

SimpleTherapy[®]

Brand Style Guide



Pain Relief, Made Simple

SimpleTherapy is a smart application that caters to your specific pain needs.

We're committed to improving your health and well-being, and reducing pain in your body through clinically proven exercise programs.



Logos and Typography

Include Trademark symbol in every instance of SimpleTherapy logo placement.
Logo clearance should be the equivalent of the Capital S in the logo.



Inverse



Standard

Avenir

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678910

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678910

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678910

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678910

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678910

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678910

Color Palette

Primary



HEX 1EA5DE
R 30 G 165 B 222
C 72 M 18 Y 0 K 0



HEX EBF5FF
R 235 G 250 B 255
C 6 M 0 Y 0 K 0



HEX 2EB695
R 46 G 182 B 149
C 73 M 2 Y 54 K 0

Gradient



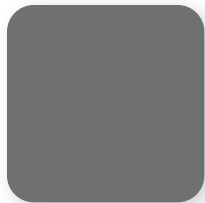
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HEX 2EB695
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C 73 M 2 Y 54 K 0

Secondary



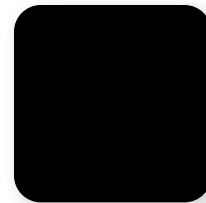
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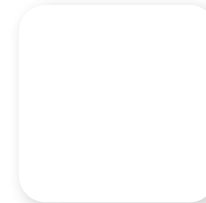
HEX 707070
R 112 G 112 B 112
C 57 M 48 Y 48 K 15



HEX 044F6B
R 4 G 79 B 107
C 96 M 64 Y 39 K 22



HEX 000000
R 0 G 0 B 0
C 75 M 68 Y 67 K 90



HEX FFFFFFFF
R 225 G 225 B 225
C 0 M 0 Y 0 K 0

Disclaimer

Emails: Client's disclaimer can appear below the SimpleTherapy disclaimer. The SimpleTherapy disclaimer is the following:

SimpleTherapy does not offer medical advice, diagnosis or treatment, and is not a replacement for a physical therapist or doctor. Please consult with your physical therapist or doctor if you have any questions about incorporating the SimpleTherapy sessions into your health and well-being program. Your information is confidential. We won't share it with your employer.

If you no longer wish to receive SimpleTherapy enrollment messages via e-mail, you may [unsubscribe here](#).

SimpleTherapy is located at 39180 Farwell Drive, Fremont, California 94538 ©2020 support@simpletherapy.com

Website: The SimpleTherapy website disclaimer for clients is the following. The option for a client name and/or client disclaimer is available at the bottom:

SimpleTherapy® does not offer medical advice, diagnosis or treatment. SimpleTherapy is not a replacement for a physical therapist or doctor. Please consult with your physical therapist or doctor if you have any questions about incorporating the SimpleTherapy sessions into your wellness program.

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[Client Name] powered by SimpleTherapy®

Marketing Materials

Email

SimpleTherapy[®] provided to you by 



Cardiovascular Health with SimpleTherapy

Cardiovascular health refers to the health of the hearts and surrounding blood vessels. A strong heart can more efficiently pump blood to deliver crucial oxygen to vital organs and muscles. Variables such as genetics, physical activity, and diet all play substantial roles in influencing one's overall cardiovascular health. Cardiovascular health is a crucial element to everyone's overall health and requires a steady and consistent effort to properly maintain.

Health Benefits of a Strong Cardiovascular System

- ✓ Lower Blood Pressure
- ✓ Lower Cholesterol
- ✓ Improve Blood Flow
- ✓ Decrease Risk of Heart Disease, Stroke, & Diabetes
- ✓ Improve Workout Efficiency

How SimpleTherapy Can Help Improve Cardiovascular Health

Recovery & Prevention Programs

- Eliminate pain to encourage more exercise
- Improve functionality and movement patterns
- Eliminate poor posture for exercise efficiency
- Build baseline muscular endurance

Breathwork Programs

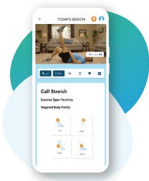
- Stabilize heart rhythm

Flyer

SimpleTherapy[®]

Take Control of Your Health with SimpleTherapy

SimpleTherapy is far more than a digital physical therapy alternative for those suffering from chronic muscle and joint ailments or minor injuries. Our platform is a fully comprehensive muscle and joint healthcare platform that impacts the entire continuum of care from preventative to pre and post-surgical care.



Interested to see what else is available on the SimpleTherapy platform?

Breathwork Programs

- Improve breathing strength, endurance & technique
- Get a better night of sleep
- Manage chronic stress & anxiety

Pain & Recovery Programs


- Eliminate pain
- Restore muscle & joint functions
- Improve strength, mobility & endurance

Live Virtual 1:1 PT Consultation

- Hyper-personalize your recovery plan
- Set & achieve goals
- Comprehensive muscle & joint evaluation

Occupational Preventative Programs

- Exercises target overused muscles & repetitive motions
- Designed to be done at the workplace
- Decrease risk of injury & workplace fatigue
- Boost productivity




How to get started?

- Download the SimpleTherapy app
- Enter your employer's name
- Enter your name and date of birth


Postcard

SimpleTherapy[®]

Goodbye Pain, Hello Relief.



Download on the App Store | Get it on Google Play | Get it on Amazon



Muscle, joint, and back pain are some of the most common medical conditions people experience. SimpleTherapy will guide you to relief with an exercise therapy plan personalized to your condition. The program is a covered benefit and available at no cost to all benefits-eligible employees, spouses, and domestic partners.

Download the free SimpleTherapy app for guided exercises that boost recovery and prevent future

Marketing Materials

Website

Musculoskeletal Management Made Simple

The SimpleTherapy app provides instant access to a comprehensive musculoskeletal solution.

Schedule a Demo

- A Clinical-First Company**
Not just stretching and exercises. Clinically based treatment plans to help you live pain free.
- Treat the Patient, Not the Condition**
We're all different and the care we receive should reflect our unique needs and ability levels.
- Unified Care Delivery**
An integrated clinical team making sure you receive the best care in the time and place that works for you; whether digitally, virtually or in person.
- Targeting the Overlap Between Behavioral Health and MSK Challenges**
When you are not feeling your best physically you don't feel your best mentally. Our focus is on the whole person, not just one set of symptoms.
- Sensor-Less Tech**
No wires or wearables. Everything you need is available within our platform.

Certified for Lowering Medical Costs

Industry leading Lower MSK claims costs by **\$2,669 PER USER**

SimpleTherapy is proud to have earned a Level 1 Savings certification by the Validation Institute. In a three-year medical claims analysis, participants in the SimpleTherapy program demonstrated an industry leading cost savings of \$2,669 per user. The implementation of SimpleTherapy leads to lower spending on surgical interventions, rehabilitation services, imaging services and specialty care.

Watch the video and learn more about the validation methodology and learn directly from our Chief Medical Officer and Board-Certified Orthopedic Surgeon, Dr. Tae Won Kim, about the findings that led to this certification.

SimpleTherapy is a Comprehensive MSK Solution

We're all different and the care we receive should reflect our unique needs and ability levels. With SimpleTherapy's personalized exercise programs and physical therapy network you get:

- 1 Accessible 24/7/365 with personalized care plans that start at onboarding, depending on your unique needs, circumstances. Each member is assigned at least a coach, a PT and a physician, potentially other disciplines, depending on their needs.
- 2 Higher need members may be directed to complete an assessment virtually with a licensed PT, who can further refine the personalized care plan as needed or draw on other disciplines to determine the best path forward for the member.

Mobile App

SimpleTherapy

Register

Log In

[View Our Privacy Policy](#)

Who is your employer or health plan?

10%

Name of Employer or Health Plan

SimpleTherapy will not share your personal information to third parties or your employer

[Don't see your employer or health plan? Click here.](#)

Continue

Good afternoon, [Name]!

MY RECENT PROGRAMS [Manage My Programs](#)

Upper Back

Knee

Start Upper Back Session

View Offline

[View My Weekly Upper Back Goal](#)

PROGRESS CHECK-INS

TODAY'S SESSION

Skip Intro

Right 2 skips

Calf Stretch

Exercise Type: Flexibility

Targeted Body Part(s):

Calf

Knee