



# Employer Brand **Guidebook**

Version 1.0

Welcome



**We've created this Employer Brand Guidebook as an inspirational roadmap to help you understand who we are, what we stand for, and how we'll be sharing our story with jobseekers as we move forward.**

It's your opportunity to learn a bit more about how we established our Employer Value Proposition, and see how that feeds into robust creative messaging that will resonate with the diverse and talented people we want as part of the Quest team.

# Employer brand positioning

# Where our EVP came from

An employment brand tells the world what you do best, and what your target audience wants most in an authentic and differentiating way. It's grounded in evidence-based research on current employee realities, leader aspirations, external talent drivers and perceptions. To that end, we carried out the following in-depth research activities:



21

**Leader interviews**



81

**Employee participants  
across 8 focus groups**



6

**Talent competitor  
audits**

# Employee Value Proposition

## **A healthier future begins with us.**

### **Positioning Statement:**

Quest Diagnostics is the forward-thinking leader with the strength to innovate the diagnostics industry and make a real impact on the care and well-being of people and communities globally. Working with colleagues who share the desire to help solve critical healthcare challenges, we have vast possibilities to help build a better future for all.

# Employee Value Proposition

Aligns with Quest's vision to truly empower better health decisions for clinicians, patients, and communities.

Speaks to Quest's leadership and people-centric culture of collaboration and support.

**A healthier future begins with us.**

A nod to diagnostics being the first step in many healthcare decisions as well as your own journey with Quest.

# Key messaging pillars

## Strength of a trusted household name

I'm proud to work for Quest Diagnostics, where every specimen tested is a valued patient and each employee plays a vital role in delivering superior quality and broad access with the integrity that millions count on to empower their healthcare decisions.

## Caring makes all the difference

Quest Diagnostics cares about my holistic well-being and provides me with the support I need to give my best, day in and day out. Working as part of a collaborative, collegial, and diverse team makes me feel as if I am part of a community.

## Advancing the industry for better health

I am energized and inspired every day by the clear purpose and people-centric innovation that Quest Diagnostics embodies. Regardless of role or location, we're all committed to creating meaningful change to propel health forward.

## Broad possibilities

Quest Diagnostics shares my passion for learning by providing support and encouragement for my self-development with opportunities and experiences that lead to greater future impact.

# Our ideal candidate

Beyond resume qualifications, we look for these key identifying traits when finding high-quality candidates who will make the perfect addition to our team:



## **Mission-driven:**

Motivated by the desire to make a difference in the world through the work they do.



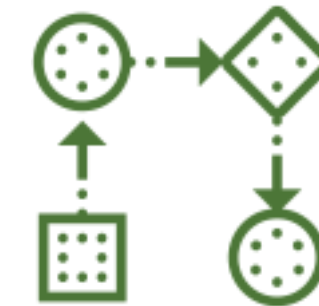
## **Collaborative:**

Shared sense of purpose/ownership; succeeding as a team and always willing to support colleagues along the way.



## **Caring:**

Empathetic and considerate towards patients and colleagues and truly cares about doing their best work.



## **Adaptable:**

Comfortable with some level of ambiguity, openminded, and able to quickly pivot and adjust as needed.



## **Innovative:**

Looks at every task as an opportunity to improve and focuses on continual innovation/optimization.



## **Accountable:**

Focused on quality, responsible, thoughtful, and willing to advocate for themselves.



# Message framework by job function

**Note:** The EVP is based on universal truths about the Quest employee experience. However, through our research, we have identified segment-specific messages that may be emphasized.

Key Messages:	“Strength of a trusted household name” Emphasize ...	“Advancing the industry for better health” Emphasize ...	“Caring makes all the difference” Emphasize ...	“Broad possibilities” Emphasize ...
Phlebotomists	<ul style="list-style-type: none"> <li>Variety of site settings</li> <li>National footprint (I can relocate and still work for Quest)</li> <li>Stability</li> </ul>	<ul style="list-style-type: none"> <li>Big impact on healthcare industry</li> <li>Solving healthcare inequities (important work)</li> </ul>	<ul style="list-style-type: none"> <li>Flexibility/options that accommodate diverse lifestyles (bankers' hours)</li> <li>Highly collaborative team environment</li> <li>Focus on safety</li> <li>Client-/patient-centric</li> </ul>	<ul style="list-style-type: none"> <li>Growth and learning opportunities</li> <li>Highly tenured employees</li> <li>Build a career in healthcare</li> </ul>
R&D, Med, Path	<ul style="list-style-type: none"> <li>Stability</li> <li>Solid business model</li> <li>Level/variety/volume of testing and data</li> </ul>	<ul style="list-style-type: none"> <li>Cutting-edge technology</li> <li>Impact/reach of work</li> </ul>	<ul style="list-style-type: none"> <li>Solving healthcare inequities (important work)</li> </ul>	<ul style="list-style-type: none"> <li>Learning and variety through flex assignments (work on different projects according to need)</li> <li>Growth opportunities</li> </ul>
Lab Operations	<ul style="list-style-type: none"> <li>Highest quality and compliance standards</li> <li>Broad spectrum/scale of diagnostics testing</li> <li>Buying power; resources</li> <li>Newest, most advanced technologies (less manual testing)</li> </ul>	<ul style="list-style-type: none"> <li>Impact/reach of work</li> </ul>	<ul style="list-style-type: none"> <li>Collaborative and collegial</li> </ul>	<ul style="list-style-type: none"> <li>Growth opportunities</li> <li>Cross-training opportunities</li> </ul>
CSRs	<ul style="list-style-type: none"> <li>Stability</li> </ul>	<ul style="list-style-type: none"> <li>Contribute to process improvements</li> </ul>	<ul style="list-style-type: none"> <li>Workplace flexibility (WFH)</li> <li>Recognition (peer rewards)</li> <li>Client-/patient-centric</li> </ul>	<ul style="list-style-type: none"> <li>Entry-level role/feeder pool into a healthcare career</li> <li>Learning and development opportunities</li> <li>Informal mentoring</li> <li>Tuition reimbursement</li> </ul>

# Message framework by job function

Key Messages:	“Strength of a trusted household name” Emphasize ...	“Advancing the industry for better health” Emphasize ...	“Caring makes all the difference” Emphasize ...	“Broad possibilities” Emphasize ...
Logistics	<ul style="list-style-type: none"> <li>• Stability</li> <li>• Professionalism</li> </ul>	<ul style="list-style-type: none"> <li>• Important work</li> </ul>	<ul style="list-style-type: none"> <li>• Flexibility</li> <li>• Focus on safety</li> </ul>	<ul style="list-style-type: none"> <li>• Training</li> <li>• Growth opportunities</li> </ul>
University	<ul style="list-style-type: none"> <li>• Trust Quest to focus on employees and patients</li> </ul>	<ul style="list-style-type: none"> <li>• Important work</li> </ul>	<ul style="list-style-type: none"> <li>• Flexibility</li> <li>• Leaders are amazing role models</li> </ul>	<ul style="list-style-type: none"> <li>• Rotational programs – learn and explore all aspects of the business</li> <li>• Internal mobility</li> <li>• Supportive managers/leadership</li> </ul>
Enabling Functions	<ul style="list-style-type: none"> <li>• Size</li> <li>• Longevity/history</li> </ul>	<ul style="list-style-type: none"> <li>• Important work</li> </ul>	<ul style="list-style-type: none"> <li>• Flexibility</li> <li>• Collaborative team environment</li> <li>• People-centric; cares about all aspects of employees</li> <li>• Well-being resources/benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Supportive managers/leadership</li> <li>• Learning and growth opportunities</li> </ul>

Creative activation of the employer brand

# Quest employer brand

## **More** *to Discover*

Impact. Empowerment. Growth. Collaboration. These are just some of the key ingredients that make up a fulfilling career and future. And at Quest Diagnostics, you get plenty of it all – and then some. In fact, a role with Quest really is your chance to get what you need to reach higher and build a healthier future – for yourself, and for the people we serve. Thanks to the support and stability of an industry leader, the opportunity to solve critical healthcare challenges, and a community fueled by innovation and excellence, your career with Quest will give you much more than you've ever thought possible.

# Concept board 1



**More:** *Stability*

**Join an industry leader of 49,000 brilliant minds.**

Working at Quest Diagnostics is your chance to build an impactful career that lasts far into tomorrow. As part of a recognized leader with a longstanding reputation for exceptional work, you'll feel a sense of security with us unmatched by others in the industry. All of which means you'll discover more support, more stability, and, ultimately, more success – whatever your role.

 **Quest**  
Diagnostics®

*More to Discover*

# Concept board 2



Quest  
Diagnostics

on e  
Insights  
Drive

**More:** *Impact*

Lead the way in advanced gene-based and molecular testing.

The work we do at Quest Diagnostics is nothing short of remarkable. Every day, we inspire action, illuminate answers, and advocate for better health through our industry-leading technology. Whatever your role or expertise, you'll be an integral part of finding and delivering innovations that improve health for millions around the world. No wonder there's more to discover at Quest.

 Quest Diagnostics®

*More to Discover*

# Concept board 3



**More:** *Opportunity*

With our training and support, there's no telling how far you'll go.

Quest Diagnostics empowers better health with diagnostic insights every single day. With that mission comes learning, growth, and development that will drive your career forward. With some of the most advanced technology at your fingertips, an abundance of training resources, and a team of brilliant minds by your side, you'll have a career with more growth and opportunity to discover.

 **Quest**  
Diagnostics®

*More to Discover*

# Concept board elements



## Photography

More to Discover imagery should be impactful, aspirational, and align with the Quest photography guidelines.

## Circle dot shape

The circle dot shape is overlaid onto the side or corner of images as a brand accent, and to lend a more dynamic visual feel.

## Headline

Headlines follow a set formula. The first part always leads with an example of the “More” that Quest can offer. This is then followed up by a secondary line which adds more context and definition to proceedings. More information about headlines can be found in the Tone of Voice section of these guidelines.

## Body copy

In general, body copy messaging should explain the benefits of choosing a role with Quest in a way that’s clear, simple, optimistic, and inspiring. For complete guidelines on Quest’s editorial style, please download a copy of the Quest Diagnostics Editorial Brand Style Guidelines.



# Voice and tone

This section covers how we bring the Quest Employer Brand voice to life, and distinguish recruitment collateral from other business communications. Everything we say to candidates should contribute to them building up a positive impression of Quest as they discover how we can offer them more of what it is they are seeking from their career.

# Voice and tone

The way we talk about Quest – and about our job opportunities – should convey confident action, knowledgeable insight, and empowerment.

## **Headlines**

The first part of the headline should always lead with an example of the “More” a candidate will discover when they join us. It could be more autonomy, more growth, more impact, or more stability. There really isn’t a limit on the variety of proof points we can share with jobseekers – just as long as they feel authentic.

The second part of the headline serves to add more context to the “More”. For instance, if the first part of the headline says “More Opportunity”, the second part needs to elaborate on that statement with something like, “With our training and support, there’s no telling how far you can go.”

# Voice and tone

The way we speak beyond headline messaging aligns closely with the tone of voice standards laid out in the main brand guidelines. In general, messaging should explain the benefits of choosing a role with Quest in a way that's clear, simple, optimistic, and inspiring. For complete guidelines on Quest's editorial style, please visit the [Quest Diagnostics Editorial Brand Style Guidelines](#).

## **A few points to note:**

- Lead with verbs wherever possible
- Be concise and clear: use short sentences wherever possible and don't repeat yourself
- Be optimistic – focus on the solution, not the problem
- For style questions (grammar, spelling, etc.) refer to Quest's Editorial Brand Style Guidelines, Merriam-Webster's Dictionary, or the AMA Manual of Style (login with username Quest123 and password Corporate1)

Digital graphic elements

# Typography

When building “More to Discover” digital creative content, please use the following typefaces:

**Roboto Bold**

**Roboto Medium**

**Roboto Regular**

**Roboto Light**

*Roboto Light Italic*

**Designing for Print:** Akkurat Pro is the primary typeface used for print projects.

**Designing for Microsoft Office:** For digital applications, or when Akkurat Pro is not available (e.g., in Microsoft Office), use Arial.

For more detailed information on formatting headers, body copy, and more, please refer to the Quest Design System portal.

# Colors: primary palette

When building “More to Discover” digital creative content, please use the following primary colors:

#034C1F



#4C7637

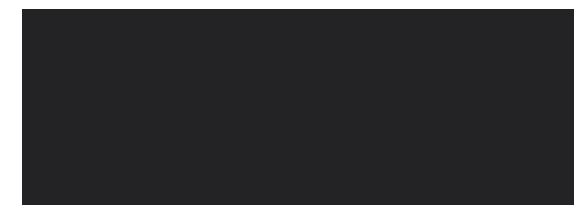


**This is our primary green.** Use this green for branding elements, primary actions and buttons, links, progress indication, and selection states.

#C6D52F



#232325



Use for headlines, text, labels, and links.

#424245

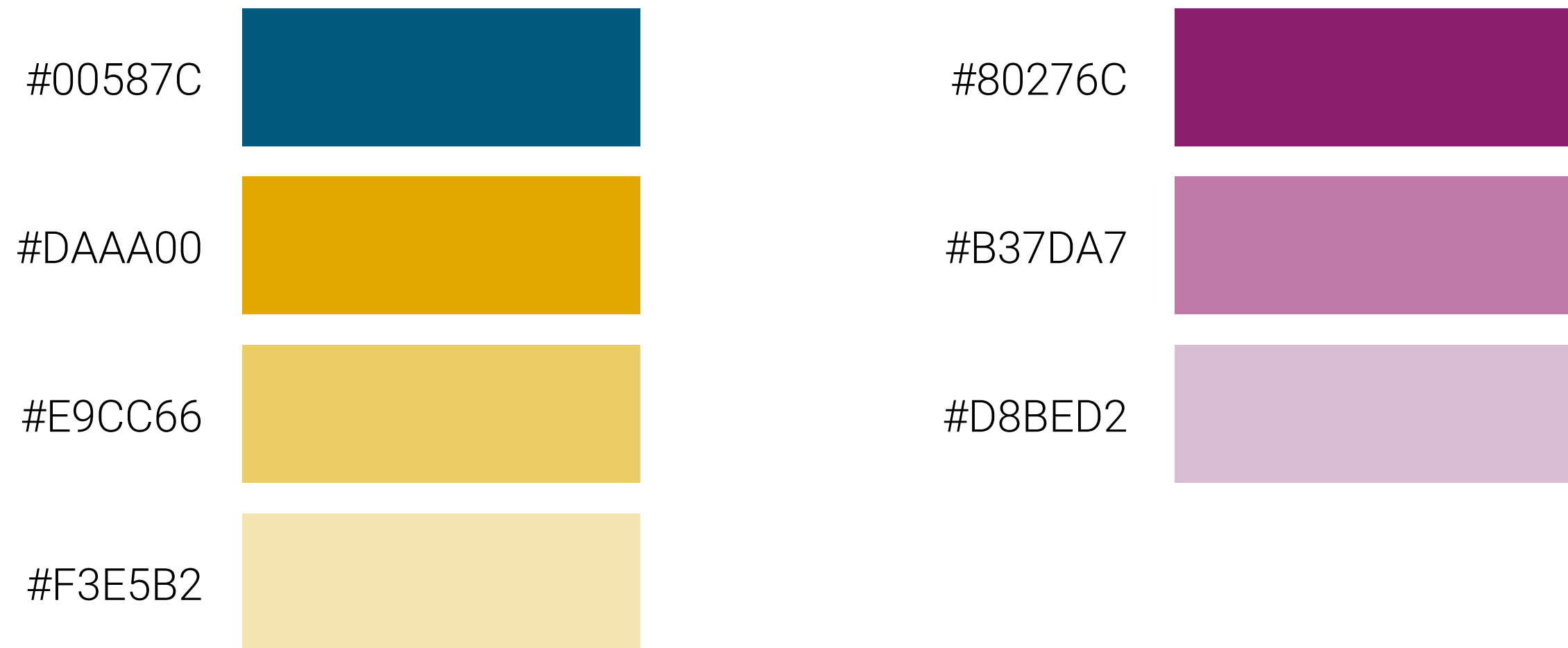


Use for paragraphs, text, and labels.

*Ensure when designing for the web, that colors comply with AA standard contrast ratios.*

# Colors: secondary

When building “More to Discover” digital creative content, please use the following secondary colors:



*Ensure when designing for the web, that colors comply with AA standard contrast ratios.*

# Photography examples





# Photography

More to Discover is all about showcasing what makes a role at Quest special, and sharing our offering with the candidate audience. That's why we look for authentic and aspirational images that convey a sense of the pride and professionalism that comes from building a career with Quest.

**Consider:** depth of focus, photos that can incorporate the color green in a realistic manner, people who look inspired, photos that contain reflective areas that can offer nice contrast, and interesting and unique camera angles. Correct use of PPE is required.

**Avoid:** blood/needles, anything overly contrived, and photos that are too dark, bad quality, or too busy.

*Quest has a library of photos that can be used, and any additional stock photography must be approved by the Quest brand team.*



### Need anything else?

There might be times when you want or feel that you need a custom piece of content to support your recruitment marketing efforts.

The first step is to discuss your need with your leadership.

With leadership approval, your next step is to work through our content creation or brand review resources: [Jennifer.M.Jenkins@questdiagnostics.com](mailto:Jennifer.M.Jenkins@questdiagnostics.com) or [Carrie.R.Supancic@questdiagnostics.com](mailto:Carrie.R.Supancic@questdiagnostics.com).

Cielo employees, please work directly with [Heather.D.Jury@questdiagnostics.com](mailto:Heather.D.Jury@questdiagnostics.com).