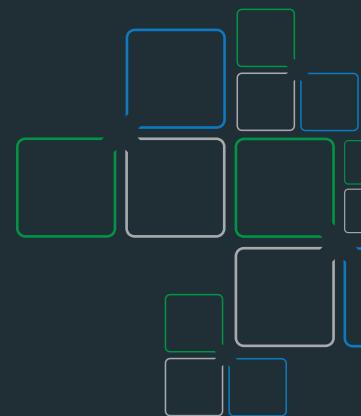




# Innovation Studio Toolkit

October 2015



# Introduction



## Overview

At Anthem, we're changing the way we think about innovation by making it an enterprise-wide strategic priority. By developing ideas that are brought to us, as well as those we seek out, we aim to transform the health care industry, standing tall as an innovative leader that understands, cares about and works as a driving force behind changing lives for the better.

The Innovation Studio has been designed to accelerate innovation at Anthem, to create a process that ensures the speedy development and delivery of fresh ideas. It is not a brand; it is an internal resource.

- It will always be associated with Anthem, Inc. or a local brand; it won't stand alone
- It doesn't sell anything; it creates services that will be delivered through our local brands
- It will support all businesses (plans) both blue and green
- It will always appear with another logo/wordmark

Once a new product/service is produced through the Innovation Studio, it will be branded with the local brand and marketed through existing channels.

Our Innovation Studio toolkit introduces you to the essentials of the studio and the tools that can be used to inform, inspire, demonstrate, discuss, collaborate and create materials for various audiences in multiple mediums. Use these guidelines for all Innovation Studio materials.

**Our voice and visual brand elements work together to bring the Innovation Studio to life. Each element shows unity across communications.**

Innovation Studio communications (both internal and external) should be written using the warm, friendly, easy-to-understand Anthem brand voice. Messaging should follow plain language principles and incorporate technology-based copy, as needed, using words that are as simple as possible. Please refer to the Anthem Writing Style guide for reference.

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# Wordmark



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The Innovation Studio wordmark comes with the option of using a tagline: Ideas. Resources. Solutions.

The wordmark can be used with or without the tagline.

The wordmark will always be associated with Anthem, Inc or a local market brand, it won't stand alone, and always appears with another logo/wordmark.

It can be used horizontal and/or stacked.

When used with a local market brand, the Anthem brand should be on the left and no lower than the wordmark; the Innovation Studio wordmark should be no taller than the height of the symbols in the Anthem brand logos.

## Internal use:



## Go-to-market:



# Wordmark



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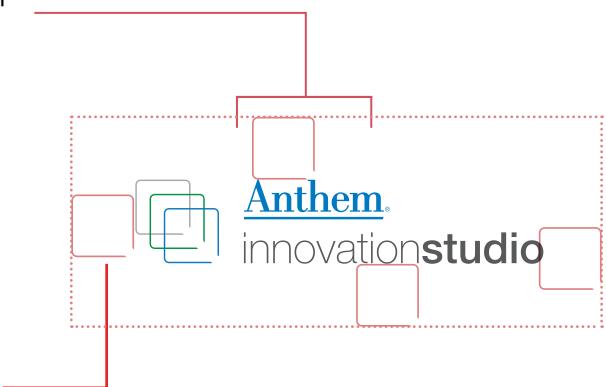
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Making the wordmark visually prominent and legible strengthens its recognition and recall. The minimum size ensures the wordmark can always be read. Never make the wordmark smaller than the minimum size shown. To maintain the wordmark's prominence in a layout, keep images, text and other elements away from the wordmark from a minimum distance which is equal to the height of the letter "n" of the wordmark.

Be sure to place the wordmark in a prominent area on the page. The upper-left and lower-right corners are recommended.

Minimum size\* 0.736"  
or 53 px\*\*

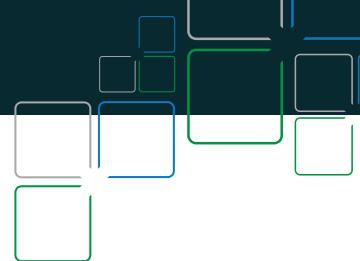


Minimum clear space  
is equal to the height of  
the square element in the  
wordmark.

\*Certain wordmark applications, such as mobile, may require a wordmark smaller than the recommended minimum size. You must get approval from your brand representative before using a wordmark smaller than the guidelines permit.

\*\*Pixel dimensions are based on a resolution of 72 dpi.

# Wordmark - color variations



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For wordmark recognition and recall, always use the full-color PMS wordmark when possible.

Only the color variations shown here are acceptable. Never alter or recreate the Innovation Studio wordmark colors when using the full-color version.

Use the reversed wordmark when the primary brand colors are used as background colors. Consider wordmark placement prior to design and before selecting promotional items.

Use the reversed type with the full-color graphic version on the dark color backgrounds that do not conflict with the graphic elements.



## Full-color

Use this version with full color when possible.



## Reversed – white

The wordmark can completely reverse from a brand color only when the full-color wordmark isn't legible.



## One-color – 100 % and 80% Black

Use this version only if there is a need for a one color print work.



## Reversed type w/ full color graphic and Anthem logo

Use this on dark color backgrounds that do not conflict with the graphic element.

# Wordmark - color variations



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The wordmark must remain legible when it's placed on background colors. Because it isn't legible on most of the colors in our palette at 100% saturation, you'll have to use the reverse version.

If the wordmark will be placed on a dark background, use the full color graphic with reverse (white) type.

If the wordmark will be placed on a photograph, use a photo with enough contrast to make the wordmark legible. If there isn't one available, try adjusting the image in Photoshop.



# Wordmark - incorrect uses

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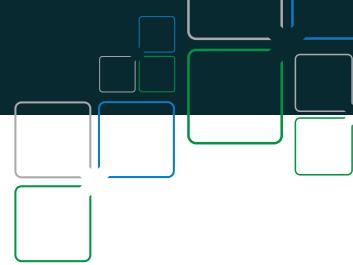
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Never alter or recreate the Innovation Studio wordmark – use only the wordmark files on the Brand Resource Toolbox. After importing the wordmark, check to make sure its proportions are accurate and that it's not distorted.



# Typography



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## Helvetica

A simple, clean, user-friendly typeface expresses the brand voice and gives clarity of tone to all consumer touch points. Helvetica is the Innovation Studio's primary typeface. It's a sans serif font that's easy to read and doesn't contain unnecessary flourishes. This simplicity helps to visually tie our text to our brand voice.

An added benefit to Helvetica is the various weights and styles that come with its font family, providing us with flexibility in our message hierarchy.

### Helvetica Neue Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&\*()\_+

### Helvetica Neue Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&\*()\_+

### Helvetica Neue Thin

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&\*()\_+

### Helvetica Neue Condensed Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&\*()\_+

# Typography - web default



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## Default typeface – Open sans

Whenever Helvetica isn't available, use Open Sans as the substitute typeface. Also, if Helvetica and Open Sans are unavailable **Arial** should be used in its corresponding weights.

Open Sans can be downloaded for free here:

[Google Open Sans Font](#)

### Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### *Open Sans Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### **Open Sans Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### *Open Sans Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### *Arial Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### **Arial Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

# Color



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Color is a powerful tool that can be used to evoke an emotional and spiritual impression when creating a unique identity for the Innovation Studio. This palette plays a key role in correlating the Innovation Studio's personality with visual color. The chosen colors help express an upbeat, contemporary, friendly atmosphere along with a bold, progressive, sense of leadership as we look to the future through real-world innovations.

The palette includes blue (PMS 300) and green (PMS 355) which symbolize wisdom, intelligence, technology, harmony and freshness. The chosen blue tone is a direct reference to the Anthem, Inc. brand. Overall, these shades bring a warm, yet strong, character to the Studio to make an impactful impression from beginning to end and are complimentary to the colors used in the wordmark.

Use of these select colors reinforces recognition and memorability of the Studio and its goals.

## General color guidelines:

- Use color sparingly to add emphasis in headlines.
- As a general rule, use no more than one main color per layout. Overusing the palette results in a busy and cluttered layout.
- To improve readability, avoid layering shades of the same color (such as dark blue type on a light blue background).

## Color palette



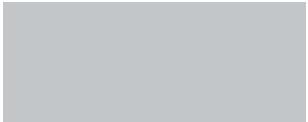
### PMS 300 C

CMYK: 99c 50m 0y 0k  
RGB: 0r 121g 194b



### PMS 355 C

CMYK: 98c 12m 100y 2k  
RGB: 0r 149g 58b



### PMS 428 C

CMYK: 23c 17m 17y 0k  
RGB: 198r 195g 200b



### PMS 546

CMYK: 90c 65m 60y 64k  
RGB: 9r 42g 48b



### PMS 201 C

CMYK: 24c 100m 78y 17k  
RGB: 164r 31g 53b



### PMS 606 C

CMYK: 22c 23m 100y  
RGB: 209r 180g

# Graphic elements

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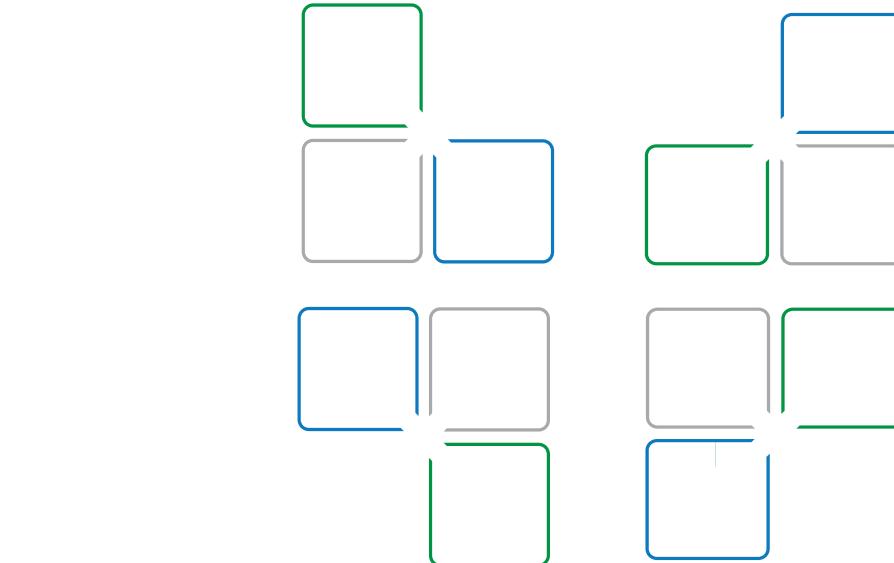
Samples

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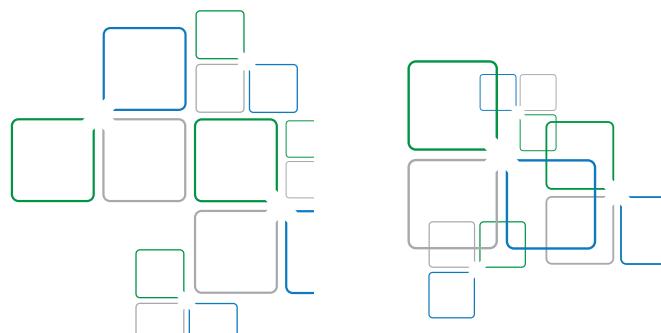
The Innovation Studio is built on three basic premises: a real facility where idea development can take place, the expertise of a select team of individuals to nurture and guide its development, and a formal yet creative process for producing game-changing ideas and getting them out into the world, fast. The “cubes” graphic represents how those three premises are intertwined and dependent on one another in order to give a solid shape to an idea, and then produce a viable, marketable product that can transform health care. Simply put, the cubes speak to the idea of bringing everyone and everything together. They can be laid out overlaying each other with different sizes of threes or put next to each other to create a pattern.

- Always use the cubes in “threes.”
- The cubes can be overlayed or be next to each other in order to create a pattern.
- Use it only once in a layout.
- Always use white and three opacity settings when using it with brand colors: 30%, 60% and 100%.

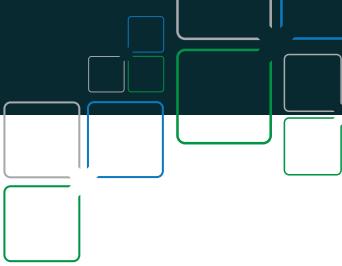
## Graphic elements



## Pattern elements



# Graphic element - pattern placement



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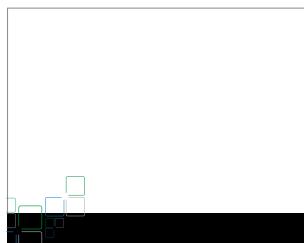
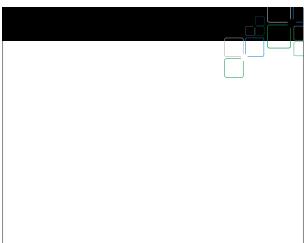
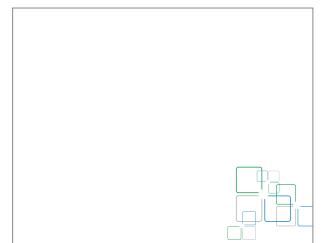
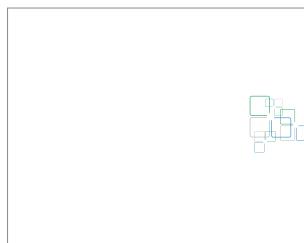
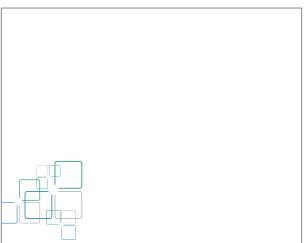
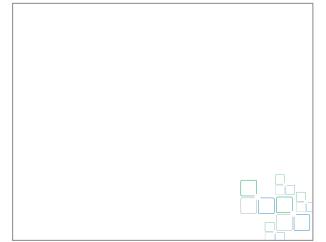
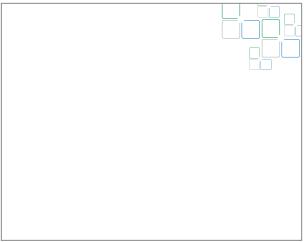
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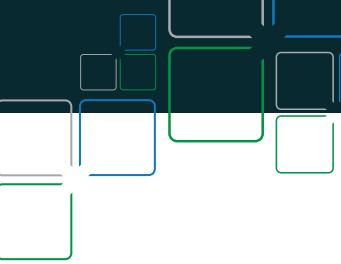
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The placement of the graphic pattern is dependent on the layout. The pattern should always be anchored on the edge of the layout, never floating within the page. It should always bleed off one edge of the page. Different portions of the pattern can be used, depending on the layout.  
Here are just some of the many configurations.



# Graphic element - incorrect uses of the pattern



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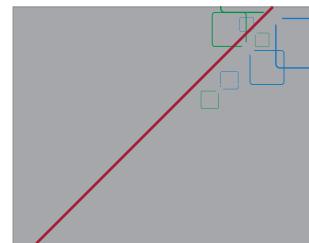
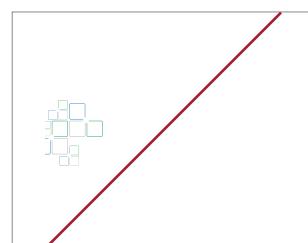
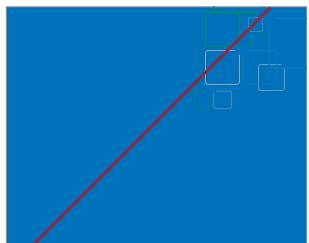
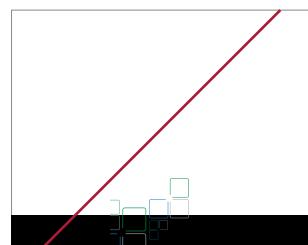
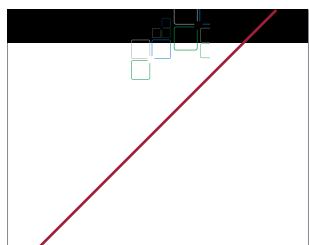
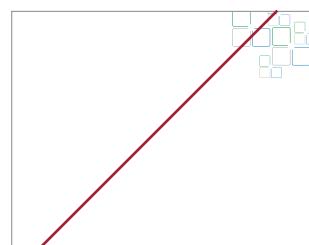
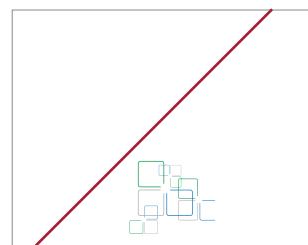
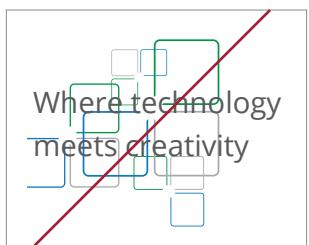
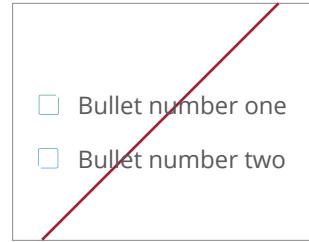
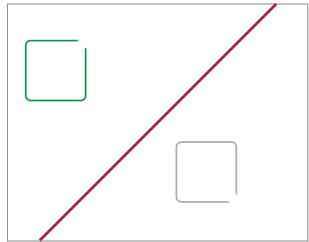
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- Do not use them separately.
- Do not use them over imagery; they can only be used on a solid background.
- Do not use them as a frame or as bullets.
- Do not run text over the cubes.
- Do not float the pattern on a page
- Do not position the pattern in the middle of a page side
- Do not use multiple patterns in different areas of the page
- Do not use the full color pattern on one of the colors from the palette



# Graphic elements - color use



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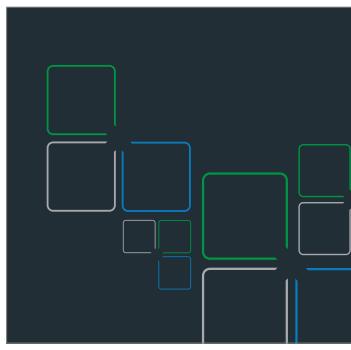
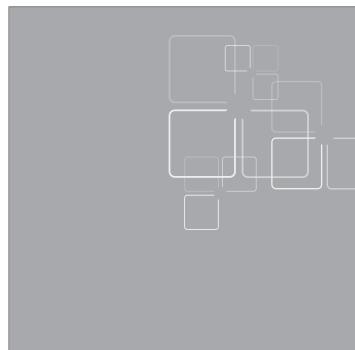
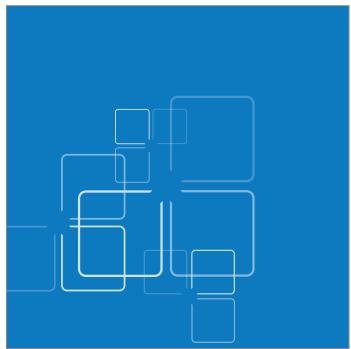
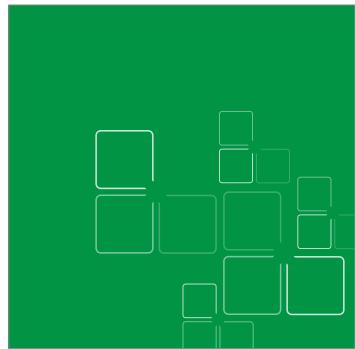
The pattern artwork to be used on the primary brand colors consists of the graphic elements in white and uses three opacity settings.

100%

60%

30%

Use the original colors of the cubes in dark backgrounds.



# Icons



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Iconography: A simple, clean and crisp approach should be used for icons. Use single color and flat design elements (instead of 3D effects, shadows, bevels, gradients, etc.) to streamline ideas and make them more quickly and easily understandable, as well as to enhance numerical representation.

## Iconic graphics requirements

- Make sure the graphical representation of the icon's meaning is clearly understood.
- Use icons to highlight a message at a smaller size whereas images would get lost.
- Use icons to simplify a complex process.
- Use icons to avoid concerns about diversity, stereotyping, discrimination, being politically incorrect, etc.
- Use icons to help clarify navigational processes on pages, websites, videos, etc.
- Always adhere to other applicable guideline attributes (i.e., color palette). However, use color outside of the palette if the piece warrants it.

Illustration: Our illustration style also uses a friendly approach that embodies the Innovation Studio's openness and modern approach. The colors are bright, flat and natural in tone; the characters are diverse.



Ideas



Resources



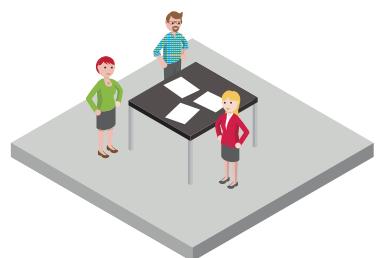
Solutions



Business case



Research



# Photography



Photography is used to make viewers “feel something”, tell a story, draw them in. The photos on this page aim to capture the Innovation Studio’s personality - where collaboration, friendliness and acceptance work in conjunction with mstate-of-the art technology and out-of-the-box thinking.

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The composition, attitude and attention to detail in all scenes set a tone that reinforces what the Studio represents. Fun, thought-provoking and real (not posed) situations bring its image to life – depicting how people, a place and a process are ready to be put into action for the viewer.

Innovation Studio photography style:

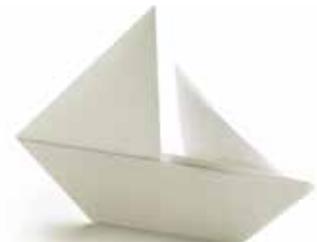
- Captures collaborations, brainstorms, etc.
- Incorporates natural, relatable, everyday objects
- Is active and dynamic.
- Is friendly, believable, realistic and honest.

Be sure to:

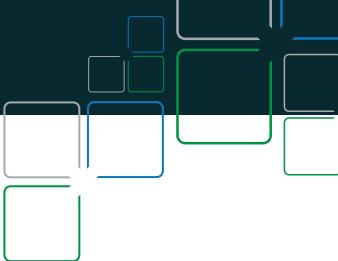
- Consider how the composition of an image will work in its end application (i.e., avoid busy images for smaller image formats).
- Use photos that show diversity of people and subject matter.

People in our photos:

- Should look like they’re unaware they’re being photographed, not posed.
- Should look like real people, not models.
- Should appear warm, relatable.
- Can look at the camera, as long as it doesn’t seem posed.



# Photography incorrect uses



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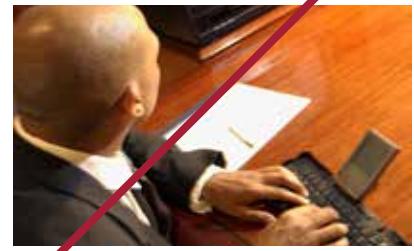
Imagery

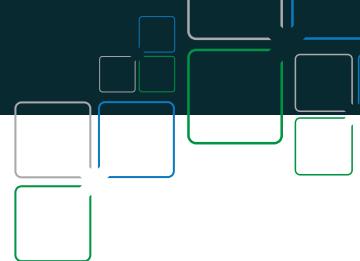
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We recommend that you DO NOT:

- show old, antiquated technology
- use black and white imagery
- choose imagery that can be easily recognized as older than five years old





## Landing page

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 Ideas · Resources · Solutions

# Transforming health care one idea at a time

Solving problems. Taking risks. Changing the future of health care. That's what we believe innovation is all about. But it can't happen without the right place, people and process. That's why we created the Innovation Studio.



learn more

watch our video

# Internal Communication Samples - Micro site



Micro site page “Ideas”

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**Anthem innovation studio**

Ideas · Resources · Solutions

## Where we look for ideas

**Valued associates** – Everyone at Anthem has distinct skills and talents. And they bring their own viewpoint to everything they do. That's why we're encouraging our associates to submit innovative ideas. [SoapBox](#) is a great way to take that first step.

**Our members** – When we listen to our individual members and group customers, we learn about areas where we can improve our services and products. Ways to make things simpler, faster and more efficient. That's why we host regular customer advisory groups.

**Trusted partners** – We also turn to the brokers and providers we work with for ideas that solve particular problems or improve the personal care experience.

**The world** – We scan the greater marketplace — be it a related field or some other industry — for innovative ideas that could turn health care upside down. Vendor demo days encourage companies to share these ideas with us.



# Internal Communication Samples - Powerpoint

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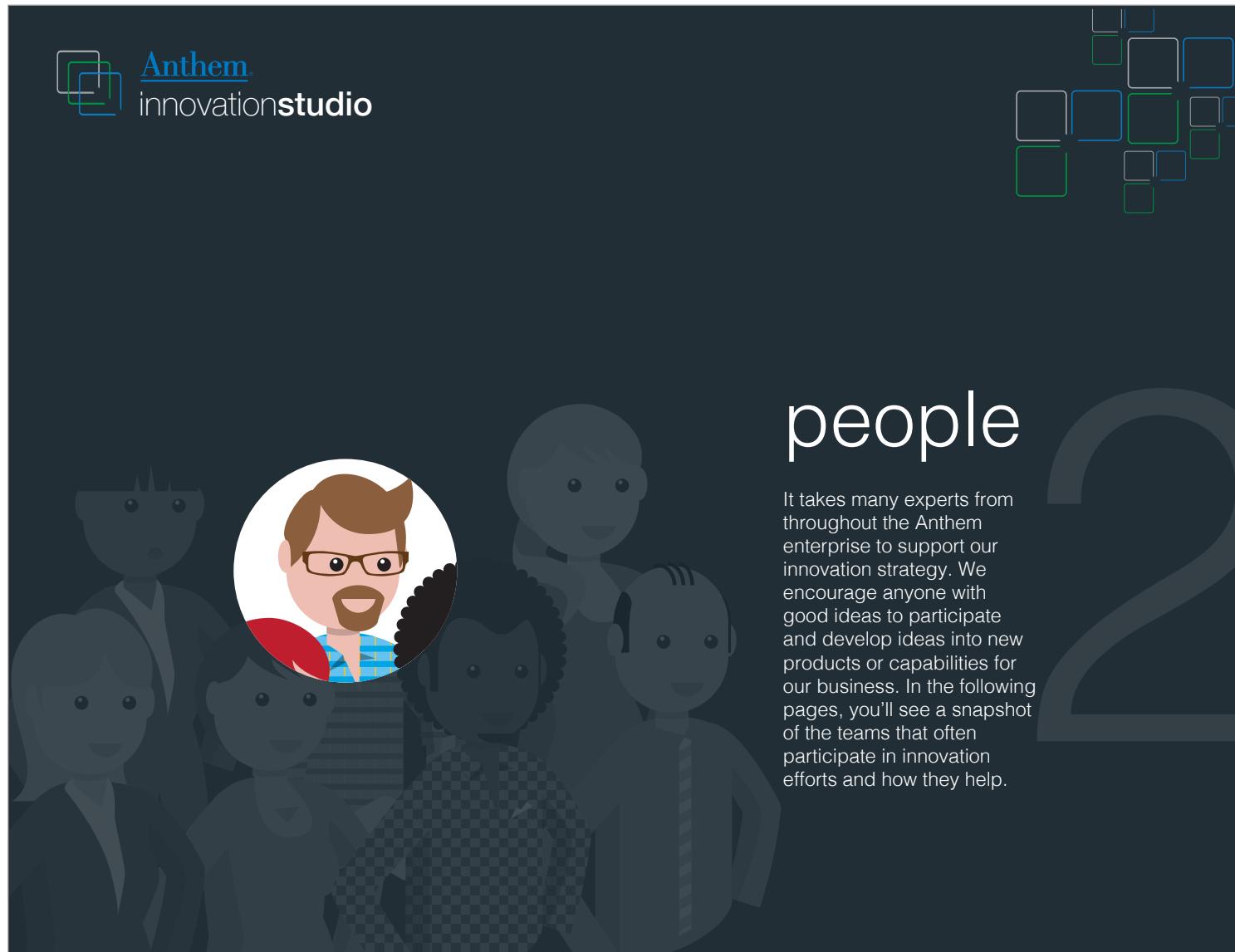
Samples

Contact



# people

It takes many experts from throughout the Anthem enterprise to support our innovation strategy. We encourage anyone with good ideas to participate and develop ideas into new products or capabilities for our business. In the following pages, you'll see a snapshot of the teams that often participate in innovation efforts and how they help.



# Go to Market Communication Samples - E-mail



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Sales can talk to clients about the Innovation Studio and our commitment to innovation. Communication will come from the local brand.

- Slides for innovation should use the local brand PPT template
- Can show an example of an initiative: smart video (local branded)

The email features a blue header bar with the BlueCross BlueShield of Georgia logo and the innovationstudio logo. The main content area has a light blue background with a white smartphone in the center. The phone displays the BlueCross BlueShield logo and a red play button. To the left of the phone is a small red button with a play icon and the word "watch". Below the phone is a cartoon illustration of a dog playing with a ball. The text "Our Welcome SmartVideo" is prominently displayed in large blue letters above the phone. Below the phone, the text "Proud to have you as a member" is visible on the screen. At the bottom, the text "Giving our members just what they need to get started on day one!" is followed by a paragraph of placeholder text.

BlueCross BlueShield of Georgia

innovationstudio

# Our Welcome SmartVideo

watch

Proud to have you as a member

Giving our members just what they need to get started on day one!

Lore ipsum dolor sit amet, consectetur adipiscing elit. Cras non nunc a sapien finibus commodo sed ut dolor. Vestibulum interdum, diam id pulvinar blandit, lorem nisl accumsan libero, efficitur ultrices tellus urna at nisl. Aliquam nec ornare velit. Sed condimentum congue congue. Ut sodales odio dolor, at imperdiet ante **volutpat pretium**.

# Go to Market Communication Samples - Powerpoint



External communications between Innovation Studio and a partner would be highly dependent on the partner and what is being communicated. Work closely with brand/legal on all these opportunities.

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## BlueCross BlueShield of Georgia's commitment to innovation

Fusce auctor nec nisi ac suscipit. Sed a sem a dolor sollicitudin suscipit. Nullam condimentum tempor venenatis. Fusce et tellus lacus. Proin gravida, lectus sit amet euismod posuere, massa neque dapibus sem, ut molestie purus lacus ac enim. Curabitur commodo neque ac blandit placerat.



BlueCross BlueShield  
of Georgia



innovationstudio

# Contacts



## Contacts

Introduction

Wordmark

Typography

Color

Graphic elements

Iconography

Imagery

Samples

Contact

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For further information ranging from logos to templates to PPTs to messaging and much more, visit the Brand Resource Toolbox on the Marketing Materials and Programs page of WorkNet.

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