



# Style Guide

for Medicare LOB

Rev. 07302020



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This style guide covers the branding for CCHP and its direct products - Medicare plans.

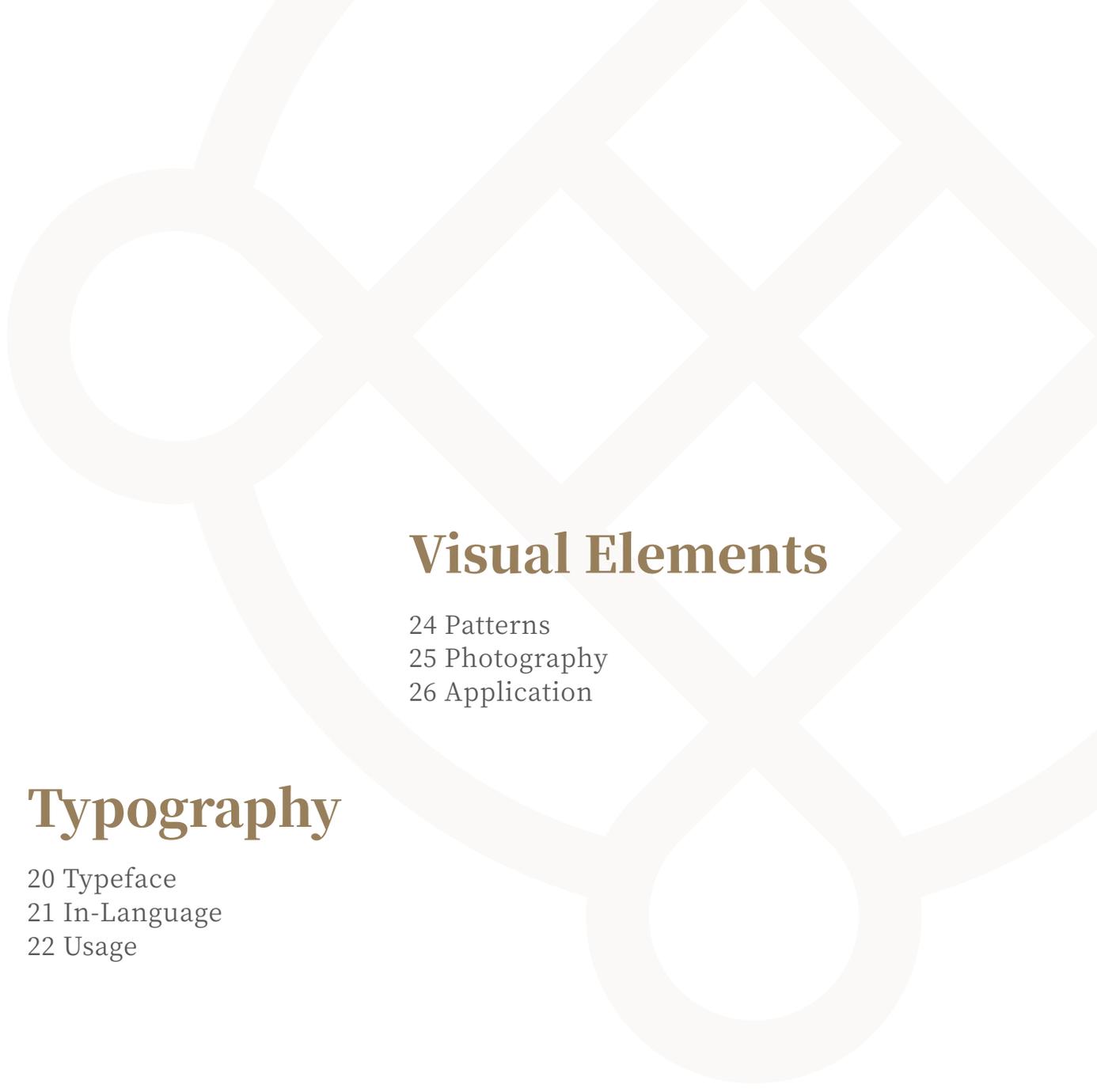
For Commercial products, please reference the Balance style guide.

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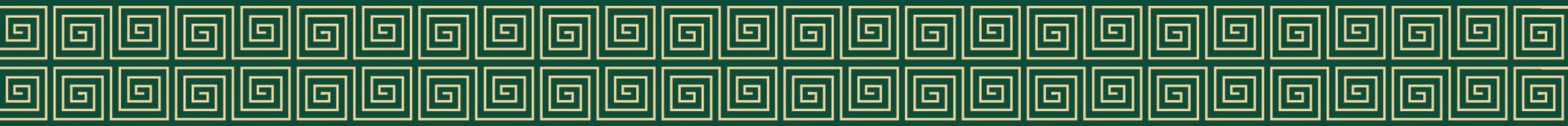
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# About

## 關於

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.)



# Origin

## 由來

**Our roots date back to the late 1800s** when the Chinese residents in San Francisco did not have access to services provided by San Francisco institutions. Since services like schools and hospitals were not open to the Chinese people, the community founded the Tung Wah Dispensary in 1899. Staffed by Christian missionaries and herbalists, the dispensary offered both Western and Eastern medicines that were familiar to the community.

In 1925, the first and only Chinese hospital in America opened after the 1906 earthquake destroyed the dispensary. After expanding and serving the community for over 90 years, Chinese Hospital was completely rebuilt in 2016. Chinese Hospital and its network of clinics now serve anyone who needs quality medical care in San Francisco and Daly City area. The not-for-profit Chinese Hospital continues to be guided by the original 15 founding service organizations.

In 1986, a group of community physicians helped establish CCHP to fill a need among small family-owned businesses. At the time, traditional insurance companies did not find small businesses profitable to insure. Soon after, CCHP added Medicare Advantage plans and coverage for individuals and families.

# Mission

## 任務

### **Who are we serving with our Medicare products?**

Our Medicare audiences are traditional Chinese seniors who have devoted their whole life to caring for their families. They are currently at the stage where they have fulfilled their major parental responsibilities. Thanks to their thoughtful care, their children and grandchildren have grown up healthily. Now, it is time for them to care more about themselves and prioritize their health.

### **Our Message: Enjoy more, Worry less!**

**Here at CCHP, we are devoted to curating a healthy and enjoyable lifestyle for our Medicare members.** Our goal is to keep them healthy and get them ready for a multi-generational family.

# Delivery

## 傳遞

We are a caring organization who honors our traditions and celebrates our cultures. **Our voice is approachable in a friendly and helpful manner.** We connect our members through stories. **We portrait the benefits they receive, not the features we offer.** In our stories, they are the main characters, and we are the supporter.

## Example

There are many ways to enjoy your time with your CCHP membership. Spend quality time with your friends and partner in CCHP's community events. Meet and make new friends while maintaining your physical health in Taichi and Qigong classes. Learn more ways to keep your family healthy with health educational seminars and health tips in our CCHP member newsletter.

Logo

商標

# Overview

## 概觀

Our organization is by the community for the community. CCHP was established with the help from a group of community physicians to fill the community needs. Our brand is a celebration of our roots, history, and tradition, especially to our Medicare market.

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.



# In-language

## 中文商標

CCHP serves a wide variety of communities. The organization was born from a fight for equality.

CCHP stays true to our origin, and we stand for inclusivity. When marketing to Chinese audiences, the Chinese logo should be used.



# Sizing

## 尺寸

The logo will be used across all Medicare brand applications. It helps audiences to recognize CCHP's presence in our traditional market. Thus, it is important to maintain its clarity and consistency. Sizing is the crucial first step of that.



### Primary Logo

Use at widths greater than 1.5" (150px)



### Chinese Logo

Use at widths greater than 1.5" (150px)



### Small Scale Logo

Use at widths at around 0.9" (80px)

# Clear Space

## 間隔

For its maximum visibility and legibility in all communications, please ensure sufficient clear space surrounding the logo. At a minimum, there should be at least one x-height around the entire logo.



# Don'ts

## 不符規格

Inconsistent use of our logo detracts from our brand equity and recognition. Altering or recreating our logo in any way negates the consistency we strive to achieve. Here are some examples that illustrate the incorrect uses of our logo.

## Transformations

- a. Rotation
- b. Squash & Stretch
- c. Skew & Distort

## Colors & Values

- d. Off-brand Colors
- e. Incorrect Values
- f. Low Value Contrast

## Manipulations

- g. Arrangement
- h. Decorations
- i. Effects



The background is a dark blue field with expressive, painterly brushstrokes in various shades of blue and red. The strokes are thick and textured, creating a sense of movement and depth. The overall composition is abstract and artistic.

# Colors

顏色

# Primary

## 主色調

Joyful Red is the dominant primary color of the Medicare brand. The three primary colors represent different products in the Medicare line of business:

**Senior Program**

**Senior Select Program**

**Senior Value Program**

### Joyful Red

PMS 7621 C  
CMYK 22/100/98/15  
RGB 172/31/37  
HEX #ac1f24

### Harmonious Green

PMS 3435 C  
CMYK 88/43/77/44  
RGB 13/77/58  
HEX #0c4d3a

### Calming Blue

PMS 2767 C  
CMYK 100/94/35/29  
RGB 32/40/89  
HEX #202758

# Secondary

## 副色調

These four colors are the supporting colors to the brand.

The warm colors are used for headings, or to highlight and emphasize information. On the contrary, the grays are used for general text, such as body text.

### 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

### Soft Dark

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

### Moonlight Gray

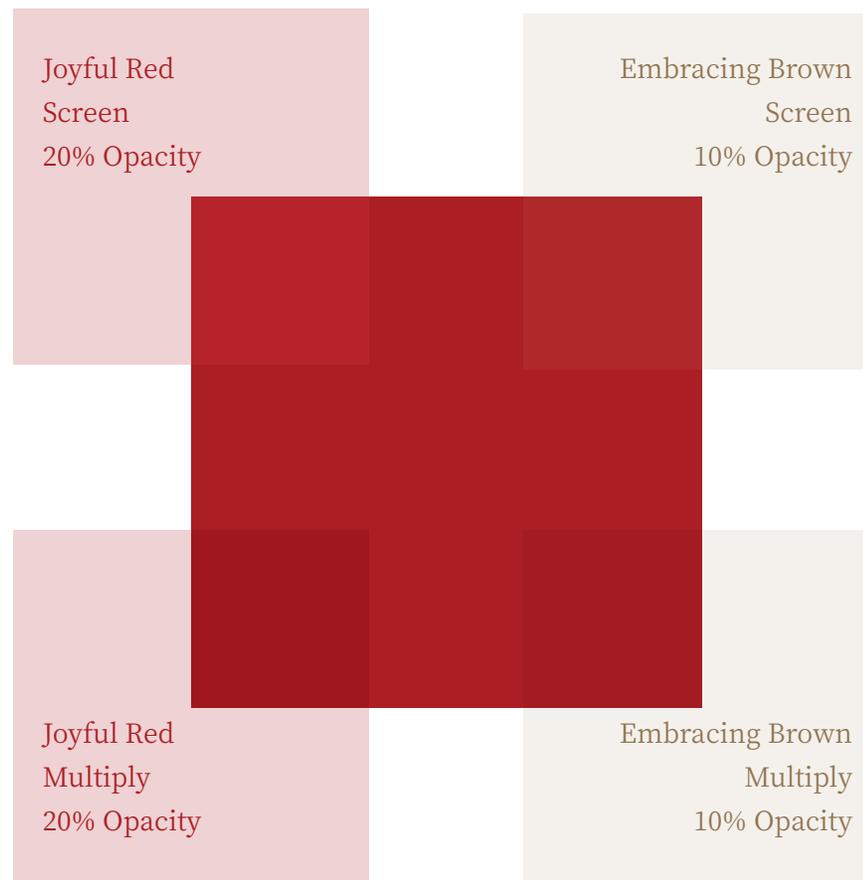
PMS 649 C  
CMYK 8/4/5/0  
RGB 231/235/235  
HEX #e7eae b

# Variations

## 明暗調整

For decorative elements, such as patterns/background graphics, it is okay to use the same primary color or Embracing Brown with blend mode and opacity adjustment to add interests to the background color blocks.

However, please keep the contrast very low, because they aren't the main dish.



# Usage

## 配搭

Color is a relative element. A bad combination of awesome colors won't save you from producing a undesirable visual.

A simple rule to keep in mind is that **contrast is the key**. Use high contrast to attract attention, and use low contrast to add interests.

Here are some guidelines to get you started.

## Background



## Texts

### Colored Background



### White Background



## Decorations

### Pattern Strip



### Screen/Multiply with Low Opacity





# Typography

字體

# Typeface

## 字樣

Source Han Serif is the typeface of the CCHP Medicare brand. It should be used in all Medicare marketing collaterals.

While it is available in seven weights - ExtraLight, Light, Regular, Medium, SemiBold, Bold, and Heavy, CCHP uses only Regular, and Heavy font-weight for simplicity, and maximum clarity and contrast.

### Source Han Serif Regular

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

### Source Han Serif Heavy

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

# In-language

## 中文字樣

Another name for Source Han Serif is “思源宋體 (SiYuanSongTi)”, which means it also comes with Chinese compatibility.

It includes both traditional and simplified Chinese characters, allowing us to communicate in simplified Chinese if we would like to expand the Chinese market in the future.

### 思源宋體 Regular

這句話後來演變成「飲水思源」這個成語, 意為喝水的時候想一想流水的源頭, 比喻不忘本。

1234567890

,.;;”?!@#\$\$%^&\*(){}[]\_ - +=

### 思源宋體 Heavy

這句話後來演變成「飲水思源」這個成語, 意為喝水的時候想一想流水的源頭, 比喻不忘本。

1234567890

,.;;”?!@#\$\$%^&\*(){}[]\_ - +=

# Usage

## 字體應用

On the right is a simple guide on when to use which weight.

**Always maintain a clear hierarchy of information.** Avoid excessive variations in text. For example, highlighting a long sentence in a paragraph and highlighting multiple texts within paragraphs/sentences should be avoided.

Do not ruin the integrity of the typeface with random transformations.

### Source Han Serif Regular

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

### Source Han Serif Heavy

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

CMS requires all text included on marketing materials “must be printed with a font size equivalent to or larger than Times New Roman twelve (12)-point,” which is 11 point in Source Han Serif.

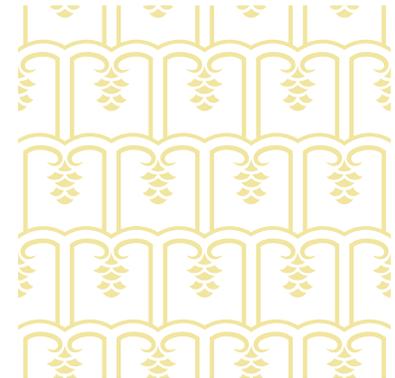
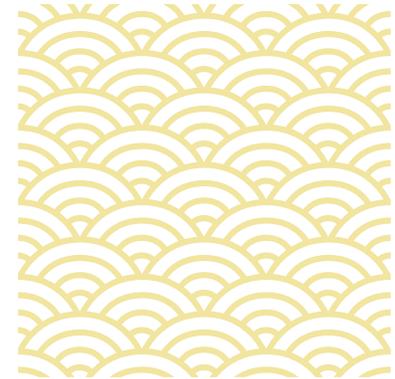
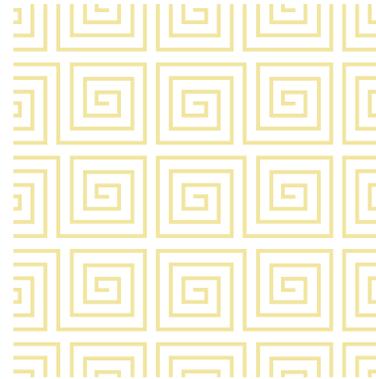
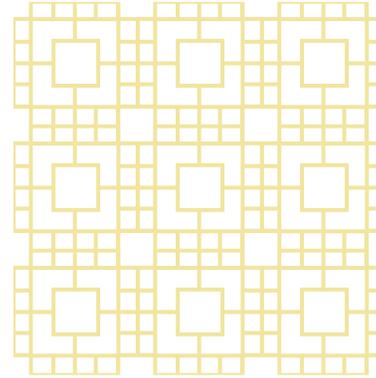
# Visual Elements

圖像元素

# Patterns

## 圖案

Traditional Chinese patterns are one of the most iconic visual elements. To stay on-brand, avoid modern geometric or blobby patterns, use Asian decorative patterns.



# Photography

## 相片

Lifestyle photos are the primary brand visuals. Choose photos that portrait the ideal moments of our Medicare prospects - people are in the moment doing relatable activities with positive emotion. Avoid using typical healthcare photos like people looking to the lens with smiles.

Photos depicting surroundings or interactions in closeup could be used as supportive visual elements to better portrait our prospect's ideal moment or as backgrounds. However, these photos should be simple and related to our Medicare prospects.



# Application

## 應用

Contrast is the key. Use high contrast to emphasize, and use low contrast to add interests. On the right are a few examples of how you can manipulate the contrast with graphical elements.

In the next page, there is an example on updating current material with the new brand style. Keep in mind that the intention is to provide a better sense of the new brand visually. Please don't let the example limit your creativity.

## High Contrast

For the center of focus, every other element should be arranged around it, meaning it should not be obscured. Present it in the highest contrast to its surroundings. Decorative elements can also be in high contrast - they add flares to the visual. However, please keep them on a small scale and minimum in quantity.

## Low Contrast

Low contrast elements make mundane flat color more lively. Due to its nature of being background elements, they are often obscured by the others. Thus, they should be very simple and similar to their backgrounds.

# Questions?

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

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