

RULES FOR HOW THE HEALTHY HOMETOWN  
PROGRAM LOOKS AND SOUNDS

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# STYLE GUIDE

## ABOUT HEALTHY HOMETOWN

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## Your Zip code may impact your health more than your genetic code.

There's no place like your hometown. It's the place where you and your family live, learn, work and play. Did you know that your hometown can also impact your health?

The Healthy Hometown<sup>SM</sup> Powered by Wellmark program is a way to make your hometown a healthier place to live.

Where you live is known as a “built” environment, and it is a key factor in supporting community health. Healthy Hometown offers resources and education to help communities — and organizations and individuals — make the healthy choice, the easy choice.

In turn, healthy communities create economic value by attracting workers and appealing to innovative companies.

Your hometown is the place you live, learn, work and play. Make it a healthier place to live. This guide provides you the information you need to use the Healthy Hometown brand as you share your community's messages.

## ABOUT HEALTHY HOMETOWN

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If you're communicating about the Healthy Hometown program, this is a resource to help!

We're proud of the Healthy Hometown program and want to make sure you know how to use the visual (how we look) and written (how we sound) elements of the program. There are also rules to follow when using the name and logo of the program's sponsor, Wellmark Blue Cross and Blue Shield®.

This guide provides information to help you use the Healthy Hometown and Wellmark brands consistently and correctly. We encourage you to use the Healthy Hometown brand to support your healthy community efforts. This information will help you share the Healthy Hometown program through advertising, websites, social media and other communications.

### Who do I contact with questions?

We're here to help! The Healthy Hometown team at Wellmark can help with questions about the brand, and give you the visual or written elements you need. Contact us at [HealthyHometown@Wellmark.com](mailto:HealthyHometown@Wellmark.com).

## HOW WE LOOK

- 4 Program marks
- 6 Logo basics
- 7 Localized logo
- 8 A few logo rules
- 9 Using the Wellmark logo
- 10 Licensee tagline

## Who we are



## Our calls to action



Healthy Hometown logos should only be reproduced from authorized artwork. Contact your Wellmark Healthy Hometown team to get the logos or artwork you need at [HealthyHometown@wellmark.com](mailto:HealthyHometown@wellmark.com).

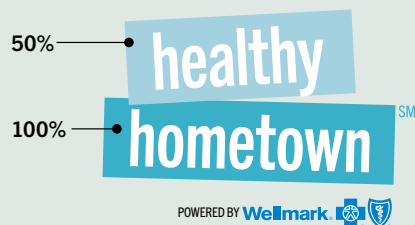
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### Primary program logo: Full-color

The full-color Healthy Hometown logo is our primary logo and should be the logo you use for all communications, except in special circumstances.

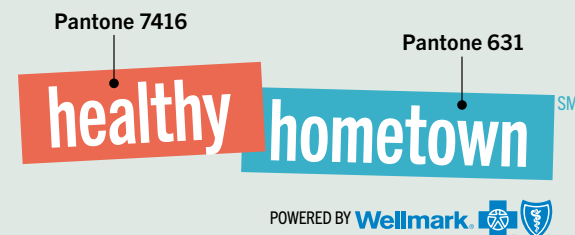
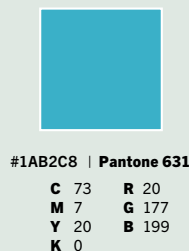


### One-color logos

The one-color blue and white version of the Healthy Hometown logo may be used if full-color printing is unavailable.

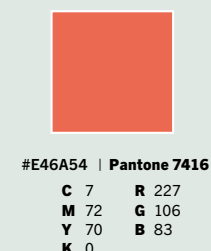
Pantone 631, R20 G177 B199, C73 M7 Y20 K0 is the preferred color.

The one-color black and white Healthy Hometown logo can be used when black is the only available color selection.



### Horizontal logo

In cases where the primary Healthy Hometown logo does not work for your communication, a horizontal version may be used. The horizontal version is intended for limited use only. This would apply, for example, to websites, emails or promotional items.



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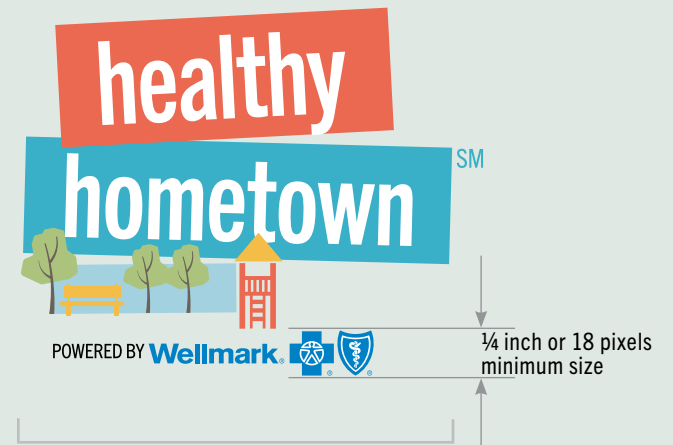


The Healthy Hometown logo should be surrounded by a generous amount of white space. This means the space must be clear of and may not contain other graphic elements.



### Colored backgrounds

There must be good contrast between the Healthy Hometown logo and the color used in the background, so the logo is clearly displayed and easy to read. The words Healthy Hometown and the emblems inside the Wellmark Cross and Shield must be white.



### Minimum size

Size the logo so that the height of the Cross and Shield is no smaller than 1/4 inch or 18 pixels.

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### Localized logo

When your community earns a Healthy Hometown designation, Wellmark will create a localized version of the Healthy Hometown logo that can become your primary logo for all local communications.



A HEALTHY HOMETOWN<sup>SM</sup>

POWERED BY Wellmark 



A HEALTHY HOMETOWN<sup>SM</sup>

POWERED BY Wellmark 

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### General rules for logo use

For all permitted use of the Healthy Hometown program elements, **YOU MAY NOT:**

- **ALTER THE LOGOS IN ANY WAY.**



**DO NOT** modify the colors of the logo



**DO NOT** set any words in another font



**DO NOT** stretch or condense the logo

- **DO NOT PLACE THE LOGO ON A BACKGROUND** that makes any part of the logo difficult to read.





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### POWERED BY Wellmark tag

The Healthy Hometown logo should include the POWERED BY Wellmark tag, except in special circumstances. The Wellmark tag should not be removed or altered in any way.

The Healthy Hometown logo and POWERED BY Wellmark tag can be used independently of one another only when the POWERED BY Wellmark tag is used as a separate branding element in the communication, for example, on printed materials or T-shirts.

### Using the Wellmark logo

The Healthy Hometown logo includes the Wellmark Blue Cross and Blue Shield corporate logo.

Wellmark Blue Cross and Blue Shield is an independent licensee of the Blue Cross and Blue Shield Association. The Association owns and manages the Blue Cross and Blue Shield trademarks and names, and sets the rules for using these brand elements.

Some general guidelines for using the Wellmark, Blue Cross, and Blue Shield marks:

- Wellmark's logo can be displayed in blue, black or white. Blue (Pantone 3005, R0 G121 B188) is the preferred color.
- If the Wellmark logo is shown in blue or black, the emblems inside the Cross and Shield must be white.

DO:



DO:



DO:



DON'T:



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### Wellmark licensee tagline

The licensee tagline identifies Wellmark as an independent licensee of the Blue Cross and Blue Shield Association (BCBSA). Generally, the independent licensee tagline must always appear in communications that use the Wellmark logo. e.g. in the footer of a website or back page of a brochure or flier.

### How this looks

#### FOR IOWA:

Wellmark Blue Cross and Blue Shield and its affiliates are independent licensees of the Blue Cross and Blue Shield Association.

6/7 pt Trade Gothic or Arial

#### FOR SOUTH DAKOTA:

Wellmark Blue Cross and Blue Shield of South Dakota is an independent licensee of the Blue Cross and Blue Shield Association.

6/7 pt Trade Gothic or Arial

## VISUAL ELEMENTS

- 11 Calls to action
- 12 Fonts
- 13 Colors
- 15 Images and graphics

### Calls to action

The Eat Well, Move More, Feel Better call to action should be used in Healthy Hometown communications when sharing messages about the program's community development tracks.



#F1B248 | Pantone 142

C 5 R 239  
M 32 G 178  
Y 83 B 7  
K 0



#E46A54 | Pantone 7416

C 7 R 227  
M 72 G 106  
Y 70 B 83  
K 0



#1AB2C8 | Pantone 631

C 73 R 20  
M 7 G 177  
Y 20 B 199  
K 0

## VISUAL ELEMENTS

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### Fonts

Healthy Hometown has specific fonts, and rules for how and when to use these fonts.

It's optional to use these fonts if you're simply using the Healthy Hometown logo in your community or project-specific communications.

Trade Gothic Next Pro

Light, *Light Italic*, Regular, *Italic*,  
**Bold**, ***Bold Italic***, **HEAVY**, **HEAVY  
ITALIC**, CONDENSED, *Condensed Italic*, Bold  
Condensed, **BOLD CONDENSED ITALIC**, **HEAVY  
CONDENSED**, ***Heavy Condensed Italic***,  
COMPRESSED, Bold Compressed, **HEAVY COMPRESSED**

Use the font family **Trade Gothic Next Pro** when creating Healthy Hometown program materials.

Arial

Regular, *Italic*, **Bold**, ***Bold Italic***

Use the font **Arial** as an alternate if Trade Gothic is not available. For example in Word or, PowerPoint documents or on the web.

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### Colors for print

Use these colors in your print designs and layouts to ensure you're staying consistent with the Healthy Hometown brand.



#E46A54 | **Pantone 7416**

<b>C</b> 7	<b>R</b> 227
<b>M</b> 72	<b>G</b> 106
<b>Y</b> 70	<b>B</b> 83
<b>K</b> 0	



#F1B248 | **Pantone 142**

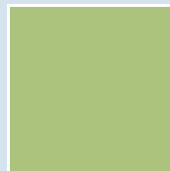
<b>C</b> 5	<b>R</b> 239
<b>M</b> 32	<b>G</b> 178
<b>Y</b> 83	<b>B</b> 7
<b>K</b> 0	



#1AB2C8 | **Pantone 631**

<b>C</b> 73	<b>R</b> 20
<b>M</b> 7	<b>G</b> 177
<b>Y</b> 20	<b>B</b> 199
<b>K</b> 0	

The Healthy Hometown red, yellow and blue are the program's primary print colors.



#9BB366 | **Pantone 577**

<b>C</b> 44	<b>R</b> 153
<b>M</b> 16	<b>G</b> 177
<b>Y</b> 76	<b>B</b> 100
<b>K</b> 0	



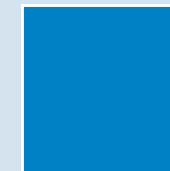
#569BBE | **Pantone 549**

<b>C</b> 52	<b>R</b> 86
<b>M</b> 6	<b>G</b> 155
<b>Y</b> 0	<b>B</b> 190
<b>K</b> 25	



#8F52A1 | **Pantone 258**

<b>C</b> 50	<b>R</b> 142
<b>M</b> 80	<b>G</b> 83
<b>Y</b> 0	<b>B</b> 161
<b>K</b> 0	



#0079BC | **Pantone 3005**

<b>C</b> 100	<b>R</b> 0
<b>M</b> 53	<b>G</b> 121
<b>Y</b> 3	<b>B</b> 188
<b>K</b> 0	

These additional colors may be used in your designs when more colors are required.

## VISUAL ELEMENTS

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### Colors for digital

Use these colors in your designs for digital (e.g., email, web) to ensure you're staying consistent with the Healthy Hometown brand. These colors meet accessibility guidelines.



#D34022

**C** 11   **R** 211  
**M** 89   **G** 64  
**Y** 100   **B** 34  
**K** 2



#FDB714

**C** 0   **R** 253  
**M** 31   **G** 183  
**Y** 100   **B** 20  
**K** 0



#138090

**C** 85   **R** 20  
**M** 35   **G** 177  
**Y** 37   **B** 199  
**K** 5

The Healthy Hometown red, yellow and blue are the program's primary digital colors.



#F5CA7F

**C** 3  
**M** 21  
**Y** 58  
**K** 0



#B8381E

**C** 20  
**M** 91  
**Y** 100  
**K** 10



#127382

**C** 87  
**M** 41  
**Y** 41  
**K** 10

Use this color for 14pt type or larger on backgrounds #D34022 or #138090

Use these colors for 14pt type or larger on background #FDB714



## VISUAL ELEMENTS

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### Icons

Healthy Hometown uses icons in an “emoticon” style in the program colors. Never substitute cartoon clip art or stock images for approved Healthy Hometown icons.

- **Size** — Minimum icon size is ¼ inch or 18 px minimum size
- **Color** — Any color from the Healthy Hometown color palette
- **Open** — Not contained with a circle or square (also called a holding shape)



### Photography

Photos also can be used to illustrate communications. Choose photo images that are:

- **Local.** Images of the people and places in your hometown.
- **Slice of life.** Images of real people, doing real things. Avoid photography that appears static or posed. Seek active and unexpected shots.
- **Simple and warm.** Images without a busy backgrounds, and in a warm color palette.
- **Emotional.** Images make you smile or create an emotional connection. Look for the “ahh ha” moment.
- **Inclusive.** Show people of a variety of genders, ages and ethnicities, abilities and families.
- **High quality.** Use the best quality images you have available. A best practice for photo size is at least 300 dpi (dots per inch). Dpi refers to the clarity of the photos; if it is not sufficient in resolution and size, the image will appear fuzzy if printed.

**Rule of thumb:** the bigger the file size and higher the resolution, the better the image.



Cobranding shows a relationship between the Healthy Hometown program and another company or organization. When we cobrand, we're lending our credibility to another brand — or benefiting from the credibility of that brand.

Every cobranding case is different, so we don't have hard and fast rules about how and when cobranding is appropriate. It's important to understand and obtain the proper permissions from both Wellmark and the partner involved before you use a cobranded logo.

Generally, correct cobranding with the Healthy Hometown logo is determined by the ownership of a communication.

### Healthy Hometown

A partner is presented as a program sponsor or support company in a Healthy Hometown communication. In this case, the Healthy Hometown brand should appear more prominent, appearing first or to the left or on top of the partner logo.



### Delivery partner

Both brands have ownership of a communication.

Both logos are exactly the same size/visual weight. The Healthy Hometown logo appears to the right or underneath the partner brand.



### Community

The Healthy Hometown brand is presented in another organization's communication. In this case, the Healthy Hometown logo should appear smaller so it's clear Healthy Hometown is the supporting entity.



Remember there is a minimum size for the Healthy Hometown logo. See page 6.



## HOW WE SOUND

17 Writing goals

18 Healthy Hometown in text

Whenever someone reads a Healthy Hometown communication, they should feel like there's a person on the other end who is a helpful, friendly neighbor. We want to educate people about making the healthy choice, the easy choice without them feeling talked down to or confused.

Every piece of content should aim to:

- **Empower.** Help people understand the Healthy Hometown program by using language that informs and encourages.
- **Educate.** Tell readers what they need to know, not just what we want to say. Give them the information they need, along with opportunities to learn more.
- **Guide.** Think of yourself as a tour guide for the reader. Whether you are leading them through a website assessment or educational materials, communicate in a friendly and helpful way.



Good content is easy to read and understand. It uses:

- Short sentences
- Sub-headed sections
- Everyday language

To achieve these writing goals, make sure content is:

- **Clear.** Use simple words and sentences the average person can understand.
- **Useful.** Before you start writing, ask yourself: What purpose does this serve? Who is going to read it? What do they need to know?
- **Friendly.** Use phrases and sentences that feel like a real conversation.
- **Appropriate.** Write in a way that suits the situation. Just like you do in face-to-face conversations, adapt your tone to who you are writing to and what you're writing about.

## HOW WE SOUND

17 Writing goals

18 Healthy Hometown in text

### Healthy Hometown in text

Use the program's entire name on first reference:

Healthy Hometown<sup>SM</sup> Powered by Wellmark

You can use Healthy Hometown on second reference.

### Healthy Hometown calls to action in text

Capitalize the first letter of every Health Hometown call to action.

Eat Well

Move More

Feel Better

## WE'RE HERE TO HELP

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Let us answer your questions about the Healthy Hometown program or using the program style guide.



[HealthyHometown@wellmark.com](mailto:HealthyHometown@wellmark.com)



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