# TABLE OF CONTENTS

## SECTION 1: INTRODUCTION
- Who We Are .......................................................... 3
- Brand Pillars ............................................................ 4

## SECTION 2: OUR VOICE
- Forward ..................................................................... 5
- Messaging .................................................................... 6
- Dos & Don’ts ............................................................. 7

## SECTION 3: OUR LOOK
- Our Logo ..................................................................... 8
- Plan Identifiers .......................................................... 9
- Typography ............................................................... 10
- Color Palette ............................................................. 11
- Graphic Elements ..................................................... 12
- Photography ............................................................. 13

## SECTION 4: SAMPLES
- Stationery ................................................................. 14
- Brochures .................................................................... 15
- Postcards ..................................................................... 16
- PowerPoint .................................................................. 17
- Digital & Social .......................................................... 18
- Emails ........................................................................ 19

## CONTACTS ................................................................ 20

JOHNS HOPKINS HEALTH PLANS | BRAND STANDARDS | APRIL 2023
SECTION 1
INTRODUCTION

• Who We Are
• Brand Pillars
WHO WE ARE

Johns Hopkins Health Plans offers a range of distinct plans shaped to most precisely and effectively serve our members.

These brand guidelines apply to the following three health plans:

**Advantage MD**
A Medicare Advantage health plan offering coverage and services beyond the scope of original Medicare.

**US Family Health Plan**
A TRICARE Prime® health plan for military families and retirees who choose to seek care from civilian providers and hospitals.

**Employer Health Programs**
A group health insurance plan for Johns Hopkins Medicine employees and their dependents.

In addition to the above plans, Johns Hopkins Health Plans also includes the following offerings, which use separate brand guidelines:

**Priority Partners**
A community health plan providing low and no-cost benefits and services to Medicaid recipients in the state of Maryland.

**Johns Hopkins HealthCare Solutions**
An innovation unit that brings the world’s best science directly to employers, health plans and provider systems.
As part of Johns Hopkins Medicine, we know nothing is impossible. We are a part of the organization that implanted the first pacemaker. Created a treatment for sickle cell anemia. Discovered a blood test to detect cancer. Launched the field of genetic engineering. We will stop at nothing to keep moving forward and find new ways to ensure our members get all the care they need and some they never imagined.

As part of Johns Hopkins Medicine, our world-class health care teams with world-class medical understanding to deliver the best possible care to our members. Our medical experts throughout our network, our members and we stand arm in arm. We work together to keep health care moving forward and ensure the best possible outcomes for all.

We provide coverage that enables our members to get the care they need, yet that is only the beginning. We work tirelessly to provide our members with the information and inspiration they need to take an active role in their health.
For Johns Hopkins Health Plans, our mission, at its most basic, is helping others live their best lives. We do it by making sure people have access to the best possible care—care that will take their lives forward. Our voice reflects that. We are…

Caring
Genuine
Inspiring
Confident

We don’t talk down to people, but we keep our language clear and accessible, making sure individuals who need our information can understand it. In this way, we form a bond with our members. After all, we may be a leader, but we’re part of a team—a team built of our members, ourselves and Johns Hopkins Medicine. Together, we’re creating a system of health care unlike any other.
From implanting the first pacemaker to creating a treatment for sickle cell anemia, teams at Johns Hopkins Medicine have a long history of taking health care forward. So when your medical teams throughout our network of providers find a new treatment that they determine will help take your life forward, count on us. We’ll work with them to ensure you get the care you need.

We stand arm in arm with Johns Hopkins medical experts throughout our network and you. Together we are one team, working to make sure you can live your best, healthiest life.

When your health plan is in step with your health care team, you get better health. You’re supported on all sides—by your medical team and your health plan.

You know your plan is talking with your doctor, because we’re all one team. That means information and data gets shared quickly. Together we can quickly analyze data and create the best action plan. That level of seamless, open communication means you get the highest-quality care.

Because data is shared among our team members, we can innovate quickly, leveraging insights and your individual preferences. Combine that with the world-class research and discovery at Johns Hopkins Medicine and you have a nimble and powerful health force surrounding you.

We do more than just provide coverage. We walk beside you, giving you the information and inspiration you need to take an active role in your health.

Your health plan includes free classes to achieve your best health. Explore a range of topics, including specific conditions like asthma and health topics like self-care, sleep, stress management, and weight management.

Your health plan includes DinnerTime, a service that generates custom meal plans based on your family’s budget, tastes, schedule, dietary restrictions and more. DinnerTime chooses healthy recipes and plans your meals and even creates shopping lists based on sales at your favorite grocery store.

Free, virtual health education workshops and programs help you achieve your best health.
**DOS & DON’TS**

**Do use the Johns Hopkins Health Plans name, not the acronym.**

**YES:**
At Johns Hopkins Health Plans, your plan covers virtual care for you and your family.

**NO:**
JHHP covers virtual care for you and your family.

**Do not refer to Johns Hopkins Health Plans as a health insurance company, but rather as a health plan provider.**

**YES:**
At Johns Hopkins Health Plans, our coverage gives you access to the most advanced medical care.

**NO:**
Johns Hopkins Health Plans are a leading insurance company, giving members access to the most advanced medical care.

**Do use sentence case, not title case.**

**YES:**
We’re always here for you.

**NO:**
We’re Always Here for You.

**Do write in first person.**

**YES:**
We work with your medical team to make sure you get the best possible care.

**NO:**
Johns Hopkins Health Plans work with your medical team to make sure you get the best possible care.

**Do write to our audience, not about them.**

**YES:**
Yes, when possible (secure communications). We have a strict threshold for risk tolerance for digital communications and are often unable to speak to the “you” and infer the recipient is a member.

**NO:**
Free, virtual health education workshops and programs help members achieve their best health.

**Our audience is members, not customers or consumers.**

**YES:**
Go to the member login page on our website.

**NO:**
Go to the customer login page on the JHHP website.

**Do use clear language, not medical jargon.**

**YES:**
Your health plan includes an annual mammogram as part of routine preventive care. A mammogram uses a low-dose X-ray to help detect breast cancer early, providing the best chance to successfully treat and cure it.

**NO:**
Diagnostic mammography, also called mastography, is included in your preventive care benefits. It is the process of using low-energy X-rays of around 30 kVp to examine the human breast for diagnosis and screening in the interest of detection of characteristic masses or microcalcifications.

**Do talk about our advancements as work we do for our members, not our own achievements.**

**YES:**
We never stop working to make sure you and your family get the most innovative, comprehensive care. Because nothing matters more than your health and well-being.

**NO:**
Johns Hopkins Health Plans provide the most innovative health coverage in the industry.
OUR LOOK

- Our Logo
- Plan Identifiers
- Typography
- Color Palette
- Graphic Elements
- Photography
Our logo design prominently displays the iconic Johns Hopkins symbol in combination with the Johns Hopkins name and Health Plans below in a carefully designed size and aligned relationship, establishing our distinct identity within the umbrella of the Johns Hopkins organization. It is approved for use in all print and digital communications representing Johns Hopkins Health Plans. The official logo is used primarily in research and educational collateral, identity system, and physician referral assets.

The horizontal logo should never be smaller than 1.5” wide.

The vertical logo should never be smaller than 1.25” wide.

This vertical version of the logo is designed for instances where the space will not accommodate the horizontal version, such as letterheads or business cards.
These color configurations have been carefully designed for a wide spectrum of uses. Dark or light background colors on which the logo is placed will alter the appearance of the design. Therefore, logo artwork files for positive and reverse logo use are different and are not interchangeable. Do not alter the color treatment and placement in any part of the logo. Only use approved logo artwork.
LOGO COLOR TREATMENT

VERTICAL

2-Color Spot
PMS 288
PMS 7406

4-Color Process
Primary Blue
C - 100
M - 75
Y - 6
K - 24
Primary Yellow
C - 0
M - 17
Y - 100
K - 0

1-Color Solid
PMS 288

1-Color Solid
100% Black

Gray Scale
100% Black
70% Black
40% Black

Primary Yellow
C - 0
M - 17
Y - 100
K - 0

1-Color Solid
100% White
To ensure optimum legibility, a minimum clear space surrounding the logo must be maintained. The clear space is proportional and based on the height of our icon. This area should remain free of typography, photography, folds, surface edges and page trim that would affect the legibility of the logo. It is highly recommended that a more generous clear space surround the logo, whenever possible.

Clear Space
The minimum clear space surrounding the logo is equivalent to the height of the capital H in Hopkins. This area should be clear of typography, photography, patterns, folds and surface edges.

Placement
When possible, place the logo in the lower right corner of the layout area. The distance from the layout edge should be equivalent to the height of the capital H in Hopkins. If needed, the logo may be used in other corners of the layout.

See the Johns Hopkins Medicine clear space and minimum size guidelines.
LOGO MISUSE EXAMPLES

Do not use the shield on its own

Do not remove the shield

Do not skew or stretch

Do not rotate

Do not change the color in any part of the logo

Do not fade or tint

Do not remove the descriptor from the logo

Do not rearrange the elements of the logo

Do not use the logo on a textured background

Do not use the logo on a busy photograph

Do not use the logo on a gradient background

Do not use the logo on an unapproved color background
LOGO MISUSE EXAMPLES

To avoid confusing external audiences and diluting the purpose of branding, do not create a separate logo or other identifying mark for an individual plan. Using the recognized Johns Hopkins Health Plans name and logo helps to unify our distinctive and consistent appearance for all our communications.

Do not use
Do not use
Do not use
Do not use

Note: There will be a run-out of inventory with old logos through 2023.
When your communication (or a section of your communication) is about a specific plan, the plan name needs to be clearly noted. You can do this in any of the following ways:

- Place the plan name in type in the upper left corner or other prominent spot on the piece.
- Place the plan name inside the plan identifier petal graphic to help it stand out against the background. The plan name should not be placed in any shape other than the petal graphic shape.
- Include the plan name as a part of the main headline.

Use your judgment as to which placement of the plan identifier provides the greatest clarity.

Placement
When possible, the identifier should be placed in the top left corner of the layout area. It should always allow a minimum of 1/2" from all sides.

Plan Identifier Petal Graphic Height
The identifier petal shape should never be smaller than 0.35" in height. They should never exceed 1" in height.

Social Media
In social posts where there’s clear delineation of the line of business in headlines, hashtags, and supporting copy, the plan identifier is not needed, as it would be redundant, add clutter, and potentially confuse the reader.
These fonts help provide visual consistency and a family appearance among communication materials.

- Gill Sans is considered the primary Johns Hopkins Medicine typeface approved for all design applications, including Johns Hopkins Health Plans. All weights and styles are approved for use. Consistently using Gill Sans as the main typeface on all materials will bring a more focused approach to type, helping it to become a recognizable brand identity element, but more importantly, ensure a visual link to Johns Hopkins Medicine communications. Gill Sans offers a range of styles and weights to meet most typographic and stylistic needs.

- Adobe Garamond is a secondary font that works well for items like formal announcements and invitations as well as longer-form pieces, like educational periodicals.

- Arial Regular, Arial Bold, Times Regular, and Times Bold are default fonts that can be used in applications where Gill Sans and Adobe Garamond may not work, such as emails.

See the Johns Hopkins Medicine typography page.  Click here
COLOR PALETTE

Color helps give the Johns Hopkins Health Plans logo its iconic, recognizable look, and color also plays a significant role in every communication. To maximize our recognizable brand look, it is vitally important that our colors be reproduced with consistency at all times. The colors shown here are those used in the symbol, type and blocks in the logo. Care has been given to each color’s formulations to ensure a visually consistent color reproduction in all applications. These are the only brand colors and color formulations approved for use.

**Primary Blue**
Can be used in any layout or collateral. It can be used for backgrounds, headlines and body copy.

**Primary Yellow**
Can be used in any layout or collateral. Avoid using for headlines and body copy that are placed over light backgrounds.

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
<th>RGB</th>
<th>CMYK</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary Blue</strong></td>
<td>#002D74</td>
<td>0 / 49 / 119</td>
<td>100 / 75 / 6 / 24</td>
<td>288 at 100%</td>
</tr>
<tr>
<td><strong>Primary Yellow</strong></td>
<td>#EBB700</td>
<td>235 / 183 / 0</td>
<td>0 / 17 / 100 / 0</td>
<td>7496 at 100%</td>
</tr>
<tr>
<td><strong>Light Blue</strong></td>
<td>#9AAC7</td>
<td>154 / 172 / 199</td>
<td>40 / 26 / 10 / 0</td>
<td>288 at 40%</td>
</tr>
<tr>
<td><strong>Medium Blue</strong></td>
<td>#4E6D9E</td>
<td>78 / 109 / 158</td>
<td>77 / 57 / 16 / 1</td>
<td>288 at 70%</td>
</tr>
</tbody>
</table>

**Secondary support colors** can be used in conjunction with the primary brand colors to add visual interest and graphic distinction. **Never use support colors in the logo.**

[Click here for Secondary Color Palette options](#)
The blue arch at once symbolizes a sense of openness and the comprehensive coverage we provide for members. Use it as a consistently recognizable shape to hold headlines, subheads, a call to action, the logo and other elements of your communication that you want to stand out. It’s an important feature to help ensure consistency in high-level communications and on the covers of brochures, booklets and other long-form pieces; it does not need to appear throughout the inside pages of longer communications, although it can be screened back in order to help break up content.

**Arch Element - Solid**

Use this background element wherever possible. Set color to Primary Blue at 100% tint. It can be used both for vertical and horizontal layouts.

**Horizontal Radius Calculation**

To form the arch edge, create an oval shape that is twice as long as the layout width. The oval height should be 1/6 of the oval width. (Example shown on left)

- Layout area: 8”x10”
- Oval width: 8”x2”=16”
- Oval Height: 16” divided by 6=2.66”

**Color**

Primary Blue (100%)
Arch Element - Transparent
In instances where the solid blue arch would cover too much of a photograph (especially a subject’s face), you can set the color to Primary Blue at 55% transparency. This option can be used both for vertical and horizontal layouts.

Horizontal Radius Calculation
To form the arch edge, create an oval shape that is twice as long as the layout width. The oval height should be 1/6 of the oval width. (Example shown on left)

Layout area: 8"x10"
Oval width: 8"x2"=16"
Oval Height: 16" divided by 6=2.66"
PHOTOGRAPHY

Johns Hopkins Health Plans photography is genuine, inspirational, engaging, and provides a sense of warmth, compassion, care and confidence to the audience. Aim for diversity in races, ages, genders and cultures. Our photography should never feel fake, artificial, posed or forced. We avoid having people look directly into the camera and avoid images of people being treated with tubes, needles, excessive wiring, and showing blood. Exceptions for using images or video with detailed and graphic content must be approved by the Johns Hopkins Health Plans Director of Marketing and Communications. Photography should tell the story of our patients, families and employees. Collaboration, treatment, education, advocacy, innovation, research, respect, safety and compassionate care are values that must be portrayed in our photography. While provider-related messaging such as “finding a doctor” or getting care can include medical imagery, communications that are about our members should focus on positive lifestyle images.
PHOTOGRAPHY MISUSE EXAMPLES

Ensuring imagery always conveys a sense of complete confidence, warmth, compassion and care means avoiding images like these shown below—whimsical cartoons or clip art, medical instruments on their own, images that are overly posed or with subjects looking into camera, images that are overly altered or superimposed with graphic elements, images of disturbing subject matter, or generic hospital images not authentic to Johns Hopkins Medicine.

- Do not use illustrations or clip art
- Do not use isolated instruments
- Do not use images that are overly posed
- Do not use images that are overly altered
- Avoid images that may be disturbing
- Avoid images that use conceptual elements
- Avoid images with graphic elements
- Avoid images that are not authentic to Johns Hopkins
SECTION 4

SAMPLES

- Stationery
- Brochures
- Postcards
- PowerPoint
- Digital & Social
- Emails
Stationery elements are clean white with the full-color brand logo and any preprinted information in Primary Blue. These examples show the general letterhead version, reflecting Johns Hopkins Health Plans in general, not a specific health plan product.
These elements show how a specific health plan can be incorporated into the letterhead and envelope. Please note, specific health plan names should never appear on a business card.
Brochure covers should be clearly branded with the Johns Hopkins Health plans logo, blue arch (or transparent blue arch) and, if applicable, the individual health plan identifier. Keep photography simple and vibrant, and work to minimalize any copy and subheads. Headlines and subheads should be sentence case, not title case. Messaging should be clear about what the brochure contains.
This folded postcard version works best for longer messaging such as detailed member communications. The top outer panel is solid white for the address, postage indicia and Johns Hopkins Health Plans logo.

The bottom outer panel holds the hero image and the Primary Blue arch shape with the headline in white Gill Sans Bold and Johns Hopkins Health Plans logo. The plan identifier appears at the upper left corner of the hero image.

The inside spread can use a mix of imagery and color blocks to contain segments of copy. Subheads are Primary Blue Gill Sans Bold; body copy is black Gill Sans White. A Primary yellow bar near the bottom holds the main call to action in white Gill Sans bold; reserve an area in white at the bottom for disclosure copy.

Save money on your medications with the Check Drug Cost tool from CVS Caremark®

It's so easy to find lower-cost options for your prescriptions.

Find out if you can save money on your medications!

Not only is the Check Drug Cost tool easy to use, all results are specific to you, your plan and where you are in your coverage stage. Check your costs any time and become an advocate for how much you will pay out of pocket.

Find the Check Drug Cost tool today at Caremark.com or download and use the CVS Caremark mobile app to see if you can save money. It’s easy to get started — simply log in, type in a drug name, and in a few seconds you can:

• Find out what you’ll pay out of pocket.
• See how much you can save by moving your prescription to a long-term supply (100 days for Tier 1 and 90 days for Tier 2 through 4) or ordering by mail to receive your prescriptions.
• See a list of lower-cost options (therapeutic alternatives) you can ask your doctor about.

Go to Caremark.com today and find out if you can save money on the medications you take regularly.

Questions? Call one of our Advantage MD Member Service representatives:
PPO Members 877-293-5325 (TTY: 711),
HMO Members 877-293-4998 (TTY: 711).

Notice of Nondiscrimination
Johns Hopkins Advantage MD (PPO) and Johns Hopkins Advantage MD (HMO) comply with applicable Federal civil rights laws and do not discriminate on the basis of race, color, national origin, age, disability, or sex. Johns Hopkins Advantage MD does not exclude people or treat them diff erently because of race, color, national origin, age, disability, or sex.

Foreign Language Assistance - Spanish: ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-877-293-5325 (TTY: 711)
Title here

Content Slide

Title here

• Text
This email format is ideal for longer member communications. The top still features the hero image, and over that the blue arch or transparent blue arch houses the logo, a large headline in Gill Sans, and subhead or body copy in Gill Sans, with key phrases in bold. Content below that is set on a white background, with large subheads in Gill Sans Primary Blue, and copy is Gill Sans in black. The individual plan name will appear in the “From” line of the email address.
THANK YOU

Questions, please contact:

Johns Hopkins Health Plans
Marketing & Communications

Lynne Leidy
pleidy@jhhp.org

7231 Parkway Dr.
Suite 100
Hanover, MD 21076