Updated March 2019

Brand System and Style Guide

CENTIVO®

Introduction

Using this Brand Guide

This brand and style guide is designed to illustrate the basic requirements for the appropriate use of Centivo's brand identity, including its logo and other design elements. All client acquisition, marketing materials, publications, events, and digital media should reflect Centivo's brand. This guide serves as an aid for Centivo's team as well as third parties, such as designers, agencies, printers, and others producing communication materials for Centivo.

Logo Use Overview

All visual communication material should be clearly identified as originating from Centivo mainly through the use of the logo. An official logo must appear on all pieces, print and digital.

Visual Elements of the logo
The logo consists of the following elements:
1) The "Centivo" wordmark
2) The interlacing icon

The logo is a unique piece of artwork. The proportion and arrangement of the wordmark and additional elements have been specifically determined, therefore:

• The logo should never be typeset, recreated, or altered, which could cause inconsistencies that dilute the impact of the brand's power

• The logo should only be used at 100% opacity

• The logo mark and logo type should not be scaled independently from one another

• The registration mark should always be included as part of the logo.

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Icon

After the full logo has been introduced or in close context with the full logo and brand, the icon can be used on its own.

This might be of value when the space is very limited, like the internet favicon, on pins and buttons, etc.

Background Colors

When set on a colored background, the portion of the icon that is the same color as the background changes to white. The logotype changes to white in every instance.

Always use your best judgment and pick a logo that is legible on the chosen background. Avoid placing it on colors where the legibility of the logo is compromised (like gray).

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Logo Use Overview

There are all-black, all-white, and grayscale versions of the logo. These versions should only be used when color is not allowed (i.e., black and white print ad).

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⊕ CENTIVO®

⊕ CENTIVO®

Minimum Size

Centivo's logo retains its visual strength in a wide range of sizes. However, when the logo is too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by the height of the logo, which should not be reproduced in a size smaller than 0.15" (height).

CENTIVO® ⊢ 0.15"

Protected Area

The exclusion zone is the clear area around the logo, in which nothing else should appear. It helps to ensure clarity and maximize the impact of the logo. The exclusion zone is the height and width of one Centivo mark/icon on every side.

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Tagline

Sometimes, the best way to define a new, unfamiliar thing is to describe what it isn't. Our tagline is designed to show how the Centivo brand is different from all other health insurance plans by highlighting that the current state of healthcare isn't what a lot of people—employers, employees, or providers—are looking for. The tagline makes a perfect counterpoint to all of the ills of our healthcare system, positioning us as a refreshing and revolutionary alternative.

The way healthcare should be.

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The way healthcare should be.

Brand Tone and Voice

Our brand tone is just like the health plan we offer—different, refreshing, simple, and smart. Everything we say takes a clever approach to uncovering the truth about health insurance today and highlighting this new better way.

Headlines highlight the pain points of the current healthcare system and the way other health plans deal with them.

Copy illustrates our difference and clearly communicates that we are excited to offer a better option that helps employers, employees, and providers alike.

Contrast is the backbone of how we communicate, showing every audience that there is a completely different kind of health plan that provides a completely different healthcare experience from what they are used to—and tired of.

Color Palette

The colors used in the logo — as well as how those colors are combined with other design elements — work together to create a unique and compelling brand expression. The more consistently we use color, the more powerful and instantly identifiable our brand will become. Consistent and correct use over time will enhance the impact of the brand identity and differentiate the brand from competitors.
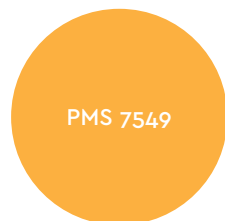
Primary Colors

PMS 326
CMYK: 79/11/44/0
RGB: 0/166/158
HEX: 00a69e
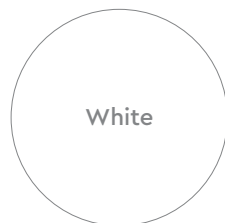
White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: ffffff

PMS 7549
CMYK: 0/35/85/0
RGB: 250/176/64
HEX: fab040

Secondary Colors

PMS 2738
CMYK: 100/100/32/39
RGB: 31/18/79
HEX: 1f124f

PMS 7640
CMYK: 43/100/47/38
RGB: 110/0/64
HEX: 6e0040

PMS Process Magenta
CMYK: 0/100/0/0
RGB: 236/0/140
HEX: ec008c

PMS Cool Gray 7
CMYK: 44/35/34/1
RGB: 149/152/154
HEX: 95989a

PMS Cool Gray 4
CMYK: 27/20/20/0
RGB: 187/189/191
HEX: bbbdbf

Primary Font

To be used for web and print applications (not digital presentations such as PowerPoint or Word).

Headlines and Subheadlines

Cera Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Alternate Headlines and Sub-headlines/Callouts

Cera Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body Copy

Cera Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Secondary Font

The secondary font can be used in PowerPoint presentations and other instances where the primary web font isn't available.

Corbel Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

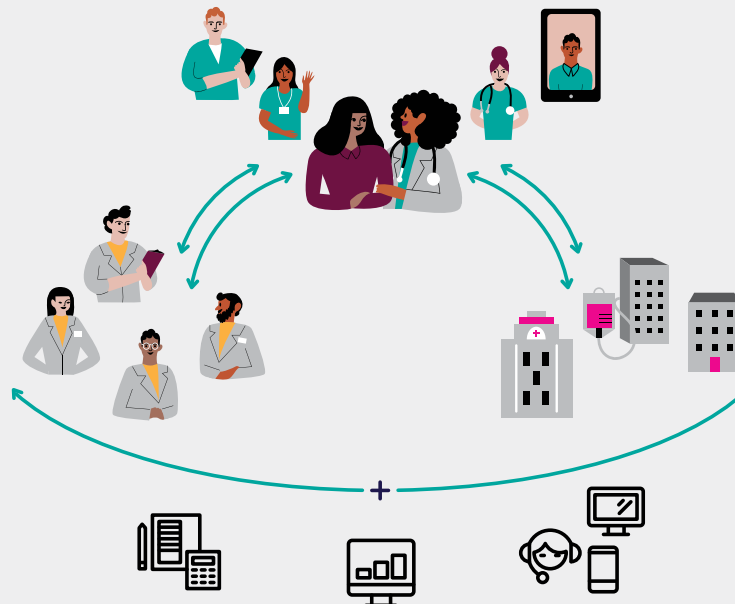Body Copy

Corbel Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Illustration Style

The illustration style is modern, graphic, and friendly.

The illustrator Karolin Schnoor should be hired for additional illustrations to further consistency and brand recognition.

Photography Style

When photography is used,
it should be:

- Natural images that look as little as stock photography as possible.
- Images should show mix of healthcare in action (surgery, PT, diagnostics), wellness activities, patients with providers, and patients interacting with their plan online and over the phone.
- Members should be mostly professional age (20–65), with and without families.
- Show range of diversity in race and socioeconomic status across (and sometimes within) photos.
- Find images that employ interesting camera angles / perspectives whenever possible.
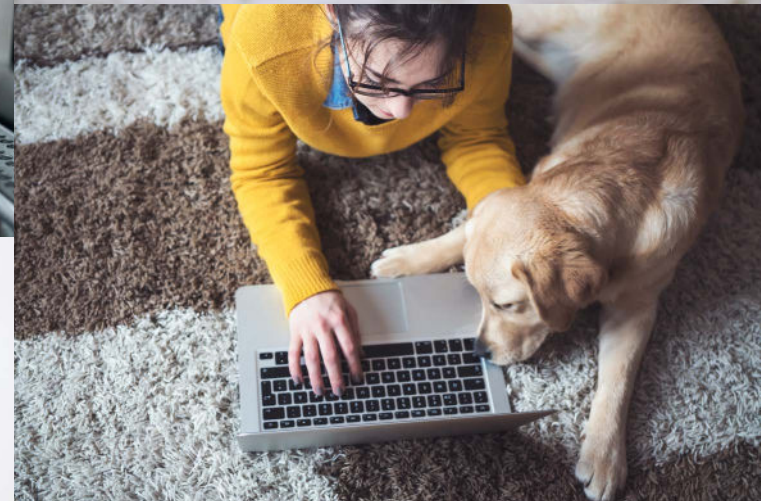
Design Style

In advertising and collateral, we try to establish a recognizable style by using green typography and colorful illustrations on a white background. Solid backgrounds in the brand colors can also be options going forward (i.e., for PowerPoint).

Healthcare shouldn't leave your employees on their own

With most health plans, your employees are left to figure things out on their own and make critical decisions when they're vulnerable and scared. There are thousands of doctors and facilities to choose from, confusing legalese, and unhelpful support. It's no wonder they don't get the right care at the right cost, and end up receiving surprise bills.

It shouldn't be that way.

Centivo is a different kind of health plan. We've developed a network of doctors committed to providing your employees with high-quality care, expanded access, and help navigating the healthcare system. Our technology, concierge phone support, and plan designs are simple and user-friendly. Your employees and their families get affordable, quality care with no surprises.

When it's done right, healthcare is a partnership. Centivo is healthcare done right.

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The way healthcare should be.
centivo.com

Healthcare shouldn't make you feel like you need a doctor

Providing comprehensive and affordable healthcare to your employees shouldn't be a painful experience. But unfortunately with so many plans, healthcare can seem more like a malady than a benefit.

It shouldn't be that way.

Centivo is a new kind of health plan that gives employers, their employees, and doctors a better healthcare alternative. Less expensive, higher quality, greater partnership. It's healthcare the way we know it could be—and should be.

If you want more information about a new type of self-funded health plan, you should examine Centivo more closely. You'll like what you find.

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The way healthcare should be.
centivo.com

Iconography

When icons are used and created, please emulate the icon style to the right.

Appropriate icons are colored or white vector line drawings on a solid colored background.
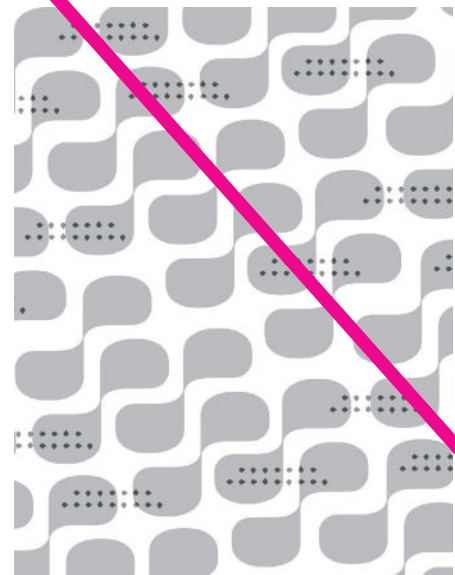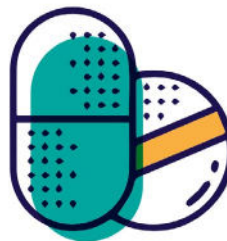
Additional icons can be purchased from this site: https://thenounproject.com/vectorsmarket/collection/medical-line-icons/

	Style 1	Style 2	Style 3
Doctor			
Rx			
Pay/Money/Finances			
Concierge			
Diagnostics/X-Ray/MRI			
Procedure/Surgery			

Retired Brand Elements

Please abstain from using the retired brand elements to the right to keep a consistent visual brand tone.

Contact Information

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