



# Brand Standard Guide





At Convey Health Solutions, we exist to improve the relationship between your health plan and your members through purpose-built technology and service solutions that drive compliance, reduce costs, and help to lead your organization toward improved results.

## Internal Brand Positioning

- **Target Audience**

Government-Sponsored Health Plans, including PBMs when acting as a plan sponsor (primarily Medicare, EGWP, PDP).

- **Secondary Audiences**

Pharmacy Benefit Managers (commercial, claims, etc.) and Retail and Specialty Pharmacies.

- **Audience Needs**

Technology and service solutions that cost-efficiently manage the relationship between health plans and members while supporting regulatory compliance.



# Visual Identity Corporate Colors





## Primary Colors

<b>Blue</b> #35647e CMYK: 83-54-35-12 RGB: 53-100-126	<b>Teal</b> #00a1af CMYK: 100-6-36-0 RGB: 0-161-175	<b>Dark Gray</b> #53565a CMYK: 63-52-44-33 RGB: 83-86-90	<b>Dark Blue</b> #132b39 CMYK: 91-71-53-57 RGB: 19-43-57
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## Secondary Colors

<b>Light Blue</b> #89abe3 CMYK: 45-25-0-0 RGB: 137-171-227	<b>Light Green</b> #789d90 CMYK: 56-25-45-2 RGB: 120-158-14	<b>Light Gray</b> #8a8a8d CMYK: 48-40-38-4 RGB: 138-138-141	<b>Gold</b> #d1ae1e CMYK: 20-28-100-0 RGB: 210-175-31	<b>Violet</b> #aa7bc9 CMYK: 36-57-0-0 RGB: 170-123-201
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# Convey Color Palette

The color system for the Convey brand identity consists of three colors. Whenever possible, blue and teal should be used as the dominant colors with dark gray being applied for text. This will maintain and reinforce our brand recognition.

When a complementary color is desired, the secondary color family may be used. These colors may only be used in conjunction with our primary blue and teal color family and as accents in small quantities.



**Visual Identity**

# **Institutional Typography**

# Convey Fonts

## ▪ Avant Garde

Avant Garde Bold should be used for all headers. Subheaders can be Avant Garde Bold or Regular. Avant Garde Regular and Italics can be used for callouts.

## ▪ Calibri

All body copy should be Calibri Light. All body copy is Dark Gray, (Cool Gray 11) or white. Minimum type size is 8 point.

## ▪ Nimbus Sans - Business Cards Only

The Nimbus Sans font family is used exclusively for business cards.



## ▪ Open Sans - For Web Use Only

Open Sans is used for all copy on the website, including headers, subheaders and callouts.

If Avant Garde font is unavailable, use Calibri across all text.





## Text Hierarchy

# This is the H1 Headline

## This is an H2 headline

### This is an H3 headline

This a paragraph block. You can add a substantial amount of information here. Tur as incienis ma consecae. Ut aliquas eos eum vollenis ut porisimus, niet et fuga. Tem fugit esendebisquo es nat quias dolore nonsectem aditem reperspe verro beat ant facea estrum et vel is sequo doloribus. Ectatur, inum lita volo qui nonsequis dio dolupti onecusamus, vent.

Lamuscidit fuga. Itaquam, soluptaqui ne venimus siminve llendip iendersperum faccab ipit idignis dusda que porae nullectem exceseq uatiorem volupti onseque explam facieniet fugit qui ini inctatur aruntota solum ut et alita quia pro magnate ent ullatur apitiis delibus

Use Avant Garde Gothic font family for all headlines and subheadings.

**H1 Headline** should be the largest text, bold and in title case. Highlight strong impact words using Convey Teal.

**H2 Headline** should at least be 50% smaller than the H1 headline, font weight should be book, and in sentence case. Use Convey Blue or Convey Teal as font color.

**H3 Headline** should at least be 50% smaller than the H2 headline, font weight should be book, and in sentence case. Use Convey Blue as font color.

Use Calibri Light font for all paragraph and body copy.

**Paragraph text** should at least be 25% smaller than the H3 headline, font weight should be light, and in sentence case. Minimum font size is 11pt. Use white or gray as font color.

Make sure the way elements are sized and scaled are relative to each other and **reflects their importance**. There should also be **ample breathing space** between the paragraphs and headlines.



**Visual Identity**

# Convey Logo



✓ Correct usage of Convey logo



✗ Incorrect usage of Convey logo



## Convey Logo Guidelines

The Convey logo must be used consistently in the proper, approved form. The preferred use of the primary logo is on a white background. It can be placed over a background color or photo but must be reversed out or legible. Do not alter the logo in any way. Do not animate, color, rotate, skew, or apply effects to the logo. Never attempt to create the logo yourself, change the font, or alter the size or proportions. If imagery is too dark, boost the shadows/highlights and levels.

## Convey Health Solutions Name-only Requirements

The Convey Health Solutions name, when used in narrative text or included in a list, must be spelled out with spaces between each word. Convey may also be used in place of the full name. The proper naming is either Convey or Convey Health Solutions. Do not use Convey Health, Convey HS, CHS, or other abbreviations.



## Colors Used in Logo

The primary logo colors are blue, PMS 7699 and teal, PMS 7467. Black, white, or gray (60% black) may be used for appropriate purposes.

## Cube Symbol Use

The Convey cube is used for design purposes to enhance layouts, word, and powerpoint templates as part of the Convey brand. Do not alter the cube in any way by cropping or separating.

When using the Convey cube as an overlay on a background, it should be at an angle and roughly 20%- 30% transparent.



## Clear Space

Clear space is to ensure that our logo maximizes its visibility and impact. The space around the four sides of the logo should always be a minimum of .25 inches/18pixels.\*

\*To keep logo proportionate in Microsoft applications, hold the shift key while manipulating the logo.

## Minimum Size

To maintain its clarity the logo should not be smaller than 1 inch/72pixels wide.



convey ————— 2"/144px

convey ————— 1.5"/108px

convey ————— 1"/72px



# Convey Family of Companies Logo Configurations—Enterprise

Following an endorsed brand architecture, Convey remains visibly connected to the brand family, while providing the endorsed brands the ability to maintain their own personality, audiences, and associations. This lends Convey’s credibility to the other brands that are within related, but not identical, categories. When the family of companies are presenting together, as an enterprise, the following configurations are made available for your use depending on the application.

## Family of Companies Separate Logo Configurations

In instances where the entire family of companies are not presenting together, and rather individual companies are presenting individually or collaboratively without Convey, the following logo configurations are made available for your use- depending on the application. In these instances, the family brands will carry “A Convey Company” or “Convey Companies” identifiers.

Vertical Arrangement



Horizontal Arrangement



A Convey Company





# Convey Family of Companies Logo Configurations—Collaborative

In instances where the entire family of companies are not presenting together, and rather individual companies are collaborating with Convey, the following logo configurations are made available for your use—depending on the application.

## Vertical Arrangements



## Horizontal Arrangements





# Visual Identity Products





Miramar is Convey’s enterprise technology platform upon which our software and technology-enabled solutions are designed. Miramar’s foundation supports solutions for a variety of administration requirements that our target audiences have. Below are our three primary solution suites—our Miramar sub-brands.



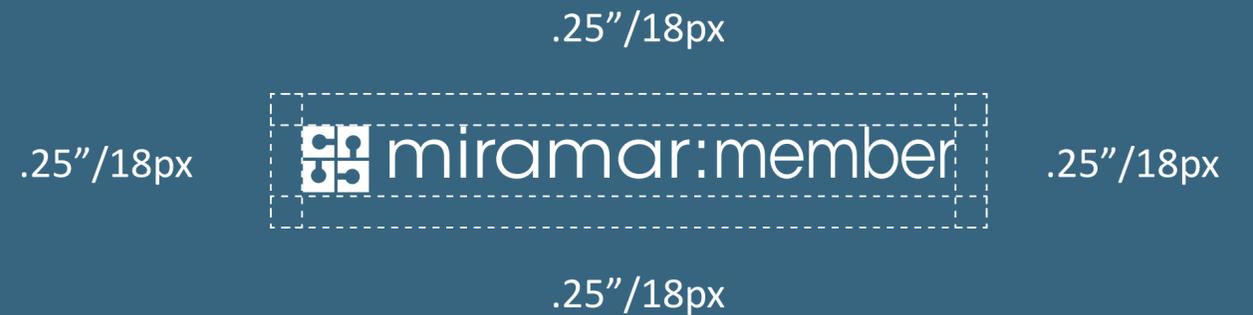
Miramar:Member is our core enrollment and premium billing solution suite. Like the other sub-brand, it was purpose-built to support MA/MAPD, PDP, and MA-EGWP member administration functions through technology and BPO services.



The solutions in the Miramar:Agent suite support the agent and broker lifecycle and health plan sales performance. Clients of Miramar:Agent experience automation, like streamlined workflows, and support that enable them to better navigate the sales management process.



The Miramar:Benefits solution suite features a integrated benefits platform designed to deliver managed benefit solutions for Medicare Advantage Organizations. This suite also includes pointed solutions for enhanced administration of supplemental and extra benefits, such as the OTC benefit and flex card, on behalf of the payer.



## Clear Space

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\* To keep logo proportionate in Microsoft applications, hold the shift key while manipulating the logo.

## Minimum Size

To maintain its clarity the logo should not be smaller than 1 inch/72pixels wide.

This size guideline is applicable to all Miramar logos.



Have questions? Need assets?

Email us at [branding\\_requests@conveyhs.com](mailto:branding_requests@conveyhs.com)