

# Molina Healthcare Style Guide

September 2014

[MolinaHealthcare.com](http://MolinaHealthcare.com)



Your Extended Family.

## Top 10 Things To Remember

The overall Molina Healthcare look and feel can be best described as welcoming, open and contemporary. Simply put, less is more. Maintaining this feel requires conscious use of white space as a design element and a reduction of design elements overall. A single powerful image has more value than multiple images, and use of secondary colors should be kept to a minimum.

1. Never recreate or alter the Molina Healthcare logo. The correct Molina Healthcare logo must appear on everything produced. See [page 9](#) for guidelines.
2. Molina Healthcare must always be capitalized.
3. Helvetica Condensed and Minion Pro are the typefaces for all printed Molina Healthcare communications. Helvetica Condensed and Minion Pro should be substituted by Arial and Times New Roman and in Microsoft Office applications. See section [page 15](#) for guidelines.
4. The primary corporate color is PMS 320 (Molina Healthcare teal). One of the most important colors to use in all Molina Healthcare communications is white. All designs should use as much white space as possible. In copy-heavy situations, it is better to downsize graphics and photos than to have the entire page full of text and images. See [page 14](#) for guidelines.
5. The website address is always formatted with a capital M and H (Ex. MolinaHealthcare.com).
6. The preferred layout option is the “Hero Image.” Choose this option whenever possible. See [page 35](#) for guidelines.
7. Use consistent formatting on phone numbers and time of day, (Ex. (800) 000-0000 and 1:00 p.m. – 2:00 p.m.).
8. The tagline should only be used as a lock-up with the Molina logo. All other uses should be avoided. See [page 12](#) for guidelines.
9. Lines of Business and Products have secondary colors designated for exclusive use.
10. When in doubt about our brand, just ask. If you need additional information or assistance, please email: [Michael.Serna@MolinaHealthcare.com](mailto:Michael.Serna@MolinaHealthcare.com).

Remember, as a market-driven company, our standards will continue to evolve.

## Molina Healthcare Brand Messaging

We are a mission-driven, family run health care company committed to providing the highest quality care to low-income individuals and their families, to meeting the medical, psychological and social needs of each member, and to strengthening the communities in which we serve.

### **This commitment is supported by:**

- Our holistic, community-based approach designed specifically to better meet the needs of our members
- Our more than 30-year history as a doctor-led organization, pioneering health care services exclusively focused on government programs

## Logo Guidelines

All Molina Healthcare logos consist of two components: the tri-mark and Molina Healthcare name. The preferred logo for Health Plans is the mark with the tagline. Logos should not be modified in any way. Always use the approved artwork files. All collateral pieces must feature a Molina Healthcare logo on the bottom left-hand side.



Health Plan logo with tagline



Health Plan logo without tagline



MMG logo



MMS logo

## Alternate Logos

Stacked and themeline logos are for special circumstances. They may be used when design requirements necessitate. As with all logos, these should not be altered, recreated or distorted in any way.



Health Plan stacked logo



Themeline logo

## Colors

Molina Healthcare has a library of colors with which to work. Primary colors should be used on all Molina Healthcare pieces. Secondary colors must be used only with appropriate Lines of Business and Products.

PMS 320 (Molina Healthcare teal) is used in the Molina Healthcare logo and as an accent color. Molina Healthcare teal can be screened at any percentage.

One of the most important colors to use in Molina Healthcare communications is white. All designs should use as much white space as possible. In copy-heavy situations, it is better to downsize graphics and photos than to have the entire page full of text and images.

Rich 75% grey is the primary color and should be used as an accent color and never for text. Molina Healthcare grey can be screened at any percentage. For all text and two-color jobs, use 75% tint of black.

On all electronic applications, such as PowerPoint presentations and Word documents, refer to the RGB builds of the color palette.

Secondary colors have been developed for use in Line of Business and Product collateral. Only use the assigned color for each Line of Business or Product.

## Primary Colors



**PMS 320**  
C:100 M:0 Y:31 K:7  
R:0 G:160 B:175  
HEX: 009EAO



C:61 M:52 Y:50 K:21  
R:99 G:100 B:102  
HEX: 373535



C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
HEX: 000000



C:0 M:0 Y:0 K:0  
R:255 G:255 B:255  
HEX: FFFFFFFF

**Text and  
2-color Pieces:**  
C:0 M:0 Y:0 K:75

## Secondary Colors

### LINES OF BUSINESS



C:0 M:0 Y:0 K:40  
R:35 G:31 B:32  
HEX: A7A9AC



**PMS 159**  
C:0 M:66 Y:100 K:7  
R:211 G:94 B:19  
HEX: D15F27



**PMS 382**  
C:29 M:0 Y:100 K:0  
R:196 G:214 B:0  
HEX: BAD80A

### PRODUCTS



**PMS 382**  
C:29 M:0 Y:100 K:0  
R:196 G:214 B:0  
HEX: BAD80A



**PMS 124**  
C:0 M:28 Y:100 K:6  
R:237 G:170 B:0  
HEX: E0AA0F



**PMS 5125**  
C:56 M:84 Y:39 K:24  
R:121 G:73 B:106  
HEX: 754760

## Typography

Helvetica Condensed (primary font) and Minion Pro (body font) are the approved fonts for Molina Healthcare brand materials. To help maintain our brand standards, these should not be substituted with any other fonts nor be stretched, skewed or outlined in any way.

Arial and Times New Roman are the approved alternative fonts that are readily available on all standard business computers. They must only be used in Microsoft Office applications.

### Helvetica Condensed (primary font)

**Bold Condensed**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Medium Condensed  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Minion Pro (body font)

**Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Arial (alternate font)

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Arial Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### Times New Roman (alternate font)

Times New Roman Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Times New Roman Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

