



BRAND OVERVIEW

The Nevada Health Link brand represents the connection between health insurance and Nevadans. It stands for the commitment the organization has to provide quality, income-based health insurance options to Nevada's uninsured and underinsured.

Because of this, it is vital that the following brand guidelines be followed with strict adherence. In doing so, the brand, the message and the meaning of Nevada Health Link will be consistent across all avenues of communication.



Table of Contents

Logotype	1
Logo Suite	5
Logo Color	6
Logo Sizing	7
Logo Spacing	9
Logo Misuse	10
Color Palette	11
Typography	12
Photography	13
Brand Messaging	16
Evergreen Campaign	17



Logo

The Nevada Health Link logo represents the organization and all it stands for. It’s an element that should be included on every piece of communication and is the face of the brand. The logo is broken down into two parts, the Symbol and the Logotype. For the purpose of this brand standards guide, we may refer to elements individually, but when talking about the “logo,” it refers to the mark as a whole.



1a - Primary Logo

Primary Logos

The preferred logo is full-color and has variations without tagline (see example 1a) and with tagline (see example 1b). Because of the large Latino population served by Nevada Health Link, we have developed one logo for your use (see examples 2a).



Primary Logo with Tagline: 1b - English | 2a - Spanish



URL Logo

URL Logos

The original Nevada Health Link logo has been transformed into a url lockup. The updated campaign logo better serves the brand by showing its audience that Nevada Health Link is an interactive online platform that they can engage with on a digital level.



URL Logo with Tagline



URL Logo + State Seal - English

State Seal Logos

The State Seal logo lockup was created to further position the brand as 'Nevada's Official Health Insurance Marketplace'.



URL Logo + State Seal - Spanish



Primary Logo

Logo Suite

The primary logo is to be used whenever possible and applicable.

URL logo is to be used on all campaign materials and assets that require a URL call to action.

The link graphic is applied when size constraints are very limited and a full brand presence is not necessary.



Where Health Insurance Competes for You

Primary Tagline



Where Health Insurance Competes for You



URL Logo & Tagline

Link Graphic / Emoticon



Multicolor Primary Logo



Multicolor Primary Logo - White Text



Black Logo



White Logo

Logo Color

The logo appears in full color as well as black and white.
The full color logo has the option between color or white text.

Please note the black and white logos have a stroke separation within the 'link' graphic unique only to one-color logo files.



Minimum Width

Minimum Print Size:

.5" w

Minimum Screen Size:

100px w



Logo Sizing

Pay close attention to legibility when using the logo at small sizes. All the logo components must maintain their scale in relation to one another. As one component gets larger, the others get proportionally larger. Do not alter these proportions when reducing or enlarging the logo.

Due to anti-aliasing, some characters may not be legible at 100px vs 101px.

Minimum Width

Minimum Print Size:

1.0" w

Minimum Screen Size:

125px w



URL Logo Sizing

Pay close attention to legibility when using the logo at small sizes. All the logo components must maintain their scale in relation to one another. As one component gets larger, the others get proportionally larger. Do not alter these proportions when reducing or enlarging the logo.

Due to anti-aliasing, some characters may not be legible at 125px vs 126px.



Logo Clear Space

Clear space is the area surrounding the logo that is free of all other elements such as other logos, symbols or text. Using a consistent clear space will ensure the logo stands out and is unobstructed in its usage.

The logo should always maintain the minimum spacing of one "link". The lines illustrate the MINIMUM spacing around the logo when used in any piece of communication. The URL & tagline version of the logo follows the same spacing standards.



Do not stretch



Do not add effects

Logo Misuse

To maintain a consistent brand, please do not make changes or additions to the Nevada Health Link logo. Here are just a few samples of improper usage.



Do not change logo typeface



Do not alter logo proportions



Do not alter logo colors outside of guidelines

Brand Palette

PURPLE		YELLOW		BLUE		GREEN		DARK PURPLE	
C	33	C	0	C	100	C	35	C	68
M	100	M	15	M	0	M	0	M	100
Y	0	Y	95	Y	0	Y	100	Y	11
K	4	K	4	K	0	K	15	K	2
R	168	R	246	R	44	R	154	R	114
G	28	G	203	G	170	G	183	G	42
B	136	B	28	B	226	B	45	B	129
HEX	A91C89	HEX	F6CE1A	HEX	00AEEF	HEX	9AB82D	HEX	722A81
PANTONE	248 C	PANTONE	116 C	PANTONE	2995 C	PANTONE	376 C	PANTONE	2603 C
TINTS		TINTS		TINTS		TINTS		TINTS	

A distinctive, strong color palette is important to maintaining the Nevada Health Link brand. The brand can be boiled down to four colors: Purple, Green, Blue and Yellow. From these four, we’ve extended the color palette with shades and tints to give a wide array of usable colors.



COOL GRAY	
C	62
M	52
Y	48
K	19
R	99
G	102
B	106
HEX	63666A
PANTONE	GRAY 10
TINTS	

Brand Typography

Primary Typeface - Whitney

The primary typeface is Whitney, designed by Hoefler & Frere Jones. It's a clean, sans-serif typeface that was designed specifically for legibility. It has sturdy, compact letters that make it an appropriate typeface for both print and signage. It's specifically designed to work in crowded environments and to be legible from a distance. The preferred weights are light, book and bold.

Secondary Typeface - FF Meta Serif

The secondary typeface is FF Meta Serif, a typeface designed by Erik Spiekermann and Christian Schwartz and sold at FontShop.com. It's a versatile, simple serif designed for easy reading and large blocks of copy. It's set with undertones of trust and professionalism, and has a wide array of weights and styles to fit any occasion. The preferred weights are book, book italic and bold.

Alternative Typefaces

If Whitney and FF Meta Serif are unavailable for any reason, the following are the approved typefaces for both print and web communication: **Arial - Regular & Bold, Georgia - Regular**

Whitney - Primary Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FF Meta Serif - Primary Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Photography of people is an important element of the Nevada Health Link brand. It helps emphasize and communicate that Nevada Health Link is focused on helping people. All imagery should depict happiness, families and people, as well as bright, sun-lit backgrounds. All imagery should convey feelings of health, diversity and hope.





Brand Messaging

BRAND NAME

Nevada Health Link

ACCEPTABLE VARIATIONS

NevadaHealthLink.com

OTHER ACCEPTABLE VARIATIONS

*for Internal Use or Partner Communication Only
When Absolutely Necessary for Official Needs*

The Silver State Health Insurance Exchange

20 WORD BOILERPLATE

NevadaHealthLink.com is Nevada’s health insurance marketplace, and the only place where Nevadans can receive financial help on quality health insurance.

100 WORD BOILERPLATE

NevadaHealthLink.com is Nevada’s health insurance marketplace, and the only place where Nevadans can receive financial help on monthly premiums. The state-based marketplace offers a variety of health insurance plan options to every Nevadan through trusted health insurance carriers. Nevada Health Link also partners with multiple carriers to offer dental and vision plans. Nevada Health Link is ideal for those who do not qualify for Medicare or Medicaid and do not have employer-sponsored health insurance. Nevada Health Link is operated by the Silver State Health Insurance Exchange. Nevada Health Link encourages Nevadans to use the free assistance of a licensed enrollment professional by calling 1-800-547-2927 or by visiting NevadaHealthLink.com.

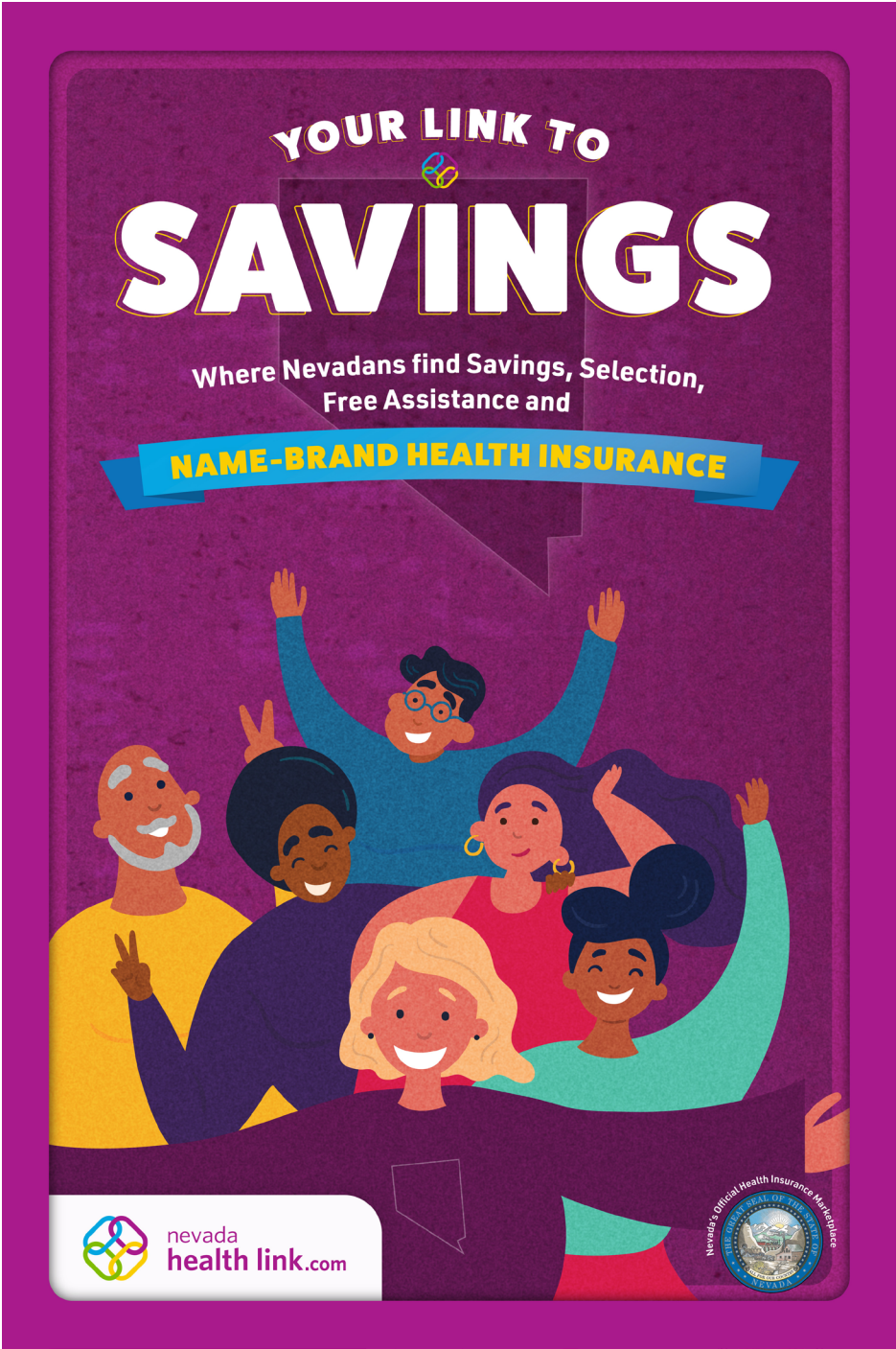
Evergreen Campaign

Using vibrant, bright and expressive animation, Nevada Health Link has developed a health insurance enrollment campaign that stands out within the advertising landscape.

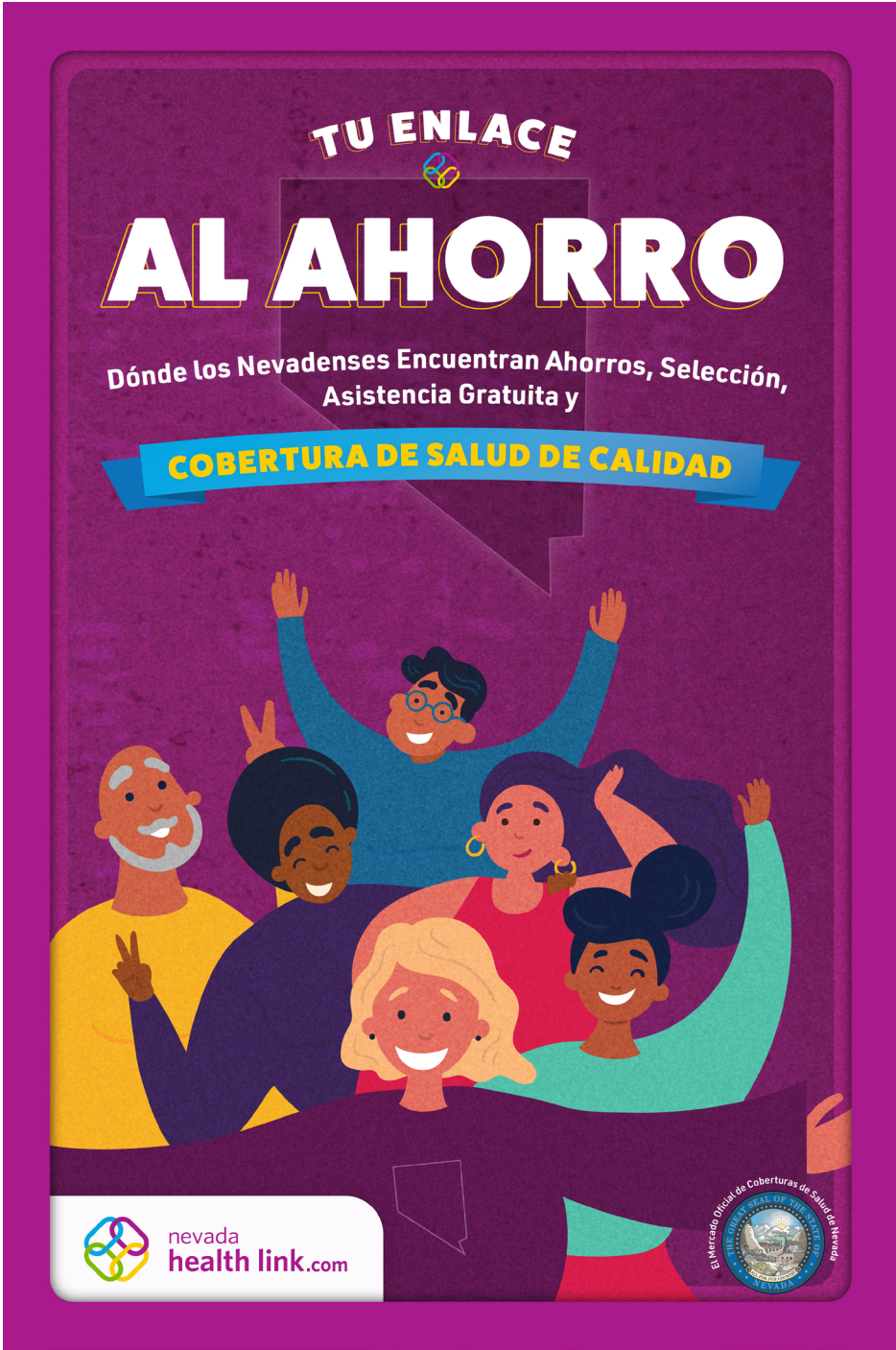
The campaign has the added benefit of introducing an evergreen, brand awareness campaign into the Nevada Health Link brand effort that addresses one of the marketplace's most persistent opportunities — increasing overall brand awareness and memorability of Nevada Health Link benefits across all audiences.



Evergreen Assets

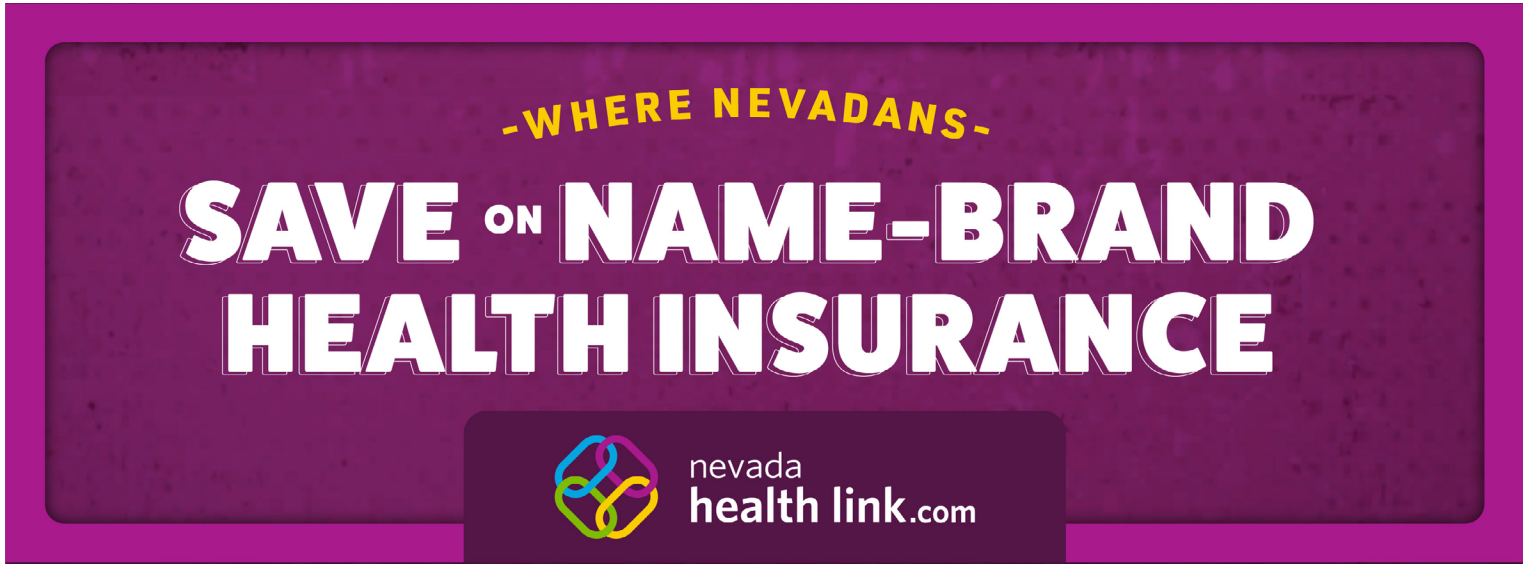


Print Advertisement - English



Print Advertisement - Spanish

Evergreen Assets



OOH Advertisement - English

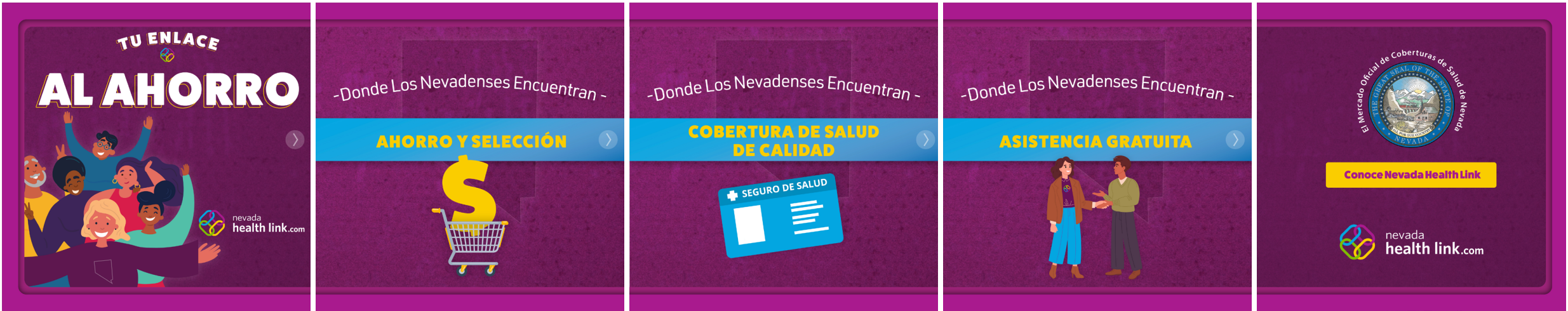


OOH Advertisement - Spanish

Evergreen Assets

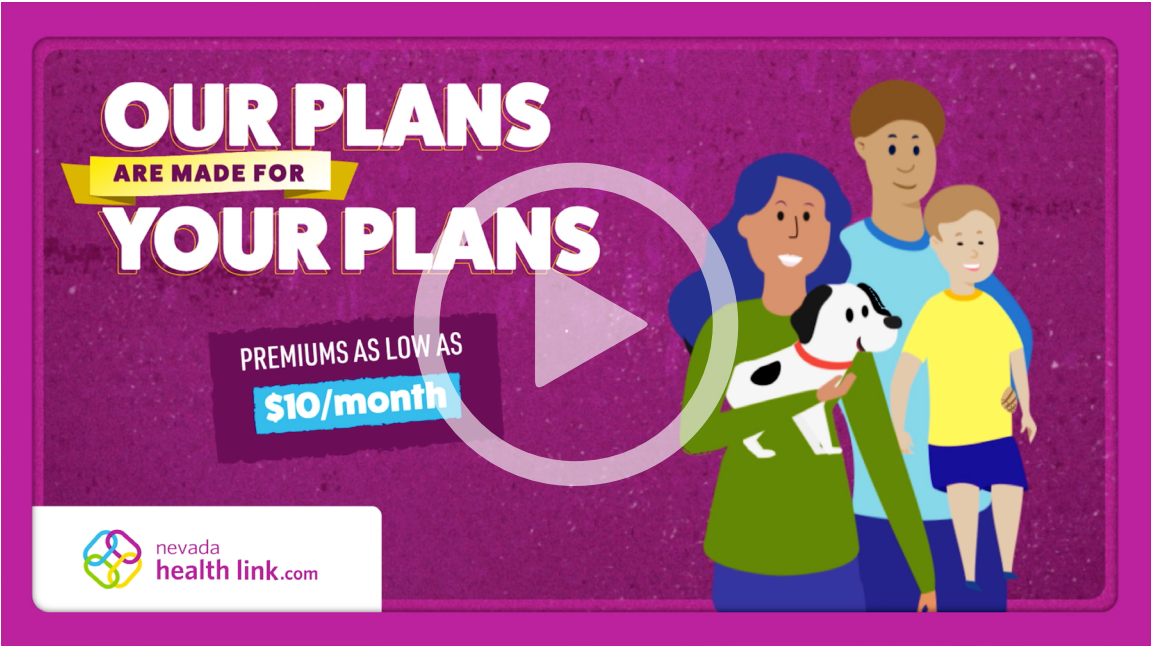


Digital Advertisment Frames - English



Digital Advertisment Frames - Spanish

Evergreen Assets



:30 Video Advertisement - English - CLICK TO PLAY



:30 Video Advertisement - Spanish - CLICK TO PLAY

