



Brand Standards Guide

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Brand Overview

The Nevada Health Link brand represents the connection between health insurance and Nevadans. It stands for the commitment the organization has to provide quality, income-based health insurance options to Nevada's uninsured and underinsured. Because of this, it is vital that the following brand guidelines be followed with strict adherence. In doing so, the brand, the message and the meaning of Nevada Health Link will be consistent across all avenues of communication.

Logos

The Nevada Health Link logo represents the organization and all it stands for. It's an element that should be included on every piece of communication and is the face of the brand.

The logo is broken down into two parts, the Symbol and the Logotype. For the purpose of this brand standards guide, we may refer to elements individually, but when talking about the “logo,” it refers to the mark as a whole.





nevada
health link

LOGO: GEOMETRIC BREAK DOWN.

Primary Logo

The preferred logo is full-color and has variations without tagline (see example 1a) and with tagline (see example 1b). Because of the large Latino population served by Nevada Health Link, we have developed two sets of logos for your use (see examples 2a and 2b).



1a. English without tagline



1b. English with tagline



2a. Spanish without tagline



2b. Spanish with tagline



Secondary Logo

For the very few instances in which full color may not be an option (pens, embroidery, etc.), we have developed a full set of secondary logos. These should be used **ONLY** when the limitations of the printer, manufacturer or technology will not accept a full-color logo. You can find a list of the approved colors on page 23. In order to maintain logo legibility, it's recommended to use the purple or green as the background color.

When the logo is reversed out, the primary colors are preferred to be used as the background or color of the object (see examples 1a and 1b).

If only PMS colors are required, we have developed a flat version of the logo without shadows (see example 2a).



1a. Reversed on purple



1b. Reversed on green



2a. English, PMS colors



2b. Spanish, PMS colors



Logo Clear Space

Clear space is the area surrounding the logo that is free of all other elements such as other logos, symbols or text.

Using a consistent clear space will ensure the logo stands out and is unobstructed in its usage.

The logo should always maintain the minimum spacing of 'x' around it, where 'x' = the width of the 'n' in 'nevada' (see example 1). The lines illustrate the MINIMUM spacing around the logo when used in any piece of communication. The tagline version of the logo follows the same spacing standards (see example 2).





x = width of "n" in Nevada



Logo Minimum Size

To ensure the clarity and legibility of the logo, the logo must never be smaller than the minimum size. Because there are English and Spanish logos with varying widths between the two, the minimum size is measured by the height of the logo.

The minimum height for the logo is .25", or 1p6 (picas). The logo can always be increased proportionally, but must never be smaller than that size.





Incorrect Logo Usage

To maintain a consistent brand, please do not make changes or additions to the Nevada Health Link logo. Here are just a few samples of improper usage.





DO NOT rotate graphic mark in logo.



DO NOT alter the size relationship of the logotype and the graphic mark.



DO NOT use logotype without the symbol.



DO NOT change color of logo. Only use the approved logo variations.



DO NOT horizontally or vertically scale the signature to fit an application area. Always scale the signature proportionally.



DO NOT change the positioning of the logotype and symbol.



DO NOT set your own type next to the symbol.



DO NOT add graphics, symbols, or elements to the signature.



DO NOT stack or rearrange the symbol and logotype.



DO NOT place reversed logo over a light background if the logo becomes illegible.



DO NOT place full-color logo over a background if the logo becomes illegible.



DO NOT place full-color logo over photos if the logo becomes illegible.

Taglines

Nevada Health Link has two taglines: one in English (see example 1) and one in Spanish (see example 2). There are two ways to use the taglines: as art or as copy.

When the tagline is used in conjunction with the logo, or next to it as a piece of art, it should be set in all lowercase with no periods (see examples 1 and 2).

When the tagline is used as a headline or part of the copy, it should be set as the rest of the text would flow (see examples 3 and 4).

Example 1

connecting you to health insurance

Example 2

para nuestra salud, nuestras familias y nuestro futuro

Example 3

Connecting you to health insurance.
Enroll November 15, 2014 - February 15, 2015.

Example 4

Para nuestra salud, nuestras familias
y nuestro futuro. Inscribirse noviembre 2014 - febrero 2015.



Primary Typeface - Whitney

The primary typeface is Whitney, designed by Hoefler & Frere Jones. It's a clean, sans-serif typeface that was designed specifically for legibility. It has sturdy, compact letters that make it an appropriate typeface for both print and signage. It's specifically designed to work in crowded environments and to be legible from a distance. The preferred weights are light, book and **bold**.

Aa

Whitney - Light

Aa

Whitney - Book

Aa

Whitney - Bold

Secondary Typeface - FF Meta Serif

The secondary typeface is FF Meta Serif, a typeface designed by Erik Spiekermann and Christian Schwartz and sold at FontShop.com. It's a versatile, simple serif designed for easy reading and large blocks of copy. It's set with undertones of trust and professionalism, and has a wide array of weights and styles to fit any occasion. The preferred weights are book, *book italic* and **bold**.

Aa

Meta Serif - Book

Aa

Meta Serif - Book Italic

Aa

Meta Serif - Bold

Alternative Typefaces

If Whitney and FF Meta Serif are unavailable for any reason, the following are the approved typefaces for both print and web communication.

Aa

Arial - Regular

Aa

Arial - Bold

Aa





Georgia - Regular

Colors of the Brand





A distinctive, strong color palette is important to maintaining the Nevada Health Link brand. The brand can be boiled down to four colors: Purple, Green, Blue and Yellow. From these four, we've extended the color palette with shades and tints to give a wide array of usable colors.



PRIMARY





C	M	Y	K	
100	25	0	6	
100	0	0	0	
60	0	0	0	
30	0	0	0	





PRIMARY

C	M	Y	K	
43	0	100	34	
35	0	100	15	
35	0	100	2	
23	0	83	6	





	C	M	Y	K	
	38	100	0	34	
	33	100	0	4) — PRIMARY
	13	76	0	0	
	0	34	0	0	

	C	M	Y	K	
	0	25	100	14	
	0	15	95	4) — PRIMARY
	0	8	80	0	
	0	4	53	0	

Nevada Health Link
Signature Colors

Pantone Color
(use for color matching)

Process Color Equivalent
C | M | Y | K

RGB Equivalent
R | G | B

HEX Equivalent
#



PURPLE

248 C

33 | 100 | 0 | 4

168 | 28 | 136

#A91C89



GREEN

376 C

35 | 0 | 100 | 15

154 | 183 | 45

#9AB82D



BLUE

2995 C

100 | 0 | 0 | 0

44 | 170 | 226

#00AEEF



YELLOW

116 C

0 | 15 | 95 | 4

246 | 203 | 28

#F6CE1A



DARK GRAY

Cool Gray 10 C

0 | 0 | 0 | 70

109 | 110 | 113

#6D6E71



LIGHT GRAY

Cool Gray 5 C

0 | 0 | 0 | 30

188 | 190 | 192

#BCBDC0



The Symbol

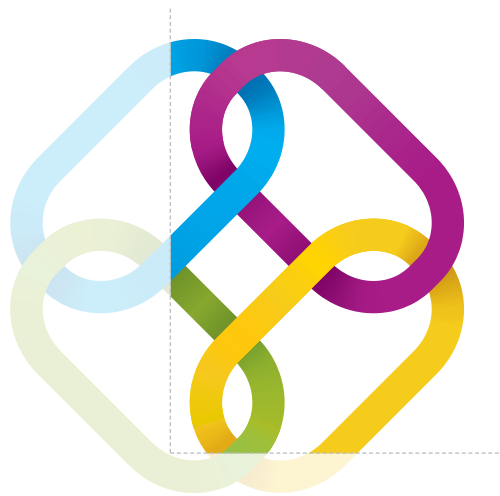
Like the logo, the symbol of Nevada Health Link represents the organization and all that it stands for. It may be used alone, without the logotype when desired. In many instances, the symbol is used as a design element to help reinforce the mark and the Nevada Health Link brand.

When the symbol is cropped, there are three preferred cropping styles (see page 26) that keep the overall tone of the symbol intact. The symbol is also allowed to be rotated in 90° intervals in any of the cropped positions (see page 26).

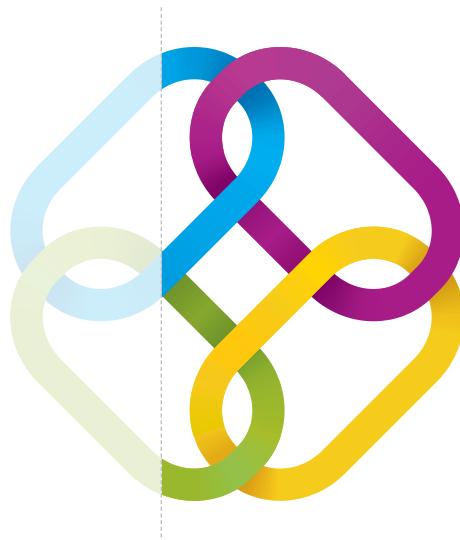




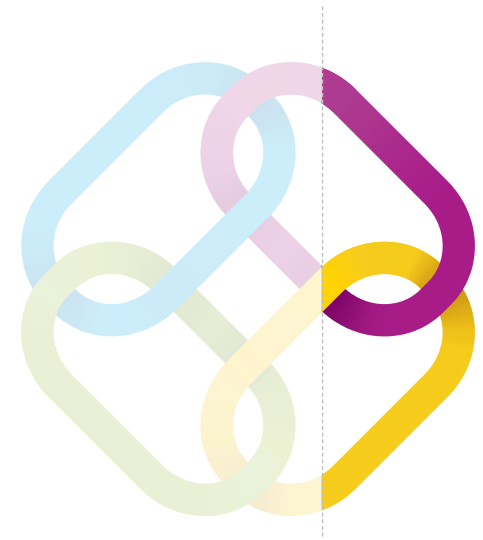
SYMBOL GEOMETRIC BREAK DOWN



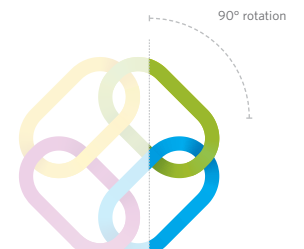
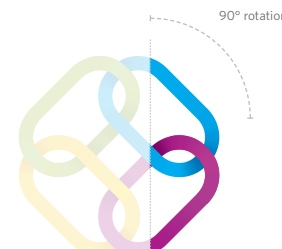
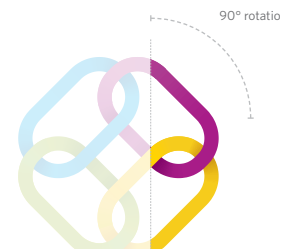
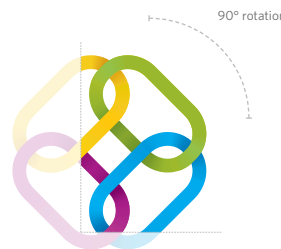
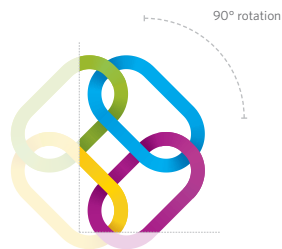
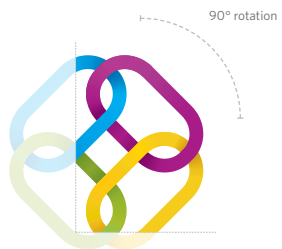
Corner Symbol



66% Symbol



33% Symbol



Sample Rotations

Imagery

Imagery of people is an important element of the Nevada Health Link brand. It helps emphasize and communicate that Nevada Health Link is focused on helping people. All imagery should depict happiness, families and people, as well as bright, sun-lit backgrounds. All imagery should convey feelings of health, diversity and hope.





bright, sun-lit
backgrounds

outdoors

candid images of happy
families and friends



Partner Use of the Nevada Health Link

In an effort to provide consumer education relating to enrollment in and effective use of health insurance, Nevada Health Link has developed the following co-branding and acceptable use policy.

The Nevada Health Link organization understands that many partners would like to use our logo on their outreach, education, promotional and plan materials – use is welcomed and appreciated as it enhances our mission to educate Nevadans about Nevada Health Link and convey the quality of the products being offered. However, we require all partnering organizations that would like to use the logo adhere to the following protocols:



Partner Use of the Nevada Health Link Cont.

1. The use of the Nevada Health Link Logo in advertising materials, signage, digital or any other form is solely reserved for:
 - a. Health Insurance Carriers offering Qualified Health Plans on Nevada Health Link,
 - b. Navigator and Enrollment Assister Grantees during the term of their grant and while carrying out the duties of the grant,
 - c. Currently licensed (domestic and foreign) health producers that are appointed by Nevada Health Link,
 - d. Certified Application Councilors (CACs) appointed by Nevada Health Link.
2. All partnering organizations must adhere to the Nevada Health Link logo use and brand standards outlined in this guide.
3. Any use of the Nevada Health Link Logo in education materials, co-advertising and or co-marketing must be approved in advance.



Partner Use of the Nevada Health Link Cont.

4. Once the Nevada Health Link logo is placed, all partners must submit the complete ad proof to the Nevada Health Link staff for review and final approval. A PDF or viewable digital file (MP4) of the proof must be sent to Nevada Health Link's Communications Officer at j-davis@exchange.nv.gov prior to use. If the proofs are too large to email in a standard format, please contact Nevada Health Link staff for instructions on how to use our Dropbox account. Please allow five (5) business days for review and approval. Nevada Health Link will return a signed approval via email.
5. The Nevada Health Link staff has the right to refuse placement of the logo in any materials it deems misaligned or inappropriate to the Nevada Health Link brand.



Partner Use of the Nevada Health Link Cont.

All persons and entities wishing to use the Nevada Health Link name or logo must submit a formal written request for such use. The request must disclose in detail the manner in which the name and/or logo are proposed to be used, and include a copy of any document, webpage, or other media in which the name and logo are to appear. Furthermore, no person, persons or entity may use the Nevada Health Link name or logo prior to being specifically approved to do so. The Exchange has specifically reserved the right to prohibit any use of the Nevada Health Link name and logo if it determines, in its sole discretion, that a user's name/logo usage, whether willful or negligent, is not in strict accordance with the terms and conditions of this policy or any succeeding policy governing the use of said name and logo, or could discredit the Nevada Health Link or tarnish its reputation and goodwill.

Nevada Health Link will monitor and track advertising and the use of the logo, taglines and collateral materials. Unauthorized use of the Nevada Health Link Logo or likeness will result in administrative, civil, and/or criminal penalties applicable under NRS 600.430, NRS 686A.040 and NRS 686A.160. These provisions will be enforced in conjunction with the Nevada Division of Insurance.

For further questions, please email **j-davis@exchange.nv.gov**.





NevadaHealthLink.com

