Style Guide

Guidelines for creating design elements
of the GetInsured website.

Screen Patterns

1.0

Screen patterns serve as a guide to create new pages of the site with a similar design sense thus implementing a seamless design that is rid of distractions.

Screen Patterns

1.1

Initial Application

The initial application screen gathers basic information regarding zip code, family, and income in order to better filter plans that suit the user's needs.

Certain words have a perforated line below indicating a tool tip which provides the user with an explanation or guidance.

Your Profile

Zip Code: **99999**
County: **Santa Clara**
Seeking coverage: **1**
Income: **12345**
Financial Help: **Eligible for help**

Main Question: Lorem Ipsum dolor si amet, consectetur adipiscing elit.

In vulputate quis nisl id malesuada. Mauris orci arcu, suscipit at nulla eu, scelerisque laoreet.

Previous   Next

#48a95d   #348dc8   #666666   #878787   #e9e9e9

Screen Patterns

Plan Filters

Plan filters gather ancillary information that help the system cultivate a myriad of desirable plans for the user.

Personalise your shopping experience

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In porttitor orci non massa dapibus hendrerit. Ut feugiat velit et arcu ornare aliquam.

Filter 1

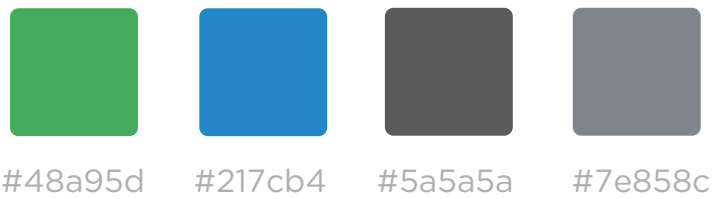Mauris orci arcu, suscipit at nulla eu, scelerisque laoreet felis.

- ○ Option 1
- ○ Option 2
- ○ Option 3
- ○ Option 4

◄ Back   Reset responses   Next ▶

#48a95d   #217cb4   #5a5a5a   #7e858c

Screen Patterns

1.3

Plan Display

The plan details inform the user of what the plan entails and whether the subsequent details make the plan the perfect one for them.

The side filters allow the user to further refine the search according to better coverage, budget, or type of plan.

#48a95d   #48a95d   #5a5a5a   #8e9093

Back

Shop for a Health Plan

Go to cart

Compare Plans

Filter by

Plan Type

HMO

PPO

HSA

Metal Tier

Lorem ipsum dolor sit amet, consectet adipiscing elit.

Lorem ipsum dolor sit amet, consectet adipiscing elit.

Lorem ipsum dolor sit amet, consectet adipiscing elit.

Sample Plan
Lorem ipsum dolor

$$$/month

Office Visits	$$$
Generic Drugs	$$$
Deductible	$$$
Expense Estimate	$$$

Sample Plan
Lorem ipsum dolor

$$$/month

Office Visits	$$$
Generic Drugs	$$$
Deductible	$$$
Expense Estimate	$$$

Sample Plan
Lorem ipsum dolor

$$$/month

Office Visits	$$$
Generic Drugs	$$$
Deductible	$$$
Expense Estimate	$$$

Sample Plan
Lorem ipsum dolor

$$$/month

Sample Plan
Lorem ipsum dolor

$$$/month

Sample Plan
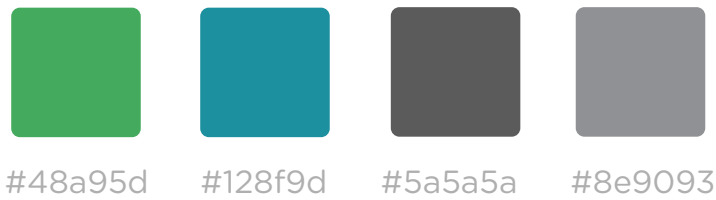Lorem ipsum dolor

$$$/month

Screen Patterns

1.4

Compare Plans

With the power to compare one's options, the user revise options that are closely rated and have the disposition of the most suitable plan.

The hidden drop-down menus provide in-depth information regarding each title infomring the user of what exactly is covered and pricing.

#48a95d   #128f9d   #5a5a5a   #8e9093

Back   **Compare Plans**   Go to cart

	Sample Plan $$$/month Select	Sample Plan $$$/month Select	Sample Plan $$$/month Select
⌄ Summary			
Example 1	●	●	●
Example 2	High	Low	Low
⌄ Deductible			
Example 3	$$$/ individual	$$$/ individual	$$$/ individual
Example 4	N/A	N/A	N/A
❯ Doctor Visit			
❯ Tests			
❯ Drugs			

Screen Patterns

Plan Details

The plan details inform the user of what the plan entails and whether the subsequent details make the plan the perfect one for them.

#48a95d   #5a5a5a   #8e9093

View Plan Details

Summary

Expense Estimate	???
Product Type	???

Deductible	**In-Network**
Deductible	$$$
Out-of-pocket max	$$$

Doctor Visit	In-Network	Subject to Deductible	Tier 2 Network	Out-of-Network
Lorem	No Charge	✓	Not covered	50% Coinsurance
Ipsum	No Charge	✓	Not covered	50% Coinsurance
Dolor	No Charge	✓	Not covered	50% Coinsurance
Consectetur	No Charge	✓	Not covered	Not covered

Screen Patterns

1.6

Modals

Modals prompt the user to perform an action that will guide them to a different part of the site or a corresponding site to complete the task.

Lorem Ipsum

Aenean tellus lorem, volutpat eu mauris eget, ullamcorper faucibus urna. Praesent eu rutrum nisl. Aliquam non eros euismod, congue lorem eu, cursus odio. Donec gravida, erat in semper luctus, nulla lorem molestie lacus, quis tempus libero enim nec lectus.

X   Close

Continue ▶

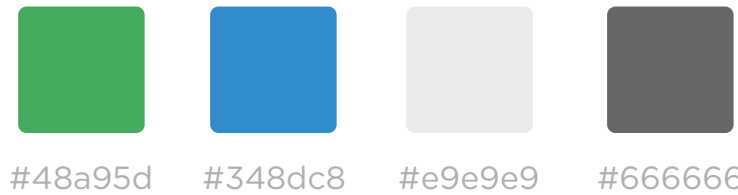#48a95d   #348dc8   #e9e9e9   #666666
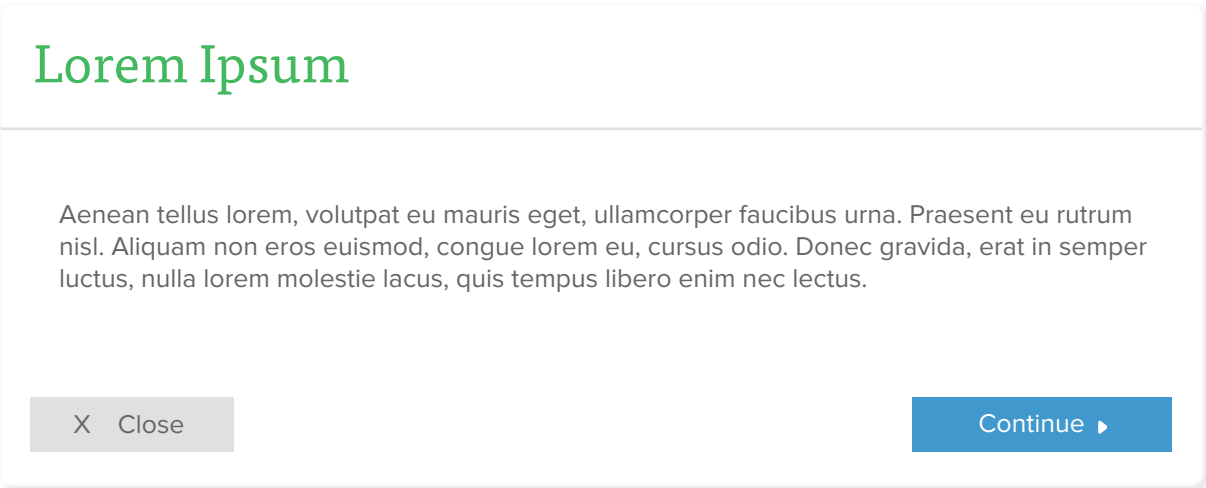
Screen Patterns

Shopping Cart

Viewing the shopping cart allows the user to review what will be purchased and prompts the user to setting up an account.

In the shopping cart, the user has the option to remove or continue searching for more plans before making a decision on a plan(s).

#48a95d   #348dc8   #e9e9e9   #666666

My Cart

Aliquam non eros euismod, congue lorem eu, cursus odio. Donec gravida, erat in semper luctus, nulla lorem molestie lacus, quis tempus libero enim nec lectus.

Dental	Effective Date:	mm/dd/yy
Plan Name		
Plan Type	Price	$$$

In vulputate quis nisl id malesuada. Mauris orci arcu, suscipit at nulla eu, scelerisque laoreet felis.

Plan Total $$$

Health	Effective Date:	mm/dd/yy
Plan Name		
Plan Type	Price	$$$

In vulputate quis nisl id malesuada. Mauris orci arcu, suscipit at nulla eu, scelerisque laoreet felis.

Plan Total $$$

Cart Total   Total Monthly Payment $$$

Continue shopping   Apply

Screen Patterns

1.8

Log In

The log in screen provides the user, agent, or administrator with quick maneuverability without traversing the entire site.

Log In

Email Address

Password

Log In

Forgot password?

Screen Patterns

Forms

Tables/Editable Forms

The list view allows the administrator to view the purchased plan and its pertaining information as well as it current status and verification.

A red asterisk is a response in regard to an incomplete field that requires an answer before submission.

#666666   #0088d1   #b9b3b3

Title

Explanation

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer id viverra lectus. Morbi at neque molestie, rutrum sem ac, condimentum massa.

Field One *

Field Two *

Field Three

Field Four

Field Five *

Field Six

Cancel   Submit

Screen Patterns

Forms

Read Only Forms

The read only forms allow the administrator to review any changes he or she has made recently and serves as a confirmation of saved changes.

Blue text indicate a link or more options related to that text. Settings for each plan are located at the right and allow the administrator to view or edit.

	Plan #	Plan Name	Issuer	Level	Market	Last Update	Status	Verified	Enrollment Availability	⚙
☐	49316MN117 000403	BlueConnect Sanford Health	Blue Cross and Blue Shield of MN	Gold	Individual	Jun 09, 2014	Certified	Yes	Available	⚙
☐	49316MN117 000403	BlueConnect Sanford Health	Blue Cross and Blue Shield of MN	Gold	Individual	Jun 09, 2014	Certified	Yes	Available	⚙
☐	49316MN117 000403	BlueConnect Sanford Health	Blue Cross and Blue Shield of MN	Gold	Individual	Jun 09, 2014	Certified	Yes	Available	⚙
☐	49316MN117 000403	BlueConnect Sanford Health	Blue Cross and Blue Shield of MN	Gold	Individual	Jun 09, 2014	Certified	Yes	Available	⚙
☐	49316MN117 000403	BlueConnect Sanford Health	Blue Cross and Blue Shield of MN	Gold	Individual	Jun 09, 2014	Certified	Yes	Available	⚙
☐	49316MN117 000403	BlueConnect Sanford Health	Blue Cross and Blue Shield of MN	Gold	Individual	Jun 09, 2014	Certified	Yes	Available	⚙

Previous   1   2   3   4   5   6   7   Next

#666666   #0088d1   #daecd7

Screen Patterns

Search Bar

The refined search bar allows the administrator to search for a particular item quickly according a specific category.

The selection arrows provide a list of options that enable more accurate search results.

Refine Search By

| Enrollment Status ⌄ | State ⌄ | Affliate ID ⌄ | Stage ⌄ | **Go** |

#666666   #0088d1   #e9e9e9   #ffffff

Refine Search By   Reset all

Last Name

Zip Code

State ⌄

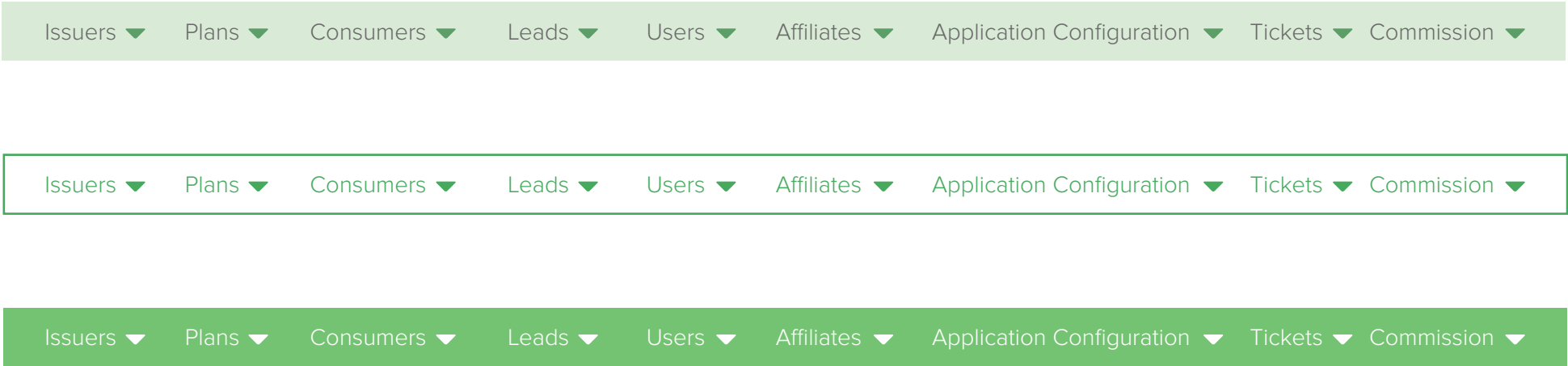Affiliate Household ID

Stage ⌄

Enrollment Status ⌄

Go

Screen Patterns

Menu Bar

The menu bar serves as the administrator's navigation through the administrative portal.

Hovering over each tab allows the administrator to view options regarding the tab selected such as creating a new user or managing users.

| Issuers ▼ | Plans ▼ | Consumers ▼ | Leads ▼ | Users ▼ | Affiliates ▼ | Application Configuration ▼ | Tickets ▼ | Commission ▼ |

| Issuers ▼ | Plans ▼ | Consumers ▼ | Leads ▼ | Users ▼ | Affiliates ▼ | Application Configuration ▼ | Tickets ▼ | Commission ▼ |

| Issuers ▼ | Plans ▼ | Consumers ▼ | Leads ▼ | Users ▼ | Affiliates ▼ | Application Configuration ▼ | Tickets ▼ | Commission ▼ |

#48a95d   #666666   #ffffff

Screen Patterns

Progress Bar

The progress bar keeps the administrator informed of where he or she is in creating a new account, user, etc.

The green block over a particular step distinguishes an active form from inactive forms.

Create a New User

Step 1: Lorem Ipsum

Step 2: Dolor Sit Amet

Step 3: Consectetur

#48a95d   #666666   #ffffff

Visual Design Themes

2.0

Visual design themes serve as a guide to proper usage of typography and color palette ultimately creating an engaging flow throughout the application process.

Visual Design Themes

Typography

The typography of GetInsured is predominantly Tisa Pro and Proxima Nova. Tisa Pro is used for main titles and sections whereas Proxima Nova is used for supporting the major headings.

The colors used are based on and iterated from a medium green, #334b47 and a sky blue #4499cc.

Tisa Pro

Main Header
42px, Normal, #33b457

Main Question
38px, Normal, #33b457

Filter Title
30px, Normal, #48a95e

Section Title
26px, Normal, #48a95e

Sub Header
24px, Normal, #2a6496

Results
18px, Normal, #48a95e

Body Copy
15.75px, Normal, #555b5e

Proxima Nova

Main Header
38px, Light, #33b457

Filter Type
24.5px, Semibold, #555555

Button Label
20px, Normal, #ffffff

Sub Header
18px, Bold, #555b5e

Filter Question
16px, Bold, #434951

Body Copy
15px, Light, #434951

Masthead & Sub Navigation
14px, Light, #ffffff

Icon Subtitles & Tool Tips
12.6px, Light, #348dc8

Visual Design Themes
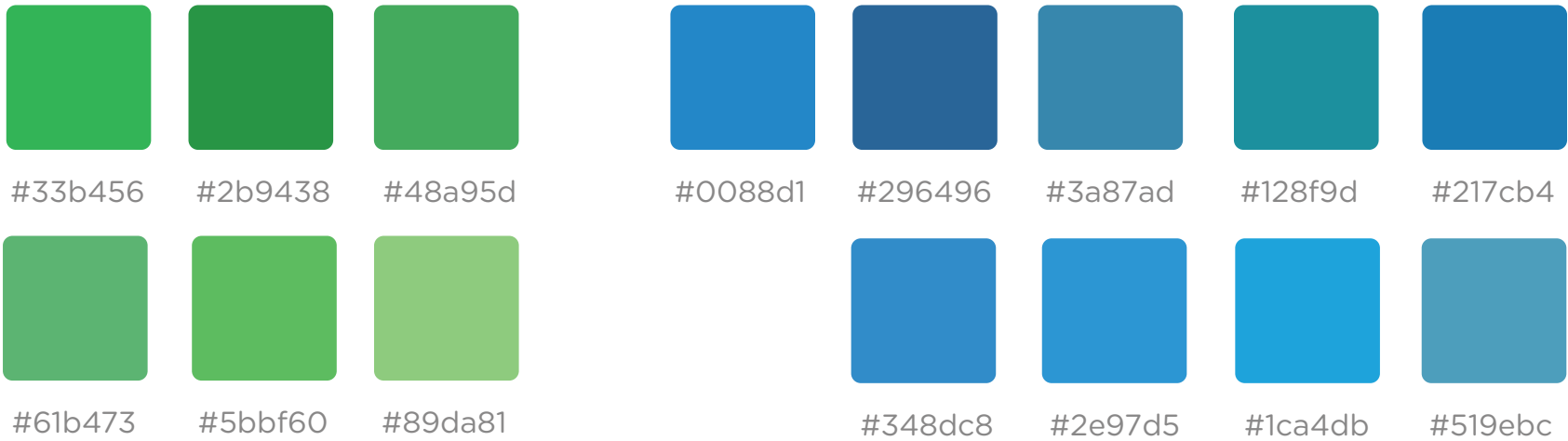
Color Palette

Primary Palette

The colors used are based on and iterated from a medium green, #334b47 and a sky blue #4499cc.

The greens are mainly used for titles and associated with titles. The blues are mainly used for supporting text for icons.

| #33b456 | #2b9438 | #48a95d | | #0088d1 | #296496 | #3a87ad | #128f9d | #217cb4 |
| #61b473 | #5bbf60 | #89da81 | | | #348dc8 | #2e97d5 | #1ca4db | #519ebc |

Extended Palette

The colors in the extended palette include white #ffffff, black #000000, and 40% grey.

These colors are variants of them are used in body copy and labels.

| #555b5d | #424851 | #5a5a5a | #666666 | #8e9093 |
| #7e858c | #b9b3b3 | #a1a1a8 | #e9e9e9 | #ffffff |

Visual Design Themes

Logos

The GetInsured logo follows the color palette base green and blue and is usually seen in lighter backgrounds. In cases of dark backgrounds, the logo can be found in white.
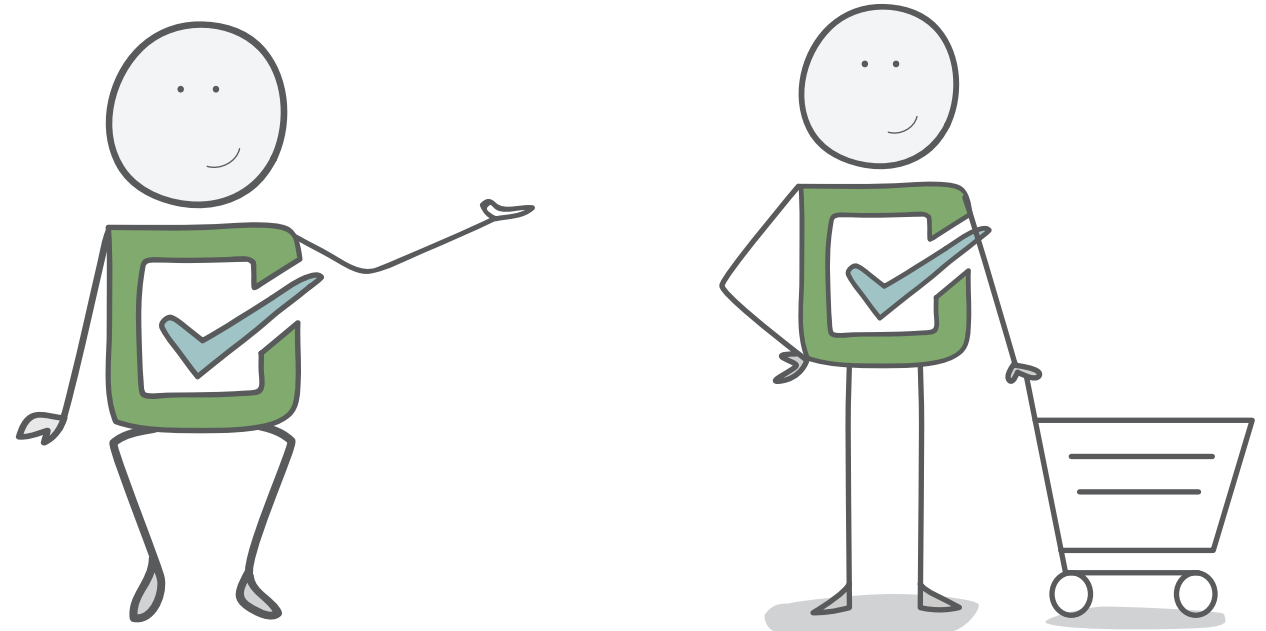
Visual Design Themes

Our Mascot

GI Man (pronounced *jee man*) represents a problem solver for those seeking health insurance.

GI Man depicts a consumer advocate and a health insurance guide.

Visual Design Components

3.0

Visual design components are persistent elements that guide the user to particular parts of the site enabling quick maneuverability.
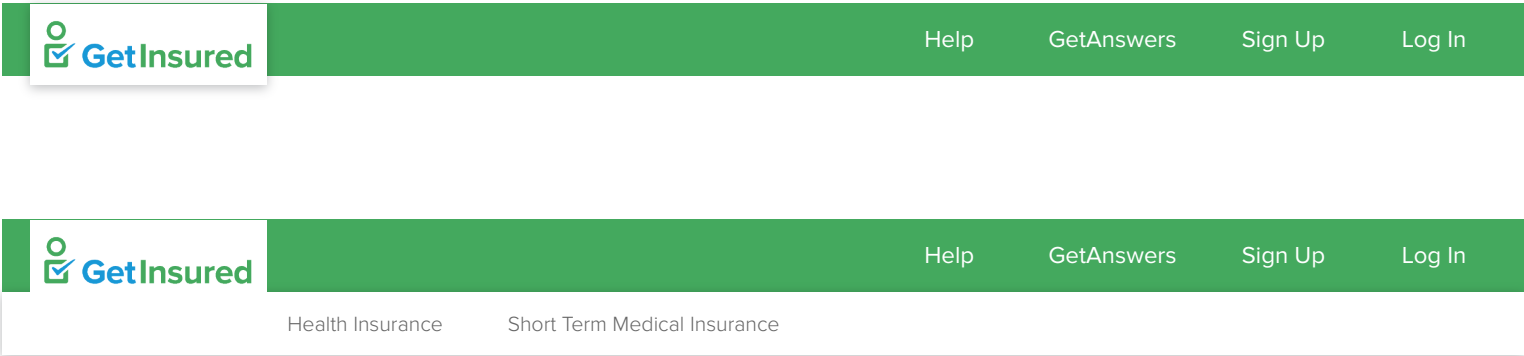
Visual Design Components

`3.1`

Masthead

The masthead guides the user to some of the most crucial elements of the site including creating or logging in to an account and getting help.

There is a secondary toolbar that directs the user to either the "Health Insurance" path and the "Short Term Medical Insurance" path.

GetInsured   Help   GetAnswers   Sign Up   Log In

GetInsured   Help   GetAnswers   Sign Up   Log In
Health Insurance   Short Term Medical Insurance
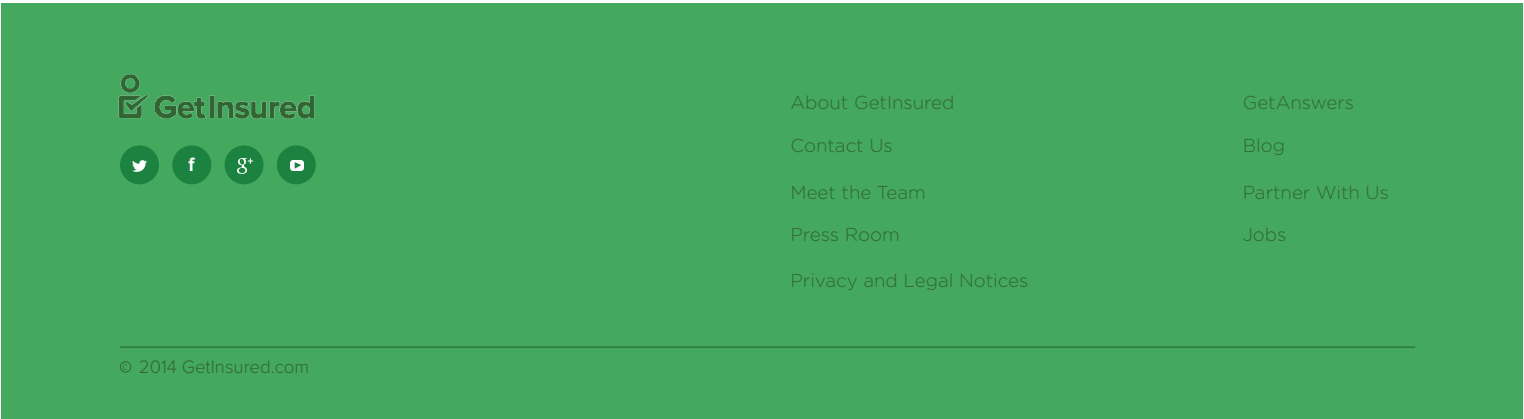
#48a95d   #0088d1   #666666   #ffffff

Visual Design Components

Footer

The footer follows the GetInsured color scheme and indicates that the user has perused the entire page.

Links to contact information and information about the company can be found here as well as links to the blog, social media, and GetAnswers.

GetInsured

About GetInsured   GetAnswers

Contact Us   Blog

Meet the Team   Partner With Us

Press Room   Jobs

Privacy and Legal Notices

© 2014 GetInsured.com

#336633   #48a95d   #ffffff

Miscellaneous

4.0

Other elements of the site that are crucial to the success and functionality of the site.

Trademarks

4.1

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