

Brand playbook:

MatrixCare Certified Integrator logo



Certified Integrator

Only companies that have earned MatrixCare Certified Integrator status can display the Certified Integrator badge.

Companies that have earned the MatrixCare Certified Integrator badge must follow the guidelines below. You are welcome to use this badge in ways outside of this guide, with prior MatrixCare approval.

Where to use the badge

You can use the MatrixCare Certified Integrator badge in your marketing materials (your website, social pages, emails) to indicate that you're qualified as a MatrixCare Certified Integrator and have an active integration.

Examples of use cases:

- On your company website and the additional domains your company admin added as sites to show the badge.
- Trade show signage
- Email signatures
- Business cards
- Emails
- Social media pages
- Presentation materials for clients
- Letterhead stationery

How to show the badge

Appearance

- You can resize the MatrixCare Certified Integrator badge to fit on your marketing materials as long as you maintain the aspect ratio and colors of the badge.
- If you are using the MatrixCare Certified Integrator badge on a webpage, there must exist a minimum spacing that is no less than 1/2 the height of the badge between each side of the badge and other graphic or textual elements on your webpage.
- If you are using the MatrixCare Certified Integrator badge on any collateral, you must include your own company branding.
- You cannot remove, distort, or alter any element of the MatrixCare Certified Integrator badge. For example, you cannot change the colors of the badge or alter the position of the “MatrixCare” logo.
- You cannot display the MatrixCare Certified Integrator badge as the most prominent element in your marketing materials, including your website, or so that it appears larger or more prominent than your own name or logos.

General guidelines

- Your own branding must be larger than the MatrixCare Certified Integrator badge.
- You cannot incorporate the MatrixCare Certified Integrator badge or elements of the badge into your own logos.
- You cannot put the MatrixCare Certified Integrator badge on any products or promotional merchandise.
- You cannot display the MatrixCare Certified Integrator badge in a manner that is in MatrixCare’s sole opinion misleading, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable to MatrixCare.
- If you show the MatrixCare Certified Integrator badge on online materials or in emails, it must link to the MatrixCare website.
- You cannot show the Certified Integrator badge on any website or item that violates any law or regulation.

MatrixCare Certified Integrator logo

The MatrixCare Certified Integrator logo contains the MatrixCare logo, making it particularly important that logo standards are adhered to. Relative proportions may not be altered, nor may any elements be removed.



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Logo color options

The MatrixCare Certified Integrator logo may be used on a white background or MatrixCare dark blue with the full color palette of the pixels. On other color backdrops, the pixels and text are to be white.

MatrixCare[®]
by *ResMed*

Certified Integrator

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MatrixCare[®]
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The boxes above represent backdrops covering large areas, not shapes to be used to contain the logo

Logo specifications

Ensure maximum visibility and legibility in all communications.



Provide plenty of clearance around logo.
Distance is equal to the height of the
"M" in MatrixCare.



Print applications 1.5"
overall width



Digital applications
100 pixels overall width

Logo: incorrect use

Because the MatrixCare logo has strict guidelines, the MatrixCare Certified Integrator does as well, given that it contains the MatrixCare logo.



Do not place MatrixCare Integrator logo within a shape.



Do not place MatrixCare on a non-brand background color



Do not show the script text Without the MatrixCare logo.

Do not modify the badge design.

Do not mimic the badge design or the MatrixCare website for any other design elements.

Do not display the badge larger than or more prominently than the agency's logo, excluding specializations.

Consistent use of the MatrixCare Certified Integrator visual style will help ensure maximum impact across touch points and regions. These are general guidelines for applying and using the MatrixCare brand assets. They are not intended to address every possible application of our visual style. For further information or to obtain digital artwork for use in approved applications, please contact: **page.caldwell@matrixcare.com**



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