



Brand guidelines



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Hello!

Welcome to the new Teladoc Health brand identity.

In 2023, we introduced a new, unified Teladoc Health brand to the market. One that every person we touch—from the ones who write the checks to the ones who regularly check their blood sugar—could see themselves in. One that doesn't pigeonhole us into what people think virtual care is, or what it should be.

One that stands out from anyone else in the market—from the way we look, to the way we sound, to the way we work, to the way we make people feel.

The messages, tone and visuals you'll find in this document should serve as a guide to how our brand comes to life. The expertise and creativity you bring to the table will make sure it happens consistently and seemingly effortlessly.



Who is Teladoc Health?

Teladoc Health was founded more than 20 years ago based on a simple, yet revolutionary idea: that everyone should have access to the best healthcare, anywhere in the world, on their terms.

We've already made a lot of progress toward that goal—and have a lot of "firsts" and "bests" to be proud of. Yet we're as hungry as ever to continue changing how people experience healthcare.

Today, we are the only virtual-first, whole-person care company that offers the technology to connect, expertise you can trust and the power to improve health for all.

We work with large employers, health plans, hospitals, health systems, labor unions and government entities to connect the people they serve—about 25 million of them at last count—with care that may otherwise be out of reach.

It's all part of our mission to empower all people everywhere to live their healthiest lives by transforming the healthcare experience.



Our mission

Empower all people everywhere
to live their healthiest lives.

Our vision

Create a world where great
healthcare is always within reach.

Our values



We are **passionate** about taking care of people.

We are **committed** to unsurpassed quality.

We lead with **integrity, accountability** and **transparency**.

We **respect** each other and value succeeding **together**.

We strive to **create** value.

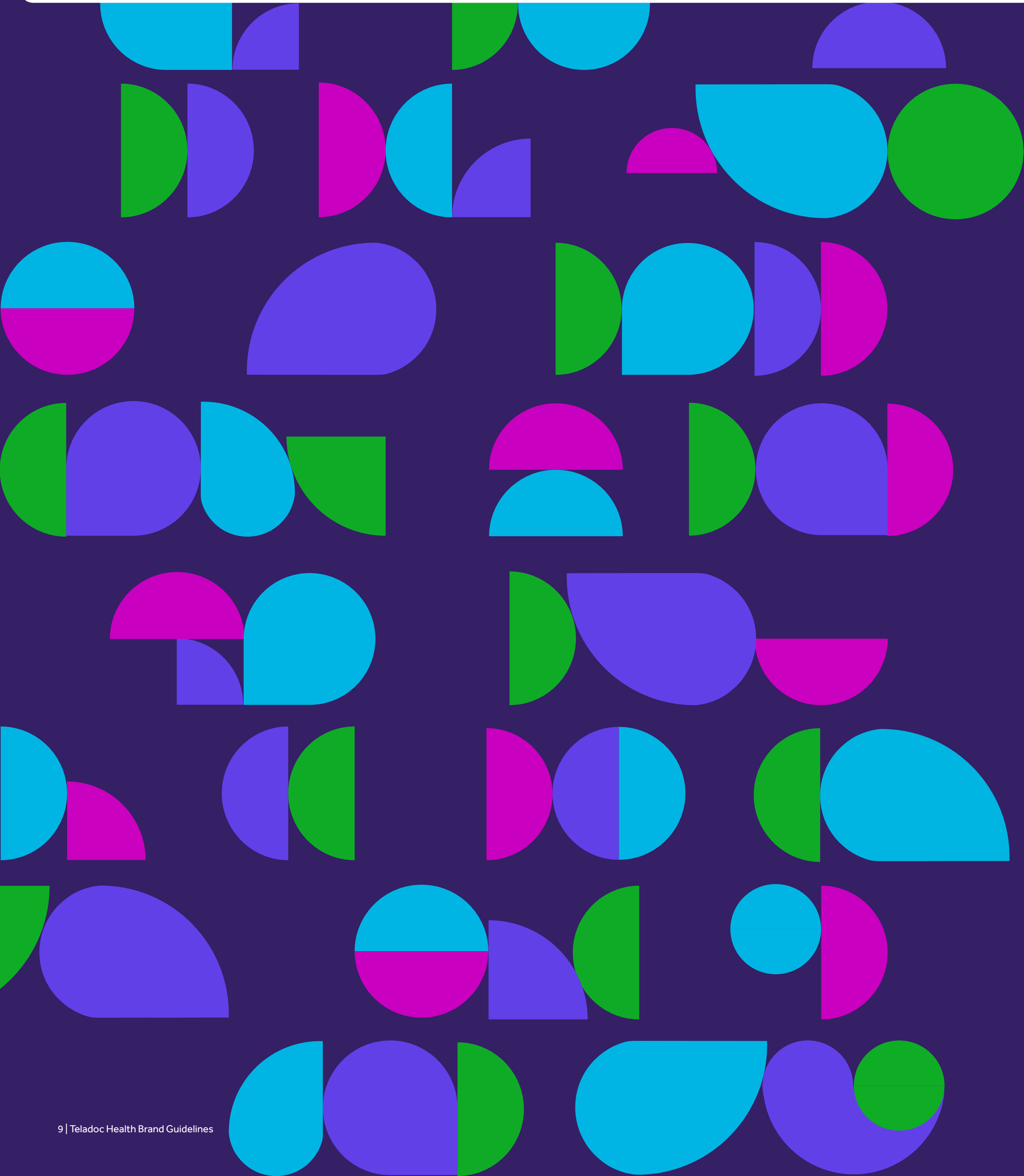
We **stand up** for what's right.

We **keep** our promises.

Who we serve

As a B2B2C brand, we proudly serve millions of people around the world—whether they’re the **consumers** and **care providers** using our virtual care; the **employers, health plans and hospitals** who offer our solutions to the people they serve; the **employees and stakeholders** who help push our business forward; or the **communities** feeling the positive impact we’re making through our corporate social responsibility efforts.





Imagine a world where healthcare is always within reach.
Where you live life to the healthiest
And your family sleeps easy, knowing they’re taken care of.
Imagine your community as a happier place
Because everyone is always cared for.

From anywhere, anytime.
For life.
Always cared for.

From the living room to the operating room.
From the before-breakfast blood sugar check
To the aftermath of a storm.

This is connected care, and it’s kinda our thing.
Our journey started with one visit.
Soon we’ll hit our 60th million.
That gives us goosebumps.

This story is just getting started.
We can’t wait to share the next chapter,
But we can give you a spoiler:
It’s the part where everyone
Lives healthier ever after.

Our brand framework

Our consumers and clients deserve a distinctly Teladoc Health experience every time they engage with us. A brand framework helps us do that by defining how we want to make people feel and how we show up in the world in a way that’s uniquely ours.

This is internal-facing language, but it guides our external, creative expression.

Brand promise: an emotive and creative articulation of the core of our brand, used internally to inspire work.

Always cared for.

We make sure that you, as an individual, are always cared for with our unprecedented model of care.

We make sure that you, as our client, have the support you need to address the changing needs of your organization and the people you serve.

We make sure that you, as someone who works on behalf of our organization, are empowered to create a community where you can better yourself and build a healthier world.

Value proposition: a concise, rational articulation of the value our offering provides to our target audience.

We deliver connected care that empowers people to achieve new levels of healthy.

You don’t need a lot of market research (but we have it!) to realize that today, more people than ever are looking for a healthcare solution that considers their “whole self.”

They want to be able to confidently manage their everyday health and well-being on their own, while knowing they have easy access to high-quality care when they need it.

Similarly, organizations want to offer a personalized, streamlined experience for the people they serve—one they’ll actually use and love, which of course leads to better outcomes. And many of our clients are looking for a strategic partner they can trust to advance their own virtual care strategies.

Easy, right?

Our value proposition succinctly expresses how Teladoc Health answers this call.

Our brand pillars

This is how we describe what we do, how we do it and why it matters to the world; this is the foundation of the brand and is supported by key reasons to believe.



We deliver healthcare through a seamless, virtual-first experience that meets your needs.

- We offer a **single app experience** across primary care, chronic care, mental health and general medicine.
- To complement virtual interactions, we **offer referrals to in-person** physicians and at-home phlebotomist visits and arrange prescription refills.
- Our **award-winning technologies**—including hospital-grade telehealth devices, apps and connected devices for managing chronic conditions—ease access and care team collaboration.



We care for the whole individual and offer you a fuller understanding of health.

- We **provide access to a broad care team** that includes specialists, physicians, therapists, nurses, nutritionists and health coaches.
- Over 2 billion data points (65% our own) plus in-house data science expertise yield insights and **personalized experiences that power improved engagement** and health outcomes.
- Studies show that people who enroll in multipleTeladoc Health programs have **better health outcomes and higher satisfaction rates** compared to those enrolled in a single program.



We empower people to explore their personal health and achieve new levels of healthy.

- With over 20 years of experience, **we are the largest global provider of virtual care**—setting the pace for the future of virtual-first, whole-person care through our vision, expertise and scale.
- Our high standards for clinical quality have led to **user satisfaction scores that are the highest in the category** and a virtual care product with increases in repeat visits year-over-year.
- We **partner with leaders** in healthcare delivery, clinical quality, public policy and technology to fuel innovation around the world.

Our brand personality

Compassionate
Changemaker

We are reliable, sincere and trustworthy, always making you feel heard and cared for. We strive to make an impact, driven by the pursuit of positive change, whether it's within ourselves, others or the world. We use our expertise to guide, educate and care for those around us, empowering everyone to make the best choices to achieve a **fuller, healthier life.**



Compassionate

We feel your pain—and we want to make it go away, literally. When you succeed, we do too.



Insightful

As technologists, we have the patents and the data. As humanists, we use it all to fuel better results for the people we serve.



Inspiring

We draw from our experience and expertise—and package it up so you can be the best version of yourself. And maybe even inspire others around you, too.



Expectation busting

After 20 years of leading virtual care, we've perfected the art of being there—without actually being there. We aim to continue pleasantly surprising you,

How to sound like the compassionate changemaker we are:

Show, don't tell

- **Are we the best, the biggest, the strongest?**
Of course we are, but we don't need to brag about it. Instead, we let our stories, our data, our awards do the talking. That's how we drop the mic.
- **Make the abstract tangible**—for example, what does innovation look like? What does 24/7 care really mean? The more specific we can be, the more we can help people imagine what it's like to partner with us.
- **With headlines and concepts, lean into emotional hooks**—you can always follow it up quickly with a definition of the product, service or benefit you're promoting.
- **We aim to use plain language.** When we do have to venture into jargon territory, we acknowledge it—and may even use it as a teachable moment, or an opportunity to subtly poke fun at the establishment.

Talk to people like you like them

- **We don't judge people**—they aren't "non-compliant," they face challenges when it comes to their care. We don't define people by their condition—they aren't "diabetics," they are people living with diabetes. We use language to sidle up beside someone and engage them in a warm and inviting way.
- **Offer a wink and nod once in a while**—after all, healthcare is personal, and most people appreciate (and might even return) a smile.
- **Use active language.** Read your writing aloud—does it sound like a conversation you'd want to have with someone?
- **Even when the topic is serious,** take the opportunity to break the tension.
- **Always have a call to action**—it's never goodbye, it's see you again soon.

Avoid the middle-of-the-road

- **Our visual identity is bold and bright—so our voice should match that.** Let our language show up as pops of berry in a mauve-colored healthcare world.
- **Use a bit of swagger to help us break away from the pack of competitors.** Try to picture Teladoc Health as a celebrity who people admire but are pleasantly surprised to find out is also refreshingly down-to-earth.
- **Yet it's OK to be vulnerable, too.** There is nothing "simple" about things like behavior change or reducing health inequity—rather, we acknowledge when a goal is difficult and sound optimistic about achieving it.
- **Be intriguing**—consider using cliffhangers (sparingly) to add drama and invite discovery. You don't have to say it all, all at once.
- **Avoid the expected.** It's OK to use AI to inspire ideas, but our brand voice should level up from that baseline.

Voice and tone example

Here, we shifted the tone from talking about how great we are to what we can do for our reader.

Before

Dear <FirstName>,

With Teladoc Health, you can take care of all of your health needs from home or on the go.

Our team of U.S. board-certified doctors and licensed specialists are available to help with non-emergency conditions like colds, allergies, the flu and more. You also have access to therapists and psychiatrists who can help with mental health needs like depression and anxiety, and coaches who can help you manage chronic conditions like diabetes and hypertension.

Get the right care when you need it most with Teladoc Health.

Sincerely,

Your Teladoc Health team

CTA: Schedule my appointment

After

Dear <FirstName>,

Do you ever feel like taking care of yourself is harder than it needs to be?

Luckily, with Teladoc Health you can take care of your health needs from home, the airport or from wherever you may be.

Our team of doctors and specialists are here to help with colds, allergies, depression and anxiety. We also have coaches who can help manage chronic conditions like diabetes and hypertension. And if you need us to share your visit results with a preferred doctor, we can do that too.

Whatever your health needs might be, we invite you to begin living healthier ever after with us.

Stay well,

Your Teladoc Health team

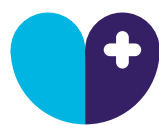
CTA: Schedule my visit

We helped them picture how they might use our services in real life ("from home, the airport or from wherever you may be"). We also introduced a friendly, unexpected turn of phrase ("healthier ever after") to a hardworking, factual email.

- Show, don't tell
- Talk to people like you like them
- Avoid the middle-of-the-road

Our brand elements

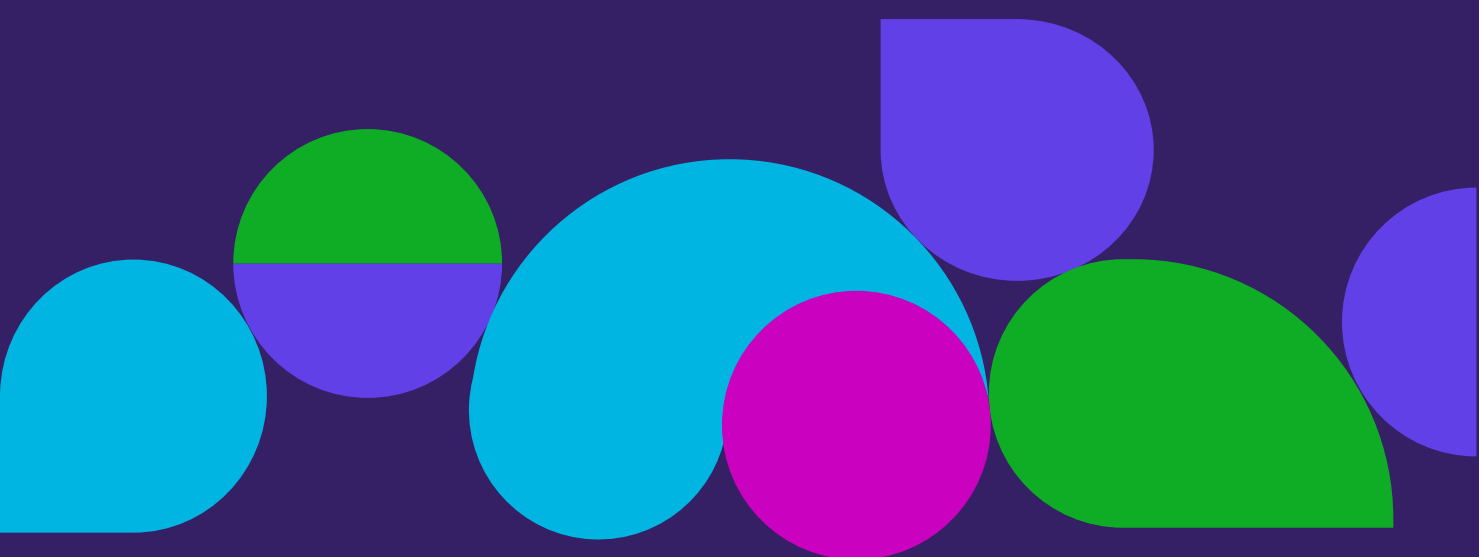
A brand should be instantly recognizable, even from afar. Our own brand elements include our logo and how we treat typography, colors, shapes and photography. When used consistently, these elements clearly announce that **Teladoc Health has arrived.**



Healthier
ever after...



Teladoc[®]
HEALTH



Logo

Our logo is the most simplified representation of our brand. Its design helps express how we bridge the gap between technology and healthcare, creating stronger connections.

Primary logo



Primary logo: Full color Our full-color logo should be used the most, when possible, and appear on light backgrounds in most applications. It may also be placed over photography.



Primary logo: One color reversed Our one-color-reversed logo should be used on dark backgrounds in most applications. It may also be placed over photography.



Primary logo: One color Our one-color logo should be used on light backgrounds in most applications. There is not a one-color logo variation with pavers because pavers must be full color.



Secondary logo: Pavers + full color Our full-color logo with pavers should be used on light backgrounds in most applications. It may also be placed over photography. **It should not be used when pavers are already in use as a design element.**



Secondary logo: Pavers + one color reversed Our one-color-reversed logo should be used on dark backgrounds in most applications. It may also be placed over photography. **It should not be used when pavers are already in use as a design element.**

The primary logo is a major part of our brand identity and is the core component of all other logo types.

*You may choose to use the corporate tagline logo instead on these assets.

Corporate tagline logo

The corporate tagline distills our mission, vision and capabilities into just a few words. It's both current and aspirational and has a universal appeal.



Corporate tagline logo: Full color Our corporate tagline logo should be used on light backgrounds in most applications.



Pavers + corporate tagline logo: Full color Our corporate tagline logo with pavers should be used on light backgrounds in most applications. **It should not be used when pavers are already in use as a design element.**



Corporate tagline logo: Reversed Our corporate tagline reversed logo should be used on dark backgrounds in most applications. It may also be placed over photography.



Pavers + corporate tagline logo: Reversed Our corporate tagline reversed logo with pavers should be used on dark backgrounds in most applications. **It should not be used when pavers are already in use as a design element.**

*You may choose to use the primary logo instead on these assets.

White-label solutions

The white-label solution logos were created to seamlessly fit into other partner and client brands.



Primary logo: Powered by

Our Powered by Teladoc Health logo is used when our technology powers another care provider's experience. This logo should be present within client branding because it shows that the services they are offering are made possible by Teladoc Health, without interrupting their message and branding.

For application, “Powered by” or “Care by” can be mentioned within copy or through the logos.

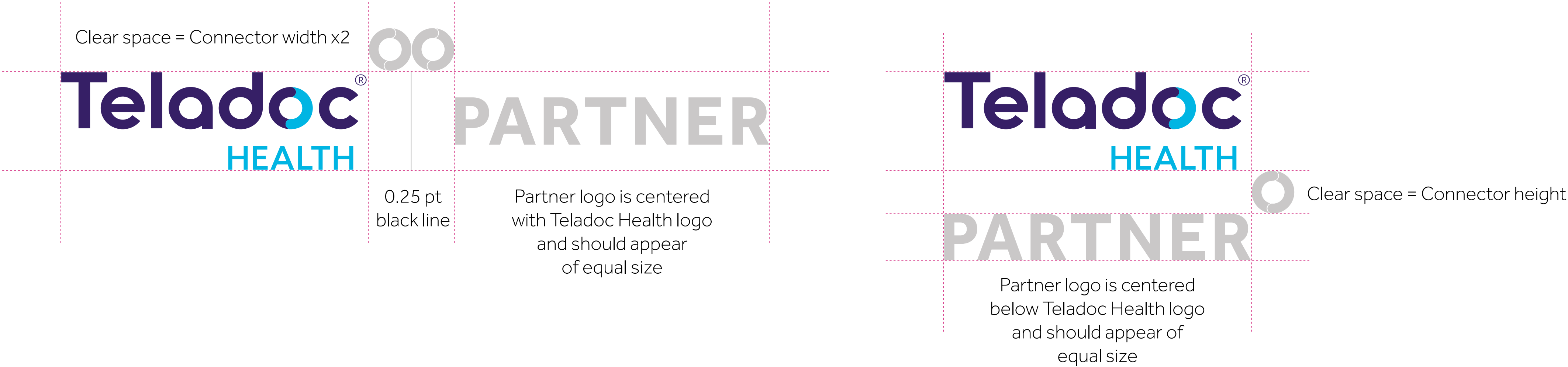


Primary logo: Care by

Our Care by Teladoc Health logo should be used when our services and experience are white-labeled by clients and delivered in the partner's brand. We use this logo to delineate that Teladoc Health is the brand delivering the actual care experience.

Partner cobranding

Cobranding illustrates our relationship with other organizations. Requests for cobranding can come from clients, vendors, charities and marketing partners.



Logo configurations

Clear space around the logo ensures integrity, visibility and clarity. All of our logos, regardless of type, should be kept clear of other logos and design elements.

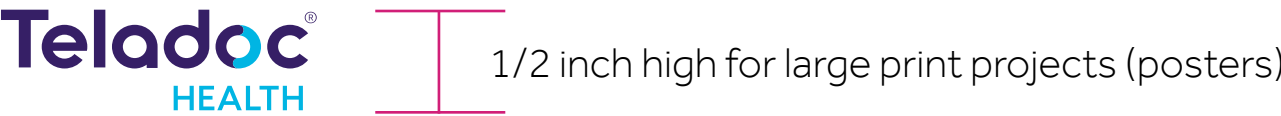
Logo clear space



Clear space

All of our logos, regardless of type, should be kept clear of other logos and design elements. The correct clear space is determined by the height of “Teladoc” and represented by an “X” around all sides of the logo.

Minimum print logo size



Minimum digital logo size



Incorrect logo usage



Do not distort the proportions or scale of elements in the logo.



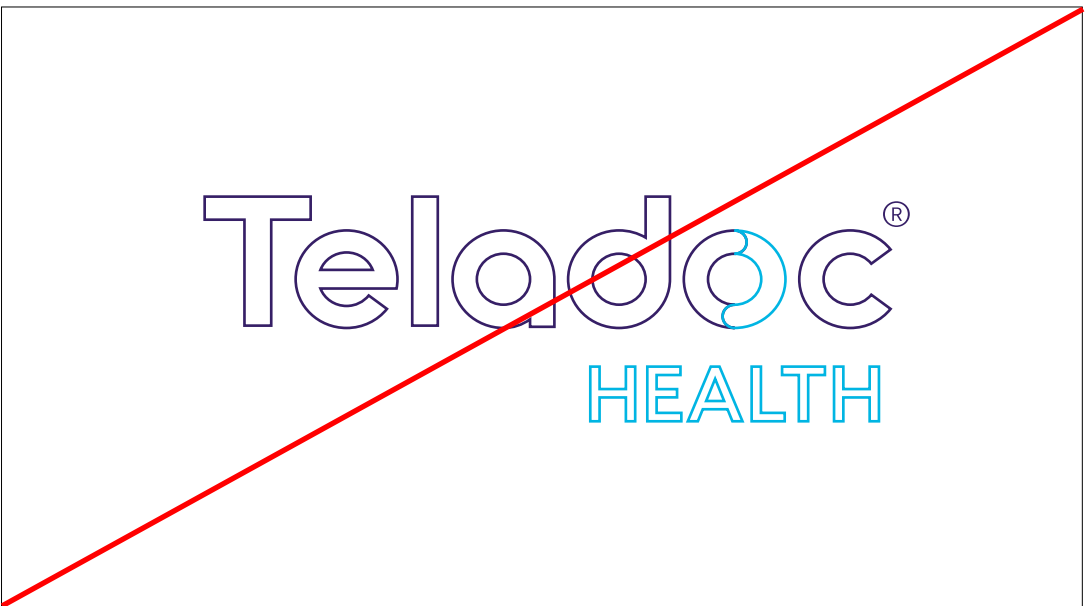
Do not change the colors of the logo. Only use the approved color variations provided.



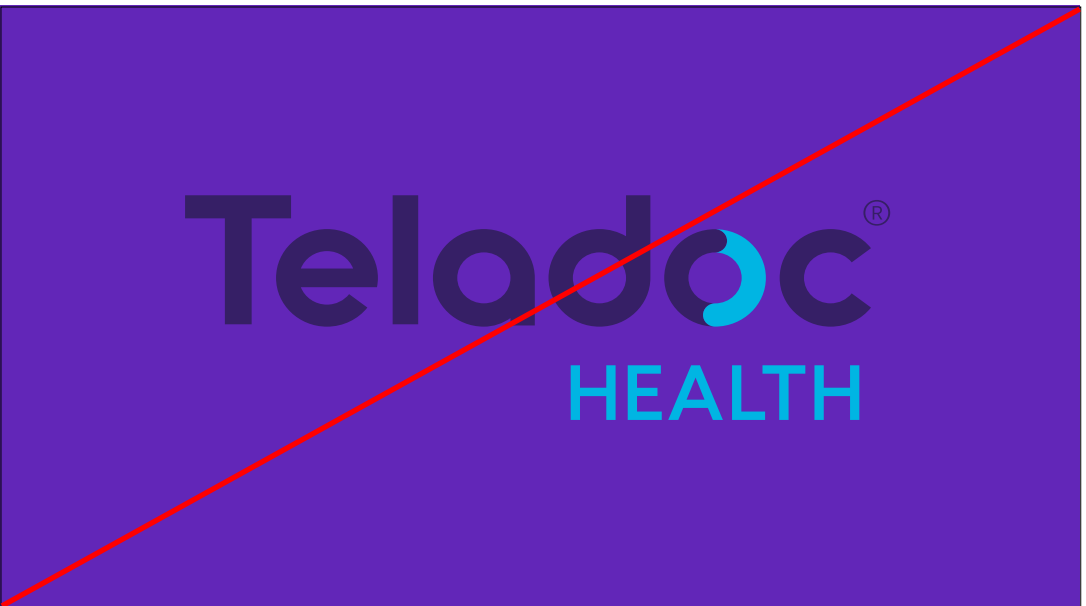
Do not apply any special effects like drop shadows, gradients or overlays to the logo.



Do not rearrange or change the elements of the logo.



Do not create or use the logo as an outline.



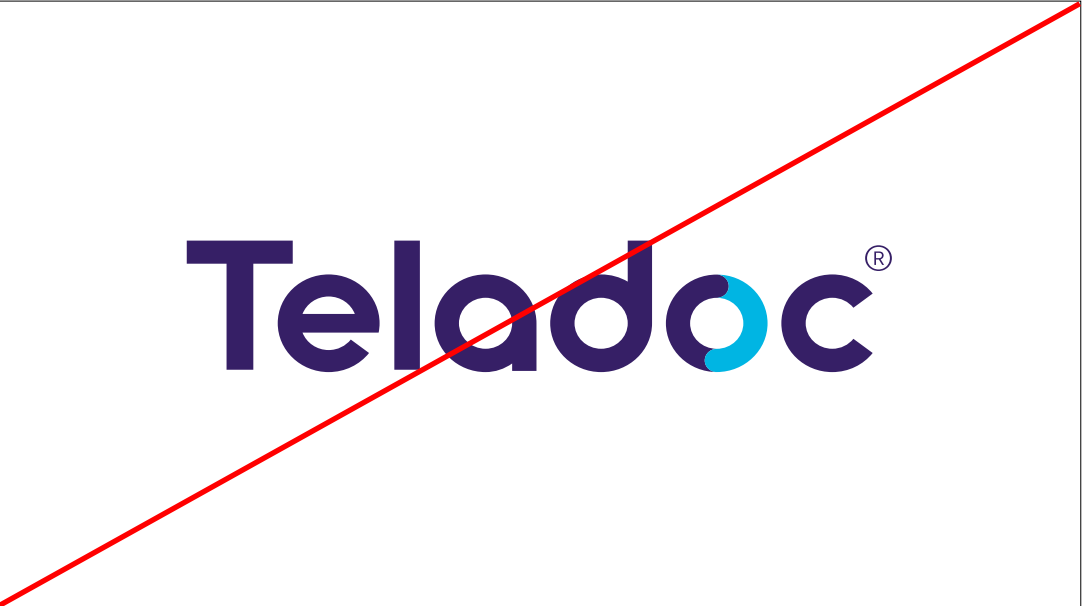
Do not place the logo on background colors that make the logo difficult to read and view.



Do not place the logo on top of busy areas of photography.



Do not create new logo lockups with the elements.



Do not remove any elements of the logo or use "Teladoc" by itself.

Incorrect logo with pavers usage



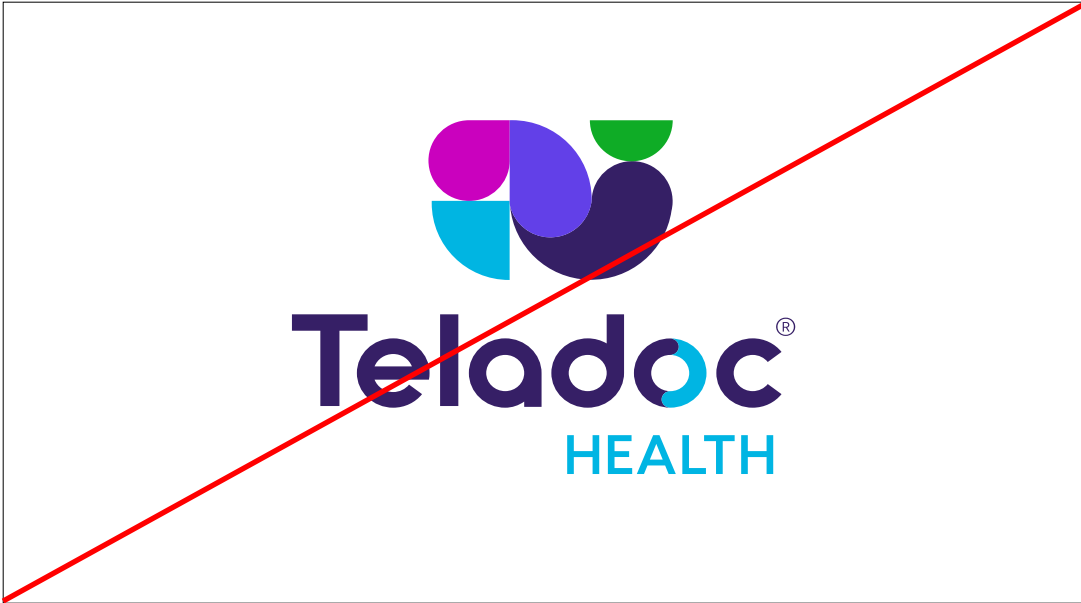
Do not distort the proportions or scale of elements in the logo.



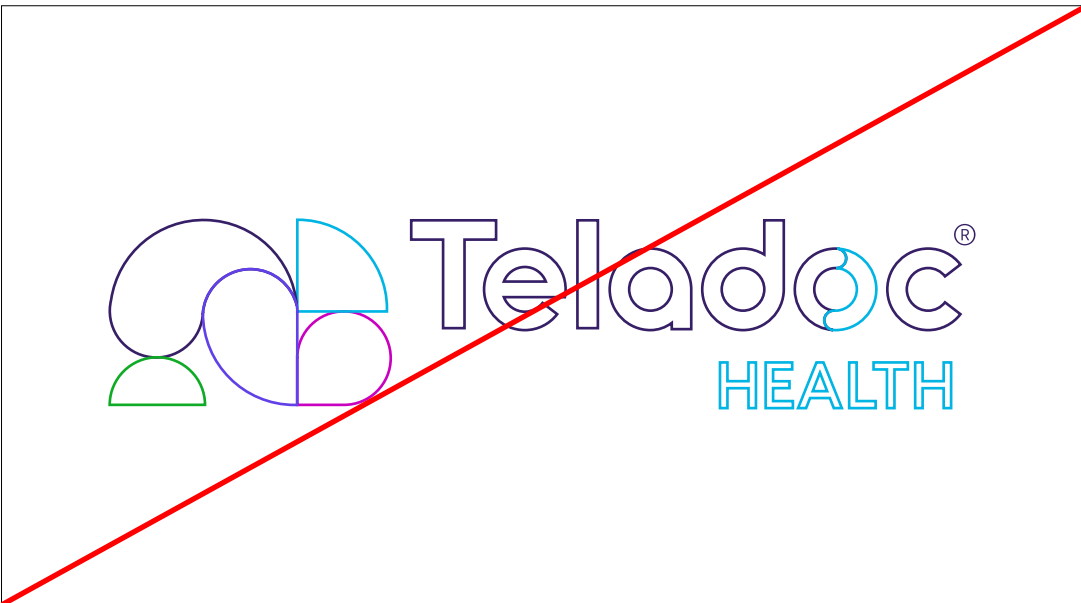
Do not change the colors of the logo. Only use the approved color variations provided.



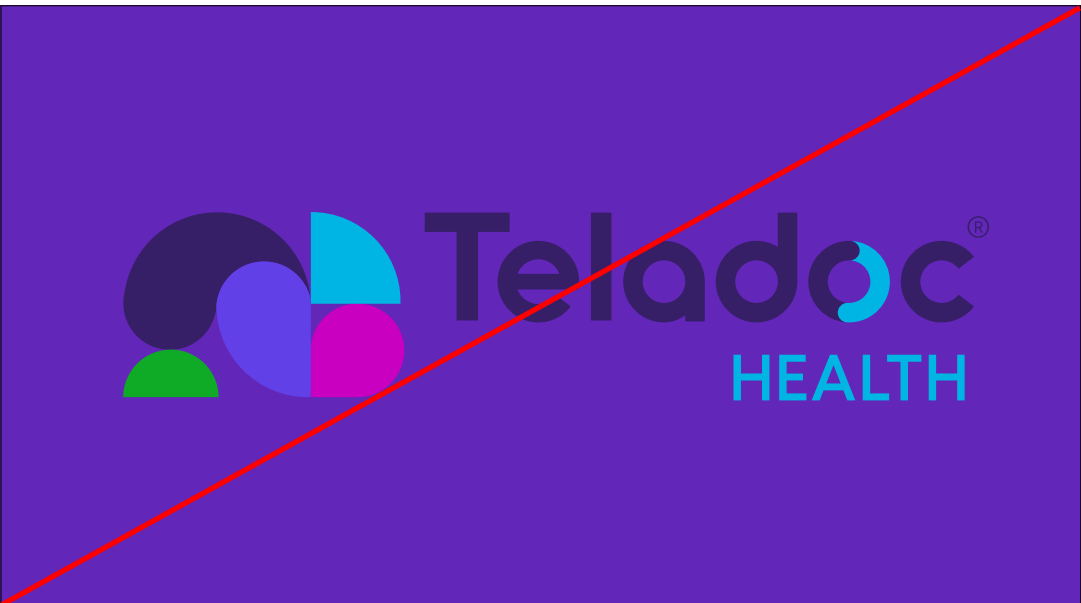
Do not apply any special effects like drop shadows, gradients or overlays to the logo.



Do not rearrange or change the elements of the logo.



Do not create or use the logo as an outline.



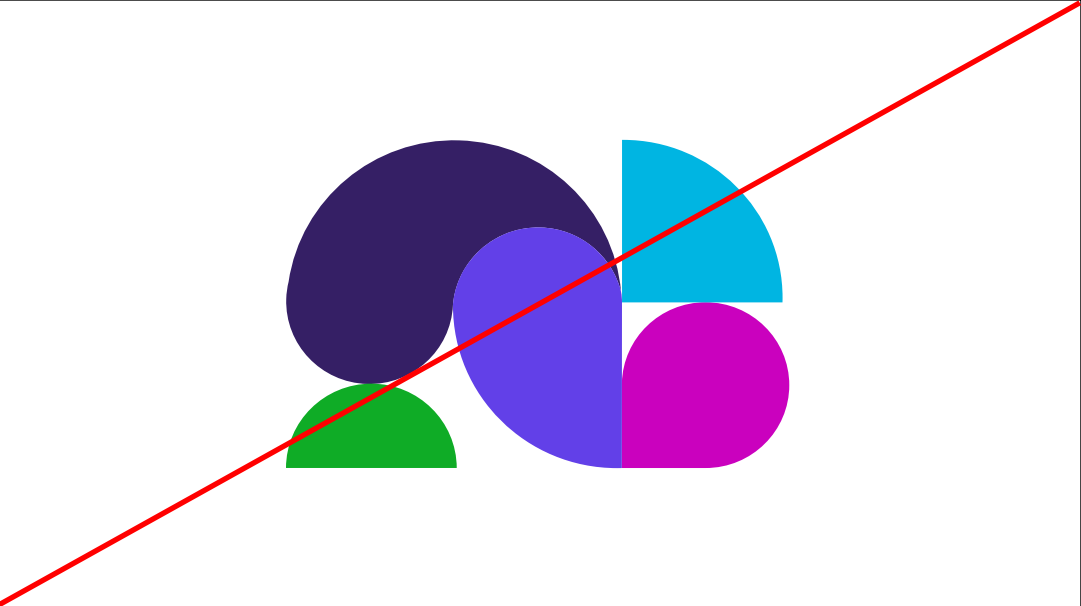
Do not place the logo on background colors that make the logo difficult to read and view.



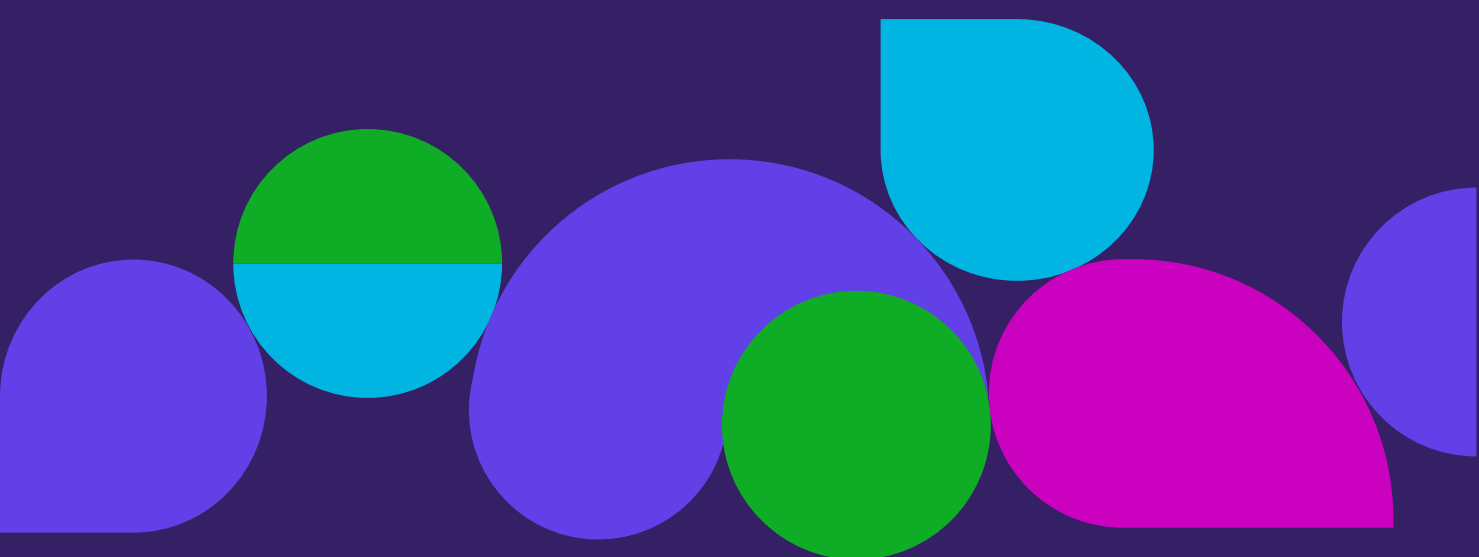
Do not place the logo on top of busy areas of photography.



Do not use the paver logos when the pavers are in use as a core design element.



Do not use the pavers "bug" by itself. It must appear with "Teladoc Health" in the approved logo lockups.



Color

Color is emotive. We use it to bring energy to our brand and emphasize key messages.

Color palette

Plum and Aqua are the dominant colors in our brand palette.

The combination of these primary colors express our brand at a glance. Always lead with Plum for consistency. Accent colors—including Green, Purple, and Berry—may be used as secondary colors, including in body copy or headlines.

The Web Content Accessibility Guidelines (WCAG) standard is shown for each color for digital communications. It has two levels, AA and the stricter AAA. Large text or headlines are defined as 14 point (typically 18.66 px) and bold or larger, or 18 point (typically 24 px) or larger.

Plum and Aqua are the Primary colors in our color palette. Always lead with Plum for consistency.

Teladoc Health Plum

HEX 351F65
RGB 53/31/101
CMYK 80/100/0/35
PMS 2112
Headlines AAA
Text AA

Teladoc Health Aqua

HEX 00B5E2
RGB 0/181/226
CMYK 75/0/5/0
PMS 306
Headlines FAIL
Text FAIL

The Accent colors should always be combined with the Primary colors.

Green

HEX 0FAC26
RGB 15/172/38
CMYK 85/2/100/1
PMS 7482
Headlines AAA
Text FAIL

Purple

HEX 6240E8
RGB 98/64/232
CMYK 73/75/0/0
PMS 2725
Headlines AAA
Text AA

Berry

HEX CA01BE
RGB 202/01/190
CMYK 20/90/10/0
PMS 246
Headlines AAA
Text AA

White is used to create visual balance within a composition.

HEX FFFFFFFF
RGB 255/255/255
CMYK 0/0/0/0

Accent color palette

Mental Health

Green is a color of tranquility and clear-mindedness.
The Mental Health solution leads with Green, accompanied by Plum and Aqua, which allows distinction of services and expertise. This fresh color brings perspective and peace of mind to our therapy and psychiatry services.

Primary360

Purple is a color of confidence and wisdom.
The Primary360 solution leads with the accent color Purple, always accompanied by Plum and Aqua. This contemporary, energetic color helps communicate our expertise and instills a sense of confidence in our audience.

Condition Management

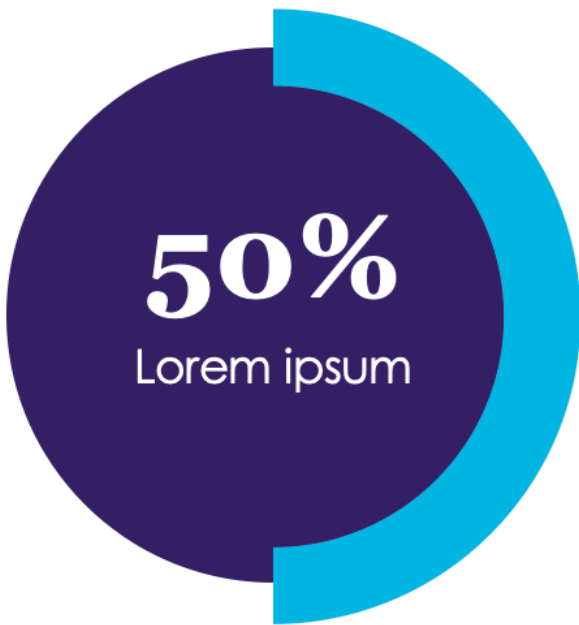
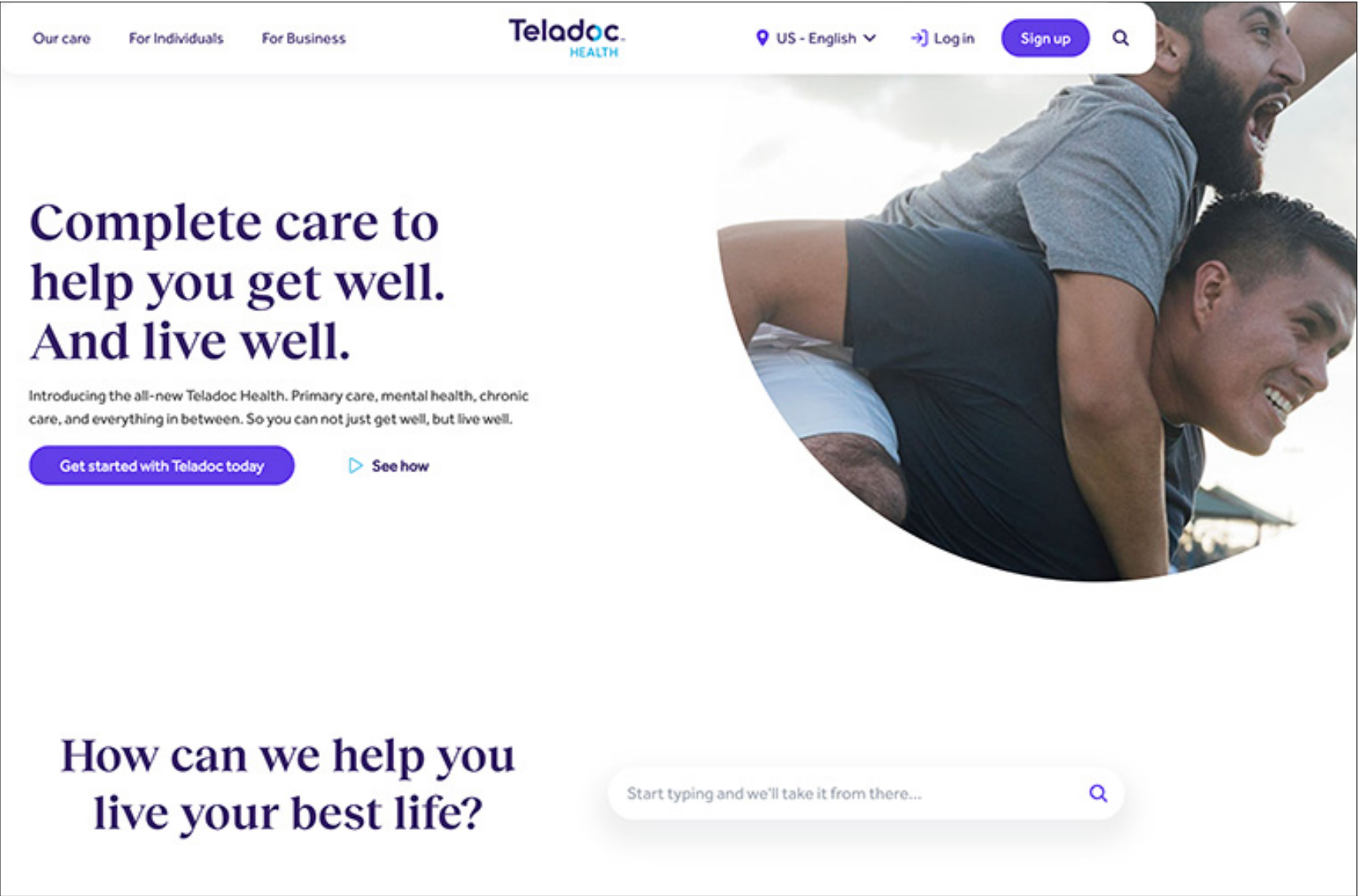
Berry is a color of vitality and energy.
The Condition Management solution leads with the accent color Berry, always accompanied by Plum and Aqua. Berry provides warmth to the spectrum and conveys our empathy while also creating distinction from competitors' colors. This bold, modern color leaves a lasting impression, helping us speak to the enduring care we provide as part of our chronic care offering.

For consumer-facing materials only, Accent colors are assigned to each of our key solutions. The Primary colors are always combined with the Accent colors. Avoid placing Berry and Green colors next to each other

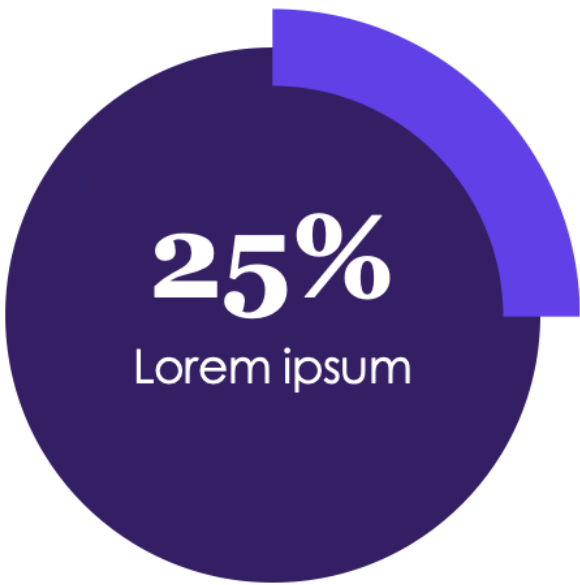
Color use—color system

The Teladoc Health core color system uses the Primary colors Plum, Aqua and White and three Accent colors.

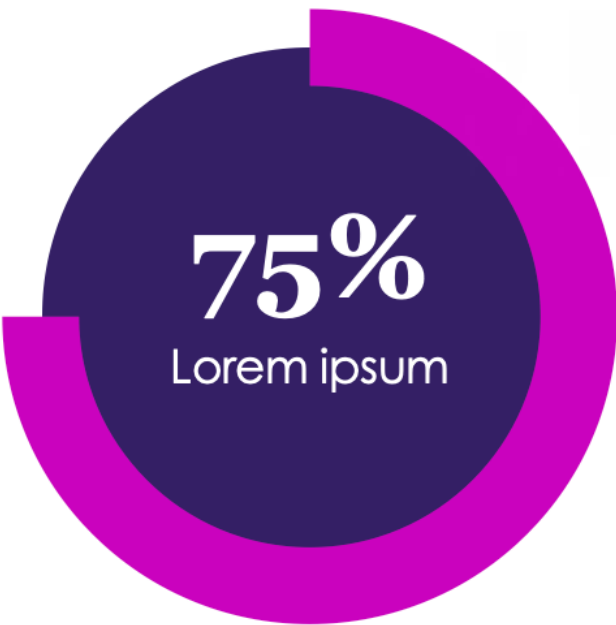
The combination of Primary and Accent colors across the spectrum expresses inclusion and brings breadth to our system.



Lorem ipsum dolor sit amet,
consec tetur adipiscing elit,
sed do eiusmod tempor



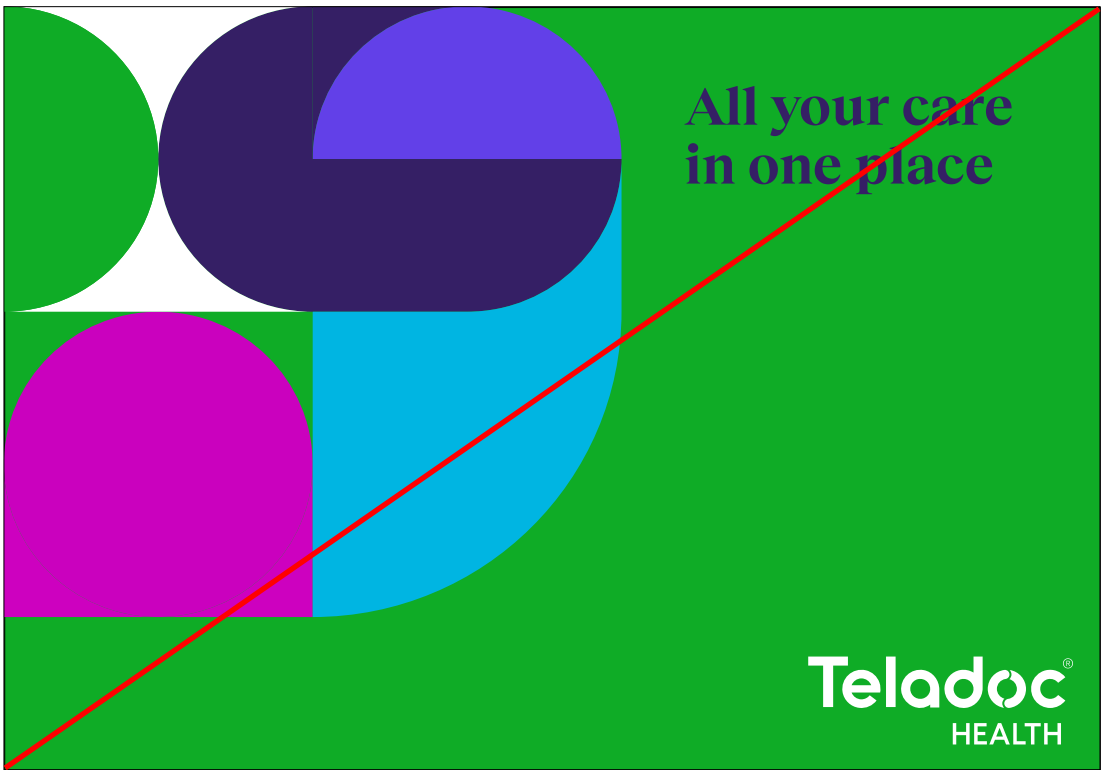
Lorem ipsum dolor sit amet,
consec tetur adipiscing elit,
sed do eiusmod tempor



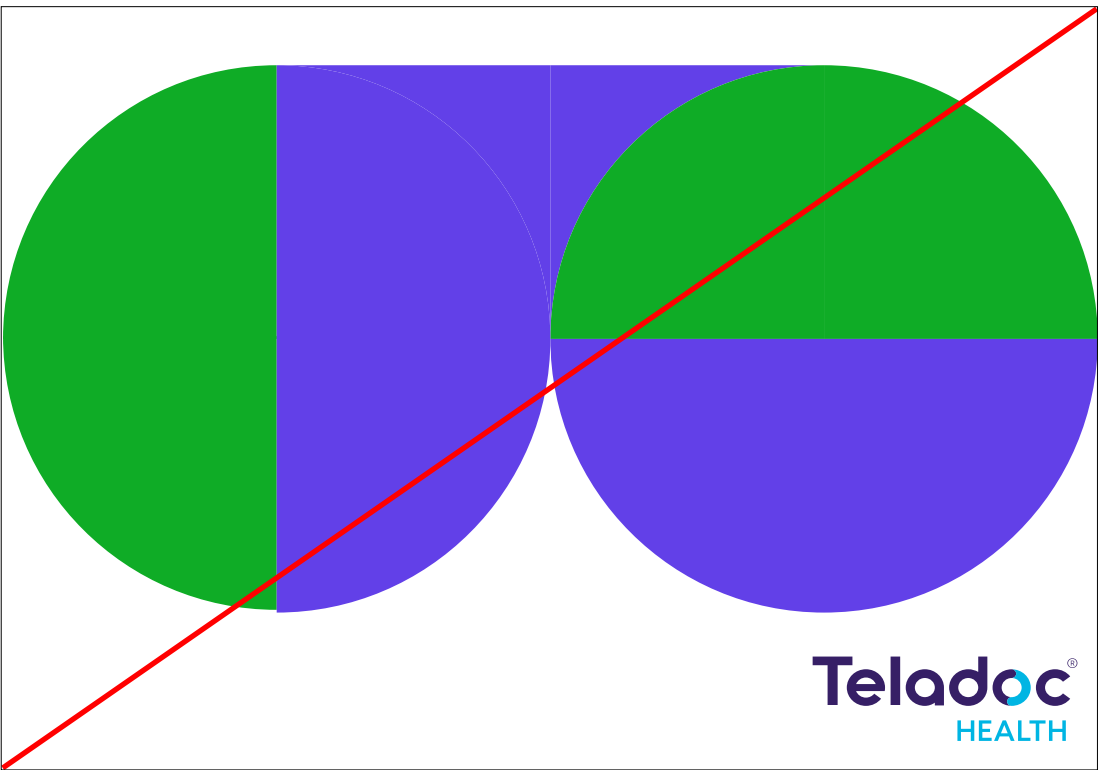
Lorem ipsum dolor sit amet,
consec tetur adipiscing elit,
sed do eiusmod tempor



Incorrect color usage



Avoid using Accent colors for backgrounds.



Avoid using only Accent colors.



Avoid using only one Primary color.



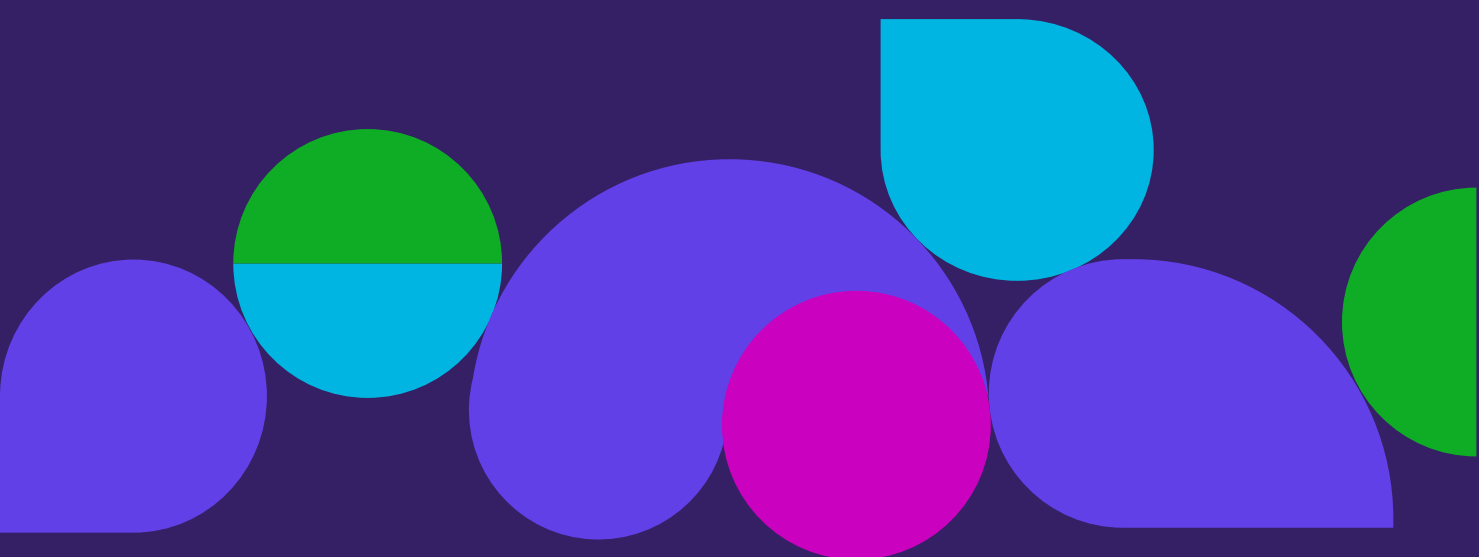
Avoid using colors not in the approved color palette.



Avoid using gradients.



Avoid using White pavers (unless they're intentionally used as a container for content).



Typography

It's not just about having the right words, it's about how they look. Our typography ensures readability while amplifying the emotion of our messages.

Our typography

Reckless Neue Bold

Reckless is a serif text font family with a renaissance (old-style) look with significantly elevated x-height. Designed by Displaay Type Foundry. It is only available in bold weight. This is our preferred font for headlines, as shown here.

Cut through the noise

Effra

Effra is the preferred Teladoc Health typeface for all mass communications, both in print and online experiences. It is both clean and contemporary, accentuating the experience enjoyed by our customers. It is available in four weights: **Bold**, **Medium**, **Regular** and Light. This is our preferred font for subhead, body copy and caption text, as shown here.

All your care in one place

All your care in one place

All your care in one place

All your care in one place

PowerPoint

Georgia Bold and Georgia Regular should be used for headlines and subheads only. Century Gothic Regular and Bold is used for body copy.

All your care in one place

- Item 1
- Item 2

Applying typography

Live **healthier** ever after

Say **Ahhhhh**

The doctor will **see** you now

Display/headlines/charts/graphics

Reckless Neue is our primary font for display and headline text. Headlines are set in sentence case. Accent colors are acceptable for use, but not at the expense of accessibility best practices.



Headers/subheaders:

Effra Bold or **Effra Medium** may be used for headers and subheadlines depending on scale and positioning. Like headlines, subheads are set in sentence case. Accent colors are acceptable for use, but not at the expense of accessibility best practices.

Body copy

Effra Regular or Effra Light can be used for body copy, while **Effra Medium** or **Effra Bold** may be used within body copy to highlight key words and phrases. Type should only be set in Plum, White or Black.

Caption text

Effra Medium or **Effra Bold** can be used for captions and explanatory text, such as with infographics, charts and diagrams. All text is set in sentence case when used in infographics. Accent colors are acceptable for use, but not at the expense of accessibility best practices.

Incorrect typography usage

WE ONLY WANT THE
BEST FOR YOUR HEALTH

In accus antium error est reprehender atque cum quia
ipsam. Vel doloribus praesentium cum rerum quas
et quam dolorem et volupe otates ullam. Non itaque
debitis vel labore dolore sed sint nihil est.

Avoid using all caps for large bodies of copy.

We only want the best
for your health

In accus antium error est reprehender atque cum quia
ipsam. Vel doloribus praesentium cum rerum quas
et quam dolorem et volupe otates ullam. Non itaque
debitis vel labore dolore sed sint nihil est.

Avoid using bold for body text.

We *only want the best*
for your health

In accus antium error est reprehender atque cum quia
ipsam. Vel doloribus praesentium cum rerum quas
et quam dolorem et volupe otates ullam. Non itaque
debitis vel labore dolore sed sint nihil est.

Avoid using Reckless Light Italic for headlines.

We only want the best
for your health

In accus antium error est reprehender atque cum quia
ipsam. Vel doloribus praesentium cum rerum quas
et quam dolorem et volupe otates ullam. Non itaque
debitis vel labore dolore sed sint nihil est.

Avoid skewing a typeface or using the condensed font.

We only want the best
for your health

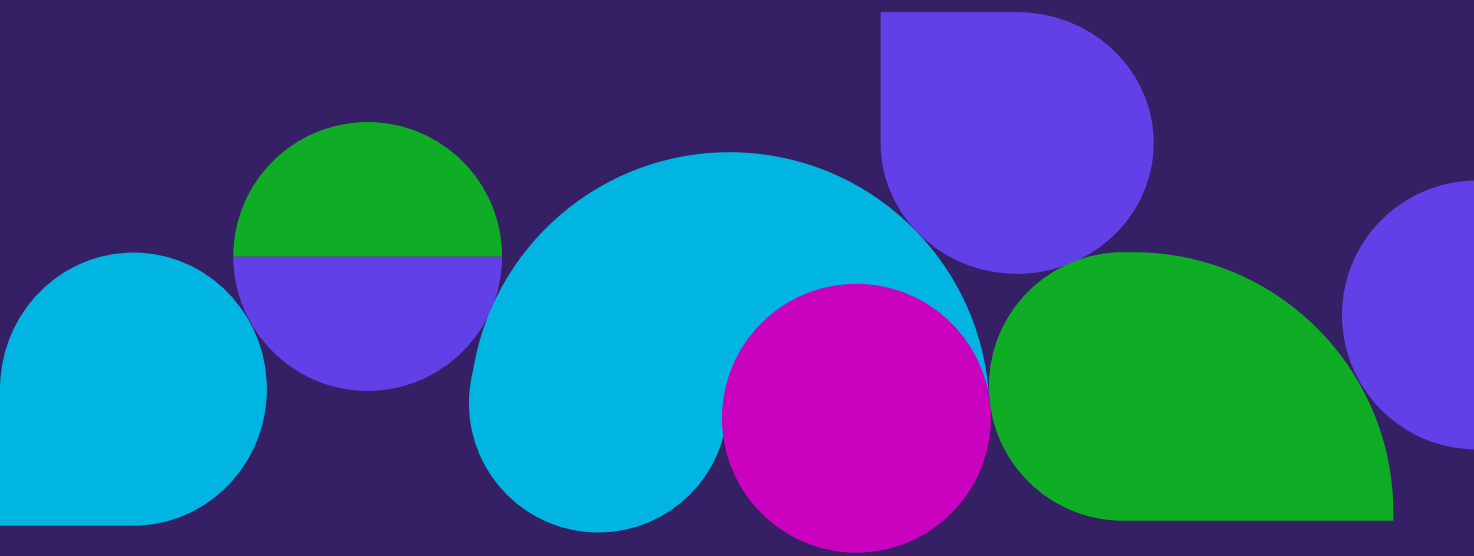
In accus antium error est reprehender atque cum quia
ipsam. Vel doloribus praesentium cum rerum quas
et quam dolorem et volupe otates ullam. Non itaque
debitis vel labore dolore sed sint nihil est.

Avoid using a font weight that is not Reckless Neue Bold.

We only want the best
for your health

In accus antium error est reprehender atque cum quia
ipsam. Vel doloribus praesentium cum rerum quas
et quam dolorem et volupe otates ullam. Non itaque
debitis vel labore dolore sed sint nihil est.

Avoid adding visual effects to typefaces.



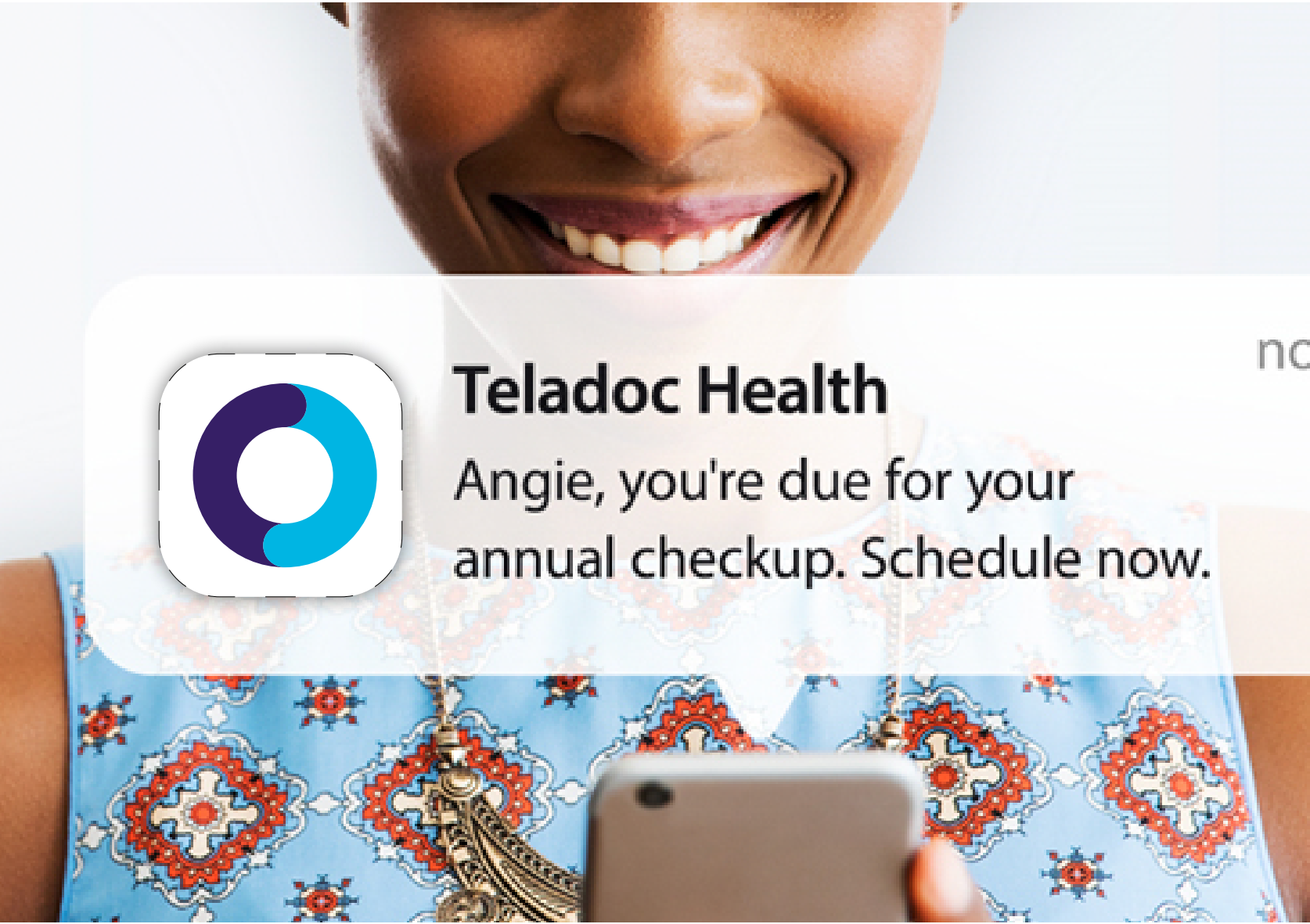
THE Connector

The Teladoc Health connector is more than just an icon. It symbolizes the tangible and intangible connections we make with our audiences.

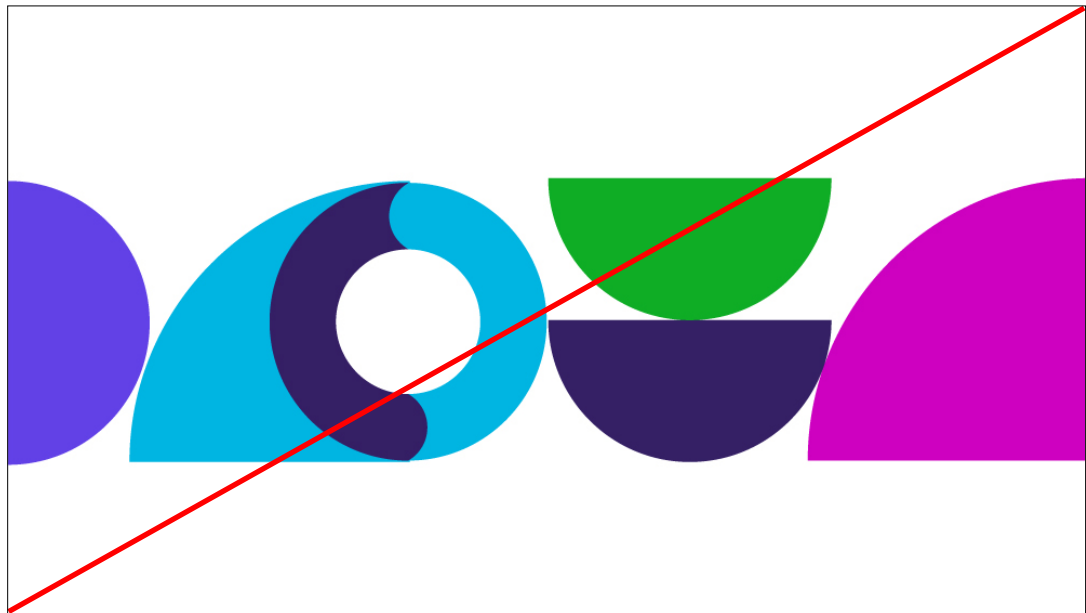
Applying the Connector

The Connector is a key brand element that can be used in conjunction with our paver system; however, it should be used purposefully.

- For instance, it can be a subtle design element that directs your attention to a message.
- It can be a more subliminal treatment to reinforce the brand, like a watermark in a multislide social post or video, where the watermark would appear throughout.
- Or it can be used to introduce app elements such as a push notification.



Incorrect Connector usage



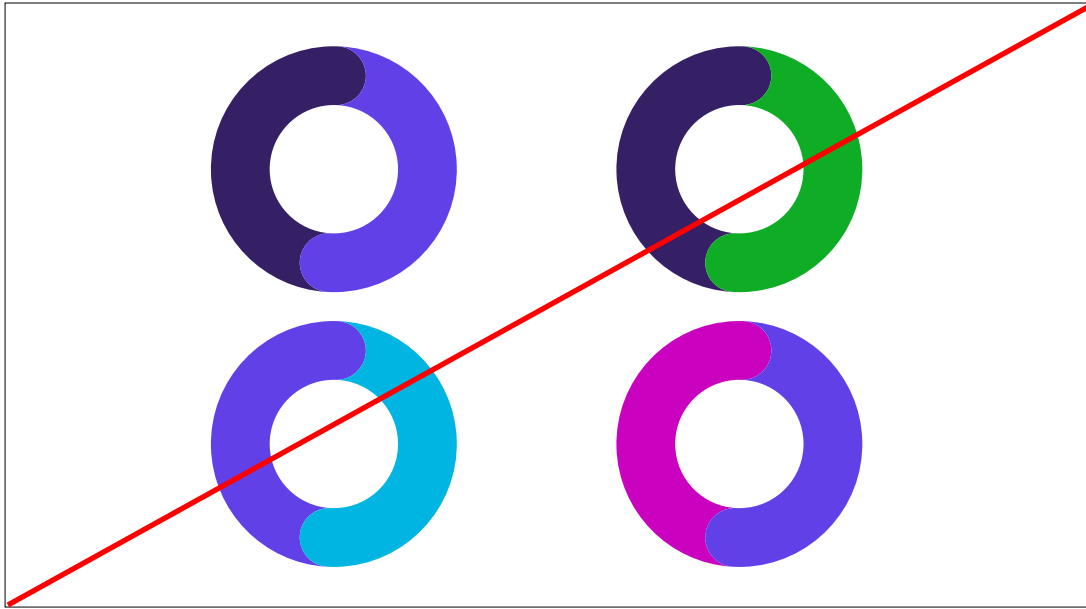
Avoid the Connector touching pavers when it is used in paver combinations.



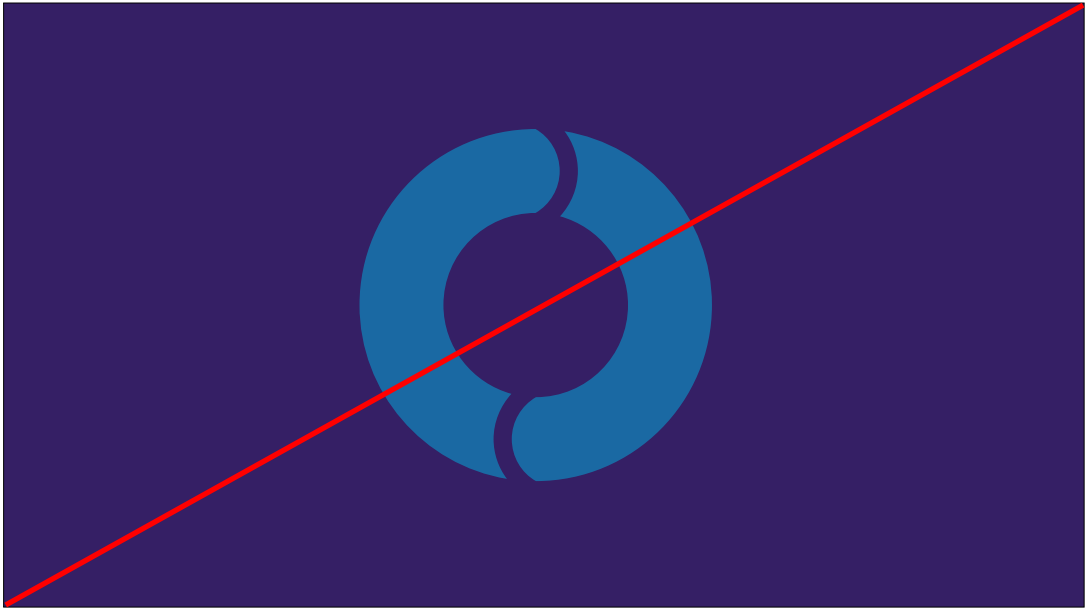
Avoid Connectors in close proximity to the Teladoc Health logo.



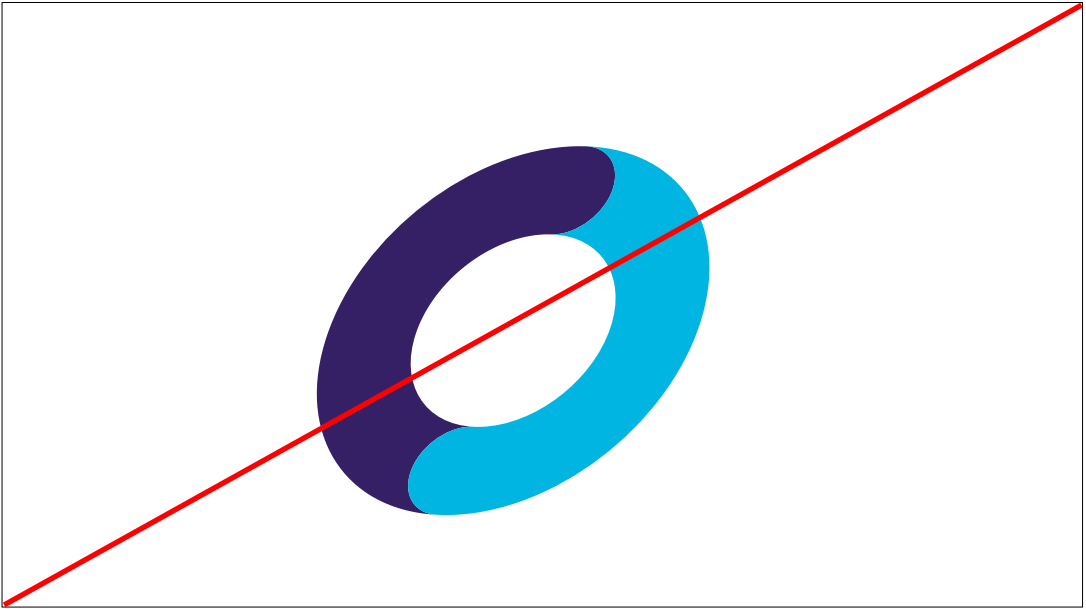
Avoid sizing Connectors so they are distracting and take away from the main message or image.



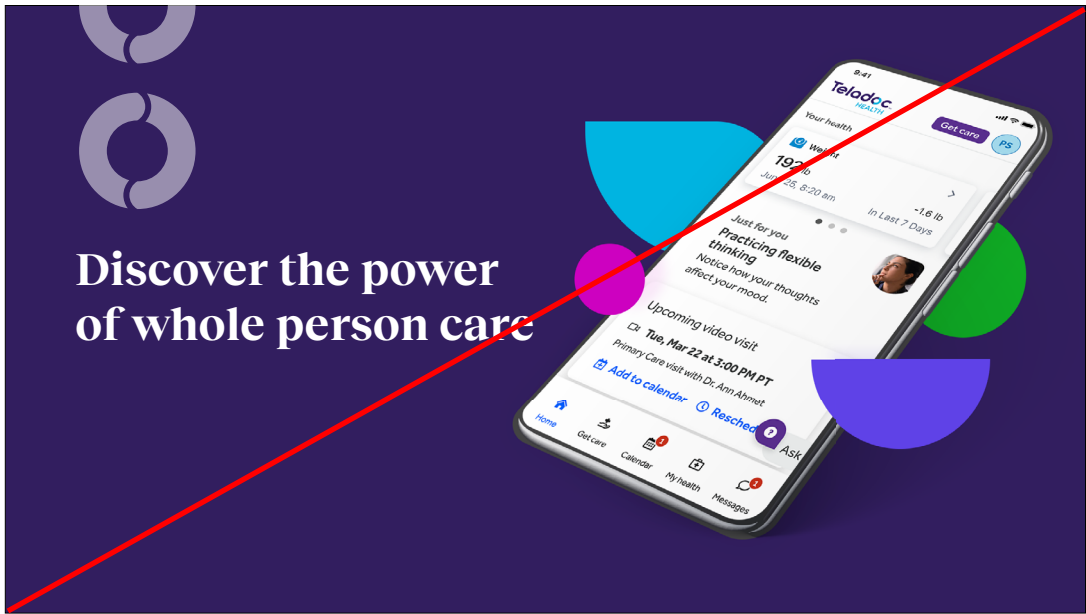
Avoid applying accent colors to the Connector.



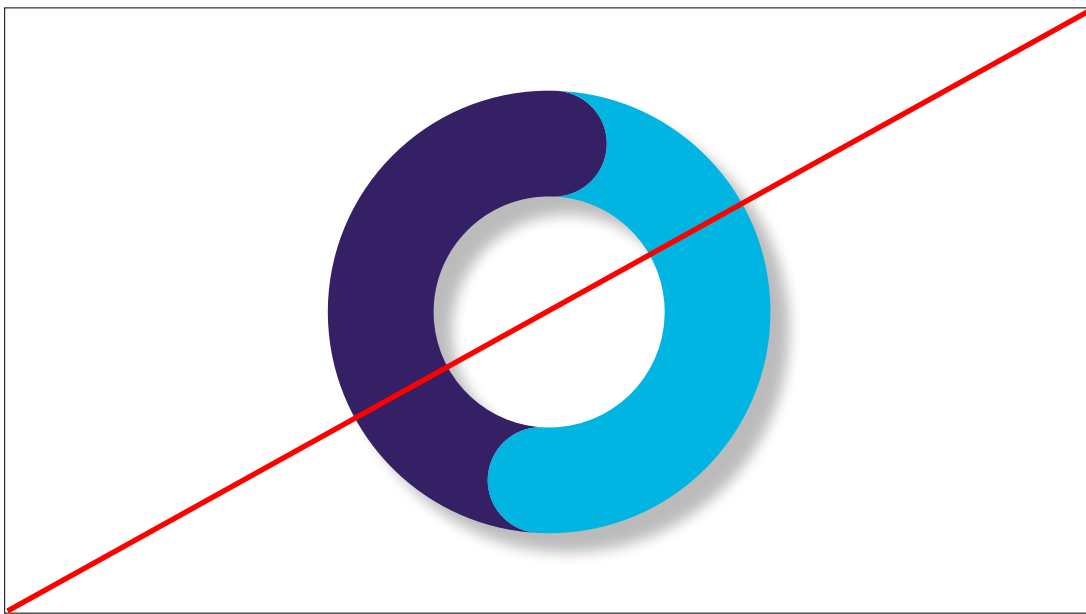
If you are treating the Connector as a watermark, it needs to be a tint of the background color.



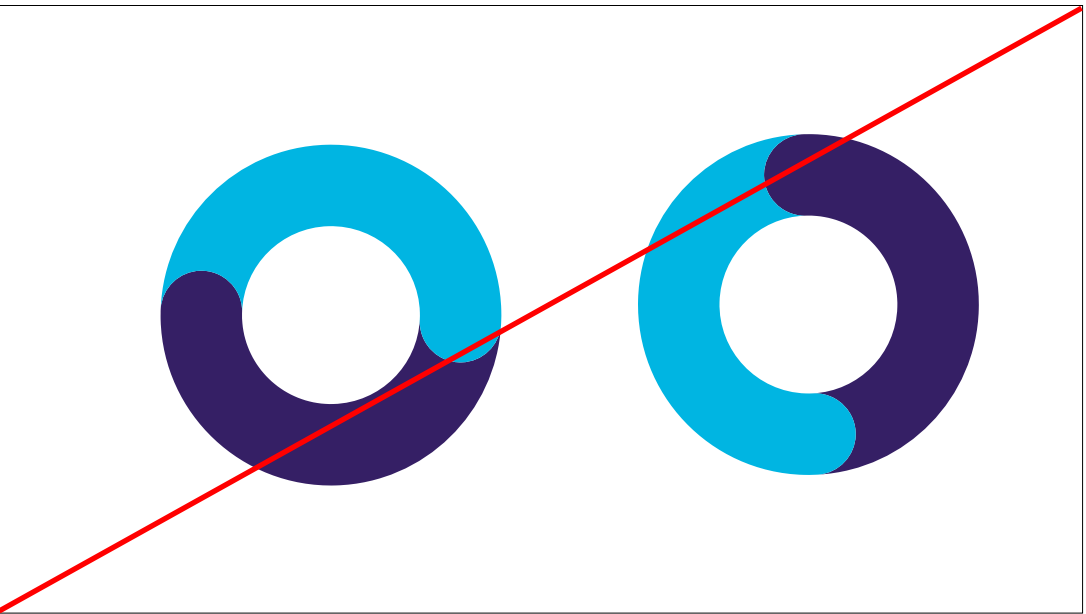
Avoid distorting the Connector.



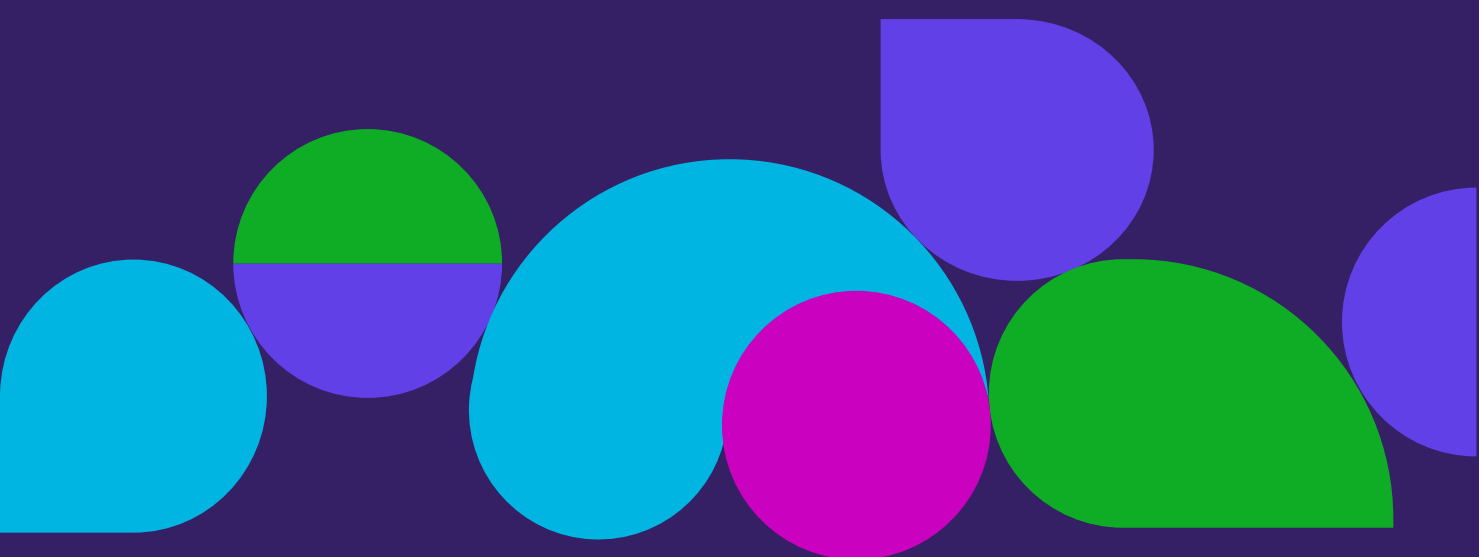
Avoid adding more than one Connector in a single view.



Avoid adding effects to the Connector, like drop shadows.



Avoid flipping or rotating the Connector.

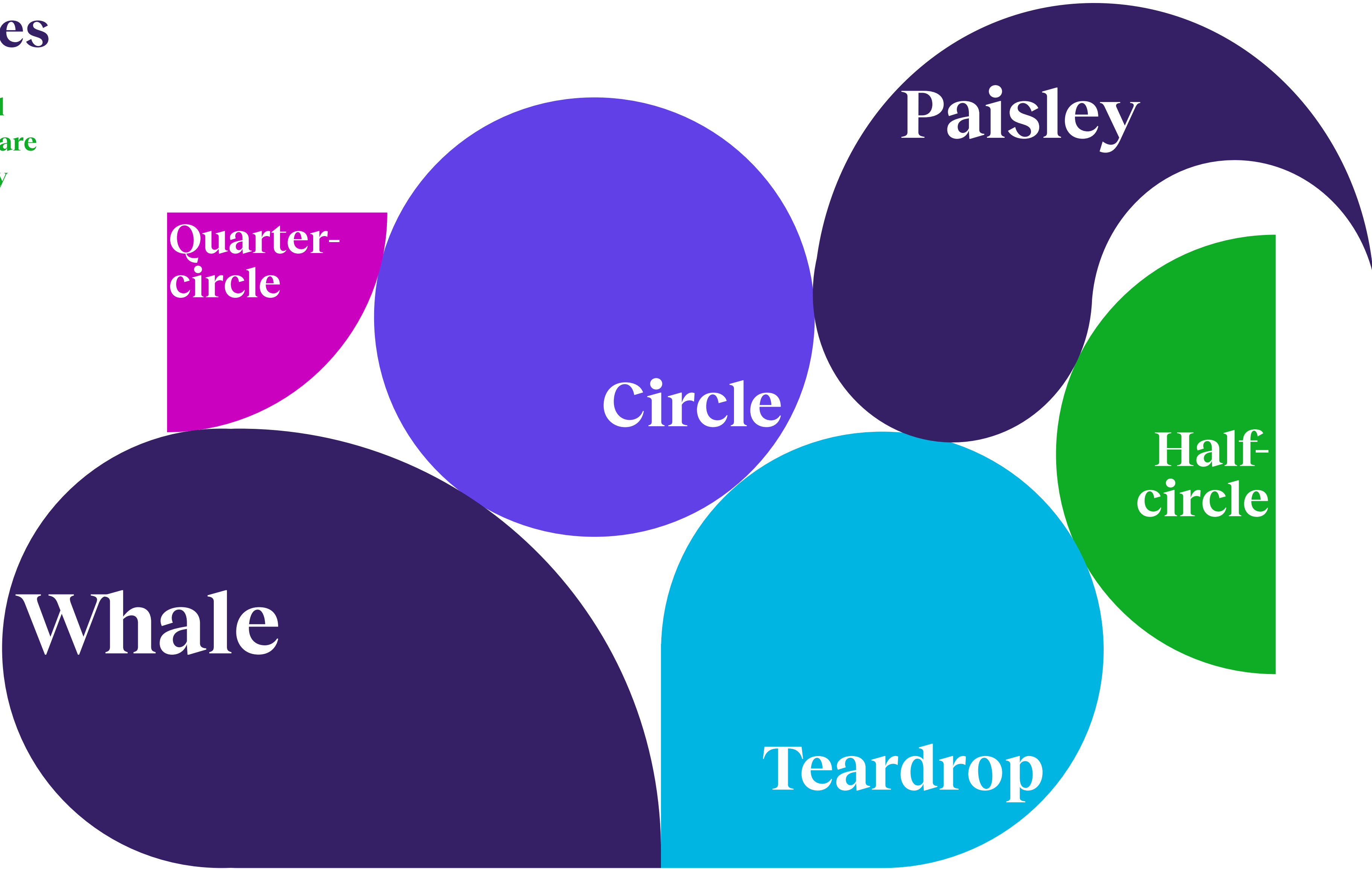


Pavers

Inspired by the core shape in our Teladoc Health logo, these combinations of colors and shapes illustrate the breadth of the services we offer—and how they harmonize to create a better path forward for the people we serve.

Core paver shapes

The core pavers are fundamental to the Teladoc Health brand and are designed to visually tell our story in a fresh and distinct way.

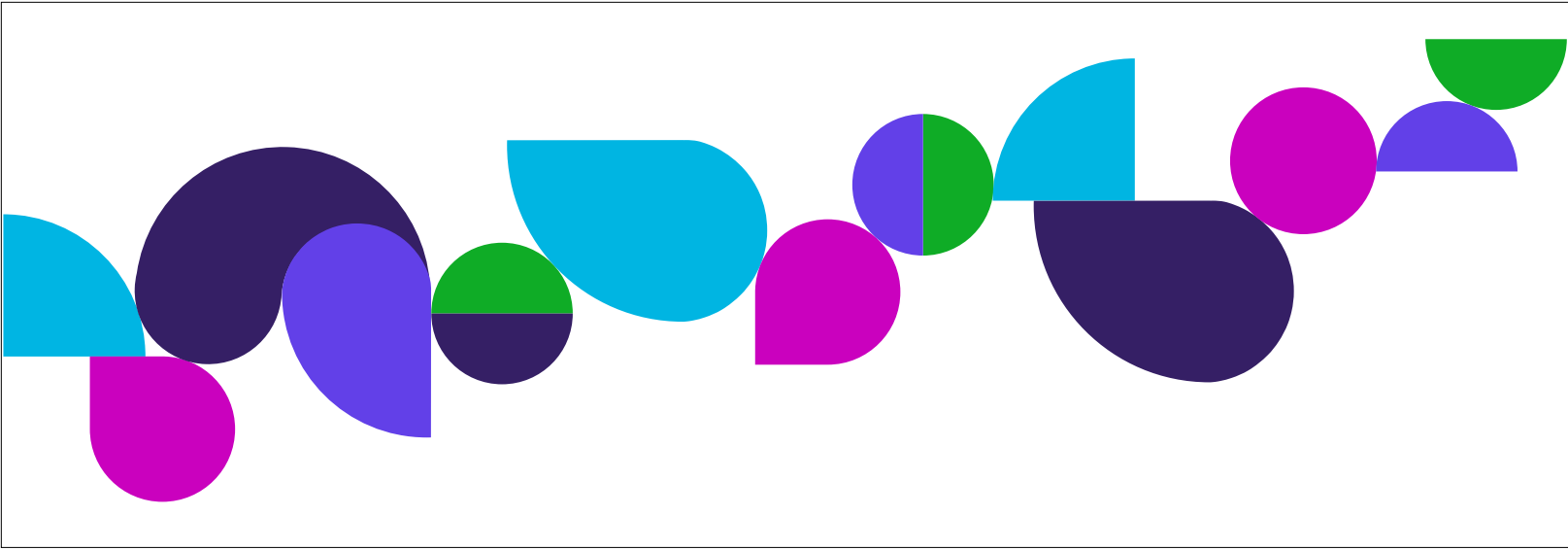


Paver combinations—primary

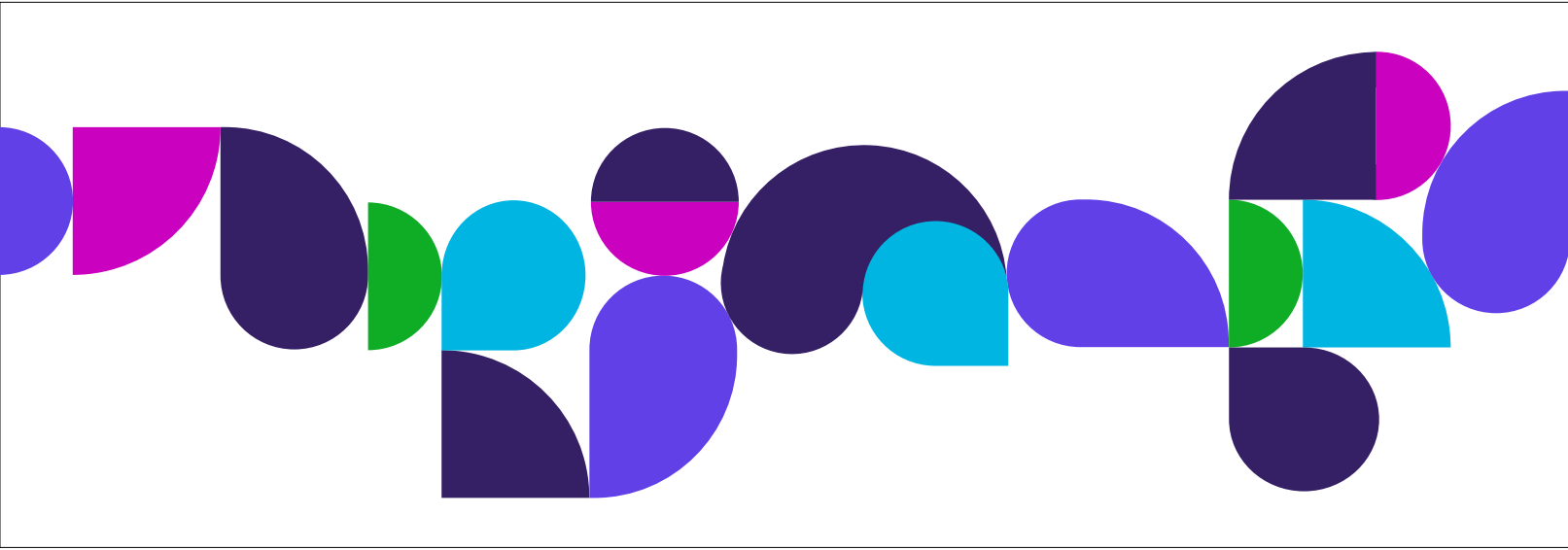
Our pavers offer almost limitless flexibility—which is why we share the combinations on this page as a starting point. Based on these sample patterns, you can:

- Change paver colors. Remember that Plum and Aqua should always be the most prominent colors in the combination, and the Green and Berry Accent colors may not touch.
- Remove individual pavers as needed.
- Flip paver combinations vertically and horizontally.
- Scale the combinations as needed to find the appropriate proportional balance between imagery, device and pavers.

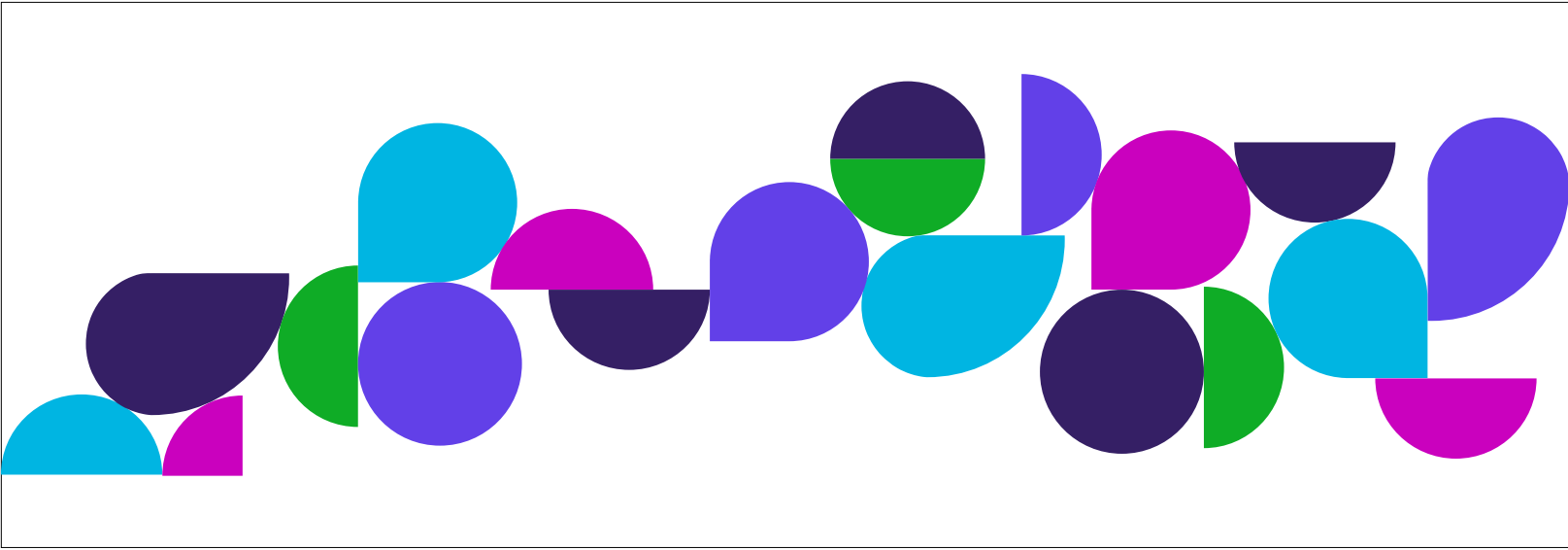
Paver combination A



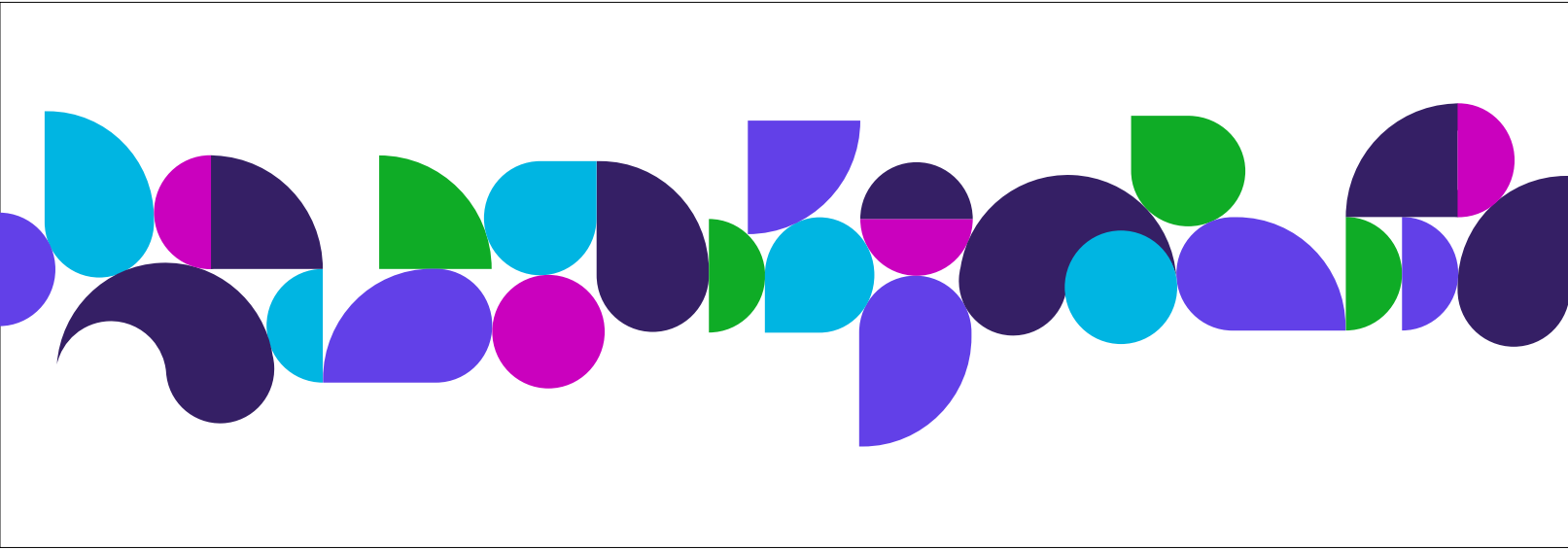
Paver combination B



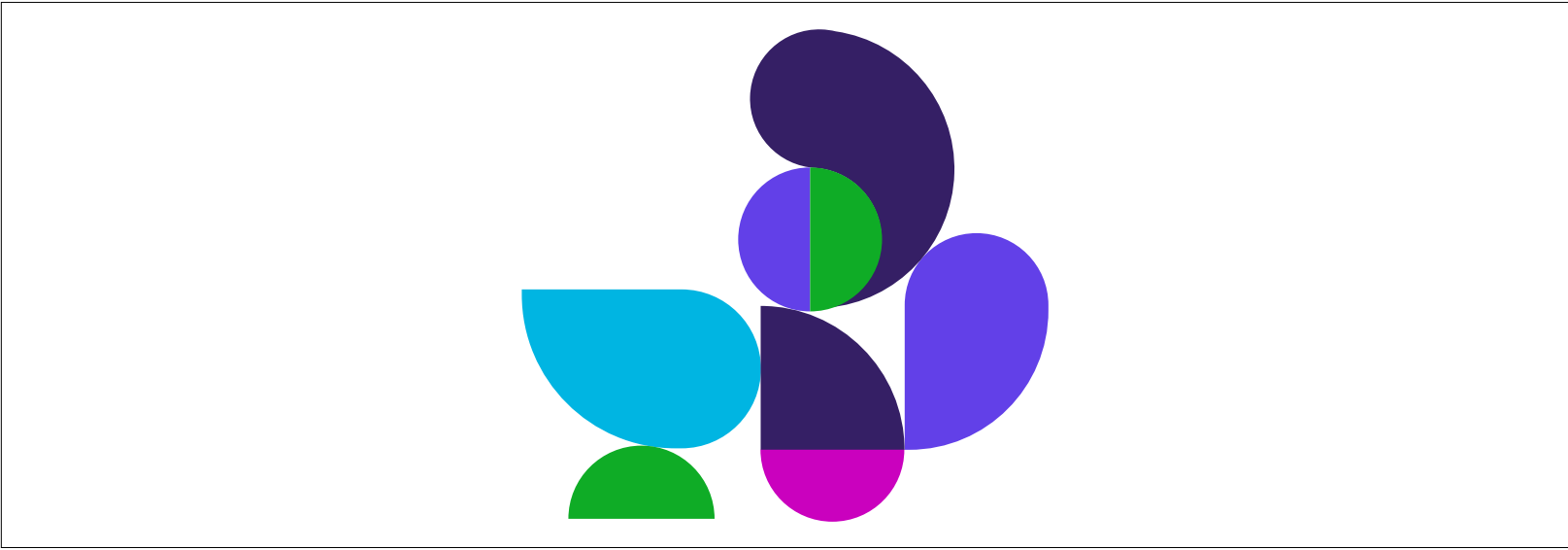
Paver combination C



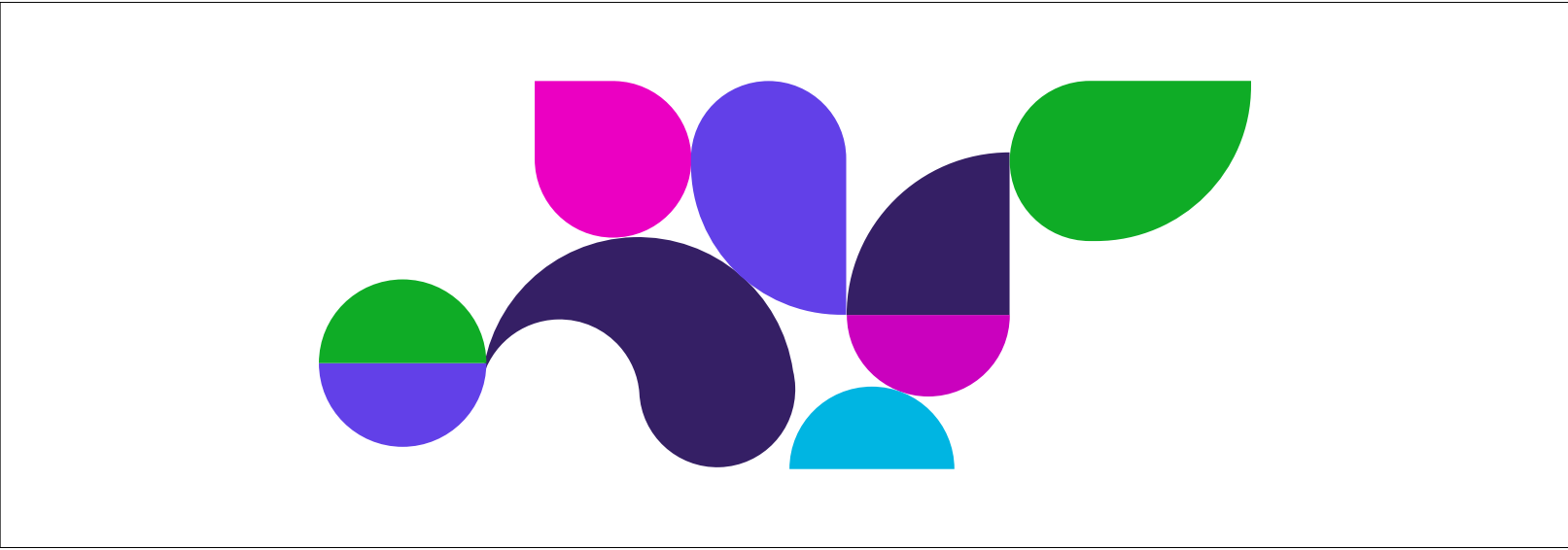
Paver combination D



Paver combination E



Paver combination F

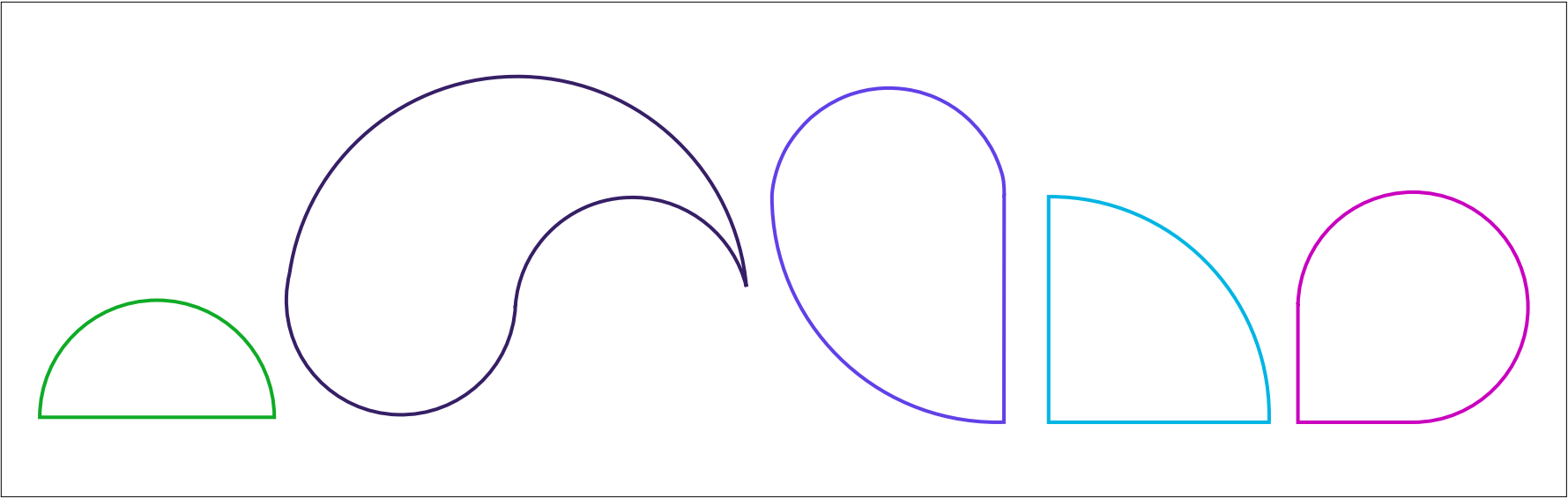


Paver combinations—secondary

Outline pavers can be used as singular elements to house important information such as stats, captions our pull quotes. This application should be used sparingly and more often in social or internal tactics.

- Use the assets provided, and scale line width proportionally with size.
- Flip pavers vertically and horizontally.
- Do not combine outline pavers with solid pavers.
- The outline colors can be changed.

Outline pavers



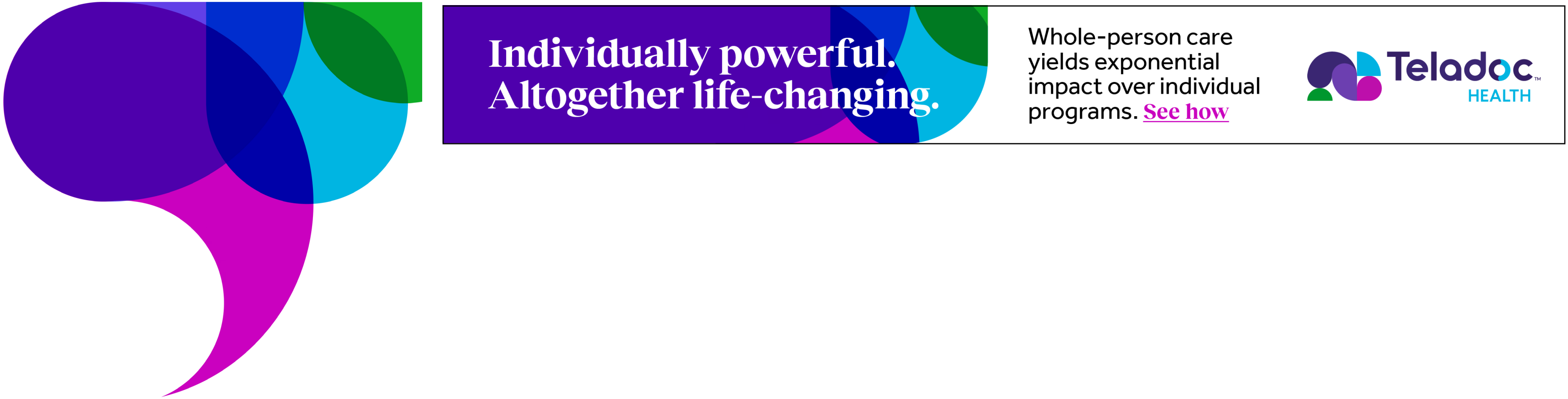
Usage example



Paver combinations—secondary B2B only

Overlapping paver combinations may only be used for B2B assets. Below are some early rules to apply.

- Be careful which colors can overlap other colors. No green over purple or other combinations that may produce muddy results.
- As shown, when possible, use the paver logo in conjunction with the overlapping paver treatment to add context to where the shapes originate from.



Paver usage—lifestyle

Pavers are used with lifestyle imagery to represent a connected healthcare experience and the many steps in an individual’s journey toward better health or an organization’s transformation.

Things to keep in mind:

- The pavers should be connected to each other, showing a connected journey.
- The pavers should be at least 1/3 to 1/2 of the subject matter. Any less will make them too small and insignificant, while any larger tends to overshadow the subject matter.
- Core paver shapes can be used to crop an image. Those images can be used alone or flanked by additional pavers, but pavers should not be used inside of the crop.
- Pavers may extend outside of an image crop to either the left or right side, not both.

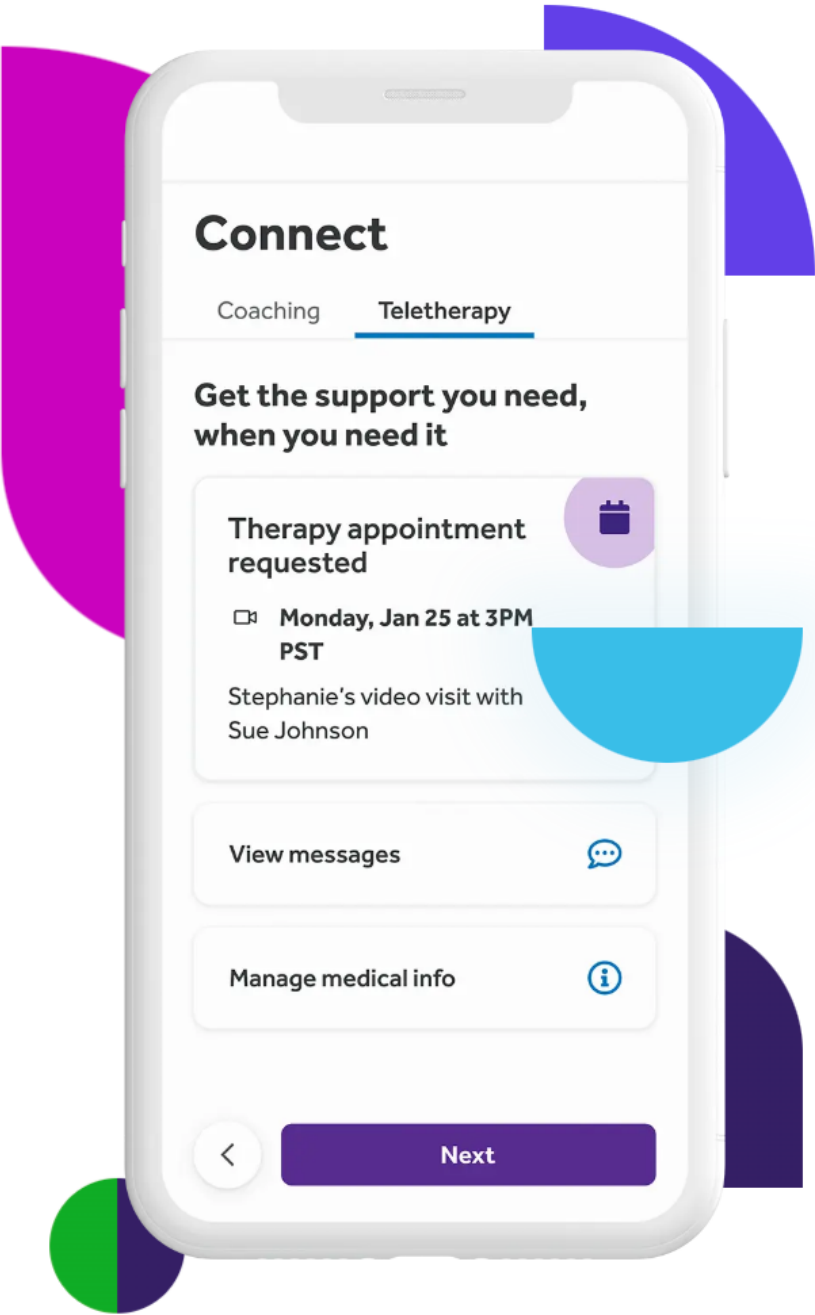
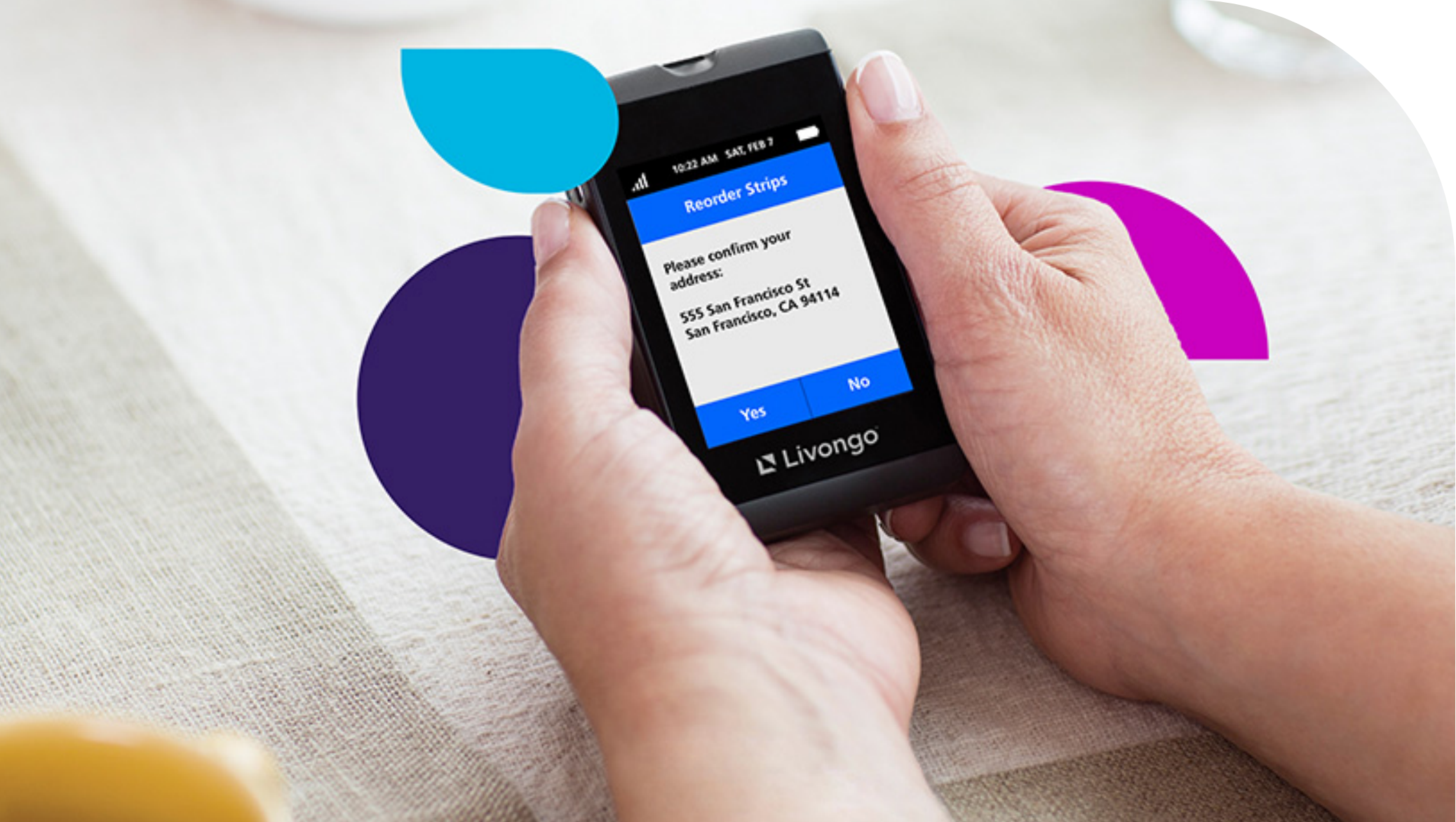


Paver usage—devices

We place pavers around devices—including our own—to represent a data-driven experience.

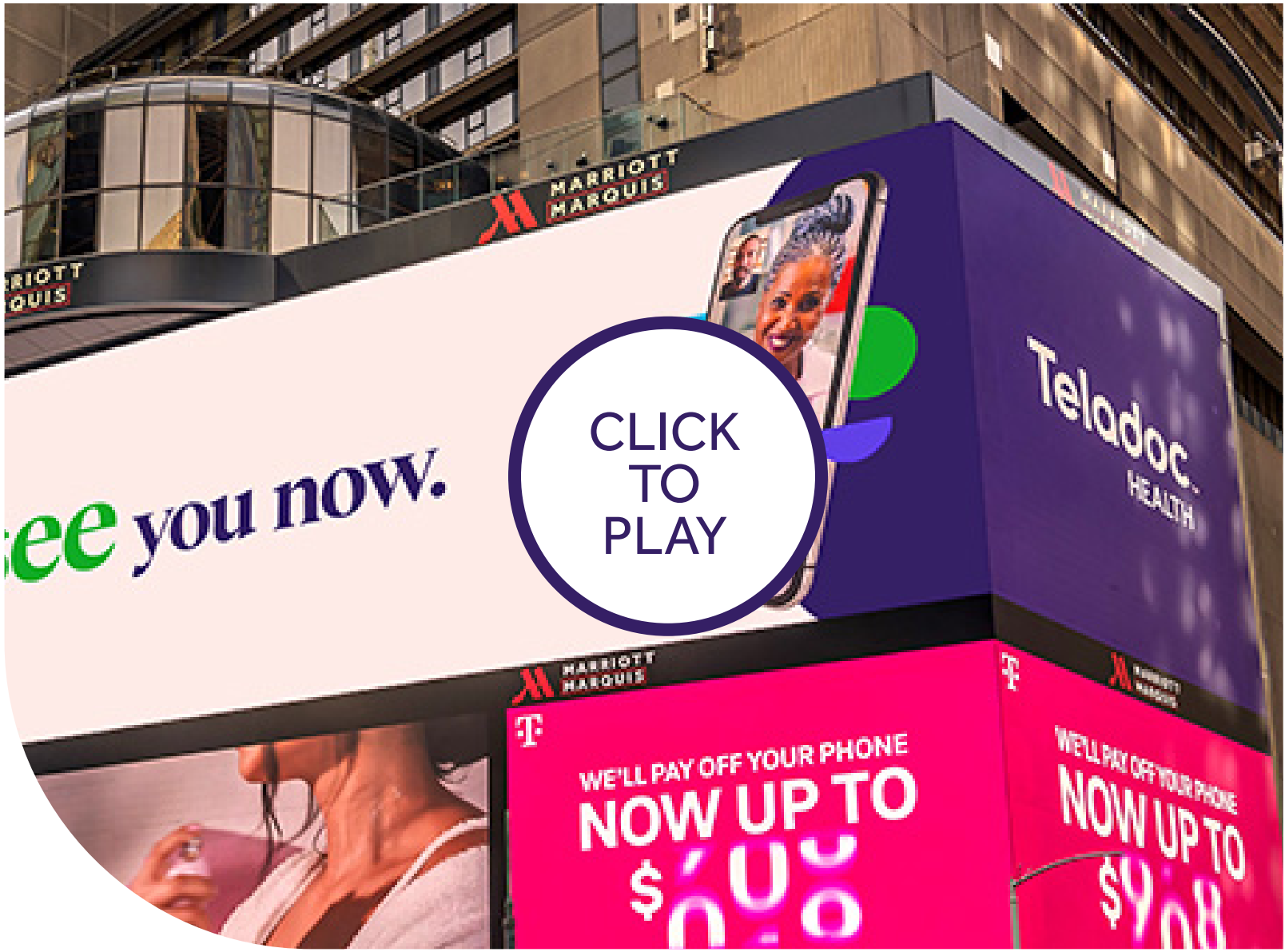
Things to keep in mind:

- The pavers should not be connected. They should surround the device as individual pavers.
- Layer pavers in front of and behind the device, but do not cover key information on the screen.
- Use the latest devices available on the market, nothing outdated like an iPhone 4 or a first-generation iPad.
- Devices can be used straight on or perspective angle.
- Drop shadows can be used, but only when the pavers are in digital applications. If using a drop shadow on pavers in front, use only 10% or less opacity.
- Ensure the device screens show the new integrated Teladoc Health app, not legacy app screens.



Paver usage—motion

Our pavers are designed to come to life. When animated, they should feel fluid and energetic and highlight—not distract from—our solutions and the people using them.

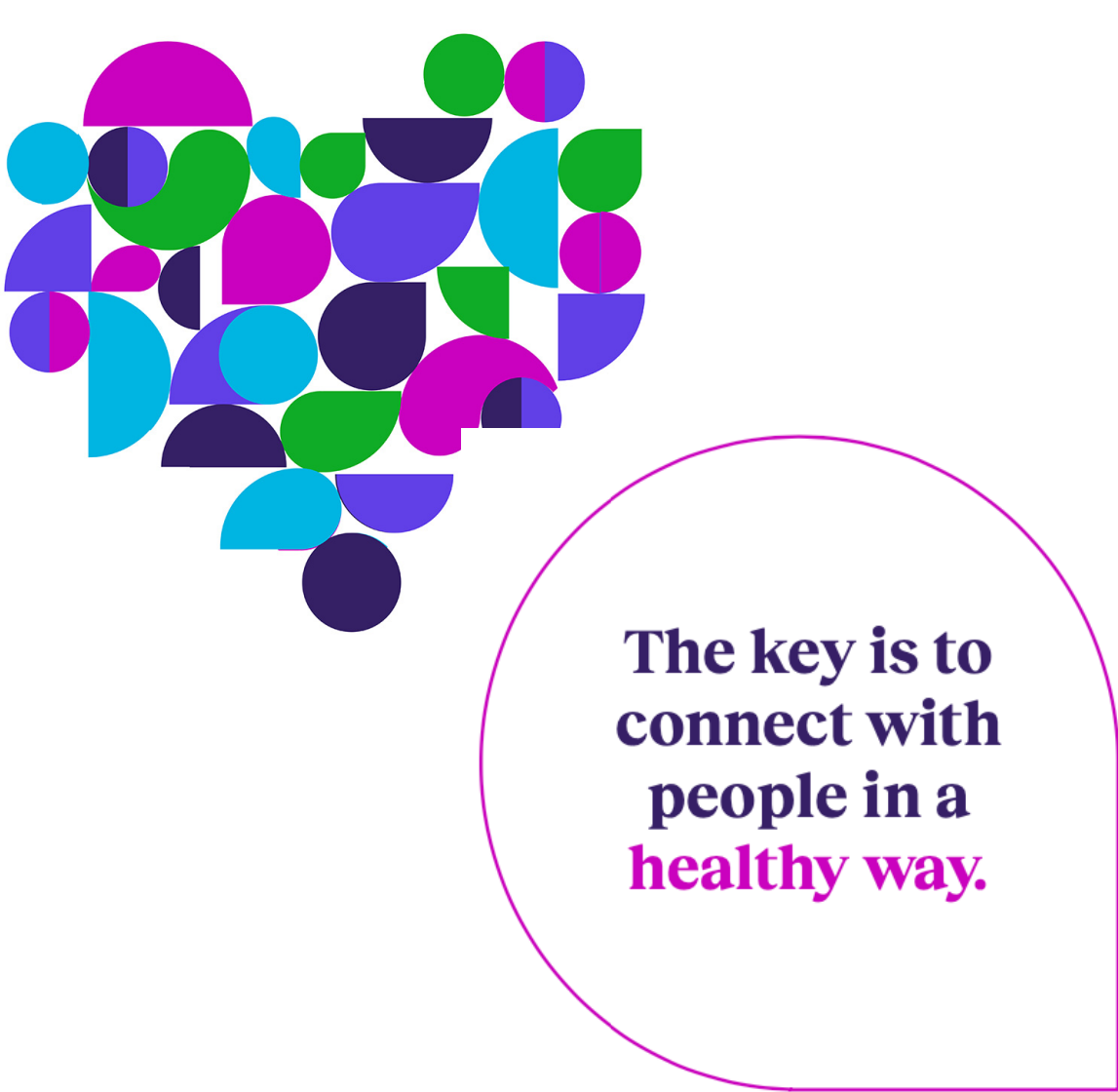


Paver only usage

Pavers can be used as heavy design elements in infographics, motion graphics, branded items, etc., and can contain short bits of text if needed.

Things to keep in mind:

- Copy content inside of the paver shapes should be limited to short statements or individual statistics.
- Pavers can be used for a device's screen wallpaper when used in conjunction with the pop-up message preview.
- Pavers can be used to guide the eye and emphasize headlines and copy.
- Make sure text passes accessibility standards for legibility, especially in digital applications. Please refer to <https://webaim.org/resources/contrastchecker/>, which defines large text as 14 pt or larger and bold.



Data visualization

Our brand colors and shapes can be used to create charts and illustrate data points.

The power of whole-person care



MEASURABLE RESULTS
PROVEN SUSTAINABLE
OVER 5+ YEARS



OF MEMBERS ARE
ENROLLED IN MORE
THAN ONE PROGRAM

16K

HOURS OF CHARITABLE WORK
PERFORMED BY OUR EMPLOYEES IN
2022—AN INCREASE OF 33% YOY

57%

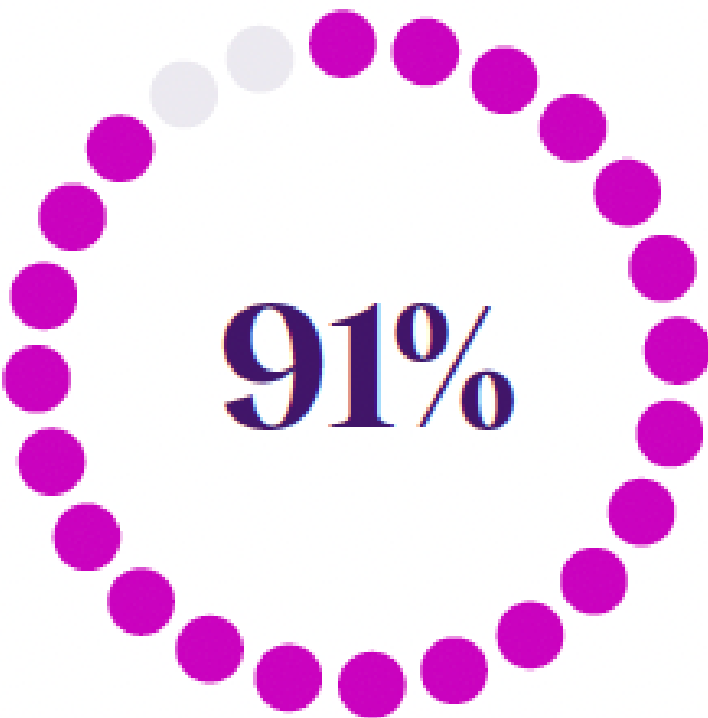
OF OUR MEMBERS SAY THEY WOULD
HAVE GONE TO THE EMERGENCY ROOM
OR URGENT CARE WITHOUT ACCESS
TO OUR SERVICES

56%

OF OUR CHRONIC CARE SERVICES
USERS LIVE IN UNDERSERVED
COMMUNITIES

17%

OF OUR VISITS DELIVERED CARE TO
PEOPLE WHO OTHERWISE WOULDN'T
HAVE SOUGHT TREATMENT

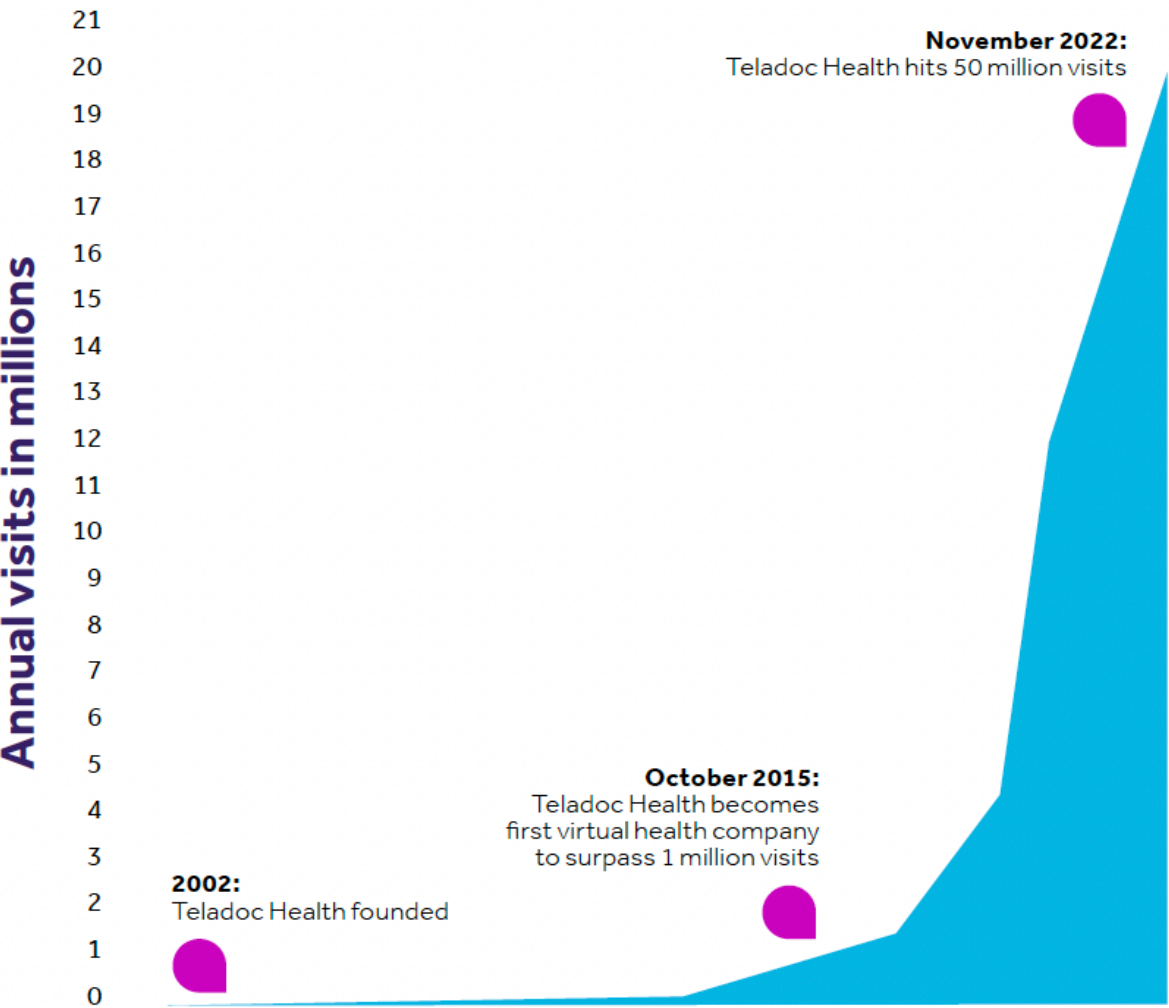


SAY TEAM RESPECTS
EACH OTHER & VALUES
SUCCEEDING TOGETHER

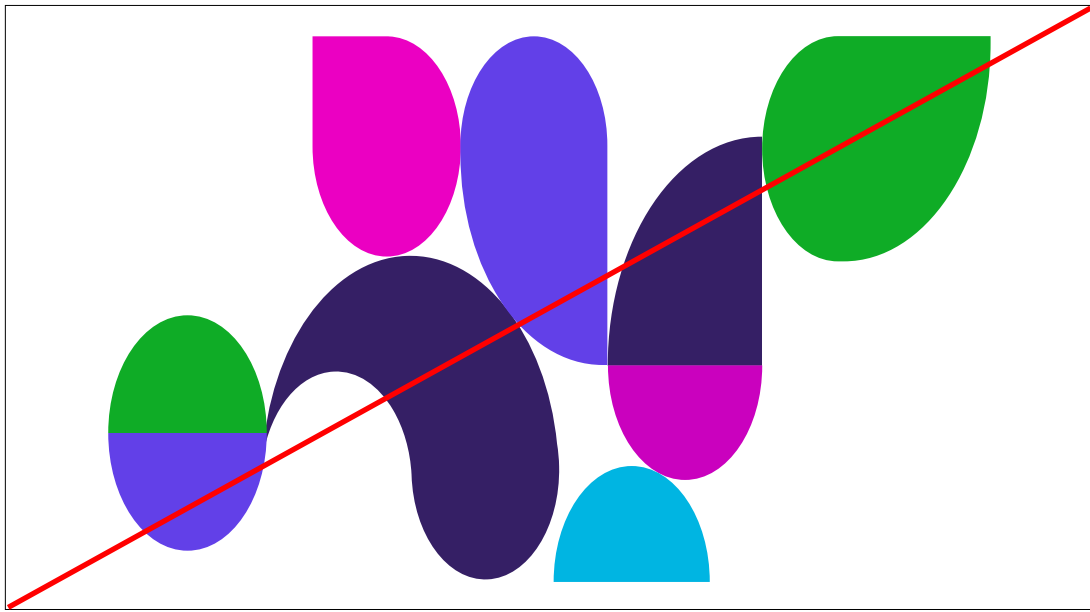


SAY TELADOC HEALTH IS A
GREAT PLACE TO WORK

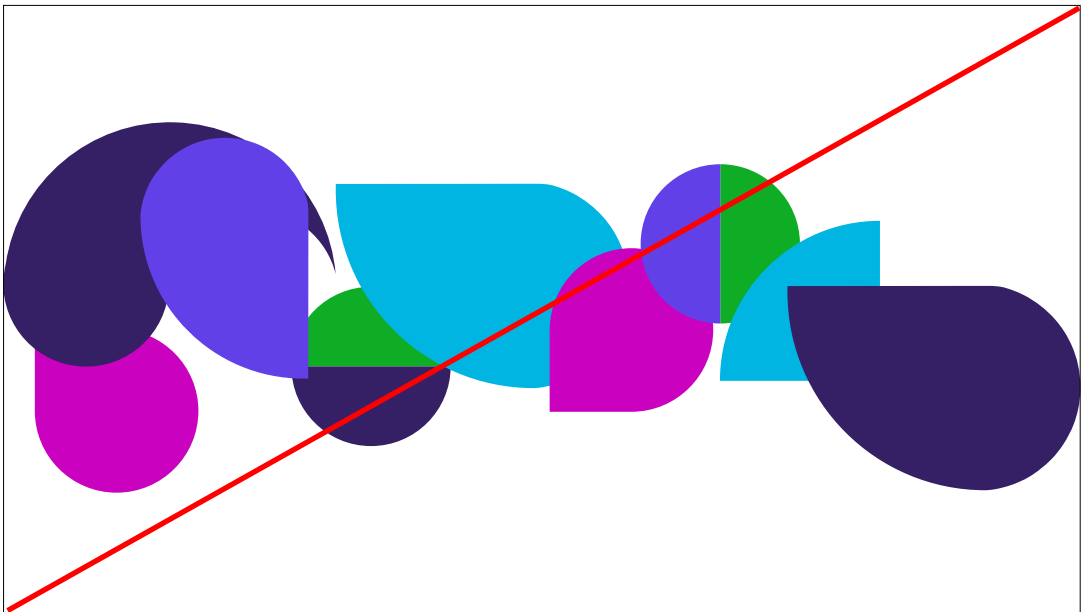
Accelerating global access to whole-person care



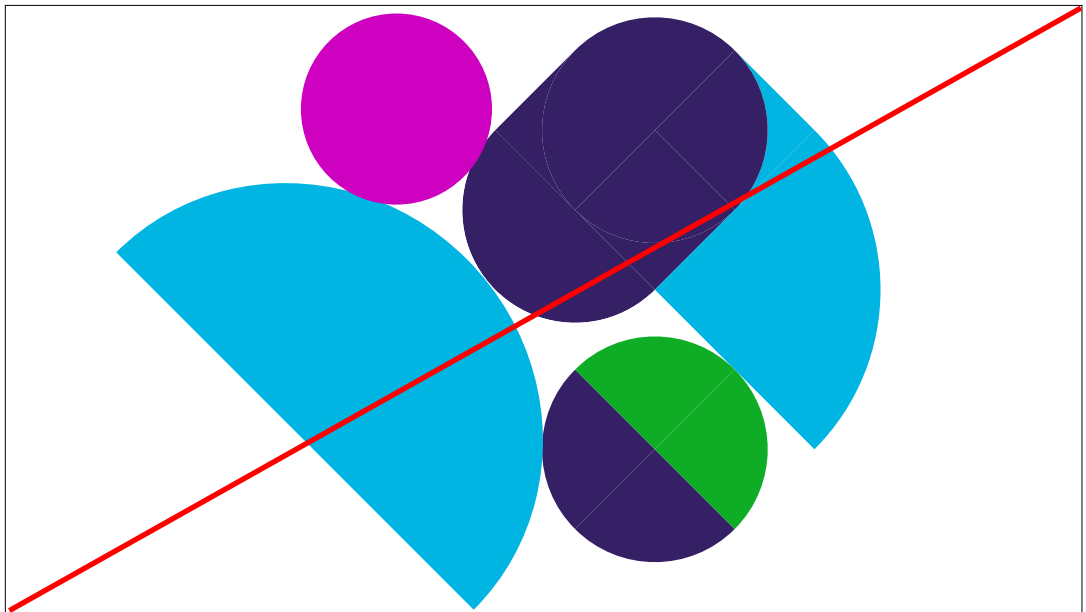
Incorrect paver usage



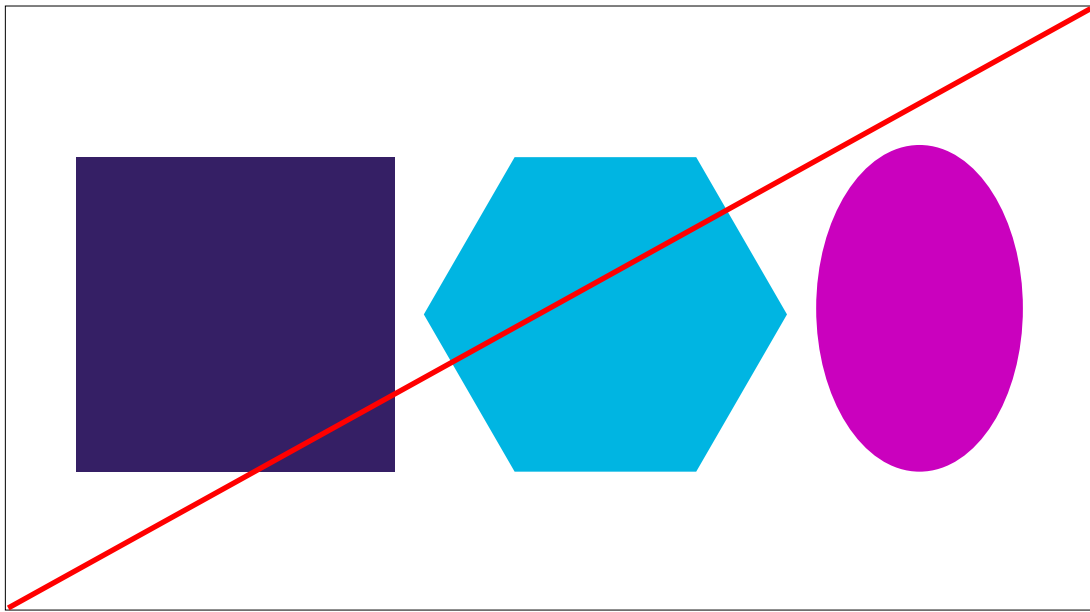
Avoid skewing or distorting the pavers.



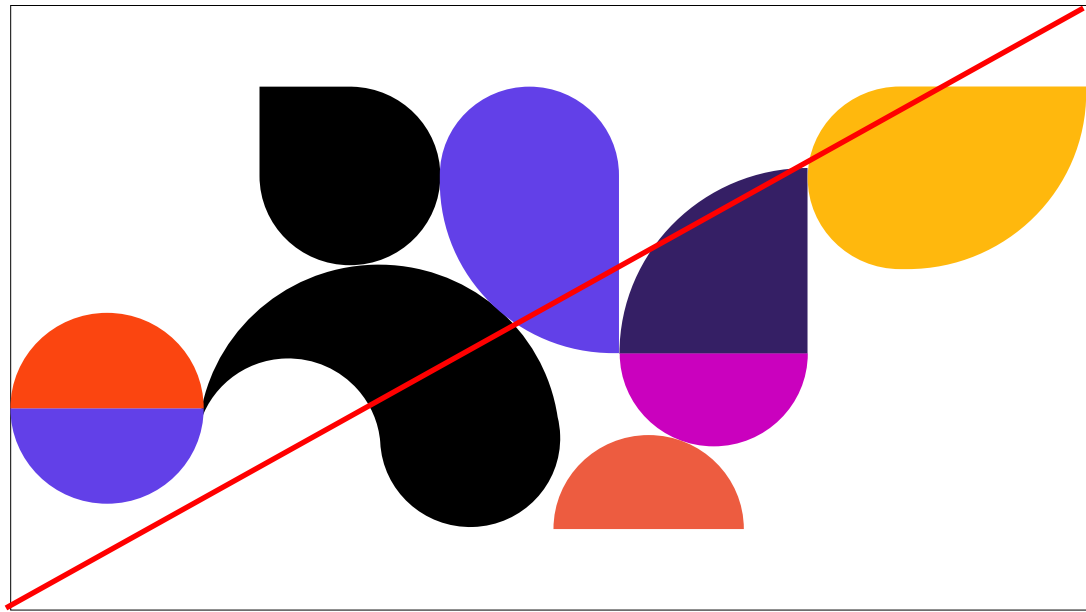
Avoid overlapping pavers.



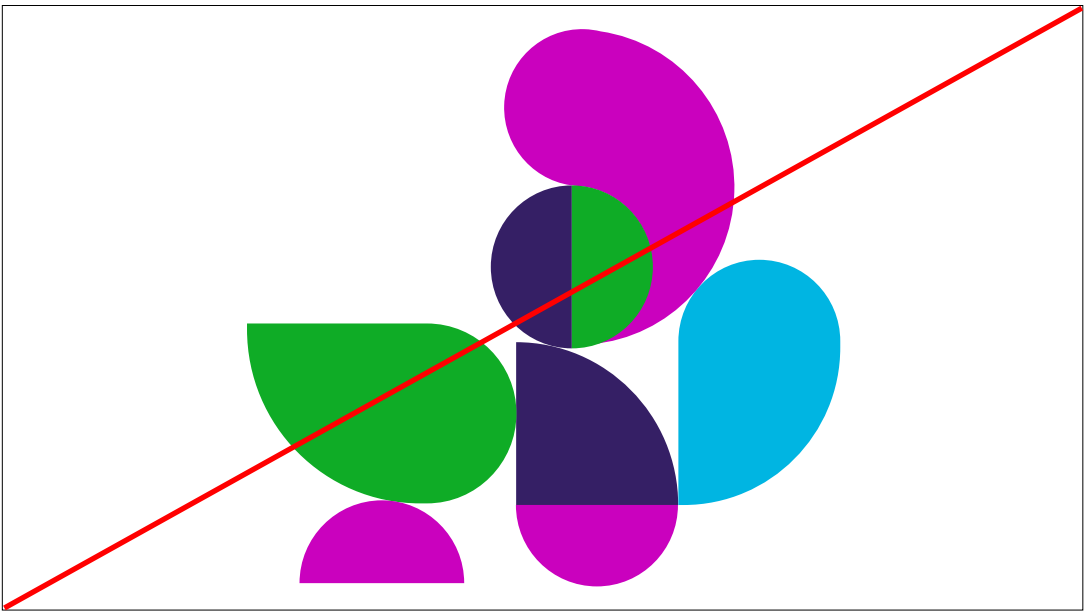
Avoid placing pavers on angles. They should be rotated in 90° increments.



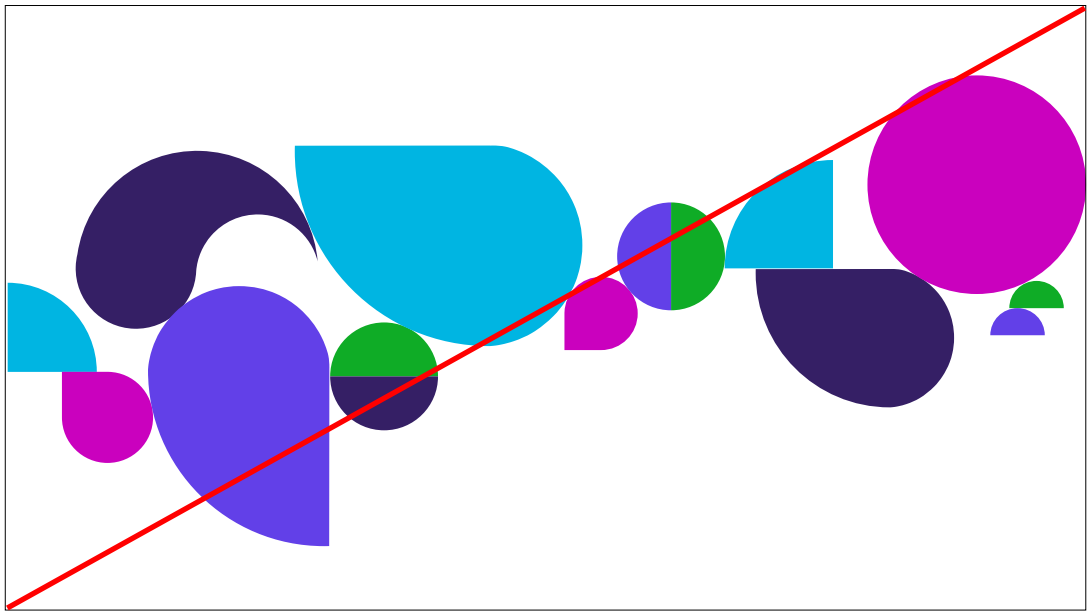
Avoid using shapes that are not the six core paver shapes.



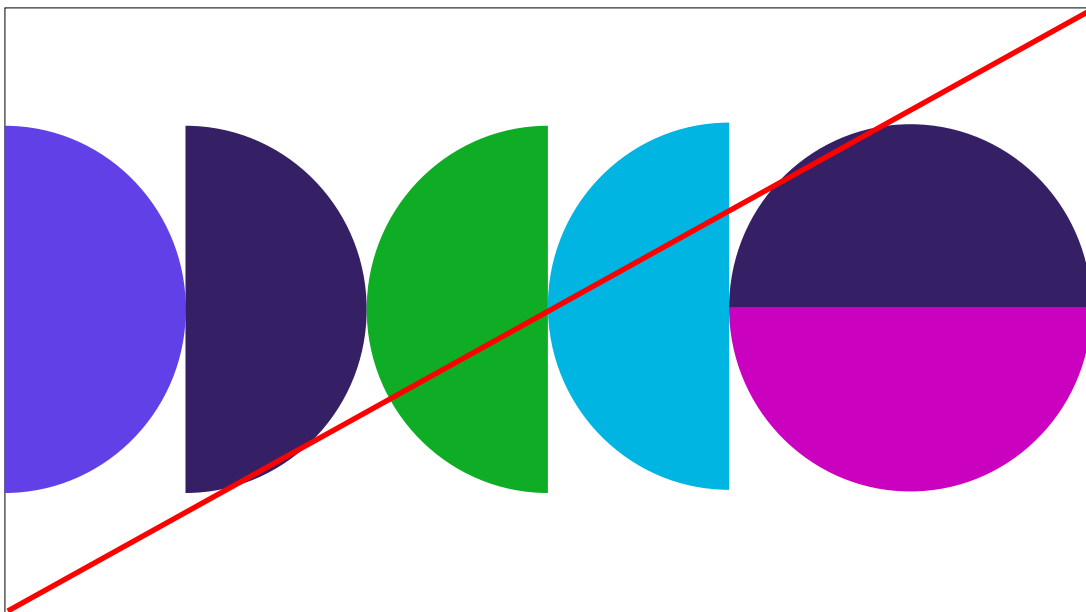
Avoid using colors not in the approved color palette.



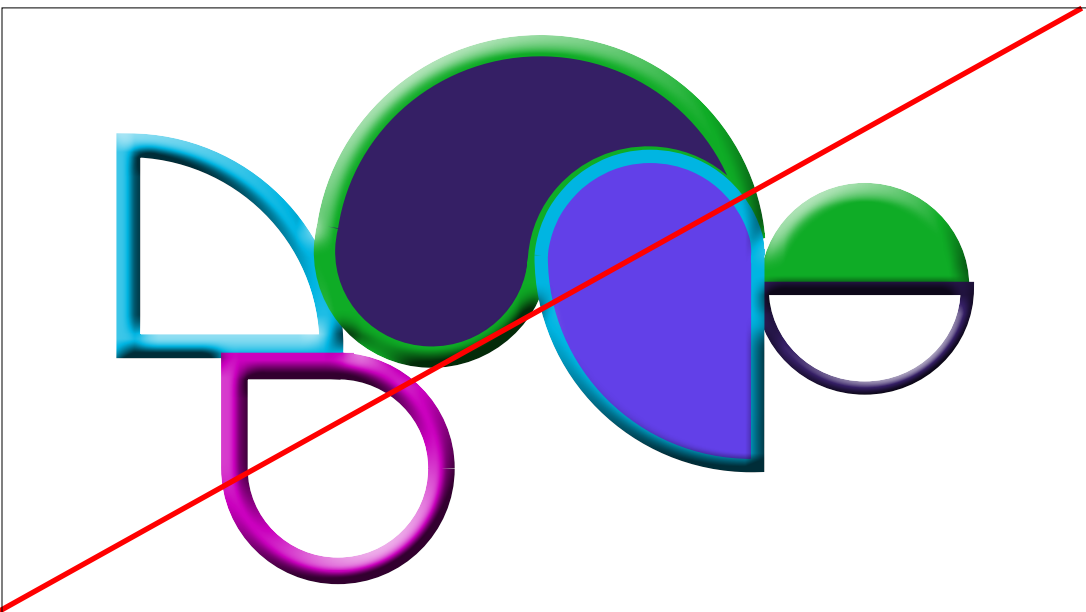
Avoid Green and Berry Accent colors touching.



Avoid creating disproportionate pavers in a combination.



Avoid overuse of one core paver shape—variety is key.



Avoid applying gradients or effects to the pavers.

Incorrect paver usage (continued)



Avoid using pavers within an image that has been cropped in a paver shape.



Avoid extending pavers outside the right and left sides of an image. They should only extend on one side.



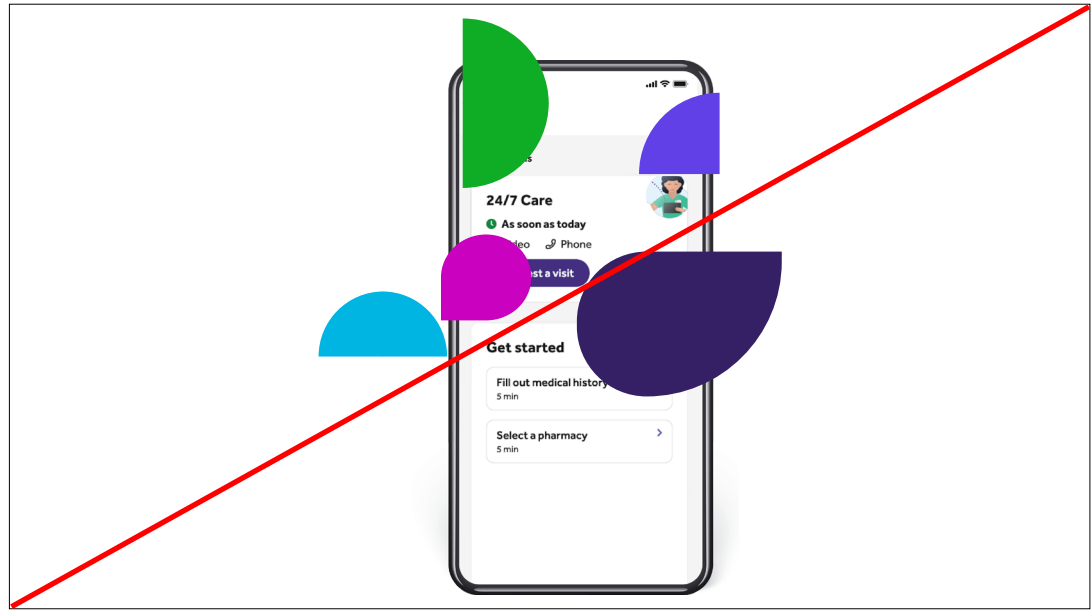
Avoid leaving pavers on top of people—they should be masked.



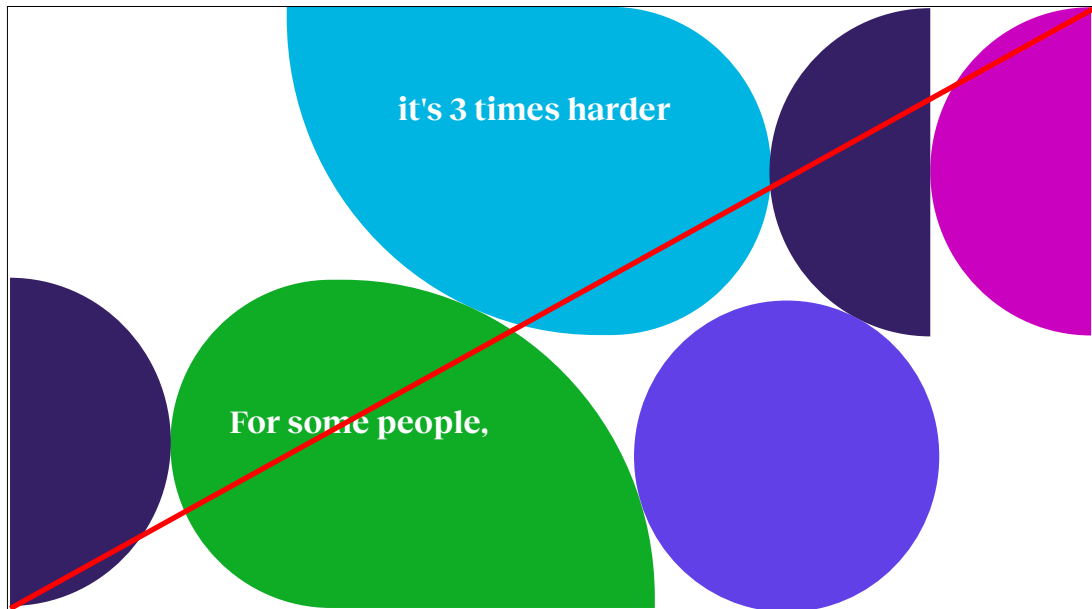
Avoid using pavers with busy backgrounds.



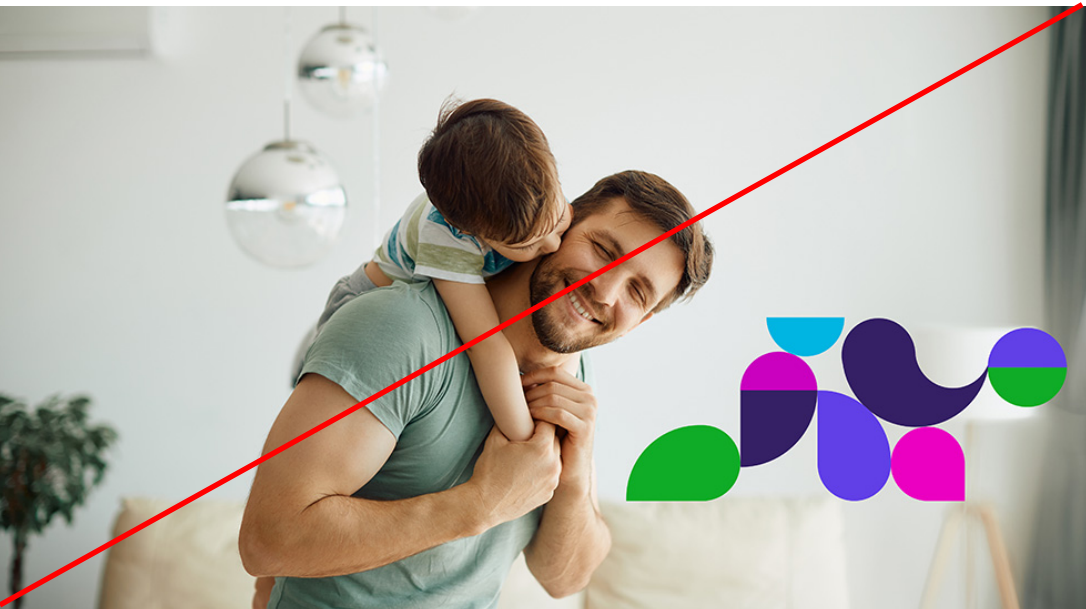
Avoid connected pavers when paired with devices—keep them separate.



Avoid covering important information displayed on devices with pavers.



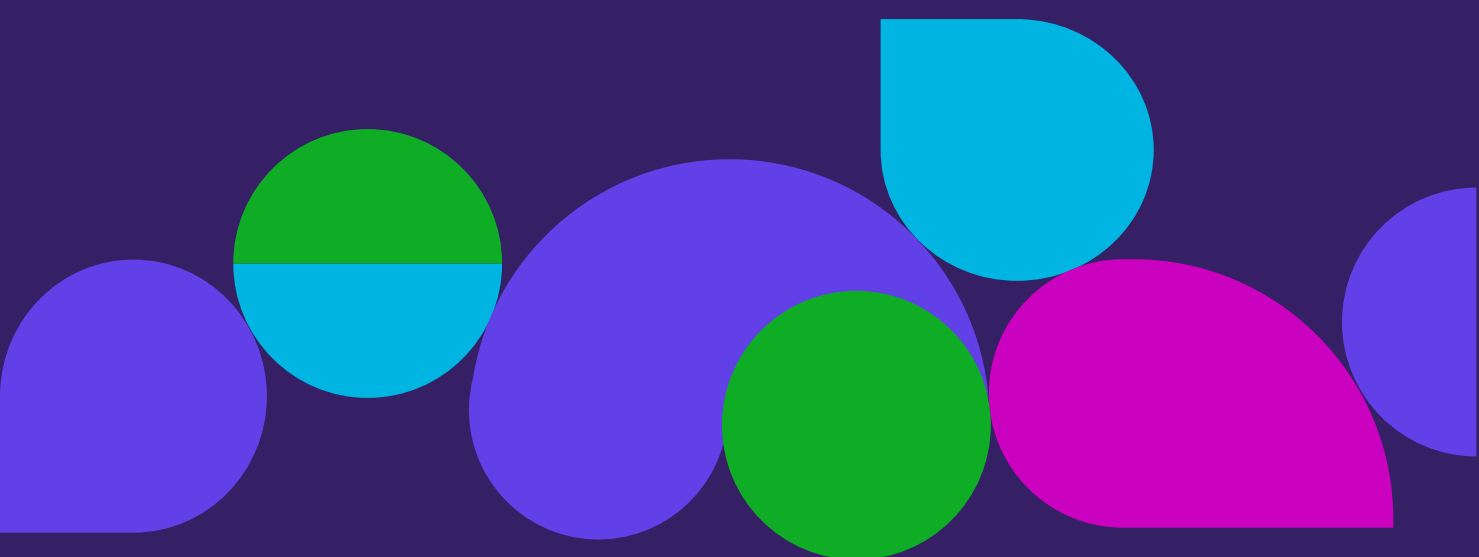
Avoid text that is too small and does not provide sufficient contrast for accessibility.



Avoid using an inappropriate ratio of pavers to imagery.



Avoid using Plum or Aqua colors for the large service-specific paver.



Photography

Imagery expresses the story of our brand, our values, our expertise and the people we serve.

Photography style

Our style is rich, warm, authentic and intentional. Here's what we mean:

- **Rich** (it's not about wealth): Speaks to the emotive nature of photography and its ability to create a human connection. It captures what feels like a moment. It should feel bold and distinct.
- **Warm:** Bright and has life.
- **Authentic:** Feels real and not overly staged. Also, we need to enable people to see themselves—and the people they serve—in the images we capture.
- **Intentional:** Every photo serves a purpose and tells part of a greater story. Selected images always reinforce the copy story and headlines.

Stylistic direction:

- For portraits, people look into the camera; this provides that human connection and warmth.
- We show people and close-ups of smartphones, tablets and computers.
- Lifestyle without branding elements should be used sparingly. Branding elements include:
 - Pavers
 - Logos
 - Image crops

Our goal is to develop a core set of photos that are foundational to telling our brand story and are ownable and unique to Teladoc Health.

Note: Images throughout this document are for illustrative and guidance purposes only and are not available for general use. Image usage rights must be acquired on a case-by-case basis.



Photography overview



PORTRAITS

**Confident, optimistic
& connected**



UNIQUE MOMENTS

**Engage, imagine
& inspire**



PEOPLE AND SERVICES

**Authentic, relatable
& trustworthy**

Note: Images throughout this document are for illustrative and guidance purposes only and are not available for general use. Image usage rights must be acquired on a case-by-case basis.

Devices and packaging

To ensure accuracy, use only the images from the 2022 photoshoot when showing our devices in use.

Things to keep in mind:

- Do not use stock images with devices that might look like ours. Only our actual branded devices should be shown.
- Logos should not be removed or changed on our devices.
- Product-only images do not expire.
- Images with talent **expire April 1, 2024**.
- Usage rights do not include broadcast.

Please contact brand@teladochealth.com for more information.



Image cropping

Pulling focus in our images reflects our focus on the people we serve.

Images can be used full screen/bleed or cropped in rounded corner boxes with a mix of sharp and rounded corners.

Use rounded corner radiuses of:

- 0.25"/24 px for the smallest rounded corner, then up to 0.5"/48 px
- Increase in increments of 0.5"/48 px
- Make sure at least one corner remains 90 degrees

Images can also be placed in core paver shapes and circles and break the boundaries of the crop.



Note: Images throughout this document are for illustrative and guidance purposes only and are not available for general use. Image usage rights must be acquired on a case-by-case basis.

Incorrect photography usage



Avoid poorly lit or unnatural lighting.



Avoid overly manipulated or computer effects.



Avoid showing sick or suffering people—focus on the positive outcomes or experiences they will have with Teladoc Health.



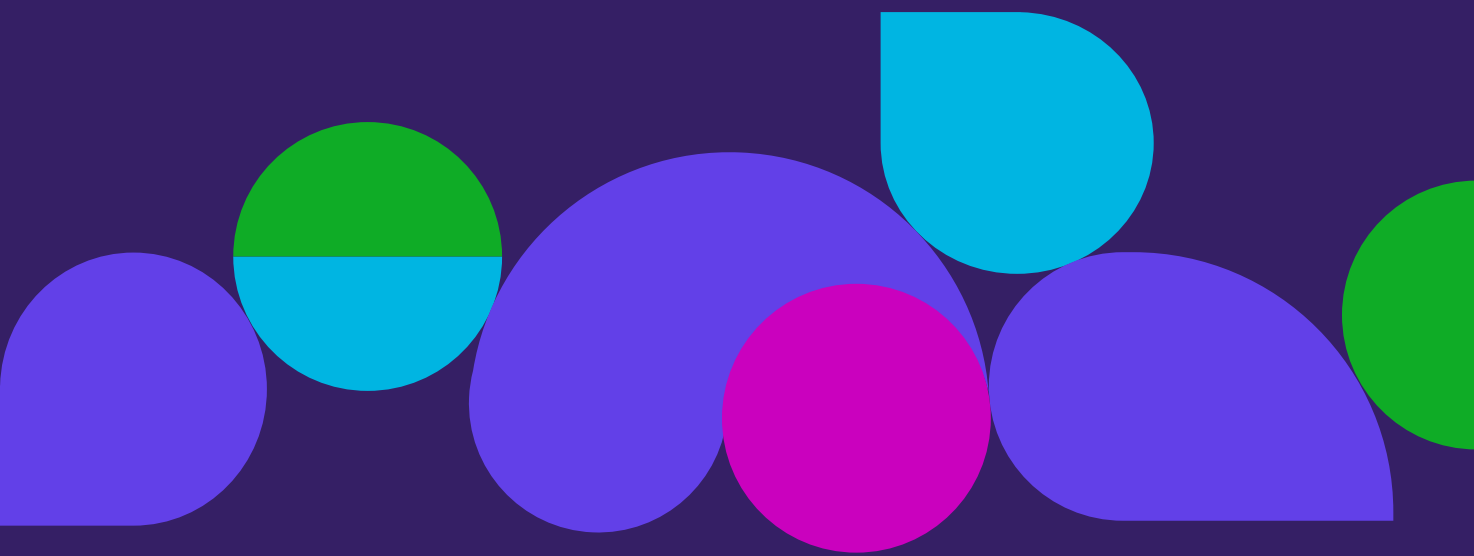
Avoid using tinted or screened images.



Avoid using exaggerated poses or expressions.



Avoid staged or computer-generated metaphors.



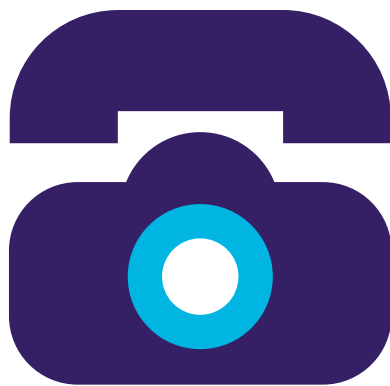
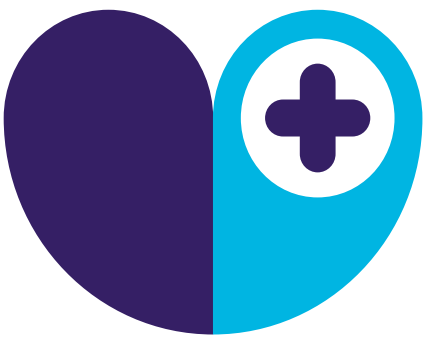
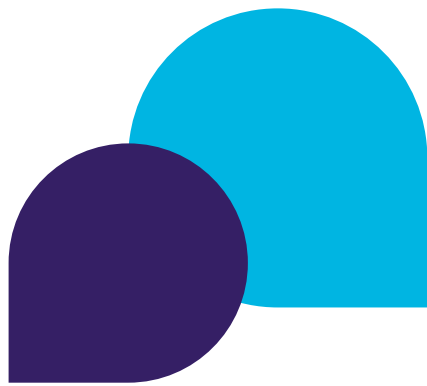
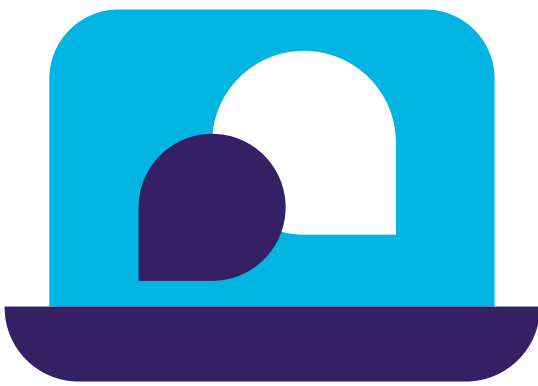
Iconography

We use our iconography as a secondary graphic to help enrich our visual system and become more distinctive. Icons are simple and functional, directing the eye to convey information quickly. They should be used to elevate engagement within information-heavy content.

Icon style

Our icons are created with a combination of shapes, primarily deconstructed circles and squares.

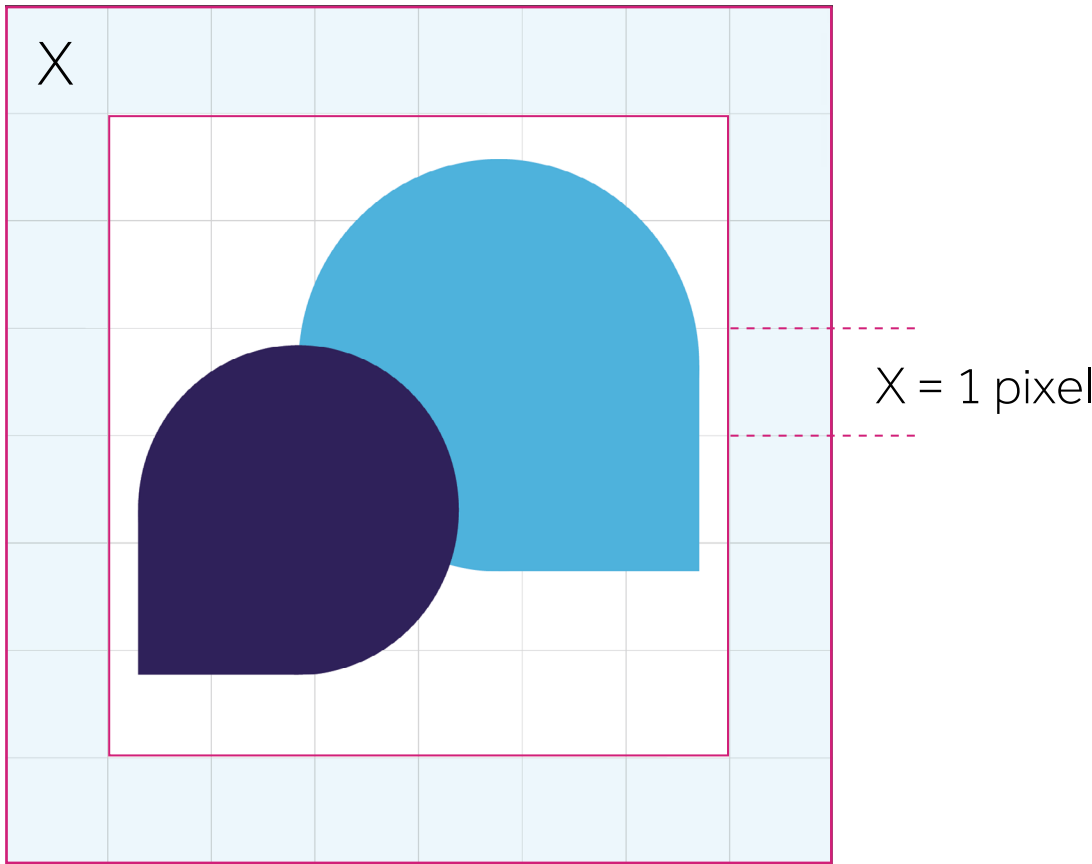
- No free-form or organic shapes.
- Use a consistent bold stroke with minimal details.
- Limit the colors to Plum, Aqua and White.



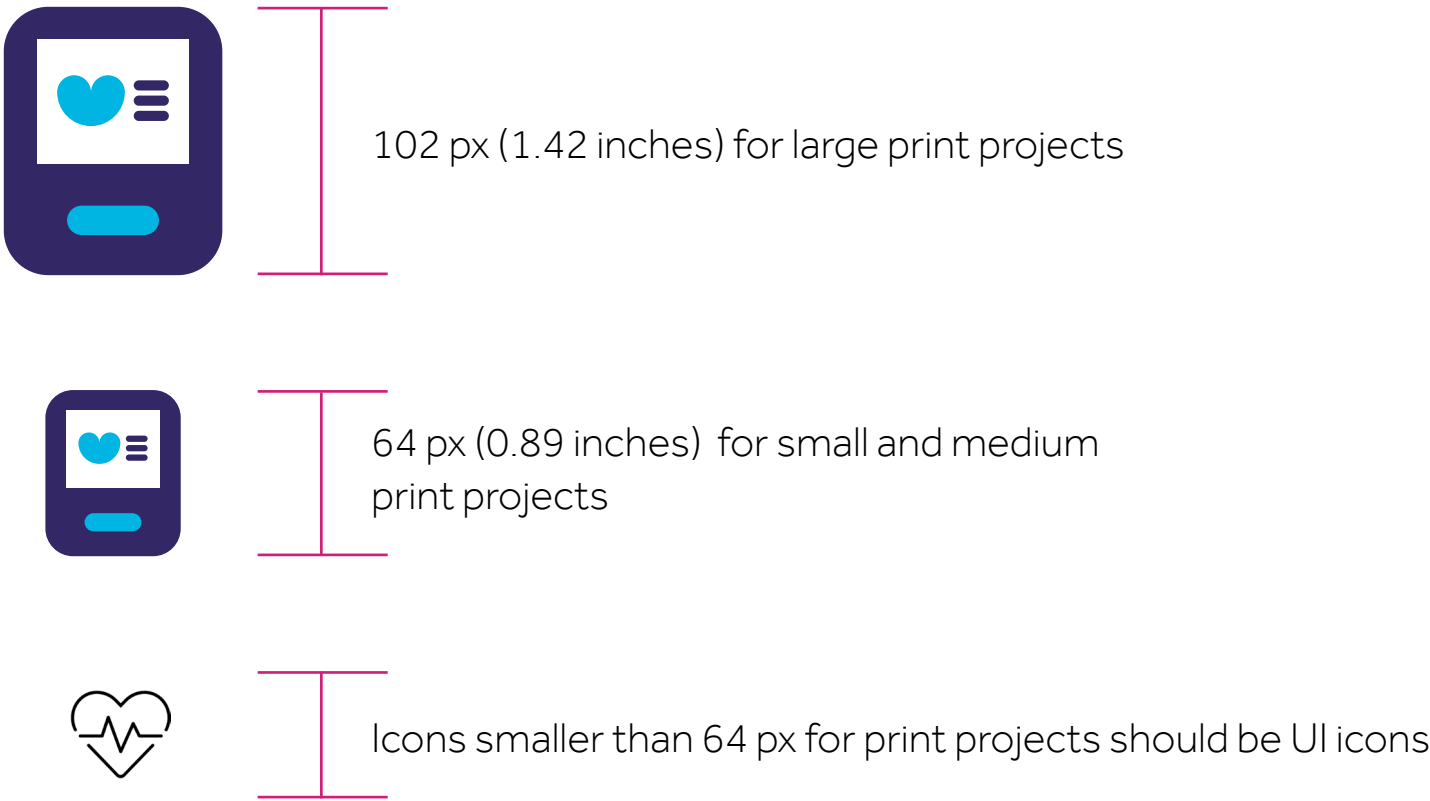
Icon configurations

Using 1 pixel clear space, called padding, around the whole icon ensures it will retain the desired visibility, scale and white space.

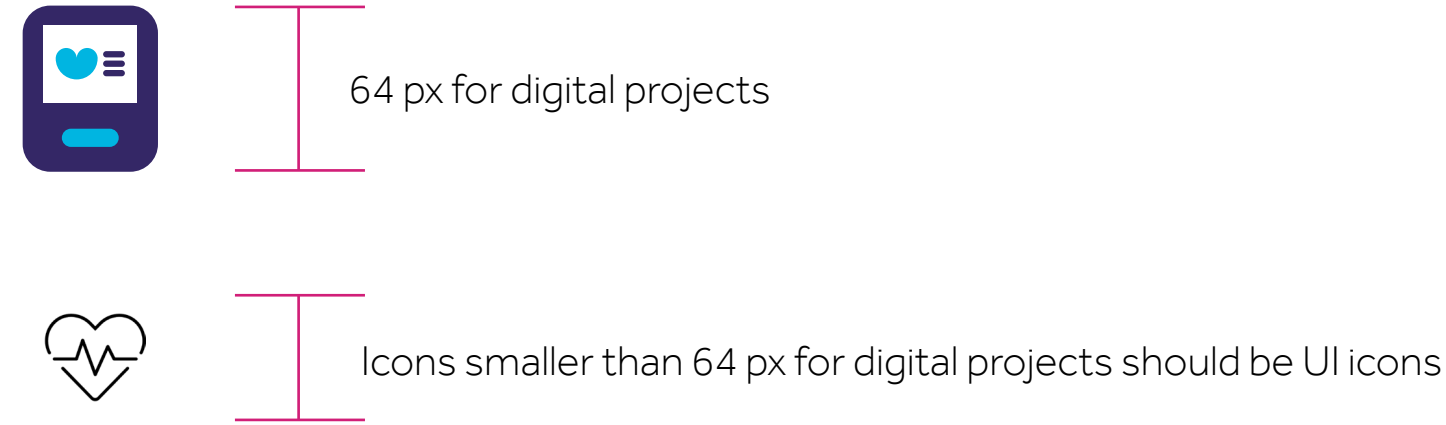
Clear space



Minimum print icon size

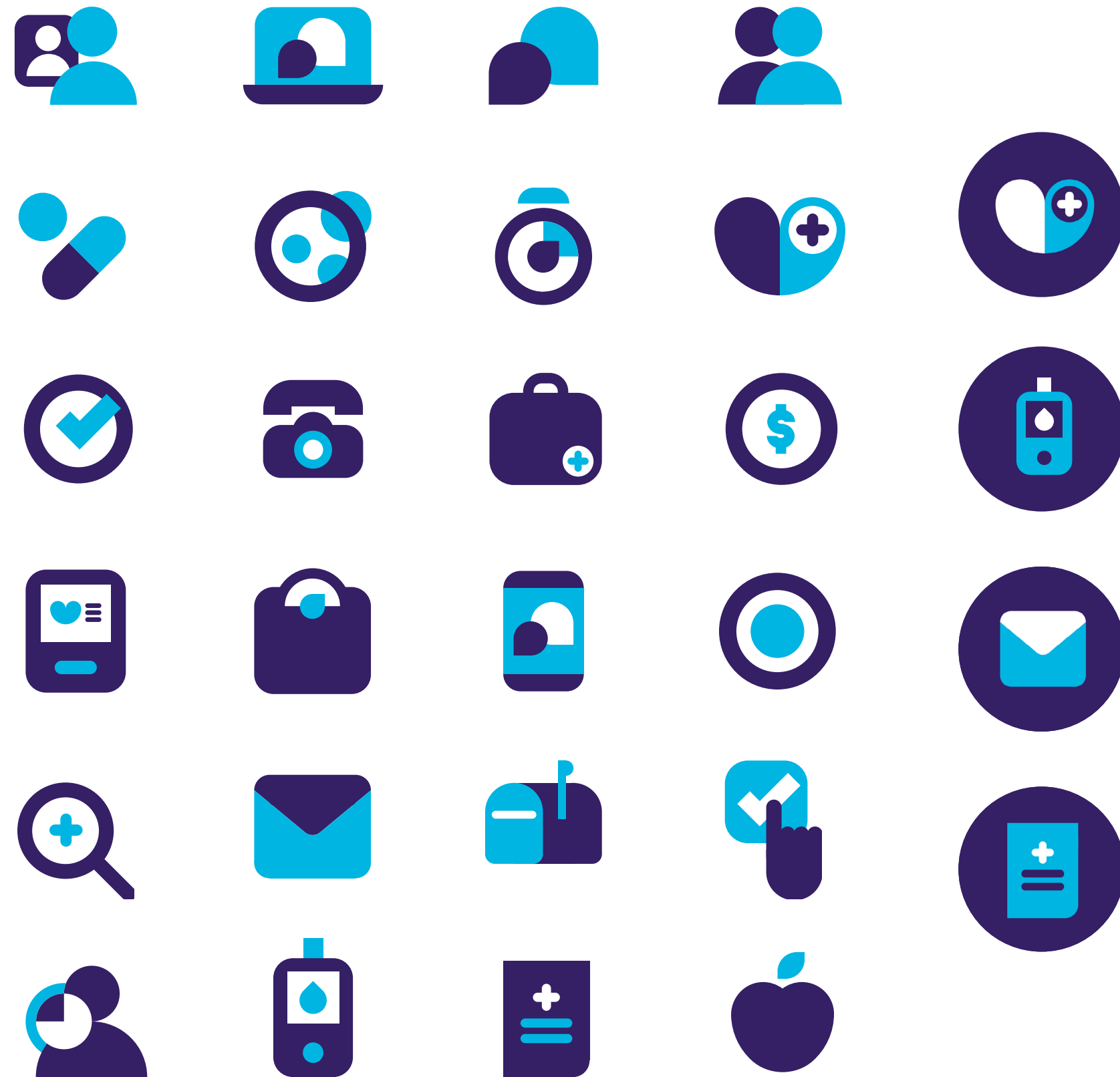


Minimum digital icon size



Icon sets

Primary icon set

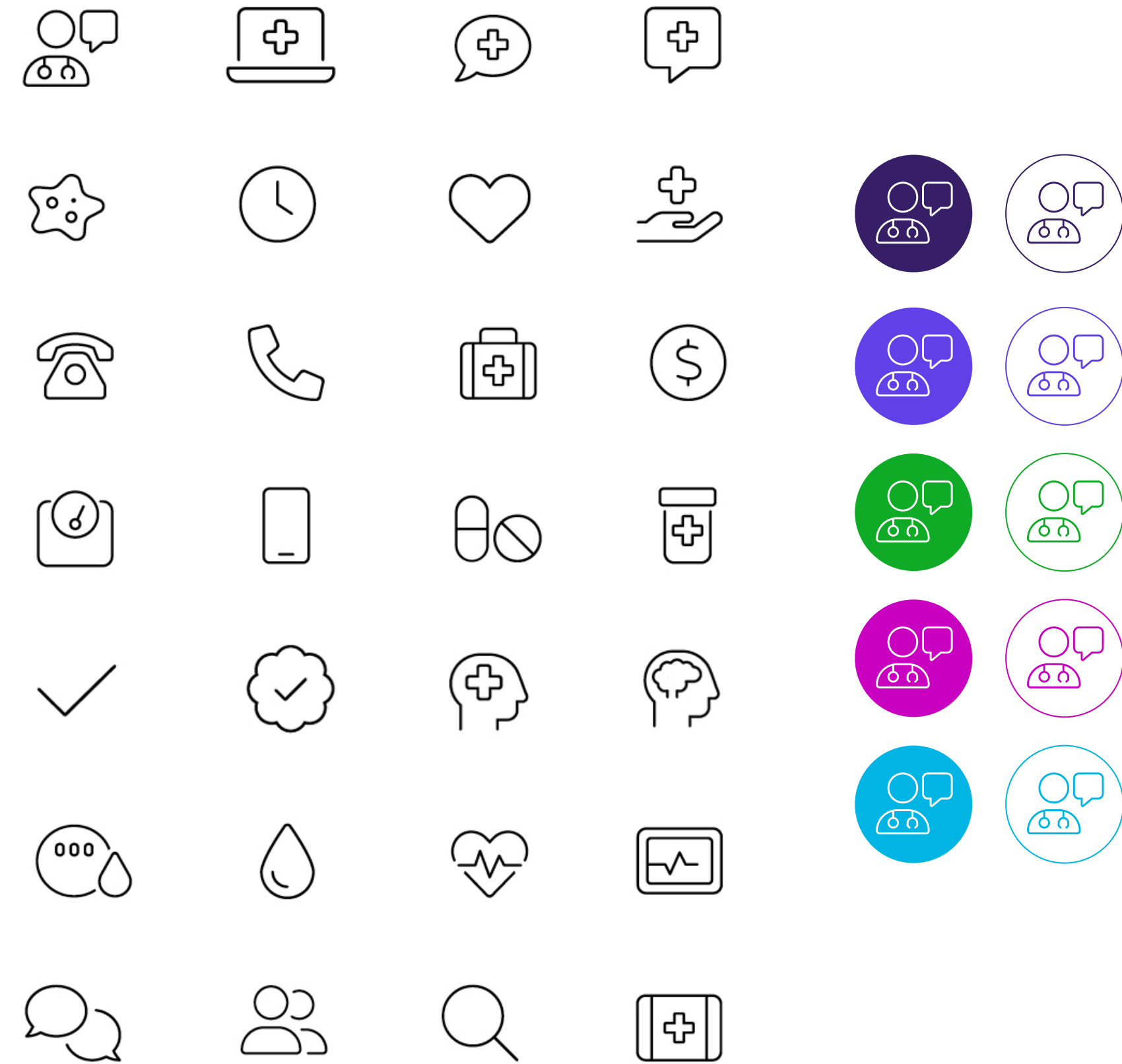


Primary icon set

The primary icons should be used when helping to visually tell a story, guide or draw attention to information or break up content-heavy communications.

The color of the primary icons cannot be changed and should remain Plum, Aqua and White.

UI icon set

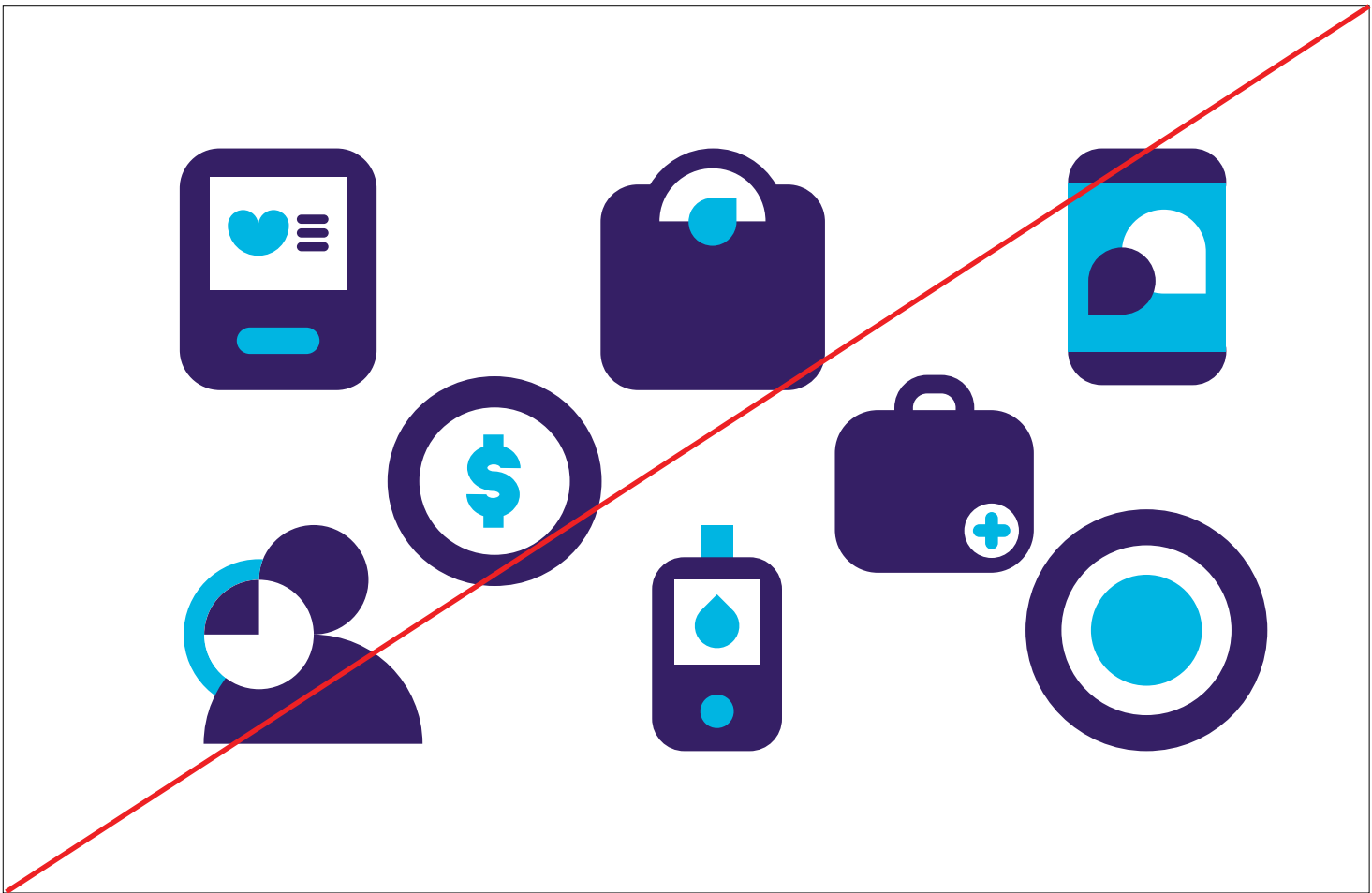


UI icon set

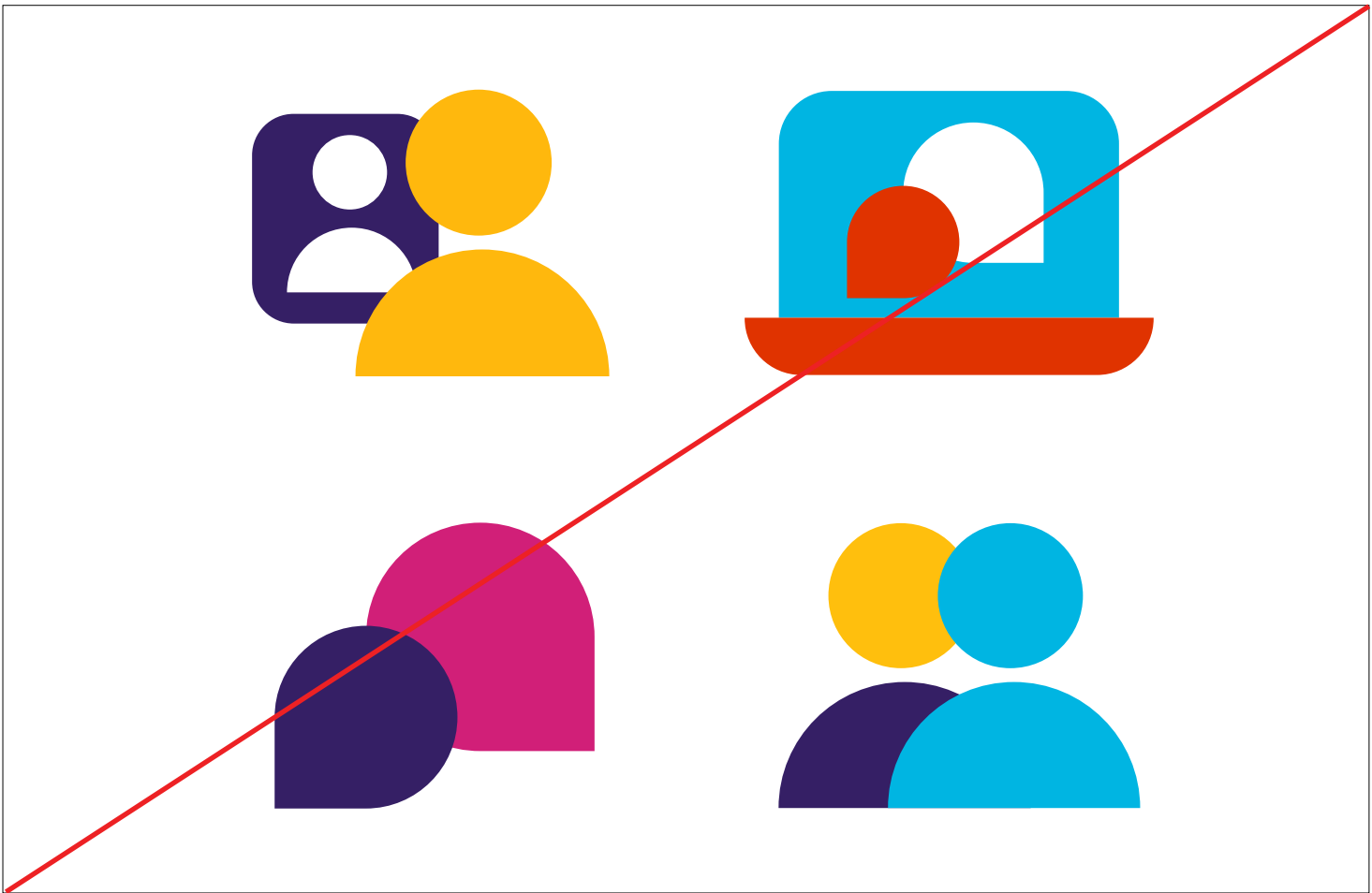
The UI icons should be used instead of the primary icons when the primary icons' meaning, details and minimum size of 64 pixels cannot be maintained. These can also be used when a more simplified style is needed to avoid competing with other visual design elements.

The color of the UI icons may be altered from Black to Plum, Aqua, White or Purple as needed for design application.

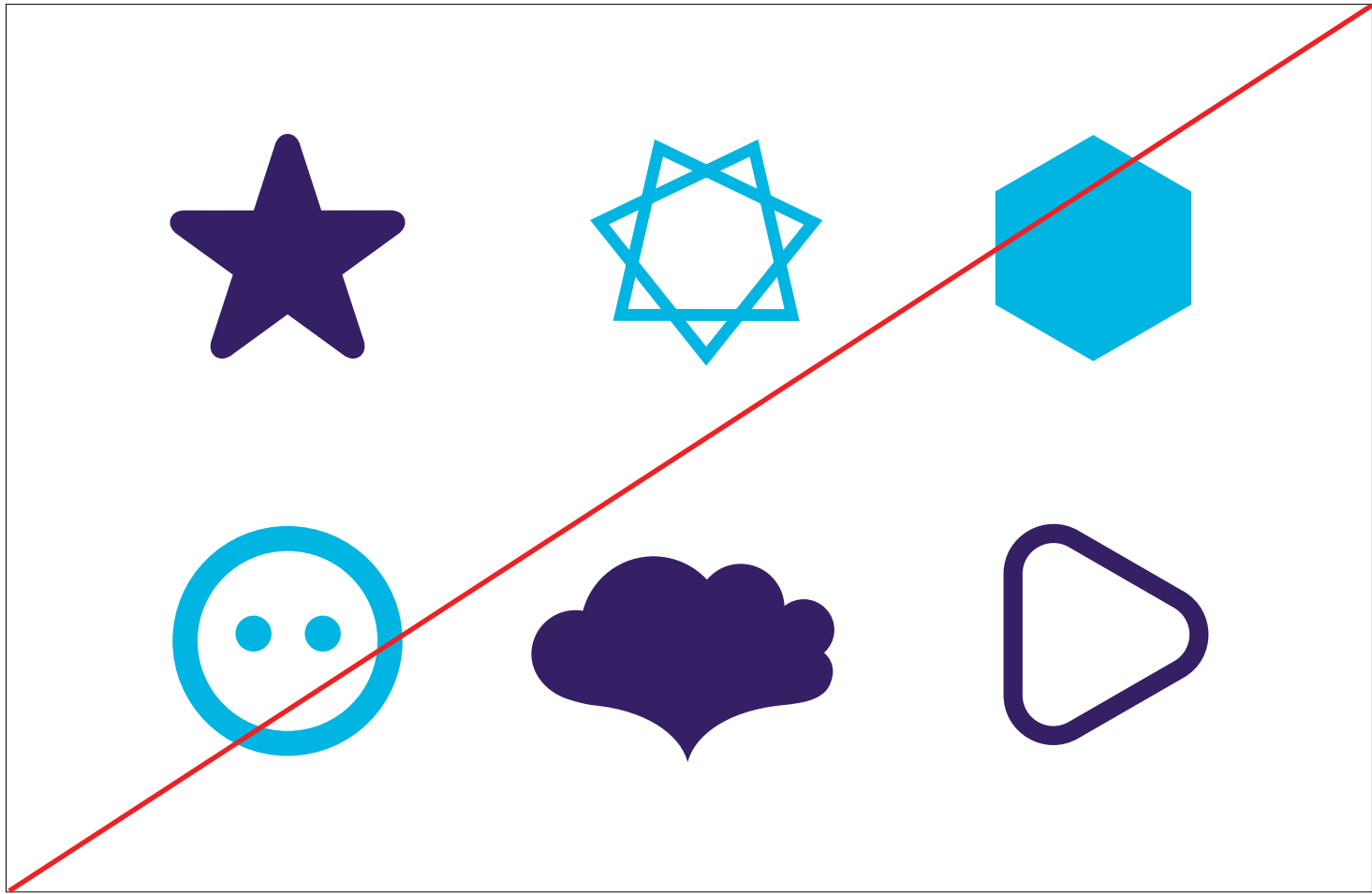
Incorrect icon usage



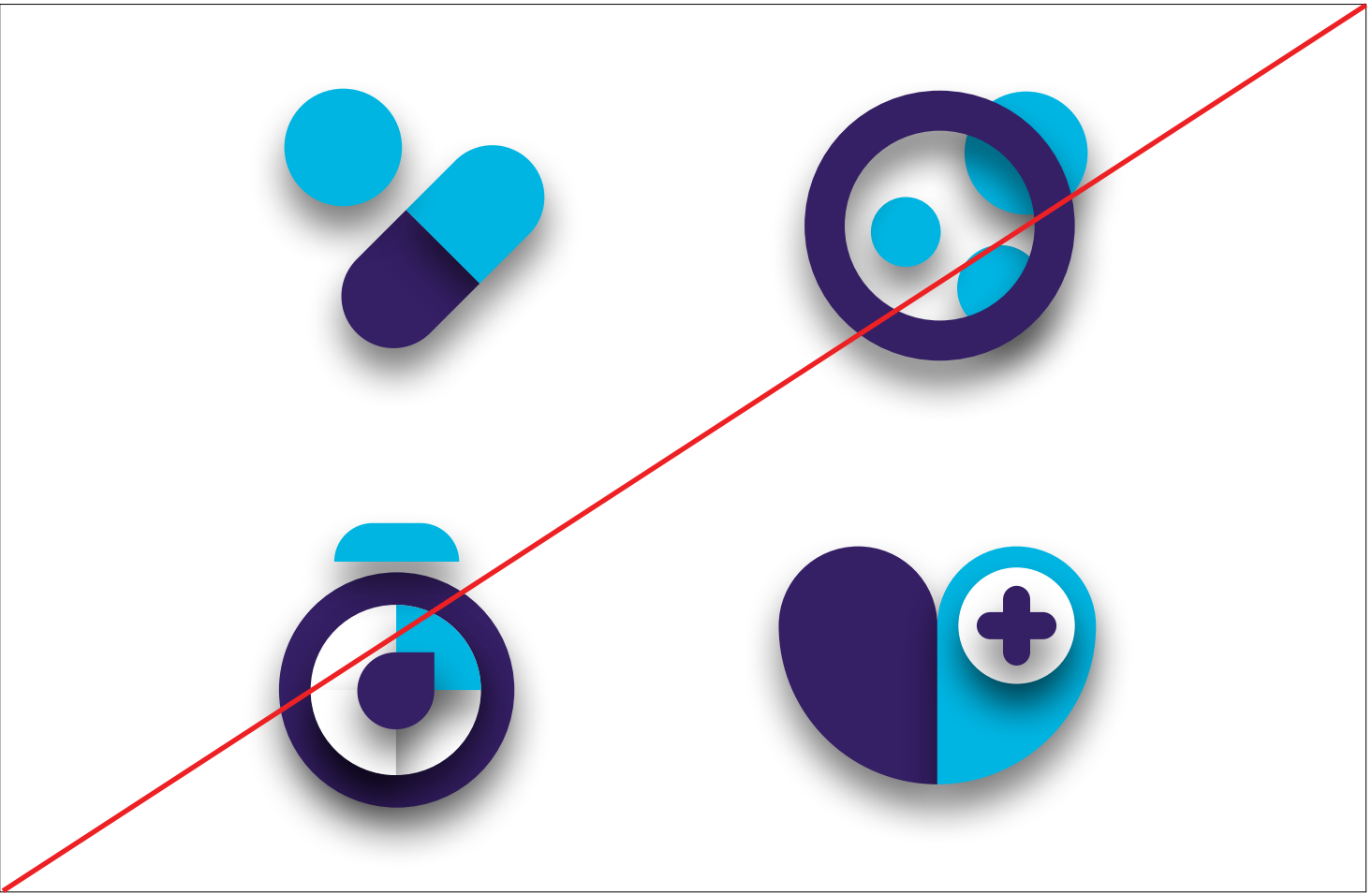
Do not overuse the icons. Using too many icons can distract and take away from the message that we are trying to communicate.



Do not change the colors of the icons. To ensure that the icons are a signature design element, they must remain in our brand colors of Plum, Aqua and White.



Do not mix iconography styles. Mixing icons from other applications, like Microsoft PowerPoint or Google, can cause inconsistencies and confusion.



Do not apply any special effects like drop shadows, gradients or overlays to the icons. This changes how they reflect our brand.



Teladoc[®]
HEALTH

Questions?

Brand@TeladocHealth.com

