SHIP

State Health Insurance Assistance Program

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State Health Insurance Assistance Program

Navigating Medicare

SHIP Logo Use Guide

The Administration for Community Living (ACL) awards cooperative agreements to agencies to implement the State Health Insurance Assistance Program (SHIP). As part of these cooperative agreements, each agency must use the program logo, as well as the appropriate disclaimer that expresses acknowledgment of federal dollars, on all public information materials.

SHIP logo

The SHIP logo is the primary visual representation of our brand, and should be included in all program and other marketing communications.

SHIP
State Health Insurance
Assistance Program

Clear space

To ensure legibility and consistency, a minimum clear space equivalent to the height of the"S" in the SHIP logo should be maintained.

Minimum size

The minimum size for the SHIP logo is ½-inch height. Attention should be paid to resizing the logo proportionally to avoid altering its appearance.

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Logo variations

The SHIP logo can be used in color, all-black, or all-white, variations of which are provided for both screen and print applications. There are also various layout configurations of the logo, as shown.

If using the SHIP logo with Senior Medicare Patrol (SMP) logo, the two logos should be shown as follows.

SHIP
State Health Insurance Assistance Program
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SMP
Senior Medicare Patrol
Preventing Medicare Fraud

There are variations with and without the tagline, "Navigating Medicare." Users are encouraged to include the tagline in material that will be circulated beyond SHIP stakeholders, when space allows.

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The stacked versions of the logo are ideal when space is limited.

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Colors

The colors of the SHIP logo match four colors found in the Pantone Matching System (PMS). For print work, four-color process inks (CMYK or cyan, magenta, yellow, black) are used. For digital display and monitor uses (such as in PowerPoint presentations and for web and mobile devices), three colors (RGB or red, green, blue) are used. Web colors for the logo are based on the RGB color scheme and translated into hexadecimal numbers for HTML code equivalents. All uses of background colors behind the SHIP logo should fall within 508 compliancy contrast standards.

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Pantone (PMS)	CMYK	RGB	Web
Process Cyan	C-100 M-0 Y-0 K-0	R-0 G-174 B-239	00aeef
144	C-3 M-54 Y-100 K-0	R-241 G-138 B-0	f18c20
7462	C-100 M-77 Y-18 K-0	R-7 G-82 B-145	075190
285	C-85 M-50 Y-0 K-0	R-28 G-117 B-188	0e76bc

Fonts

The SHIP logo uses Acumen Variable Concept font. Branding material intended to coordinate should use similar sans serif fonts (e.g., Arial and Helvetica).