Partners for Health

BRAND IDENTITY GUIDELINES

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FOR HEALTH

Partners for Health Brand Identity Guidelines

Partners for Health is the trademarked brand name for the State Group Insurance Program. The program should be referred to as Partners for Health in all member-facing materials. The following guidelines provide instructions on the proper use of the Partners for Health brand identity.

Vendors and Associates

Vendors and associates creating materials for Partners for Health must comply with the Partners for Health Brand Identity Guidelines.

Our Mission Statement

Delivering comprehensive, affordable, dependable and sustainable benefits.

Our Vision Statement

Healthy members, peace of mind.

How and When to Use the Guidelines

To strengthen our brand, it is important for you to follow these guidelines and use the accompanying assets in all materials you create. These guidelines are designed to ensure consistency and continuity across the suite of Partners for Health materials. These guidelines are flexible enough to help you create a full range of expressions for your specific audience, while still highlighting our shared strengths and common mission.

Partners for Health has established branding guidelines to ensure consistency and clarity across various communication channels. These guidelines apply to all materials that feature the Partners for Health logo, including websites, social media platforms, digital assets, presentations, brochures, flyers, and any other form of communication. It is important to note that vendors and state departments must adhere to these guidelines when using brand assets for both print and digital communications. By following the established branding guidelines, Partners for Health aims to maintain a professional and cohesive brand identity across all mediums and ensure our message is effectively communicated to our target audience. Additional assets, such as new file types, may be requested when needed. You can access the assets here.

Writing Style Guidelines

The Partners for Health team follows a consistent and appropriate style for print and online materials written for and about Partners for Health

It is important to note that the proper capitalization for the name Partners for Health when it appears in text does not include capitalizing the letters "TN", unless it is part of the logo or wordmark. Therefore, when using the name in written material, be sure to follow the correct capitalization guidelines in order to maintain consistency and accuracy.

Our organization adheres to the guidelines laid out in The Associated Press Stylebook and strives to maintain a 6-8th grade reading level according to Flesch-Kincaid Grade Level Formula. This ensures that any information we publish is both clear and concise.

Photo and Graphic Guidelines

Partners for Health requires all vendors and associates creating materials to use photos and graphics that are culturally sensitive, representative of the population, professional in appearance, design, and have approval from the state.

Questions?

If you have any suggestions or queries regarding the correct application of these guidelines, please contact the Print and Digital Publications Manager in Benefits Administration. Assistance is available for technical questions on how to use our assets. You can reach out by sending an email to keith.a.wood@tn.gov.

Color Palette and Typeface

Pantone 2757	Pantone 1797	Pantone Cool Gray 9	Black
CMYK: 100, 62, 0, 61	CMYK: 2, 97, 85, 7	CMYK: 5, 2, 0, 52	CMYK: 0, 0, 0, 100
RGB: 0,30,96	RGB: 203,51,59	RGB: 117,120,123	RGB: 0,0,0
HEX: #001E60	HEX: #CB333B	HEX: #75787b	HEX: #000000

Primary Typeface

Aachen
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456

Myriad Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456

Secondary Typeface

Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy 0123456

Use either Aachen or Open Sans Bold to evoke the brand voice in headlines and titles.

The Myriad Pro and Open Sans families are flexible with a wide range of weights, which is essential when creating text-heavy documents.
Use either font family for body copy, captions, subheading, pull quotes or call outs.

Use either Myriad Pro or Open Sans, but **DO NOT** use a combination of the two in the same publication.

The type alignment should be left aligned.

For body copy a minimum of 10 point should be used at all times. This should be increased to 12 point for older people or people with visual impairments.

Avoid using all capitals format for long, continuous text.

Primary logo use

The full-color logo on a white background is the preferred usage. The primary color logo should be used for all digital and color printing applications. **Only the colors specified are allowed.** Spot printing in Pantone colors is the preferred printing method. Use 4-color process printing when spot printing is not an option. The CMYK breakdowns do not preclude the important step of color proofing. For accurate color matching, refer to a current Pantone specifier.

Secondary logo use

When the logo is placed on one of our two brand colors, pantone 2757 or pantone 1797, use the corresponding reversed logo.

Limited logo use

The primary logo is always preferred. However, in cases where only a single color may be used on a non-branded background, use the corresponding reversed logo.

Minimum size

To ensure the logo is always recognizable and legible, it should never appear smaller than .25 inches in height.

The minimum size for print is .25 inches in height.

Clear space

Maintain at least the minimum clear space at all times. In order to maintain their graphic integrity, the Partner for Health logos should always have a clear area surrounding them—space free of any type or graphic elements. Leave a clear zone equal to "X" or greater, where "X" is equal to the height of the **H** in Health. When possible, leave even more clear space than the minimum indicated here.
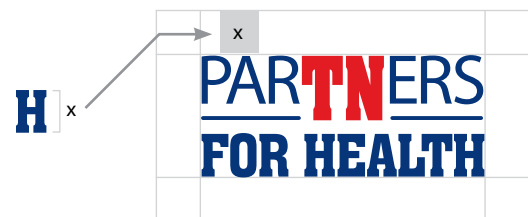
Clear space (x) equals the height of the "H" in health.

Logo Don't

- Do not distort the shape of the logo
- Do not rearrange the colors of the logo
- Do not change the proportions of the logo
- Do not use the logo on busy backgrounds and backgrounds with insufficient contrast, which makes the logo difficult to stand out
- Do not pair any other logo with the Partners for Health logo

You can download the approved logos [here](#).