Digital brand
guidelines
and resources.

Standards and best practices
for email and display media.

HIGHMARK®
HEALTH

Table of Contents

Overview

REPRESENTING OUR BRANDS DIGITALLY

These guidelines are Highmark Health's technical best practices for representing our brands in digital contexts like email and display media. Stick to these requirements when developing creative to optimize our impact and results.

PART OF A BIGGER PICTURE

These guidelines do not comprise best practices for individual creative elements like photos, illustrations, and specific messaging. Copy, voice, and visuals should always align with the appropriate brands, lines of business, and campaigns.

Refer to brand guidelines, the Highmark Health brand book, and briefs to collaborate and develop the most effective digital content while adhering to the technical guidelines in this document.

Section 1:
Email

Maintain consistency and accessibility across every campaign, every email, every time.

Email design system

A CONSISTENT APPROACH

To keep things simple, we have created email templates for Highmark and AHN.

Base templates should be used as a starting point. They can be enhanced with supporting components to help align with each campaign. For example, the same base template could end up looking like A, B, or C.
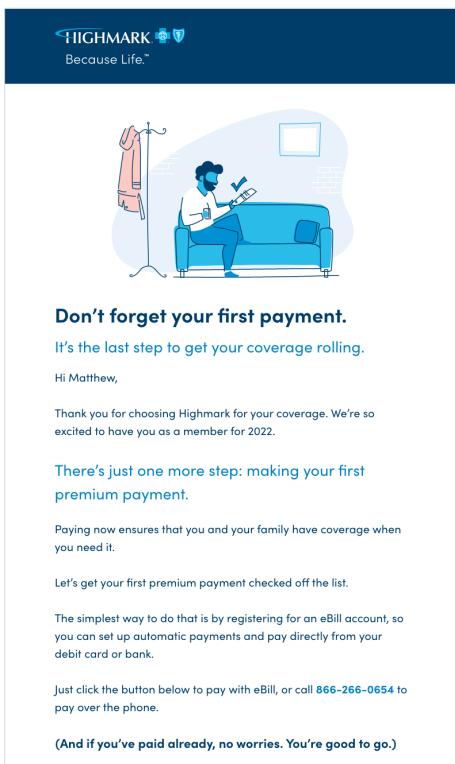
This helps us maintain a consistent look and feel, support brand recognition, and meet the unique needs of each campaign.
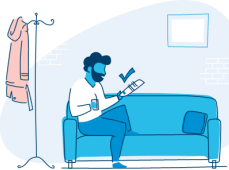
One template. Many expressions.

A

Don't forget your first payment.

It's the last step to get your coverage rolling.

Hi Matthew,

Thank you for choosing Highmark for your coverage. We're so excited to have you as a member for 2022.

There's just one more step: making your first premium payment.
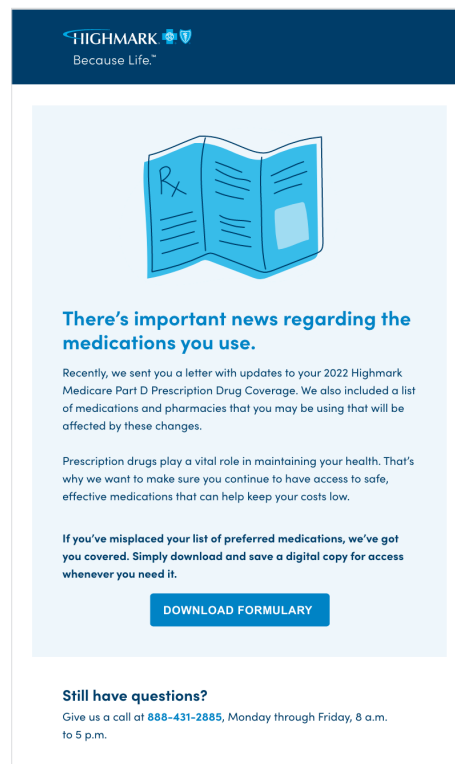
Paying now ensures that you and your family have coverage when you need it.

Let's get your first premium payment checked off the list.

The simplest way to do that is by registering for an eBill account, so you can set up automatic payments and pay directly from your debit card or bank.

Just click the button below to pay with eBill, or call **866-266-0654** to pay over the phone.

(And if you've paid already, no worries. You're good to go.)

B

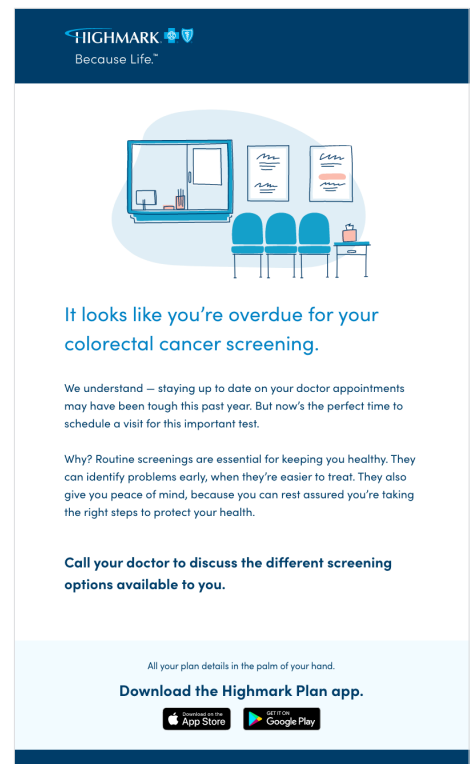**There's important news regarding the medications you use.**

Recently, we sent you a letter with updates to your 2022 Highmark Medicare Part D Prescription Drug Coverage. We also included a list of medications and pharmacies that you may be using that will be affected by these changes.

Prescription drugs play a vital role in maintaining your health. That's why we want to make sure you continue to have access to safe, effective medications that can help keep your costs low.

If you've misplaced your list of preferred medications, we've got you covered. Simply download and save a digital copy for access whenever you need it.

[DOWNLOAD FORMULARY]

Still have questions?
Give us a call at **888-431-2885**, Monday through Friday, 8 a.m. to 5 p.m.

C

It looks like you're overdue for your colorectal cancer screening.

We understand — staying up to date on your doctor appointments may have been tough this past year. But now's the perfect time to schedule a visit for this important test.

Why? Routine screenings are essential for keeping you healthy. They can identify problems early, when they're easier to treat. They also give you peace of mind, because you can rest assured you're taking the right steps to protect your health.

Call your doctor to discuss the different screening options available to you.

All your plan details in the palm of your hand.

Download the Highmark Plan app.

[App Store] [Google Play]

Components

Frequently used components are loaded into the email templates. They're broken into two categories: functional and supporting.

Functional components are buttons, priority code areas, video screen links, and other calls to action (CTAs) that help the user take action.

Supporting components are stylistic and help support the message and flow of the experience.

To maintain consistency, each component is grouped with the appropriate spacing, in pixels, above and below the element. These placeholders should be deleted once placed.
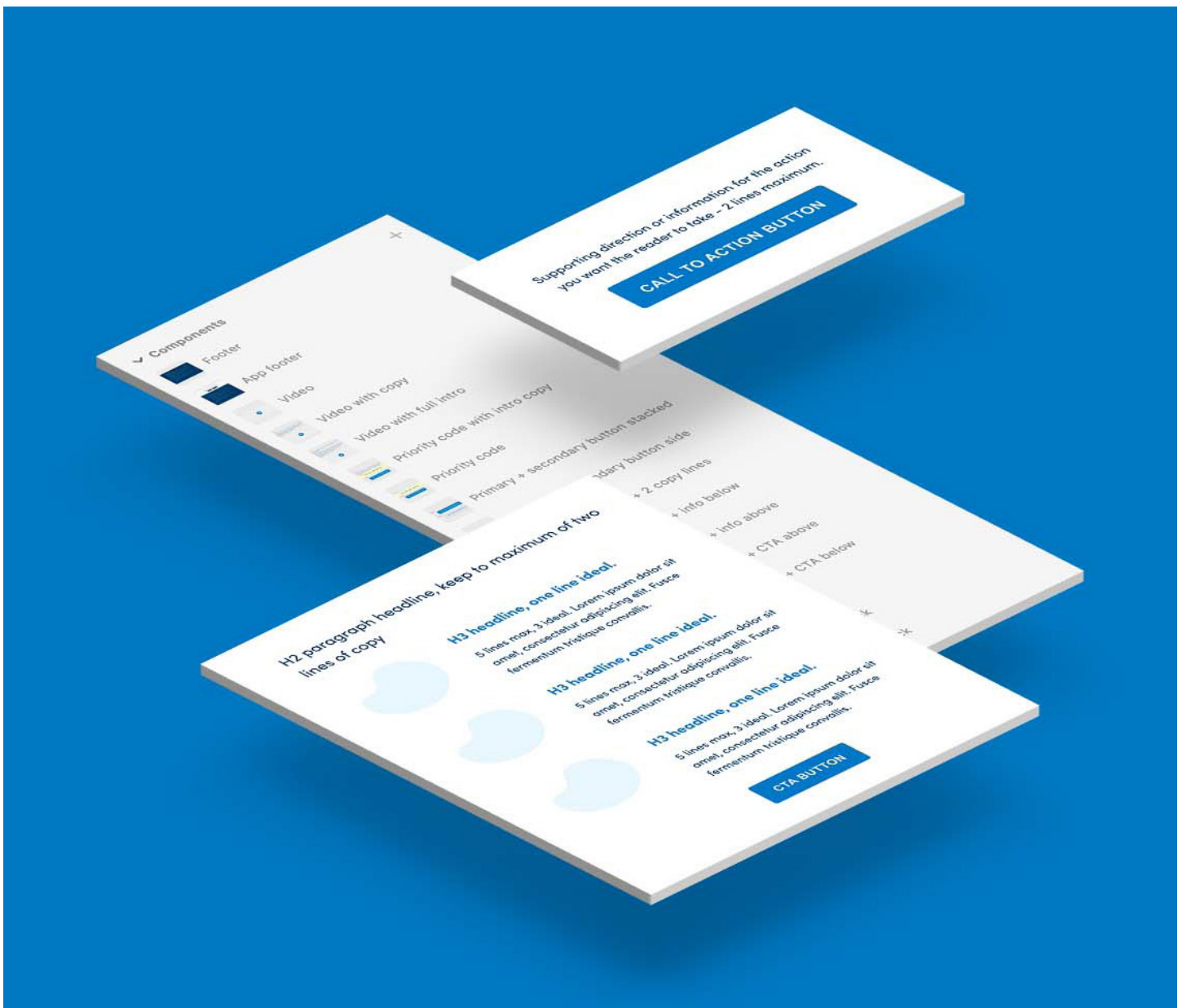
Email content

SUBJECT LINE

Without an enticing subject line, the email will not get opened and the message will go overlooked. Maximum character count for a subject line is 45 characters, with 28-39 characters performing the best. Avoid words that may trigger spam filters, like "Free" and "Reminder."

PREHEADER TEXT

This is a preview of the content within the email. It can summarize the message or desired action and provide additional insight into the subject line. Keeping the preheader text under 35 characters is best practice. If no preheader text is provided, the first sentence of the email will be the default preheader.

ALT TEXT

Please see photography standards on page 12 for alt text requirements.

CONSISTENT AND CLEAR MESSAGING

While email copy needs to be short and sweet, we need to ensure consistent messaging across all campaigns, regardless of medium. All the same RTBs and information should be conveyed. For some consumers, email is our only means of communication. Use headlines and subheads when switching topics to make emails easy to follow, especially on screen readers.

ALL CAPS

Screen readers will change tone and speaking volume when reading text in all caps. When all caps must be used, text should be typed in the HTML in sentence case and changed to display uppercase in the code. This ensures the text looks uppercase but it reads at a normal volume.

BUTTONS AND CTAs

Button text should make the next step clear. Verbs like "download," "reserve," "register," and "start" are all good examples.

Accessibility

Consider screen readers when writing button text. "Learn more" and "call now" are common but vague if the email hasn't been fully consumed. Pair a verb with a subject to give more context. For example, "Download Your Medicare Roadmap."

Email font styles

Font styles for headlines, paragraphs, and CTAs are preloaded into the templates in the most commonly used weights and colors. The point sizes have been adapted into proportional pixel sizes for code. The colors and weights can be changed based on the font color accessibility guidelines on the next page.

For accessibility, line height should always be a value of 1.5 or greater (line height divided by font size = 1.5 or greater). Large paragraphs of copy should be left-aligned for readability.

The brand font Sofia Pro is not compatible for every email client, so we have put fallbacks in place to maintain consistency. In order, fonts are stacked as Sofia, Century Gothic, Helvetica Neue, Helvetica, and Arial. For mockup purposes, always set the font in Sofia.

Email client capabilities change often and it's possible that more clients will allow web font usage in the future.

Never use a font below 14 px (approximately 11 pt) in email.

H1 headline
35 pt; 51 pt line height

H2 headline
27 pt; 41 pt line height

H3 headline
25 pt; 38 pt line height

H4 headline
22 pt; 34 pt line height

H5 headline
18 pt; 27 pt line height

H6 headline
14 pt; 21 pt line height

Body copy
20 pt; 31 pt line height

Disclaimers
14 pt; 21 pt line height

Digital color palette

Many accessibility considerations are addressed in the HTML code of the email to help screen readers and other technologies relay information to visually impaired users.

On our end, we can stick to strict contrast ratios between our text and background colors to keep our emails easy for everyone to read. That's why we created a supplemental digital-only color palette for fonts. These are preloaded into the document assets panel of the template.

WCAG (Web Content Accessibility Guidelines) compliance is based on usage against a white background. See next page for solid-color background guidelines.

Some colors can only be used in bold weight, even when placed on white backgrounds — thicker font weights increase contrast ratio.

All standard brand colors are also preloaded into the email templates. The colors can still be used in illustrations and even some HTML elements such as horizontal rules to separate blocks of text and bullet points.

PRIMARY

TOGETHER BLUE
HEX #003963
AAA compliant

DIGITAL BLUE
HEX #0078C1
AA / AAA bold compliant

DIGITAL GREEN
HEX #028344
AA / AAA bold compliant

DIGITAL SHADE
HEX #00663D
AAA compliant

SECONDARY

BOLD CORAL
HEX #F36B44
AA bold compliant

Background colors and frames

When choosing background colors, even our accessible color palette may not provide enough contrast.

Generally, 5%-10% tints of Digital Blue, Digital Green, and Bold Coral work well as background colors when paired with bold weight fonts. Some of these tints are already preloaded into the email templates. Check all combinations used with a WCAG contrast ratio tool, such as **accessible-colors.com**.

If a background color is used behind an illustration, a frame is not needed.

Because of our templates' logo bars and the disclaimer areas, Together Blue is generally not used as a background color to keep the email from feeling heavy and dark.

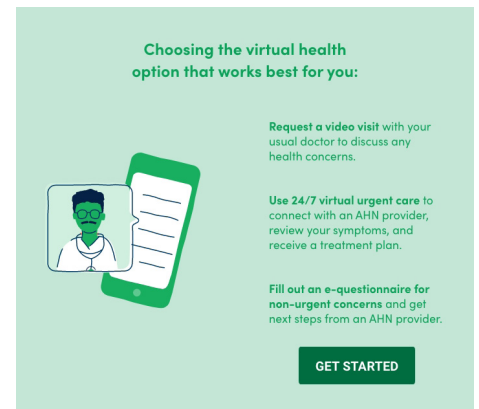Backgrounds require white space on the top, left, and right. These are set within the base template. This set border prevents any potential cutoff as the email is displayed by various email service providers.
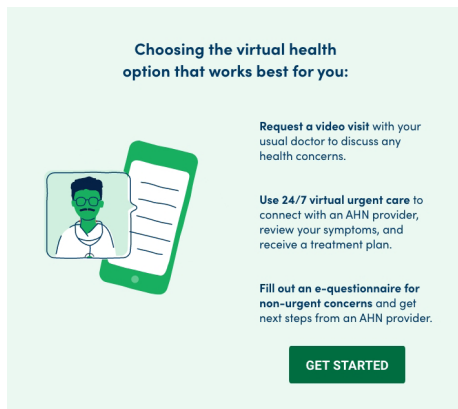
Font: #003963
Background: #EBF7F1
Contrast ratio: 10.82
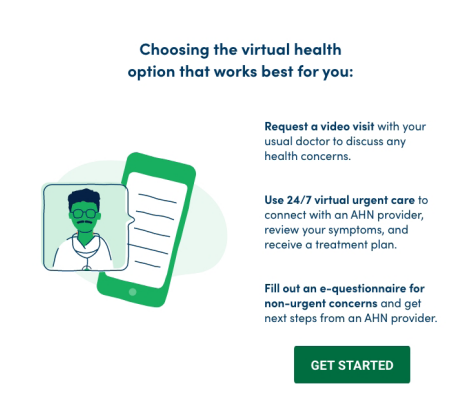
Font: #003963
Background: #FFFFFF
Contrast ratio: 11.9

Font: #0BA259
Background: #C4E6D6
Contrast ratio: 2.47

Logo placement

Logos are preloaded into the component area of each template. They can be dragged and dropped onto the artboard for a quick and easy swap.

For Highmark, logos are centered on the artboard and logo bar. For Highmark Because Life logos, the swoosh will be left-aligned with the copy. This deviation from the traditional print logo guidelines allows the 'H' to align precisely with the copy while maintaining padding and responsive design standards.

For AHN, the diamond is left-aligned with the left edge of the top navigation bar.
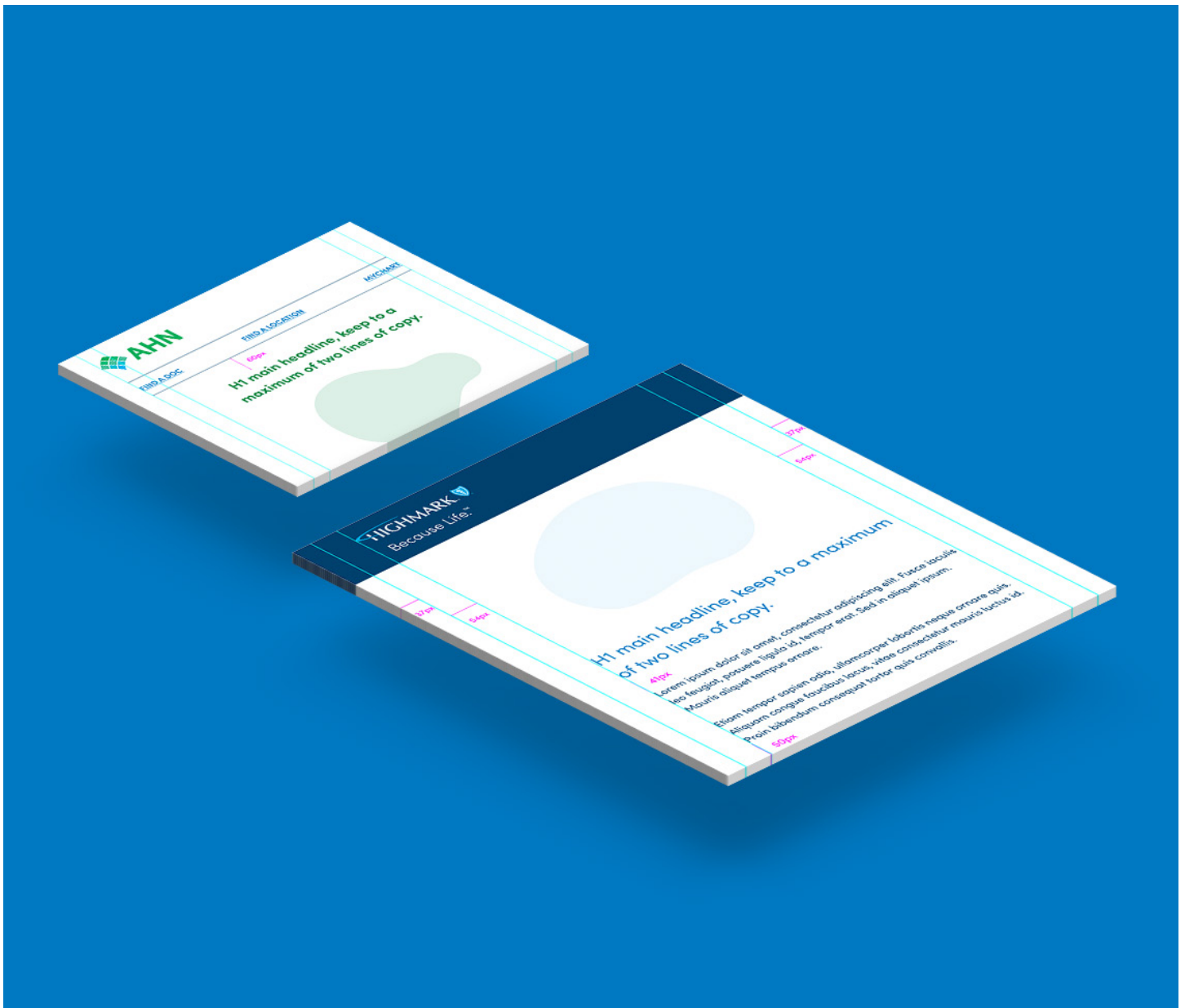
The 44 pixel rule

How big is the human thumb? According to WCAG, the human thumb is about 44 pixels wide. This means that not only do our buttons need to be a minimum of 44 px by 44 px, but also that clickable items should be at least 44 px away from each other. Our templates use a spacing of 46 px between buttons and 44 px between all other clickable elements.

INLINE LINKS

Inline links within text don't need to meet this requirement. But do make sure links are distinguishable from the rest of the body copy. Don't rely on weight and color alone, as some visually impaired readers might not be able to see the difference. All links should be underlined.
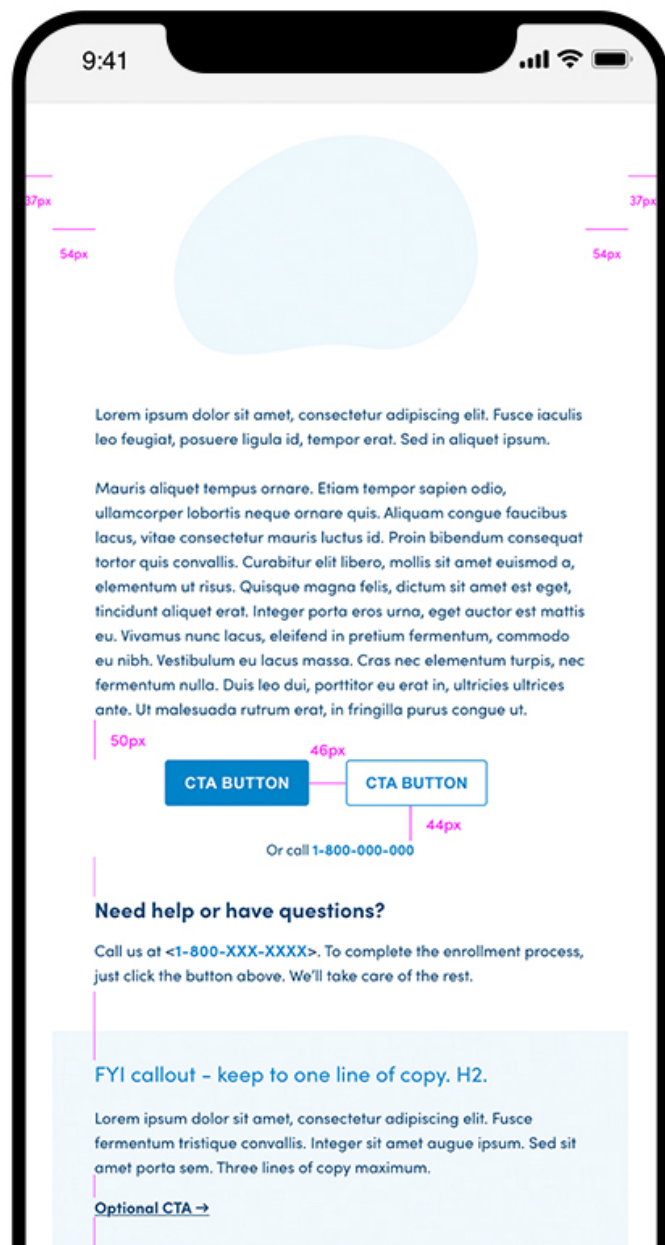
Photography standards

Header images help connect emails to broader campaigns for consistency. They should never contain more than two short sentences. We never create image-only emails. The bulk of the email should always be live text for screen reader accessibility.

ALT TEXT

Alt text should be provided for every image. It is displayed when the reader has images turned off in their email service provider settings and uses a screen reader. Keep alt text short while repeating any text that is within the image. That might mean condensing the copy to key points, as most screen readers cut off alt text at 125 characters, including spaces.

COLORS

Colors must also be checked and pass a minimum of AA ADA compliance. A background image contrast checker such as the one found at **brandwood.com/a11y** is a good reference.

Font: #003963

Passed a11y checker
AA and AAA 18pt+

FIND A DOC   FIND A LOCATION   MYCHART

AHN Pediatrics is now open at Allegheny General Hospital.

Expert kids care, without crossing a river.

AHN Pediatrics provides convenient, personalized care for children — newborns through age 21 — plus total access to AHN's network of specialists.

Conveniently located: We're right inside of AHN Allegheny General

Section 2:
Display Media

Maximize creative impact
by accounting for every use case
across a variety of display formats.

Display media basics

ANIMATION LENGTH AND LOAD RATE

Animated ads should be 30 seconds or less in length with a 150KB initial load rate.

OPTIMIZE FOR ANY DEVICE

To make sure creative looks great on any device, upload high-density image assets up to twice the dimensions of your creative. Display & Video 360 will scale down the image based on resolution of the user's device, but only into sizes with the same aspect ratio as the original asset. For example, if you're creating a 300 px by 250 px asset, you can upload a high-density image up to 600 px by 500 px.

A static PNG is required for all display media at all sizes, just in case the animation doesn't load.
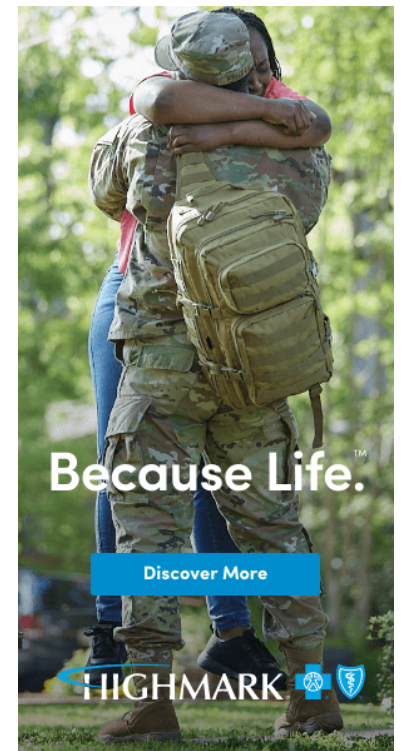
Display design

LOGO AND CTA PLACEMENT

Rectangular Ads: Place the logo bottom-left with 10% margins from edges. Place the CTA bottom-right with 10% margins from edges.

Horizontal Ads: Place the logo left and vertically centered or stacked above the CTA. Place the CTA right and vertically centered or stacked below the logo.

Vertical Ads: Place the logo at the bottom. Place the CTA centered or bottom oriented if using rule of thirds.

IMAGES

All images must show the entire face of human subjects. All logo images must be saved and used as SVGs. Provide more zoomed-out images to support responsive design and optimal cropping. Remove images from breakpoint sizes where the image no longer fits properly (usually narrow ads such as mobile). Use no more than three slides, but two is recommended.

IAB requirements apply to all digital media.
Learn more at **iab.com/guidelines**.

COPY

Text should be no smaller than 10 px. Don't set the kerning lower than 1 px.

Copy styles
H1: Sofia Bold or Sofia Semi-Bold
H2: Sofia Medium
Body copy: Sofia Regular

Copy should be eight words or fewer to optimize for all possible sizes of each slide. CTA button text should be two words or fewer.

COLOR

All ADA and WCAG accessibility guidelines apply here. See pages 8 and 9 for more information.

NOTE

The brand font Outfit is to be used for display ads only. Google fonts don't have the rendering issues custom fonts do, and can be easily adjusted in CSS. This ensures a high caliber of consistency in rendering display banners across the many different devices and device types being served from Google's ad server.

Social media creative

LOGOS

Place logos bottom-centered or bottom-left aligned. Don't use logos on organic social creative.

TEXT-TO-IMAGE RATIO

Copy must not occupy more than 20% of the space for optimal performance.

ANIMATION LENGTH

Animation should be six seconds long at most.

IMAGE SIZES AND COLORS

Always use a 1:1 ratio, ideally 1200 px by 1200 px or 1080 px by 1080 px.

Maintain good contrast between colors and ensure all text is readable. IAB requirements apply to all digital media. Learn more at **iab.com/guidelines**.

COPY

Text should be no smaller than 10 px. Don't set the kerning lower than 1 px.

Copy styles
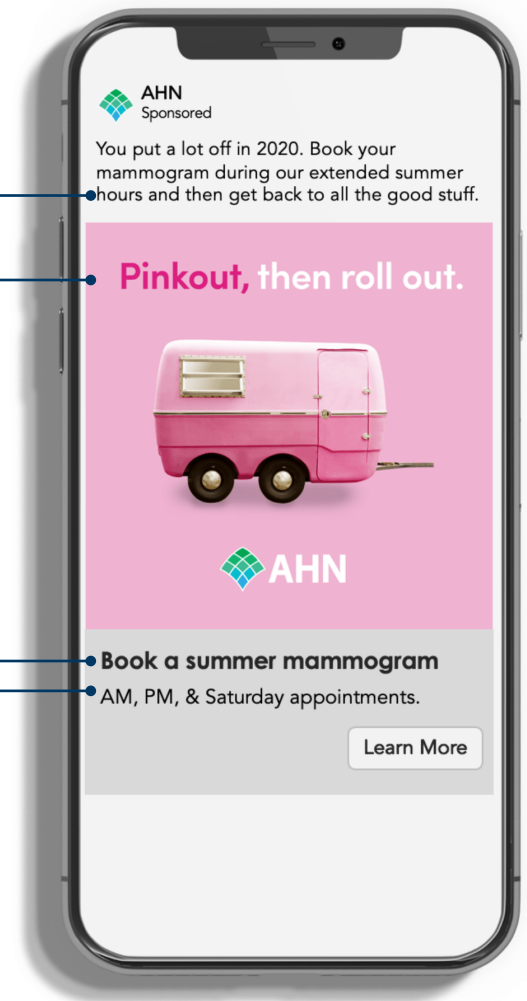H1: Sofia Bold or Sofia Semi-Bold
H2: Sofia Medium
Body copy: Sofia Regular

POST COPY

COPY ON CREATIVE

HEADLINE
LINK DESCRIPTION

AHN
Sponsored

You put a lot off in 2020. Book your mammogram during our extended summer hours and then get back to all the good stuff.

Pinkout, then roll out.

AHN

Book a summer mammogram
AM, PM, & Saturday appointments.

Learn More

LED signage

COLORS AND LAYOUT

Don't use white backgrounds.

Design for the largest and/or most unusual dimension first and build other sizes from there. Push content and images as close as possible to the top and bottom margins without compromising design integrity — remember some margins are less than 20 px high.

Bold text where possible.

ANIMATION

Animation lengths vary, but most are 15 seconds. The current spec for West Virginia University is seven seconds.

Use high contrast and predictable motions. You can scale outside of the frame and use scrolling or pull-ins/shrinks. Divide large ribbons into an even number of segments of equal length.

Contact

If you have any questions about the information found in this book, please contact:

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