



# BRAND STYLE GUIDE

**WELCOME TO COVERED CALIFORNIA** | AUGUST 2013

## **WELCOME**

The purpose of this document is to provide guidance on use of the Covered California™ logo by authorized partners who are developing partner-branded marketing materials. Please review this guide before developing consumer-facing, employer-facing, media and stakeholder materials. Guidelines must be followed when materials are co-branded with Covered California.

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# COVERED CALIFORNIA LOGO

The Covered California™ logo visually represents the diverse population that will access health care coverage through the marketplace. Nested C's rotated 90 degrees clockwise embody the concept of coverage in a protective umbrella shape, while subtly referencing the brand name.

The name is set in a contemporary sans-serif typeface that communicates clearly and effectively while supporting the clean, friendly style of the iconography.

The preferred version of the Covered California logo is the vertical configuration in full color. **The full-color logo should only appear against a solid white background.**

Secondary versions of the logo, including grayscale, one-color (black) and reverse (white), should be used only in instances when color artwork and layouts are not possible, such as black-and-white newspaper print ads.

## LOGO CONFIGURATIONS



### VERTICAL LOGO PREFERRED VERSION

This is the preferred logo version. Use it wherever possible to ensure that the identity is communicated consistently and effectively.



### HORIZONTAL LOGO SECONDARY VERSION

The horizontal logo has been designed for short, elongated formats — instances where the available space is insufficient for the vertical logo.

**NOTE:** In addition to the primary EPS versions of the logo, JPG and PNG versions are also available for digital use. Always select the electronic artwork appropriate for your application.

# LOGO SIZING

Follow these specifications for minimum size when scaling the logo. Do not reduce any smaller than indicated by the numbers beneath the examples.

## VERTICAL (SMALL) Use at widths from 0.6" to 1"

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### FILENAMES

CC\_Vert\_Sml\_CMYK\_Logo  
CC\_Vert\_Sml\_RGB\_Logo  
CC\_Vert\_Sml\_Grayscale\_Logo  
CC\_Vert\_Sml\_Black\_Logo  
CC\_Vert\_Sml\_Reverse\_Logo

## VERTICAL (STANDARD) Use at widths greater than 1"

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### FILENAMES

CC\_Vert\_CMYK\_Logo  
CC\_Vert\_RGB\_Logo  
CC\_Vert\_Grayscale\_Logo  
CC\_Vert\_Black\_Logo  
CC\_Vert\_Reverse\_Logo

## HORIZONTAL (SMALL) Use at widths from 1" to 1.5"

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### FILENAMES

CC\_Horz\_Sml\_CMYK\_Logo  
CC\_Horz\_Sml\_RGB\_Logo  
CC\_Horz\_Sml\_Grayscale  
CC\_Horz\_Sml\_Black\_Logo  
CC\_Horz\_Sml\_Reverse\_Logo

## HORIZONTAL (STANDARD) Use at widths greater than 1.5"

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### FILENAMES

CC\_Horz\_CMYK\_Logo  
CC\_Horz\_RGB\_Logo  
CC\_Horz\_Grayscale  
CC\_Horz\_Black\_Logo  
CC\_Horz\_Reverse\_Logo

# TRADEMARK SCALE & LEGAL LINE

The trademark symbol should always accompany the logo and be no smaller than 4pt, Helvetica Bold. To ensure this across all uses of the logo while maintaining a visual balance between the mark and the TM, there are two sizes available for use (a small and regular version) for each configuration of the logo. These may be scaled within the sizes specified.

Use of trademark legal line is required:

***Covered California is a registered trademark of the state of California.***

Publications and print materials must include the legal line. The footer is a recommended location for the legal line.

## VERTICAL (SMALL) Use at widths from 0.6" to 1"

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### FILENAMES

CC\_Vert\_Sml\_CMYK\_Logo  
CC\_Vert\_Sml\_RGB\_Logo  
CC\_Vert\_Sml\_Grayscale\_Logo  
CC\_Vert\_Sml\_Black\_Logo  
CC\_Vert\_Sml\_Reverse\_Logo

## HORIZONTAL (SMALL) Use at widths from 1" to 1.5"

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### FILENAMES

CC\_Horz\_Sml\_CMYK\_Logo  
CC\_Horz\_Sml\_RGB\_Logo  
CC\_Horz\_Sml\_Grayscale  
CC\_Horz\_Sml\_Black\_Logo  
CC\_Horz\_Sml\_Reverse\_Logo

## VERTICAL (STANDARD) Use at widths greater than 1"

---



### FILENAMES

CC\_Vert\_CMYK\_Logo  
CC\_Vert\_RGB\_Logo  
CC\_Vert\_Grayscale\_Logo  
CC\_Vert\_Black\_Logo  
CC\_Vert\_Reverse\_Logo

## HORIZONTAL (STANDARD) Use at widths greater than 1.5"

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### FILENAMES

CC\_Horz\_CMYK\_Logo  
CC\_Horz\_RGB\_Logo  
CC\_Horz\_Grayscale  
CC\_Horz\_Black\_Logo  
CC\_Horz\_Reverse\_Logo

# VERTICAL LOGO COLOR USAGE

Each version of the Covered California logo is available in five different color formats: CMYK, RGB, grayscale, one-color (black) and reverse (white). Always use the electronic artwork appropriate for your application:

## PRINT

Use EPS files for print applications.

## WEB

Use JPG files for online applications.

## MICROSOFT WORD

Use JPG files in Word and other word-processing applications.

## POWERPOINT

Use PNG files in PowerPoint applications.



### CMYK

Use this logo for all full-color print applications.

#### FILENAMES

CC\_Vert\_CMYK\_Logo.eps  
CC\_Vert\_Sml\_CMYK\_Logo.eps

*(The CMYK version of the logo is provided in EPS format only.)*



### RGB

Use this logo for all digital communications.

#### FILENAMES

CC\_Vert\_RGB\_Logo.eps  
CC\_Vert\_RGB\_Logo.jpg  
CC\_Vert\_RGB\_Logo.png  
CC\_Vert\_Sml\_RGB\_Logo.eps  
CC\_Vert\_Sml\_RGB\_Logo.jpg  
CC\_Vert\_Sml\_RGB\_Logo.png



### GRAYSCALE

Use this logo for all one-color print applications.

#### FILENAMES

CC\_Vert\_Grayscale\_Logo.eps  
CC\_Vert\_Grayscale\_Logo.jpg  
CC\_Vert\_Grayscale\_Logo.png  
CC\_Vert\_Sml\_Grayscale\_Logo.eps  
CC\_Vert\_Sml\_Grayscale\_Logo.jpg  
CC\_Vert\_Sml\_Grayscale\_Logo.png



### ONE-COLOR (BLACK)

Use this logo for one-color print applications where the grayscale logo cannot be reproduced.

#### FILENAMES

CC\_Vert\_Black\_Logo.eps  
CC\_Vert\_Black\_Logo.jpg  
CC\_Vert\_Black\_Logo.png  
CC\_Vert\_Sml\_Black\_Logo.eps  
CC\_Vert\_Sml\_Black\_Logo.jpg  
CC\_Vert\_Sml\_Black\_Logo.png



### REVERSE (WHITE)

Use this logo anytime it appears on a dark background.

#### FILENAMES

CC\_Vert\_Reverse\_Logo.eps  
CC\_Vert\_Sml\_Reverse\_Logo.eps

*(The reverse version of the logo is provided in EPS format only.)*

# HORIZONTAL LOGO COLOR USAGE

Each version of the Covered California logo is available in five different color formats: CMYK, RGB, grayscale, one-color (black) and reverse (white). Always use the electronic artwork appropriate for your application:

## PRINT

Use EPS files for print applications.

## WEB

Use JPG files for online applications.

## MICROSOFT WORD

Use JPG files in Microsoft Word and other word-processing applications.

## POWERPOINT

Use PNG files in PowerPoint applications.



### CMYK

Use this logo for all full-color print applications.

#### FILENAMES

CC\_Horz\_CMYK\_Logo.eps  
CC\_Horz\_Sml\_CMYK\_Logo.eps

*(The CMYK version of the logo is provided only in EPS format.)*



### RGB

Use this logo for all digital communications.

#### FILENAMES

CC\_Horz\_RGB\_Logo.eps  
CC\_Horz\_RGB\_Logo.jpg  
CC\_Horz\_RGB\_Logo.png  
CC\_Horz\_Sml\_RGB\_Logo.eps  
CC\_Horz\_Sml\_RGB\_Logo.jpg  
CC\_Horz\_Sml\_RGB\_Logo.png



### GRAYSCALE

Use this logo for all one-color print applications.

#### FILENAMES

CC\_Horz\_Grayscale.eps  
CC\_Horz\_Grayscale.jpg  
CC\_Horz\_Grayscale.png  
CC\_Horz\_Sml\_Grayscale.eps  
CC\_Horz\_Sml\_Grayscale.jpg  
CC\_Horz\_Sml\_Grayscale.png



### ONE-COLOR (BLACK)

Use this logo for one-color print applications where the grayscale logo cannot be reproduced.

#### FILENAMES

CC\_Horz\_Black\_Logo.eps  
CC\_Horz\_Black\_Logo.jpg  
CC\_Horz\_Black\_Logo.png  
CC\_Horz\_Sml\_Black\_Logo.eps  
CC\_Horz\_Sml\_Black\_Logo.jpg  
CC\_Horz\_Sml\_Black\_Logo.png



### REVERSE (WHITE)

Use this logo anytime it appears on a dark background.

#### FILENAMES

CC\_Horz\_Reverse\_Logo.eps  
CC\_Horz\_Sml\_Reverse\_Logo.eps

*(The reverse version of the logo is provided only in EPS format.)*

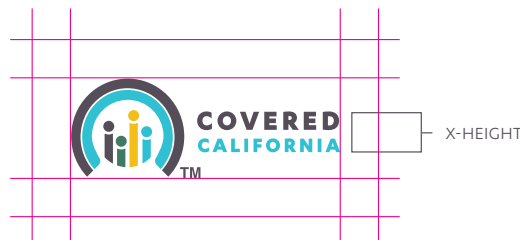
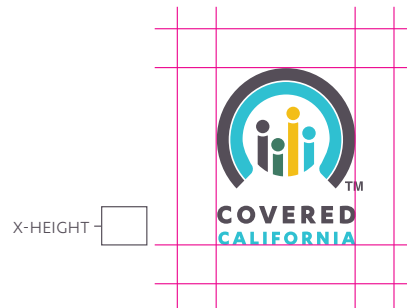


# CLEAR SPACE

Please follow these logo specifications to ensure maximum visibility and legibility in all communications.

## VERTICAL & HORIZONTAL (SMALL)

The minimum clear space for both the vertical and horizontal logos (small) is "X," where "X" is equal to the height of both lines "Covered California" in the Covered California logotype. See examples below.



## VERTICAL & HORIZONTAL (STANDARD)

The minimum clear space for both the vertical and horizontal logos (standard) is "X," where "X" is equal to the height of the word "Covered" in the Covered California logotype. See examples below.



# TAG LOGO

When overlaying the Covered California logo onto an image, color or busy background, using the logo with holding device lock-up is best.

When used at the top of the page, the top of the tag should be flush with the top edge of the artboard. When used at the bottom of the page, the bottom of the tag should be flush with the bottom edge of the artboard.

**HOLDING DEVICE/TAG** Use on top or bottom of photo or colored background

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Do not change the color of the holding device.



**HOLDING DEVICE** Mock-up on photo or colored background

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# INCORRECT LOGO USAGE

The logo should be used according to the specifications in this brand guide. Always use the approved artwork provided and do not alter the logo in any way. Here are some examples of incorrect usage.

## SIZE RELATIONSHIP

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Do not alter the size relationship of the logo components.



## COLOR

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Do not change the colors of the symbol or logotype.



## ARRANGEMENT

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Do not rearrange the position of the logo components.



## WORDMARK

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Do not use the wordmark by itself.



## LOGOMARK

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Do not use the logomark by itself.



## ADDED WORDS

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Do not add words to the logo.



# INCORRECT LOGO USAGE

The logo should be used according to the specifications in this brand guide. Always use the approved artwork provided and do not alter the logo in any way. Here are some examples of incorrect usage.

## ADDED EFFECTS

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Do not add a drop shadow or other effects to the logo.



## TYPEFACES

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Do not change the typeface of the wordmark.



## DISTORTION

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Do not distort or stretch any part of the logo.



## INDIVIDUAL ELEMENTS

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Do not deconstruct the logo elements to form new graphic lock-ups or identities.



## BACKGROUND

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Do not place the logo on a background that does not provide sufficient contrast.



# PARTNER LOGO LOCK-UP GUIDELINES

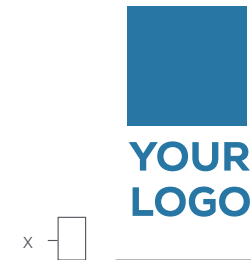
There will be times when you may want to place the Covered California™ logo next to your logo — a logo lock-up. In such instances, always separate the logos with a dividing line. When creating a lock-up using the vertical logo, space each logo so that they are one X-height apart, where “X” is equal to the height from the bottom of the logotype to the bottom of the logomark.

In instances where the horizontal logo is used, space each logo so that they are one X-height apart, where “X” is equal to the height of the logotype.

When sizing the logos, make sure that they all have equal prominence. Because partner logos may vary in shape, the logos should appear optically equal even if they are not the exact same size.

Please note that this is not the only manner in which both the Covered California logo and a partner logo may appear within the same space. But if it is desired to place the two logos in close proximity, follow the guidelines above.

## LOGO LOCK-UP VERTICAL



# PARTNER LOGO LOCK-UP GUIDELINES

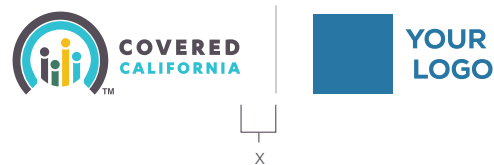
There will be times when you may want to place the Covered California™ logo next to your logo — a logo lock-up. In such instances, always separate the logos with a dividing line. When creating a lock-up using the vertical logo, space each logo so that they are one X-height apart, where “X” is equal to the height from the bottom of the logotype to the bottom of the logomark.

In instances where the horizontal logo is used, space each logo so that they are one X-height apart, where “X” is equal to the height of the logotype.

When sizing the logos, make sure that they all have equal prominence. Because partner logos may vary in shape, the logos should appear optically equal even if they are not the exact same size.

Please note that this is not the only manner in which both the Covered California logo and a partner logo may appear within the same space. But if it is desired to place the two logos in close proximity, follow the guidelines above.

## LOGO LOCK-UP HORIZONTAL



# INCORRECT LOGO LOCK-UP USAGE

The logo and logo co-branded lock-up should be used according to the specifications in this brand guide. Always use the approved artwork provided and do not alter the logo in any way. Here are some examples of incorrect usage.

## SIZE RELATIONSHIP

Do not create imbalanced logo-to-logo scale.



## COLOR

Do not change the colors of the symbol or logotype.



## ARRANGEMENT

Do not overlap the logos; follow white space rules.



## BACKGROUND

Do not set the logos on anything but a white field.



## DISTORTION

Do not distort the logo or logotype.



## EFFECTS

Do not add effects to the logo or logotype.



QUESTIONS?

# QUESTIONS?

For any questions regarding Covered California™  
or these brand guidelines, please contact  
**[branding@covered.ca.gov](mailto:branding@covered.ca.gov)**.

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