

Molina Healthcare Agent Sales Toolkit

We are excited to partner with you to offer Medicare plans that save consumers money and offer more benefits than original Medicare.

We've created this toolkit to help you in your sales efforts. Here you will find instructions on how to correctly use the Molina logo and other brand elements in your marketing efforts.



Rules of use

These guidelines are available for the sole purpose of creating material to recruit agents. No promotional material for the purpose of customer marketing is authorized.

Top 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.

- **Never recreate or alter the Molina Healthcare logo.** The correct Molina Healthcare logo must appear on everything produced.
- **Molina Healthcare must always be capitalized.**
- **Campton is the approved typeface** for all printed Molina Healthcare communications. Campton may be substituted by Calibri in Microsoft Office applications.
- **The primary corporate color is PMS 320** (Molina Healthcare teal).
- The **website** address is always formatted with a **capital M and H** (Ex. MolinaHealthcare.com).
- Use **consistent formatting** on phone numbers and time of day, (Ex. (800) 000-0000 and 1 p.m.–2 p.m.).
- Use **sentence case** for all headers.
- **When in doubt about our brand, just ask.** If you need additional information or assistance, please email the Molina Brand Central Team at BC@molinahealthcare.com.
- As a market-driven company, **our standards will continue to evolve.**



Logo guidelines

- Molina Healthcare logos consist of two components: the tri-mark and Molina Healthcare name. Logos should not be modified in any way.
- Please use the full color logo whenever possible. Use the black logo only when color cannot be used.
- Always use the approved artwork files.
- Use the logos on a solid white background.
- The stacked logo is for special circumstances—it may be used when design requirements necessitate.
- The clear zone is the protected area surrounding the four sides of the logo on all printed and electronic materials. No other visual elements, including the edge, may violate the clear zone.
- The logo should never measure smaller than 1.25”.

Logos



Clear zone & size



Minimum Size 1.25"

Color palette



PMS 320
 CMYK: 100-0-31-7
 RGB: 0-160-175
 HEX: 009EAO



PMS 124
 CMYK: 0-28-100-6
 RGB: 237-170-0
 HEX: E0AA0F



Black:
 CMYK: 0-0-0-100
 RGB: 0-0-0
 HEX: 000000

PMS 124 is used as an accent color on Medicare design materials - not in the logo

Logo usage

- The logo cannot be used in all teal, the full color logo should always include the name in black and the trimark in teal.
- The logo should never reverse out of a light-colored background, as it makes the logo difficult to read.
- The tri-mark is only to appear to the left of the Molina Healthcare name (or above the Molina Healthcare name in the stacked logo).
- The logo cannot be skewed or stretched in any way.
- The should always be used at 100% opacity.
- Do not use the logo in a sentence.
- Do not add any shadows to the logo.

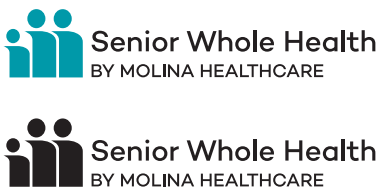


Endorser brand logo guidelines

- Passport by Molina Healthcare and Senior Whole Health logos consist of three components: the trimark, the Passport or SWH name, and the By Molina Healthcare tagline. The logo can never be used without the tagline.
- Please use the full color logo whenever possible. Use the black logo only when color cannot be used.
- Always use the approved artwork files.
- Use the logos on a solid white background.
- The stacked logo is for special circumstances—it may be used when design requirements necessitate.
- The clear zone is the protected area surrounding the four sides of the logo on all printed and electronic materials. No other visual elements, including the edge, may violate the clear zone.
- The endorser brand logos follow the same usage guidelines as the Molina Healthcare brand.

Senior Whole Health

Logos



Clear zone



Color palette



PMS 320
 CMYK: 100-0-31-7
 RGB: 0-160-175
 HEX: 009EA0



PMS 124
 CMYK: 0-28-100-6
 RGB: 237-170-0
 HEX: E0AA0F



Black:
 CMYK: 0-0-0-100
 RGB: 0-0-0
 HEX: 000000

PMS 124 is used as an accent color on Medicare design materials - not in the logo

Passport by Molina Healthcare

Logos



Clear zone



Color palette



PMS 320
 CMYK: 100-0-31-7
 RGB: 0-160-175
 HEX: 009EA0



PMS 124
 CMYK: 0-28-100-6
 RGB: 237-170-0
 HEX: E0AA0F



Black:
 CMYK: 0-0-0-100
 RGB: 0-0-0
 HEX: 000000

PMS 124 is used as an accent color on Medicare design materials - not in the logo

Co-branding

When is co-branding an option?

Co-branding with a vendor or other third party's logo on materials (outside of state agency partners) should only take place in the following scenarios:

- There is a **specific business case** to why the material should be cobranded (competitive advantage, credit for new technology or good will associated with the use of the cobranding in RPF states or proposals)
- There is an important system or nation-wide initiative that benefits from the co-messaging (redetermination, public health emergencies, etc.)

If there is no definitive cobranding benefit for Molina, we should work on creating a Molina branded communication using the vendor or other third party's information (where applicable) based on the agreement in place.

The guidelines on this page outline the proper way to construct a logo lockup (partnership) with the Molina logo. The left position of the lockup indicates brand dominance in brand neutral environments.

DO:

- Use the full color logos against a white background when possible
- Use logos in a horizontal position when possible (middle align all logos for the best visual balance)
- Center all logos if using a vertical alignment
- Make all logos the same visual size
- Make sure there is plenty of clear space around all logos
- Make sure all logos are high-resolution (no logos should be pixelated)
- Make sure none of the logos are distorted or stretched

DO NOT:

- Use partner logos without explicit permission
- Add vertical or diagonal separators

Not all partnerships have clear brand dominance. If you have any questions regarding how to best represent an unclear co-branding scenario or general co-branding questions, please contact BC@MolinaHealthcare.com.

There are two main types of co-branding: Molina-led and partner-led.

Molina-led: Documents branded as Molina, with Molina driving the communication and visual identity.

On these pieces, the logos will be placed in the most visual area with the Molina logo staying to the left of the partner logo(s). For flyers and billboards, that will be on the bottom right corner. On a website, that would be at the top, above the fold. If the logos must be stacked, the Molina logo should be at the top.

Molina-led



Partner-led: Documents where the partner leads the communication and visual identity.

On these pieces, the Molina logo should go on the right side of the partner logo, unless the partner company advises otherwise. If the logos must be stacked, the Molina logo should go beneath the partner logo.

Partner-led



The Molina brand and communications teams must approve any partner-led pieces to ensure our logo is placed on good-quality documents.

If a vendor is sending something out on Molina's behalf and it sounds as if it's coming from Molina, our logo must be on it. However, if a vendor says they are "doing something on behalf of Molina" then they wouldn't necessarily need our logo.

All endorser brands should follow these same co-branding guidelines