

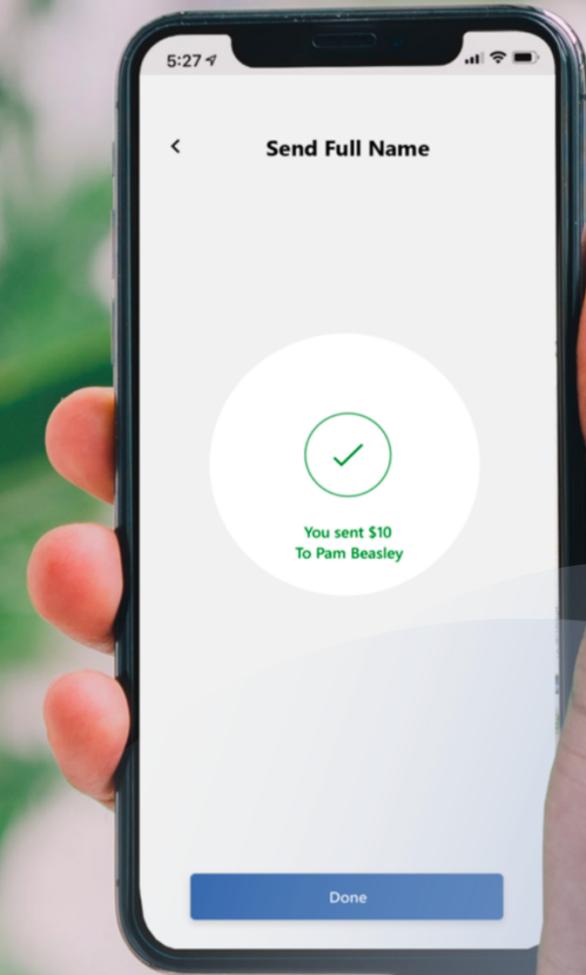
# BRAND GUIDELINES

Send And Receive Money Tax  
Free From Anyone



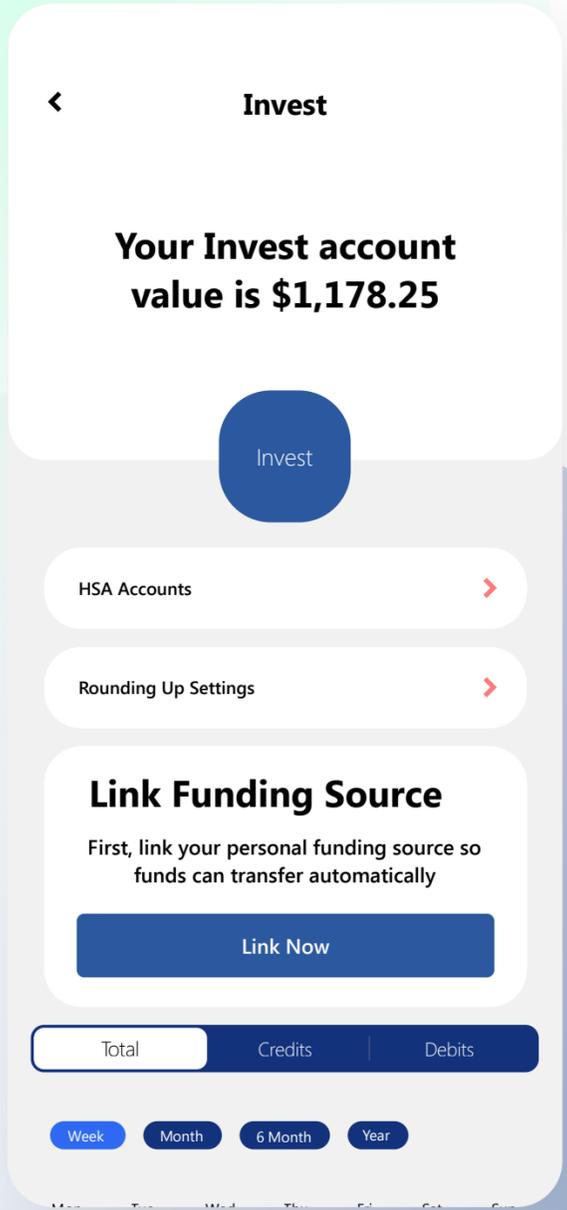
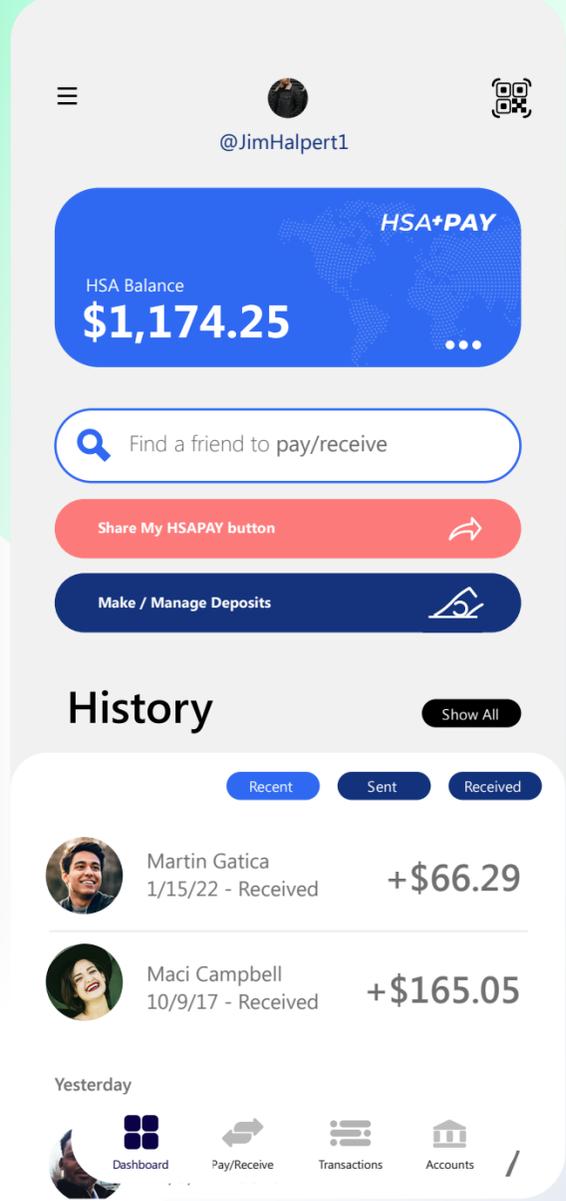
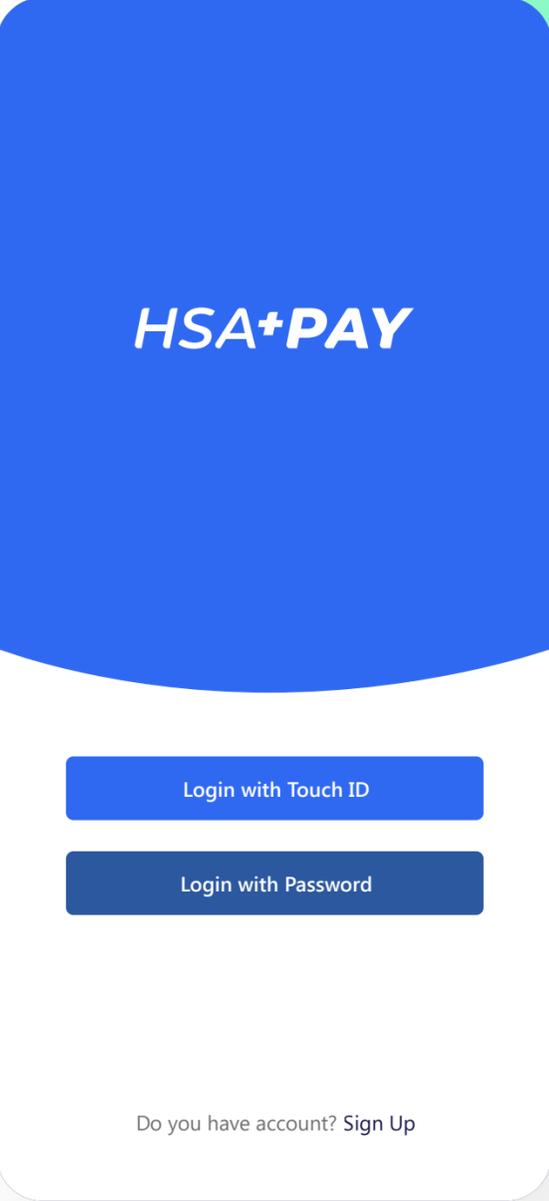
**RECEIVE MONEY  
FROM ANYONE  
DIRECTLY TO  
YOUR HSA.**

**HSA+PAY™**



# OUR MISSION

Through world class savings tools, HSAPAY is on a mission to create a better HSA saving and money movement experience for users, banking institutions, and the healthcare industry.



# FEATURES AND BENEFITS

Through world class savings tools HSAPAY is on a mission to create a better HSA experience for all.



## Keeps Your Account Funded

Use HSAPAY just like you would Venmo/PayPal or Zelle. It's easy to have friends and family send you money directly to your tax-free Health Savings Account.



## Round up transactions too

Rounding up purchases, also gives an additional way to keep your account funded. Manages and tracks your deposits into the app.



## Helps Manage Your HSA

Adding credit cards for rounding up and making auto deposits is easy and effortless. Just set it and know you'll be ready for your healthcare expenses.



## Intelligent

You'll see transactions that you have from your account inside the app. Making it easy to manage your HSA everyday.

# MAIN LOGO ELEMENTS



Place no other objects inside of the buffer area.



## THE LOGO

Logo is composed of two text elements "HSA" in medium blue, and "PAY" in dark blue. The two elements slightly separated by an italicized "+".

<sup>1</sup>Grey area is the buffer area. No other graphical elements should intrude in this area. <sup>2</sup>Logo should never be placed on a texture. <sup>3</sup>Logo should never be re-colored. <sup>4</sup>Logo should never be distorted.

## COLORS

Medium Blue  
 PMS 7685 C  
 HEX: 2B589F  
 R43, G88, B159  
 C91, M72, Y6, K0

Dark Blue  
 PMS 2765 C  
 HEX: 110546  
 R17, G5, B70  
 C100, M100, Y31, K49

# BRAND TYPOGRAPHY

## MAIN FONT

Segoe UI - or Segoe Pro may be used for applications requiring font guidelines. However fonts that compete with the logo should be avoided.

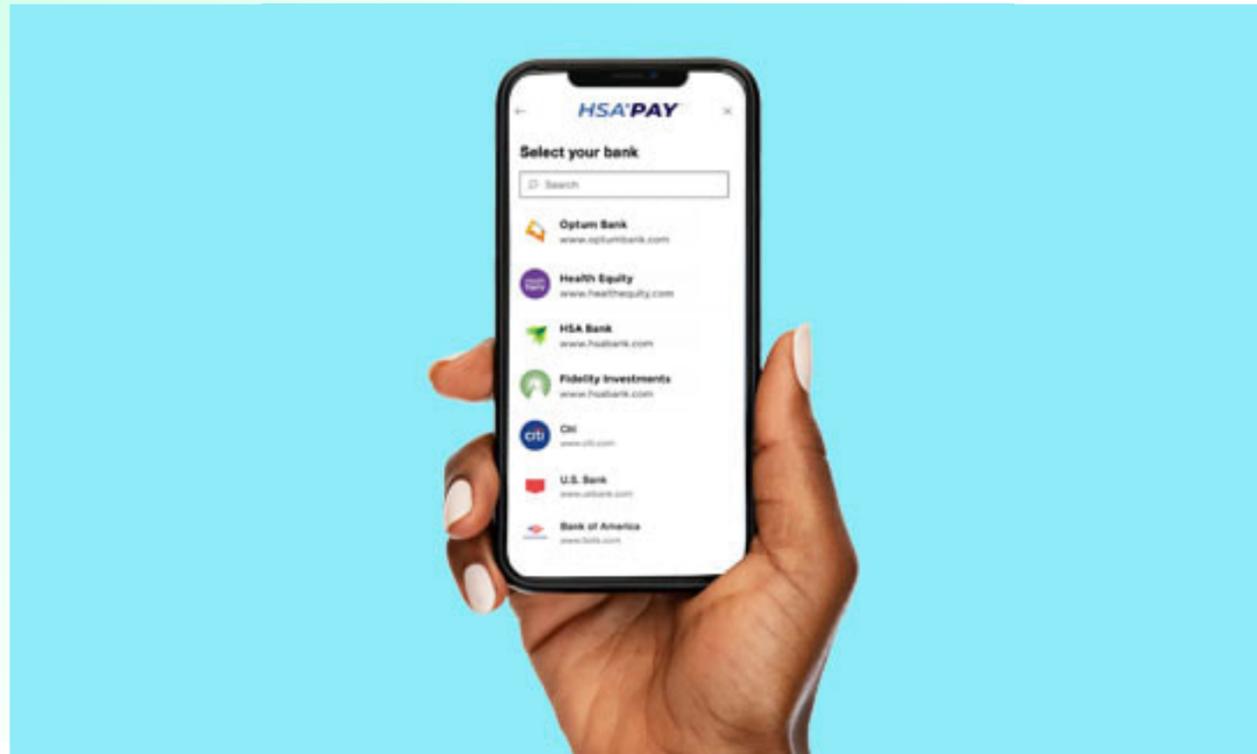
**Aa**

- Segoe UI Regular
- Segoe UI Medium
- Segoe UI SemiBold
- Segoe UI Bold**

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# DIGITAL APPLICATIONS



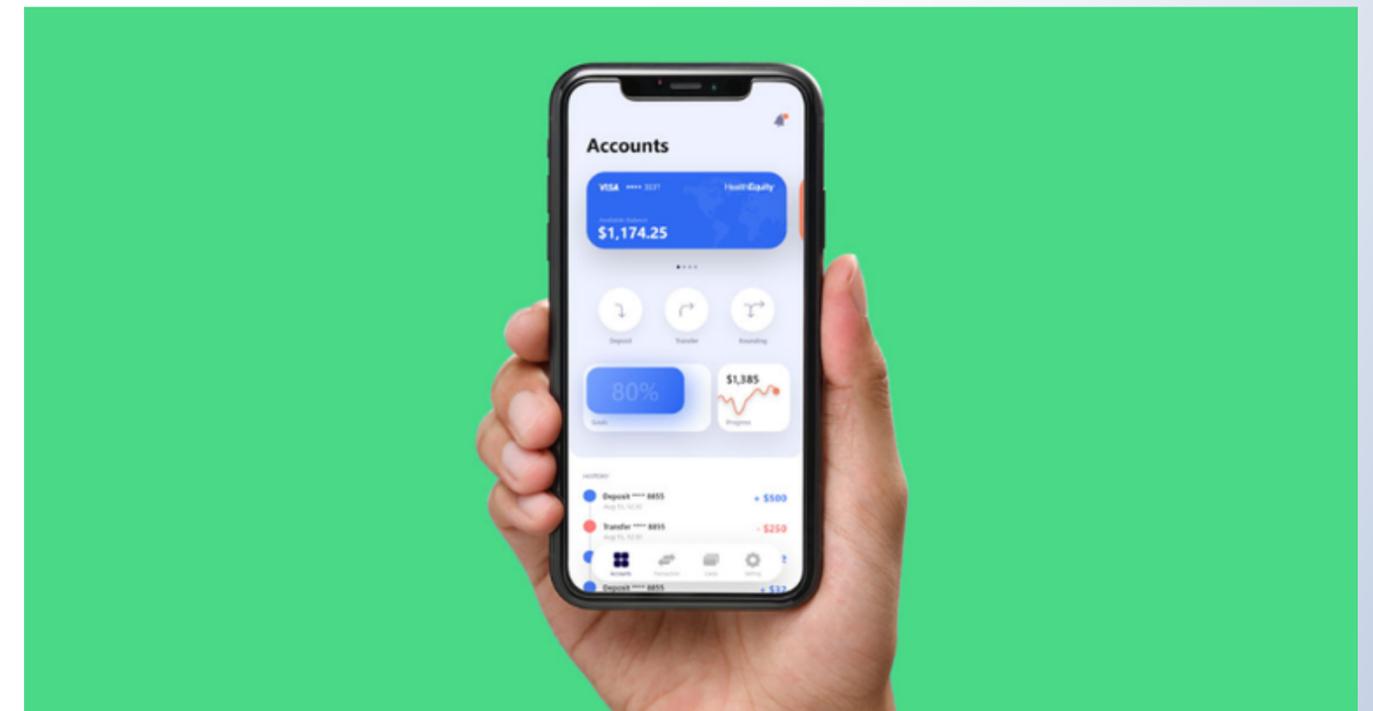
**Sign up for free in 1 minute or less.**

All you need is your HSA sign in and you're ready to start receiving HSA deposits.

**HSA+PAY™**

**Ask for HSA deposits using;  
text, social media, or email, it's simple.**

Harness the power of your existing network to receive deposits. You'll find it's easy to get money in your HSA, like never before.



# CONTACT INFORMATION



## Office Address

PO Box 7522  
Tacoma, WA 98417



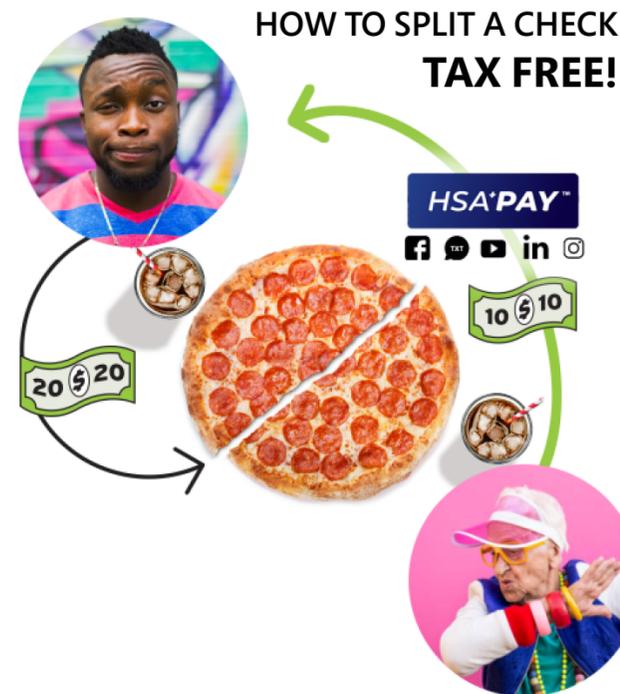
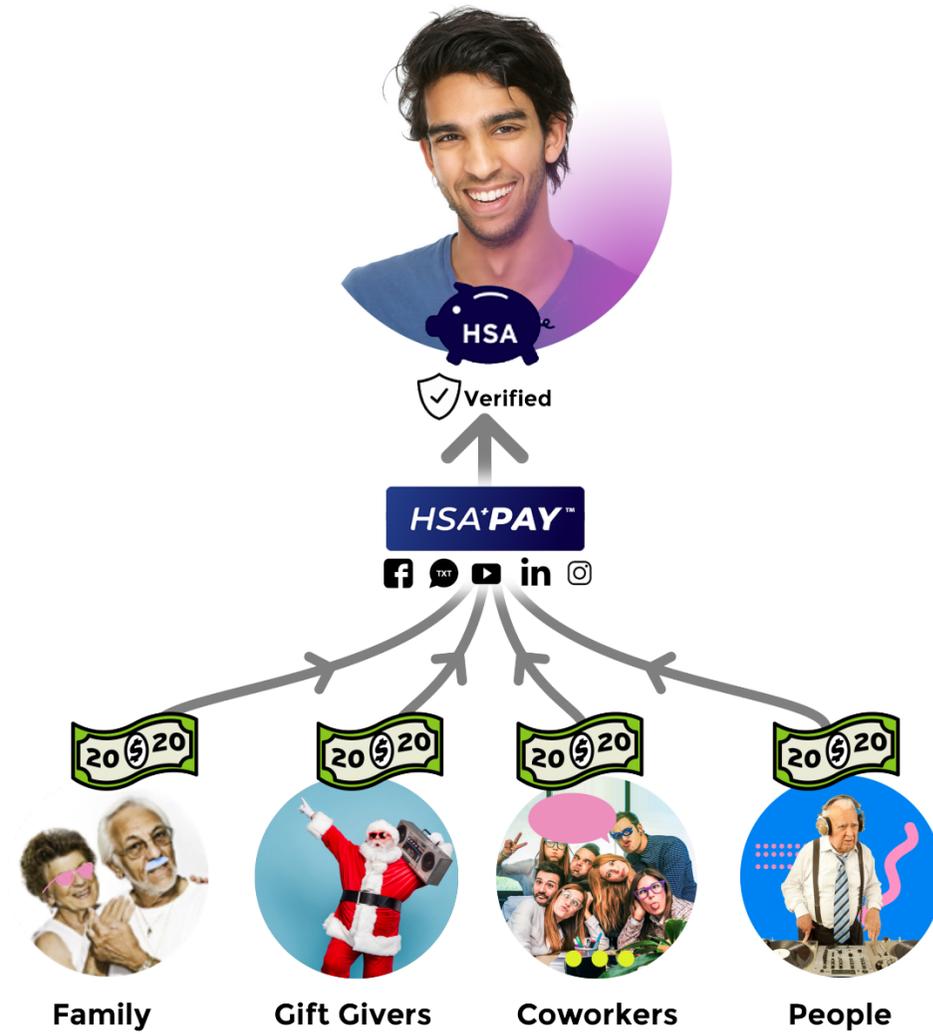
## Phone Number

1-800-303-3021



## Email Address

[craig@tallihealth.com](mailto:craig@tallihealth.com)



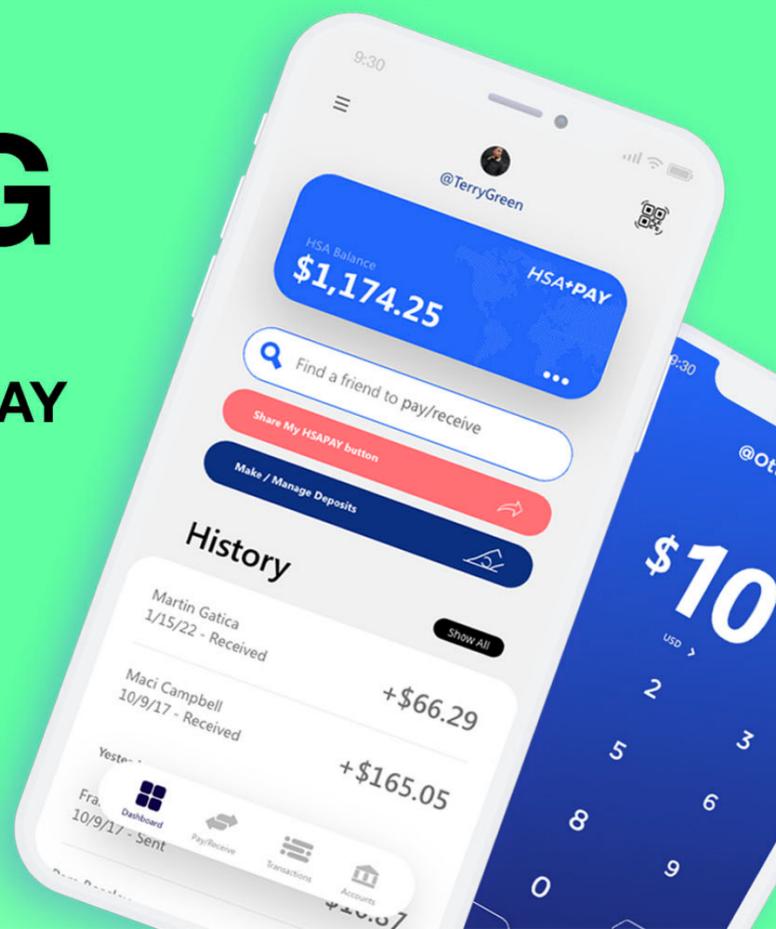
**FRANK STAINE-PYNE**  
CEO CO-FOUNDER



**CRAIG WRIGHT**  
CMO CO-FOUNDER

# STOP PAYING TAXES#

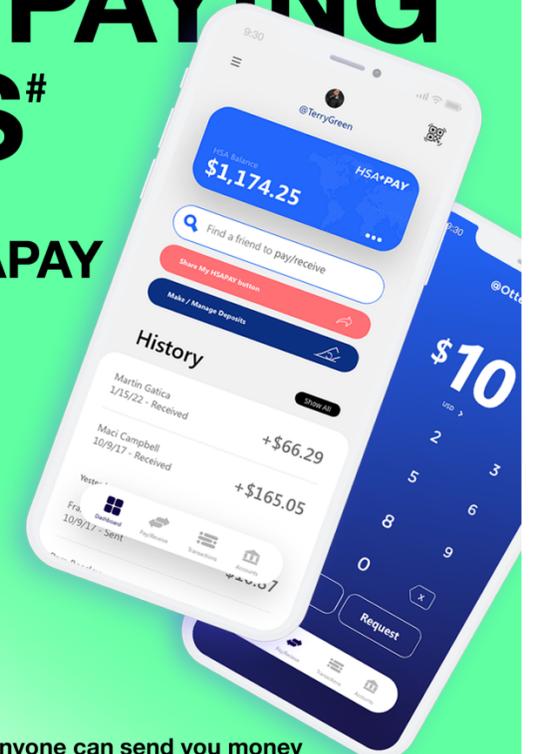
Switch from Venmo to HSAPAY



**HSA+PAY™** #Now, anyone can send you money to your TAX FREE Health Savings Account

# STOP PAYING TAXES#

Switch from Venmo to HSAPAY



**HSA+PAY™** #Now, anyone can send you money to your TAX FREE Health Savings Account

