COLOR

The CIGNA Palette

Primary Colors:

	Teal	Gray
PMS	315	CG9C
CMYK	C-100 M-0 Y-12 K-43	C-0 M-0 Y-0 K-60
RGB (MAC)	R-0 G-113 B-133	R-124 G-124 B-124
RGB (WIN)	R-0 G-102 B-133	R-147 G-147 B-147
HEX	00718F	919295

CIGNA Brand Colors

Our primary brand color is CIGNA Teal – or PMS 315C. We want CIGNA to be strongly associated with this color. All materials that do not employ prepared templates should use this color broadly across their communications.

CIGNA Teal is complimented by CIGNA Gray – or PMS Cool Gray 9. (A 60% screen of black is a permissible substitute for CIGNA Gray.)

Supporting Colors

In addition to CIGNA Teal and Gray, a palette of supporting colors is available. This palette was developed to provide flexibility, which may be necessary in differentiating products and in communicating to diverse audiences. The color palette shown below should be used to provide color accents, to highlight specific images or text, to color code, and/or to convey a particular mood or impression. Screen tints of the supporting colors are permissible.

Supporting Colors:

	Blueberry	Bronze	Clementine	Concord	Espresso	Kiwi	Nickel	Olive	Pomadoro	Sunrise
PMS	7462	WG9C	7413	669	7533	583	7536	371	1805	130
CMYK	C-100 M-50 Y-0 K-10	C-0 M-11 Y-20 K-47	C-0 M-53 Y-100 K-4	C-76 M-78 Y-0 K-47	C-0 M-22 Y-85 K-85	C-23 M-0 Y-100 K-17	C-0 M-4 Y-22 K-32	C-43 M-0 Y-100 K-56	C-0 M-91 Y-100 K-23	C-0 M-30 Y-100 K-0
RGB (MAC)	R-0 G-103 B-172	R-153 G-139 B-125	R-236 G-136 B-28	R-53 G-43 B-101	R-74 G-56 B-0	R-175 G-188 B-33	R-185 G-176 B-152	R-74 G-96 B-28	R-191 G-48 B-25	R-253 G-184 B-18
RGB (WIN)	R-0 G-103 B-172	R-181 G-158 B-117	R-253 G-184 B-34	R-53 G-43 B-101	R-89 G-61 B-5	R-169 G-221 B-1	R-204 G-196 B-122	R-81 G-119 B-5	R-214 G-37 B-2	R-250 G-228 B-22
HEX	00C66	9A8C7D	EE8A1D	352C66	4B3900	AFBD21	B9B299	4F6F18	BF2E1A	FDB813

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TRADEMARK COLOR OPTIONS

To strengthen the association of the colors Teal and Gray with our brand, the first choice for the Trademark should be CIGNA Teal and CIGNA Gray – over a white field. But all Teal, all Black and several other options are available.

If the logo needs to be placed over a color field, use the following as a guide.

Separate logo artwork for positive, reverse and special situations is available by contacting the office of **Brand Management** at 860.226.7050.
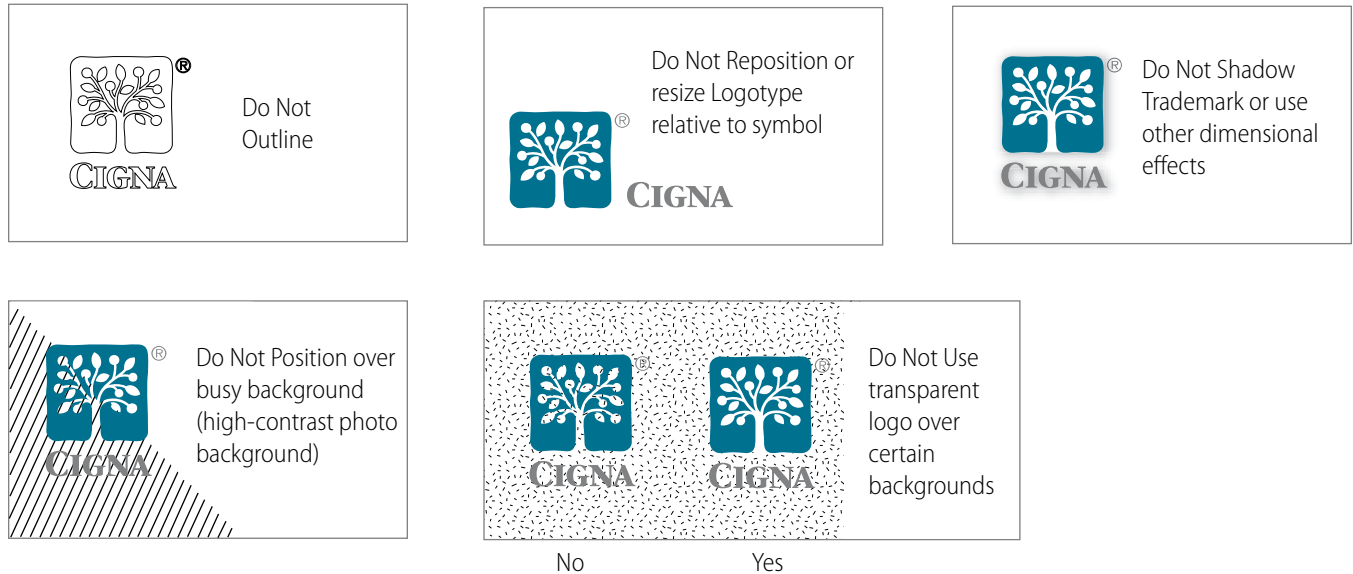

White Field (preferred)
CIGNA Sunrise / CIGNA Sunrise
CIGNA Clementine / CIGNA Clementine
CIGNA Pomadoro / CIGNA Pomadoro
CIGNA Concord / CIGNA Concord
CIGNA Blueberry / CIGNA Blueberry
CIGNA Kiwi / CIGNA Kiwi
CIGNA Olive / CIGNA Olive
CIGNA Nickel / CIGNA Nickel
CIGNA Bronze / CIGNA Bronze
CIGNA Espresso / CIGNA Espresso

Incorrect Trademark Treatment

Misuse of the CIGNA Trademark places its legal protections at risk and compromises our image.

Some common misuses of the trademark are shown in the following examples. Although these examples do not include every incorrect use, they will give you an idea of the areas to double-check.

To ensure correct reproduction, always use the proper artwork.

Do Not Outline

Do Not Reposition or resize Logotype relative to symbol

Do Not Shadow Trademark or use other dimensional effects

Do Not Position over busy background (high-contrast photo background)

No   Yes

Do Not Use transparent logo over certain backgrounds

Clear Space

Clear space is the area around our Trademark where no text or graphic element may intrude. It is important to allow for clear space around the Trademark in order to protect the proper framing and preserve the visual integrity of our brand mark.

Minimum clear space is equal to **one-third the height** of the Trademark.

The examples here show various situations with the correct minimum clear space.
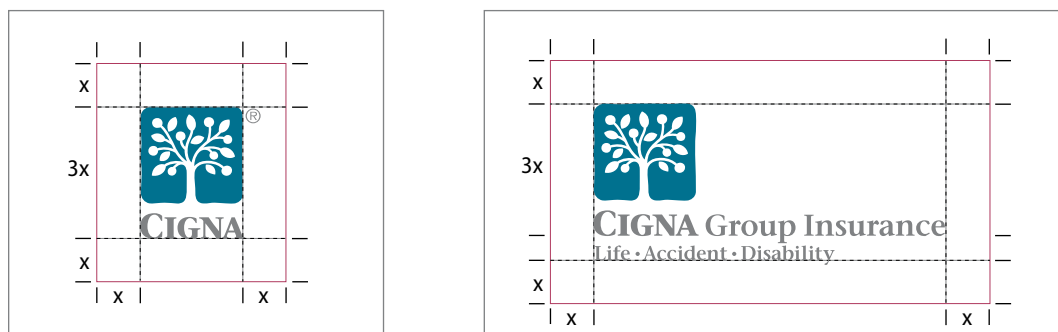
Tag Line

Our former tagline, "A Business of Caring" is no longer in use. Do not throw out materials where it appears, but eliminate it in any work in production. And continue to look at this resource as additional updates will be posted s they become available.

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