

The Medica logo is the primary graphic element used to identify Medica. All printed materials for Medica must be identified with the corporate logo. The Medica logo should always be the dominant logo on all Medica communications, even when another Medica product or service logo is included.

The corporate logo is the word “Medica” uniquely rendered. It cannot be redrawn, duplicated in typesetting or modified in any way. The registration mark is a part of the corporate logo. Please take care to always include the registration mark with the logo.

The corporate logo cannot be used in headlines or text. When using Medica in a headline or sentence, it should be typeset in the same typeface, capitalization, weight and size as the rest of the text.

Use only electronic reproduction proofs provided by the Marketing and Communications department.

CONTROL AREA

The Medica logo should always be surrounded by white space to separate it from text and other graphic elements. The established minimum amount of space surrounding the logos is one square unit equal to the base width of the letter “E” in the logo. The only exception to this rule is for the “Personalize. Empower. Improve.” Tagline. See page 9 for more details.



COLOR

For all sales and marketing materials (directed at members, providers, employees, brokers, etc.) the teal Medica logo is preferred. The color breakdown can be found in various formats in the Color Palette section.

For internal communications, the one-color black version of the logo is acceptable. The logo may not appear in any other colors or in screen tints of any color. Any exceptions must be approved by Corporate Communications.

The logo may be reversed out of black or a solid color background as long as there is adequate contrast. There also must be an ample color field surrounding the reversed-out logo so that it does not appear to be contained within a shape bigger than the control area.

PREFERRED COLOR USE

MEDICA®

one-color teal



*reversed out of teal
(or solid color from Medica palette)*

MEDICA®

one-color black



reversed out of black

PLEASE NOTE: Colors shown in this manual are only a representation and not exact matches of actual colors.

USAGE GUIDELINES

Use of the Medica logo in combination with any other logo should always adhere to all logo usage guidelines. When combining the Medica logo with any other business partner or product logo, the control area of the “E” space around the Medica logo should be applied. The Medica logo should be at least as big as the largest graphic element in the other logo(s) or as big as the other logo area(s).

Business partnerships will sometimes dictate the relative size and position of each logo. For example, when Medica is the main business or sponsor, then the Medica logo should be positioned first (to the left or on the top); when Medica is a supporting business partner or sponsor, then the Medica logo should be subsequent (to the right or to the bottom). The registered trademark symbol (®) should always precede the second logo, unless the Medica name has been incorporated into the service marked or trademarked logo.

The Medica logo may be used alongside business competitor logos when the business sponsorship, advertising or partnership requires. The Medica logo must receive equal representation, visibility and balance relative to any and all competitor logo(s) (e.g. broker business cards, community event advertising, etc.).

SIZING AND RESIZING

The size of the Medica logo depends on the relative size of the communication surface. The standard size of the Medica logo on a 8.5” x 11” surface should be at least 1.25” long. The logo may be scaled larger (e.g., for banners and billboards), but it should be no smaller than 1” long (with the exception of Medica member ID cards that, with approval, maybe scaled smaller due to the limited amount of space provided for logo placement).

Whenever possible, reduce the logo from a larger-sized original to ensure proper resolution and clarity.

UNACCEPTABLE USAGES

The relative size or design of the free-standing Medica logo may not be altered in any way. Do not enclose the logo in a border or shape that appears to be part of the logo. Unacceptable versions of the corporate logo are shown below for some examples.



Do NOT screen back in any color.



Do NOT outline.



Do NOT use on low-contrast backgrounds.



Do NOT place in any shape (triangles, squares, circles, ovals, etc.).



Do NOT stretch vertically or horizontally.



Do NOT skew logo.

General Logo Guidelines

LOGO / TAGLINE LOCKUP

The Medica logo also appears in conjunction with the current tagline on collateral. The logo and tagline lockup should only be used as the provided art based on business need. It cannot be redrawn or modified in any way. The registration mark is a part of the corporate logo lockup. Please take care to always include the registration mark with the logo. All brand standards for the Medica logo, including use of color control area and usage, should also be applied when locked up to the tagline.



PREFERRED LOCATION

The preferred logo placement, whether using the logo alone or with the tagline lockup, is above the main content area on all collateral and communication pieces. It is either aligned with headline copy or in the upper right or left corner of the layout. In this position, the logo functions as a hello, or opening identification. For multiple page print collateral, the logo also appears on the last page of the piece in the bottom right corner. In this location, it functions as a goodbye or sign-off. The logo should be used with the tagline lockup in this position.

FILE FORMATS – PRINT

The Medica logo is available in EPS (Encapsulated PostScript), TIFF (Tagged Image File Format) and JPEG (Joint Photographic Experts Group) formats.

For print, the preferred file format is EPS, which requires the use of high-end graphic design software, such as Adobe Creative Suite. If using other publishing software, such as Microsoft Office, then a TIFF or a JPG file formatted to scale with a resolution of at least 300 dots per inch (dpi) is preferred.

FILE FORMATS – DIGITAL

All logo specifications apply for internet use as well. The smallest the logo may be scaled digitally is 150 pixels wide at 72 pixels per inch. The logo should be sized to the exact specifications of the web area if possible to ensure the best possible clarity and screen resolution.

CO-BRANDING OR COMBINING THE MEDICA LOGO

Equal balance and representation are keys to business sponsorship, advertising or co-branding partnerships that include other business logos. It is essential to distinguish the logos as separate entities but to combine them in a way that communicates effectively.

Use of the Medica logo in combination with any other logo should always adhere to all logo use guidelines. When combining the Medica logo with any other business partner or product logo, the control area of the “E” space around the Medica logo should be applied.

When combining the logo with other business logos, the Medica logo should always be at least as big as the largest graphic element in the other logo(s) or as big as the entire logo area(s). Balance is key. Use good judgment.

The business partnership will sometimes dictate the relative size and position of each logo. For example, when Medica is the main business driver or sponsor, then the Medica logo should be positioned first (to the left or on the top); when Medica is a supporting business partner or sponsor, then the Medica logo should be subsequent (to the right or on the bottom). The registered trademark symbol (®) should always precede the second logo, unless the Medica name has been incorporated into the service marked or trademarked logo.

The Medica logo may be used alongside business competitor logos when the business sponsorship, advertising or partnership requires. The Medica logo must receive equal representation, visibility and balance relative to any and all competitor logo(s) (e.g., broker business cards, community event advertising, etc.).

Color Palette

Medica’s color palette consists of a range of colors that help communicate the Medica brand. These colors are identified by the Pantone Matching System (PMS) name and/or number. The PMS color is used when the specific ink color is available for print production. RGB and CMYK values are noted to meet specific production requirements when the PMS code is not appropriate for the design software, printer or image display. CMYK values are used to produce the color with four-color print process (Cyan, Magenta, Yellow and Black inks), and RGB values are generally used to produce the color for electronic images (Red, Green and Blue lighting elements). Hexidecimal codes are also specified for HTML coding to produce the color on the Web.

As a general rule, pair one primary with one or two accent colors per piece.

Lighter screened-back versions of any color on the color palette may not be used with the exception of tables or graphs. As always, use good judgment when choosing and combining colors. See the following page for color combination examples.

See the following page for suggestions for combining Medica colors.

PRIMARY

PMS 315	<p>MEDICA TEAL</p> <p>CMYK: 100 00 12 43 RGB: 00 114 143 HEX: 006784</p>
PMS 261	<p>PURPLE</p> <p>CMYK: 55 100 10 35 RGB: 93 36 190 HEX: 5D245A</p>
PMS 425	<p>SLATE</p> <p>CMYK: 00 100 100 77 RGB: 87 190 193 HEX: 575A5D</p>
PMS WARM GRAY 8	<p>WARM GRAY</p> <p>CMYK: 00 09 16 43 RGB: 139 128 121 HEX: 8B8079</p>

SECONDARY

PMS 278	<p>LIGHT BLUE</p> <p>CMYK: 40 10 00 00 RGB: 141 185 229 HEX: 8DB9E5</p>
PMS 397	<p>BRIGHT GREEN</p> <p>CMYK: 12 00 100 08 RGB: 215 213 19 HEX: D7D513</p>
PMS 152	<p>ORANGE</p> <p>CMYK: 00 62 100 00 RGB: 245 126 32 HEX: F57E20</p>
PMS 122	<p>GOLD</p> <p>CMYK: 00 18 92 00 RGB: 255 207 142 HEX: FFCF2A</p>
PMS 3252	<p>AQUA</p> <p>CMYK: 63 00 29 00 RGB: 78 194 192 HEX: 4EC2C0</p>
PMS 459	<p>TAUPE</p> <p>CMYK: 10 12 51 00 RGB: 231 213 144 HEX: E7D590</p>