GoHealth

Brand Guidelines

GoHealth - Guidelines Library

GoHealth - Logo

The full color GoHealth logo is in "Go Blue" and "Health Blue". It is preferred that the full-color logo appear on a white background, but you can also use lighter colors from a neutral palette as a background as well. If color is not an option, only use solid black or white versions. The full-color logo is our most universally recognized asset, so please use that version wherever possible to aid in brand recognition.

The GoHealth logo is a proprietary trademark of GoHealth. The logo may be used only by persons or companies who have been granted the right to do so by contractual agreement.

In all partnerships, always use these guidelines when working with the GoHealth logo.

Primary use
Dark blue "Go," light blue "Health," and dark blue icon.

Clear space
To ensure our logo maintains legibility and integrity, always preserve a minimum clear space between the logo and other elements.

Black and white
In cases where the color logo is not appropriate, the following versions are available for use:

Minimum sizes
Our logo is bold enough to be legible at even small sizes, but it should never appear smaller than the minimum size shown here for screen and print.

Print
95 px

Digital
.59in / 15 mm

GoHealth - Icon

Under certain circumstances, we prefer to simply use the GoHealth icon on its own instead of the full logo mark. In general, these are communications where the GoHealth brand has already been established, either through use of the full logo, in copy, or by voiceover.

Alternatively, there will be situations in which we will want the GoHealth brand to appear more recessive, such as on T-Shirts, other merchandise, or environmental graphics like a wall mural. In these instances, we want the icon to be the main element.

Note
While the GoHealth icon can exist without the wordmark, the wordmark should never exist without the icon.
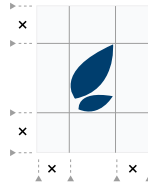
The GoHealth Icon

The GoHealth Icon - Color Variations

Clear space
To ensure the GoHealth icon maintains legibility and integrity, always preserve a minimum clear space between the logo and other elements.

Minimum sizes
Our logo is bold enough to be legible at even small sizes, but it should never appear smaller than the minimum size shown here for screen and print.

Print
95 px

Digital
.59in / 15 mm

GoHealth - Logo Cobranding

Cobranding is the practice of using several brand names and logos simultaneously on a single product or material.

When using multiple, internal departmental GoHealth logos, the primary logo should be to the left and larger in size than all others.

When partnering with one or more external companies or organizations, all logos should be the same size.

When sponsors contribute goods or services, sponsor logos should be underneath the GoHealth logo and scaled smaller than the GoHealth logo group multiple sponsors by contribution level.

When GoHealth is a contributing partner or sponsor, always provide the GoHealth logo, even if not specically asked in every case in which the logo is used.

Logo partner cobranding sample

GoHealth - Logo Trademark

GoHealth trademarks are a valuable company asset, and should be treated with respect.

In order to preserve the trademarks, they must be used in compliance with GoHealth's brand guidelines.

Contact GoHealth's Design Team regarding the printing and placement of the official MSM trademark or any GoHealth logo onto products such as notebooks, pens, t-shirts, mugs, etc.

Trademark sample

GoHealth™

GoHealth – Logo Don'ts

Our logo stands for who we are. It is recognizable, full of character and always consistent. Therefore, it should not be altered under any circumstances. Here are some examples of things to avoid when using our logo.

Do not change our logo's proportions.

Do not outline our logo.

Do not add drop shadows or other effects to our logo.

Do not use transparencies.

Do not change the colors.

Do not place our logo in a holding shape.

Do not crop our logo.

Lorem ipsum *GoHealth* sit amet, consectetuer adipiscing elit.

Do not use the logo in text.

GoHealth - Color

The GoHealth color style is defined by the complementary use of GoHealth blues. Evoking optimism, vitality and growth. GoHealth blues speak clearly to our unique perspective in the marketplace. White, meanwhile, provides a high contrast stage that allows the GoHealth blues to radiate within a layout. The GoHealth secondary colors start with Light Blue, Dark Blue and Gray. Intended for supporting uses, these colors indicate both warmth and focus, and provide designers with additional color options for our design layouts.

Health Blue plays a special role as a high-contrast accent color for highlighting the important details. The color chart on this page indicates the general balance of each color that should be used in our branded materials. Please note that not every color needs to be used in every layout.

Remember that it is essential to strike the right balance of color to accurately depict the GoHealth brand, both internally and externally.

Primary Colors
Dark shades should be used to create contrast or depth where needed and for text when on white.

Go Blue
RGB   0 62 110
HEX   #003e6e
CMYK   100 50 0 52
PANTONE   PANTONE 541 C

Health Blue
RGB   0 62 110
HEX   #003e6e
CMYK   100 50 0 52
PANTONE   PANTONE 3005 C

Gradients
In general, the gradient should flow from dark in the bottom left of the object to bright in the top right. However, in cases where directionality or focus is needed, the bright can be placed in any of the four corners and flow to dark in the opposite corner.
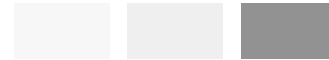
Secondary Colors
The core shades from which the other colors are derived.

Dark Blue
RGB   14 116 190
HEX   #0e74be
CMYK   93 63 11 1

Light Blue
RGB   36 169 225
HEX   #24a9e1
CMYK   71 16 0 0

Neutral Palette
The core color palette is mostly neutral, but shouldn't be considered "shades of gray". Pages should be mostly white, using the primary grays for contrast and focus.

Gray 1 #f7f7f7

Gray 2 #efefef

Gray 3 #929292

Gray 4 #404040

Black #000000

Accent Colors
Use any of these colors for accent.

Green #4b9129

Yellow #fbcf2a

Orange #f67b00

Red #db5442

GoHealth - Typography

The consistent use of our selected typeface, Open Sans, helps to ensure the legibility of all our communications, while also contributing to the overall look and feel of our visual style. Open Sans is a clear and friendly type family that reflects the many aspects of our brand personality.

The Open Sans type family is available in a number of weights and styles, providing designers with a wide range of choices. As shown, Open Sans is a modern sans-serif typeface that complements the distinctive design of the GoHealth logo. Easy to read in body copy and approachable as display type, Open Sans can accommodate nearly any typographic need.

NOTE: DO NOT USE COMIC SANS!

Open Sans Extra Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ",.;:?!$&*"
The quick brown fox jumps over the lazy dog.

Open Sans Extra Bold Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ",.;:?!$&*"
The quick brown fox jumps over the lazy dog.

Open Sans Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ",.;:?!$&*"
The quick brown fox jumps over the lazy dog.

Open Sans Bol Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ",.;:?!$&*"
The quick brown fox jumps over the lazy dog.

Open Sans Semi Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ",.;:?!$&*"
The quick brown fox jumps over the lazy dog.

Open Sans Semi Bold Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ",.;:?!$&*"
The quick brown fox jumps over the lazy dog.

Open Sans Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ",.;:?!$&*"
The quick brown fox jumps over the lazy dog.

Open Sans Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ",.;:?!$&*"
The quick brown fox jumps over the lazy dog.

Open Sans Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ",.;:?!$&*"
The quick brown fox jumps over the lazy dog.

Open Sans Light Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ",.;:?!$&*"
The quick brown fox jumps over the lazy dog.

GoHealth - Glossary

CMYK
Abbreviations for the colors Cyan (C), Magenta (M), Yellow (Y), and Black (K), the inks used in four-color printing. When these inks are combined in they can produce a wide spectrum of color.

Color palette
A combination of colors that are intended to be used together. In this case the colors are a key part of the branded experience and help form a sense of place.

Lockup
The fixed arrangement of one, two, or more graphic elements – such as a logo and web address etc. – to create a single unit.

Logo
A specific mark that is a combination of letters, symbols, or graphics used to identify a brand in a single instance. Logos often embody the core values of a brand and use the brand colors.

Pantone (PMS)
Pantone Matching System (PMS) is the world standard for the specification of printed inks between designers and printers.

RGB
Screen-based applications such as websites and apps typically select their color palette from the RGB color system - a palette containing differing combinations of Red (R), Green (G), and Blue (B).

Vector art
A non-resolution dependent file format that consists of connected points; the size of these files can be altered without affecting the appearance. Vector files are often constructed in Adobe Illustrator.

HEX
A hex triplet is a six-digit, three-byte hexadecimal number used in HTML, CSS, SVG, and other computing applications to represent colors.

Font weight
The font-weight is the weight, or thickness, of a font and is dependent either on available font faces within a font family or weights defined with CSS styles.

Contact

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