



Brand guidelines

HUMANA
one[®]

Creating a consistent look

In developing and maintaining our visual identity, it is important that certain elements remain consistent.

The best way to carry this consistency is to make sure certain design rules are in place. Font and logo usage are simple but effective methods of doing this. Color, used consistently throughout your design, will also help provide an effective design solution. Other elements, such as photography, are also important and help create a design that will be well perceived by others within and outside of the corporation.

Logo usage

For printed materials, the size and positioning of the HumanaOne® logotype are always in the horizontal proportion as shown. The HumanaOne logo must be used in its entirety. The logo is also considered a stand-alone logo and should be used by itself for branding purposes. Alterations to any of the elements in the logo are prohibited.

The HumanaOne logo is a custom typeface. Under no circumstances should another typeface be substituted or the spacing and arrangement of the individual letter forms be altered.

In text, always use HumanaOne as one word, italicizing "One."

A protected area exists around the logo. Other graphic elements must be positioned no closer than the distance shown here.



To maintain consistency and legibility in all applications, it is imperative that there are no alterations to any portion of the signature.

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- Never recreate the logo. Always use the complete logo as supplied in a graphic file.



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- Never resize the logo disproportionate to the original dimensions. (Using the shift key while resizing will keep the size proportionate).



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- Never change the forms themselves in any way: drop shadows, motion blurs, outlines or patterns. It sacrifices readability.



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- Never enclose the logo in a shape for the purpose of reversing.



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- Never place the logo on a highly patterned background. It compromises visibility.



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- Never repeat or use the logo itself to create a border or pattern. It detracts from the purpose of the logo.

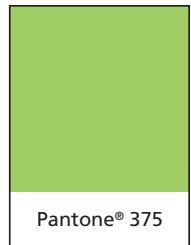


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- Never place the logo on the page in any position other than horizontally.



Colors

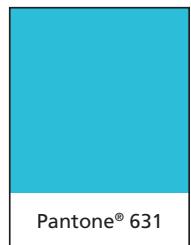
Two-color signature:



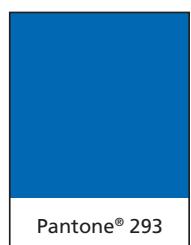
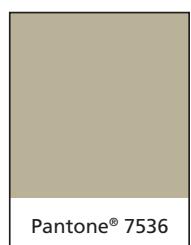
One-color signature in black:



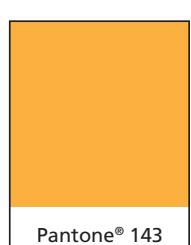
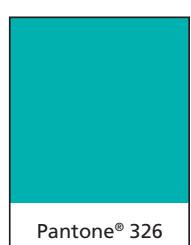
HumanaOne colors



The HumanaOne logo only appears in blue and green, black, or in white reversed out of a color; and in silver for embossing. No other colors may be used.



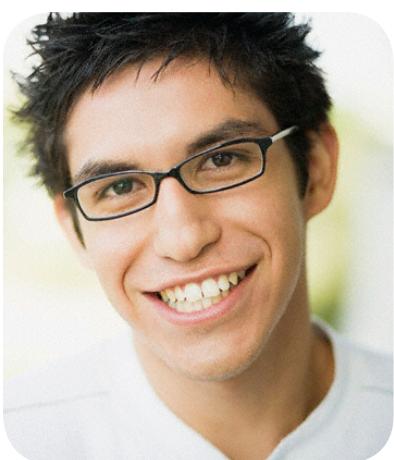
Alternate colors



Photography

Photography is an effective way to evoke emotion. Our marketing images visually communicate our service brand message.

The photographs we use are “slice of life” images – modern, age-diverse, happy, and successful. Our photos focus on a range of age-diverse people from 20 to 60-years old in relaxing, comfortable settings.



Advertising

HumanaOne encourages agents and brokers to advertise to increase agency name recognition and sales of HumanaOne products. HumanaOne offers professional, quality advertising materials, free of charge, which can be customized to include an agent's name, address, phone number or email address. Contact your sales representative for additional information on this opportunity.

Identity Guidelines

HumanaOne is the umbrella name for the product portfolio of individual products being offered by subsidiaries of Humana Inc. In text copy, the "H" and "O" in HumanaOne should be capitalized and the "*One*" should be italicized.

Print Advertising Guidelines

HumanaOne will allow the use of the company's name and products on creative that complements and serves as a continuation of the company's positive brand positioning. To ensure that our joint efforts of communication remain true to the positioning, HumanaOne advertising guidelines must be followed and advertising materials must be approved before production and use.

HumanaOne agents and brokers may request permission to use both the HumanaOne and Humana logos in their own advertising materials.

If an agent creates an ad to promote HumanaOne, the ad must be approved by HumanaOne Marketing. The statement "Authorized Agent for HumanaOne." must be included, along with the HumanaOne logo. Copy pertaining to HumanaOne products and process will have to be reviewed for accuracy. To obtain approval, submit advertising materials to Debbie Miller at dmiller15@humana.com. It will take two weeks to receive an approval, and approvals are not guaranteed.

Please note, approval to use Humana's name and product logos, such as HumanaOne, on a particular type of advertising material does not imply approval for any other use in the future. Requests for other uses must be submitted separately to dmiller15@humana.com.

Faxing Guidelines

The Telephone Consumer Protection Act of 1991 prohibits marketers, including agents, from sending faxes to individuals with whom they have no existing business relationship. In the event of a violation of the TCPA, individuals are entitled to collect damages directly from the marketer for \$500 to \$1,500 or recover actual monetary loss, whichever is higher. Agents in violation of the TCPA may have their Humana agent contract terminated.

Website Advertising Guidelines

Agents and brokers can promote HumanaOne products on their Website by way of posting PDFs of the Summary of Benefits brochures, along with the HumanaOne logo. If an agent or broker would like to promote HumanaOne products on their website they must first register their website with Humana. To do this, contact your local sales representative and have them register your website within your agent profile. Humana will run frequent audits of agent and broker websites to ensure the proper use and promotion of its products.

The following guidelines must also be followed:

- Agent or broker should register their website with their local sales representative as described above
- The HumanaOne logo guidelines must be followed. See page 2.
- The agent or broker must identify themselves as an "Authorized Agent for HumanaOne."
- The Summary of Benefits brochures can only be published as PDFs.
- The Summary of Benefit brochures must be up-to-date with the current version found on the secured agent portal of humana.com. Visit this site periodically to check for updates. Updates are made clear by a revision date next to the form number found on the bottom or last page of the piece.
- The agent or broker must update their Website each time Summary of Benefits brochures are updated. (Updates are communicated via agent e-newsletter. Updated Summary of Benefits brochures can be downloaded from Humana agent portal.)
- If a link for the Agent Online Application is posted, the link must be programmed to open in a separate browser window. See page 8 for directions.

For questions about web advertising contact Debbie Miller at dmiller15@humana.com.

Yellow Pages Advertising

Yellow Pages advertising must be placed under the name of the agent or agency, not HumanaOne. The agent must be listed as an authorized agent for HumanaOne. If a display ad is created, the HumanaOne logo must appear on the ad and follow the logo guidelines. The ad must be approved by HumanaOne Marketing before being placed in the Yellow Pages directory.

Bold Listing Example:

Your agency name here
Authorized Agent for HumanaOne
1234 Street Address
Phone Number

Using the logotype

It is preferred that the two-color HumanaOne green and blue logo be used. If necessary, the one-color logo in black can be used.

The HumanaOne logo is always positioned horizontal. The logo must be used in their entirety and alterations to any of the elements in the logos are prohibited. See page 3 about logo infringement. The logos should never appear less than 1.5" in length, with the exception of Yellow Pages advertising.

Adding An Online Application Link

HumanaOne Online Application Link to Your Website

HumanaOne has made it easy for you to create a link on your Website allowing clients to access your personal HumanaOne online application page.

You will need to update the Web address, <http://www.humanaoneapplication.com/?humanaagent>, with the seven-digit personal Humana Agent Number you received from HumanaOne Simply add your Humana Agent Number to the end of the link as follows:

http://www.humanaoneapplication.com/?humanaagent=1129696 • • • • Your seven-digit Humana Agent Number goes here.

Complete the following steps:

1. Determine where you want the link located on your Website.
2. Add the following HTML code to your Website in the location you want the link displayed, using your Humana Agent Number in place of the "1129696":
`Apply for HumanaOne Individual Health Insurance Online`
3. Save and publish your site.
4. Test your link to make sure that your name and contact information displays on the Web page after clicking on the link.

Please note: DO NOT program the link to open the online application within a frame on your Website. This can cause technical problems for applicants as they are completing and saving the application. To avoid this, we strongly encourage that you program the link to open a separate browser window.

Call HumanaOne Agent Service Center at **1-800-833-2572** or email agentask@humana.com if you have questions.