



pennsylvania

Medicare Education and Decision Insight

**Effective July 1, 2021, APPRISE is now
Pennsylvania Medicare Education and Decision Insight, PA MEDI.**

Style Guide | The Basics of PA MEDI Branding

BRANDING LANGUAGE

Introducing the new brand

The following introduction to Pennsylvania Medicare Education and Decision Insight, PA MEDI, should be used on websites, social media pages, electronic platforms, helpline outgoing message, voicemail and publications:

“Effective July 1, 2021, APPRISE is now Pennsylvania Medicare Education and Decision Insight, PA MEDI – *Same Program, Same Services for Pennsylvania’s Medicare Beneficiaries, now with a New Name.*”

In writing or conversation

The program should always be formally introduced as **Pennsylvania Medicare Education and Decision Insight** and then referred to informally as **PA MEDI**.

Staff and volunteer titles:

PA SHIP/MIPPA Statewide Director
PA MEDI Statewide Coordinator
PA MEDI Regional Coordinator

PA MEDI Local Coordinator
PA MEDI Counselor
PA MEDI Helpline Representative

SHIP and MIPPA requirements

The State Health Insurance Assistance Program (SHIP) logo and disclaimer are required on any SHIP publications and are updated annually and provided to local programs by the Education & Outreach Office.

The Medicare Improvements for Patients and Providers Act (MIPPA) grant disclaimer is required on any MIPPA publications and is updated annually and provided to local programs by the Education & Outreach Office.

Pennsylvania Department of Aging logo usage

Use of the Pennsylvania Department of Aging’s logo is not required on local program outreach communications.

LOGO BASICS

Color Usage

Depending on the type of publication, budget constraints or method for reproduction, your logo might be represented in two colors, one color, black & white or knocked out in white against a darker background.

The color version (PMS 281) of the logo is its truest form and is preferred whenever possible.



COLOR

Whenever appearing as a single color, the entire logo should be produced using PMS Blue 281.



BLACK & WHITE

For black & white applications, the “pennsylvania” logotype, department name and keystone appear in 100 percent and 50 percent black.



KNOCKOUT

On colored backgrounds, photography or black, the logo reverses out to 100 percent white.

File Types

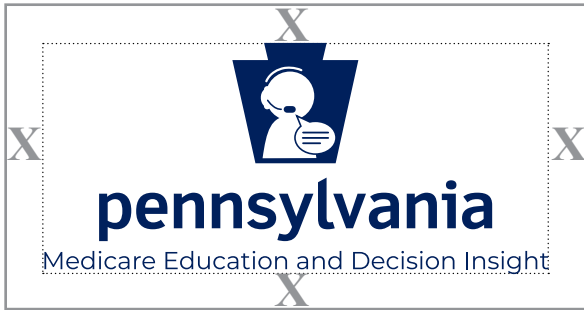
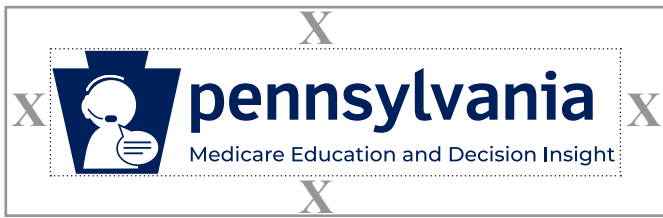
The PA MEDI logo is available for you to download on the PDA website. You may need a certain file type based on your application. Logos are available as EPS, JPG and PNG file types. You have the option to download individual logo files or a compress or zipped folder containing all logo variations of a particular file type.

[Click to Access Logo Files for Download](#)

LOGO BASICS

Clear Space & Minimum Size

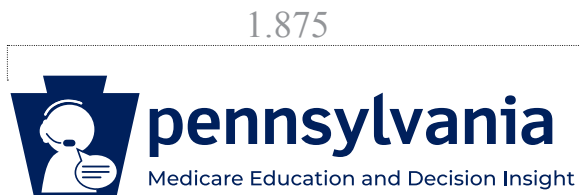
For the logo to deliver maximum impact, there needs to be enough clear space (room) around it. To ensure that “Medicare Education and Decision Insight” is readable in all delivery mediums, there is a minimum size to which it can appear.



CLEAR SPACE

A minimum amount of space must be maintained around all four sides of the logo. The space is defined as X. This “clear space” must be a minimum of .25 inch or 18 pixels.

Illustrations, photography and typography should not enter the space as defined.



MINIMUM REPRODUCTION SIZE

The minimum reproduction size of the PA MEDI logo is 1.875” wide (horizontal) and .875” high (vertical). The size is determined by the boundary of the logotype combined with the keystone.

Anything smaller than the determined size will result in the logo becoming unreadable.

LOGO BASICS

Logo Positioning

Depending on the communication medium and its size, your logo can be positioned in one of two ways: horizontal with the Keystone to the left or centered vertically with the Keystone on the top.

However, depending on the circumstance, it may be best to display the Keystone icon alone.

Always use the proportioned logo supplied by the PA Department of Aging.



HORIZONTAL LOGO: LEFT

This logo is the one most commonly used. It is configured so that it can be positioned in the upper and lower corners of the page.



VERTICAL LOGO

The stacked version of the logo is configured for use in a square, or more vertical space.



KEYSTONE

In certain applications, it may be best to display only the Keystone, without the pennsylvania and program name. Permission for this use will be given by the PDA Communications Office on a case-by-case basis.