May, 2020

Brand Guidelines

Cigna® + oscar

Best Practices

Allow the lockup clear space when using it with other graphic elements. Do not use any smaller than 75px.

Cigna + oscar

Print Logo
75px wide

Use the furthest points to the top, bottom, left and right of the lockup to discern breathing space.

To calculate: Use the x-height of the "C" in the Cigna wordmark.

Logo and legal entity:
It's imperative that we are clear and up front on who the insured entity is. The logo lock-up and the following copy should be prominently displayed on all marketing material:

Cigna + Oscar coverage is insured by Cigna Health and Life Insurance Company.

This text should be visually separated from body text within design and placed prominently on the first page of any marketing asset. It must be included on all relevant collateral, with the exception of swag and other printed use goods.

Use of Trademark in Materials

To maximize legibility, use the [digital version] of the lockup for all web, digital and social use cases.

[Print version] should be reserved for true printed materials like one pagers, direct mail, swag and welcome kits.

Digital Logo
All digital materials

Print Logo
All printed materials

Logo Dont's

The following are examples of misuse.

✕

Do not:
Use logo with legal line lockup

✕

Do not:
Fill with non-brand colors

✕

Do not:
Swap company logo placement

✕

Do not:
Contain in a shape

✕

Do not:
Stretch or squeeze logo

✕

Do not:
Outline logo