



BRAND GUIDELINES



BRAND ARCHITECTURE

AMN Healthcare is the leader and innovator in total talent solutions for healthcare organizations across the nation. The Company provides access to the most comprehensive network of quality healthcare professionals through its innovative recruitment strategies and breadth of career opportunities. With insights and expertise, AMN Healthcare helps providers optimize their workforce to successfully reduce complexity, increase efficiency and improve patient outcomes. AMN total talent solutions include managed services programs, clinical and interim healthcare leaders, temporary staffing, executive search solutions, vendor management systems, recruitment process outsourcing, predictive modeling, language interpretation services, revenue cycle solutions, credentialing and other services. Clients include acute-care hospitals, community health centers and clinics, physician practice groups, retail and urgent care centers, home health facilities, schools and many other healthcare settings. AMN Healthcare is committed to fostering and maintaining a diverse team that reflects the communities we serve. Our commitment to the inclusion of many different backgrounds, experiences and perspectives enables our innovation and leadership in the healthcare services industry.

As the Innovator in Healthcare Workforce Solutions and Staffing Services, AMN Healthcare has a robust brand architecture that includes companies from across the spectrum of healthcare.

STAFFING SOLUTIONS

- Nursing Solutions
- Allied Solution
- Physician & Advanced Practice Solutions
- Revenue Cycle Professionals
- School Solution

DIGITAL SOLUTIONS

- Analytics & Insights Solutions
- Scheduling Solutions
- Credentialing Solutions
- Language Services
- Telehealth Solutions
- Supplier Management Systems
- Revenue Cycle Consulting

EXECUTIVE TALENT SOLUTIONS

- Board & CEO Search Solutions
- Executive Search Solutions
- Interim Leadership Solutions
- Physician Executive Professionals
- Leadership Development Solutions

TOTAL TALENT SOLUTIONS

- Talent Strategy Optimization
- Integrated Talent Solutions
- Managed Services
- Recruitment Solutions

**Our brand is based on inspiring connections.
For every connection we make, there is an inspiring personal story.**

**The look and feel of our brand is the visual expression of how we will communicate
our message in a consistent and meaningful way.**

Our brand is comprised of core values and customer service that provide the essential tools for conveying our messages across all applications.

RESPECT

TRUST

PASSION

CUSTOMER FOCUS

INNOVATION

CONTINUOUS IMPROVEMENT

We strive to be recognized as the most trusted, innovative, and influential force in helping healthcare organizations provide a quality patient care experience that is more human, more effective, and more achievable.

Every day, we:

DELIVER the best talent and insights to help healthcare organizations optimize their workforce

GIVE healthcare professionals opportunities to do their best work towards quality patient care

CREATE a values-based culture of innovation where our team members can achieve their goals

VISUAL SYSTEM

The AMN Healthcare identity reflects our unique character. In this way, the AMN Healthcare identity retains the equity of the current brand and builds upon it for the future.

The AMN Healthcare visual system is designed to be dynamic and flexible. This section will explain the use of color, typography, and image style, and provides sample layouts and mechanical art that illustrate how all of the visual elements converge to create a distinct brand identity.

The system requires careful treatment and attention of all graphic elements. The use of these guidelines ensures that the visual system reinforces and strengthens the AMN Healthcare identity.



Logo



Photography



Elements & Icon System



Colors



Typography



Templates

The AMN Healthcare logo is the primary visual representation of our brand. Composed of the proprietary name, symbol, typography and color scheme, it serves as a unifying element for all corporate communications.



The AMN Healthcare logo is made up of three components: the symbol, the logotype and the registration mark.

These components are always placed in a fixed relationship and should never be altered, modified or reproduced in any other way. The logo must appear clearly and in the approved colors, and always with the registered trademark symbol (®) as shown.

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Logo clear space

There should be a specific amount of clear space or “area of isolation” maintained around the AMN Healthcare logo. This clear space should be kept free of graphics, text or other signatures (logo). This space also defines the minimum acceptable distance from the AMN Healthcare logo to the edge of a printed piece. The light blue area denotes minimum clear space surrounding the signature. One-half the height of the signature (X) determines one clear space unit.

1" Minimum Size



Logo minimum size

Minimum size of the AMN Healthcare logo is 1 inch in width, from the left edge to right edge of the signature.

The AMN Healthcare logo and its distinguishing characteristics have been developed for optimum performance in various applications.

Color variations of logo



Preferred Use:

Color logo on a white background.



Solid Color:

Use solid Midnight Blue logo on a white background when color or tints are not available.

Use of logo on backgrounds

Dark Backgrounds:

To ensure legibility, reverse logo to white on dark backgrounds or photos.



Light Backgrounds:

To ensure legibility, use color logo on very light backgrounds.



For consistency and recognition purposes, the AMN Healthcare logo must not be altered or recreated in any way.

Examples of improper use are shown.

		 Do not disproportionately scale or skew the logo.
		 Do not change size relationship of individual elements.
		 Do not swap the colors of the symbol or change colors of the logotype.
		 Do not outline the logo or change the fonts.
		 Do not create hybrid logos.
		 Do not place signature on a photo with insufficient contrast.

When using two (2) logos together for co-branding purposes, brand standard is to have the AMN Healthcare logo always appear on the left (preferably left justified), locked to the other brand logo, separated by a gray bar.



When using three (3) logos together for co-branding purposes, the AMN Healthcare logo should appear in the left and separated by gray bars.



The gray bar is Pantone Cool Gray 9 PC and the color mix is: 29c_23m_16y_51k in print or 105r_107g_115b for digital use.

The stroke width is 0.025" wide and 3.25" tall. Space between logos and gray bar should be .60" wide.



Consistent use of the AMN Healthcare colors creates a recognizable tone and enhances the strength of the brand.

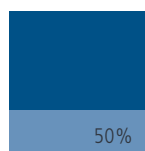
This color palette is used as the primary support set to the colors found in the logo.

Tints of the primary and accent colors can be further utilized for web- and print-related marketing, but should be used sparingly.

Using white is encouraged. Use Midnight Blue as an alternate to using black. Use Cool Gray for text.

Primary Brand Color

The primary color, Midnight Blue, should be used 80% of the time.



Midnight Blue
Pantone 2955 C
100c_55m_10y_48k
0r_60g_105b
003c69

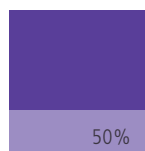


White
0c_0m_0y_0k
255r_255g_255b
ffffff

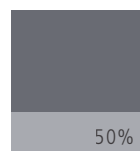
Accent Colors

Accent colors are a selection of colors from the logo color palette.

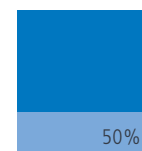
They can be used 20% of the time.



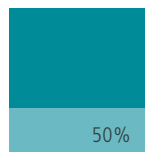
Purple
Pantone 266 C
82c_88m_0y_0k
102r_57g_183b
6639b7



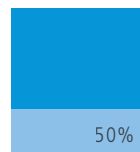
Cool Gray
Pantone Cool Gray 9 C
30c_22m_17y_57k
117r_120g_123b
75787b



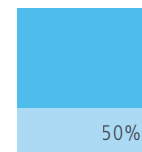
Marine Blue
Pantone 2935 C
100c_55m_0y_0k
0r_91g_187b
005bbb



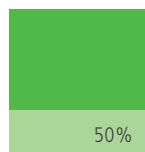
Teal
Pantone 321 C
100c_2m_32y_12k
0r_139g_149b
008b95



Sky Blue
Pantone 2925 C
84c_21m_0y_0k
0r_0152g_219b
0098db



Light Cyan
Pantone 2915 C
61c_7m_0y_0k
94r_182g_228b
5eb6e4



Grass Green
Pantone 361 C
75c_0m_100y_0k
52r_178g_51b
34b233

Print Typeface

The AMN Healthcare typography system consists of the Frutiger font family (Adobe Systems) for use in print applications.

Frutiger comes in a variety of weights and offers flexibility of use. Use only the type weights shown.

Body copy should print in an 80% screen of black.

Frutiger Light
Frutiger Light Italic
 Frutiger
Frutiger Italic
 Frutiger Bold
Frutiger Bold Italic

abcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
 abcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
 abcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Digital Typeface

For digital communications where Frutiger is not an option, such as websites, software user interfaces, or presentations, it is recommended to use Helvetica, which is an HTML default type.

Helvetica
Helvetica Italic
 Helvetica Bold
Helvetica Bold Italic

abcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
 abcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

PowerPoint Typeface

Arial should be used in PowerPoint presentations. Font should be 16pt or larger.

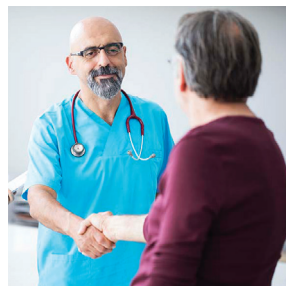
Arial Regular
Arial Regular Italic
 Arial Bold
Arial Bold Italic

abcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
 abcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Image Library

The images used in our marketing reinforce our brand attributes and should reflect our core values. Images should be diverse of people and professionals in real environments that reflect the communities we serve. We are committed to representing all genders, ethnicities, ages and differently-abled individuals in materials internally and externally. Imagery should capture the breadth and depth of the AMN products, solutions and services.

These images should be used for client presentations, product presentations, advertisements, social media, website, tradeshow, product collateral and PR promotions.



In headlines and running text, the full name “AMN Healthcare” should be used in the first instance. Subsequent mentions can be shortened to “AMN.”

Always use “**healthcare**” as one word—no space between “health” and “care.”
Avoid splitting “AMN” and “Healthcare” between lines.

Avoid the use of apostrophes.

Correct: “**The AMN Healthcare position**” Incorrect: “AMN’s position”

Correct: “**The AMN Healthcare brand**” Incorrect: “AMN’s brand”

The URL should always be shown as:

AMNHEALTHCARE.COM or **AMNHealthcare.com**

Our Diversity, Equality, and Inclusion Philosophy

“Our commitment to diversity, equality, and inclusion is vital to making AMN Healthcare a great place to work and the best healthcare staffing and workforce solutions company in this country. AMN Healthcare has an active strategy to enhance diversity, equality, and inclusion in our workplace, workforce, and marketplace. This is something we are continually working on. Our formal diversity, equality, and inclusion philosophy speaks to the importance of these endeavors in our company.”

—Susan Salka, Chief Executive Officer, AMN Healthcare

At AMN, our diversity, equality, and inclusion philosophy is grounded in the belief that we should respect all voices, seek diverse perspectives, and succeed when we act together as a positive force for all of humanity. We have the opportunity to influence each other, our industry, and our communities by fostering a diverse team with a passion for social justice and equity. We are committed to actively engaging in building an organization and society where equality is the norm, equity is achieved, and inclusion is universal so that we may all thrive.

Diversity at AMN

AMN Healthcare has been striving for gender equality for decades, and more recently has been working harder on other areas of inclusion. In the spirit of transparency, here are the AMN numbers as of January 1, 2021:

- 65% of AMN team members are women
- 64% of our supervisor through senior manager roles are held by women
- Executive team includes women as CEO, Chief Legal Officer, Chief Talent Officer, Group President & COO of Strategic Talent Solutions, and divisional and brand presidents
- 56% of the Board of Directors are women
- 32% of our entire team are people of color
- Our team is 57% Millennials, 34% Generation X and 8% Baby Boomers
- 7 Employee Resource Groups (790 participants; 24% of the team member population)

Awards

- Bloomberg Gender Equality Index
- Human Rights Campaign Corporate Equality Index (CEI)
- CEO Action for Diversity and Inclusion
- The U.S. 30% Club