



Accountable Care Solutions Brand Refresh & Assets

**Accountable
Care Solutions**
from **aetna**

Abbreviations and Text – Accountable Care Solutions (ACS)

We must be consistent in the way we represent the Accountable Care Solutions brand in text – in proposals, brochures, even materials, websites and other pre-sale, provider-focused communications.

Correct Usage:

The first time that the brand is introduced in text, it must be fully written out as Accountable Care Solutions from Aetna. For the second reference, Accountable Care Solutions may be written as an acronym, “ACS,” but must be followed by “from Aetna.” The brand may also appear as solely the acronym, “ACS” in subsequent mentions.

Example: Accountable Care Solutions from Aetna unites providers and payers to create more sustainable business models where profits are based on making patients healthier, delivering more efficient care and creating a better overall experience. ACS from Aetna makes patients accessible when and where it’s needed most, so you can provide high quality, convenient care at a lower cost.

Incorrect Usage:

- X Aetna Accountable Care Solutions
- X Aetna ACS

X **Example:** At Aetna Accountable Care Solutions, we believe the future of healthcare is rooted in collaboration. By putting payers, providers and patients together on the same team, we are confident significant change can take place. That’s why Aetna ACS collaborates with leading provider organizations across the country, jointly sharing in the accountability and savings that result from value-based care.

Internal Use:

We recognize that in informal, internal communications such as emails, instant messages, etc. – employees will use the “ACS” acronym for convenience and brevity. This is acceptable. However, for all – internal and external communications, the brand guidelines must be followed and acronyms like “ACS” should only be used after the first reference to Accountable Care Solutions from Aetna. As Aetna employees, it is important that we consistently follow our own guidelines to prevent confusion and help establish and strong market identity for ACS from Aetna.

ACS Primary Brand Color & Identity

[Click here to download ACS Logo](#)

The ACS primary brand color and identity has changed:

OLD ACS IDENTITY

**Accountable
Care Solutions**
from **aetna**

Teal
PMS 3272
C93 M0 Y51 K0

R0 G167 B142
Hex 00A78E



NEW ACS IDENTITY

**Accountable
Care Solutions**
from **aetna**

Bright Blue
PMS 542
C64 M24 Y2 K0

R86 G163 B212
Hex 56A3D4



ACS Identity Guidelines

[Click here to download ACS Logo](#)

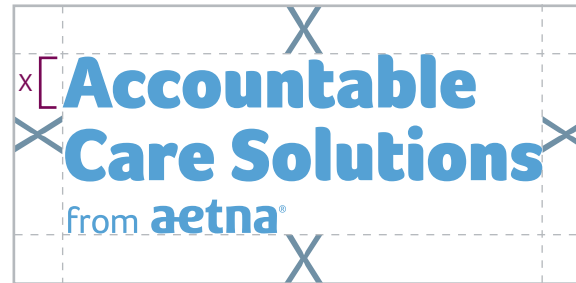
Clear Space Requirements: To create the greatest visual impact, keep the area around the Accountable Care Solutions from Aetna logo clear and free of text and graphics.

Minimum Size Recommendations: To maintain visual integrity and legibility, the logo should not be reproduced smaller than its minimum size recommendation of 1 inch wide.

Exceptions: Branding certain promotional items such as a writing pen, where the logo could be printed as small as .5 inches wide.



Clear space is equal to the height of the uppercase "A"



**Accountable
Care Solutions**
from aetna®

minimum size:
1" wide

ACS Identity Options

[Click here to download ACS Logo](#)

Positive Logo:

The positive logo is the preferred logo option and should be used on a white background only.

Negative Logo:

The negative version of the logo is the secondary option and should be reversed out of Bright Blue whenever possible.

Black and White Logo:

The black and white logo should only be used when reproduction limitations force its use.

Negative Black and White Logo:

When reproduction limitations mean a black and white logo is needed, it may be reversed.

**Accountable
Care Solutions**
from aetna™

**Accountable
Care Solutions**
from aetna™

**Accountable
Care Solutions**
from aetna™

**Accountable
Care Solutions**
from aetna™

ACS Identity Usage

[Click here to download ACS Logo](#)

Incorrect Usage:

To maintain the integrity of the Accountable Care Solutions brand, only the original logo artwork provided should be used. It should not be altered other than resizing proportionately.

To the right we show examples of incorrect logo usage.

- X Do not change the color.
- X Do not put the logo over images of any kind.
- X Do not use “Accountable Care Solutions” without “from Aetna.”



ACS Identity Usage

[Click here to download ACS Logo](#)

Using the ACS Logo in Tandem with a Partner Logo:

Maintaining standard clear space requirements, make certain that ACS brand appears first on the page (left-to-right) and is not smaller than the partner logo. A .75pt Dark Gray divider line should separate the logos.

To the right we show examples of correct partner logo usage.

**Accountable
Care Solutions**
from **aetna**

Allina Health 

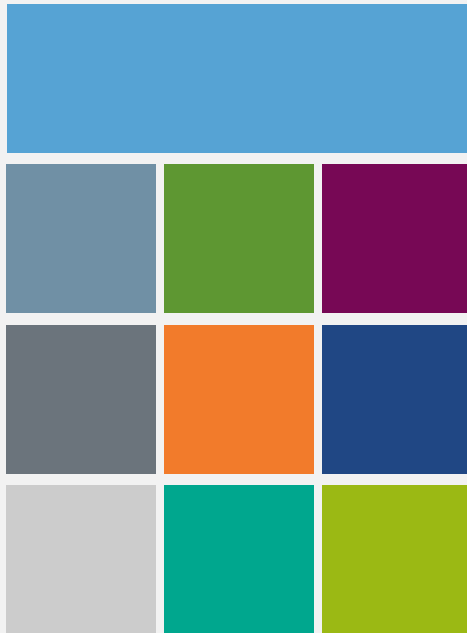
**Accountable
Care Solutions**
from **aetna**

Allina Health 

ACS Visual Identity Overview

ACS has refined colors, iconography and photography:

COLOR PALETTE



ICONOGRAPHY



IMAGERY



ACS Color Palette & Breakdowns

The ACS Color Palette has ten colors.
There are four primary colors and six accent colors.

Primary Colors



Accent Colors



Bright Blue
PMS 542
C64 M24 Y2 K0

R86 G163 B212
Hex 56A3D4

Gray Blue
PMS 5415
C42 M8 Y0 K40

R112 G144 B165
Hex 7090A5

Medium Green
PMS 370
C56 M3 Y97 K25

R94 G151 B50
Hex 5E9732

Plum
PMS 228
C16 M100 Y14 K42

R119 G8 B85
Hex 770855

Dark Gray
PMS 431
C61 M47 Y41 K11

R107 G116 B124
Hex 6B747C

Bright Orange
PMS 158
C1 M63 Y100 K0

R242 G123 B43
Hex f27b2b

Dark Blue
PMS 7687
C76 M46 Y0 K48

R32 G71 B132
Hex 204784

Cool Gray
PMS Cool Gray 3
C0 M0 Y0 K20

R204 G204 B204
Hex CCCC

Teal
PMS 3272
C93 M0 Y51 K0

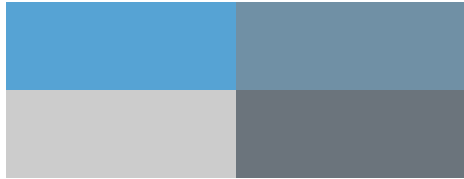
R0 G167 B142
Hex 00A78E

Bright Green
PMS 376
C16 M0 Y89 K27

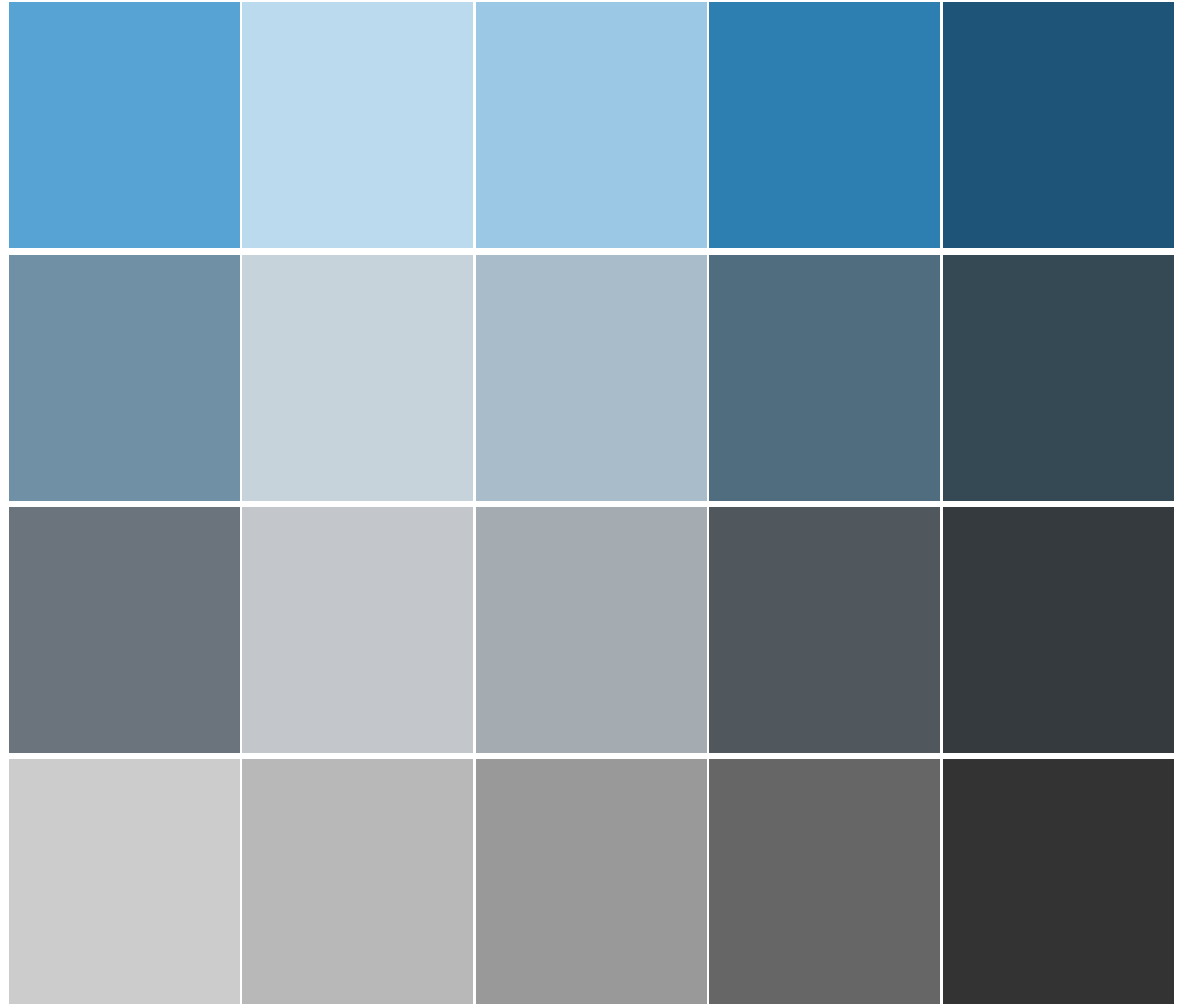
R155 G185 B20
Hex 9BB813

ACS Primary Colors – PowerPoint Tints and Shades

Primary Colors



To select variations of the primary colors (tints and shades), use the “Theme Colors” in PowerPoint as shown on this slide.



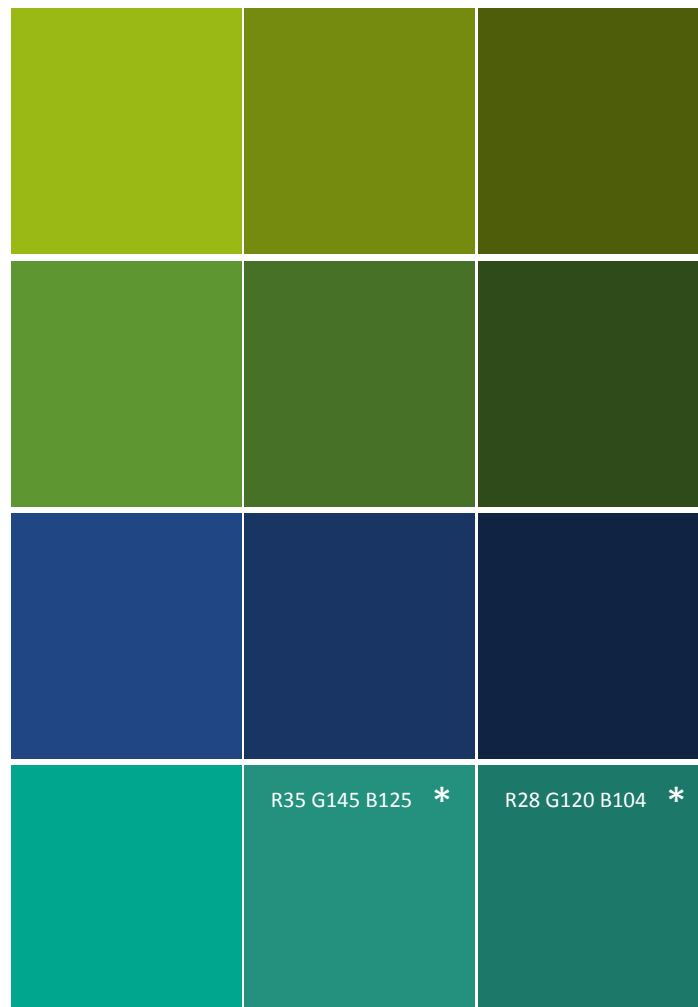
ACS Accent Colors – PowerPoint Tints and Shades

Accent Colors



Variations of accent colors should be used very sparingly and avoided in most cases. To select variations of the accent colors use the “Theme Colors” in PowerPoint as shown on this slide.

Plum and Bright Orange should never have variations applied. For Teal color variations, use RGB breakdowns.*



ACS Iconography

ACS iconography is standardized with a clean and open outline style:



Care Transformation



Care Coordination & Management



Population Health Technology



Community-Based Healthcare



Independent Physician Groups



Patients

To request individual icons, please contact [Anna De Felice, ACS Brand Manager](#)

ACS Imagery

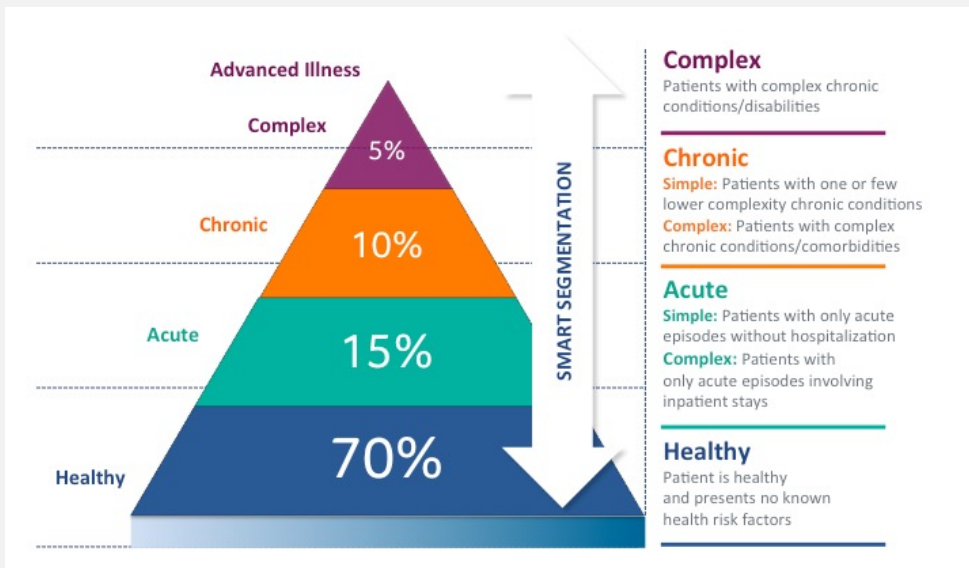
ACS imagery portrays unity and has a clean, modern and personal feel:



To request imagery, please contact [Anna De Felice](#)

ACS Charts & Graphics Styles

ACS charts and graphics should be clean and only use our brand colors.



	EVALUATING	INITIATING	OPERATING	SUSTAINING
Market Growth				
Marketing and Distribution			✓	
Member Retention and Growth		✓		
Competitive Differentiation		✓		
Network Management			✓	
Consumer Insights		✓		
Operational Efficiency				
Revenue and Cost Management			✓	
Performance Improvement			✓	
Performance Analytics			✓	
Data Management			✓	
Physician Alignment				
Governance and Leadership			✓	
Collaborative Practices			✓	
Alignment and Integration Models			✓	
Information Sharing		✓		
Care Transfo				
Care Delivery	Capabilities	Focus	Strengths	Improvement Opportunities
Continuum of	Governance and Leadership	Cultural	<ul style="list-style-type: none"> Building on strong foundational governance model Leading physicians who drive clinical care management and quality improvements Establishing measurable performance standards, continuously measuring against targets, developing actions plans to address variances and incorporating performance expectations Pursuing strategy of "Connected Care" with targeted and prioritized clinical strategies to enable population health management Forming innovative partnerships across service areas to strengthen service offerings and ensure access to care 	<ul style="list-style-type: none"> Leverage strengths ("what works") of AIM governance model and apply to development of service line culture and governance Jump-start planning process to formulate options for performance-based incentives. Be ready when market reaches "tipping point" in value-based care arrangements Create communications/physician relations strategies to address key network providers who contribute to patient leakage
Community C	Collaborative Practices			
Clinical Data	Alignment and Integration Models			
Patient Enga	Information Sharing			
Patient and F		Operational	<ul style="list-style-type: none"> Instituting care integration program to support strategies that demonstrate value and reduce duplication and overutilization of services Deploying a health information exchange (HIE) Driving further integration of AIM network strategies with Allina clinical services lines 	<ul style="list-style-type: none"> Refine referral management processes and continue to strengthen provider relationships across the network Optimize adoption of HIE through targeted deployment and outreach strategies Align care management protocols and performance measures across AIM and clinical services lines
Patient Exper				
Convenience				
Mobile, Teleh				

ACS Fonts

Correct use of fonts is critical in developing brand recognition and maintaining the proper tone and personality of the organization.

Typography for Presentations

The primary font for presentations is Calibri.

The title font size is 24 point; subhead is 14 point. Most type is set in dark grey, however accent colors may also be used for callout copy, charts, and graphics.

Calibri Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJK LMNOPQRSTUVWXYZ
0123456789!@#\$%^&*();"?'>

Calibri Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJK IJK LMNOPQRSTUVWXYZ
0123456789! @#\$%^&*();"?'>*

Calibri Bold

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*();"?'>**

Calibri Bold Italic

***abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$%^&*();"?'>***

ACS Fonts

Correct use of fonts is critical in developing brand recognition and maintaining the proper tone and personality of the organization.

Typography for Web

The primary font for web usage is Arial.

Helvetica Neue LT Std is used sparingly as a typographical overlay.

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*();“”?>

Arial Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789! @#\$%^&();“”?>*

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*();“”?>

Arial Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$%^&*();“”?>

Helvetica Neue LT Std
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*();“”?>

ACS Fonts

Correct use of fonts is critical in developing brand recognition and maintaining the proper tone and personality of the organization.

Typography for Print

Foco Light or Foco Regular is recommended for body copy while headings, depending on their size, could also be in Foco Light or Foco Regular as well as Foco Bold. Italic options should be used sparingly. While Foco Black is a part of this font family, it is not recommended for the Accountable Care Solutions communication materials.

Foco Light

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ LMN
OPQRSTUVWXYZ 0123456789!@#\$%^&*();“”?>

Foco Light Italic

*abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ0123456789!@#\$%^&*();“”?>*

Foco Regular

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ LMN
OPQRSTUVWXYZ0123456789!@#\$%^&*();“”?>

Foco Italic

*abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ0123456789!@#\$%^&*();“”?>*

Foco Bold

**abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ0123456789!@#\$%^&*();“”?>**


Foco Bold Italic

***abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ0123456789!@#\$%^&*();“”?>***

ACS PowerPoint Template

[Click here to download ACS PowerPoint Template](#)

The ACS PowerPoint Template should be used for all internal- and external-facing presentations.



Click to add title
Click to add subtitle

Day, Month.Year

Accountable Care Solutions
from **aetna**

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Click to add Case Study Title
2nd line title

Accountable Care Goals: <ul style="list-style-type: none">✓ Bullet here✓ Bullet here✓ Bullet here✓ Bullet here	About the Network: <ul style="list-style-type: none">✓ Bullet here✓ Bullet here✓ Bullet here✓ Bullet here	Results: <ul style="list-style-type: none">▪ Lorem example of a text callout here \$XX million sit amet dolor lorem ipsum sit amet▪ Lorem ipsum example of a text callout here X% sit amet ipsum lorem ipsum sit amet▪ Sit amet dolor lorem ipsum X% callout example in ipsum lorem
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Accountable Care Solutions
from **aetna**

Click to add title

Click to add text

level

level

fourth level

Fifth level

Chart

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Accountable Care Solutions
from **aetna**

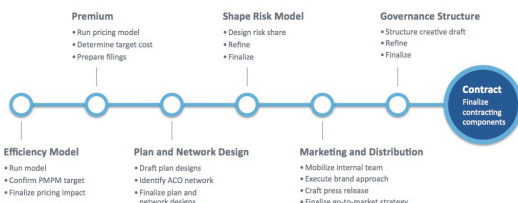
Click to add title
Click to add subhead:

Title Here 2nd Line Here	Title Here 2nd Line Here	Title Here 2nd Line Here
– Bullet or subhead here » 2nd bullet here	– Bullet or subhead here » 2nd bullet here	– Bullet or subhead here » 2nd bullet here

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Accountable Care Solutions
from **aetna**

Next Steps
Aetna is ready to deliver value as soon as all parties agree to move forward.



Efficiency Model

- Run model
- Confirm PMPM target
- Finalize pricing impact

Plan and Network Design

- Draft plan designs
- Identify ACO network
- Finalize plan and network designs
- Prepare filings
- Finalize provider and member attribution list

Marketing and Distribution

- Mobilize internal team
- Execute brand approach
- Craft press release
- Finalize go-to-market strategy

Premium

- Run pricing model
- Determine target cost
- Prepare filings

Shape Risk Model

- Design risk share
- Refine
- Finalize

Governance Structure

- Structure creative draft
- Refine
- Finalize

Contract
Finalize contracting components

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Accountable Care Solutions
from **aetna**

To request additional slide templates, please contact [Anna De Felice](#)

ACS Email Signatures

[Click here to download ACS Email Signature Logo](#)

The ACS email signature is standardized and should be used in by all ACS employees. It may be used with or without the logo.

The font is Calibri, 11pt. The typeface colors are:

ACS Dark Gray (R107 G116 B124)

[ACS Bright Blue](#) (R86 G163 B212)

You can set the custom colors in the “Custom” setting within the Outlook signature options/colors menu.

ACS EMAIL SIGNATURE

--

Sample Name
Sample Title
Sample Department
Address Line 1 (optional)
City, State Zip (optional)

[name@aetna.com](#)
123.123.1234 T
123.123.1234 F (optional)
123.123.1234 M

**Accountable
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from **aetna**

ALTERNATE EXAMPLE A

--

Sample Name
Sample Title
Sample Department

[name@aetna.com](#)
123.123.1234 T
123.123.1234 M

**Accountable
Care Solutions**
from **aetna**

ALTERNATE EXAMPLE B

--

Sample Name
Sample Title
Sample Department

[name@aetna.com](#)
123.123.1234 T
123.123.1234 M

For an Outlook version you can copy and paste, contact [Jennifer Faulkner](#)

ACS Letterhead & Business Cards

[Click here to download ACS Letterhead](#)

151 Farmington Avenue, F265
Hartford, CT 06156

Employee Name
Title (if needed)
Department
Telephone
Fax Number

**Accountable
Care Solutions**
from **aetna**

Not to be used for items needing a signature agreement between Aetna and another party. Please use letterhead containing the traditional Aetna logo (not the ACS logo) for a written agreement.

Header Close

Addressee
Addressee's Title
Company Name
Street Address
City, State, Zip+4

Dear xxx:

Footer Close

Tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

©2015 Aetna

PLEASE USE REMAINING BUSINESS CARD INVENTORY
BEFORE REQUESTING NEW CARDS

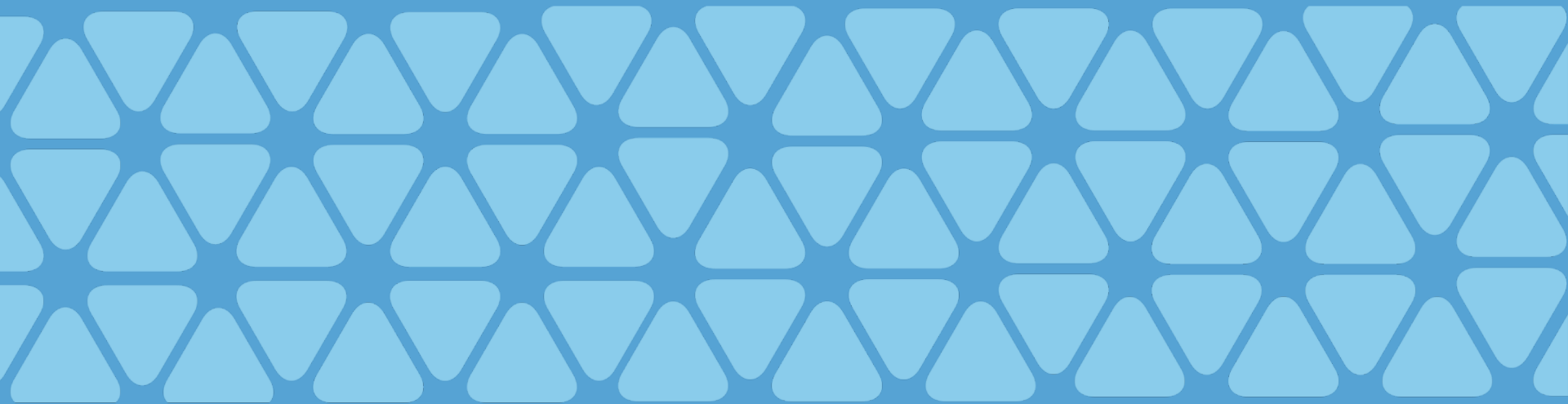
Sample Name
Sample Title

Sample Department
Address line one
City, State Zip

name@aetna.com
123.123.1234 T
123.123.1234 F
123.123.1234 M

**Accountable
Care Solutions**
from **aetna**

To order new cards, please contact [Elizabeth Figueroa](#)



For brand assets or inquiry,
please reach out:

Anna De Felice, ACS Brand Manager