



**COVERED
CALIFORNIA**

LOGO USAGE GUIDELINES

STANDARD LOGO

The Covered California logo represents the diverse population that will access health coverage through the marketplace. Nested Cs 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 and friendly iconography.

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



HORIZONTAL LOCK-UP

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



VERTICAL LOCK-UP

When space does not allow for the horizontal logo.

CERTIFIED INSURANCE AGENT LOGO

The Certified Insurance Agent logo was developed to designate insurance agents who have met the requirements established by Covered California. This logo is available to Certified Insurance Agents to use on their websites, business cards, letterhead and other communications materials.

The full-color logo should only appear against a solid white background. The single color logo should be used when there is heavy use of other colors that may clash with the Covered California logo. It can be assigned any dark color or be reversed out of another color.

Badges are a good choice when adding to a website because they are self-contained, so they can be freely positioned on top of colors and artwork without the restrictions of the logo. The black and white versions may be assigned a single color or reversed out of a darker color.

The logos are available in three different formats: EPS, JPG and PNG. Logos may be downloaded from the Agent Tool Kit at <http://hbex.coveredca.com/toolkit>.



VERTICAL LOGO



HORIZONTAL LOGO



VERTICAL B/W LOGO



HORIZONTAL B/W LOGO



VERTICAL BADGE



VERTICAL B/W BADGE



HORIZONTAL BADGE



HORIZONTAL B/W BADGE

LOGO SIZING

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

Trademark and legal line

The trademark symbol should always accompany the logo and be no smaller than 4 pt, Helvetica Bold. There are two sizes available for each logo configuration (small and standard). These may be scaled within the sizes specified.

The trademark legal line, when required:

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

Publications and print materials must include the legal line, and placement is recommended in the footer.



HORIZONTAL (SMALL)
Use at widths from 1" to 1.5"
PRINT 1" (140px)



HORIZONTAL (STANDARD)
Use at widths greater than 1.5"
PRINT 1.5" (210px)



VERTICAL (SMALL)
Use at widths from 0.6" to 1"
PRINT 0.6" (60px)



VERTICAL (STANDARD)
Use at widths greater than 1"
PRINT 1" (100px)

COLOR LOGO USAGE

Each Covered California logo is available in five color formats: CMYK, RGB, grayscale, 1-color (black) and reverse (white). Always use the appropriate logo for the application.

PRINT
EPS files

DIGITAL
JPG files

MICROSOFT WORD
Use JPG files in Word and other word processing applications.

MICROSOFT POWERPOINT
PNG files

Note: The reverse and CMYK versions of the logo are provided in EPS format only.



CMYK
Use this logo for all full-color print applications.



RGB
Use this logo for all digital applications.



GRAYSCALE
Use this logo for all 1-color print applications.



1-COLOR BLACK
Use this logo for 1-color print applications when the grayscale logo cannot be reproduced.



REVERSE WHITE
Use this logo anytime it appears on a dark background.

CLEAR SPACE

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



HORIZONTAL (SMALL)

The minimum clear space for the horizontal logo (small) is "X," where "X" is equal to the height of both lines "Covered California" in the Covered California logotype.



VERTICAL (SMALL)

The minimum clear space for the vertical logo (small) is "X," where "X" is equal to the height of both lines "Covered California" in the Covered California logotype.



HORIZONTAL (STANDARD)

The minimum clear space for the horizontal logo (standard) is "X," where "X" is equal to the height of the word "Covered" in the Covered California logotype.



VERTICAL (STANDARD)

The minimum clear space for the vertical logo (standard) is "X," where "X" is equal to the height of the word "Covered" in the Covered California logotype.

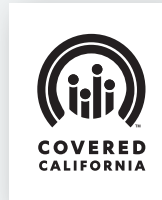
TAG LOGO

When overlaying the Covered California logo onto a background, using the logo with holding device lock-up is best.

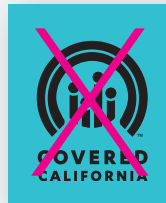
When used at the top of the page, the top of the tag should be flush with the top edge of the artboard. When used at the bottom of the page, the bottom of the tag should be flush with the bottom edge of the art board.

HOLDING DEVICE/TAG

Use on top or bottom of photo or colored background.

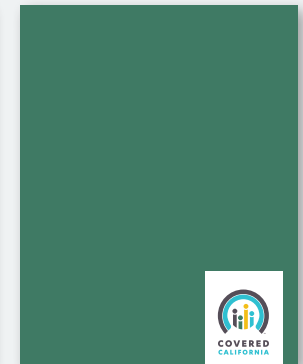
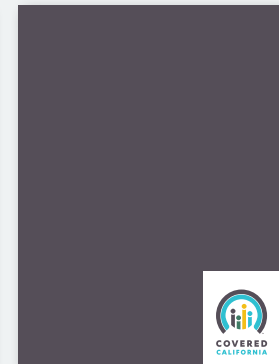
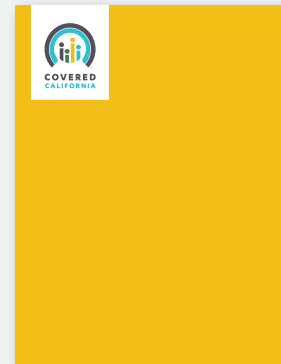
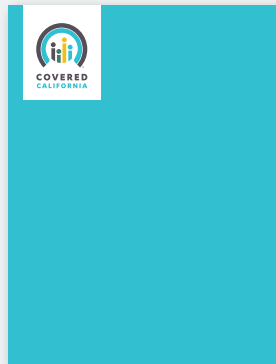


DO NOT change the color of the holding device.



HOLDING DEVICE/TAG

Mock-up on photo or colored background.



INCORRECT LOGO USAGE

Always use the approved artwork provided in this brand guide, and do not alter the logo in any way. Here are some examples of incorrect usage.



SIZE RELATIONSHIP
Do not alter the size relationship of the logo components.



COLOR
Do not change the colors of the symbol or logotype.



COLOR
Do not rearrange the position of the logo components.



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



WORDMARK
Do not use the wordmark by itself.



LOGOMARK
Do not use the logomark by itself.



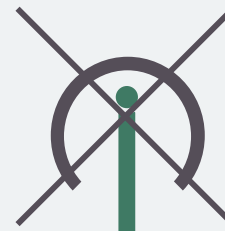
WORDMARK
Do not use the wordmark by itself.



TYPEFACES
Do not change the typeface of the wordmark.



DISTORTION
Do not distort or stretch any part of the logo.



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



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

PARTNER LOGO LOCK-UP GUIDELINES

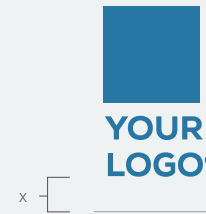
There will be times when you may want to place the Covered California logo next to your logo — a logo lock-up. In such instances, always separate the logos with a dividing line.

When creating a partner logo lock-up, 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.

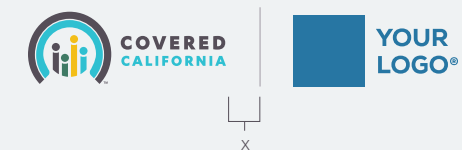
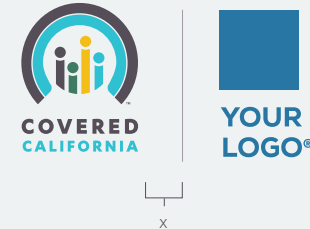
When sizing the logos, make sure that they all have equal prominence. Because partner logos may vary in shape, the logos should appear optically equal even if they are not the exact same size.

Of course, there are many other variations where 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



LOGO LOCK-UP VERTICAL



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.



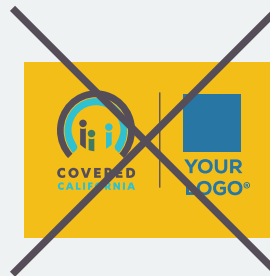
SIZE RELATIONSHIP
Do not create imbalanced logo-to-logo scale.



DISTORTION
Do not distort the logo or logotype.



ARRANGEMENT
Do not overlap the logos; follow white space rules.



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



COLOR
Do not change the colors of the symbol or logotype.



EFFECTS
Do not add effects to the logo or logotype.