

Visual Identity Standards

October 2012

Humana



Welcome to Our Visual Identity Standards

These Visual Identity Standards bring the Humana brand identity to life. People will encounter our brand in many contexts and in many forms, but the key brand elements outlined here will tie it all together to promote a unified impression.

On the following pages you'll find the defining standards for each of our visual identity elements—what it is, the role it plays and how to use it. These elements are the building blocks of our brand, and this document will help you understand and apply them. Let's get started.

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Our Brand Strategy

The Humana brand strategy identifies our key brand values and business goals. A strong brand strategy sets the foundation for all.

Humana's brand personality represents how the brand will look, speak and act.

A brand story brings to life the essence of what the Humana brand means to our employees and customers.

Brand Idea

Live life fully.

Humana's overarching idea is to help people live a more full life. We're stepping beyond insurance, and allowing people the chance to live in a more healthy, active and conscious way. This idea conveys the spirit of Humana, but is not meant to be expressed as a tagline.

Brand Personality

Bright

We're optimistic about the impact smart choices can have on the future of wellness in our communities.

Honest

We're committed to meeting people where they are, working hard to provide clarity and respect at every step.

Aware

We're thinking from the outside in, focusing on what we can do today with a strategic eye toward tomorrow.

Bold

We're dreaming big and doing things differently to change the way people view their health.

Humana's personality traits are bright, honest, aware and bold. These traits need to be portrayed throughout all touchpoints, both visually and verbally, and in the overall employee and customer experiences.

Brand Story

Living life fully is the desire of every human being. Humana helps you make that dream a reality by awakening you to the possibility of conscious choices and liberating you from the shortcuts that have become a part of our culture. Because when you make more intentional decisions about your life, you'll be healthier, happier and more productive—*you will love the life you live.*

Humana's brand story helps illustrate how we affect our customers and employees on both the personal and the larger cultural levels.

What, how and why

Inspire a Positive Outlook

We enable you to realize lifelong well-being by giving you fresh perspective, new insights and exciting opportunities, so you too can look forward to what each new day will bring.

Engage Through Simple Connections

We meet you where you are and help you realize your path to lifelong well-being, while linking you to a larger human network of people on a similar course.

Live a Richer Life

With the awareness, foresight and know-how to consciously manage and maintain your lifelong well-being, you're free to live more and worry less.

Section
01

Logo

The Humana logo is at the heart of our visual identity. It's our handshake, the first point of contact we make with people everywhere. This custom-designed wordmark sets our brand apart in the marketplace, signaling an exciting change for our company and the industry as a whole.

Our Logo

The Humana logo features a striking sans serif typeface that is at once contemporary and relevant. This unique piece of artwork has been created for our brand and reproduces as nicely on screen as it does in print environments.

The individual letterforms have been customized with specific design details that bring out our brand personality. The juxtaposition of rounded and sharp corners makes the logo bright and optimistic, with a fine balance of strength and approachability.

NOTE: Use only the approved digital art files. Do not try to typeset the logo; it uses custom-drawn characters that are not available as a font.

The word "Humana" is displayed in a large, bold, green, sans-serif font. The letters are thick and have a slightly rounded, friendly appearance. The 'H' is particularly prominent, with a wide base and a rounded top. The 'u' and 'a' at the end also have rounded bottoms, contributing to the overall approachable and optimistic feel of the brand.

Registered Logo

Consistent use of the registered trademark symbol clearly establishes the mark as reserved and is necessary in its ongoing protection.



Humana.®

Use logo *with* registered trademark symbol on:

Print collateral
Brochures
Annual reports
Publications
Newsletters
Advertising
Press releases
Video/multimedia



Humana

Use logo *without* registered trademark symbol on:

Apparel
Signage
Tradeshow applications
Website
Stationery
Banners and posters
PowerPoint presentations
Electronic communications
Promotional Items
When logo appears at 1" wide or smaller

Color Variations

The Humana logo is available in a number of color variations and color formats to meet the needs of a variety of design layouts.

The full-color logo against a white background is preferred, as this provides the highest contrast with the Humana Green in artwork.

Use the solid-color black logo when color reproduction is limited or unavailable.

NOTE: The box surrounding the logo on this page is for illustrative purposes only; the logo should not appear in a bounding box.

Full-Color Positive Logo (Primary)

Use on white and light-color backgrounds with sufficient contrast.

The word "Humana" is displayed in a bold, sans-serif font, colored in a vibrant green. It is centered on a plain white background.

Reverse Logo

Use on Humana Green, Dark Green and Dark Gray backgrounds or on dark-color backgrounds with sufficient contrast.

The word "Humana" is displayed in a bold, sans-serif font, colored in white. It is centered within a solid green rectangular background.

Black Logo

For use in limited-color applications only.

The word "Humana" is displayed in a bold, sans-serif font, colored in black. It is centered on a plain white background.

Background Control

The full-color logo may also be placed against light-color backgrounds, provided they support the impact of the artwork.

The reverse logo is intended for use on dark-color and photographic backgrounds that do NOT interfere with the legibility of the logo. This is not preferred or ideal but may be necessary in limited situations.

NOTE: The boxes surrounding the logos on this page are for illustrative purposes only; the logo should not appear in a bounding box.

Full-Color Positive Logo (Primary)



Black Logo



Reverse Logo



Clear Space & Sizing

Clear space is the area surrounding a logo that is kept free of other graphics, partner identities and typography. It plays an essential role in ensuring the Humana logo is easy to recognize in all communications.

As illustrated at right, the minimum clear space surrounding the logo is measured by the height of the “H” in the logo.

The Humana logo must be sized large enough to be easily read in every application. While minimum sizes are specified, the logo should generally appear larger than the minimum size.

NOTE: When designing for Web use, please adhere to all Section 508 standards.

Clear Space



Minimum Size



For print applications



For promotional/
merchandise items



For onscreen applications

Logo Misuse

We have placed strict limitations on usage of the Humana logo to preserve the integrity of the brand. The examples on this page illustrate some, but not all, potential misuses of the logo.

Keep in mind that the logo is carefully rendered artwork and any alteration of the logo, apart from proportional scaling, is considered misuse.

This page is intended for guidance in print use of logo only. Keep in mind that the logo may have different interpretations or implications in other media types.



Humana

DO NOT use unapproved color variations.



Humana

DO NOT skew or distort the logo components.



Humanaff

DO NOT create a lockup with our graphic elements.



Humana
Rx Tools

DO NOT create logo lockups with text.



Humana

DO NOT use a Life Block as a holding box for the logo.



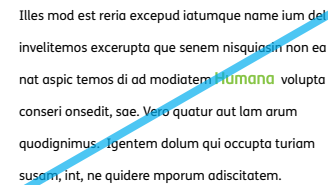
Humana

DO NOT change or reposition the logo components.



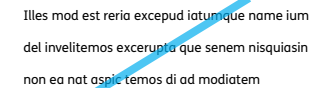
HUMANA

DO NOT apply new Humana brand colors to the prior Humana logo.



Illes mod est reria exceptud iatumque name ium del
invelitemos excerpta que senem nisquiasin non ea
nat aspic temos di ad modiatem **Humana** volupta
conseri onsedid, sae. Vero quatur aut lam arum
quodignimus. agentem dolom qui occupa turiam
susom, int, ne quidere mporum adiscitatem.

DO NOT use the logo in text.



Illes mod est reria exceptud iatumque name ium
del invelitemos excerpta que senem nisquiasin
non ea nat aspic temos di ad modiatem



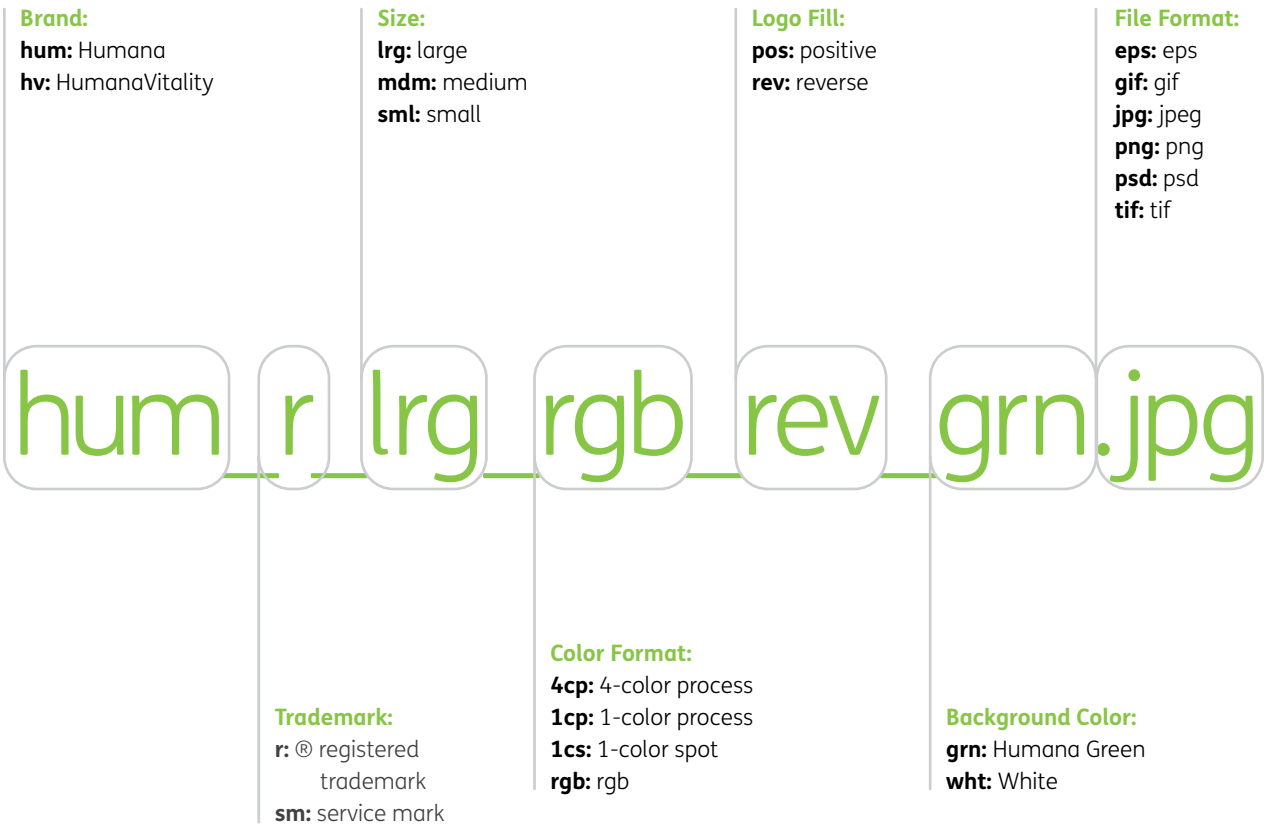
Humana

DO NOT violate clear space with text or graphics.

File Nomenclature

Use the naming conventions outlined here to select the appropriate version of the Humana logo artwork. Never rename a logo file sent to you or when sharing logo files with others.

Naming Conventions



Section 02

Color

Color is an integral part of our visual system. It brings the Humana brand to life and sets us apart in the marketplace. Each color has been specifically chosen for use in our branded materials, and when used together as directed, they establish a distinctively unique visual style across our communications.

Color Palette

The Humana color style is defined by the complementary use of Humana Green—our core color—and white. Evoking optimism, vitality and growth, Humana Green speaks clearly to our unique perspective in the marketplace. White, meanwhile, provides a high contrast stage that allows Humana Green to radiate within a layout.

The Humana secondary colors start with Humana Dark Green, Dark Gray and Gray. Intended for supporting uses, these colors indicate both warmth and focus, and provide designers with additional color options for our design layouts. Humana Plum plays a special role as a high-contrast accent color for highlighting the important details that make life rich and meaningful.

The color chart on this page indicates the general balance of each color that should be used in our branded materials. Please note that not every color needs to be used in every layout. Remember that it is essential to strike the right balance of color to accurately depict the Humana brand, both internally and externally.

Humana Green

Use for:

- Logo
- Headlines
- Large/Primary Life Blocks
- Life Moment Silhouettes
- Full-bleed color on expressive applications

White

Use for:

- Space around graphics
- Logo
- Headlines
- Large/Primary Life Blocks
- Life Moment Silhouettes

Humana Dark Green

Use for:

- Headlines
- Subheads
- Callouts
- Secondary Life Blocks

Humana Dark Gray

Use for:

- Body Copy
- List Text
- Small Life Blocks

Humana Gray

Use for:

- Small Life Blocks
- Charts & Graphs


Humana Plum

Use for:

- Callouts
- Call-to-actions
- Small Life Blocks
- List text/highlights

Color Specifications

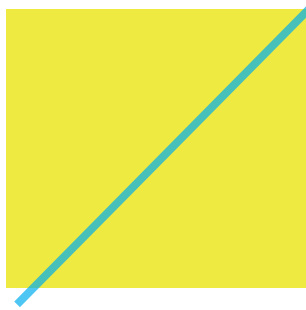
Always use the exact color values listed below. Do not use color references or values from files that have been converted automatically between color modes. Some software programs do not consistently make accurate color conversions. Slight variances in color may occur when the colors are printed through different processes or reproduced in different media. Use only the specifications listed here.

Color	CMYK	RGB	Coated Spot Color	Uncoated Spot Color
 Humana Green	52/0/96/0	92/154/27	Pantone® 368C	Pantone® 368U
 Humana Dark Green	66/9/100/43	29/91/45	Pantone 364C	Pantone 364U
 Humana Plum	8/100/9/20	170/0/95	Pantone 227C	Pantone 227U
 Humana Gray	0/0/0/23	213/213/213	Pantone 420C	Pantone 427U
 Humana Dark Gray	0/0/0/90	26/24/18	Pantone 425C	Pantone 426U

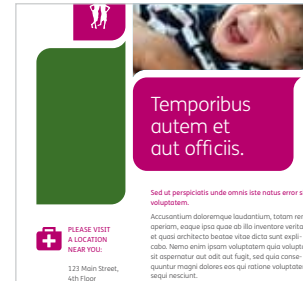
In lieu of the color(s) listed on this page, you may use the Pantone® Colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors shown throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Color Misuse

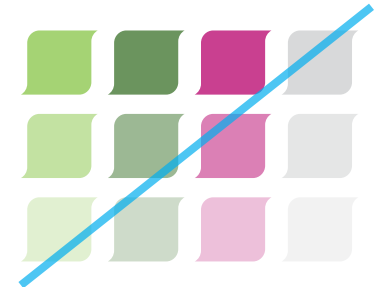
The examples on this page illustrate some potential misuses.



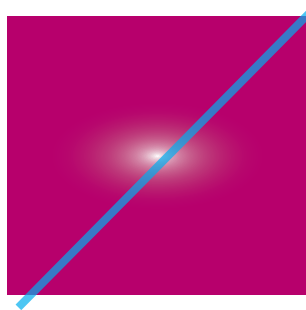
DO NOT use colors outside the Humana color palette.



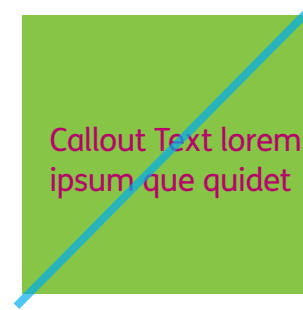
DO NOT overuse Humana Plum in layouts. It's meant to be a *subtle* accent color.



DO NOT tint the colors in the Humana palette—except Humana Dark Gray (see usage guidelines, page 26).



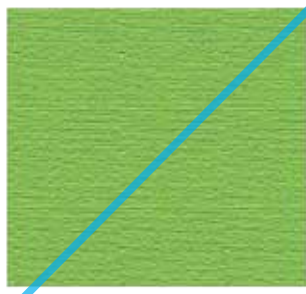
DO NOT use highlights within a color field.



DO NOT use colors together that vibrate or clash.



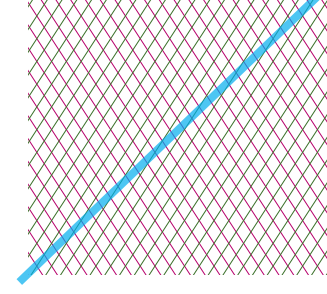
DO NOT use gradients.



DO NOT use filters/special effects to apply texture to colors.



DO NOT convert to grayscale without following established grayscale values.



DO NOT make patterns using the Humana color palette.

Section
03

Typography

The consistent use of our selected typeface, FS Humana, helps to ensure the legibility of all our communications, while also contributing to the overall look and feel of our visual style. FS Humana is a clear and friendly type family that reflects the many aspects of our brand personality.

Typefaces: Print

The FS Humana type family is available in a number of weights and styles, providing designers with a wide range of choices.

As shown, FS Humana is a modern sans-serif typeface that complements the distinctive design of the Humana logo. Easy to read in body copy and approachable as display type, FS Humana can accommodate nearly any typographic need.

Primary Print Typeface

FS Humana Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FS Humana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FS Humana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FS Humana Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FS Humana Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FS Humana Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FS Humana Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FS Humana Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typefaces: Onscreen

Web-safe fonts are fonts likely to be present on a wide range of computer systems. If a visitor to a Web site does not have the specified font, their browser will attempt to select a similar alternative.

In online applications, FS Humana may not be available. For these applications, the Calibri type family is the first choice.

When there are concerns over the availability or compatibility of Calibri on the Web, use the Arial typeface.

Calibri – First Alternate Font for Online Usage

Calibri Light[†]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Bold[†]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Italic[†]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Bold Italic[†]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial – Last Alternate Font for Online Usage

Arial Regular[†]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold[†]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic[†]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italic[†]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

[†]These typefaces contain additional font styles, but use of them should be limited and not considered part of the system.

Hierarchy

Whenever setting type, it is important to establish a clear text hierarchy in the layout. This helps the reader navigate the information and ensures accurate communication. A number of suggestions have been provided to assist designers when setting type.

For headlines, FS Humana Light set in sentence case is always recommended. Alternating colors is an easy way to add emphasis to the message.

For subheads and callouts, there is more flexibility as long as the copy is scaled smaller than the primary text. Humana Dark Green is recommended.

For body copy, use FS Humana Regular while taking care that it remains easily legible. Humana Dark Gray is recommended.

Headline copy in
FS Humana Light

Headline copy
type treatment

Subhead goes here

Body copy is set in FS Humana Regular in Humana Dark Gray.
Text can be set in bold to add **extra emphasis** to a word or phrase.

CALLOUTS CAN BE BOLD IN ALL CAPS
or in Humana Plum to ensure correct hierarchy.

Typography Misuse

- The examples on this page represent some potential misuses of typography in our system. In addition to these visual examples, keep the following points in mind:
- Headlines should never appear in FS Humana Regular.
- Subheads, callouts and body copy must appear in FS Humana Regular when reversed out of a Life Block or a dark-colored background.
- Type may never be reversed out of an image—only the Humana Logo may be reversed out in white from a photograph.
- Headlines and subheads should never be in all caps.
- Underlining text is not recommended.

Headline In Bold

DO NOT use bold type for headlines.

Subhead Bold Text

DO NOT use bold type for subheads.

Glow Effects

DO NOT apply glow effects to type.

Drop Shadows

DO NOT apply drop shadows to type.

Outlined Text

DO NOT outline text.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores

DO NOT center or right-align any type.

Plum Headline

DO NOT use Humana Plum for headlines or body copy.

Callout Text Substitute Color

DO NOT use non-Humana colors.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem michaelus frandus ne plus ultra, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

DO NOT use multiple-colored text within body copy.

Callout Text sunt in culpa qui

DO NOT Use Humana Gray for text.

Legal Text FS Me Light 7/9 Text box should be bottom aligned working up from margin. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit

DO NOT use any color other than Humana Dark Gray for legal copy.

Body Copy: FS Me Light Dark Green Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur

DO NOT make body copy smaller than 8.5 pt.

Body Copy: FS Me Light Dark Green Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor

DO NOT underline body copy.

Section
04

Supporting Graphics

Our secondary design elements include uniquely drawn holding shapes called Life Blocks and simply rendered silhouettes of people in pairs caught in the middle of an activity—our Life Moment Silhouettes. These devices round out our visual style and provide the kind of design details that elevate an otherwise ordinary layout.

There are also Icon sets which aid in adding informational graphic placeholders in layouts.

Life Blocks

With four basic shapes available, Life Blocks provide designers with significant flexibility. They may be scaled and adjusted as desired to fit content and the dimensions of the layout.

Life Blocks can be applied to your communications in a variety of ways. They can be used as a container for your message or as a holding shape for a photograph. They may be colored with the Humana brand colors and used as a graphic element to balance your layout or as a background shape for Life Moment Silhouettes.

Basic Shapes



Round Corner Square



Round Corner Tail

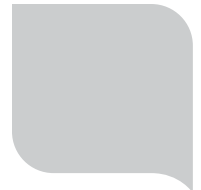


Square Tail



Tail Tail

Sample Life Block Cluster



Life Moment Silhouettes

Life Moment Silhouettes should be integrated as small, subtle support visuals in communications pieces to enhance the overall message and elevate the idea of humanity.

The silhouettes should not replace photography as a primary visual.

Only a single Life Moment Silhouette should be featured in a layout, as positioning multiple silhouettes together can cause the communication to become unfocused.

Always be certain to select silhouettes that are appropriate for the message of your initiative or communication pieces.

NOTE: This display is for illustrative purposes only. Silhouettes should never be positioned together.

Active Moments



Bike



Jog



Dog Walk



Walk



Airborne



Yoga



Basketball



Rock



Soccer



Stretch

Shared Moments



Bench



Swing



Rain



Hand shake



Conversation



Hand-in-hand



Mom



Dad



Kids



Friends

Informational Icons

Our icon set has been streamlined to reflect clarity of the brand. We crafted the icon set through the lens of our brand to feel unique and stylized like our Life Block shapes, yet straightforward and direct. Used sporadically, these icons are flexible enough to accommodate a variety of callout and informational needs. Correct implementation throughout the brand will ensure that the content is immediately accessible and understandable.

NOTE: Each informational icon has been provided in each color in the Humana color palette. Please use only 100% solid color values within the palette with no lesser-valued tints or transparencies applied.



Life



Vision



Dental



Supplemental



Disability



Group



Chat



Good



Bad



Prescription



Cost/Save



Inquiry



Go



Search



Fill Out



Mail/eMail



Play



Contact Us



Check List/Form



Online




Online (PDA)



Doctor



Important



Section
05

Photography

Photography is perhaps the most engaging and visually compelling component in any communications piece. When selected properly, photographic images will provide a direct and intimate connection to our brand personality and reflect our brand idea: Live Life Fully.

Humana Brand Photography

All images should embody our brand idea: **Live Life Fully**. The brand system relies heavily on photography to provide emotion, warmth and focus.

To help determine if an image is on brand, use Humana's personality traits as a guide:

- Bright
- Honest
- Aware
- Bold

Our brand photography style captures genuine moments in time that tell a story about humanity in one of two categories: **Moments In Life Together** and **Details of Life**. Both of these can be supported by our tertiary category: **Environments**.

All images should feel genuine and candid, as if they are moments frozen in time; never posed, staged or shot in a studio. Choose imagery that is shot in natural light, that feels vibrant and is saturated in color. Images can be framed by the shape of a Life Block or be full-bleed. Each image should be cropped to give it a dynamic feeling.

We are in the process of building a library of Humana brand photography. In the meantime, the examples and rules provided here will help guide you in choosing proper images.

Moments In Life Together



Details of Life



Environments



Photography Misuse

Imagery is often a focal point of any presentation or project, so it is important that you are thoughtful in your image selections. Here are some things to avoid when selecting images.

Improper Usage



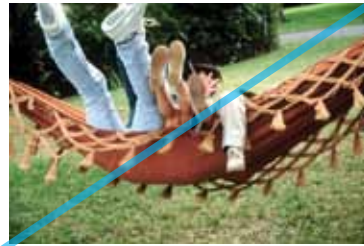
DO NOT select images with dark colors and shadows.



DO NOT select images with extreme angles.



DO NOT select images with distracting effects.



DO NOT select posed or staged images that tell a contrived story.



DO NOT select awkward close-ups.



DO NOT select images with confusing messages.



DO NOT select blurred images.



DO NOT select clichéd images.



DO NOT select washed-out images.

Section
06

Sample Applications

When the Humana brand elements are applied in accordance with these standards, the result is a distinctive look and feel that promises to capture the attention of our audiences and distinguish our brand—and its message—from our competitors. On the following pages, you'll find examples of branded applications that demonstrate the breadth of creative possibilities in our system.



Website

The example at right is a representation of how the various elements outlined in these standards can come together to create a Humana website.

NOTE: For inspirational purposes only.
Not intended for exact translation.



Mobile Apps

The examples at right are representations of how the various elements outlined in these standards can come together to create Humana mobile apps.

NOTE: For inspirational purposes only.
Not intended for exact translation.



Corporate Advertising

The examples at right are representations of how the various elements outlined in these standards can come together to create Humana print ads.

NOTE: For inspirational purposes only. Not intended for exact translation.

Ipsam fugia con
remque daret
perum vomagnis
et volestis aut

Lorum inciendans earis et la
quo et maiorse sulorese
semia perum vomagnis tulore

Humana.

Sample ad.

Choose a
Medicare plan
as unique as
you.

With the personal
service you want,
search it first, quoted in
minutes from Humana. **1-800-372-2185**
voluntour tempore tempore
voluntour tempore tempore
reputatur nem fugit.

To find out more, call
1-800-372-2185
(TTY 711) 8 a.m. to 8
p.m. Eastern time,
seven days a week.

Humana.

Sample ad with more content.

Head FS Humana Light 24/27

Humana.

Sample ad with full-bleed image.

Sed ut perspiciatis unde omnis
rite notus error sit voluptatem.

Humana.

Sample 1/2-page horizontal
black & white ad.

Temporibus
aut officis.

Humana.

Sample 1/2-page
vertical ad.

Temporibus autem quibusdam.

Humana.

Sample ad with minimum required to
express our brand.

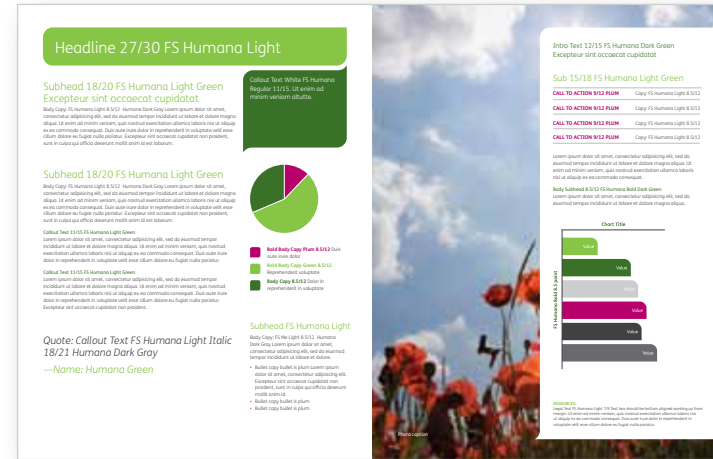
Brochures

The examples at right are representations of how the various elements outlined in these standards can come together to create Humana brochures.

NOTE: For inspirational purposes only. Not intended for exact translation.



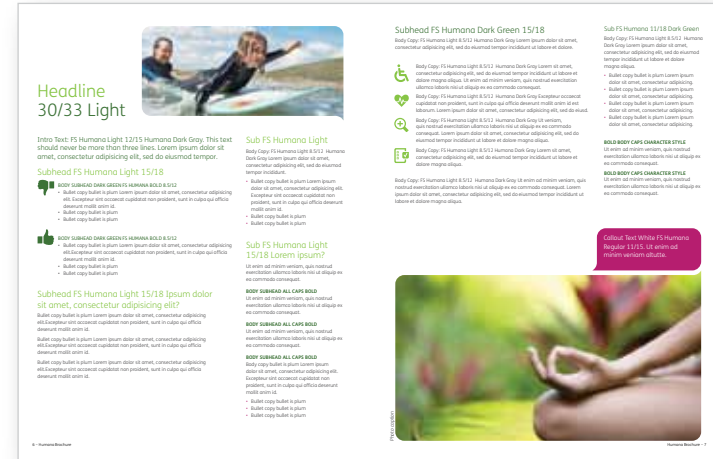
Full-bleed image cover option.



Inside spread with charts and graphs.



Single Life Block cover option.

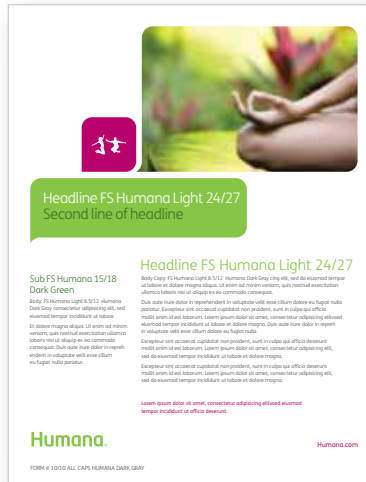


Inside spread with images.

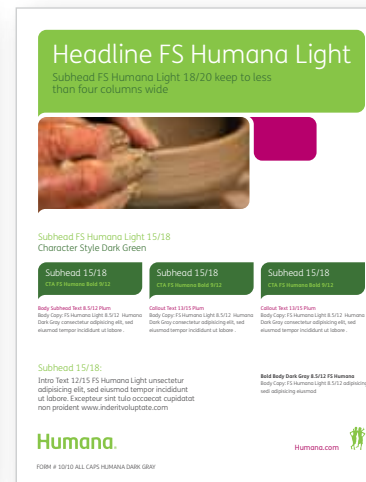
Flyer

The examples at right are representations of how the various elements outlined in these standards can come together to create Humana flyers.

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Flyer using a Life Block Cluster.



Life Blocks used as masthead & column headers.



Flyer using Story-based Life Block Cluster.



Content-heavy flyer with open layout.



Simple photo flyer layout.



Expressive photo flyer layout.

Tote Bag

The example at right is a representation of how the various elements outlined in these standards can come together to create a Humana tote bag.

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Not intended for exact translation.



Smart Summary[®]

The example at right is a representation of how the various elements outlined in these standards can come together to create a Humana Smart Summary.

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Not intended for exact translation.

