

MEMBER ID CARD (MAS)

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

Section 2 display **Member/Membership info**.

- Vertical space in section 2 is expandable to accommodate various data elements

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.

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

Section 1

- Kaiser Permanente Logo
- Entity name 1 & 2
- Medical card plan label 1 & 2
- Compliance logo
- Co-brand logo
- Other logo

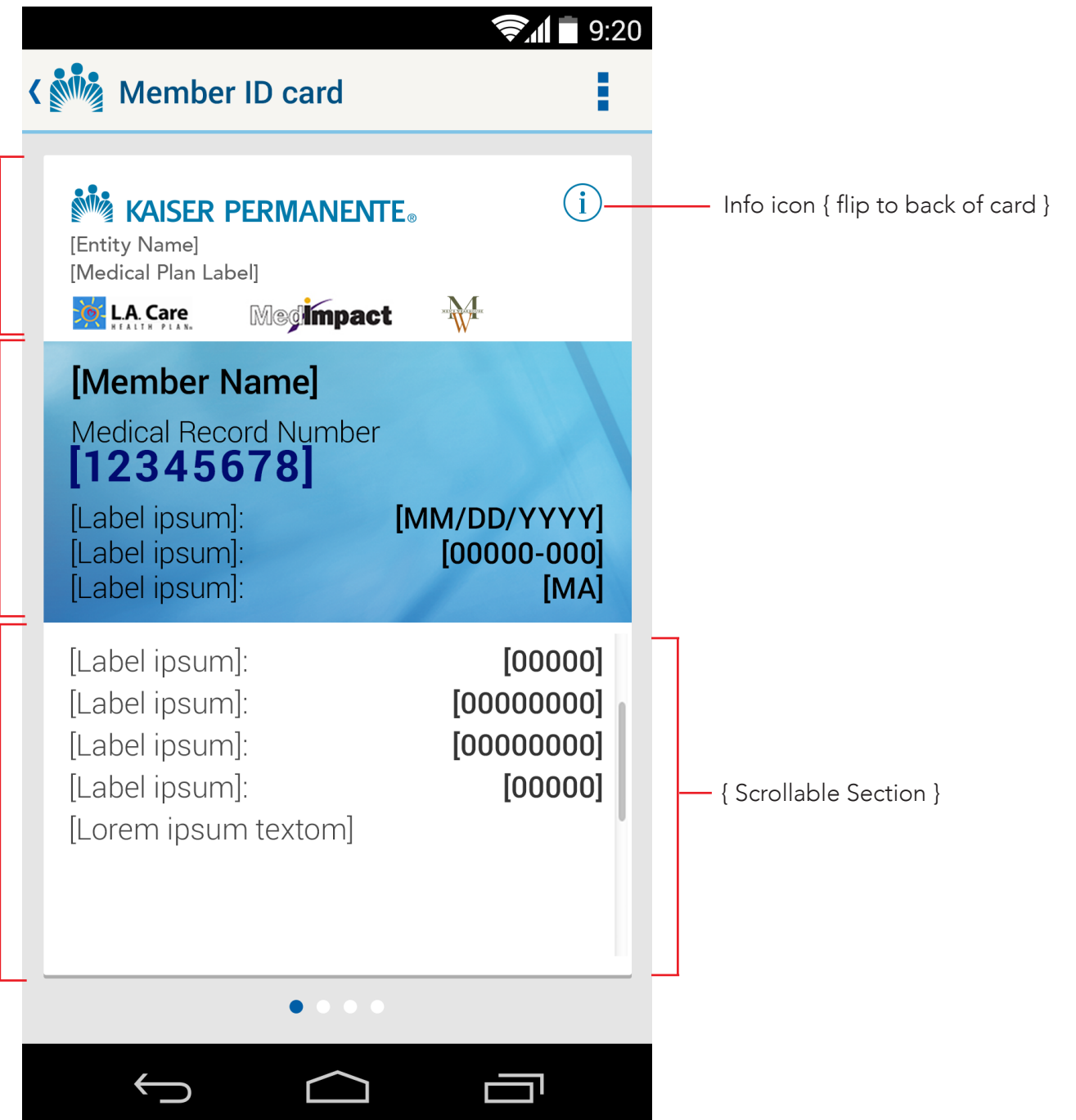
Section 2

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

Section 3

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

Front of Card



MEMBER ID CARD (MAS)

Page Structure

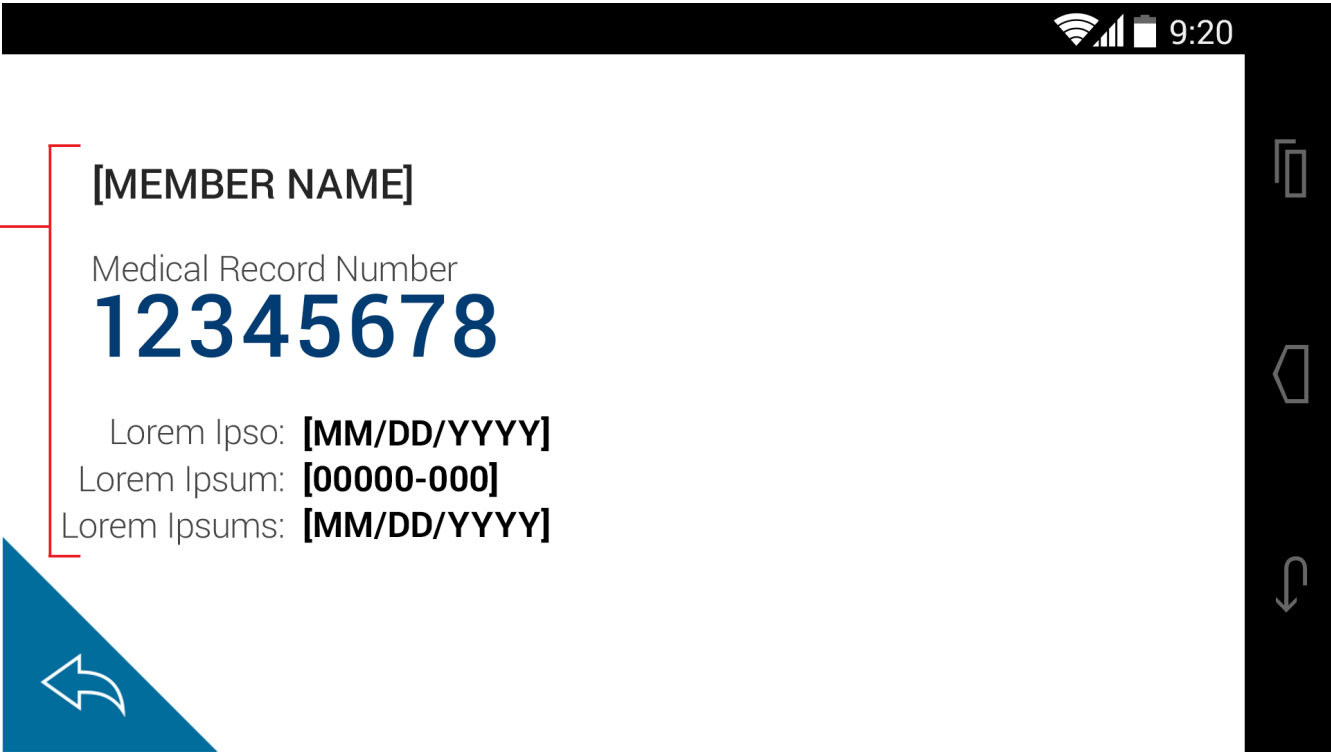
Guidelines

- Landscape view display Member/Membership info.
- Landscape view will display a larger MRN.

Member Info

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

Landscape View



MEMBER ID CARD (MAS)

Page Structure

Guidelines

The back of the card is divided into 2 main sections

Section 1 display **Contact Info**

- Group Label
- Phone Contact Labels (left aligned)
- Phone#s (right aligned)
- Address Label
- Address

Section 2 display **Misc. Info**

- PCP info
 - + templates displaying PCP info,
- **' Primary Care Pysician Info: '** will be hard-coded
- Payor ID
- Disclaimer text.

Profile icon to flip the card.

All items below the Profile icon are scrollable.

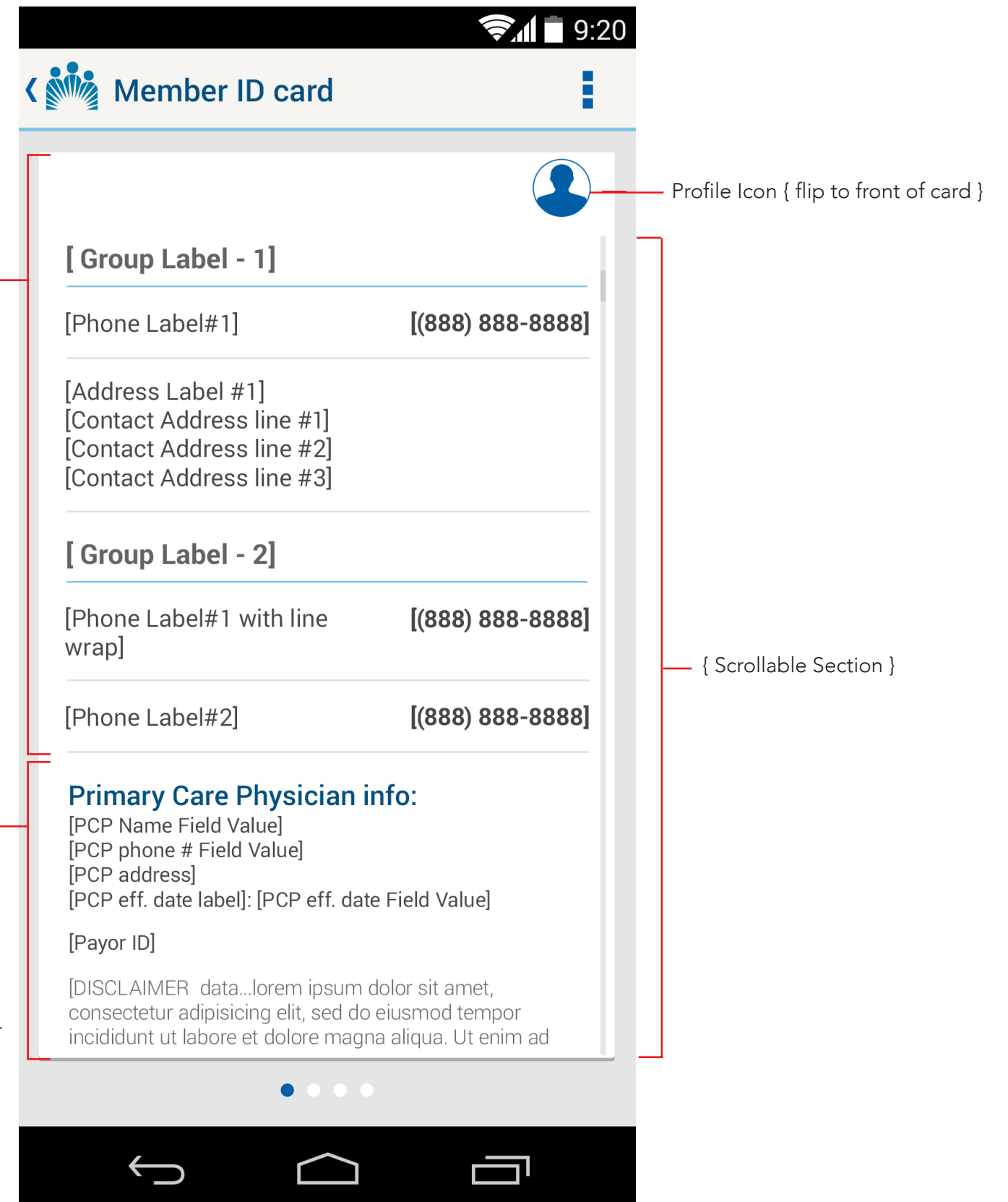
Section 1

- Group Label
- Phone Contact Label
- Phone #
- Address Label
- Address

Section 2

- PCP Name
- PCP phone #
- PCP address
- PCP effective date
-
- Payor ID
-
- ID card "Identification only" Disclaimer
- Emergency Care Disclaimer
- Other Disclaimer(s)
- 911 Disclaimer
- Pre-certification Disclaimer
- Entity Relationship Disclaimer

Back of Card



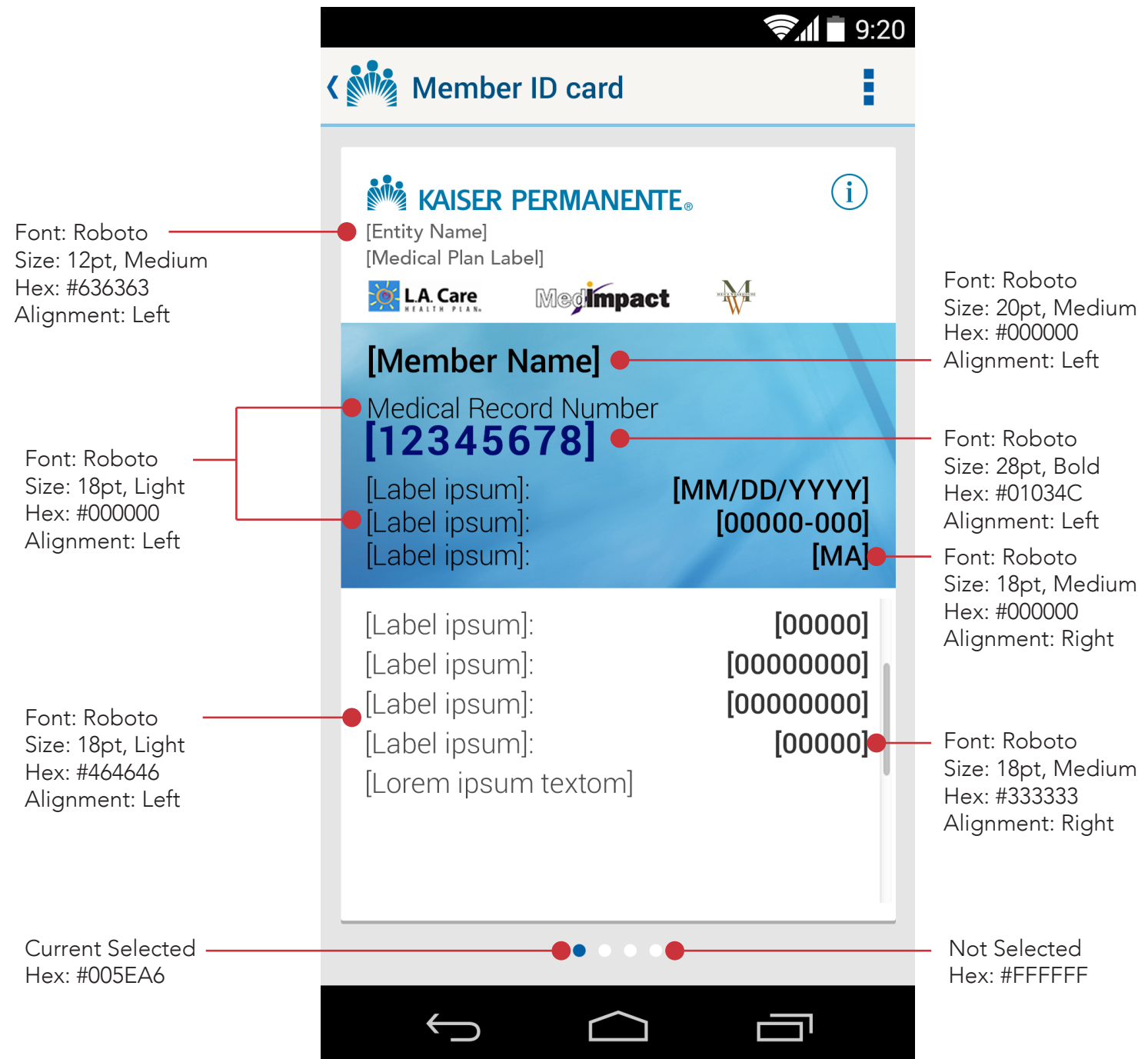
MEMBER ID CARD (MAS)

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



MEMBER ID CARD (MAS)

Typography

Guidelines: Member Name (Landscape)

- 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.

Landscape View

Font: Roboto
Size: 20pt, Medium
Character Limit: 40-45
All Caps
Hex: #000000
Alignment: Left

[MEMBER NAME]

Font: Roboto
Size: 18pt, Light
Hex: #636363
Align Right

Medical Record Number

12345678

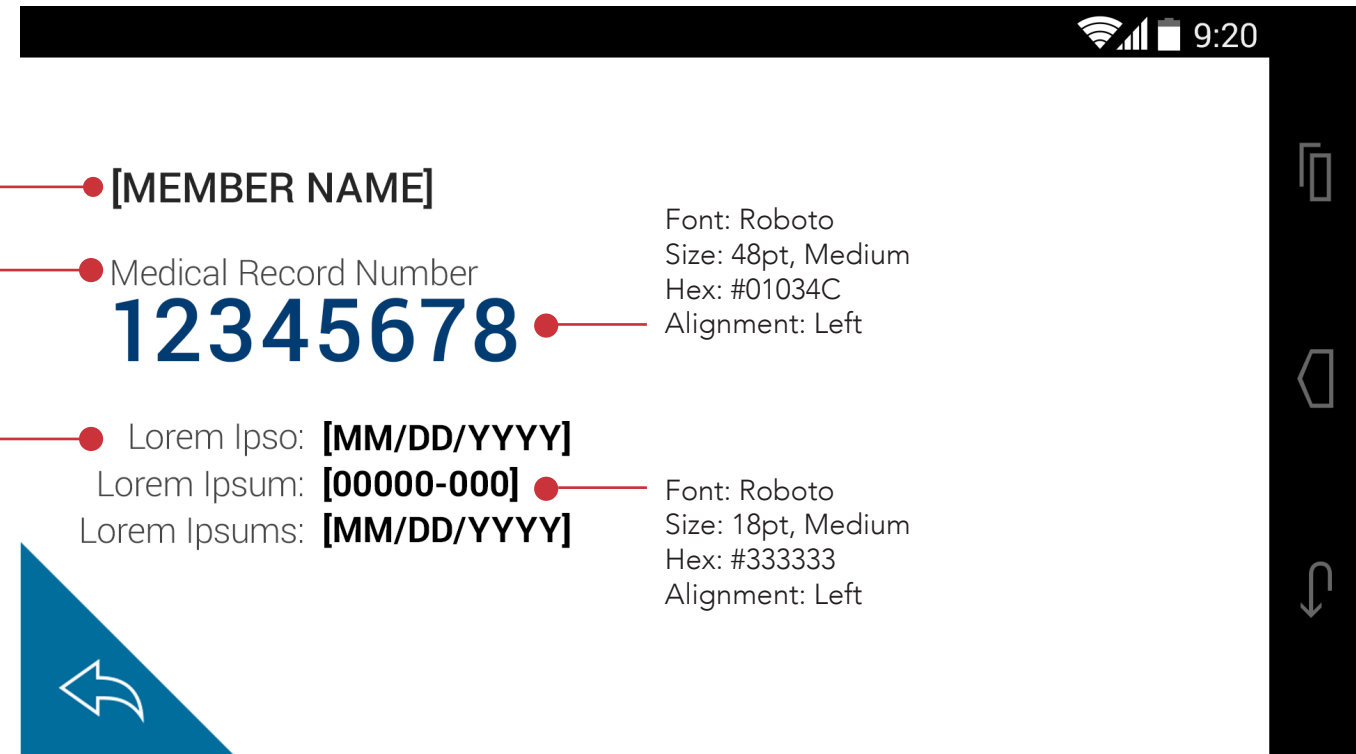
Font: Roboto
Size: 48pt, Medium
Hex: #01034C
Alignment: Left

Lorem Ipsum: [MM/DD/YYYY]

Lorem Ipsum: [00000-000]

Lorem Ipsums: [MM/DD/YYYY]

Font: Roboto
Size: 18pt, Medium
Hex: #333333
Alignment: Left



MEMBER ID CARD (MAS)

Typography

Guidelines

- Main font is Roboto

Back of Card

Font: Roboto
Size: 16pt, BOLD
Hex: #636363
Alignment: Left

[Group Label - 1]

Font: Roboto
Size: 14pt, Regular
Hex: #464646
Alignment: Left

[Phone Label#1] [(888) 888-8888]

[Address Label #1]
[Contact Address line #1]
[Contact Address line #2]
[Contact Address line #3]

Font: Roboto
Size: 14pt, Bold
Hex: #464646
Alignment: Right

[Group Label - 2]

[Phone Label#1 with line wrap] [(888) 888-8888]

List Header - divider
Hex: #80c3e6

[Phone Label#2] [(888) 888-8888]

List Item - divider
Hex: #636363

Font: Roboto
Size: 16pt, Medium
Hex: #005081
Alignment: Left

Primary Care Physician info:
[PCP Name Field Value]
[PCP phone # Field Value]
[PCP address]
[PCP eff. date label]: [PCP eff. date Field Value]

Font: Roboto
Size: 12pt, Light
Hex: #464646
Alignment: Left

[Payor ID]

Font: Roboto
Size: 12pt, Light
Hex: #636363
Alignment: Left

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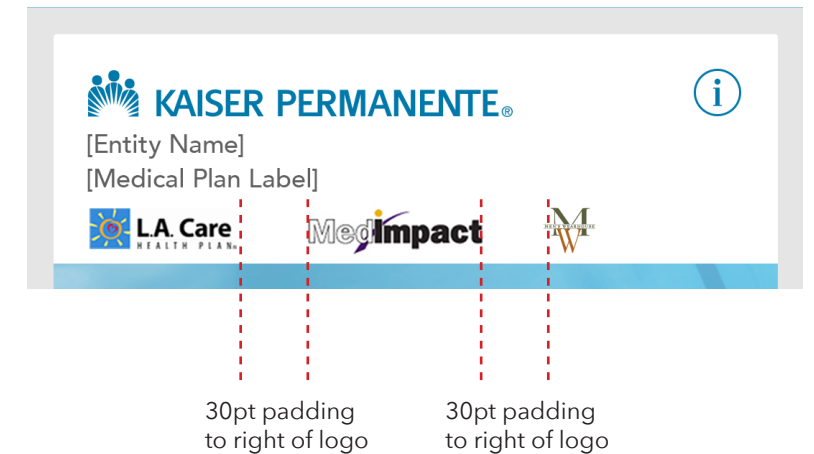
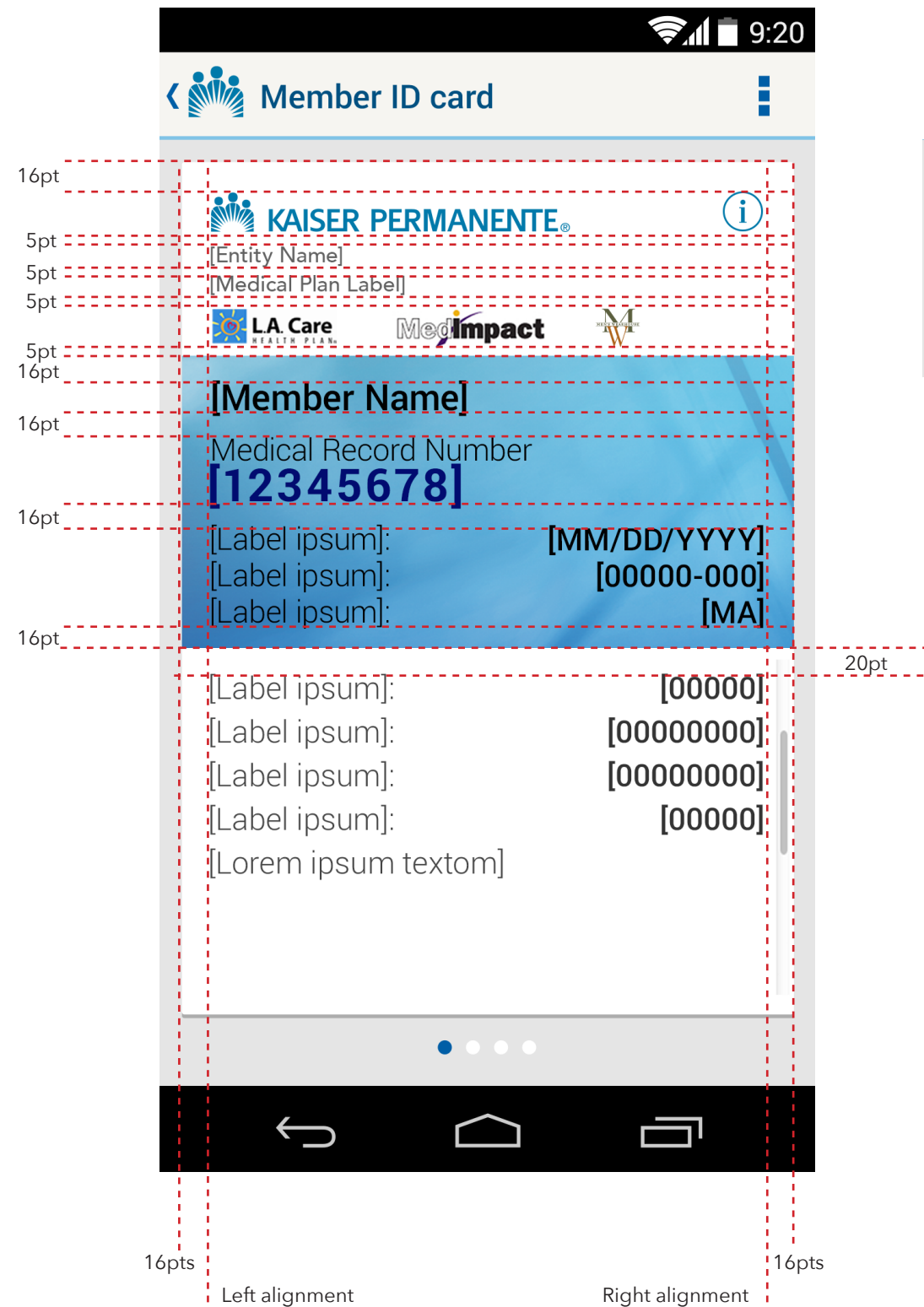
MEMBER ID CARD (MAS)

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

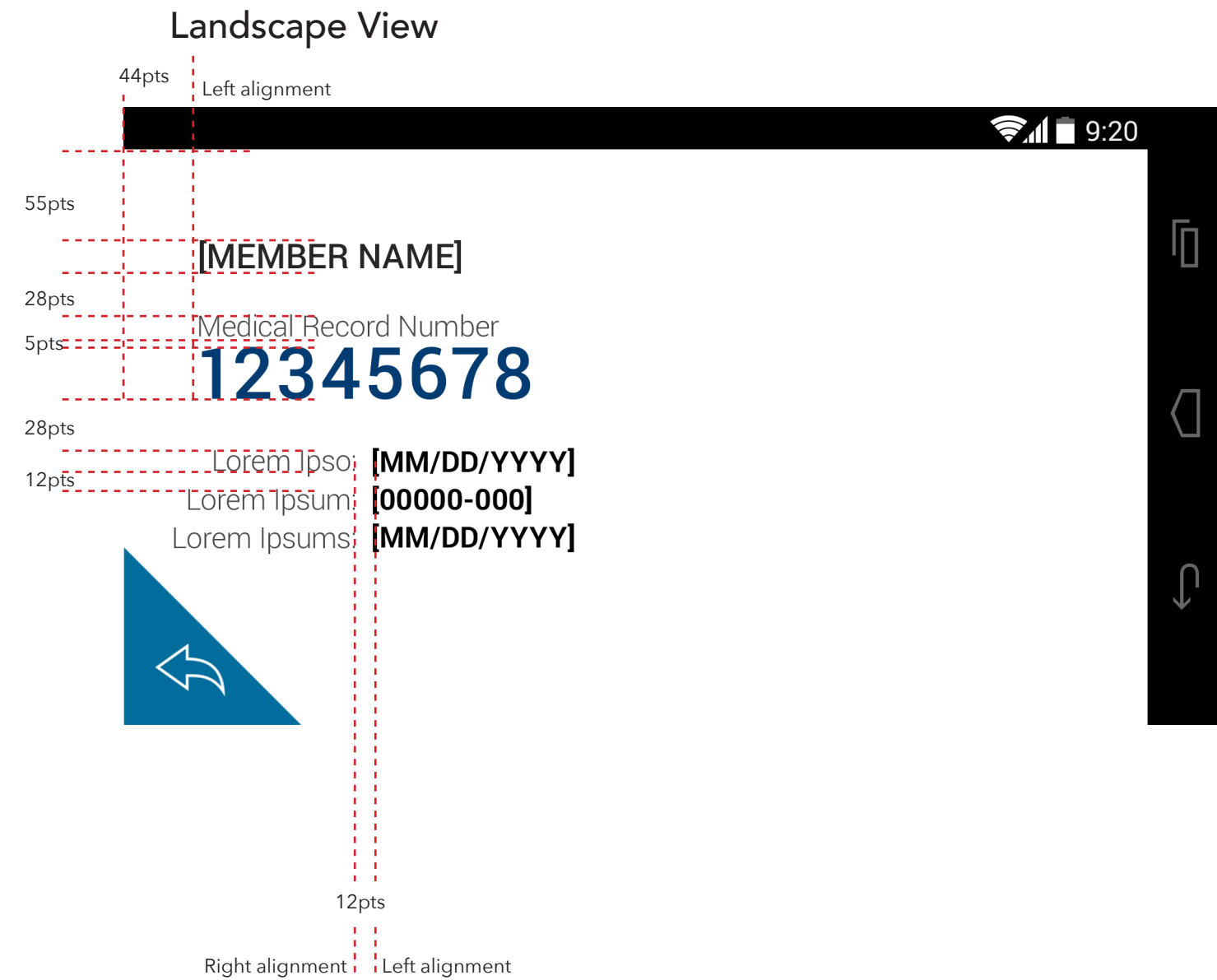


MEMBER ID CARD (MAS)

Grids & Dimensions

Guidelines: Landscape

- Baseline measured @mdpi.
- All measurements are in points.



MEMBER ID CARD (MAS)

Grids & Dimensions

Guidelines: Back of Card

- Baseline measured @mdpi
- All measurements are in points
- List structure is based on 'Locator - Facility Details'

Back of Card

The mockup shows the back of a mobile device displaying a 'Member ID card' app. The interface includes a header with a back arrow, the Kaiser Permanente logo, and the title 'Member ID card'. The main content area is divided into sections with red dashed grid lines indicating dimensions in points (pts). The top status bar shows signal strength, Wi-Fi, battery, and the time 9:20.

Grid Dimensions (Left Side):

- 40pts (Total height of the main content area)
- 20pts (Height of the first section)
- 10pts (Height of the first section header)
- 12pts (Height of the first section content)
- 12pts (Height of the second section)
- 20pts (Height of the third section)
- 20pts (Height of the fourth section)
- 12pts (Height of the fifth section)
- 12pts (Height of the sixth section)

Grid Dimensions (Bottom):

- 16pts (Left alignment margin)
- 16pts (Right alignment margin)

Content Elements:

- [Group Label - 1]**
- [Phone Label#1]** **[(888) 888-8888]** (16pts)
- [Address Label #1]**
- [Contact Address line #1]**
- [Contact Address line #2]**
- [Contact Address line #3]**
- [Group Label - 2]**
- [Phone Label#1 with line wrap]** **[(888) 888-8888]** (16pts)
- [Phone Label#2]** **[(888) 888-8888]**
- Primary Care Physician info:**
- [PCP Name Field Value]**
- [PCP phone # Field Value]**
- [PCP address]**
- [PCP eff. date label]: [PCP eff. date Field Value]**
- [Payor ID]**
- [DISCLAIMER data...]** lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad