Connected to Epic? How to Let People Know.

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If you've built a product that connects to Epic, you likely want to share the news. When creating a press release, web page, social media post, or other marketing materials that reference your integration with Epic, follow the guidelines below to accurately represent your relationship with Epic. If your materials adhere to these guidelines, you do not need to review them with us before publishing. If you'd like additional guidance or feedback on your materials, our open@epic.com team is available to help.

Choose the Epic logo that fits your message

Make your connection to Epic easy to spot

The logos below are available for your use in the open.epic Marketing Press Kit. Be sure to choose the appropriate logo for your scenario.

If your product was built using open.epic technologies:

If your product is listed in Connection Hub:

If you're listing the EHRs you work with:

Note: The red Epic logo should only be used in a list of EHRs you integrate with, where all logos are the same size.

Make your product the primary focus of your marketing materials

You did the work; you should get the attention

- Make your press release actionable for customers by focusing on noteworthy events or outcomes, such as a successful first app install, a newly listed app, or a major update with new features.
- Reference Epic factually but keep the focus on your product.
- Avoid using Epic in the title. You may use open.epic or Connection Hub in the title if applicable. Consider using the corresponding logos.

Describe the work you have done with Epic accurately

Share your work transparently to avoid confusion

- Do not imply a partnership with or approval from Epic. Integrating with Epic doesn't require a partnership or certification, so wording like this can give customers the wrong impression. For example, avoid phrases like:
    - "Certified by Epic"
    - "Epic-approved"
    - "Epic partner"
    - "Epic confirms/validates we _____"
- Epic is vendor-neutral, so do not imply exclusivity. For example, avoid phrases like:
    - "Selected by Epic"
    - "Epic recommends _____"

Avoid speaking for Epic

Let us tell our own story

- No "About Epic" section.
- For products listed on Connection Hub, you may use this description: "Products on Connection Hub have a live connection to at least one Epic site."
- We do not provide quotes; however, you can work with a mutual customer to request someone on their staff provide a quote.

Be specific with how you reference Epic or Connection Hub

There are lots of ways to work with Epic – don't leave customers guessing

- Examples:
    - "_____ now available in Epic Connection Hub on Showroom."
    - "_____ listed in Epic Connection Hub."
    - "_____ has successfully integrated with Epic."
    - "_____ was built with open.epic APIs."

- Refer to Choose the Epic logo that fits your message for guidance on which logo to use.

If your app is listed on Connection Hub, consider linking to your listing

Make it easy for customers to find your product

When referencing your Connection Hub listing in a press release, use the following language at the end of the press release and link to your listing: "You can find ____ in Connection Hub on Epic Showroom."

You may choose to use the Connection Hub logo to highlight your product listing.

Include Epic's trademark statement

We respect your trademarks – do the same for us

- Example attribution: "Epic is a registered trademark of Epic Systems Corporation."
- It's not necessary to include ® with Epic trademarks.
- Social media posts referencing Epic do not require the Epic trademark statement.
- Physical booth materials (e.g., backdrops, handouts) referencing Epic used for industry conferences do not require the Epic trademark statement.
- Refer to the full list of Epic Trademarks and Service Marks.

Epic screenshots? Let's talk.

If you would like to include screenshots of Epic in your materials for marketing or similar purposes, you may either:

1. Work with one of our mutual customers to create the screenshot(s) for you. The customer can then contact their Epic representative to work with our Content Sharing team to ensure the screenshots are in line with our Comms Policy.
2. Use the screenshot templates provided in the open.epic Marketing Press Kit to display your app embedded in common Epic workflows.

Screenshots of Hyperspace should include our copyright statement with the current year somewhere on the image: © 2026 Epic Systems Corporation. Screenshots of MyChart should include: MyChart® is a registered trademark of Epic Systems Corporation.

If you'd like to use Epic logos or trademarks in a way not covered here, you are encouraged to submit your marketing content to open@epic.com to give Epic the opportunity to review. Please allow up to two weeks for review.