COVERED CALIFORNIA™

BRAND STYLE GUIDE

FOR CERTIFIED INSURANCE AGENTS

SEPTEMBER 2015

WELCOME

The purpose of this document is to provide guidance on use of the Covered California™ logo by authorized partners who are developing partner-branded marketing materials. Please review this guide before developing consumer-facing, employer-facing, media and stakeholder materials. Guidelines must be followed when materials are co-branded with Covered California.

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GUIDANCE

This Guide provides support to Agents who wish to use Covered California's marks in conjunction with their marketing materials. Use of Covered California's marks is subject to the limitations set forth in this Guide as well as the Trademark and Branding Guidelines exhibit found in the Agent Agreement. The improper or unauthorized use of Covered California's marks or other intellectual property is a violation of Covered California's rights and is strictly prohibited.

Covered California reserves the right to revise the Brand Style Guide for Certified Insurance Agents, and Agent will be bound to comply with the material contained in the updated guide immediately upon receipt or other notification of the new guide.

Agent acknowledges and agrees that nothing in this Guide is intended to nor shall result in the transfer of any ownership interests and that the Exchange shall at all times remain the sole and exclusive owner of the Covered California marks.

Agent's use of the Covered California marks shall not be interpreted or construed as creating a partnership, co-ventureship or other agency relationship between Agent and Covered California. Agent shall refrain from making any representations reasonably calculated to suggest or imply the existence of any such relationship.

Covered California's marks may not be presented or used:

a. In a manner that suggests editorial content has been authored by, or represents the views or opinions of, Covered California;

b. In a manner that is misleading, defamatory, obscene, infringing, or otherwise objectionable;

c. In connection with any material that infringes the trademark, copyright, or any other rights of any third party;

d. As part of a name of a product or service of a company or organization other than Covered California;

e. In a manner that infringes, dilutes, or impairs the rights of Covered California in such marks;

f. In a manner that violates the Brand and Style Guide.

Covered California retains final discretion to determine whether the Agent's use of Covered California's marks violates the terms of this Agreement and/or the Brand Style Guide.

Please contact Covered California with any questions regarding compliance with this Guide. Agents may submit their marketing materials to Covered California for review and approval at agents@covered.ca.gov. Please allow 10 business days form the date of the request for Covered California to review any material submitted.

When submitting materials for approval, include the following information in the subject line: Advertising Approval Request — Agent name and material type. Do not send multiple materials in the same submission email. Rather, send a separate email for each marketing material. The only exception is translations. Translations may be sent in one email along with the corresponding English version if available.

If sending revised material, please indicate so in the body of the email and include the original submission date of the material.

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/
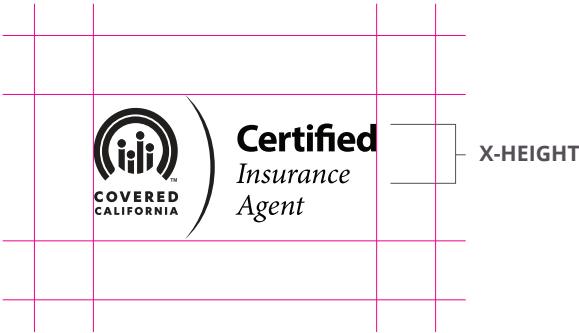
LOGO

BADGE

CLEAR SPACE

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

CLEAR SPACE

For these logos, and their full-color equivalents, the minimum clear space for the logo is "X," where "X" is equal to the height of the words "Certified Insurance" in the logo.

No clear space is needed for these versions of the logo or their full-color equivalents. These are a good choice to use on a website.

MINIMUM SIZE

Follow these specifications for minimum size when scaling any version (full- color or black and white) of the logo. Do not reduce any smaller than indicated by the width measurement beneath the examples.

The logos are available in three different formats: EPS, JPG and PNG. Always use the electronic artwork appropriate for your application:

PRINT
Use EPS files for print applications.

WEB
Use JPG files for online applications.

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

POWERPOINT
Use PNG files for online use and in PowerPoint applications.

PRINT 1.25"

DIGITAL 135 PX

FILENAMES
Certified_Agent_Logo
Certified_Agent_Logo_color
Certified_Agent_Logo_reverse

PRINT 1.75"

DIGITAL 160 PX

FILENAMES
Certified_Agent_Horiz_Logo
Certified_Agent_Logo_Horiz_color
Certified_Agent_Logo_Horiz_reverse

PRINT .06875"

DIGITAL 95 PX

FILENAMES
Certified_Agent_Vert_Badge
Certified_Agent_Vert_Badge_color
Certified_Agent_Vert_Badge_reverse

PRINT 1.25"

DIGITAL 135 PX

FILENAMES
Certified_Agent_Horiz_Badge
Certified_Agent_Horiz_Badge_color

INCORRECT USAGE

All versions of the logo 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 on the horizontal design, but applies to all versions of the logo.

TYPEFACES

Do not change the typeface of the wordmark.

COLOR

Do not change the colors of the logo.

ARRANGEMENT

Do not rearrange the position of the logo components.

WORDMARK

Do not use the wordmark by itself.

DISTORTION

Do not distort or stretch any part of the logo.

CHANGED LANGUAGE

Do not make any changes to the wordmark.

COVERED CALIFORNIA LOGO

The Covered California™ logo visually represents the diverse population that will access health care coverage through the marketplace. Nested C's 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, friendly style of the iconography.

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

Secondary versions of the logo, including grayscale, one-color (black) and reverse (white), should be used only in instances when color artwork and layouts are not possible, such as black-and-white newspaper print ads.

LOGO CONFIGURATIONS

VERTICAL LOGO PREFERRED VERSION

This is the preferred logo version. Use it wherever possible to ensure that the identity is communicated consistently and effectively.

HORIZONTAL LOGO SECONDARY VERSION

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

NOTE: In addition to the primary EPS versions of the logo, JPG and PNG versions are also available for digital use. Always select the electronic artwork appropriate for your application.

LOGO SIZING

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

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

PRINT 0.6"
(DIGITAL 60PX)

FILENAMES
CC_Vert_Sml_CMYK_Logo
CC_Vert_Sml_RGB_Logo
CC_Vert_Sml_Grayscale_Logo
CC_Vert_Sml_Black_Logo
CC_Vert_Sml_Reverse_Logo

VERTICAL (STANDARD) Use at widths greater than 1"

PRINT 1"
(DIGITAL 100PX)

FILENAMES
CC_Vert_CMYK_Logo
CC_Vert_RGB_Logo
CC_Vert_Grayscale_Logo
CC_Vert_Black_Logo
CC_Vert_Reverse_Logo

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

PRINT 1"
(DIGITAL 140PX)

FILENAMES
CC_Horz_Sml_CMYK_Logo
CC_Horz_Sml_RGB_Logo
CC_Horz_Sml_Grayscale
CC_Horz_Sml_Black_Logo
CC_Horz_Sml_Reverse_Logo

HORIZONTAL (STANDARD) Use at widths greater than 1.5"

PRINT 1.5"
(DIGITAL 210PX)

FILENAMES
CC_Horz_CMYK_Logo
CC_Horz_RGB_Logo
CC_Horz_Grayscale
CC_Horz_Black_Logo
CC_Horz_Reverse_Logo

TRADEMARK SCALE & LEGAL LINE

The trademark symbol should always accompany the logo and be no smaller than 4pt, Helvetica Bold. To ensure this across all uses of the logo while maintaining a visual balance between the mark and the TM, there are two sizes available for use (a small and regular version) for each configuration of the logo. These may be scaled within the sizes specified.

Use of trademark legal line is required:

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

Publications and print materials must include the legal line. The footer is a recommended location for the legal line.

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

TM ☐— HELVETICA BOLD, 4PT

FILENAMES
CC_Vert_Sml_CMYK_Logo
CC_Vert_Sml_RGB_Logo
CC_Vert_Sml_Grayscale_Logo
CC_Vert_Sml_Black_Logo
CC_Vert_Sml_Reverse_Logo

VERTICAL (STANDARD) Use at widths greater than 1"

TM ☐— HELVETICA BOLD, 4PT

FILENAMES
CC_Vert_CMYK_Logo
CC_Vert_RGB_Logo
CC_Vert_Grayscale_Logo
CC_Vert_Black_Logo
CC_Vert_Reverse_Logo

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

TM ☐— HELVETICA BOLD, 4PT

FILENAMES
CC_Horz_Sml_CMYK_Logo
CC_Horz_Sml_RGB_Logo
CC_Horz_Sml_Grayscale
CC_Horz_Sml_Black_Logo
CC_Horz_Sml_Reverse_Logo

HORIZONTAL (STANDARD) Use at widths greater than 1.5"

TM ☐— HELVETICA BOLD, 4PT

FILENAMES
CC_Horz_CMYK_Logo
CC_Horz_RGB_Logo
CC_Horz_Grayscale
CC_Horz_Black_Logo
CC_Horz_Reverse_Logo

VERTICAL LOGO COLOR USAGE

Each version of the Covered California logo is available in five different color formats: CMYK, RGB, grayscale, one-color (black) and reverse (white). Always use the electronic artwork appropriate for your application:

PRINT
Use EPS files for print applications.

WEB
Use JPG files for online applications.

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

POWERPOINT
Use PNG files in PowerPoint applications.

CMYK

Use this logo for all full-color print applications.

FILENAMES
CC_Vert_CMYK_Logo.eps
CC_Vert_Sml_CMYK_Logo.eps

(The CMYK version of the logo is provided in EPS format only.)

RGB

Use this logo for all digital communications.

FILENAMES
CC_Vert_RGB_Logo.eps
CC_Vert_RGB_Logo.jpg
CC_Vert_RGB_Logo.png
CC_Vert_Sml_RGB_Logo.eps
CC_Vert_Sml_RGB_Logo.jpg
CC_Vert_Sml_RGB_Logo.png

GRAYSCALE

Use this logo for all one-color print applications.

FILENAMES
CC_Vert_Grayscale_Logo.eps
CC_Vert_Grayscale_Logo.jpg
CC_Vert_Grayscale_Logo.png
CC_Vert_Sml_Grayscale_Logo.eps
CC_Vert_Sml_Grayscale_Logo.jpg
CC_Vert_Sml_Grayscale_Logo.png

ONE-COLOR (BLACK)

Use this logo for one-color print applications where the grayscale logo cannot be reproduced.

FILENAMES
CC_Vert_Black_Logo.eps
CC_Vert_Black_Logo.jpg
CC_Vert_Black_Logo.png
CC_Vert_Sml_Black_Logo.eps
CC_Vert_Sml_Black_Logo.jpg
CC_Vert_Sml_Black_Logo.png

REVERSE (WHITE)

Use this logo anytime it appears on a dark background.

FILENAMES
CC_Vert_Reverse_Logo.eps
CC_Vert_Sml_Reverse_Logo.eps

(The reverse version of the logo is provided in EPS format only.)

HORIZONTAL LOGO COLOR USAGE

Each version of the Covered California logo is available in five different color formats: CMYK, RGB, grayscale, one-color (black) and reverse (white). Always use the electronic artwork appropriate for your application:

PRINT
Use EPS files for print applications.

WEB
Use JPG files for online applications.

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

POWERPOINT
Use PNG files in PowerPoint applications.

CMYK

Use this logo for all full-color print applications.

FILENAMES
CC_Horz_CMYK_Logo.eps
CC_Horz_Sml_CMYK_Logo.eps

(The CMYK version of the logo is provided only in EPS format.)

RGB

Use this logo for all digital communications.

FILENAMES
CC_Horz_RGB_Logo.eps
CC_Horz_RGB_Logo.jpg
CC_Horz_RGB_Logo.png
CC_Horz_Sml_RGB_Logo.eps
CC_Horz_Sml_RGB_Logo.jpg
CC_Horz_Sml_RGB_Logo.png

GRAYSCALE

Use this logo for all one-color print applications.

FILENAMES
CC_Horz_Grayscale.eps
CC_Horz_Grayscale.jpg
CC_Horz_Grayscale.png
CC_Horz_Sml_Grayscale.eps
CC_Horz_Sml_Grayscale.jpg
CC_Horz_Sml_Grayscale.png

ONE-COLOR (BLACK)

Use this logo for one-color print applications where the grayscale logo cannot be reproduced.

FILENAMES
CC_Horz_Black_Logo.eps
CC_Horz_Black_Logo.jpg
CC_Horz_Black_Logo.png
CC_Horz_Sml_Black_Logo.eps
CC_Horz_Sml_Black_Logo.jpg
CC_Horz_Sml_Black_Logo.png

REVERSE (WHITE)

Use this logo anytime it appears on a dark background.

FILENAMES
CC_Horz_Reverse_Logo.eps
CC_Horz_Sml_Reverse_Logo.eps

(The reverse version of the logo is provided only in EPS format.)

CLEAR SPACE

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

VERTICAL & HORIZONTAL (SMALL)

The minimum clear space for both the vertical and horizontal logos (small) is "X," where "X" is equal to the height of both lines "Covered California" in the Covered California logotype. See examples below.
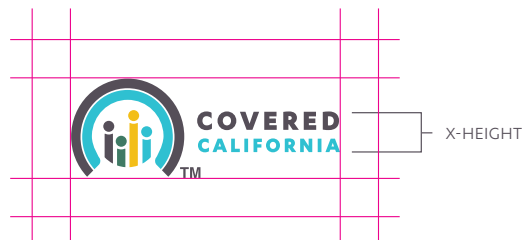
VERTICAL & HORIZONTAL (STANDARD)

The minimum clear space for both the vertical and horizontal logos (standard) is "X," where "X" is equal to the height of the word "Covered" in the Covered California logotype. See examples below.

TAG LOGO

When overlaying the Covered California logo onto an image, color or busy 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 artboard.

HOLDING DEVICE/TAG Use on top or bottom of photo or colored background
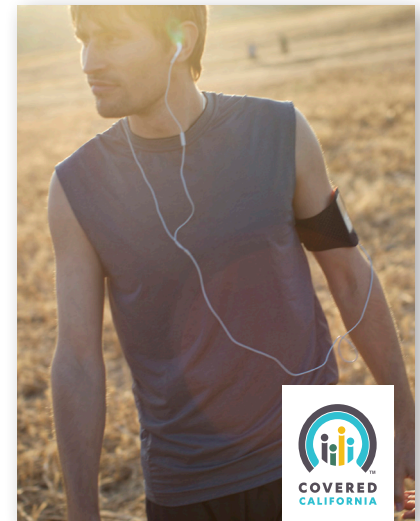

Do not change the color of the holding device.

Do not stretch or elongate the holding device with respect to the logo.

HOLDING DEVICE Mock-up on photo or colored background

INCORRECT USAGE

The logo 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 alter the size relationship of the logo components.

COLOR

Do not change the colors of the symbol or logotype.

ARRANGEMENT

Do not rearrange the position of the logo components.

WORDMARK

Do not use the wordmark by itself.

LOGOMARK

Do not use the logomark by itself.

ADDED WORDS

Do not add words to the logo.

INCORRECT USAGE

The logo 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.

ADDED EFFECTS

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

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.

QUESTIONS?

For any questions regarding Covered California™
or these brand guidelines, please contact
branding@covered.ca.gov.