**Brand Style Guide contents**

We put together this Brand Style Guide for many reasons, including the practical one of saving us all time as we strive for consistency. Use it as a reference.

The guide codifies and summarizes how we present ourselves internally and externally — from handling acronyms to placing our logo on a page. It compiles overarching principles as well as the nitty-gritty decisions related to punctuation, capitalization and format for CareOregon and our family of companies.

**Questions?**

Email: bmeprojectrequests@careoregon.org

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Key to Stylebook entries

The entry word, in its correct form, is in **boldface**. The text explains the usage. Examples of correct and incorrect usage are in *italic*.

**abbreviations** Abbreviate titles when used before a full name. Gov. Kate Brown admires Sen. William Morris. In social media, drop the period after the title.

**academic degrees** Use an apostrophe in bachelor’s and master’s degree. No apostrophe in associate degree.

If you’re mentioning a degree to establish someone’s credentials, it’s best to avoid an abbreviation and instead use a phrase, such as: Phoebe Randall, who has a doctorate of pharmacy... If that construction is awkward: The mayor presented the award to John Sanchez, PharmD, for his work with teenagers.

Use RN, MSW and MD only when you have to identify many individuals by degree on first reference, when the need would make the preferred form cumbersome. Use only after a full name, never after just a last name.

Set off an academic degree or professional credential abbreviation with a comma: Sue Smith, RN.

**Note**: CareOregon style does not use periods when abbreviating academic degrees: PhD rather than Ph.D. This is an exception to AP style. For greater clarity, we use academic and professional degrees, not the general “Dr.” When using less-familiar acronyms, explain what they mean.

For multiple people with doctorates: The speakers include John Sanchez, PhD; Greta Reike, PhD; and Margaret Jefferson, PhD.

**acknowledgment** Not acknowledgement.

**acronyms and initialisms** Government and agencies are awash in them, but they make readers stumble. We’ll refer to both types of abbreviations as “acronyms.” Avoid them whenever possible unless they are well-known (see below).

For external documents, avoid COA for CareOregon Advantage and RCT for Regional Care Teams.

If at all possible, introduce no more than one such abbreviation per sentence. Our updated style is to put the acronym in parentheses after the first reference. Generally, present like this: The Oregon Health Plan (OHP) is the state’s Medicaid program. CareOregon serves OHP clients.

Look for ways to avoid an acronym altogether on second reference. The Oregon Health Authority is the state agency that administers OHP. The health authority works closely with the federal government.

Some acronyms are widely understood and can stand alone. CPR, DNA, PTA, NAACP, ER, and CEO. However, if you have space, emergency room is preferred on first reference to ER.

**addresses, street** Our style is no periods after NW, SW, N, SE, NE when used with a numbered address. Use the abbreviations Ave, Blvd, St only with a numbered address. CareOregon is located at 315 SW Fifth Ave, Portland, OR 97204 Spell out Avenue, Street, Boulevard when used without a street number. We are located at the corner of Southwest Fifth Avenue and Oak Street. In all cases, spell out Road, Court, Circle and...
GLOSSARY

Glossary guidelines

Highway. Spell out numbered streets from First to Ninth. Use numerals for 10th and up. The parade begins at the corner of Northwest 10th Avenue and Couch Street.

Affordable Care Act (ACA).

ages Always use figures. When the context doesn’t require years or years old, the figure is presumed to be years. Hyphenate when the age is expressed as an adjective before a noun, or a substitute for a noun. A 5-year-old boy loves apples. A boy, 5, said apples were his favorite fruit. The fruit basket is for the 5-year-olds. The children moved into the 5-year-old house. The youngest member of the family is a 3-month-old girl. The parents are in their 30s (no apostrophe).

Asperger’s syndrome Not Aspergers.

Black Capitalized when talking about people with a shared cultural identity. Members of the Black community offered ideas for addressing health disparities. Also, use neither Black nor white as a singular noun. The plural nouns Blacks and whites are generally acceptable when clearly relevant and needed for reasons of space or sentence construction.

book titles and other compositions Do not italicize. Set off title with quote marks, except for reference books. Capitalize the principal words, including prepositions and conjuctions of four or more letters. “Gone With the Wind” “To Kill a Mockingbird.”

bus lines Take the TriMet No. 15 bus to Legacy Good Samaritan Medical Center.

CareOregon One word. Capital O.

caregiver, caregiving One word.

c copayment Or copay. No hyphen.

c county names Capitalize “county” when it’s an integral part of a proper name. The new courthouse for Multnomah County will be located on the west end of the Hawthorne Bridge. Washington County’s health care workers work with patients from many cultures. We crossed the county line.

COVID-19 The name of the disease caused by a virus named SARS-CoV-2, a member of the coronavirus family. COVID is short for coronavirus disease.

dates Capitalize months, always. Updated style is to always spell out the months, unless space is an issue; then use abbreviated form. Do not use ordinal numbers: like 1st, 3rd, 4th. Do not say: The meeting is September 1st. Say: The meeting is September 1. Here are the correct short forms of months: Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov. and Dec.

cc In correspondence, lowercase, no periods ("carbon copy," “courtesy copy”).

C-suite titles CEO is the only C-suite level title that stands on its own as an acronym.

cisgender May be used if necessary, and only with explanation, to refer to people who are not transgender in stories or materials about gender. Cisgender refers to gender and is not synonymous with heterosexual, which refers to sexuality.

coordinated care organization Our updated style is to lowercase: coordinated care organization (CCO). This style aligns us with the state. Plural is CCOs (no apostrophe).

Black Capitalized when talking about people with a shared cultural identity. Members of the Black community offered ideas for addressing health disparities. Also, use neither Black nor white as a singular noun. The plural nouns Blacks and whites are generally acceptable when clearly relevant and needed for reasons of space or sentence construction.

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<table>
<thead>
<tr>
<th>Glossary guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates and days, range When date range is in the same month, use a hyphen: November 1-30. When date range spans months, use “through”: November 1 through December 15. For a span of days of the week, use “through”: Monday through Friday. In all cases, if space is an issue, substitute a hyphen.</td>
</tr>
<tr>
<td>Day of week Spell out days of week. OK to abbreviate for social media or if space is a factor: Sun., Mon., Tues., Weds., Thurs., Fri., Sat. OK to drop period for space as long as clarity is not compromised.</td>
</tr>
<tr>
<td>Daylight saving time No capitalization. No plural. When linked to a time zone: Pacific Daylight Savings Time.</td>
</tr>
<tr>
<td>Dietitian Not dietician.</td>
</tr>
<tr>
<td>Doctor The title “Dr.” applies to an individual who holds a doctor of dental surgery, doctor of medicine, doctor of optometry, doctor of osteopathic medicine, doctor of podiatric medicine, or doctor of veterinary medicine degree.</td>
</tr>
<tr>
<td>Departments Spell out and capitalize. When members have questions, we welcome them to call Customer Service. We have job openings in our Customer Service Department.</td>
</tr>
<tr>
<td>Drive-thru testing; drive-thru test site Lowercase, hyphenated.</td>
</tr>
<tr>
<td>Email Not e-mail.</td>
</tr>
<tr>
<td>Emergency room lowercase. OK to use “ER” on first reference, on its own. Do not need to write emergency room (ER). Avoid emergency department except in provider-facing pieces.</td>
</tr>
<tr>
<td>Eric C. Hunter CareOregon’s President and CEO prefers using his middle initial. In formal circumstances, may spell out Chief Executive Officer.</td>
</tr>
<tr>
<td>Fax Preferred term for facsimile or facsimile machine.</td>
</tr>
<tr>
<td>Follow-up Hyphenate when using as an adjective. Be sure to conduct your follow-up session by the end of the week. Do not use a hyphen in the verb form: I will follow up with you by the end of the week.</td>
</tr>
<tr>
<td>Free Nurse Advice Line Not 24/7 nurse line.</td>
</tr>
<tr>
<td>Gender Gender refers to a person’s social identity. Sex refers to biological characteristics. Language around gender is evolving. Ideally, use plurals. We encourage members to make an appointment for a wellness visit so they and their provider get to know each other.</td>
</tr>
<tr>
<td>Gender nonconforming (n), gender-nonconforming (adj) Use in broad references as a term for people who do not conform to the traditional view of two genders. The group is providing scholarships for gender-nonconforming students.</td>
</tr>
<tr>
<td>Hanukkah This is the preferred spelling for the Jewish Festival of Lights.</td>
</tr>
<tr>
<td>Health care Two words.</td>
</tr>
<tr>
<td>Health Share/CareOregon Not Health Share of Oregon-CareOregon. Separate with slash, not hyphen. In later references, use Health Share.</td>
</tr>
<tr>
<td>Health Share of Oregon Use full name on first reference when it stands alone and not combined with CareOregon.</td>
</tr>
<tr>
<td>HIPAA Acronym for the Health Insurance Portability and Accountability Act of 1996. Avoid the acronym unless it’s in a quote. Instead refer to privacy laws or the federal law restricting release of medical information. If HIPAA is used in a quote, explain it.</td>
</tr>
</tbody>
</table>
**GLOSSARY**

**Glossary guidelines**


- **homelessness** Express an individual’s situation as a person experiencing homelessness. Not homeless person.

- **hooray** Not hurray.

- **Indigenous** Capitalized when referring to the original inhabitants of North America.

- **Indigenous Peoples Day** A holiday celebrating the original inhabitants of North America, observed in some U.S. localities instead of the federal Columbus Day holiday.

- **in-house** Not inhouse.

- **job titles** Capitalize job titles only when they are paired with a person’s name. Senior Strategist Daisy Duck said we should position ourselves with Mickey. Unlike AP, we also capitalize job titles appearing after a name. Daisy Duck, Senior Strategist for Population Health, said....

- **judgment** Not judgement.

- **Latino, Latina, Latinx** AP style prefers Latino as the noun or adjective describing a person from, or whose ancestors were from, a Spanish-speaking land or culture, or from Latin America. Latina is the feminine form. AP suggests the gender-neutral Latinx for those who prefer it. For now, CareOregon, too, leaves this as a choice depending on the audience and person or community being described, as there are different preferences. However, we lean toward Latinx.


- **legislature** Capitalize when preceded by the name of the state: the Oregon Legislature. Retain capitalization when the state name is dropped, but the reference is specific to that state’s legislature. The Legislature debated the schools budget. Lowercase for legislatures in general. Campaigning is intense for seats in state legislatures.

- **login** No hyphen when used as adjective: Use your login name. As a verb: Log in to the portal.

- **MAX light rail** No need to spell out Metropolitan Area Express.

- **MD** Medical doctor. No periods. We differ from AP style here.

- **months** When you’re using a month with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., Dec. Christmas is Dec. 25. Spell out all months when using alone or with a year alone; no comma between month and year. January 2018 was difficult for those living on the streets. OK to drop the period in social media or charts. See “dates” entry.

- **nonprofit** Not non-profit CareOregon is a nonprofit.

- **noon** Say noon, not 12 p.m.

- **number** Use No. as abbreviation for number when used to indicate position, rank or a specific number.
Number 1  The Number 1 reason for a primary care visit is to develop a relationship with your provider. AP style is No. 1 but for clarity we can spell out Number. Do not use #1.

numbers  With few exceptions, such as ages, spell out numbers zero through nine. Use numerals for 10 and up. We signed up three new CareOregon Advantage members and 12 returning members. Do not add numerals in parentheses after a spelled-out number. Wrong: We have four (4) goals.

Free Nurse Advice Line  Not 24/7 nurse line.

OK  Use OK, not okay.

onboarding, onboarded  Webster’s defines onboarding as a noun... Good onboarding leads to higher employee engagement and greater retention rates. Also in common use as a verb and adjective.

Oregon  Spell out in all instances unless there is a space issue. Then use the two-letter postal code, OR.

Oregon Health Plan  OHP on second reference.

over-the-counter  Hyphenate as an adjective, as in over-the-counter products.

OTC card  CareOregon Advantage members receive a pre-loaded OTC card they may use to buy approved over-the-counter products at participating pharmacies.

penicillin  Not Penicillin.

percent  Updated AP style is to use % sign for percents in most cases. Use figures for percents and percentages, even when single digit: 2.5% (use decimals). If less than 1%, start with a zero. The cost of living rose 0.9%. For a range, can use “to,” a hyphen or an “and.” Medicaid expansion affected those from 100% to 139% of the poverty level.

Spell out “percentage” when used like this: The election was won by 4 percentage points. In casual uses, spell out “percent.” They thought Medicaid expansion had zero percent chance of failing in Oregon.

Singular or plural? Constructions with the % sign take a singular verb when standing alone or when a singular word follows an “of” construction. The shelter was at 75% of capacity in May. It takes a plural verb when a plural word follows an “of” construction. Nearly 80% of our members work at least part time.

phone numbers  Do not identify the Portland number as “local.” Simply say: 503-416-4100. Do not use a leading “1” for a long distance number. Separate digits with hyphens. Say toll-free — lowercase with hyphen unless is first word in line.

For three-digit emergency, social services info or TTY/TDD numbers, don’t use hyphens. In an emergency, call 911. Members may connect with nonprofit agencies and public services by calling 211. Updated style for TTY/TDD is to drop the TDD. Say TTY: 711 when in a phone list; use TTY 711 (no colon) when in the flow of a sentence. Default format for phone numbers is flush left; may alter for design purposes.

pharmacist  PharmD

physical therapy  Not Physical Therapy.
**Glossary guidelines**

- **physician assistant** Not physician’s assistant. Plural: physician assistants.

- **plain language** Per federal government style, is not capitalized. Same as plain English.

- **preregistration or preregister** No hyphen, i.e., not pre-register or pre-registration. Or register in advance.

- **preventive** Not preventative. There’s never a copay for covered preventive health screenings.

- **primary care provider** No capitalization. PCP is OK on second reference.

- **P.S.** Capitalize the abbreviation for postscript.

- **Q&A** Updated default style is pose the question in boldface, and supply the answer in regular face. However, the writer and designer independent of each other have the choice of setting off the question with boldface Q. and the answer with A. in regular face, if they judge that, in that context, that’s better for clarity or design purposes.

- **RN** registered nurse. Plural: RNs.

- **room numbers** Use numerals and capitalize Room: The meeting is in Room 200.

- **rooms** Capitalize the names of specific rooms. The meeting is in the East Portland Community Center, Multi-Purpose Room 3. The enrollment fair is in the Dave Ford Room.

- **RSVP** An accepted acronym; French for “please reply.” RSVP for our member lunch by noon Monday, March 16. However, it may be more clear to say: Let us know by Monday March 16 if you can come to our member lunch.

- **search engine optimization** SEO on second reference.

- **seasons** They are common nouns. Not capitalized: spring, summer, fall, winter.

- **sex reassignment** The treatments, surgeries and other medical procedures used by transgender people to match their sex to their gender. Sex reassignment is not necessary for people to transition their gender.

- **signup** No hyphen, whether used as a verb or an adjective. The signup period for the Oregon Health Plan (OHP) is always open.

- **speeds** 20 mph, speeds of 5 to 10 mph.

- **T-shirt** Not tee shirt. Not t-shirt.

- **taglines** Either italicize a tagline or put it in quotes. Not both. “Bringing health care home” or bringing health care home.

- **time of day** Use figures except for noon and midnight. For a range of hours, it’s 8-10 a.m.; 8 a.m. to 5 p.m. Not 5:00 to 8:00 p.m. Not 8 a.m.-5 p.m.

- **time and date** Whenever possible, place the time of an event before the date. The health fair is 10 a.m. to 2 p.m. Saturday, April 25. Separate timeframes with a hyphen, with no extra spaces or “to.” Include day of the week if that information is helpful. Spell out day of week. Exceptions may be made for social media.

- **toll-free** Hyphenate. Capitalize only at the beginning of a line. Use hyphens to separate the numerals. Call Customer Service toll-free at 855-722-8206.

- **transgender** (adj) Describes people whose biology at birth does not match their gender identity. The shorthand trans is OK on second reference and in headlines. Do not use as a noun.
<table>
<thead>
<tr>
<th><strong>Glossary guidelines</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tribe, Tribes, Tribal</strong> Always capitalize. <em>Oregon is home to nine federally recognized Tribes.</em></td>
</tr>
<tr>
<td><strong>Triple Aim</strong> Capitalize this.</td>
</tr>
<tr>
<td><strong>TTY</strong> Not TTY/TDD. Not Oregon Relay Service. Depending on context, is either TTY 711 or TTY 711.</td>
</tr>
<tr>
<td><strong>24 hours a day, every day</strong> Avoid 24/7. The state has required that term be re-written. Preferred, depending on space and context: <em>Every day, all hours. 24 hours a day, every day. 24 hours a day, seven days a week.</em></td>
</tr>
<tr>
<td><strong>United States</strong> Use periods when abbreviated U.S. No periods for USA.</td>
</tr>
<tr>
<td><strong>urgent care</strong> Lowercase.</td>
</tr>
<tr>
<td><strong>versus</strong> Per AP, spell it out in ordinary speech and writing. <em>The proposal to reform Medicare versus proposals to reform both Medicare and Medicaid at the same time... In short expressions, may use vs. (with period). The issue of fluoride vs. tooth decay is heated.</em> Court cases, use just v. (with period) <em>Marbury v. Madison.</em></td>
</tr>
<tr>
<td><strong>web, website</strong> (do not capitalize) Also, webcast.</td>
</tr>
<tr>
<td><strong>web address</strong> Do not use leading www or https unless the URL won’t work without it. <em>The web address of our coordinated care organization in Jackson County is jacksoncareconnect.org</em></td>
</tr>
<tr>
<td><strong>Note:</strong> Even when at the end of a sentence, don’t use a period after a web or email address.</td>
</tr>
<tr>
<td><strong>workplace titles</strong> Unlike AP style, we capitalize a person’s work title whether it appears before or after the name. Sometimes a title goes smoothly before a name, and other times, not. Also, on second reference, use only the last name (or only the first name, depending on the situation), including for doctors. <em>The keynote speaker is Bob Squarepants, Director of Development. This title is also short enough to go before the name: Director of Development Bob Squarepants will deliver the keynote speech. Squarepants is known for building grassroots financial support for nonprofits.</em></td>
</tr>
<tr>
<td><strong>wraparound</strong> One word as an adjective: wraparound services. Not wrap-around services.</td>
</tr>
<tr>
<td><strong>Xmas</strong> Do not use this as an abbreviation for Christmas.</td>
</tr>
<tr>
<td><strong>X-ray</strong> Not xray, not x-ray.</td>
</tr>
<tr>
<td><strong>ZIP code</strong> Not zip code.</td>
</tr>
</tbody>
</table>
Writing style
Our name is CareOregon, our central brand attribute is Caring, and we work in health care. So, as you might expect, we use a caring voice. It’s as conversational, approachable and clear as possible for all audiences.

Our tone is warm, empathetic, genuine and respectful. We infuse our work with the appropriate brand expression that reflects our values: Steadfast, Thoughtful, Caring, Genuine, Optimistic and Brave.

We humanize rather than institutionalize. And we strive to be culturally responsive, inclusive and diverse.

Our work is informed by a creative brief that we develop with our clients. We consider content from our target audience’s point of view and needs, along with business goals.

Some practical ways we achieve this:

- We phrase things in the positive, telling our audience what we’d like them to do, not what they should or shouldn’t do.
- We use contractions unless they impair clarity.
- We use first and second person unless we have a compelling reason not to: we, our, you.
- We use active voice, not passive voice.
- We keep our sentence structure pleasing and direct.
- We steer clear of jargon, though may make exceptions if it is suitable for a specific audience.
- We avoid acronyms unless they are highly familiar. The Associated Press Stylebook gives guidance but generally, on second reference we use a shortened form instead of an acronym. Does the audience know that the Oregon Health Authority is OHA? That will determine whether on second reference it becomes “the state,” “the health authority” or OHA. The Oregon Health Plan is commonly known as OHP; it becomes OHP on second reference.
- As for the ACA: Polling indicates that the public is confused by the term Affordable Care Act, and many don’t understand that the ACA, federal health reform, “Obamacare” and the Patient Protection and Affordable Care Act are the same thing. It’s safer to say “President Obama’s health care law” on first reference, or “national health care reform.”

We follow the principles of plain language and health literacy:

- The Oregon Health Authority requires a sixth-grade reading level.
- We consider the approachability of the message, not just readability tools.
- We pay attention to logical organization, clear messages, familiar words and calls to action.
- We understand that design, images and writing are partners in plain language.

See more on plain language and health [plainlanguage.gov](http://plainlanguage.gov)
WRITING STYLE

Headlines, subheads, lists and Q&As

These rules cover headlines and subheadings in print and digital. Writers and designers may depart from them when circumstance calls.

Tense
Write headlines using strong, active verbs. Use present tense for immediate past information, past tense for past perfect, and future tense for coming events. Label headlines (ones without a verb) are OK in the right circumstances.

Present tense: The Legislature sees the light
Past tense: The Legislature saw the light
Future tense: The Legislature will see the light
Label headline: Legislative awakening

Capitalization
Use “down” style for headlines and subheadings, in both print and digital. Readability research says down style — also called “sentence case” — is most readable for those with limited literacy.

In down style, in headlines and subheadings we capitalize only:
• The first word of the first line.
• Proper nouns.
• In most cases, the first word following a colon. If a single word follows the colon, use best judgment.

In multi-line headlines, the first word in succeeding lines is lowercase unless it is a proper noun.

Headline peculiarities
Headlines break some typical text rules.
• Use single quote marks when using a quotation in a headline or subhead.
• For numbers under 10, it’s OK to use numerals instead of spelling out.
• Avoid acronyms.

Readability and clean design inform our formatting decisions.

Flush left: We use flush left unless we see a reason to do otherwise. Flush left text, headlines and subheadings have higher readability than centered or flush right.

Orphans and widows: orphans (one word lines) and widows (a single line of a paragraph stranded at the top or bottom of a column).

Line breaks: Make sure line breaks are logical. Avoid splitting phone numbers, CCO names, dollar amounts, an individual’s name, an article from the related noun. You get the idea!

Visuals: When presenting data or other figures, think beyond bullet lists.
• Numerical info is easier to digest in a diagram, bar, graph or pie chart.
• Add a headline to the visual.
Lists

Look for ways to break out info from the main text. In print and online, various types of lists are easy to scan and digest.

- Lists, by nature, are concise and offer welcome white space.
- Capitalize the first word in each item in lists.
- Use a numbered list to convey a chronology, steps in a sequence or a ranking of importance.
- Try icons — small visual representations of a concept — instead of bullets, whenever available, for lists of action steps, resources or categories.
- Consider checklists with checkmarks or checkable boxes for action steps, points to consider or eligibility criteria.
- For headers that are setting up a list, include a colon if the header is leading into the information and would seem wrong without a colon. No colon is needed if the header is an explanatory sentence or phrase. Note: We don’t underline headings or subheadings. They’re in boldface.

Boldfaced Lead-ins. This format can provide great wayfinding for the reader. Use a period after a boldface lead-in when the regular text starts on the same line. Do not use a period or a colon when the BF lead-in is on its own line, acting as a mini subhead.

- Use parallel construction with lists. For example, begin each item with a verb, or consistently use an adjective/noun sequence.
- Use a period (not a colon) after boldface lead-in when the regular text starts on the same line. Do not use a period or a colon when the boldface lead-in is on its own line, acting like a mini subhead.
- Do use a colon after “More info.” Do boldface it unless there’s a reason not to. If the “More info:” sets up page numbers, do it like this, capitalizing “Pages” and no period after the numbers: More info: Pages 14-15

Setting up a bullet list

Use a bullet list for separating important points from the rest of the text. We are adopting the recommendations by the woman who writes businesswritingblog.com

- Use a period (full stop) after every bullet point that is a sentence (as these bullets do).
- Use a period after every bullet point that completes the introductory stem.
- Use no punctuation after bullets that are not sentences and do not complete the stem.
- Use all sentences or all fragments, not a mixture.
Headlines, subheads, lists and Q&As

Directly below is an example of bullet points that complete the introductory stem. Below that example is a version that does not need periods.

I like living in Seattle because of its:

• Access to culture, natural beauty, and work opportunities.
• Moderate climate — not too hot or too cold.
• Liberal politics and social attitudes.

Here are the things I like about living in Seattle:

• Access to culture, natural beauty, and work opportunities
• Moderate climate — not too hot or too cold
• Liberal politics and social attitudes

There is an exception to putting periods after bullet points that complete the stem sentence: If they are one word or a short phrase that feels like an inventory or shopping list, do not use end punctuation.

Below is an example:

I like living in Seattle because of its:

• Culture
• Natural beauty
• Work opportunities
• Moderate climate
• Liberal politics
• Social openness

Use a bullet list for separating important points from the rest of the text. There are lots of ways to set up lists of bullet points. Our style is simple. Use it for numbered lists and checklists, too.

• Capitalize the first letter of each bullet point.
• Aim for each line item to be of similar length and importance.
• Put a period, question mark or exclamation point at the end of full sentences. (If sentences are super short, you may consider forgetting the end punctuation mark.) If the other sentences end in a period, for consistency, go ahead and put a period after a super short sentence, too.
• Leave off punctuation when the line is a phrase or sentence fragment. Place a period after the last bullet if the list completes a sentence that followed a colon.
• If possible, limit lists to a maximum of five items.

Q & A style

Note punctuation and use of boldface. The period after the Q and the A differ from AP style, which uses a colon.

Q. Why do I need a flu shot?
A. Because the flu can kill you.
Punctuation and numbers

As an overarching guideline, we strive for clear meaning and a lack of visual clutter.

**Punctuation**

In general, we follow Associated Press guidelines for punctuation. Exceptions typically involve periods.

In a sentence used as an ad headline or subhead, for example, we ask if punctuation would be a helpful guidepost to meaning. If no, then we leave it off.

Some specific rules:

- **Commas.** In a series, no comma comes before the “and.” We do use the Oxford comma when it improves clarity.

- **Addresses.** We do not use a period after directional (N, NW, S, SW, E, SE, NE, W). Also, no period after St, Ave, Blvd, Hwy.

- **Academic degrees, medical titles.** No periods.

- **Social media.** Feel free to drop typical periods after other abbreviations.

- **URLs and email addresses.** No period at the end of a sentence that closes with a web address or email final.

- **Quote marks.** Periods and commas always go within quotation marks. Question marks may go inside or outside, depending on the meaning:

  - Who wrote “You and Medicaid”?
  - She asked, “When do I enroll?”

**Running quotations.** Don’t use close-quote marks at the end of a paragraph if it is followed by another full paragraph of quoted text. Put open-quote marks at the start of any succeeding paragraphs. Use a close-quote mark at the end of all the quoted text.

**Numbers**

We stick closely to Associated Press style when it comes to numbers.

Some specific rules:

- **Spell out numbers below 10.** (In a headline or subhead, it’s OK to use a numeral under 10.) For numbers 10 and above, use numerals, except when it’s the first word in a sentence. This goes for street names, too. Use plain numerals, no ordinals. We get paid on July 31. Not July 31st. The health fair event is Aug. 15. Not Aug. 15th.

- **Phone numbers use hyphens.** Call CareOregon Customer Service at 503-416-4100.
Logo treatment
• Our CareOregon logo consists of three elements: the icon, the wordmark and the registration.

• The three elements should never be used separately. The only exception is the screened icon (swirl) used as a background pattern and in other places too.

• Use the vertical (v) version of the logo whenever the space allows.

• If printing in one color, do not screen the logo.
Secondary logo

- Use the horizontal (h) logo when space does not allow the use of the vertical (v) logo.
Minimum size and safe area

To make sure our logo is clearly visible, we have minimum sizes for print and digital.

- When printing, logos reduced to less than 1” wide for the primary vertical (v) logo and 1.25” wide for the horizontal (h) logo are too small to be clearly visible.

- For 72 dpi digital applications, keep the vertical logo above 100 pixels wide, and horizontal more than 200 pixels wide.

- There may be an occasional exception to the minimum size, such as printing on small swag items.

- The safe area prevents other nearby elements from distorting the perception of the logo.

- When defining the safe area, measure the **height** of the swirl (logo icon). This vertical measure needs to be the size of the clear area around the top, bottom and sides of the logo.

![Minimum size of logo.](image)

![Safe area around the logo should equal the swirl height.](image)
Logo colors

- Use only the accepted logo colors of PMS 151 orange and PMS 541 blue.
- When using the color logo, do not switch colors. The swirl is always orange, and the wordmark is always blue.
- Always place the logo against a clean background. Never place the logo against a busy background.
- If you must place the logo against a photo or patterned background, adjust the background to provide sufficient contrast. The logo must stand out. Contrast must pass visual test at [webaim.org/resources/contrastchecker](http://webaim.org/resources/contrastchecker)
- When using the reverse (white) logo, reverse the entire logo.

Two-color logo: PMS 151 orange and 541 blue.

Place reversed (white) logo on backgrounds of 40% or more.

Place black logo on screened backgrounds of 30% or less.

Use a black or two-color logo against light backgrounds.

Avoid a busy or patterned background with insufficient contrast.

Use only our accepted colors. No substitutes, even for holiday fun.

Use our accepted color placement without switching.

Use only our accepted colors. Black is not an accepted color.
Incorrect logo use

- Do not squish or stretch the logo. **Note:** *Hold the shift key when enlarging or reducing the logo to keep the proportions correct.*
- Do not screen the logo. Only use a solid 100% color.
- Keep the spacing of the swirl and the wordmark.
- Avoid drop shadows.
- Do not tilt or alter the logo in any way.
- Use colors properly (see logo colors page).
LOGO TREATMENT

Logo signature and placement

- The CareOregon signature consists of the logo and the URL.
- The URL lines up with the baseline of the logo wordmark.
- Place logo in bottom right corner.
- Exception: Center the logo when centering makes more sense with the design.
- Document ID: Each print piece is catalogued with a Document ID. Place it on the back at bottom left. Use 8-point Proxima Nova Light, capitalized, in this order:
  - Line of business code
  - ID number
  - EN (language code)
  - Revision date MMDD

Examples of logo signature:

<table>
<thead>
<tr>
<th>Standard</th>
<th>Standard</th>
<th>Exception</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Standard Logo Signature" /></td>
<td><img src="image2.png" alt="Standard Logo Signature" /></td>
<td><img src="image3.png" alt="Exception Logo Signature" /></td>
</tr>
</tbody>
</table>

- It takes a village.
- CareOregon Pharmacy Residency Program
- Community Benefit Grant Program

CareOregon is an equal opportunity employer and provider. We do not discriminate on the basis of race, religion, sex, age, color, national origin, disability, or sexual orientation. This applies to all programs, facilities, and activities of the organization.
LOGO TREATMENT

The CareOregon family of logos

Columbia Pacific CCO and Jackson Care Connect

• Use the “Part of the CareOregon Family” tagline on all printed marketing materials.

• The tagline serves as a closing thought. So, if the logo appears multiple times on a piece, use the tagline on only the final logo.

• *Do not* use the tagline version on letterhead or other stationery items.

• Use the Spanish-language version logos on Spanish language materials.

• The Spanish-language tagline, like the English, serves as a closing thought. So, if the logo appears multiple times, use the tagline on only the final logo.
Family logo placement

Placement of logos

- In horizontal designs, the CareOregon logo is usually placed in the far right, lower corner.
- In vertical designs, the CareOregon logo is generally placed at the bottom.
- If the piece is co-branded with Health Share of Oregon, place the Health Share logo directly to the left of the CareOregon logo.
- If the piece is co-branded with a line of business from the CareOregon family, place that “family” logo in the far left, lower corner.
- When using multiple logos — including CareOregon, a logo from the CareOregon family or a partner logo — place the CareOregon logo to the far right.
Primary brand fonts

- Our primary brand fonts are Proxima Nova and Jubilat. Whenever possible, we use these fonts in all printed and digital communications.
- If Proxima Nova is not available, substitute Calibri.

Sans Serif font Proxima Nova

Proxima Nova Light
Proxima Nova Light Italic
Proxima Nova Regular
Proxima Nova Italic
Proxima Nova Medium
Proxima Nova Medium Italic
Proxima Nova Semibold
Proxima Nova Semibold Italic
Proxima Nova Bold
Proxima Nova Bold Italic
Proxima Nova Extrabold
Proxima Nova Extrabold Italic
Proxima Nova Black
Proxima Nova Black Italic

Serif font Jubilat

Note: Jubilat requires +10 tracking

Jubilat Light
Jubilat Book
Jubilat Regular
Jubilat Regular Italic
Jubilat Medium
Jubilat Semibold
Jubilat Bold
Secondary brand fonts

We use condensed versions of our fonts when we need to fit a large amount of text into a small area.

A common use for condensed fonts is in graphics and tables.

Use Calibri as a substitute when our primary fonts are not available.

Sans Serif font Proxima Nova Condensed

Proxima Nova Condensed Light

Proxima Nova Condensed Light Italic

Proxima Nova Condensed Regular

Proxima Nova Condensed Italic

Proxima Nova Condensed Medium

Proxima Nova Condensed Medium Italic

Proxima Nova Condensed Semibold

Proxima Nova Condensed Semibold Italic

Proxima Nova Condensed Bold

Proxima Nova Condensed Bold Italic

Proxima Nova Condensed Extrabold

Proxima Nova Condensed Extrabold Italic

Substitute font Calibri

Calibri Light

Calibri Regular

Calibri Italic

Calibri Bold

Calibri Bold Italic
Applying fonts: heads/subheads

- Jubilat needs +10 kerning.
- Heads and subheads can be either Jubilat or Proxima Nova, depending on content and design.

---

**Headline**

- Jubilat Bold (+10 spacing)
- Proxima Nova Medium (-10 spacing)
- Jubilat Light (+10 spacing)

**Subhead**

- Proxima Nova Medium (-10 spacing)
- Proxima Nova Bold
- Jubilat Book (+10 spacing)
Applying fonts: body copy

- Use Proxima Nova Light for body copy.
- Use heavier weights of Proxima Nova for emphasis.
- Use a minimum of 12-points on body copy.
- Make leading at least 16-point on body copy.
- Large print is a minimum of 15-point body copy, and no less than 14-point for smaller text.
- Use italic sparingly.

We the People of the United States, in Order to form a more perfect Union, establish justice, insure domestic Tranquility, provide for the common defense, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America.

**Body Copy:** Proxima Nova Light
**Minimum 12/16 Point**

Call Out 1: Jubilat Light (+10 Spacing)

One country, one constitution, one destiny.

**Call Out 2:** Jubilat Light Italic (+10 Spacing)

The **House of Representatives** shall be composed of members chosen every second year by the people of the several states, and the electors in each state shall have the qualifications requisite for electors of the most numerous branch of the state legislature.

**In Copy Bold:** Proxima Nova Semibold

The meaning of the Constitution should be fixed and known
Color
CareOregon color palette

- Use the primary colors for the majority of work.
- Use the secondary palette and tints for a wider range of expression.
- Use the Pantone® Color Matching System as a reference to ensure accuracy when matching colors for printed materials.

<table>
<thead>
<tr>
<th>Color Palette</th>
<th>Primary Colors</th>
<th>Secondary Colors</th>
<th>Tints &amp; Shades</th>
<th>Neutral Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 151</td>
<td>#ff8200</td>
<td>PMS 7530</td>
<td>PMS 7738</td>
<td>PMS 7530</td>
</tr>
<tr>
<td>PMS 541</td>
<td>#003c71</td>
<td>PMS 2103</td>
<td>PMS 542</td>
<td>PMS 151</td>
</tr>
<tr>
<td>PMS 3145</td>
<td>#00778b</td>
<td>PMS 7628</td>
<td>PMS 3105</td>
<td>PMS 541</td>
</tr>
<tr>
<td>PMS 348</td>
<td>#00843d</td>
<td>PMS 2103</td>
<td>PMS 345</td>
<td>PMS 151</td>
</tr>
</tbody>
</table>

- Color PMS 151: 0-60-100-0
- Color PMS 541: 0-60-100-0
- Color PMS 3145: 0-60-100-0
- Color PMS 348: 0-60-100-0

- Tints & Shades:
  - PMS 151: #ff8200
  - PMS 541: #003c71
  - PMS 3145: #00778b
  - PMS 348: #00843d

- Neutral Colors:
  - PMS 7530: #59a23f
  - PMS 542: #7a878e
  - PMS 3105: #91d6ac
  - PMS 345: #00843d
Columbia Pacific CCO color palette

- Use the primary colors for the majority of work.
- Use the secondary palette and tints for a wider range of expression.
- Use the Pantone® Color Matching System as a reference to ensure accuracy when matching colors for printed materials.
Jackson Care Connect color palette

- Use the primary colors for the majority of work.
- Use the secondary palette and tints for a wider range of expression.
- Use the Pantone® Color Matching System as a reference to ensure accuracy when matching colors for printed materials.
Housecall Providers color palette

- Use the primary colors for the majority of work.
- Use the secondary palette and tints for a wider range of expression.
- Use the Pantone® Color Matching System as a reference to ensure accuracy when matching colors for printed materials.
Help our members get all the benefits they deserve

People who are low-income or disabled can get help through many programs. It can be hard to know which is the best fit. That’s why CareOregon hires a trusted expert – Healthcare Financial, Inc. (HFI) – to help us, and members, get the right benefits.

HFI reaches out to members and offers to help them enroll in Supplemental Security Income or Social Security Disability.

You can help! When a CareOregon member asks you about HFI, please reassure them:

- HFI works with CareOregon
- HFI protects personal medical information
- HFI helps members get the right benefits
- HFI services are free

Photos and color block

Mind, body, soul.
And teeth.

Exceptional health care encompasses every aspect of your being. That’s why CareOregon offers comprehensive, coordinated coverage for behavioral, physical and dental care.

Photos and color block

Mind, body, soul.
And teeth.

Exceptional health care encompasses every aspect of your being. That’s why CareOregon offers comprehensive, coordinated coverage for behavioral, physical and dental care.

Swirl used as background texture

Overall, our design style is simple and clean, with plenty of white space.

- You may use the CareOregon swirl (icon) to create texture.
- In addition to photographs, use color blocks to add dimension to the design. Be aware of contrast between background and overlaid text.

Photo and color block
PHOTOGRAPHY

Photography guidelines

We use both stock photos and custom photos shot by our staff or contract photographers. Whether selecting stock images or taking our own pictures, follow these guidelines:

- Select or take photos that are sharp and clear, unless blurriness is intentional.
- Use photos that represent our members, including ethnicity that reflects the populations of each line of business.
- Choose images that are aspirational and express achieving goals. We show health, happiness, vibrancy and interpersonal connections instead of pain, isolation, struggles and sadness.
- Avoid backgrounds or items that distract from the main subject, including non-CareOregon logos, backs turned toward the camera and trash cans.
Web Writing Style
Writing and designing for digital

Capitalization and punctuation rules generally follow our print style, unless there are practical reasons not to.

Set off URLs in some way such as color, boldface or italic. PDFs that have clickable links, and online URLs, have some different considerations from printed-only URLs.

URLs (uniform resource locators) are all lowercase.

If a URL is included in the flow of a sentence, use a preposition (such as “at”) to set up the address, not a colon. Do not use a colon and a preposition.

Do not use a leading www or http with web addresses, but make sure the address works without them.

When a URL is at the end of a single-sentence item, paragraph or block of text, do not use a period to end the sentence.

We typically do not underline for emphasis. We use italic, boldface, color and capitalization, but sparingly.
Video
Video guidelines

Video is an important medium for connecting with our members. Videos may be instructional, guiding members through a process. They may be illuminating and emotional, sharing a member or employee’s journey. Or they may be fun, offering a behind-the-scenes look at CareOregon and our place in the community.

Whatever their purpose, our videos follow certain guidelines. We’ve outlined them below.

**Opening slide**

The official opening slide includes the line-of-business logo and the title of the presentation.

This creates a consistent experience for the viewer and builds equity in the CareOregon brand.

**Closing slide**

The official closing slide includes the line-of-business logo and copyright information.

This creates a consistent experience for the viewer and builds equity in the CareOregon brand.

**Lower thirds**

Use the lower third of a slide to identify the subject or person speaking. Include first and last name, title, and department or company.

If the subject has multiple titles, use the title most directly related to the content of the story. Use this format the first time the person appears and speaks.

**Bug**

When appropriate, a small solid white version of the CareOregon logo (“bug”) should appear in all video openings. Keep the bug in the lower right corner throughout the video.

**See our library of videos**

Find our public-facing videos at [youtube.com](https://www.youtube.com)

Search for “CareOregon.”
Video guidelines

Audio guidelines

• Keep audio peaks between -2 and -8db if possible, with no peaks at 0db throughout the sequence.

• If music is used along with spoken words, make sure the speaker’s audio remains clear and easily heard.

• Avoid copyright music, always. If you buy stock music, use it in compliance with the licensing regulations.

Color and framing

• Use images that are in focus and exposed with the proper white balance.

• Frame subjects in a way that provides suitable headroom and follows the rule of thirds for framing. See: bhphotovideo.com/explora/photography/tips-and-solutions/framing-rule-thirds

• Keep images stabilized. Avoid using shaky shots if possible.
Web standards

Our websites and apps must be effective tools to reach a variety of audiences. We follow all CareOregon brand styles for fonts, logos, images and copy as described in this guide, with some additional web-related requirements:

• Web applications must be designed with a user experience that transitions fluidly between desktop and mobile devices of all screen sizes.

• Web applications must meet ADA 508 compliant standards for accessibility, readability and navigation, specifically regarding member materials. See ada.gov/508

• Web applications must follow current, accepted practices of layout and navigation for ease of user experience.
Social media standards

CareOregon’s Core Value informs our social media presence: Genuine, Brave, Optimistic, Thoughtful, Steadfast and Caring. In all instances, our voice projects care and thoughtfulness.

The narrative we construct for our followers in our various feeds reflects our Steadfast nature in the ever-shifting health care community.

We showcase our Brave commitment to health care for all through the sharing of partner content and by highlighting our work in the community.

We’re Optimistic about health outcomes as we share a consistent stream of resources and information to empower people facing specific health challenges.

Platforms

Each social media platform has its own purpose and set of best practices, and we follow these to achieve greater connectivity through these networks. While we often broadcast outbound messaging, we’re also committed to ongoing dialogue with our network followers through commenting, sharing and direct messaging.

We direct inbound messages appropriately.

- Our Customer Service team manages customer service requests.
- The Social Media team responds to general requests for local resources by providing links to available resources and, when possible, community partners.
- The Director of Public Relations & Partner Communications handles corporate communications requests.

In all messaging exchanges, we strive to make a genuine connection and provide caring, consistent service.

Above all else, we recognize social media platforms as points of direct connections for our various audiences.

We aim to honor the value of that connection and use each platform to its strengths to provide ongoing value to our followers.