

# Brand overview

Basic guidelines for  
maintaining our brands

# Table of Contents

<b>The simple way to maintain our brand</b>	<b>3</b>
Our Master Brand	4
Our Brand Platforms	5
Consistency Builds Loyalty	6
Our Essence	7
Brand Purpose	8
SMPL	10
Our Tone	11
Our Voice	13
Our Audiences	14
DEI Commitment	15
<b>Section 1: Our colors and fonts</b>	<b>16</b>
Our Colors	17
Our Fonts	18
<b>Section 2: Paragraph styles and rules</b>	<b>20</b>
Paragraph Styles	21
<b>Section 3: Design elements and rules</b>	<b>23</b>
When to Use What	24
Photography	25
Embrace	28
<b>Section 4: Design layout guidelines</b>	<b>31</b>
Margins   Columns   Gutters	32
Page Numbers   Divider Pages	33
Word Count	34
Branding	35
<b>Section 5: Resources</b>	<b>36</b>

# The simple way to maintain our brand.

This guide has everything you'll need  
to keep our brands consistent, recognizable,  
and full of joy and excitement.

# Our Master Brand

This guide provides an overview of our master brand. Each Highmark Health brand is unified under a distinct purpose, voice, and visual identity.

Our individual brand universe includes our three largest “front door” consumer brands: Highmark and all of its Blue branded health plans, Allegheny Health Network, and United Concordia Dental. Then there’s our other diversified business brands: HM Insurance Group, endorsed, enGen, and Helion.

Alloyed Works is the umbrella brand that we use to market our totality of diversified businesses to other Blue branded health plans.

Our individual brands have their own audiences, marketing needs, and usage guidelines.





# Our Brand Platforms

Our three primary “front door” consumer brands each have their own brand platforms.

These brand platforms are rooted in each business unit’s brand strategy and audience. They bring together the foundations of our master brand to create consistent, recognizable, and exciting brand identities.



Because Life.<sup>TM</sup>

---



**we see you**

---



grin from within<sup>TM</sup>

# Consistency Builds Loyalty.

## CONNECT. INFORM. ENGAGE.

This guide helps unify the brand by giving multiple authors the ability to act as one. One look, one feel, one tone.

Use this as a reference point for visual and messaging standards. Look to the examples and rules to create consistency and strengthen our brand across all touchpoints.

First, let's get into what we stand for.



# Our Essence

Our brand essence is our DNA. It never changes. It sums up what we stand for in people's hearts and minds. The combination of these ideas — not each one alone — makes our Essence ownable and our brand unique.

## empathy.

Spark deep, inclusive connections  
with individuals and their  
communities through genuine  
compassion for all.

## freedom.

Free people to be their best  
by minimizing friction and  
leveraging simplicity to clear  
the healthiest path.

## optimism.

Inspire hope for the future  
by pushing beyond the  
status quo across the full  
health care journey.

# Brand Purpose

The elements of our Brand Purpose are informed by our Essence.

## OUR MISSION

To create a remarkable health experience, freeing people to be their best.

---

## OUR VISION

A world where everyone embraces health.

## OUR PROMISE

To be the catalyst for innovative change that revolutionizes health care.

---

## OUR BELIEF

Less stress means more life.



# We're all about making people feel good.

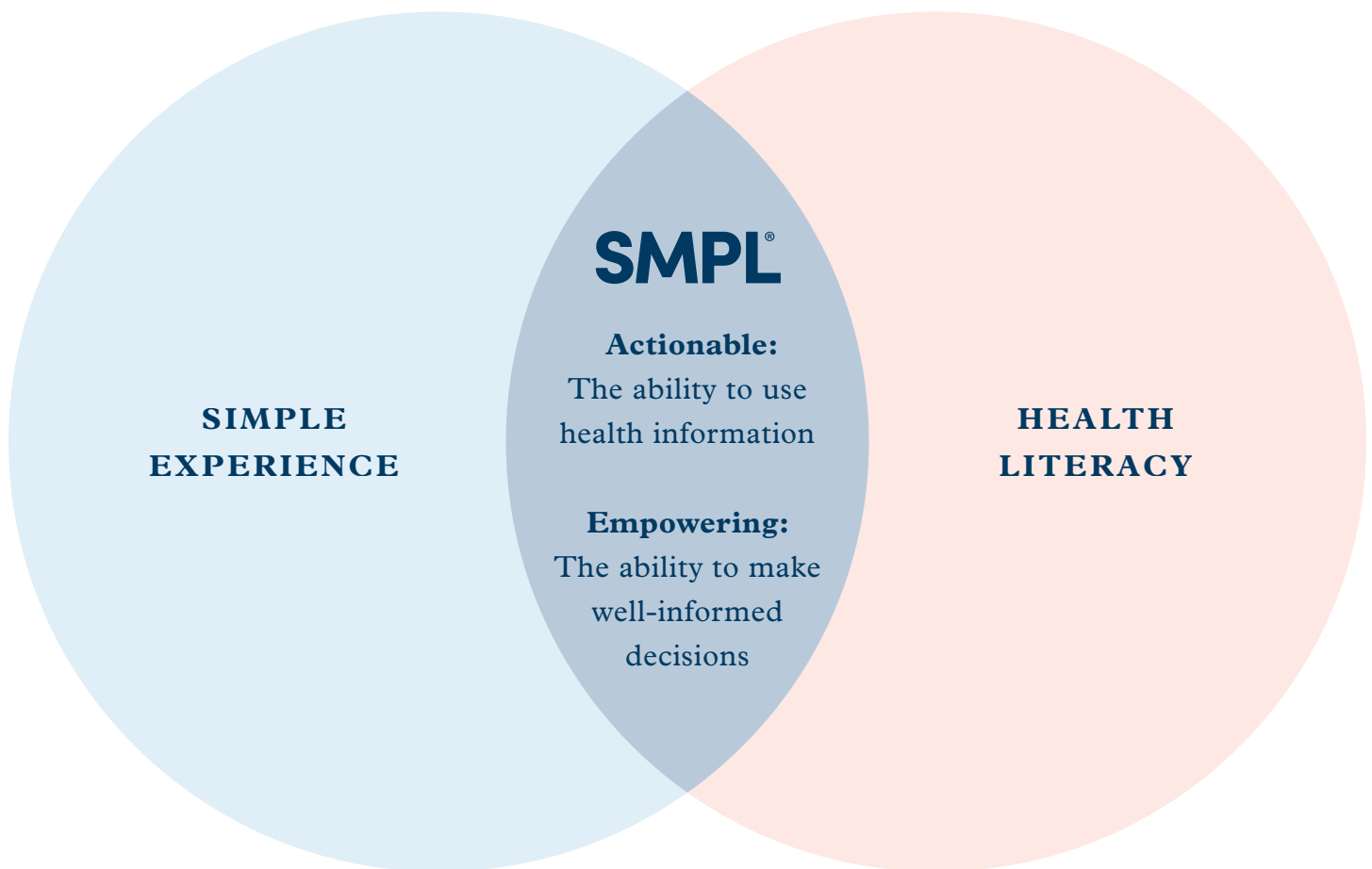
If that takes helping them get well, perfect. But for us, it's the result of demystifying the complexities of health care and breaking down the barriers between people and their healthiest lives. Make it simple. Make it easy. Feels good just thinking about it.

Let's dive into how that comes to life in our tone.



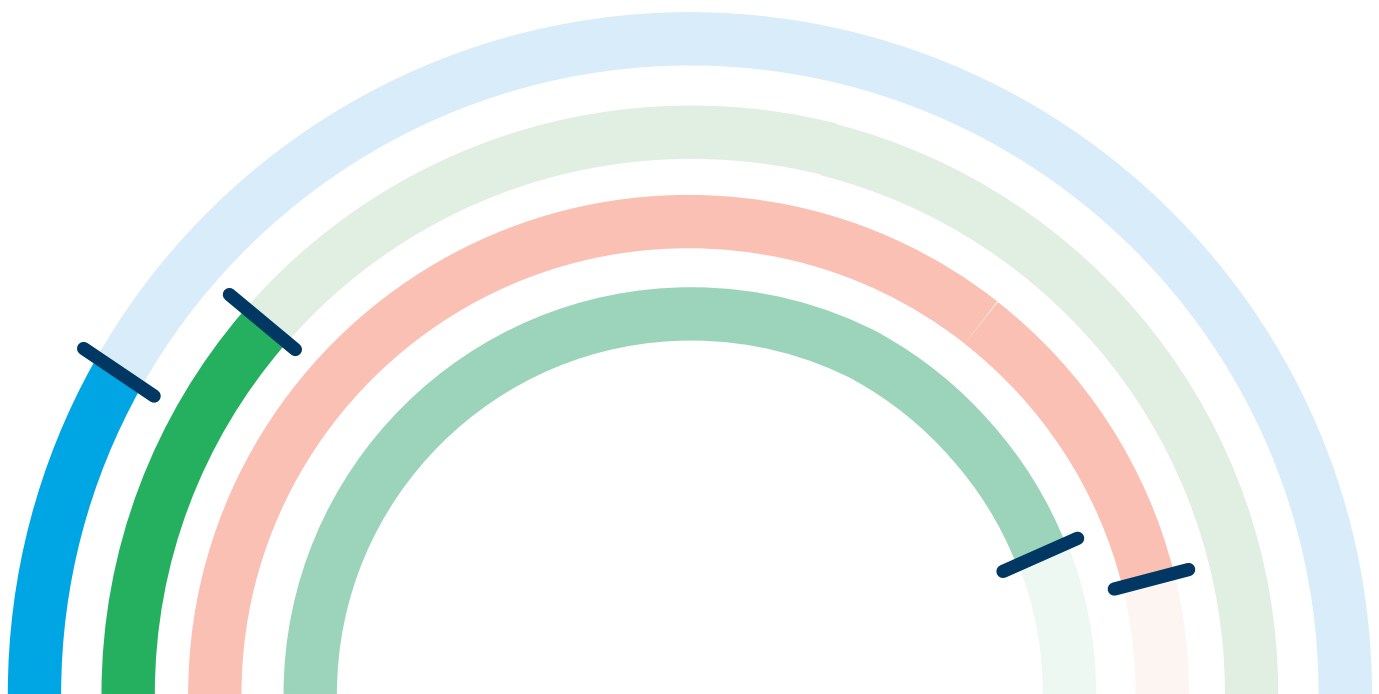
# Clear the healthiest path.

One way we break down barriers is by using the SMPL standard to make care and benefits information easy to understand and use. It's all about addressing health literacy challenges through simple experiences. Every brand, every audience, every project.



# Our Tone

Flexible but consistent, our tone is the sum total of how we come across in any given piece. Words, photos, illustrations, layouts, and design all add up to getting our tone right for a specific audience and topic. We know there's a lot to communicate to a lot of people, so we've created a tone that we can dial up or down accordingly. For example, a new member welcome guide may lean heavily into the welcoming, uplifting tone of the brand, while an oncology brochure would need a more instructional, trusted approach.



## Trusted

Confident and dedicated, we help people find the right next step, adding more “Yeah, I’ve got this” to their health care experience.

## Uncomplicated

Never intimidating or convoluted, we avoid industry jargon and aim to make things simple, approachable, and friendly.

## Uplifting

Our approach is refreshing and supportive, making people feel confident and optimistic about what comes next.

## Conversational

Welcoming and candid but not flippant, we communicate like real people and add a wink wherever we can.

# Our Tone

## Trusted

### what we mean

Credible  
Confident  
Reliable  
Empathetic

### what we don't mean

Presumptuous  
Authoritative  
Hyperbolic  
Arrogant

## Uncomplicated

### what we mean

Transparent  
Clear-cut  
Painless  
Simple

### what we don't mean

Dumbed-down  
Uninvolved  
Basic  
Plain

## Uplifting

### what we mean

Forward-thinking  
Passionate  
Hopeful  
Positive

### what we don't mean

Mind-blowing  
Fanatical  
Utopian  
Bubbly

## Conversational

### what we mean

Accessible  
Affable  
Receptive  
Familiar

### what we don't mean

Slangy  
Patronizing  
Casual  
Nonchalant



# Our Voice

As a part of the tone that we dial up or down, our voice always comes across more like a person and less like a health company. Across all audiences, our voice is clear and direct about why they should do, buy, or choose what we're telling them about.

Here are a few overarching points on how to communicate clearly and in our voice.

## **Say less more often.**

With a brand and industry as complex as ours, simplicity is key. Don't lay out ten steps for someone. Show them how to do the most important one. Don't expect someone to absorb mass amounts of information. Tell them what's most relevant right now. You can always reach out again later.

## **Write for a specific outcome.**

Every touchpoint has an action you want the audience to take or a state of mind you need to move them into. Give them what they need to get there. And nothing else.

## **Write it how you'd say it.**

We talk to one person at a time. Picture that person and literally say the copy out loud. If it sounds off, keep talking until it doesn't. Then write that down.

## **We don't do slang.**

While we're definitely conversational, we're also talking about people's health. We don't get overly casual or slangy. And if you do want to use a friendly turn of phrase, make sure you've been clear and earned your reader's trust first.

# Our Audiences

Since we talk to a lot of different groups of people, context is everything. Depending on the audience, the brand, and the subject we're communicating, we dial our personality traits up or down to match how they speak and what they need to hear — without losing our warmth or humanity.

Here, we'll break down how we fine-tune based on who we're talking to.



## B2C

### Lead

Uplifting  
Uncomplicated

### Secondary

Conversational  
Trusted

### They should think:

"This makes me feel good.  
It's simple, and I get why  
this is right for me."



## B2B

### Lead

Uncomplicated  
Trusted

### Secondary

Uplifting  
Conversational

### They should think:

"This is perfectly clear  
and exactly what I need.  
They'll be a great partner."



## Clinical

### Lead

Trusted  
Conversational

### Secondary

Uncomplicated  
Uplifting

### They should think:

"They're smart.  
They speak my language and  
understand my world."

# DEI is part of our brand.

At Highmark Health, we're committed to purposeful diversity, intentional inclusion, and universal equity. By using these three pillars to make proactive and consistent choices, we set our standard for DEI that is woven into delivering on our mission, vision, and promise.

## **Purposeful diversity.**

We will create marketing that truly reflects the people we serve.  
Because accurate portrayals are more powerful than hollow representation.

## **Intentional inclusion.**

We will make conscious choices to portray people from every walk of life.  
Because if we don't include intentionally, we'll exclude unintentionally.

## **Universal equity.**

We will address the distinctive needs of each individual community.  
Because while where we meet people is different, our purpose is the same.

Simple but crucial, this commitment to DEI is as important to our brand as our colors, fonts, and logos. And just like we stay vigilant about those, we're always actively incorporating our DEI principles into the decisions we make for our brand.

[Visit Teams > Marketing & Experience > Brand Resources > Files > Highmark Health](#)





# Section 1:

## Our colors and fonts

Our brand tone comes through as much in visuals as it does in voice. Here's the palette and fonts we use for doing just that.

# Our Colors

A united color palette helps elevate our brand presence and recognition. We’ve leveraged principal brand colors, like the AHN greens and Highmark blues, while expanding the palette with warmer tones for approachability and differentiation.

Our blues stand for dependability and trust. Our greens represent care. Our pinks add warmth and approachability. And our yellow is the bridge that connects them all.

Functionally, our colors separate content and make things easy for readers to follow. For simplicity, our colors are typically used monochromatically — a single color (such as blue) is paired with a range of tints, shades, and variations of that color. Within an illustration or layout, start with a color from the primary palette and then add a secondary palette color as an energy color, noting that Together Blue can be used as a base with one additional primary and one secondary.

**\*Together Blue not to be tinted**

## PRIMARY

<b>TOGETHER BLUE</b> PMS 7694 C CMYK 100, 57, 9, 52 RGB 0, 57, 99 HEX #003963
<b>HIGHMARK BLUE</b> PMS 2184 C CMYK 94, 29, 0, 0 RGB 0, 141, 209 HEX #008DD1
<b>AHN GREEN</b> PMS 2257 C CMYK 79, 2, 85, 0 RGB 24,175,96 HEX #0CB161
<b>DEEP CORAL</b> PMS 2344 C CMYK 0, 49, 48, 0 RGB 247, 152, 125 HEX #F7987D

## SECONDARY

<b>SWOOSH BLUE</b> PMS 2995 C CMYK 90, 11, 0, 0 RGB 0, 162, 226 HEX #00A2E2	75%	50%	25%
<b>SHADE GREEN</b> PMS 7484 C CMYK 89, 11, 84, 39 RGB 0, 109, 65 HEX #006D41	75%	50%	25%
<b>MIST GREEN</b> PMS 2247 C CMYK 39, 0, 33, 0 RGB 156, 213, 186 HEX #9CD5BA	75%	50%	25%
<b>BLUSH</b> PMS 169 C CMYK 0, 29, 23, 0 RGB 250, 193, 179 HEX #FAC1B3	75%	50%	25%
<b>BRIDGE YELLOW</b> PMS 2002 C CMYK 0, 0, 58, 0 RGB 255, 246, 137 HEX #FFF689	75%	50%	25%

# Our Primary Fonts

Our brands rely on two simple fonts: Sofia Pro, generally used in headlines, and Plantin MT Pro, for running body copy.

## Sofia Pro

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789\*#@\$+=<>'"/\~±%\$€&

## Plantin MT Pro

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789\*#@\$+=<>'"/\~±%\$€&

# Our Secondary Font

Where we are not able to use our primary brand fonts, we should use our secondary digital font, which is Avenir Next LT Pro. This font can be found in our Branded Templates, which are available to download through the Tonic SharePoint site.

Avenir Next LT Pro

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789\*#@\$+=<>'"/\±%\$€&

# Section 2:

## Our styles and rules

Here's how to apply our paragraph styles used in layout from, headlines to footnotes. Keep in mind when placing copy into layout, if the copy doesn't fit at the minimum point size, either simplify the copy to shorten the content or adjust the format of the piece to accommodate the current amount.



# Paragraph Styles

## INTRODUCTION

Paragraph styles are a collection of rules that define the way your text behaves and looks in layout. When it comes to designing materials, there are established paragraph styles to follow to maintain consistency throughout all touchpoints.

With all typography, copy should be scaled appropriately for small use cases. Start with the recommended sizes and scale proportionally in limited space instances. For body copy, the size should not fall below 9 point unless there is a specific and approved reason, and the audience does not require a certain point size for accessibility and legibility.

If the copy doesn't fit, and you're already at the minimum point size, you'll need to shorten the copy to fit the space or adjust the format of the piece.

## MORE DETAILS

Avoid hyphenation, as it makes content harder to read, with rare exceptions if copy doesn't fit appropriately.

There are two instances where you absolutely cannot hyphenate: when using phone numbers and when typing out affiliate names using the language "Blue Cross" and "Blue Shield". In that case, you cannot separate the word "Blue" from either "Cross" or "Shield".

**The next few pages will go over paragraph styles and the hierarchy of where they exist in a document.**

# Paragraph Styles

When using the paragraph styles outlined here, you need to maintain enough contrast between the copy and the background it appears on for readability.

Avoid setting any key content for the reader to engage with above 12 point, per SMPL standards for legibility and access.

For instance, any copy that appears on a dark colored background needs to be white if smaller than 12 point.

When placing copy on a colored background, use either our Together Blue, Highmark Blue, or AHN Green.

## TYPOGRAPHY BASICS

Subject for Flyers, Brochures,  
Panel Cards, and Postcards:  
**Sofia Pro Semi Bold**

**Headlines/Intro Copy:**  
**Sofia Pro Semi Bold**

**Headlines:** **Sofia Pro Semi Bold**  
**Subheadlines:** **Sofia Pro Bold**

Body Copy: Plantin Regular

- Bullets: Plantin Regular
  - Sub bullets: Plantin Regular

**CTA Copy:** **Sofia Pro Bold**

Postcard Addresses: Plantin Regular

# Section 3:

## Design elements and rules

Here we'll walk through design elements like photography, illustrations, icons, and infographics. All of these come with their own set of guidelines, and in the following pages you will learn some basics around when to use what. There are a few additional guides referenced throughout that are deeper dives on using the brand elements.

# When to Use Which Design Elements

Photography

**Inspire & motivate**

Illustrations

**Inform & educate**

## OUR VISUALS SHOULD MATCH OUR TONE.

A lot of our visual identity is based around the photography and illustrations used across materials. We should use photography in situations where we are inspiring and motivating our audience toward a specific action. We use illustrations in situations where we're informing and educating our audience.

Leverage our brand tones for usage, style, and selection, with the four dials turned up or down based on audience and subject matter.

# Photography Types

## THE RIGHT PHOTO FOR THE SITUATION.

Overall, we use two types of photographs, depending on the tone and message. In the majority marketing touchpoints, we use situational photography, capturing real-life moments. Our in-scene style uses a shallow depth of field to create warm and familiar settings of two or more people. These images should feel natural and approachable.

For campaign and brand-centered touchpoints, we rely on expressive, candid portraits. These portraits should show genuine, honest, engaging expressions. There should be a simple prop or two to hint at a scene and, when possible, clothing and props should incorporate our brand colors.





# Photography Style

## LEAD WITH GENUINE EMOTION.

The consistent tone, cropping, and technical editing for original and stock photos come together in a simple, expressive, people-focused style that defines our brand.

Our photography always matches the dialed-in tone for our audience. Since it's tough to be conversational in photos, lean into candid, relatable, and inviting selects to get us there.



The next few pages will go over the photography style and how to use it.







# Our Illustration and Icon Style

## ABOUT EMBRACE

Embrace is our unified illustration and icon style. It represents an expressive, empathetic world where everyone embraces health. And it's designed to sit nicely right alongside our photography style: it's filled with emotion and human interaction.

Currently, only the Highmark Health, Highmark, and AHN brands use Embrace illustrations.



For more information on Embrace, visit  
[Teams > Marketing & Experience > Brand Resources > Files > Elements of the Brand](#)



# Embrace illustrations



## VIGNETTE

when highlighting a specific human interaction.



## SPOT

when supporting instructions/steps.



## HERO

when establishing tone/emotion in a specific environment.

# Embrace Icons

They represent ideas, objects, or actions. And they never appear without text that reinforces that idea, object, or action. Never use our icons as standalone visuals.



Preventive Care



Chronic Care



Mental Care/Well-being



Family Care



Currently, diversified business brands do not use Embrace icons with dot pattern fill. Visit [Teams > Marketing & Experience > Brand Resources > Files > Elements of the Brand](#) for full detailed icon usage guidelines.

# Section 4:

## Design layout guidelines

Here we will go through the layout of materials using the design elements and typography styles detailed in Sections 1-3 of this document. There are several marketing pieces referenced throughout that are good examples of the rules outlined here.

# The Three-Column Grid

All of these sizes and formats can be found in the Marketing Tactic book.

## INTRODUCTION

The design layout for marketing materials should start with a three-column grid layout. Not all materials will fit in this format, but it is important to begin with this base structure and alter when necessary. The three-column grid layout is based off of having margins set to .5", three columns with a gutter of .1875". This is the starting point for a page size of 8.5"x11". Adjust accordingly when using different sized documents.

For example, if you are designing a panel card at a size of 4"x9", the margins may stay the same at .5", but the three-column grid will not apply due to size restrictions. In this case, a one-column layout would be the best approach.

Below are some examples of various standard marketing materials and their respective sizes, margins, gutters and page count.

---

## POSTERS

Posters are 11"x17" and will follow a three-column grid layout.

The three-column grid layout is based off of having margins set to 1", three columns with a gutter of .5".

## FLYERS

Flyers are 8.5" x 11" and will follow a three-column grid layout.

The three-column grid layout is based off of having margins set to .5", three columns with a gutter of .375".

## POSTCARDS

Postcards are 9" x 6" with margins set to .625".

## BROCHURES

Brochures have a minimum of four pages and can be formatted in three different sizes:

1. Pages are 4" x 9" with margins set to .5"
2. Pages are 8.5" x 11" with margins set to .5"
3. Pages are 9" x 6" with margins set to .625"

## PANEL CARDS

Panel cards are 4" x 9" with margins set to .5". Panel cards are two pages printed front to back.

# Page Numbers

When creating materials that are more than two pages, page numbers may be necessary. There are several ways you can accomplish assigning page numbers to a document. However you choose to proceed, just be sure the entire document is consistent in the chosen style.

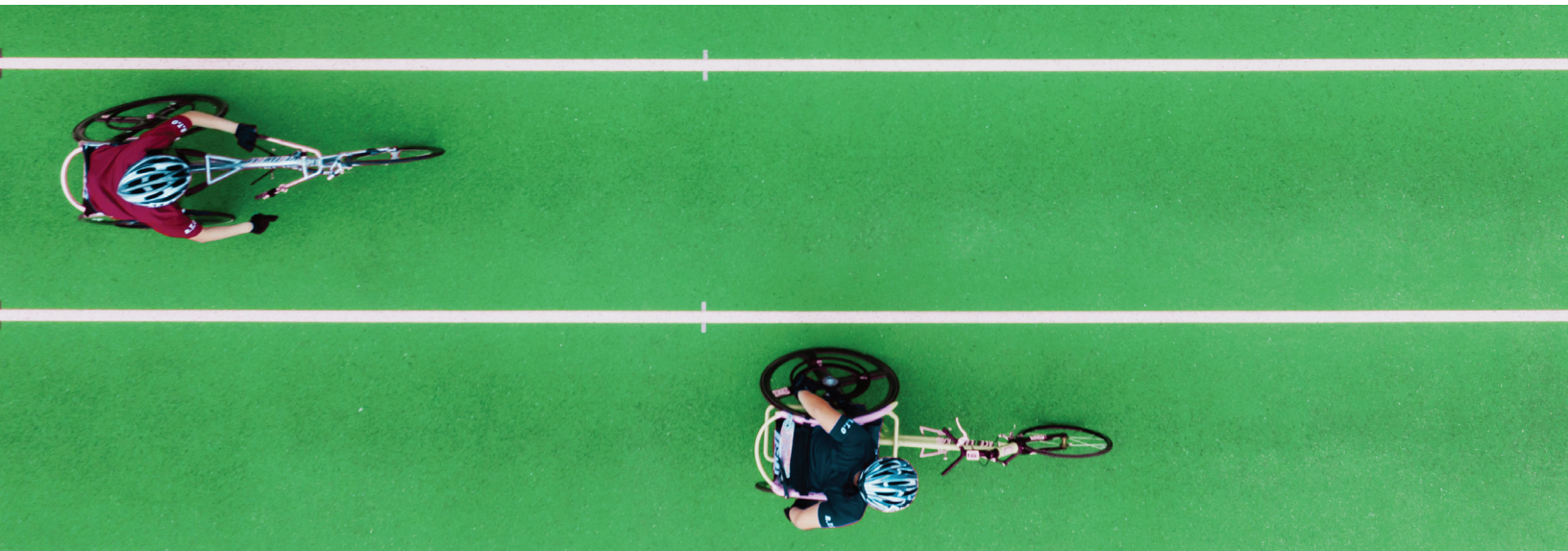
Page numbers should be no more than 12pt size type. When creating a document with several pages, the page numbers can appear as either a footer or a header.

---

# Divider Pages

If your deliverable needs divider pages, you can accomplish laying them out in a few different ways. You can use text on a plain white background, you can use text on a solid colored background, or you can use text on a full page photo background.

When using a full page photograph, make sure that there is not a lot of detail, there is a large field of color in order to place text on, and the image provides enough contrast with the text placed on top. See page 38 for a photograph divider page example.





# Word Count

## INTRODUCTION

When writing copy, considering the quantity of words is very important. Our goal is simplicity, and the rule of “Say Less More Often.” We want to get the message across to the audience in as simple a message as possible, which in most cases means less words.

Here are some guidelines for word count in regard to different materials and where the copy is located on the piece:

## HEADLINES:

For all materials, headlines should be no more than eight words.

## SUB-HEADLINES:

For all materials, sub-headlines should be no more than one sentence long, keeping it between eight and 15 words.

## DIRECT MAIL, PANEL CARDS, PRINT ADS:

For panel cards, direct mail, print ads, and other materials similar in size/structure, the body copy should not exceed more than 75 words.

## WEB BANNERS:

For web banners, copy should be as minimal as possible due to size constraints. Keep to headline when possible (no more than eight words). If body copy/bullets are included, there should be no more than 15 words.

## CALL-TO-ACTION (CTA) BUTTONS:

For text on a CTA button, keep it to three words or less. But shoot for two.

# Overall vs. Specific Branding

## HIGHMARK HEALTH

The Highmark Health brand is used when you are speaking to the internal, all-employee audience.

## HIGHMARK AFFILIATES

The BCBSA has regulations that govern the use of the Highmark affiliate brands. The standalone Highmark Inc. brand may be used for administrative corporate functions that support both branded and unbranded business, such as Integrity, Privacy, HR, Procurement, Corporate Audit, and Finance. This logo can be used in email signatures.

## AHN

When branding AHN materials, use the most specific logo possible. If the message or service is tied to an institute or a physical location, use that specific logo. If the piece is a system-wide message, service, or general information, default to the base AHN logo to avoid branding out multiple versions of the same document.

Using generic branding can also help bring focus to the logo mark in small-space cases or instances where there is heavy copy and the specific branding does not fit.

## HIGHMARK-AHN JOINT LOGO

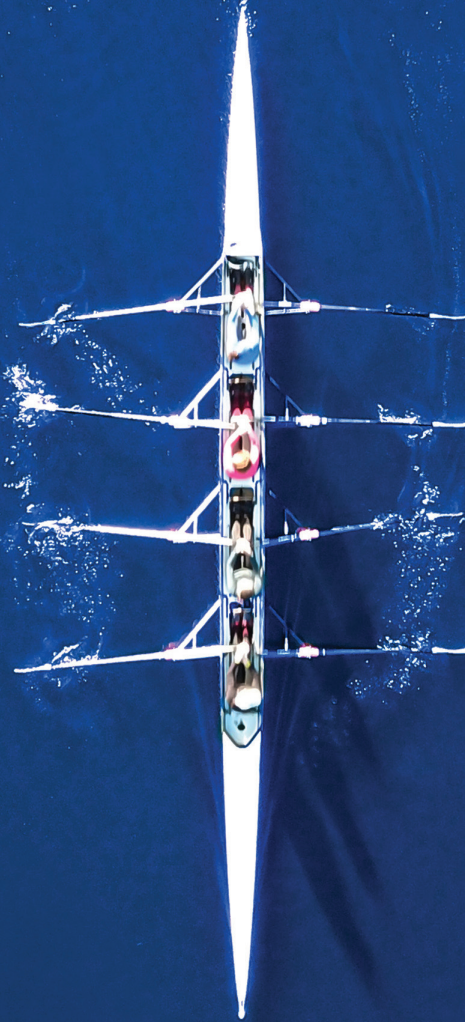
The joint logo lockup is used on marketing pieces that work to connect care and coverage for Highmark BCBS members and those who use AHN. The use of these lockups must have proper approval before use on a project-to-project basis.

## DIVERSIFIED BUSINESSES

For all diversified businesses, use the latest branding assets available. If a specific brand usage guide is available, reference it as needed.



# Section 6: Resources





# Resources

You can find all of these individual brand guides in [Teams > Marketing & Experience > Brand Resources > Files.](#)

## AHN

AHN Logo Usage  
AHN Diamond Addendum  
AHN Template Guidelines  
AHN Physician Onboarding Design Guidelines  
AHN Brand Signage Guidelines  
AHN Signage Playbook

## BRAND ARCHITECTURE

Brand Architecture & Strategy Overview

## DIVERSIFIED BUSINESSES

UCD Brand Guidelines  
Helion Brand Guidelines  
HMIG Brand Guidelines  
Endorsed Brand Guidelines  
Alloyed Works Brand Guidelines  
Provider PPI Brand Guidelines  
Lumevity Brand Guidelines

## ELEMENTS OF THE BRAND

Embrace Usage Guidelines

## HIGHMARK

Because Life Guidelines  
Highmark Logo Guidelines  
BCBSA Brand Guidelines  
Highmark Brand Creative Template Toolkit

## HIGHMARK HEALTH

**Brand Overview** ————— *hey, that's this!*  
Enterprise Writing Style Guide  
DEI Guidelines for Creative and Production  
Highmark-AHN Joint Logo Guidelines  
Digital Brand Guidelines

## SMPL

The SMPL Way

# Contact

If you have any questions about the information found in this book, please reference the Tonic Sharepoint Site.

<https://highmarkhealth.sharepoint.com/sites/Tonic>