# Brand Guidelines

Healthcare Simplified To $0!

We are in the midst of a seismic shift. A rapid acceleration towards healthcare designed to deliver the best combination of cost, quality and convenience.

A once in a generation shift to deliver value over volume driven by innovative employers whose employees demand healthcare solutions tailored to their needs.

This is the birth of a healthcare economy focused on the member experience. Welcome to the member-first economy, **welcome to ZERO**!
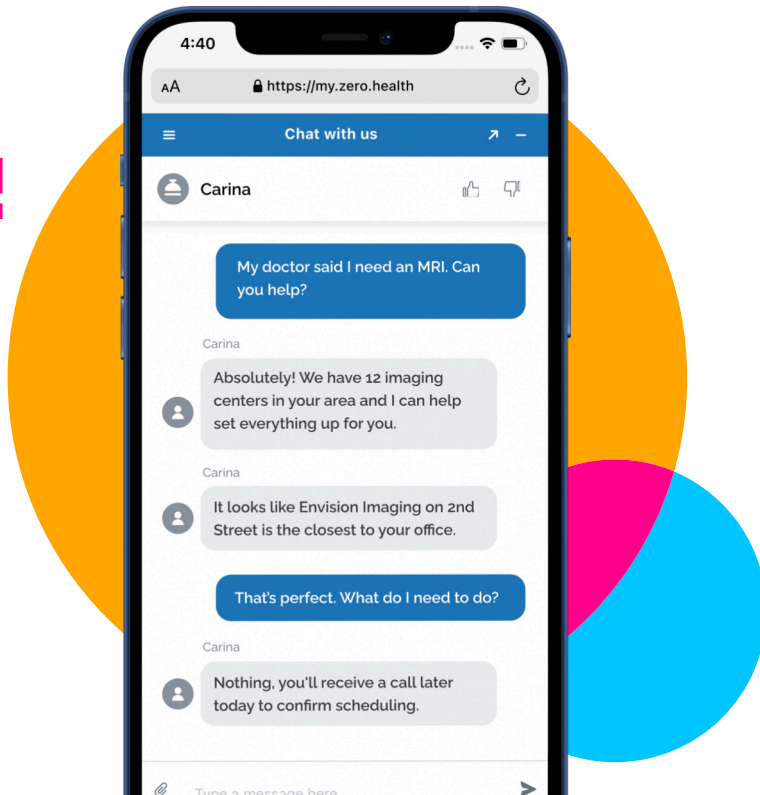
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Master Logo

This is the standard ZERO Logo which should be used in all light themed applications, being replaced by the light logo in dark themed applications.

During placement, always allow a minimum space around the logo. The minimum spacing should be equal to 60% of the height of the letters within the ZERO logo.

Approved Logo Usage

The ZERO logo may be used in light or dark configurations, either full color or solid white or black. The "O" icon may be used alone in full color in addition to the full logo. An example of this would be usage of the full logo in the header and usage of the "O" icon in the footer.

Typography

The primary typeface for the ZERO brand is **Raleway**. The brand primarily utilizes the following weights:

Regular (400)

Bold (700)

Extrabold (800)

Black (900)

OpenSans may be used for displaying numbers when there is a desire to avoid the uneven baseline of Raleway.

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Zz

Regular (Body Text)

Ee

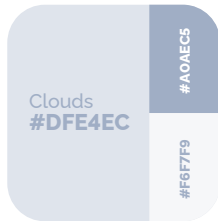Bold (Bolded Text)
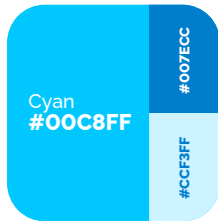
Rr

Extrabold (Small Headings)

Oo

Black (Large Headings)

Color Palette

These are the primary brand colors. Each color offers a tint (light variant) and a shade (dark variant). Four of the colors are also used to represent the four channels of business:

- **Members**
- **Employers**
- **Providers**
- **Advisors**

Blue Jeans
#00397E
#00224D
#0059C9

Raspberry
#FF008A
#CC006D
#FFCCE8

Orange Slice
#FFA500
#FF7733
#FFECCC

Cyan
#00C8FF
#007ECC
#CCF3FF

Eggplant
#7C17B9
#520B81
#E5D1F1

Clouds
#DFE4EC
#A0AEC5
#F6F7F9

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Color Usage

These diagrams represent the general color application in the ZERO brand. Colors can be used in a dark or light usage, which can be exclusive or combined.

For example a web page may be all dark or all light, or contain sections of light and dark usage. A designed piece might have a dark side and a light side or pages or slides that make use of both styles throughout.

Dark

Blue Jeans background with White text. The other primary colors may be used for text headings.

ABCD

Blandit libero volutpat sed cras interdum varius sit amet mattis

Highlighted text uses dark color variants

Tonal card elements use Blue Jeans light variant, also referred to as "Blueberry"

Graphics use primary brand colors & light variants for tonality

Light

White background with Blue Jeans text. The other primary colors may be used for text headings.

ABCD

Blandit libero volutpat sed cras interdum varius sit amet mattis
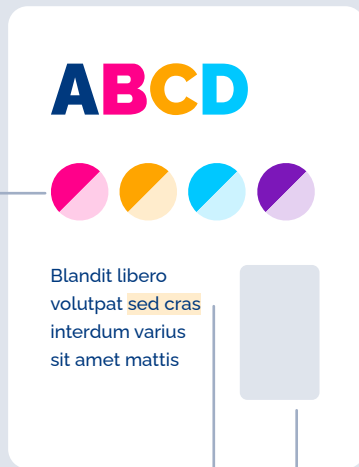
Highlighted text uses light color variants

Tonal card elements use Clouds

Graphical Assets

Examples of the primary graphical elements that are used most often in ZERO branded visual communications. One or more of these may be used on any given design piece.

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Iconography

The ZERO brand utilizes a customized collection of solid glyph style icons that can be used alone at smaller sizes or inside a circle at medium sizes.
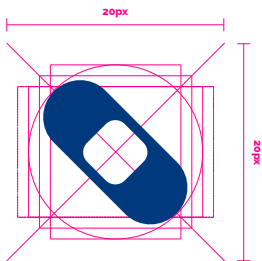
20px

20px

Icons are drawn on a 20 x 20 grid with the target live area being 16x16.
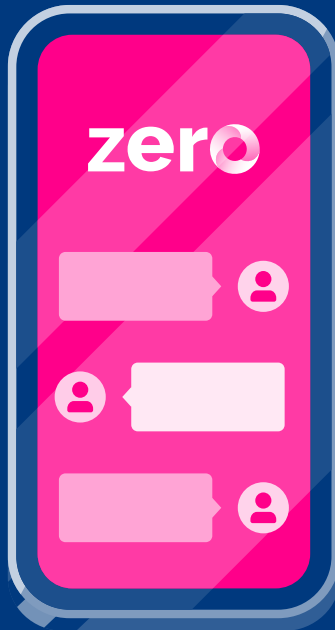
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Illustrations

Illustrations should be used when icons larger than 120px are needed, more detail than a glyph icon is needed or when a larger illustrative element is needed.

Illustrations may be used apart from the enclosing circle.

Illustrations can be animated for video or for web use.

Photography

Stock photography used on branded communications should be fun, exciting and vibrant — utilizing colors that work well with the brand's color palette. Photos should be of high quality and have a professional look to them.

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Brand Application

The ZERO business card design encompasses the primary look and feel of branded visual communications. The colors "Blue Jeans" and White are used mainly for the background, with the other three primary colors, "Raspberry", "Orange Slice" and "Cyan" being used for content and supporting graphical design elements.
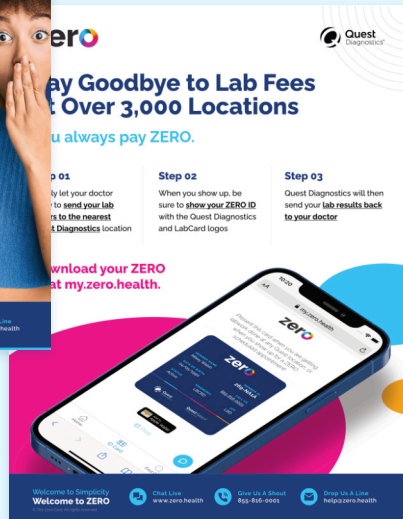

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Brand Application

Marketing and sales flyers, reports, brochures, poster, and the like, may be designed either light or dark, with a "Blue Jeans" background (dark style) or White or "Clouds" background (light style).

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Brand Application

The current website styling makes use of a "Blue Jeans" colored page header, with other colors from the entire palette being used throughout the rest of the page design. ZERO branded designs for web and screen may also utilize a light theme as well or offer switching between dark and light themes.

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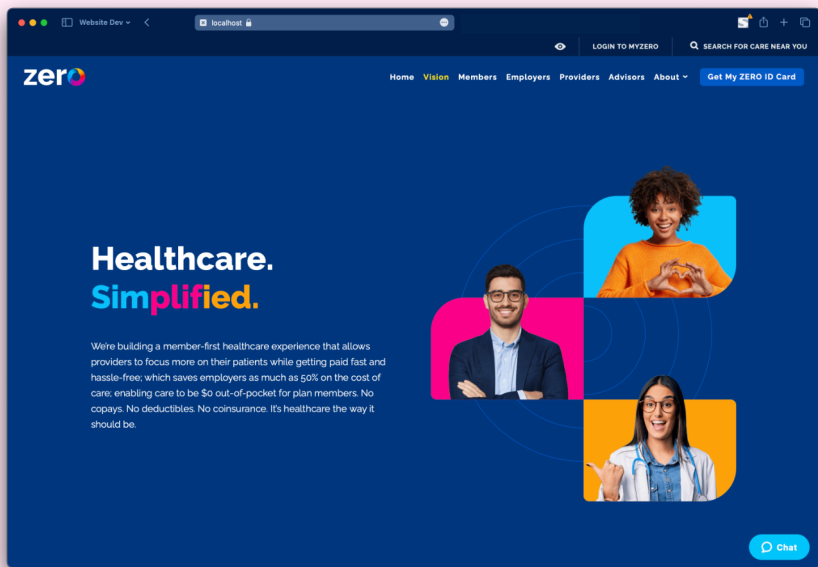
Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term "lossless." The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

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Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production.

TIFF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

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