



KENTUCKY HEALTH BENEFIT EXCHANGE
HEALTH INSURANCE
IS FOR EVERYONE. GET YOURS.



BRAND GUIDELINES



The Brand

Kentucky Health Benefit Exchange (KHBE) was created out of the belief that every Kentuckian deserves quality healthcare coverage they can afford — for themselves, their families and, in the case of small business, their employees.

As such, the overall tone of all KHBE communications is intended to be warm, inclusive and approachable. This guide will help you maintain the right tone of voice should you be in the position to create or adapt marketing communications or outreach materials for KHBE.

Our brand is one of our most important assets. Therefore it is important that we communicate with one voice to ensure consistency, no matter the venue or the audience.

Detailed guidelines are given on the following pages. In every case, however, you should follow these basic guidelines:

- ALWAYS use officially supplied files.
- NEVER distort or try to re-create the logo in any way.
- ALWAYS follow the rules in this manual.





The Logo

USAGE

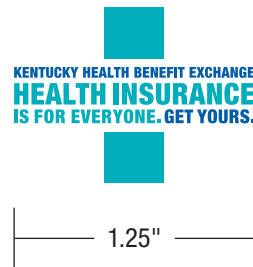
In order to maintain the exclusive character of the Kentucky Health Benefit Exchange (KHBE) logo, it may only be used ONCE on any piece of communication. It should not be used with any other logos unless prior approval has been sought from the KHBE Marketing Support Team.

LOCATION

The KHBE logo should ALWAYS be free from potential visual interference such as other graphic elements, typography and any page folds.

MINIMUM SIZE

The minimum size for the logo on print communications is 1.25 inches. This minimum recommended size helps guarantee quality of reproduction.



COLOR VARIANTS

There are a number of logo color variants which may be used. They are designed to allow flexibility and legibility across any item. At all times legibility and contrast should be considered. All of these logos are available by request from the KHBE Marketing Support Team.



COLOR VERSION



BLACK VERSION



REVERSE VERSION



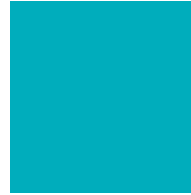
SPANISH VERSION



Logo Colors



INK COLORS



PMS 7466



PMS 2935



C: 95 M: 0 Y: 31 K: 0



C: 100 M: 68 Y: 4 K: 0

WEB COLORS



00AEB3



0056B3



Logo Don'ts

THE LOGO DON'TS

The logo is the cornerstone of our brand look and feel and as such should be treated with the utmost respect. Therefore, please ensure you adhere to the following dos and don'ts when working with the KHBE logo.

NEVER...

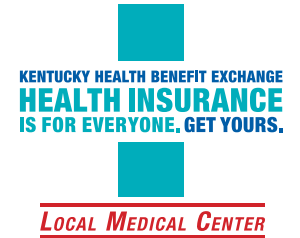
- Attempt to re-create the KHBE logo.
- Amend, distort or change the logo.



IN UNAPPROVED COLORS



DISTORTED OR STRETCHED



LOGO WITH LOGO



ALTERED OR OBSCURED



AT AN ANGLE



BEVEL OR OTHER EFFECT ADDED



Font Usage

GENERAL COMMUNICATIONS

The best thing for your health is health insurance.

Fight Night is the typeface for **headlines**.
Example shown is 20pt on 24pt leading, upper and lower case.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Yes, you and your family can have health insurance! And getting it is easier and more affordable than you think. Personal assistance is available, just call 1-800-318-2596, or go online to healthcare.gov.

Helvetica Neue 57 Condensed is the typeface for **body copy**.
Example shown is 9pt on 16pt leading.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIGITAL COMMUNICATIONS

Arial is used for embedded, Flash-based or HTML work, as well as Office-based programs, such as Word or PowerPoint and other applications where it is not practical to use Helvetica Neue.

Arial Bold is the typeface for **headlines**,
Horizontal scale at 75%.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

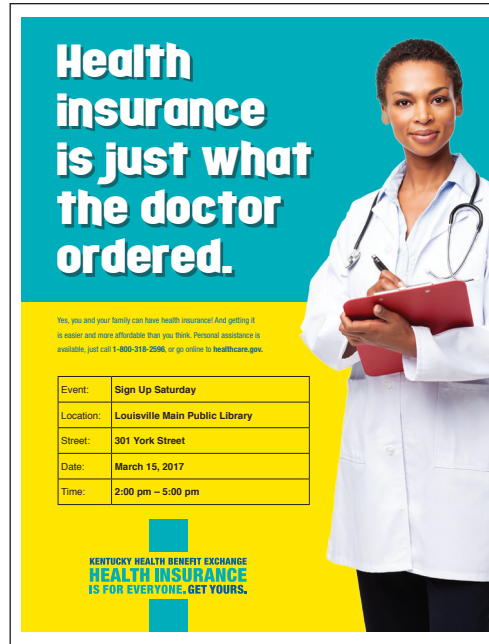
Arial Regular is the typeface for **body copy**,
Horizontal scale at 75%.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

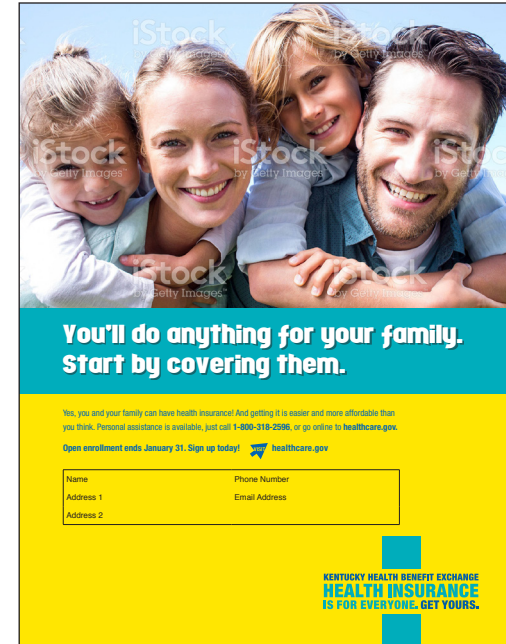
Flyer and Ad Personalization

PERSONALIZATION

Flyers and ads are available in editable PDF formats and can be personalized to promote KHBE locations and facilities.



SAMPLE FLYER



SAMPLE AD