WELCOME

The purpose of this document is to provide guidance on use of the Covered California™ logo by authorized partners who are developing partner-branded marketing materials. Please review this guide before developing consumer-facing, employer-facing, media and stakeholder materials. Guidelines must be followed when materials are co-branded with Covered California.
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Covered California™ logo visually represents the diverse population that will access health care coverage through the marketplace. Nested C’s rotated 90 degrees clockwise embody the concept of coverage in a protective umbrella shape, while subtly referencing the brand name.

The name is set in a contemporary sans-serif typeface that communicates clearly and effectively while supporting the clean, friendly style of the iconography.

The preferred version of the Covered California logo is the vertical configuration in full color. **The full-color logo should only appear against a solid white background.**

Secondary versions of the logo, including grayscale, one-color (black) and reverse (white), should be used only in instances when color artwork and layouts are not possible, such as black-and-white newspaper print ads.

**NOTE:** In addition to the primary EPS versions of the logo, JPG and PNG versions are also available for digital use. Always select the electronic artwork appropriate for your application.
Follow these specifications for minimum size when scaling the logo. Do not reduce any smaller than indicated by the numbers beneath the examples.

**VERTICAL (SMALL)** Use at widths from 0.6" to 1"

- **PRINT 0.6" (DIGITAL 60PX)**

  - FILENAMES
    - CC_Vert_Sml_CMYK_Logo
    - CC_Vert_Sml_RGB_Logo
    - CC_Vert_Sml_Grayscale_Logo
    - CC_Vert_Sml_Black_Logo
    - CC_Vert_Sml_Reverse_Logo

**VERTICAL (STANDARD)** Use at widths greater than 1"

- **PRINT 1" (DIGITAL 100PX)**

  - FILENAMES
    - CC_Vert_CMYK_Logo
    - CC_Vert_RGB_Logo
    - CC_Vert_Grayscale_Logo
    - CC_Vert_Black_Logo
    - CC_Vert_Reverse_Logo

**HORIZONTAL (SMALL)** Use at widths from 1" to 1.5"

- **PRINT 1" (DIGITAL 140PX)**

  - FILENAMES
    - CC_Horz_Sml_CMYK_Logo
    - CC_Horz_Sml_RGB_Logo
    - CC_Horz_Sml_Grayscale
    - CC_Horz_Sml_Black_Logo
    - CC_Horz_Sml_Reverse_Logo

**HORIZONTAL (STANDARD)** Use at widths greater than 1.5"

- **PRINT 1.5" (DIGITAL 210PX)**

  - FILENAMES
    - CC_Horz_CMYK_Logo
    - CC_Horz_RGB_Logo
    - CC_Horz_Grayscale
    - CC_Horz_Black_Logo
    - CC_Horz_Reverse_Logo
TRADEMARK SCALE & LEGAL LINE

The trademark symbol should always accompany the logo and be no smaller than 4pt, Helvetica Bold. To ensure this across all uses of the logo while maintaining a visual balance between the mark and the TM, there are two sizes available for use (a small and regular version) for each configuration of the logo. These may be scaled within the sizes specified.

Use of trademark legal line is required:

Covered California is a registered trademark of the state of California.

Publications and print materials must include the legal line. The footer is a recommended location for the legal line.

VERTICAL (SMALL) Use at widths from 0.6” to 1”

VERTICAL (STANDARD) Use at widths greater than 1”

HORIZONTAL (SMALL) Use at widths from 1” to 1.5”

HORIZONTAL (STANDARD) Use at widths greater than 1.5”

FILENAMES:

CC_Vert_Sml_CMYK_Logo
CC_Vert_Sml_RGB_Logo
CC_Vert_Sml_Grayscale_Logo
CC_Vert_Sml_Black_Logo
CC_Vert_Sml_Reverse_Logo

FILENAMES:

CC_Vert_CMKY_Logo
CC_Vert_RGB_Logo
CC_Vert_Grayscale_Logo
CC_Vert_Black_Logo
CC_Vert_Reverse_Logo

FILENAMES:

CC_Horz_Sml_CMYK_Logo
CC_Horz_Sml_RGB_Logo
CC_Horz_Sml_Grayscale
CC_Horz_Sml_Black_Logo
CC_Horz_Sml_Reverse_Logo

FILENAMES:

CC_Horz_CMKY_Logo
CC_Horz_RGB_Logo
CC_Horz_Grayscale
CC_Horz_Black_Logo
CC_Horz_Reverse_Logo
VERTICAL LOGO COLOR USAGE

Each version of the Covered California logo is available in five different color formats: CMYK, RGB, grayscale, one-color (black) and reverse (white). Always use the electronic artwork appropriate for your application:

PRINT
Use EPS files for print applications.

WEB
Use JPG files for online applications.

MICROSOFT WORD
Use JPG files in Word and other word-processing applications.

POWERPOINT
Use PNG files in PowerPoint applications.

**CMYK**
Use this logo for all full-color print applications.

**RGB**
Use this logo for all digital communications.

**GRAYSCALE**
Use this logo for all one-color print applications.

**ONE-COLOR (BLACK)**
Use this logo for one-color print applications where the grayscale logo cannot be reproduced.

**REVERSE (WHITE)**
Use this logo anytime it appears on a dark background.

**FILENAMES**

CMYK
- CC_Vert_CMYK_Logo.eps
- CC_Vert_Sml_CMYK_Logo.eps

RGB
- CC_Vert_RGB_Logo.eps
- CC_Vert_RGB_Logo.jpg
- CC_Vert_RGB_Logo.png

GRAYSCALE
- CC_Vert_Grayscale_Logo.eps
- CC_Vert_Grayscale_Logo.jpg
- CC_Vert_Grayscale_Logo.png

ONE-COLOR (BLACK)
- CC_Vert_Black_Logo.eps
- CC_Vert_Black_Logo.jpg
- CC_Vert_Black_Logo.png

REVERSE (WHITE)
- CC_Vert_Reverse_Logo.eps
- CC_Vert_Sml_Reverse_Logo.eps

(The reverse version of the logo is provided in EPS format only.)
HORIZONTAL LOGO
COLOR USAGE

Each version of the Covered California logo is available in five different color formats: CMYK, RGB, grayscale, one-color (black) and reverse (white). Always use the electronic artwork appropriate for your application:

PRINT
Use EPS files for print applications.

WEB
Use JPG files for online applications.

MICROSOFT WORD
Use JPG files in Microsoft Word and other word-processing applications.

POWERPOINT
Use PNG files in PowerPoint applications.

CMYK
Use this logo for all full-color print applications.

FILENAMES
CC_Horz_CMYK_Logo.eps
CC_Horz_Sml_CMYK_Logo.eps

(RThe CMYK version of the logo is provided only in EPS format.)

RGB
Use this logo for all digital communications.

FILENAMES
CC_Horz_RGB_Logo.eps
CC_Horz_RGB_Logo.jpg
CC_Horz_RGB_Logo.png
CC_Horz_Sml_RGB_Logo.jpg
CC_Horz_Sml_RGB_Logo.png

GRAYSCALE
Use this logo for all one-color print applications.

FILENAMES
CC_Horz_GrayScale.jpg
CC_Horz_Sml_GrayScale.jpg
CC_Horz_Sml_GrayScale.png

ONE-COLOR
(BLACK)
Use this logo for one-color print applications where the grayscale logo cannot be reproduced.

FILENAMES
CC_Horz_Black_Logo.eps
CC_Horz_Black_Logo.jpg
CC_Horz_Black_Logo.png
CC_Horz_Sml_Black_Logo.eps
CC_Horz_Sml_Black_Logo.jpg
CC_Horz_Sml_Black_Logo.png

REVERSE
(WHITE)
Use this logo anytime it appears on a dark background.

FILENAMES
CC_Horz_Reverse_Logo.eps
CC_Horz_Sml_Reverse_Logo.eps

(The reverse version of the logo is provided only in EPS format.)
CLEAR SPACE

Please follow these logo specifications to ensure maximum visibility and legibility in all communications.

VERTICAL & HORIZONTAL (SMALL)

The minimum clear space for both the vertical and horizontal logos (small) is “X,” where “X” is equal to the height of both lines “Covered California” in the Covered California logotype. See examples below.

VERTICAL & HORIZONTAL (STANDARD)

The minimum clear space for both the vertical and horizontal logos (standard) is “X,” where “X” is equal to the height of the word “Covered” in the Covered California logotype. See examples below.
TAG LOGO

When overlaying the Covered California logo onto an image, color or busy background, using the logo with holding device lock-up is best.

When used at the top of the page, the top of the tag should be flush with the top edge of the artboard. When used at the bottom of the page, the bottom of the tag should be flush with the bottom edge of the artboard.

HOLDING DEVICE/TAG Use on top or bottom of photo or colored background

Do not change the color of the holding device.

HOLDING DEVICE Mock-up on photo or colored background
INCORRECT LOGO USAGE

The logo should be used according to the specifications in this brand guide. Always use the approved artwork provided and do not alter the logo in any way. Here are some examples of incorrect usage.

**SIZE RELATIONSHIP**
Do not alter the size relationship of the logo components.

**COLOR**
Do not change the colors of the symbol or logotype.

**ARRANGEMENT**
Do not rearrange the position of the logo components.

**WORDMARK**
Do not use the wordmark by itself.

**LOGOMARK**
Do not use the logomark by itself.

**ADDED WORDS**
Do not add words to the logo.
INCORRECT LOGO USAGE

The logo should be used according to the specifications in this brand guide. Always use the approved artwork provided and do not alter the logo in any way. Here are some examples of incorrect usage.

ADDED EFFECTS
Do not add a drop shadow or other effects to the logo.

TYPEFACES
Do not change the typeface of the wordmark.

DISTORTION
Do not distort or stretch any part of the logo.

INDIVIDUAL ELEMENTS
Do not deconstruct the logo elements to form new graphic lock-ups or identities.

BACKGROUND
Do not place the logo on a background that does not provide sufficient contrast.
PARTNER LOGO LOCK-UP GUIDELINES

There will be times when you may want to place the Covered California™ logo next to your logo — a logo lock-up. In such instances, always separate the logos with a dividing line. When creating a lock-up using the vertical logo, space each logo so that they are one X-height apart, where “X” is equal to the height from the bottom of the logotype to the bottom of the logomark.

In instances where the horizontal logo is used, space each logo so that they are one X-height apart, where “X” is equal to the height of the logotype.

When sizing the logos, make sure that they all have equal prominence. Because partner logos may vary in shape, the logos should appear optically equal even if they are not the exact same size.

Please note that this is not the only manner in which both the Covered California logo and a partner logo may appear within the same space. But if it is desired to place the two logos in close proximity, follow the guidelines above.
PARTNER LOGO LOCK-UP GUIDELINES

There will be times when you may want to place the Covered California™ logo next to your logo — a logo lock-up. In such instances, always separate the logos with a dividing line. When creating a lock-up using the vertical logo, space each logo so that they are one X-height apart, where “X” is equal to the height from the bottom of the logotype to the bottom of the logomark.

In instances where the horizontal logo is used, space each logo so that they are one X-height apart, where “X” is equal to the height of the logotype.

When sizing the logos, make sure that they all have equal prominence. Because partner logos may vary in shape, the logos should appear optically equal even if they are not the exact same size.

Please note that this is not the only manner in which both the Covered California logo and a partner logo may appear within the same space. But if it is desired to place the two logos in close proximity, follow the guidelines above.
The logo and logo co-branded lock-up should be used according to the specifications in this brand guide. Always use the approved artwork provided and do not alter the logo in any way. Here are some examples of incorrect usage.

**SIZE RELATIONSHIP**
Do not create imbalanced logo-to-logo scale.

**COLOR**
Do not change the colors of the symbol or logotype.

**ARRANGEMENT**
Do not overlap the logos; follow white space rules.

**BACKGROUND**
Do not set the logos on anything but a white field.

**DISTORTION**
Do not distort the logo or logotype.

**EFFECTS**
Do not add effects to the logo or logotype.
QUESTIONS?

For any questions regarding Covered California™ or these brand guidelines, please contact branding@covered.ca.gov.

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