Identity guidelines for vendors

June 2015

south carolina
peba
SM
state health plan | retirement systems

Serving those who serve South Carolina

Our logo

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.

Standard logo

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

Black

Reverse

Logo usage requirements

Logo usage

The logo should not be altered in any way. When sizing the logo, make sure to maintain its proportions. If you need assistance with the logo, please contact PEBA Communications. Requests to use the PEBA logo should be approved by Communications. Do not use the logo for anything other than its original intended purpose.

Spacing requirements


Minimum size

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:
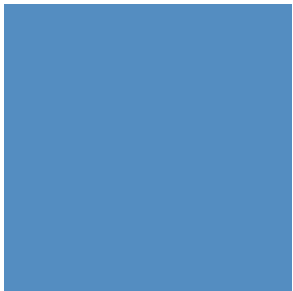
- Administered by:
- Insured by:

Color

Blue is the agency's primary color, however a secondary palette has been developed through Adobe Color® to provide complementing colors and variety to our communication materials.

Primary colors
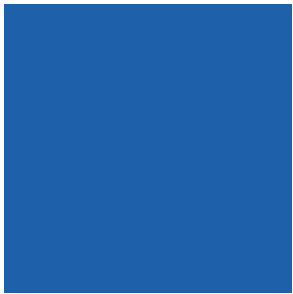
PMS 2935 U
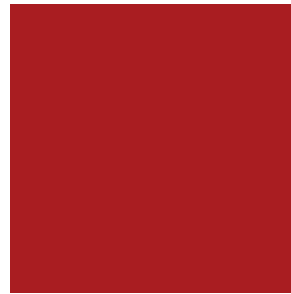**CMYK** 93 | 66 | 4 | 0
RGB 18 | 96 | 167
HEX 1260A7

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

Secondary colors

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

CMYK 0 | 15 | 84 | 0
RGB 255 | 213 | 67
HEX FFD543

CMYK 33 | 34 | 40 | 0
RGB 177 | 161 | 148
HEX ABA899

CMYK 0 | 0 | 0 | 100
RGB 0 | 0 | 0
HEX 000000

CMYK 0 | 0 | 0 | 30
RGB 178 | 178 | 178
HEX B2B2B2

Typography

Similar to our logo, consistent use of agency typefaces reinforces PEBA's brand identity. Both fonts are system fonts that are automatically available on all agency computers.

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.

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 (left justified) with 1" margins. The top margin of first page 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 letter include the page number in the footer.

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.

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.

Capitalization
- Use sentence case, not all caps: You're invited to review the *Insurance Benefits Guide* on Monday.

Dates
- Always capitalize the names of months.
- 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.*

The do's and don'ts

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

Numbers
- Always spell out a numeral at the beginning of a sentence: *Ninety-three percent of members attended the training.*
- 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.

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*

Phone numbers
- Never use parentheses around an area code. Use periods, not hyphens, when typing a phone number: *803.737.6800*

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

The do's and don'ts

Spacing

- Only use one space after sentences, not two.

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.*