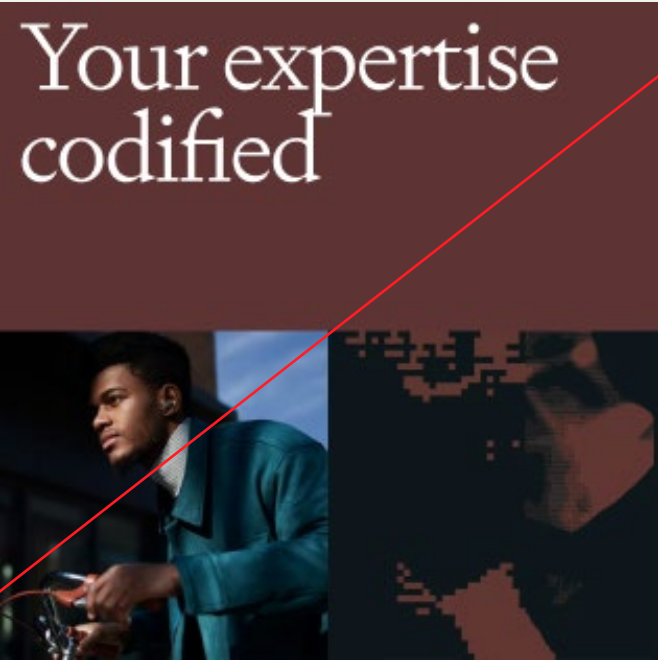
- Do not divide the canvas asymmetrically.
- Do not use every brand element in the same layout.
- Do not make everything visually the same size.
- Do not inset images.

The layout system has been tested to combine all of the brand elements to have balance and focus to drive awareness of the R1 visual identity system.

Do not divide the canvas asymmetrically.



Do not use every brand element in the same layout.



Do not make everything viusally the same size.



Do not inset images.



Charts, graphs and diagrams

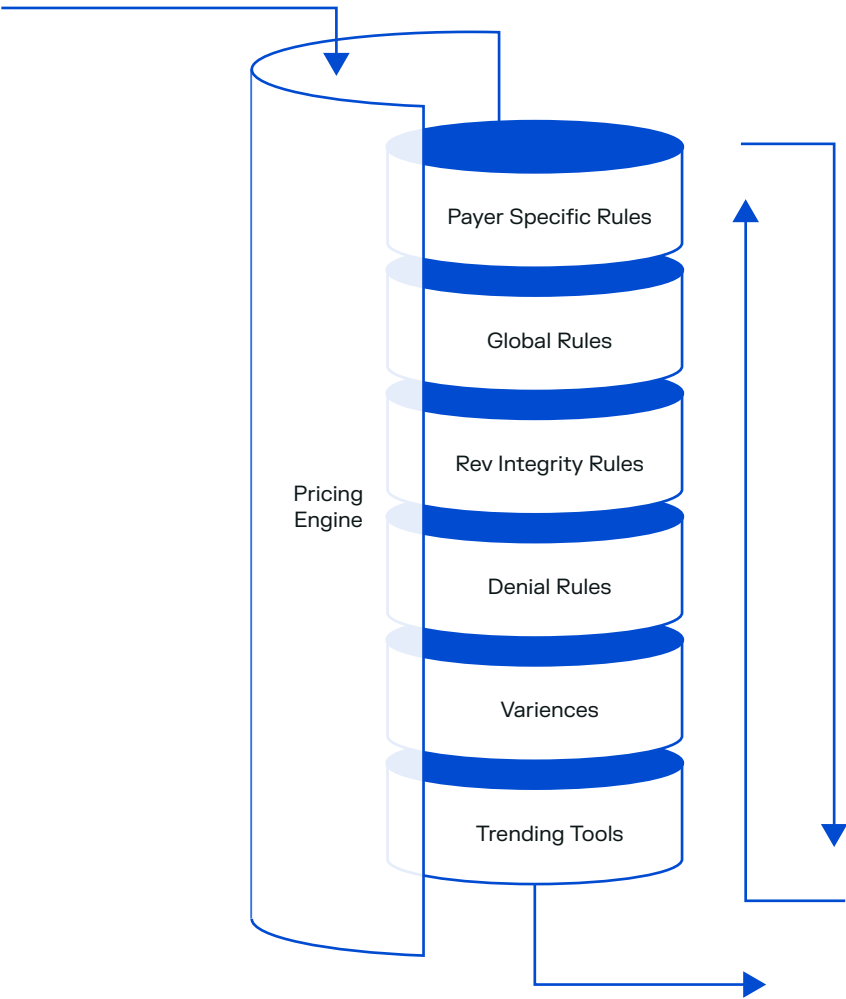
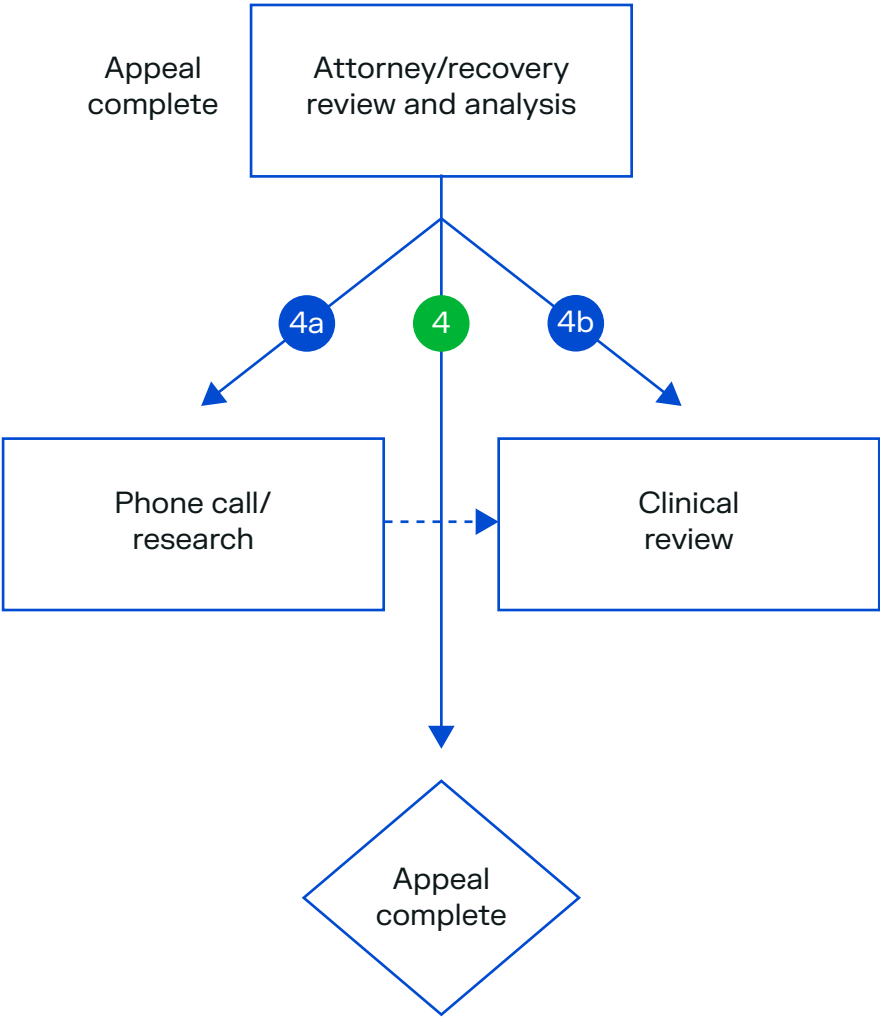
- 60 Introduction
- 61 Workflows & diagrams
- 62 Charts & data
- 63 Tables

Introduction

The R1 visual system extends to charts, tables and diagrams through a clear, consistent approach rooted in simplicity and structure. These elements translate complex information into accessible visuals, using layout, color and typography to guide attention and support comprehension.

Charts use clean forms and the R1 color palette to highlight patterns and comparisons. Diagrams are built with precision, often using R1 Blue on white to maintain clarity, with green and red used sparingly to signal status or outcomes. Tables balance structure with flexibility, using FK Grotesk for readability and color cues for emphasis where needed.

Together, these formats ensure that data-driven content feels unmistakably R1 — precise, readable and visually coherent across every touchpoint.

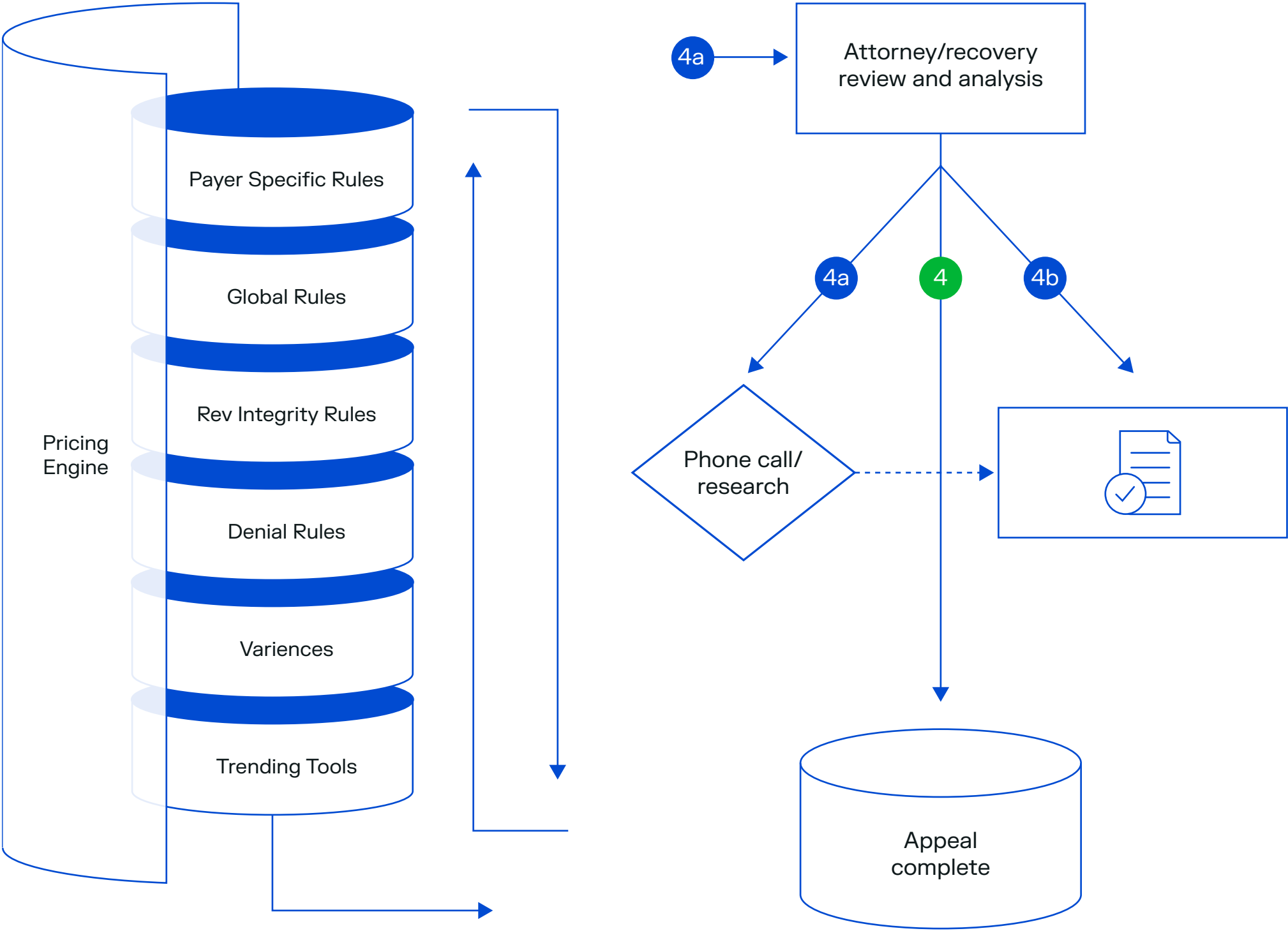


Workflows & diagrams

Workflow and diagram layouts use R1 Blue on a white background to maintain clarity, accessibility and brand consistency. This system-first approach ensures visual cohesion across complex processes, supporting both linear workflows and decision trees.

Green and red from the secondary palette can be used sparingly to communicate status—such as success, approval, alerts or denial. These accents help highlight key actions or outcomes without distracting from the structure.

Thin-line, rounded icons may be used to support interactions, reinforce meaning or improve scannability. All elements should remain clean, consistent and minimal, ensuring that even complex flows are easy to follow at a glance.

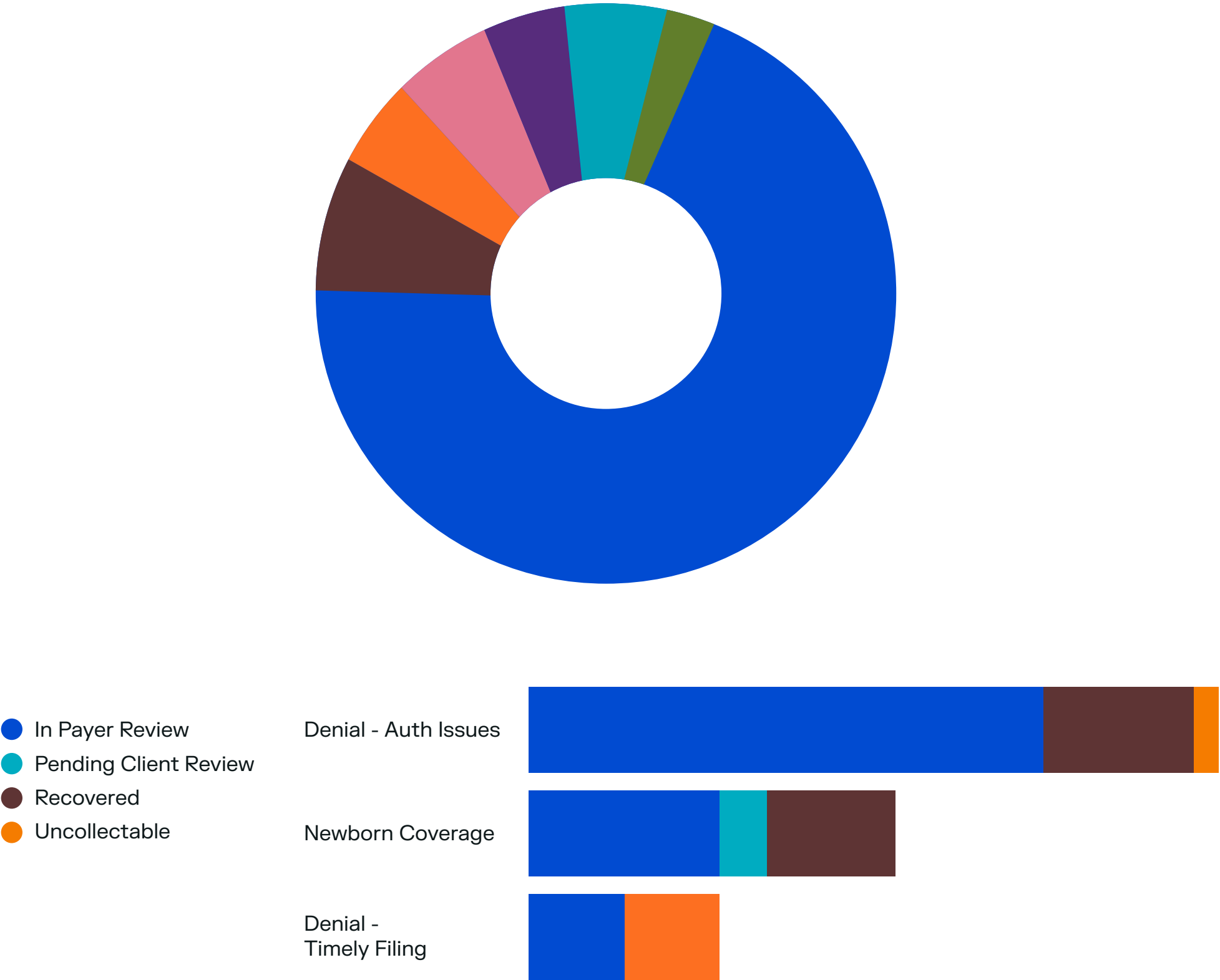


Charts & data

Charts and graphs in the R1 system are designed for simplicity, clarity and ease of interpretation. Visuals should be clean and minimally styled, using basic forms like bar, line and pie charts to communicate data effectively without distraction.

Primary and secondary palette colors are used to differentiate data categories. R1 Blue typically anchors the visual and should be the dominant color in most charts. Secondary colors may be used to add contrast and support differentiation, but should be applied thoughtfully to avoid overwhelming the visual hierarchy.

Color usage should always reinforce clarity — supporting easy comparisons, clear legends and accessible labels. Avoid decorative elements or overly complex styling in favor of precision and legibility.



Tables

Tables are designed for clarity and efficient scanning of key data. We use FK Grotesk for all table typography, providing a clean, legible foundation that balances the expressiveness of the brand with the functional needs of dense information.

Tables should use minimal styling — anchored by R1 Blue for headers, totals and interactive or emphasis states. Shades of green or red from the secondary palette may be used sparingly to indicate status, highlight key metrics or guide attention to specific values.

Hierarchy is established through clear alignment, consistent column spacing and logical grouping. Keep visuals minimal and purposeful — tables should aid comprehension, not compete for attention.

Service Line		Hospital Billing		
Category		Change Applied Count	Est. Value (\$)	% of Est. Value
Charging		704	\$1,854,819	59.7%
	Missing Change	557	\$1,854,819	59.7%
	Change Correction	147	\$1,313,148	42.3%
	Coding Correction	557	\$1,854,819	20.8%
Category		1,042	\$3,106,161	100%

Showcase

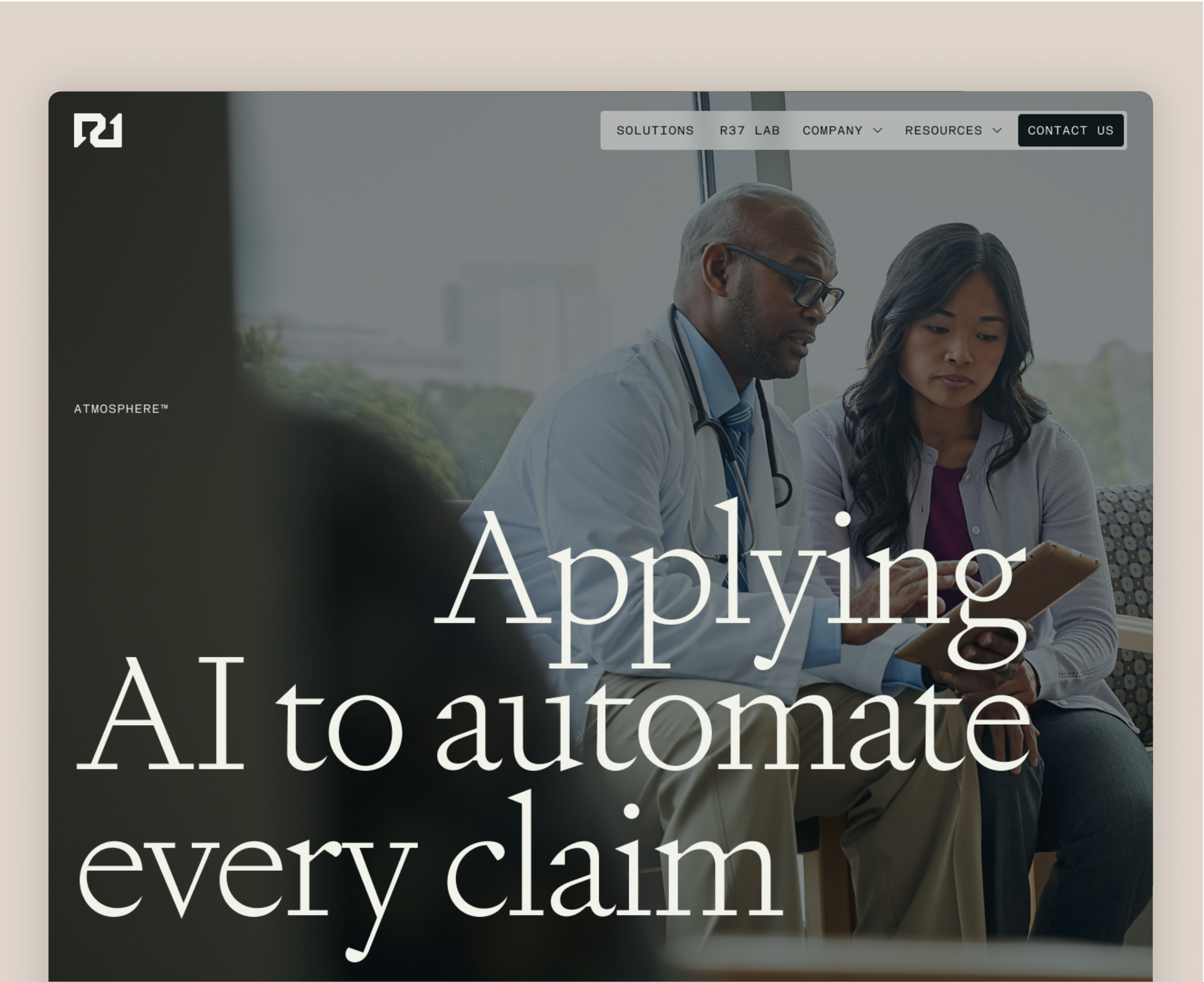
65	Website
74	Presentation slides
77	White paper
79	Business cards
80	Show booth
81	Signage
83	Swag
86	UI

R1 homepage

In many respects the R1 website combines all the elements of our brand. Equal parts a marketing tool, resource and notice board, it is our chance to tell the deepest and richest story about ourselves, so it will use the most of our brand elements in a single place.

This section shows how edge-to-edge photography, clear messaging, and the modular graphic device establish brand presence and hierarchy. Every detail — from typography to spacing — is built to scale across screen sizes while feeling purposeful and confident.

Please note: this is proof of concept only. The website will update in September 2025, with digital guidelines to be supplied by partner Area 17.

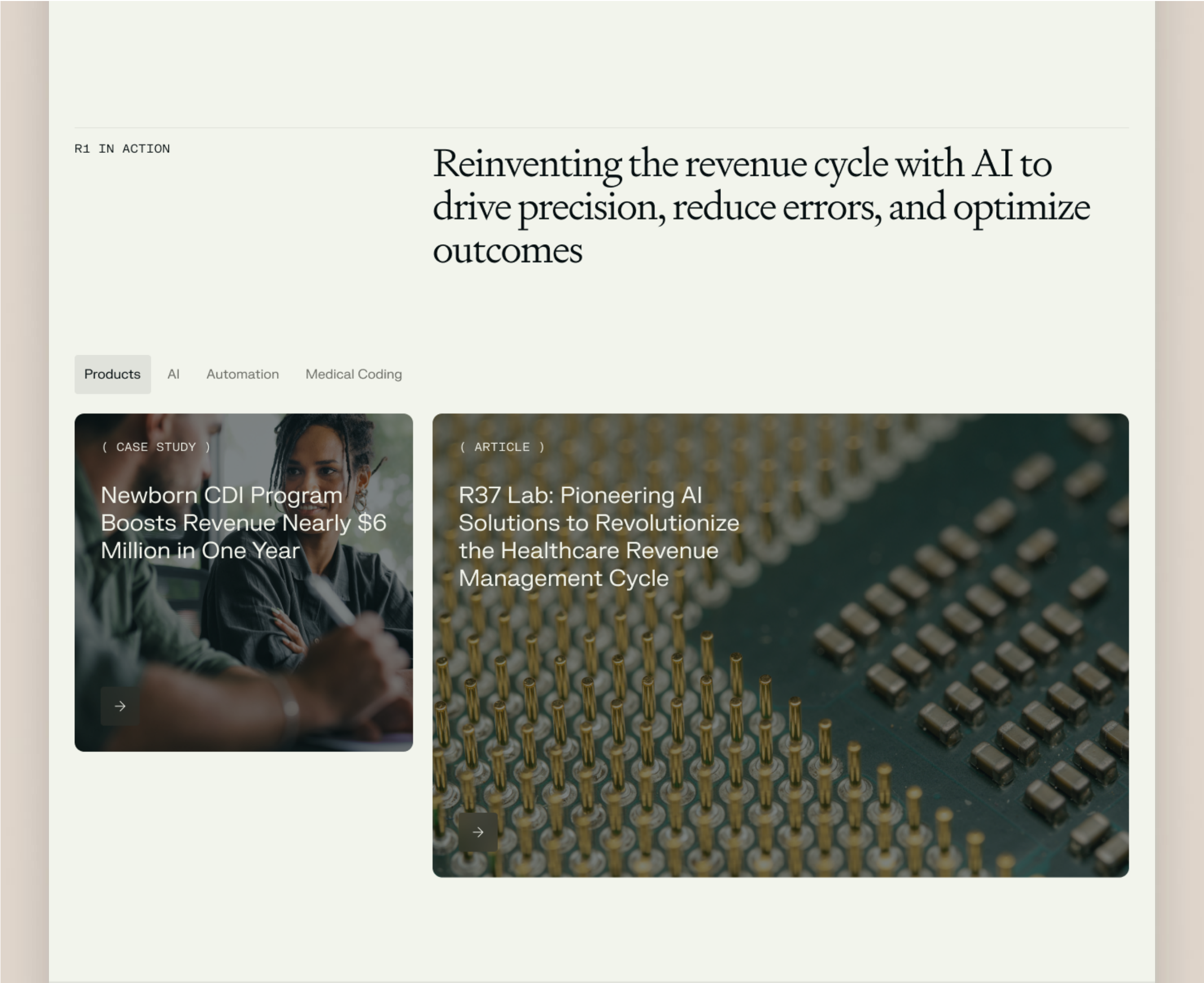


R1 homepage

This section demonstrates how expressive brand elements can coexist with functional content delivery. Editorial photography is used sparingly but deliberately — cropped tightly, minimally lit and always with a sense of focus and clarity.

Next to it, pixelated image treatments introduce a distinct visual texture, signaling technical content or innovation themes. These graphics act as a secondary visual language — abstract but purposeful — supporting the tone without overwhelming the layout.

Warm White serves as the foundational background, complemented by accents of Blue and Deep Red from the secondary palette. These choices establish contrast and visual rhythm while keeping the focus on clarity and content.

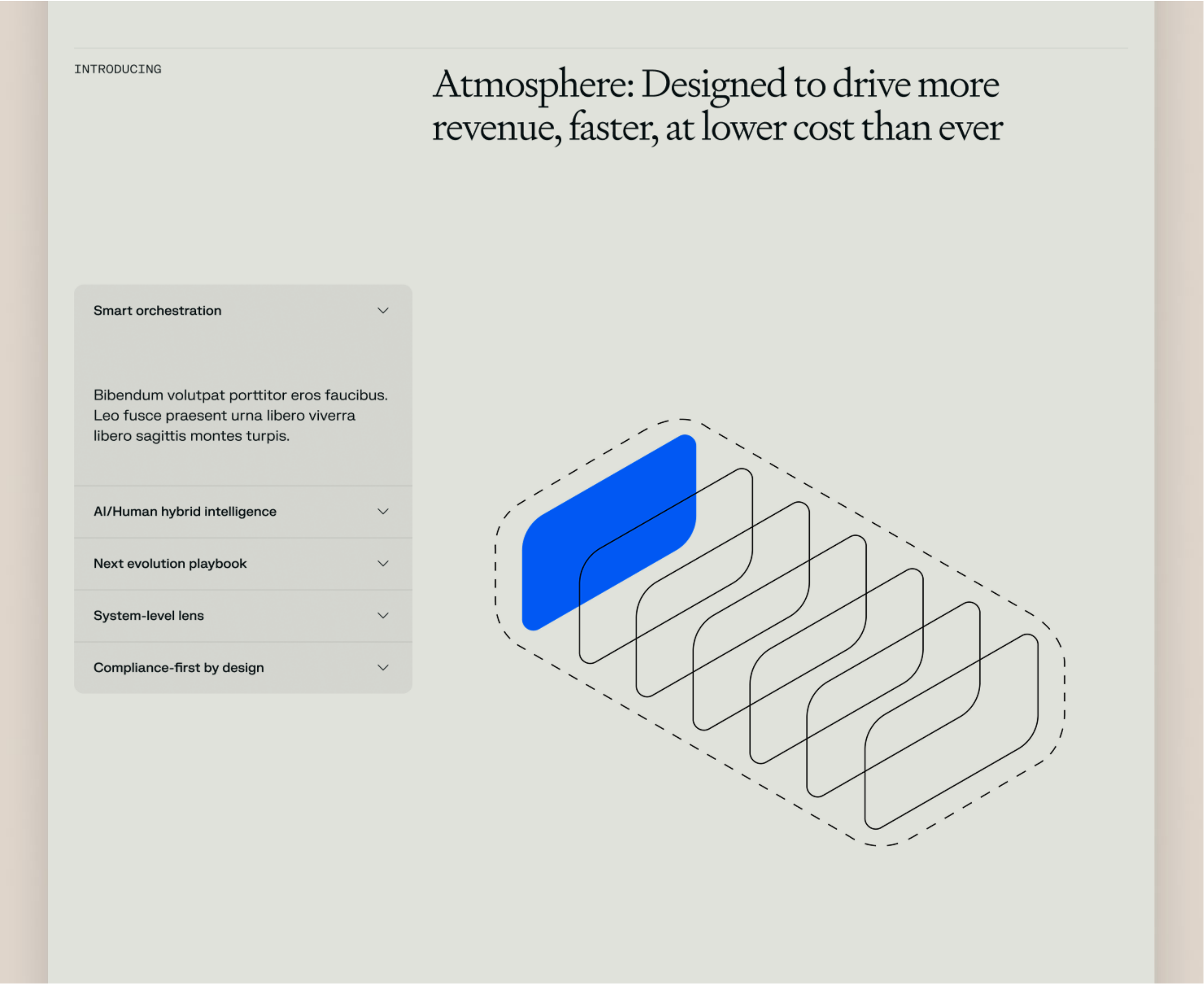


R1 homepage

This moment on the page introduces more structured, data-driven content — bridging editorial storytelling with functional clarity. The 50/50 layout allows space for visualized systems thinking, helping audiences intuitively grasp how our technology delivers results across stages of care and payment.

The vector element on the right is a foundational motif that will reappear in our diagrams and charts. Its simplified geometry and dotted-line outlines align with the logo’s sharp angles and establish a visual language for complex systems.

Here, we stay grounded in the core palette: Warm White as a backdrop, with Blue used sparingly to draw focus and indicate action. Typography remains understated and clear, ensuring ease of use without visual fatigue.

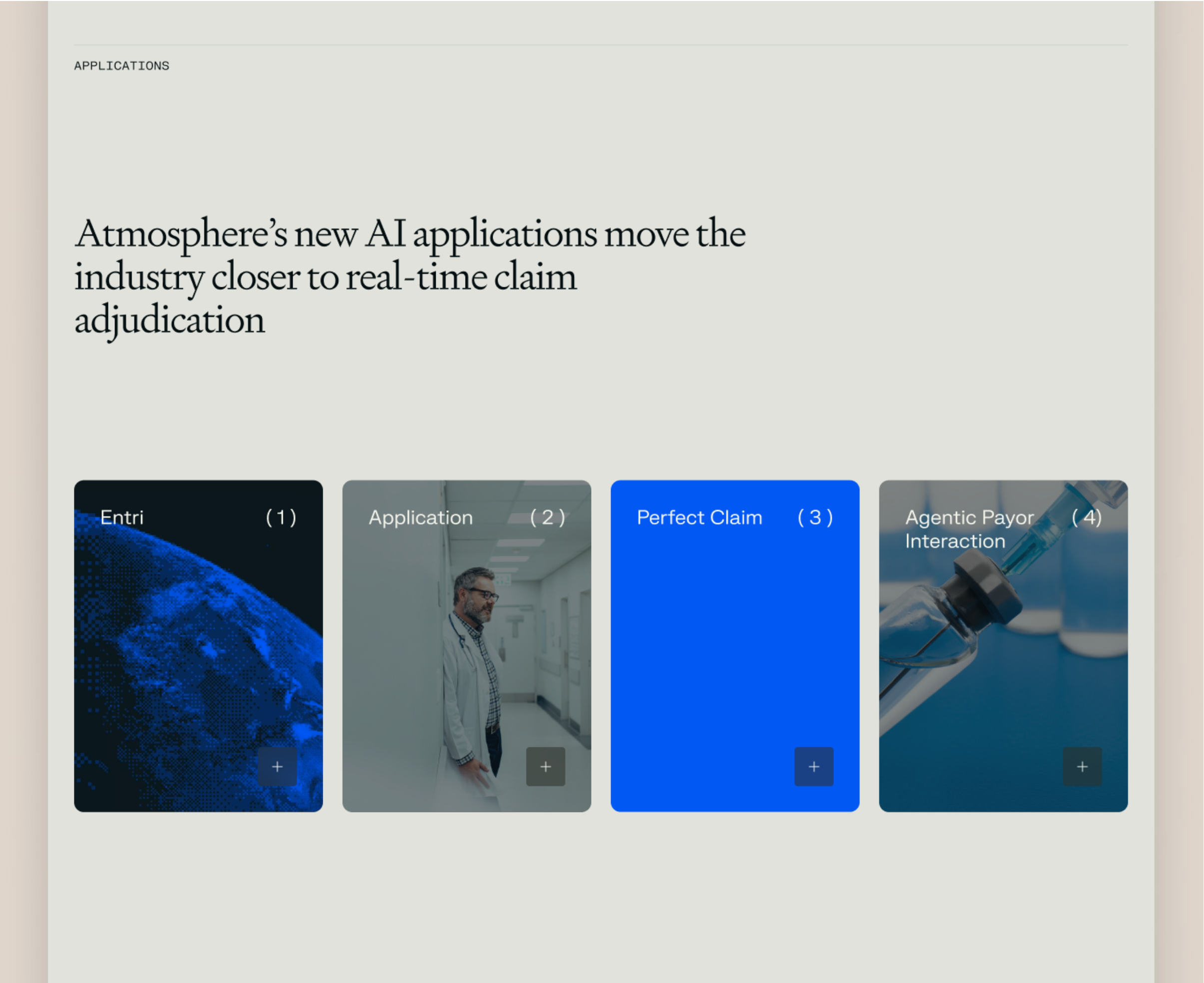


R1 homepage

Scrolling down, we introduce a more expressive set of brand elements while still prioritizing clarity and cohesion. This section showcases the full system in action — pairing typographic hierarchy with modular layouts and a diverse range of content blocks.

Photography here is presented untreated and editorial in tone, allowing subject matter to feel human and grounded. Pixelated image graphics — used selectively — establish a bold visual identity for proprietary or thought leadership content, offering a stark contrast to more clinical or conventional industry visuals.

The solid color blocks signal clear navigation pathways, maintaining usability while reinforcing the primary palette. Together, these treatments reflect the dynamic, functional and design-forward nature of the R1 brand system in a real-world context.

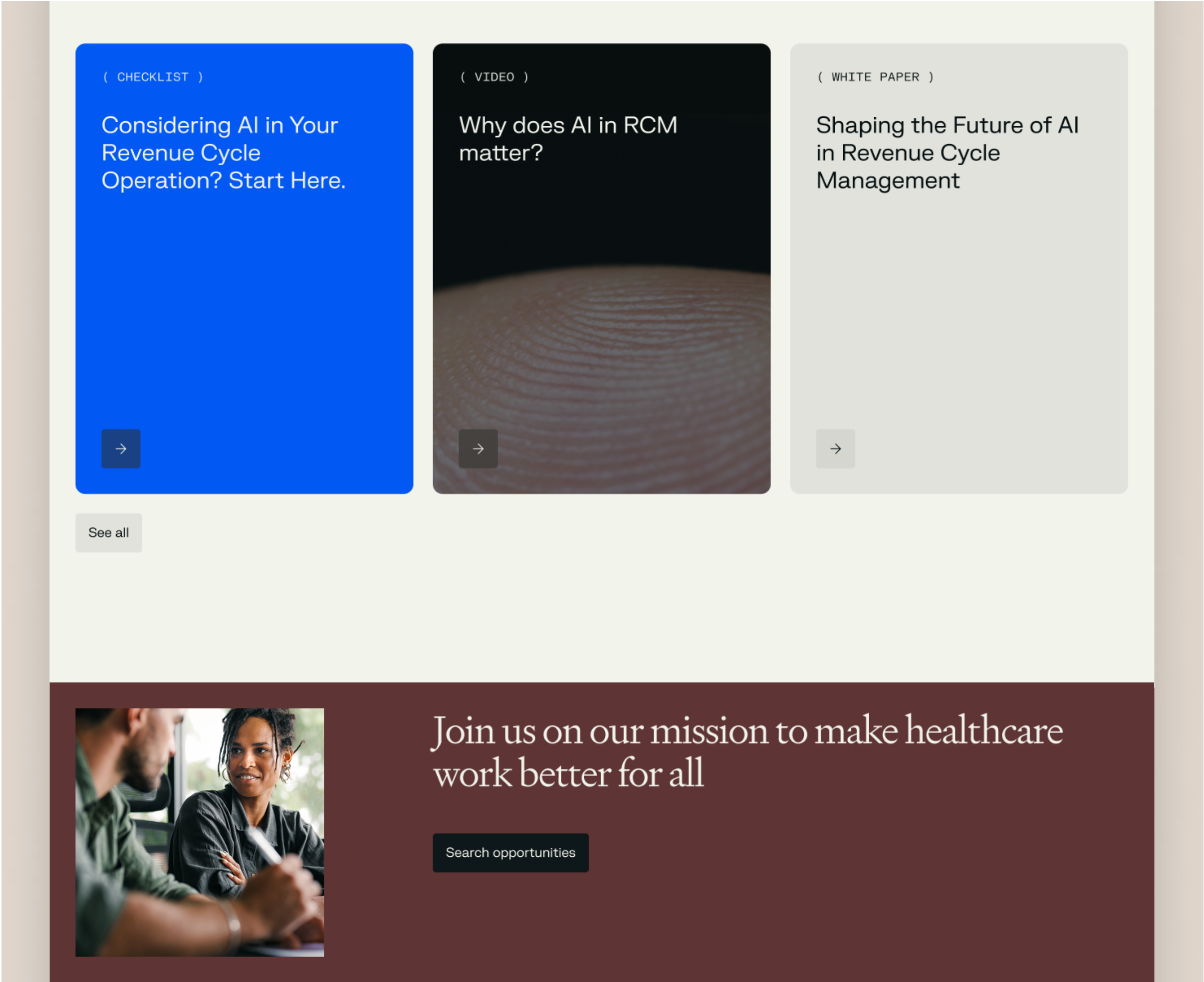


R1 homepage

This section demonstrates how different visual treatments can be applied based on the nature of the content. Each tile uses a distinct approach — flat color, untreated photography or pixel-based graphic style — depending on tone, urgency or format (e.g. case study vs. webinar).

This is also the first moment the full primary palette appears together in layout. Rather than applying color purely for decoration, each choice is purposeful — used to differentiate, structure or signal something about the content it frames.

Photography continues our focus on real human moments, using shallow depth of field to create intimacy and highlight presence over perfection.

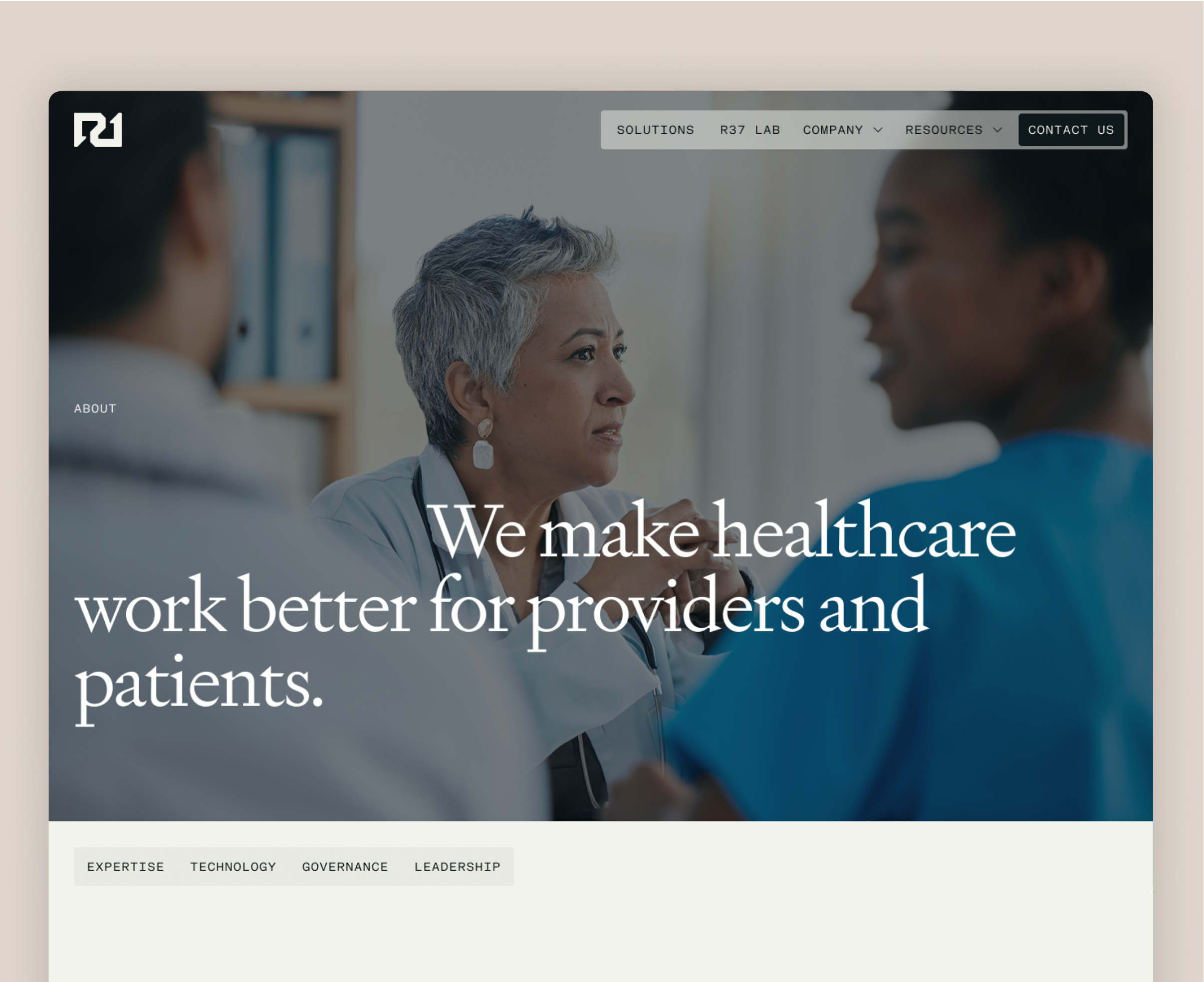


R1 about us

The About page gives our core brand elements more breathing room. Here, the emphasis shifts to strong, confident typography and understated color — anchoring our voice in clarity and intention.

Imagery is quiet but focused, helping convey humanity, trust and professionalism without distraction. This approach sets the tone for the rest of the site, showing that our systems may be complex — but our purpose is simple and clear.

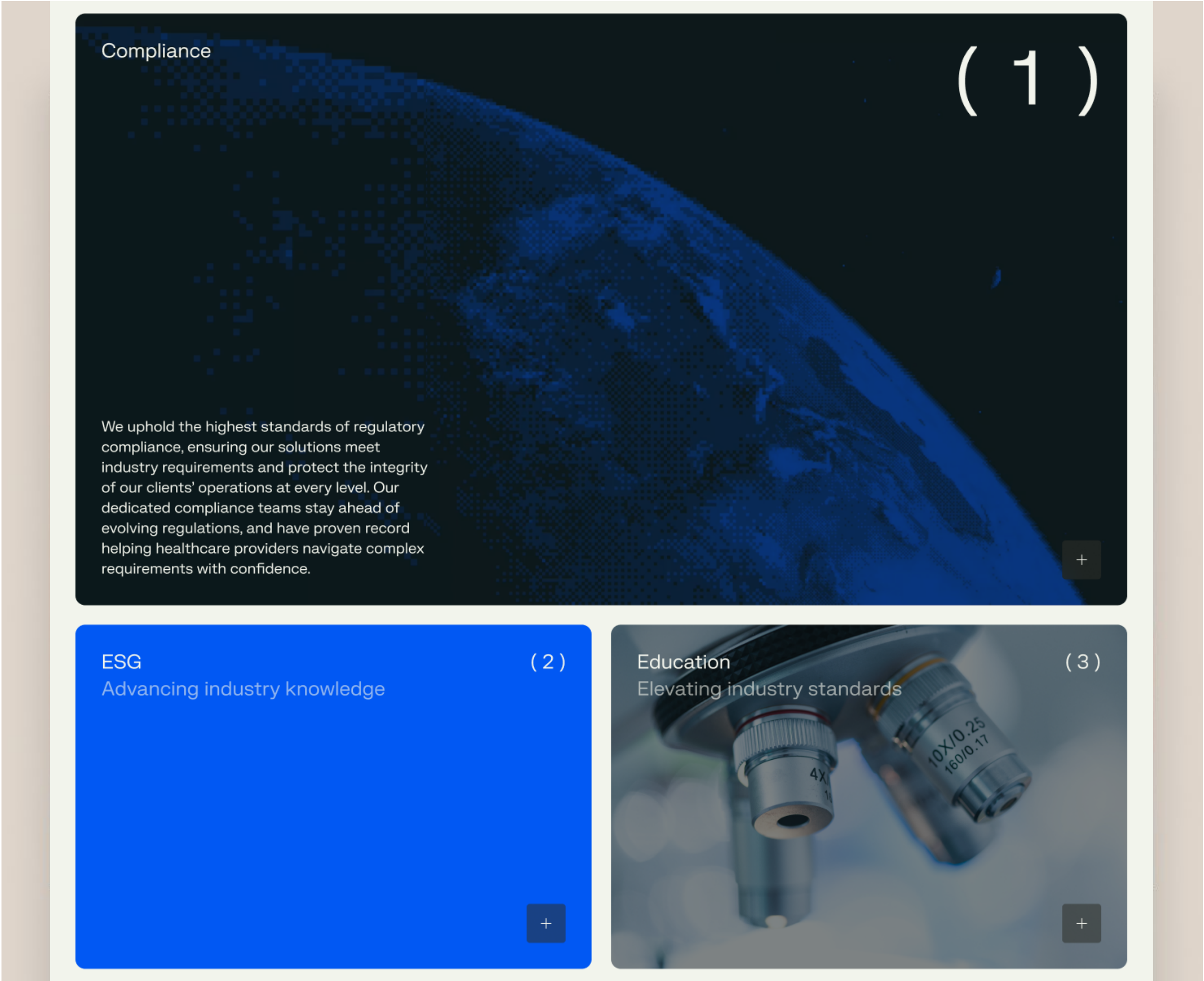
Please note: this is proof of concept only. The website will update in September 2025, with digital guidelines to be supplied by partner Area 17.



R1 about us

As we scroll down, we reinforce our visual language with a mix of branded pixel imagery, authentic photography and simple color-forward blocks. These elements help support key content areas like compliance, ESG and education while giving the layout structure and rhythm.

This page demonstrates how the system can flex — balancing clarity with distinction — without overwhelming the message.



R1 about us

Leadership photography reflects the brand's emphasis on professionalism, warmth and clarity. Portraits are shot with natural light, neutral backdrops and consistent framing — allowing the personalities to come through without distraction.

This approach ensures a unified, trustworthy presentation across the site and related communications.



Joseph Flanagan
Title and position



John Sparby
President



Lashana Jackson
Chief Human Resources Officer



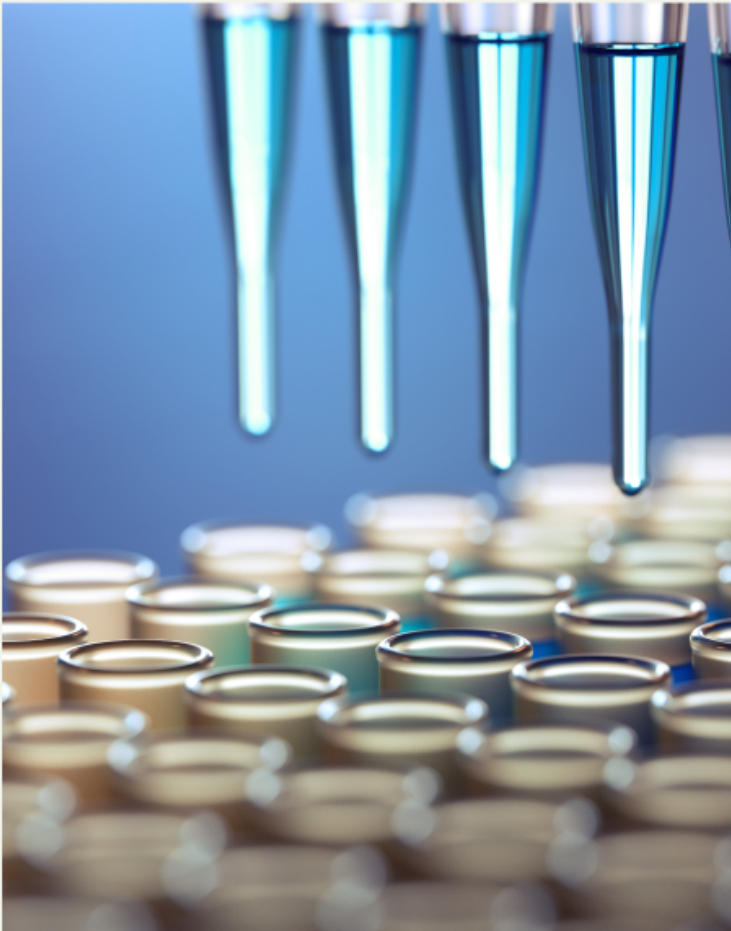
Dave Wojczynski
President, Physician Revenue Cycle Management

R1 about us

This section demonstrates how expressive typography and photography can work together to reinforce messaging. A large headline introduces the company’s legacy and mission, while editorial-style images support the tone — highlighting real environments and real people.

By pairing clear, serif-driven type with documentary-style photography, the layout evokes credibility, warmth and depth — hallmarks of the R1 brand.

Our contributions to the industry reflect a commitment to shaping the future of healthcare by driving innovation and elevating standards across the revenue cycle.



22 years of pioneering in healthcare.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam gravida non nisl vel pretium. Aliquam bibendum porta rhoncus. Proin condimentum ante eu purus condimentum, vel molestie lacus facilisis. Curabitur pellentesque nisi non congue egestas. Aenean in dolor elementum, pharetra leo a, varius nisi

Presentation slide

Here's a layout example for a presentation slide using a more heroic application of the R1 logo. Notice how impactful the brand can be using only the primary and core elements of the R1 system. Sometimes less is more. Use this cover for presentations where the R1 brand needs to be front and highly visible.



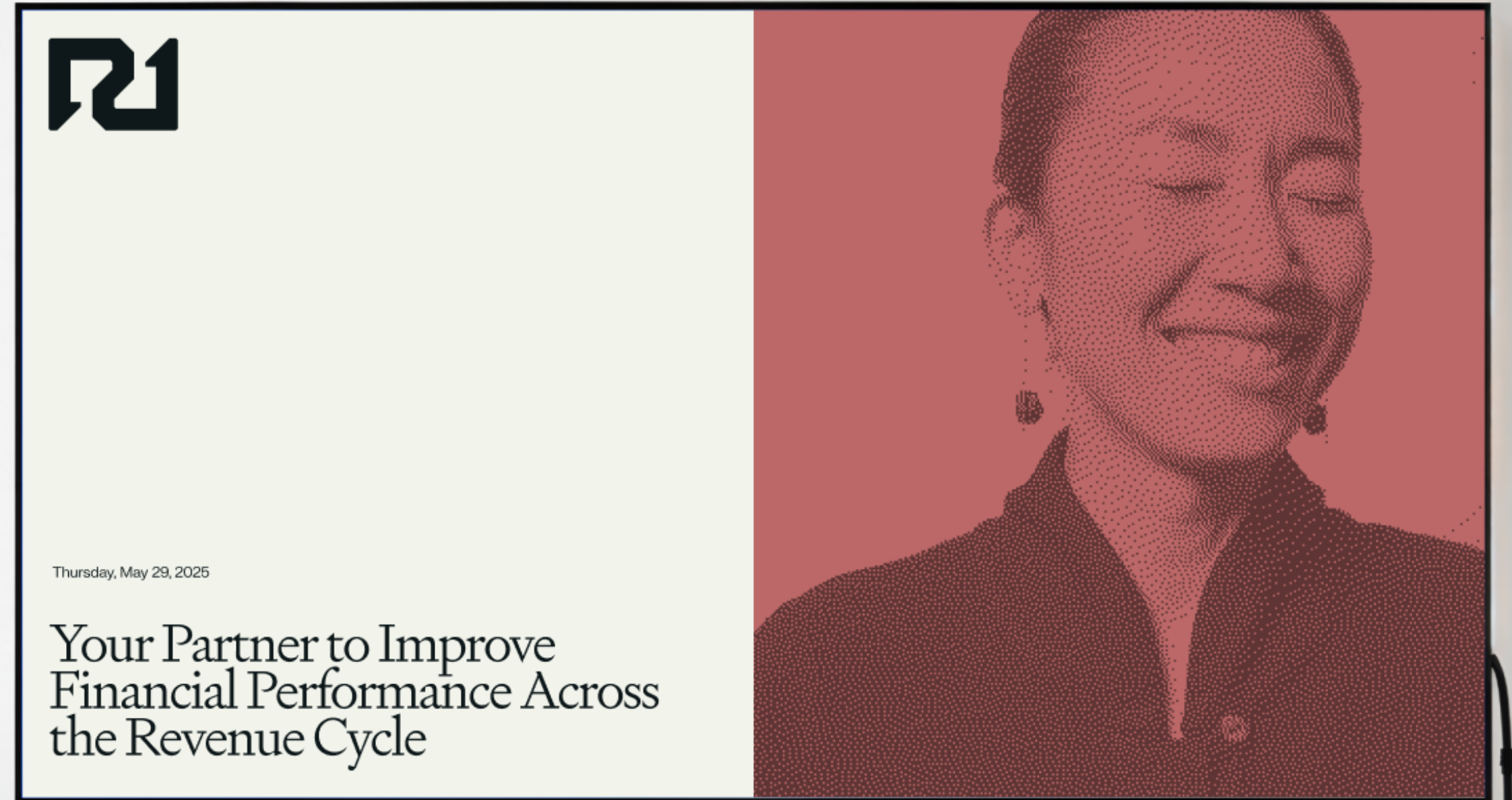
Presentation slide

Here's a layout example for a presentation slide using a more heroic application of the headline typeface. Notice how we are scaling the logo to the cap-height of the headline to create a cover with clear hierarchy. Use this cover for presentations where the content needs to be the focus, with the brand playing more of a supporting role.



Presentation slide

Sometimes imagery will feel appropriate for the cover of the presentation. Use this split 50/50 layout to create hierarchy.



White paper

This split layout can be applied to a variety of applications, including white paper covers.



White paper

Here’s an example of using Signifier to emphasis quotes or specific content within layouts.



Business cards

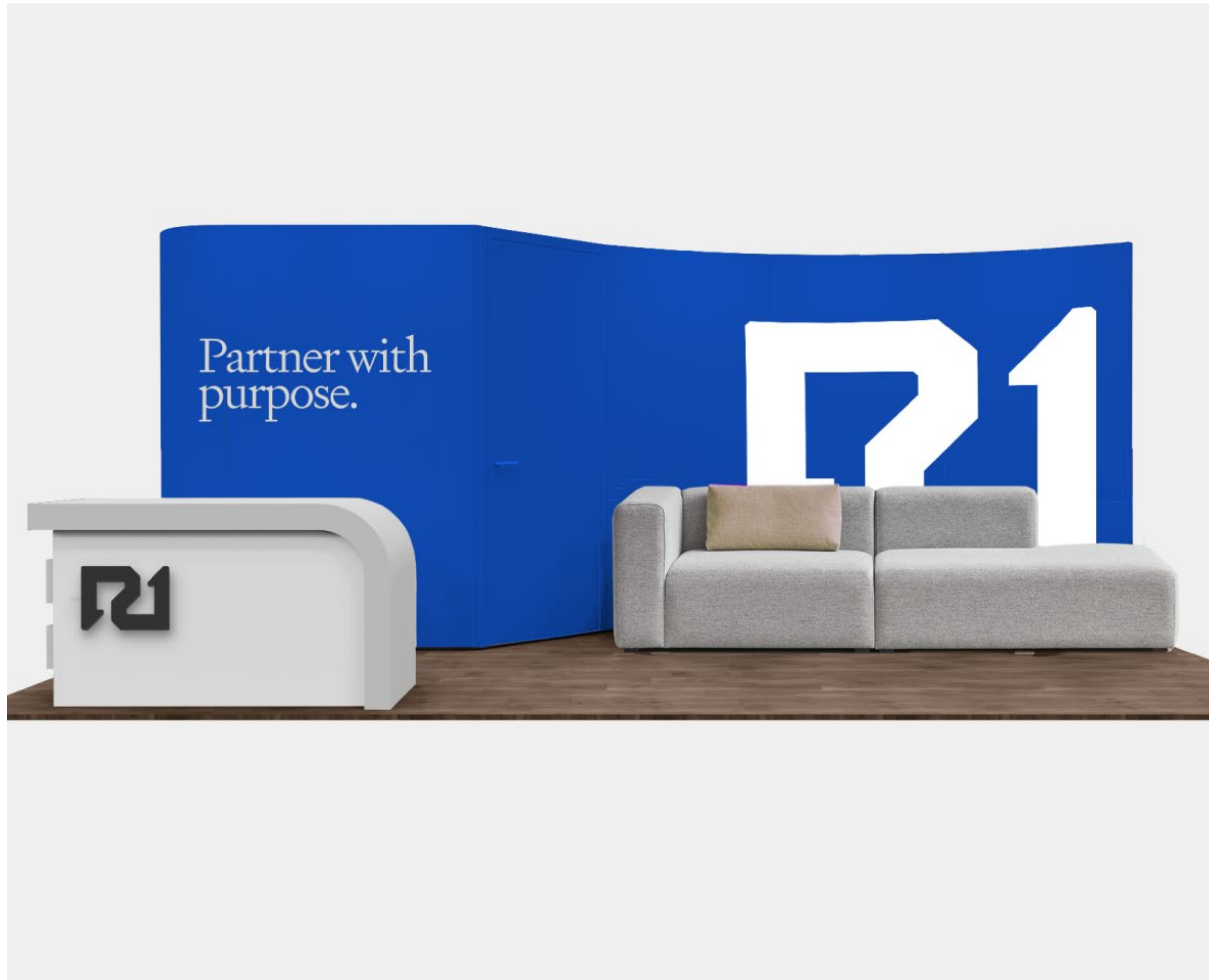
Given the rotational quality of the ambigram logo, we can look for opportunities to pay that off in physical applications, such as business cards. Notice how we've used the corners to layout the content, to emphasize the logo on the front.



Show booth

This example represents a basic booth setup — using our core brand blue, the logomark at scale and a clear, purposeful message in type. The simplicity ensures clarity, instant recognition and consistency in busy environments where audiences may be encountering R1 for the first time.

More space and scale, additional content, interactive elements and layered design features can be incorporated to create a richer, more engaging experience while staying true to the brand system.



Signage

Signage is one of the most visible expressions of the R1 brand in the built environment. It should appear confident and precise. Use the logo prominently and without embellishment, and ensure typography is functional, legible and aligned with the overall system.



Signage

Color usage should remain minimal, prioritizing contrast and clarity. These moments are not just directional; they are opportunities to reinforce confidence in our brand.



Swag

Branded merchandise is a chance to express the R1 identity in a more tactile and personal way. Simplicity is key. Bold applications of the logo, set against primary brand colors, help maintain clarity and impact.

Swag should feel useful, well made and aligned with our broader system. When done well, it turns everyday items into meaningful applications.



Swag

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Swag

Branded merchandise is a chance to express the R1 identity in a more tactile and personal way. Simplicity is key. Bold applications of the logo, set against primary brand colors, help maintain clarity and impact.

Swag should feel useful, well made and aligned with our broader system. When done well, it turns everyday items into meaningful applications.



UI

These mobile web menus demonstrate how the R1 brand system scales to digital interfaces. Each example showcases the use of Signifier and FK Grotesk in a clear hierarchy, with careful attention to spacing, rhythm and accessibility.

Background colors are drawn from both the primary and secondary palettes to highlight flexibility while maintaining contrast and legibility. The layouts are intentionally minimal, allowing type and color to carry the experience without unnecessary embellishment.



