



Community Resource Center

COMMUNITY RESOURCE CENTER BRAND STYLE GUIDE

VERSION 1.0



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Welcome!

Welcome to the official L.A. Care Health Plan and Blue Shield of California Promise Health Plan Community Resource Center style guide.

Both mission-driven health plans have collaborated in a groundbreaking five-year partnership to jointly operate 14 Community Resource Centers across Los Angeles County. These new Resource Centers are designed to become Centers of Excellence to identify health disparities and create focused programming to address those needs. Once fully operational they'll help improve health outcomes for more than one million plan members and community residents.

Building A New Identity

A key to the success of our new partnership is to create a positive Community Resource Center identity that is equally reflective of each plan's brand equities, yet distinct enough to feel like something fresh, new and different.

We can achieve that with the help of a style guide. This resource document outlines the guidelines for developing creative assets for the Community Resource Centers. Adherence to these guidelines will ensure that the Resource Centers are presented with an aesthetic look and feel that is consistent and aligned across our respective organizations when communicating to members, the community and other stakeholders.

The Story Behind Our Joint Identity Mark



Findings from consumer research show that the joint L.A. Care and Blue Shield Promise Community Resource Center identity mark has many positive attributes. The following are words or phrases consumers used to describe the mark:

- Loving and Welcoming
- Caring and Safe
- Personable, Home & Family
- A place that's trustworthy; for everyone, inclusive
- Two companies coming together

These are key brand elements and aspects of our identity that we need to carefully nurture and cultivate as we represent and bring the Community Resource Centers to life. The following brand style guidelines will establish this new brand identity.

Logotypes

Primary Logo

The logo is made up of the L.A. Care Health Plan logo, Community Resource Center logo, Blue Shield Promise Health Plan logo. The wordmark is in the Montserrat font.

The primary logo is the priority logo to be used on all co-branded pieces and the preferred placement is against a white background. This version will remain the primary logo on all collateral branded pieces until all newly co-branded Community Resource Centers are launched. The primary logo allows for full representation of both health plans as well as the introduction of the new L.A. Care Health Plan & Blue Shield of California Promise Health Plan Community Resource Center partnership.



Community Resource Center

Secondary Logo

The secondary logo can be used on an as needed basis.



Tertiary Logo

The tertiary logo can be used on an as needed basis.



B/W Primary Logo

The following black and white logo may be used on a case-by-case basis and with prior approval from the Brand Review Committee.



Digital Applications

All digital applications should use the primary logo.

Promo Items and Work Wear

The primary logo should be used for all promotional items and work wear that are external facing. However, when spacing and visibility issues arise, 'health plan' may be removed from the L.A. Care logo (reference secondary lockup).

Community Resource Center Mark

In unique situations that are intended for internal use only and as determined by the Brand Review Committee, the use of the "House" Identity Mark may be allowed as a stand-alone, separated from both LAC and BSP health plan logos. The "House" identity mark must include the "Community Resource Center" name below it.



For Promotional Item Use Only



Color Palette

Primary

This is the primary color for the partnership - the blue shade was derived from pulling and combining the blue tones from the L.A. Care and Blue Shield Promise identity marks.

**PMS2193****C:** 86 **M:** 30 **Y:** 0 **K:** 0**R:** 0 **G:** 144 **B:** 218**HEX:** 0090DA

Secondary

Used to support the primary blue and serve as accent colors in all visual communications.

**PMS2756****C:** 100 **M:** 98 **Y:** 0 **K:** 15**R:** 21 **G:** 31 **B:** 109**HEX:** 151F6D**PMS130****C:** 0 **M:** 32 **Y:** 100 **K:** 0**R:** 242 **G:** 169 **B:** 0**HEX:** F2A900

Tertiary

Used to support the primary and secondary colors and serve as accents in all visual communications.

**PMS377****C:** 50 **M:** 1 **Y:** 100 **K:** 20**R:** 122 **G:** 154 **B:** 1**HEX:** 7A9A01**COOLGRAY10****C:** 40 **M:** 30 **Y:** 20 **K:** 66**R:** 99 **G:** 102 **B:** 106**HEX:** 63666A**COOLGRAY1****C:** 4 **M:** 2 **Y:** 4 **K:** 8**R:** 217 **G:** 217 **B:** 214**HEX:** D9D9D6

Typography

Primary San Serif

Avenir is the primary typeface to be used for headers, sub-headers, and body copy. Avenir has a large family including a condensed option in various styles.

H1 — **Avenir**

H2 — **At vero eos et et**

H3 — **Similique qui officia deserunt**

BODY — Dignissimos ducimus qui blanditiis
praesentium voluptatum deleniti atque
corrupti quos dolores et quas molestia.

Secondary San Serif

Montserrat is the primary sans serif typeface to be used for web applications. It can be used as an alternative when Avenir is not available.

H1 — **Montserrat**

H2 — **At vero eos et et**

H3 — **Similique officia deserunt**

BODY — Dignissimos ducimus qui blanditiis
praesentium voluptatum deleniti
atque corrupti quos dolores.

Primary Serif

Merriweather is the primary serif typeface to be used for collateral only related to the senior population and on content saturated collateral.

H1 [**Merriweather**]

H2 [**At vero eos et et**]

H3 [**Similique officia deserunt**]

BODY [Dignissimos ducimus qui blanditiis
praesentium voluptatum deleniti
atque corrupti quos dolores.]

Alternate

In the event the primary and secondary serif and sans serif fonts are unavailable, the Corbel font is an alternate approved font that may be used only with the approval of the Brand Review Committee prior to use.

H1 [**Corbel**]

H2 [**At vero eos et et**]

H3 [**Similique officia deserunt**]

BODY [Dignissimos ducimus qui blanditiis
praesentium voluptatum deleniti atque
corrupti quos dolores.]

Photography

All photography standards depicted below should be applied across all co-branded collateral and web pieces. In addition, neither photography option is primary and can be applied to any co-branded piece when necessary. Images should be candid, lifestyle shots that evoke people representative of diverse backgrounds and age ranges being active, healthy and informed.



Full Color Subjects

Subjects will be in full color against a monochromatic grayscale background.



Full Color Skin Tone

Subjects skin tone and hair in full color while everything else within picture remains grayscale.

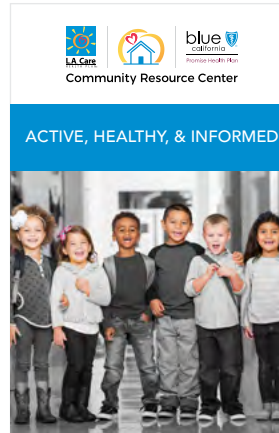
Brand Elements

Headers and Footers

Headers may be used to provide a background to title, headlines and subheadings. Header must be in the primary blue and can be solid or use the multiply effect at 100% to create transparency.

You can emphasize a header using two font type sizes. The small type size should be a heavy weight and between 30-50% of the big type size. The big type size should be a light weight. When placed on a blue header, the top should be heavy weight and yellow and the bottom part should be light weight and white.

Footers may be used in pieces to highlight additional information but must not compete with the header.



Header Using Solid Primary Blue



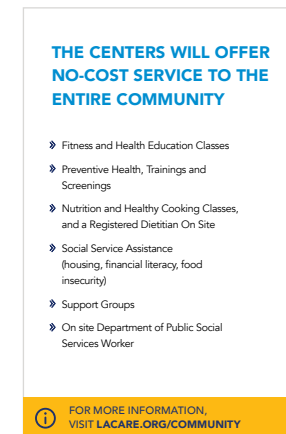
Header Using Multiply Effect at 100%



Inner Page with Header Using Primary Blue and Cool Gray 1 Footer



Inner Page with No Header using 100% Primary Blue footer



Inner Page with No Header using 100% Yellow Footer

House Identity Mark

Can be used as a stand alone after the primary logo lock-up has been introduced in the same piece. The use of the house mark should be in close proximity to written reference to the Community Resource Centers name. The use of the house mark as a stand alone is not intended to replace the logo lock-up and its use requires approval from Brand Review Committee.

House Watermark

The house logo from the Community Resource Center lock-up can be used as a watermark design element on primary blue solid headers only. The house watermark should be 13% opacity in all white. The tip and the side of the house should be cropped as shown.

AT THE COMMUNITY RESOURCE CENTERS, YOU CAN:

- ▶ Get free health and developmental screenings
- ▶ Get information about local organizations and resources
- ▶ Learn about no-cost or affordable health coverage options
- ▶ Attend free health and wellness classes

HEALTH PLAN MEMBERS CAN ACCESS:




- ▶ A Member Services Representative
- ▶ A Care Manager

ATTEND AN ORIENTATION AND YOU'LL LEARN HOW TO:

- ▶ Get a member ID card
- ▶ Choose or change your doctor
- ▶ Fill your prescriptions



Call or visit a Center near you for the latest schedule of classes
1.000.000.0000 (TTY 711) or visit lacare.org/community.

Community Resource Center

ACTIVE, HEALTHY,
& INFORMED

L.A. Care Health Plan and Blue Shield of California Promise Health Plan are committed to improving the health outcomes of our members and the communities where they live. Because health care is local, we're collaborating to jointly introduce new safe, fun and inclusive Community Resource Centers across Los Angeles County.

This new collaboration reinforces and expands the relationship between the two plans, with opportunities to leverage their respective strengths and areas of expertise. It also creates opportunities to share perspectives and learnings, as well as opportunities for joint problem-solving and innovation.

The new Resource Centers are designed to become Centers of Excellence for identifying health disparities and creating focused programming to address those disparities within communities. Each will connect members from both plans and the Los Angeles community to classes and personalized services that will address their social needs and keep them active, healthy and informed. Ultimately the collaboration will help improve health outcomes, which can also reduce health care costs over time.

Iconography

These icons may be used for supplemental creative and professional applications.

Primary icon colors will be as follows:

primary blue is dominant, followed by the secondary yellow as an accent.

Secondary icon colors are either secondary blue or yellow (dependent on the background color per below).

When used on a gray background, icons should be two toned.

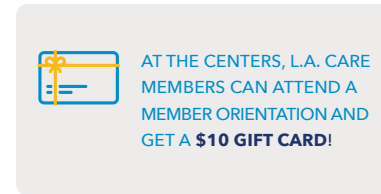
When used on a blue background, icons should be a solid yellow.

When used on a yellow background, icons should be solid secondary blue. Icon line width needs to 2 points thick at a standard size. Icons should not be used as watermarks. Centers should not create icons on their own.



Call Out Boxes

Simple call-out boxes in the shape of a rectangle or square may be used to highlight information. The call-out boxes must be used in Cool Gray 1 at 40% opacity and .0625 rounded edges.



Calendar Assets

Please contact L.A. Care's Creative Services Department whenever there is a need to create an icon specifically intended for the monthly calendars. Calendar icons will follow guidelines applied to all branded iconography except when there is copy included in the icons, an effort will be made to ensure the copy is legible and it is preferred that the copy is in the primary blue color.



Bullets

First level bullets should use double arrows mimicking the roof on the CRC logo. Second level bullets should use open circles. Third level bullets should use closed circles. Bullets can be any color from the palette.



Disclaimers

L.A. Care Health Plan

The non-discrimination statement and three language tagline must be included in small-sized significant publications.

L.A. Care Health Plan complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

English: Free language assistance services are available. You can request interpreting or translation services, information in your language or in another format, or auxiliary aids and services. Call L.A. Care at **1-888-839-9909 (TTY 711)**, 24 hours a day, 7 days a week, including holidays. The call is free.

Spanish: Los servicios de asistencia de idiomas están disponibles de forma gratuita. Puede solicitar servicios de traducción e interpretación, información en su idioma o en otro formato, o servicios o dispositivos auxiliares. Llame a L.A. Care al **1-888-839-9909 (TTY 711)**, las 24 horas del día, los 7 días de la semana, incluso los días festivos. La llamada es gratuita.

Chinese: 提供免費語言協助服務。您可申請口譯或翻譯服務，您使用之語言版本或其他格式的資訊，或輔助援助和服務。請致電 L.A. Care 電話 **1-888-839-9909 (TTY 711)**，服務時間為每週 7 天，每天 24 小時（包含假日）。上述電話均為免費。

Blue Shield Plan

The following disclaimer must always appear on CRC collateral. Font Size can be 6 to 7 pt. but must be same primary font as used in referenced document. Can be at the end of a document or on the right hand side (vertical or horizontal).

Blue Shield of California Promise Health Plan is an independent licensee of the Blue Shield Association.

For questions, reach out to

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