

Brand GUIDE

HMHS WomenLEADIT



Last updated: August 6, 2018

Who WE ARE

When one woman helps another, amazing things can happen. Professional careers leap forward.

The only women-led professional leadership development program at HM Health Solutions (HMHS), **HMHS WomenLEADIT**, understands the unique challenges women face in the technology industry.

No matter where you are in your professional development, this program offers a broad range of support, mentorship programs, networking, and career planning resources for HMHS managers and above to help advance women in technology.

Women are the largest
untapped reservoir
of talent in the world.

–Hillary Clinton

What WE DO

The HMHS WomenLEADIT Steering Committee includes senior leaders who provide governance, strategy, structure, and oversight to the program.

Together, they support:

- Cultivating a community of women leaders to network and learn from one another.
- Creating mentoring opportunities.
- Sharing career best practices specific to women.
- Building an environment to grow and retain current and future female talent.
- Enhancing skills that will empower women to lean into their leadership potential.
- Aligning and augmenting Highmark Health-level talent development.





WOMEN **LEAD** IT

LEADING, ENGAGING, AND DEVELOPING IN TECH

Logo ELEMENTS

The HMHS WomenLEADIT mark combines three main elements: the word mark, the tagline, and the superwoman graphic element. Position, size, and color, along with the spatial and proportional relationships of the HMHS WomenLEADIT elements must never be altered.

Note: The logo is never to be used alone without reference or context about HMHS.

When written or typed, the official program name uses all caps for the HMHS acronym and title case for the program: HMHS WomenLEADIT

REVERSED VERSION



Use the reversed version on a dark background.

Co- BRANDING

When combined with the HMHS mark, the **HMHS WomenLEADIT** logo lockup is the preferred and final form of the official logo with all its elements.

This is the official logo when the two appear together.



Construction + CLEAR SPACE

Always keep the logo clear of competing text, images, and graphics by maintaining the minimum amount of clear space. The amount of clear space is proportional to the logo size and must be equal to or greater than the size of the "H" in the logo.



MINIMUM LOGO SIZES

There are no predetermined sizes for the HMHS WomenLEADIT logo.

Scale and proportion should be determined by the available space, function, and visibility. In print, the minimum size is 3 inches wide.



INCORRECT LOGO USE

Although creativity is appreciated, do not change the logo in any way.

 <p>Don't rotate the logo</p>	 <p>Don't use any effects</p>	 <p>Don't rearrange elements</p>	 <p>Don't distort the logo</p>
 <p>Don't use different colors</p>	 <p>Don't outline the logo</p>	 <p>Don't change the opacity</p>	 <p>Don't use it over a photo</p>

Color PALETTE

This comprehensive color palette provides flexibility while creating a unified, recognizable look across all communications.

POWDER

PMS 2975 C
C28 M3 Y2 K0
R178 G219 B242
#b2dbf1

GOLD

PMS 122 C
C7 M71 Y98 K0
R255 G209 B61
#ffd13d

SLATE

PMS 301 C
C100 M72 Y27 K10
R4 G80 B127
#04507f

DEEP SKY

PMS 306 C
C80 M3 Y3 K0
R0 G181 B233
#00b5e9

IRON

PMS Cool Gray 11
C65 M57 Y52 K28
R86 G88 B91
#4c4f54

NICKEL

PMS 437 C
C57 M41 Y34 K4
R120 G135 B147
#788793

If you are successful, it is because
somewhere, sometime, someone
gave you a life or an idea that
started you in the right direction.

–Melinda Gates



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