

GUIDEWELL

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GUIDEWELL

OUR ENTERPRISE

GUIDEWELL

OUR MISSION

To help people and communities
achieve better health

OUR VISION

Transforming health and well-being by leading in compassionate, connected, and technology-enabled solutions that deliver personalized care and empowered living.

We believe this vision sets us on a path to become:

A leading not-for-profit health services company, reinvesting our resources to serve members and communities.

A true pioneer in technology-enabled innovation, developing experiences that feel more personalized and connected.

A model for integrated health value, building a system that delivers more accessible and affordable care.

OUR VALUES

Lead

Listen deeply.
Act courageously.

Serve

With hustle.
With heart.

Imagine

Go bold.
With discipline and data.

Deliver

We say it.
We own it. We do it.

Unite

One team.
Shared purpose.

Evolve

Always striving.
Ever improving.

ADVANCING HEALTH TOGETHER

To positively impact the communities we serve, we must drive progress in health care through the combined efforts of everyone.

Every day, we break down barriers and create solutions with the employees, health plans, providers, patients, members, and government health care programs that we work with across the country. At GuideWell, we are committed to advancing health together so that people and communities can thrive.

WHO WE ARE

We leverage a broad knowledge of the health care continuum and a meaningful understanding of consumers to reimagine and reshape the system into a more integral and useful part of people's everyday lives.

Dedicated to our mission of helping people and communities achieve better health, GuideWell is at the forefront of the evolution of health care, forging ahead by innovating, collaborating, and advocating for better health care. We've formed an integrated ecosystem of products and services to help consumers navigate this new world and ensure they have the best experience.

WHAT WE DO

Through our family of forward-thinking companies and the Florida Blue Foundation, GuideWell touches the lives of more than 45 million health care consumers and interacts with nearly 500 nonprofit organizations to fulfill our mission of helping people and communities achieve better health.

We are improving the cost, quality, and access of health care for consumers by applying our broad industry experience to reimagine and reshape the future of health. In this spirit, we collaborate with, support, and create health companies with a far-reaching range of health-related products and services that are integral and useful to people's everyday lives.

NOT-FOR PROFIT MUTUAL HOLDING COMPANY INCLUDES:

Florida Blue	GuideWell Emergency Doctors
Triple-S Management	Diagnostic Clinic Medical Group
Truli for Health	GuideWell Venture Group
Florida Health Care Plans	Onlife Health
Capital Health Plan	GuideWell Source
GuideWell Health	PopHealthCare
GuideWell Primary Care	WebTPA

STRATEGIC INVESTMENTS INCLUDE:

Prime Therapeutics
CareCentrix
Availity
VIM
VIDA
Prealize
New Directions

JOINT VENTURES INCLUDE:

Sanitas

WHAT WE BELIEVE IN



TRANSFORMATION

Improving affordability and access to care to address unmet social needs



INNOVATION

Exploring solutions to resolve the most pressing health care challenges



CONSUMERISM

Pushing to disrupt the health industry in a way that brings real change

BRAND STRATEGY

GUIDEWELL

OUR STYLE REFLECTS OUR PERSONALITY

GuideWell and its businesses share a communications style that reflects who we are and what we stand for.

Using our guidelines will help us reach our different audiences and build a strong master brand. This is an overview of the elements of our brand style. Our Voice and Tone, Guiding Principles, and Identity are the words, framework, and visual elements of our brand. These assets such as logo, typography, color, and photography identify and distinguishes our brand in consumers' minds and communicates the quality of our shared experiences.

OUR VOICE AND TONE

BRINGING THE BRAND TO LIFE

The words we choose express the heart and soul of our brand, creating emotional bonds with everyone who gets to know us.

This guide will help make sure that everybody at GuideWell is making these connections—that we’re coming across as a true thought leader in health innovation and that we’re building our brand clearly and consistently, word by word, conversation by conversation.

OUR MESSAGE

Everything we say or write at GuideWell is a message that can build our brand. Our message includes two important elements: content and style.

We select content the same way a chef selects ingredients. As we add our GuideWell style, we add the unique flair that makes each offering our own. That way, no matter what message we serve, the presentation is unmistakably GuideWell.

VOICE AND TONE GUIDING PRINCIPLES

When developing content, our voice and tone should bring our personality to life within the context of each piece. At GuideWell, we communicate in a clear, compassionate way. The qualities we embody and express are:

BE GENUINE.

Connect individually by being real and honest. We have an authentic, passionate, visionary take on the future of health. Being genuine means expressing messages through our personality traits: Innovative, Collaborative, Knowledgeable, Bold, andw Caring. Don't be afraid to use words or phrases that demonstrate our business acumen. Fully leverage our drive to make a difference to add passion, energy, and meaning to our communications.

BE SIMPLE.

Make sense of big ideas and lofty concepts by connecting the dots. Be transparent. Tell the whole story but synthesize with the intent to make things more clear and more understandable.

BE EMPATHETIC.

Keep compassion at the core of all our communications. Our enduring drive to create health outcomes that better peoples' lives makes us human first and foremost, allowing us to relay information in a way that's as reliable as it is relatable. Focus on the common ground, the ideas and values that connect us all to help our message better resonate with our audience.

BE RELEVANT.

Bring our vision for the future of health care into the present. Be explicit about how it impacts people's lives. Focus on how we're improving what matters most: the sustainability of the health system, the way people engage with it, and the positive impact on their personal health.

BRAND IDENTITY

GUIDEWELL

EXPRESSING THE GUIDEWELL BRAND

Our visual identity elements are an aesthetic expression of who we are and the glue that holds our brand touchpoints together.

Learn how to use our colors, imagery, typefaces, icons, and more.

LOGO

The GuideWell Logo is our unique graphic signature. Apply this valuable brand element carefully and consistently. Use only the approved artwork from the GuideWell Brand Center.



[Click here](#) to download the GuideWell logos.

LOGOTYPE COLOR

GuideWell Teal is the preferred logo color. It's the only color we use for the logo, other than black and white.

GUIDEWELL

TEAL

Be sure there's sufficient contrast between logo and background. The logo must always pop.

GUIDEWELL

BLACK

Be sure there's sufficient contrast between logo and background. The logo must always pop.

GUIDEWELL

WHITE ON TEAL

We use the logo in white on GuideWell Teal as well as on other colors in our palette. Be sure there's sufficient contrast between logo and color background.

GUIDEWELL

WHITE ON BLACK

Be sure there's sufficient contrast between logo and background. The logo must always pop.

GUIDEWELL

WHITE ON PHOTO

Place the logo in a clear area on the photo and be sure there's sufficient contrast between logo and the photo.



GUIDEWELL

LOGOTYPE PREFERRED SIZE

Our purpose is to create a visual standard, minimize variation, and coordinate printed materials.

Take a consistent approach to logo size, positioning, and color when applying the logos to a range of related applications.



PREFERRED PRINT SIZE:

2.5 inches wide

This is the most common logo size for print. We always use the logo at a moderate (not too big) size and surround it with ample clear space to give it impact. Use this size on 8.5" x 11" brochures, 9" x 12" brochures, and other collateral in this size range.



PREFERRED WEB SIZE:

181 pixels wide

This is the most common logo size for web. Use if for page headers.

LOGOTYPE PREFERRED SIZE

These are the smallest recommended logo sizes for print and web.

Use them on smaller collateral such as 5.5" x 8.5" brochures, trifold brochures, and postcards.

GUIDEWELL

1"

MINIMUM PRINT SIZE:

1.0 inch wide

GUIDEWELL

120 pixels

MINIMUM WEB/SCREEN SIZE:

120 pixels wide

LOGOTYPE CLEAR SPACE

The GuideWell logo has the most impact when it has an ample amount of clear space around it.

The clear space = height of “W.” At minimum, surround the logo with clear space equal to the height of the “W” in the GuideWell logo you’re using.



LOGOTYPE MISUSE

These examples illustrate some, but not all, unacceptable uses of the logo.

The word "GUIDEWELL" in teal, with a dark grey drop shadow offset below and to the right. A diagonal line is drawn across the logo.

Do not enhance the logo with textures, shadows, etc.

The word "GUIDEWELL" in teal, stretched horizontally. A diagonal line is drawn across the logo.

Do not stretch the logo.

The word "GUIDEWELL" in a light blue color, not the brand's teal. A diagonal line is drawn across the logo.

Do not use the logo in colors other than GuideWell Teal, black, or white. Use the authorized logo artwork.

A hand-drawn or recreated version of the word "GUIDEWELL" in teal, with irregular letter shapes. A diagonal line is drawn across the logo.

Do not attempt to recreate the logo. The logo has been specially drawn, so you don't have to. Use the authorized logo artwork.

The word "GUIDEWELL" in teal, with the tagline "Mutual Holding Corporation" in a smaller teal font below it. A diagonal line is drawn across the logo.

Do not add other words to the logo.

The word "GUIDEWELL" in white, centered inside a solid teal oval. A diagonal line is drawn across the logo.

Do not enclose the logo in shapes.

USING GUIDEWELL IN TEXT

We're as consistent with the use of our name as we are with our logo.

The way we use our name in text reflects our logo style. There's no space between the words "Guide" and "Well" and the initial letters "G" and "W" are capitalized.

GuideWell is building a new world of health and health care resources: Collaborating with and creating a spectrum of forward-thinking companies, offering a broad range of health-related products and services.

TYPOGRAPHY

Fakt Pro is the primary GuideWell typeface family.

We use this typeface family for all our marketing and promotional materials. For correspondence and presentations—Microsoft Word and PowerPoint templates—we use the Arial typeface.

PRIMARY FONTS

The image shows two large letters, 'A' and 'a', from the Fakt Pro typeface. The 'A' is in a light blue color and the 'a' is in a darker teal color. They are positioned side-by-side, with the 'a' slightly overlapping the 'A'.

Fakt Pro Black

This is a headline example.

Fakt Pro Light

This is a body copy example.

SECONDARY FONTS

The image shows two large letters, 'A' and 'a', from the Arial typeface. The 'A' is in a light blue color and the 'a' is in a darker teal color. They are positioned side-by-side, with the 'a' slightly overlapping the 'A'.

Arial Bold

This is a headline example.

Arial Regular

This is a body copy example.

TYPOGRAPHY

The extensive range of styles within the Fakt typeface family reflects the diversity and breadth of our offerings.

We use three styles: Fakt Pro, Fakt Condensed Pro, and Fakt Slab Pro. Working with one typeface family keeps our communications looking related and recognizable. Having three styles gives us the expressive flexibility we'll need to reach different audiences on a broad range of health matters.

PRIMARY TYPEFACE FAMILY: FAKT PRO

FAKT	FAKT PRO	FAKT CONDENSED PRO
Fakt Light	Fakt Pro Light	Fakt Condensed Pro Light
<i>Fakt Light Italic</i>	<i>Fakt Pro Light Italic</i>	<i>Fakt Condensed Pro Light Italic</i>
Fakt Normal	Fakt Pro Normal	Fakt Condensed Pro Normal
<i>Fakt Normal Italic</i>	<i>Fakt Pro Normal Italic</i>	<i>Fakt Condensed Pro Normal Italic</i>
Fakt Bold	Fakt Pro Bold	Fakt Condensed Pro Bold
<i>Fakt Bold Italic</i>	<i>Fakt Pro Bold Italic</i>	<i>Fakt Condensed Pro Bold Italic</i>

SECONDARY TYPEFACE FAMILY: ARIAL

ARIAL

Arial Regular
Arial Regular Italic
Arial Bold
Arial Bold Italic

Use our secondary font for PowerPoint and Microsoft Word templates.

Email brand-guidewell@guidewell.com for Fakt font.

COLOR PALETTE

Our color palette is one of our most expressive brand elements.

PRIMARY COLOR

Our signature color is GuideWell Teal. It's the only color (other than black and white) we use for the GuideWell logo and it's the dominant color on our communications. Teal connotes positive ideas like water, sky, and infinity, which is fitting for a company that promises to create a new world of health.

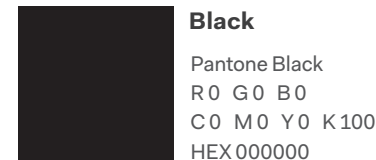
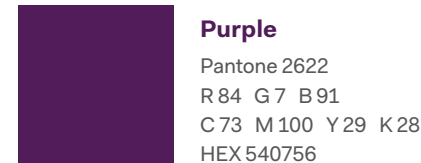


For these, and questions regarding color usage, email brand-guidewell@guidewell.com.

SECONDARY AND TERTIARY COLORS

Light Teal is the color we use to identify our subsidiary companies, like GuideWell Health.

Additionally, some of our subsidiary companies use specialty colors that are exclusive to them.



COLOR PALETTE USAGE

Be expressive with our colors. Combine them to create moods and to prompt specific responses.

But when you do, make sure the mood and message are clear. Be sure there's a clear rank order of dominant, subordinate, and accent colors.

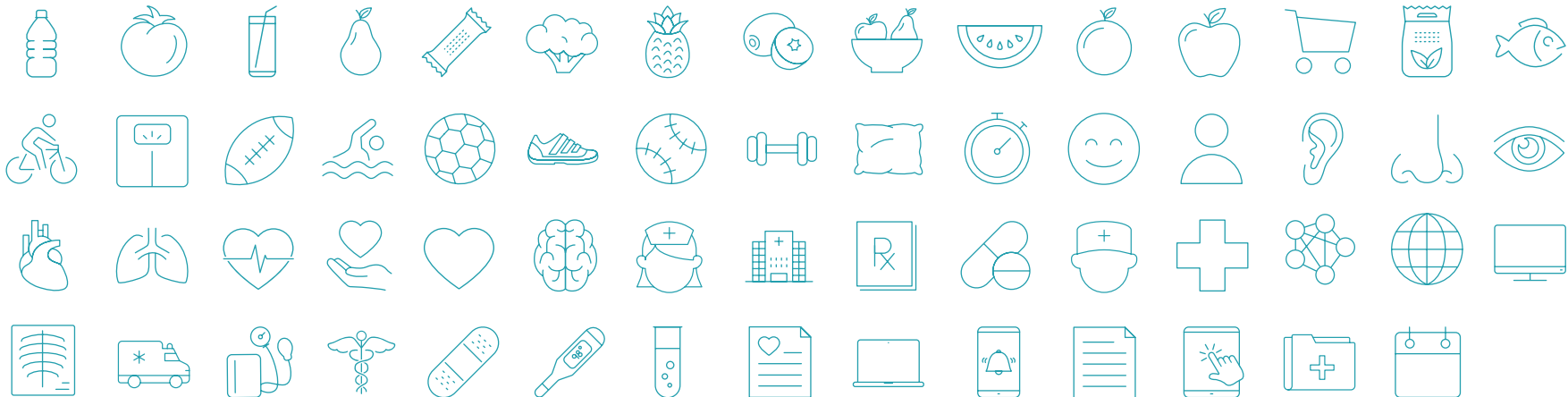
Teal is our primary brand color. It should be the most prominent color in all of our communications and properties. The visual representation below shows the intended usage weight and frequency of the colors in our palette. Black and white are often naturally occurring through type and white space and don't need to be deliberately incorporated like our dominant, subordinate, and accent colors.



ICONS

Our icon system consists of both representational and non-representational visuals that can be used to convey ideas, services, and functions.

The system spans a variety of health and wellness topics: Anatomy, People, Healthy Foods, Fitness, Health Care, and more.



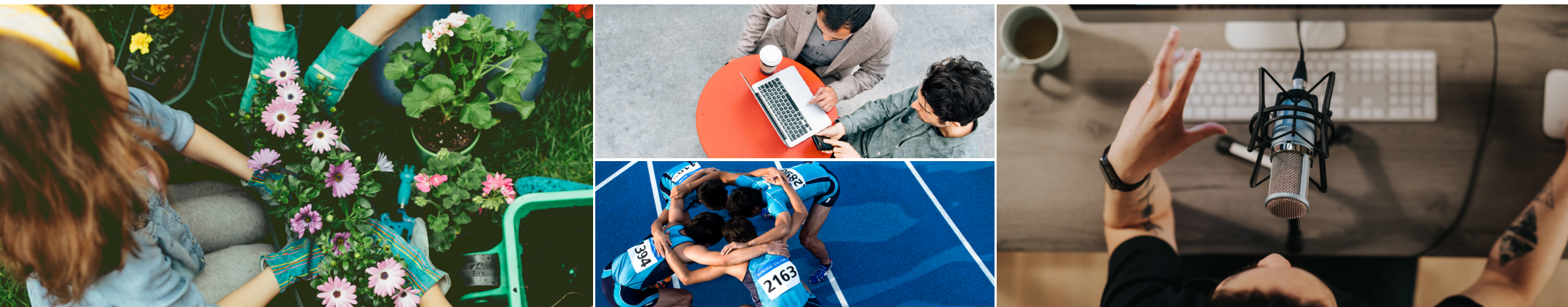
Email brand-guidewell@guidewell.com for icons.

PHOTOGRAPHY

Our photography provides not just a quick representation of GuideWell's visual style but serves as a powerful catalyst for a richer emotional attachment with our customer.

GuideWell's photography is a bright, airy, and modern feel focused on a healthy preventative lifestyle. GuideWell photography should seek the unexpected, and reveal the excitement and energy of journey, discovery, and transformation. Our images are from an elevated angle demonstrating GuideWell's unique point of view on the world. While creating visual interest, they also show humanity with a sense of togetherness, support, and helping each other towards a common goal.

Email brand-guidewell@guidewell.com for photography.



POWERPOINT TEMPLATE

Use the new GuideWell PowerPoint template to help reinforce that what you present supports GuideWell and is part of a collective body of work that comes from one corporation.

[Click here](#) to download the latest template.

HAVE A QUESTION OR A COMMENT?

Contact us at brand-guidewell@guidewell.com.

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