

# MyHealthMath Branding Guidelines

May 2021

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**Vision:** a domestic health insurance market where no dollar is wasted, and no person lost.

**Mission:** to simplify health insurance purchasing, so employers and employees across the country get the best value from their healthcare dollar.



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**Put transparency to work for people:** radical transparency gives each person the opportunity to make the best use of their health benefits—which drives wider social good.

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**Genuine connection is everything:** we inspire trust because we focus on individual connection and support. Behind every engagement, there's a person—and every one of them matters to us.

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**Big change can start small:** we're a small company making big waves; we believe simple changes can solve complex problems.

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**Be pioneers:** we founded a granular, personalized approach because we knew people needed more support. We remain true to that legacy by staying a step ahead of what our customers need.

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**Stay true to your own beat:** we value authenticity—in ourselves, in our partnerships, and in our respect for others.

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**Work hard, laugh harder:** quick wit and a warm sense of humor help us give our all every day.

Our archetype personifies our brand identity. It's our personality and should be reflected in our design, voice, and product.

**Archetype:** Heroic Caregiver

**Primary:** Caregiver; **Secondary:** Hero

**Goal:** to revolutionize health insurance purchasing so it puts people first

**What drives us:** our desire to support and protect people; a sustained focus on what people really need

**Traits:** human touch and connection, security, compassion, nurturing, big ideas and big ideals



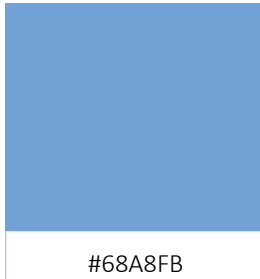
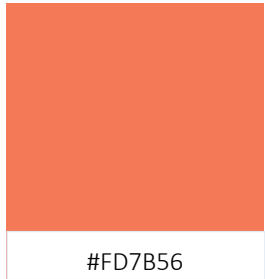
Whether in emails, phone calls, or marketing copy, try to convey a voice that is:

- Considerate, compassionate, kind
- Supportive (advocate)
- Visionary toward the common good, idealistic
- Knowledgeable but not overbearing

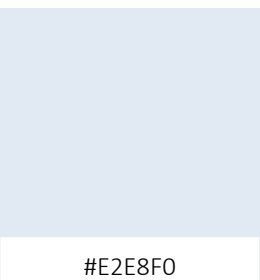
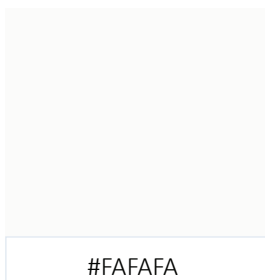
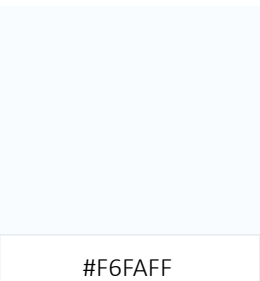
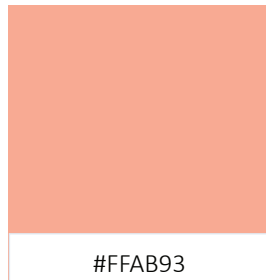
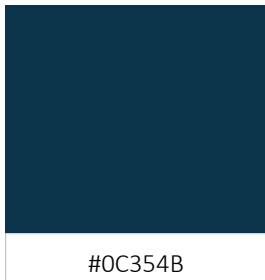
Our sense of humor is:

- Friendly
- Playful
- Warm

## Primary Colors

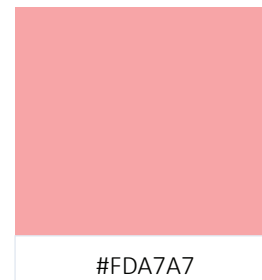
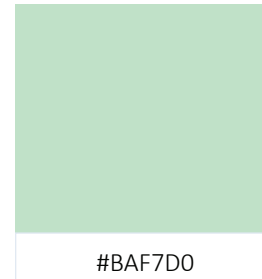
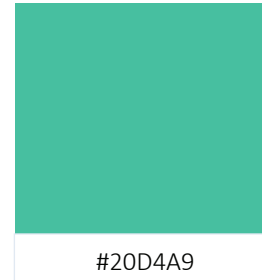


## Secondary / Background Colors / Text



## Tertiary colors

For use only on alerts, indicators and graphs.



## Main Logo

The logo has been updated to match our new color palette and removes the tagline. A white version of it can be used on colored backgrounds.

The logo consists of the text "MyHealthMath" in a white, sans-serif font, with a registered trademark symbol (®) at the end. It is centered within a solid orange rectangular background.The logo consists of the text "MyHealthMath" in a blue, sans-serif font, with a registered trademark symbol (®) at the end. It is centered within a white rectangular box, which is itself centered within a larger solid blue rectangular background.

## Secondary Logo

For use only when primary logo cannot be used.

The secondary logo features the letters "MHM" in a white, bold, sans-serif font, enclosed within a white rectangular border. This is centered on a solid orange square background.

## Decision Doc Logo



## Rules for Use:

### *Where it goes:*

- Any documents/collateral/slide decks related to Decision Doc
- Any employee-facing materials

### *How does it interact with MHM logo?*

- MHM logo still appears on all public materials
- However, it is secondary to Decision Doc logo on employee-facing / Decision Doc related materials.
- Secondary means it may only appear once / will be smaller / will be positioned below the Decision Doc logo

### *With Theo or without?*

- Up to you!



## For website and marketing collateral

### **Sofia Pro**

**Black - For Headers and Accents**

**Bold - For Accents**

Medium - For Body Copy

*Italic - For Accents*

Light - For Headers and Accents

## For PowerPoint

Header: Gill Sans

Body Copy: Calibri

## For Internal Documents

Header: Calibri Light

Body Copy: Calibri

## Illustrations and Images

### Illustrations

Primary imagery. All illustrations should be in brand colors and approved by marketing.



80x80px



100x100px



200x200px

### Images

Stock images should focus on human connection/joy and be displayed over branded color boxes.



## Addiitonal Style Elements

**Multi-colored line** can be used as accent or divider:

**Colored boxes** can be used to accent images, text boxes, and graphics.

**Short lines** can be used vertically or horizontally to separate texts or images:



**Transparent boxes** can be used to highlight different sections of text, such as quotes.

Apis nonsendam autem sit ut omnit,  
sollamus rectatem quidiatas ut eos  
ium, que volupta volore accae porei-  
ur, seceperrumet omnienistio ipsum  
facipsae. Enda verovid ignimusapic

- CEO, James McGo



Aperovid enduci  
aut velit endia  
cumquam, comni  
num quis cusamet



Ficte laut quid  
quid ut optatum,  
cusaerum sitae  
quis dolorep



Bo. Namustis  
dolenditia  
doluptatent que  
pratquundem

We put  
people  
first