

HMSA Brand Guidelines

2015



An Independent Licensee of the Blue Cross and Blue Shield Association



What is this book for?

Here are two explanations.

Example A, old brand voice.

By utilizing the HMSA Brand Guidelines, communicators will be enabled to better understand the vision and mission of the company and communicate through the renewed values and innovative brand being rolled out.

Example B, new brand voice.

This guide shows you how we communicate now.



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our brand

Who we are

Caring for Hawaii is our promise and our privilege.

It's our home. Our members are more than customers; they're our neighbors, our friends, and our families.

It's our history. For 75 years, we've served as stewards for our community's health, and every day we renew our commitment to that purpose.

It's our responsibility. Our unique position requires that we embrace the challenges ahead. We have the people, vision, ideas, and heart to achieve a healthier Hawaii.

We care for Hawaii by redefining what a health plan is. When we focus on people and when we invest in making the health care system better, we contribute to happier and healthier lives for everyone.

Our focus is clear: Every day, we care to make a difference.

We are HMSA.

What we do and why it matters

Advancing the health
of Hawaii.

Our promise. Our community.
Our privilege.

Our brand promise:

Firmly positions us as the leader
of health in Hawaii.

Conveys a sense of strength in a humble way.

Captures the essence of what we believe
and why we do what we do.

Signals our duty and care for the community
in a believable way.

Is inspirational and aspirational.





our values



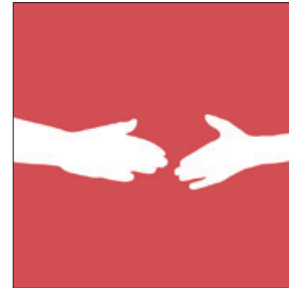
Remember why we're here

We're here for one reason—to serve the people of Hawaii. We're essential to a healthier Hawaii and we don't take our responsibility lightly. It's our duty, our passion, and the driving force behind everything we do.



Open and honest, always.

We're honest and forthright in everything we do and say. We always explain why. With us, there's no hidden agenda—what you see is what you get.



Embrace partnership.

We know that the best results come when we work together. Both internally and externally, we motivate and inspire each other. Together, we can do more for our community.



Have courage to make it better.

We're creative thinkers who take initiative to find new and better ways, and we believe the best answer can often be a brand new idea. Never satisfied with the status quo, we are constantly pushing ourselves and pushing the envelope.



our voice

Our brand voice attributes

Here are four ways to say the same thing.

The difference is voice. How would you describe the different voices?

I have some health care news to share ...

The first is clear.

PREPARE TO HAVE YOUR MIND BLOWN!

The second is vibrant

You're going to love this 😊

The third is personal.

We've got information you need to hear.

The fourth is strong.

Of course, those are extreme examples to contrast their differences. We want to use them to a very precise degree that fits with our brand. Something more like, "We've got some health care news you're going to like."

Our brand voice attributes

PERSONAL

We respect and understand individuality. We have conversations with people by communicating like a person, not a company.

Empathetic but not compromising.

Conversational but not childish.

Friendly but not presumptive.



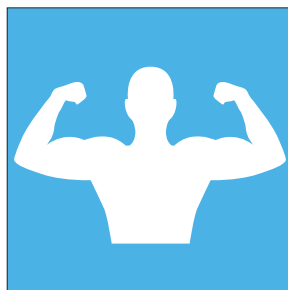
STRONG

We act and speak like the leader we are. We take a stance and share it with others, even if it goes against the grain.

Bold but not brash.

Confident but not arrogant.

Courageous but not hasty.



CLEAR

We bring clarity through simplicity and transparency. To us, it's more important to be understood than heard.

Simple but not simplistic.

Direct but not imposing.

Transparent but not exposed.



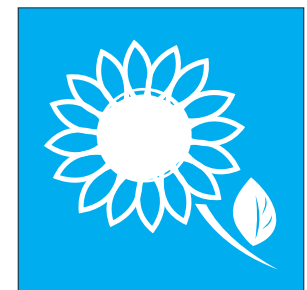
VIBRANT

Our spirits are high and our attitude shines. With energy and momentum, we evoke vivid reactions.

Bright but not blinding.

Energetic but not aggressive.

Optimistic but not unrealistic.



voice use

How to write on-brand

Clear, vibrant, personal, and strong: Those are the four voice attributes that make up HMSA's voice. Not necessarily all at once – that can be tricky or even inappropriate.

Think about times in your life when you might use these types of voice attributes to get your point across. Which one you'd use would depend on your audience and the purpose. When you want to be clear to a knowledgeable audience, you might need to use technical terms.

Examples

I underwent a lisfranc surgical procedure on my medial cuneiform.

You might say that to a doctor. But to a friend, you might not care to be so clear – instead, you might be personal, in which case you'd probably avoid using unfamiliar terms altogether and instead opt for a simplification.

I had foot surgery.

The same goes when using HMSA's voice attributes. Sometimes we need to be primarily clear, like when we're explaining a service:

It's important for kids to have regular appointments to check on their physical and emotional development, which is why QUEST plans cover Early and Periodic Screening, Diagnosis, and Treatment (EPSDT) up to age 21.

But when we're trying to compel people to enroll in our plans, it might be better to be personal:

You don't have to worry about your kids' development – our QUEST plan is #1 in Hawaii for kids' screenings.

voice clear and strong

Clear writing

CLEAR

Our most common communications task is sharing information. We're part of an industry known for complexity and confusing jargon. Because of that, clarity is the most important of our brand voice attributes.

There are many tips and strategies for clear writing, but a great rule of thumb is: put yourself in your audience's slippers. What would they want to know? Would they read past the first sentence? If your grandmother read it, would she understand it?

Avoid jargon or, if it's absolutely necessary, explain it.

Example

Not clear:

You will be held responsible for nonparticipating provider's fees less the eligible charge.

Clear:

Your plan pays the charges its participating providers have agreed to. When you see a nonparticipating provider, who hasn't agreed to charge lower rates to HMSA members, you'll have to pay any amount your plan doesn't cover.

While clear writing often cuts out unnecessary words, that doesn't mean it's always shorter. You may need to explain something to make it clear, and you should always give a resource for more information.

Example

Not clear:

We have requested additional information from your provider to complete processing of this claim.

Clear:

We've asked your provider to give us more information about this service so we can process your claim. Mahalo for your patience. If you have any questions, please call us at 948-6079 on Oahu or 1 (800) 776-4672 toll-free on the Neighbor Islands.

Strong writing

STRONG

Don't weaken your verbs with determinations, aspirations, attempts, commitments, or responsibilities. They seem positive, but they're non-committal – they actually keep us from owning up to our actions. If we do it, we say that we do it. Strong writing acknowledges what we do and the role we play in our member's lives.

Examples

Weak: We will attempt to contact you.

Strong: We'll call you.

Weak: A Pharmacy Performance department is responsible for auditing all pharmacies within HMSA's provider networks.

Strong: Our pharmacy performance team audits all pharmacies in our network.

Use an active (not passive) voice. A common mistake we make to avoid taking ownership of things we do is to pretend that nobody does them, that they're just "done." That's what your English teacher called the passive voice.

Examples

Passive: Members will be billed by HMSA.

Claims will be processed in a timely manner.

This kind of writing leaves the reader feeling like we're a big, impersonal machine. It's also passive, like saying, "The road was crossed by the chicken." Instead, make your verbs active. Be bold and take ownership of our actions.

Active: We'll bill you.

We process claims as soon as possible.

The chicken crossed the road (to get a better health plan).

voice personal and vibrant

Personal writing

PERSONAL

Try to let your writing mimic a conversation.

Get to the point. There's a natural tendency to start a communication, particularly a letter, with a formulaic introduction that seems like it's important. In reality, though, it's usually just us talking about ourselves in a way that offers little information, bores readers, and may keep them from reading on to the part where you finally get to the point.

Examples

Impersonal: not to the point, HMSA-centric, not engaging

At HMSA, we are doing all we can to support the relationship between you and your doctors with integrated care. Integrated care takes all of the health care stuff that you do – doctor and hospital visits, lab work, prescriptions, preventive care, disease management, health lifestyles, and more – and makes it accessible in one comprehensive, coordinated whole, so that you and your doctors know everything about your care and can more effectively address any concerns or issues. It is the best way to achieve high quality health care and hold the line on costs for that care.

To help achieve these goals, we will be introducing the powerful capabilities of **HMSA's Well-Being Connect** Web portal.

Personal: to the point, member-centric, engaging

We care about you. That's why we want you to take advantage of HMSA Well-Being Connection and improve your overall health.

Well-Being Connection gives you more opportunities than ever before to evaluate your well-being, set goals, and achieve your goals with support, online tools, and coaching.

Vibrant writing

Use the first person (we) point of view instead of the third person (HMSA or it) to be a part of the conversation rather than an impersonal observer.

Example

Impersonal: HMSA cares about its members.

Personal: We care about our members.

Or, even better: We care about you.

Use contractions (can't, don't, isn't, it's instead of cannot, do not, is not, it is) to avoid sounding like a robot.

Example

Impersonal: This service is not covered.

Personal: Your plan doesn't cover this service.

VIBRANT

We don't want our communications to be boring, so liven them up with vibrant imagery and language. This is important especially when you find yourself using boring corporate verbiage like complete, deliver, solution.

Example

Dull: We appreciate your time in completing the Healthways Well-Being Assessment.

Vibrant: Congratulations! Finishing the Healthways Well-Being Assessment is an important first step to reaching your goals.

hmsa brand logo

HMSA Signature

The HMSA signature differs from the BCBSA signature in two ways. We include the HMSA initials in our signature and we use a modified version of the Blue Shield symbol. HMSA is the only plan that's allowed to use the modified Blue Shield symbol.

Elements

HMSA's signature has three required elements: the HMSA initials, the BCBSA's Blue Cross symbol, HMSA's version of the Blue Shield symbol, and the corporate licensee tagline.

The combination of these three integrated elements creates the HMSA signature; we use this signature to identify everything we produce and distribute.

- The specifications for the visual proportions, spacing, and alignment of these three elements have been predetermined; there are no exceptions to these specifications.
- The corporate licensee tagline must appear with the first usage of the logo on the page. If there are multiple logos it must be under the logo itself.

- When applying the HMSA signature in any context, never create your own version by combining the three elements independently.

- Always use the officially prepared electronic HMSA signature artwork, which you can get from your department's contact in Communications.

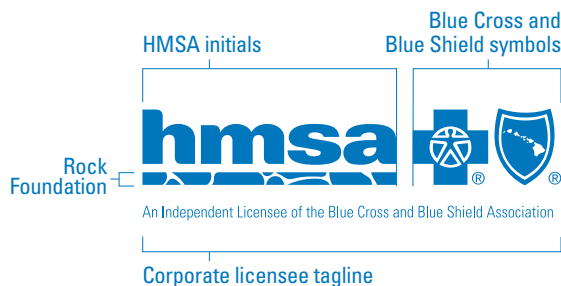
- The HMSA signature may appear in a single, clearly defined configuration only as shown in the accompanying examples.

- No other configurations are permitted. The signature is available in electronic format from your department's contact in Communications.

Minimum Size

In most applications of the logo, the minimum width for the signature is 2.0" (12 picas). This makes the height of the Blue Cross symbol 0.35 inches high.

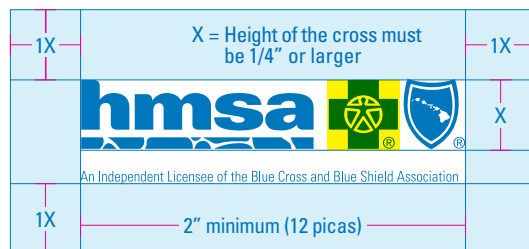
In special instances, the minimum acceptable size for the HMSA signature can be shorter than 0.35 inches, but no shorter than 0.25 inches.



Clear Space

Always separate the HMSA signature from other accompanying text and graphic elements by a minimum specified distance of clear space.

- The precise amount of minimum clear space is relative to the size of the signature used.
- Minimum clear space is expressed in terms of a specific measurement, X, which is determined by the height of the Blue Cross symbol in the signature.
- To determine X for a specific signature, measure the height of the Blue Cross symbol (as shown in the example) in that signature.
- Using more than the minimum clear space is always acceptable.



Available File Formats

- Adobe Illustrator .eps and .ai
- Adobe Photoshop .tif, .eps, .jpg, and png

Colors and Sizes

- Black 12 and 14 pica
- PMS 3005 12 and 14 pica
- White 12 and 14 pica
- CMYK 12 and 14 pica

Preferred Size

14 pica logo = 2.3 inches



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Alternate Size

12 pica logo = 2.0 inches



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hmsa brand logo use

Logo Colors

The HMSA signature may be printed in black or PMS 3005. All elements of the signature must be printed in the same color.

Black ink may be used on white and light colored backgrounds. PMS 3005 may only be used on white. Bronze, gold, and silver inks require approval by Communications. No other inks are authorized for the printing process.

PMS 3005: Use ONLY on white backgrounds



Black: Used on white or light colored backgrounds.



Reverse type: Used on dark colored backgrounds.



No screen tints

The signature must be printed as a solid color (no screen tints).

Correct



Incorrect



Correct



Incorrect



Size/Proportion

Minimum acceptable size for the HMSA signature is based on the height of the Blue Cross symbol, which must be at least 0.25 inches. Don't distort the logo to fit your space.

For signage or banners, please check with us, as the size of the HMSA logo depends on the size of the finished piece.

Correct



Incorrect (Too small)



Incorrect (Condensed)



Incorrect (Extended)



Distinct contrast

In all instances, there must be a very distinct contrast between the signature and background color or imagery. When appearing over photographic or otherwise multi-tonal background image, avoid areas that interfere with the clarity of the signature.

Correct



Incorrect



Correct



Incorrect



Signature clarity

Correct



Incorrect



Correct



Incorrect



Cross and Shield

When using the HMSA logo on background colors other than white, the insides of the Cross and Shield in the HMSA signature must be either white or black.

Correct



Incorrect



Correct



Incorrect



hmsa brand typography

Brand Typefaces

Our typefaces are Univers and Minion Pro. Both of these typefaces have large families that make them very versatile.

If those fonts aren't available for use, you may use Arial or Times New Roman as a substitute. For letterhead correspondence, use Times New Roman for the text.

HMSA Corporate Fonts

Univers

Univers LT Std 45 Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers LT Std 55 Roman

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers LT Std 65 Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers LT Std 75 Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Pro

Minion Pro Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Pro Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Pro Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Pro Condensed

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Univers LT Std 55 Roman

¹⁴
₁₆

The quick brown fox jumps over
the lazy dog.

Minion Pro Regular

¹⁴
₁₆

The quick brown fox jumps over
the lazy dog.

HMSA Corporate Substitute Fonts

Arial

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Narrow

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman

Times New Roman Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman Bold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Regular
14 The quick brown fox jumps over
16 the lazy dog.

Times New Roman Regular
14 The quick brown fox jumps over
16 the lazy dog.

hmsa brand

Brand Colors

These are the three groups in our color system for the new brand identity. Our primary color is Pantone 3005. The secondary color palette has additional blues to help support the brand. To complement and accent, the tertiary palette has tropical colors to represent Hawaii.

Patterns

There are two primary patterns in the HMSA brand: the rock pattern and the crosshatch. Both symbolize our role in Hawaii.

The rock pattern can be seen in the logo in the bar under the letters HMSA. This represents the foundation for the health care system in Hawaii. The cross hatch represents all the layers built on the foundation.

HMSA also has three patterns that are used for each of the neighborhood centers: lehua for the Hilo center, sugar cane for the Pearl City center, and water for the Keeaumoku center.

Primary Color



Pantone 3005 U
CMYK 89 / 48 / 0 / 0
RGB 0 / 118 / 192
HEX 0076c0

Secondary Colors



Pantone 2945 U
CMYK 92 / 69 / 20 / 5
RGB 36 / 88 / 141
HEX 24588d

Pantone 2975 U
CMYK 42 / 1 / 3 / 0
RGB 137 / 212 / 239
HEX 89d4ef

Pantone 298 U
CMYK 63 / 13 / 0 / 0
RGB 69 / 178 / 233
HEX 45b2e9

Process Cyan
CMYK 100 / 0 / 0 / 0
RGB 0 / 174 / 239
HEX 00aeef

colors and patterns

Tertiary Colors



Pantone 109 U
CMYK 0 / 24 / 98 / 0
RGB 255 / 199 / 0
HEX ffcc00

Pantone 1375 U
CMYK 0 / 49 / 79 / 0
RGB 255 / 154 / 63
HEX ff9a3f

Pantone 1797 U
CMYK 13 / 83 / 65 / 2
RGB 208 / 79 / 84
HEX d04f54

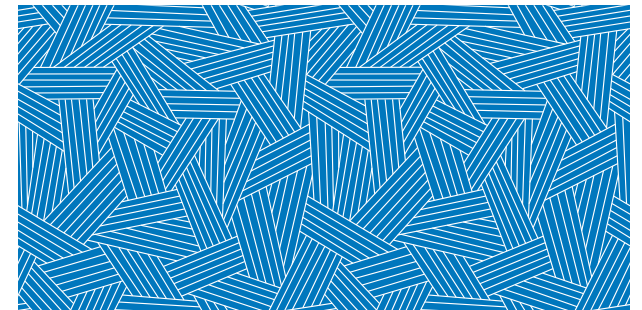


Pantone 382 U
CMYK 47 / 4 / 100 / 0
RGB 151 / 194 / 34
HEX 97c222

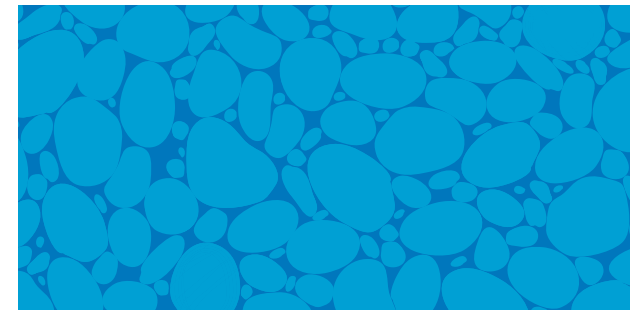
Pantone Green U
CMYK 93 / 1 / 58 / 0
RGB 0 / 169 / 143
HEX 00aa90

Pantone 175 U
CMYK 69 / 74 / 0 / 0
RGB 102 / 89 / 176
HEX 6559b1

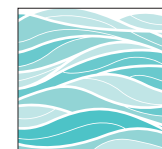
Patterns



Cross hatch



Rock



Water



Sugar Cane



Lehua

hmsa brand imagery

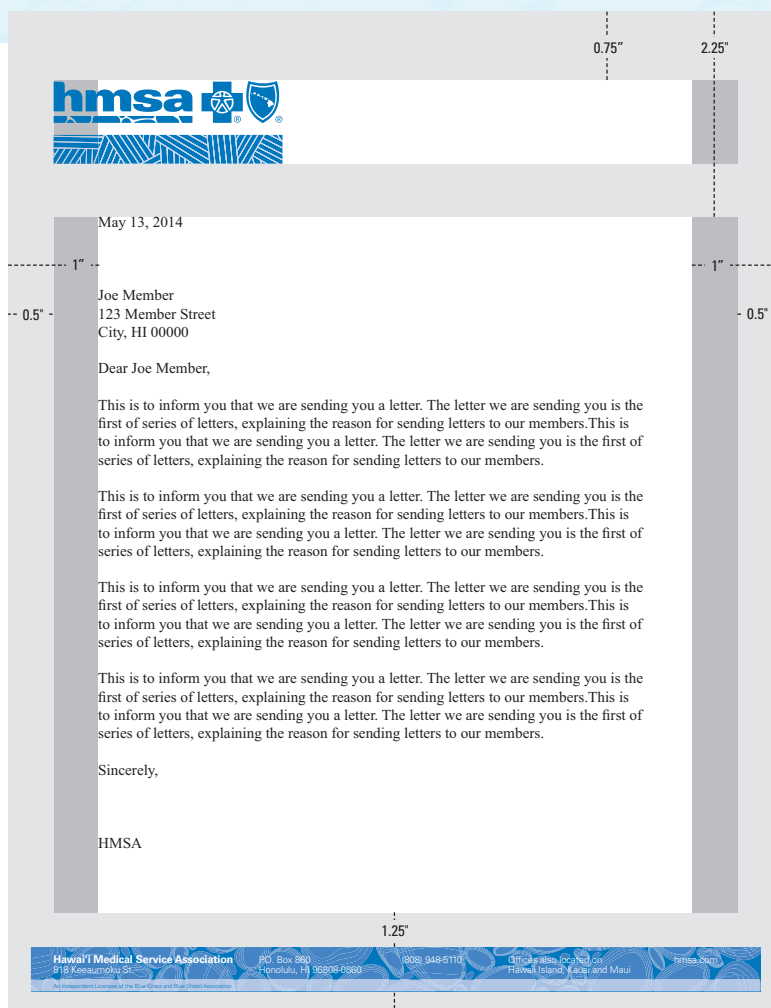
Brand Images

The new style of imagery is candid and sincere. We capture moments in people's lives that are spontaneous and real.





hmsa brand in use



Letterhead Correspondence

When using HMSA letterhead for correspondence, your document must follow these guidelines for page margins and formatting:

Page Margins

- The header box (in Microsoft Word) is set at 0.75 inches from the top.
- The preferred "live area" page margins are 2.25 inches top, 1 inch left, 1 inch right, and 1.25 inches bottom. However, alternate left and right margins of 0.5 inch are also acceptable.

Letterhead Formatting

- Use Times New Roman font for all text. Don't use any other fonts.
- Text may appear at 10 or 12 point size, in single line spacing only. (NOTE: All Akamai Advantage correspondence must be 12 point size.)
- The date of correspondence appears on the first line in the body copy box (in Microsoft Word), flushed left, and spelled out (use "September" and not "Sept.").
- All text in the "live area" appears as flush-left, ragged-right, and no indentation.

Promotional Items

1) Wearable Items

For wearable applications, the HMSA logo may be embroidered or silk-screened. Primary placement of the HMSA logo is on the left upper chest. If art or other graphics are present, the logo should be embroidered or silk-screened on the left sleeve. Approved color options for the HMSA logo are Pantone 3005, black, or white. Background fabrics shouldn't visually compete with the HMSA logo.

2) Embroidery Applications

Embroidery on shirts, T-shirts, coats, sweaters, jackets, and other wearable items requires a minimum of 3 inches, because the HMSA logo becomes distorted when it's smaller. No register (®) symbol or tagline is required with the HMSA logo.

3) Silk-Screening Applications

Silk-screening the HMSA logo on wearable items requires a minimum of 2 inches because the HMSA logo starts to fill in and becomes visually unrecognizable when it's smaller. No register (®) symbol or tagline is required with the HMSA logo.

4) Other Merchandise

Small merchandise, including pens, pencils, key chains, etc., has a limited imprinting area. Use a one-color imprint for the HMSA logo: Pantone 3005, black, or white. No register (®) symbol or tagline is required with the HMSA logo.

hmsa brand in use

Brand in Use

When using the HMSA logo, the preferred size to use on materials up to 11" x 17" is the 14 pica version. In instances where that size is too large, you may use the 12 pica version.

For signage or banners, please check with us, as the size of the HMSA logo is dependent on the size of the finished piece.

All examples to the right are using the 14 pica version of the logo.

Please refer to page 14 for the correct logo.

Poster - 11" x 17"



*Just 20 minutes
can change your life.*

Take the **Healthways Well-Being Assessment™** today and start on a proven path to being better, feeling better, and living better!

This confidential assessment can help you understand your overall health in minutes. When you complete the assessment, you'll also be entered in a statewide sweepstakes to win 50,000 HawaiianMiles from Hawaiian Airlines.

Go to hmsa.com/wbc for contest rules or to take your assessment. Please note that Well-Being Assessment participation is open to HMSA members only.

Questions? Call 1 (855) 329-5461 toll-free.


HMSA Well-Being Connect

hmsa 

Healthways Well-Being Assessment is a trademark of Healthways, Inc. All rights reserved. All other trademarks are the property of their respective owners.

Flyers - 8.5" x 11"

Space for company name or campaign dates



Be better, live better, feel better.

Complete the assessment by [deadline] and you'll [company incentive].


Take the **Healthways Well-Being Assessment™** today and start on a proven path to better well-being!

This confidential online assessment can help you understand your overall health in minutes. When you complete the assessment, you'll also be entered in a statewide sweepstakes to win 50,000 HawaiianMiles from Hawaiian Airlines.

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Questions? Call 1 (855) 329-5461 toll-free.

HMSA Well-Being Connect

hmsa 

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Travel with HMSA



Have peace of mind knowing that HMSA pays for medical care while you're traveling. You'll have access to Blue Cross and Blue Shield doctors across the U.S. Mainland and in more than 200 countries and territories around the world.

Before you leave, call HMSA.

Knowing what your health plan pays for and where to go for medical care while away from home should be part of your travel planning. Call us and we'll tell you everything you need to know.

Outs:

- Group and Individual Plan members: 945-6111
- County, State, and Federal Plan members: 945-6465
- Senior Plan members: 945-6000
- HMO members: 945-6070

Neighbor Islands:

- Honolulu: 955-5441
- Kailua-Kona: 329-0291
- Kaunoi: 245-3393
- Molokai: 871-6265

Travelling within the U.S.

HMSA PPO members:

- Check your HMSA membership card for the PPO out-of-state logo.
- Call 1 (800) 815-BLUE (2582) toll-free for doctors who you'll be traveling. The number is on your HMSA card.
- Visit the BlueCard Doctor & Hospital Finder website at www.BCBS.com.

HMSA HMO members:


- For urgent or emergency care:** You don't need a referral. When you return home, call your PCP for follow-up care.
- For urgent care:** Call 1 (800) 815-BLUE (2582) toll-free for the nearest doctors.
- For emergency care:** Go to the nearest emergency room.
- Show your HMSA membership card.
- Ask the doctor or hospital to send a copy of your medical records to your primary care provider (PCP).
- Ask the doctor or hospital to file your claim.
- For care that's not urgent or an emergency:** Get a referral from your PCP in Hawaii. If you want HMSA to help pay for your care.

(continued on back)


hmsa 

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Take a look
at your
HMSA Vision Plan




Are you having trouble seeing while driving at night?
Is it difficult to read things?
It may be time to get your eyes checked.

hmsa 

Smile
with HMSA Dental Plans




Healthy teeth and gums help you maintain your overall health and wellness. HMSA dental plans provides you access to quality dental care.

hmsa 

Rack Cards - 4" x 9"

HMSA Well-Being Connect




*Get a better picture
of your total health*

The Healthways Well-Being Assessment™ takes only 20 minutes and is easy and interactive.

- Answer questions ranging from your biometrics (height, weight, etc.) to your work environment and health behaviors.
- To get the most out of the assessment, have your current lab and biometric data with you. If you don't have it, you can add it later in the Health Record tab.

HGEA Delegates

Take the Healthways Well-Being Assessment between May 8 and May 14, 2014, and you'll be entered to win a \$100 Visa gift card.

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HMSA Well-Being Connect

*Start on a proven path
to being better, feeling better,
and living better.*


1. Go to hmsa.com/wbc.


Click the HMSA Member button and log in to My Account. If you aren't registered for My Account, create an account using your membership card and a valid email address.

If you have multiple HMSA medical plans, use your primary plan to register.

2. Go to HMSA Well-Being Connect.


Click the HMSA Well-Being Connect button in the upper right hand corner.




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Directories - 8.5" x 11"



Make the Best Choice for
Better Health

hmsa 

Directory of
Participating
Providers



HMSA's HMO Vision Appliances

Summer 2014

hmsa 

hmsa brand in use

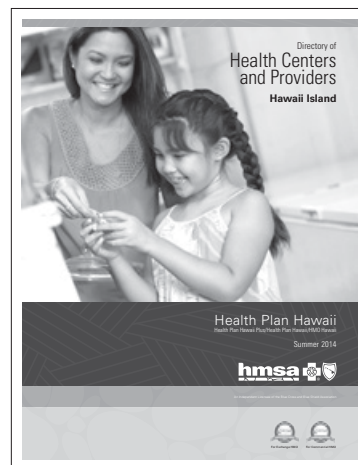
Brand in Use - continued

More examples of the HMSA logo in use. All examples except the banner and the mailing envelope use the 14 pica version of the logo.

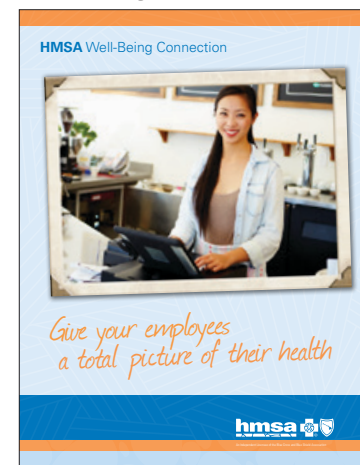
The banner and the mailing envelope are using larger versions of the logo that are appropriate for the size of the collateral piece. For larger logo applications, please check with Communications.

Please refer to page 14 for the correct logo.

Directories - One Color



Marketing Brochure



Brochures

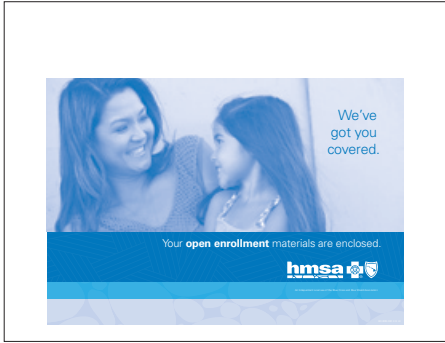




Banner - 2' x 10'



Mailing Envelope - 9" x 12"





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