Health Insurance Marketplace
Brand Identity and Design Standards
CONTENTS

- Overview ........................................................ 3
- Logos ........................................................... 4
- Visual & Design Standards ....................................... 7
- Sample Products .................................................. 9
- Video Elements ................................................... 12
OVERVIEW

The Health Insurance Marketplace® is the official, accessible place for people to learn about coverage options that fit their needs, apply for financial assistance, compare available health plans, and enroll in coverage. Ultimately, the Marketplace provides a path to security and peace of mind — improving access to health care when they need it and limiting unexpected expenses.

Why Do We Need Brand Identity and Design Standards?

System-wide brand identity and design standards are essential to building strong brands. Identity and design standards empower Marketplace partners to build from universal rules and conventions so that consumers have consistent experiences on a daily basis and across every touch point.

Who Should Use These Identity and Design Standards?

Anyone who creates material for print to market or educate consumers about the Marketplace should use these standards. Specifically, the Federally Facilitated Marketplace (FFM) is required to follow the standards described. The latest version of the brand standards is available at Marketplace.cms.gov.

Design Principles

The two guiding design principles for the Marketplace are to build trust and simplicity. We know that most people want to get insured as quickly and easily as possible. We also know they may be concerned about expense and complexity.

Using clean, uncomplicated design, we create products that are easy to see, read, and interact with. Presenting information consistently lets the audience know that the material is coming from a reliable source.

Use of Registered Trademark “®”

- The registered trademark symbol is used on all print and web materials where the full name “Health Insurance Marketplace®” appears in the body content.
- The term “Marketplace” is used in subsequent references.
- In print materials, use the trademark symbol the first time the full name appears. Don’t use the symbol within addresses or in header or footer graphics.
- The trademark symbol is placed inside punctuation, without added spaces, as shown here: Health Insurance Marketplace®.
- The symbol font should match type font size and style.
- Products that include the trademark should display the definition provided by the Office of General Council (OGC): “Health Insurance Marketplace® is a registered service mark of the U.S. Department of Health & Human Services.” Don’t use a footnote to define.
- Note: The trademark symbol only applies to materials in English, not Spanish or other languages.
About the Health Insurance Marketplace Identity Mark

The Marketplace identity mark (“logo”) was updated in 2021 by the Department of Health and Human Services (DHHS). It’s meant to unify the experiences and expectations associated with the Marketplace, and express them consistently through layout, color, typography, and graphic elements. New or revised products should always use the updated mark as shown in this guide.

Health Insurance Marketplace Identity Guidelines

These guidelines provide standards related to the Marketplace identity mark and its use with other identity marks.

As all Marketplace materials are developed, updated, reprinted, reproduced, or modified, the identity mark should be used in accordance with these guidelines.

Authorized Users and Requests for the Identity Mark

The Health Insurance Marketplace® identity mark is available for use by DHHS staff for official Marketplace products. We encourage using this identity mark to promote and identify the Marketplace whenever possible.

Other entities who want to use this identity mark must get individual approval from the Centers for Medicare & Medicaid Services’ Office of Communications by sending a request to Logos@cms.hhs.gov. Requests will be considered on a case-by-case basis.

The request must include the following information:
- Requestor’s name, address, phone number
- Organization name
- Whether the organization has a current contract with CMS
- Project name (if applicable)
- Contract number (if applicable)
- Period of performance for CMS contract (mm/dd/yyyy – mm/dd/yyyy) (if applicable)
- CMS contact person (Contracting Officer’s Representative)
- Where and how the mark will be used (example or description)

How to Use the Identity Mark

These guidelines provide information and instructions on the appropriate use of the Health Insurance Marketplace® identity mark. You shouldn’t recreate the identity mark.

States operating a State-based Marketplace (SBM) wanting to reproduce and distribute Marketplace materials developed by DHHS may remove the DHHS official seal and replace it with a state seal or identity mark. However, you can’t remove the Health Insurance Marketplace identity mark. We also require SBMs to use the Health Insurance Marketplace® name and identity mark on your websites, but placement is at the state’s discretion. See examples on page 6 for required placement of identity marks.

States operating a State Partnership Marketplace (SPM) wanting to reproduce and distribute Marketplace materials developed by DHHS may add a state seal or identity mark to the materials, but may not remove the DHHS seal or the Marketplace identity mark.
We also require SPMs to use the Marketplace name and identity mark on your websites, with placement at the state’s discretion. See examples on page 6 for the required placement of identity marks. All other states can reproduce, but can’t alter Marketplace materials developed by DHHS.

The Health Insurance Marketplace® mark is composed of the words Health Insurance Marketplace.

1. The words “Health Insurance” are black.
2. The word “Marketplace” is “PMS 7469C” in the 4 color versions.

Bleed-Edge Indicator

The mark may not bleed off any edge of an item. The mark should sit at least 1/8 inch inside any item’s edges.

Clear Space Allocation

The clear space around the mark prevents any nearby text, image or illustration from interfering with the impact of the mark. Any type of graphic elements must be at least “x” distance from the logo as shown by the illustration below. The measurement “x” can be defined as approximately half the height of the mark.

Approved Colors

The four-color mark is the preferred version and is recommended for products that require 4/C-process production, like banners, billboard signage and digital printing.

If only using one or two color spot printing, use the black positive logo.

Health Insurance Marketplace

All positive marks are to be used against white backgrounds and colors that are tonally lighter than 20% of the color. A negative mark, which is reversed out in white may also be used. When placing the mark on a photographic background, ensure that there’s enough contrast between the mark and the image to be able to see it.
Example Use of the Health Insurance Marketplace Logo with Other Logos

If the identity mark is used on the same page as the DHHS seal and/or a state logo or seal, the Health Insurance Marketplace® identity mark should be equal in size to the other logos.

■ DHHS Logo and Marketplace Logo
   The DHHS logo should always be placed to the left of the Marketplace mark, centered horizontally.

■ DHHS Logo, Marketplace Logo and the State Seal
   The DHHS logo should always be placed to the left of the Marketplace mark. Any state seal or logo should be placed to the right of the Marketplace identity mark. The example below is the appropriate use of the Health Insurance Marketplace® mark with a SBM identity mark. The use of the DHHS logo is optional for a SBM.

■ Marketplace Logo and State Seal only, without the DHHS Logo
   If a SBM chooses not to include the DHHS logo, the state seal or logo should be placed to the right of the Marketplace mark within the clear space allocation measurement, as seen below.

Health Insurance Marketplace

Spanish Health Insurance Marketplace Logo

A Spanish version of the Health Insurance Marketplace mark is also available. All of the provisions and specifications outlined in this brand guide apply to its use.

Mercado de Seguros Médicos

SBM identity mark

SBM identity mark
Using Marketplace Design Standards

CMS has developed a series of standardized design elements and treatments to use when creating materials for the Marketplace. A Marketplace DIY Identity toolkit containing fillable PDFs for fact sheets, posters, and postcards is available for download and use at marketplace.cms.gov/outreach-and-education/tools-and-toolkits.html. Questions about how to use the toolkit can be sent to DesignServices@cms.hhs.gov.

All Health Insurance Marketplace products include the following standard design elements:

- The DHHS logo
- The HealthCare.gov logo
- The Health Insurance Marketplace logo
- Open Sans fonts throughout document
- Call to Action (CTA) text highlighted in bold boxes
- 2-column layout
- Bright blue and green options from the existing HealthCare.gov color palettes
- Simplified photo space in header portion
- Simplified linear header and footer design elements provide more white space for a clean layout

Sample Fact Sheet
Single page fact sheets with no image.

Consumer Fact Sheet

Assister Fact Sheet

5 Things Assistors Should Know about Data Matching Terminations

The Health Insurance Marketplace has warning notices to some consumers to help them understand and participate in the optional matching process. Here are some facts about data matching issues:

1. What “data matching issue” means

A data matching issue happens when information on an enrollment application doesn’t match the data we check with the Internal Revenue Service and Social Security Administration. The Health Insurance Marketplace mails warning notices to some consumers who have unresolved data matching issues with their Marketplace notices. If they don’t send the information that’s needed, they’ll get a 30-day warning notice and a 60-day warning notice and a 30-day warning notice.

2. Common types of data matching issues

To learn more about coverage through the Marketplace, or your family’s options, call HealthCare.gov at 1-800-318-2596, TTY users 1-877-833-8894, or call the Marketplace Helpline at 1-855-889-4325.

3. Impact on enrollees

Enrollees who renew after data matching requires enrollees to confirm the accuracy of the application by providing additional documentation. If enrollees don’t send that information, they may lose eligibility for Marketplace

4. More information about data matching

Enrollees can find more information about data matching on HealthCare.gov or by calling the Marketplace Helpline at 1-855-889-4325.
Color Palette

The Health Insurance Marketplace design standards take a minimalist approach to the use of color. The primary colors used in Marketplace designs are three shades of blue. Blue has been specifically selected based on color theory to represent trust, confidence and sincerity. Blue is also used extensively to represent calmness and responsibility. These colors are part of the brand identity of the Marketplace and should be used as a design element that unifies multiple materials that support the Marketplace. The secondary color palette consisting of orange, a brighter green, and a fourth blue (secondary color blue) is used when formatting hyperlink text. The secondary color for Assister products is gold.

The CMYK, RGB, PMS and HEX values for the Marketplace color palette are shown below:

### Primary Colors

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>PMS</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>96, 73, 40, 28</td>
<td>22, 65, 95</td>
<td>3035C</td>
<td>#16415F</td>
</tr>
<tr>
<td>92, 56, 25, 5</td>
<td>5, 103, 45</td>
<td>7469C</td>
<td>#056791</td>
</tr>
<tr>
<td>87, 48, 11, 0</td>
<td>12, 118, 174</td>
<td>7690C</td>
<td>#0C76AE</td>
</tr>
</tbody>
</table>

### Secondary Colors

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>PMS</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>86, 57, 0, 16</td>
<td>33, 94, 158</td>
<td>7690C</td>
<td>#215E9E</td>
</tr>
<tr>
<td>4, 24, 100, 0</td>
<td>244, 192, 23</td>
<td>123C</td>
<td>#F4C017</td>
</tr>
<tr>
<td>0, 75, 85, 0</td>
<td>242, 103, 57</td>
<td>158C</td>
<td>#F26739</td>
</tr>
<tr>
<td>85, 22, 100, 7</td>
<td>28, 138, 68</td>
<td>7731C</td>
<td>#1C8A44</td>
</tr>
</tbody>
</table>

Typography

The typography used in Marketplace communication materials should be clean and simple, allowing the emphasis to be on the content. All textual content should be as legible as possible. The san serif font, Open Sans, is used throughout all materials for improved screen readability and consistency.

Photography

Select photos and graphics for use in Marketplace materials from the point-of-view of the Marketplace consumer. Choose images featuring diversity in national origin, race, sex, age and gender. Be sure that you have the rights to use any chosen imagery.
Fact Sheet Standards

All Marketplace fact sheets use the DHHS logo, HealthCare.gov logo, and Health Insurance Marketplace logo, according to the branding guidelines. All logos should be scaled for legibility, and the logos should be sized where the DHHS logo is most prominent.

The DHHS and HealthCare.gov logos should be the solid white versions, all of which should be large enough to be legible in the footer area of the page.

One-page fact sheets should show the solid white Health Insurance Marketplace logo in the lower left corner, as shown on page 9. The solid white DHHS and HealthCare.gov logos, placed to its immediate right, should be located in the lower right area of the footer space.

Multi-page fact sheets should show the 2-color Health Insurance Marketplace logo on page 1, in the upper right area above the header bar, as shown in the sample below. The solid white DHHS and HealthCare.gov logos, placed to its immediate right, should be located on the last page, in the lower right area of the footer space.

The standardized header should be present only on the first page of all fact sheets.

Sample Consumer Fact Sheet

Multi-page fact sheet with “Hero” image on the first page between the header bars.
The design elements and layout for Assister Marketplace products are the same as the standard Marketplace materials for consumers and SHOP. The color palette is the same except for the secondary color which is yellow.

Sample Assister Fact Sheet
Single page fact sheet with no image.

5 Things Assisters Should Know about Data Matching Terminations

The Health Insurance Marketplace mails warning notices to some consumers who have unresolved data matching issues with their Marketplace application. Here are the basics you should know.

1. What “data matching issue” means
A data matching issue happens when information a consumer enters in their Marketplace application doesn't match the data we check against in trusted resources, like Social Security records or IRS databases. These issues are also called inconsistencies.

2. Common types of data matching issues
The most common types of issues are income, citizenship, and immigration.

3. Impact on consumers
Consumers who don't resolve data matching issues can lose eligibility for Marketplace coverage and have changes to their amount of help with costs, like premium tax credits and cost-sharing reductions.

The Marketplace sends notices to help them resolve these issues.
- When a consumer gets an eligibility notice from the Marketplace, they can choose and enroll in a health plan. If a consumer has a data matching issue, the eligibility notice will say “Send the Marketplace more information.”
- If they don't send the information that's needed, they'll get a 60-day warning notice and a 30-day warning notice before their deadline to resolve the issue. The subject line is “Important: Respond by the dates below to keep your Marketplace coverage or the help you are getting to pay for your Marketplace coverage.”

You have the right to get Marketplace information in an accessible format, like large print, Braille, or audio. You also have the right to file a complaint if you feel you've been discriminated against. Visit [CMS.gov](http://CMS.gov) or call the Marketplace Call Center at 1-800-318-2596 for more information. TTY users can call 1-855-889-4325.

Health Insurance Marketplace
CMM Product No. XXXXX
June 2021

CMS Product No. XXXXX
June 2021

This product was produced at U.S. taxpayer expense.
Posters and Postcards Standards

Marketplace posters and postcards should be designed using the branded header bars and a graphic or hero photo, if appropriate. The consistent treatment and placement of the universal footer elements contain the solid white Marketplace logo in the bottom left and the solid white DHHS and HealthCare.gov logos in the lower right area.

Sample Poster Layouts

Sample Postcard Layouts

1-sided postcard

2-sided postcard
These animated video slates can be used as introductions or closings on any Marketplace-related video product.

Video files for download are available in several resolutions at:

- 480 Resolution
- 720 Resolution
- 1080 Resolution