



August, 2015 – Brand Kit

DOJO AGENCY

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Brand Engagement > Manifesto

Colorado HealthOP is a health insurer made for the believers among us. Those who see the edge and push beyond. Who ascend then look for something greater... together! At Colorado HealthOP, nothing is out of reach, especially when it's a collaboration.

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Brand Engagement > Campaign Backstory

Stuff of legends—In just over 200 years, Pikes Peak has gone from something that “no human could ascend” to a community destination. Believe it!

Legendary Profiles—Zebulon Pike and Julia Archibald Holmes

American explorer Zebulon Pike said no human could ascend the highest peak. At 20 years old, Julia Archibald Holmes climbed to the summit of Pikes Peak, becoming the first U.S. born woman to climb a Fourteener. She wore moccasins and Bloomers for her climb, an emblem of the women’s rights movement of the 1850s. Wrote of her trek, “Nearly everyone tried to discourage me. Now here I am.” Later became a suffragette for women’s rights. Continued to reach new heights. Believe it!

Translate strategic message for businesses

Focus the campaign on individuals coming together to reach new heights, create collaborative solutions, and arrive at desired destinations. Once we arrive, we help others make it as well. Then we continue our group journey. The final message is that Colorado HealthOP is built for the seekers and the doers that do things better together. Each peak, and every horizon, is an invitation to find the next. This spirit is built into what it means to be a Coloradan, and is the fuel on which Colorado HealthOP runs.

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Brand Engagement > Contemporary Profiles

Messaging about how our history made our contemporary greatness possible.

Zeb—Choice

He's all about voting, governance, factoids about the organization. He's the literal voice of "Hey, did you know this...and this...and THIS?" He's always over-sharing awesome information because he totally geeks out on being involved, and getting others involved. He represents facts and information.

Jules—Spirit

She is a voice for change, collaboration, and the cooperative spirit that sets the Colorado HealthOP apart from other insurers. She's always collaborating, helping, and inspiring others with a "we're in this together" attitude.

Josh—Originality

He's the voice of, "Hey...be different...be yourself...be involved...and bring your unique blend of self to this movement that rolls in a herd!" Even better is that he's an actual "board" member (as embodied by his snowboard). He is the youthful reminder of what Colorado HealthOP is all about, and represents the visual aspects of the brand.

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Colors

Primary Palette:



cmyk: 0, 46, 100, 0
rgb: 240, 138, 33
pms: 144



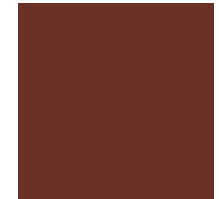
cmyk: 0, 27, 87, 0
rgb: 253, 189, 58
pms: 136



cmyk: 26, 29, 76, 3
rgb: 173, 149, 80
pms: 7503
metallic: 10126



cmyk: 10, 13, 30, 0
rgb: 222, 201, 162
pms: 468



cmyk: 40, 82, 84, 37
rgb: 105, 48, 38
pms: 483

Secondary Palette:



cmyk: 40, 82, 84, 60
rgb: 80, 45, 20
pms: 4975



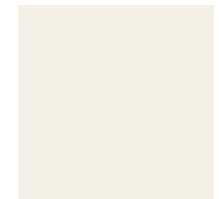
cmyk: 42, 60, 88, 37
rgb: 116, 86, 31
pms: 462



cmyk: 90, 50, 55, 35
rgb: 22, 80, 84
pms: 3035



cmyk: 55, 10, 30, 0
rgb: 113, 184, 183
pms: 631



cmyk: 3, 2, 10, 0
rgb: 245, 240, 230
pms: 752

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Museo Sans 100

Museo Sans 300

Museo Sans 500

Museo Sans 700

Museo Sans 900

Museo Sans 100 Italic

Museo Sans 300 Italic

Museo Sans 500 Italic

Museo Sans 700 Italic

Museo Sans 900 Italic

Museo Sans font family is part of Adobe Typekit and can be accessed online at:

<https://typekit.com/fonts/museo-sans>

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INDUSTRY INC 3D

INDUSTRY INC 3D RIGHT

INDUSTRY INC 3D SHADOW

INDUSTRY INC COMBINATION

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Typography > Paragraph Styles

Section headers are recommended to be set in Museo Sans 900 at 18–24pt type.

Basic paragraph is meant to be set in Museo Sans 300 at 10–12pt type: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. 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 sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. **Grab attention with Museo Sans 900!**

Call-outs are set in Museo Sans 100 or 300 at 24–32pt type.

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Typography > Tables

Table Header and Content for Example Only

ANNUAL DEDUCTIBLE	IN-NETWORK	OUT-OF-NETWORK
Individual	\$6,850	Not Covered
Family	\$13,700	Not Covered
ANNUAL OUT-OF-POCKET MAXIMUM	IN-NETWORK	OUT-OF-NETWORK
Individual	\$6,850	No Maximum
Family	\$13,700	No Maximum
HEALTH INCENTIVE ACCOUNT	IN-NETWORK	OUT-OF-NETWORK
Debit Card for Medical Expenses	N/A	N/A
OFFICE VISITS	IN-NETWORK	OUT-OF-NETWORK
Annual Wellness Visit	100% Covered	Not Covered
Additional Primary Care Office Visits to Treat an injury or illness (Excluding Well Baby, Preventive, and X-rays)	100% Covered After Deductible	Not Covered
Behavioral Health	100% Covered After Deductible	Not Covered
Specialist	100% Covered After Deductible	Not Covered
Acupuncturist or Chiropractor	Not Covered	Not Covered
PROFESSIONAL SERVICES	IN-NETWORK	OUT-OF-NETWORK
Lab and X-Ray	100% Covered After Deductible	Not Covered

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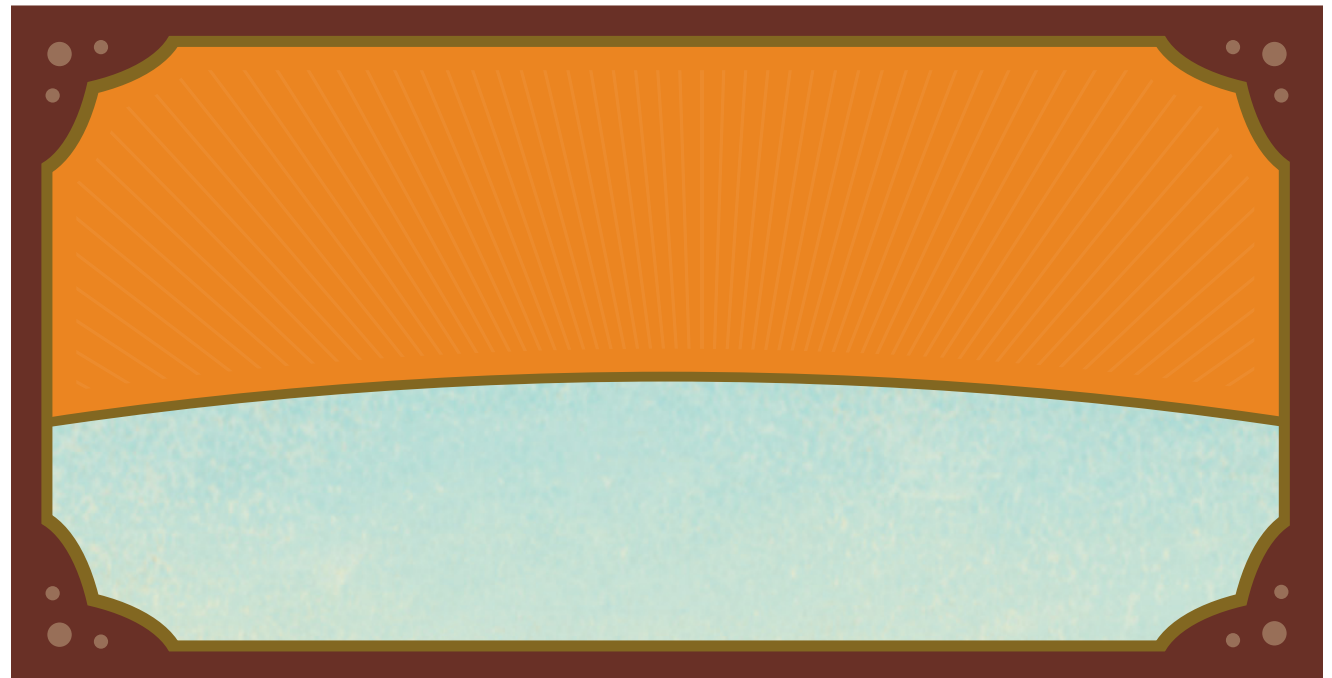
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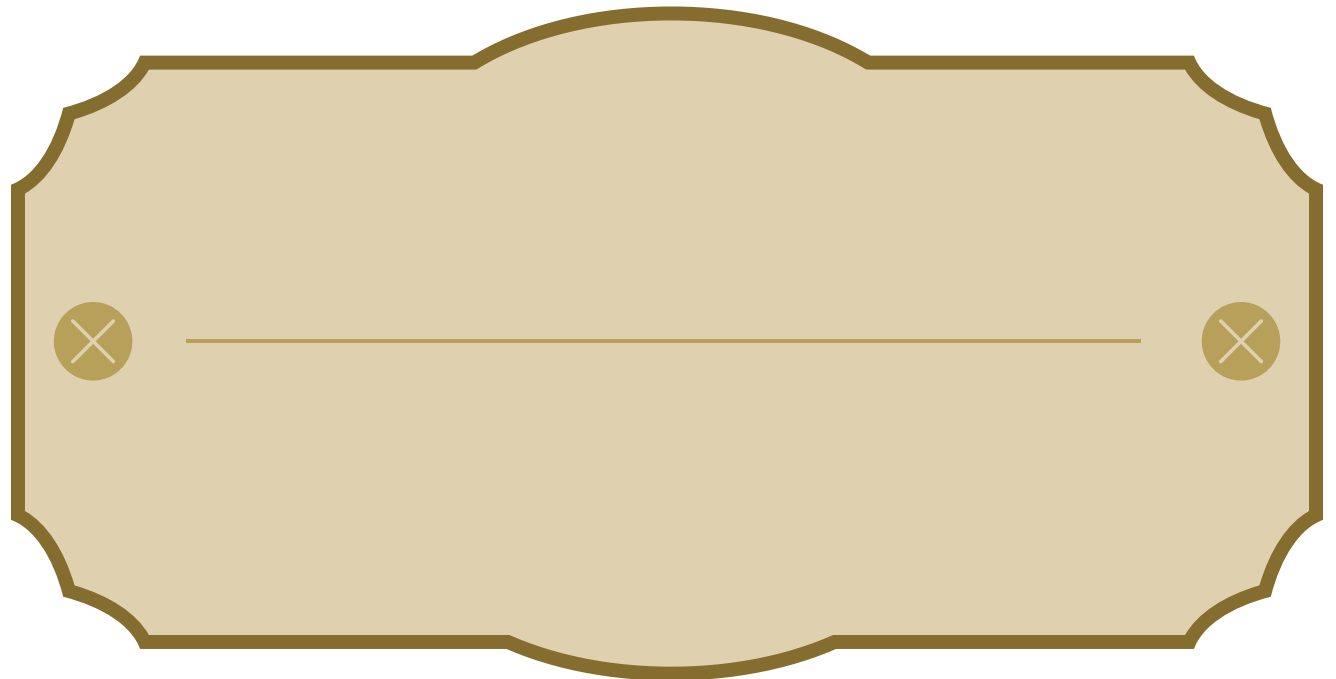
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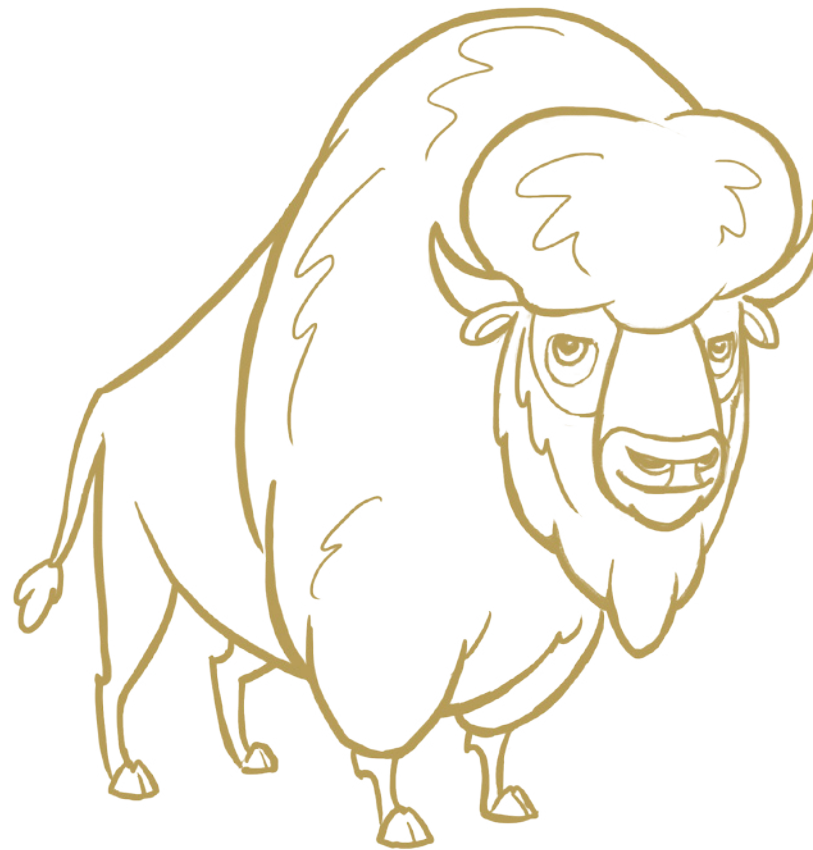
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Content Driven

PowerPoint Template

Dojo Assistance

Illustration > Planimals > Candid Group Shot



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Illustration > Environments > Pikes Peak



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Illustration > Environments > Horizon



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Illustration > Environments > City Park



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Get preventive generic drugs at no cost to you!

Your plan covers a wide range of prescription drugs, and offers nearly 300 generic preventive drugs that cost you zero. It's a huge help with issues like cholesterol, diabetes, asthma/COPD, high blood pressure and prenatal care. For a complete list, visit: cohealthop.org/generic-drug

Save money when you stay in-network

The doctors and specialists in our networks are some of the best in the state. When you choose an in-network doctor, you get great care, and you save money. Depending on your health plan, some visits are fully covered! So get the most out of your insurance—be sure your doctor is in-network.

Be healthier with fully covered preventive health services

Prevent and detect health issues early with zero cost health screenings—from mammograms, a colonoscopy, or just a general wellness visit. See the full list of free services for children, teens and adults at: cohealthop.org/free-preventive-services

Our website also has self-management tools to help you stay and get healthy. Learn more about programs to quit smoking, monitor your blood pressure, relieve stress and more at: cohealthop.org

Find help from a Care Navigator

Our Care Navigators are here to help you find a great doctor at the lowest price, access your member rewards, and make sure you're getting the most out of your insurance. They're available toll-free at **(855) 796-7680**, 8:00 a.m. to noon, Monday–Thursday.

Colorado HealthOP is built for the seekers and doers among us. Be part of the journey. Discover more.

Broker support line: **844-417-9000**

* Not on HSA or catastrophic plans.
** Not available in all areas



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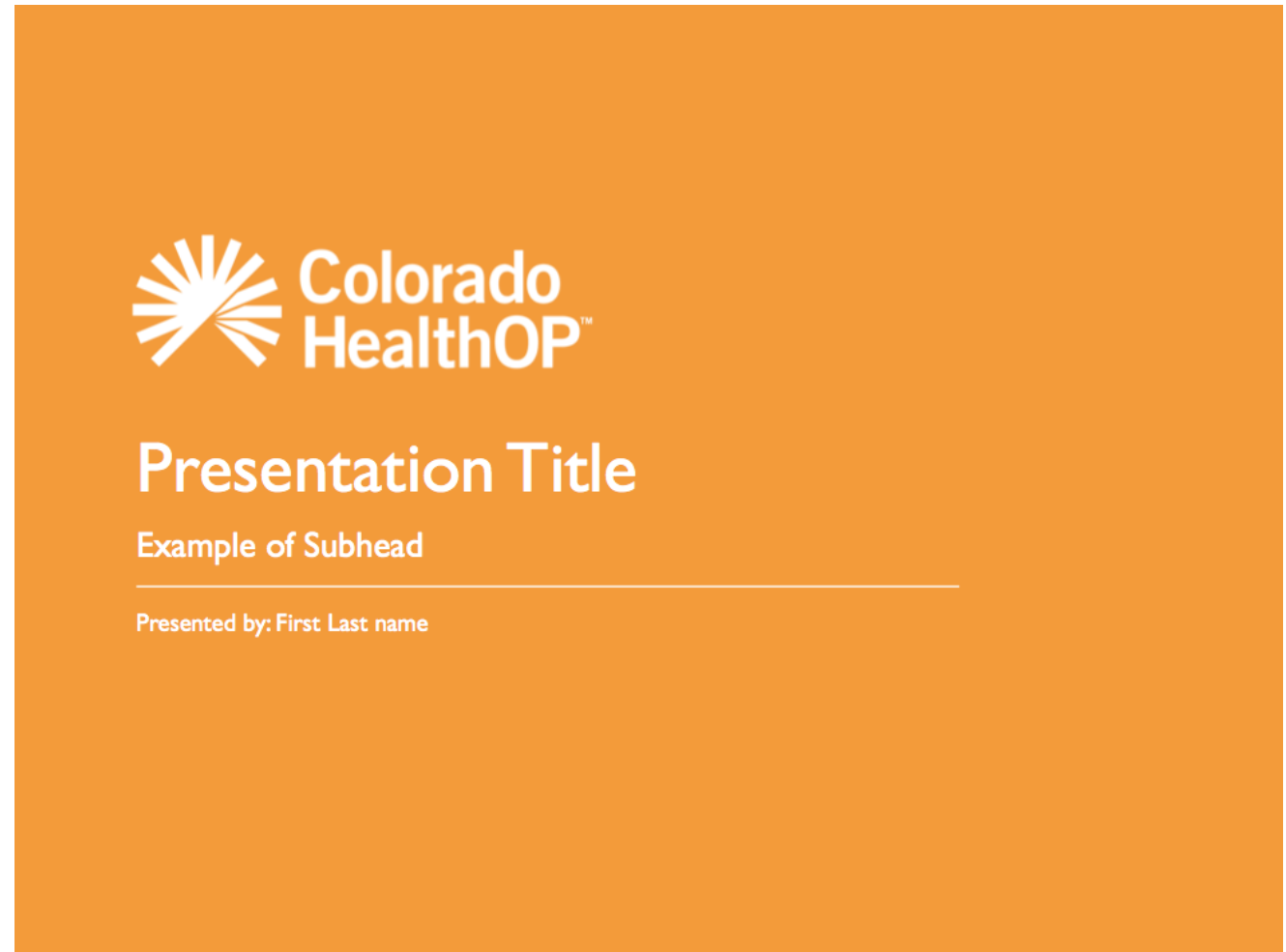
Message Driven

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- **Dojo Assistance**

Dojo Assistance

Logos, fonts, color swatches, illustrations, texture and decoration can be found in the "Assets" folder of the Brand Kit. For questions and/or support around the Colorado HealthOP Brand Kit contact Dojo Agency: **(503) 706-0509**.

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