Brand guidelines

For third-party vendors

south carolina
peba
SM

state health plan | retirement systems

Serving those who serve South Carolina

What is our brand?

When you think of a brand in human terms, a brand, like a person, has an essence, a personality and core values. And just as people are more than superficial styles or outward appearances, a brand is more than a logo, a tagline or a product.

Our brand

- Is not a logo. A logo is just a symbol that represents the brand.
- Is not a tagline. A tagline is an expression of the brand.
- Is not a product. A product is a tangible representation of the brand.

Our brand is the perception people have when they think of PEBA.

It's what the agency means to the people we serve including our members and stakeholders. Our brand starts with what we do and why we do it. As staff of PEBA, it is our job to influence those perceptions—and strengthen our brand—by presenting consistent, credible and authentic messages about the agency and our services.

Our vision for the agency reinforces what we do, guides staff culturally around who PEBA is as an organization and promotes our core values. Our vision is our tagline. Our vision is *Serving those who serve South Carolina*.

The brand guidelines in this document ensure our internal and external materials are consistent, professional and immediately recognizable as PEBA. If you have any questions about the guidelines, please contact Communications.

Logo

The PEBA logo is the most immediate representation of the agency, our people and our brand. As such, it must be used consistently in proper, approved forms. The logo should not be altered in any way.

Logo elements

Wordmark
The sans serif font speaks a sense of stability, and is clean and strong. The lowercase letters represent an approachable organization that is credible and friendly.

Crescent circle
The graphic symbol represents the state's crescent, the many benefits we provide, the diversity of our membership and the cohesive nature of our work.

Color
Blue is calming and gives the sense of working steadily and safely in the background.

Logo usage

The logo should not be altered in any way. The logo is available on the Intranet for staff to use internally. Do not exceed 4.25" in width. When sizing the logo, make sure to maintain its proportions. If you need assistance with the logo, please contact Communications. Requests to use the PEBA logo must be approved by Communications. Do not use the logo for anything other than its original intended purpose.

Cobranding

Unless otherwise noted, all materials should be cobranded with PEBA's logo, as well as the vendor's logo. The logos should be proportional in size, following the minimum size requirements for PEBA's logo. The vendor logo should be labeled appropriately to identify the role the vendor plays:
- Administered by:
- Insured by:

Standard logo

Alternatives
Alternate versions of logo should only be used when absolutely necessary.

Black

Reverse

Spacing requirements

Minimum size

Color

Primary colors

CMYK 93 | 66 | 4 | 0
RGB 18 | 96 | 167
HEX 1260A7

CMYK 68 | 36 | 6 | 0
RGB 86 | 142 | 193
HEX 568EC1

Secondary colors

Use these colors in addition to PEBA blue to provide variety.

CMYK 100 | 83 | 34 | 21
RGB 6 | 58 | 104
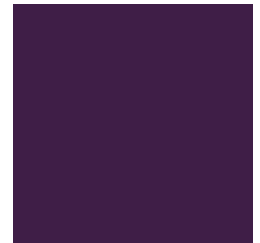**HEX** 063A68

CMYK 22 | 100 | 100 | 17
RGB 165 | 0 | 0
HEX AA0115

CMYK 43 | 12 | 100 | 0
RGB 160 | 184 | 16
HEX A0B810

CMYK 34 | 98 | 52 | 23
RGB 141 | 31 | 74
HEX 8D1F4A

CMYK 0 | 24 | 98 | 0
RGB 255 | 196 | 10
HEX FFC40A

CMYK 76 | 93 | 40 | 41
RGB 65 | 32 | 73
HEX 412049

CMYK 95 | 0 | 5 | 29
RGB 0 | 135 | 176
HEX 0087B0

CMYK 90 | 32 | 87 | 23
RGB 0 | 109 | 68
HEX 006D44

CMYK 87 | 33 | 53 | 11
RGB 0 | 122 | 119
HEX 007A77

CMYK 17 | 27 | 60 | 0
RGB 214 | 181 | 121
HEX D6B579
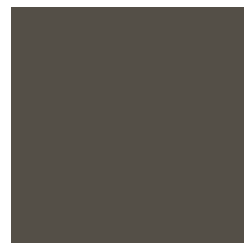
CMYK 60 | 56 | 63 | 37
RGB 85 | 79 | 71
HEX 554F47
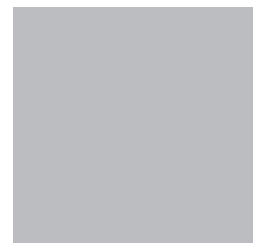
CMYK 0 | 0 | 0 | 30
RGB 178 | 178 | 178
HEX B2B2B2

Typography

Consistent use of agency typefaces reinforces PEBA's brand identity.

Headline font: Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
'~!@#$%^&*()+=[]\{}|;':",./<>?

Century Gothic should be used for headlines and subheads within a document. Headlines and subheads should be typed in are sentence case.

The standard size for headlines is 18 points in Century Gothic Bold. Subheads should use 15 point font in Century Gothic Regular. If a secondary subhead is needed, use Century Gothic Regular in 12 point font.

Century Gothic Regular
Century Gothic Italic
Century Gothic Bold
Century Gothic Bold Italic

Body font: Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
'~!@#$%^&*()+=[]\{}|;':",./<>?

Calibri should be used for body copy in all documents. Avoid using weights other than Calibri Regular. Use Calibri Bold for emphasis only when needed.

The standard size for body font is 11 points with multiple line spacing at 1.08. There should also be 8 points after a paragraph in a document. These formats are set in templates provided on the Intranet.

Calibri Light
Calibri Light Italic
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Formatting a letter

The agency font, Calibri in 11 point, should always be used in letters following the guidelines listed earlier. The text should be presented in block style (do not tab the first line of a paragraph) and left justified using 1" margins. The top margin can be adjusted according to the letterhead design being used. Each new line of the letter should begin at the left margin in this order:

- Date
- Inside address
- Reference (if necessary)
- Salutation
- Body of the letter
- Signature information
- Letter notations, if any (i.e. carbon copy)

There should be two returns (leaving one blank line) between the date and inside address, the address and reference, the reference and salutation, as well as the salutation and paragraphs. There should be three returns (two blank lines) in between the closure and name in the signature.

Use a colon (:) after the reference and use one space after the colon. Use a colon (:) after the salutation as well.

When a letter continues onto a second page, the first page of the letter should be printed on letterhead. The second page of the lletter should include the page number in the footer. Do not add text to the header on subsequent pages.

The do's and don'ts

Below is a list of grammar, punctuation, capitalization and other style issues that apply exclusively to PEBA and our correspondence internally and externally. Many of the styles have been adopted from *The Associated Press Stylebook*, the most widely accepted guide among professional journalists. However, there are a few styles that have been adopted for use at PEBA.

Our agency

The official name of the agency is the South Carolina Public Employee Benefit Authority - not Employees Benefit Authority or Employee Benefits Authority. When referring to the agency internally, you can simply use our initials, PEBA. When referring to the agency externally, first spell out South Carolina Public Employee Benefit Authority and include PEBA in parentheses. Then, in subsequent references, you can simply use PEBA. In some instances, such as in document footers, S.C. PEBA is acceptable.

Acronyms

- Never abbreviate or use acronyms a reader would not readily recognize.
- Introduce initials for organizations by spelling out the name of the organization followed by the initials in parentheses. You may use the acronym on subsequent references: *Retirement System Investment Commission (RSIC)*.
- Do not abbreviate the State Health Plan as SHP, even on second reference.

Capitalization

- Use sentence case. Do not capitalize every word: *Briefing paper on retirement benefits*
- Capitalize and italicize the names of publications: *Insurance Benefits Guide or Comprehensive Annual Financial Report*

Dates

- Always capitalize the names of months and spell out the full name of months. *January*
- Use a comma to set off the date from the year and a comma to set off the year from the text that follows for specific dates: *They attended a conference March 15, 2015, in Florida.*
- Do not separate the month and year, or the month and day (without a year) with a comma: *July 31 is the due date. The June 2015 conference will be in Georgia.*
- Do not add "st," "nd," "rd" or "th" to the end of specific dates (*July 31st is the due date*): *July 31 is the due date.*

Hyphenation

Do not hyphenate words in the body of a message. Be sure the auto-hyphenate function is disabled in your program.

Italicization

Italicize and capitalize the names of publications.

Numbers

- Always spell out a numeral at the beginning of a sentence: *Ninety-three percent of members attended.*
- Spell out whole numbers below 10. Use numerals for whole numbers 10 and larger.
- Spell out first through ninth and use figures from 10th on.

Percent

- Spell out percent in the body of a message: *The results were 97 percent accurate.*
- Use the percent sign (%) in charts and diagrams only.

The do's and don'ts

Periods

- Periods always go inside quotation marks.
- Only use one space after a sentence, not two.
- Use a period after initials: *John A. Doe*
- Do not put a space between two initials: *J.A. Doe*
- Add a period to the end of bullets in a presentation.

Phone numbers

- Never use 1 in front of a phone number.
- Never use parentheses around an area code.
- Use periods, not hyphens, when typing a phone number: *803.737.6800*

Programs and benefits

- Do not capitalize insurance benefits or retirement benefits: *PEBA administers retirement benefits.*
- Capitalize official plan names, but not terms related to general benefits: *State Dental Plan vs. dental coverage* or *South Carolina Retirement System vs. retirement plans*
- Refer to all defined benefit plans as the *South Carolina Retirement Systems*. The South Carolina Retirement System, or SCRS, refers to a single plan.

Quotation marks

- Periods always go inside quotation marks.
- Do not use quotation marks inside parentheses when providing an acronym or abbreviation.

Spacing

Only use one space after sentences, not two.

Subject lines in emails

- Always use descriptive, but concise, subject lines.
- Use sentence case, not all caps: *Invitation to review*

Time

- Always lowercase and use periods without spaces: *a.m.* or *p.m.*
- Do not include zeros when referring to full hours: *1 p.m.* or *1:30 p.m.*