



# Style Guide

for Commercial LOB

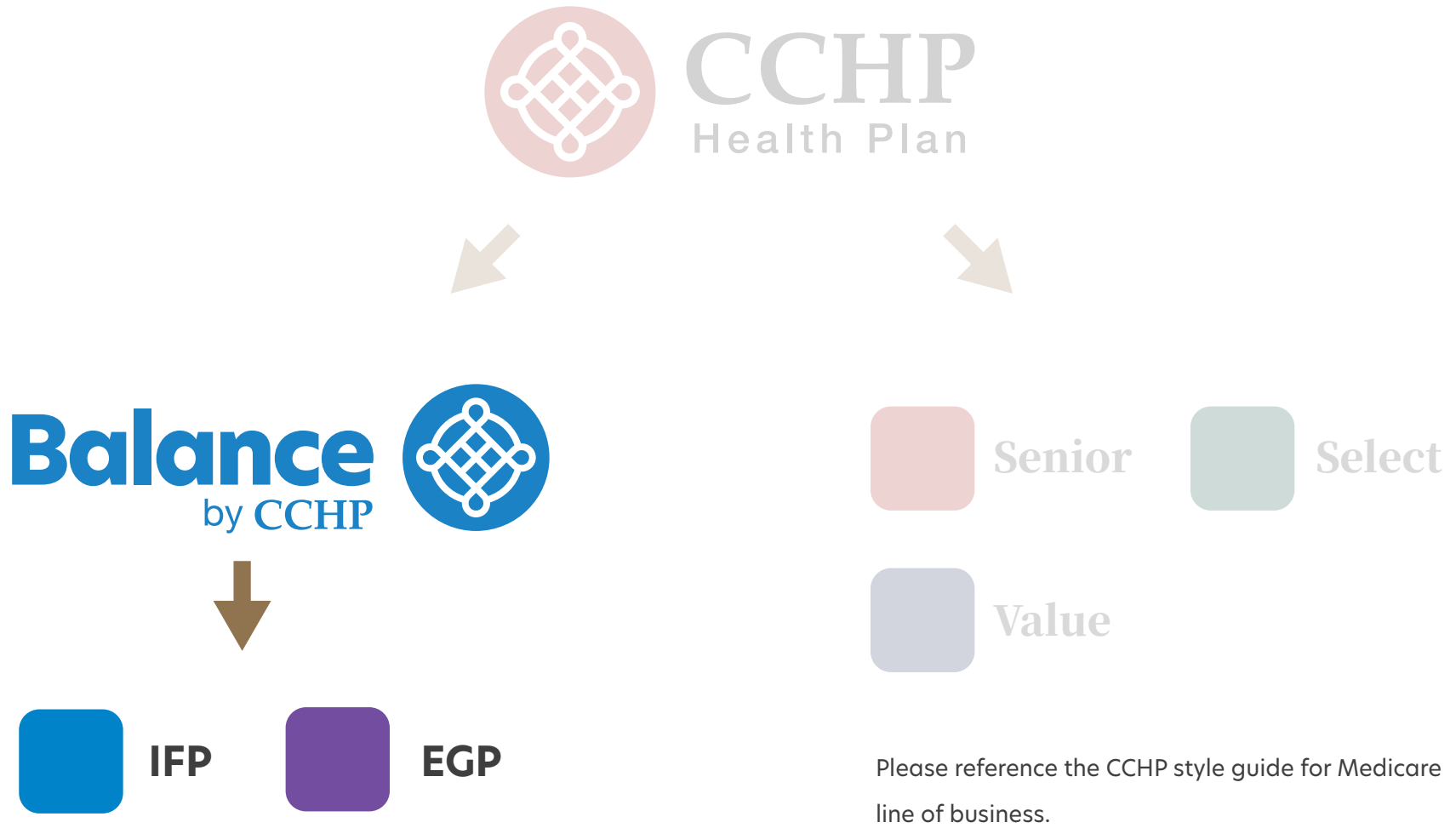
Rev. 07302020



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# Brand Hierarchy



# About

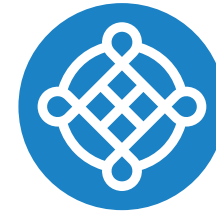


CCHP is licensed with the California Department of Managed Health Care (DMHC) to offer commercial health plans and maintain a contract with Centers for Medicare and Medicaid (CMS) to offer Medicare Advantage plans.

Today, CCHP competes directly with major health insurance companies by offering a high-quality, right-sized alternative for health care coverage. CCHP has grown to over 23,000 members and is involved in administration of an addition of over 10,000 members in Medi-Cal, Medicare and commercial programs. (Membership data as of 2019.)

# Balance

by CCHP



Balance is a subbrand of CCHP for its commercial line of business (Individual & Family Plans, and Employer Group Plans) while the medicare line of business is sold directly under its main brand, CCHP.

## Who are we serving?

Our commercial audiences are the general population in San Francisco and San Mateo, where the major population groups are Caucasian, Asian, and Hispanic/Latino. To be more specific, the families are targeted audiences. They are more sensitive to health insurance and value the offerings more.

## Our Mission

Here at CCHP, we are devoted to curating a healthy and enjoyable lifestyle for our members. Our goal is to provide balanced coverage to our members, so they can enjoy the joyful moments with their loved ones worry-free.

## Our Message

# Balance Coverage, Joyful Everywhere

## Delivery

Our voice is approachable in a friendly and helpful manner. We connect our members through stories of relatable joyful moments. We portrait the benefits they receive, not the features we offer. In our stories, they are the main characters, and we are a supporter.

## Focus

Attentions are limited. There is only 2.17 seconds to grab someone's attention, and those information will be forgotten in 60 seconds. Thus, it is important to have a simple, clear, and consistent message.

# Typeface & Colors

## Hero New

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890,.,:;'"?!"@#\$%^&\*(){}[]\_ - +=

### Regular

Long text - paragraphs, table cells, descriptions, subhead, etc.

### Bold

Short text - headers, body text highlighted text in a paragraph, Footers, etc.

### In-Language

For chinese documents, apply the same rules with 華康細圓體 & 華康粗圓體: Regular to 華康細圓體, Bold to 華康粗圓體.

Product Color for  
Individual & Family Plans

## Family Blue

PMS 2172 C  
CMYK 82/40/0/0  
RGB 18/131/198  
HEX #1282c5

Product Color for  
Employer Group Plans

## Business Purple

PMS 2587 C  
CMYK 64/82/0/0  
RGB 117/78/159  
HEX #754d9f

## Sunlight Yellow

PMS 2001 C  
CMYK 6/6/45/0  
RGB 242/228/159  
HEX #f1e39e

## Embracing Brown

PMS 7504 C  
CMYK 23/37/63/33  
RGB 144/116/80  
HEX #8f7450

## Moonlight Gray

PMS 649 C  
CMYK 8/4/5/0  
RGB 231/235/235  
HEX #e7eae b

## Soft Dark

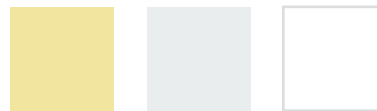
PMS 446 C  
CMYK 0/0/0/90  
RGB 65/64/66  
HEX #404041

## Background



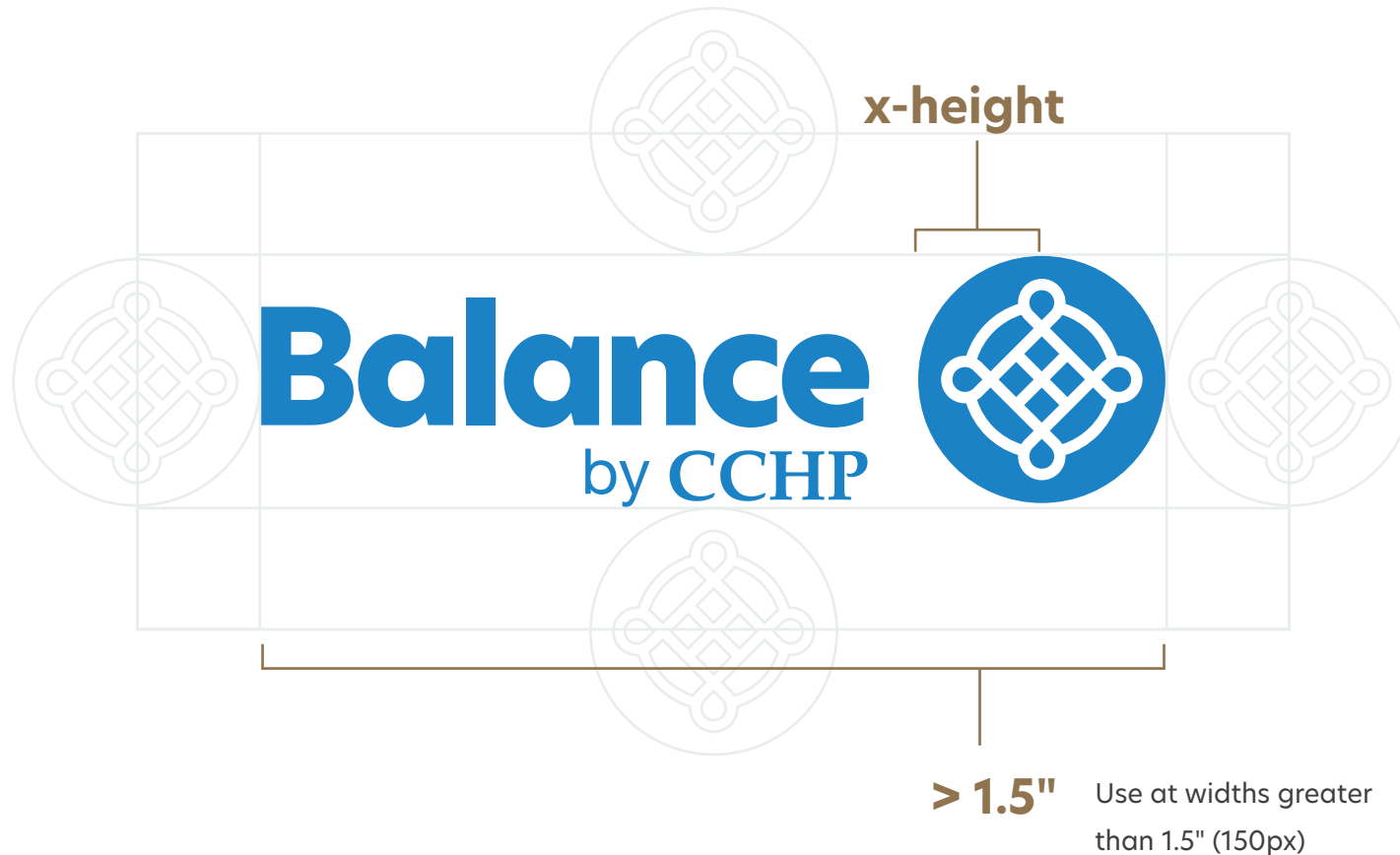
## Texts

Colored Background



White Background





## Logomark

Our organization is by the community for the community. CCHP was established with the help from a group of community physicians in 1986, to fill the community needs. To reflect that, our logo contains two elements. It is a Chinese knot, representing our culture and the tidily connected relationship of the community. It is also a group of people holding hands guarding a community, representing the protection we formed together with providers from different areas. We intertwined just like the Chinese knot.



# Don'ts

## Transformations

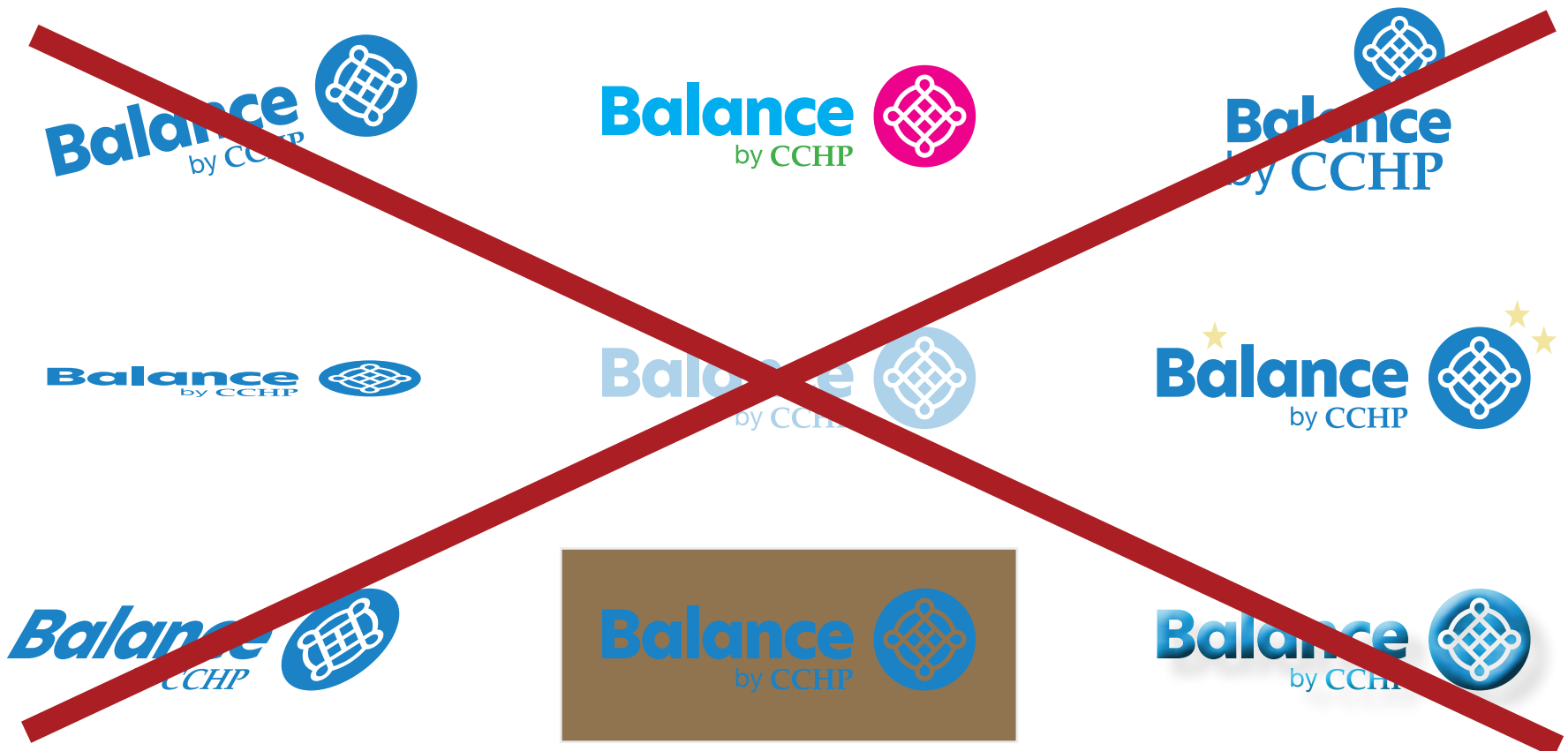
- Rotation
- Squash & Stretch
- Skew & Distort

## Colors & Values

- Off-brand Colors
- Incorrect Values
- Low Value Contrast

## Manipulations

- Arrangement
- Decorations
- Effects



# Images

## Individual & Family Plans

Select images that represent the joyful moments of our members with their loved ones. They should be relatable and clear. Please avoid using images that are obviously staged and have ambiguous interactions.



### Family Activities Example

Cooking and eating meals together

Outdoor activities - playing, taking a walk, or going to the park

Reading together

Indoor activities - playing with toys, games or art projects

Watching tv/movies together at home



## Employer Group Plans

Use images of working employee(s). They should be current and relevant. Once again, use images that portrait positive emotion and capture the action clearly.



## Questions?

For any questions regarding to the brand,  
please contact [mktg@cchphealthplan.com](mailto:mktg@cchphealthplan.com)

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