



Pennsylvania's Children's  
Health Insurance Program  
**We Cover All Kids.**

GRAPHIC STANDARDS MANUAL

**How should this manual be used?**

This standards manual defines the elements that communicate the Children’s Health Insurance Program’s (CHIP) graphic identity, states the rules for their use in communications of all kinds, and provides reference to assist you in their implementation. All CHIP communications must follow procedures (as identified in Chapter 32 of the CHIP Procedures Manual for contractors) as well as the guidelines set forth in this graphic standards manual. Meeting these standards will maintain a consistency across all CHIP communications that will foster a sense of familiarity and security to its audience.

At this time it is impossible to cover all of the possible uses and applications of the CHIP identity. Examples are shown to serve as models for both existing and new design applications. Please contact the Pennsylvania Insurance Department’s CHIP Program Office for guidance on any use or application that is not discussed in these guidelines.

All pieces of communication must be reviewed and approved by representatives from the Pennsylvania Insurance Department’s CHIP Program Office, and must include the CHIP logo and website when appropriate. The Department has logos available for download on the CHIP website.

Please direct your questions and/or requests for information, additional camera-ready reproduction art and electronic files to:

Pennsylvania Insurance Department | CHIP Program Office

Phone: 717-705-4197 | Fax: 717-346-1643 | E-mail: ra-in-press@state.pa.us

**Usage guidelines** – While internal constituents will quickly become familiar with the CHIP logo, familiarity and recognizability must be cultivated among external and new audiences. To this end, it is imperative that the mark and signature (Pennsylvania’s Children’s Health Insurance Program We Cover All Kids) never be used independent of the other.

The CHIP logo should always be included on any communications regarding the program. These materials include, but are not limited to:

- Advertising (i.e. television, print, out-of-home)
- Website
- Collateral (i.e. posters, brochures, flyers)
- All correspondence to CHIP applicants and enrollees (ie. letterhead, newsletters, etc.)
- Applications (i.e. enrollment and renewal)
- Transmittals
- Signage (i.e. banners)

Requests for exception to this guideline should be submitted to the Pennsylvania Insurance Department’s CHIP Program Office for approval.

Note: The Pennsylvania Insurance Department’s first preference is for the horizontal configuration to be used if space allows.



A. Horizontal



B. Horizontal (Governors Tag)



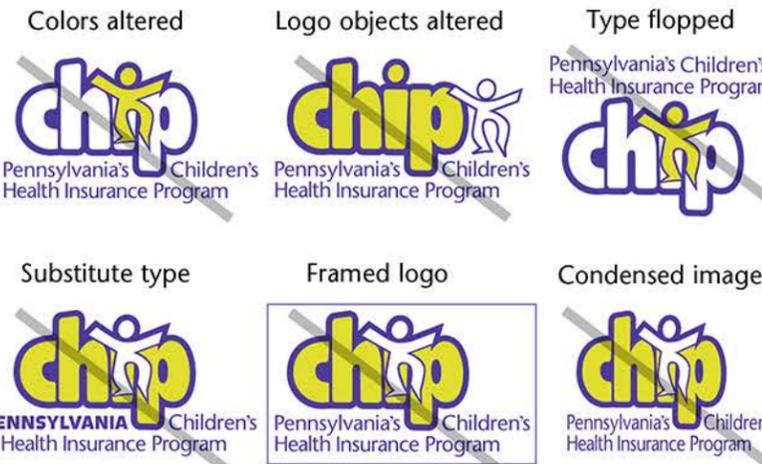
C. Flush right



D. Flush right (Governors Tag)



**Logo configurations** – There are two configurations of the logo that are allowed. See A and B.



**Altered images** – Do not use a scanned or modified version of the logo. Proportions should remain the same in reduction and enlargement. Logo elements should not be combined with other logos. Colors should remain consistent.

**Color** – The logo and signature may be used only in the following approved colors.

For coated paper



PMS 2728C    PMS 116C

C 96%	C 0%
M 69%	M 16%
Y 0%	Y 100%
K 0%	K 0%

For uncoated paper



PMS 2728U    PMS 109U

C 96%	C 0%
M 69%	M 10%
Y 0%	Y 100%
K 0%	K 0%



Black    White

**Additional background element** – In the example at the bottom, a second background color, PMS 2748, is used to add some graphic interest. We have included this background in your master elements package.



PMS 2748  
Background  
color only



**Usage with contractor or partner logos** – Contractor or partner logos must appear at size, color and frequency parity with the CHIP logo, but cannot be larger in size. As both logos appear in the same materials, contractors and partners have two choices:

- 1.) The logos can appear side-by-side with the CHIP logo on the left.
- 2.) If the layout is not conducive to a side-by-side layout, the default positioning is to have the CHIP logo as the prominent logo placement and the contractor and partners logo as secondary.

**Clear zone** – A clear zone is to be established around the logo. This will preserve the integrity of the mark.

This clear zone should be equal to or greater than the width of the ascender in the letter "h."

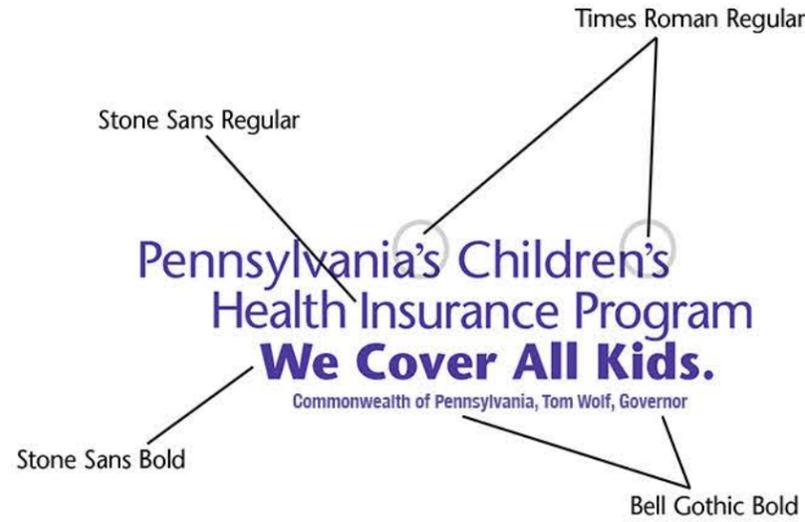
**Minimum sizes** – As the logo is reduced in size it may be necessary to use the horizontal version of the mark. The added height of the signature increases readability.

**Working with photos** – When the logo is used against a dark background, use one of the marks that have a white key line around it. This keeps the blue from fading into the background.

**Typefaces** – It is recommended that you use the existing master files when printing the CHIP logo. The letters have been kerned to allow for many different size variations.

The typeface for the CHIP signature is Stone Sans. For commercially printed collateral material and signage it is suggested that you stay within the Stone Sans and Stone Serif type families.

Also note the apostrophes have been altered for readability.



Pennsylvania's Children's  
Health Insurance Program  
**We Cover All Kids.**  
Commonwealth of Pennsylvania, Tom Wolf, Governor

**Stone Sans**  
Regular, Semibold, Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

**Stone Serif**  
Regular, Semibold, Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**



**Signage** – When signage is not specified by building mandates, the CHIP logo should be used as a secondary element. Direction and information are primary.



**Specialty items** – Promotional and specialty items should utilize the same style and treatments that have been discussed in the previous pages. Depending on print quality and cost, the one-color versions may be more appropriate than the two-color versions. There may be times when an unusual shape, such as a pencil, will require modifying the logo. In these cases, modifications to the logo will need to be submitted to the Pennsylvania Insurance Department's CHIP Program Office for approval.