



LOGO REFRESH
MARYLAND
MEDICAID
HEALTHCHOICE

JPMR

CREATIVE BRIEF

HealthChoice has a proud service legacy, but is lacking the assets to convey its legacy through visual identity.

HEALTHCHOICE IS RAISING its profile. Since its 1997 inception, HealthChoice enrollment has more than doubled. Most recently, HealthChoice experienced significant growth when Maryland expanded Medicaid coverage under the Affordable Care Act.

As such, the logo refresh comes in light of some landmarks for the HealthChoice program, with some enhanced considerations for use:

- » HISTORY AND CONTEXT
- » INTENDED AUDIENCES
- » ANTICIPATED CHALLENGES
- » OPPORTUNITIES
- » DELIVERABLES AND SCHEDULE

HISTORY AND CONTEXT

HealthChoice has not historically reinforced its visual identity:

- logo created in 1997, never been updated
- an official logo exists, but there are no usage guidelines
- alternative renditions have “popped up” over the years
- current logo is used infrequently because it’s “unappealing”
- current logo colors “may” correspond with Medicaid card



*current HealthChoice logo, created in 1997
low-res image based on availability; creator unknown*



additional info

The major tenant of HealthChoice is that participants are empowered to select who manages their care.

Outside of the name “HealthChoice,” Maryland Medicaid has historically emphasized “choice” throughout program materials.

additional info



Customer service is one of Governor Larry Hogan's administrative priorities.

Design is an integral part of customer service, in ensuring constituents have access to information regarding the government, policy, and decisions regarding their healthcare.

OPPORTUNITIES

The HealthChoice logo refresh offers opportunity to continue a larger conversation about branding and visual identity—not only within the HealthChoice program, but also for all of Maryland Medicaid:

- design is slowly playing a larger role in Medicaid communications
- Medicaid recently completed a website IA assessment
- Medicaid recently completed website UE assessment
- department rebrand beginning July 1, 2017
- need for enhanced style and identity guidelines

DESIGN PROCESS

We want to create
a visual identity
that conveys both
HealthChoice's stable
service legacy, and the
participant's role in their
choosing their care.

WITH CONSIDERATION FOR the Medicaid team's vision, we began sketching concepts.

The team indicated some preference for concept, color, and type, but did not indicate any hard parameters—either creative or technical—for the project.

Our design overview includes:

- » SKETCHES
- » COLOR STUDY
- » TYPE STUDY
- » COMPS

LOGO SOLUTION

Proxima Nova Black

3 pt. round stroke

HealthChoice

Maryland's Medicaid Managed Care Program

Proxima Nova Semibold

Proxima Nova Regular

Colors

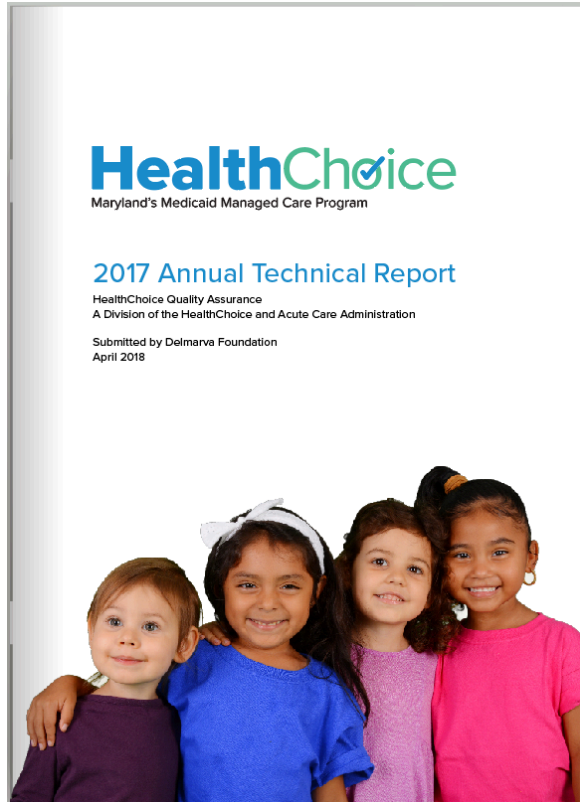


CMYK 79 33 1 0
RGB 82 139 198
HEX #518bc6



CMYK 67 0 55 0
RGB 51 204 153
HEX #33cc99

LOGO APPLICATION



The new logo is available in file formats suitable for any size and scale, for universal application to:

- reports and publications
- website
- stationary

JPMR ASSOCIATES