

Brand Guidelines

1. Brand Essence

Mission

Ten Ten Ten exists to transform the U.S. healthcare system from the world's most expensive failure into one of the world's best performers.

Vision

A United States where health outcomes improve, waste shrinks, and equity is built in, achieving Top Ten global outcomes, at Ten Percent of GDP, within Ten Years.

Tagline Options

- Top Ten for Health, Spend Ten Percent, In Ten Years
- Americans for Responsible Health Care Spending
- Measure Progress, Not Promises
- A Better System for Everyone
- Outcomes Up. Waste Down. Equity Built In.

2. Brand Voice

Tone: Confident, data-driven, and action-oriented, but human and hopeful.

Personality

- *Transparent.* Open about methods, funding, and results.
- *Pragmatic.* Focused on what works in the system we have.
- *Collaborative.* Engages employers, clinicians, policymakers, and citizens.
- *Transformative.* Bold enough to challenge entrenched interests.

Writing Style

- Avoid jargon and policy-speak.
- Use short, declarative sentences.
- Prefer active voice: "We build," not "It is being built."
- Use parallel structure for clarity (e.g., "Measure. Certify. Transform.").
- No em dashes; use commas or periods instead.

3. Visual Identity

Primary Logo

- Usage: Use the full-color logo (dark blue: 005292, light blue: 65CDDC) whenever possible; monochrome or reversed (white) versions for dark backgrounds.
- Clear Space: At least the height of one “Ten” wordmark around the logo.
- Minimum Size: 1 inch (print) / 120 px (digital).
- Horizontal logo:



- Vertical logo



Product Icons



Pledge Badge Options for Individuals



Pledge Badge Options for Organizations



Product Certification Badges (Provisional)



Product Certification Badges (Full)



4. Color Palette

Blue 6: 005292
(logo letters)



Blue 5: 0063A1



Blue 4: 007BB7



Blue 3: 00A0C3



Blue 2: 3EC1D2



Blue 1: 65CDDC
(logo frame)



Green 2: C3DDDC



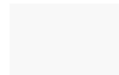
Green 1: F1F9EE



Gray 2: D9D9D9



Gray 1: F8F8F8



Red: E63746



5. Typography

FOR EXTERNAL BRAND USE:

- Primary Font, for headers: Poppins
- Primary Font, for text: Aptos

Both are:

- Clean, modern, accessible sans serif fonts.
- Use Bold for headlines, Medium for subheads, Regular for body.
- Web-safe fallback: Arial, Helvetica, sans-serif.

Hierarchy

- H1 – Poppins SemiBold, 20–24 pt
- H2 – Poppins Regular, 14–18 pt
- Body – DM Sans, 11–13 pt
- Captions/Footnotes – DM Sans, 9-10 pt

Letter Spacing Option

Slightly increased (+0.25) for readability in uppercase titles.

SERIF OPTION FOR INTERNAL/LEGAL USE:

- Primary Font, for headers: Georgia
- Primary Font, for text: Georgia

6. Imagery & Graphics

Photography Style

- Real people, not stock “smiles.”
- Diverse representation (age, race, role, region).
- Natural light, documentary tone, forward motion.

Illustration Style

- Flat, data-inspired, and clean.
- Use layered transparency and line patterns to evoke data, dashboards, and networks.

Iconography

- Line-based icons with rounded edges.
- Consistent stroke width and color from palette.
- Simple and recognizable (no overly literal depictions).

7. Brand Architecture

Core Products

1. The Ten Ten Ten Index – National scorecard and dashboards.
2. The Ten Ten Ten Certification – Seal for verified improvement and cost reduction.
3. The Ten Ten Ten Pledge – Public movement for accountability and progress.

Supporting Initiatives

- Advisory Council
- Partner Network
- Transparency Reports

8. Brand Governance

Usage Rules

- Do not alter logo proportions or rotate.
- Always use approved colors.
- Avoid placing the logo over busy backgrounds.
- All co-branded materials must be pre-approved by Ten Ten Ten
- Never post personal medical info or imply individual diagnosis

File Formats

- Logo available in PNG, SVG, EPS, and PDF.
- Brand templates available for Word, PowerPoint, and social media.

9. AI Guidelines for Content Creation

AI tools may be used to support content creation at Ten Ten Ten, but human insight, accuracy, and authenticity come first. Contributors should always draft content themselves before using AI for refinement and ensure all outputs reflect Ten Ten Ten's voice, credible, human, and mission-driven. Before publishing, review all AI-assisted text carefully to remove signs of automation such as repetitive phrasing, overly formal tone, lack of emotion or expertise, formulaic structure, factual errors, or vague generalizations. AI can be a helpful partner, but final responsibility for accuracy, quality, and integrity rests with the human author.

10. Non-political Ideology

Ten Ten Ten is proudly apolitical. Our mission is grounded in data, transparency, and results, not ideology. We believe that whether you live in Red America or Blue America, we can all agree on one simple truth: no one wants to pay more and get less. Our work focuses on measurable outcomes, smarter spending, and better health for every American, regardless of political belief. By focusing on facts, evidence, and shared goals, Ten Ten Ten strives to unite people across the spectrum around what truly matters—health, value, and accountability.

11. Contact & Approvals

Brand Steward (temporary)

T.J. Tedesco
Executive Director

Requests for logo files, co-branding approvals, and media inquiries should be directed to the brand steward.

Note: Ten Ten Ten would like a permanent brand steward. If you'd like to be considered for this responsibility, please [schedule a meeting](#) with T.J.