



nevada  
health link.com



# Price Compete Campaign Standards

2021-2022



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# Logo Adaptation

The original Nevada Health Link logo has been transformed into a url lockup. The new campaign logo better serves the brand by showing it's audience that NHL is an interactive online platform that they can engage with on a digital level.



*Existing Logo*



*Price Compete URL Logo*

# Logo Colors

The primary logo utilizes the full color symbol with purple for the logotype. It can also be used in black and white. Color variations are shown below. Ensure there is sufficient contrast with the background when using the logo.





# Logo Sizing

Pay close attention to the legibility of “nevada” when using the logo at small sizes. All logo components must maintain their scale in relation to one another. As one component gets larger, the others get proportionally larger. Do not alter these proportions when reducing or enlarging the logo.

Due to anti-aliasing, some characters may not be legible, for example, at 72px vs 70px.



## Minimum Width

Minimum Print Size: 1"

Minimum Screen Size: 72px



## Minimum Width

Minimum Print Size: 1.75"

Minimum Screen Size: 126px

# Logo Misuse

When using the logo, it should not be altered in any way that negatively affects the consistency of the brand. Some examples of misuse are listed below. Presenting the logo in the correct way ensures that the HIX Open Enrollment Campaign appears professional, consistent, and detail-oriented.



*Do Not Stretch*



*Do Not Add Effects*



*Do Not Add or Remove Logo Elements*



*Do Not Alter Logo Proportions*



*Do Not Alter Logo Colors*



*Do Not Outline the Logo*

# Tagline Variations

The Open Enrollment Campaign has two logo variations., one containing the approved tagline and one without. Both versions are available in English and Spanish.

*Primary English Logo*



*English Logo with Tagline*



*Spanish Logo with Tagline*



# Campaign Colors

Nevada Health Link's campaign palette does not stray from the original brand colors. 3 new colors: Pantone 248 C, 7499 U, 2603 C have been added to expand on the existing hues and new classifications have been given to colors below:

## Primary

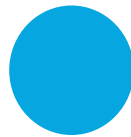


PMS 248 C  
C-33 M-100 Y-0 K-4  
R-168 G-28 B-136  
#A91C89

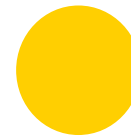


PMS 7499 U  
C-0 M-1 Y-28 K-0  
R-250 G-237 B-188  
#FAEDBC

## Secondary



PMS 2995 C  
C-100 M-0 Y-0 K-0  
R-44 G-170 B-226  
#00AEEF



PMS 116 C  
C-0 M-15 Y-95 K-4  
R-246 G-203 B-28  
#F6CE1A



PMS 376 C  
C-35 M-0 Y-100 K-15  
R-154 G-183 B-45  
#9AB82D



PMS 2603 C  
C-68 M-100 Y-11 K-2  
R-246 G-203 B-28  
#712981

# Typography

The HIX Open Enrollment Campaign uses the type family Whitney for all headers and subheads. Both headers and subheads are tracked to -30.

Whitney is 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. Open Sans light is used for all body copy.

## Whitney Bold - Header

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Open Sans Light - Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Campaign Photography

Nevada Health Link photography is health-focused, optimistic, and modern. Brand images display well-balanced light, color, and contrast.





















## NEVADA HEALTH LINK: PRICE COMPETE CAMPAIGN STANDARDS



# Print Ad Examples

*Hispanic/English Versions*



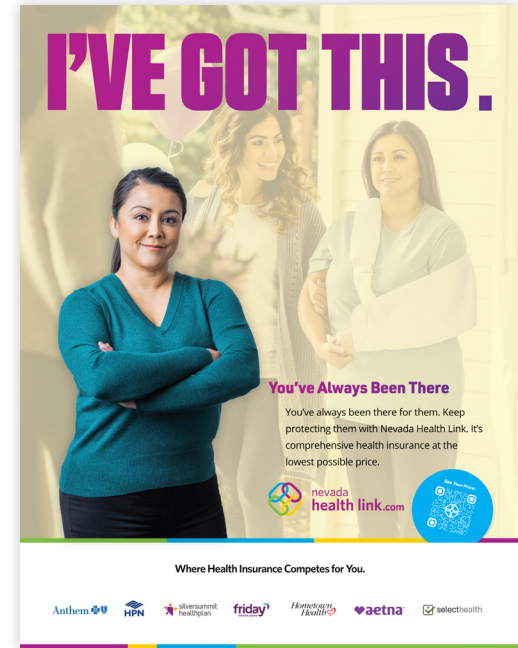
**WE'VE GOT THIS.**

**You've Always Been There**  
You've always been there for them. Keep protecting them with Nevada Health Link. It's comprehensive health insurance at the lowest possible price.

nevada health link.com

Where Health Insurance Competes for You.

Anthem HPN silversummit healthplan friday3 Hangeover Health aetna selecthealth



**I'VE GOT THIS.**

**You've Always Been There**  
You've always been there for them. Keep protecting them with Nevada Health Link. It's comprehensive health insurance at the lowest possible price.

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# Print Ad Examples

*Hispanic/English Versions*

**YO ME ENCARGO.**

**Tú Siempre Has Estado Ahí.**

Tú siempre has estado ahí para ellos. Con NevadaHealthLink.com puedes seguir protegiéndolos con el mejor seguro privado de salud a los mejores precios disponibles.

nevada health link.com

Seguro a Tu Medida.

Anthem HPN silversummit healthplan friday Hanjira Health aetna selecthealth

**YO ME ENCARGO.**

**Tú Siempre Has Estado Ahí.**

Tú siempre has estado ahí para ellos. Con NevadaHealthLink.com puedes seguir protegiéndolos con el mejor seguro privado de salud a los mejores precios disponibles.

nevada health link.com

Seguro a Tu Medida.

Anthem HPN silversummit healthplan friday Hanjira Health aetna selecthealth

**I'VE GOT THIS.**

**You've Always Been There**

You've always been there for them. Keep protecting them with Nevada Health Link. It's comprehensive health insurance at the lowest possible price.

nevada health link.com

Where Health Insurance Competes for You.

Anthem HPN silversummit healthplan friday Hanjira Health aetna selecthealth

**NOSOTROS PODEMOS.**

**Tú Siempre Has Estado Ahí.**

Tú siempre has estado ahí para ellos. Con NevadaHealthLink.com puedes seguir protegiéndolos con el mejor seguro privado de salud a los mejores precios disponibles.

nevada health link.com

Seguro a Tu Medida.

Anthem HPN silversummit healthplan friday Hanjira Health aetna selecthealth



# Paid Social Examples

*Hispanic/English Versions*





# Billboard Examples

Where Health Insurance  
**Competes for You.**



Where Health Insurance  
**Competes For You.**



# Billboard Examples

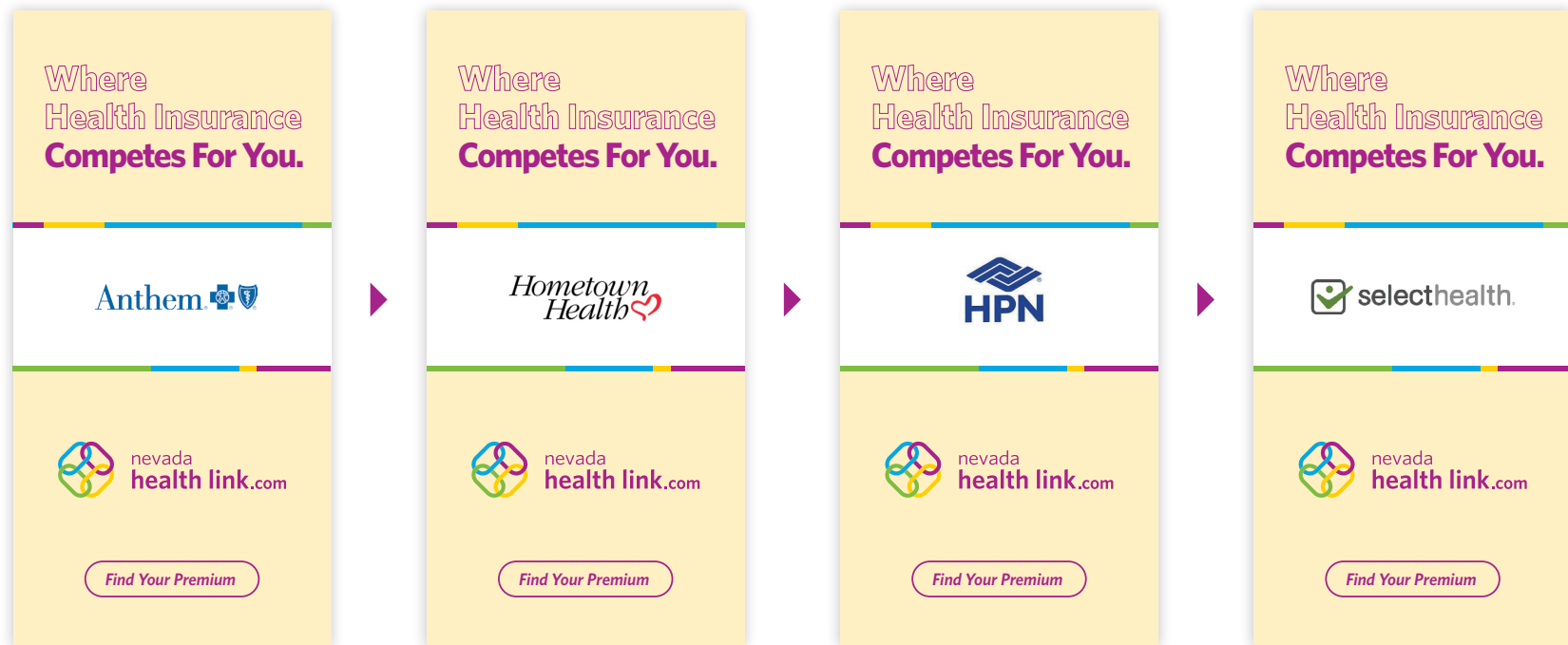


# Billboard Examples

*Hispanic/English Versions*



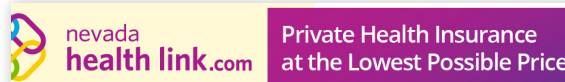
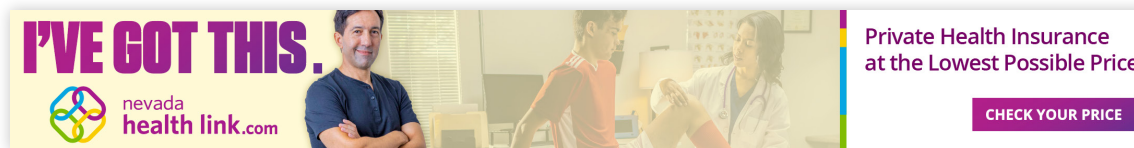
# HTML5 Examples



# Digital Static

## Examples

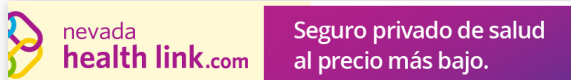
*Hispanic/English Versions*



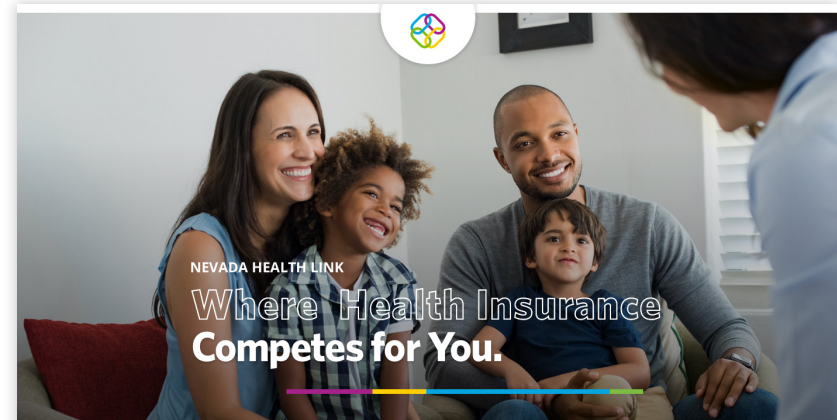


# Digital Static Examples

*Hispanic/English Versions*



# Landing Page Example



## Welcome to Open Enrollment,

where every qualifying Nevadan can shop for, and enroll in, the best health insurance plans available through Nevada Health Link.

Price competition and choice are built into the Nevada Health Link marketplace. That means you get an affordable price on the most comprehensive plan for you when you shop here. We're not an insurance provider, we're a state-based exchange where name-brand private insurance can be found at subsidized prices.

[CHECK YOUR PRICE](#)

Open Enrollment  
runs from:  
Nov. 1, 2021-  
Jan. 15, 2022.

## Coverage Benefits

All health plans found through Nevada Health Link include **10 essential health benefits**. These key preventative health and coverage benefits can make a huge difference in the physical and financial health of Nevada families.

Anthem  Hometown Health  selecthealth  silversummit 

friday 

HPN 

aetna 

[BROWSE PLANS](#)

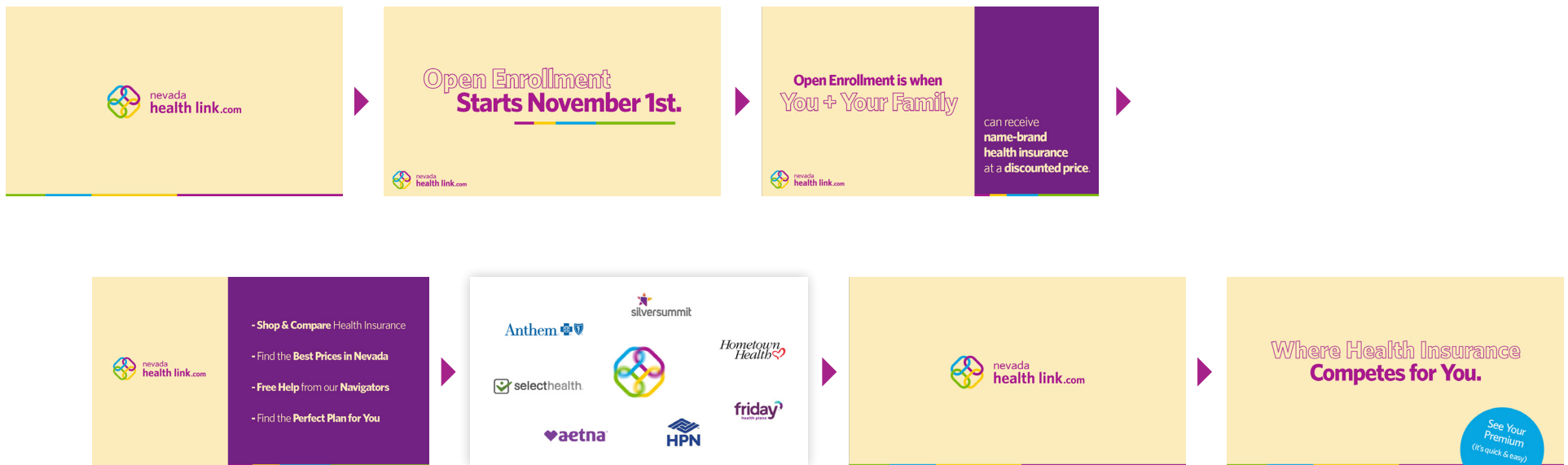


## Ready to Enroll?

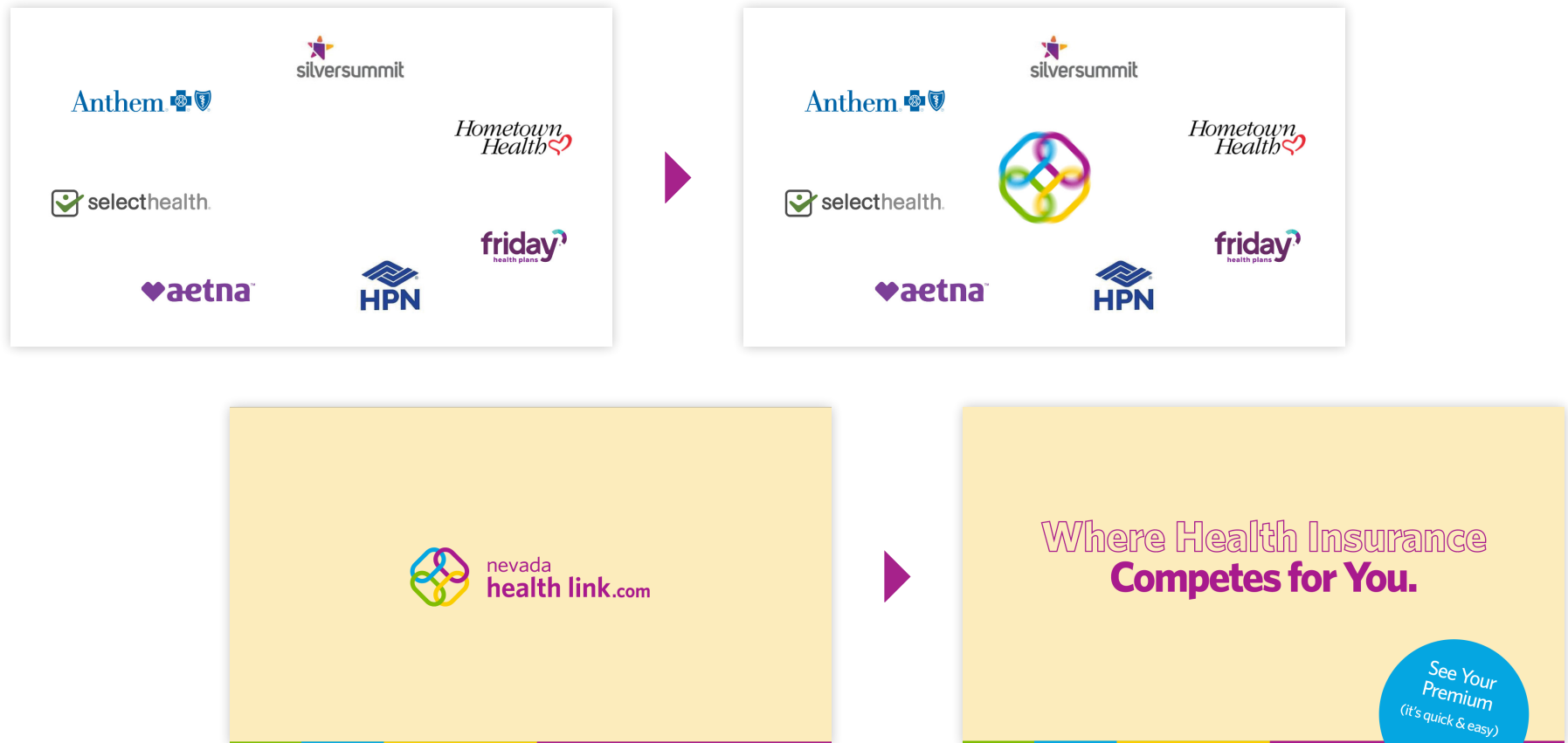
View our [Pre-Enrollment Checklist](#) for a list of everything you need to get started.



# Animation Examples



# Video End Card Animation Examples





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