



**kynect**

**Together for a better Kentucky**



the kynect brand

## kynect

was created out of the belief that every Kentuckian deserves affordable quality healthcare coverage, resources and benefits – for themselves and their families.

As such, the overall tone of all kynect communications is intended to be warm, inclusive and approachable. This guide will help you maintain the right tone of voice should you be in the position to create or adapt marketing communications or outreach materials for kynect.

Our brand is one of our most important assets. Therefore it is important that we communicate with one voice to ensure consistency, no matter the venue or the audience.

## Marketing Support

Should you have questions or need any help concerning the use of these guidelines, please contact:

Susan Dunlap  
[susan.dunlap@ky.gov](mailto:susan.dunlap@ky.gov)



## The kynect brand

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The kynect visual identity is made up of the following basic elements. These are:

- The kynect tone of voice.
- The kynect logo.
- The kynect typeface.
- The kynect color palette.
- kynect imagery.

How these basic elements are used can have a dramatic effect on the way a piece of communication looks and feels to the consumer. It's important to understand how to use each element correctly to project the brand in a positive and consistent manner.

Detailed guidelines are given on the following pages. In every case, however, you should follow these basic guidelines:

- **ALWAYS** use officially supplied files.
- **NEVER** distort or try to re-create the logo in any way.
- **ALWAYS** follow the rules in this manual.





the kynect logo



Together for a better Kentucky





## the kynect logo

### Usage

To maintain the exclusive character of the kynect logo, it may only be used ONCE on any piece of communication. It should not be used with any other logos unless prior approval has been sought from the kynect Marketing Support Team.

### Location

The kynect logo should ALWAYS be free from potential visual interference such as other graphic elements, typography and any page folds.

### Minimum Size

The minimum size for the logo on print communications is 1.125 inches.

This minimum recommended size helps guarantee quality of reproduction.



### Color Variants

There are a number of logo color variants which may be used. They are designed to allow flexibility and legibility across any item. At all times legibility and contrast should be considered.

All of these logos are available by request from the kynect Marketing Support Team.



Color version



Black version



Reversed version



Spanish version



the kynect logo





# logo dos and don'ts

## The Logo don'ts

The logo is the cornerstone of our brand look and feel and as such should be treated with the utmost respect. Therefore, please ensure you adhere to the following dos and don'ts when working with the kynect logo.



In unapproved color



Together for a better Kentucky

Distorted or stretched



Logo with logo

## Never...

- Attempt to re-create the kynect logo.
- Amend, distort or change the logo.
- Isolate any of the logo's components (such as the "Swoosh" or individual letters).



Altered or obscured



On an angle

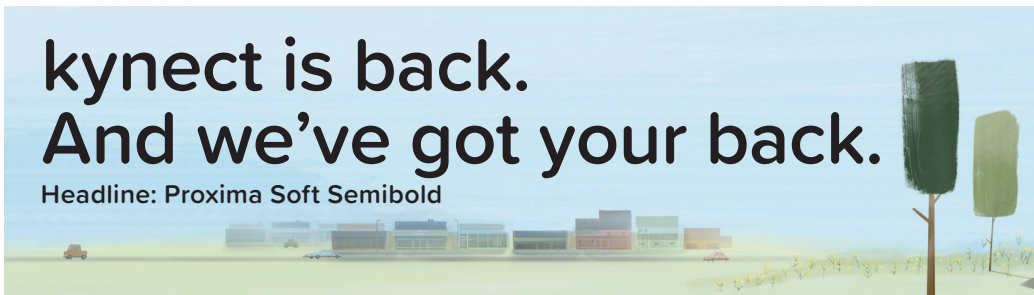


Bevel or other effect added



## print

Proxima Soft • Bree Serif



Et dolum volore su as dolore re volendae volorae volo sectur, nonsero velescipsam que preptatur, odipidqui ipsunto.

Aboribus ut faceded ut et praerspere, cumqui occusda erferitio to ex et ut fugiatium, con pelendia nonsend. Rumquis abori simus illibusci autet offic tes sunt ex eat eos velentibus, seque omni cuptati omnia ea volori nonsequiam.

Body Copy: Bree Serif



## web-safe

Trebuchet MS • Georgia Regular

**kynect is back.  
And we've got your back.**

Headline: Trebuchet MS Bold

Et dolum volore su as dolore re volendae volorae volo sectur, nonsero velescipsam que preptatur, odipidqui ipsunto.

Aboribus ut faceded ut et praerspere, cumqui occusda erferitio to ex et ut fugiatium, con pelendia nonsend. Rumquis abori simus illibusci autet offic tes sunt ex eat eos velentibus, seque omni cuptati omnia ea volori nonsequiam.

Body Copy: Georgia Regular



print

primary

cmyk (81,36,11,0)  
pms7689C

cmyk (0,0,0,100)  
black

cmyk (0,0,0,0)  
white

secondary

benefits  
cmyk (67,82,0,0)  
pms7677C

resources  
cmyk (75,22,85,7)  
pms7730C

web

primary

rgba (26,136,186,100)  
#1A88BA

rgba (0,0,0,100)  
#000000

rgba (255,255,255,100)  
#FFFFFF

secondary

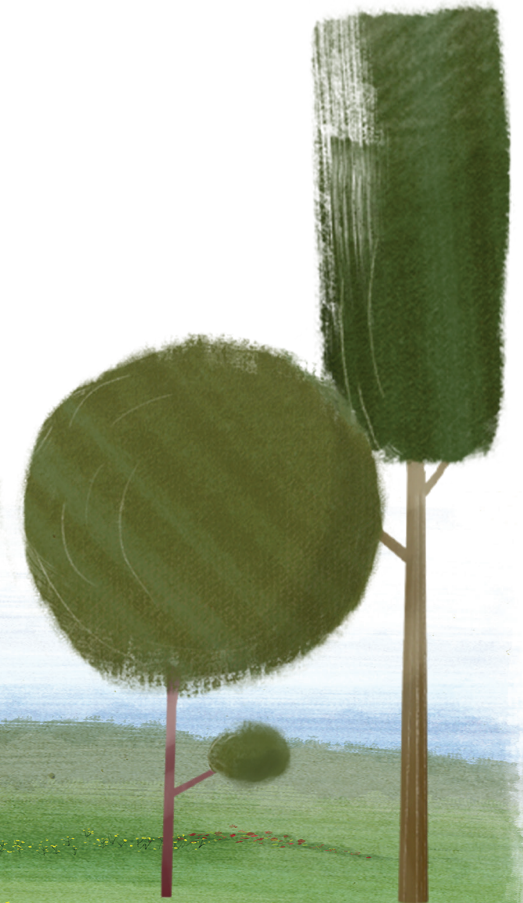
benefits  
rgba (112,77,159,100)  
#704D9F

resources  
rgba (70,143,84,100)  
#468F54

danger/warning

danger  
rgba (160,0,4,100)  
#A00004

warning  
rgba (221,212,0,100)  
#DDD400



## Characters

Our cast of characters is intended to represent the broadest range of individuals and groups across our state. Each character was developed with careful consideration to be relatable to a wide audience.

With this in mind, **CHARACTERS MAY NOT BE MODIFIED** in any way.



## Backgrounds

Likewise, settings and backgrounds are meant to represent the geographical diversity of our state, from dense urban locations to beautiful farmland. Please do not modify or edit these backgrounds without approval.



## Fact sheet personalization

Fact sheets are available in PDF format and can be personalized to promote kynector locations and facilities. High-res logos will need to be uploaded in the boxed area provided.

Logos should appear black and white only on the left, with address and contact information to the right.

Fonts should be Arial Bold for Name and Regular for address and contact at 10 point.

### Getting Kentucky covered.

Getting coverage through kynect is important for you because it may provide payment assistance, tax credits and special discounts to help you or your small business pay for health insurance. It will also check to see if you are eligible for Medicaid or KCHIP. Federal law now requires that most people over the age of 18 have health insurance or pay a penalty starting in 2014. Right now, more than 640,000 Kentuckians do not have health insurance.

**Coverage can begin as early as January 2014.**

There will be plenty of places to get help using kynect – insurance agencies and community offices. You may have heard the term navigator or in-person assister. In Kentucky, we have trained kynectors. Kynectors will be on hand to answer your questions and give you information to help you make a decision. They will also help you enroll. Support will be available online, over the phone or in person. You can go online to [kynect.ky.gov](http://kynect.ky.gov) or call 1-855-4kynect (459-6328), TTY: 1-855-326-4854.

**Options for small businesses.**

kynect also will help small businesses provide affordable health insurance to their employees. Through kynect, businesses with 50 or fewer employees will be able to buy health insurance. Businesses with 25 or fewer full-time employees may get tax credits to help pay for health insurance. To qualify for tax credits through kynect, a business must meet three requirements:

1. Employ 25 or fewer full-time employees.
2. Pay at least 50% of the premium for employees.
3. Meet a group average annual wage of less than \$50,000.

Example of a Small Business Receiving Tax Credits	
1. Employ 25 or fewer full-time employees.	Beauty Shop with 10 Employees
2. Pay at least 50% of the premium for employees.	Business: Main Street Hair
3. Meet a group average annual wage of less than \$50,000.	Employees: 10 full-time employees
	Wages: \$250,000 total or an average of \$25,000 per employee
	Employee Health Insurance Cost: \$70,000
	2013 Tax Credit: \$24,500 (35%)
	2014 Tax Credit: \$35,000 (50%)

To learn more about tax credits, please consult the interactive calculator for Small Business Tax Credits at [healthbenefitexchange.ky.gov](http://healthbenefitexchange.ky.gov). Tax credit amounts may vary based on employee size and average annual wages.

### A commitment to Kentuckians.

kynect is committed to making sure that you know what your options are and can easily compare health plans and choose the right one. We will be providing support in person, by phone and online. Trained professionals will be able to offer help in different languages. Open enrollment starts October 1, 2013.

Name  
Address  
Address

Phone number  
Email Address

[kynect.ky.gov](http://kynect.ky.gov)    1-855-4kynect (459-6328)



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