

Remote Area Medical® Brand Messaging

REMOTE AREA MEDICAL® CORE VALUES

At Remote Area Medical we have three core values that we follow in order to insure our mission, To prevent pain and alleviate suffering by providing free, quality health care to those in need, is always upheld.

COMPASSION

We are driven by compassion for people who need health care but cannot afford it. We dedicate our lives to bring about true transformation in our community and world, and it is only with compassion and cooperation that we can succeed.

INTEGRITY

We are dedicated to maintaining the highest standards by enlisting quality people who deliver exceptional service. We are the reliable stewards of the resources entrusted to us; we utilize them to improve the quality of life in the communities we serve.

RESPECT

We believe we serve best when we value others. RAM's Core Volunteers harbor the highest respect for members of the communities we visit. By respecting members of each community, we help empower and equip them to better their lives and the lives of others.

REMOTE AREA MEDICAL® LOGO BREAKDOWN



PARACHUTE

The airborne capabilities that allow RAM to give supplies to those in need.

WINGS

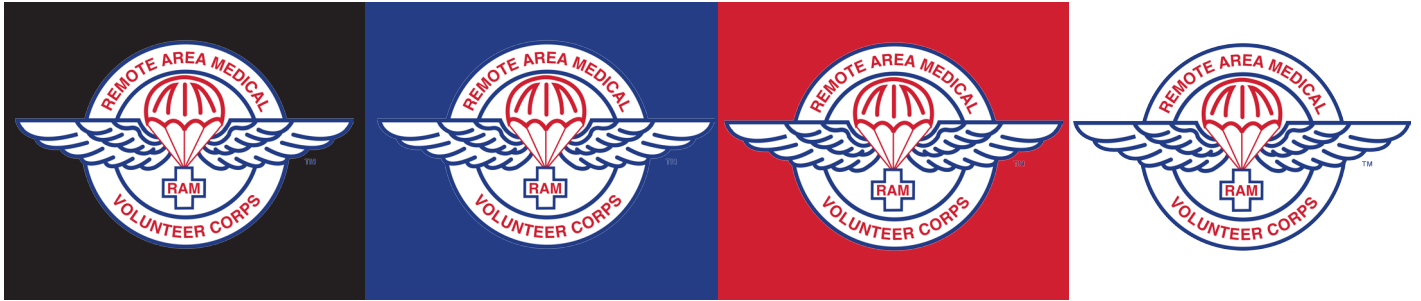
The wings of hope.

CROSS

Providing free, quality health care to those in need.

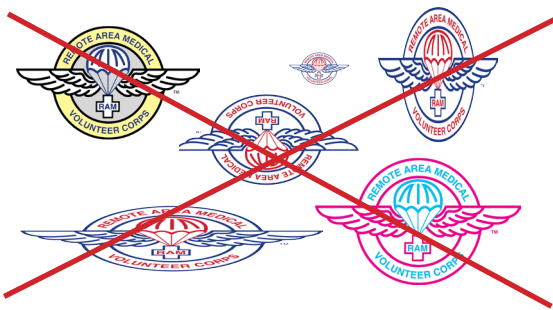
Remote Area Medical® Brand Assets

OFFICIAL REMOTE AREA MEDICAL® LOGOS



USAGE GUIDELINES

Please don't present the marks in a manner that suggests sponsorship or endorsement by RAM, unless approved by headquarters. Always use our official and unmodified RAM logo to represent RAM. Any color alterations of RAM logos must be approved by headquarters prior to publishing.



Don't:

- Use speech bubbles or words around the logo
- Rotate or change the direction of the logo
- Animate the logo
- Change the color of the logo
- Add special effects to the logo
- Place logo on busy background
- Use older versions of the logo, previous logos, or any marks that may be confused with the brand

OFFICIAL REMOTE AREA MEDICAL® COLORS



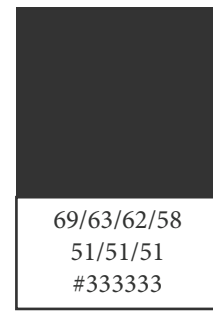
100/90/16/3
37/62/133
#223c86

RAM Blue



12/100/89/3
207/32/49
#cf2031

RAM Red



69/63/62/58
51/51/51
#333333

RAM Grey
(Text only)

TYPOGRAPHY

We primarily use the HELVETICA font family — easy to read.

*If Helvetica is unavailable "San Serif" fonts, such as Arial, are acceptable.

Aa Aa Aa

Helvetica in, bold, regular and light

Remote Area Medical® Brand Policy

ADVERTISING AND MARKETING

Proper use of our marks in your advertising and marketing materials can create a stronger and more direct connection with your audience. Please work within our guidelines when creating co-branded materials.

Do:

- Always capitalize the R, A and M in Remote Area Medical.
- Always use “Remote Area Medical” before referring to “RAM” alone.
- Always display the register mark (®) when using full company name.

Remote Area Medical®

Don't:

- Display the logo in black or any other color. If you are working within a monochromatic framework, download the black-and-white version of our logo.
- Use any other logo than the approved trademarked logo.
- Present logo in a manner that suggests sponsorship or endorsement by RAM, or confuses RAM with another brand.

SOCIAL MEDIA GUIDELINES

Do:

- Post photos of volunteers in action.
- Post photos in front of RAM trucks and planes.
- Post photos with Stan Brock and RAM staff.
- Use captions that encourage compassion and humanitarianism.
- Post content which highlights the importance and fun of volunteering.
- Post content which uplifts followers and inspires them to contribute to our cause.

Don't:

- Post photos of patients without consent.
- *Post content which might box RAM into a political corner.
Ex: Look at this RAM clinic. This is why we need universal health care.
- *Post content which might box RAM into a religious or ideological corner.
Ex: Look at this RAM clinic. These volunteers are the definition of Hinduism.

*RAM avoids political and religious ties so as not to limit our service capacity nor the scope of our supporter base. We're here to stop pain and alleviate suffering. Each of us has our own motivation for serving patients, and we shouldn't let our personal beliefs affect the outcome of our services.

RAM MERCHANDISE

Please note that we do not allow our marks to be used on merchandise in any other capacity.

DO NOT put RAM logo on any merchandise without approval from headquarters. All official RAM merchandise can be provided through headquarters.

