

Select Health

Logo Quick Reference Guide

Overview

The Select Health logo is made up of the Select Health symbol and logotype. There is one horizontal configuration of the logo. The symbol may appear separately from the wordmark in limited digital applications, such as a social media avatar or favicon. The wordmark, however, is never used without the symbol.

In text, use title case when spelling out “Select Health,” with a space between the two words.

Versions

Logo assets available for use include the full-color version with positive and reverse wordmark, and the one-color linear version. For all versions of the logo, be sure there is sufficient contrast with the background: legibility is paramount. The preferred backgrounds are Dark Blue or White.

Use the full-color logo for all digital applications, all print applications excluding one-color and special process (e.g., foil stamping), signage, fleet, and whenever possible, merchandise.

Use the one-color logo for any fabric applications, (e.g., uniforms, tote bags, etc.), one-color print reproduction, and special process print applications. One-color logos are colored Dark Blue or White except in black-and-white communications where it is colored Black.

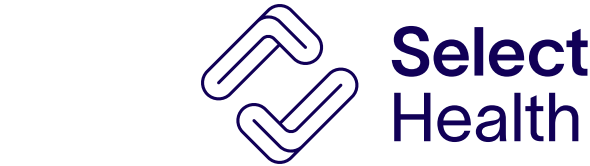
Full-color logo
Positive



Full-color logo
Reverse



One-color logo
Dark Blue



One-color logo
White



File naming

sh	logo	full-color	cmyk	pos	ai
Brand Select Health	Logo	Version full-color 1C (standard size) 1C_small	Color space cmyk rgb spot (PANTONE)	Color pos(itive wordmark) rev(erse wordmark) blue black white	Format .ai Vector file .svg Vector file .png Raster file

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Clearspace

Clearspace is the minimum “breathing room” maintained around the logo to facilitate optimal legibility. This amount of space may be increased. The clear space is determined by half the Select Health symbol height. Clearspace requirements are the same for all logo color variations.

Minimum Sizes

The Select Health logos should never be used at sizes smaller than the minimums specified here.

Positive and reverse versions of the logo have the same minimum sizes. Make sure that you maintain the logo’s aspect ratio when scaling. Never attempt to recreate logos — only use approved digital assets.

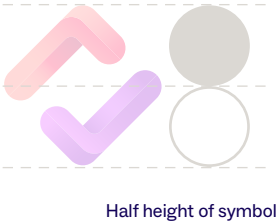
Logo sizing

Our full-color logo can be scaled up as large as needed from the minimum size of 0.375 in / 9.5 mm / 54 px.

There are two sizes for the Select Health one-color logos: small and standard. The small size is used between the minimum size (0.375 inches high) up to — but not including — the standard size (0.75 inches high). The standard size scales up as large as needed.

When sizing up, use vector files like .ai, .eps, or .svg to maintain crisp reproduction. Raster files like .png or .jpg should only be scaled down to avoid the logo appearing blurry.

Clearspace



Full-color logo

Minimum size height



Print: 0.375 in / 9.5 mm
Digital: 54 px

One color

Minimum size height — Small size
(See logo sizing below)



Print: 0.375 in / 9.5 mm
Digital: 54 px

Logo sizing



Full-color standard size

Minimum size of 0.375 in / 9.5 mm / 54px

Scales up as large as needed



One-color small size

Small size is only used for sizes between the minimum size of 0.375 in / 9.5 mm / 54px, up to 0.75 in / 19 mm / 108 px

One-color standard size

Standard size logo starts at 0.75 in / 19 mm / 108 px and scales as large as needed

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Misuse

To ensure a clear and consistent application of our logo, we've compiled some examples of treatments or alterations to avoid.



Do not recolor the symbol.



Do not create grayscale versions of the full-color logo.



Do not recolor the wordmark.



Do not alter the arrangement of the logo components.



Do not place the logo within container shapes.



Do not add drop shadows.



Do not squash the logo.



Do not recolor one-color logos.



Do not apply visual effects.