

**CHIP and Children's Medicaid Campaign  
Graphic Identity and Branding Style Guide**



 **CHIP**  
**Children's Medicaid**  
We've got your kids covered.

A solid green vertical bar on the left side of the page.

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# 1

## Introduction

This guide is for the CHIP and Children's Medicaid programs. It is intended for use by health plans, community-based organizations and other contractors to create marketing and educational material that effectively and consistently portrays the identity and mission of the CHIP/Children's Medicaid campaign and its various programs to both internal and external audiences.

It includes correct usage of our campaign logo and color palette, as well as other style rules. It is extremely important that the campaign elements are protected and used accurately and consistently. It is imperative that each of us adheres to these standards.

We have also included a list of helpful terminology at the end of this style guide to help you understand important terms required for the usage and production of the identity elements.

Thank you for supporting the CHIP and Children's Medicaid programs. If you have questions about the information presented in this guide, please contact Geoff Wool at 512.424.6548. If you represent a health plan under contract with the Texas Health and Human Services Commission, please refer questions to your CHIP and Children's Medicaid health plan manager.

# 2

## Usage Policy

The CHIP and Children's Medicaid programs are committed to the success of the families and children they serve. Any entity permitted to advertise and co-brand campaign products or projects must meet ethical and legal standards appropriate for a campaign directed at the families, care-givers and children we serve. No product or project of CHIP or Children's Medicaid shall promote or be associated with the following products (or activities that promote such products) or activities (commercial or otherwise): tobacco; alcoholic beverages; illegal drugs or other substances; illegal activities; partisan political views, causes or activities; hate or harassment, whether based on race, ethnicity, national origin, religion or other individual beliefs, gender or sexual preference, or other biases generally considered illegal or ethically unacceptable.

# 3

## Campaign Signature

## Visual Branding Guidelines

The CHIP and Children’s Medicaid logo is a key component of the visual identity program. Correct use of the signature is essential in establishing a single, unified organizational identity system. Reproduction of the logo must always be completed using approved electronic file art.

Never attempt to reproduce the signatures from photocopies. The logo is built from a font, but due to alterations, is no longer a true font and therefore must be reproduced as a graphic and not rebuilt using a font. The examples below show correct color usage for the campaign logo with tagline. Contact the CHIP/Children’s Medicaid campaign if you have specific questions regarding the use of the logo with the tagline.

### Logo with Tagline

Logo always appears with tagline except as an illustrative element.



### Minimum Size Logo with Tagline (Print)



### Alternate logo only for use in small medium (Print, Electronic & Web)



### Safe Area Around Logo



A safe area of blank space should be maintained around the logo equal to the width of the heart



### Correct Tagline Usage With Stacked Logo English and Spanish Versions



### Correct Tagline Usage With Horizontal Logo English and Spanish Versions



### Correct Logo Usage Without Tagline

Logo may be used without tagline in the following instances: when the piece is bilingual, when reproduction size prohibits it, i.e., promotional items, and when you are constrained by word count, i.e., billboards.



Please note minimum acceptable sizes. Remember that the logo should always be large enough that it is clear and conspicuous.

**CHIP-Only Variation**

A CHIP-only variation is made available for those organizations that are are CHIP providers but not Medicaid providers. CBOs that offer both CHIP and Children's Medicaid should always use the full CHIP/Children's Medicaid logo, even if it is used in a CHIP-specific piece. The logo is available with an English or Spanish tagline and in all colorways.



**Acceptable  
CHIP/Children's Medicaid  
Logo Variations**



1C Black



Reversed White



Each logo configuration is available with an English or Spanish tagline.

**Acceptable  
Logo Variations**



3C with white tagline



Reversed with  
Red Logomark



2C Black



Each logo configuration is available with an English or Spanish tagline.

**Acceptable and Unacceptable Uses of Logos**

The examples below show correct color usage for the campaign logo with tagline. Contact the CHIP/Children's Medicaid campaign if you have specific questions regarding the use of the logo with the tagline.

**Preferred**



**Acceptable**



In situations where color is not possible, the logo may be in solid black, reversed or grayscale.



When the logo is "reversed out," the background should be black, one of the CHIP/Children's Medicaid palette colors or a color dark enough to assure the logo is easily seen. The logo should only be white when reversed out.

Each logo configuration is available with an English or Spanish tagline.

**Acceptable**



Pantone 576C



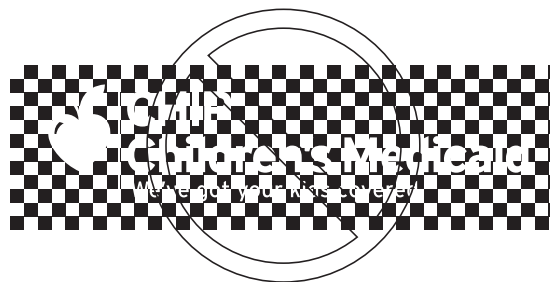
Pantone 550C



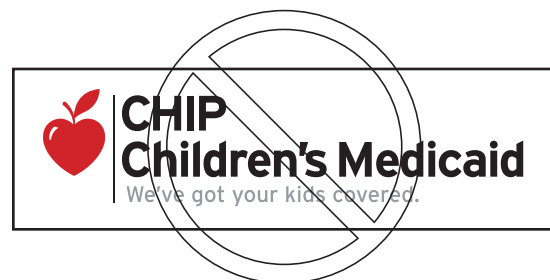
Pantone Black

When the logo is reversed out, we recommend the background used be black or one of the CHIP/Children's Medicaid palette colors. The logo should always be white when reversed.

**Not Acceptable**



Do not use logos on patterned background.



Do not use logos in a bordered box.

**Not Acceptable**



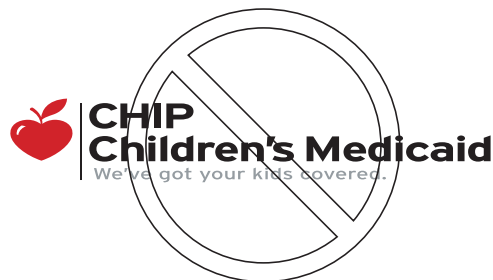
When using the logo on a colored background, the logo itself should only be white.



Do not render the logo in a color that is not specified as an acceptable palette color.



Do not distort the logo in any way



**Note:** To make image files of the logo larger or smaller, always size the graphic by grabbing a corner so that the logo mark stays proportional.

## Campaign Colors

The proper use of color consistently enhances and reinforces the communication of the CHIP and Children’s Medicaid identity. Always use the correct color specifications when using four-color process reproduction, match color reproduction or RGB (web, electronic) reproduction.

**IMPORTANT!** Notice below that there are separate specifications of four-color process and match color inks you must use for coated paper versus uncoated paper. Make sure you specify and use the correct numbers when printing on coated paper (glossy), and the correct numbers when printing on uncoated paper (matte).

### Pantone Palette



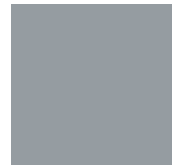
Pantone 550



70% tint of Pantone 576



Pantone 485



Pantone 430

Match Color Reproduction

Four Color Process (CMYK)

RGB Web, Electronic Reproduction

38/4/0/19

34.3/0/70/27.3

15/100/100/0

5/0/0/45

36.1/63.1/73

134/164/92

85/0/6

43.6/48.8/52.3

**CHIP/Children's Medicaid  
Correct Typefaces and  
Text References**

Using only correct typefaces and typographic styles when producing materials for, or in relation to, the CHIP and Children's Medicaid programs play a big role in shaping and maintaining the integrity of our brand.

To help create a consistent identity in all printed and electronic materials, a standard family of typefaces has been chosen for exclusive use in all media (marketing materials, in-house communications, business forms, signage, website, partner communications, etc.).

There are also guidelines for use of the campaign name and other campaign-related programs in text that must be used consistently to build and maintain the brand identity.

**General Guidelines for  
Use of Typefaces**

For Headlines:

**Univers LT Standard Condensed Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

San Serif Typeface  
for Text Blocks:

Univers 57 Condensed  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Alternate Serif Typeface  
for Text Blocks:

Adobe Garamond Pro  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Alternate Typefaces

In certain media, such as the Internet or in electronic presentations such as PowerPoint, the primary fonts may not be available. When this is the case, substitute the following more commonly available typefaces.

**For Headlines/Headings  
Substitute  
Arial Bold  
for Univers LT Standard  
Condensed Bold**

**Arial Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**For Text  
Substitute  
Arial Light  
for Univers 57  
Condensed**

Arial Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Substitute  
Times New Roman  
for Adobe Garamond Pro**

Times New Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1 2 3 4 5 6 7 8 9 0

**Campaign References  
in Text and Headlines**

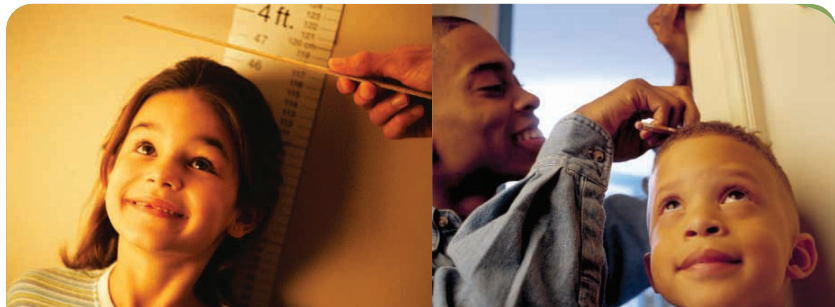
In text copy and headlines, CHIP/Children's Medicaid should always be capitalized. When followed by the word "campaign" in text copy "campaign" should be lower case. In headlines, "Campaign" should always be capitalized.

## Co-Branding

Co-branding occurs whenever any of the CHIP or Children’s Medicaid logos are used by authorized second parties in combination with their own logos or trademarks for the purpose of establishing a relationship between their organization and our campaign identities.

In using our logos in co-branding any second-party materials, the same rules generally apply as shown earlier in this guide as to correct proportions, colors, backgrounds, area of isolation around our logos, and minimum size requirements. When possible, materials should be approved by the Texas Health and Human Services Commission prior to production. Users must follow the usage policy stated earlier in this guide.

## Example



### There have been some changes to CHIP.

**Lorem ipsum dolor sit** amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

#### Reinstated benefits

- Eye exams and eyeglasses
- Dental visits and fillings

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Family Size Parents & Children	Maximum Monthly Gross Income	Yearly Gross Income
1 ↑	\$1,634	\$19,600
2 ↑ ↑	\$2,200	\$26,400
3 ↑ ↑ ↑	\$2,767	\$33,200
4 ↑ ↑ ↑ ↑	\$3,334	\$40,000
5 ↑ ↑ ↑ ↑ ↑	\$3,900	\$46,800
6 ↑ ↑ ↑ ↑ ↑ ↑	\$4,467	\$53,600

For questions or renewal assistance, please call 1 210 354-CHIP (2447) or visit [www.healthcareforeverychild.org/chipchanges](http://www.healthcareforeverychild.org/chipchanges)



Health Care for Every Child  
202 W. French Pl.  
San Antonio, TX 78212  
(210) 354-2447  
[www.healthcareforeverychild.org](http://www.healthcareforeverychild.org)

# 4

## Helpful Terminology

**Bleed/Full Bleed** When an image or color extends to the trimmed edge of the finished page. Full bleed describes when an image or color runs off all edges of the page.

**Brand** A brand is a promise of what a company or organization will deliver to its clients and partners. It is also the “personality” of an organization, how it behaves, how it does business, how it affects the marketplace.

**Brand Architecture** A framework of visual as well as written and spoken elements that establishes the relationship between the master brand and its products, solutions, and services.

**Brand Identity/Brand Identity System** Brand identity is the outward manifestation of an organization’s personality. A brand identity system is composed of written, spoken, and visual elements. Identity elements form the basis for the “look and feel” of the brand and include the name, logo (symbol), logotype, tagline, brand voice, typographic style, graphic style, and color system.

**Clearspace** The amount of white space that must be around a specific identity element.

**Co-branding** When two organizations use their respective logos or brands jointly to leverage the relative market strengths of each, thereby increasing effectiveness and/or market awareness for both.

**Color/Color Palette** Colors and color combinations that are specified for primary and secondary usage in a brand identity system. The term “color palette” refers to the entire selection of colors acceptable for use in the brand identity system, including secondary colors.

**Configuration** The specific way a logotype and logo/symbol or other surrounding identity elements are arranged.

**Identity System** A visual system designed to unify the graphic image of an organization through the consistent use of specific identity components.

**Four-color/Full-color Process** A standard printing process that blends the four (CMYK) standard colors (cyan, magenta, yellow, black) to reproduce many of the colors found in nature. Also known as process printing, CMYK or 4/C process.

**Halftone** A reproduction of a continuous-tone photograph or illustration by simulating graduations of tone using dots of varying sizes.

**Leading** The amount of space between the lines of text. Leading is expressed in points or fractions of a point. There are 72 points in an inch. The wider the text width, the more leading is required for good readability. Leading is measured from the baseline of one line of type to the baseline of the next line.

**Match color/spot color** Colors specified as a solid color other than the standard four-color process inks. Usually a specified mixture of ink. Match color inks in this guide are from the Pantone Matching System.®

## Terminology Continued

**Positive** A dark image on a light background.

**Reverse-Out** A white or light image on a dark background.

**RGB** Red, green and blue; the additive primary colors used when creating color with light. RGB color specifications are used when specifying color for web, video or multimedia work.

**Serif/Sans Serif** Serif, the short cross lines at the end of a main stroke of a letter. Sans means lettering without this stroke.

**Service Mark** See trademark.

**Symbol/ Logo** A non-typographic element of an abstract or representational nature.

**Trademark** A word, phrase, design, slogan or symbol that identifies a particular product brand. The ® is used with federally registered trademarks only. The ™ or sm is designation is used with state registered trademarks or those in the process of federal registration.

**Typeface** An alphabet designed in a particular style, also known as a font.

**x-Height** The height of the lowercase letters, excluding ascenders and descenders. This is most easily measured on the lower case "x".