



MEDICA CORPORATE LOGO

General guidelines

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 primary 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 (as in this document).

Use only electronic reproduction proofs provided by the Communications department. Logos may be downloaded from the Communications page on the Knowledge Network (KN) under the “Business Units” tab.

Control area

The Medica logo should always be surrounded by a generous amount of space to separate it from text and other graphic elements. The established minimum amount of space surrounding the logo is one unit equal to the base width of the letter “E” in the logo.

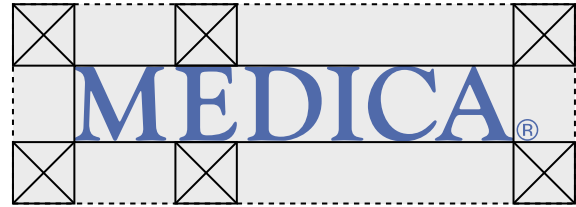


Fig. 1: Logo control area equals the width of the letter “E”

Color

For all sales and marketing materials (i.e., members, providers, employees, brokers, etc.) the Medica blue logo is preferred. Medica blue is Pantone® Matching System (PMS) color 2718.

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 required 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.



Fig. 2: Preferred color use clockwise from upper left; one-color blue, one-color black, reversed out of black and reversed out a color other than black

Note: Colors shown in this manual are only a representation and not an exact match of the actual colors.

File formats for print

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

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

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 an 8.5 x 11 inch surface should be at least 1.25 inches long. The logo may be scaled larger (i.e., for banners and billboards), but should be no smaller than 1 inch long (with the exception of Medica member ID cards that, with approval, may be scaled smaller due to the limited amount of space provided for logo placement).

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 the key.

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

Preferred location

Preferred logo placement on all collateral and communications pieces is in the upper right-hand corner. The distance of the logo from any trim mark should be twice the width of the “E.”

Place the standard Medica brand signature—which includes the Medica logo, P.O. Box address and Medica copyright language—in the lower left corner of the final page whenever possible.

Web format

When providing the Medica logo for use on the Web, all logo specifications apply. The smallest the logo may be scaled on the Web is 150 pixels wide when formatted at 72 pixels per inch. The logo should be sized to the exact specifications of the Web area when possible to ensure the best possible clarity and screen resolution. Resizing the image via HTML coding may reduce the clarity and resolution of the image. The logo should be provided in GIF (Graphic Interchange Format) or JPG file format.

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 the sponsors, products or business partners effectively and accurately.

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. 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).

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) (i.e., broker business cards, community event advertising, etc.).

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. Shown below are unacceptable versions of the corporate logo:



Fig. 3a: Cannot be screened back in any color



Fig. 3b: Cannot print as outline shapes



Fig. 3c: Cannot be used where contrast with background is too low



Fig. 3d: Cannot be contained within triangles, squares, circles or other shapes



Fig. 3e: The logo may not be stretched or squished (relative proportions must be maintained)