

# Brand Guidelines

This guide contains the elements and direction you need to create clear, consistent materials that bring the Harvard Pilgrim Health Care brand to life across all communications, channels, and platforms.

# Table of Contents

01	Brand Platform . . . . .	4	07	Messaging . . . . .	29
02	Brand Toolkit . . . . .	8	08	Photography . . . . .	34
03	Logo . . . . .	10	09	Template System . . . . .	42
04	Color Palette . . . . .	20	10	Digital Applications . . . . .	56
05	Typography . . . . .	23	11	Notional Applications . . . . .	86
06	Graphic Elements . . . . .	27			

# 01 Brand Platform

# Brand Platform **Our Brand Story**

Since our founding in 1969, Harvard Pilgrim Health Care has been guiding individuals and communities to better health. Fifty years later, driven by an inclusive social mission, inspired by a culture of caring and powered by innovation, we're a new Harvard Pilgrim.

Today, we're building upon our strong core of insurance products and services for the commercial, government and self-insured markets. We pursue evidence-based, data-driven innovation that produces tangible benefits for our members. We're partnering with brokers, employers and providers to deliver accessible health care across New England. And that's just today.

Looking forward, committed to expanding the frontiers of population health knowledge and health care delivery. Through our work at the Harvard Pilgrim Health Care Foundation and Harvard Pilgrim Health Care Institute Department of Population Medicine, our ultimate goal is to reimagine health care advocacy, treatments and policies.

We're Harvard Pilgrim. Fifty years of service. Focused on today. Ready for tomorrow.

# Brand Platform **Our Difference**

Yes, we’re a health insurance company. What makes Harvard Pilgrim different is how we go about it: We’re a guide.

## **Brand Purpose Statement**

**What we do and why it matters.**

We serve as a guide to improved health care outcomes for our communities.

## **Brand Promise Statement**

**Defines the pledge our business makes to our customers.**

We are a guide. We show paths to wellness as a way of life. We demonstrate the power of care and a human touch. We lead the way with insurance solutions featuring choice, coverage and value. We blaze innovative trails when technology and conditions change. We navigate toward better health care outcomes for diverse communities.

# Brand Platform **Brand Architecture**

Harvard Complete’s brand represents much more than just our core insurance business. We are a network of products, partners, and services built to serve our community. This network can be complicated. To make navigating it easy and understandable, we created a simple brand architecture.

This will enable us to quickly and clearly communicate relevant information with each other and our members.

The following four categories represent the different ways we do business:

## **Core Offering**

Everything we do as a health services company starts with coverage that offers choice, value and quality care for our diverse membership. Harvard Pilgrim’s robust portfolio of insurance plans forms the core of our brand.

## **Boosters**

Boosters include programs and tools associated with core offerings. Programs are designed and managed by Harvard Pilgrim. They provide tangible benefits in exchange for participation by a member or employer. They may include: rewards, savings, discounts or workplace programs.

Tools are for the use and benefit of members. They function as information or communication resources. They may include Web portals, referral directories, comparison sites or phone support lines.

## **Platforms**

Platforms serve a broader public audience, beyond Harvard Pilgrim members. They deliver on Harvard Pilgrim’s commitment to inclusion and improved outcomes for all through research, grant writing, philanthropy, education and public outreach. These entities are elevated and legitimized by their prominent use of Harvard Pilgrim’s name. In return, their efforts in the community build recognition and positive associations for Harvard Pilgrim.

## **Partnerships**

Harvard Pilgrim forms partnerships with health organizations to improve outcomes for our members. These partners share our values but may differ in audience, business model and role in the health services ecosystem. Partners possess their own distinct brand identities. Endorsement with the Harvard Pilgrim Health Care name grants them legitimacy and authority in their fields.

# 02 Brand Toolkit



# Brand Toolkit Overview

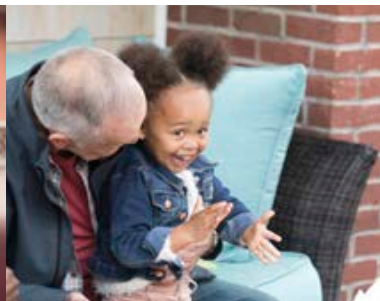
The Harvard Pilgrim brand toolkit is comprised of the logo, color palette, typography, graphic elements, messaging and a custom photo library. The following sections explain each element in detail.



## We serve as your guide

Guiding you to better health care

Complete communication is essential for a successful health care experience. Our team of experts is here to guide you through every step of the process, from initial consultation to ongoing care. We are committed to providing the highest quality of care and ensuring that you feel supported and informed throughout your journey.



# 03 Logo

# Logo Overview

The logo is comprised of both the shield AND the wordmark together. The shield may be used as a super graphic for different instances. Please reference the notional examples for appropriate usage.

Use this logo for all core and booster offerings.



# Logo Configurations

In addition to the primary Harvard Pilgrim Health Care configuration, there are two other logo configurations for the Harvard Pilgrim Health Care Institute and Harvard Pilgrim Health Care Foundation.

These entities are both Platforms. Use these logos when making communication pieces for them.



# Logo Clear Space and Size

The Harvard Pilgrim Health Care logo should always stand out from all other elements on a page.

## Minimum Clear Space

The minimum clear space of the logo is based on the height of the "H."

## Minimum Size

Logos should not appear smaller than the specified measurements indicated on this page.

## Minimum Clear Space

Clear space = 1x the height of the "H"



## Minimum Size

Print usage: 0.25in. on height of shield

Digital usage: 18px on height of shield



# Logo Sizing and Placement

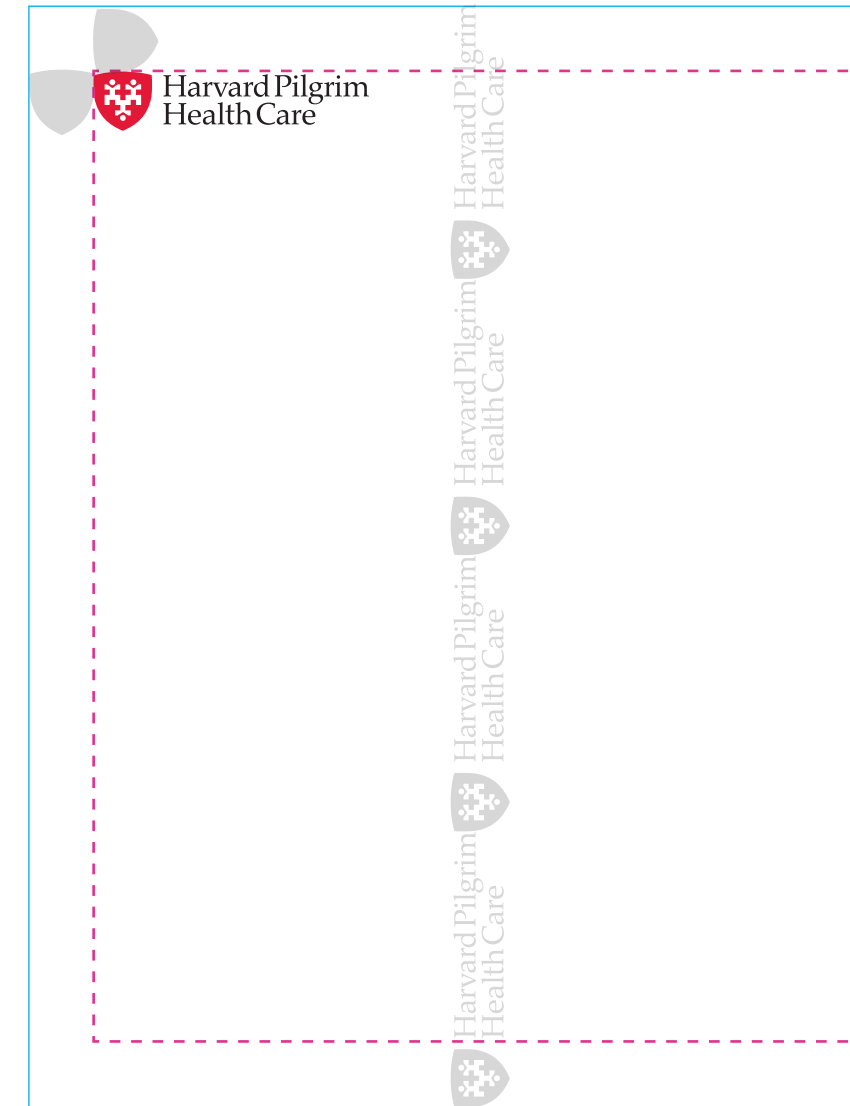
Sizing for the Harvard Pilgrim logo is based on the proportion of the mark. The logo should be four logos across the short side of a layout. The margin is 112 percent of the width of the shield. (See diagram to the right for reference.)

This sizing method will work for most U.S. and ISO formats. In scenarios where layouts are more extreme sizes, the logo will need to be sized appropriately for the situation.

## Other Logo Configurations

All logo configurations follow these size and margin guidelines.

Margin is 112% the width of the shield



# Logo Variations

Harvard Pilgrim Red (PMS 185 C) and black have been designated as the official corporate colors. This is the preferred color configuration on all communications.

## Main Logo



PMS 185 C and black on a white background.

## One color secondary logos



One-color, B&W Solid black on a white or light-colored background.



One-color reversed  
Logo knocked out entirely on black or dark-colored background.

## Restricted Use—Two Color Reversed



Two-color reversed Shield in PMS 185 C and logotype knocked out on black or dark-colored background.

# Logo Usage

Harvard Pilgrim Red (PMS 185 C) and black have been designated as the official corporate colors. This is the preferred color configuration on all communications.

## Main Logo



**Preferred Usage**  
In all cases, use against light imagery or colors. Allow for sufficient clear space around the logo.

## One color secondary logos



Use in one color instances, when full color is not possible.



This is the preferred usage when showing the logo on a dark background.

## Restricted Use—Two Color Reversed



Restricted to limited usage on dark backgrounds. The preferred logo on black backgrounds is the one-color secondary logo, in white. Use the restricted use logo only when absolutely necessary.



# Logo Preferred, Incorrect Usage

On the right are some examples of ways that the logo cannot be used. Please do not alter the logo in any way.



✗ Do not stretch, shear, or distort the logo disproportionately



✗ Do not rotate the logo

Harvard Pilgrim  
Health Care

✗ Do not remove the shield



✗ Do not alter letterforms



✗ Do not change colors of the logo



✗ Do not add gradients to the logo



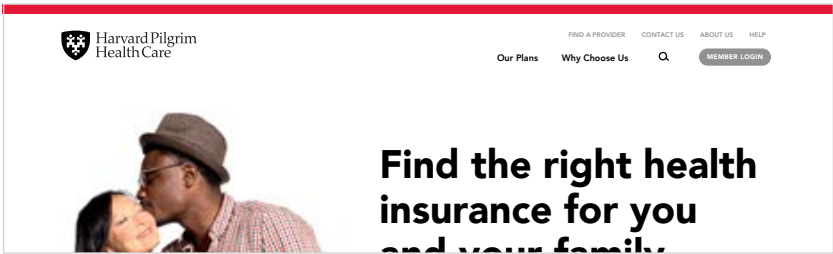
✗ Do not change position of logo elements



✗ Do not add effects to the logo

# Logo Secondary, Incorrect Usage

On the right are some examples of ways that the two secondary logos cannot be used. Please do not alter the logos in any way.



✗ Do not show secondary or tertiary usages instead of preferred logo



✗ Do not show one-color, B&W usage on dark background



✗ Do not show one color reversed logo on a light background



✗ Do not alter letterforms



✗ Do not alter the colors of the letterforms, for all logos



✗ Do not alter the colors of the shield, for all logos



✗ Do not compromise legibility on busy backgrounds, for all logos



✗ Do not change position of logo elements

# Logo Limited Use, Incorrect Usage

On the right are some examples of ways that the limited logo cannot be used. Please do not alter the logo in any way.



✗ Do not compromise legibility on dark or colored backgrounds



✗ Do not compromise legibility on light backgrounds



✗ Do not compromise legibility on busy backgrounds



✗ Do not use instead of secondary logo



✗ Do not alter the colors of the letterforms



✗ Do not alter the colors of the shield



✗ Do not remove the shield



✗ Do not change position of logo elements

# 04 Color Palette

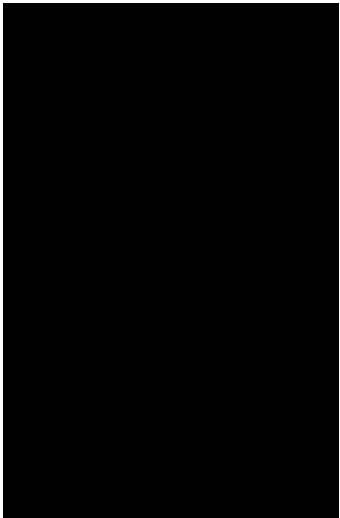
# Color Overview

Our primary palette focuses on red, black or dark gray, and white. Use these colors in nearly all cases. Use the medium gray and light gray from the neutral palette as accent colors.

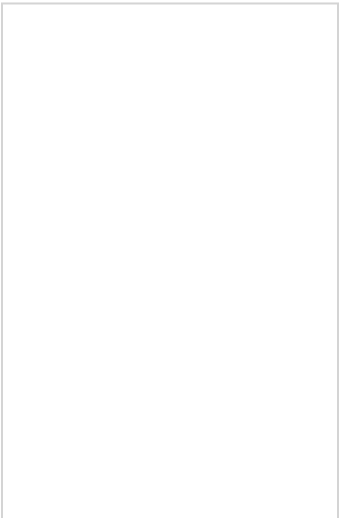
## Primary Palette



PMS: 185C / 1925U  
RGB: 227 24 55  
CMYK: 0 95 80 0  
Hex: #E31837



Black (logos and print)  
RGB: 0 0 0  
CMYK: 0 0 0 100  
Hex: #000000



White  
RGB: 255 255 255  
CMYK: 0 0 0 0  
Hex: #FFFFFF

## Neutral Palette



Dark Gray (instead of black for digital applications)  
RGB: 40 40 40  
CMYK: 0 0 0 95  
Hex: #282828



Medium Gray  
RGB: 95 95 95  
CMYK: 0 0 0 75  
Hex: #5F5F5F



Light Gray  
RGB: 145 145 145  
CMYK: 0 0 0 50  
Hex: #919191

## Secondary Palette (Use sparingly)



PMS: 130 C / 142 U  
RGB: 225 144 11  
CMYK: 0 50 100 0  
Hex: #FF900B



PMS: 339 C / 3405 U  
RGB: 0 168 142  
CMYK: 85 0 60 0  
Hex: #00A88E



PMS: 7548 C / 109 U  
RGB: 255 209 18  
CMYK: 0 22 100 0  
Hex: #FFD112



PMS: 240 C / 2395 U  
RGB: 214 26 151  
CMYK: 15 0 90 0  
Hex: #D61A97



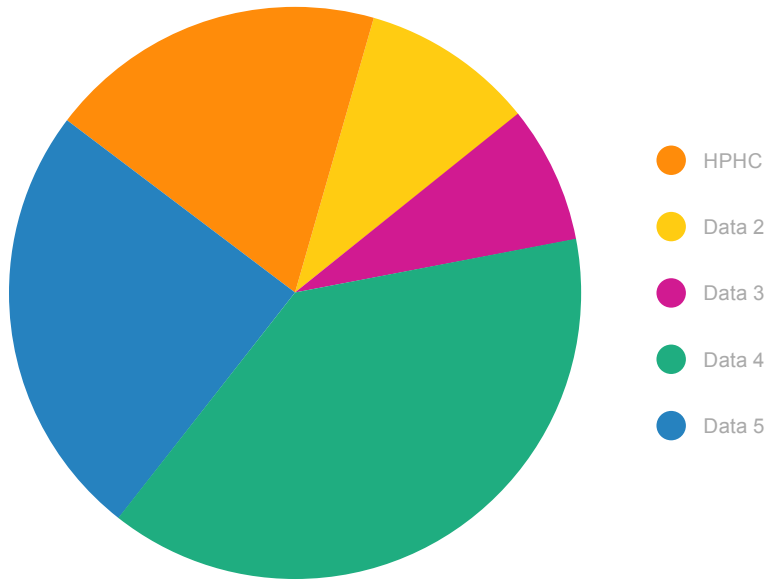
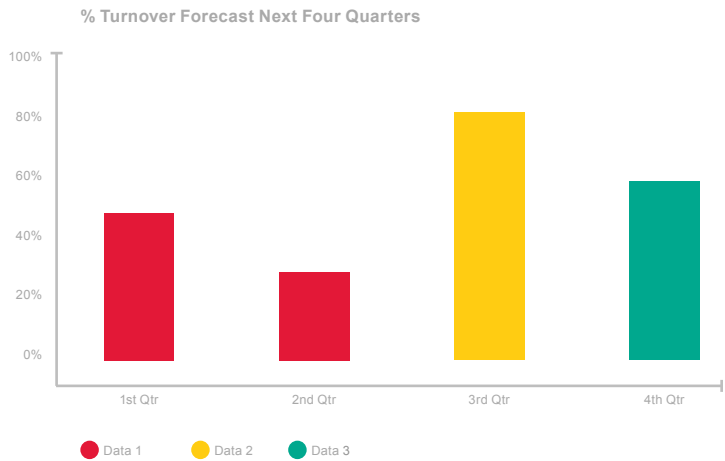
PMS: 2925 C / 2995 U  
RGB: 39 136 196  
CMYK: 90 25 0 0  
Hex: #2788C4

# Color Secondary Palette

The secondary palette provides colors that may be used for data visualizations like charts or tables.

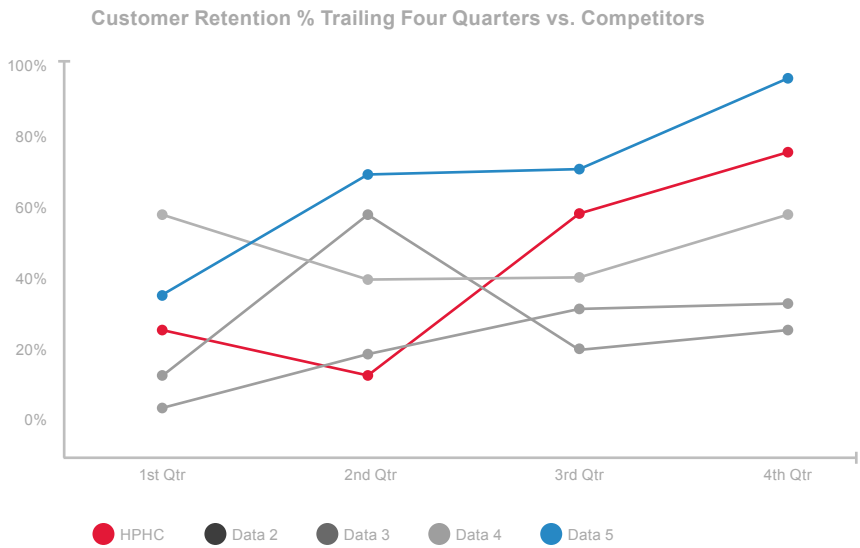
Use the secondary palette for situations where creating hierarchy and providing focus on key pieces of data is needed. The examples shown on the right feature how the secondary palette can be used.

Outside of these examples, the secondary palette should be used sparingly.



**Table Title Lorem Ipsum**

Lorem ipsum dolor	Lorem ipsum dolor	Lorem ipsum	Lorem ipsum dolor set
Firstname Lastname	Lorem Ipsum dolor set amet	xx years	xx years
Firstname Lastname	Lorem Ipsum dolor set amet	xx years	xx years
Firstname Lastname	Lorem Ipsum dolor set amet	xx years	xx years
Firstname Lastname	Lorem Ipsum dolor set amet	xx years	xx years



# 05 Typography

**Avenir LT Std is our  
brand typeface.**



# Typography **System**

Typography plays an important role in establishing consistency across Harvard Pilgrim communication materials.

The Avenir type family is used in Harvard Pilgrim communication material because it is clean and friendly. This type also aligns visually with the website. The typeface comes in a variety of weights, widths and italics.

The recommended system font for Microsoft applications or machines without the installed font is Arial Regular and Arial Bold.

## Primary typeface

Avenir LT Std / #35 Light

AaBbCcDdEeFfGgHhIiJjLlMm012345?&!%\$#@

Avenir LT Std / #85 Heavy

**AaBbCcDdEeFfGgHhIiJjLlMm012345?&!%\$#@**

Avenir LT Std / #95 Black

**AaBbCcDdEeFfGgHhIiJjLlMm012345?&!%\$#@**

## Recommended system typefaces

Arial / Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm0 12345?&!%\$#@

Arial / Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm 012345?&!%\$#@**

# Typography Hierarchy

This diagram illustrates how our typographic system comes to life in a single document to establish informational hierarchy, create emphasis and enable readability. Use this example to guide your designs.

## Sample hierarchy

Avenir Black 42

Avenir Light 42

Avenir Heavy 10/14.75

Avenir Light /14.75

# Title Lorem Ipsum

## Sub Title

## Body headline

Body copy is communicatiolgenis res doluptatur, non cfonse maxima ditat as aliqui odigenda quunt maios alis ifdsl int esequ eume pe vollab isciae poriam inverrovidel mifdslit volupta ssuntur, cor sunt molora im fugit veri volorfd rerro eium, alit, temporporepe vendips apicius ut opta qui remiu mquatia doluptat perionsequia.

Del inctota temolupta quid qui ut rerum hici senis expedita  
Totatemquo iumquid qui quid eossum volupta tenimag  
nimaio torepta nem fugiatint quidelenesto doluptate  
dolorecurit iumquatia doluptat perionsequia.Dit magnihi  
llorionsed et aliqua ea simus, nimillorem laci res eatemquis  
etustis is mo consent aut ea voluptatae nis niet incitatem  
erferspit, qui atur ratem excepra

### Sidebar headline

- Avenir Light 8/12

Sidebar copy is communicatiol  
 genis res doluptatur, non cfsone  
 maxima ditat as aliqui odigenda  
 quunt maios alis ifdsl int ese que  
 eume pe vollar isciae poriam  
 inverrovi as aliqui.

- Avenir Light 10/12

Sidebar headline

Sidebar copy is communicatiol  
genis res doluptatur, non cfonse  
maxima ditat as aliqui odigenda  
quunt maios alis ifds! int ese que  
eume pe vollar isciae poriam  
inverrovi as aliqui.

Avenir Light 16/22  
with 1.5pt rule above

Avenir Heavy 7/10 All caps  
with 1.5pt rule below

Avenir Light 8/12

"Consetetur adipi scing elit, sed do eiusmod tempor inc idi dunt labore et dolore mag sdfna dunt idi aliqua.

FIRSTNAME LASTNAME  
TITLE, ADDITIONAL INFORMATION

Caption copy is enderibus, optiune.

# 06 Graphic Elements

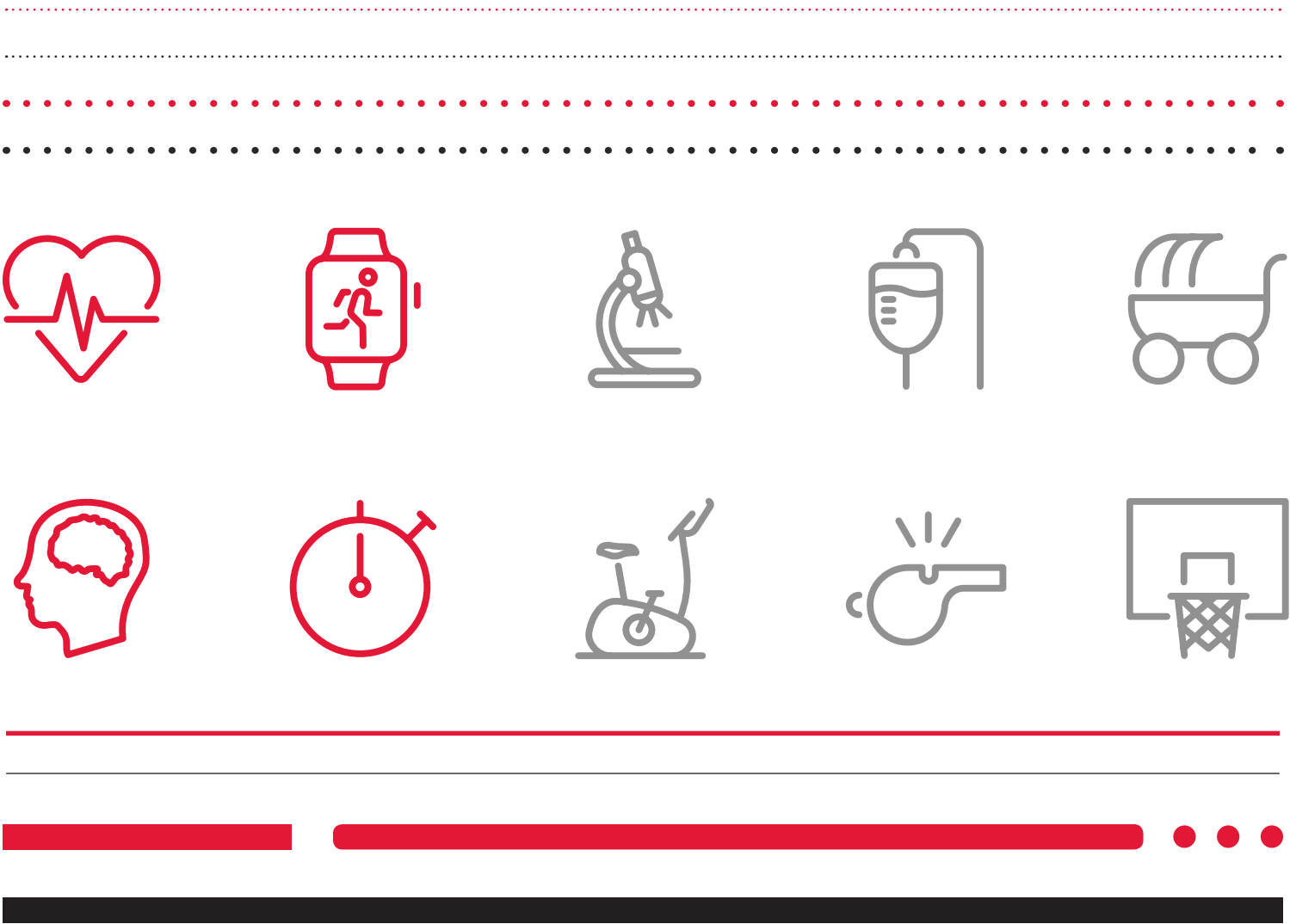
# Graphic Elements Overview

These are examples of graphic elements to be used in communications. Simple linear and circular shapes allude to the logo in a subtle way. Graphic elements should be used to create visual focus or structure in a layout.

The icons shown are recommended and can be purchased in sets from the links below:

<https://www.iconfinder.com/iconsets/thin-family>  
<https://www.iconfinder.com/iconsets/thin-medicine-health>  
<https://www.iconfinder.com/iconsets/thin-sports-fitness>  
<https://www.iconfinder.com/iconsets/thin-school-learning>  
<https://www.iconfinder.com/iconsets/thin-people-users>  
<https://www.iconfinder.com/iconsets/thin-office>  
<https://www.iconfinder.com/iconsets/thin-essentials>  
<https://www.iconfinder.com/iconsets/thin-essentials-2>

Avoid icon sets that use different or contrasting visual languages.



# 07 Messaging

# Messaging Overview

All materials you create should relate to our brand story and at least one of our four big ideas.

This will help you speak effectively to your audience.

# Brand Messaging **Four Big Ideas**

## **Service**

**Our dedication to care, dependability and a human touch.**

Service inspires us. It’s who we are and how we live our not-for-profit mission. Every day, we aim for measurable responsiveness, accountability and impact. And strive to make doing business with us easier. Service is more than business efficiency, of course. So we provide priceless caring and human-to-human connection, with stakeholders and in our communities.

## **Innovation**

**Our commitment to anticipate change.**

Health care doesn’t stand still, and neither do we. As conditions and technology change, we use intense local collaboration to stay ahead. We’re leading our industry into the future with data-based, technology-enabled solutions. Exploring new approaches to product development, service and delivery, to make certain that people have the right care in the right place at the right time.

## **Inclusion**

**Our approach to business with and for everyone.**

By partnering with companies and nonprofits that align with our values, we actively promote fairness and equity across our business units. In designing and marketing our products and services, we make the effort to meet the needs of a diverse network of communities.

## **Population Health**

**Coordinated health care through the full continuum of member needs.**

We practice evidence-based total population health. It means support and coverage at every stage of need, from preventive wellness to early intervention and care management through palliative care. We’re also leaders in the vertical integration of plans, providers and health care delivery, actively connecting all parties who touch the member journey. We keep a cost-sensitive focus on the needs of our three major markets: commercial, government and self-insured.

# Relevant

Relevant voice puts the needs and priorities of the reader first. It tells the reader we understand who they are. It shows we understand the urgency of the subject.

Relevant is not gimmicky or trendy.

# Personal

Personal voice uses human language. It's conversational. It's familiar and respectful.

Personal is not pushy, intrusive or slangy.

# Easy

Easy voice is simple. It doesn't use insurance jargon. It uses plain English words. Its meaning is clear.

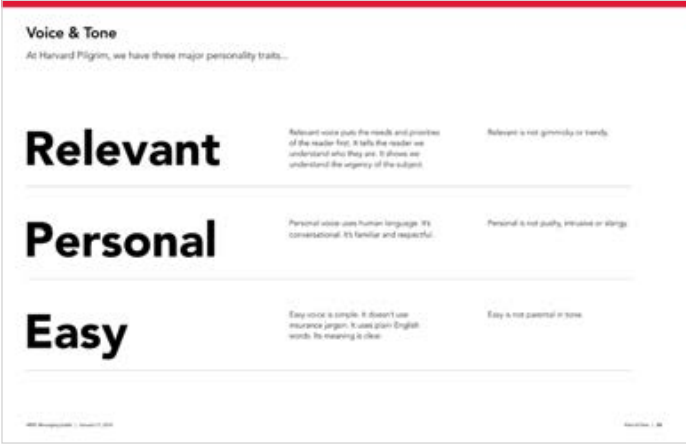
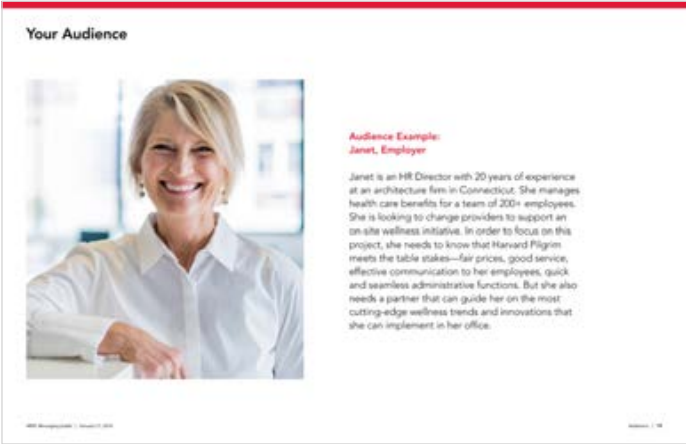
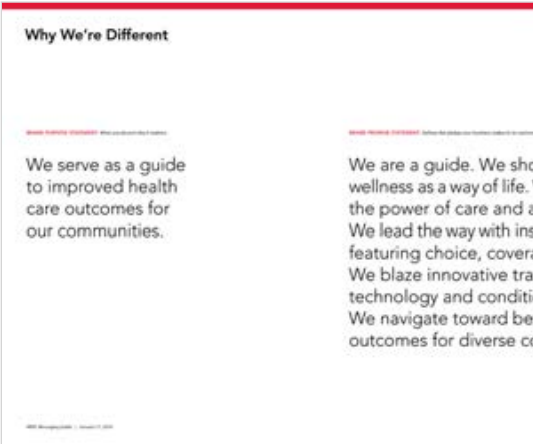
Easy is not parental in tone.



# Messaging Guidelines

One of the most powerful ways a brand can touch the heart is through storytelling. Storytelling helps people make sense of things. And helps people remember.

For full guidelines to using the Harvard Pilgrim branded messaging, view **The Big Story** document.



# 08 Photography

# Photography Overview

The Harvard Pilgrim Health Care PhotoLibrary represents the community we serve and the everyday lives they lead. We show this in two ways:

## Studio Portraits

These images capture the diverse individuals and personalities that make up our community.

## Lifestyle Images

When your health care is complete, you can focus on the things that matter. These images capture these moments.





# Photography Studio Portraits

Harvard Pilgrim Studio Portraits are iconic and will become integral to the brand. Each character in our library will have:

## Individual Portraits

These images capture a range of emotions and personality allowing you to express many sides of an individual.

## Close Relationship Portraits

These images highlight close relationships within each of the family units.

## Family Portraits

These images capture entire family units in one image.





# Photography Lifestyle Images

Harvard Pilgrim Lifestyle Images expand on our characters' Studio Portraits by showing them in the real world, on location in New England.

Lifestyle Images often show multiple characters interacting, emphasizing the relationships and connections that exist in the community.

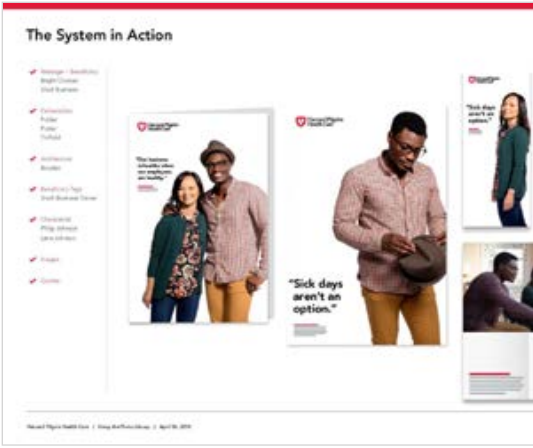
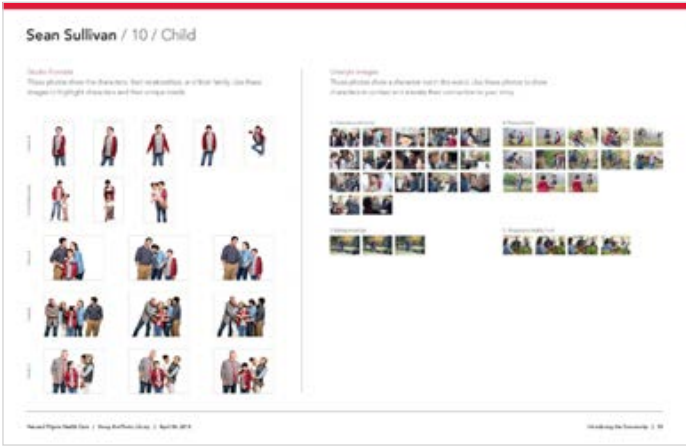
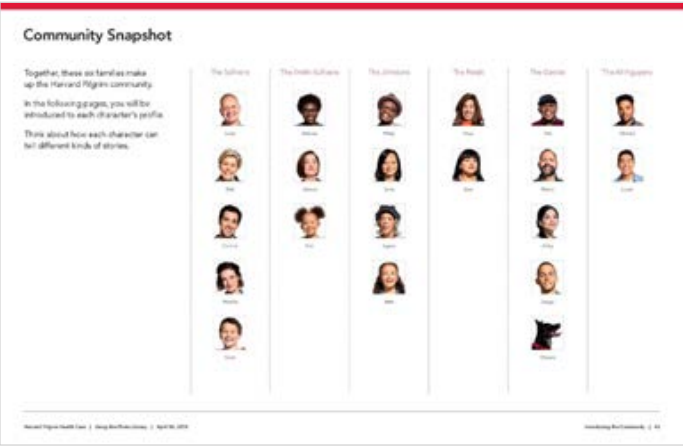
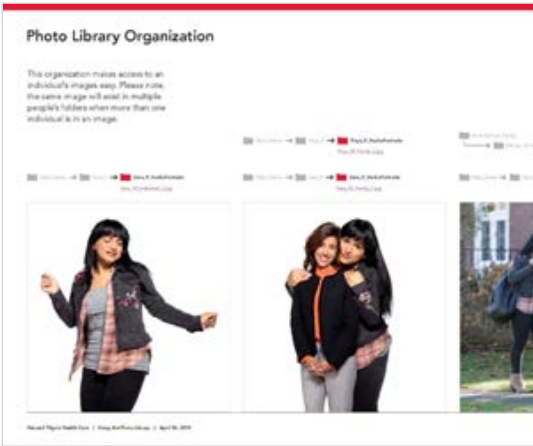
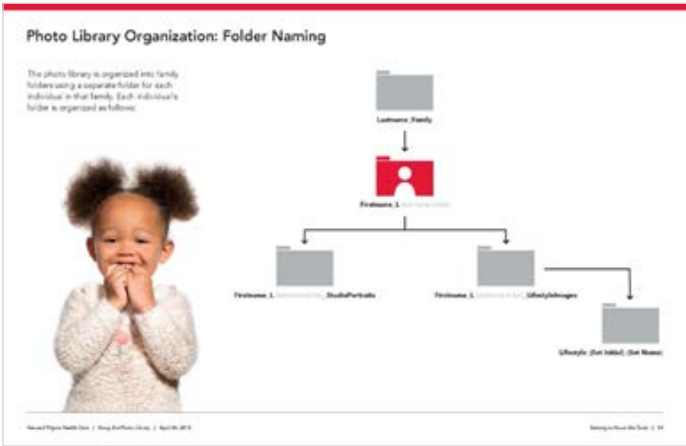
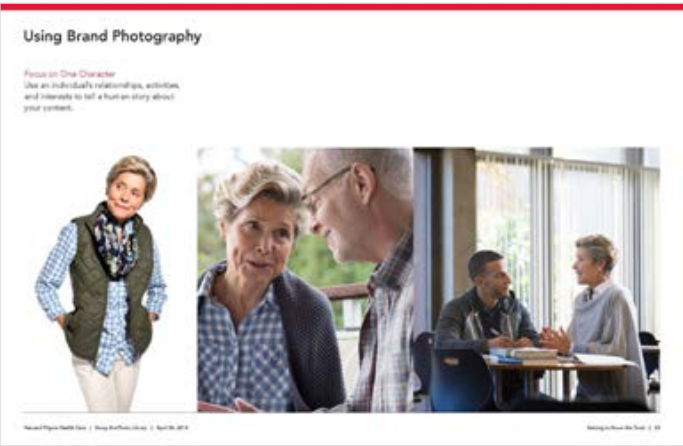
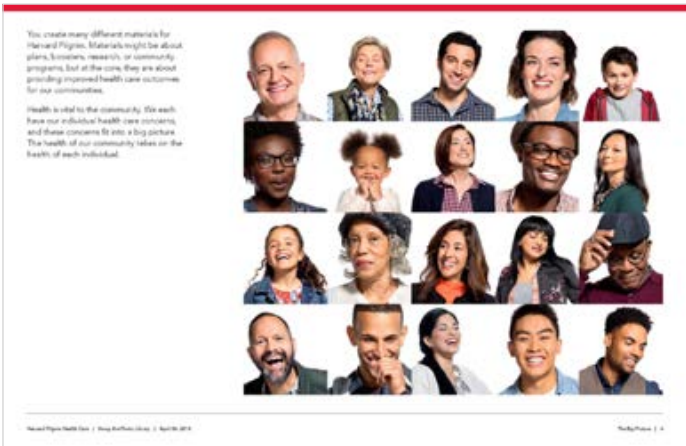
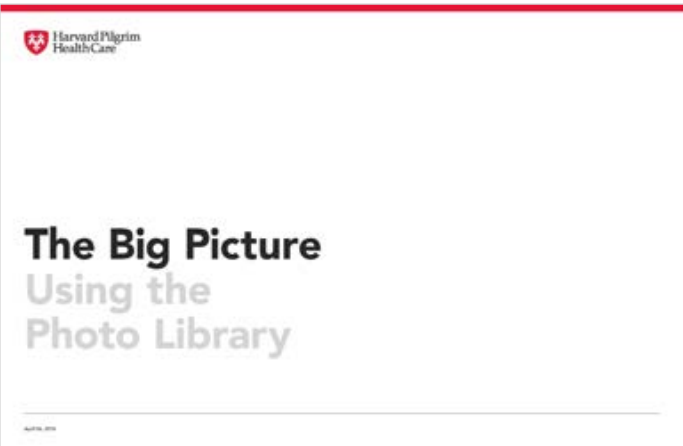




# Photography Usage

The photos in this library aren't just images to illustrate an idea. They represent a community of individuals and represent the Harvard Pilgrim story.

For full guidelines to using the Harvard Pilgrim photo library, view **The Big Picture** document.

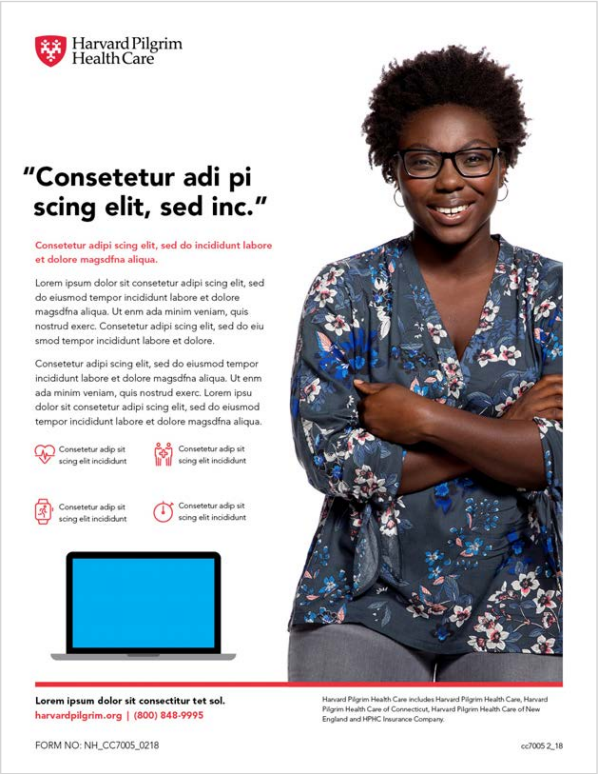


# 09 Template System

# Templates Overview

Templates have been provided for Harvard Pilgrim flyers. There are three templates for use in core and booster flyers. Additionally, there is a flyer for use in Harvard Pilgrim Foundation and Harvard Pilgrim Institute platform communications.

## Core/Booster Flyers



Harvard Pilgrim single-page flyer



Harvard Pilgrim multi-page flyer

## Platform Flyers



Harvard Pilgrim Foundation or Harvard Pilgrim Institute Flyer

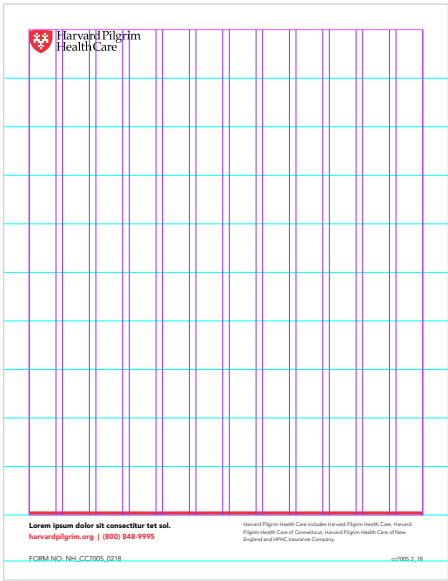


# Templates Features

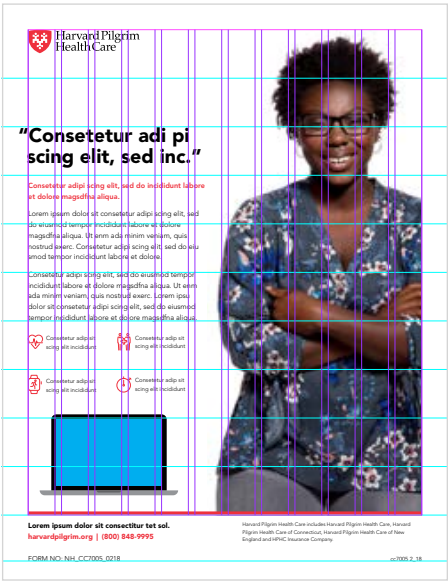
Each template has been designed to allow for flexibility and consistent visual cohesion.

## Template Features

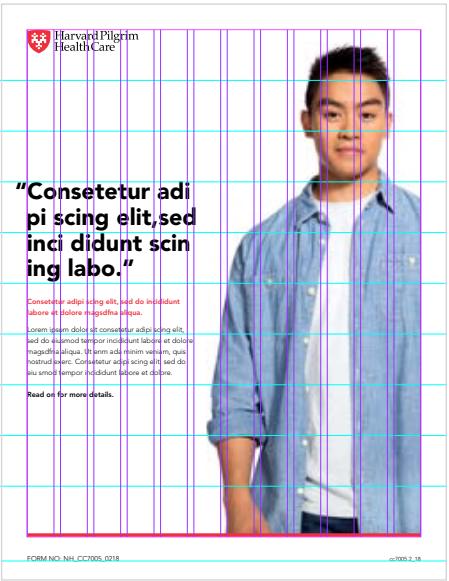
- Basic grid
- Appropriate paragraph stylesheet
- Approved layout configurations
- Approved cover artwork, where appropriate



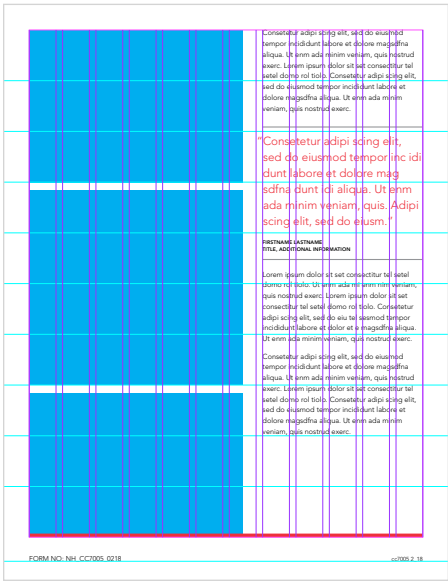
An example of a grid



An example of a single page



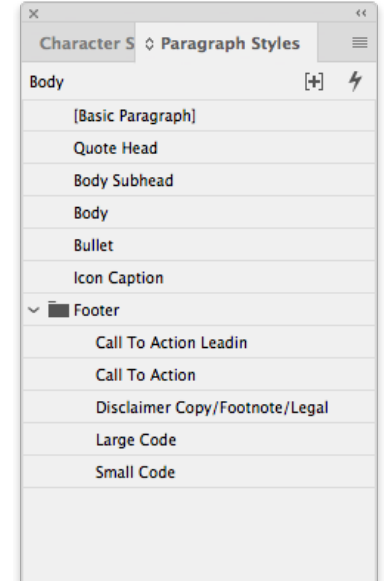
An example of a multi-page front cover



An example of an interior page



An example of a multi-page back cover



An example of paragraph styles

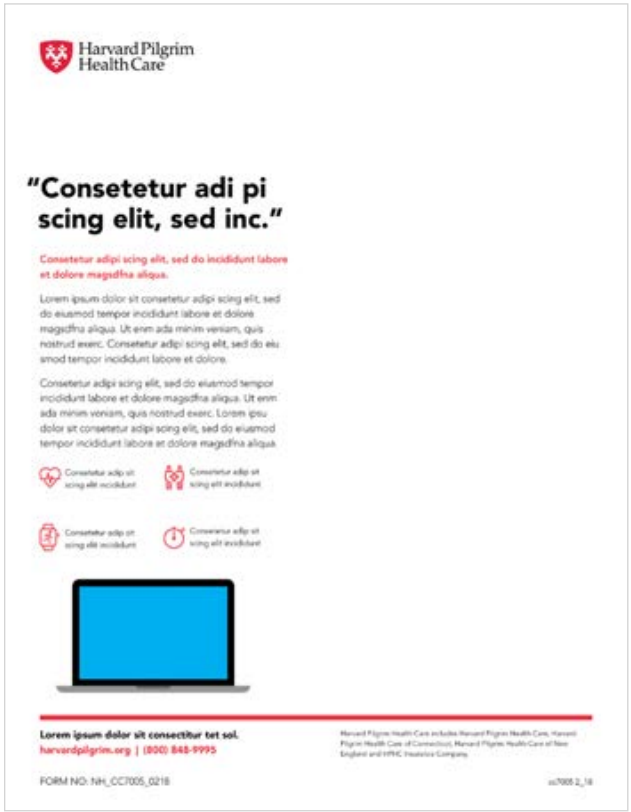
# Templates One-Page Core/Booster Flyer

This template is used only when all the information can fit on a single page. The principles of using this template will apply to all other templates.

## 1) Select a template text layout configuration

There are five layouts to select as the basis of your communication.

**Note:** All icons used are for placement only. Access the Icon Library to choose the best icons that serve your content.



Example of a selected layout

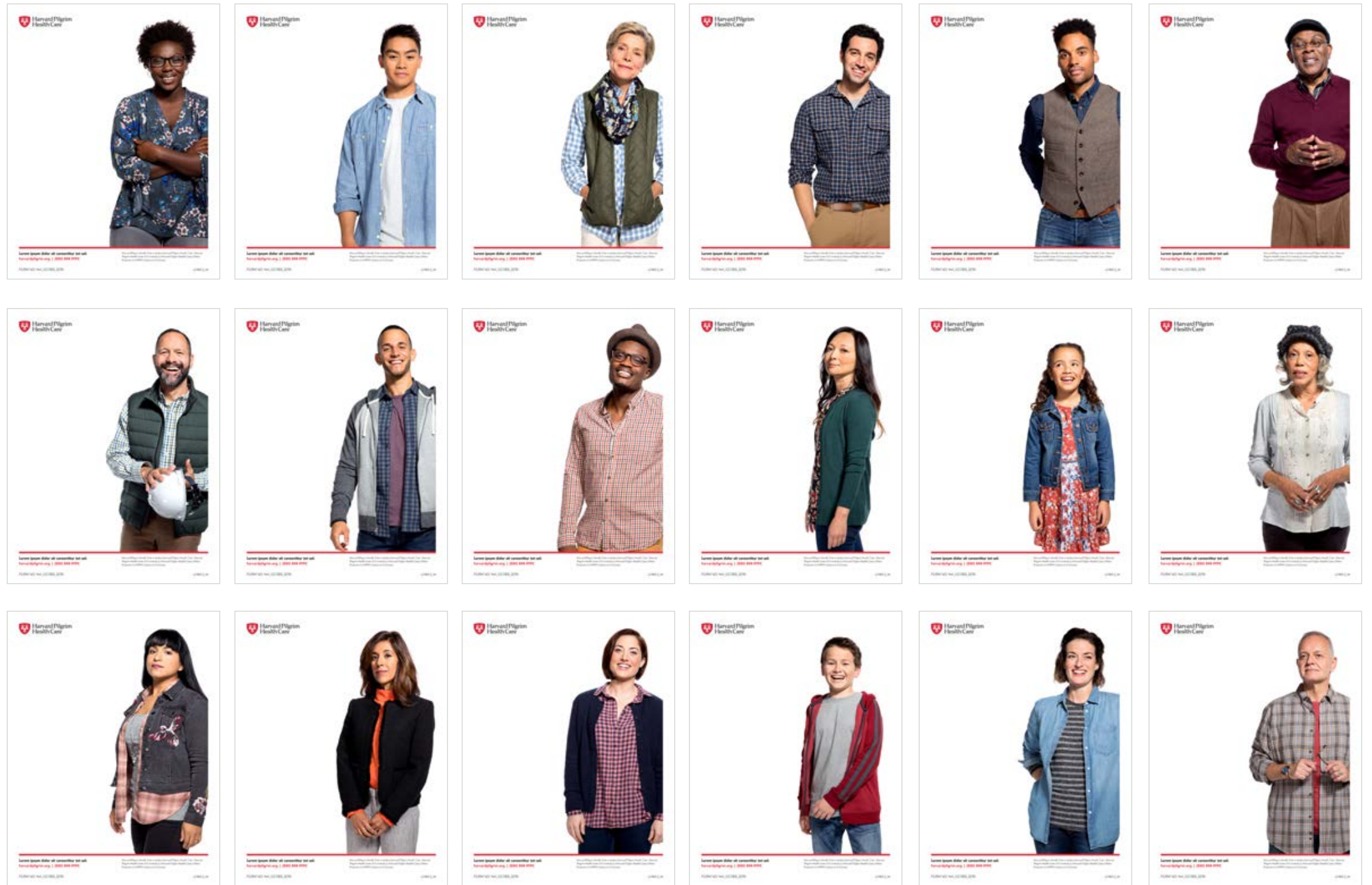


Five text layout configurations are provided in the single-page template

# Templates One-Page Core/Booster Flyer

2) Select an image and place it on the layout

There are 18 cropped images to choose from. Select an appropriate image for the communication.



Example of a selected layout with selected image

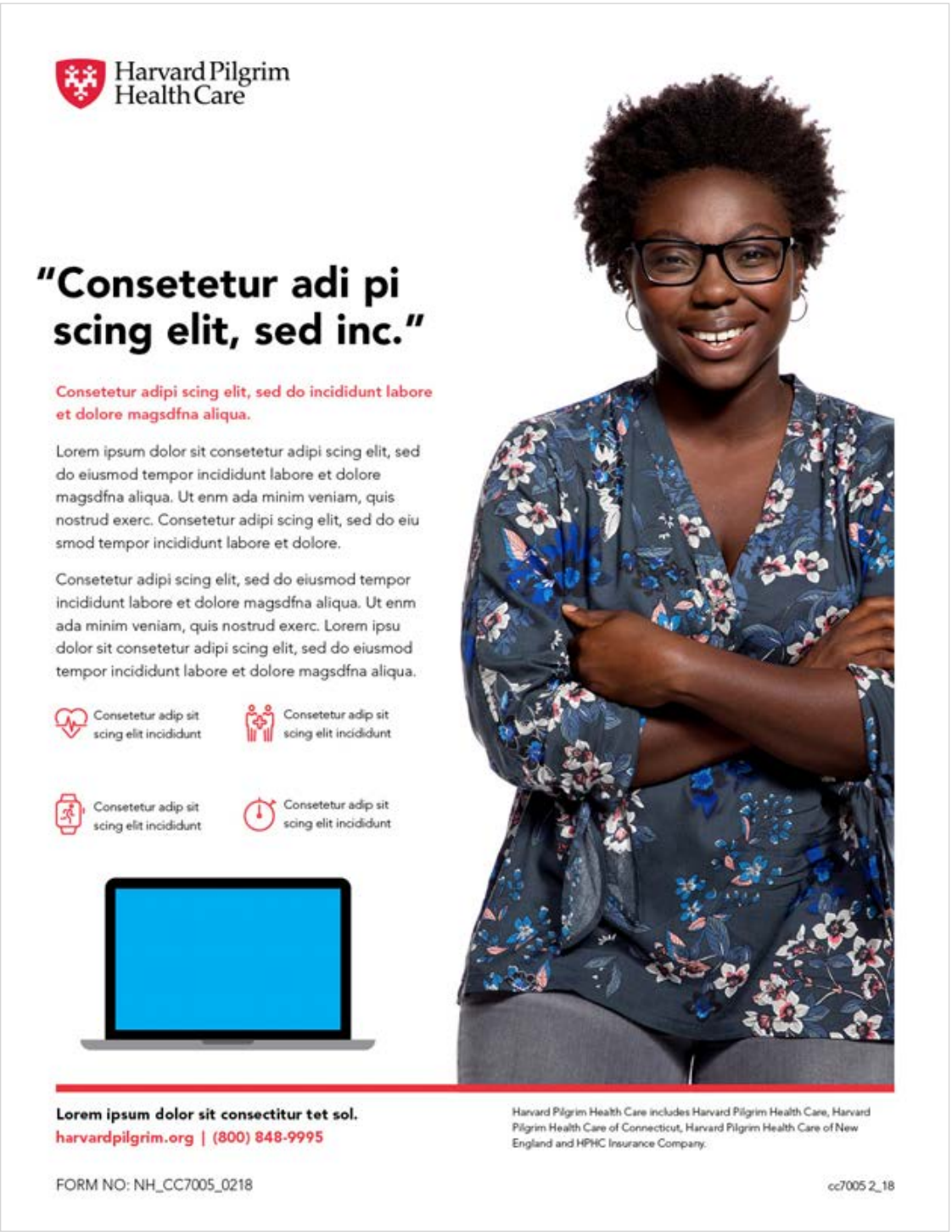
18 sized and cropped images available



# Templates One-Page Core/Booster Flyer

### 3) Layout is now ready for final content

Once the image and the layout are combined, remove all the other pages and save the file under a new appropriate name. Insert live copy and the flyer is complete.



One-page flyer ready for live copy

# Templates Multi-Page Core/Booster Flyer A

When the information cannot fit on a single-page, use the multi-page templates. These templates will always have a front cover, at least one interior page and a back cover.

## Select a template text layout configuration

In Template A, there are three layouts to select as the basis of your communication.



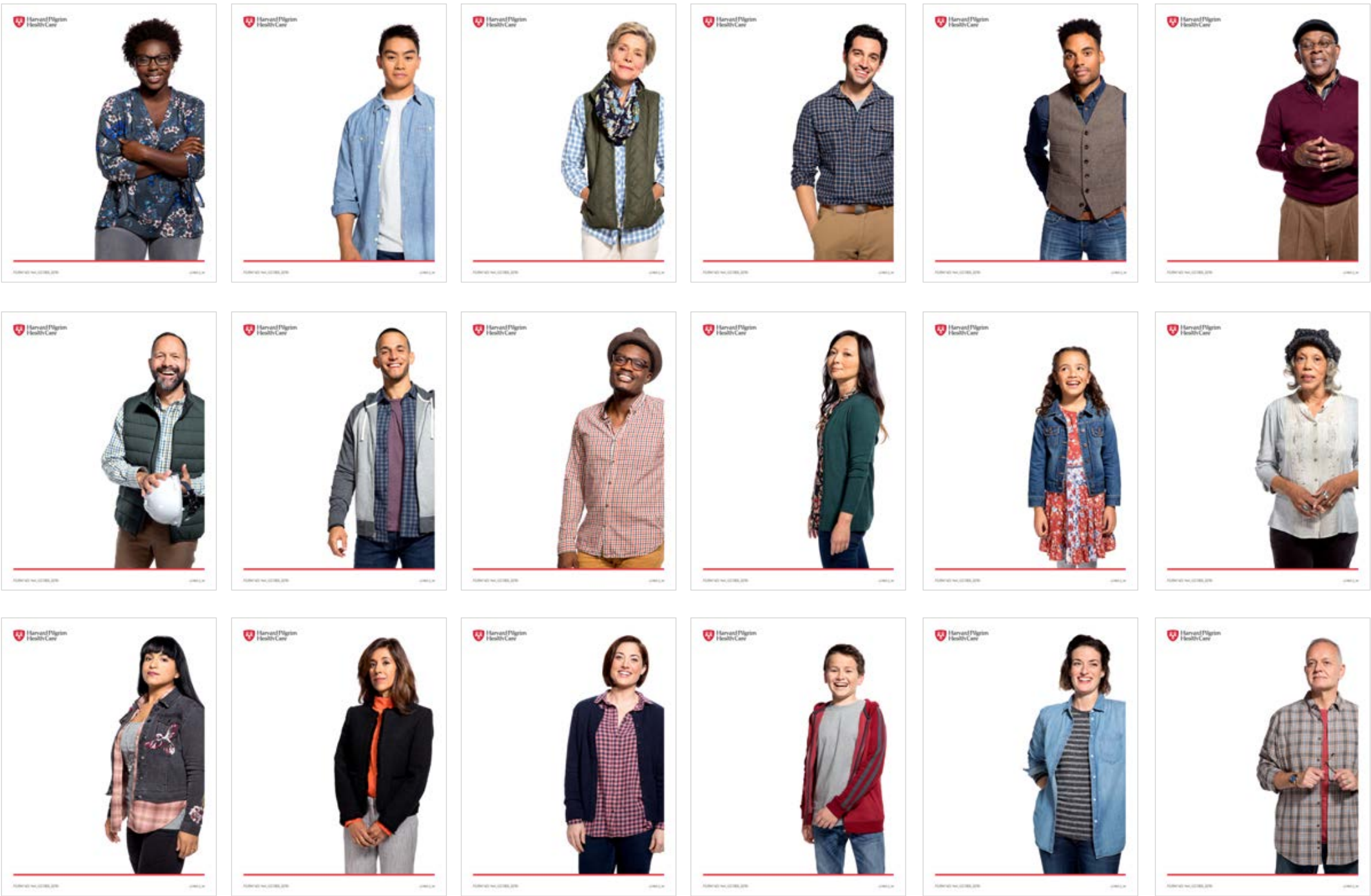
The three cover layout configurations are provided in the A version of this template



Example of a selected layout

# Templates Multi-Page Core/Booster Flyer A

Multi-page A template cover images  
As with the single page templates, (see pages 42-43) there are 18 sized cropped images to choose from. Select an appropriate image for the communication.



Example of a selected layout with selected image

18 sized and cropped images available



# Templates Multi-Page Core/Booster Flyer A

## Multi-page template interior pages

There are a wealth of interior layouts from which to choose. These are the available interior layouts. Select the layout(s) that will suit your communication.

**Note 1:** All icons used are for placement only. Access the Icon Library to choose the best icons that serve your content.

**Note 2:** Fill the blue image areas with images from the Image Library.



Above are the interior pages available to all multi-page templates

**Additional multi-page template interior pages**  
In addition to the regular interior pages, there are several table/list interior pages to choose from. Select the layout(s) that will suit your communication.

[illegible]

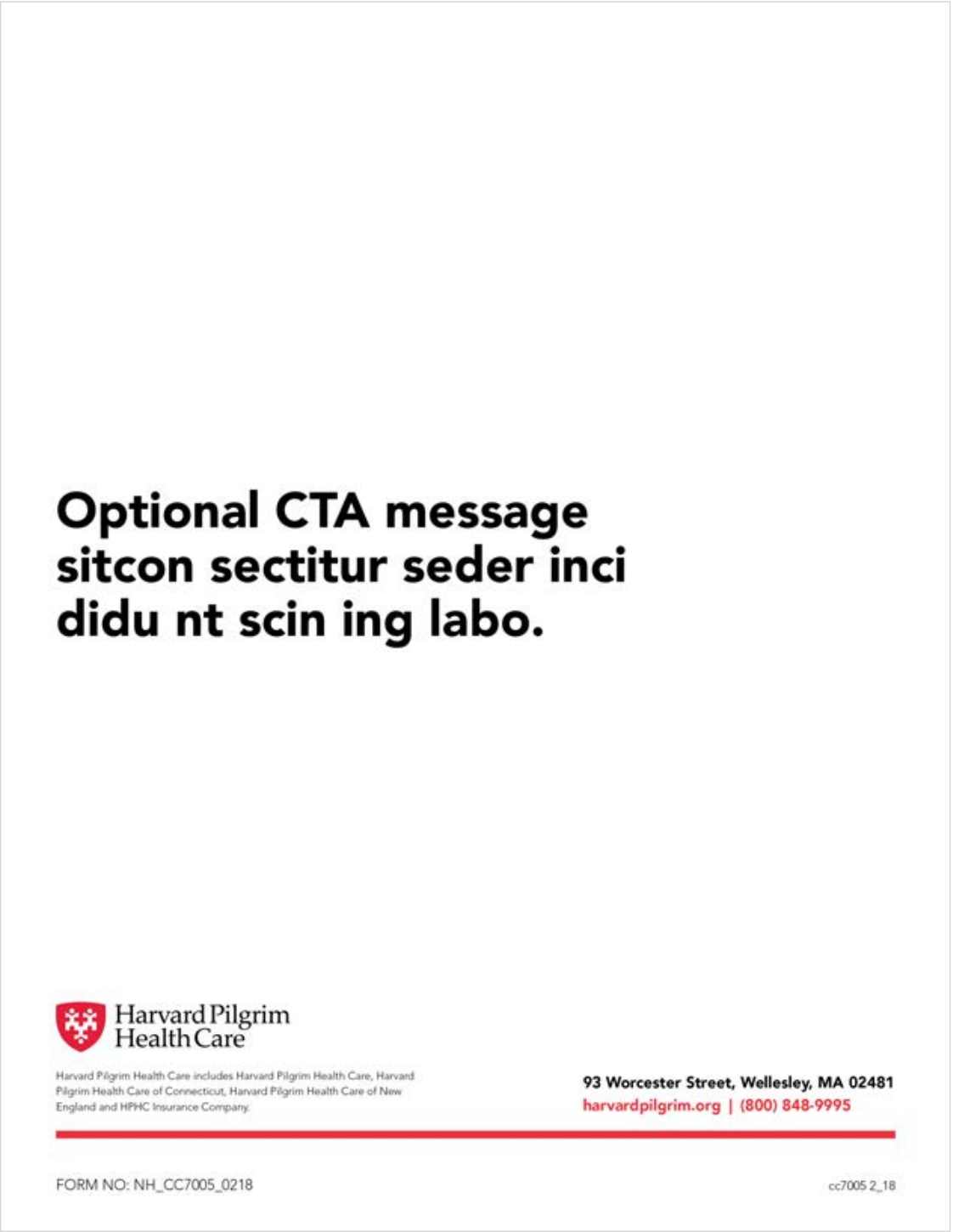
Above are the table/list interior pages available to all multi-page templates.



# Templates Multi-Page Core/Booster Flyer A

## Back cover

All multi-page flyers must include a back cover.  
If appropriate, include an optional call-to-action.



All multi-page flyers must include a back cover



# Templates Multi-Page Core/Booster Flyer B

As an alternative to the A template, consider using the multi-page “B” template. These templates will always have a front cover, at least one interior page and a back cover.

### Select a template cover

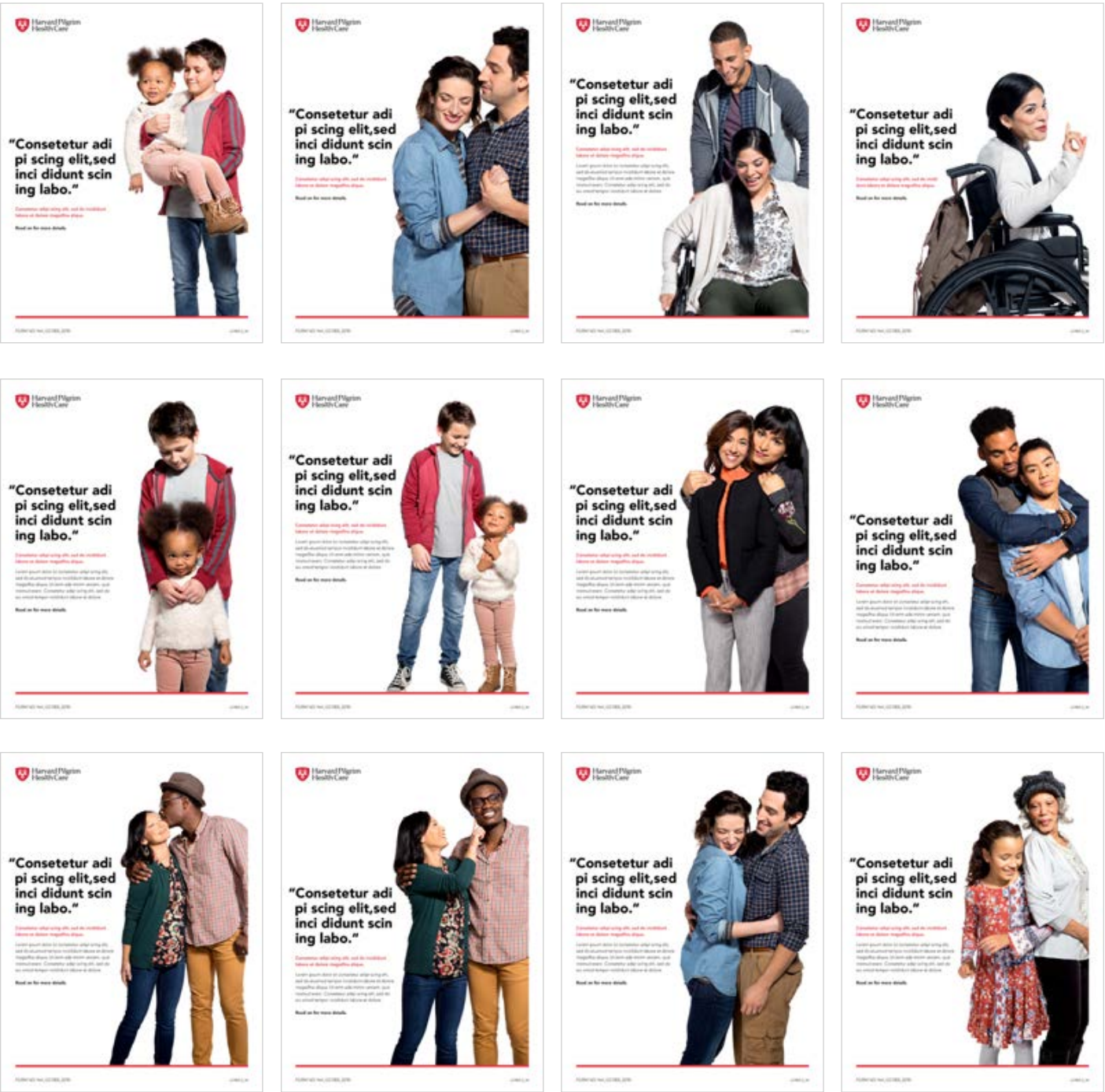
In template B, the cover and text layouts are selected together. Pick the best layout and image for your communication.

### Complete with steps of Flyer A

Follow the steps on pages 43–46 to finish the layout of this flyer.



Example of a selected cover



Cover layouts with 12 sized and cropped images available

# Templates Multi-Page Foundation/Institute Flyer

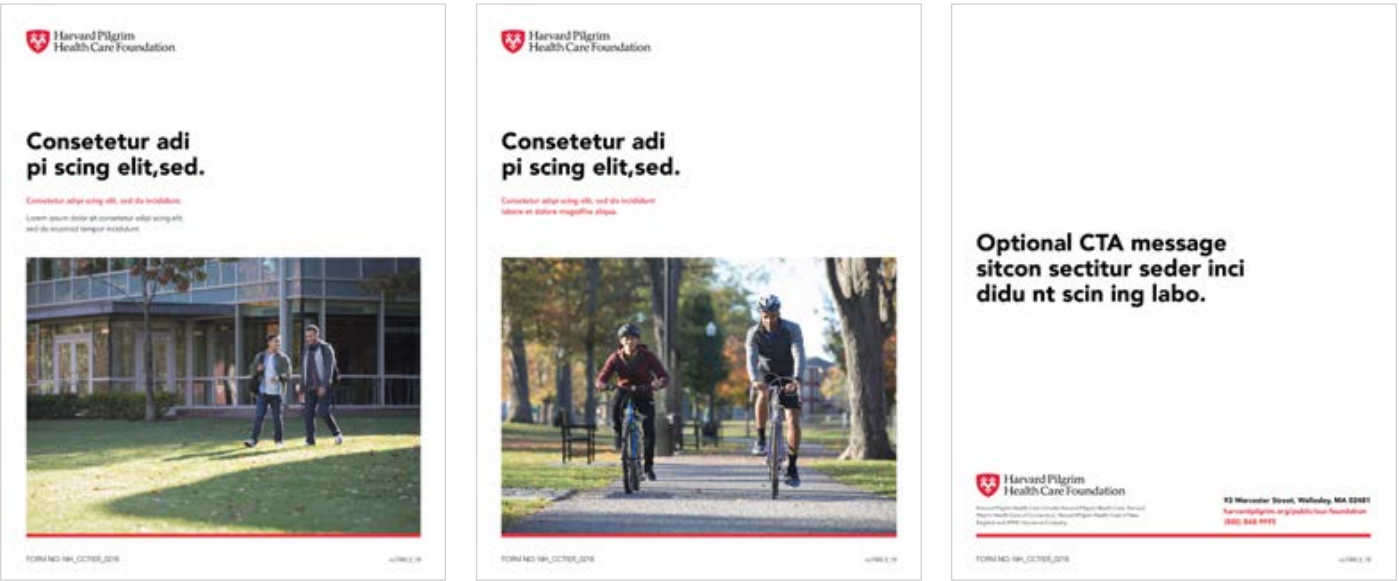
When the flyer concerns the Harvard Pilgrim Foundation or the Harvard Pilgrim Institute, use the template with the appropriate logo on the front and back cover.

Select a template front cover

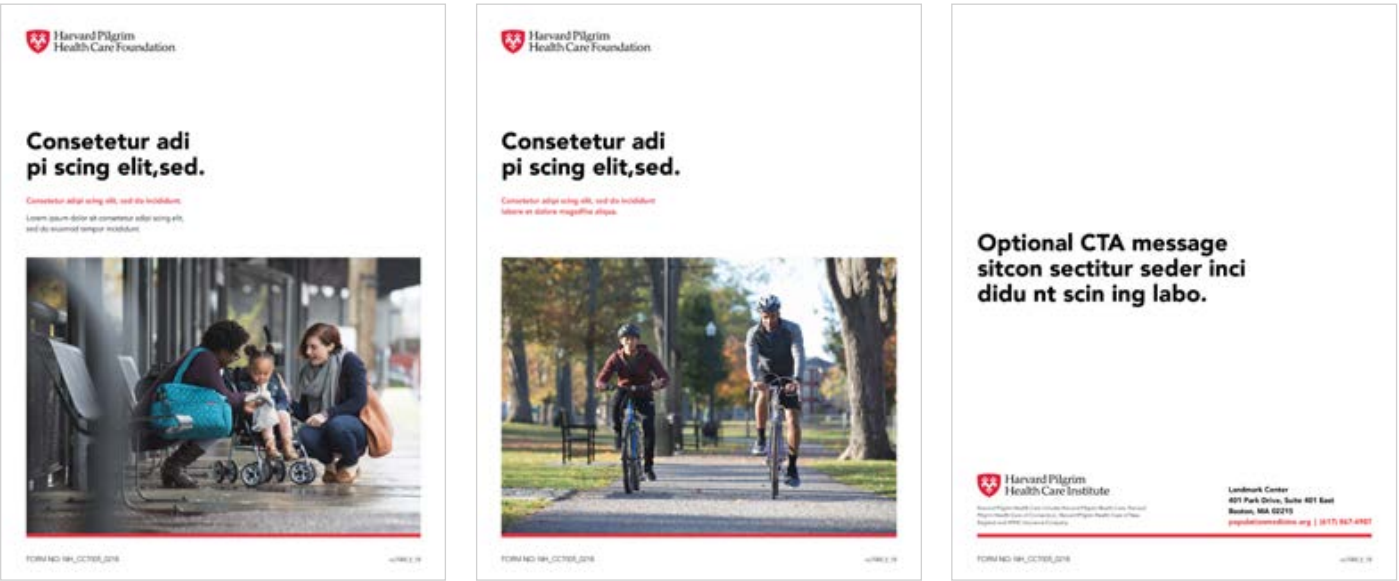
Pick the best layout for your communication and select an appropriate image from the Lifestyle Image Library.

Complete as with other multi-page templates

Follow the steps on pages 43–46 to finish the layout of this flyer.



The two front cover layouts and back cover for the Harvard Pilgrim Foundation



The two front cover layouts and back cover for the Harvard Pilgrim Institute

# 10 Digital Applications

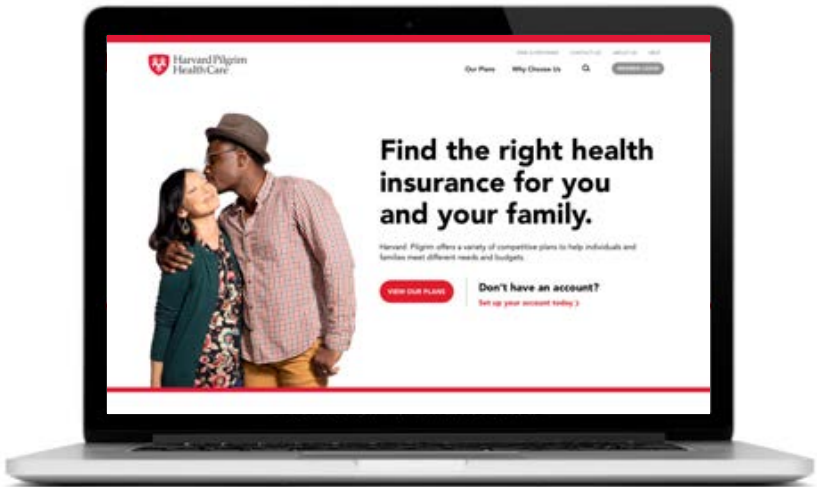
# Digital Applications **Overview**

Building on principles previously outlined, this section offers guidance on how to present the brand across digital applications.

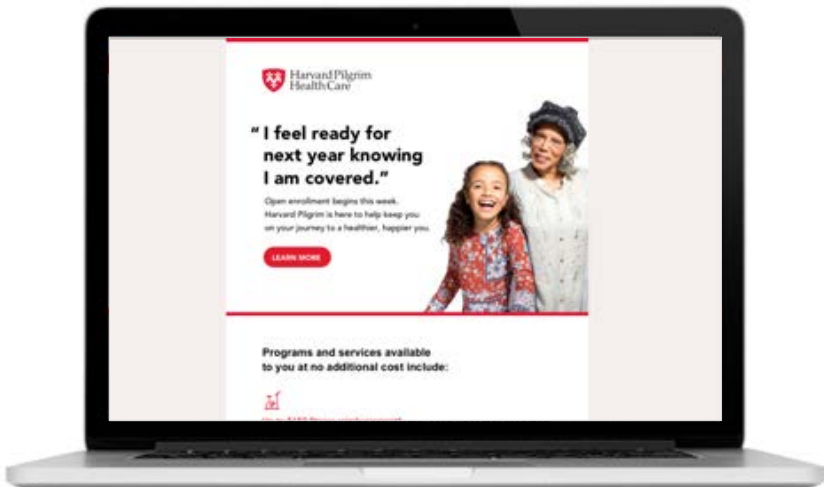


# Digital Applications Overview

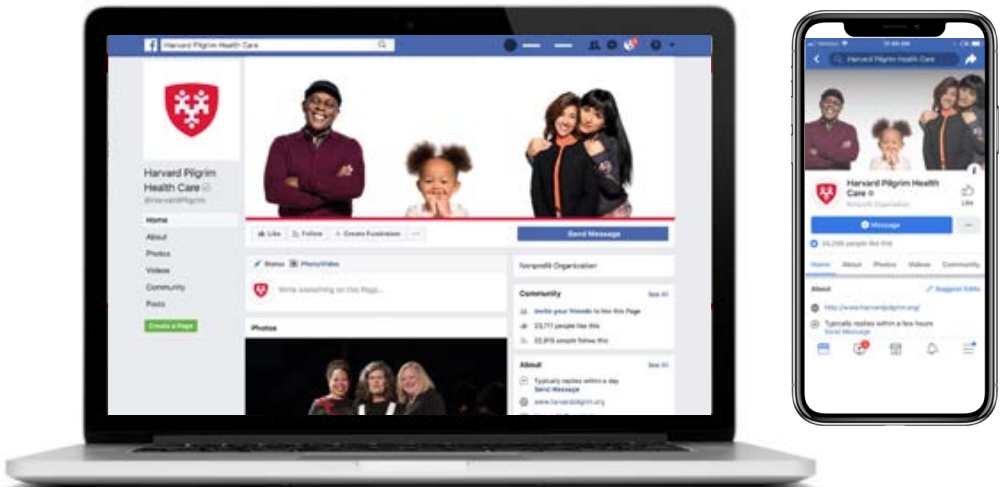
- Digital applications:
- Website
- Email
- Social Media
- HPHConnect



Website



Email



Social Media



HPHConnect

# Digital Applications Website

This section covers how essential elements of the website pages are used to reflect the visual brand guidelines.

- Navigation
- Headers
- Color Usage
- Icons
- Regional Graphics
- CTAs and Links

Navigation

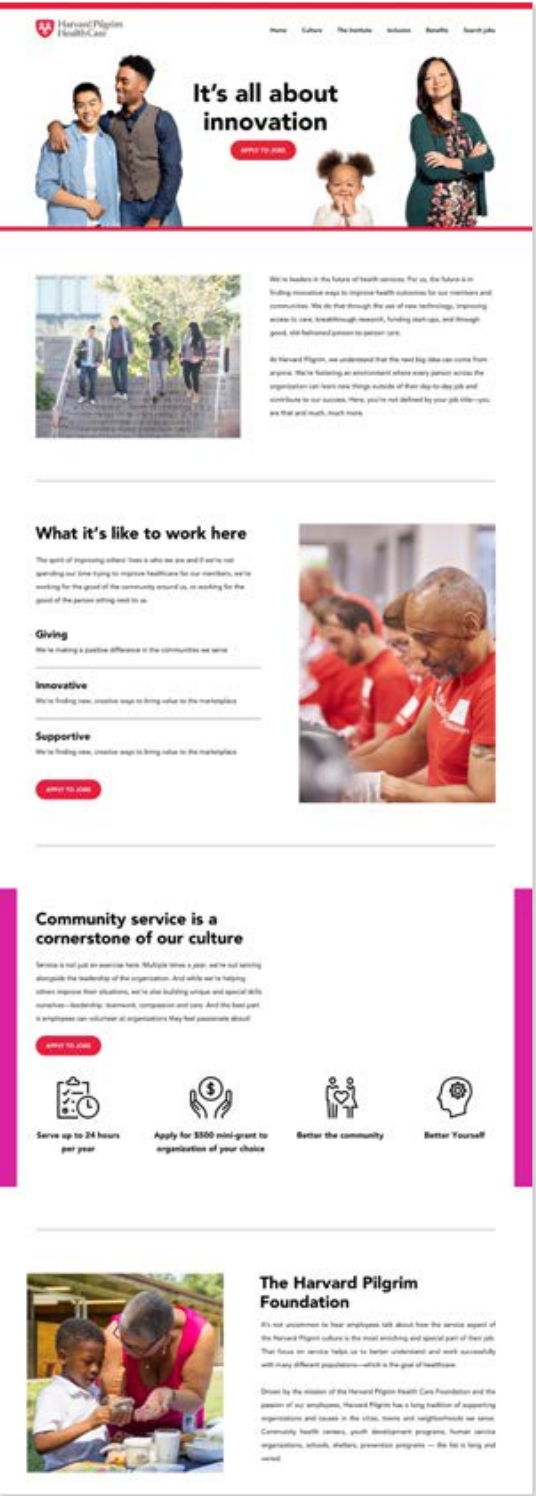
Header

Type and Image

Type and Image  
and CTAs and Links

Icons and Color Usage

Type and Image



Navigation

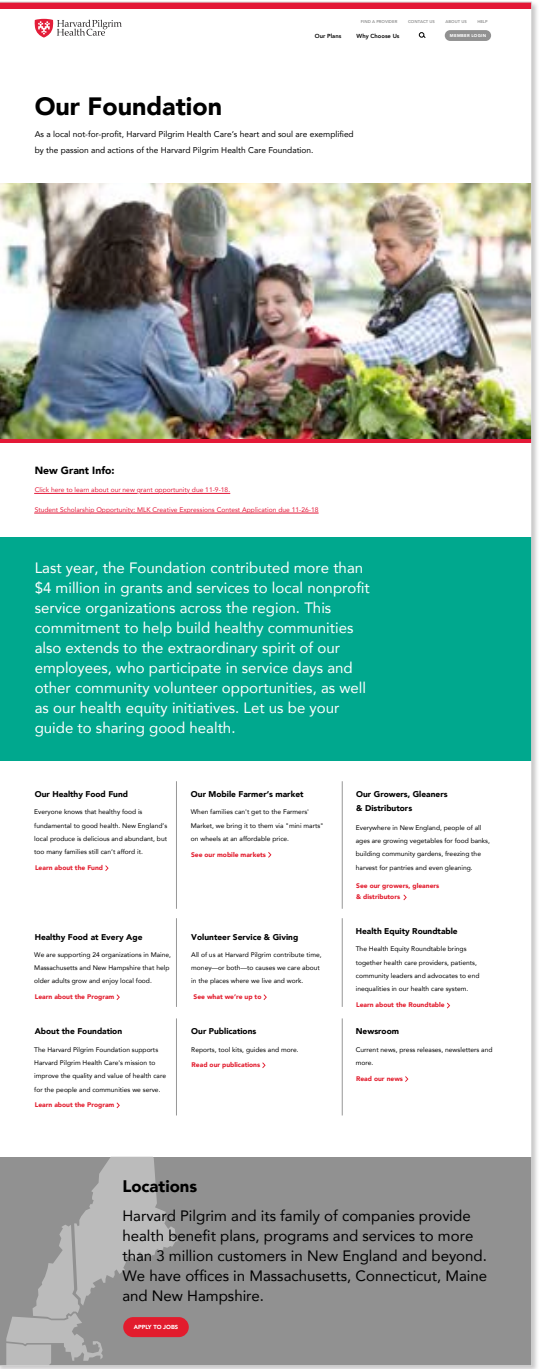
Header

CTAs and Links

Color Usage

CTAs and Links

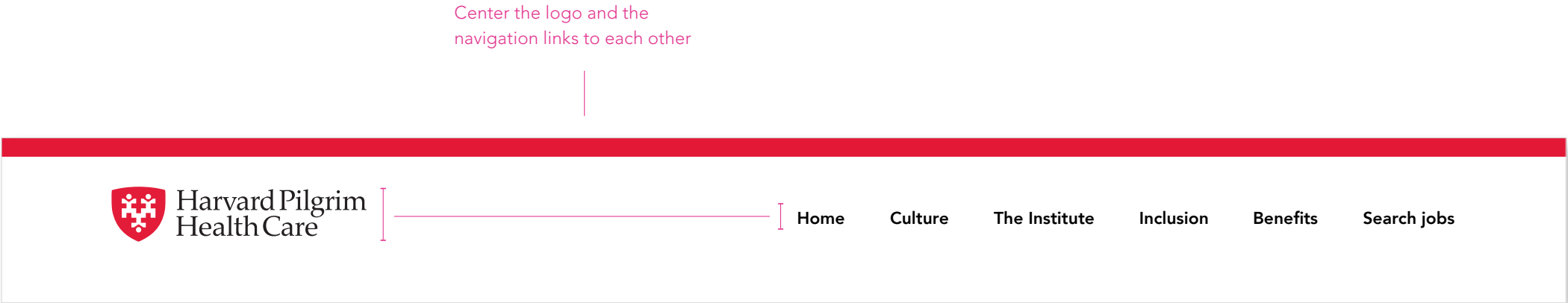
Regional Graphic





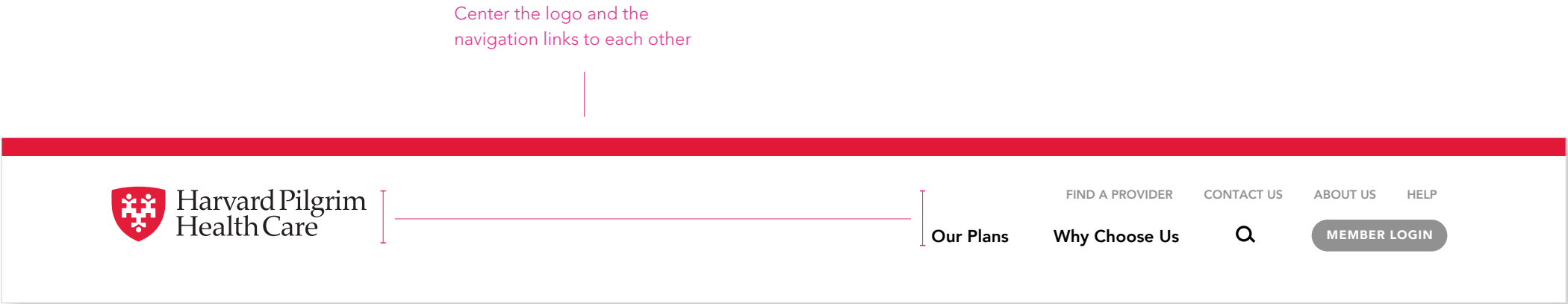
# Digital Applications Website

## Navigation



Navigation career site  
Clarity and legibility are key. Use one line when possible.

Leverage white space



Navigation main site  
Clarity and legibility are key.

When using one line is not possible, use typographic hierarchy to differentiate content.

Leverage white space

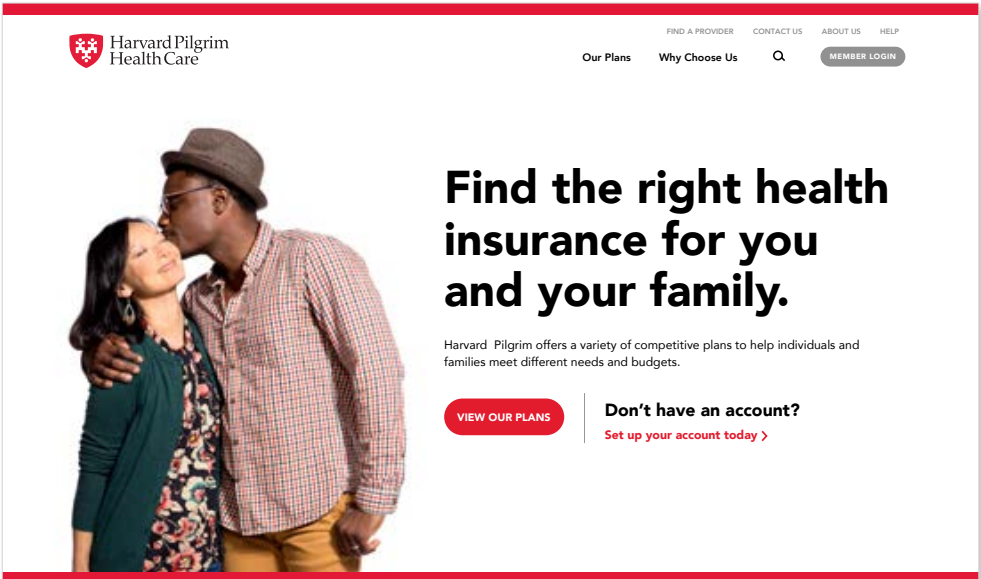
# Digital Applications Website

## Headers Overview

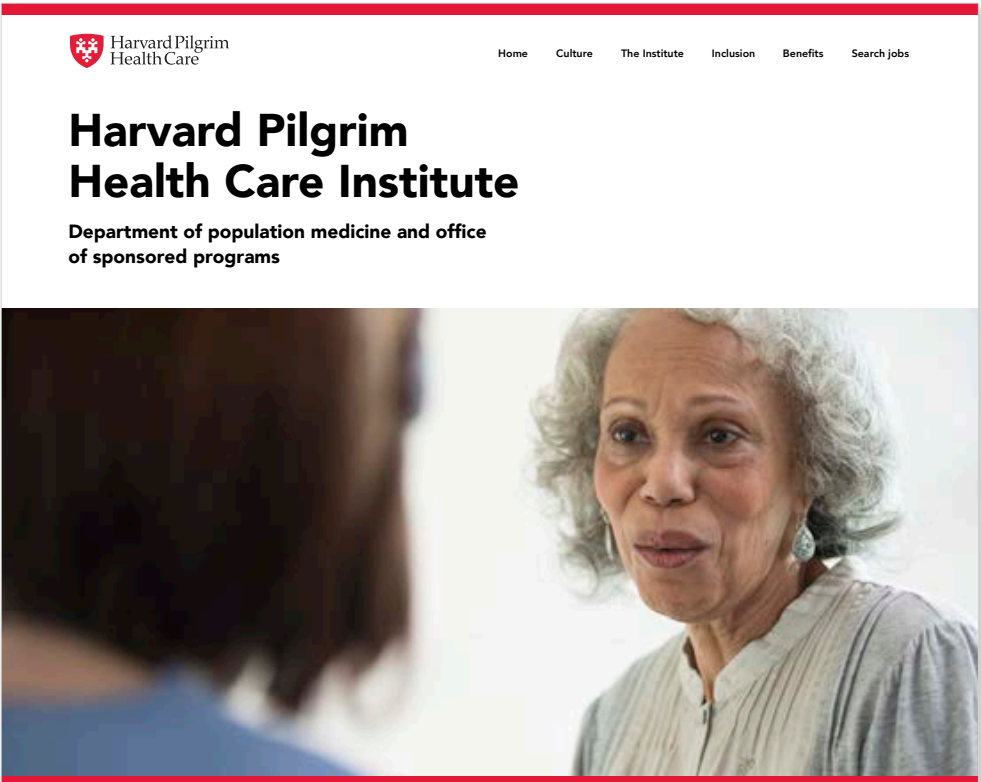
Headers present an opportunity to lead with the HPHC core brand: photography from the image library, and/or core brand colors.

Header designs can feature:

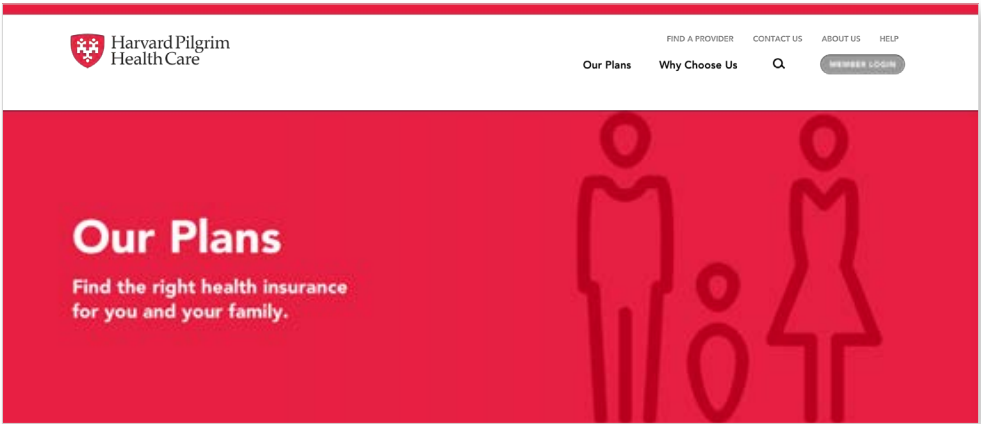
- Studio Portraits
- Lifestyle Images
- Iconography
- Typography and Color



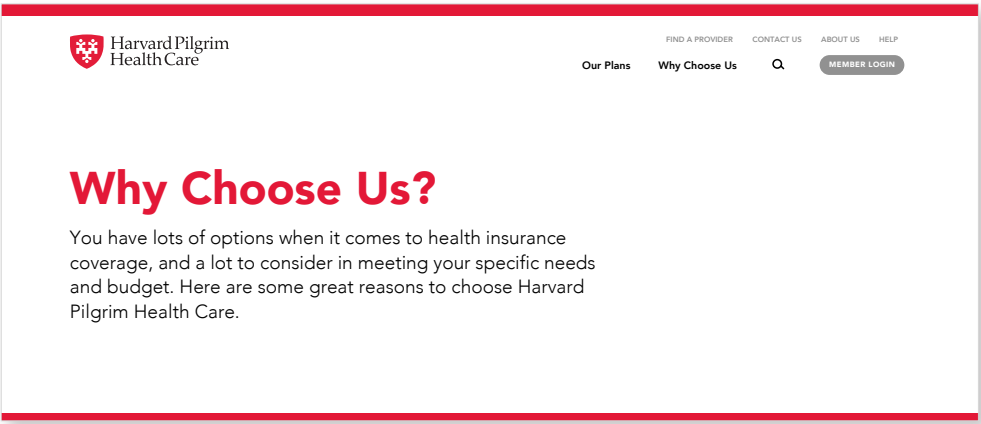
Headers featuring Studio Portraits



Headers featuring Lifestyle Images



Headers featuring iconography



Headers featuring typography and color

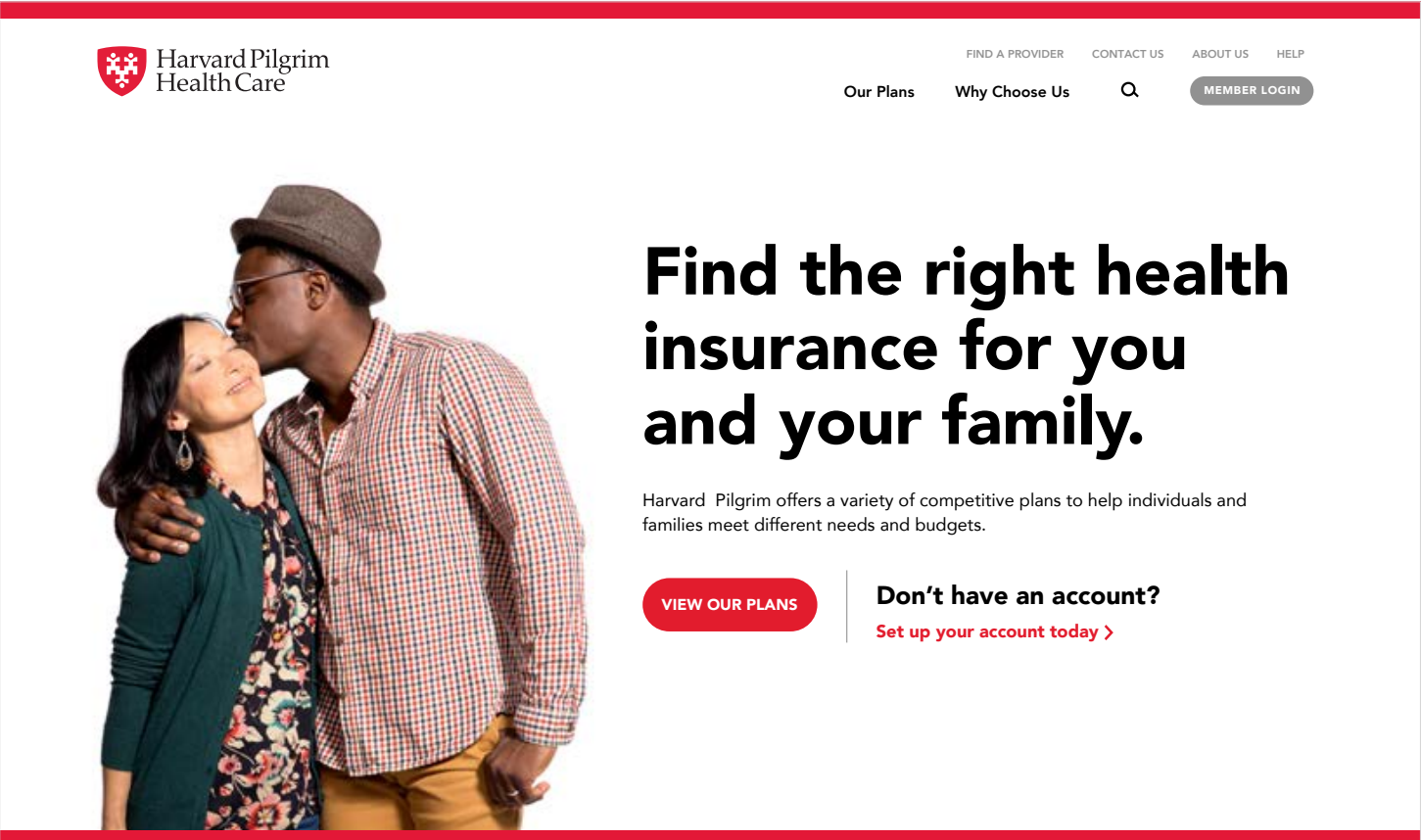
# Digital Applications Website

## Headers Using Studio Portraits

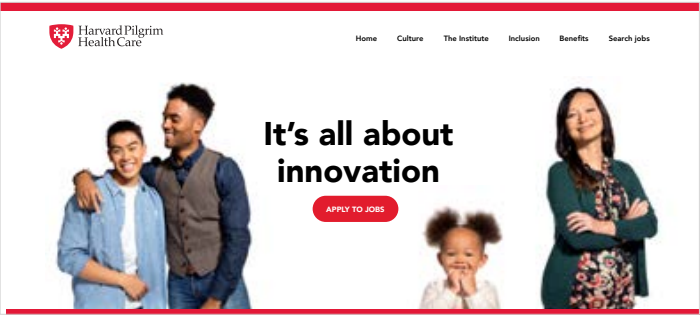
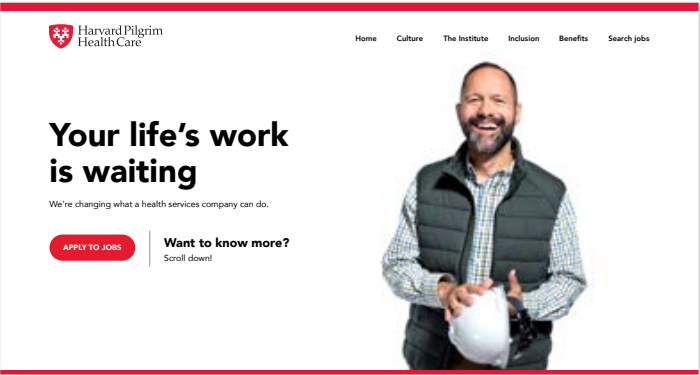
Use Studio Portraits on all website headers, except those dedicated to the Foundation and the Institute.

Additionally, Studio Portraits can be used for any interior page of the main HPHC website.

Allow for hero treatment of image  
Consider its relationship to header content



Red lines above and below header highlight and activate clear header area



Headers can allow for flexible layout, in the placement and alignment of type and image

# Digital Applications Website

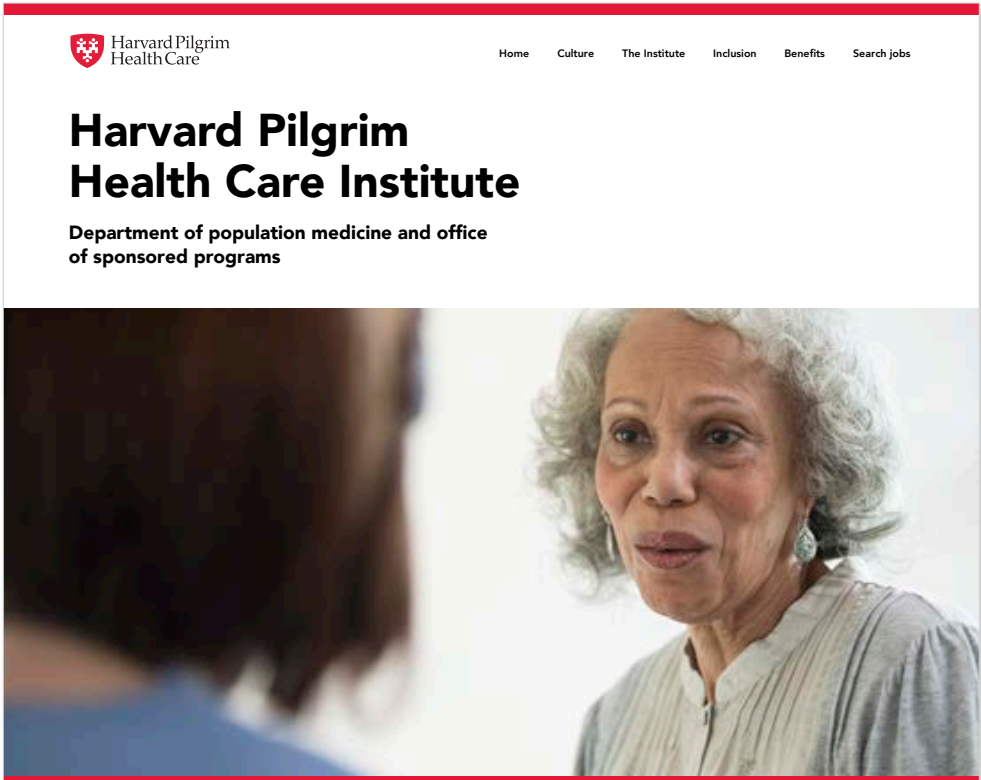
## Headers Using Lifestyle Images

Whenever possible, use Lifestyle Images in page headers that specifically deal with Institute or Foundation content.

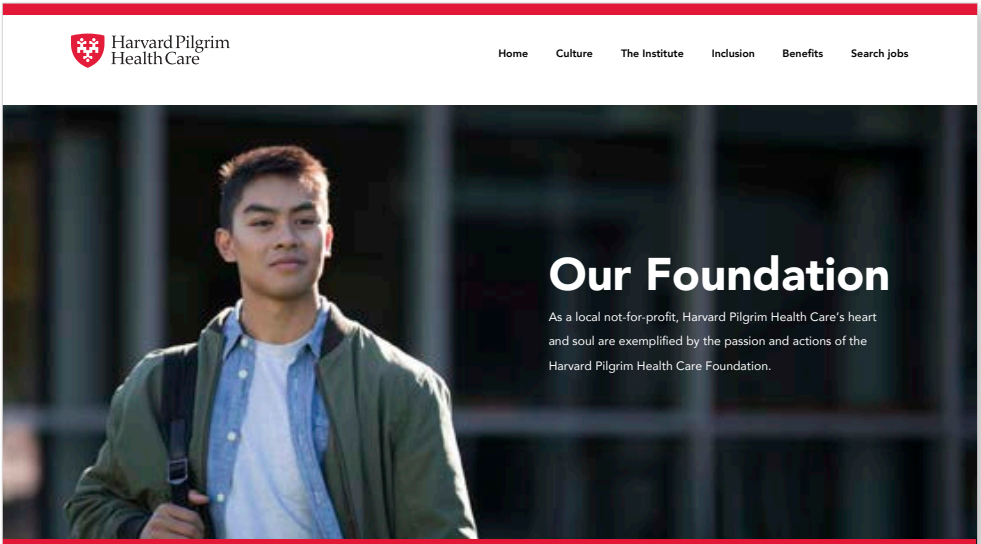
Additionally, Lifestyle Images can be used for any interior page of the main HPHC website.

This header allows for different layout options.

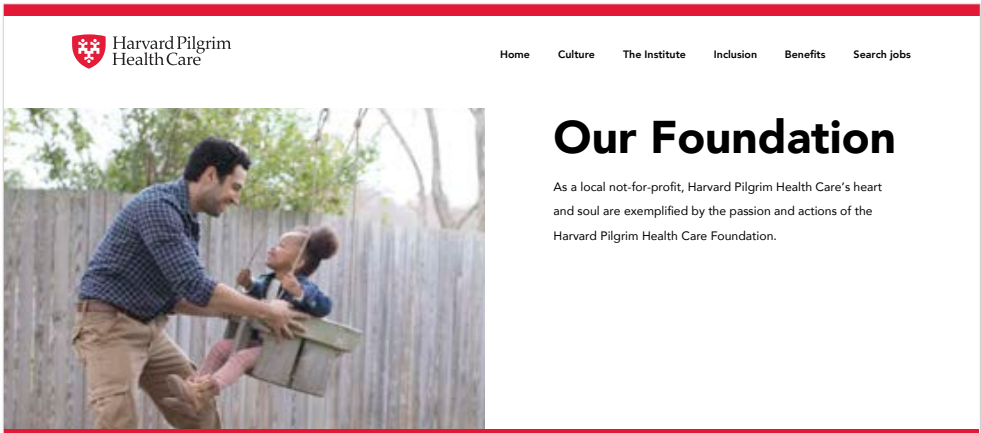
The red lines above and below the header highlight and activate a clear header area.



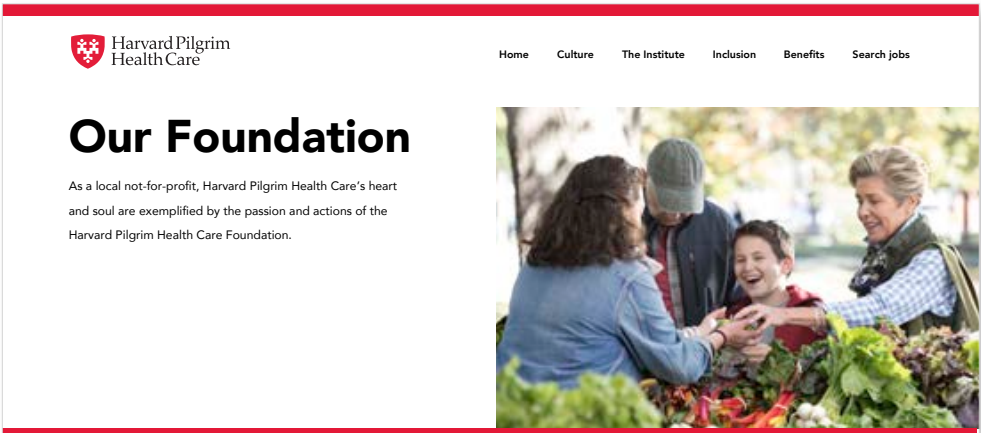
Header design allows images to extend full-bleed



When possible, type may be placed over the image. The image should have sufficient clear space to support legible typography



Side by side type and image alignment may alternate

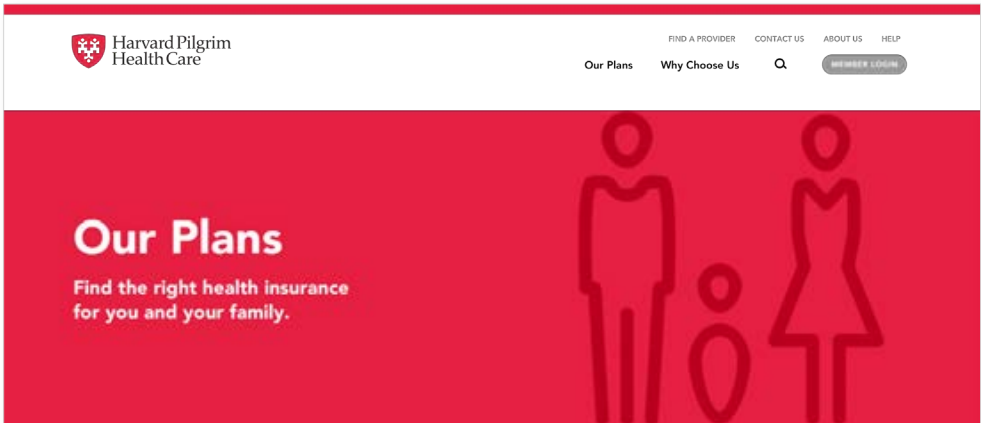


Side by side type and image alignment may alternate

# Digital Applications Website

## Headers Using Iconography, Typography, and Color

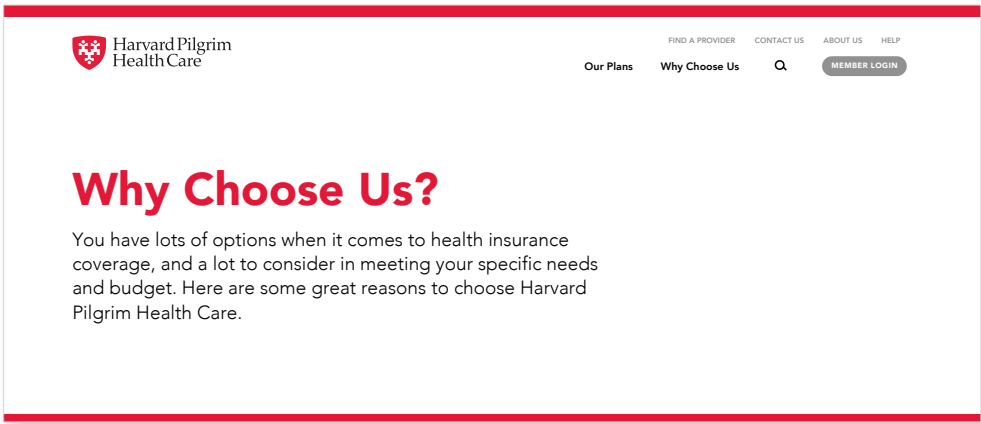
Use iconography, typography, and color on sections of the site where imagery from the photo library has no link to the content, or on sections of the site where not using imagery creates variety throughout a web user’s experience.



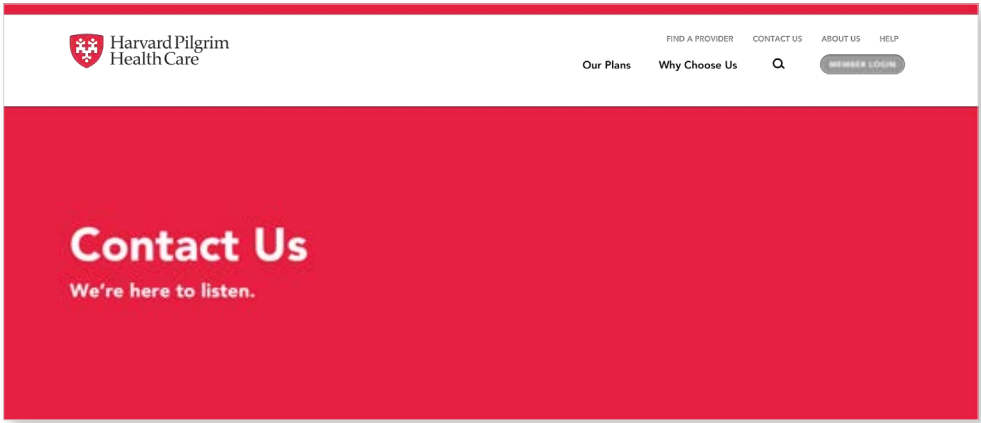
Use icons as tone-on-tone graphic; white type over red flood.



Use icons as tone-on-tone graphic; use red and/or black type on white background.



Use red and/or black type on white background



Use white type over floods of red



# Digital Applications Website

## Color Usage

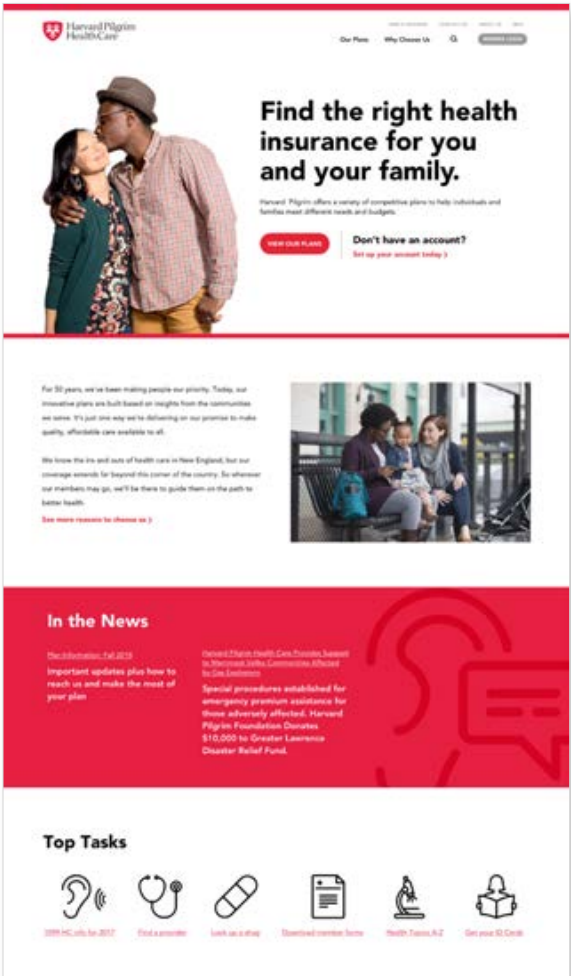
For content on homepages, headers, and below the headers use the colors in our core brand palette: red, black, gray and white.

Content below the headers may use an accent colors from the secondary palette: yellow, teal, orange, blue, and purple.

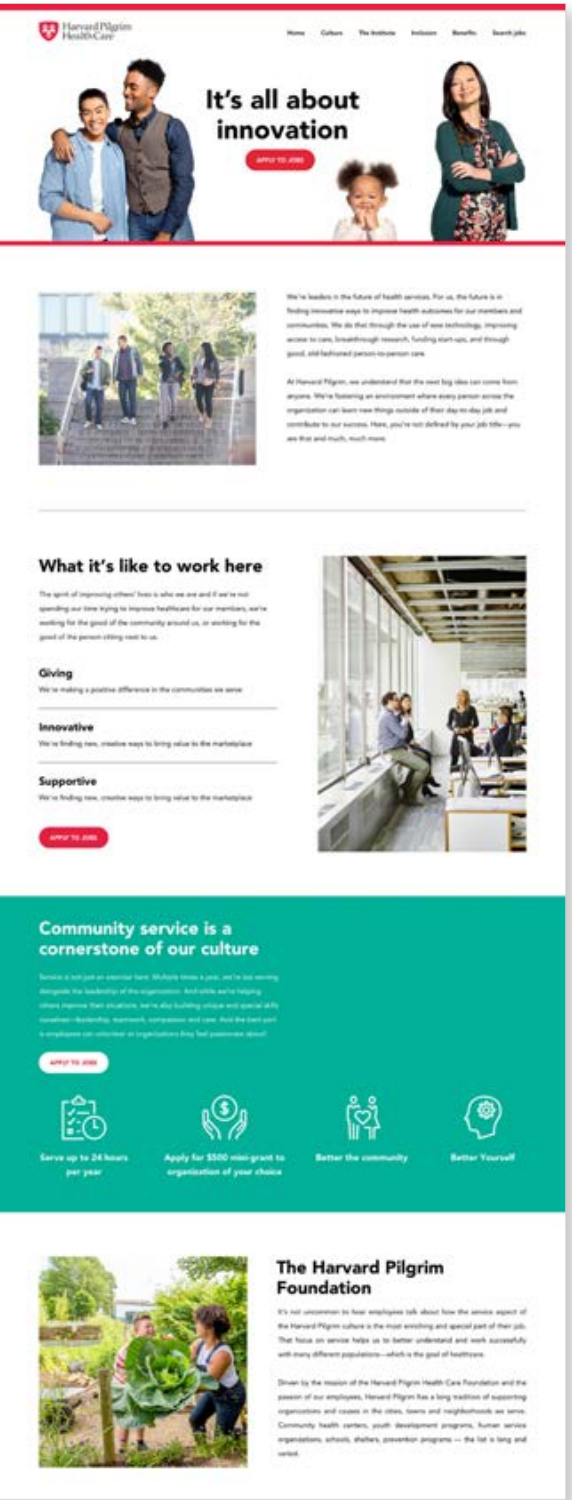
Only use one color from the secondary palette per page.

Header: use of core brand colors

Below the header: use core brand colors



Homepage



Inside page

Header: use of core brand colors

Below the header: use core brand colors

Below the header: use one color from the secondary palette per page

# Digital Applications Website

## When to Use:

## How to Use:

<div>Core Colors</div> <div></div> <div>Use red, black, gray and white across all site pages below headers. These core brand colors can be used on typography, as floods of colors, on icons and as graphic devices.</div>	<div>Typography</div> <div></div>	<div>Flood of colors</div> <div></div>	<div>Icons</div> <div></div>	<div>Graphic Devices</div> <div></div>
<div>Secondary palette, first tier</div> <div></div> <div>Use one color (teal or yellow) across all interior pages within headers and below headers. These core brand colors can be used as floods of colors, on icons and as graphic devices.</div>	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>
<div>Secondary palette, second tier</div> <div></div> <div>Use one color (blue, orange or purple) across all interior pages below headers. These core brand colors can be used on icons and as graphic devices.</div>	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>

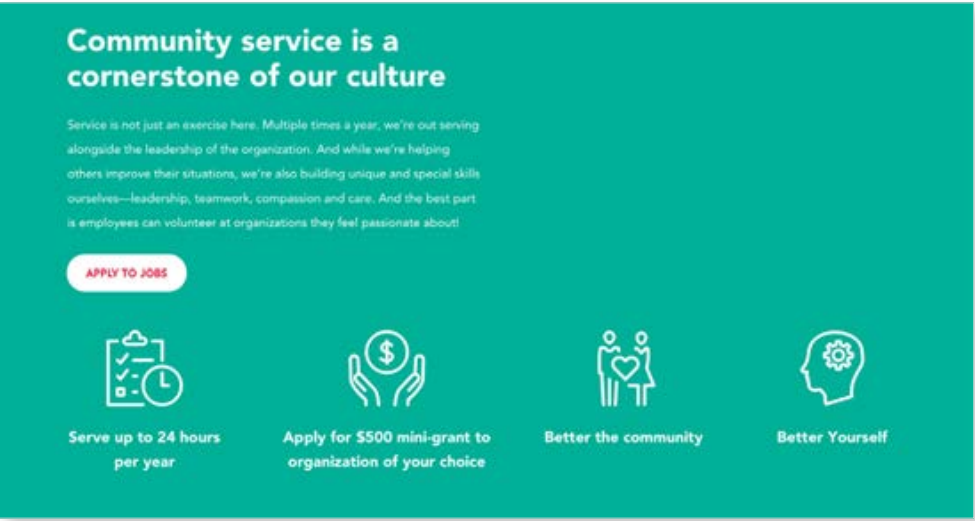
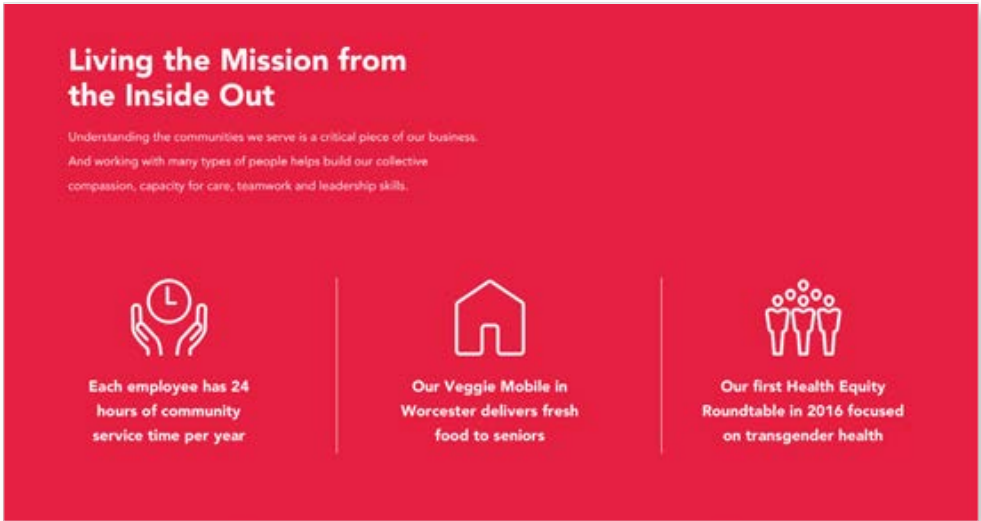
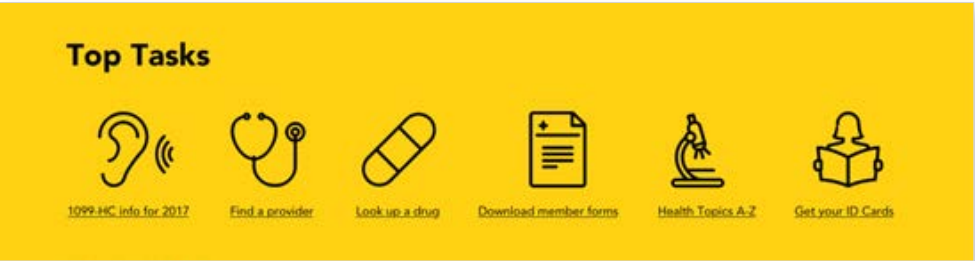
# Digital Applications Website

## Icons

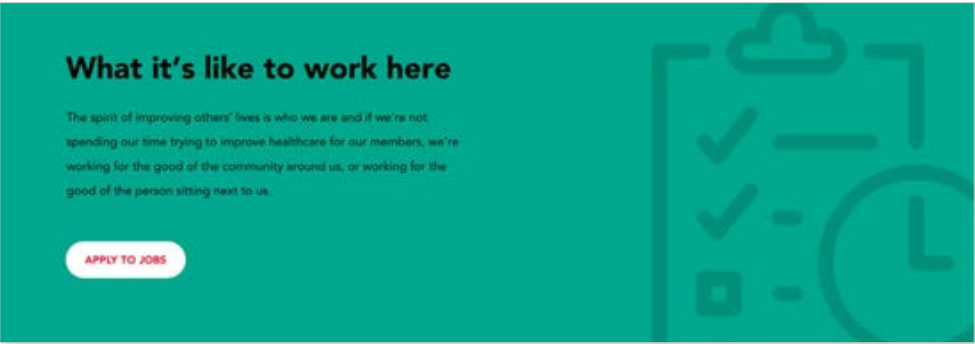
There are two ways to use icons on the site.

- 1. Use icons as a descriptive device accompanying content. Use all colors.
- 2. Use icons as a subtle tone-on-tone graphic related to accompanying content. Use the core color palette and first tier colors from the secondary palette.

Descriptive icons



Icon used as tone-on-tone graphic





# Digital Applications Website

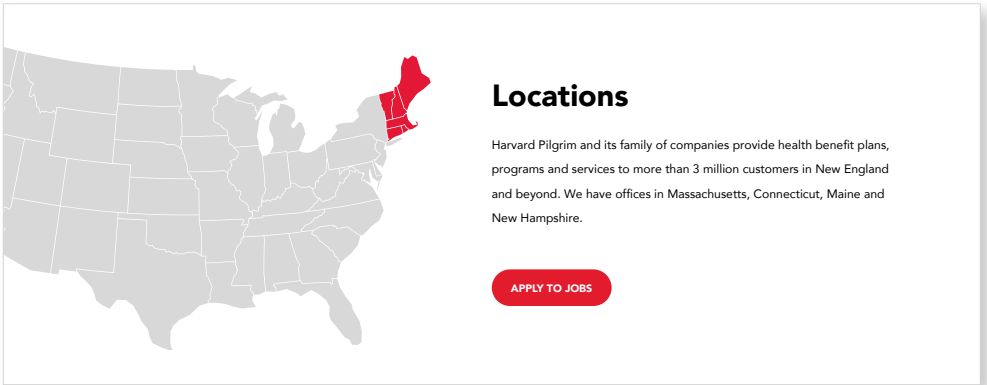
## Regional Graphics

Regional graphics can serve as a functional infographic and offer visual interest to written content.

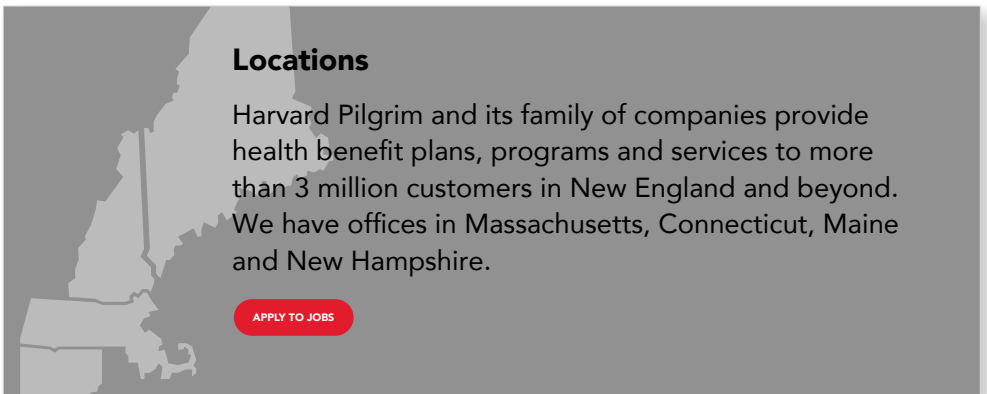
Regional graphics must use colors from the core brand palette.

Regional graphics can be shown in gray, red, or black against a white background.

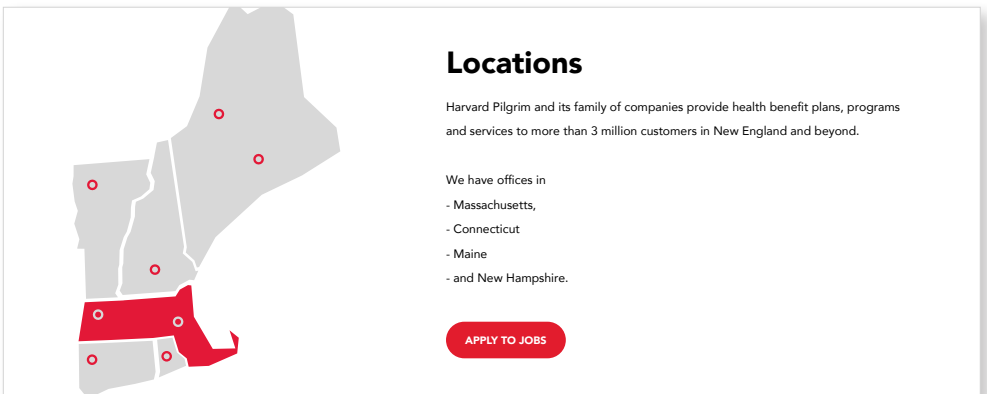
On colored backgrounds, regional graphics can be shown as a subtle tone-on-tone graphic that extends past the module frame.



Gray map with red call-out on white background



Map used as a tone-on-tone graphic on grey background



Gray map with red call-out on white background

# Digital Applications Website

## CTAs and Links

There are two types of links on the HPHC site: hypertext links and CTA buttons.

**Our Healthy Food Fund**

Everyone knows that healthy food is fundamental to good health. New England's local produce is delicious and abundant, but too many families still can't afford it.

**Learn about the Fund >**

**Our Mobile Farmer's market**

When families can't get to the Farmers' Market, we bring it to them via "mini marts" on wheels at an affordable price.

**See our mobile markets >**

**Healthy Food at Every Age**

We are supporting 24 organizations in Maine, Massachusetts and New Hampshire that help older adults grow and enjoy local food.

**Learn about the Program >**

**Volunteer Service & Giving**

All of us at Harvard Pilgrim contribute time, money—or both—to causes we care about in the places where we live and work.

**See what we're up to >**

Links designed to redirect to other sections of the website should be a heavier weight than the body copy, followed by an arrow, both in red

**New Grant Info:**

[Click here to learn about our new grant opportunity due 11-9-18.](#)

[Student Scholarship Opportunity: MLK Creative Expressions Contest Application due 11-26-18](#)

Link style used to direct to content external to the website should be in the same weight as the body copy, underlined, and in red

an appointing department of the medical school, and the Office of Sponsored Programs support care delivery and population health through innovative research and teaching.

The Office of Sponsored Programs (OSP) includes sponsored programs management, support faculty and student investigators in all aspects of pre- and post-award administration.

**APPLY TO JOBS**

The main CTA button is used over a white background and should be red, with white type

institutions and national data network  
Policy and Program Evaluation and Research

**LEARN MORE**

The secondary CTA button is used over images or fields of color and is white, with red type.

# Digital Applications Email

This section covers:

- Headers
- Typography
- Social

Header

Typography

Typography: Disclaimer

Social

Typography: Disclaimer



Header

Typography

Typography: Pull Quote

Typography: Disclaimer

Social

Typography: Disclaimer

# Digital Applications Email

## Headers Overview

Headers present an opportunity to lead with the HPHC core brand: photography from the image library and core brand colors.

Use headers to clearly indicate the content of the email, as well as any related CTAs.

Header designs can feature:

- Studio Portraits
- Lifestyle Images
- Iconography
- Typography and Color



Headers featuring Studio Portraits



Headers featuring Lifestyle Images



Headers featuring iconography



Headers featuring typography and color

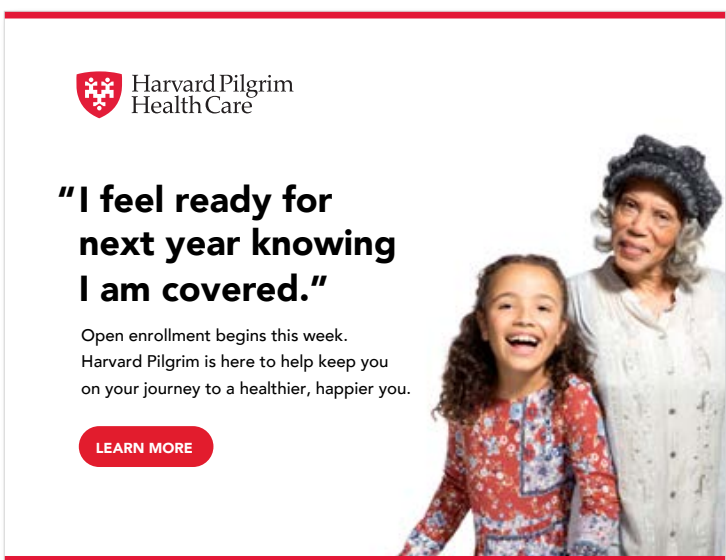
# Digital Applications Email

## Headers Using Studio Portraits

The red lines above and below the header highlight and activate a clear header area.

Allow for a hero treatment of the image, and consider its relationship to the title of the email.

Unlike headers for the website, email headers using studio imagery from the photo library must follow one layout design.



Align typography to the left, and the studio image from the photo library to the right



# Digital Applications Email

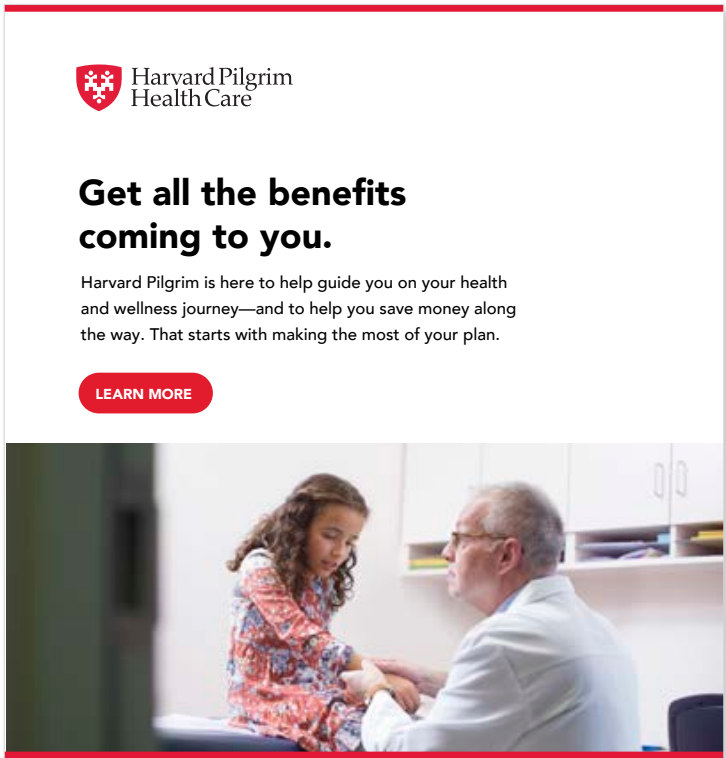
## Headers Using Lifestyle Images

Allow images to extend full-bleed, below header copy.

Use headers to clearly indicate the content of the email, as well as any related CTAs.

The red lines above and below the header highlight and activate a clear header area.

Consider the relationship of the image(s) to the title of the email.



Align typography to the left, and allow the image to extend full bleed below it

# Digital Applications Email

## Headers not featuring imagery

In some cases, using imagery is not preferred, or possible, for example where imagery from the photo library has no link to the content, or where not using imagery creates variety throughout a web user's experience.



Use icons as tone-on-tone graphic; white type over red flood



Use icons as tone-on-tone graphic; black type over white flood



Use red and/or black type on a white background



# Digital Applications Email

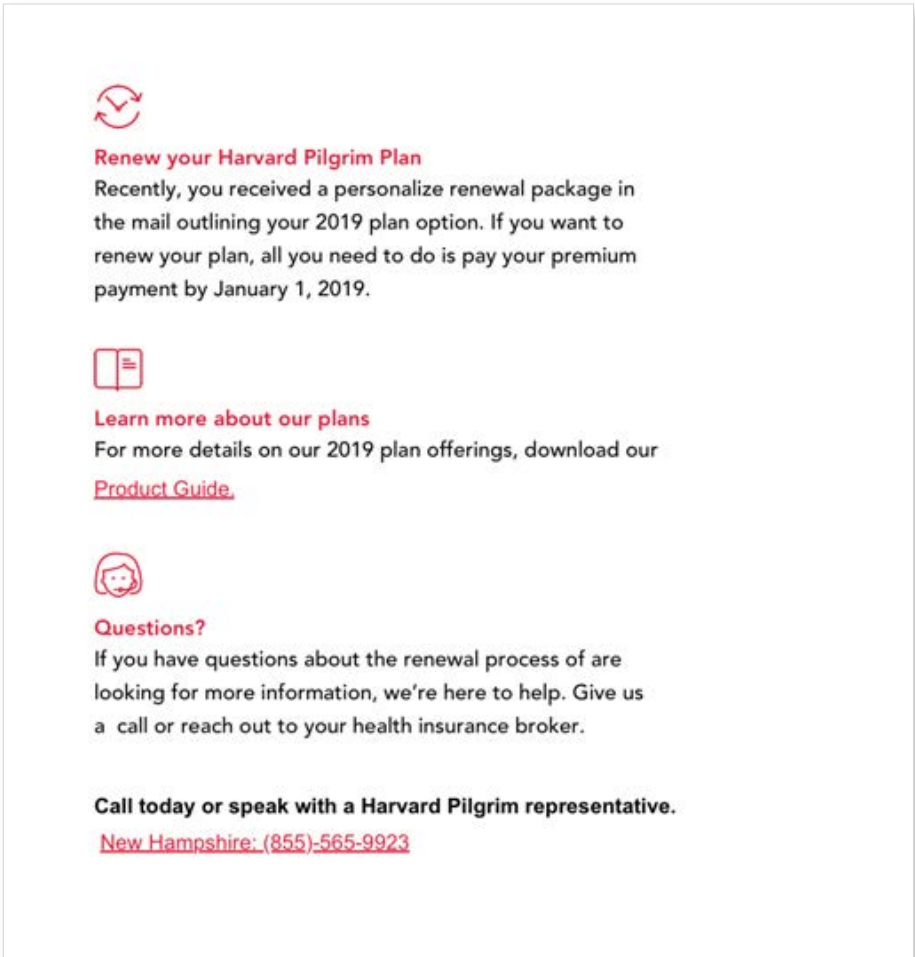
## Typography

Use type hierarchy to create clear and legible email content.

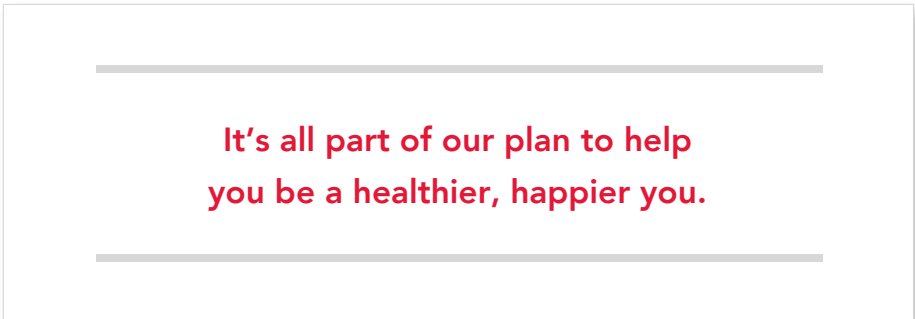
In creating different content sections, such as body copy, disclaimer copy, and pull quotes, consider typographic weight, color, and size.

Use icons as descriptive devices to create engaging content.

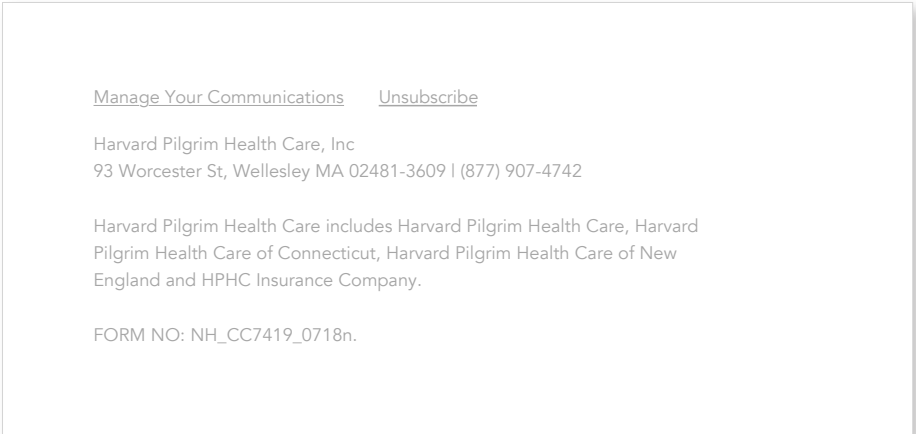
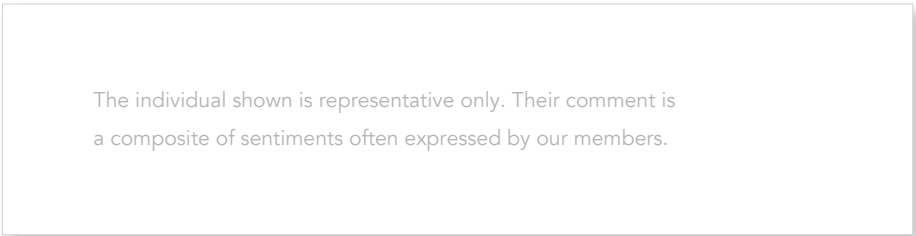
Respect the conventions established for the website when designing links and CTAs.



Email body: align icons with typography, and use type color and type weight to establish hierarchy



Pull quote: use graphic devices to frame content, use type color, type size, and type weight for hierarchy



Disclaimer copy: use type color for hierarchy

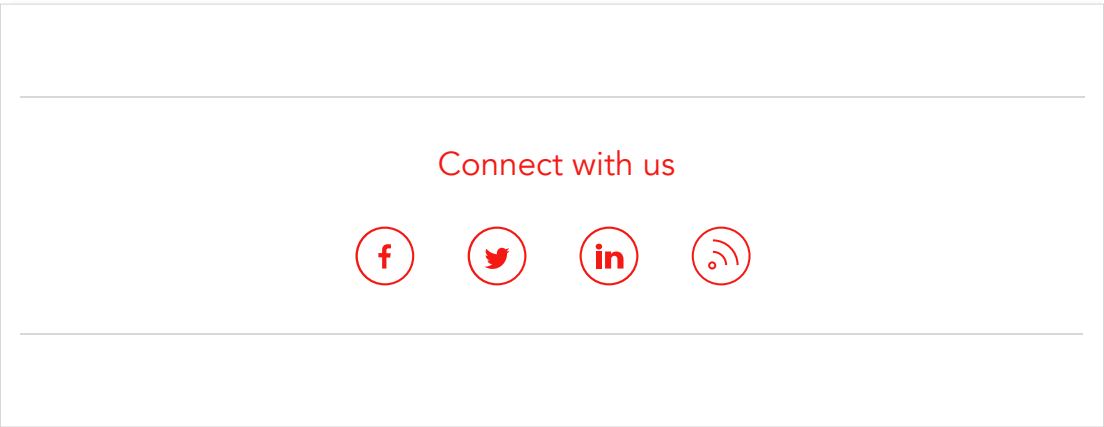
# Digital Applications **Email**

## **Social**

Create a social media section that leverages the HPHC red and typeface.

This social media module’s placement in the email should be clear and visible.

The social media module is an example of celebrating HPHC’s refreshed brand elements, by extending it to all possible content types.



Social media

# Digital Applications Social Media

HPHC social media focuses on the Facebook, Twitter, LinkedIn, and YouTube platforms for both desktop and mobile design.

This section covers:

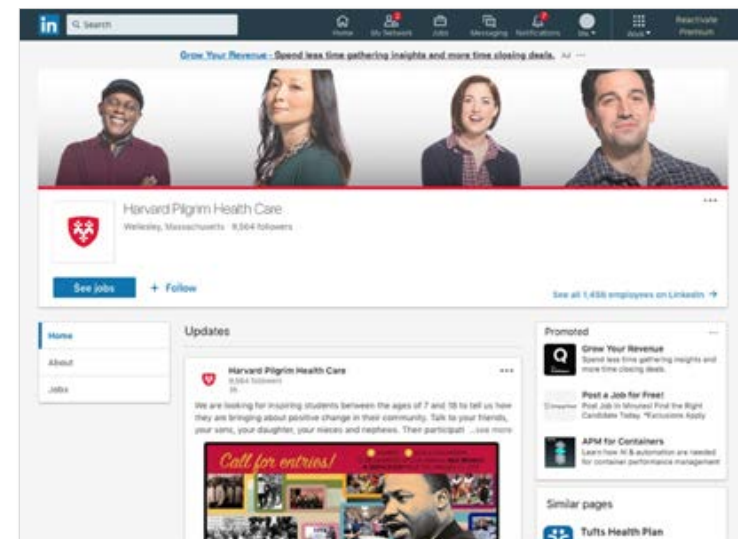
- Avatar
- Headers



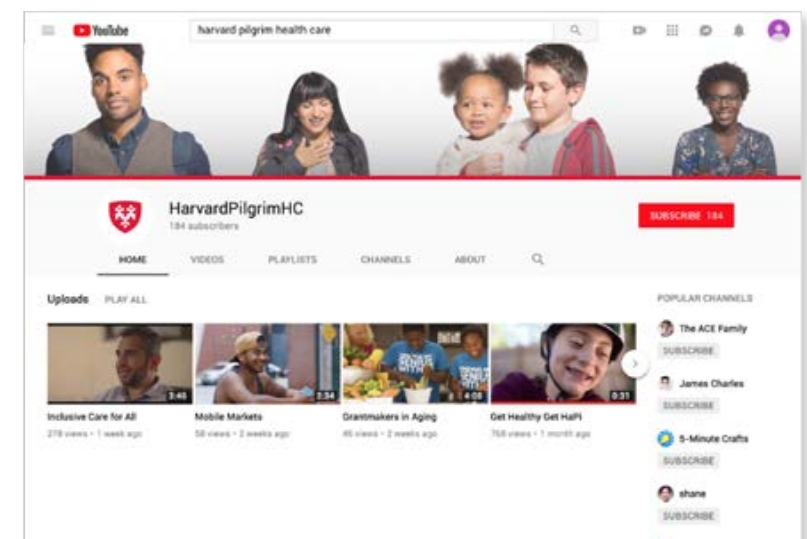
Facebook



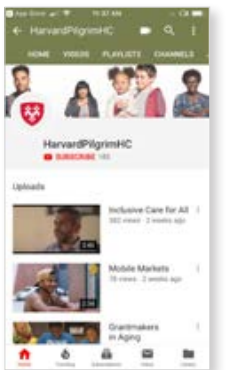
Twitter



LinkedIn



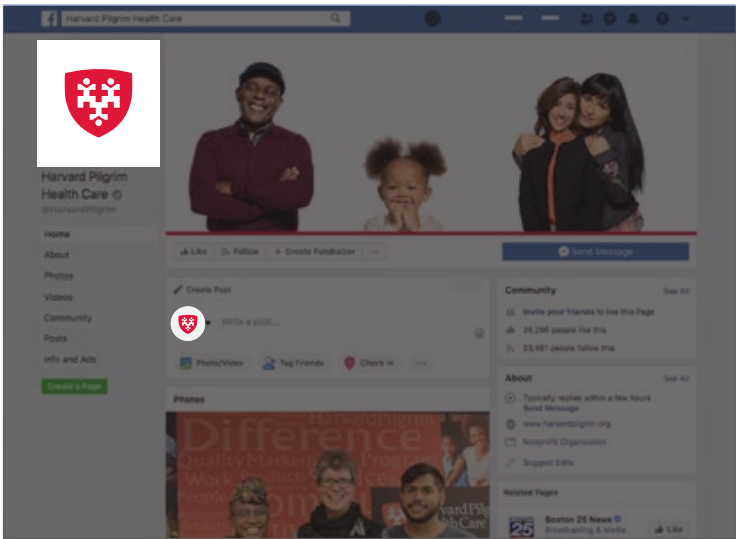
YouTube



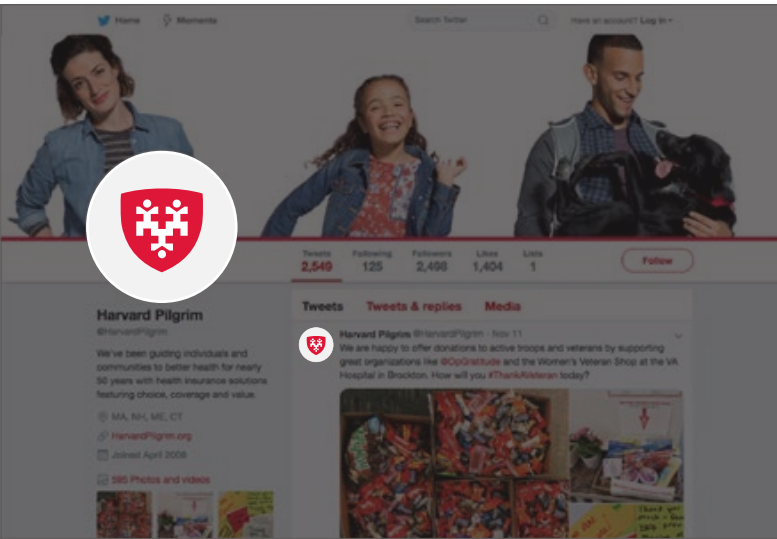
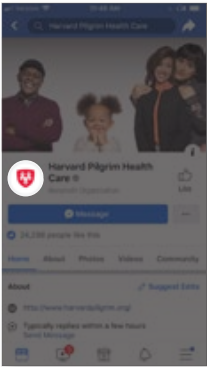
# Digital Applications Social Media

## Avatar

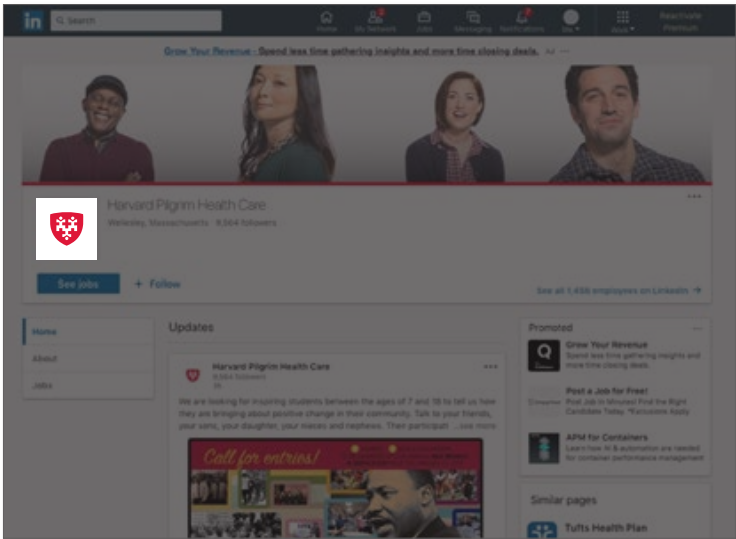
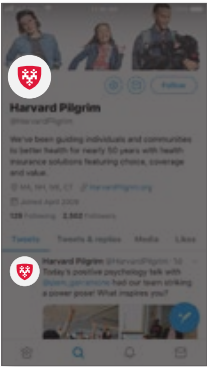
The avatar for all social media channels should be the Harvard Pilgrim shield set on a white background.



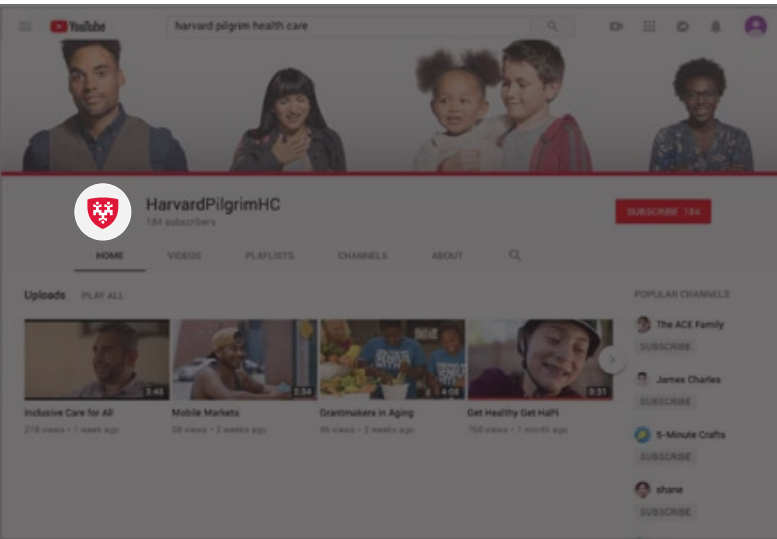
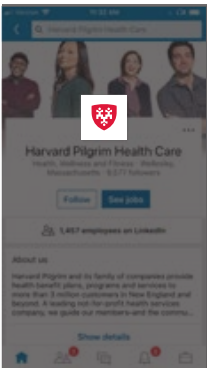
Facebook



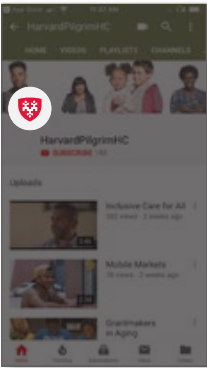
Twitter



LinkedIn



YouTube



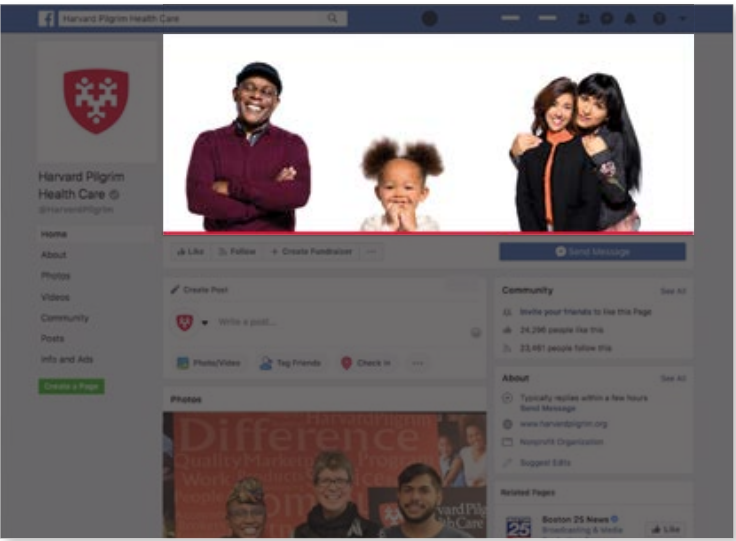


# Digital Applications Social Media

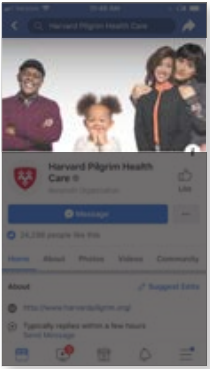
## Headers

Social media headers present an opportunity to lead with core branding. These header spaces allow different compositions and arrangements from the the image library and are a great way to showcase the HPHC community.

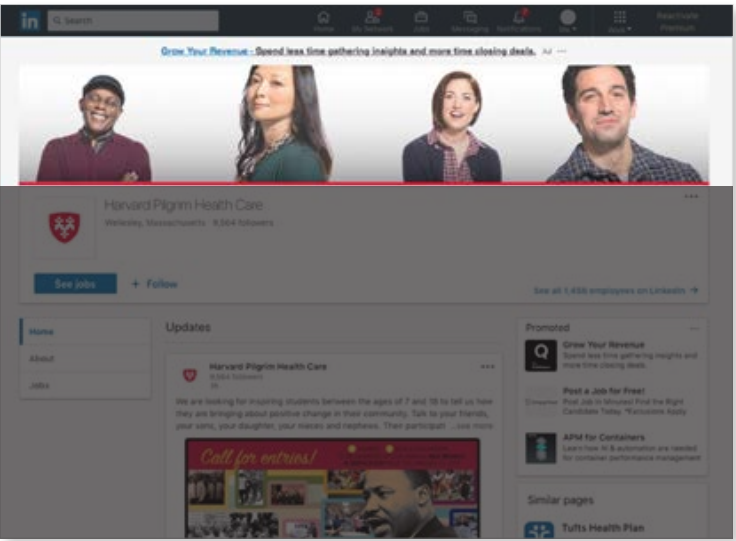
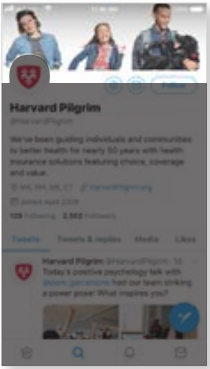
Reserve the header space for studio photography from the image library.



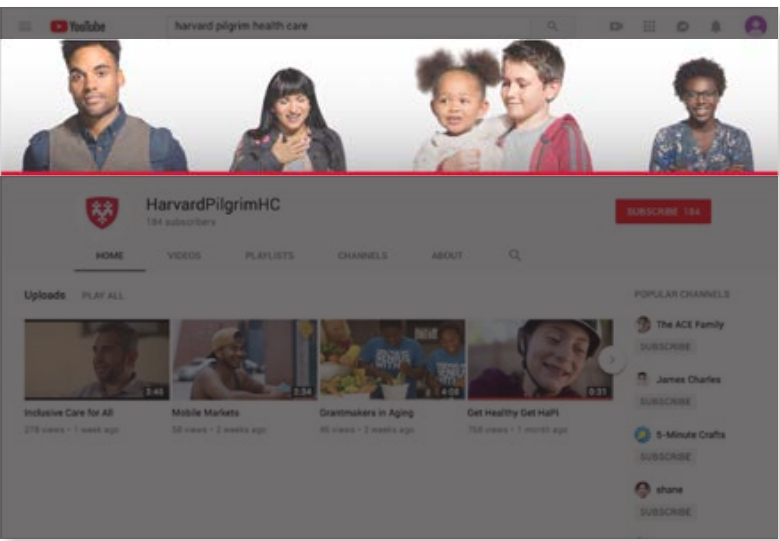
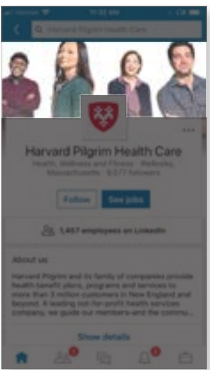
Facebook



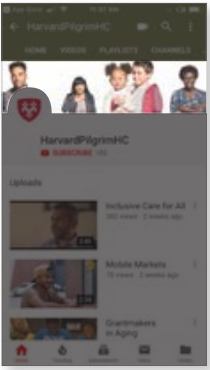
Twitter



LinkedIn



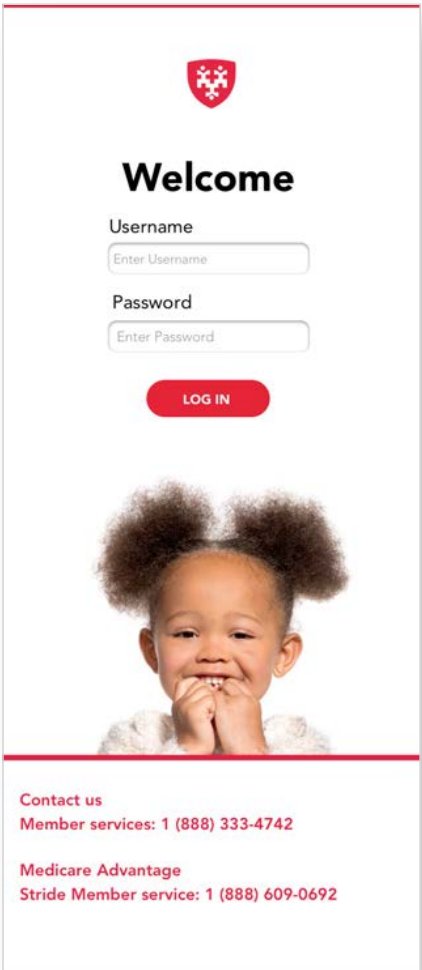
YouTube



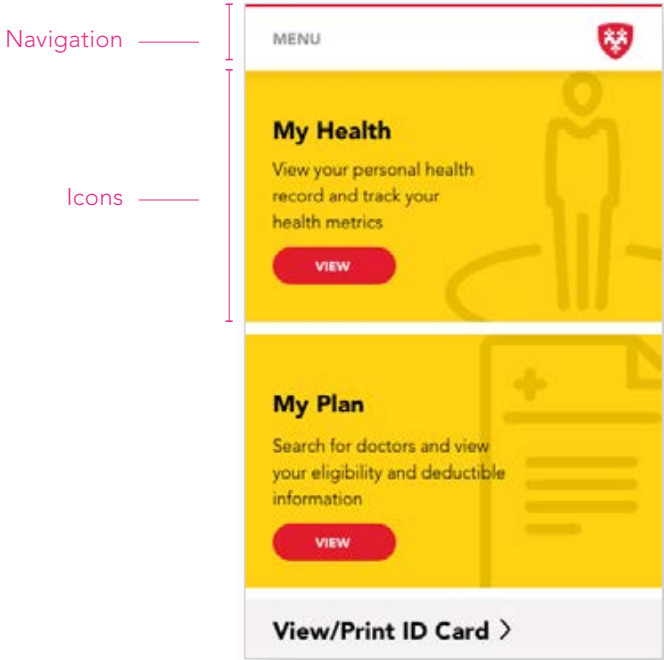
# Digital Applications HPHConnect

This section covers how HPHConnect elements reflect the visual brand guidelines:

- Welcome screen
- Navigation
- Typography
- Menu
- Icons



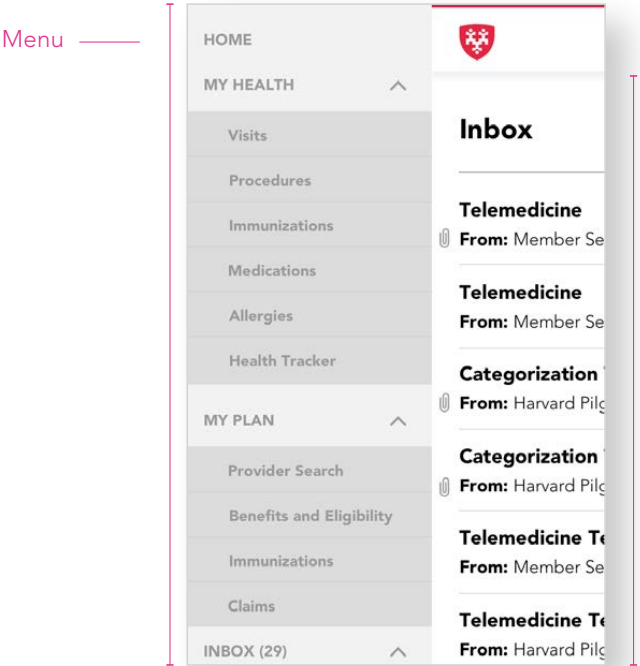
Welcome screen



Navigation

Icons

Typography



Menu

Typography



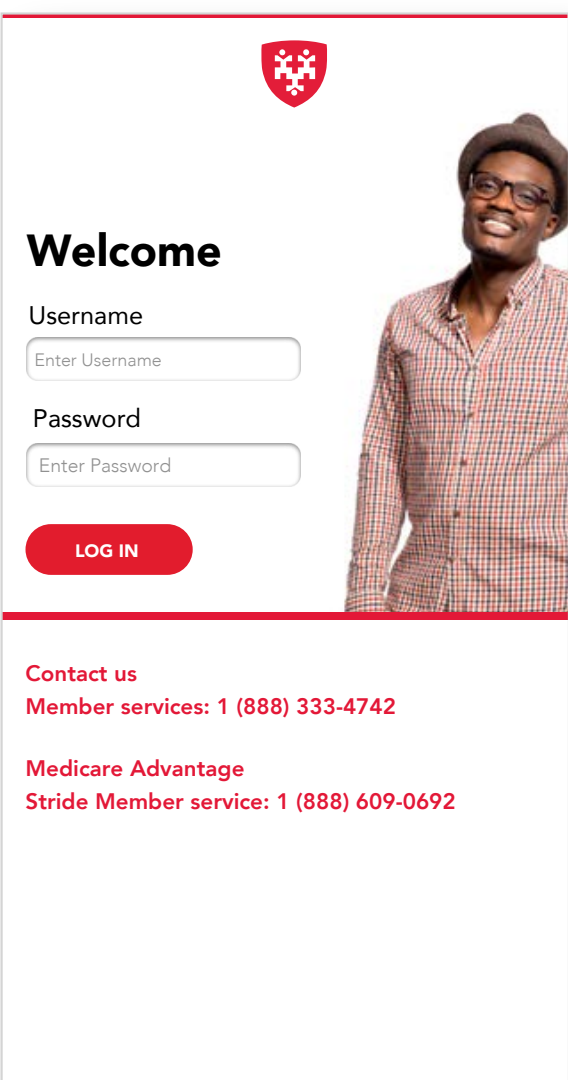
# Digital Applications **HPHConnect**

## Welcome Screen

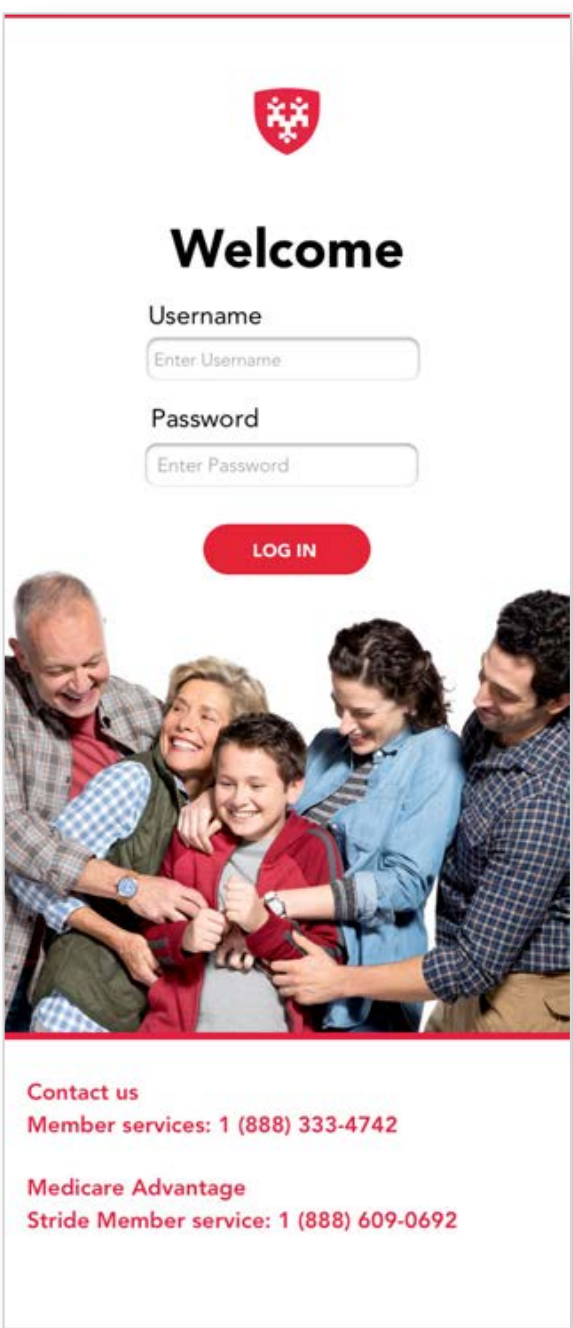
The welcome screen presents an opportunity to immerse the user in the HPCH core brand: use Studio Portraits from the image library, and core brand colors.

Welcome screen designs have a flexible layout.

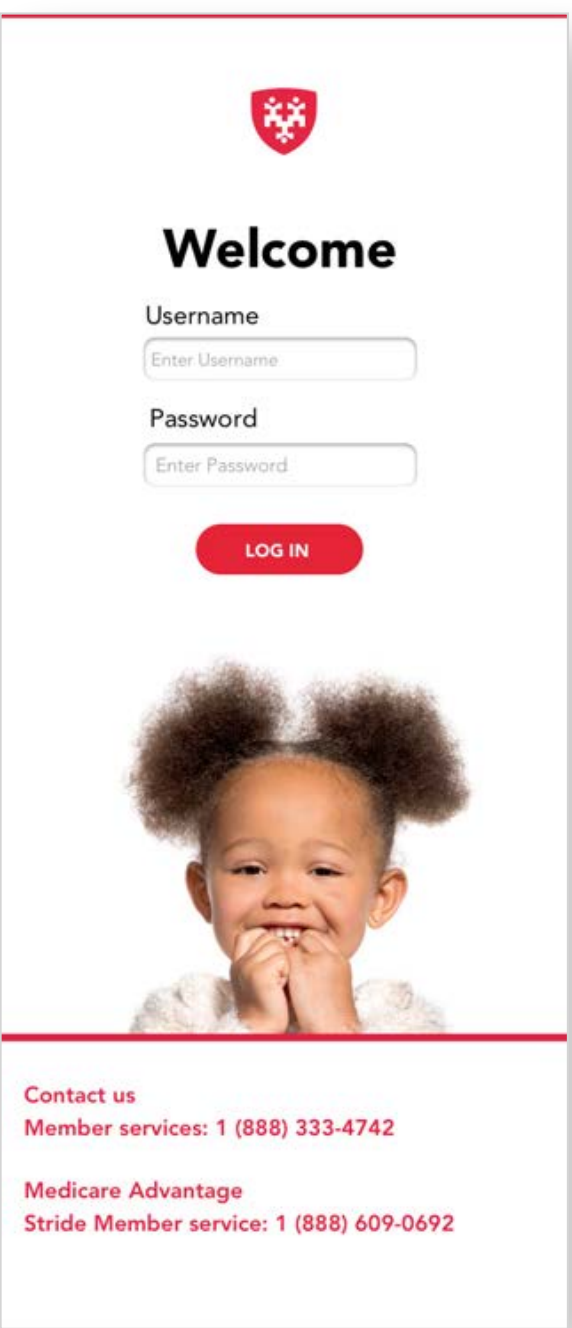
Design allows for different compositions and arrangements from the the image library, and are a great way to showcase the HPCH community.



Studio photography, individual: right-aligned  
Welcome and Log In: left-aligned



Studio photography, family full bleed: centered  
Welcome and Log In: centered



Studio photography, individual: centered  
Welcome and Log In: centered

# Digital Applications **HPHConnect**

## Navigation

Consider size in the navigation typography



Main navigation

Use a modified logo: red shield on white, no logotype

Use subtle gray tones from the core brand palette in the sub-navigation



Main navigation with sub-navigation

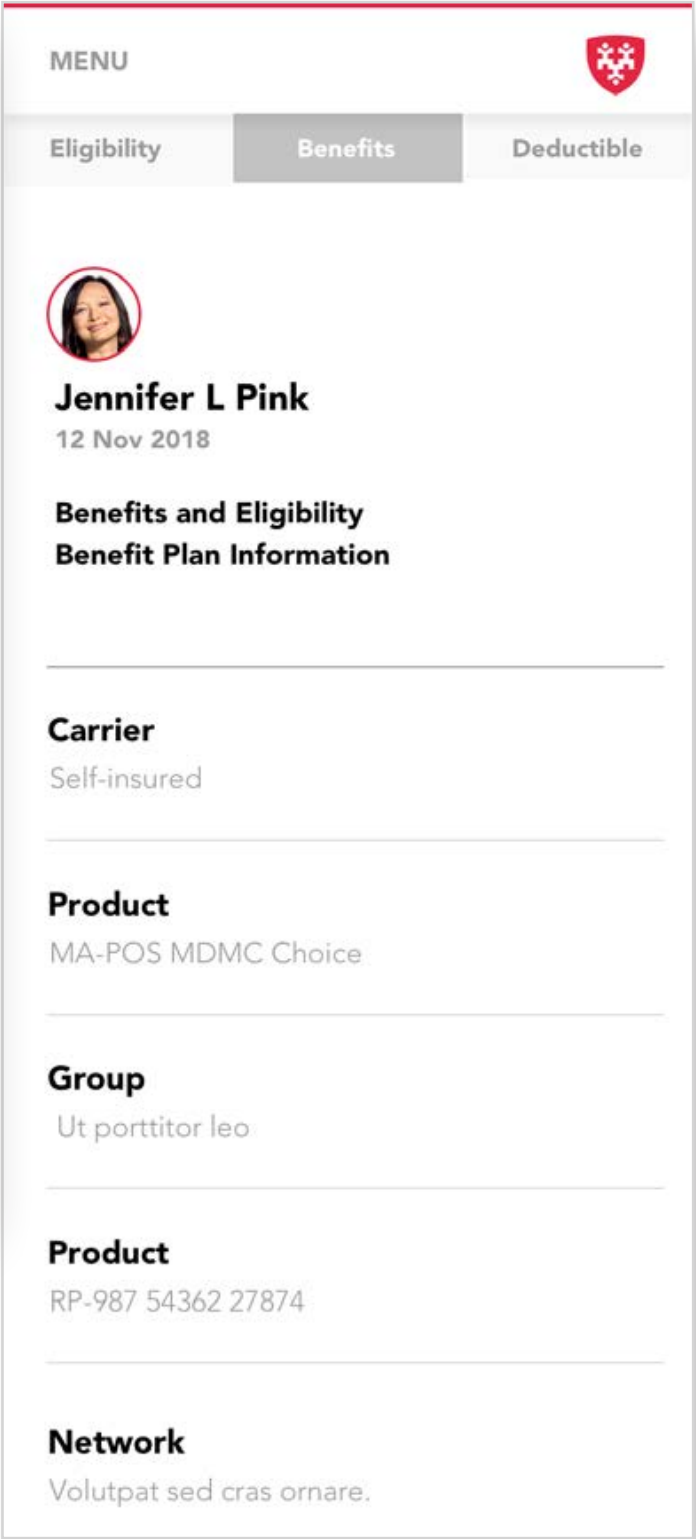
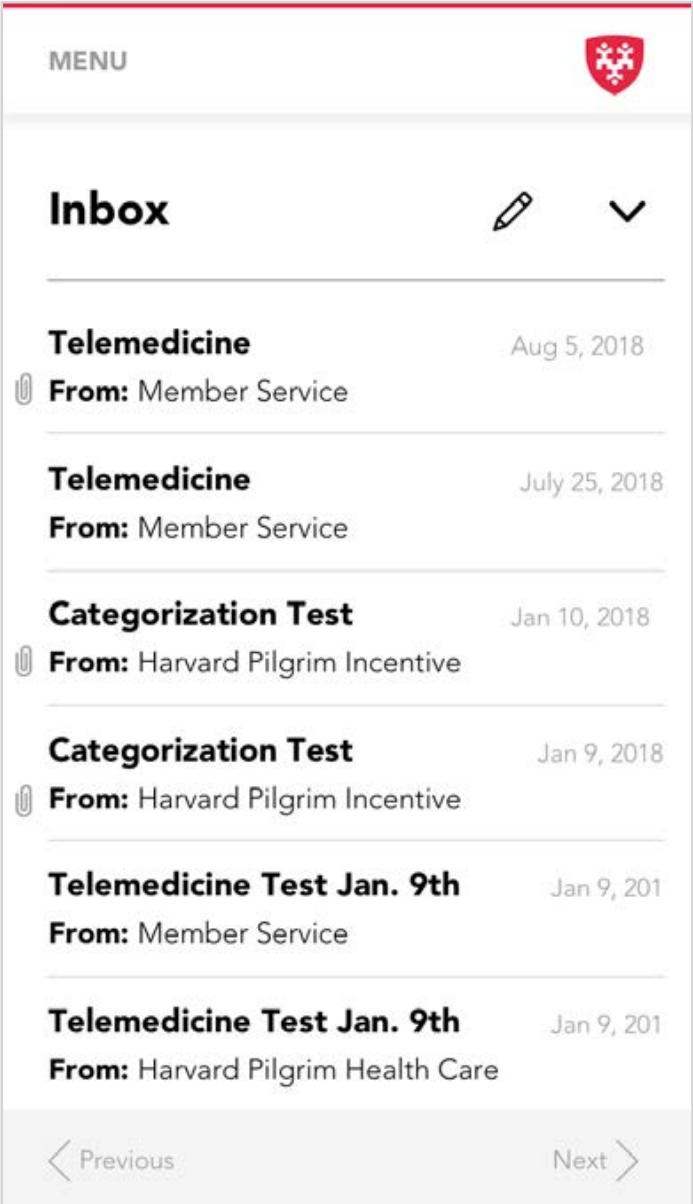
# Digital Applications HPHConnect

## Typography

Use type size to clearly indicate title of application section

Use type weight and size to create hierarchy

Use graphic devices such as lines to separate content, for example in lists



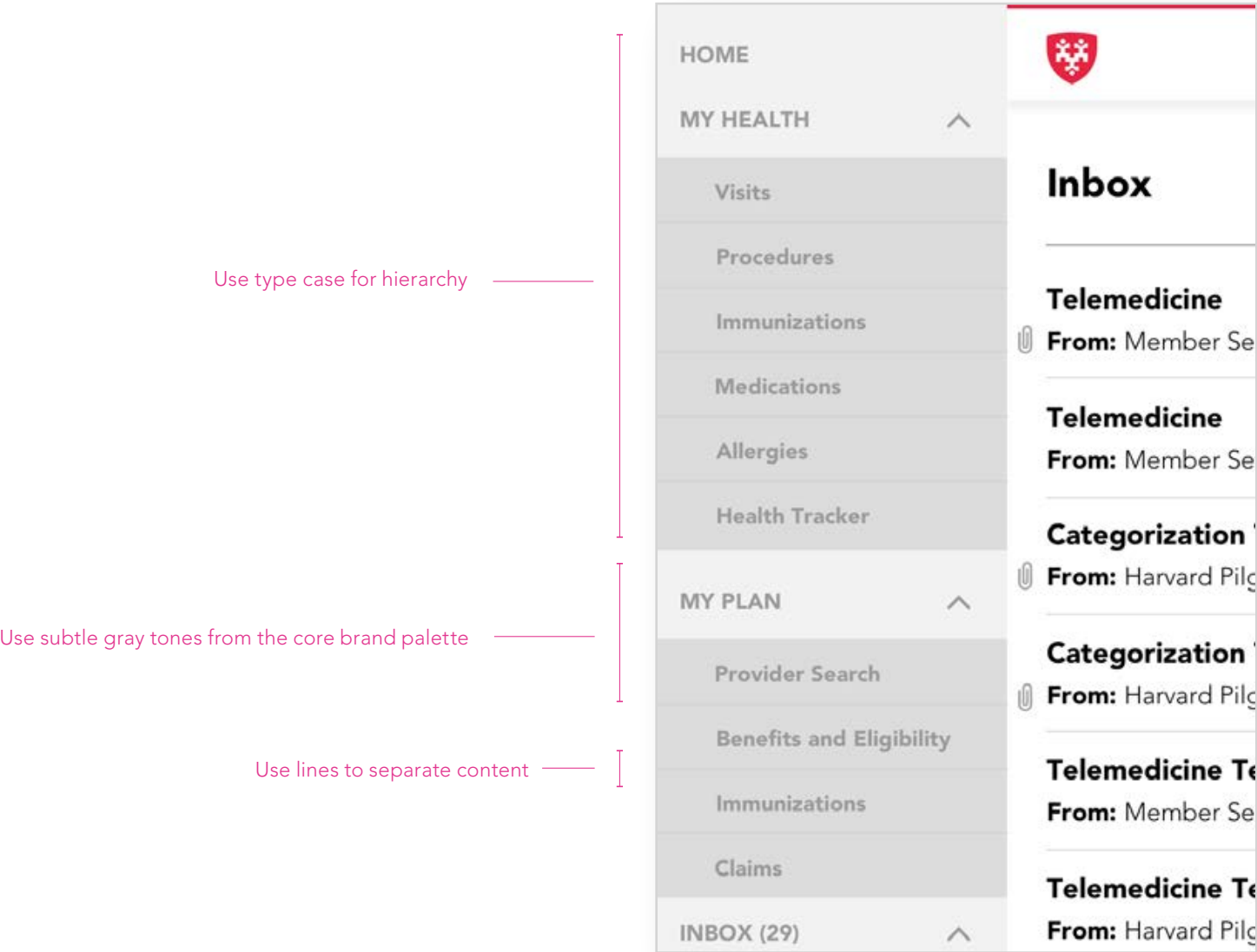
Use type size, color and weight for hierarchy. Use white space in creating separate sections, such as profile headers.

Use type weight and size to create hierarchy

Use graphic devices such as lines to separate content, for example in lists

# Digital Applications **HPHConnect**

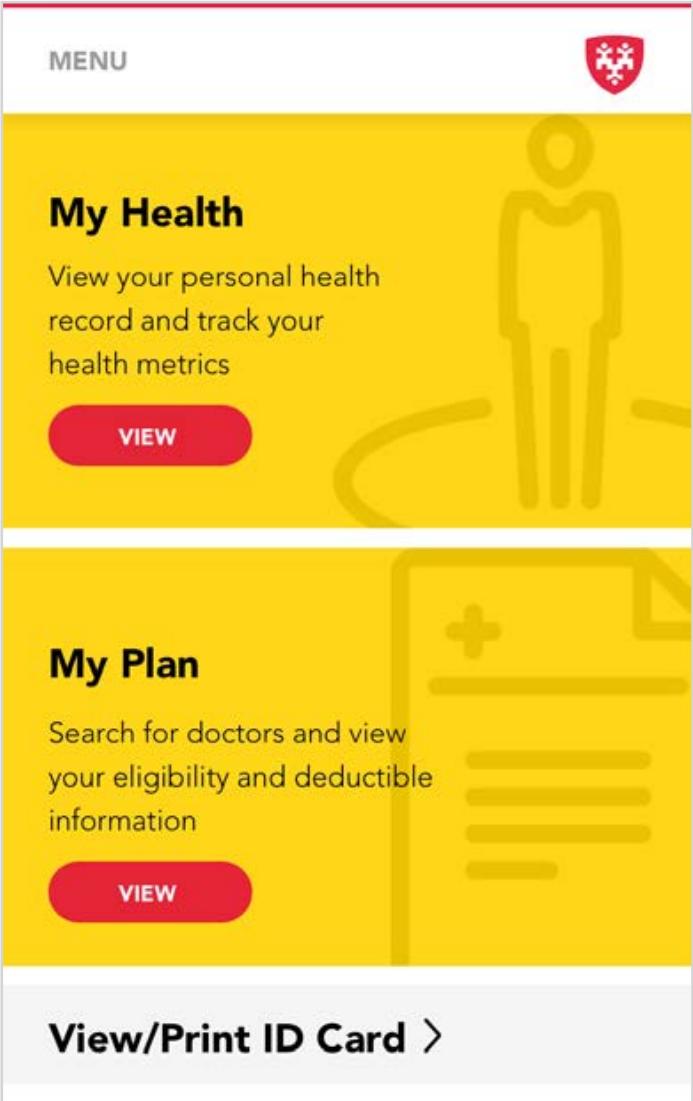
## Menu



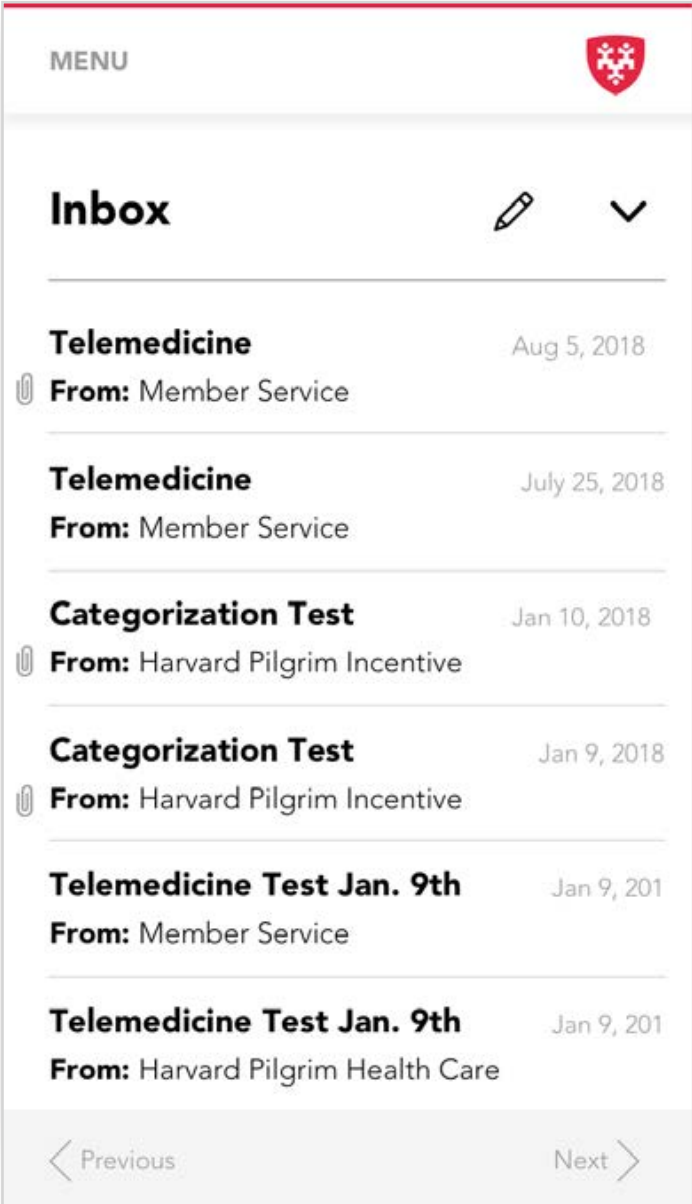
# Digital Applications HPHConnect

## Icons

Use icons as a tone-on-tone graphic in relation to content



Use icons as functional devices



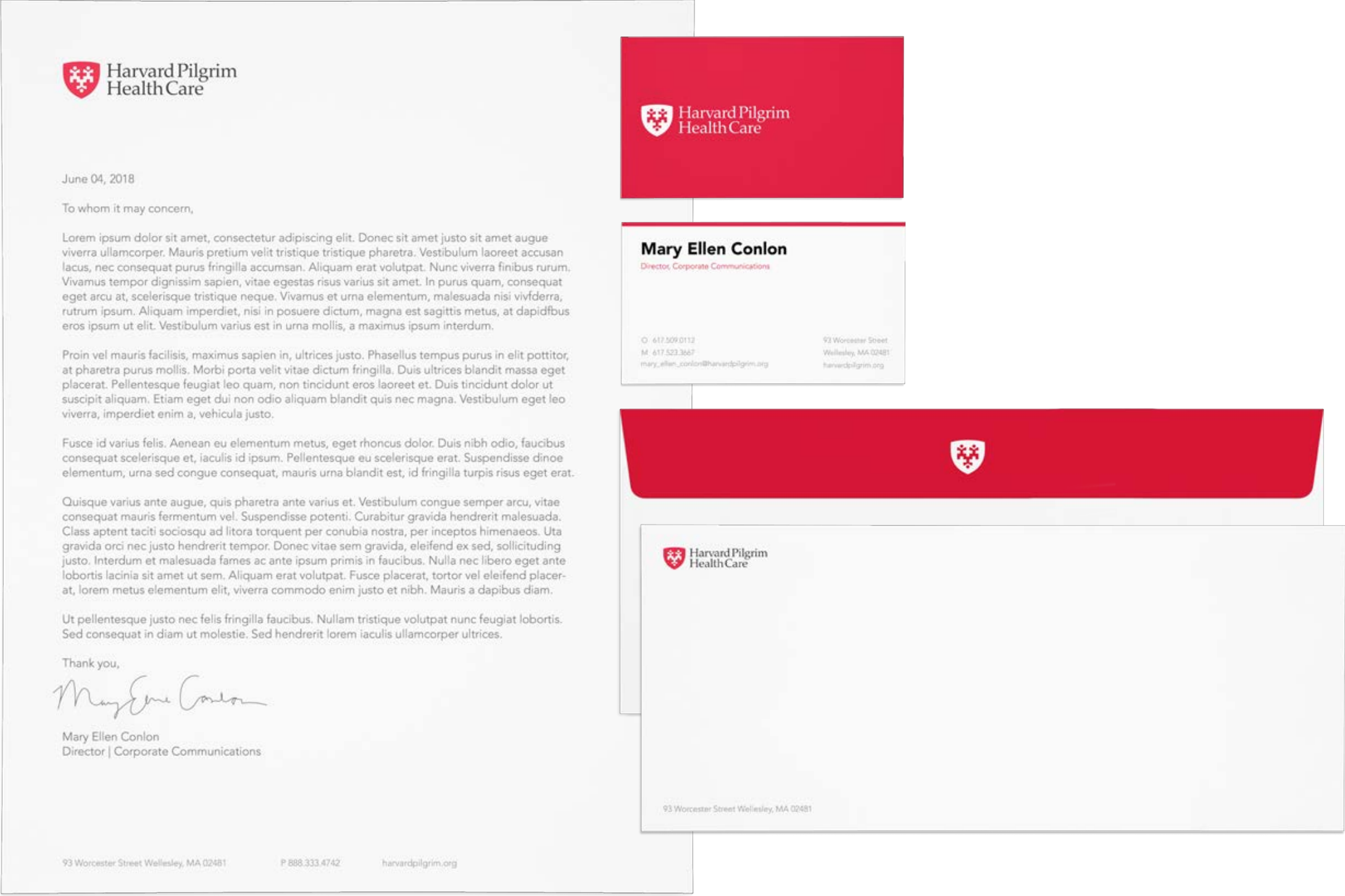
# 11 Notional Applications



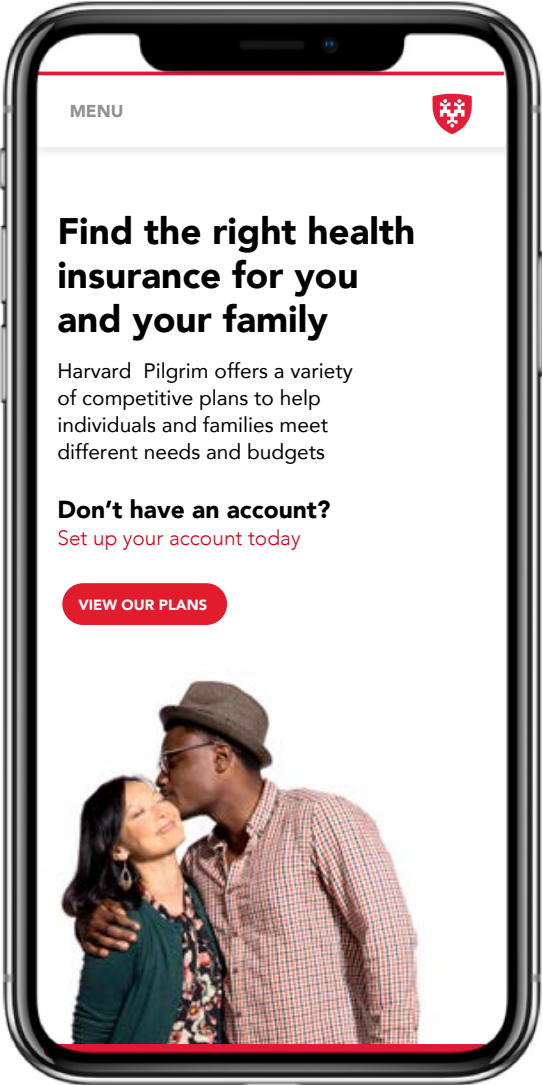
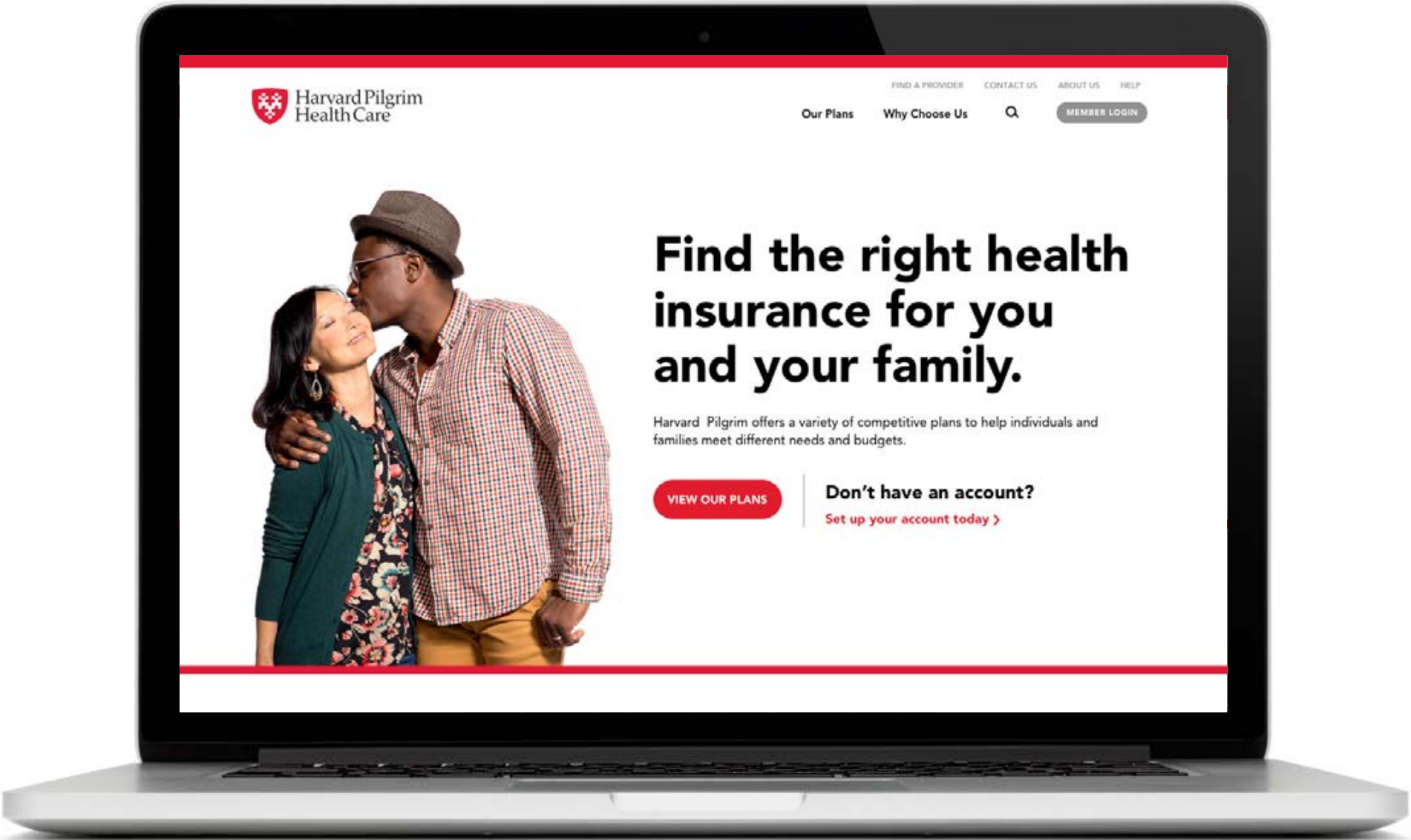
# Notionals Business Cards



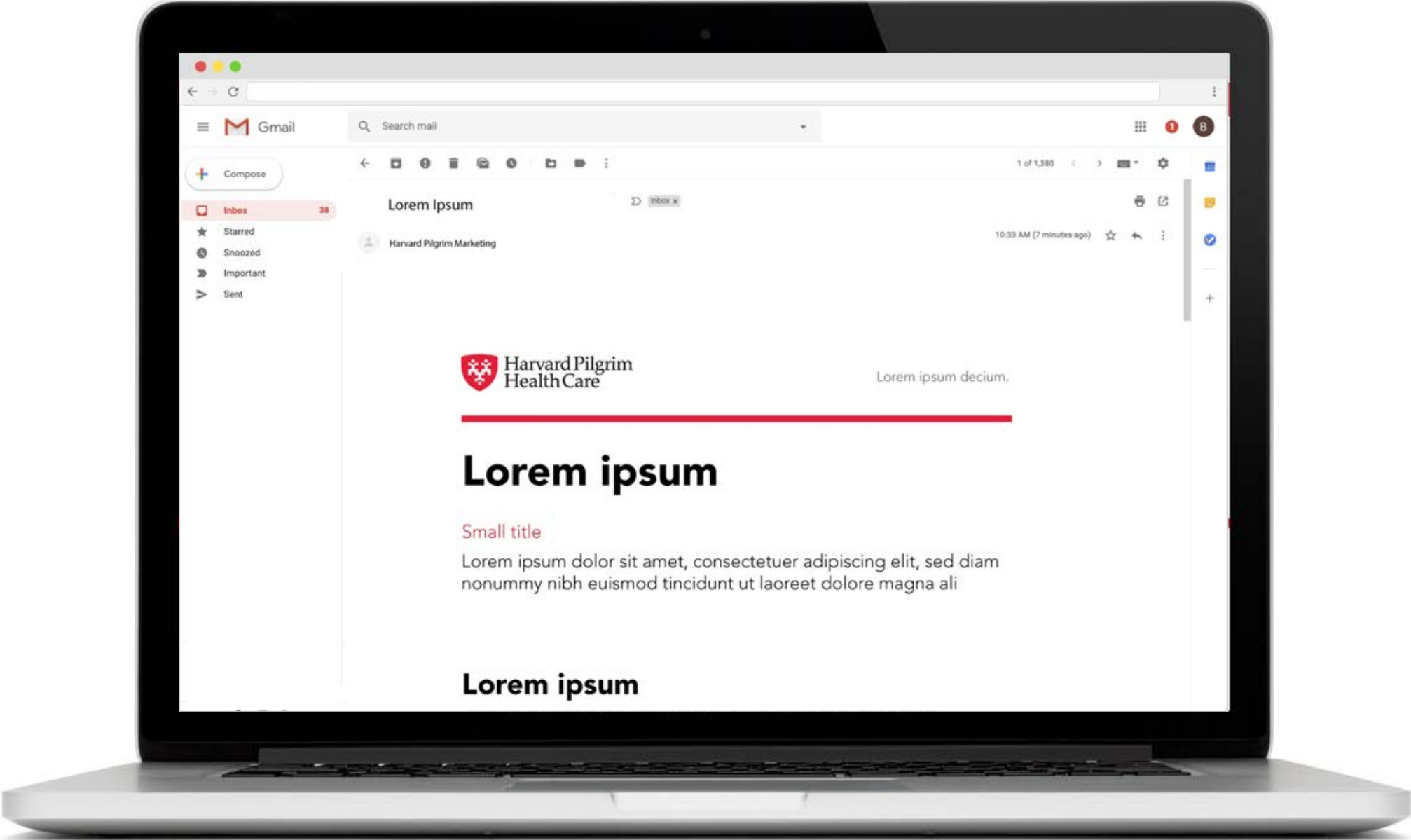
# Notionals Stationery



# Notionals **Homepage**



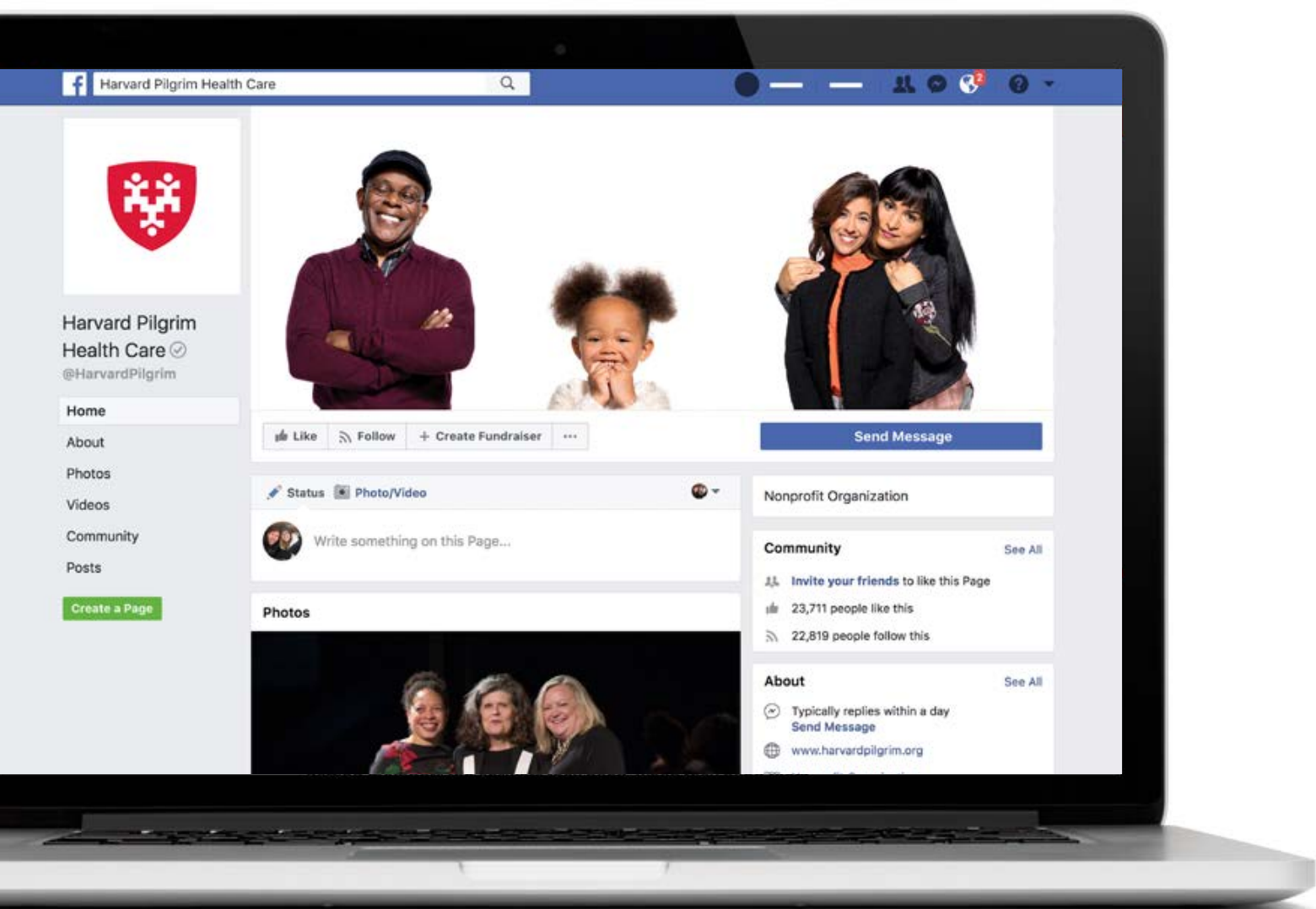
# Notionals Email Banner



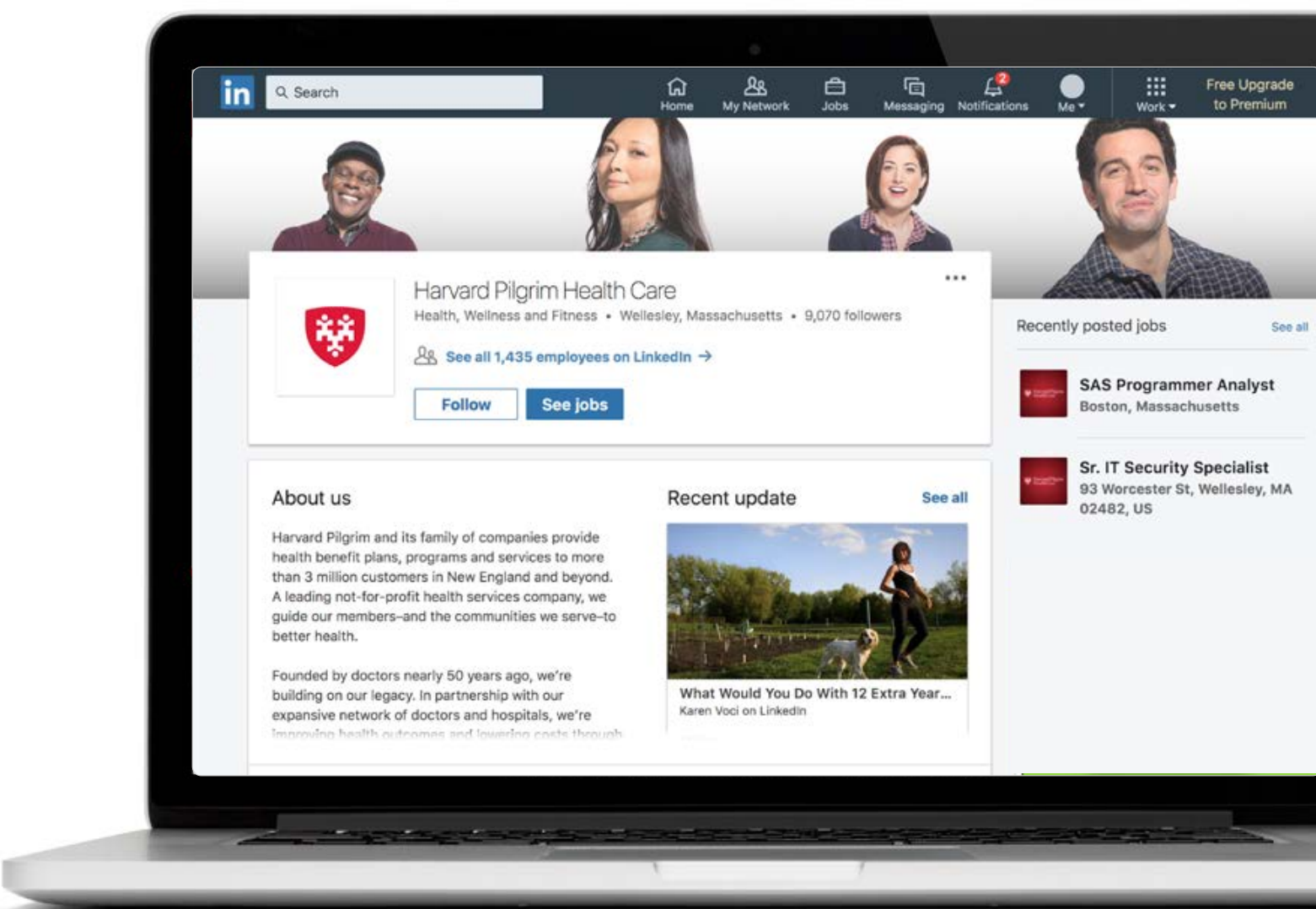


# Notionals Social Media

Facebook profile and banner



LinkedIn profile and banner



# Notionals Promotional Items





Notionals **Promotional Items**



Notionals **Promotional Items**





## Contact Information

Mary Ellen Conlon  
Director, Corporate Communications  
[mary\\_ellen\\_conlon@harvardpilgrim.org](mailto:mary_ellen_conlon@harvardpilgrim.org)  
617-509-0112