

Microsoft HealthVault Brand Guidelines for Solution Providers

Overview

This document provides Microsoft HealthVault solution providers with guidance to appropriately and effectively use HealthVault brand elements to market your HealthVault-enabled solution. The following information is contained in this document:

- [“Connects with HealthVault” Brand Components](#)
- [Badge Placement Examples](#)
- [Copy Guidelines & Approved Messaging](#)
- [How to Access HealthVault Brand Assets](#)
- [Go Live Review](#)

Only solution providers that have a signed Solution Provider Agreement may use the HealthVault brand elements, as described in the logo license in that agreement. Prior to using any of the brand elements included in this document, a solution provider must undergo a *Go Live Review* for brand and technical specifications. If your HealthVault-enabled solution has already undergone this review and is currently available to consumers/patients, please use this document to update your branding elements with this latest branding as soon as possible.

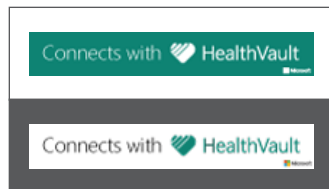
This document does not provide you with any legal rights to any intellectual property. You may use it for your internal, reference purposes. This document is confidential and proprietary to Microsoft.

“Connects with HealthVault” Brand Components

The “Connects with HealthVault” badge is the primary brand element to identify that a solution connects to HealthVault. This badge allows consumers to easily identify solutions they can connect to their HealthVault account.

The badges are available in three versions (horizontal with descriptor; vertical with descriptor, and generic vertical) and two colors (blue and white). In every instance, use the badge that best suits the space where it will be placed. Use the “no descriptor” version where only the marquee logotype is needed and where no additional descriptor or copy is necessary within the badge.

Horizontal with descriptor



When to use

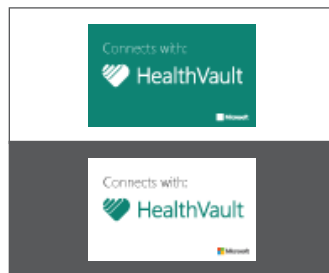
Use the “Connects with” badge if your solution can read or write data with HealthVault accounts. Use the horizontal badge where it best suits the space where it will be placed.

Minimum size

Do not reduce below 30px high



Vertical with descriptor



When to use

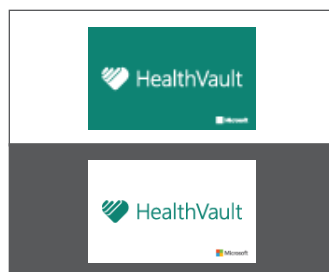
Use the “Connects with” badge if your solution can read or write data with HealthVault accounts. Use the vertical badge where it best suits the space where it will be placed.

Minimum size

Do not reduce below 36px high



Vertical with no descriptor



When to use

Use the generic vertical badge only to identify HealthVault where your solution’s HealthVault compatibility is merely referenced, and not connected to. Otherwise, use the “Connects with” badges.

Minimum size

Do not reduce below 36px high

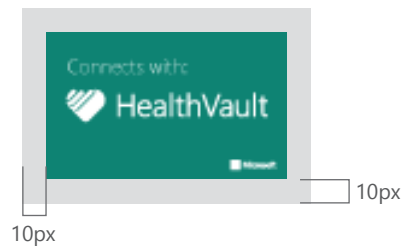


Usage Guidelines

- Badge must link to www.HealthVault.com when used online. Users will often try to click the image.
- You may not alter the badge in any way except to resize the entire image.
- Badge should be less prominent than your product or service name, or trade or company name.
- Badge or Microsoft name may not be included in your trade or business name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks.
- Badges may only be used to promote HealthVault compatibility of solutions. They may not be used in any manner that may cause confusion about whether your products or services are from Microsoft, or that implies that Microsoft is affiliated with, sponsors, endorses, or approves of you or your products or services.
- Badges may not be used on packaging.

Clear Space

For consistent visual impact, the “Connects with HealthVault” badge should not be placed too close to typography, other graphics or page trim. A minimum distance of 10 pixels of clear space should surround the badge, see below:



Badge Placement Examples

In order to make the integration of the HealthVault brand an easy process for you, below are some screenshot examples of appropriate locations to place the “Connects with HealthVault” badge:



The badges can be used in modules that are logo only, as well as with descriptor text, in either horizontal or vertical orientation. Use what fits your space best.

The component can be placed as appropriate to the design of your page(s), but it should be positioned prominently enough that users know at a glance where their data is stored and/or the ability to connect the solution to HealthVault. Clicking the brand component should take users to www.HealthVault.com.

Iconography

You may have a need for an icon to differentiate data or other elements to be used with HealthVault from data or elements that relate to other products or storage locations also available in your solution. The below icon is designed to do so:



Usage Guidelines

- Do not use this icon to apply generally to a solution; only apply it to specific elements within your solution that relate directly to HealthVault.
- Do not use a large size for images within content on your website. To use the icon, it should be 32x32 as shown in the example below.



Connect [Solution name] with Microsoft HealthVault

HealthVault is an online service that helps you gather and store health information in one place.



Manage Your Microsoft HealthVault Record

Click the blue icon to view health data in your HealthVault record.

Copy Guidelines & Approved Messaging

Microsoft HealthVault Product Name

- The product name is Microsoft HealthVault
- Microsoft HealthVault must include the properly placed trademark symbols in the first mention. You may refer to the product as HealthVault thereafter
- Never abbreviate HealthVault, as in HealthV or HV
- Make sure HealthVault is spelled and capitalized correctly
- Do not use HealthVault as a noun. For example, "store information in your HealthVault" or "create a HealthVault". Instead say "store information in your HealthVault record"

HealthVault-enabled Solution Description

- Do not refer to online health apps that work with HealthVault as "HealthVault applications." Instead, refer to it as an "app for HealthVault" or "app that connects with HealthVault" or "HealthVault-enabled app "
- Here are some examples of how you can describe the connection:
 - "<Provider Name> builds solutions that work with Microsoft HealthVault"
 - "<Solution Name> from <Provider Name> connects with Microsoft HealthVault"

Approved HealthVault Consumer Messaging

Below you will find three approved copy blocks for your use when describing HealthVault to consumers.

HealthVault (11 words)

Microsoft HealthVault lets you gather, store, and share health information online.

HealthVault (23 words)

Microsoft HealthVault is an online service that helps you gather and store health information in one place. Visit www.HealthVault.com to learn more.

HealthVault (43 words)

Microsoft HealthVault is a privacy- and security-enhanced online service designed to put you in control of your health information. HealthVault helps you gather and store health information from various sources and share information with those you trust. Visit www.HealthVault.com to learn more.

How to Access HealthVault Brand Materials

You will be provided with the latest HealthVault brand assets after you have initiated the Go Live Process and signed a HealthVault Solution Provider agreement. Email the go-live team at: hvgolive@microsoft.com.

Go Live Review & Checklist

The Go Live Review is the last step to complete prior to making your solution HealthVault-enabled. The HealthVault team will review your solution for brand and technical specifications. To make sure that this is a smooth process for you, make sure you've completed and/or reviewed all the items in the below checklist:

- Use the "Connects with HealthVault" badges appropriately
- Review Badge Placement Examples to ensure correct usage
- Follow Copy Guidelines and use approved messaging
- Access Brand Materials from go-live team
- Contact hvbrand@microsoft.com if you have brand usage questions

Brand Support

Please send an e-mail to the HealthVault Team at hvbrand@microsoft.com with any questions about the brand guidelines contained in this document.

Thank you for reviewing this document and appropriately branding your HealthVault-enabled app.