



LOGO USE GUIDE

WASHINGTON HEALTH BENEFIT EXCHANGE
UPDATED: APRIL 2025
FOR PARTNERS AND MEDIA

Contents

Washington Healthplanfinder Logo	3
Standard logo	3
Logo mark	3
App icon.....	3
WAHBE (corporate) logo	4
Cascade Care brand and logo	5
Logo use.....	6
Improper logo adjustments	7
Logo space and co-branding lock-ups	8
Area of isolation	9

About the style guide

This guide aims to clarify Washington Health Benefit Exchange’s logo use guidelines and is updated periodically by the Exchange’s Communications department.

For additional brand-use guidance or approval, contact:
Shawna Fish, shawna.fish@wahbexchange.org, or Ilene Stohl, ilene.stohl@wahbexchange.org.

Washington Healthplanfinder logo

Logos for Washington Healthplanfinder (and wahealthplanfinder.org), the state's online health insurance marketplace.

Color breaks for print

Values for when any of the Washington Healthplanfinder logos appear in full color (three Pantone® Matching System [PMS] colors).

When printing on uncoated paper, use:

- 100% of PMS 376 Green
- 100% of PMS 2768 Blue
- 100% of BLACK 7

When printing on coated paper, use:

- 100% of PMS 376 Green
- 100% of PMS 655 Blue

Standard logo



Logo mark (WAHBE bug)



Although it is recommended to use the entire logo as one entity, at times the logomark can be used independent of the logotype. The mark can be used for digital elements such as an avatar on social media sites or the website's favicon.

App icon



The WAPlanfinder app icon should be used in all app marketing materials.

WAHBE (corporate) logo

Washington Health Benefit Exchange's WAHBE (corporate) logo is to be used only in direct support of efforts put forward by the agency operating Washington Healthplanfinder.

Usage

The corporate logo is not to be featured within any resources or promotional materials whose primary audience is customers. The corporate logo is appropriate to be incorporated within resources accessed by audiences including:

- Legislative stakeholders
- Partner organizations
- Representatives from other state-based exchanges
- Staff and other internal team members

Washington Health Benefit Exchange logo



Cascade Care brand and logo

This is a Washington Health Benefit Exchange Certification Mark brand and logo that represents a product or plan only offered on Washington Healthplanfinder.

Only health plans meeting the requirements to be classified as Cascade Care may use any logos or verbiage that indicates the plan meets such requirements, and issuers that use the Cascade Care logos must do so consistently across their line of Cascade Care products or plans consistent with the Exchange's Communications guidance. Plans not meeting this requirement may not use Cascade Care brand or any logos for such brand in marketing materials, marketing name or network name.

No smaller than 60x60 pixels and never larger than the Washington Healthplanfinder or carrier logo.

The Exchange will utilize the Cascade Care brand and logo in advertising materials of these health plans.

Variations in grayscale and black and white are available upon request.

Washington Health Benefit Cascade Care logos



Logo use

- The full color logo should be used for all color print applications
- The all black logo can be used for one-color print applications
- The all white logo can be used when the logo appears on a dark background

Full color logo on light background



Grayscale logo (black logo)



White logo on dark background



Improper logo adjustments



✗ Don't stretch



✗ Don't add effects



✗ Don't change the color



✗ Don't rotate



✗ Don't flip



✗ Don't place in a shape or container



✗ Don't place over a busy background



✗ Don't move the logo's elements



✗ Don't place over a low contrast background

Logo space and co-branding lock-ups

Use these rules when more logos than just one of ours is present. These rules are applicable for positioning a logo alongside icons.

When the logo is used as a sponsorship or endorsement, the area of isolation and color rules still apply. The logo should appear above or to the side of any other logo — never beneath.



Area of isolation

The Washington Healthplanfinder signature should always have a predetermined area of breathing space. The area of isolation can be calculated as a margin of clear space equivalent to the x height of the mark. See example.

*The area of isolation is relative relationship to the diameter of the bug.



The fine print

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