

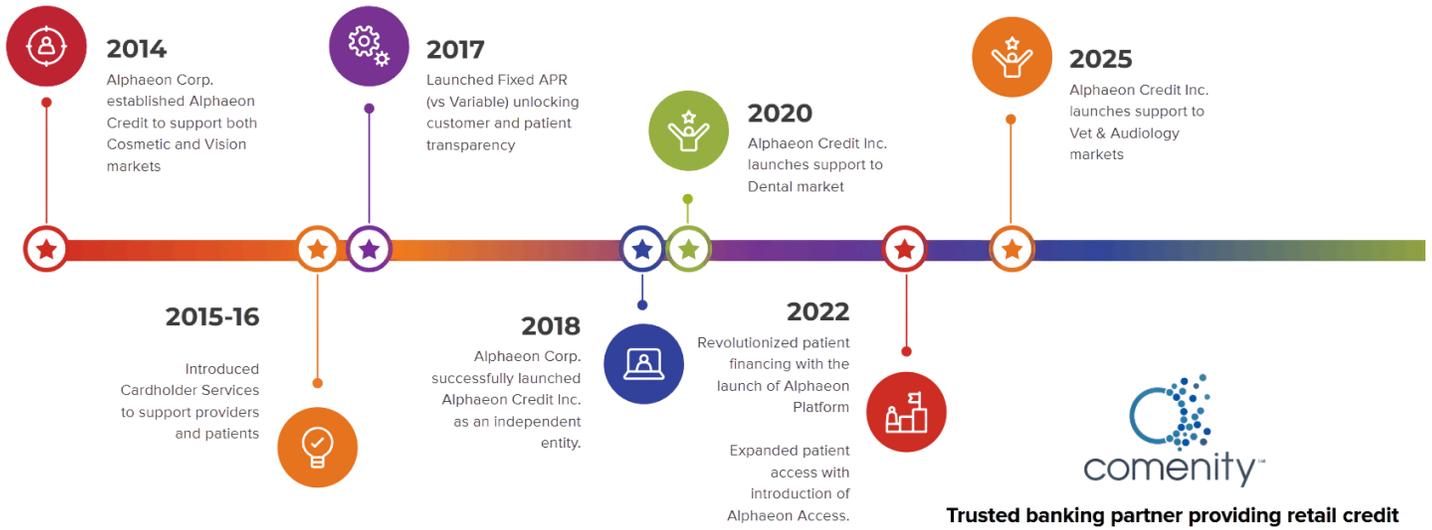
A woman with long blonde hair, wearing a patterned blouse, is holding a tablet and gesturing with her hand. A man with a beard and glasses, wearing a light blue shirt, is also holding a tablet and looking at it. They are in a professional setting, possibly a hospital or office. The image has a color gradient overlay from orange on the left to green on the right.

**HELPING DOCTORS
HELP MORE PATIENTS**

ALPHAEON[®]
BRAND AND DESIGN GUIDE

BRAND GUIDE - ABOUT ALPHAEON

History



Trusted banking partner providing retail credit cards to over 50 million consumers.



For more than 10 years, Alphaeon has partnered with healthcare providers to expand patient access and drive practice growth. Alphaeon proudly supports providers in **cosmetic, vision, dental, audiology, and veterinary care** with a broader approval spectrum.

Banking Partners

Backed by multiple trusted banking partners, we specialize in financing solutions built for every practice.

Financial Product



Product Type

Revolving Line of Credit

Installment Loan

Installment Loan

Credit Tier

Prime

Prime

Subprime

Financing Partner



BRAND GUIDE - WHY ALPHAЕON

Differentiators

Since the very beginning, these things have made Alphaeon Patient Financing stand out from the competition:

COMPETITIVE APPROVAL RATES

Along with higher credit limits, allow more patients to move forward today with the treatments you recommend and they want

COMPETITIVE MERCHANT FEES

Low merchant fees maximize value for practices and patients, facilitating exceptional care at low costs

BEST IN PROVIDER SUPPORT

Speak to a live person anytime and benefit from same-day applications and transactions to move forward quickly with patient care

BETTER PATIENT APRS

Alphaeon's low patient APRs make patient financing more accessible and affordable

Common Headlines

- Helping Doctors Help More Patients
- Increase Case Acceptance, Deliver a Better Experience
- An Integrated Platform with One Application, Seamless Support, and a Broader Approval Spectrum
- Expanding your practice approval spectrum with world-class provider support.

Testimonials

*“Dentists can put them back together no matter how disassembled their mouth has gotten. But we can’t do it if they can’t pay for it because you can’t go out of business doing so. **We recently had a \$23k day, \$18k was financed through Alphaeon Credit. You are our preferred lender now.** We used to be big with a certain other financing company, but you’re where we want to be. Thank you!”*

— Jonathan Silverman, DDS, MAGD, FICOI



BRAND GUIDE - COLORS & VISUALS

Brand Colors

BASE

#d03027

#f17c21

#793694

#33489b

#99ae3b

BASE + 15%

#ab2a24

#c06422

#672e7b

#2d3e80

#7d8e34

BASE + 30%

#88231e

#98501e

#542564

#263268

#61702d

BASE + 45%

#691916

#743d18

#42194e

#1d2651

#4a5724

#231f20

#ffffff

#595959

WHITE ICONS IN BRAND COLORS CIRCLES/BRAND ICONS IN BRAND COLORS OUTLINES



WHITE ICONS IN BRAND COLORS GRADIENT CIRCLES



GRADIENT OVERLAYS ON IMAGES



BRAND GUIDE - DESIGN ELEMENTS

Logos



Corporate Logo

Used in reference to the company
Available in full color, black, white

Corporate Logos



Platform Logo

Used in reference to the waterfall
process and patient experience
Available in full color, black, and white

Financial Product Logos



Product Logos

Used in reference to the individual
financing products
Color-coded for differentiation, but
also available in black or white

Platform Logos

Design Elements

Block Colorbar - Colorbars



Used as a horizontal rule, divider, border, etc

Gradient Colorbar - Colorbars



Used as a horizontal rule, divider, border, etc

Can also be used over images and text as a color overlay.

Rose Logo - Rose Logos



Used as a background design element (in low opacity), list marker, or another element.

Frequently placed in the lower right corner.

Note: the color specific roses most frequently reference individual financial products, Red for the Alphaeon Credit Card, Purple for Alphaeon Advantage, Green for Alphaeon Access, etc.



BRAND GUIDE - ESSENCE & TONE

Essence

Helping You Help More Patients

Core Purpose: Empower healthcare providers to deliver more care by making patient financing simple, accessible, and rewarding — for both patients and practices.

Brand Promise: Expand access. Drive growth. Deliver exceptional support.

Brand Personality:

- Trusted Partner — Dependable, credible, and grounded in experience.
- Empowering — Enables both patients and providers to move forward confidently.
- Professional with Warmth — Balances financial expertise with human empathy.
- Forward-Thinking — Innovative and proactive, driven by technology and insight.

Tone

Characteristic	Description	In Practice
Empowering	We help providers and patients move forward confidently.	Use proactive, positive language: “Unlock access,” “Expand opportunity,” “Grow your practice.”
Trusted	Rooted in experience, backed by strong financial partners.	Lead with credibility and facts: “10+ years of growing access,” “Serving 50M+ consumers.”
Human/Supportive	We speak to people, not businesses or accounts.	Use conversational clarity. Avoid jargon. Encourage, guide, and reassure: “We’ll handle the details so you can focus on care.”
Innovative	Our tools and technology simplify complex processes.	Highlight simplicity, speed, and seamlessness: “One application. Broader approval spectrum.”

Audience

Context	Tone	In Practice
B2B (DSOs, Groups, Providers)	Confident, knowledgeable, partnership-driven.	“Designed with your growth in mind.”
B2C (Patients)	Friendly, reassuring, clear.	“See if you pre-qualify — without impacting your credit score.”
Training / Support Content	Direct, step-by-step, encouraging.	“Log into your dashboard, select ‘Apply,’ and send the one-time application.”



BRAND GUIDE - COPY & FONT

Copy Style

- **Headline Style:** Short, strong, active.
 - Example: “Increase Case Acceptance, Deliver a Better Experience.”
- **Body Copy:** Clear and informative.
 - Example: “Experience convenience and robust security with one-time applications.”
- **CTA Language:** Action-oriented and patient-friendly.
 - Examples: “Apply now.” “See if you pre-qualify.” “Start helping more patients today.”
- **Typography/Design Tone:** Modern, clean, and professional; aligns with the clarity and confidence of the voice.

Do / Don't Guidelines

Do

Use confident, action-oriented verbs (“Unlock,” “Expand,” “Grow”).

Write with empathy for both provider and patient needs.

Emphasize partnership and shared success.

Keep copy concise and benefit-driven.

Maintain positivity and reassurance in all patient-facing materials.

Don't

Use overly technical financial jargon or acronyms.

Sound transactional or detached.

Frame Alphaeon as merely a vendor or lender.

Lead with product features before value.

Use fear or scarcity-based language (“Don't miss out,” “Act before it's too late”).

Fonts

HEADLINES ARE IN PROXIMA NOVA (ALL CAPS)
WITH **SOME WORDS IN BOLD**

Subheadlines are in Proxima Nova Bold

The body text is in Proxima Nova Regular. Important phrases are **in bold or red** when specific emphasis is needed.

Arial/Arial Bold can be used in tables and small text where legibility is needed.

