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What is Smile, California?

The Smile, California campaign aims to bring all of the state’s oral health activities and initiatives under one big umbrella, a single campaign that sends a simple and reassuring message to the more than 13 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 beneficiaries 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 beneficiaries 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 beneficiaries—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.
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 remove the tagline.
- 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%.
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*

- **Yellow**
  - CMYK: 3/1/89/0
  - RGB: 255/238/52
  - HEX#: f3ee34
  - PMS: 3945 C
  - ADA: Background**

- **Bright Green**
  - CMYK: 56/11/100/1
  - RGB: 128/176/46
  - HEX#: 80b02e
  - PMS: 368 C
  - ADA: Background**

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* 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 frame 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 use as isolated images.
Patterns

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

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.

General Icons
They are best used in PowerPoint presentations where specific information is being highlighted. They make a visual impact when placed on a circle of color from our palette.

Check-up Time Icons
The “1x per year” and “2x per year” icons can be used in printed collateral and PowerPoint presentations. They are created to emphasize how many check-ups are covered according to the member’s age.

Icons and Their Descriptions

Examples of Use

[Icons and their descriptions are shown in the text with corresponding images of the icons and examples of their use.]
Dear Medi-Cal Member,

Keeping your teeth healthy is one of the best things you can do for your overall health. Daily brushing and flossing are important healthy habits, and so is going to the dentist regularly. As Medi-Cal members, your benefits and your child’s benefits include dental coverage! Medi-Cal provides free or low-cost dental services to help keep you and your smile healthy.

Remember:
• **First tooth or first birthday.** Your baby should visit the dentist as soon as their first tooth comes in or by their first birthday, whichever comes first.
• **Seal today to prevent decay.** Talk to your child’s dentist about molar sealants. These protective coatings help prevent cavities.
• **Adult dental benefits have been fully restored.** As of January 1, 2018, the Department of Health Care Services (DHCS) restored adult dental benefits for members ages 21 and older with full-scope dental coverage.

Learn more about your dental benefit and find a Medi-Cal dentist near you at SmileCalifornia.org or call the Denti-Cal Customer Service Line at 1-866-290-6310. The call is free! Medi-Cal Dental representatives are available to answer your questions from 8:00 a.m. to 5:00 p.m., Monday through Friday.

Representatives can help you with:
• Finding a dentist.
• Scheduling a dental appointment.
• Finding out more about your dental benefits.
• Answering questions about the Medi-Cal Dental Program.
• Getting information on fraud and abuse.
• Getting information on resolving problems with dental care.

Please mention this letter when you call.

Sincerely,

Medi-Cal Dental Program
Department of Health Care Services
Printed Material Examples

Sonría, Usted Tiene Cuidado Dental
Usted puede aprender más sobre su beneficio dental y encontrar un proveedor dental de Medi-Cal cercano a usted en SonríeCalifornia.org o llamando al 1-800-322-6384.

Cepillarse y usar hilo dental diariamente son hábitos saludables importantes, al igual que ir al dentista regularmente. ¿Y por qué no? Con el Programa Dental de Medi-Cal, su visita al dentista es gratis. ¡Haga su cita hoy!

SonríeCalifornia.org | 1-800-322-6384

Sonríe, California es la nueva campaña para ayudar a miembros de Medi-Cal como usted para que puedan aprovechar al máximo su beneficio dental. El Programa Dental de Medi-Cal provee servicio de beneficios de salud y servicios de cuidado dental para ayudar a conservar su salud y su sonrisa.

Los servicios cubiertos pueden incluir:
• Exámenes y radiografías
• Limpieza dental
• Selladores
• Tratamientos con fluoruro
• Servicios de emergencia
• Extracción de dientes
• Empastes y coronas
• Tratamientos de conducto radicular
• Escalamiento y cepillado de la raíz
• Mantenimiento periodontal
• Dentaduras postizas parciales y completas
• Rebase de dentadura postiza
• Ortodoncia (frenillos/brackets)*

*Para niños que califican.

Smile, You Have Dental Care
Smile, California is the new campaign to help Medi-Cal members like you make the most of your dental benefit. Medi-Cal Dental provides free or low-cost services to keep you and your smile healthy.

You can learn all about your dental benefit and find a Medi-Cal dental provider near you at SmileCalifornia.org or by calling 1-800-322-6384.

Daily brushing and flossing are important healthy habits, and so is going to the dentist regularly. And why not? With Medi-Cal Dental your visit is free. Schedule your appointment today!

SmileCalifornia.org | 1-800-322-6384
BABIES
Your child's first dental visit should take place after their first tooth appears, but no later than their first birthday. Baby teeth are critical to your child's health and development. They help him or her chew, speak and smile.

KIDS
Children start to lose their baby teeth as early as five years old. This is when their permanent teeth begin to grow in. Ask the dentist for molar sealants to help protect your child's molars from cavities.

TEENS
Eating sugary foods and drinks, as teens often do, puts them at a higher risk for gum disease and tooth decay. Teenagers who continue to get regular check-ups ensure good oral health well into adulthood.

PREGNANCY
Good oral health care helps prevent problems during pregnancy. As a Medi-Cal member, you are covered during pregnancy and 60 days past the birth of your baby. The best time to see a dentist is in your second trimester (week 13 to week 27 of pregnancy).

ADULTS
As of January 1, 2018, the Department of Health Care Services (DHCS) restored adult dental benefits for members ages 21 and older with full-scope dental coverage. For a complete list of covered services, visit SmileCalifornia.org.

SENIORS
As an older adult, you are prone to gum disease and other oral health problems, but by brushing twice a day, flossing daily and most importantly, seeing your dentist regularly, you can lower your risk.

As a Medi-Cal member, your benefits and your child's benefits include dental coverage. See the chart below for an overview of the dental care that is covered by Medi-Cal.

Examine
Examinations
X-rays
Teeth cleaning
Fluoride varnish
Fillings
Tooth removal
Emergency services
Sedation
Molar sealants
Root canals
Orthodontics (braces)
Crowns
Partial and full dentures
Denture relines
Scaling and root planing

*Free or low-cost check-ups every six months for members under the age of 21, every 12 months for members over the age of 21.

**Molar sealants are covered for teens up to age 21.

***For those who qualify.

Learn about your dental benefit and find a Medi-Cal dentist near you at SmileCalifornia.org or by calling 1-866-290-6310. With Medi-Cal Dental, your visit is free or low-cost. Schedule your appointment today!
PowerPoint Examples

Member Presentation

Smile, you have dental care.

Your benefits include dental coverage.

What is Smile, California?

The new campaign to help Medi-Cal members like you make the most of your dental benefit.

As a Medi-Cal member, your benefits include dental coverage.

Medi-Cal provides free or low-cost dental services to help you and your smile healthy.

Keeping your teeth healthy is one of the best things you can do for your overall health.

Regular dental visits are as important to good health as daily brushing and flossing.

Practicing good oral care can prevent your dental disease and can reduce your risk of serious health problems.

Babies

Your child's first dental visit should take place after their first tooth appears, but no later than their first birthday. Baby teeth are crucial to your child's health and development. They help him or her chew, speak and smile.

Kids

Dentists start to love that sweet smile as early as five years old. This is often when permanent teeth begin to grow. Ask the dentist for more ways to help protect your child's teeth from cavities. Children without cavities have almost three times more sealed than those who do.

Commonly Asked Questions

What happens if I miss an appointment?

It is important to show up for your dental appointments. If you know you will not be able to make it, call at least 24 hours in advance to cancel and reschedule.

Outreach Team Slides

SMILE, CALIFORNIA OUTREACH TEAM

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This Regional Representative Contact List is for local outreach stakeholders to assist you with the local events, questions about Smile, California and provider recruitment opportunities. This is not for public distribution. Please refer all members to the Member Customer Service Line at (800) 322-6384 and providers to the Provider Customer Service line at (800) 423-0507 for general inquiries and customer service support.
Other Projects

Educational Videos and Fotonovelas
The *Smile, California* campaign videos and fotonovelas use story-telling with custom-designed characters to encourage and educate members on dental health and Medi-Cal dental benefits.

These characters are to be used primarily in our story-telling mediums and not general benefit information pieces.

They have been designed to coordinate with the brand and offer a different avenue to reach members.