



Brand Guidelines

Updated January 2026

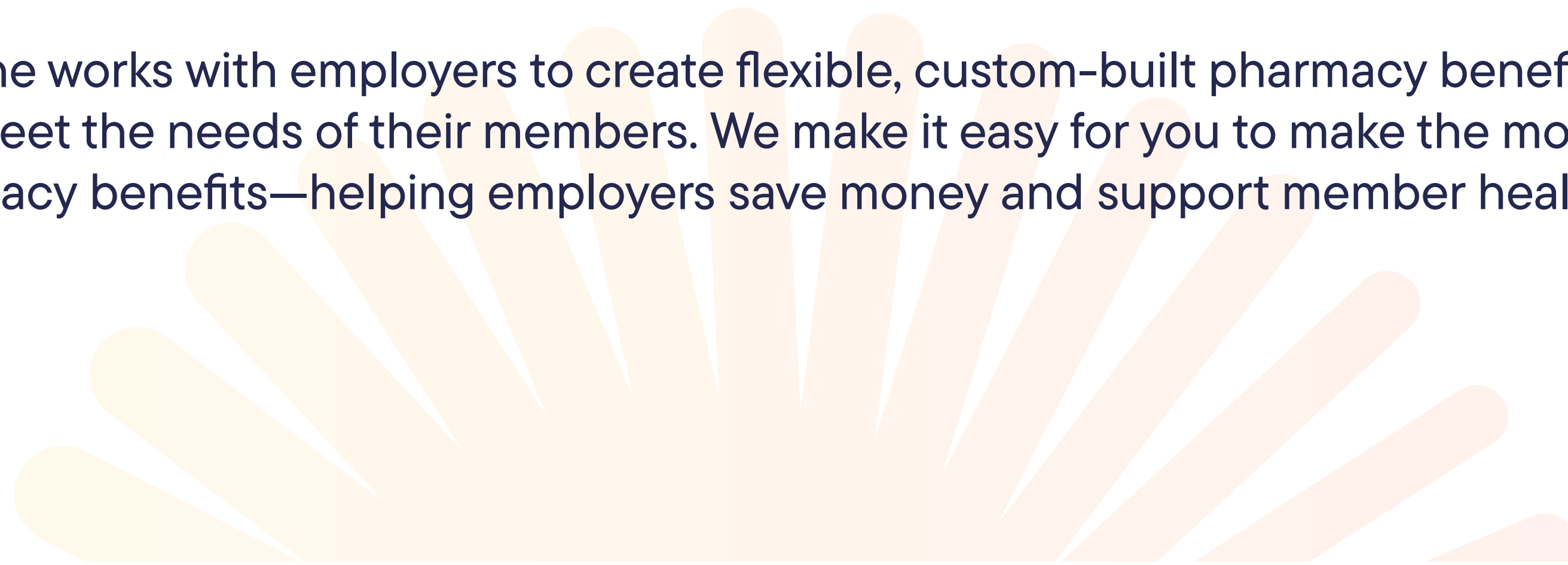


Your Mission is Our Mission.

Welcome to VytlOne

The legacy of Maxor continues as VytlOne. As the only independent provider of integrated pharmacy solutions, VytlOne leads the way in partnering with hospitals, health systems, and health centers to unlock pharmacy revenue, strengthen local care, and reinvest in communities.

VytlOne works with employers to create flexible, custom-built pharmacy benefit plans that meet the needs of their members. We make it easy for you to make the most of your pharmacy benefits—helping employers save money and support member health.



Logo

The full-color version of the logo should always be used whenever possible, as it best represents the brand's identity. Reverse options are available for situations where the full-color version cannot be applied, such as on dark or complex backgrounds. Always ensure proper contrast and legibility when using reverse versions.



Primary Logo



Tagline Logo



Specific Logos

Our brand includes specialized logos for key services such as VytOne Specialty Pharmacy, VytOne Pharmacy, and other designated applications. These variations maintain the integrity of our core identity while providing clear differentiation for each service. Always use the approved versions for their intended purpose and follow the same usage and safe area guidelines as the primary logo.

Specialty Pharmacy



VytOne Pharmacy



Logo Misuse

The logo is a core element of our brand identity and must never be altered. Do not modify the logo mark, adjust the typeface, change proportions, or apply effects such as shadows, gradients, or outlines. Always use the approved logo files to ensure consistency and maintain brand recognition.

This is the proper use of the logo.



VYTL  NE

Do not tighten tracking of our logotype.

VYTL  NE

Do not use an adaptation that wasn't provided with the branding package.

VYTL  NE

Do not change the angle or stretch when presenting logo and logotype.

VYTL  NE

Do not put a stroke, shadow, glow, or other effect on the logo.

VYTL  NE

Do not use a different font for the logo

Vytl  ne

Primary Palette

Blue is our primary color and should be the dominant hue in all applications.

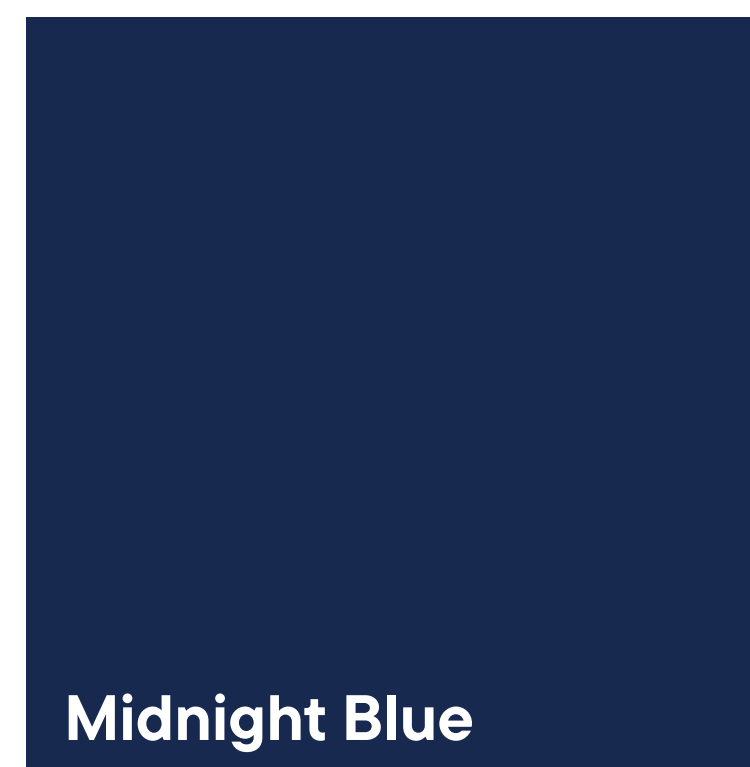
Orange and Yellow serve as secondary colors, adding vibrancy and emphasis.

Two neutral tones complement the palette, providing balance and flexibility across various designs. Always use the approved color values to maintain consistency.

Primary

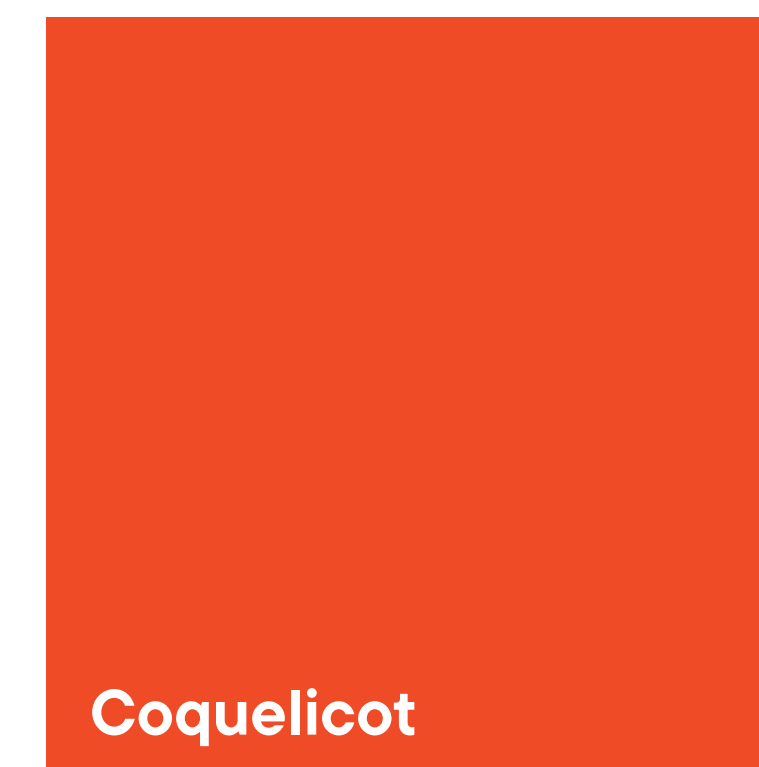


HEX: #0033A0
RGB: 0, 51, 160
CMYK: 100, 91, 2, 1
PMS: 286 C



HEX: #17294F
RGB: 36, 40, 79
CMYK: 94, 89, 40, 38
PMS: 2768 C

Secondary

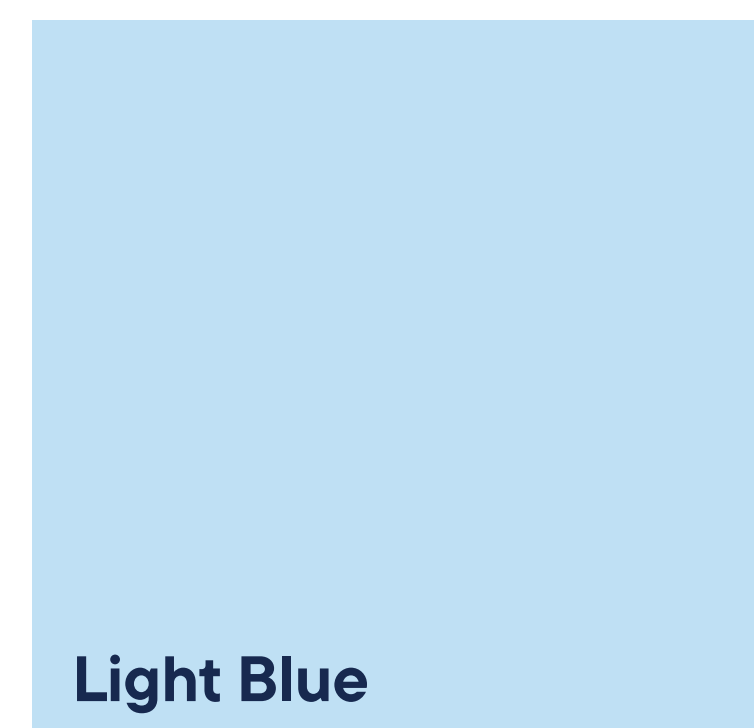


HEX: #FF471A
RGB: 255, 71, 26
CMYK: 0, 86, 96, 0
PMS: 172 C

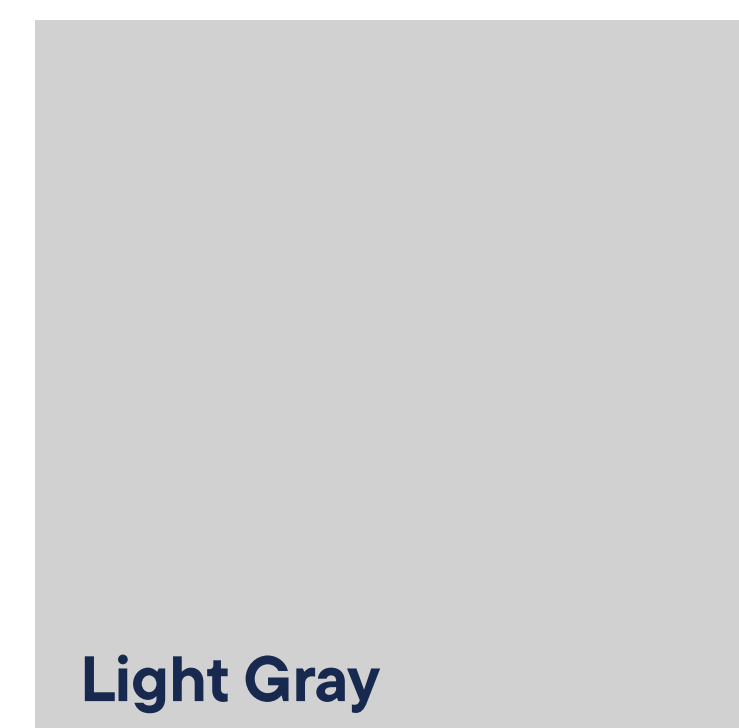


HEX: #FFBF00
RGB: 255, 19, 10
CMYK: 0, 27, 100, 0
PMS: 123 C

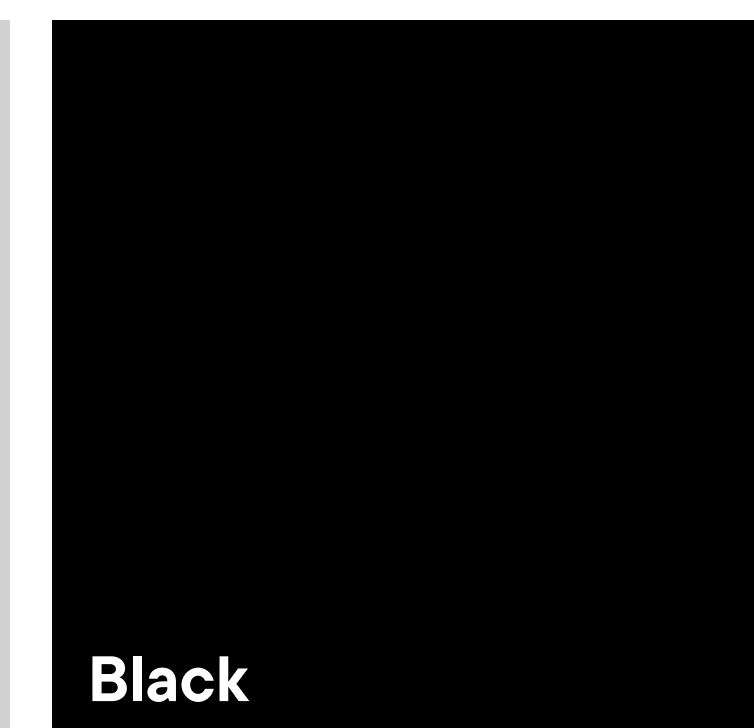
Neutrals



HEX: #BFE0F4
RGB: 191, 224, 244
CMYK: 23, 3, 1, 0
PMS: 544 C



HEX: #D1D1D1
RGB: 209, 209, 209
CMYK: 0, 0, 0, 18
PMS: 427 C



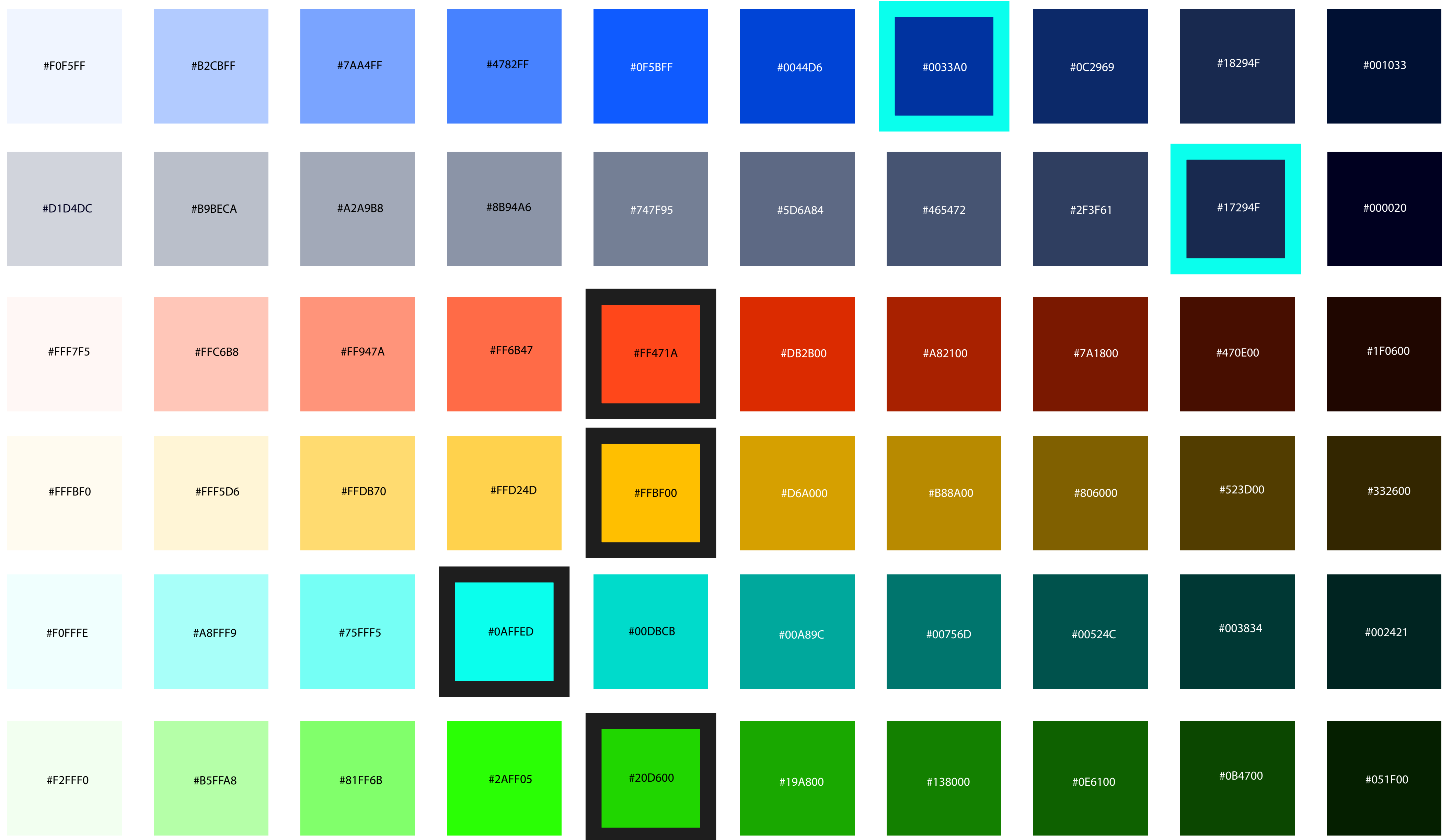
HEX: #000000
RGB: 0, 0, 0
CMYK: 100, 100, 100, 100
PMS: Black C

Gradients

Our gradients are created by blending our primary brand colors, delivering a dynamic and modern look. They are used strategically to add visual interest in digital and print applications. Gradients should always follow approved combinations and maintain smooth transitions for a cohesive brand experience.



The brand colors are outlined in black and blue.



Tints

Tints and tertiary colors provide flexibility for subtle accents and variety while complementing our primary palette and following approved usage guidelines.

Fonts and Usage

Our typography is tailored for different mediums to ensure clarity and consistency. We use distinct font selections for print, web, and PowerPoint applications, each chosen to optimize readability and maintain brand integrity across platforms. Always use the approved fonts for their designated purpose.

Print Typography

For print materials, use Mokoko for headers and TT Commons for body text. These fonts ensure a clean, professional look and maintain brand consistency in all printed applications.

MOKOKO

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

TT FORS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Web Typography

On web platforms, headers use Roboto Slab while body copy uses Helvetica for optimal readability and a modern digital presence.

ROBOTO SLAB

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

HELVETICA

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Powerpoint Typography

For PPT presentations, headers should be set in Cambria, with body text in Arial to ensure clarity and compatibility across devices.

CAMBRIA

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

ARIAL

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

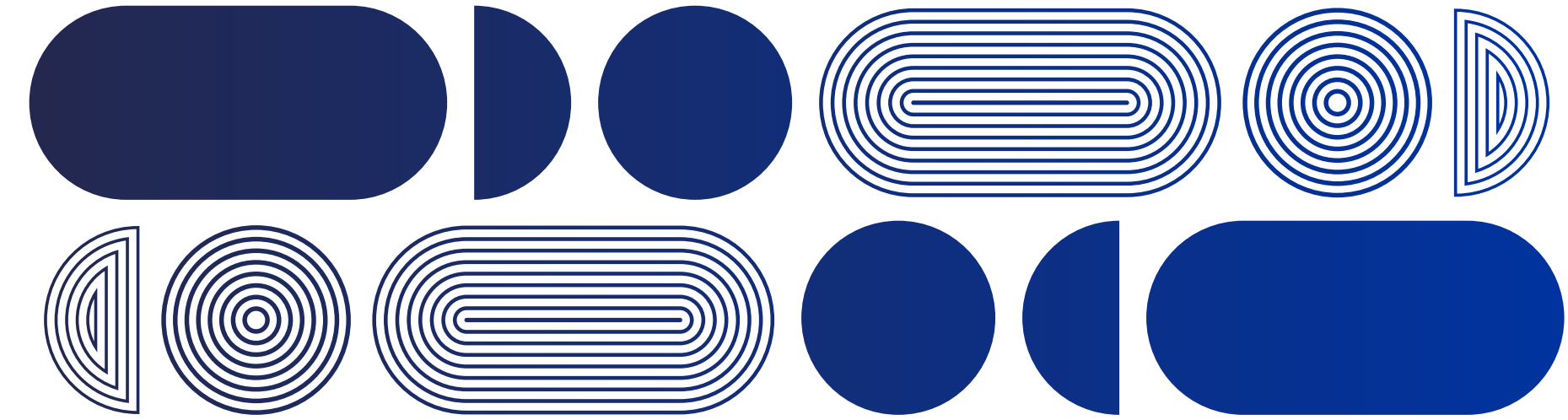
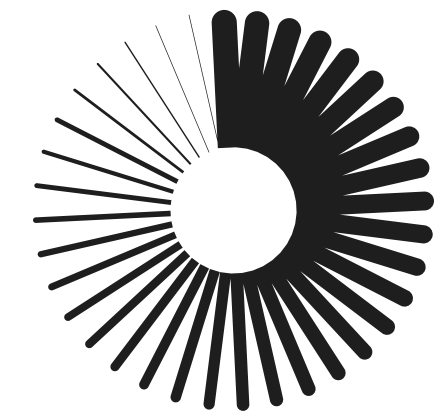
Iconography

We have a fully built-out icon library based on Font Awesome, providing a flexible and consistent foundation for our icon style. All approved icons are available on our Brand Central site or within our PPT template document.



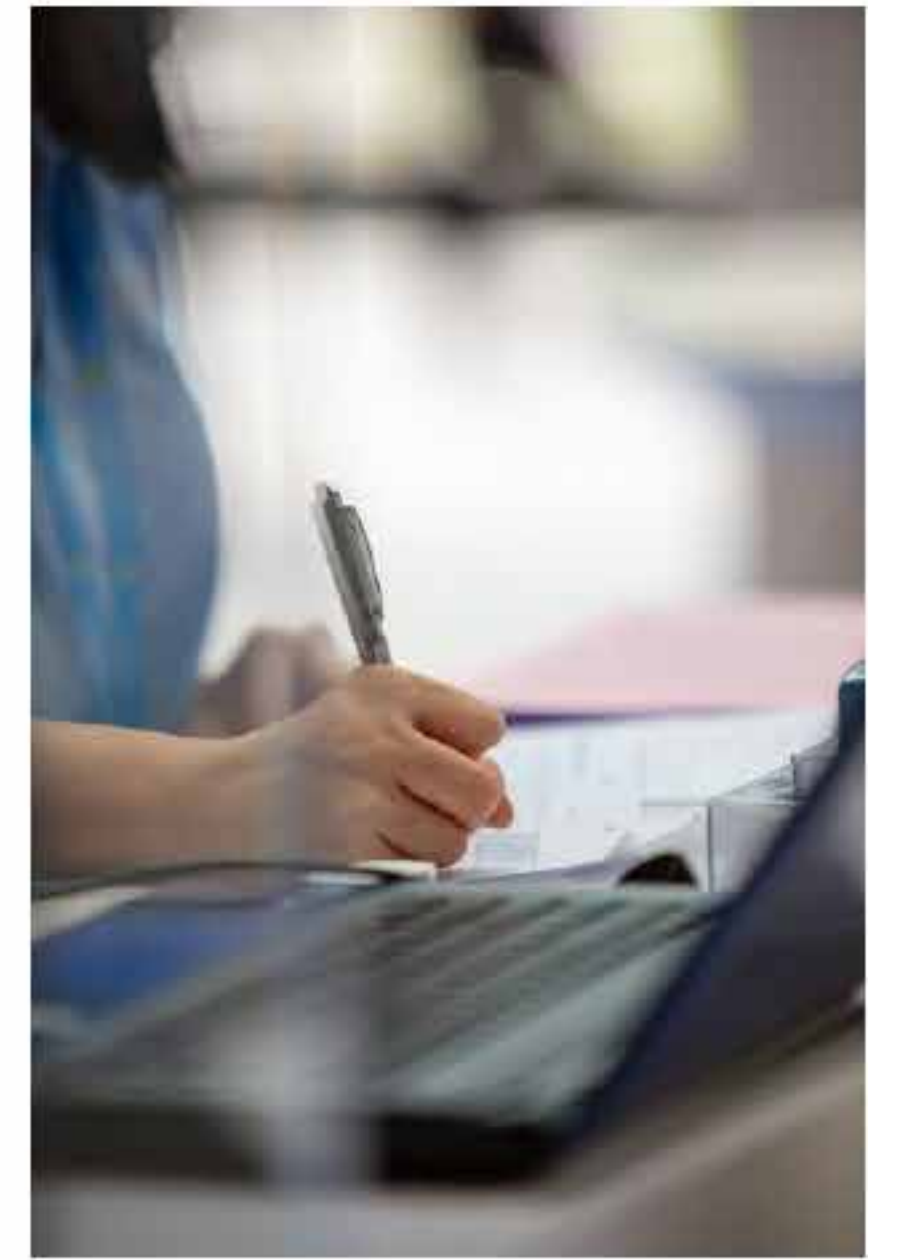
Design Elements

We have a library of approved design elements that are available on our Brand Central site.



General Imagery

Use bright, natural lighting and compositions that convey energy and clarity.



Pharmacy Imagery

Prioritize visuals that align with our brand's tone of trust and vitality. Preferably in-hospital pharmacy images over store fronts.



Designed Imagery

Use of color overlay is desired, ensure the subject remains clear and stands out. Overlays can include subtle gradients or the logo mark as a design accent, creating a branded look without overpowering the image.

VYTLONE

Managed Copay Solutions Plus

Sync Your Plan with Specialty Medication Copay Programs

VytlOne's Managed Copay Solutions (MCS) Plus program helps align the value of manufacturer copay programs to support your plan formulary. It helps decrease plan cost with zero copay/no out-of-pocket costs for members.

MCS Plus is also designed to help use manufacturer copay programs to achieve savings earlier in the plan year. Other copay assistance programs spread assistance out over the length of the plan year without exhausting all available funds. MCS Plus gives you the ability to adopt all manufacturer dollars into your plan up front.

How does the program work?

- Member share is adjudicated at 80% until copay assistance funds are exhausted
- Members pay \$0 after manufacturer copay assistance is applied
- Members do not receive out-of-pocket credit for this program, aligning accumulators with the true patient payment
- Uses available assistance dollars earlier in the plan year

A Closer Look Annual Savings

Claim Cost $\frac{-}{=}$ Copay Funds $\frac{=}{=}$ Plan Paid

\$5,000 $\frac{-}{=}$ \$4,000 $\frac{=}{=}$ \$1,000

Per Month For the First 5 Months Then Mixed Out Copay Funds Were Mixed Out

\$4,000 in Copay Funds x 5 Months =

\$20K **\$0**

In Annual Plan Savings Paid by Member Per Month

Visit VytlOne.com

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myVytlOneLink **VYTLONE**

Mobile engagement platform that provides an enhanced pharmacy experience

It's Easy to Enroll!
Text VYTLONE to 50589
No app or download needed

HIPAA compliant and member specific messaging

VytlOne: There is a secure message for you in myVytlOneLink. www.vytlone.com/web50589 To help or stop: MyGDRenewsMyApply.

We take member engagement to the next level with myVytlOneLink. Enrolled members have the information they need, at their fingertips, to make purposeful and efficient decisions. This platform also allows for multiple custom communications, known as Journeys, to be delivered directly to members.

myVytlOneLink saves members money, effort, and confusion by delivering personalized messages directly to their mobile device.

Our clinical pharmacists will work with you to determine which Journeys will best benefit your members.

Core Journey

- Welcome Messages
- Monthly Wellness
- Flu Shot Reminders
- Low Cost Alternatives

Custom Journey

- In-house pharmacy steerage
- Custom client-messaging
- Client-targeted alternatives

myVytlOneLink

VYTLONE
Your Mission is Our Mission.

Hi Max! We've identified a prescription savings opportunity for you! Based on the claims we've analyzed, you may want to consider talking with your doctor or pharmacist to determine if these alternatives are right for you.

Learn More

Scan the QR code to sign up today

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Specialty Value and Access Program

The Specialty Value and Access Program (SVAP) is a benefit design solution that promotes lower cost specialty drug utilization. Targeted members are encouraged to switch to specialty generics, lowering plan and member cost. In some cases, specialty generics are no cost to members.

- Steers utilization away from high-cost brands that offer copay assistance
- No cost to members for the generic alternative
- Plan savings realized at each fill
- Target drug list analytically monitored for expansion

Member seeks brand without SVAP
Brand name is filled

BRAND
\$8,161
cost/script

Client/Plan Savings

\$6,176
per fill

Annualized savings averaging \$67,963

Member seeks brand with SVAP
Member is steered to approved generic

GENERIC
\$1,785
cost/script

For More Information Visit VytlOne.com

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Are Your Prescription Drug Costs Getting Out of Control?

Did you know?

- Tribes and tribal health entities are eligible for both the prime vendor and 340B federal pricing programs.
- 340B saves 50% or more over prime vendor with nearly 3 out of every 4 medications available for less.
- With 340B, some otherwise expensive medications are less than \$1 per month due to inflationary protections.

Common Prescriptions for Health Conditions				
Drug name	Category	IHS PVP pkg price	340B pkg price	Savings
Farinza* (Dapagliflozin propanediol)	Diabetes	\$304	\$101	67%
Jardiance*	Diabetes	\$307	\$212	31%
Novolin* [®] R	Diabetes	\$220	\$45	80%
Lantus*	Diabetes	\$80	\$45	43%
Cosentyx*	Autoimmune	\$4,714	\$1,284	73%
Enbrel*	Autoimmune	\$737	\$0.05	100%
Cimzia*	Autoimmune	\$3,548	\$1,438	59%
Gleevec* (imatinib mesylate)	Oncology	\$6,669	\$265	96%
Nilutamide	Oncology	\$8,560	\$3,087	64%
Carbonyx*	Oncology	\$16,439	\$11,194	32%
Entresto*	Cardiology	\$637	\$626	2%
Mirabegron ER	Urology	\$747	\$29	96%
Myrbetriq*	Urology	\$745	\$47	94%
Methylphenidate HCL	Neurology/psychiatry	\$688	\$217	68%
Invega Sustenna*	Neurology/psychiatry	\$2,054	\$959	53%
Latuda* (Lurasidone HCL)	Neurology/psychiatry	\$625	\$340	46%
Rifabutin	Infectious disease	\$1,701	\$677	60%
Prevnar 20*	Vaccine	\$1,138	\$475	58%
Shingrix*	Vaccine	\$1,105	\$187	83%
Creon*	Gastroenterology	\$383	\$48	88%
Dorzolamide hydrochloride	Ophthalmology	\$10,181	\$5,425	47%

Pricing from catalogs as of August 2025

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True Spend Solutions

Capturing Mail Order and Retail Secondary Funds

Funds contributed by manufacturer or coupon programs are removed from the deductible and out-of-pocket

- Captures only the final amount paid by the member
- Accumulator is correctly balanced and will not over-inflate
- Coinsurance and plan payment are consistent with benefit design

Plan Only Pays Once Deductible or Out-of-Pocket is Truly Satisfied by the Member with no Ancillary Funds Applied

Home Delivery

VytlOne identifies all claims that have secondary or ancillary funds applied. Export file is sent with the correct and final state of the claim.

On-Site/In-House Retail Pharmacy

VytlOne provides prospect claims that are likely to have secondary or ancillary funds. The client or pharmacy supplies the amount the member truly paid on the claim. Export files are resent with correct and final state of claim.

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VYTLONE
SPECIALTY PHARMACY

Improving Outcomes Every Day

URAC, ACHC, & the Joint Commission accredited

Serving patients in all 50 states

Pharmacists and case managers available 24/7/365

Rare and Orphan Disease experts

Patients First

At VytlOne Specialty Pharmacy, we put patient care and patient outcomes first. Each patient receives a dedicated case manager to answer questions and assist them throughout their journey, providing a continuity of care. Our case managers can also help patients obtain financial assistance for their care through manufacturer assistance programs. Patients will receive proactive refill reminders and can order refills via our mobile platform, myVytlLink, making it easier to be adherent.

Clinical Outcomes

We take pride in putting patients in our care, not in our queue. We work tirelessly to provide better outcomes for our patients, using data to create action. Our team of clinical analysts uses disease state-specific, predictive analytic tools to identify individual patients who may benefit from pharmacist counseling and intervention. This can help to prevent potentially detrimental clinical outcomes associated with reduced adherence to medication regimens, worsening health-related quality of life, more frequent hospitalizations, and increased healthcare costs.

Future Roadmap

At VytlOne Specialty Pharmacy, we continuously work to be innovative regarding our services and patient care model. We have received and continue to hold the URAC Rare Disease Pharmacy of Excellence accreditation. This designation recognizes specialty pharmacies that have the highest level of skill and commitment to serve patients with rare and orphan diseases who require in-depth, long-term medical and pharmacy management. This designation also supports our continued excellence with limited distribution drug (LDD) partnerships. We also set goals to drive patient engagement and adherence, including a goal of achieving more than 70% of refills through mobile patient engagement with appropriate clinical protocols and standards.

Start your journey today
VytlOneSpecialty.com

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