HiP
HEALTHY INDIANA PLAN

A brand is more than just a logo. It is a consistent look. It is a consistent feel. It is a consistent voice. And behind every successful brand is structured documentation to assist all communicators in establishing a clear, consistent message and to move the brand from awareness to knowledge, to connectivity, to loyalty.

This manual has been created to provide a guide for maintaining an appropriate and consistent image for HIP. The contents regulate the ways in which we are identified both internally and externally.

Specifically, this includes graphic components such as logos, colors, fonts and guidelines for appropriate and inappropriate uses of the graphic components. We will add to this document as we continue to develop new materials.

The integrity and value of our identity depend on consistent adherence to these guidelines. We are counting on all of you to support the brand and ensure compliance with this document.

Many elements work together to reflect the HIP brand. Many are visual, such as colors, typefaces and photos, and they are described in depth in the following pages.

The brand is also reflected in the language used to describe the brand and its services. Understandability is the primary goal of informational materials regarding the HIP and affiliated programs. We attempt to achieve this goal through the brand values and brand voice.

BRAND VALUES

Brand values are what we stand for as a brand. The brand values for HIP are drawn from the mission of the Family and Social Services Administration, which is:

To develop, finance and compassionately administer programs to provide health care and other social services to Hoosiers in need in order to enable them to achieve healthy, self-sufficient and productive lives.

The mission of the Healthy Indiana Plan is to provide health insurance coverage to all qualifying Hoosiers who are not covered by Medicaid or Medicare and have not been able to afford insurance on their own. HIP is a program for Hoosiers ages 19-64 who are not disabled and meet income eligibility requirements.

The brand values for HIP are:

• Cooperation
• Collaboration
• Integrity
• Assistance
• Concern
• Enthusiasm

BRAND VOICE

The voice of the brand is expressed in writing style and word choice as well as in photo selection and graphic design. The voice is present in virtually every touch point between the brand and consumer.

In its communications, the HIP brand voice will express compassion, attentiveness and desire to find a solution. It will convey a genuine tone that reflects resourcefulness and engenders trust.

The language will always be frank and simple, clear and concise and ultimately read at a fifth-grade level to enhance understanding. It will be knowledgeable and well-informed and indicate an enthusiasm to provide service.

TONE
• Vibrant
• Authentic
• Trustworthy
• Mature

MECHANICS AND STYLE
• Open, caring
• Clear, calm, transparent and concise
• Accessible and understandable language

LOGO COLOR COMBINATION

It is preferable to use the two-color version of the HIP logo. If the two-color logo cannot be used, then the one-color logo is recommended.

The one-color logo may only be used in the defined primary color palette.

You may use the reversed logo on the primary and secondary color palette.

Logo can also be reversed out on a photo but is not recommended.

TWO-COLOR LOGO

ONE-COLOR LOGO

REVERSED LOGO (Primary Color)

REVERSED LOGO (Secondary Color)

Do use logo as intended.

Don't add or subtract elements.

Don't add shadows or any other 3D effects.

Don't use a busy, complex background that interferes with the legibility.

Don't place the logo on an angle.

Don't use any colors or color relationships not specified in the brand guide.

Don't change the value of the colors. They should not be lightened or darkened.

Don't change the size or proportional relationships of the logo elements.

Don't crop the logo.

PRIMARY COLORS

Primary colors are the dominant colors in the palette. They're used to construct the logo and word mark and may also cover large surface areas. These should be the first choices when selecting colors.

PANTONE 158 C

CMYK **2 66 100 0**
RGB **239 118 34**
HEX **#EF7622**

PANTONE 425 C

CMYK **0 0 0 80**
RGB **88 89 91**
HEX **#58585B**

WHITE

CMYK **0 0 0 0**
RGB **255 255 255**
HEX **#FFFFFF**

SECONDARY COLORS

In almost all instances, the primary colors should be used. Secondary colors should be used sparingly as accent colors. Possible uses include design elements or colors for charts or graphs.

PANTONE 7687 C

CMYK	**64 15 100 1**
RGB	**108 164 66**
HEX	**#6CA442**

PANTONE 2395 C

CMYK	**21 97 0 0**
RGB	**208 0 158**
HEX	**#D0009E**

PANTONE 319 C

CMYK	**65 0 22 0**
RGB	**62 193 205**
HEX	**#3EC1CD**

PANTONE 1788 C

CMYK	**0 96 83 0**
RGB	**236 43 55**
HEX	**#EE2B37**

PANTONE 123 C

CMYK	**0 24 91 0**
RGB	**255 198 39**
HEX	**#FFC627**

Of the secondary colors, Pantone 7687 C – a rich royal blue – is earmarked for educational purposes. Brochures, posters and other materials whose key purpose is to educate audiences on HIP benefits and features should use this secondary color in their palettes. In the future, other secondary colors could be reserved for other purposes, such as to promote HIP programming or partners.

PANTONE 7687 C

CMYK	**100 90 0 25**
RGB	**25 47 124**
HEX	**#182E7B**

HiP

Minion Pro

Minion Pro is your primary font. This font will be used for headlines and body copy in print and web. If Minion Pro is not accessible, Garamond may be used as a substitute font.

Minion Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Minion Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Minion Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Minion Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Myriad Pro

Myriad Pro is your secondary font. This font will be used for sub-headlines. If Myriad Pro is not accessible, Helvetica may be used as a substitute font.

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()*

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Myriad Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

PHOTOGRAPHY

Sample photography is shown here. The logo or icons may be placed over the images, but not over the faces in a photo. The photography that is recommended are photos of happy, productive adults. On this page, you will find stock photos that are used purely for examples. Real photos of real Hoosiers are recommended but not required.
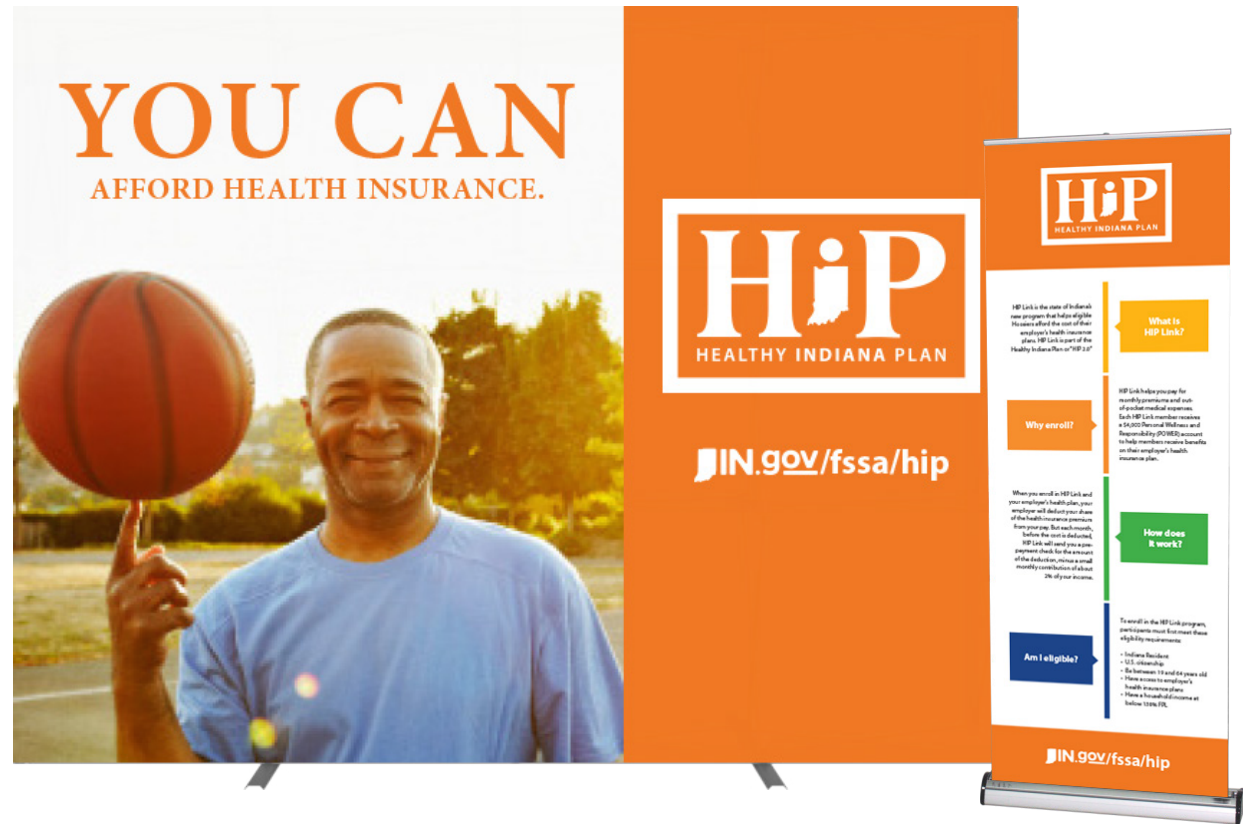
At right is a sample 4"x 9" rack card design.
Four-color photography with primary brand colors
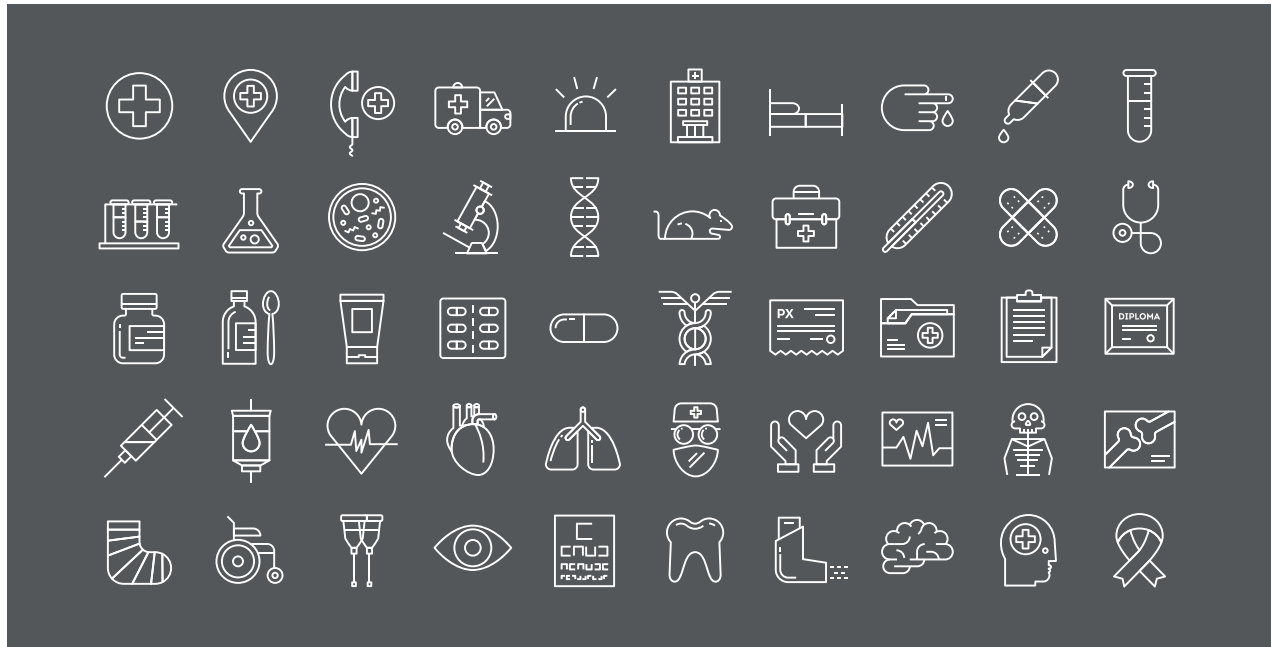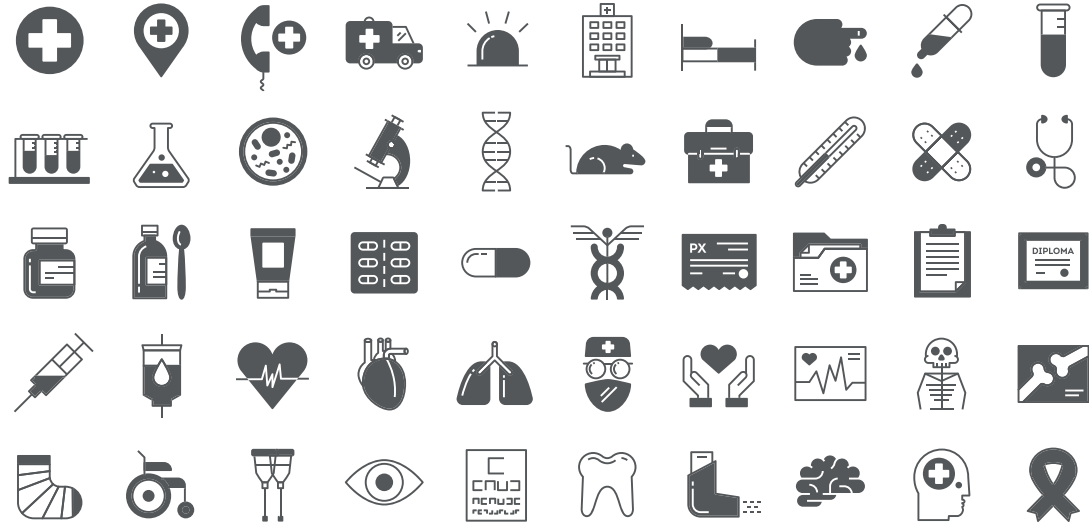are recommended. A secondary color may be used to
highlight key words.
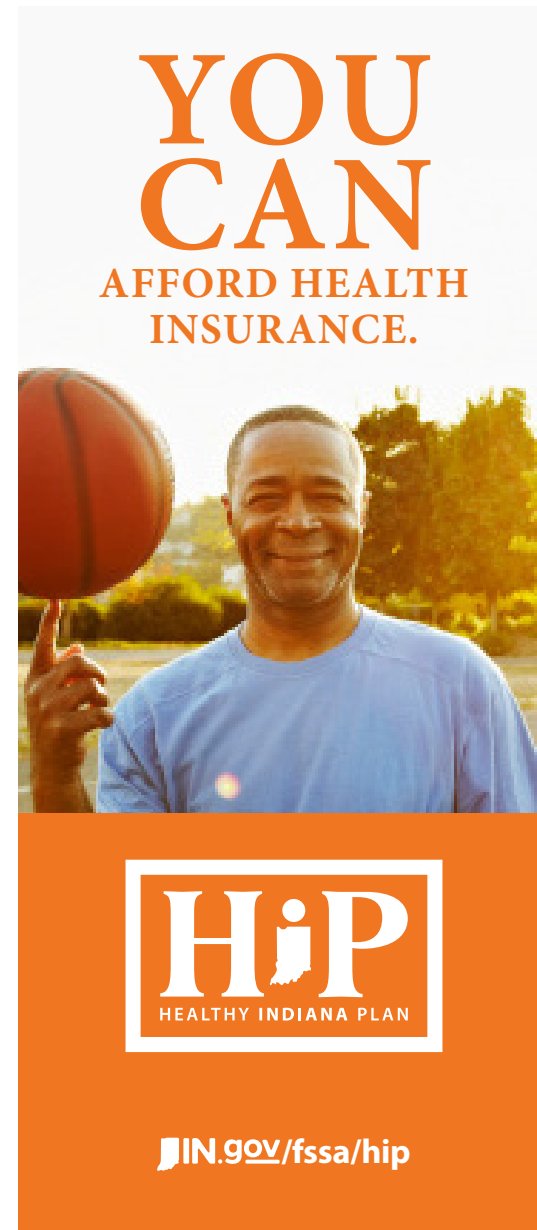
Below is a sample trade show display. It is recommended to use four-color photography with colorful infographics.

Information graphics are key in communicating the brand. They are especially important for collateral pieces that explain the HIP process. Secondary colors are recommended but primary can be used also.

HiP
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IN.gov/fssa/hip