



# Logo Usage Guidelines

# Standard Logo

The Covered California logo uses four colored figures to represent the diverse population of Californians who will access health coverage through the marketplace. Around the figures, nested Cs are rotated 90 degrees to embody a protective halo of coverage while subtly referencing the brand’s initials.

The full-color horizontal configuration is the preferred version of the Covered California logo and should appear against a solid white or light/neutral backgrounds only.



**HORIZONTAL LOCKUP**

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



**VERTICAL LOCKUP**

For use when space does not allow for the horizontal logo.

# 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. The 1-color (black) logo should be used only when color reproduction is not possible, such as in black-and-white printing, single-color applications, or limited production methods. The reverse (white) logo should be used on dark or high-contrast backgrounds to ensure maximum legibility and visual impact. Do not substitute the 1-color or reverse logos for the full-color logo when color reproduction is available.

**PRINT:** EPS files

**DIGITAL:** JPG files

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

**MICROSOFT POWERPOINT:** PNG files



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



**RGB**  
Use this logo for digital applications.



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



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

# Clear Space Primary Logo

Maintaining adequate space around our logo is essential for brand recognition and legibility. Minimum clear space is defined by the height of the first “C” in our logo.

## MINIMUM SIZING

Our logo should never be reproduced at a size too small to be legible. For digital applications, the logo can be rendered at a size no smaller than 30px high. For print applications, the minimum size is .4 in./1 cm.



# Clear Space Vertical Logo

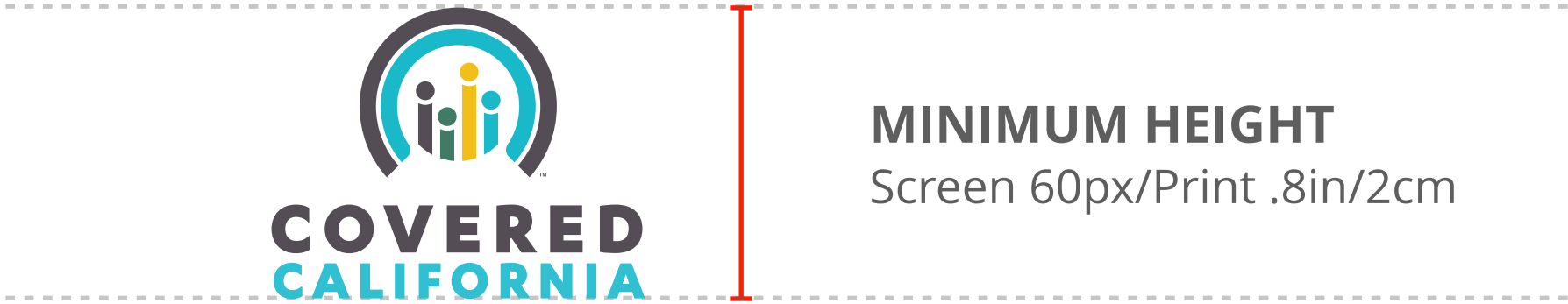
Maintaining adequate space around our logo is essential for brand recognition and legibility. Minimum clear space is defined by the height of the first “C” in our logo.

The vertical logo should only be used when application spacing is tight and the aesthetic of the creative is compromised with the primary (horizontal) logo.

Please access approved logos [HERE](#).

## MINIMUM SIZING

Our logo should never be reproduced at a size too small to be legible. For digital applications, the logo can be rendered at a size no smaller than 60px high. For print applications, the minimum size is .8 in./2 cm.





# Logo Color Usage & Background Contrast

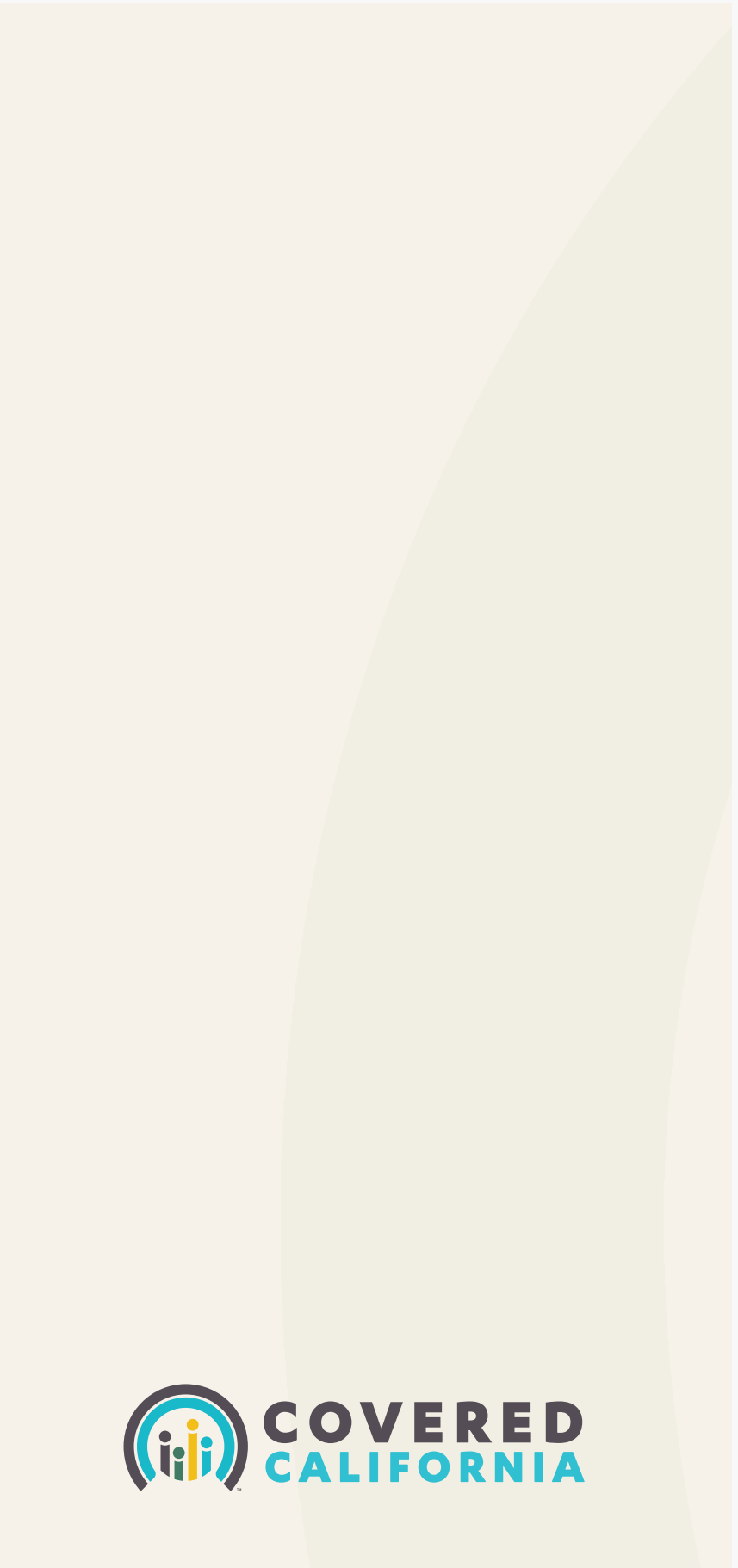
To maintain strong visibility and consistent brand recognition, the reversed (white) Covered California logo should be used on dark or richly colored backgrounds where the full-color logo would lose contrast. On light or neutral backgrounds, always use the full-color logo to ensure accurate color representation and reinforce the official Covered California brand identity.



Example on dark photography



Example on (darker) branded background



Example on (light) branded background

# Incorrect Logo Usage

Always use the approved artwork provided in this brand guide. Do not alter the logo in any way. These are some examples of incorrect logo 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.



**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.



**ADDITIONAL ELEMENTS**  
Do not add additional copy or elements 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 lockups or identities.



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



# Partner Logo Lockup Guidelines

For co-branded lockups, use the horizontal or stacked logo, separated from the partner logo by a dividing line, with the Covered California logo always on the left side. Partner logos must never be altered, stretched, or modified in size beyond proportional scaling. The visual size of both logos should always be relatively equal.

### Clear Space

The distance between the Covered California logo and the dividing line should equal the width of the first “C” in the logo. Apply the same spacing between the dividing line and the partner logo to ensure visual balance, harmony, and consistency across all applications.





# Incorrect Logo Lockup Usage

Co-branded lockups 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. These are some examples of incorrect usage:



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



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



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



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



**DISTORTION**  
Do not distort the logo or  
logotype.



**EFFECTS**  
Do not add effects to the  
logo or logotype.

# Certified Enrollment Counselor Logo

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

Badges are self-contained and can be freely positioned on top of colors or artwork, so they make a good choice for use on websites. The black and white versions may be assigned a single color or be reversed out of a darker color.

These logos are available in EPS, JPG, and PNG formats, and may be downloaded from the Agent Toolkit [Here](#).



Horizontal Logo




Vertical Logo



Carbon Steel Horizontal Logo



Carbon Steel Vertical Logo



White Horizontal Logo



White Vertical Logo



Vertical Badge 1



Vertical Badge 2



Carbon Steel Vertical Badge



Horizontal Logo Badge 1



Horizontal Logo Badge 2



Carbon Steel Horizontal Logo Badge

# Licensed Insurance Agent Logo

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

Badges are self-contained and can be freely positioned on top of colors or artwork, so they make a good choice for use on websites. The black and white versions may be assigned a single color or be reversed out of a darker color.

These logos are available in EPS, JPG, and PNG formats, and may be downloaded from the Agent Toolkit [Here](#).



Horizontal Logo



Vertical Logo



Carbon Steel Horizontal Logo



Carbon Steel Vertical Logo



White Horizontal Logo



White Vertical Logo



Vertical Badge 1



Vertical Badge 2



Carbon Steel Vertical Badge



Horizontal Logo Badge 1



Horizontal Logo Badge 2



Carbon Steel Horizontal Logo Badge

# Covered California For Small Business Logo

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

Badges are self-contained and can be freely positioned on top of colors or artwork, so they make a good choice for use on websites. The black and white versions may be assigned a single color or be reversed out of a darker color.

These logos are available in EPS, JPG, and PNG formats, and may be downloaded from the Agent Toolkit [Here](#).

