# MEMBER ID CARD (SCal, MAS, NW)

## Page Structure

The Member ID Card has three views. Front, back, and a landscape view.

### Guidelines

The front of the card is divided into 3 main sections.

Section 1 display **Branding elements**.
- Vertical space in section 1 is expandable to accommodate various data elements
- If multiple Entity Names appear, they will stack
- If multiple Medical card plan labels appear, they will stack
- Data elements should be organized in the order that they appear in the lists.

Section 2 display **Member/Membership info**.
- Vertical space in section 2 is expandable to accommodate various data elements. Data elements should be organized in the order that they appear.
- Data elements should be organized in the order that they appear in the lists.

Section 3 display **Medical plan label & Pharmacy info**
- A scroll bar will appear within section 3 to view any data that is not within view.
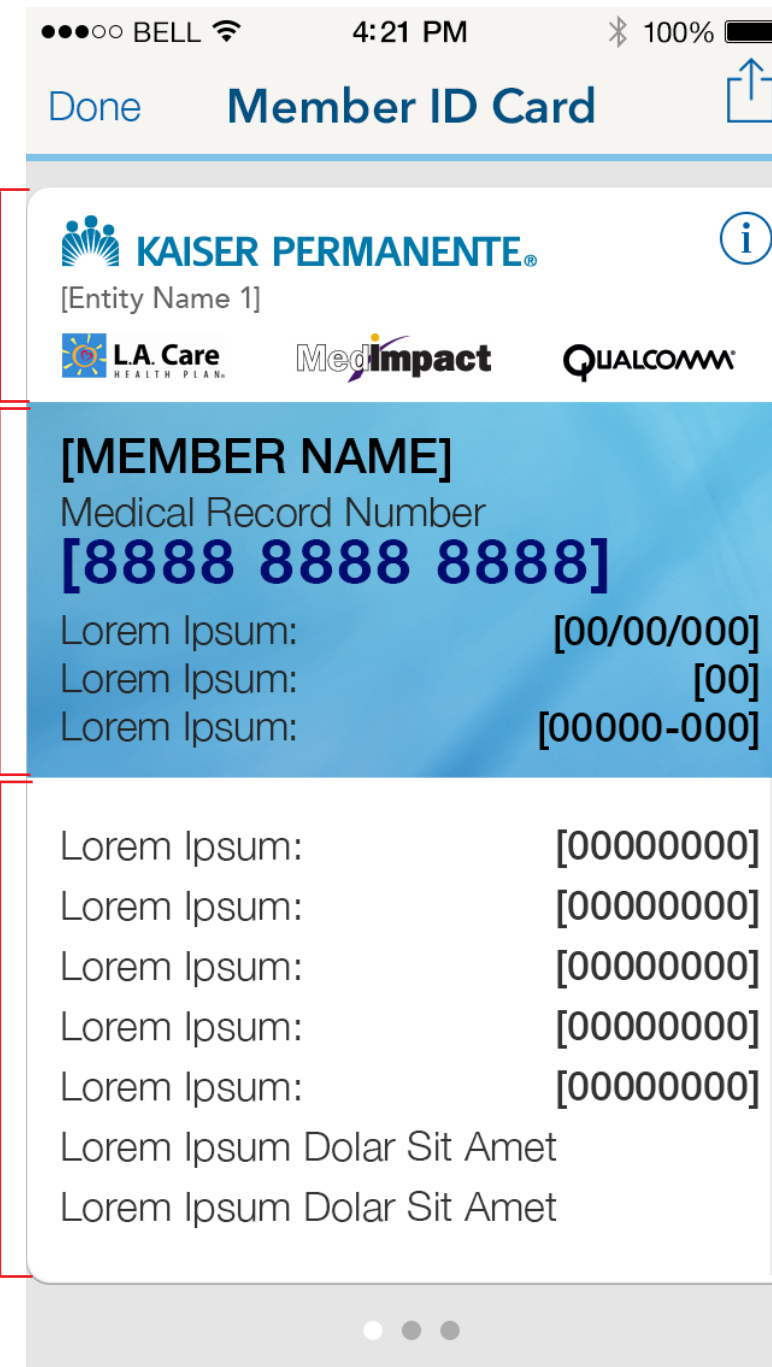
---

**SECTION 1**
- Kaiser Permanente Logo
- Entity name 1 & 2
- Medical card plan label 1 & 2
- Rx Plan Label
- Compliance logos
- Co-branded logos
- Other logos

**SECTION 2**
- Name (First, MI, Last)
------------------------------
- MRN/HRN
- MEDICAID ID #
------------------------------
- Sex
- Center
- DOB
- Group #
- Group Effective Date
- Region

**SECTION 3**
- Rx BIN,
- Rx PCN
- Rx group
- MedImpact BIN
- MedImpact PCN & Group
- Rx Contract #
- Rx Issuer
- Rx Plan Benefit Package

---

## Front of Card

●●●○○ BELL 🛜   4:21 PM   ❊ 100% ▬

**Done**   **Member ID Card**   ⬆️

**KAISER PERMANENTE**®   ⓘ — Info icon { flip to back of card }

[Entity Name 1]

**L.A. Care** HEALTH PLAN   **MedImpact**   **QUALCOMM**

**[MEMBER NAME]**
Medical Record Number
**[8888 8888 8888]**

Lorem Ipsum:                    [00/00/000]
Lorem Ipsum:                           [00]
Lorem Ipsum:                   [00000-000]

Lorem Ipsum:              [00000000]
Lorem Ipsum:              [00000000]     — { Scrollable Section }
Lorem Ipsum:              [00000000]
Lorem Ipsum:              [00000000]
Lorem Ipsum:              [00000000]
Lorem Ipsum Dolar Sit Amet
Lorem Ipsum Dolar Sit Amet

● ● ●

**KAISER PERMANENTE**®

# MEMBER ID CARD (NW)

## Page Structure

### Guidelines

- Landscape view display **Member/Membership info**.

- Landscape view will display a larger MRN.

**MEMBER INFO**
- Name (First, MI, Last)
------------------------------
- MRN/HRN
- MEDICAID ID #
------------------------------
- Sex
- Center
- DOB
- Group #
- Group Effective Date
- Region

Landscape View

**MEMBER NAME**

Medical Record Number

**[0000 0000 0000]**

Lorem ipsum: **[00/00/000]**
Lorem ipsum: **[00]**
Lorem ipsum: **[00000-000]**

**KAISER PERMANENTE**®

# MEMBER ID CARD (NW)

## Page Structure

**Back of Card**

### Guidelines

The back of the card is divided into 2 main sections.

Section 1 display **Contact info, Phone #'s and Addresses**

Section 2 display
- PCP info.
- Payor ID
- Disclaimer text
- Other miscellaneous info

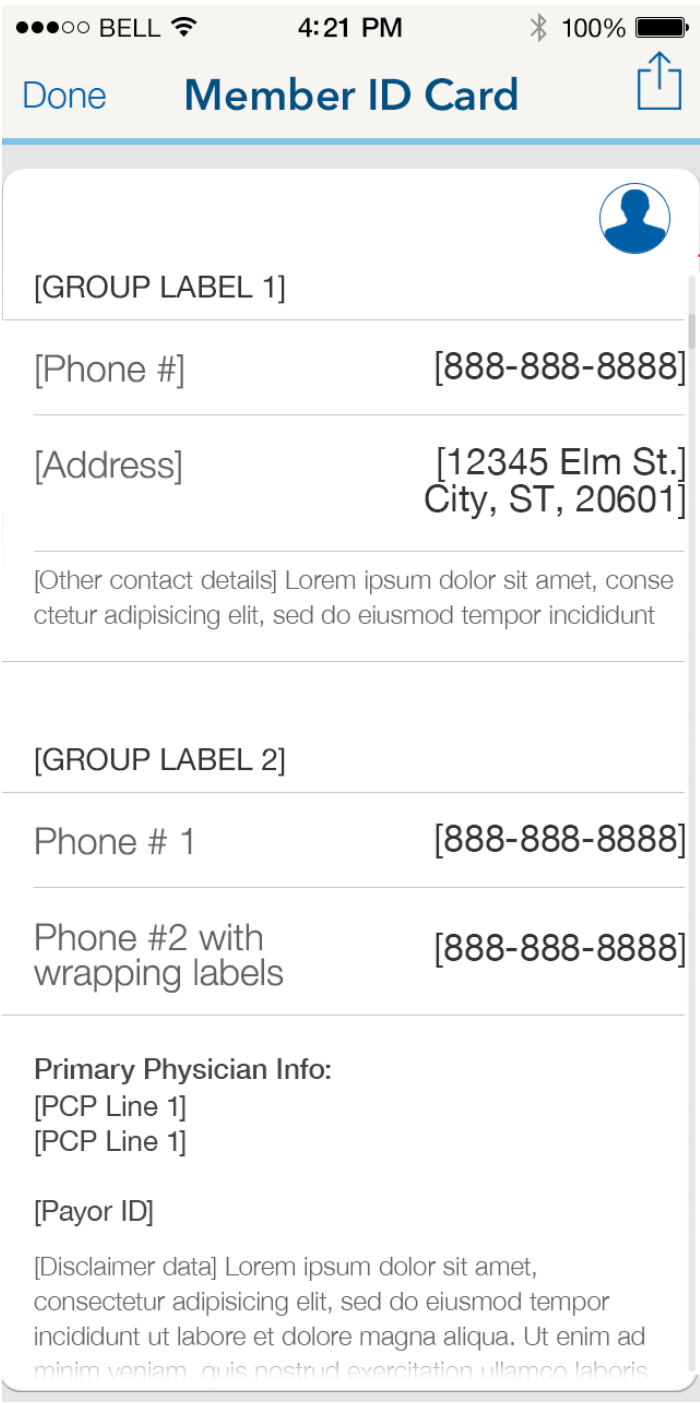Data elements should be organized in the order that they appear.

**SECTION 1**
- Group Label(s)
- Contact Labels
- Phone #(s)
- TTY Phone #
- Address(s)
- Other Contact Details

**SECTION 2**
- Contact Name
- Claims Address
- Payor ID

- PCP Name
- PCP Effective Date
- PCP Phone #
- PCP Address

- 911 Disclaimer
- Emergency Care Disclaimer
- ID card "Identification only" Disclaimer
- Other Disclaimer(s)
- Pre-certification Disclaimer
- Entity Relationship Disclaimer

---

**Device mockup content:**

●●●○○ BELL 📶   4:21 PM   ❋ 100% 🔋

Done   **Member ID Card**   ⬆️

**[GROUP LABEL 1]**

[Phone #]                    [888-888-8888]

[Address]                    [12345 Elm St.]
                             City, ST, 20601]

[Other contact details] Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt

**[GROUP LABEL 2]**

Phone # 1                    [888-888-8888]

Phone #2 with               [888-888-8888]
wrapping labels

Primary Physician Info:
[PCP Line 1]
[PCP Line 1]

[Payor ID]

[Disclaimer data] Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

Profile Icon { flip to front of card }

{ Scrollable Section }

# MEMBER ID CARD (NW)
## Typography

### Guidelines: Member Name

- Card member's name is in all caps

- Font size in landscape view is fixed at 20 points with a character limit of 40-45 on one line.

- If a name exceeds the character limit, the following business rules will be applied in this order:
  1. middle name becomes one character.
  2. first name becomes one character.
  3. truncate last name field beginning at end of name until the characters limit is reached.

Font: Helvetica Neue
Size: 20pt, Medium
Character Limit: 40-45
All Caps
Hex: #333333
Alignment: Left

Font: Helvetica Neue
Size: 17pt, Light
Hex: #464646
Align Right

**MEMBER NAME**

Medical Record Number

**[0000 0000 0000]**

Font: Helvetica Neue
Size: 48pt, Medium
Hex: #01034C
Alignment: Left

Lorem ipsum:     **[00/00/000]**
Lorem ipsum:     **[00]**
Lorem ipsum:     **[00000-000]**

Font: Helvetica Neue
Size: 17pt, Medium
Hex: #333333
Alignment: Left

**KAISER PERMANENTE®**

# MEMBER ID CARD (NW)

## Typography

### Guidelines

- Main font is Helvetica Neue

●●●○○ BELL 📶          4:21 PM          ⚹ 100% ▮

Done          **Member ID Card**          ⬆️

[GROUP LABEL 1]

[Phone #]                    [888-888-8888]

[Address]                    [12345 Elm St.]
                             City, ST, 20601]

[Other contact details] Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt

[GROUP LABEL 2]

Phone # 1                    [888-888-8888]

Phone #2 with                [888-888-8888]
wrapping labels

Primary Physician Info:
[PCP Line 1]
[PCP Line 1]

[Payor ID]

[Disclaimer data] Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

**Font:** Helvetica Neue
**Size:** 14pt, Regular
**Hex:** #333333
**Alignment:** Left

**Font:** Helvetica Neue
**Size:** 17pt, Light
**Hex:** #636363
**Alignment:** Left

**Font:** Helvetica Neue
**Size:** 12pt, Light
**Hex:** #636363
**Alignment:** Left

**Font:** Helvetica Neue
**Size:** 14pt, Medium
**Hex:** #333333
**Alignment:** Left

**Font:** Helvetica Neue
**Size:** 13pt, Light
**Hex:** #464646
**Alignment:** Left

**Font:** Helvetica Neue
**Size:** 12pt, Light
**Hex:** #636363
**Alignment:** Left

**KAISER PERMANENTE**®
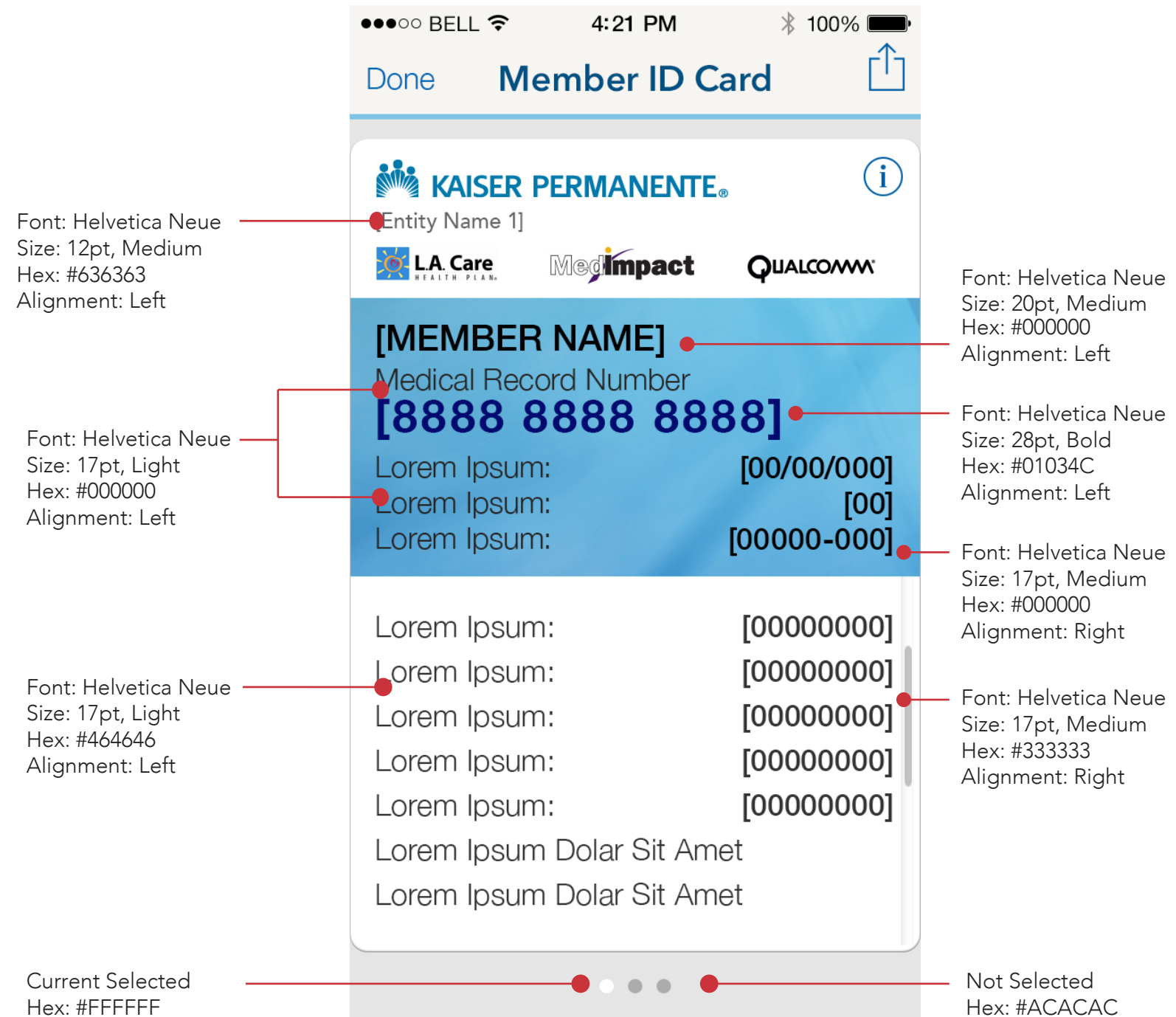
# MEMBER ID CARD (NW)

## Typography

### Guidelines: Member Name (Portrait View)

- Card member's name is in all caps

- The default font size is 20 points with a character limit of 22-25 on one line.

- If a name exceeds the default character limit the text will shrink dynamically to fit.

- The minimum font size is 13 points with a character limit of 34-37 on one line.

  Font size should not scale below 13 points.

- If a name exceeds the character limit at minimum font size (13 points), the following business rules will be applied in this order:
  1. middle name becomes one character.
  2. first name becomes one character.
  3. truncate last name field beginning at end of name until the characters limit is reached.

## Front of Card

●●●○○ BELL 🛜    4:21 PM    ✳ 100% ▮

Done    **Member ID Card**    ⬆

**KAISER PERMANENTE®**    ⓘ

[Entity Name 1]

**L.A. Care** HEALTH PLAN    **MedImpact**    **QUALCOMM**

**[MEMBER NAME]**
Medical Record Number
**[8888 8888 8888]**
Lorem Ipsum:                [00/00/000]
Lorem Ipsum:                      [00]
Lorem Ipsum:            [00000-000]

Lorem Ipsum:            [00000000]
Lorem Ipsum:            [00000000]
Lorem Ipsum:            [00000000]
Lorem Ipsum:            [00000000]
Lorem Ipsum:            [00000000]
Lorem Ipsum Dolar Sit Amet
Lorem Ipsum Dolar Sit Amet

● ○ ● ●

Font: Helvetica Neue
Size: 12pt, Medium
Hex: #636363
Alignment: Left

Font: Helvetica Neue
Size: 20pt, Medium
Hex: #000000
Alignment: Left

Font: Helvetica Neue
Size: 17pt, Light
Hex: #000000
Alignment: Left

Font: Helvetica Neue
Size: 28pt, Bold
Hex: #01034C
Alignment: Left

Font: Helvetica Neue
Size: 17pt, Medium
Hex: #000000
Alignment: Right

Font: Helvetica Neue
Size: 17pt, Light
Hex: #464646
Alignment: Left

Font: Helvetica Neue
Size: 17pt, Medium
Hex: #333333
Alignment: Right

Current Selected
Hex: #FFFFFF

Not Selected
Hex: #ACACAC
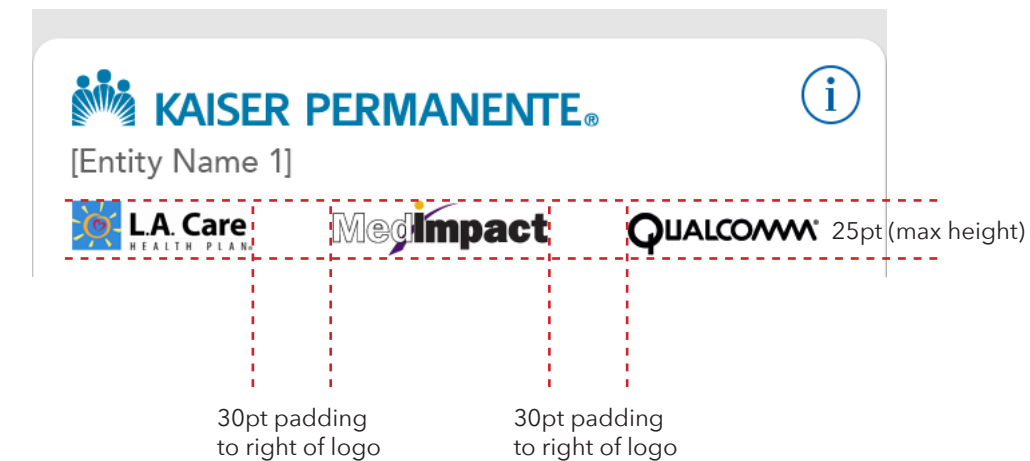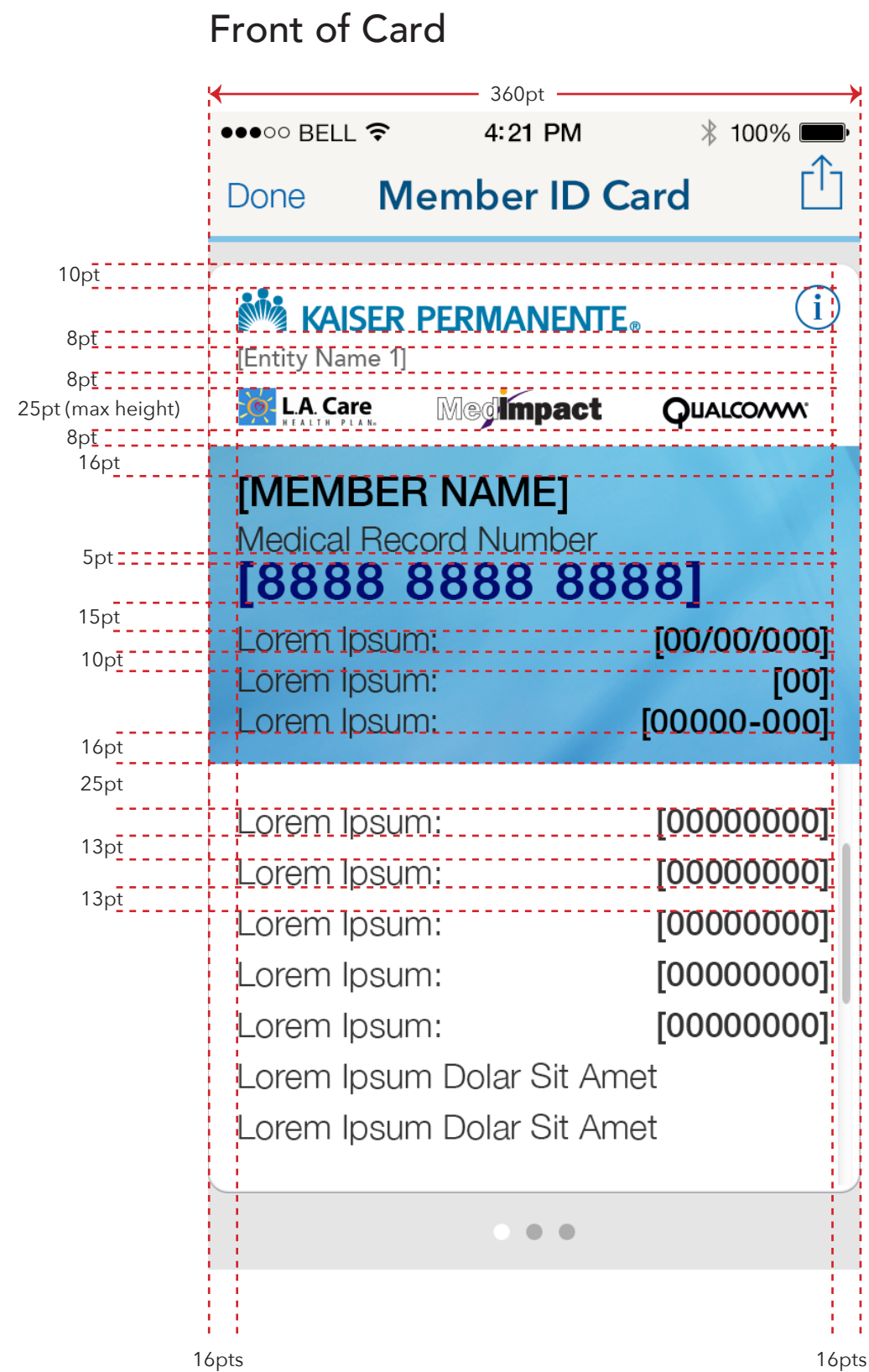
**KAISER PERMANENTE®**

# MEMBER ID CARD (NW)

## Grids & Dimensions

### Guidelines: Front of Card

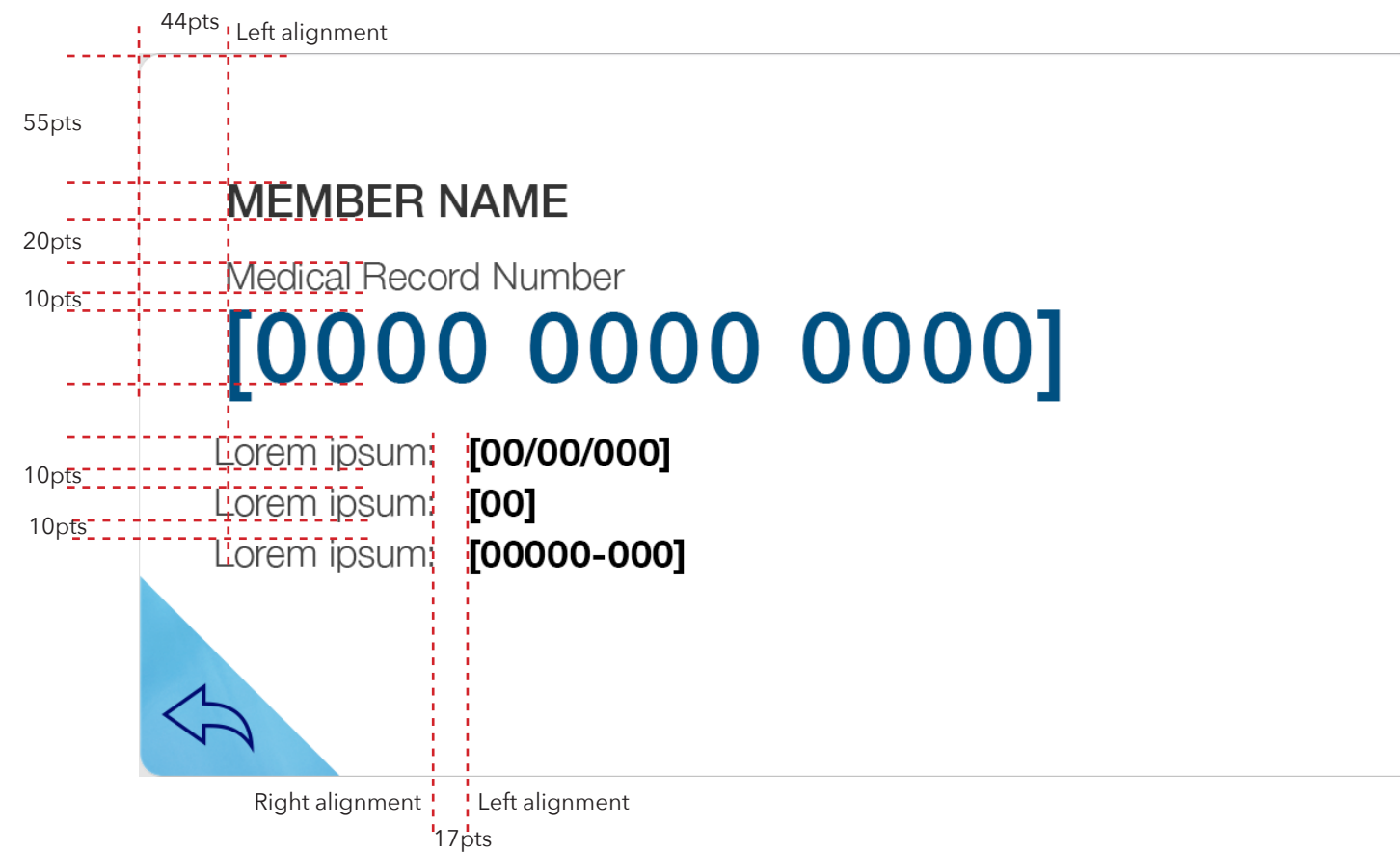- Co-branded logos will have a right side padding and will wrap to a 2nd or 3rd line if needed.

## Front of Card

360pt

●●●○○ BELL 📶          4:21 PM          ✳ 100% 🔋

Done          **Member ID Card**          📤

10pt

**KAISER PERMANENTE** ⓘ

8pt

[Entity Name 1]

8pt

25pt (max height)

**L.A. Care** HEALTH PLAN    Med**Impact**    **QUALCOMM**

8pt

16pt

**[MEMBER NAME]**

Medical Record Number

**[8888 8888 8888]**

5pt

15pt

Lorem Ipsum:          [00/00/000]

10pt

Lorem Ipsum:                    [00]

Lorem Ipsum:          [00000-000]

16pt

25pt

Lorem Ipsum:          [00000000]

13pt

Lorem Ipsum:          [00000000]

13pt

Lorem Ipsum:          [00000000]

Lorem Ipsum:          [00000000]

Lorem Ipsum:          [00000000]

Lorem Ipsum Dolar Sit Amet

Lorem Ipsum Dolar Sit Amet

● ● ●

16pts          16pts

**KAISER PERMANENTE** ⓘ

[Entity Name 1]

**L.A. Care** HEALTH PLAN    Med**Impact**    **QUALCOMM** 25pt (max height)

30pt padding          30pt padding
to right of logo          to right of logo

# MEMBER ID CARD (NW)

## Grids & Dimensions

### Landscape View

**Guidelines: Landscape**

- Baseline measured @mdpi.

- All measurements are in points.

44pts — Left alignment

55pts

**MEMBER NAME**

20pts

Medical Record Number

10pts

**[0000 0000 0000]**

10pts Lorem ipsum: **[00/00/000]**

10pts Lorem ipsum: **[00]**

Lorem ipsum: **[00000-000]**

Right alignment   Left alignment

17pts

# MEMBER ID CARD (NW)

## Grids & Dimensions

### Guidelines: Back of Card

- Follow group table pattern for Group Labels 1 & 2.

**Back of Card**



●●●○○ BELL 4:21 PM ✳ 100% ▬

Done **Member ID Card**

50pts

[GROUP LABEL 1]

[Phone #]       [888-888-8888]

[Address]       [12345 Elm St.] Baltimor, MD, 20601]

40pts

[GROUP LABEL 2]

Phone # 1       [888-888-8888]

Phone #2 with wrapping labels       [888-888-8888]

20pts

[PCP Line 1]
[PCP Line 2]

16pts

[Payor ID]

16pts

[Disclaimer data] Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor

16pts                      10pts

**KAISER PERMANENTE**®