

**INCLUSIVE**  
**HEALTH**  
you are insurable.

# Inclusive Health Logo Standards Guide

The primary logo is designed for the great majority of uses.  
In print uses, the primary logo should be at least 1" wide.

In on-screen uses (Web & video), the primary logo should be at least 50 pixels wide.

Do not use the logo below these size ranges.

The primary logo consists of the words "INCLUSIVE" and "HEALTH" stacked vertically in a bold, sans-serif font. The letters are black and have a slightly irregular, hand-drawn appearance.

## INCLUSIVE HEALTH with TAGLINE

This is the main logo. The PMS colors must be  
PMS 5145 - Light Purple  
PMS 5125 - Dark Purple  
Tagline text prints RGB (87 71 71). Font is Trebuchet MS Bold.

The logo features the words "INCLUSIVE" and "HEALTH" in a bold, sans-serif font. The letters are a light purple color. Below the words, the tagline "you are insurable." is written in a smaller, bold, sans-serif font, also in a light purple color.

## INCLUSIVE HEALTH FEDERAL OPTION

This logo is used when referring specifically to the  
FEDERAL OPTION. The PMS colors must be  
PMS 5145 - Light Purple  
PMS 5125 - Dark Purple  
Tagline text prints black

The logo features the words "INCLUSIVE" and "HEALTH" in a bold, sans-serif font. The letters are a light purple color. Below the words, the words "FEDERAL OPTION" are written in a smaller, bold, sans-serif font, in black.

## INCLUSIVE HEALTH STATE OPTION

This logo is used when referring specifically to the  
STATE OPTION. The PMS colors must be  
PMS 5503 - Light Teal  
PMS 535 - Light Blue  
Tagline text prints black

The logo features the words "INCLUSIVE" and "HEALTH" in a bold, sans-serif font. The letters are a light teal color. Below the words, the words "STATE OPTION" are written in a smaller, bold, sans-serif font, in black.

Digital files of these versions of the logo are available online at  
the Inclusive Health Web site in the "download graphics" section:  
[www.InclusiveHealth.org/downloads](http://www.InclusiveHealth.org/downloads)

## INCLUSIVE HEALTH with WEBSITE

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This is the logo with the website address.  
Prints all Black.



Digital files of these versions of the logo are available online at  
the Inclusive Health Web site in the “download graphics” section:  
[www.InclusiveHealth.org/downloads](http://www.InclusiveHealth.org/downloads)

## INCLUSIVE HEALTH FEDERAL OPTION LETTERHEAD

This is the letterhead for Inclusive Health Federal Option. The PMS colors must be

PMS 5145 - Light Purple

PMS 5125 - Dark Purple

Tagline text and address/phone text prints black

The letterhead is available for download as an Illustrator .eps file, a Word Document with template in place, or as a High Res JPEG file. Please keep .5" margins around all sides.

## **INCLUSIVE HEALTH STATE OPTION LETTERHEAD**

This is the letterhead for Inclusive Health State Option.. The PMS colors must be

PMS 5503 - Light Teal

PMS 535 - Light Blue

Tagline text and address/phone text prints black

The letterhead is available for download as an Illustrator .eps file, a Word Document with template in place, or as a High Res JPEG file. Please keep .5" margins around all sides.