smile, CALIFORNIA™

MEDI-CAL HAS DENTAL COVERED

Brand Guidelines

June 2020

Contents

What is ***Smile, California***? 3

Logo Character & Attributes 4

Logo Variations 5

Correct Logo Use 6

Incorrect Logo Use 7

Logo Lockups 8

Co-Branding Logo Guidelines 9

Colors 10

Fonts 11

Photography 12

Custom ***Smile, California*** Characters 13

Patterns 14

Icons 15

Our Brand in Use

Stationery 16

Print Material Examples 17

Fotonovela Examples 18

Video Examples 19

Educational Materials 20

Social Media Examples 21

PowerPoint Examples 22

What is *Smile, California*?

The ***Smile, California*** campaign aims to bring all of the state's oral health activites and initiatives under one big umbrella, a single campaign that sends a simple and reassuring message to the more than 12.8 million Californians insured by Medi-Cal.

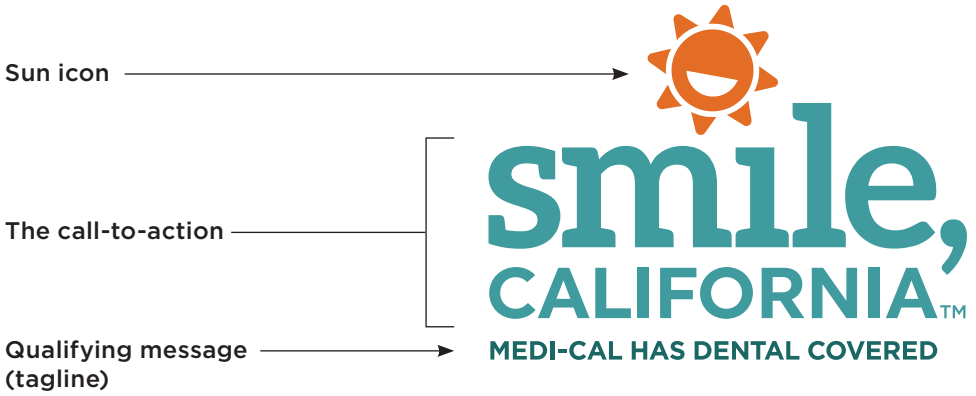
While ***Smile, California*** is not in any way a renaming of the Medi-Cal Dental program, it is our intention to make ***Smile, California*** synonymous with positive momentum toward higher utilization rates.

Voice

The tone and voice of ***Smile, California*** is an important part of communicating our overall brand. Our voice is friendly yet professional and informative in an easy-to-understand language from a trustworthy source. We never talk down to our members. We don't use confusing terms or descriptions.

Writing Standards

- The URL should read **SmileCalifornia.org** always capitalizing S and C for easy readability.
- The 800 number should be written as, **1-800-322-6384**, using dashes.
- No double spacing after a period.



Logo Character & Attributes

The ***Smile, California*** logo is built around the strong iconography of a smiling sun shining down on the campaign name, evoking a bright and cheerful outlook on the program. The orange sun is warm and friendly without being childish.

The serif font and lowercase "smile" offers a touch of personality while still being easy to read. This is balanced with the uppercase, sans serif "California" underneath. The comma stands out to the right to remind the reader that this is a call-to-action, not just a name. We are asking Medi-Cal members to smile. The choice of the teal color is a sophisticated balance to the dominant orange, making the campaign's color palette a refreshing departure from many statewide campaigns that use primary colors.

Finally, a qualifying message has been added to tell members what they are smiling about. Several variations were created and tested, and confirmed "Medi-Cal has dental covered" as the strongest and clearest key statement to pair with the campaign logo. This tagline connects the campaign to Medi-Cal while also educating members—and all Californians—that dental coverage is a benefit within Medi-Cal. The turn of phrase is like a friend saying, "I got you covered," and is meant to inspire confidence, reassurance, support and comfort.

Logo Variations

Primary English & Spanish Logo

This is the primary color logo that is to be used in most all instances, and is always to appear on a white background.

Reversed Logo - Preferred

This is the preferred reversed logo with the orange sun. This logo may be placed on a solid teal background. See the color palette on page 7 for the teal color information.

Reversed Logo - Secondary

This is the secondary option for the reversed logo, with the white sun. This logo may be placed on any of the primary colors from the palette on page 7.

Grayscale Logo

This logo is to be used ONLY when color production is not available, such as in a black/white printed publication.

Correct Logo Use

Clear Space

Use the diameter of the sun icon to determine the amount of clear space needed around the logo. Do not place any copy, photography or other graphic elements within this space.

Sizing

This logo was created using vector shapes which will remain sharp at any scale. However, attention must be paid to the legibility of the words, especially the tagline. For this reason, the logo should be printed NO SMALLER than 1.125 inches wide, and used on the web no smaller than 110 pixels wide. If the logo must be smaller, please remove the last line, “Medi-Cal Has Dental Covered.”

1.125 inches
110 pixels

1.125 inches
110 pixels

Watermark

Use the logo without the tagline to help identify our original social media images. Use the logo in white and screened back appropriately for the background color. This is the only case where the logo is used as a watermark.

Incorrect Logo Use

Please protect the integrity of the ***Smile, California*** logo by following the established guidelines. The logo must be used correctly and consistently. These are examples of what NOT to do with the logo.

Do not place the color logo on a color background.

Do not place on a busy background or photo.

Do not stretch or skew.

Do not reduce below minimum size specifications.

Do not apply special effects.

Do not rearrange logo elements.

Do not change the color of the logo.

Logo Lock-ups

The ***Smile, California*** logo lock-up with the URL and 800 number appears on virtually all printed material. There are three options to best fit your space. The font is Gotham Medium. Please follow these additional rules:

Stacked

- The URL should read **SmileCalifornia.org** always capitalizing S and C for easy readability. The font should be sized so it is justified with the logo above it. The font size should not be smaller than the size of the body copy.
- The 800 number should be written as **1-800-322-6384** using dashes and centered below the URL.
- When spacing this information below the logo, use the square space of the sun to measure baseline to baseline. (See example)
- Color of URL and 800 number is the teal color.

Horizontal

- When space doesn't allow for the stacked lock-up, these horizontal options are available. Please incorporate the clear space around the logo.
- Always lead with the URL, followed by the 800 number.
- When using the vertical line between the URL and 800 number, make it a thinner version of the Gotham font like Light or Book and increase the vertical height to 125%.

Co-Branding Logo Guidelines

Partner Logo Placement

Partner logos are to be placed to the right of the ***Smile, California*** logo for horizontal lockups, or below the ***Smile, California*** logo for vertical lockups.

The ***Smile, California*** logo is to always appear slightly larger than the partner logo. Because of the wide range of shapes and proportions of the partner logos, this is to be a visual solution on a case-by-case basis.

On multi-page documents like brochures and the fotonovelas, the co-branded logo lockups are to appear on the back panel only. Co-branded logo lockups are not placed on the cover.

Divider Line

There is to be a thin line dividing the two logos.
Weight: .5 point
Color: 50% tint of black

California Department of Health Care Services (DHCS) Logo

When co-branding material, the DHCS logo must always be included on the same page or panel. The position of the DHCS logo relative to the co-branded logo lockup changes depending on the document.

smile, CALIFORNIA™
MEDI-CAL HAS DENTAL COVERED

PARTNER LOGO

DHCS | Medi-Cal Dental

smile, CALIFORNIA™
MEDI-CAL HAS DENTAL COVERED

PARTNER LOGO

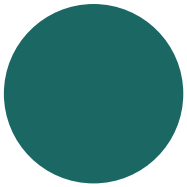
DHCS | Medi-Cal Dental

Example

Colors

The ***Smile, California*** color palette was carefully chosen with brand personality in mind, representing warmth, positivity, quality and trust. See notes below for ADA compliance for typography.

Primary



Teal

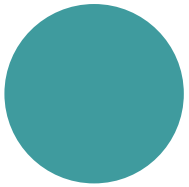
CMYK: 85/42/57/22

RGB: 34/103/100

HEX#: 226764

PMS: 5473 C

ADA: All copy



Aqua Blue

CMYK: 73/22/38/1

RGB: 67/154/158

HEX#: 439a9e

PMS: 5483 C

ADA: Large copy*

Green

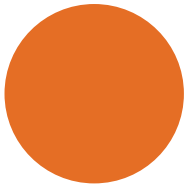
CMYK: 60/18/100/2

RGB: 118/162/64

HEX#: 769240

PMS: 368 C

ADA: Large copy*



Orange

CMYK: 7/69/100/1

RGB: 227/110/28

HEX#: e36e1c

PMS: 158 C

ADA: Large copy*

Accent

Yellow

CMYK: 3/1/89/0

RGB: 255/238/52

HEX#: ffee34

PMS: 3945 C

ADA: Background**

Bright Green

CMYK: 56/11/100/1

RGB: 128/176/46

HEX#: 80b02e

PMS: 368 C

ADA: Background**

*** ADA compliance must be followed in use of typography. As noted above, larger copy may be used in these colors on a white background, or reversed in white on top of the color. Type size must be at least 14 pts. If type is 14-17 pts, it must be in bold. Copy 18 pts or larger can be in regular weight font.**

**** Black type of any size or weight may be placed on top of either of these accent colors. Use discretion for legibility.**

Fonts

The logo was created with the typefaces Aleo and Gotham, which are also the typefaces to use throughout the campaign.

Headlines

Use Aleo for headlines and subheads. If Aleo is not available, choose a similar slab serif font like Roboto Slab or PMN Caecilia.

Aleo Light

Aleo Regular

Aleo Bold

Body Copy

Use Gotham for body copy. If Gotham is not available, choose a similar sans serif font like Helvetica Neue or Geneva.

Gotham Light, *Light Italic*

Gotham Book, *Book Italic*

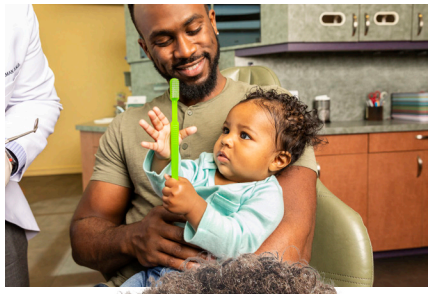
Gotham Medium, *Medium Italic*

Gotham Bold, *Bold Italic*

Photography

Photos should be positive and friendly and feature candid, genuine, smiling people in order to empower everyone to visit the dentist. Imagery can be isolated or framed and should reflect a diverse audience. When using multiple photos, choose a mix of race, gender and age. Also be aware of the perceived socioeconomic status of the target audience, specifically their attire and environment/ background. These are a few style examples.

A photo shoot has been done to specially illustrate the different member groups. These photos are used as isolated images.



Custom *Smile, California* Characters

The ***Smile, California*** campaign has also created custom-designed characters to encourage and educate members on dental health and Medi-Cal dental benefits.

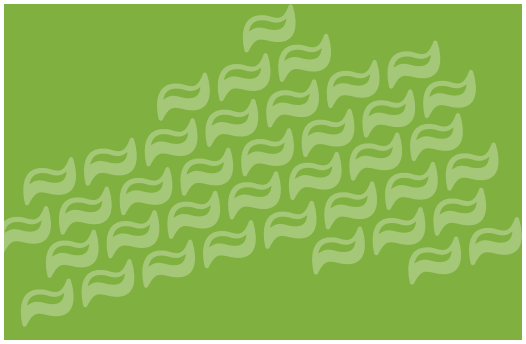
They have been designed to coordinate with the brand and offer a different avenue to reach members. They are used primarily in our videos and fotonovelas, as well as some printed pieces and presentations.

Patterns

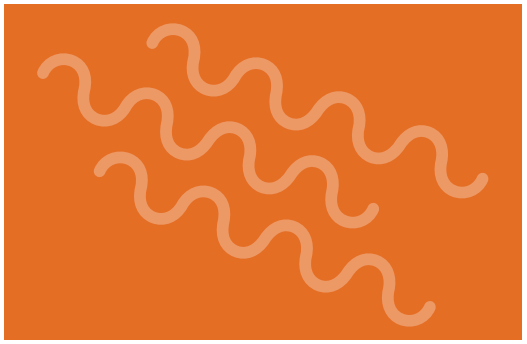
Three abstract patterns have been developed to use as subtle, interesting background accents. They are screened back in one of the ***Smile, California*** colors.

Sparkles

Toothpaste



Floss



When color pattern is placed on white background, screen it back to 15-25%.
When white pattern is placed on color background, set opacity of the pattern to 20–35%.

Icons

A custom set of icons have been developed to help communicate features and/or important points pertaining to the ***Smile, California*** campaign. Whether they are used on printed materials or in PowerPoint presentations, they make the best visual impact when placed on a circle of color from our palette.

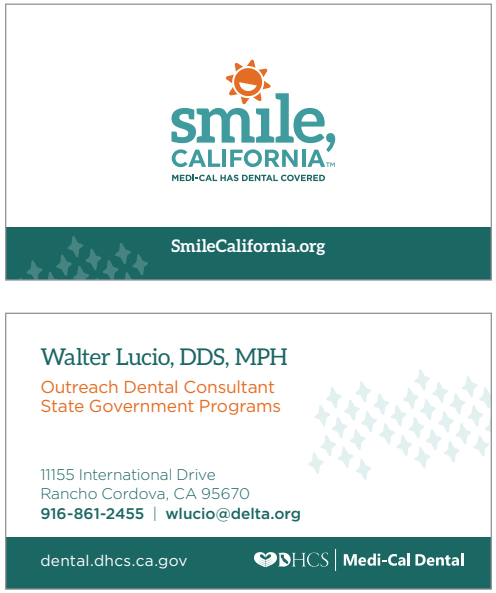
Examples of Use

Custom Icons and Their Descriptions

Stationery

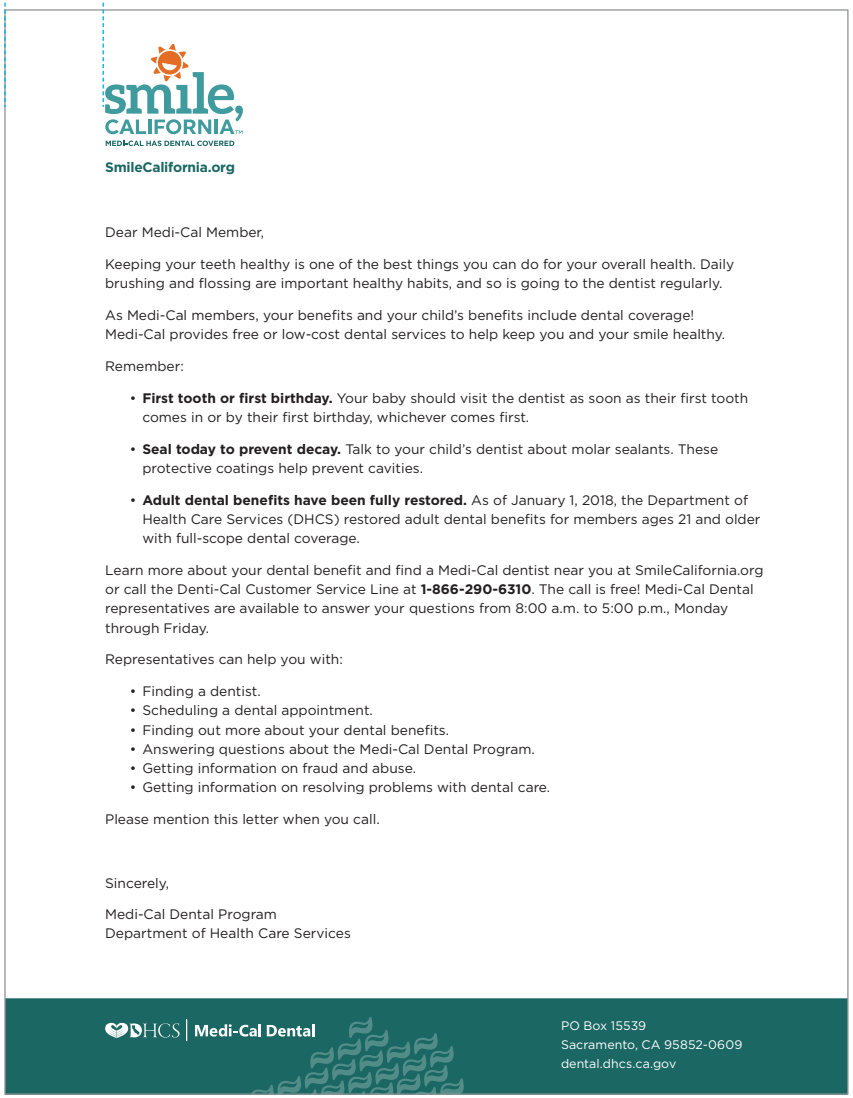
Using the letterhead in color is preferred but can be in all black when color is not available.

- Use a 1 inch margin on the left to align with the logos.
- The preferred font is Gotham in black. If not available use Helvetica or similar san serif font.
- If using Microsoft Word, use 1.5 line spacing.



Business Card

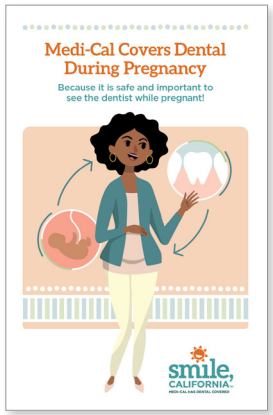
1 inch margin



Letterhead

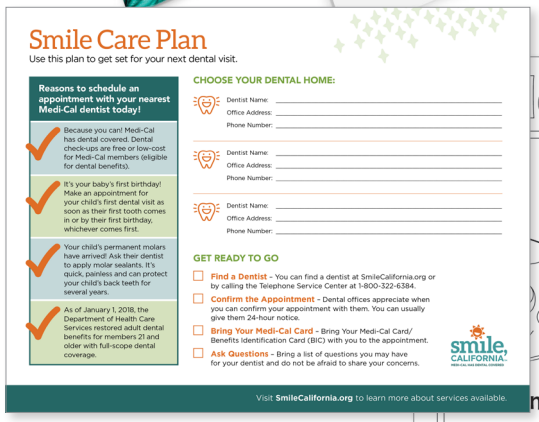
Printed Material Examples

Member Brochure

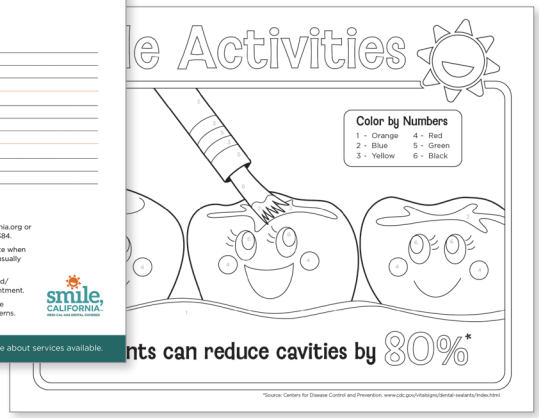


Pregnancy Brochure

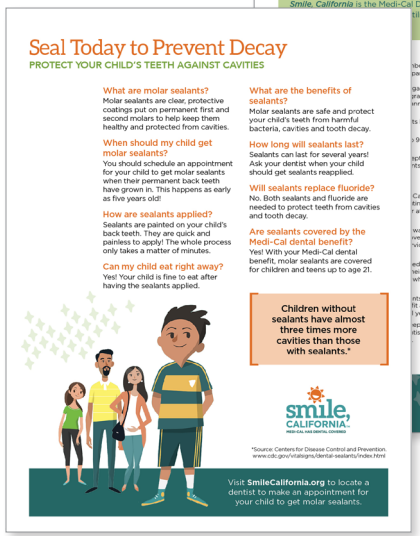
New Member Flyer



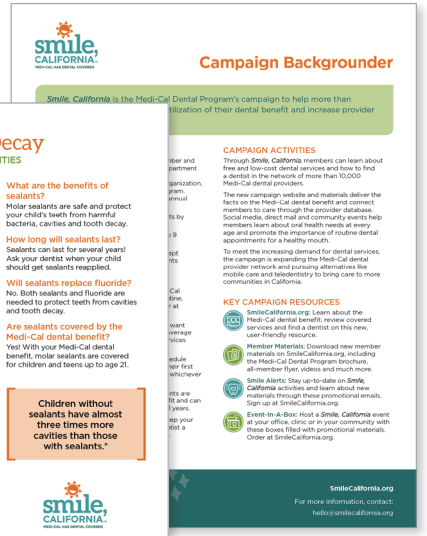
Smile Care Plan



Sealants Activity Sheet

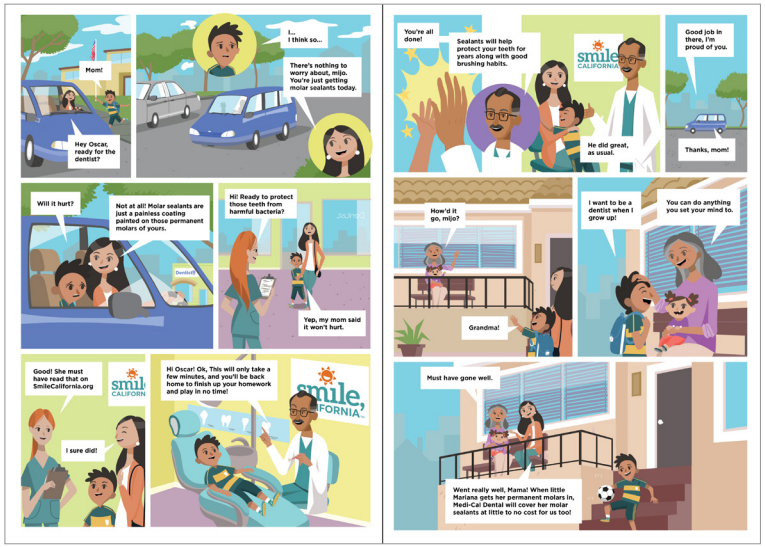


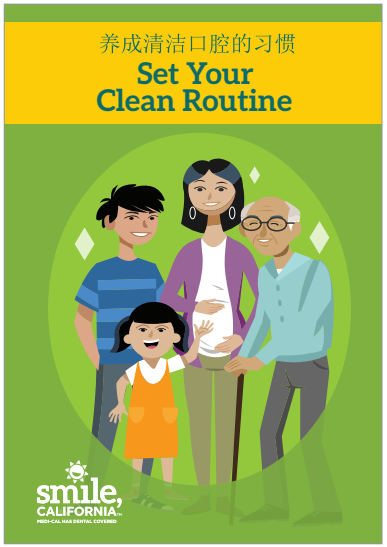
Sealants Flyer



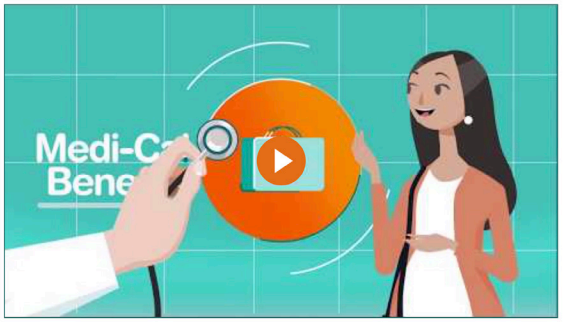
Campaign Fact Sheet

Fotonovela Examples

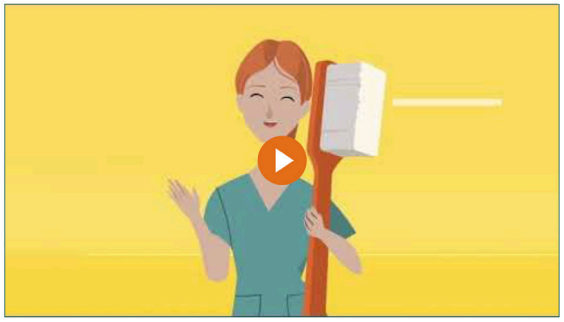




Video Examples

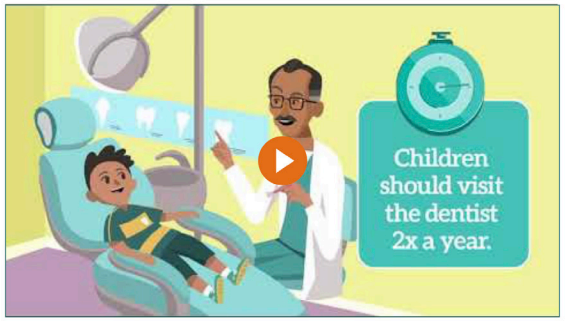


Medi-Cal Has Dental Covered



Seal Today to Prevent Decay

Medi-Cal Covers Dental During Pregnancy

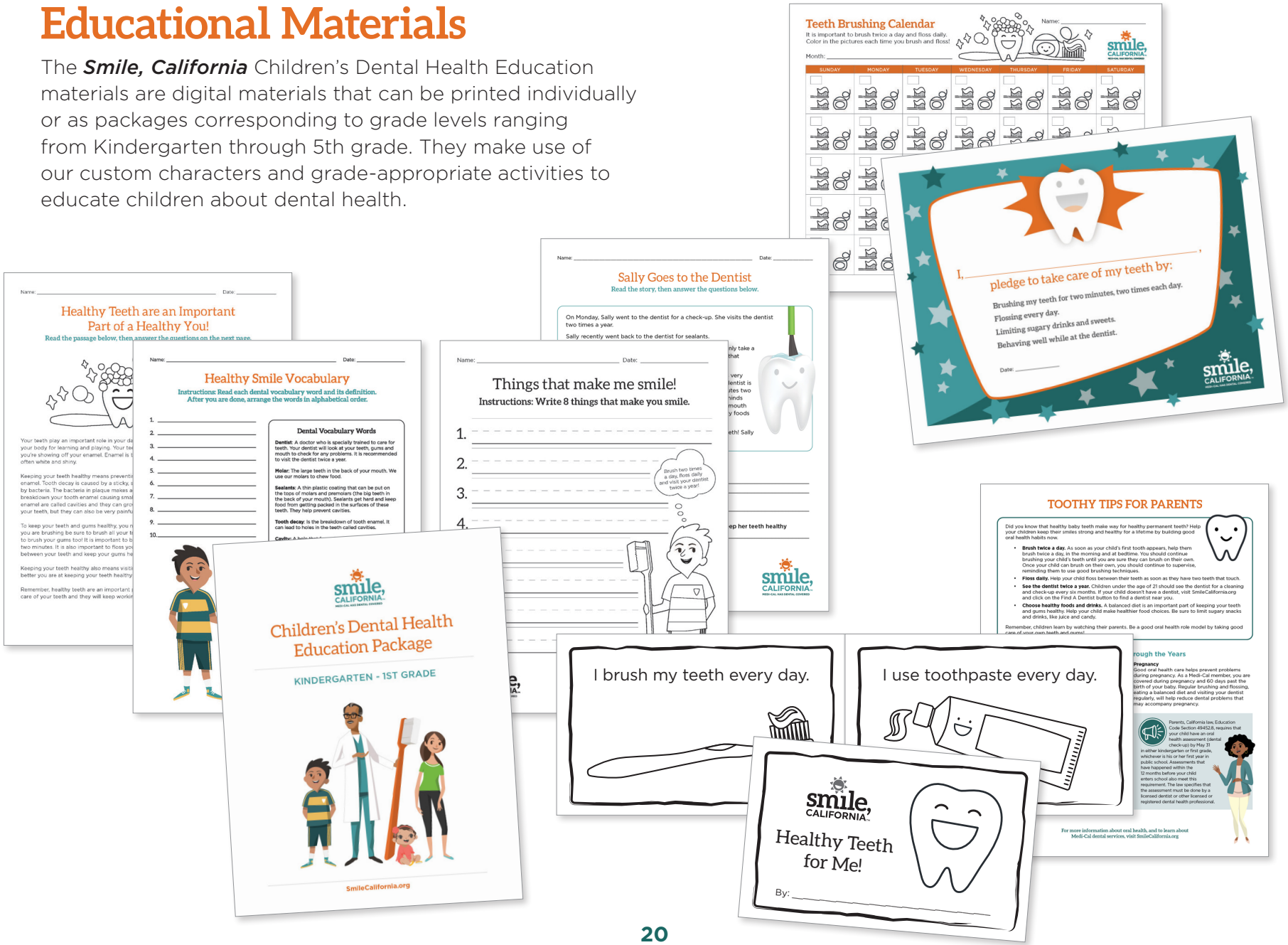


Healthy Dental Tips

Set Your Clean Routine

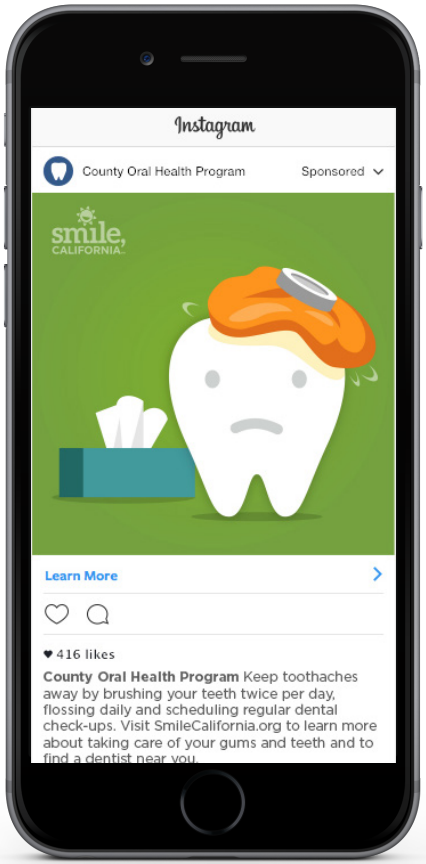
Educational Materials

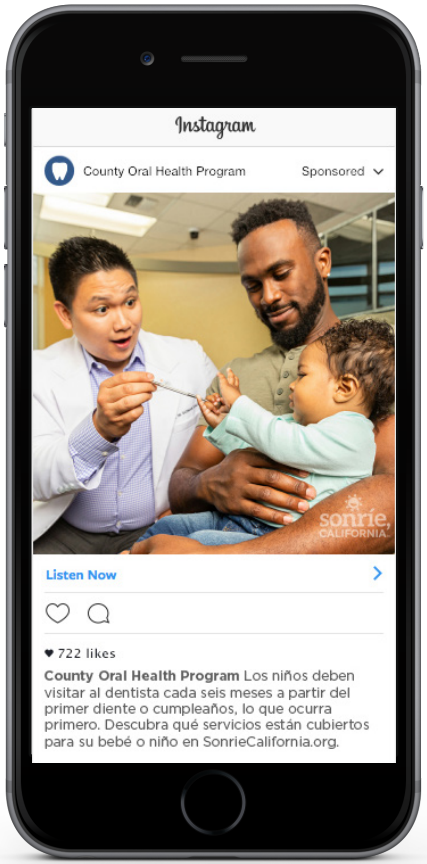
The ***Smile, California*** Children's Dental Health Education materials are digital materials that can be printed individually or as packages corresponding to grade levels ranging from Kindergarten through 5th grade. They make use of our custom characters and grade-appropriate activities to educate children about dental health.

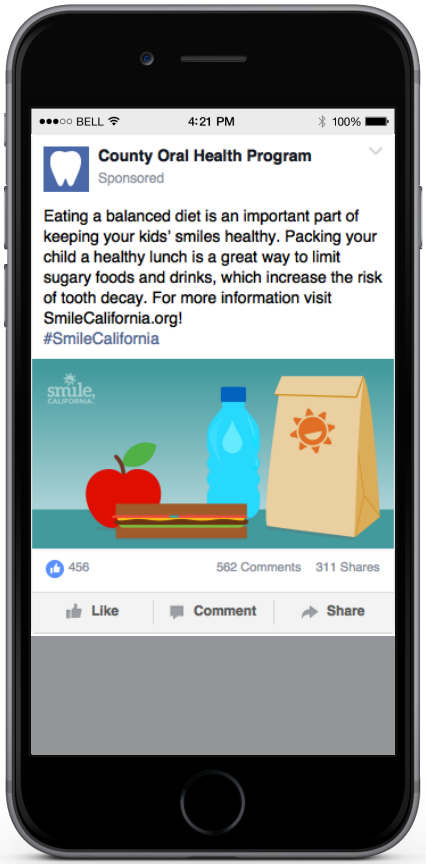


Social Media Examples

Smile, California branded social media images watermarked with English and Spanish logos are available for download on **SmileCalifornia.org**. When choosing an image to post, use the image with the logo that corresponds to your message's language. Include the #SmileCalifornia hashtag in all messages, regardless of language. Add the #SonrieCalifornia hashtag if your message is predominantly in Spanish.

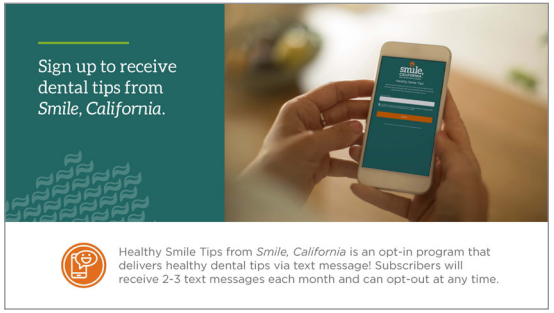
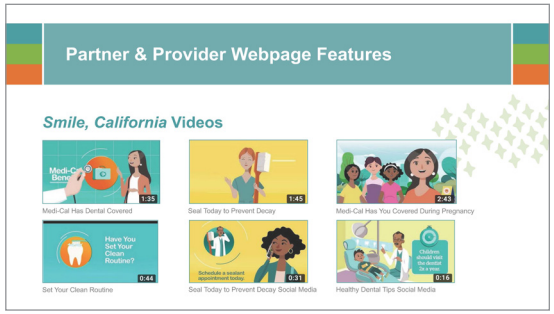
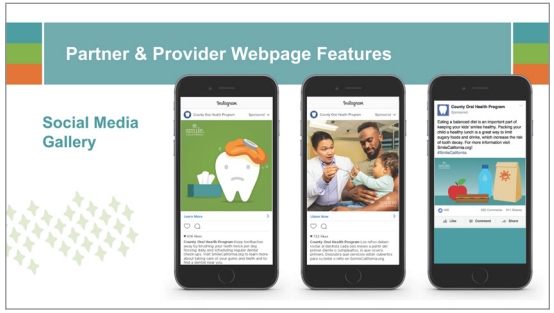






PowerPoint Examples

Member Presentation



Linking to *Smile, California*