

COLOR BREAKS

- **REPRO IN PMS COLORS:** When the Washington Healthplanfinder signature appears in full color (3 PMS colors) on uncoated paper, it should always print 100% of PMS 376 GREEN, 100% of PMS 2768 BLUE, 100% of BLACK 7 see figure 1. When printing on coated paper, substitute PMS 376 for PMS 368, and PMS 655 for PMS 2768.
- **REPRO IN 4-COLOR PROCESS:** In situations where the logo reproduces in process color, use the color build formula listed under “color designations” to designate the PMS to 4-color build conversion for your affiliate logo. see figure 2.
- **REPRO FOR BROADCAST, WEB DESIGN OR POWERPOINT:** When the Washington Healthplanfinder signature appears in broadcast media (television, film, video), web or PowerPoint, use the available, specified versions of the RGB/Websafe color signatures. Where the broadcast, web or screen background would impede the legibility of the signature, use the signature as pure white on a solid field. see figure 3.
- **REPRO IN ONE PMS or COLOR:** When the Washington Healthplanfinder signature must appear in 1-color it should appear 100% of BLACK 7 . It may also be reversed out of a solid or dark

figure 1

PMS COLOR



figure 2

PROCESS COLOR



figure 3

RGB & WEB



MARK COLOR DESIGNATIONS/BUILDS

- **SPOT (PMS) COLORS** for the Healthplanfinder signature are:
PMS 2768 U BLUE, PMS 655 C BLUE, PMS 376 U GREEN, PMS 368 C GREEN, PMS BLACK 7 U/C
- **4-COLOR PROCESS (CMYK)**
Builds for the Healthplanfinder signature are:
PMS 2768 U BLUE (C92 M74 Y11 K38)
PMS 655 C BLUE (C100 M68 Y0 K52)
PMS 376 U GREEN (C48 M0 Y95 K4)
PMS 368 C GREEN (C65 M0 Y100 K0)
PMS BLACK 7 U/C (C58 M53 Y60 K17)
- **POWERPOINT/WEB (RGB)**
RGB Builds (broadcast, Web or PowerPoint use) for the Healthplanfinder signature are:
PMS 2768 BLUE = (R40 G39 B99)
PMS 376 GREEN = (R120 G190 B67)
PMS BLACK 7 = (R84 G83 B74)

TYPOGRAPHY

The TYPEFACE used in the Healthplanfinder logotype is Avenir and Glypha. The logotype has been custom kerned and some letters have been redrawn or adjusted as needed. Therefore the Healthplanfinder logotype should NEVER be approximated by retyping the identity’s text component.

The logos are provided as font independent file formats; it is not necessary to purchase these fonts for use of the logo. Should you need to use the typefaces for your own Healthplanfinder collateral materials, Avenir and Glypha may be purchased. If they are unavailable Arial may be used as a substitute.

Minimum Size Reproduction

The signature must always be reproduced so the x height of the Healthplanfinder mark measures a minimum of .375” high to ensure all elements of the identity are legible.



COLOR PALETTE

One of the most powerful ways to help build consistency in the Washington Healthplanfinder brand is through color. With only a glance, a limited and unified color palette helps audiences recognize Healthplanfinder materials. The distinctive color palette shown here will bring integration and unity to all of Healthplanfinder communications.

The primary palette is recommended for use on all materials. The secondary colors provide flexibility to the system and should be used to complement the primary palette. Color tints are accepted according to the percentages outlined. A complete breakdown of both primary and secondary palettes are below.

For use on large fields of color we recommend using either primary color at 70%.

Pantone	Four-color Process	Powerpoint/Web
PMS 2768 U PMS 655 C	U: C92 M74 Y11 K38 C: C100 M52 Y0 K50	R40 G39 B99
PMS 376 U PMS 368 C	U: C48 M0 Y95 K4 C: C65 M0 Y100 K0	R120 G190 B67
PMS BLACK 7 C/U	C58 M53 Y60 K17	R84 G83 B74

TEXT USAGE

For materials that are not designed, such as press releases, fact sheets, or email communications, the name for the Exchange should be written as two words, both capitalized: Washington Healthplanfinder.

TYPOGRAPHY

When creating collateral materials the type face Glypha should be used as a headline font only, while Avenir should be used for body copy. For memo and internal documents Avenir is preferred but when unavailable Arial can be used.

Glypha

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Avenir

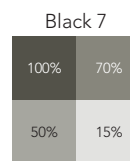
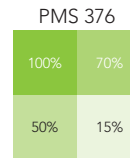
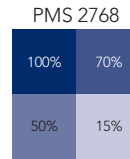
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

PRIMARY



AREA OF ISOLATION

The Washington Healthplanfinder signature should always be afforded a predetermined area of isolation. This ensures that the identity maintains its hierarchy and is not overwhelmed by other visual elements. The area of isolation can be calculated as a margin of clear space equivalent to the x height of the mark. See figure 4.

CO-BRANDING LOCK-UPS

When the Healthplanfinder signature is used as a sponsorship or endorsement for a project, product or business venture, the rules governing the use of the signature still apply as stated on page 1 of this identity usage guideline. However, when the Healthplanfinder signature is used to signify a sponsorship, partnership or affiliation, a secondary area of isolation and identity lock-up with another logo is needed. In this case, the Healthplanfinder should always appear first in sequence if Healthplanfinder is dominant in the partnership agreement. If Healthplanfinder is subordinate in the agreement/relationship, the signature should always appear second but adjacent, NEVER underneath the other logo. The other logo must maintain a visual not mechanical balance with the Healthplanfinder signature.

figure 4

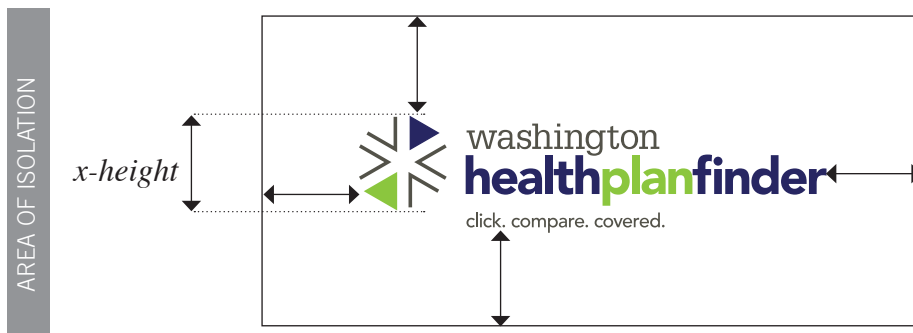


figure 5



TECHNICAL TERMS

- **EPS:** (vector-based) Abbreviation for Encapsulated Postscript. A common vector-file format, generally associated with line drawings or files generated out of such programs as Adobe Illustrator.

With vector graphics, the file that results from a designer's work is created and saved as a graphic format that uses mathematical plotting of points to form an image. Vector image files are resolution-independent, meaning they can be scaled an infinite amount without any loss of quality.

- **JPG:** Abbreviation for Joint Photographic Experts Group. A raster graphic image file created by choosing from a range of compression qualities. Usually for broadcast, Word or web use, this file format is only suitable for print reproduction if it has enough resolution.

- **PNG:** Abbreviation for Portable Network Graphics. This format was designed as an alternative to the older and simpler GIF (Graphic Image Format). Built into the file format is a level of background transparency that is perfect for use in PowerPoint presentations.

APPLICATION FILE FORMATS

- **BROADCAST = EPS**

It is not possible to anticipate the resolution necessary for all broadcast media without knowing the final intended target resolution. Healthplanfinder should supply their broadcast editors with the vectorbased EPS files of their logo. From this file, the broadcast vendor/editor will be able to rasterize the logo to fit their exact needs.

- **MICROSOFT WORD = JPG**

- **POWERPOINT OR WEB = PNG**

- **PRINT MATERIALS = EPS**

USE OF LOGOMARK

The Washington Healthplanfinder logomark consists of the six inward pointing arrows (See figure 6). Although it is recommended to use the entire logo as one entity, at times the logomark can be used independent of the logotype. As with the logo itself, only use the approved versions of the logomark and do not recolor or modify the mark. The mark can be used for digital elements such as an avatar on social media sites or the website's favicon.

figure 6



TECHNICAL TERMS

- **LOGOMARK:** The mark consists of visual elements in the logo which are not type. For the Washington Healthplanfinder logo, the logomark consists of six inward pointing arrows.
- **LOGOTYPE:** This refers to the actual words in the logo, which would be "Washington Healthplanfinder. Click.Compare. Covered."