

# Brand Guidelines

HELION IDENTITY MANUAL

VERSION 1.0 | MARCH 2021

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01

# Core Elements

# Our DNA<sup>01</sup>

Through all visuals, we keep the intersection of people and data at the heart of our brand.

BOLD  
REFINED  
CARING

# Our Logo

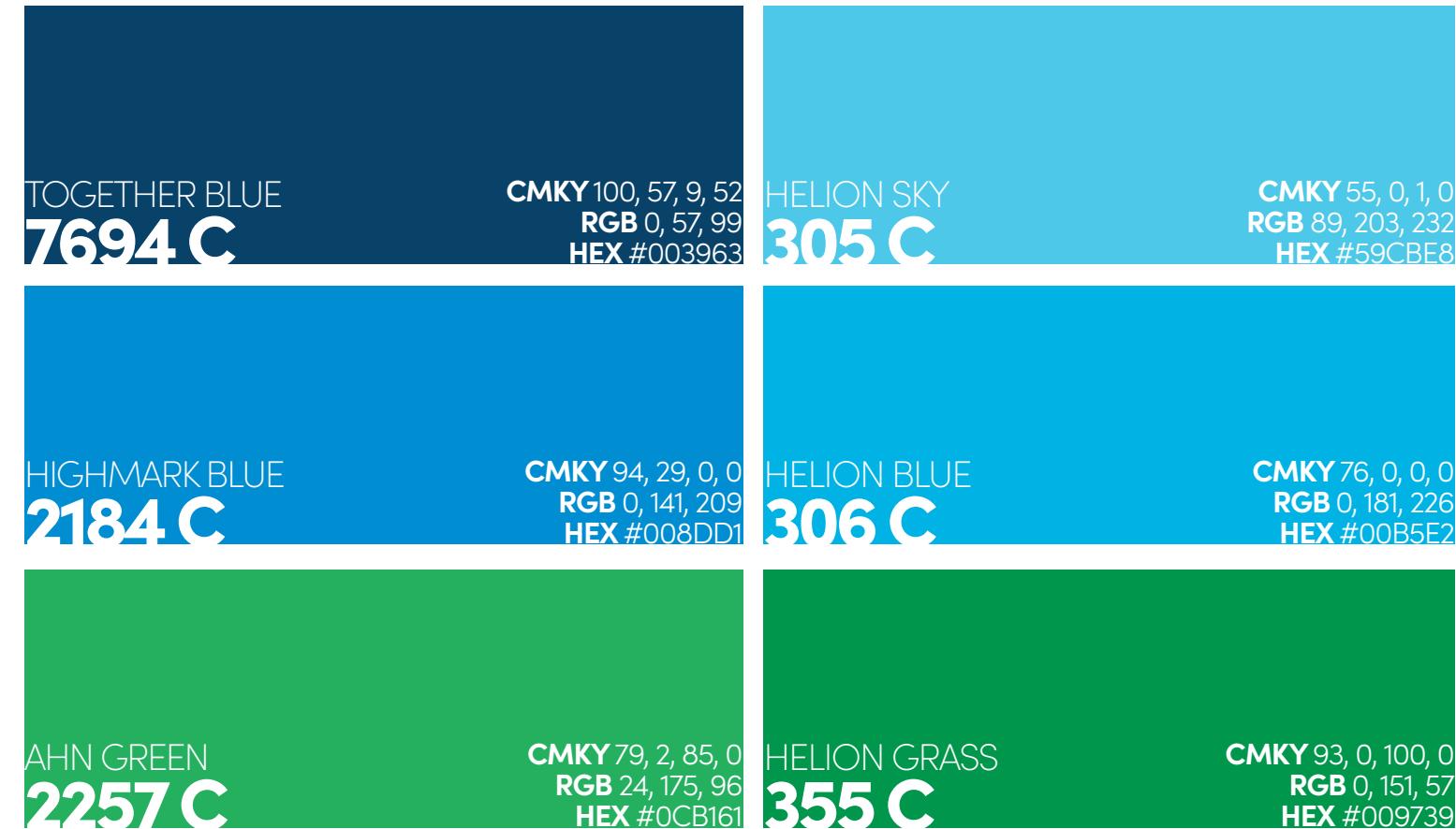
Our logo represents the confluence of our values, offerings, and data—as well as the intersection and impact of payers and providers in healthcare. The color blue is often associated with security and represents the business side, while the color green is often associated with health and represents the clinical side. Both must come together to create care that is effective and sustainable.



# helion

# Helion Colors

Helion is part of the Highmark Health family, but it also provides services and offerings that make it distinct within the overall enterprise. Helion's colors reflect this relationship by incorporating some of the core Highmark Health palette while also using a set of new, unique brand colors. The result is a color palette that is harmonious, yet still its own.



# **Helion Angles**

Derived from the primary logo, the “Helion angles” pattern represents the intersections of our values, services, and collaborative relationship with our payer, provider, and member stakeholders. These angles make their way into aspects of our brand—from our logo and photographic treatments to graphic elements and typographic spreads. It should be applied with care, so that it becomes a sophisticated and cohesive unifying element throughout communications.



02

## Additional Logos + Details

# Keep it consistent

Comprehensive alternatives to maintain our brand integrity through any application or medi-

BROAD  
SIMILAR  
LOGICAL

# Primary Logo

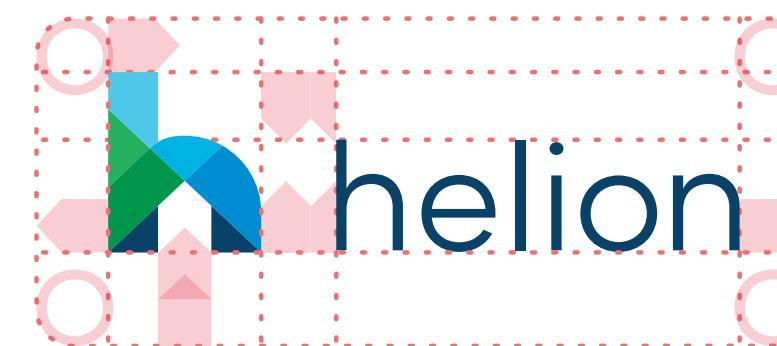
This is Helion's primary logo, where the "helion" lowercase text is aligned to the base of the h-mark.

At right are two variations of the primary logo—one including the "Home and Community Care Solutions" descriptor, and one is placed within a container shape. Use of the container shape version should be very limited and applied only when a full-color logo is desired and the background is busy or complex and does not allow for use of the primary logo.



# Sizing and Proportion

Use our primary logo with care, maintaining the proportions of all its elements. The house-shaped counter element of the logo can be used to determine appropriate spacing, as shown at right.



# Logo Size

In print applications, keep the height of the logo at a half-inch or more. In instances where the logo must be smaller, do not scale below one-quarter inch, to keep text and colors readable.

In digital / responsive applications, aim to keep the logo width at least 10% of the viewport/browser width, or set the logo height to be at least double the height of the standard body text size.



# Size of Descriptor

When scaling the logo with the descriptor, ensure that the text is readable, with a minimum size of 0.5 inches, or approximately 6-point ALL CAPS font.

**Note that the sizing is based on the vertical “h” height.**



# Centered Logo

While the primary version of the logo should be used whenever possible, a centered version of the logo has been developed to provide flexibility across a broad range of applications and layouts.

This version uses same sizing requirements as the primary logo—with a minimum 0.25 inch h-mark height requirement.



# 1-Color Logo

Again, while the primary, full-color logo is always preferred, a monochromatic version of the logo has also been developed to support one-color printing and communications that use limited color. Use of this version should be restricted to instances where the full-color version is not possible.

As with the full-color logo, when applied to very busy images or textures, the container version is preferred. **Do not add a descriptor to the container.** Please keep the 1-color treatment to the darker colors of the Helion palette— AHN Green, Helion Green, Highmark Blue, Helion Blue, Together Blue—or on areas with a similar level of contrast.



# 1-Color Build

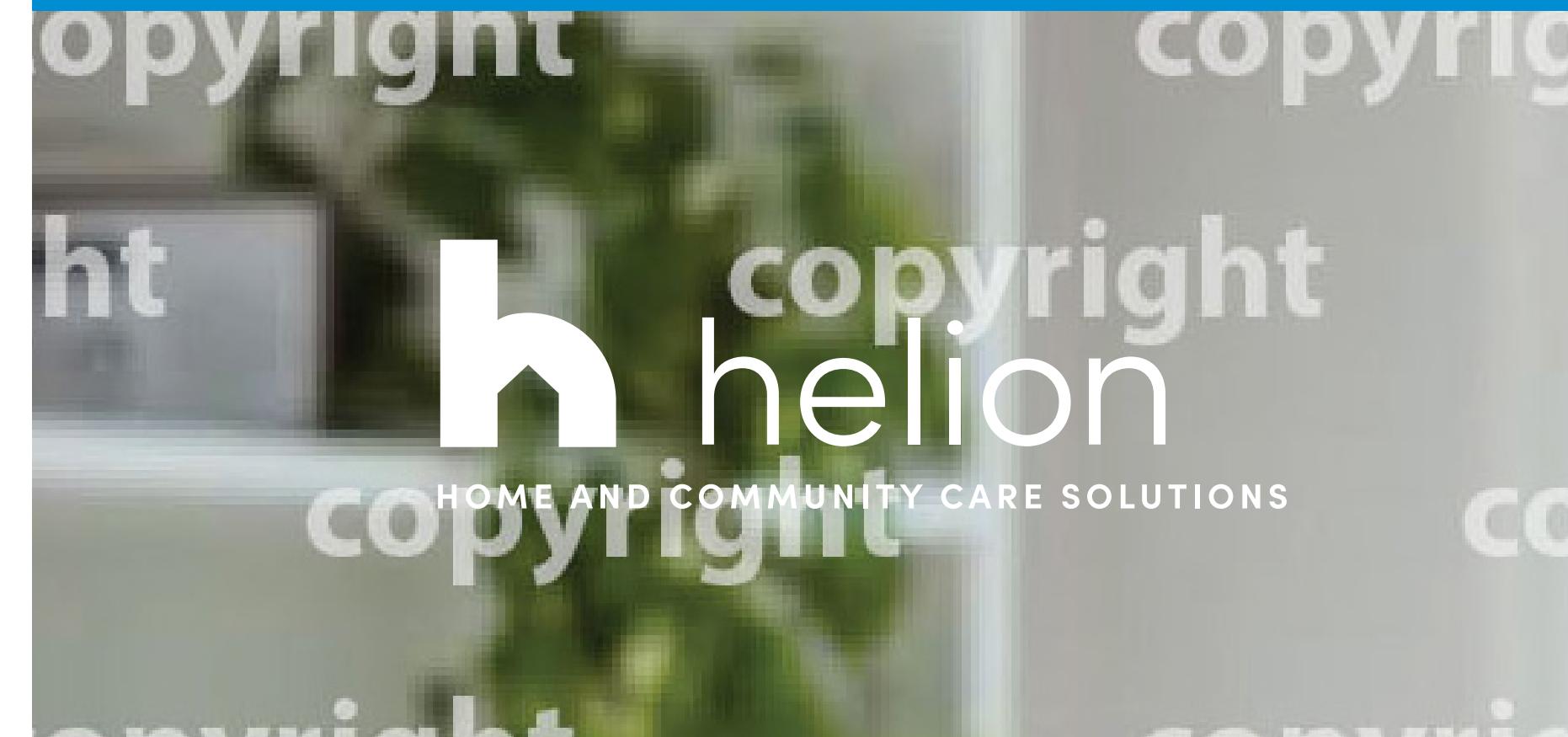
When using the 1-Color opacity treatment, use these opacity builds.

Again, please keep the 1-color treatment to white only on reversed applications and the darker colors of the Helion palette—AHN Green, Helion Green, Highmark Blue, Helion Blue, Together Blue—or on areas with a similar level of contrast.



# Solid Treatment

There may **extremely limited instances** where it is absolutely necessary to use a solid treatment rather than the full or one-color opacity version. In such cases, this solid-treatment version may be used. There is no solid container treatment; however, other brand colors may be applied to this version, as long as there is ample foreground / background separation.



# Primary Logo Integrity

Our logo is the center of our brand. It represents our mission, meaning, and intentions. Alterations will change how people perceive the Helion image. Treat our logo with attentiveness and care.



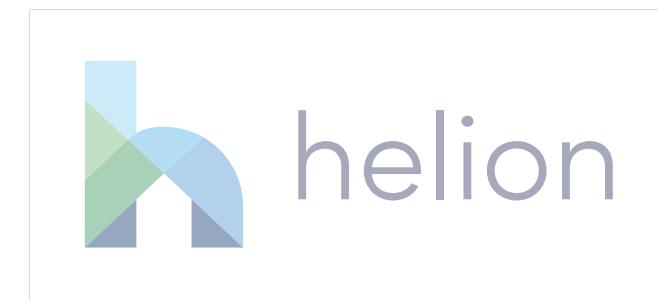
**Do not** recolor the logo



**Do not** add a drop shadow



**Do not** create new lockups



**Do not** reduce the opacity



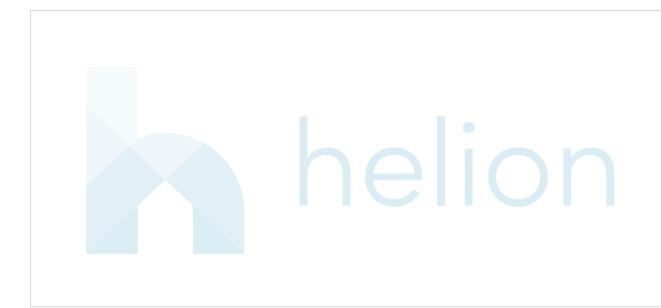
**Do not** skew the logo



**Do not** place logo on illegible surfaces such as grandma's face

# 1-Color Logo Integrity

Relying on opacity rather than color requires you to be aware of the background you place the logo upon. Do not place logo on top of busier images or the Helion Angles—in these cases, use the container version or adjust the background.



03

## Photographic Style + Treatment

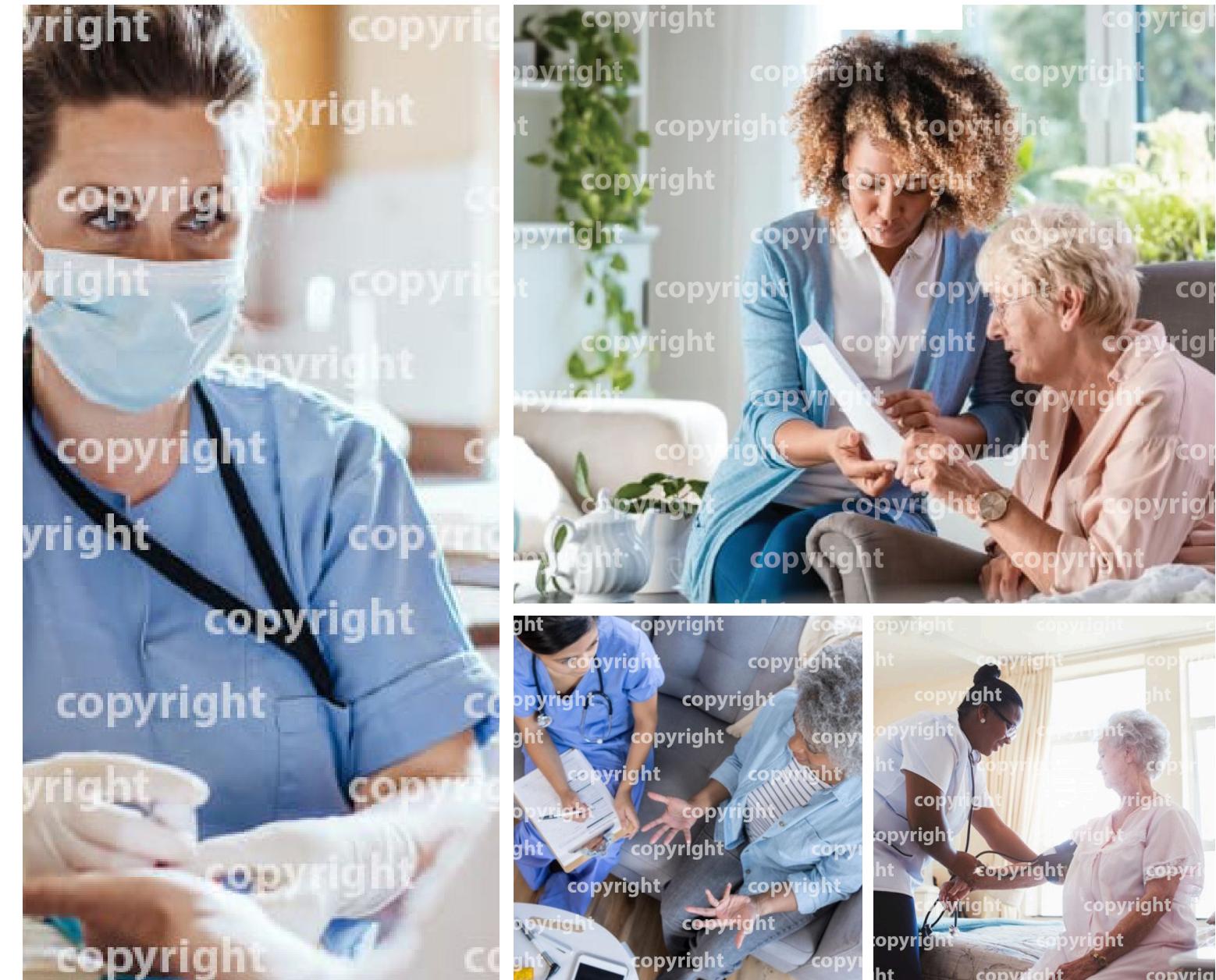
# Keep it candid

Imagery that depicts our brand should be kept authentic and uncomplicated.

BRIGHT  
CANDID  
RELAXED

# Photo Style

Use imagery to tell people-centered stories that feel candid, uplifting, and colorful. Images should have subjects that are focused on their actions vs. looking into the camera. Photos should use lighting that is bright and white-blue in hue with settings and interactions that look natural and real.



# Edge Treatment

Occasionally, there will be a need to integrate photography with other brand elements. This is an especially helpful technique to make stock photography feel more branded. In these cases, use an unobtrusive, 5-color edge treatment derived from the primary graphic feature, as shown at right.



# Integrated Angles

In limited instances, the 5-color edge might become more integrated into a key photo, overlapping with the subject of the image to make a space where a logo, header, or caption might live peacefully. Use this approach sparingly—typically no more than once per communication piece.



# Angle Construction

How the Helion angles are applied helps create a familiar, yet flexible style across communications. To help guide this, it is recommended that the Helion angles are typically constructed using three lines—two of which never intersect or exceed 25° apart, and the remaining of which is over 30° and intersects the other two.

Whenever these angles are used, the coloring should follow the precedent established by the primary logo: Helion Sky must be adjacent to Helion Blue and AHN Green, and never adjacent to HM Blue or Together Blue. **When used on images, typically exclude Together Blue** to keep overall feel fresh and light.



# Angle Proportion

When using the Helion angles over the top of an image or integrated as part of a layout, work to ensure that it does not become an overwhelming or dominant element. Consider keeping the ratio to approximately 2/3 image and 1/3 angles (or less), as shown here.



# Slanted Crop

In a composition, there may be opportunities to slant one of the bottom corners of an image or graphic to create a shape that mirrors the integrated angles in or around the photography, as shown here and on the previous page.

This treatment should be used sparingly, and the image mask should always match and be parallel with the most adjacent angle.



04

# Visual Language

# Keep it concise

We utilize our brand elements  
to keep our icons logical  
and our illustrations inclusive.

DIRECT  
ROBUST  
INCLUSIVE

# Icon Language

To provide more flexibility and ability to visually emphasize key ideas, three icon language styles exist within Helion's brand—a gradient/white approach, a color angles approach, and a Together Blue angles approach. The intersecting angles may be more appropriate to use in instances where the Helion brand needs more presence, or the white where the other two feel dark. Do not mix styles within the same communication.

While each of these can be used in any communication, they should be reserved for highlighting key ideas or themes within a communication. When using many icons or in user interfaces, use Highmark Health's digital icon set,



# Full Icon Library

In digital applications and in communications where many icons are necessary, use icons from the full Highmark Health icon library, shown at right.

Any icons, regardless of styling, should either be pulled from this set, or designed to meld with this set.

Note: This library is continually evolving and expanding over time, so check with your Helion or Highmark Health brand contact to ensure you have the latest set of icons / gylphs.

## ICONS / GYLPHS

Download on desktop to use them in your digital products for Android, iOS, and web.

### SIZING

Different operating systems have different standard icon sizes.

**Windows** 16x16, 24x24, 32x32, 48x48, 256x256

**Mac OS X** 16x16, 32x32, 64x64, 128x128, 256x256, 512x512, 1024x1024

**Linux** 16x16, 24x24, 48x48, and 96x96

**iOS 6** 29x29, 50x50, 57x57, 58x58, 72x72, 100x100, 114x114, 144x144, 1024x1024

**iOS 8** 29x29, 40x40, 58x58, 60x60, 76x76, 80x80, 120x120, 152x152, 180x180, 1024x1024

**Android L** 24x24, 48x48, 192x192, 512x512

**Windows Phone** 62x62, 99x99, 173x173, 200x200



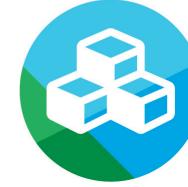
# Care + Performance

Where Care and/or Performance intelligence is mentioned and warrants icon usage, these are the **only** icons to use. In a similar fashion to the standard iconography, the styling of the background may flex where appropriate—either the color angles or Together Blue angles may be used.

CARE INTELLIGENCE



PERFORMANCE INTELLIGENCE



# Illustration Style

Our illustration style is straightforward, colorful, geometric, and inclusive. Typically, illustrations can be constructed using a standard kit of parts, which incorporates the Helion angles design element and brand colors. Illustrations commonly appear in vignettes alongside iconography and other informative elements.



# Placement of Parts

**Torsos** are typically trapezoidal in shape, regardless of the action in the illustration.

**Arms** will change positions based on what the person is holding or interacting with. Hands might appear sparingly, or when the person is holding something, such as a marker or magnifying glass.

**Accessories** might denote the occupation or role of the actor within the illustration. Accessories should be built with geometric shapes whenever possible.

Torso



Arms



Pants



# Illustration Colors

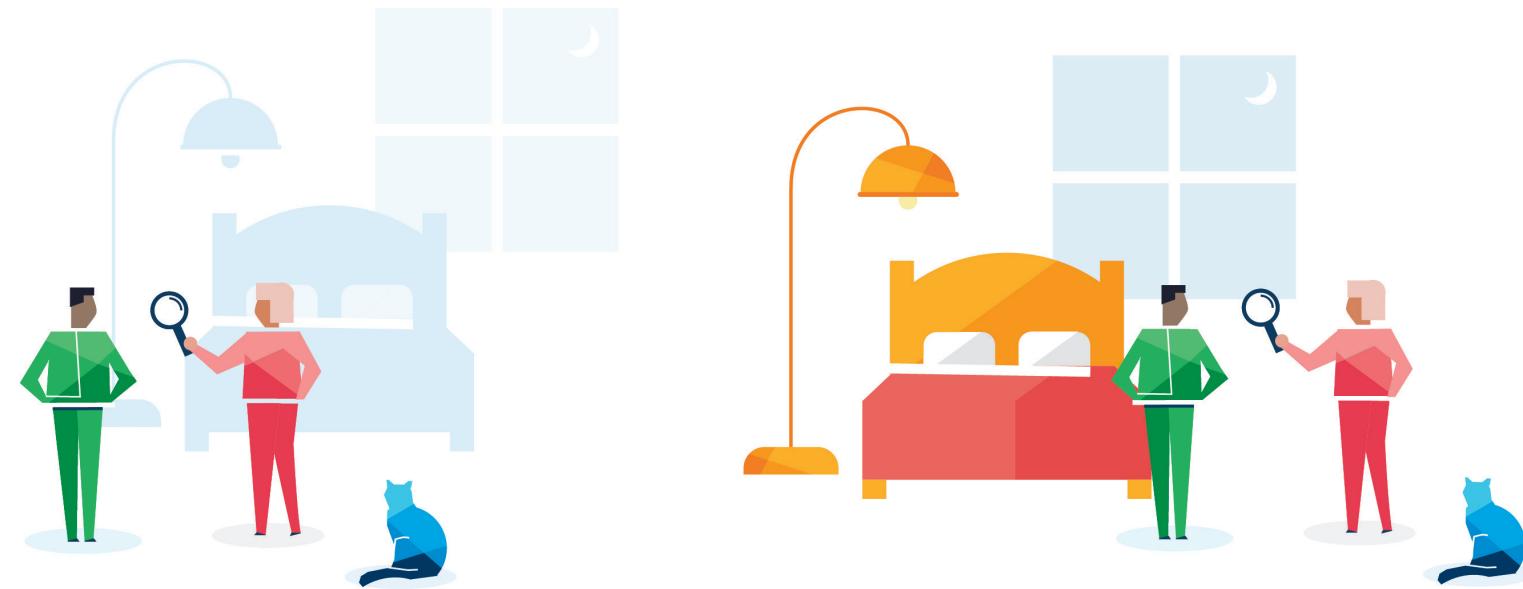
This color palette is to be used on the illustration subjects, and in the background of the illustrations. While these colors harmonize with the primary color palette, they should not be incorporated into Helion logos or the Helion angles graphic element under any circumstances. As shown on the next page, these colors may be applied as tints at **100% / 75% / 50% / 25%** to show value or focus.



# Use of Color

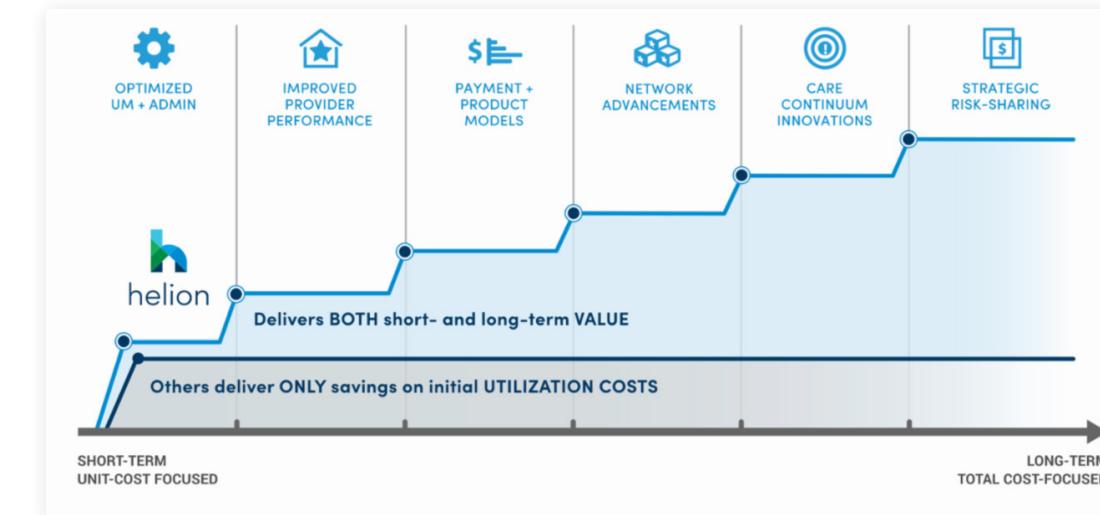
Within illustrations, foreground elements should be constructed with saturated tones and may incorporate the Helion angle elements as appropriate.

Depending on the need for emphasis or depth, the background elements may appear in lighter tones or as more saturated ones.



# Diagrams + Infographics

Any data visualizations or infographics should use brand colors with simple, concise wording and styling. Prioritize the use of simpler icon styles that do not distract from the message of the graphic.



05

# Typography

# Bold, yet refined

Typography should always keep a level of hierarchy and contrast that invigorates the life of page.

BOLD  
PRECISE  
DYNAMIC

PRIMARY FONT

# Lorem

SOFIA SANS PRO

SECONDARY FONT

# Ipsum

PLANTIN MT PRO

**PRIMARY FONT**

# Sofia Pro

## Light

a b c d e f g h i j k  
l m n o p q r s t u v  
w x y z

## Bold

A B C D E F G H I J  
K L M N O P Q R S T  
U V W X Y Z

## Black

0 1 2 3 4 5 6 7 8 9

**TEXT SAMPLE:**

Aqui di illore que parum velicil es aut  
prere lamus eos sa dolupta tecuntas  
eatus estibus, comniae cerciist, qua-  
sit dolecto eari doloribus simus, eseque  
consequa nobis est, et et eiurepe ri-  
ametur samus esto invenda ectatibus.  
Agnimus cipsandunt. Comnieniam et  
quiatem que valorup tasped excerro-  
vitio mil ius, ommolor erepere essed  
quia as dione vendel et es eiciaerum  
quid escid et quaectem. Os non esero-  
vit, occus senistis mosam sincture, sitatio  
in cupis et evenditias ma quodi ullabo.

**SECONDARY FONT**

# Plantin MT Pro

*Italic*

**Light**  
**Bold**

a b c d e f g h i j k l  
m n o p q r s t u v w  
x y z

A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

**TEXT SAMPLE:**

Aqui di illore que parum velicil es aut pre-  
re lamus eos sa dolupta tecuptas eatus  
estibus, comniae cerciist, quasit dolecto  
eari doloribus simus, esequi conseque  
nobis est, et et eiurepe riametur samus  
esto invenda ectatibus. Agnimus cipsand-  
unt. Comnieniam et quiatem que volo-  
rup tasped excerrovitio mil ius, ommolor

**H1 TREATMENT**

SOFIA BLACK

# LOREM IPSUM

**H3 TREATMENT**

SOFIA BOLD

### Turpis egestas sed tempus

**BIG IDEA**

PLANTIN LIGHT

Lorem min fames ac turpis eges  
tas maecenas pharetra —

**H4 TREATMENT**

SOFIA BOLD

**AUCTOR NEQUE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

**BODY**

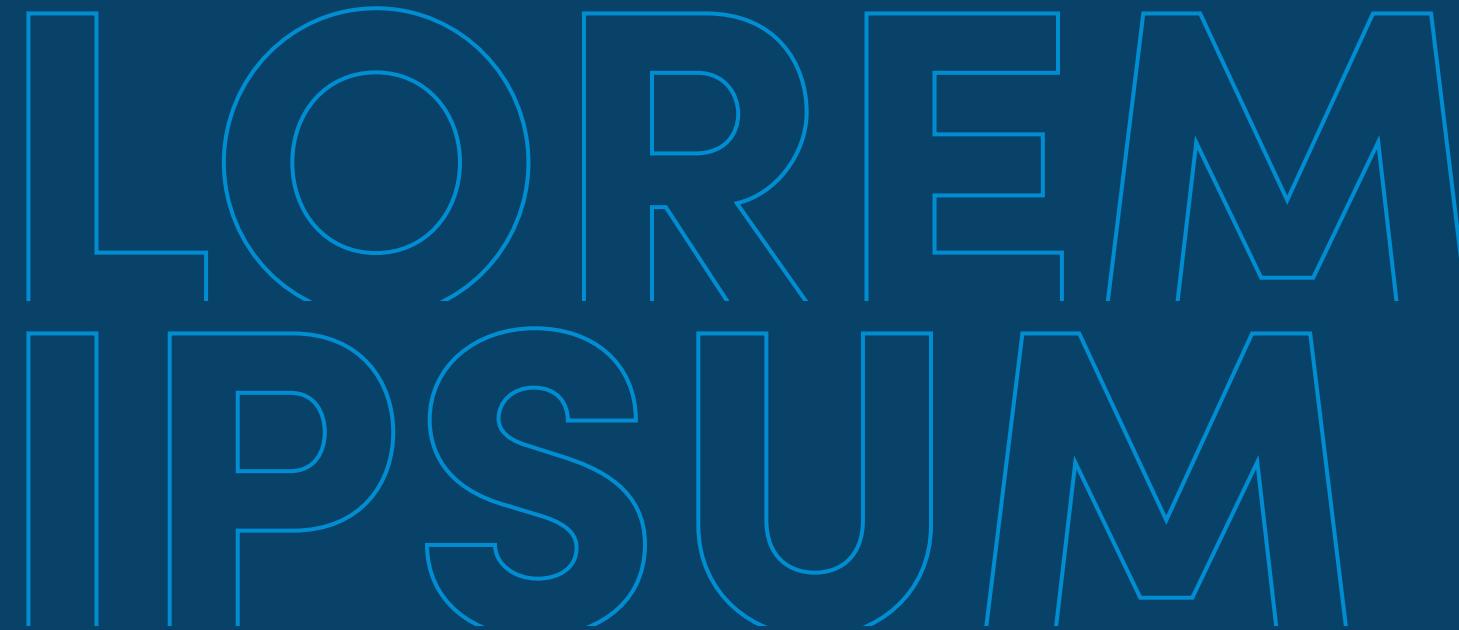
PLANTIN LIGHT

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

# Outlined Type

To add variety in layouts and compositions or where a specific title may need to be emphasized, an outlined type treatment may be used. To create this effect, first outline Sofia Pro Black text with a 1-point stroke in a highly-contrasting color. Then, remove the bottom portion of the stroke to draw emphasis to the negative space.

**Keep this text large, and use it sparingly.** If used in digital applications, alt text must be added to support accessibility.

The image shows the words "LOREM IPSUM" in a large, blue, outlined font. The letters are hollowed out at the bottom, creating a negative space effect. The text is centered and appears to be a placeholder for sample text in a design layout.

# Outlined Type (flex)

This treatment can be used sparingly in titles, or on white. If used in a digital application, again, you should include alt tags for accessibility purposes—especially if it appears as an SVG or an otherwise embeded image format.

## — WHY WE'RE DIFFERENT

We unlock the potential of home and community care.

### Approach

We take a two-part approach that builds and improves on itself over time:

- **Care intelligence** enables advanced care delivery and administration
- **Performance intelligence** provides a path to true value-based care



### State of At-Home Care

Today, post-acute care is treated as a **commodity**. Payers need to reduce costs, and vendors solve that by slashing reimbursements and splitting the difference. Providers come under ever-increasing pressure, outcomes suffer, and acute care has to pick up the slack—a costly fix. It's a race to the bottom where everyone suffers.

### Multi-faceted perspective

Helion combines payer, provider, clinical, technology, and strategic perspectives on home and community care.

### Proven ideas

Before we bring them to you, the services we deliver are tested in a real-world integrated health

06

# Applications

# Simple and Uplifting

Communications should feel clean and easy to read, while projecting an uplifting feel.

SUBTLE  
POSITIVE  
CREDIBLE

# Negative Space

In layouts, when there is a field of color against another with enough contrast, consider integrating the header text with the field of color for a dynamic figure-ground reversal.

**EMPOWERING PROVIDERS TO OPERATE AT THEIR BEST**

Our solutions are built on one core idea.

Helion Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nisi est sit amet facilisis magna etiam tempor orci eu. Magna ac placerat vestibulum lectus mauris ultrices eros.

**EUISMOD NISI PORTA**

Lorem mollis aliquam ut porttitor. Faucibus turpis in eu mi. Aliquet bibendum enim facilisis gravida neque convallis a. Lectus sit amet est placerat. Pharetra massa massa ultricies mi quis hendrerit dolor. Vel orci porta non pulvinar neque laoreet suspendisse. Mi sit amet mauris commodo quis imperdiet. Egestas dui id ornare

arcu odio ut sem. In cursus turpis massa tincidunt. A arcu cursus vitae congue mauris rhoncus aenean vel et.

**QUAM LACUS SUSPENDISSE**

Faucibus interdum posuere lorem ipsum dolor. Tristique senectus et netus et malesuada. Feugiat nibh sed pulvinar proin gravida hendrerit. Elementum pulvinar etiam non quam lacus. A arcu cursus vitae congue mauris rhoncus aenean vel elit. Fames ac turpis egestas maecenas pharetra. Num sed velit dignissim sodales ut eu. In iaculis nunc sed augue lacus. Amet tellus cras adipiscing enim eu turpis egestas pretium.

Purus ut faucibus pulvinar elementum integer enim neque volutpat. Turpis egestas sed tempus urna. Cras semper auctor neque vitae tempus quam. Quam adipiscing vitae proin sagittis. Tellus pellentesque eu tincidunt tortor aliquam nulla facilisi. Maecenas pharetra convallis posuere. Netus et malesuada fames ac turpis. At elementum eu facilisis sed. Sit amet commodo nulla facilisi nullam. Eros donec ac odio tempor. Vitae justo eget magna fermentum iaculis aliquam id diam maecenas. Tortor vitae purus faucibus ornare. Aenean vel elit scelerisque mauris pellentesque pulvinar pellentesque habitant. Odio morbi quis commodo odio aenean. Pellentesque pulvinar pellentesque.

**MAECENAS ULTRICES MI**

eget mauris pharetra et ultrices neque ornare. Sollicitudin ac orci phasellus egestas tellus rutrum tellus. Platea dictumst quisque sagittis purus sit amet volutpat. Duis ut ornare lectus sit. Risus nec feugiat fermentum posuere urna nec. Scelerisque in dictum non consecetur a. In iaculis nunc sed augue lacus viverra vitae congue. Vitae justo eget magna fermentum iaculis eu non diam. Id cursus metus aliquam eleifend mi in nulla posuere sollicitudin. Adipiscing elit duis tristique sollicitudin nibh sit. Dictum varius dui at consectetur lorem donec massa. Risus nullam eget felis eget. Mattis molestie a iaculis at. Duis ut ornare lectus sit. Nisi suscipit adipiscing bibendum est ultricies integer. In cursus turpis massa tincidunt dui ut. Eu scelerisque felis imperdiet proin fermentum leo vel. Nunc congue nisi vitae suscipit maecenas. Mattis aliquam faucibus purus in massa tempor nec. Risus ultricies tristique nulla aliquet

➤ Pull quote would be here and here. Semper auctor que.

08 INTRODUCTION | IMPLEMENTATION GUIDE

# Color Blocking

As an alternate design element to the Helion angles, color blocking may be used to provide emphasis to a specific point in the typographical hierarchy, using a simple field of color (typically PMS 291, Helion Snow).

This treatment may be used as a pure design element or as a way to highlight call-outs or headline text. This treatment not be used on specific body text, unless the entire block of text can appear within the solid field of color to create a figure-ground reversal, as shown at right.

## Solutions of Tomorrow

### CARE SOLUTIONS

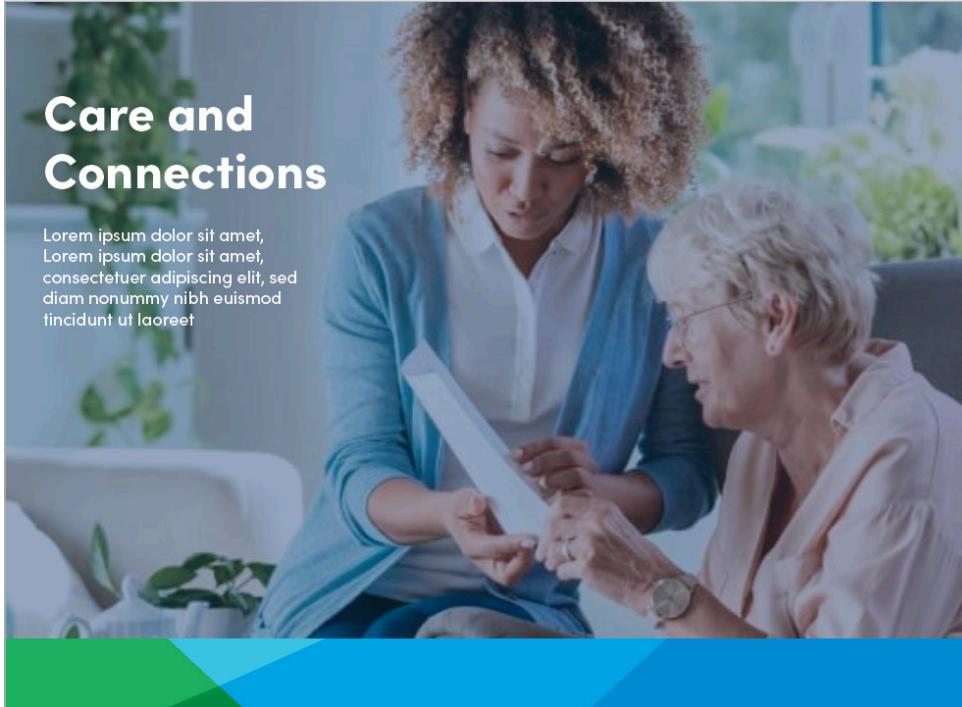


STAGE 1 | DISCOVERY

**Getting post-acute health care right.  
That's our goal.**



# APPLICATION EXAMPLES



**Empowering providers**

QUAM LACUS NISLEST SUSPENDISSE FELIS IMPERDIT PROIN

Vivamus interdum etiam vel purus. Nulla aliquam ut enim euismod scelerisque in. Quam nulla portitor massa id. Egestas fringilla phasellus faucibus scelerisque eleifend donec. Id diam maecenas ultricies mi eget mauris. Viverra mauris in aliquam sem fringilla ut nascetur facilisis augue. Sed nec euismod vivat proin sagittis ante rhoncus. Aliquam purus sit amet luctus venenatis lectus. Maesuada fames ac turpis egestas maecenas pharetra convallis posuere. Netus et malesuada fames ac turpis. At elementum eu facilisis augue. Sit amet tempus euismod nullus facilisi etiam. Etiam donec ac odio tempor. Vitae justo eget magna fermentum iaculis. aliquam id diam maecenas. Tortor vitae purus fruicibus ornare.

**BIG IDEA**

*Lorem min fames ac turpis  
eges tas maecenas pharetra —  
tellus cras adipiscing*

➤ Our solutions are built on one core idea.

massa id. Egestas fringilla phasellus faucibus scelerisque eleifend donec. Id diam maecenas ultricies mi euismod. Viverra mauris in aliquam sem euismod eu facilisis augue. Quam adipiscing vivat proin sagittis mi rhoncus. Aliquam purus sit amet luctus venenatis lectus. Maesuada fames ac turpis egestas maecenas pharetra convallis posuere. Netus et malesuada fames ac turpis. At elementum eu facilisis augue. Sit amet tempus euismod nullus. Eros donec ac odio tempor. Vitae justo eget magna fermentum iaculis. aliquam id diam maecenas. Tortor vitae purus fruicibus ornare. nismus cras tincidunt lobortis feugiat vivamus.



## What We Do

We believe that home-centered care can be the keystone of health-care transformation.

Helion is a healthcare technology and services firm that helps payers cultivate high-performing networks while empowering providers to operate at their best—and in doing so, help patients heal better. Our end goal is health and healing in the home, but our solutions create value along a broader part of the health care continuum

# Have questions?

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Please reach out your **Helion project lead for more information** or contact  
**Amanda Dwojak**, Manager, Strategy & Execution, Helion Home & Community Services  
at [Amanda.Dwojak@hmhcs.com](mailto:Amanda.Dwojak@hmhcs.com). Thank you!