



## Guidance for Authorized Partners of nystateofhealth™

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### INTRODUCTION

The purpose of this guidance and the attached Brand Guidelines is to provide instructions for the use of the nystateofhealth™ logo in co-branded marketing materials with authorized partners including Certified Health Plans, Dental Plans, Navigators, Brokers and Agents, Application Counselors, Ambassadors, and other organizations wishing to use the nystateofhealth™ logo.

Authorized partners may affix their logos to marketing materials that are developed by the nystateofhealth™. Notification to nystateofhealth™ is required before use.

Authorized partners must receive prior approval of co-branded marketing materials developed by authorized partners prior to distribution.

For questions about using the nystateofhealth™ logo and for review of your documents, materials, websites, etc. showing intended logo use prior to dissemination or publication, please contact:

NY State of Health  
[cobranding@health.state.ny.us](mailto:cobranding@health.state.ny.us)

nystateofhealth™ is a registered trademark of the State of New York. Our partners must help us to protect it by adhering to the specifications for use of the logo in all consumer-facing, employer-facing, media and stakeholder materials developed to promote the nystateofhealth™.

### PERMISSIBLE USE

Use of the nystateofhealth™ logo is permitted by authorized partners for the purpose of advertising and promoting the nystateofhealth™ and the public programs and Qualified Health Plans available through the nystateofhealth™. The logo must be used in accordance with these Guidelines.

### CO-BRANDING LOGO DESIGN

When an authorized partner affixes their logo next to the nystateofhealth™ logo (a logo lock-up), the logos should be separated by a dividing line.



When displaying the nystateofhealth™ logo with another logo or logos, each logo should be sized to appear equal in size. The nystateofhealth™ logo should have equal prominence to other logos on the page.

A partner should not imitate the nystateofhealth™ color, typography or logotype in its materials as such duplication may cause confusion. A partner may not use the nystateofhealth™ logo in a manner that may cause confusion with respect to nystateofhealth™ affiliation or endorsement.

## **TRADEMARK**

The trademark symbol should always accompany the logo in no smaller than 4pt type, Helvetica Bold.

## **COLOR**

The required colors for the logo are set forth on page three of the attached Brand Guidelines. The preferred use of the nystateofhealth™ logo is full color against a solid white background.

The logo should only be reproduced in grayscale when color is not available.

## **TYPOGRAPHY**

The required font for the logo and the tagline are set forth on page six of the attached Brand Guidelines.

## **LOGOTYPE**

At a minimum, the area of clear space set forth on pages nine and eleven of the attached Brand Guidelines must surround the logo. No other text or graphics should appear in this space.

## **TAG LOGO**

When overlaying the nystateofhealth™ logo onto an image or color background, a white holding device or tag should be used.

## **PROHIBITED USE**

The nystateofhealth™ logo should not be altered in any way. Examples of incorrect usage are set forth on pages twelve and thirteen of the attached Brand Guidelines.