

# BIG BRAND BOOK

# WELCOME TO THE **BIG BRAND BOOK**

This is your ultimate roadmap and tour guide to all things **California Schools VEBA**. (CaIVEBA)  
Inside, you'll discover a wealth of information to help you breathe life into our brand.

For downloadable assets, visit our toolkit site,  
**BBB ONLINE!**

## TABLE OF CONTENTS

# BRAND CREATIVE GUIDELINES

GLOBAL DESIGN PRINCIPLES — 09 DESIGN SAMPLES — 102

BRAND POSITIONING — 13 STYLE GUIDE — 108

ENERGY — 24 STATIC TOOLKIT — 118

BRAND IDENTITY — 30 ENERGY IN MOTION — 124

32 Wordmark

41 Symbol

49 Color

57 Typography

DESIGN ELEMENTS — 70

72 Imagery

81 Iconography

85 Elements

94 Patterns & Backgrounds



We've developed a comprehensive, adaptive system that seamlessly integrates Marketing and Design



At the heart of our design  
system is The Energy Curve

Born from our name, logo,  
and brand

VEBA

e



# GLOBAL DESIGN PRINCIPLES

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Stories are the threads that bind us—to each other and to the world. We deeply appreciate the potency of our narrative and prioritize it above all else.

01  
OUR  
STORY

YOUR HEALTH  
OUR PURPOSE

02  
HUMAN  
ASPECT

We recognize the significance of human connection. Understanding our clients' needs is paramount, and we passionately support them. Our interactions with every client are marked by warmth and delight, ensuring clarity and ease of understanding. In essence, we're here for you when health happens!

03  
DO IT  
BETTER

We pride ourselves on being a distinctive solution that excels in the realm of health like no other. We relentlessly strive to provide top-tier packages and optimal health outcomes for all our members. Our commitment to excellence sets us apart, and we're not afraid to showcase it.

04  
ESSENTIAL

We serve as the foundation of your well-being, offering immense value that simplifies your life. Essential and indispensable, our solutions are both stylish and comfortable, seamlessly adapting to your ever-evolving needs.

YOUR HEALTH  
OUR PURPOSE

A corporation's principles and ideas serve as the foundation upon which its tagline is built, acting as guiding principles that reflect its ethos and values. The tagline encapsulates the essence of these principles, serving as a concise and memorable expression of the corporation's mission, vision, and commitments.

# BRAND POSITIONING





**Brand positioning** is the strategic process of defining how a company wants to be perceived in the minds of its target audience. It's crucial for a company to communicate effectively with different audience segments because each segment may have unique needs, preferences, and perceptions.

By understanding and segmenting its audience, a company can tailor its branding messages to resonate with each group. This involves crafting messaging, imagery, and experiences that speak directly to the concerns, aspirations, and values of each segment.

Whether it's emphasizing reliability and trustworthiness for one segment or highlighting innovation and modernity for another, effective brand positioning ensures that the company's branding efforts are relevant and compelling to each audience segment, ultimately fostering stronger connections and driving brand loyalty.

## BRAND POSITIONING

### Vision and Mission

## VISION

At California Schools VEBA, our vision is for all Californians to have accessible and equitable health care.

## MISSION

To build strong communities through a healthy, engaged, and emboldened membership that enjoys a total state of well-being.

Championing  
Health Equality

# OUR IDENTITY

At California Schools VEBA, our identity is anchored by our profound commitment to our members; everything we do in service to their health and well-being.

Because we are **Driven by Our Members**, our decisions are guided by the needs and well-being of the people we serve, not by profit. We are in the business of people, and every policy we craft, and every resource we provide, is to support every member in the California Schools VEBA community.

We **Champion Health Equity**, because we believe that everyone deserves equitable and accessible health care. Our commitment extends beyond providing services—it's about breaking down barriers. We work tirelessly to dismantle the obstacles preventing people from achieving their optimal health, and we firmly believe that this approach delivers the most cost-effective health care.

This charge is not just what we do—it's at the heart of who we are. Our journey is of continuous improvement, driven by passion, ethics, and a deep commitment to the members we serve.

We do this by continuously **Innovating for a Better Tomorrow**. Our approach is holistic and proactive, ensuring that affordability does not compromise the quality of care our members receive. We strive to set the standard for health care, making no compromises on the caliber of our services. This commitment is deeply rooted in the way we operate; it is evident in every strategy we employ, and every service we provide.

Together, we are not just improving health care; we're transforming lives. With every action we take, we are creating a more vibrant, healthy, and equitable future for all.

Our Values

## WE BELIEVE THAT HEALTH IS UNIVERSAL

We are committed to breaking down the barriers of achieving optimal health because everyone deserves access to quality care.

## WE VALUE PEOPLE AND PROMOTE EQUITY, ALWAYS

We are in the business of people and embrace unique perspectives, backgrounds, and situations.

## OUR MEMBERS ARE THE PURPOSE BEHIND EVERYTHING WE DO

As a non-profit trust, we do the right thing, for the right reason, every single time.

## WE BELIEVE THERE IS A BETTER WAY

We work tirelessly to build an integrated health care system that delivers on each individual's personalized needs at an affordable cost.

WHO WE ARE  
CHAMPIONING HEALTH EQUITY

We champion health care as a universal right, breaking barriers and promoting equity for diverse communities.

Dedicated to not only providing services, but to breaking down the barriers that prevent people from achieving their optimal health, we are committed to making health care accessible and equitable. We champion equity with relentless vigor, embracing and valuing the diversity of perspectives, backgrounds, and experiences that each member, stakeholder, and partner brings, strengthening our ability to effectively serve and uplift all communities.

HOW WE DO IT  
DRIVEN BY OUR MEMBERS

Driven by our commitment to health equity and member well-being, we continuously design innovative solutions to provide accessible, high-quality health care.

Our strategies are guided by a profound commitment to health equity; they are rooted in the needs and well-being of our members, transcending traditional service delivery by actively breaking down barriers to optimal health. By aligning every action with the goal of transforming lives, we create a vibrant, healthy, and equitable future for the communities we serve.

WHAT WE DO  
INNOVATING FOR A BETTER TOMORROW

We're building an affordable, inclusive health care system that continuously innovates to improve care quality and accessibility.

Our innovative approach is proactive and holistic, constantly pushing the boundaries of what's possible in health care. By integrating the expertise of top professionals with compassionate delivery, we craft cutting-edge solutions attuned to the diverse requirements of the communities we support. Our approach ensures that we are delivering high-quality health care for our members, and cost savings for their employers.

WHY IT MATTERS  
BREAKING BARRIERS AND EXPANDING ACCESS

Every decision is rooted in enhancing the well-being of our members, reflecting our commitment to putting people first. This ensures every resource we develop helps our members achieve their optimal health.

As a non-profit trust, we are committed to doing the right thing for the right reason—every time, crafting policies and providing resources that directly enhance the lives of those we serve. We are dedicated to our members, placing them at the heart of everything we do.

While our voice and perspective is clear, how we communicate with our different audiences is nuanced.

Here you'll find how we balance our tone words based on how we engage with each audience segment.

Like ingredients in a recipe, the measure to which each audience experiences them will vary and evolve depending on the subject matter, call to action, and what is important to them.

**Tone Words**  
These are the guidelines on how we want to communicate to our audience.

WE ARE COMMITTED TO BREAKING DOWN THE BARRIERS OF ACHIEVING OPTIMAL HEALTH BECAUSE EVERYONE DESERVES ACCESS TO QUALITY CARE.

CANDID

Our commitment to honesty and transparency shapes every interaction we have.

DETERMINED

We relentlessly pursue excellence and our determination pushes us to overcome challenges and achieve remarkable results.

OPEN

We embrace diverse perspectives and believe that openness leads to richer ideas and stronger outcomes.

INNOVATING

We are driven to find a better way; we are not afraid to carve a new path and do things better to create impactful solutions.

COMMANDING

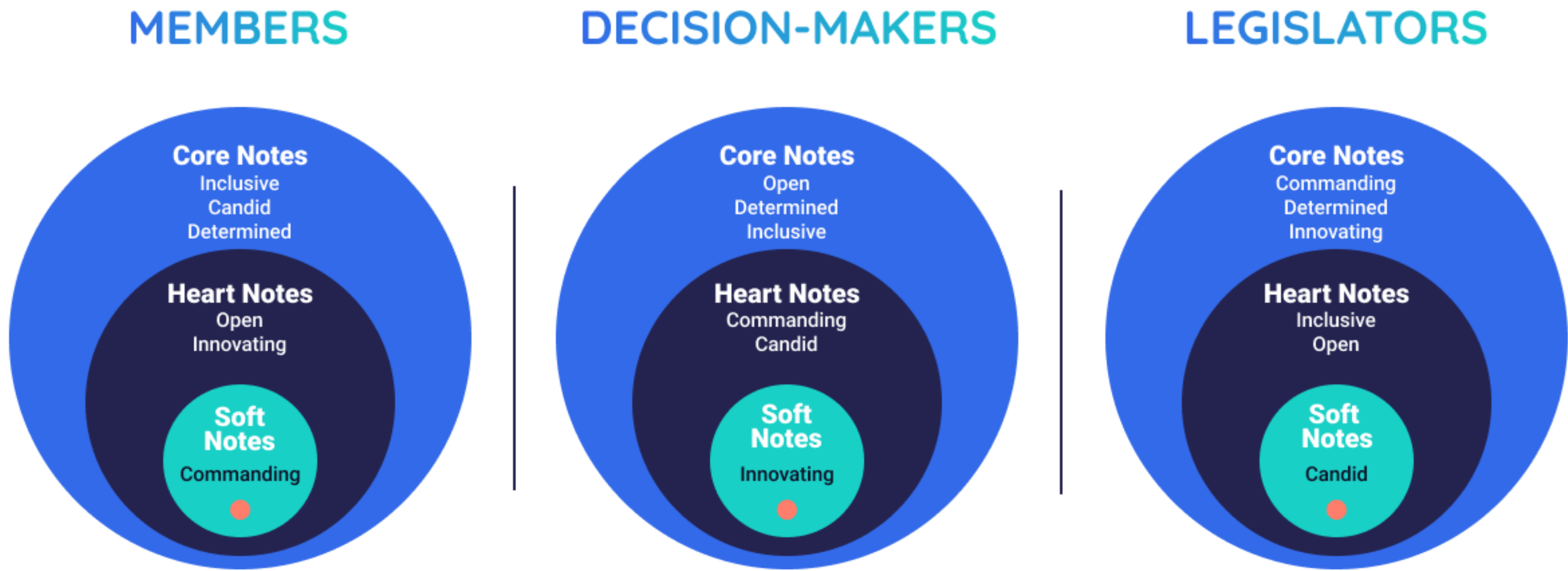
We lead with conviction and set standards that challenge industry norms.

INCLUSIVE

We are strengthened by diverse voices and experiences that allow us to proactively remove barriers and ensure our community feels valued and heard.

**Segmented Audiences:**  
Members  
Decision-Makers  
Legislators  
Benefits Administrators  
Potential Clients

It's important for us to communicate to our different audience segments. Here you'll find the appropriate ways we aim to speak to and with them.



ENERGY

VEBA Energy

Our Energy is bright. It sets us apart, and we want it to be the first thing you see when you think health care.



INTRODUCING  
*Energy!*

Championing  
Health Equality

## WHERE FOCUS GOES, ENERGY FLOWS

Brand colors play a pivotal role in shaping a company's identity and perception in the eyes of consumers. They are more than just aesthetics; they convey emotions, values, and messages, becoming a powerful tool in establishing brand recognition and loyalty. The strategic selection and application of colors can significantly influence consumer behavior and decision-making processes.

In health care branding, the choice of colors holds even greater significance due to the sensitive nature of the industry. Among the myriad of hues available, **blue** stands out as a staple in healthcare branding for several compelling reasons. Blue is often associated with trust, reliability, and professionalism, making it an ideal choice for health care institutions aiming to instill confidence and assurance in their patients. Its calming effect can also help alleviate anxiety and create a sense of serenity in medical environments, contributing to a more positive patient experience.

The decision to incorporate blues into your brand's color palette aligns perfectly with our emphasis on energy and engagement. While traditionally associated with tranquility, blue can also evoke feelings of vitality and dynamism when paired with vibrant accents and complementary hues. By infusing our brand with this versatile color, we not only convey a sense of stability and credibility but also harness its potential to energize and excite our audience.

“ Energy and persistence conquer all things. ”

► Benjamin Franklin

## ENERGY

Championing  
Health Equality

Our branding, aptly named "**Energy**," encapsulates the essence of our brand's ethos and aspirations. By choosing a vibrant and energy-focused color set, we signal to our audience that our brand is dynamic, forward-thinking, and driven by a passion to inspire action and involvement. Energy becomes more than just a concept—it becomes a tangible force that propels our brand forward, igniting interest and enthusiasm among our stakeholders.

As energy flows through our brand, so too does the power to captivate and connect with our audience on a deeper level. Our color palette becomes a conduit through which this energy is channeled, creating a visually stimulating experience that resonates with individuals and invites them to be part of our journey. With every hue carefully chosen to evoke a sense of vitality and excitement, our brand becomes synonymous with motion, momentum, and meaningful engagement.

*Dynamic*

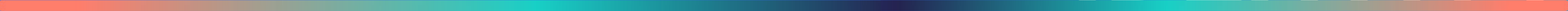
FORWARD-THINKING

Passion

*inspires*

*action*

# BRAND IDENTITY



Our **Brand Identity** is the first way we communicate with our audience. It's important that we follow guidelines to ensure that our communications are all cohesive.

# WORDMARK

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WE USE OUR LOGO WITH PRIDE  
AND FILL IT WITH MEANING

**Full Color Logo**

Our wordmark is ideal for external communications or engagements beyond our immediate audience, particularly in contexts where our brand may not be instantly recognizable. It serves as the formal emblem of our brand identity.

[DOWNLOAD LOGO SET](#)

White Logo



CalVEBA Ocean Logo



Logo Color Way Matrix

This guide provides insight on when it's appropriate to use the different variations of our logo.

Color Logo

This is the preferred color way. Use this color way wherever possible, unless the logo conflicts with the background.

White Logo

For use on colorful or conflicting backgrounds.

Dark Logo

For use on white backgrounds or when the background does not offer high readability with our color logo.

Over Imagery



Over California Sky BG



Over White



Over Gradient



Primary Logo and  
Logo Lock Ups

Primary

The triple line logo lockup is preferred in most situations that spaces allows for.

Secondary

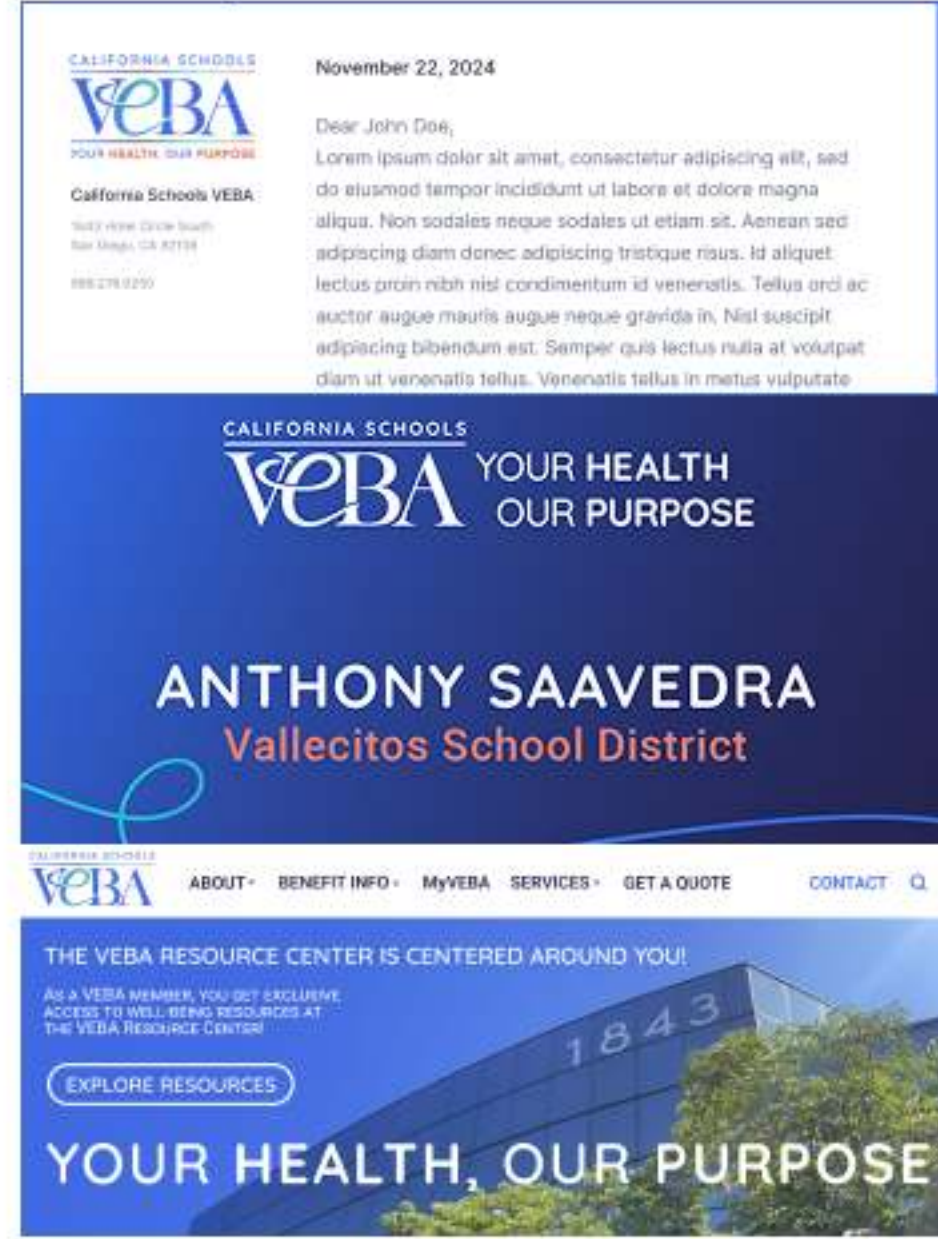
The logo with side tag line is preferred in situations where the space is narrow.

Limited Space Logo

Use case if logo is small and the tag is hard to read. Use tagline in another area of design.



Examples



CalVEBA Tagline

Our tagline is an important element of our brand identity and logo usage as it helps answer the question "What is VEBA?".



VEBA logo with tagline on the side.



- Non Stacked Tagline can have alternate colors
- Health has no " " after it on tagline and wide aspect logo

Tagline not next to the logo. Logo must be on the project.



YOUR HEALTH, OUR PURPOSE

Dos & Don'ts

X

Do not stretch any parts of the logo.



X

Do not mix any colors or mask the logo with any image/pattern.



X

Do not use any previous brand colors or any outside of the approved color palette.



Logo Variations

Our logo is the primary visual icon of our identity, but as our company expands new variations of our logo come into play.

Below are some logos of California Schools VEBA business units.



Partner Lockup

Our logo paired with partners logos should be separated and equally spaced.



# SYMBOL

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## BRAND IDENTITY

### Symbol

Our symbol is the embodiment of our authenticity, distinctiveness, and impact. The inclusion of the 'E' in CalVEBA represents our dedicated service to employees. This connection to the 'E' symbolizes our integral relationship with those we serve, making it an inseparable part of our identity



 [DOWNLOAD SYMBOL](#)

Logo Elements

These elements are key components of our logo.



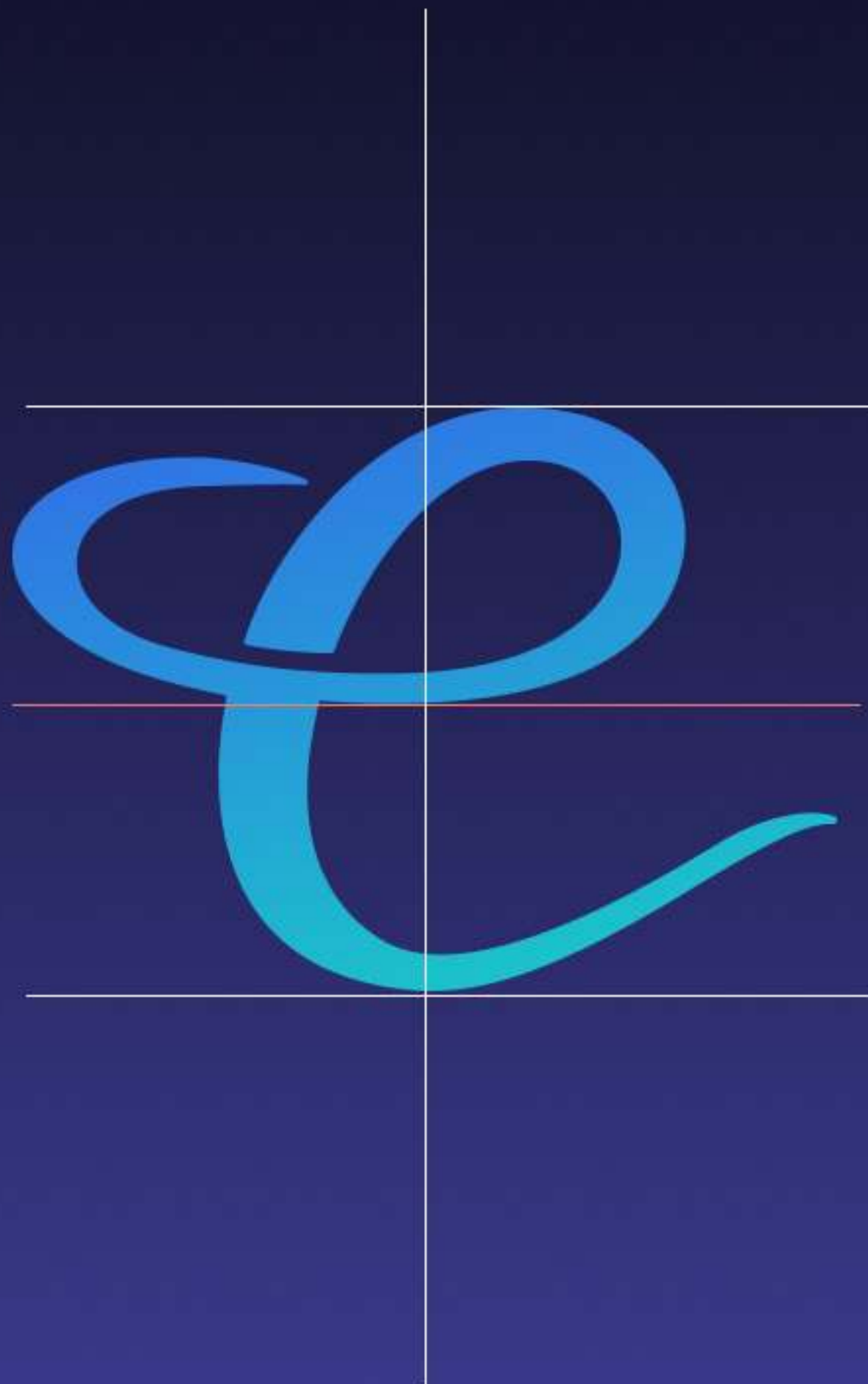
Symbol Clearspace

When our mark is used alone, proper spatial margins ensure a strong presence and show confidence and respect for the brand.

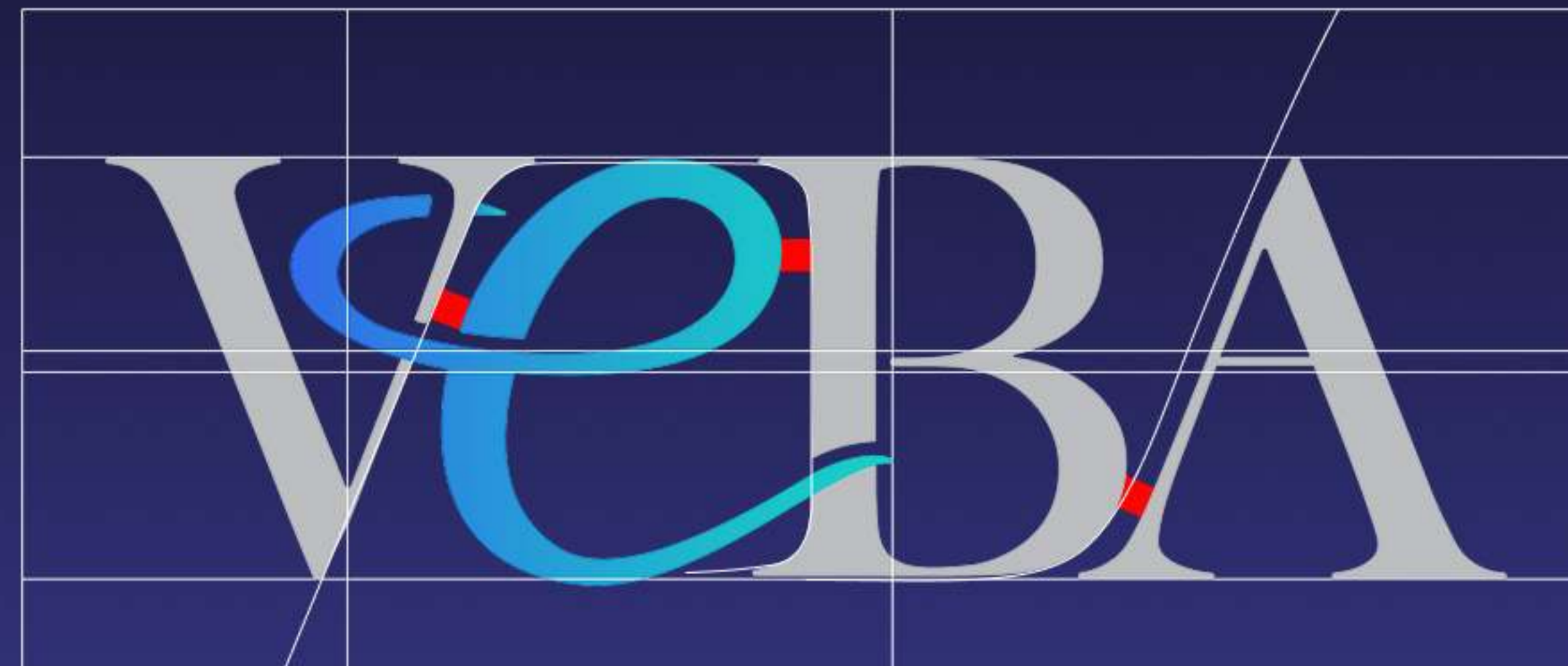


## Centering

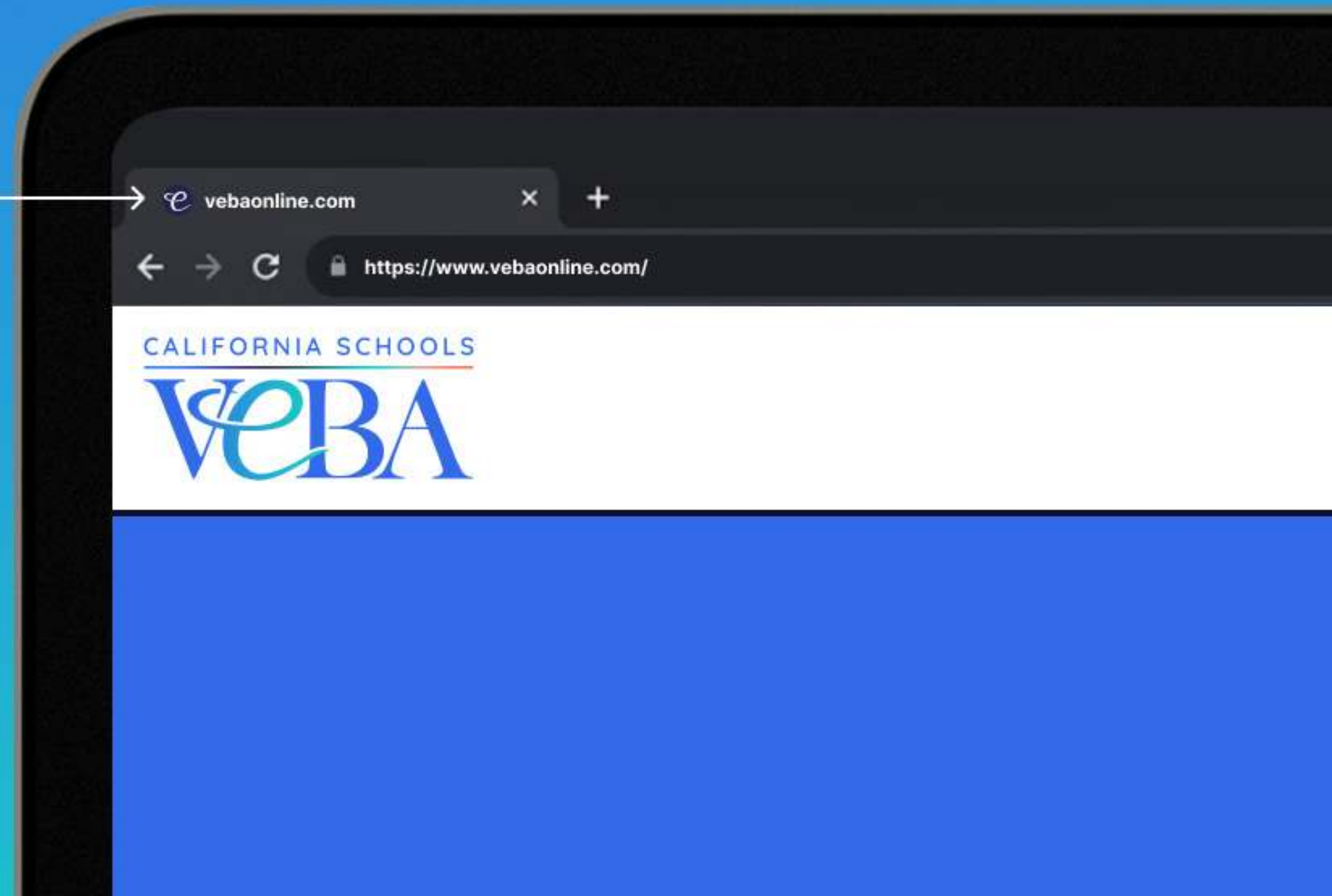
When centering the symbol, optically center the symbol by aligning the metric center to the bottom of the E, right before it starts to curve up.



## Structure



Favicon and small use cases



Logo Elements

Small use cases on light and dark backgrounds



# COLOR

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*Color* is how we tell stories and turn heads. We want to make sure we're recognizable for all the amazing things we do, and using **CalVEBA Energy** is the perfect way to ensure that.

Primary Brand Color

The color blue is highly associated with responsibility and is therefore regarded as representing reliability. For good reason, the insurance industry has widely embraced this color to represent their brand.

*California Sky*

OUR PRIMARY COLOR

#336AE9

We are all about California. The sunny clear days, the palm trees, and the ocean views. Its no surprise that we use California Sky in our brand!

Blue is a perennial choice across corporate branding. Not only is it the color most people cite as their favorite, it's also associated with stability and success. On an instinctual level, blue is calming. A business that offers serenity must be an extremely competent one.

R 51  
G 106  
B 233

C 78  
M 61  
Y 0  
K 0

ANPA 701-0 AdPro

Primary and Supporting Colors

*California Sky*

Our primary brand color.

#336AE9

R 51  
G 106  
B 233

C 78.11  
M 54.51  
Y 0  
K 8.63

PANTONE®  
285 C

*Green Flash*

This is our accent color.

#18D0C6

R 24  
G 208  
B 298

C 88.46  
M 0  
Y 4.81  
K 18.43

PANTONE®  
3252 C

*Body Blue*

This is our body text color.

#101027

R 16  
G 16  
B 39

C 58.97  
M 58.97  
Y 0  
K 84.71

PANTONE®  
276 C

*Ocean*

This is our secondary color.

#24234F

R 36  
G 35  
B 79

Alt VEBA

3A3A8D

C 54.43  
M 55.7  
Y 0  
K 69.02

PANTONE®  
273 C

*Wild Rose*

This is our callout color.

#FF7D6B

R 255  
G 125  
B 107

C 0  
M 50.98  
Y 58.04  
K 0

PANTONE®  
170 C

*White / Off White*

Used for open free space

#FFFFFF

R 255  
G 255  
B 255

Off White

E6E6E3

C 0  
M 0  
Y 0  
K 0

Gradients

These are our designated gradients.



Color Usage Dos

✓ Use approved variations of our logo wordmark and symbol on different background colors.

✓ Use approved variations of our color palette for backgrounds.

✓ Use text colors that offer high readability.



Color Usage Don'ts

X

Do not use any other color gradient variations or large washes of colors that are meant to be used sparingly.



X

Do not use text colors that offer low readability or do not follow the brand guidelines.



X

Do not use any previous brand colors or any outside of the approved color palette.



Energy Usage

The proper amount of color to use in branding.

50%  
336AE9

20%  
FFFFFF

10%  
101027

10%  
24234F

5%  
18D0C6

3%  
18D0C6

# TYPOGRAPHY

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Typography is our **Visual Voice**.  
It brings character, meaning, and  
impact to what we have to say.

## Font Library

These are the approved  
fonts you'll need and  
their different use cases.

Aa

**Feeling Passionate**  
Accent Font

Aa

**QUICKSAND**  
Subheader | CTA Font

Aa

**ROBOTO**  
Primary | Body Text | Captions

[!\[\]\(7c3d2608a7a555c07f6aa454ffa411df\_img.jpg\)
 DOWNLOAD FONT SET](#) 

## Accent Font

Upper / Lower use only

Feeling Passionate



Feeling Passionate

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz

[!\[\]\(9cd150d885cad2dc5c68d7954b4967df\_img.jpg\)
 DOWNLOAD FONT](#)

# QUICKSAND BOLD



## QUICKSAND BOLD

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz

123456789 ~!@#\$%^&\*()

# ROBOTO BOLD



## Roboto Bold

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz

123456789 ~!@#\$%^&\*()

Body This is the approved body typeface.

# ROBOTO REGULAR



## Roboto Regular

A a B b C c D d E e F f G g H h  
I i J j K k L l M m N n O o P p  
Q q R r S s T t U u V v W w X x  
Y y Z z

1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & \* ( )

 DOWNLOAD FONT

*Feeling Passionate*

QUICKSAND BOLD

*Accent*  
HEADER

ROBOTO BOLD

**Roboto Bold**  
Roboto Regular

SUBHEADER

### Section Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin gravida mi eget lectus varius, volutpat varius metus auctor. Vivamus magna velit, molestie at tempor sed, hendrerit ut quam. Phasellus id elit ut lacus dignissim posuere ac at sem. Proin non hendrerit risus, ut faucibus sem. Cras ultricies felis quis iaculis facilisis. Aliquam dolor ipsum, laoreet in ante ac, dignissim blandit dolor. Nunc sed nibh blandit, volutpat tellus sit amet, molestie enim.

“LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT.”

*Roboto Italic*

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.*

QUICKSAND BOLD

CTA FONT

QUICKSAND BOLD

Preferred  
Accessible  
Text Pairings

These are the approved color combinations for typography.

White

VEBA Sky

VEBA Sky GRADIENT

GRADIENT VEBA Ocean

White

Green Flash

White

Wild Rose

Body Blue for all body text on white backgrounds

Text Lockups

Here you'll find examples on how to combine our headline styles and paragraph style.

Lorem Ipsum

LOREM IPSUM

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR

Lorem Ipsum Dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin gravida mi eget lectus varius, volutpat varius metus auctor. Vivamus magna velit, molestie at tempor sed, hendrerit ut quam. Phasellus id elit ut lacus dignissim posuere ac at sem. Proin non hendrerit risus, ut faucibus sem. Cras ultricies felis quis iaculis facilisis. Aliquam dolor ipsum, laoreet in ante ac, dignissim blandit dolor. Nunc sed nibh blandit, volutpat tellus sit amet, molestie enim.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin gravida mi eget lectus varius, volutpat varius metus auctor. Vivamus magna velit, molestie at tempor sed, hendrerit ut quam. Phasellus id elit ut lacus dignissim posuere ac at sem.

Line Heights & Rules  
for Paragraphs

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin gravida mi eget lectus varius, volutpat varius metus auctor. Vivamus magna velit, molestie at tempor sed, hendrerit ut quam. Phasellus id elit ut lacus dignissim posuere ac at sem. Proin non hendrerit risus, ut faucibus sem.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin gravida mi eget lectus varius, volutpat varius metus auctor. Vivamus magna velit, molestie at tempor sed, hendrerit ut quam.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin gravida mi eget lectus varius, volutpat varius metus auctor. Vivamus magna velit, molestie at tempor sed, hendrerit ut quam. Phasellus id elit ut lacus dignissim posuere ac at sem. Proin non hendrerit risus, ut faucibus sem. Cras ultricies felis quis iaculis facilisis. Aliquam dolor ipsum, laoreet in ante ac, dignissim blandit dolor. Nunc sed nibh blandit, volutpat tellus sit amet, molestie enim.

## Typography Don'ts

**X do not use all lowercase**

**X Do not have any dangling words**

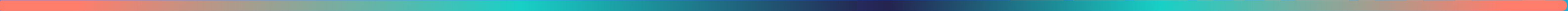
**X Do not use the  logo within text.**

**X Do not set leading too tight.**

**X Do not set leading too open.**

**X Do not introduce new **typefaces**.**

# DESIGN ELEMENTS



The **Design Elements** of our brand play an important role in creating a unified look that resonates with our audience.

# IMAGERY

# Image is *Everything*

“ WE ARE INCREDIBLE AT REMEMBERING PICTURES.  
HEAR A PIECE OF **INFORMATION**, AND THREE DAYS  
LATER YOU’LL REMEMBER 10% OF IT. ”  
ADD A **PICTURE** AND YOU’LL REMEMBER 65%.

► [DR JOHN MEDINA, BRAIN RULES](#)

Sample Image



**Image is Everything!**

Photography is one of the most important elements in an advertising campaign. The imagery is the first and the last thing people remember in an ad. In today's age of branding and identity, advertising photography does more than simply sell a product; it also sells the personality of the brand.

**Image Requirements**

Brand color wash is represented in all imagery.

Brand colors are present in photo.

Sunshine and bright vibrant happy colors are all part of the CalVEBA Energy Brand experience.

Smiles and happy people are a necessity!

Are the people in the branding age appropriate?

Do the people represented look like they live a healthy lifestyle?

**Cutout Images**

Using cut out images is a great way to showcase an item or idea.

Use proper brand colors and feel free to overlap edges as needed.

**Image is Everything!**

Following are examples of inappropriate usage of identity elements.

**Facing away, Wrong age group, Wrong colors, Dark**

**Image Fails**

Dark and not happy or energetic.

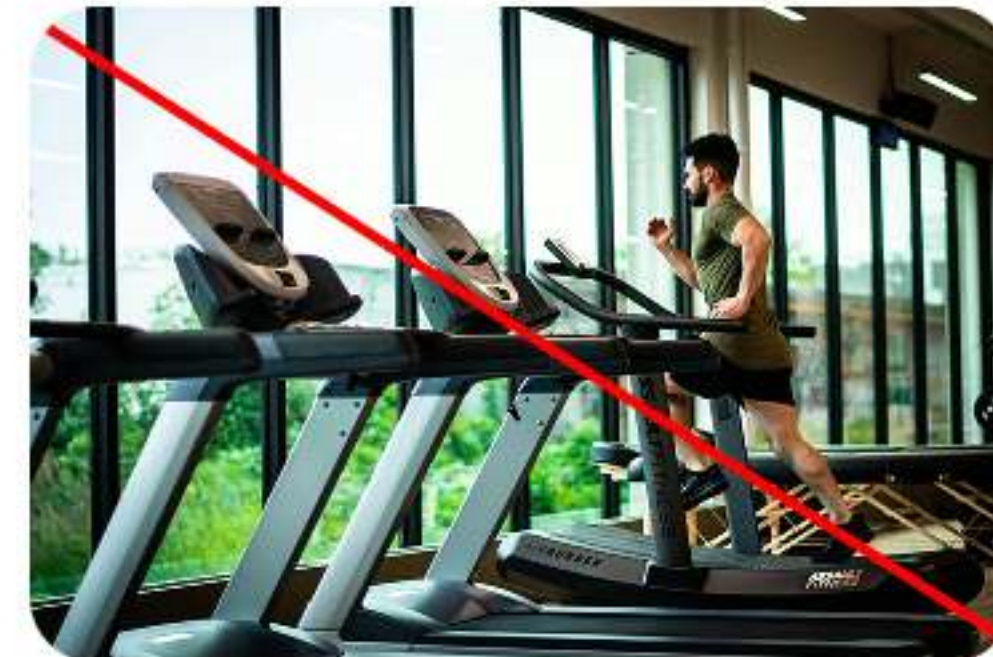
Not healthy or vibrant.

Missing brand color opportunities.

Missing smiles.

Low resolution or not sharp focus on people. Busy backgrounds.

Missing age or target demographic.



## DESIGN ELEMENTS

Original

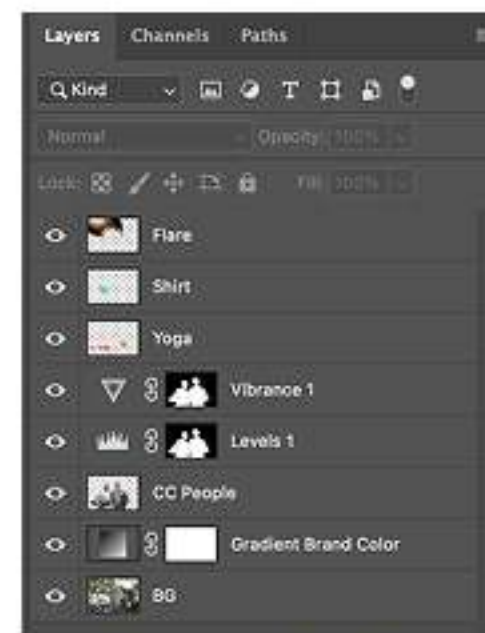


Background Color Wash

Color Matching Outfits



Lens Flare or bright lighting



Final Output / Turn off background as needed



77

## DESIGN ELEMENTS



Sample image cutout with "Swoop" element and gradient background.

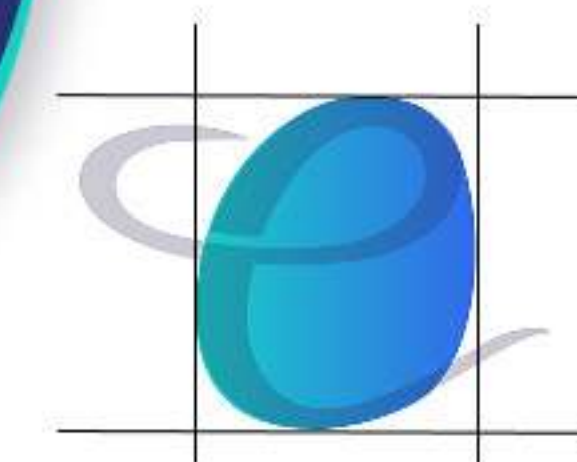
Sample image cutout with "Swoop" element on a blank background.



78

Use Patterns and Backgrounds  
as part of the design process

Sample pop-out image in  
Photo Frame



Frame is based on the "e" symbol

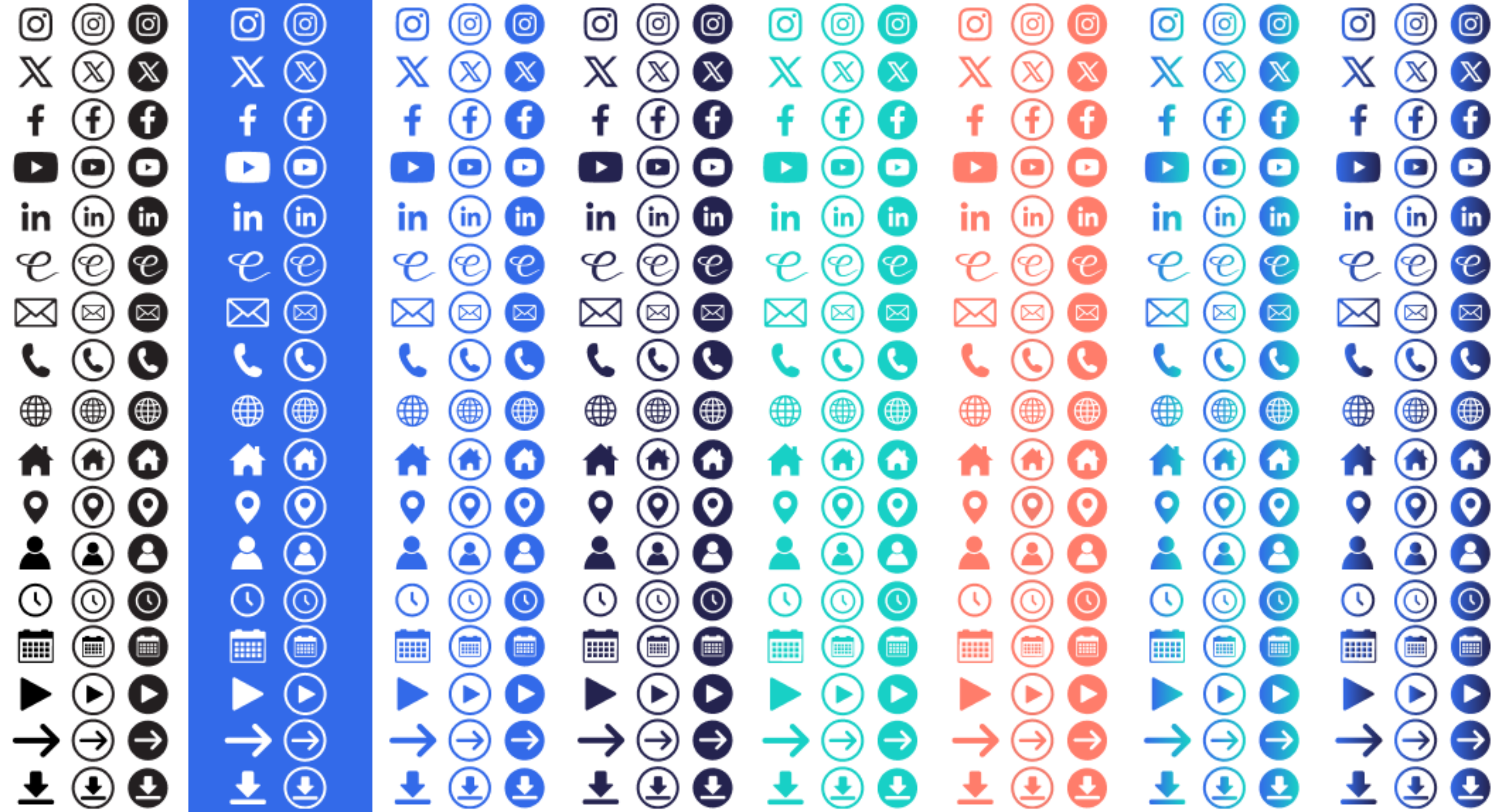


Image faded off to show content under

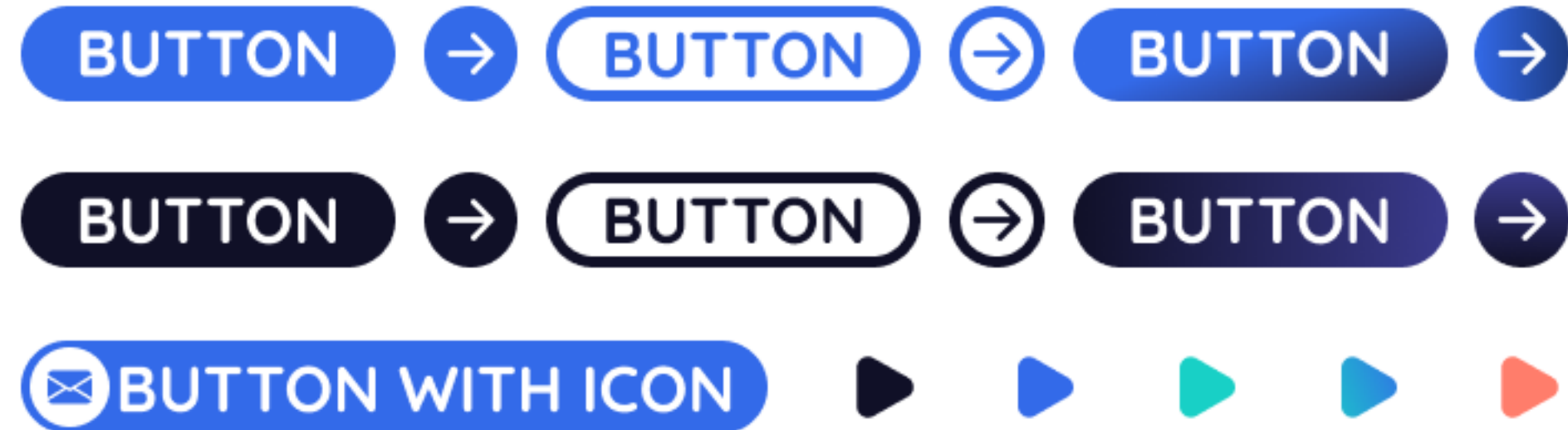
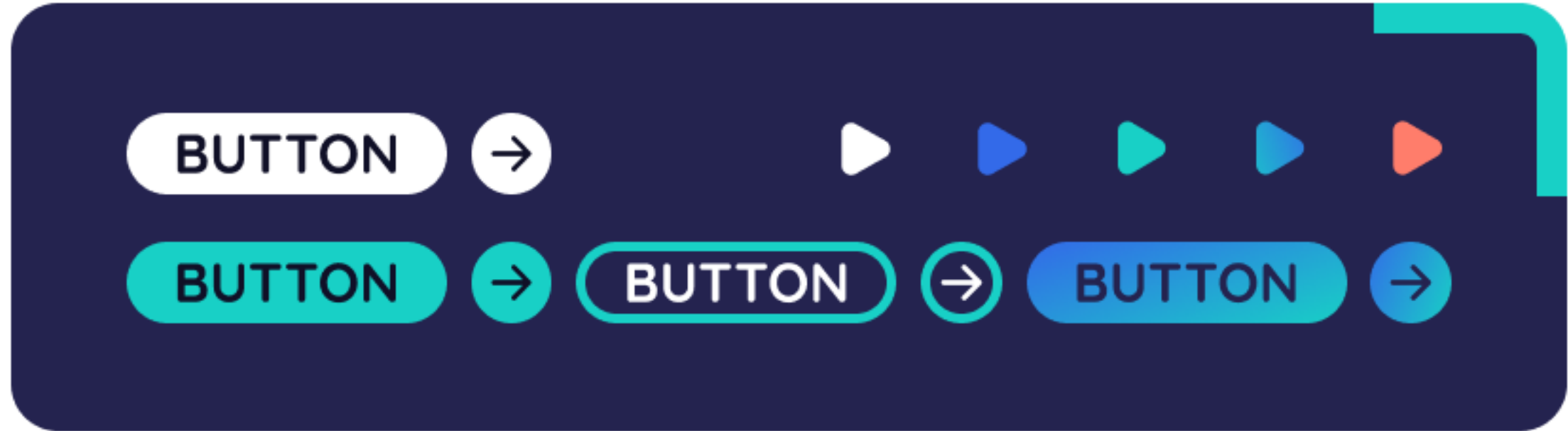
# ICONOGRAPHY

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Our **BUTTONS** and  **Icons** help tell a story and navigate in a fun clear way.



 DOWNLOAD ICON SET



# ELEMENTS

Our *Style* builds off the shapes in our logo, adding a little spice to our communications.

## DESIGN ELEMENTS

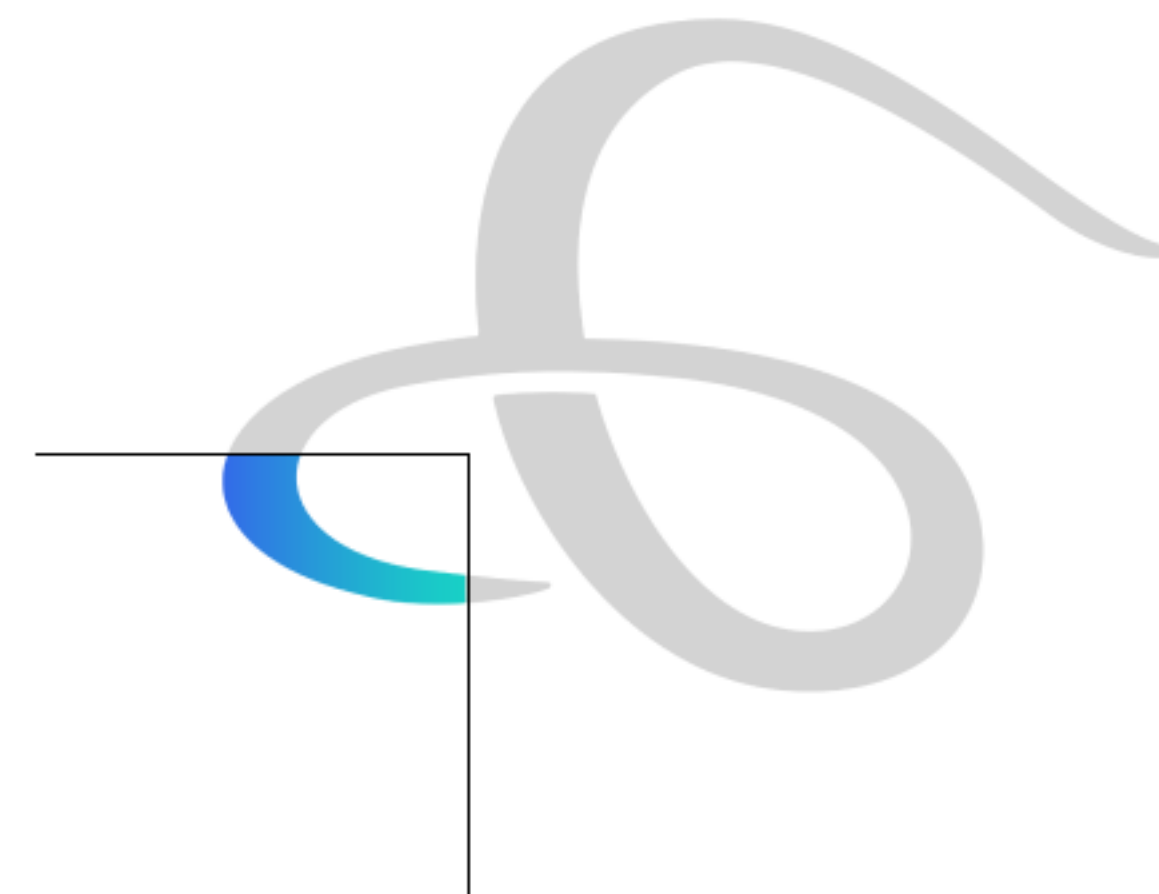
**“Woosh Up”** An element that can be used in backgrounds or to get attention and push focus to an item. Never let this element get cut off. It’s designed to run off the page with full bleeds.



87

## DESIGN ELEMENTS

**“Woosh Down”** An element that can be used in backgrounds or to get attention and push focus to an item. Never let this element get cut off. It’s designed to run off the page with full bleeds.



88

 [DOWNLOAD ELEMENTS](#)

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**"Woosh Divider"** A divider element that can be used in portrait and landscape view. Helpful for dividing pages or information.



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**"Swoop"** A design element based on our "e" that can be used to highlight information or draw attention.

This element is also used to "hug" people and make our imagery stand out and feel more on brand versus looking like stock imagery.

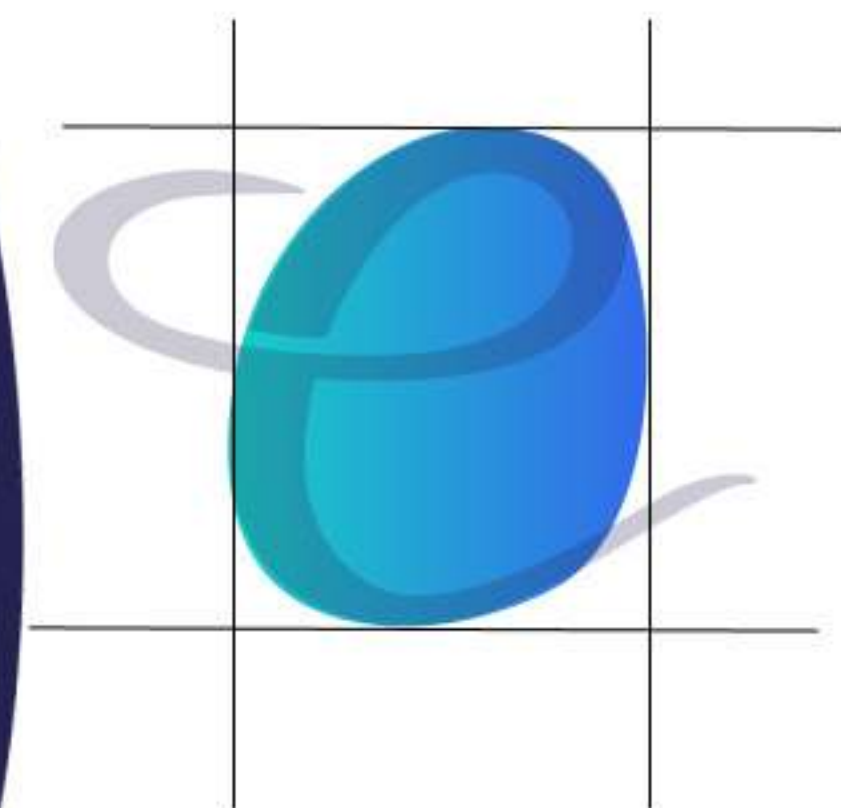


Use Case

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## DESIGN ELEMENTS

**"Frame".** Our photo frame is based on our "e" symbol and is used to frame a picture or person. This frame can be used when we want to grab attention and call out pictures. For use with cut out images only.

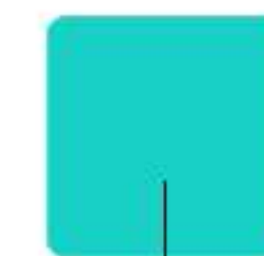
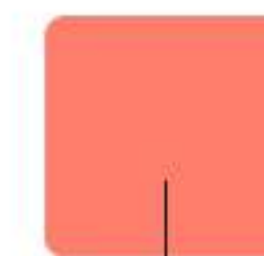


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91

## DESIGN ELEMENTS

**Energy Line.** This line can be used to divide information or show new content. Always use as a thin line. Never overuse to draw attention to it.



These elements are key components of our logo. They should always be present and never altered.

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92

## DESIGN ELEMENTS

Rounded corners should always be consistent and uniform based on scale.

Radius should be 25% and a 60 pixel square cutout for the top right highlight box line.

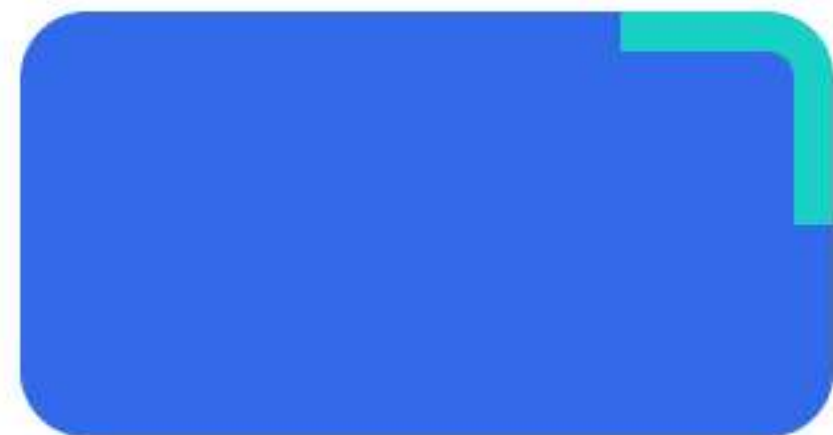


Lorem ipsum dolor sit amet. Ut voluptatem accusantium sed voluptate quia ut quia.



Lorem ipsum dolor sit amet. Ut voluptatem accusantium sed voluptate quia ut quia.

93



 DOWNLOAD ELEMENTS

# PATTERNS & BACKGROUNDS

## DESIGN ELEMENTS

### CalVEBA Pattern

This pattern is a nod to our logo and brand. This has many use cases and opacity levels you can work with to make it subtle or vibrant.



95

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## DESIGN ELEMENTS

### CalVEBA Stage

Our basic background for product placement. A simple and clean stage to show off content and ideas in the best possible light.



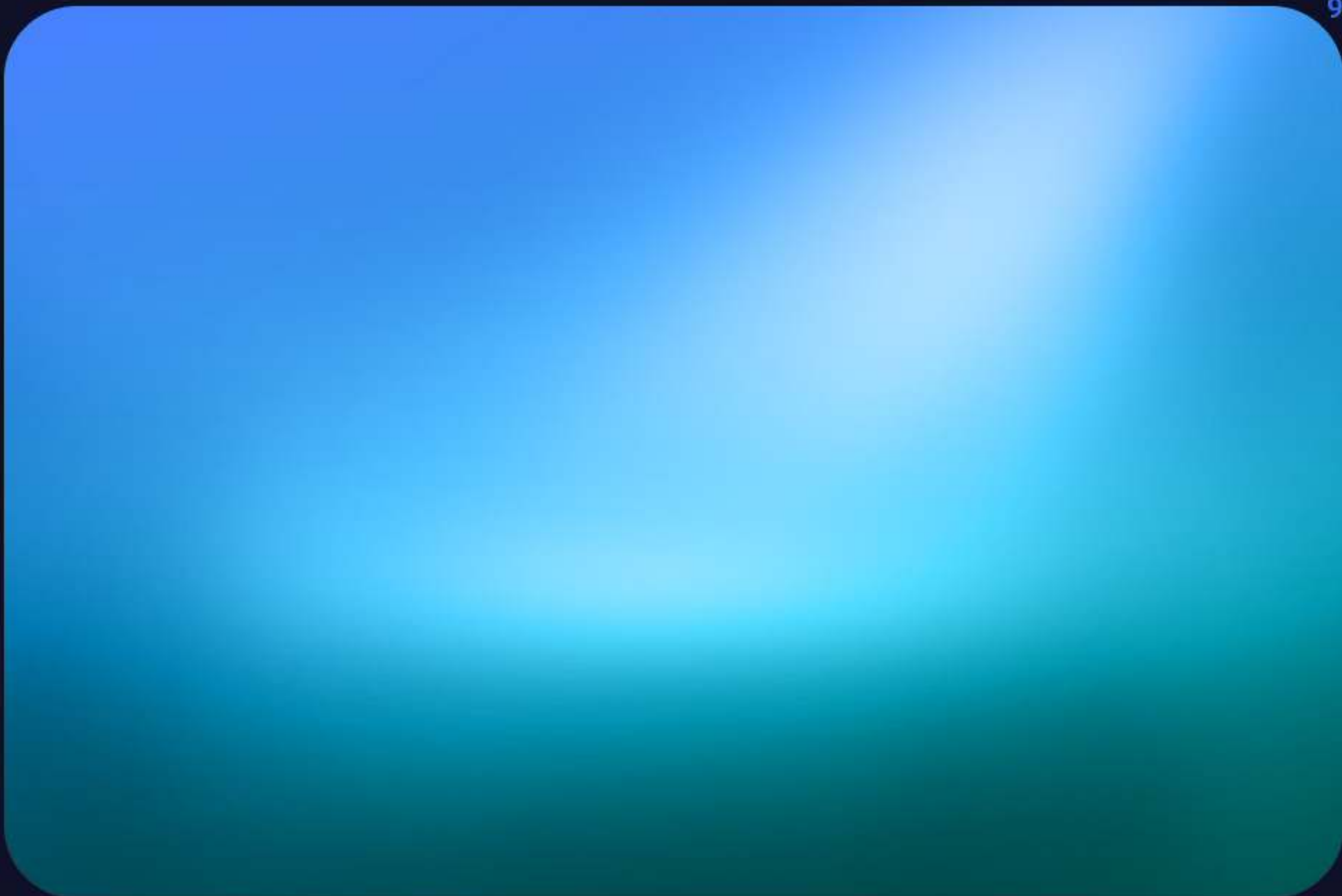
96

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## DESIGN ELEMENTS

### CalVEBA Spotlight

Spotlight is a space for information and text that we want to show off in an epic way that really grabs attention.



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## DESIGN ELEMENTS

### CalVEBA Shimmer

Shimmer is a background that can support text and images with light pointing up towards the content. It offers a shelf that can highlight content or other elements that you want to showcase visually.



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DESIGN ELEMENTS

CalVEBA Soft Focus

This background is subtle and elegant. This is a great clean background that can be used for text or to highlight an image.



99

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DESIGN ELEMENTS

CalVEBA Energy

A simple and useful background for spotlighting a single important item.

A healthy bowl of food for example.



100

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# DESIGN SAMPLES

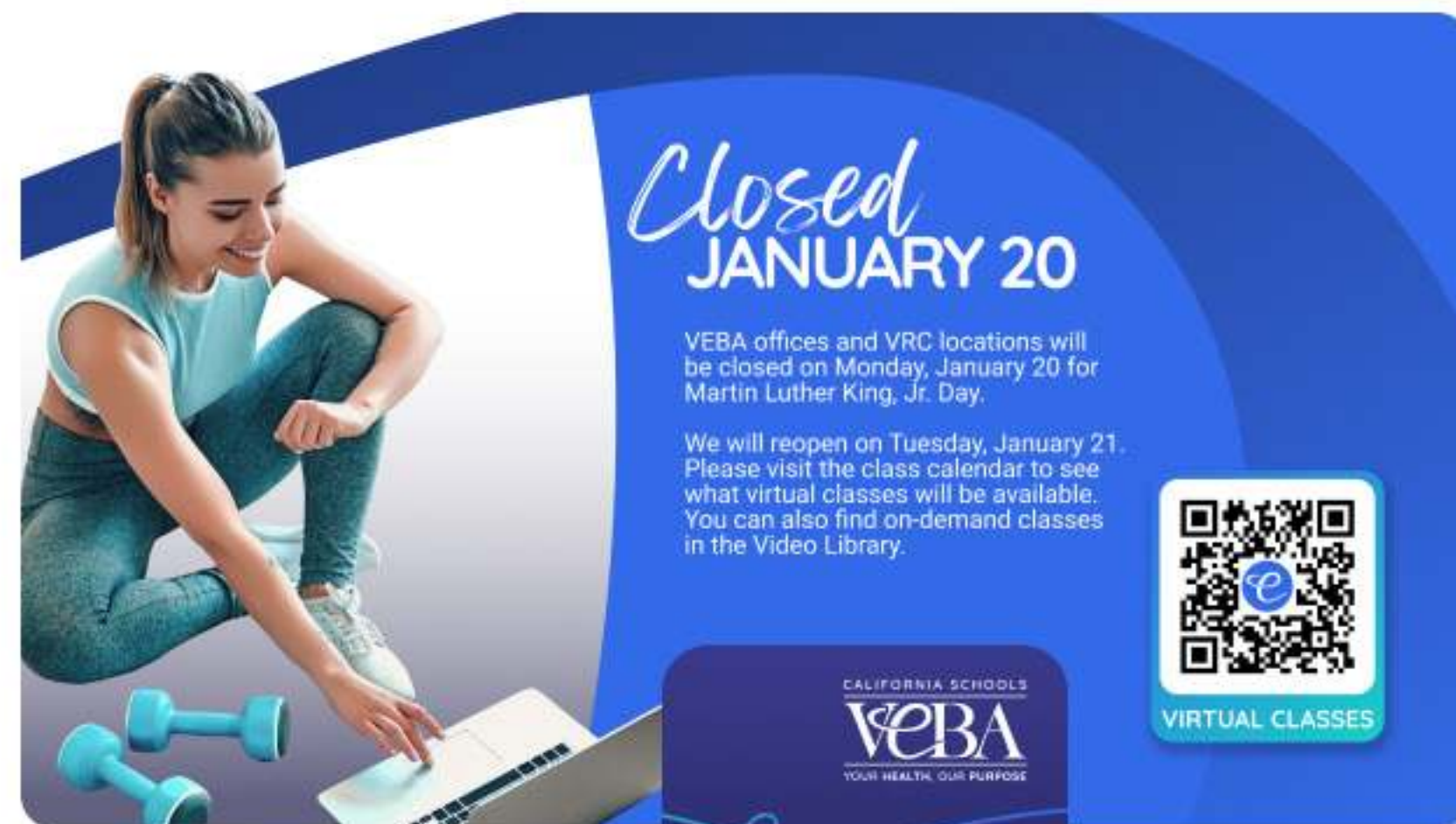
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## ENERGY IN MOTION

See how our brand book looks in action through samples of our branding in real-world use cases.



## DESIGN SAMPLES

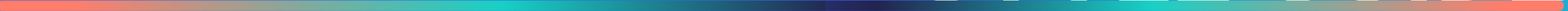


## 105

## DESIGN SAMPLES



# STYLE GUIDE



# BRAND STANDARDS IN WRITING

When we want to encourage our audience to take action, it's important that we do so in a meaningful and consistent way.

Formatting

Writing Numbers

Less than 9, spell it out (one, two, etc.)  
Greater than 10 can be numerical (10, 11, etc.)

✓ One, two, three  
10, 11, 12

✗ 1, 2, 3  
ten, eleven, twelve

Dates

We don't use th, nd, etc. Just the number.  
We spell out months, no abbreviations.

✓ January 1

✗ Jan 1st

Time

No periods, lowercase, space between number and am/pm, hyphen, and spaces if time frame is included.

✓ 7:00am  
7 am - 8 am

✗ 7 AM  
7:00 a.m.

Abbreviations/Acronyms

First time mentioning add abbreviated name in parentheses. Onward, just use abbreviation.  
No quotes inside parentheses.

✓ California Schools VEBA (CalVEBA)...  
CalVEBA encourages members to...

✗ California Schools ("CALVEBA")

Punctuation

We use the serial/Oxford comma.

✓ Pen, pencil, and paper

✗ Pen, pencil and paper

Connotation

Reframing things to be positive not negative.

✓ Support, Encourage, Equip

✗ Empower

URLs

Capitalize each word in the link. The link should always be underlined and bold. Do not include www. or https://. Always make clickable when possible. Using a highlight color from our guide is acceptable.

✓ **VebaOnline.com**

✗ <https://vebaonline.com>

### CTA Spacing

Each component of a CTA should be spaced equally. Please refer to these guidelines when using a CTA.

Spacing between each line of text and buttons should always be equal. In this example it is 4 pixels.

CTAs, logos, and other elements should all be spaced equally from the top, bottom, and sides. In this example it is 30 pixels.



### Social Media: Feed Post

Social Media feed posts do not allow users to select buttons or links directly from the post.

Refrain from using buttons or any CTA that does not mention the specific action or link accompanying it.



**Social Media:  
Story Post**

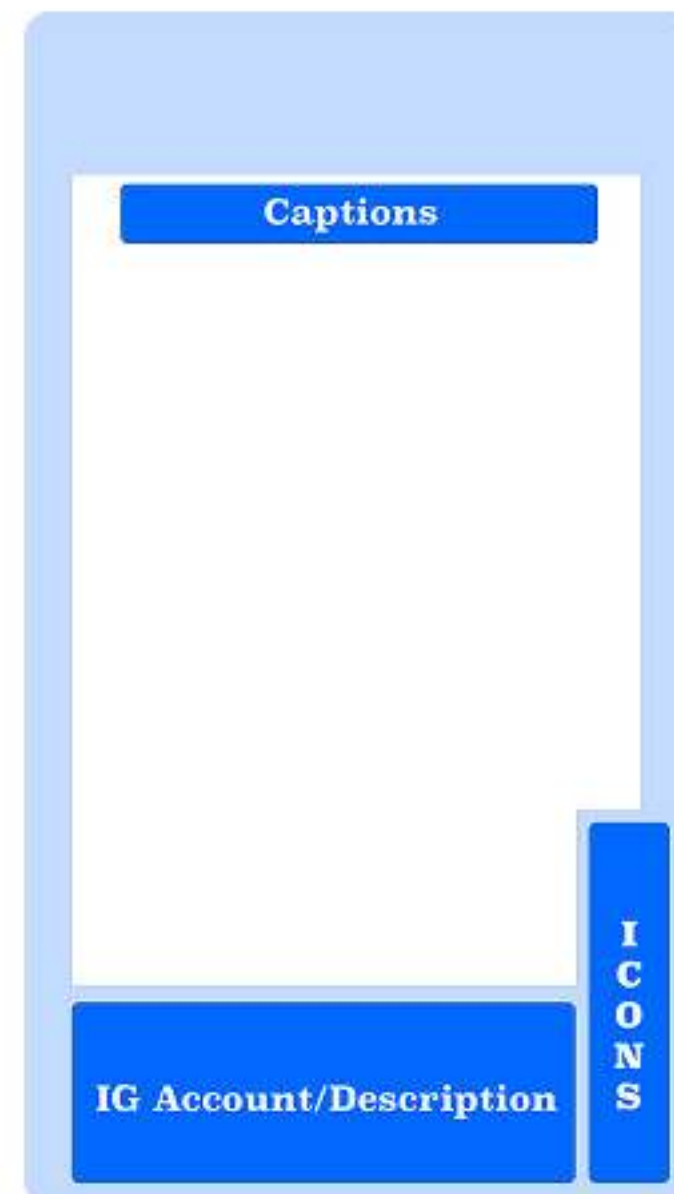


**STYLE GUIDE**

**Social Media:  
Story Post**

Social media platforms allow users to directly access links from their story feature.

When using a CTA in a social media story setting, you are free to use buttons and direct links.



Safe zone

## QR Code

Ensure that the corner radius of the border and QR Code are equal.

Always include a border around the QR Code with a CTA included.

Always include a white border around the QR code.

Always include a CTA with a specific action for the audience to take.

Use Quicksand, All Caps for the CTA copy.



 **DOWNLOAD FRAME**



Do not use a floating QR Code.



Do not use a QR Code with a different color background.



Do not use a QR Code that is pixelated.

## Announcements

For any announcements requiring specific dates or other messaging, please refer to these lockup guidelines.

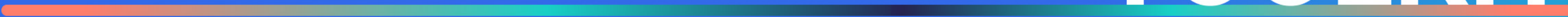
All text should fit within the height of the logo.

The color of the text should match the color of the logo.

The text length should be kept short and concise to not overpower the logo.



# STATIC TOOLKIT



The **Static Toolkit** exists to ensure visual consistency and ensure brand linkage.



Text Only



Image full bleed

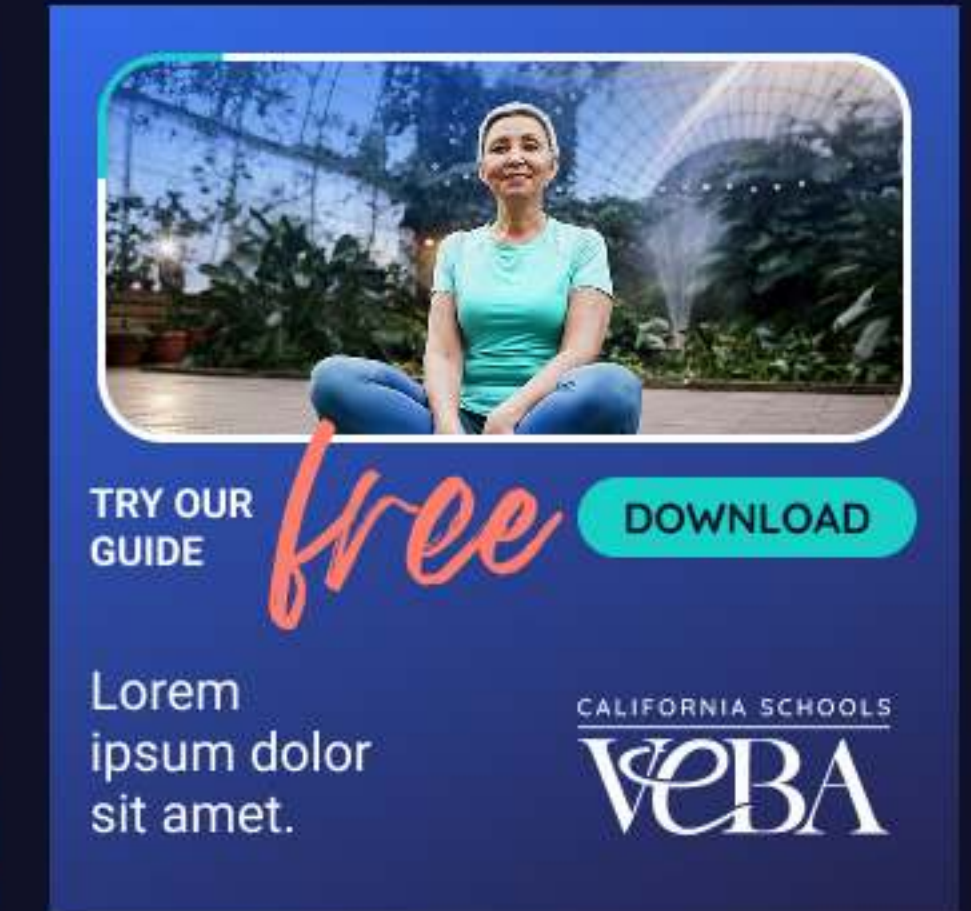


Image framed - Non full bleed

### Imagery

Scale the artwork to a similar size within each Content Box to help create a balanced composition. In the smallest layouts, the imagery is omitted and only the highest priority title treatments and logos remain.

### Logos

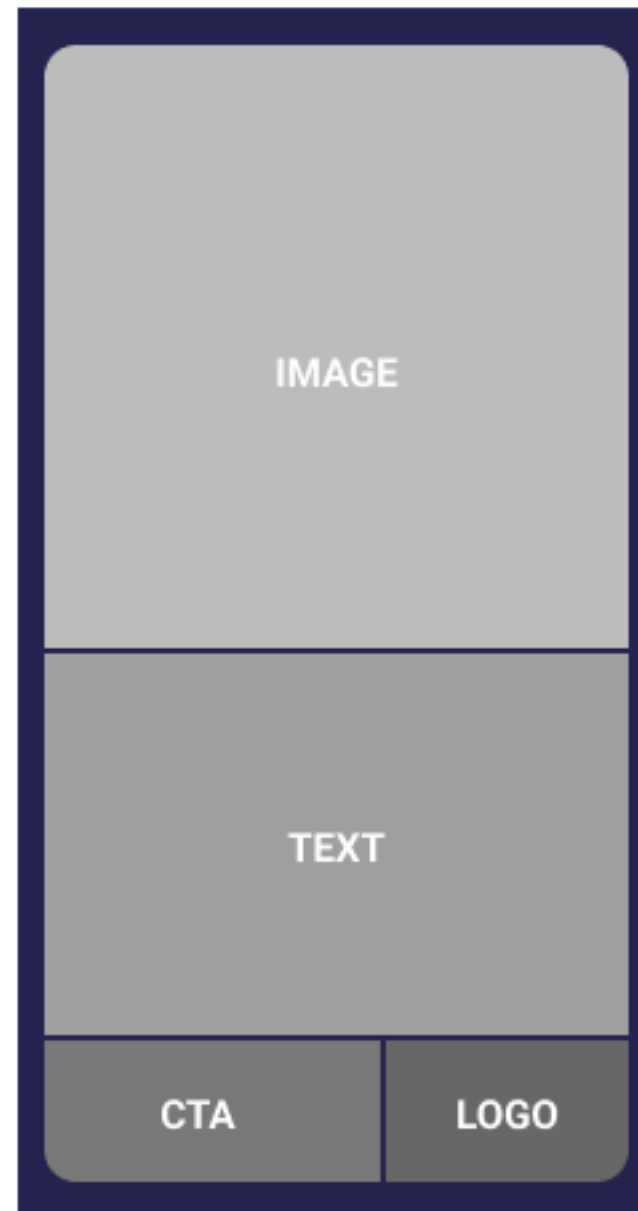
There will always be a logo placement. Color may vary depending on the background, but will follow the logo guidelines.

### Text Treatments

There may not always be a text section. When in use, the text will appear below or alongside of the image.

### CTAs

A CTA will always be present. The CTA should be placed directly in line with the logo and scaled to match the size of the logo.



Instagram story

Social Media Feed Post



Digital Ad/ Pop-up



Web Banner

Connect Large - Tall



Connect Small



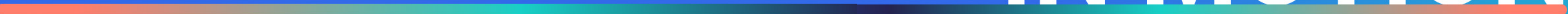
Connect Large - Wide



Connect Small - Box



# ENERGY IN MOTION



Using key visual elements of the design toolkit, the **Energy In Motion** kit has been designed to elevate content and flex across multiple genres and campaigns, on any device, at any time.

Lower 3rds

**Dr First Last Name***Senior Director of Organization, ETC, MD, PhD*  
*Second Line*

Intro / Outro

Pull Quotes



 [DOWNLOAD MOV](#)

 [DOWNLOAD .AEP PROJECT FILE](#)

Animated Background

[📄 DOWNLOAD MP4](#)

Energy Line

[📄 DOWNLOAD .AEP PROJECT FILE](#)

Text Title Templates

Q: What does the VEBA Advocacy Team want you to know?

*Preparing for your Advocacy Call*

- Bills
- Denials
- Any Documentation You've Received



 DOWNLOAD .AEP

Captions



Members are calling in so we can help them select a plan for the following year.



**THANK YOU**

CALIFORNIA SCHOOLS

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**VCBA**

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YOUR HEALTH, OUR PURPOSE

**BIG  
BRAND  
BOOK**