Department Brand Kit Index

INCLUDES INFORMATION ON HEALTH FIRST COLORADO
(COLORADO’S MEDICAID PROGRAM) AND THE FOLLOWING PROGRAMS

HCPF — DEPARTMENT BRAND KIT INDEX
March 2021
Table of Contents

The Colorado Brand for HCPF ................................................................. 1
The Colorado State Brand ...................................................................... 2
HCPF and What We Do .......................................................................... 3
Health Care Policy & Financing Logo ...................................................... 4
White & Reverse Lock-ups .................................................................... 5
HCPF Correct vs Incorrect Logo Usage .................................................. 6
HCPF Logo Lock-ups ............................................................................ 7
Health First Colorado Logo .................................................................... 8
Health First Colorado Logo Colors ........................................................ 9
Health First Colorado Logo Options ..................................................... 10
Health First Colorado Correct vs Incorrect Logo Usage ......................... 11
HCPF vs. Health First Colorado Logo .................................................... 12
Co-brand with Health First Colorado .................................................... 13
Photography Style ................................................................. 14-16
Accessibility & Usability ......................................................... 17
The Colorado Brand for HCPF

Welcome!

The purpose of this guide is to ensure that all State agencies and our partners who use branded materials for the Colorado Department of Health Care Policy & Financing (HCPF) and our programs, including Health First Colorado (Colorado’s Medicaid program) do so in a consistent manner. Consistent usage over time strengthens the State brand. This guide is intended to supplement the Colorado State Brand Guidelines with details specific to HCPF and Health First Colorado. Learn more about Colorado State Brand Guidelines at www.colorado.gov/dcs/state-branding.

Accessing the Brand Assets

For Employees
Employees can access digital files for the HCPF brand kit and some Health First Colorado templates through SharePoint > Organizational References > Templates & Shields. There, you will find resources for internal and external communications, including letterhead and slide deck templates, instructions for setting up your email signature, and more.

To access the logo files, email the HCPF brand manager at HCPF_Comms@state.co.us with a brief description of how and where you’re planning to use the logo (e.g., on what type of document or site) and if it will be shared with external partners.

For Vendors and Partners
In order to ensure brand standards are uniformly maintained and correct file formats are used, HCPF requires requests for the logo be submitted with a brief description of how and where you’re planning to use the logo (e.g., on what type of document or site). Contact the HCPF brand manager at HCPF_Comms@state.co.us with your logo request, and files will be shared after review and approval.

The Department of Personnel & Administration (DPA) enforces branding standards and maintain official graphics files for all state agencies to ensure proper use of all logos. More information on the Colorado State Brand Guidelines can be found at www.colorado.gov/dcs/state-branding.
The Colorado State Brand

The Colorado State “C” Logo

To promote all that Colorado is and has to offer, and to provide a fresh representation of the state brand, Gov. Jared Polis established a new logo for the State of Colorado and its agencies in March 2019. The Colorado “C” logo serves as a symbol of Colorado’s strength and a reminder of its friendly and approachable attitude that reflects our state’s natural beauty. It is designed to serve as a constant and consistent reminder of everything our spectacular state can be.

- Tree represents Colorado’s many natural resources and its outdoor spirit
- Red symbolizes Colorado’s red soil and rocks
- Yellow represents the state’s abundant sunshine and the wheat of the plains
- Dual peaks represent the many mountains in the state
- Rich blue base represents water, which is critical to our state

Everything you need to know about using the State logo and Colorado Brand can be found at www.colorado.gov/dcs/state-branding

State Seal

The State Seal is used exclusively to communicate the authority of the state government and may be used only by a state agency for official state business. Additional information about the use of the seal is available on the Secretary of State’s website at www.sos.state.co.us and questions about the use of the seal should be directed to that office. Official seal art is managed by DPA’s Integrated Document Solutions (IDS) unit. Use ONLY official art supplied by IDS.

When to consider using the State Seal: Communications from elected state officials such as the Governor’s Office and the Colorado General Assembly, along with law enforcement, corrections and on documents such as tax notifications, certificates, vital records and contracts.

Typography

The recommended typeface for use in printed and presented HCPF materials is Trebuchet MS. Trebuchet MS can be found in all Microsoft Office products. Museo is the recommended header typeface, if available.
HCPF and What We Do

The Department of Health Care Policy & Financing: What We Do
The Department of Health Care Policy & Financing administers Health First Colorado (Colorado’s Medicaid program), Child Health Plan Plus (CHP+) and other health care programs for Coloradans who qualify. Please incorporate the above sentence about “What We Do” on HCPF materials and use as a talking point in presentations, to clarify the connection between HCPF and our programs for our members, providers and partners.

Using the HCPF acronym
Always use the full name and acronym on first reference in written communications for external audiences such as: stakeholder communications, public notices, reports pertaining to legislative activity or programs co-managed by multiple Colorado departments: Colorado Department of Health Care Policy & Financing (HCPF).

Please note:
- The sentences to follow should use HCPF as a reference and not “the Department.”
- Our name uses an ampersand (&) in place of “and”: Colorado Department of Health Care Policy & Financing

For example: The Colorado Department of Health Care Policy & Financing (HCPF) website offers a Find a Doctor provider search tool for members. HCPF works to make this information accessible so that members can find providers to deliver covered services.

For official documents such as contracts, Requests for Information, and investigation responses, use standard conventions that already exist (contracts are often State of Colorado, not HCPF, e.g.; ADA or HIPAA investigations usually refer to the Department, not HCPF). If in doubt, contact the Communications team at HCPF_Comms@state.co.us.
The Colorado Department of Health Care Policy & Financing

Most departments and offices within Colorado have a primary logo lock-up that includes the C, department emblem and a text treatment to the right. The HCPF emblem uses the same tree green and rich blue colors as the “C” logo in order to create a cohesive brand. The HCPF emblem includes a round icon showing three people standing together. This primary logo lock-up below is the preferred use of the logo and should be used on all HCPF materials unless otherwise noted.

Color Palette for HCPF

**Primary Colors**
The primary color palette consists of the colors found in the HCPF emblem plus Purple 5125.

- **Blue 2748C**
  cmyk: 100/94/24/23
  rgb: 0/25/112
  hex: 001970

- **Tree Green 7483C**
  cmyk: 84/38/88/34
  rgb: 36/93/56
  hex: 245d38

- **Purple 5125C**
  cmyk: 56/84/39/24
  rgb: 109/58/93
  hex: 6d3a5d

**Secondary Colors**
The secondary color palette consists of accent colors that aren’t in the HCPF emblem, but are in the “C” logo. They should be used in combination with primary emblem colors.

- **Left Mountain Green 7491C**
  cmyk: 54/33/96/12
  rgb: 122/133/59
  hex: 7a853b

- **Right Mountain Teal 7699C**
  cmyk: 83/54/35/12
  rgb: 53/100/126
  hex: 35647e

- **Red 200C**
  cmyk: 16/100/87/6
  rgb: 195/0/47
  hex: c3002f

- **Yellow 109C**
  cmyk: 0/16/100/0
  rgb: 255/209/0
  hex: ffd100

**Color Tips**
For maximum accessibility, when selecting colors, make sure there is adequate contrast between content and background. **Left Mountain Green 7491 and Yellow 109 do not pass Web Content Accessibility Guidelines (WCAG) for color contrast and should only be used as an accent color, and not as a text or background color. To further check color contrast visit webaim.org/resources/contrastchecker/**

Consider limiting color use to a few brand colors, or using tinted variations, to avoid visual clutter.

**NOTE to Printers**
Some color values are direct conversions from the PMS LAB values, others are perceptual adjustments. If printing spot colors or screen printing, please refer to PMS number.
White & Reverse Lock-ups

White Reverse Logo
The white reverse logo can be used when reinforcing the brand color is not necessary, or when it is helpful to achieve a balanced layout. Use this logo to reverse out of black and colored backgrounds.

White and Gray Logo
When color is not available, use the white reverse logo to print on dark backgrounds or black and white photos (shown at left). Use this version when the background is approximately 50% grayscale or darker. When the background is lighter than 50% grayscale, use the gray logo lock-up (shown at right).

Color Reverse Logo
When printing the C logo on dark or vivid backgrounds, use the color-reversed logo below (or all white option above). The outline used in this version provides increased separation between the logo and the background. The type color is changed to white.

More information on the Colorado state brand guidelines can be found at www.colorado.gov/dcs/state-branding.
Correct vs Incorrect Logo Usage

Correct Usage
Do use the logo proportionally.

Incorrect Usage
Do not compress or stretch.

Do not add a shadow.

Do not use the HCPF circle emblem without the CO State logo.

Do not recolor the logo in any way.

Do not place the color logo on a full-color image, color or busy background. Instead, use a white or color reverse version. (See previous page for example.)

Logo Size Minimum
Size the HCPF logo to 1/4 inches or larger in height in any configuration. Measure from the base of the C to the top of the C.
HCPF Logo Lock-ups

Logo lock-ups for each division and program are available by request. Files in CMYK, PMS, RGB and grayscale formats are available in .eps format. High resolution .pngs are also available. Contact the HCPF brand manager with your request for logo files at HCPF_Comms@state.co.us and they can supply the proper file type.

Endorsed Brand Strategy Treatment Guidelines

The Endorsed Brand Strategy allows a department sub-brand to maintain its current brand identity and stand on its own. A subtle connection back to the State is made through the inclusion of the C logo in a non-dominant position on associated marketing materials. The C logo serves as an “endorsement” of that sub-brand. In cases where a more direct connection to the managing department is desired, it is also acceptable to use the department brand instead of the C.

When using the Endorsed Brand Strategy, the C logo and the department sub-brand logo appear on communications as separate elements. When using the Endorsed Brand Strategy, place significant distance between the C logo and the sub-brand logo in order to maintain the integrity of each brand. The C logo should always appear on the same page as the sub-brand logo and should be no larger than the size of the sub-brand logo.
Health First Colorado Logo

Health First Colorado
The Department of Health Care Policy & Financing administers Health First Colorado (Colorado’s Medicaid program), Child Health Plan Plus and other health care programs for Coloradans who qualify.

Health First Colorado Name Usage
Always use the full name: “Health First Colorado (Colorado’s Medicaid program)” to replace all mentions of “Medicaid” or “Colorado Medicaid” within communications on the first reference. Subsequent references can drop the parenthetical phrase. For example: “The Colorado Department of Health Care Policy & Financing oversees Health First Colorado (Colorado’s Medicaid program) and Child Health Plan Plus (CHP+). Health First Colorado is public health insurance for Coloradans who qualify.” Do not abbreviate Health First Colorado into an acronym of HFC in any written communication.

Health First Colorado Logo Usage
This is the primary logo to be used on all Health First Colorado materials unless otherwise noted. These include broadcast (TV or video), print advertising, outdoor media (bus sides, shelters, billboards), packaging, collateral (brochures) and all web usage (banners, websites). NOTE: Always use the color logo on a white background.

Typography
The recommended typeface for use in text in printed and presented materials using Health First Colorado as a primary brand is Verdana. Verdana can be found in all Microsoft Office products.
Health First Colorado Logo Colors

Color Palette for Health First Colorado

**Primary Colors**
These three colors are the core colors of the Health First Colorado logo.

- **Purple PMS 512**
  - cmyk: 60/100/24/9
  - rgb: 120/37/111
  - hex: 78256f

- **Dark Blue PMS 7462**
  - cmyk: 100/50/0/10
  - rgb: 0/103/172
  - hex: 0067AB

- **Green PMS 7737**
  - cmyk: 64/15/100/1
  - rgb: 107/165/67
  - hex: 6ba542

**Primary Color Note**
PMS 512 and PMS 7462 pass WCAG for color contrast ratios and may be used as text and background colors. PMS 7737 does not pass WCAG for color contrast and should only be used as an accent color, and not as a text or primary background color.

**Secondary Colors**
These four secondary brand colors are complementary to the Health First Colorado logo. If you need to use alternate colors in your communications, reach out to the HCPF brand manager at HCPF_Comms@state.co.us to ensure the colors meet accessibility standards.

- **Light Blue PMS 2925**
  - cmyk: 76/28/0/0
  - rgb: 0/150/219
  - hex: 0096db

- **Yellow PMS 130**
  - cmyk: 0/27/100/0
  - rgb: 244/170/0
  - hex: f4aa00

- **Orange PMS 159**
  - cmyk: 13/75/100/3
  - rgb: 209/95/39
  - hex: d05f27

- **Gray PMS 5445**
  - cmyk: 27/15/11/0
  - rgb: 185/198/210
  - hex: b8c6d2

**Secondary Color Note**
None of these pass WCAG for color contrast (on a white background) and should only be used as an accent color, or background color with black text.

To further check color contrast visit webaim.org/resources/contrastchecker/
Health First Colorado Logo Options

White Reverse Logo
Use this logo to reverse out of black and colored backgrounds. This logo is slightly different from the color version to allow for usage on color backgrounds.

Black and Gray Logo
Either the black logo (left) or grayscale logo (right) should be used when there are limitations of black and white printing. In this situation, it will prevent the brand colors from being lost in single color printing or faxing.

Logo Without Tagline and Logo Mark
The logo may be used without the tagline (left) in specifically approved instances. Reach out to the HCPF brand manager at HCPF_Comms@state.co.us with questions on logo use. The logo mark (below right) may be used as a design element within proximity to the full logo only, and may not be broken apart into individual elements.

Logo Size Minimum
The Health First Colorado logo, including the tagline, should never be smaller than 1.5 inches in width, the minimum size for the logo to be legible.
Correct vs Incorrect Logo Usage

**Correct Usage**
Do use the logo proportionally and place the color logo on a white background.

**Incorrect Usage**
Do not compress, stretch or tilt the logo.

Do not add a shadow to the logo.

Do not recolor the logo in any way.

Do not use the logo without the logo mark.

Do not add a miscellaneous tagline or other text to the logo and do not use a different typeface or font.

Do not place the color logo on a full-color image, color or busy background. Instead, use a black or white version and place in a location with little distraction.
HCPF vs. Health First Colorado Logo

In Colorado, Medicaid is called Health First Colorado. Other programs administered by the Department of Health Care Policy & Financing are not included in the Health First Colorado name. The Health First Colorado name and logo are primarily used for member-facing communications.

Use the HCPF Department name and logo for:

• Electronic and printed communications related to other programs managed by HCPF, including Child Health Plan Plus (CHP+), Colorado Indigent Care Program (CICP), Family Support Services Program (FSSP), Old Age Pension (OAP), School Health Services (co-managed with the Department of Education), and others. This list is not comprehensive; if you are unsure, please check with the HCPF Communications Team by emailing HCPF_Comms@state.co.us.

• Internal HCPF memos and other Department business-to-business communications, such as contracts, Requests for Proposal (RFP), Requests for Information (RFI), purchase orders and invoices.

• Stakeholder communications, including agendas and meeting minutes for committees and boards that serve HCPF.

• Public notices, policy statements, issue briefs and reports pertaining to legislative activity that affects HCPF and/or the Health First Colorado program.

• Programs and projects that are co-managed by multiple Colorado departments (e.g., School Health Services Program).

When creating Health First Colorado member-facing email addresses

• Use @HealthFirstColorado.com as the domain name. Forwarding functionality must be set up to get the emails to the right people. In most cases, it is best practice to refer to Health First Colorado.

• Members should understand from the email address and sender name who we are and what we are sending. For example, emails sent from news@HealthFirstColorado.com should only include news updates.

• The average email address is about 20-25 characters. However, the domain @HealthFirstColorado.com is on the long side, so a shorter username is preferred.

• If the email address has multiple words in it, use camel case to differentiate. Email addresses are not case sensitive so this differentiates between the words and increases ease of understanding without hurting functionality. Example: BenefitsSupport@HealthFirstColorado.com

• Avoid underscores since they can get lost when hyperlinks are used and email addresses are underlined.

• Avoid using numbers and special characters in email addresses.
Co-brand with Health First Colorado

**Health First Colorado logo usage combined with Regional Organizations, Managed Care Plans, Benefit Service Providers and External Partners**

Regional organizations, benefit service providers and external partners may co-brand member-facing materials by using their logo and the Health First Colorado logo combined with language to describe their role with respect to Health First Colorado.

Much like the Colorado endorsed brand strategy guidelines ([page 7](#)), when using the Health First Colorado logo in conjunction with a partner logo, it creates a connection between the two entities. When member communication is generated by HCPF, the Health First Colorado logo is the primary logo. When member communication is generated by a partner, the partner logo is the priority in size and location and the Health First Colorado logo should appear secondary in the footer, or near the bottom of the page, with the appropriate tagline.

Regional organizations, managed care plans, benefit service providers: HCPF has developed a unique Health First Colorado logo lock-up with the tagline “In partnership to better serve you” attached for ease of use when communicating with members.

External partners and contractors: Use the Health First Colorado logo with the tagline “Health First Colorado (Colorado’s Medicaid program) is a public health care program for Coloradans who qualify.” written out near the logo in a place deemed fitting by the partner or contractor.

**Rule of thumb:** The Health First Colorado logo with attached tagline should be used by the service provider for member welcome letters, general plan communications and websites referencing the plan. Provider-related and clinical communications should use the service provider or contractor name and logo.

<table>
<thead>
<tr>
<th>Use Health First Colorado for member communications regarding the health plan, such as...</th>
<th>Use the service provider or contractor name/logo for member communications regarding clinical information, such as...</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Member welcome letter</td>
<td>- Notice of organization privacy practices</td>
</tr>
<tr>
<td>- Primary care provider attribution letter</td>
<td>- Wellness visit reminders</td>
</tr>
<tr>
<td>- Notice of action letter</td>
<td>- Clinical health tips</td>
</tr>
</tbody>
</table>

This list is not comprehensive; if you are unsure, please check with the HCPF Communications Team by emailing: [HCPF_Comms@state.co.us](mailto:HCPF_Comms@state.co.us).

**HCPF — DEPARTMENT KIT INDEX**
Photography Style

A clear and consistent photography style is an important attribute of a unified brand. Because the work we do is centered around our members, using images with people from a variety of backgrounds in natural and realistic settings allows the Colorado Department of Health Care Policy & Financing and Health First Colorado to create a genuine and positive connection with our audience. The goal is to show people being healthy, first and foremost, and the photos should demonstrate that in a variety of ways.

**Tone**

- Images use warm, natural light; selective focus; natural situations.
- People are feeling reassured, hopeful, optimistic and engaged, and are pictured in realistic environments.
- People enjoying the things that matter to them in their lives: family, children, friends, leisure activities and work.
- Images of nature and/or Colorado landscapes should include people or a person.
- Ensure that nature images are truly of Colorado and represent the varied landscapes, not just mountains (city, plains, small towns, Western Slope).
Photography Style

People of all backgrounds and abilities

- Images reflect an inclusive population, including a variety of ethnic backgrounds, genders and abilities.
- Images include families, adults, children, couples and single people.
- People represent fluid gender roles. For example: not only male doctors with female nurses or male and female parenting.
- Doctors and caregivers are working with patients and family members, supporting an independent lifestyle, not doing things for or to patients and family members.
Photography Style

Do’s and Don’ts
Photography is a powerful visual medium. By carefully selecting images, you reinforce your brand goals and tone.

✓ Do: Select images that humanize people and their conditions.
✓ Do: Choose artistic cropplings and fresh imagery.
✓ Do: Look for realistic, empathetic, emotional images.
✓ Do: Show people with disabilities using equipment (wheelchair, etc.) appropriate to their needs and cropped to represent the whole person, not just focusing on the equipment.

X Don’t: Choose images that are cliché, posed or staged.
X Don’t: Use images that are dated or irrelevant.
X Don’t: Select content over connotation (e.g., just because an image shows a patient and doctor does not mean it telegraphs empathy).
Accessibility & Usability

Federal laws which serve to protect the rights of individuals with disabilities require all public documents be accessible. All public documents must meet accessibility standards prior to publishing on any of HCPF’s websites, and before being emailed or distributed in electronic format using any method of delivery. Following accessibility standards is more than a federal law: it is creating content for all people, whatever their hardware, software, language, location, or ability. Our goal is to empower people with a diverse range of hearing, movement, sight, and cognitive ability (temporary or permanent) to access and use the services they need.

Basic Document Accessibility Tips for Microsoft Word

• Fill out document properties fields: Title, Subject, Author, Manager, Company, Category, Keywords.
• Set the Language Properties: English, Spanish, Bilingual.
• Place document titles in the main document, not the ‘Header’ area.
• Use Styles for formatting.
• Use 12 point for body text when possible and 9 point for footnotes.
• Use linked table of contents for documents with 9 pages or more.
• Do not use extra spaces after periods.
• Do not use tables or multiple tabs to organize the page.
• Use System Fonts (Trebuchet, Tahoma, Times New Roman, Arial, Verdana).
• Create meaningful link names that describe their destination, function, and/or purpose. Avoid “click here;” use “visit site” or “learn more about site” instead.
• Do not use auto hyphenation or drop caps.
• Always spell out an acronym the first time it’s used in a communication.
• Convert text boxes to regular paragraphs.
• Add Alternate Text to graphics and images. If an image is decorative (doesn’t add information to the content of a page) mark the object as decorative.
• Group complex objects.
• Use the footnote feature when using footnotes.
• Use text colors that sufficiently contrast with their backgrounds.
• Test your document’s accessibility using the Accessibility Checker located on the top ribbon under the Review tab.

Visit the Microsoft Support site for more tips on creating accessible documents. The State of Colorado site also has references for accessibility standards.