



BUSINESS HEALTH TRUST

Brand guide

Version 2.0
January 2024



Say hello to the Business Health Trust brand identity

Using a corporate identity correctly and consistently is important. Each time a company uses a logo, it sends a message about its services and the value of working with the company. Use this guide to help keep the Business Health Trust brand identity consistent, year over year.

Mission

Our mission is to help Washington's business community thrive by providing the high quality, affordable employee benefits growing companies need to be competitive.

Key messages

Our communications about Business Health Trust should emphasize the following:

Expect more from insurance.

It's time to expect more from your insurance provider. More choice. More support. More savings. As an Association Health Plan, BHT helps businesses join together as a group to purchase insurance—and get big company benefits at small company prices.

1,000+ businesses trust BHT for their employee benefits.

Whether you're a tech start-up in Seattle with two employees, a service company of 25 in Tacoma, or an agriculture business of 100 in Yakima or anywhere in between, we can help you create a benefits program that attracts top talent—at a budget you can afford.

Insurance done differently.

BHT offers the high-quality health benefits your employees expect, partnered with concierge level customer service and innovative cost-saving programs and services.

We're in your corner.

We're here to take the stress out of creating and managing your employee benefits program—that's why we include the following with all our plans:

- Comprehensive plan administration.
- Customizable plan booklets, and other resources.
- Monthly wellness toolkits, with timely health & wellness information.
- HR Tools and resources from Archbright.

Using the full name: Business Health Trust

Write out Business Health Trust in the first mention in all materials. The full name should also be used in email signatures and social media accounts.

Graphic identity

The Business Health Trust identity includes the icon/logo in two colors and the words “Business Health Trust,” together with the tagline.

Together, these elements combine to create a look and feel for BHT—a distinctive and recognizable brand. Used consistently, these elements help create a coherent, professional style for BHT while building awareness.



Insurance Done Differently

Full-Color Format: Use whenever possible.

Black & White: Use when printing restrictions allow for only one color.

Reversed: Use on any dark color or black field.

Tagline: When print applications permit, it is preferred to use the version of the logo that includes the tagline. Each logo variation includes a version with the tagline included as a locked-up component with the logo. The tagline should only be used in print applications.

Clearspace & minimum size



Clearspace

Clearspace is the area surrounding the signature that must be kept free of other graphic elements. The minimum required clearspace is defined by the measurement "X", as shown. This measurement is equal to the height of one of the logo symbol elements and should be maintained around the logo at all times. The clearspace will change depending on the size of the logo.

Minimum Size

The minimum size for high resolution applications should be no less than 1 inch (24mm) without tagline and no less than 1.5 inch (30mm) with tagline.

Unacceptable usage

Avoiding common errors



Do not resize the signature elements



Do not use the wordmark alone



Do not alter the logo typeface or attempt to recreate the logo



Do not modify the logo colors. Use only the approved color formats



Do not stretch the logo horizontally or vertically. Always maintain the original proportions



Do not rearrange the signature elements

Color

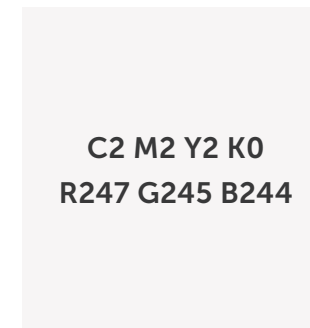
Color provides a strong visual link to our brand identity across a wide range of applications.

To ensure consistent representation of our brand identity, always use high-quality vendors and reproduction methods.

Primary color palette



Secondary color palette*



**Green is reserved for employees collateral, light grey for backgrounds*

Typography

Typography plays an important role in communicating an overall tone. Careful use of typography reinforces our personality and ensures clarity and harmony in all BHT communications.

Filson Pro should be used, when available, as a primary font for headlines and should always be BHT purple. Museo Sans should be used as a primary font for body text and should always be BHT dark grey. Both fonts are available through Adobe Fonts.

Arial should be used as the primary typeface for internally-created materials including Microsoft Word documents and Microsoft PowerPoint presentations.

Filson Pro Bold

Museo Sans 300

Heading level 1

Heading level 2

Heading level 3

Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer vel purus in magna imperdiet sodales. Quisque sodales odio a augue cursus, sed placerat massa accumsan.

Photo style

The images in the BHT image library are selected to represent the diverse cross section of employees and industries that our trusts represent. Juxtapositions between the words and pictures help set BHT apart and should be a component of the design process for every element of the brand.

These are some examples from the dozens of images in the BHT image library.



Design elements

The main BHT design elements are the underline emphasis and the logo photo treatment. These elements are used in tandem to maintain brand recognition while also drawing the eye to the core subject of the piece in an appealing manner.

For a tutorial on how to recreate the image treatment in word document, [click here](#).



Photo treatment

Underline emphasis

Lorem ipsum dolor sit

Cras dapibus iaculis nisi, non semper ante ullamcorper eleifend sed posuere

Underline emphasis

The underline emphasis should only be used once per piece with the top level heading. The thickness of the blue underline should be the same weight as the headline text. The distance between the line and the text should be the same height as the line itself.



Photo treatment

The primary photo of the piece can be masked within the rounded shape from the logo. It can be full when smaller and partial when larger.

How to use the industry health trust logos

In certain communications it may be necessary to reference the 13 Industry Health Trusts, or to customize materials specifically for that industry. In these cases, Business Health Trust should remain the dominant/lead brand, with the Industry Health Trust as the supporting brand.

Comprehensive, Affordable Employee Benefits for Growing Companies

Business Health Trust offers large company benefits for small businesses, with exclusive pricing from some of the largest and most respected insurance carriers in the state.

Business Health Trust's mission is to help Washington's business community thrive by providing the high-quality, affordable employee benefits growing companies need to be competitive. We can help your company create a benefits program that attracts talent and keeps your employees healthy and productive – at a budget you can afford, with:

- Exclusive **choices** from major carriers
- A wealth of **cost savings** opportunities
- Access to policy **advocacy**, community **connections** and business **resources**
- And comprehensive **plan administration**, so you can focus on what's important – your business

Medical

Premier Blue Cross medical plans are offered to employers with 5 or more enrolled employees through a targeted Industry Health Trust for companies in the information technology industry:

- 17 different medical plan designs all offering the Heritage Prima or Heritage Plus Network
- Flexible product offerings with deductibles that range from \$200 to \$5,000
- Option of HSA plans with deductibles that range from \$1,500 to \$5,000
- Prescription drug coverage included in all plans
- 24/7 virtual care that allows members to access health services at their convenience

Benefits included with medical insurance at no additional cost:

EAP

- 5 visits included and optional 6-visit buy-up with all medical plans
- 24/7 unlimited telephone consultation and emergency support

Life / AD&D Insurance

- \$15,000 of Basic Life/AD&D included with all medical plans

Effective January 1, 2018

Comprehensive, Affordable Employee Benefits for Growing Companies

Effective January 1, 2018

Logos

When the BHT logo is being used in conjunction with an Industry Health Trust logo, both logos should be given equal treatment in size, but with the BHT logo in a primary position. When possible, the IHT should be within or overlapping a field of the matching IHT brand color.

Color

The primary color for the Industry Health Trust materials should reflect that of the IHT brand. BHT brand colors should only be present in the logo, if a color logo is used.

Cobranding with association partners

We understand that our association partners will want to market Business Health Trust (BHT) to their members and may refer to BHT in various member recruitment and retention materials that they create.

We encourage our partners to share general information about Business Health Trust, and to use the information in this guide, and the more detailed information and guidance we've gathered in our Association Toolkit, when creating materials.

When sharing plan details, we prefer that partners use the plan materials created by Business Health Trust and available online at www.businesshealthtrust.com/toolkit so that the most accurate and up-to-date plan details are used.

If you have questions, need or help, or to request a copy of the Association Toolkit, contact:

Jenn Evenson
VP of Member Engagement
(425) 247-1628
jenn@businesshealthtrust.com

Insurance done differently.

The South Kitsap Chamber of Commerce is proud to offer Business Health Trust (BHT) to our members.

As an Association Health Plan, BHT helps businesses join together as a group to purchase insurance. Choose from a wide variety of high-quality, affordable employee benefits and small business resources:

- Health Insurance**
We offer a range of high quality, affordable medical plans that include prescription, virtual care and a 24-hour nurse line.
- Business Insurance**
For venture-backed technology companies, we now offer Newfront Total Solution—Property & Casualty insurance.
- Ancillary Insurance**
A range of additional insurance products are available for purchase with your medical plan.
 - Vision
 - Dental
 - Life
 - AD&D
 - Long Term Disability
 - Accident Protection
- HR Tools & Employee Wellness**
 - Archbright HR Membership & Resources
 - Employee Assistance Programs (EAP)
 - And more
- Retirement Solutions**
We've partnered with Newfront—a leading insurance and financial services company—to offer EVOLVE 401(k) to our members.
- Additional Small Business Savings**
 - Passport Corporate Membership
 - Savings on ORCA cards
 - Discounts on outsourced IT services, and point of sale systems.

Request a Quote Please contact your insurance producer or broker. Don't have a broker? No problem. Contact us at (425) 201-1972 or info@businesshealthtrust.com.