

Updated July 2021

Brand system and style guide



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.



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).



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.





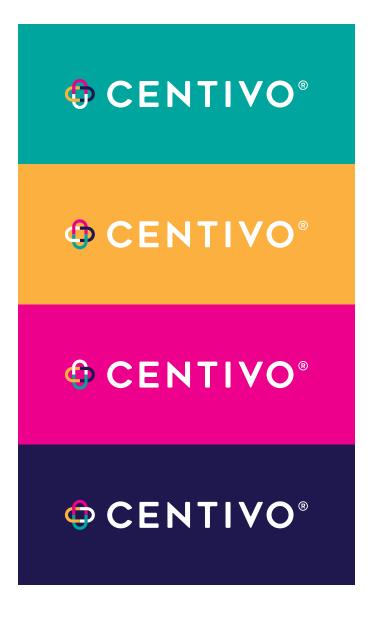


Background colors

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 Secondary colors CMYK: 79/11/44/0 CMYK: 100/100/32/39 NAVY RGB: 0/166/158 RGB: 31/18/79 PMS 326 PMS 2738 HEX: 1f124f HEX: ooa69e CMYK: 0/0/0/0 CMYK: 43/100/47/38 **BURGUNDY** WHITE RGB: 255/255/255 RGB: 110/0/64 PMS 7640 HEX: ffffff HEX: 6e0040 CMYK: 0/35/85/0 CMYK: 44/35/34/1 MEDIUM GRAY RGB: 250/176/64 RGB: 149/152/154 **PMS Process** HEX: fabo40 HEX: 95989a CMYK: 0/100/0/0 CMYK: 27/20/20/0 PINK RGB: 236/0/140 RGB: 187/189/191 **PMS Process** HEX: ecoo8c HEX: bbbdbf





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.







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





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)





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





Key idea

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.

Providers



Brokers



Employers



Employees - at work



Employees - in life







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.



Illustration

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

Usage

Illustrations should only be used for memberfacing 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.

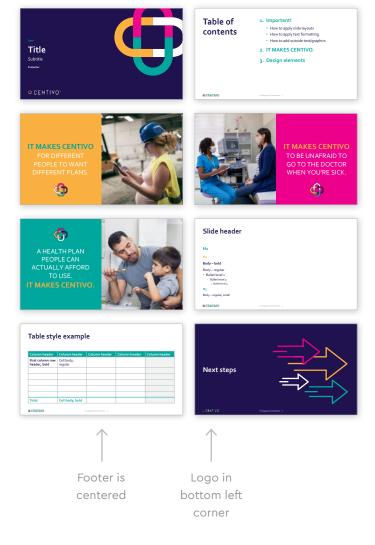
The logo icon should be present, either fully or partially, with "IT MAKES CENTIVO" statements, which are in all caps. The Centivo logo is present in the bottom left corner of most materials.

Example sell sheet



Bleedless design

Example presentation slides





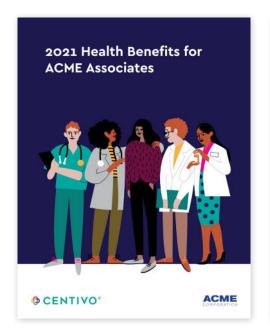


Member-facing

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

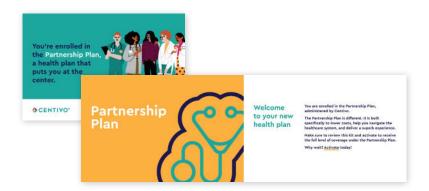
The member-facing style supports friendly messaging through the use of bold colors, engaging illustrations, and supporting icons.

Example Open Enrollment brochure





Example Welcome Kit brochure



Example Member App screens









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

Example co-labeled sell sheet



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



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





For questions or more information

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