



# Brand Identity Guide at a glance

This quick reference tool provides a snapshot of the Humana Brand Identity Guide. It will help you get started and keep the core signature elements of our visual and verbal identity top of mind as you develop brand expression.

**Associates:** Access the Brand Identity Guide and expanded tools and templates on **Go/Brand**

**External partners:** Access the Brand Identity Guide and authorized assets through the Brand Portal

## Verbal identity

### Signature voice and language we use to build brand equity over time

Our words help people understand our point of view and attach positive emotions to our brand. The four primary ways we do this are:

#### 1. Human care: message rooted in action PAGE 107

- 1. **What separates Humana from other health insurers** and how we go above and beyond to make the healthcare experience easier, more personalized and more caring for members
- 2. **A unifying behavior** that guides our actions so we can keep delivering what matters most to members

##### Human care is:

- Written in lowercase or sentence case
- More than simply being kind, or “treating you like a human”
- Reserved for members only; not what Humana shows to providers, agents, associates or anyone else

##### Human care must be all three:

<b>TRIGGERED BY:</b> a consumer need or pain point	<b>DELIVERED THROUGH:</b> an action Humana took that met the need plus did more	<b>RESULTING IN:</b> a recognition and appreciation that Humana is more than health insurance
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## Brand promise

Whole-person healthcare

## Brand strategy

Be more than health insurance by actually caring for and about people

## Brand differentiation

What we do is different. It’s human care.



Human care is more than health insurance



Human care makes healthcare even better

### 2. A more human way to healthcare™: legal tagline PAGE 123

- Our legal tagline
- The result of human care/what Humana delivers
- Used as a creative signoff near the logo
- Do not incorporate into body copy or headlines
- Do not use as a social media hashtag

### 3. Messaging: what we say PAGE 126

Humana’s brand messages were created to quickly communicate what we’re all about. They are individual truths that can be mixed, matched and repurposed for each tactic. Brand messages fall into four categories:

<b>Core beliefs:</b> whole-person healthcare
<b>Who we are:</b> a member-centric care company
<b>How we deliver:</b> human care
<b>Why it matters:</b> more healthy days

(See page 129 for full list of brand messages)

### 4. Brand voice: how we say it PAGE 131

These personality traits can help you character-check your writing to ensure it matches our personality.

Always	Never
Positive	Exclusive
Serving and seeking	Catty
People first	Aggressive
Action oriented	Superficial
Human	Scholarly

# Visual identity

## Signature creative elements we use to build brand equity over time

In addition to the four core visual assets listed here (logo, green, big H, H-curve), our visual identity is supported by a flexible system of creative components including photography, typography, icons and graphic patterns that can be adapted for all audiences across all media.

### 1: Humana logo: primary legal trademark

PAGE 21

By using the logo consistently, we protect our most recognizable and valuable brand asset. Configurations of logo and tagline (shown here) may vary.

Logo





Logo with tagline



### 2. Humana Green: signature color

PAGE 34

The vibrant and dynamic shade of our signature color, Humana Green, reflects our brand personality and is one of the most critical components of our visual identity. Humana Contrast Green is a contrast-enhanced version of our signature color. Proper use of both Humana Green and Humana Contrast Green enable consistent color expression across channels. See [page 37](#) of the Brand Identity Guide for more on Humana Contrast Green.

Name	Spot	CMYK	RGB	HEX
 Humana Green	368 C/U	52, 00, 96, 00	120, 190, 32	#78BE20
 Humana Contrast Green	2277 C/U	60, 0, 100, 19	92, 154, 27	#5C9A1B

### 3. Big H: signature graphic and legal trademark

PAGE 44

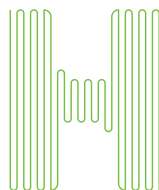
Derived from the H in the Humana logo, the big H can be used as a primary graphic or to support an image composition, but should never replace the Humana logo.



Color



Photographic texture



Graphic pattern



Outline

## 4. H-curve: signature shape

PAGE 63

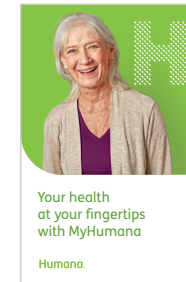
The H-curve is a shape specifically derived from the big H meant to make collateral, advertising and other tactics instantly recognizable as Humana. The H-grid system was developed to allow for flexible, yet consistent, use of the H-curve.

Digital - Website



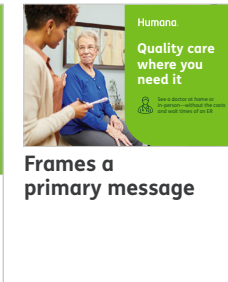
Contains a photo

Print - Cover



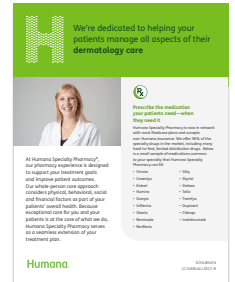
Frames a portrait

Print - Postcard



Frames a primary message












Print - Flyer



Frames key information

## Expanded visual system

### Extended color palette

Name	Spot	CMYK	RGB	HEX
 White		0, 0, 0, 0	255, 255, 255	#FFFFFF
 Humana Dark Green	2411 C/U	85, 38, 100, 52	17, 74, 33	#114A21
 Humana Navy	540 C/U	100, 57, 10, 57	00, 48, 87	#003057
 Humana Gray	425 C, 426 U	00, 00, 00, 90	83, 87, 90	#53575A
 Humana Eggplant	2623 C/U	56, 100, 00, 29	97, 33, 102	#612166
 Humana Plum	227 C/U	08, 100, 09, 20	175, 00, 97	#AF0061
 Humana Teal	7474 C/U	98, 25, 40, 09	00, 116, 129	#007481
 Humana Light Teal	2232 C/U	58, 07, 23, 00	102, 187, 196	#66BBC4
 Humana Watermelon	184 C/U	00, 80, 37, 00	251, 83, 115	#FB5373
 Humana Light Gray	420 C, 427 U	00, 00, 00, 23	200, 200, 200	#C8C8C8
 Humana Gold	7548 C, 122 U	00, 16, 94, 00	255, 198, 00	#FFC600

### Photography



### Illustration



### Iconography



### Graphic patterns

