

truLi
for health



Brand Guidelines

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Company Overview

Who we are

Truli for Health, a Florida Blue affiliate, is a commercial insurance company for small to midsize group employers. Truli offers affordable, simplified health insurance plans that enable members and their doctors to collaborate on their health and wellness.

What we do

Truli for Health works with like-minded partners to connect members with the best care practices that focus on improving health outcomes. Together we create a superior health experience by guiding and motivating through personalized care and support that inspires members to achieve their best health.

Our mission

To help people and communities
achieve better health.

Our vision

To be an intuitive health plan that simplifies the health experience for our members.

Our values

Respect, integrity, inclusion, imagination,
courage, and excellence.

Our brand personality

FORWARD-THINKING

Through purposeful, innovative design, we've simplified the health experience by creating an intuitive health plan.

TRUSTWORTHY

We can be counted on to work with a variety of board-certified physicians and nurse practitioners who take a holistic approach to health care.

FRIENDLY

We listen and care about proactively addressing our members' needs.

CLEAR

We have affordable, easy-to-understand health plans with a specific network of providers.

Our brand in action

Truli for Health focuses on affordability and simplicity for a better overall health care experience.



A health plan that's easy to understand



A forward-thinking approach centered on the patient/physician relationship



An innovative partnership model leveraging key providers and health systems



Intimate and relevant engagement activities that build trust



Integrative processes, tools, and incentives

Writing for Truli

Our voice

Our voice helps us bring our brand to life. It should be consistent across communications, whether we're communicating via a 60-second TV spot or a social media snippet.

FRIENDLY

Our messaging is conversational and engaging. We present information in a helpful and supportive way.

EXPRESSIVE

We want our content to show passion and enthusiasm for offering a personalized approach to quality health care.

HONEST

Our writing style is transparent and authentic. Messages should convey sincerity and truthfulness.

STRAIGHTFORWARD

We have affordable, easy-to-understand health plans with a specific network of providers.

Our tone

Tone is how we inflect, enliven, and add color to our voice. It can—and will—change depending on the audience, the message, the medium, or all three.

For example: We might be “inspirational” in TV spots, “thought-provoking” on a billboard, and “educational” in a direct mail piece. It all depends on the assignment, so use your judgment and common sense.

We are

Conversational
Helpful
Passionate
Personal
Sincere
Concise

Engaging
Supportive
Enthusiastic
Transparent
Simple

We are never

Too casual
Cold
Obscure
Robotic
Passive
Complicated

Playful
Condescending
Authoritative
Disingenuous
Jargony

Style guide

For advertising and web copy, Truli for Health generally follows *The Chicago Manual of Style*. Please refer to the following for specific usage, spelling, and grammar issues that will regularly arise in writing for the brand.

Usage

When using 'Truli for Health' in text, the first mention should always show the full name: Truli for Health. Any additional references made in the same piece can use the word 'Truli' on its own.

TRULI FOR HEALTH COPY EXAMPLE

Through purposeful, innovative design, **Truli for Health** has simplified the health experience by creating an intuitive health plan. From major challenges to everyday moments, **Truli** members are encouraged to pursue better health and create a personal relationship with their primary care physician.

Visual Identity

Logo lockup variations

There are three approved lockups available. One with the Cross and Shield symbols, one with an affiliate tagline, and one with the Blue Cross and Blue Shield Association tagline.

Download Truli for Health logos by [clicking here](#)



Logo with Cross & Shield Symbols



Logo with Cross & Shield Symbols and Affiliate tagline



Logo with Cross & Shield Symbols and BCBS Association tagline

Logo clear space

The Truli for Health logo is best displayed when positioned with clear space, which helps to protect the integrity of the logo. This space should be kept clear of all type, graphic elements, lines, and detailed areas within illustration and photography.

The amount of clear space is in direct proportion to the size of the Cross and Shield symbols and must not be altered. The preferred clear space is equal to the height/width of the Blue Cross symbol, as illustrated to the left.



Logo size

Below are the preferred and minimum lockup sizes for both digital and print applications.

PRINT APPLICATION SIZES



DIGITAL APPLICATION SIZES



Logo color usage

Colors for the logo lockup can be used in the following scenarios shown here:



A 100% process blue must only be placed on a white background (this is the preferred usage of the Truli logo)



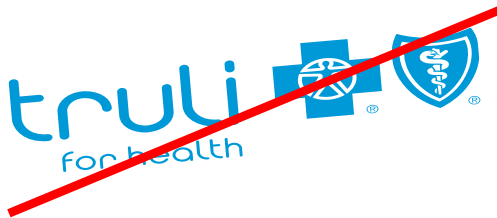
A 100% black lockup must only be placed on a white background



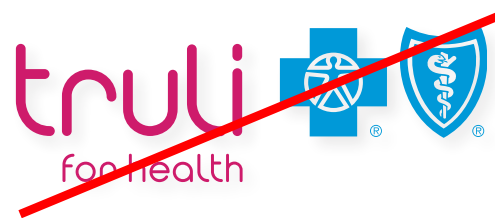
A 100% white lockup must only be placed on a process blue background

Logo misuse

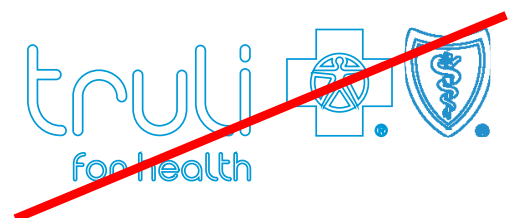
Below are some, but not all, examples of misusing the Truli for Health lockups.



Do not rotate or stretch the logo in any way.



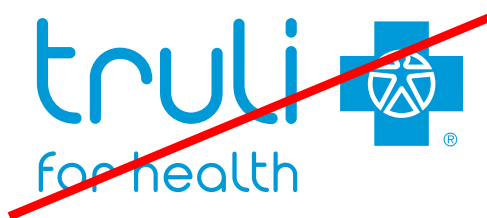
Do not change the logo to a different color and do not use any kind of drop shadow on the logo.



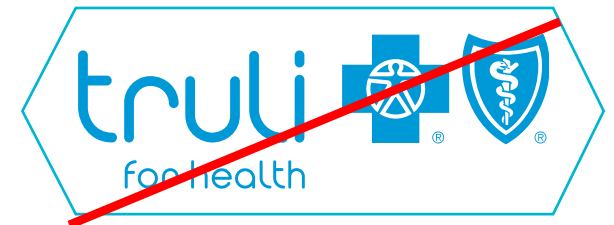
Do not change any part of the logo to a stroke.



Do not put the logo on a background other than process blue.



Do not remove parts of the logo or change the overall layout of the logo in anyway.



Do not enclose the logo in a shape.



Typography

PRIMARY FONT

Gotham is the primary typeface family for Truli for Health branded communications. The typeface family consists of 16 normal and condensed versions: 8 weights, 8 italics.

Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic

Gotham Condensed Light
Gotham Condensed Light Italic
Gotham Condensed Book
Gotham Condensed Book Italic
Gotham Condensed Medium
Gotham Condensed Medium Italic
Gotham Condensed Bold
Gotham Condensed Bold Italic



This is a headline font

Typography

HEADLINE FONT

Square Peg is a fun accent display font meant to highlight key value props in header images, and draw attention to short, punchy statements in both print and web.

Given the handwritten nature of the font, there should be no more than six words in the headline, otherwise the text is too hard to read.

Combining the fonts

Lorem a ipsum dolor

**Lorem a ipsum dolor sit amet, consttuer
adisping a they elds.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore
magna aliqua. Ut enim ad minim veniam

HEADLINE

Given the handwritten nature of the font, Square Peg should be used when there are no more than six words in the headline.

SUB-HEAD

Gotham bold font is a bold and easily read font at 14pt and above. Keep the kerning open at 10pt.

BODY COPY

Gotham light is used for a clean and crisp body copy font. Please keep this font at 10pt and above.

Color palette

PRIMARY PALETTE

This is the primary color palette for Truli for Health. The primary color palette is Corporate Blue, White, and Black.

Pantone Process Blue
C: 100 M: 13 Y: 1 K: 3
R: 0 G: 145 B: 204
Hex: #0091CC

Pantone Process Black
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
Hex: #000000

Pantone 3125
C: 84 M: 0 Y: 18 K: 0
R: 0 G: 174 B: 199
Hex: #009AEC7

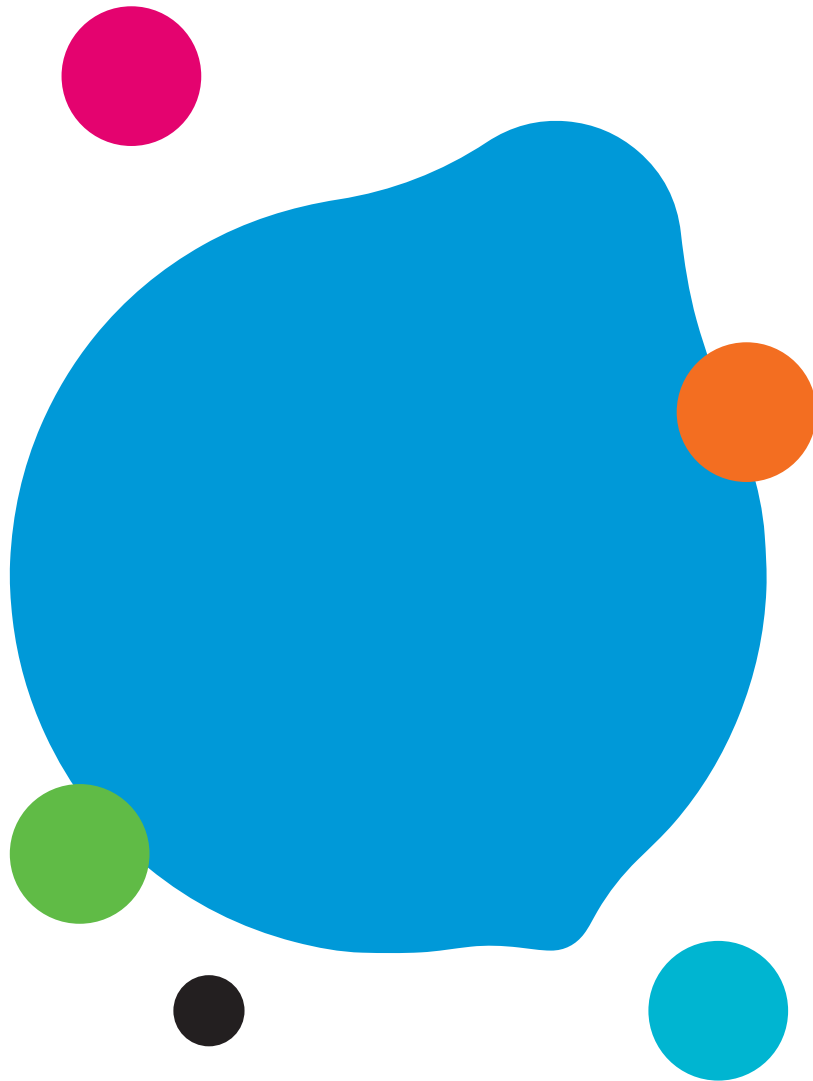
Pantone 213
C: 0 M: 100 Y: 24 K: 4
R: 206 G: 15 B: 105
Hex: #CE0F69

Pantone orange 021
C: 100 M: 70 Y: 100 K: 0
R: 255 G: 103 B: 31
Hex: #FF671F

Pantone 368
C: 65 M: 0 Y: 100 K: 0
R: 120 G: 190 B: 32
Hex: #78BE20

SECONDARY PALETTE

The secondary color palette includes teal, magenta, orange and green colors.



Color usage

Corporate Blue is the leading dominant color for Truli-branded communications. Black is to be used exclusively for body text on white backgrounds.

The secondary color palette includes four vivid colors which are to be used exclusively for adding accent color to support the primary color palette.



Color strip usage example

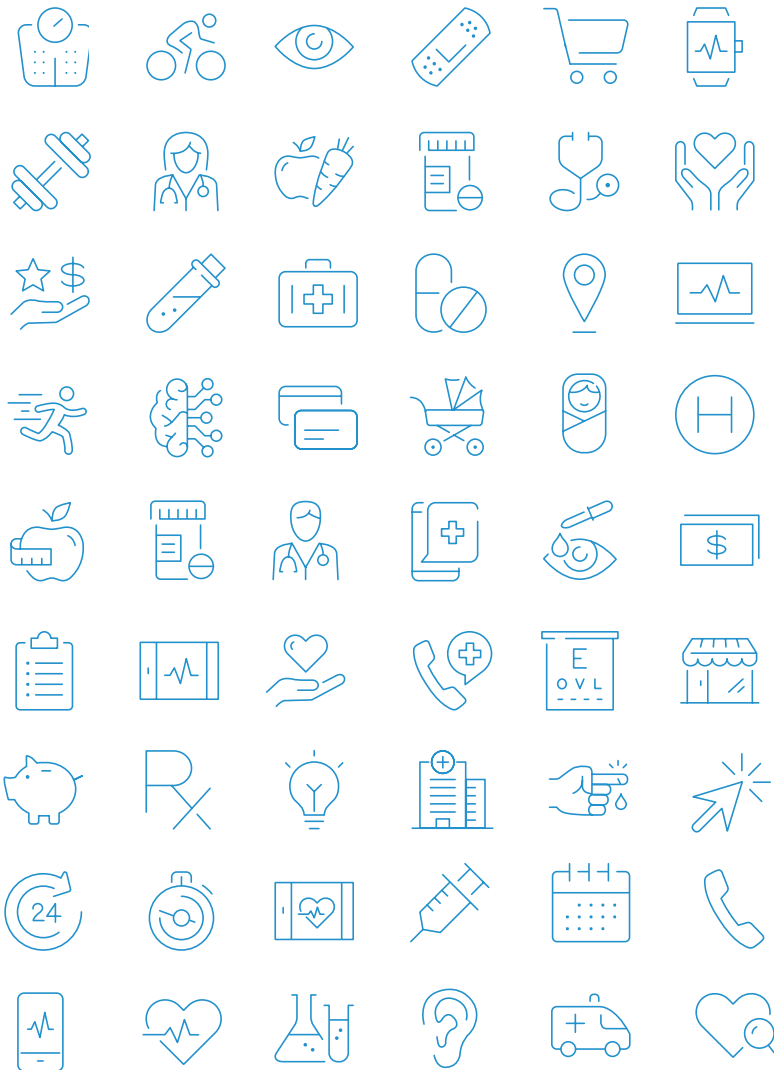
Color strip

The color strip is used as a border, typically found at the bottom of marketing materials. It consists of the primary brand color and the four accent colors.

It should not be used as a divider between sections. The color strip must run the full width of the page.

SIZING

Color strip should be no less than 2 pt stroke weight and should be equal parts pink, orange, green, teal, and process blue, in that specific order.



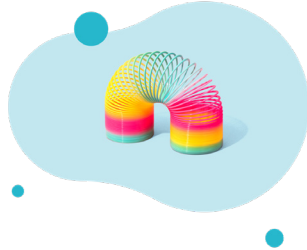
Iconography

This is the iconography dedicated for Truli for Health. Each icon has been designed to reflect health and wellness in a simplistic linear style.



Photography

Our photos convey delight. They're expressive, fresh and engaging, youthful at heart, free spirited, and simple. The photos have a cutout background so they can be used over a solid field of background color.



Still life images

Still life images are a complement to our member/consumer images; they're never used as our main visual. They often support instructional copy, like step-by-step rules, stats, contact information, etc. These images, which are bold and playful, help break up content and allow for diversity in imagery. Always place them against a white or colored background for enhanced visibility.

Note: Each still life image comes packaged with the colored background on which it is designed. The image and the background CANNOT be separated — it is a single image.



For questions email brand-guidewell@guidewell.com.