Updated July 2021

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.

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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 logo icon
3. The registration mark

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.

Icon Wordmark Registration mark

Logo icon

After the full logo has been introduced or in close context with the full logo and brand, the logo 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.

Additionally, the logo icon can be used as a stand alone art element. When used this way, it can be cropped on up to 3 sides at a time.

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).

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.

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.

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).

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.

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 colors are used, the more powerful and instantly identifiable the 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

These colors support our friendly and bold messaging. In instances of minimal color usage, teal should be the dominant choice. Use caution when using teal and pink together as they visually vibrate and can therefore fail accessibility guidelines.

Secondary colors

Navy is a useful for breaking up the brightness of the primary colors and when high contrast is important. Use the remaining secondary colors sparingly.

Primary colors

TEAL
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

YELLOW
PMS 7549

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

PINK
PMS Process

CMYK: 0/100/0/0
RGB: 236/0/140
HEX: ec008c

Secondary colors

NAVY
PMS 2738

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

BURGUNDY
PMS 7640

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

MEDIUM GRAY
PMS Process

CMYK: 44/35/34/1
RGB: 149/152/154
HEX: 95989a

LIGHT GRAY
PMS Process

CMYK: 27/20/20/0
RGB: 187/189/191
HEX: bbbdbf

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Web colors

Additional web colors may be used with discretion for items such as the Centivo Member App and portals. Teal is the predominant color in apps and portals. Pink should only be used for calls-to-action.

					P				
004D42 900	00695E 800	007963 700	008973 600	00968C 500	00A69E 400	42B6AF 300	7BC7C7 200	B0DFDD 100	DFF2F2 50

P									
1F124F 900	2C2265 800	342B71 700	3B347C 600	413B84 500	5A5795 400	7474A7 300	9A9AC0 200	C1C2DA 100	E6E7F0 50

					P				
86005F 900	AF0068 800	C4006C 700	DB0072 600	ED0076 500	EC008C 400	ED4EA4 300	F085BF 200	F4B6D9 100	FBE2F0 50

						P			
E04400 900	E96100 800	EF7200 700	F48200 600	F88E00 500	F99E09 400	FAB040 300	FCC780 200	FDDDAD 100	FEF2DE 50

P									
6E0040 900	920049 800	A7004E 700	BC0053 600	CC0056 500	D3316E 400	DA5687 300	E486A8 200	EFB5CB 100	F8E2EA 50

#333333	#444444 Body Copy	#7A7E81	#95989A	#BBBDBF	#D8D8D8	#EBEBEB	#F6F7FA	#FFFFFF

#5586EF Blue	#D62020 Error	#3BB02E Success	#FAB040 Warning

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Typography

Primary font

Cera GR should be used for web and designed print applications. Teal is the primary color for headlines and sub-headlines. Yellow may also be used for sub-headlines. Navy is the primary color for body copy.

Headlines and sub-headlines

Cera GR Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy

Cera GR Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary font

Corbel can be used in PowerPoint presentations, Word, and in other programs where the primary font isn't available. Teal is the primary color for headlines and sub-headlines. Yellow may also be used for sub-headlines. Navy is the primary color for body copy.

Headlines and sub-headlines

Corbel Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy

Corbel Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Spanish translation font

Cera GR does not include a well-rounded glyph library. Substitute Myriad Pro for Spanish versions of member-facing materials.

Headlines and sub-headlines

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

White label font

Arial should be used for white labeled materials. Use the white label company's primary brand color for headlines and sub-headlines. Use their primary copy font color for body copy. Black may also be used for body copy.

Headlines and sub-headlines

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Formatting type in Adobe CC

Use the example as a guide for paragraph styles in InDesign, Illustrator, Photoshop, and other design applications where the primary brand font, Cera GR, is available.

Example

H1 (bold, 20pt)

H2 (bold, 16pt)

H3 (bold, 11pt)

Body (11pt)

- Bullet level 1 (11pt)
  - Bullet level 2 (11pt)
    » Bullet level 3 (11pt)

Formatting type in MS Office

Use the example for paragraph styles in PowerPoint, Word, and other MS Office programs where the primary brand font, Cera GR, is unavailable.

Example

H1 (20pt)

H2 (16pt)

Body – bold (16pt)

Body (16pt)

- Bullet level 1 (16pt)
  - Bullet level 2 (14pt)
    » Bullet level 3 (12pt)

H3 (14pt)

Body – small (14pt)

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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

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

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IT MAKES CENTIVO.

This idea should feel introductory and fun and lighthearted. It can make you think, or make you think twice...as long as at the end it makes more sense than before.

Sometimes it's more effective to begin with "IT MAKES CENTIVO" while other times "IT MAKES CENTIVO" is more appropriate as an exclamation or sign off.

This idea works hardest when it feels like an extension of what people are already thinking about or frustrated with. If it feels like it comes from the voice (or mind) of the reader vs. a sales pitch from CENTIVO...it's working.

Photography

Centivo's photography is inspired by hard working people who live in America. It's meant to be authentic, unretouched, and a true representation of our audience.

Style

- Photos should look natural and used with as little stock photography as possible.

- Subjects should not be looking directly at the camera, with exception to persona images.

- Lighting should be natural and not overdone.

- Members should be mostly professional age (20–65), with and without families.

- Subjects should represent a range of diversity in race, age, and socioeconomic status.

- Photos representing network geographies should include qualities of the location such as nature, skylines, landmark activities, and local people.

Brokers

Employers

Employees – at work

Employees – in life

Providers

Iconography

Centivo has 4 icon variations with different usage.

Primary

The primary icon variations are Outline and Style 1. They should be used as accents or to call attention to important information.

Member-facing

Icons used in member-facing materials may be of any of the 4 variations. They can be used as accents, callouts to important information, and as large art elements.

	Outline	Style 1	Style 2	Style 3
Teamwork				
Telemedicine				
Doctor				
Money				
Easy				

Illustration

Centivo's illustrations style is modern, graphic, and friendly.

Usage

Illustrations should only be used for member-facing items such as the Open Enrollment Brochure, Welcome Kit, and Member App.

Background colors

Illustrations may sit on white, a solid color, or within a light gray bubble. Illustrations for the Member App sit within a gray bubble and include a dashed line for added depth.

Design styles

Centivo's design style is modern and friendly and supports our conversational brand tone. The design style is varied accordingly for the audiences listed in this section.

Primary

Use the primary style when designing for brokers, clients, providers, and Centivo corporate (both internal and external).

The primary style supports "IT MAKES CENTIVO" statements through the use of fun, bold colors and realistic, relatable photography. Copy is made friendly and legible through the use of white space and callout boxes.

The logo icon should be present, either fully or partially, with "IT MAKES CENTIVO" statements, which are in all caps. The Centivo logo is present in the bottom left corner of most materials.

Example sell sheet

← "IT MAKES CENTIVO" header in all caps

All or a portion of the logo icon within the header

Logo and footer in bottom left corner

Bleedless design

Example presentation slides

Footer is centered

Logo in bottom left corner

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Member-facing

Use the member-facing style when designing for members, including the Open Enrollment Brochure, Welcome Kit, and Member App.

The member-facing style supports friendly messaging through the use of bold colors, engaging illustrations, and supporting icons.

Example Open Enrollment brochure

Example Welcome Kit brochure

Example Member App screens

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Co-labeled

Whether in the primary or member-facing style, materials are easily co-labeled by following the these rules:

- Add the co-labeled logo (bottom right corner of most materials)
- Leave all Centivo branding as is

← No changes to Centivo branding

↑ Centivo logo in bottom left corner

↑ Co-label logo in bottom right corner

Co-branded

- Create a logo lockup that includes the Centivo logo and the co-brand logo separated by a divider line
- Use the brand style of the first listed logo
- For example, if a client is talking about Centivo, their logo is listed first in the lockup and their brand style is used.

Co-branded logo lockup

↑ Lead logo (dependent on which company is leading the messaging)

↑ Gray, 1pt divider line

↑ Second logo

White label

- No Centivo branding (logo, copyright, colors, icons, illustrations, fonts, etc.)
- Use the requesting white label company's branding
- Use the requesting white label company's logo

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For questions or more information

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