

# Broker Guidelines

For Using Ambetter Brand Tools





## INTRODUCTION

Thank you for being an Ambetter broker. We value your partnership and want to provide you with the tools and information to support your success. To help in your marketing efforts, this book provides the guidelines on how to use Ambetter in your materials, as well as our marketing review process.

If you have any questions, please contact your Ambetter broker sales representative.

## LOGO USAGE

Our logo is the most important element of the Ambetter brand and careful attention must be paid to use it properly. The logos allow you the freedom and flexibility to design your marketing materials using your brand while clearly communicating that you sell Ambetter.



AMBETTER LOGO (Preferred)



STATE LOGO LOCKUP

### MINIMUM SIZE

To ensure legibility, the logo should never appear smaller than .75" in width for vertical logo or .75" in height for horizontal logo.



### CLEARSPACE

Never place the logo too close to an edge or other element. Recommended clearspace around all sides equals the width of the "am" in Ambetter.



### APPROVED PHRASES

The following phrases are approved and must be used in conjunction with any Ambetter logo.

- Plans available from Ambetter
- We offer Ambetter
- We sell Ambetter
- We offer Ambetter plans
- We can help you enroll in Ambetter
- Enroll in Ambetter

### WE OFFER AMBETTER



*Only use logos supplied to you from Ambetter; never attempt to recreate or modify the logo in any way. If you need a logo, please reach out to your Ambetter broker sales representative.*

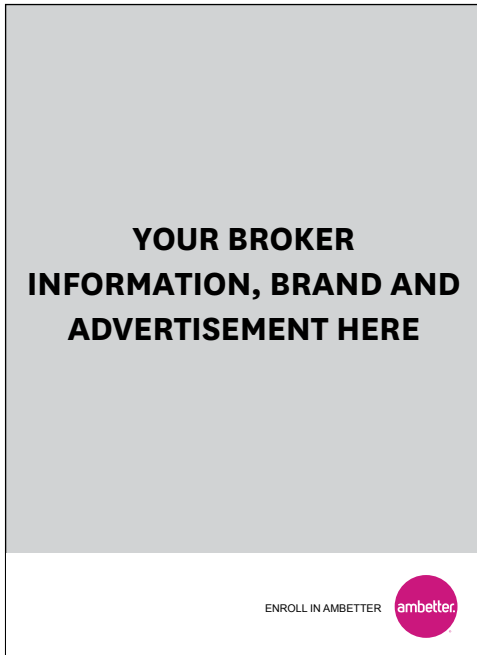
## EXAMPLES

### HOW TO USE AMBETTER WITH YOUR BRAND

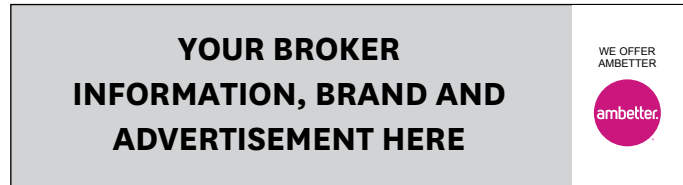
The examples below demonstrate how to properly use the Ambetter logo on your marketing materials. The grey areas represent the creative space where your advertisement would appear.

The Ambetter logo should always be displayed on a solid white bar.

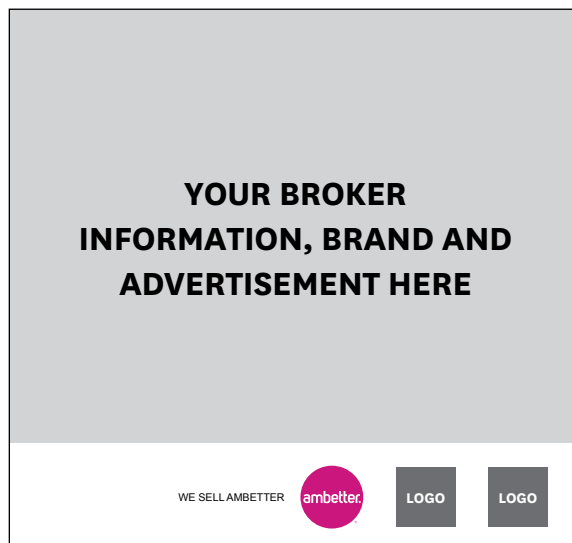
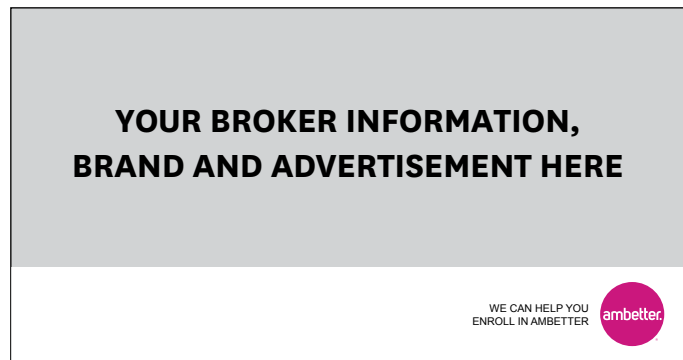
#### POSTER / FLYER / PRINT AD



#### BILLBOARD



#### TV / VIDEO ENDCARD



#### MULTIPLE LOGOS

When you are showing other partner logos alongside Ambetter, the Ambetter logo should lead.

## LANGUAGE

Here are some guidelines for marketing and claim language in your materials:

- Marketing materials must not include disparaging comparisons to other products or insurers. If you are comparing information from two insurers, it must be accurate and complete.
- If including references to statistics, source material from which the statistics were pulled must be cited.
- Information must not be exaggerated or misleading; all information must be accurate.

## MARKETING MATERIALS REVIEW PROCESS

All artwork utilizing Ambetter Branding should be submitted for Ambetter approval. Ideally, we are in need of 7-10 days to review advertisements. This allows for any necessary revisions and a final round of approval, as well. If expedited approval is needed, please let us know. (Including, but not limited to: posters, billboards, video endcards, banner ads, social media posts, radio scripts, etc.)

*In some states, co-branded advertisements must be reviewed and approved by the state Department of Insurance which can lead to extended turnaround times. To eliminate some of the turnaround times associated with DOI reviews, we can provide you with a list of pre-approved headlines that you can use in your advertisements. Please contact your Ambetter sales representative for this list.*

1

Submit your marketing materials to your sales representative. Acceptable artwork/copy formats include: PDF, PNG or Word formats.

2

If additional edits or changes are needed, the review process will start over at step one.

3

Upon final approval from Ambetter, you can begin using approved artwork.



## CONTACT

For review of materials referencing Ambetter, or to obtain logos, please contact your Ambetter broker sales representative.