



# Kaiser Permanente *thrive*

## GUIDELINES FOR TAGLINE GRAPHICS USAGE

*Thrive* is the external expression of *People. Understanding. Health.*, which is our brand mantra, and total health, which is our brand positioning. The *thrive* graphic is used as our tagline, in communication materials such as ads or brochures.

Consistent, correct usage of the *thrive* tagline graphics helps to build equity in the Kaiser Permanente brand. These guidelines will help you use the *thrive* tagline graphics appropriately in your communications.

For the online version of these guidelines, go to:  
<http://brand-identity.kp.org>



## General guidelines

*Thrive* replaces all other taglines we have used in the past, such as *Good People, Good Medicine* and *In the hands of doctors*.

The *thrive* tagline graphic is available in 100% Kaiser Permanente blue (PMS 307) and 100% black. It can also be reversed out to white and placed over a solid color or photograph if there is sufficient contrast.

You can download approved *thrive* tagline graphics from the brand identity intranet site at

<http://brand-identity.kp.org>.

The graphics are provided at the minimum allowable size. There is no maximum allowable size, but if you enlarge a graphic, please be sure to balance it relative to the overall size of the communication.

The *thrive* tagline graphic, which uses parts of the Kaiser Permanente signature in various configurations, is the only exception to the graphic integrity guideline that prohibits separating the elements of the signature.

Do not change the proportions of the individual graphic elements, the configuration of the elements, use any of the individual elements alone, or change the color of the graphics.



## When should *thrive* be used?

The *thrive* tagline graphic is an addition to, not a replacement for, the Kaiser Permanente master brand signature options.

If a communication meets **all** of the following usage criteria, you may use the *thrive* tagline graphic instead of the Kaiser Permanente signature.

- 1 It promotes or supports our total health brand positioning.
- 2 It has a shelf life of less than 24 months.
- 3 It will be distributed after the national ad campaign launches on August 2, 2004.
- 4 It has enough space for the tagline graphic.

## Where can the *thrive* tagline graphic be used?

These are examples of the kinds of materials in which you might use the *thrive* tagline graphic, if they meet the usage criteria:

- Open enrollment materials
- Direct marketing mailers
- Health education materials
- Patient information
- Member, purchaser, and broker newsletters
- Physician recruitment brochures
- Web pages
- Advertising
- Internal communications

These are examples of materials in which you would never use the *thrive tagline* graphic:

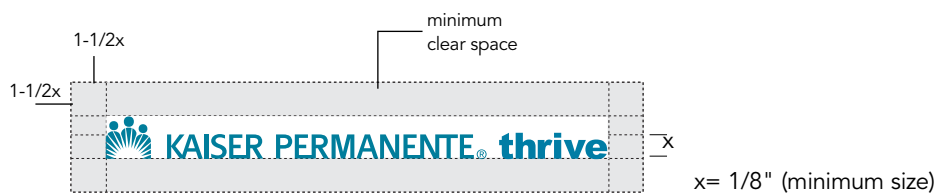
- Invoices
- Statements
- Contracts
- Maps or other directional communications
- Blank templates or stationery

# Which *thrive* tagline graphic should be used?

If there is enough space to meet the minimum clear space and x-height requirements as described below, use the **horizontal *thrive* tagline graphic**:



If there is not enough space to meet the minimum size and clear space requirements, use the **small horizontal *thrive* tagline graphic**:



If you have horizontal space constraints in your communication, use the **stacked *thrive* tagline graphic**:



If the communication is a promotional item, print ad, or billboard that will feature only a *thrive* tagline graphic and contains no copy, use the **promo *thrive* tagline graphic** with the Kaiser Permanente name or signature:



Due to the unique imprint areas generally used on promotional items, no minimum clear space is indicated for this configuration. If you have questions about the use of this graphic on a particular piece, please contact, Christi Kruse at 626-381-5819 or [christi.m.kruse@kp.org](mailto:christi.m.kruse@kp.org).

All of the graphics listed above are available for download in .eps and .jpeg formats and in PMS 307, black, and white. Go to <http://brand-identity.kp.org> and click on the green banner.

For additional information about the *thrive* treatment, contact Christi Kruse, Brand Planner, Tools and Training, (626) 381-5819 or [Christi.M.Kruse@kp.org](mailto:Christi.M.Kruse@kp.org).