



**COVERED
CALIFORNIA**

**For the
love of
Californians**

2026 Enroller Sales Tools Catalog

Covered California Outreach and Sales Division

February 2026

Covered California is dedicated to maintaining a consistent and professional brand presence across all storefronts statewide. As part of our commitment to delivering unified consumer experience and reinforcing our brand identity, we are introducing the 2026 Enroller Sales Tools Catalog. This catalog is designed to provide enrollers with the tools and materials needed to ensure their storefronts align with Covered California's updated marketing and branding guidelines.

Effective October 1, 2026, all storefronts will be required to replace their current Covered California marketing brand signage with the newly designed materials. This initiative reflects Covered California's mission to improve accessibility, awareness, and trust among consumers, while ensuring that every storefront portrays a welcoming and cohesive image. The updated marketing designs will emphasize professionalism, clarity, and alignment with Covered California's values.

Purpose of Reviewing the Materials:

The purpose of reviewing the materials in this catalog is to guide enrollers in selecting the appropriate marketing tools and signage that meet the new branding requirements. By carefully reviewing these materials, enrollers can ensure their storefronts embody Covered California's updated visual identity and messaging. These materials are to enhance customer experience and create a unified presence across all storefronts statewide.

Through this catalog, enrollers will find a range of high-quality marketing materials, including updated signage, informational tools, and marketing items, all designed to reflect the new branding guidelines. Each item has been thoughtfully designed to strengthen Covered California's mission and values, while fostering trust and engagement with consumers.

Interest Form:

To equip your storefront with the necessary marketing materials and signage, **please complete the interest form included in the survey** sent to you separately or by clicking on [here](#). Select the items you need to comply with the new branding requirements, and Covered California will review and process your request. Upon approval, Covered California will work with you to deliver the materials directly to you.

This streamlined process ensures that **every storefront can easily transition to the updated brand by the October 2026 deadline**. Together, we will create a cohesive and professional brand presence that reflects Covered California's commitment to accessibility, quality, and service. Email Storefront@covered.ca.gov if you have questions.

Let's work together to strengthen Covered California's identity and build trust with consumers across California! Thank you!

- Storefront Program, Outreach and Sales Division, Covered California

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Important Note

When reviewing the catalog, carefully consider the material and size of each item to determine the most suitable sales tools for each category. Additionally, pay close attention to the language preferences available for each item listed on the interest form to ensure they align with your needs.

Enrollers with a Covered California Storefront

Storefront owners participating in the Covered California Storefront Program can request approved signage to comply with program requirements.

- **All storefronts are required to select one of the window decal options listed under items #9-14** for display on their storefront window. The note **Required Sign for Storefront Program* is indicated in the "Category" column.
- Additionally, storefront owners could choose a window decal from items #17-18 to fulfill the signage requirements for the Storefront Program.
- Additional window decals are also available for marketing purposes.

Language Preferences for Consideration

- | | | |
|---------------------------------|----------------------|--------------|
| • Arabic | • English/Farsi | • Korean |
| • Chinese (Simplified) | • English/Korean | • Punjabi |
| • Chinese (Traditional) | • English/Punjabi | • Russian |
| • English | • English/Russian | • Spanish |
| • English/Arabic | • English/Spanish | • Tagalog |
| • English/Chinese (Simplified) | • English/Tagalog | • Ukrainian |
| • English/Chinese (Traditional) | • English/Ukrainian | • Vietnamese |
| | • English/Vietnamese | • Other |
| | • Farsi | |

By reviewing the catalog and selecting the appropriate materials and language preferences, you can ensure your storefront is equipped with the most effective marketing for outreach, education, and enrollment to Californians.

If you have questions about this catalog, please email us at SalesTeam@covered.ca.gov.

Item No.	Category	Material & Size	Image
1	Pull-up Banner	Pull-up Banner, Option 1 (31"x80")	 <p>The image shows a vertical pull-up banner with a teal background. At the top is the Covered California logo, which consists of a stylized 'iili' inside a circle. Below the logo, the text 'COVERED CALIFORNIA' is written in white. The main message 'We've got your plan. And your back.' is displayed in white and yellow. At the bottom, it says 'For the love of Californians' in white.</p>
2	Pull-up Banner	Pull-up Banner, Photo, Option 2 (31"x80")	 <p>The image shows a vertical pull-up banner with an orange background. The top half features a collage of six photos showing diverse groups of people in various settings. Below the photos, the text 'Get covered.' is written in white. At the bottom, the Covered California logo and the text 'For the love of Californians' are displayed in white.</p>

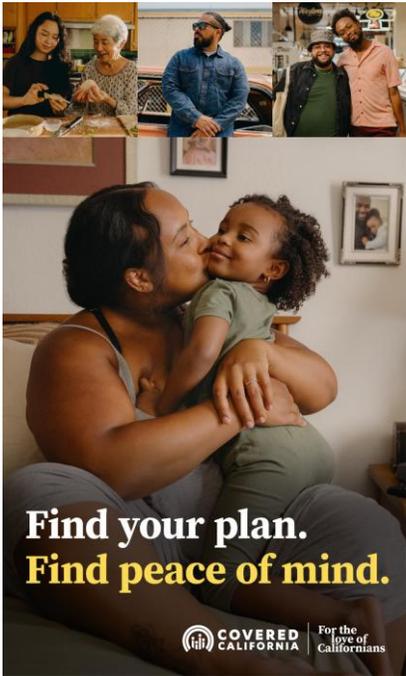
Item No.	Category	Material & Size	Image
3	Razor Sail	<p>Razor Sail Banner Kit, Option 1A (Flag & Stake) (26.5”x78.1”)</p>	 <p>bleed area 27 x 78.6 finished area 26.5 x 78.1 safe area 24.5 x 75.25</p> <p>Plus, the Hardware Metal Stake</p>
4	Razor Sail	<p>Razor Sail Banner Only, Option 1B (26.5”x78.1”)</p>	 <p>bleed area 27 x 78.6 finished area 26.5 x 78.1 safe area 24.5 x 75.25</p>

Item No.	Category	Material & Size	Image
5	Razor Sail	<p>Razor Sail Banner Kit, Option 2A (Flag & Stake) (26.5" x 78.1")</p>	 <p>bleed area 27 x 78.6 finished area 26.5 x 78.1 safe area 24.5 x 75.25</p> <p>Plus, the Hardware Metal Stake</p>
6	Razor Sail	<p>Razor Sail Banner Only, Option 2B (26.5"x78.1")</p>	 <p>bleed area 27 x 78.6 finished area 26.5 x 78.1 safe area 24.5 x 75.25</p>

Item No.	Category	Material & Size	Image
7	Tablecloth	Tablecloth - 6ft	 <p>The 6ft tablecloth design is an octagonal shape divided into four quadrants by dashed lines. The top-left quadrant is orange and contains the text "For the love of Californians" written vertically. The top-right quadrant is orange and contains the text "Find the right plan, right here." in yellow. The bottom-left quadrant is teal and contains the text "For the love of Californians" written vertically. The bottom-right quadrant is teal and contains the text "Find the right plan, right here." in yellow. The Covered California logo and the text "COVERED CALIFORNIA" are positioned at the bottom center of the octagon.</p>
8	Tablecloth	Tablecloth - 8ft	 <p>The 8ft tablecloth design is an octagonal shape divided into four quadrants by dashed lines. The top-left quadrant is orange and contains the text "For the love of Californians" written vertically. The top-right quadrant is orange and contains the text "Find the right plan, right here." in yellow. The bottom-left quadrant is teal and contains the text "For the love of Californians" written vertically. The bottom-right quadrant is teal and contains the text "Find the right plan, right here." in yellow. The Covered California logo and the text "COVERED CALIFORNIA" are positioned at the bottom center of the octagon.</p>
9	Storefront Window Decal <i>*Required Sign for Storefront Program</i>	Window Decal, Storefront Logo, Horizontal Rectangular, Small (4"x14")	 <p>The storefront window decal design features the Covered California logo on the left, followed by the text "COVERED CALIFORNIA" in a bold, sans-serif font. To the right of this, separated by a vertical line, is the text "Certified Enroller Storefront".</p> <p><i>This is a draft for visual reference until the final design is ready.</i></p>

Item No.	Category	Material & Size	Image
10	Storefront Window Decal <i>*Required Sign for Storefront Program</i>	Window Decal, Storefront Logo, Horizontal Rectangular, Medium (6"x28")	 <p><i>This is a mockup for visual purposes pending actual creative.</i></p>
11	Storefront Window Decal <i>*Required Sign for Storefront Program</i>	Window Decal, Storefront Logo, Horizontal Rectangular, Large (11" x 45")	 <p><i>This is a mockup for visual purposes pending actual creative.</i></p>
12	Storefront Window Decal <i>*Required Sign for Storefront Program</i>	Window Decal, Storefront Logo, Vertical Rectangular, Small (11"x14")	 <p><i>This is a mockup for visual purposes pending actual creative.</i></p>
13	Storefront Window Decal <i>*Required Sign for Storefront Program</i>	Window Decal, Storefront Logo, Vertical Rectangular, Medium (18"x 24")	 <p><i>This is a mockup for visual purposes pending actual creative.</i></p>

Item No.	Category	Material & Size	Image
14	Storefront Window Decal <i>*Required Sign for Storefront Program</i>	Window Decal, Storefront Logo, Vertical Rectangular, Large (20"x30")	 <p style="text-align: center;"><i>This is a mockup for visual purposes pending actual creative.</i></p>
15	Window Decal	Window Decal, Vertical, Small, Option 1 (18"x24")	

Item No.	Category	Material & Size	Image
16	Window Decal	<p>Window Decal, Vertical, Small, Option 2 (18"x24")</p>	
17	<p>Window Decal</p> <p><i>*Approved Sign for Storefront Program</i></p>	<p>Window Decal, Vertical, Small, Option 3A (18"x24")</p>	

Item No.	Category	Material & Size	Image
18	Window Decal <i>*Approved Sign for Storefront Program</i>	Window Decal, Vertical, Small, Option 3B (18"x24")	
19	Window Decal	Window Decal, Horizontal, Small, Option 2 (24"x18")	

Item No.	Category	Material & Size	Image
20	Window Decal	Window Decal, Horizontal Small, Option 5 (24"x18")	
21	Window Decal	Window Decal, Horizontal Small, Photo, Option 6 (24"x18")	

Item No.	Category	Material & Size	Image
22	Poster	<p>Poster, Enroll Here, Vertical, Option 1 (18"x24")</p>	
23	Poster	<p>Poster, Enroll Here, Vertical, Photo, Option 2A (18"x24")</p>	

Item No.	Category	Material & Size	Image
24	Poster	<p>Poster, Enroll Here Vertical, Photo, Option 2B (18"x24")</p>	
25	Lawn Sign	<p>Lawn Sign, 2-Sided, Option 1 (22.5"x19.388")</p>	 <p>Option 1 - Front</p> <p>Option 1 - Back</p>
26	Lawn Sign	<p>Lawn Sign, 2-Sided, Enroll Here, Option 2 (22.5"x19.388")</p>	 <p>Option 2 - Front</p> <p>Option 2 - Back</p>

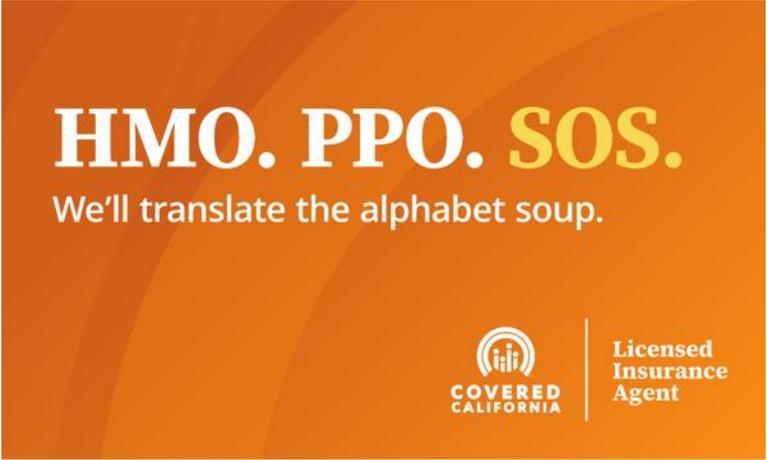
Item No.	Category	Material & Size	Image
27	Canopy	Pop-up Canopy, Cover & Frame, Option 1 (10'x10' Frame)	 <p data-bbox="935 884 1284 919">Plus, Metal Canopy Frame</p>
28	Canopy	Pop-up Canopy, Cover Only, Option 2 (10'x10' Frame)	

Item No.	Category	Material & Size	Image
29	Car Magnet	Car Magnet, Small (11.75"x10.125")	
30	Car Magnet	Car Magnet, Large (16.88"x14.55")	
31	Sandwich Board Insert	Sandwich Board Insert, Option 1 Side A/B (English/English) (27"x38.5")	<p><i>Pending Creative – see item 32 – without the Spanish text.</i></p> <p>English Side A & English – Side B</p>

Item No.	Category	Material & Size	Image
32	Sandwich Board Insert	Sandwich Board Insert, Option 2 Side A/B (English/Spanish) (27"x38.5")	<p>English/Spanish – Side A & English/Spanish – Side B</p>
33	Sandwich Board Insert	Sandwich Board Insert, Option 3 Side A/B (English/Chinese Simplified) (27"x38.5")	<p><i>Pending Creative – see item 34 for sample with Chinese Simplified text instead of the Chinese Traditional text.</i></p>
34	Sandwich Board Insert	Sandwich Board Insert, Option 4 Side A/B (English/Chinese Traditional) (27"x38.5")	<p>English/Chinese (T) – Side A & English/Chinese (T) – Side B</p>

Item No.	Category	Material & Size	Image
35	Sandwich Board Insert	Sandwich Board Insert, Option 5 Side A/B (English/Vietnamese) (27" x38.5")	<i>Pending Creative – see item 32 for sample with Vietnamese text instead of the Spanish text.</i>
36	Sandwich Board Insert	Sandwich Board Insert, Option 6 Side A/B (English/Korean) (27"x38.5")	<i>Pending Creative – see item 32 for sample with Korean text instead of the Spanish text.</i>
37	Vinyl Banner	Vinyl Banner, Agent, Option 1A (60"x36")	
38	Vinyl Banner	Vinyl Banner, Agent, Option 1B (60"x36")	

Item No.	Category	Material & Size	Image
39	Vinyl Banner	Vinyl Banner, CEC, Option 2A (60"x36")	 <p>Certified Enrollment Counselor</p> <p>COVERED CALIFORNIA For the love of Californians</p>
40	Vinyl Banner	Vinyl Banner, CEC, Option 2B (60"x36")	 <p>Certified Enrollment Counselor</p> <p>COVERED CALIFORNIA For the love of Californians</p>
41	Vinyl Banner	Vinyl Banner, Agent, Plan, Option 3A (60"x36")	 <p>HMO. PPO. SOS. We'll translate the alphabet soup.</p> <p>COVERED CALIFORNIA Licensed Insurance Agent</p>

Item No.	Category	Material & Size	Image
42	Vinyl Banner	<p>Vinyl Banner, Agent, Plan, Option 3B (60"x36")</p>	 <p>HMO. PPO. SOS. We'll translate the alphabet soup.</p> <p>COVERED CALIFORNIA Licensed Insurance Agent</p>
43	Vinyl Banner	<p>Vinyl Banner, CEC, Answers, Option 4A (60"x36")</p>	 <p>Healthcare without the "Huh?" Answers you want. Coverage you need. Help that's helpful.</p> <p>COVERED CALIFORNIA Certified Enrollment Counselor</p>
44	Vinyl Banner	<p>Vinyl Banner, CEC, Answers, Option 4B (60"x36")</p>	 <p>Healthcare without the "Huh?" Answers you want. Coverage you need. Help that's helpful.</p> <p>COVERED CALIFORNIA Certified Enrollment Counselor</p>

Item No.	Category	Material & Size	Image
45	Vinyl Banner	<p>Vinyl Banner, Agent Enroll Here, Option 5A (60"x36")</p>	
46	Vinyl Banner	<p>Vinyl Banner, Agent, Enroll Here, Option 5B (60"x36")</p>	
47	Vinyl Banner	<p>Vinyl Banner, CEC, Enroll Here, Option 6A (60"x36")</p>	

Item No.	Category	Material & Size	Image
48	Vinyl Banner	<p>Vinyl Banner, CEC, Enroll Here, Option 6B (60"x36")</p>	
49	Poster	<p>Foamboard Poster, OE Period, Small (11"x17")</p>	
50	Poster	<p>Foamboard Poster, OE Period, Medium (18"x24")</p>	

Item No.	Category	Material & Size	Image
51	Poster	Foamboard Poster, OE Period, Large (24"x36")	
52	Flyer	Tabletop Flyer, OE Period (8.5"x11")	