



Healthy Connections Medicaid Style Guide for Managed Care Plans

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Branding Colors

Primary Colors

This colors below are the primary or main brand colors for the agency and our Medicaid program. These are the colors used in our logo.

LOGO BLUE	LOGO LT.BLUE	LOGO ORANGE	LOGO GREEN	LOGO RED
Pantone 2955	Pantone 2955 40%	Pantone 144	Pantone 356	Pantone 194
CMYK 100, 45, 0, 37	CMYK 50, 28, 9, 0	CMYK 0, 48, 100, 0	CMYK 95, 0, 100, 27	CMYK 0, 100, 64, 33
RGB 0, 72, 117	RGB 121, 147, 183	RGB 239, 138, 19	RGB 0, 118, 48	RGB 157, 17, 45
HTML 004875	HTML 7993B7	HTML EF8A13	HTML 007630	HTML 9D1830

Logo for
Managed Care
Plans

Logo for Managed Care Plans



Logo for Managed Care Plans

This logo is used for all managed care plan communications unless alternate logo is approved by the Office of Communications.

Logo Integrity

Please note that all versions of the logo are provided as uneditable files. Please place them as-is without modifying the logo layout.

Logo Usage Rules

Logo Usage Rules

Usage with Contractor Logo

All print and/or web-based materials or communications to current and potential members that include the managed care plan's logo must also have the Healthy Connections logo. The plan and Healthy Connections logos must be proportional in size and location as approved by the agency.

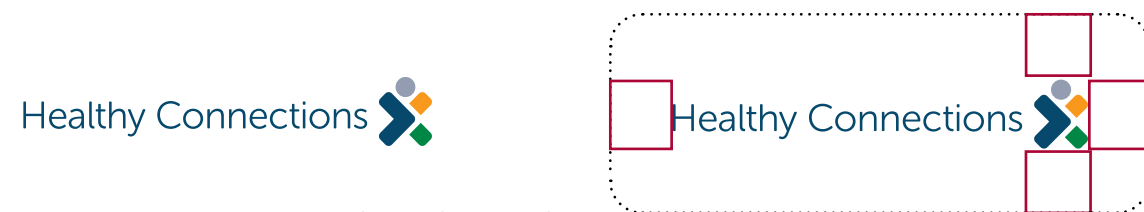
Proportional Scale

Please constrain when scaling to maintain proportion so as not to squeeze or squash the logo.



Minimum Size and Clear Space

Please make sure the logo is no less than 0.25 inches tall. Also, be sure the logo is at least as far away from the edge of a document (and any other objects, including type) as the symbol in the logo is tall. In other words, if the symbol of the logo is 0.25 inches tall, the entire logo must have at least 0.25 inches of space around it. If the symbol is 0.5 inches tall, there must be at least 0.5 inches of space around it.



There is no maximum size, but please place the logo at an appropriate size for the space it is in without being too big.

Relative to Baseline

Please do not rotate or flip the logo.



Keep it Together!

Please do not separate the type from the mark. This will help reinforce the logo in the mind of the public.



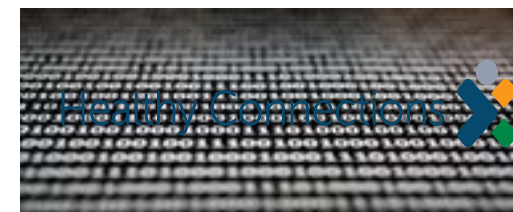
On Dark Backgrounds

The inverse logo is made to go on dark/non-white backgrounds.

Healthy Connections

Solid Backgrounds Only

Please place the logo on solid backgrounds, not photos or backgrounds with a busy pattern, as that would make the logo difficult to distinguish.



On-screen Usage

RGB versions of most logos are available for on-screen (web, Powerpoint, etc.) usage in PNG format. The PNGs have a transparent background.