

VISUAL BRAND IDENTITY ELEMENTS

ORIGIN OF THE PHILHEALTH LOGO

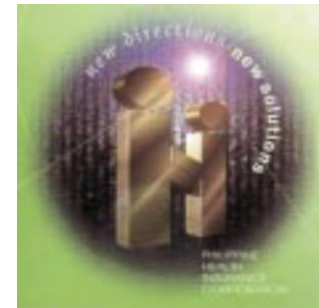
Six months after the law creating PhilHealth was passed in 1995, the Board of Directors approved a corporate logo which served as a visual manifestation of the National Health Insurance Program (NHIP). PhilHealth has been tasked to administer the NHIP.

Board Resolution No. 6 was enacted on August 14, 1995, adopting a corporate logo that depicted two individuals helping each other. This was a fitting symbol for social solidarity which was the framework on which the NHIP was conceived.



NEW APPROACH TO THE LOGO

The enhanced logo was first used in the 1998 PhilHealth Annual Report, which aimed to jibe with the renewed approach to NHIP implementation. In the new rendition, the logo became three-dimensional, and was executed in solid gold. In the succeeding year, the three-dimensional format of the logo eventually emerged, this time sporting its original corporate colors of yellow and green.



Today, the PhilHealth logo depicts two human figures, arms reaching out to each other symbolizing the NHIPs' basic principle of social solidarity where the rich subsidizes the poor, the healthy subsidizes the sick, and the young helps the elderly. The figures form the letters N, H and I for National Health Insurance.

CORPORATE IDENTITY ELEMENTS

<i>Legal Company Name</i>	Philippine Health Insurance Corporation
<i>Communicative Name</i>	PhilHealth
<i>Symbol/Logo</i>	Two geometrically-shaped individuals lending each other's hand in a perspective view
<i>Logo Type</i>	The unique letter form that has been designed for the communicative name
<i>Corporate Signature</i>	The combination of the Symbol (logo) and Logo Type
<i>Official Colors</i>	Pantone 368 C and Pantone 102 C The color green signifies good health and the color yellow signifies vitality
<i>Use of Legal Name</i>	Philippine Health Insurance Corporation or PhilHealth, the legal name of our company, is to be used only when required, such as in contracts, forms and other legal documents.

THE CORPORATE SIGNATURE



PhilHealth's corporate signature is a single element made up of two parts:

- A **symbol** which includes two geometrically-shaped individuals lending each other's hand in a perspective view; and
- The **logo type** which is a unique letter form of the name PhilHealth

It is a designed element which has been carefully developed and should always be used as a complete unit. Neither the symbol nor the logo type may be used alone except in very special situations which must first be approved by the Corporate Affairs Group of PhilHealth.

FORMATS OF THE CORPORATE SIGNATURE



Version 1



Version 2

There are two primary signature formats, and these are recommended for print advertisements, public advisories, banner rollers, drop down banners and streamers, press conference invitations, special invitations, certificates, social media materials (i.e. social media cards, e-flyers), IEC materials (i.e. flyers, brochures, posters, AVPs), corporate giveaways, promotional items (i.e. corporate marketing shirts), and media programmes, depending on the available space for layout.

FORMATS OF THE CORPORATE SIGNATURE



Version 1



Version 2

Greyscale renditions are best for any black and white publication if it does not allow full color printing due to technical limitations.

AREA OF ISOLATION (clear space)



PhilHealth's corporate signature should not be positioned close to distracting design elements. It should not become part of a larger design element or pattern. The area of isolation around the horizontal PhilHealth corporate signature should, at a minimum, be equal to the height of the symbol. Use the height of the symbol for the vertical format. This isolation area must surround the entire signature.

Area of isolation does not refer to page limitations but to other graphic and typographic elements.

INCORRECT APPLICATIONS

The following applications of the PhilHealth corporate signature shall be avoided at all times:



wrong logo



distorted



modified color



Wrong logo type



stroke or outline outside the logo



enclosed inside an outlined geometric shape



combined in a body copy



Reverse color



OFFICIAL COLORS

PhilHealth's corporate signature consists of two primary colors:

Pantone 368 C
Hex #78BE20
RGB 120/190/32

Pantone 102 C
Hex #FCE300
RGB 252/227/0

Secondary colors include:

Pantone 360 C
Hex #6CC24A
RGB 108/194/74

Pantone 361 C
Hex #43B02A
RGB 67/176/42

Pantone 395 C
Hex #ECE81A
RGB 236/232/26

Pantone 100 C
Hex #F6EB61
RGB 246/235/97

CONTACT

Any and all inquiries pertaining to PhilHealth's visual identity elements may be referred to the Creative Arts and Design Team (CADT) of the PhilHealth Corporate Affairs Group at cadtcag@gmail.com.