



healthypaws®  
PET INSURANCE & FOUNDATION

# Brand Guidelines

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# Our Promise

With Healthy Paws Pet Insurance, pet parents can focus on getting the best medical care for their cats and dogs without worrying about the vet bill. Pet parents can count on us to help as much as we can, especially when it comes to reducing the stress of caring for a sick pet.

Everything Healthy Paws does is driven from our love of animals and our commitment to pet health.

Our compassion for animals and our passion to assure a better life for all animals drives us to offer the best product and an extraordinary caliber of service that only passion and proven experience can provide.

### Why is this guide important?

These guidelines represent the general rules for using our brand assets and writing content. Following this guide helps maintain our brand integrity and protects our trademarks. If used correctly, the assets provided create a unified presence for our customers.

# Basics

Our Voice and Visual identity are some of the building blocks that complete our brand. Here are some basic rules to maintain it's integrity.

### **Do these:**

- Refer to the audience as “pet parents”
- Use a friendly, trustworthy and compassionate voice
- Keep the area around the logo free of distracting graphic elements
- Use the dog/cat icon for our social avatar and app icon
- Use the colors and fonts in this document
- Show imagery that reflects relatable situations
- Include legal disclaimers provided in this document where appropriate

### **Don't do these:**

- Refer to the audience as “pet owners”
- Refer to pets as “fur babies”
- Rotate, distort, or colorize our logo
- Use the logo in a headline
- Use logo for our social avatar or app icon
- Use imagery that doesn't look natural
- Show dogs or cats in anthropomorphic situations

# Strategy

The Healthy Paws' content program delivers honest information that adds value to the lives of pet parents, whether they are customers or not. We address pet health and wellness, trends in pet parenting, and the value of pet insurance. Our goal is to provide essential information in our fun, friendly voice while at the same time driving the growth of organic site traffic and increasing engagement with the Healthy Paws brand onsite and off.

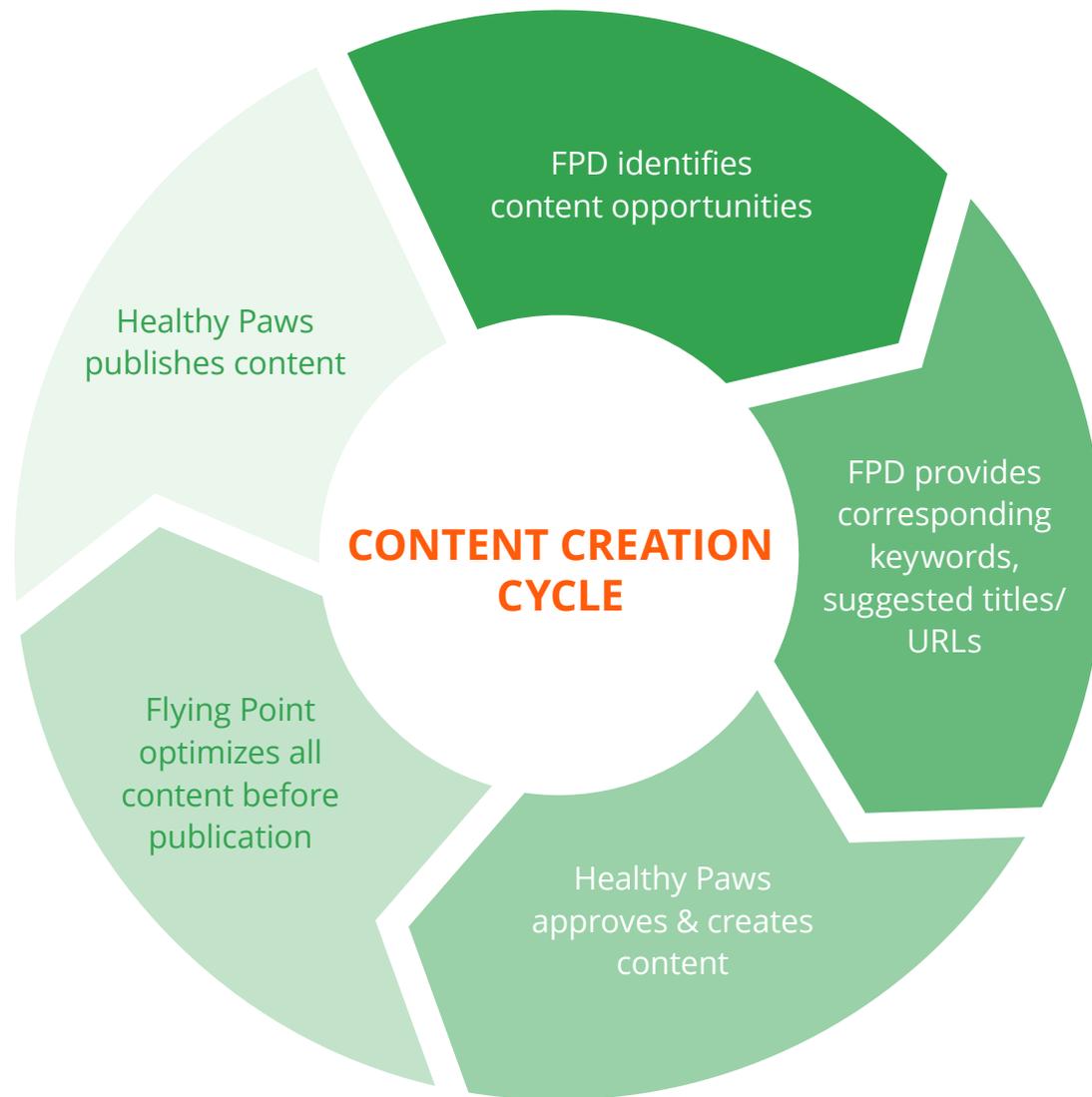
- We prioritize content that reinforces the positioning of Healthy Paws as the #1 customer-rated pet insurance provider with the most satisfied customers, including telling the true claims stories of those satisfied customers.
- We approach our readers as a pet company, not a pet insurance company. Our content engages readers with additional value—as a resource for pet health and behavior for both pet parents and those looking to adopt dogs or cats.
- We deliver news and special reports highlighting trends identified in our database of over 1 million pets. Whether it's the Cost of Pet Health Care report or a press release about seasonal dangers for pets, these publications illustrate the value of pet insurance and—via PR and branded distribution channels—help increase awareness of Healthy Paws.
- All content—whether for the site, blog, or PR—is optimized for search with a goal to increase domain authority and page rank for high-priority keywords. Flying Point Digital is embedded in our content planning and review process to ensure maximum impact (see next slide for details).
- To maintain levity, we regularly publish shareable content including product reviews, national pet holidays, and silly pet photos. We also develop regular interactive content like quizzes, infographics, and polls to engage social followers and collect information that can be used to generate additional content.

By creating authoritative, smart, engaging content, we position ourselves competitively in the marketplace, as well as open new channels to repurpose content through further partnerships.

## Content

# SEO

Flying Point Digital (FPD) is an integral partner in content planning and optimization. Working with FPD allows us to identify opportunities to rank for high-value keywords and Google Quick Answers to reach our organic traffic goals and increase page rank. FPD also optimizes non-SEO content, identifying opportunities to infuse keywords and internal links.



# Brand personality

**Our voice is:**

- Fun/playful
- Trustworthy/reliable
- Genuine/authentic
- Straightforward/tell-it-like-is
- Conversational
- Compassionate
- Passionate
- Confident
- Enthusiastic
- Positive

**We are not:**

- Sarcastic
- Negative
- Insensitive
- Offensive

## Content

# The words we use

Conversational, witty, upbeat. Not too cute or pun-filled. No insurance jargon.

### Things We Say

- Pet parents
- 4-legged family members
- Furry best friend
- Pet lovers
- Kitty companion
- Pet-passionate customers
- Our plan
- Give your pet the best care without worrying about the vet bill.
- We are your advocate for getting claims approved and paid quickly.
- Covers everything that matters
- One plan. Four paws. All covered.
- Covers your pooch from head to paw
- #1 customer-rated pet insurance
- No caps on payouts
- Use any licensed vet
- **Claims: Fast, Easy, Worry Free!**
- **99% of claims processed in 2 days.**
- **No More Claim Forms.**
- **Your pets are always there when you need them. Healthy Paws makes sure you can return the favor.**
- **Love. Loyalty. And Fur.**

### Things We Don't Say

- Pet owners
- Fur babies
- Accidents happen
- Pets get sick
- Peace of mind
- We are a claims-paying organization

# Style guide

### **Voice**

To reinforce the Healthy Paws brand, all blog, site, social, and PR content should match the brand voice guidelines in the prior page.

### **Images**

- Images are uploaded with descriptive file names to boost SEO
- See page XX for image guidelines

### **Linking**

- Hyperlinked anchor text should be keyword rich.
- Internal links should utilize the https URL and link to the most recent and/or valuable content in terms of SEO.
- There should always be a canonical tag – either self-referring or for partner posts it should link to the content source
- Links to external sites that could be perceived as a competitor should include a nofollow tag.
- This includes pet insurance reviews sites we compete with for page rank.
- All PR pitches and releases should include links to three main pages with the anchor link indicated:
  - pet insurance
  - dog insurance
  - cat insurance

# AMP

(Accelerated Mobile Pages)

### Entering in WordPress

- Check the box that states “Use this content as AMP content”
- You can easily take the blog post from above the AMP box, and using the “text” (versus “Visual”), copy the html and then paste in the AMP text editor.
- To preview your post: add “/amp/?preview=true” to the end of the url in order to see the post in AMP.

### Validate AMP

- If there are issues with an AMP page, you can check the status by using Chrome’s plugin Amp Validator
- A green lightning bolt = validated and verified
- A red lightning bolt = not validated; further errors will pop up upon the red lightning bolt

### Images and Multimedia

- Quizzes and certain videos will not load on AMP.
- Instagram posts will not load on AMP.

## Logo

# Standard logo

Our logo identifies our brand everywhere it's placed. It's one of our most valued assets. It is horizontally designed. Do not stack the words or rotate.

### Clear space

When placing our logo on any marketing piece, make sure the area around it is free of other design elements. Leave space equal to the x-height of our 'e' around the logo.

### Minimum size

To ensure the logo is clear at small sizes, do not go any smaller than 72 px or 1".



## Logo

# Color options

Our logo can be used in either full color or white. When placing the logo over an image, it must be clearly legible in color and size.

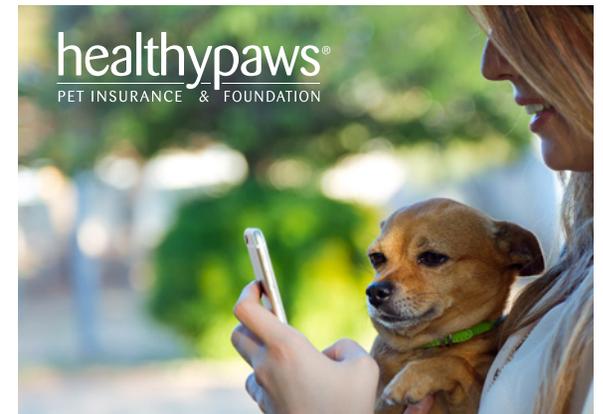
Never change the colors in the logo or change it to all black.



**Full color**



**White**



## Logo

# Foundation

Our Foundation logo is available for marketing materials specific to this use and would be used in place of the Pet Insurance & Foundation logo. The rules for legibility and size are the same for both.

Our Every Quote Gives Hope logo is available for the Foundation's program supporting medical care for homeless pets.



## Logo

# Social avatar and App icon

Our simple dog and cat icon is legible at small sizes, and fits into both square and circle formats.



## Color

# Vibrant palette

We use bright, vibrant colors that reflect our friendly copy tone and compliment photography.

### Primary



HEX: #34A350  
RGB: 20 164 75  
CMYK: 82 7 99 1  
PMS: 347C

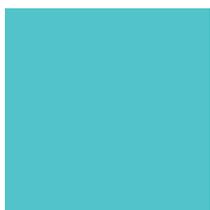


HEX: #FF5B0B  
RGB: 255 91 11  
CMYK: 0 79 100 0  
PMS: 165C



HEX: #6D6E71  
RGB: 109 110 113  
CMYK: 0 0 0 70  
PMS: 424C

### Secondary



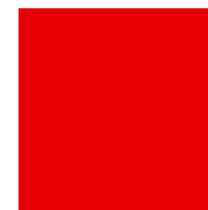
HEX: #2FD6D6  
RGB: 47 214 214  
CMYK: 61 0 23 0  
PMS: 319C



HEX: #3B67B5  
RGB: 59 103 181  
CMYK: 82 63 0 0  
PMS: 7455C



HEX: #202036  
RGB: 32 32 54  
CMYK: 84 80 50 59  
PMS: 276C



HEX: #E60005  
RGB: 229 0 5  
CMYK: 4 100 100 0  
PMS: 185C

## Fonts

# Typography

Our typeface is simple, modern and friendly. It's optimized for web, mobile and print and has excellent legibility.

### Primary font

Use for headline, subhead, main text, captions

Open Sans Light  
*Light Italic*  
Regular  
*Regular Italic*  
Semibold  
*Semibold Italic*  
Bold  
*Bold Italic*  
Extra Bold  
*Extra Bold Italic*

### Secondary font

Use only when call-outs or a unique headline is appropriate

Shadows Into Light

Specific type handling required:

Kerning [Metric], Letter spacing [50], Word spacing [-100]

## Color

## Button style

## Link style

Header

### Common Dog and Cat Illnesses and Accidents

With cutting-edge diagnostic tools and high-tech treatments, veterinary medicine has grown by leaps and bounds in recent years. Vets now have greater resources to care for dogs and cats, but it comes at a financial cost.

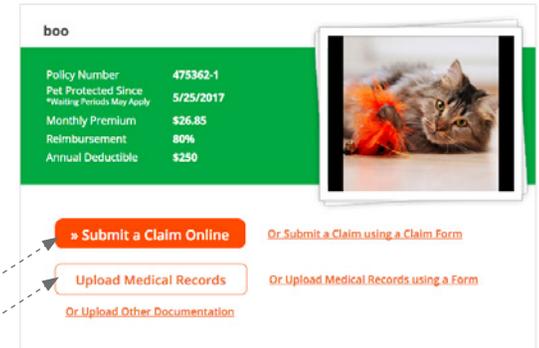
There are literally hundreds of conditions that may affect your pet, so when we say we cover accidents and illnesses, this covers quite a bit of ground; pet parents might not even know the extent of incidents out there.

For information about treatments, recognizable symptoms, and prevention for the top 10 ailments, check out the [Cost of Pet Health Care Report 2017](#).

Here are the top ten accidents and illnesses for dogs and cats from the last year.

Text Links

Primary Button  
Secondary Button



**Header**

```
.greenHeader {  
  color: #19a64a;  
  font-family: 'Open Sans', sans-serif;  
  font-size: 30px;  
  font-weight: normal;  
  line-height: 1.2em;  
  margin-bottom: 15px;  
}
```

**Text Links**

```
a {  
  color: #e17440;  
  cursor: pointer;  
  font-weight: 600;  
  text-decoration: underline;  
}
```

**Primary Button**

```
.orangeBtn {  
  -moz-border-radius-bottomright: 10px;  
  -moz-border-radius-topright: 10px;  
  background-color: #ff5b0b;  
  border-bottom-right-radius: 10px;  
  border-top-right-radius: 10px;  
  color: #fff;  
  cursor: pointer;  
  display: inline-block;  
  font-family: "Open Sans";  
  font-size: 18px;  
  font-weight: 600;  
  height: 48px;  
  margin-left: -21px;  
  padding-top: 8px;  
  position: relative;  
  text-align: center;  
  top: -2px;  
  vertical-align: middle;  
  z-index: 2;  
}
```

**Secondary Button**

```
.whiteBtn {  
  -moz-border-radius: 10px;  
  background-color: #fff;  
  border: 1px solid #e17440;  
  border-radius: 10px;  
  color: #e17440;  
  cursor: pointer;  
  display: inline-block;  
  font-family: "Open Sans";  
  font-size: 17px;  
  font-weight: 600;  
  height: 34px;  
  margin-left: -21px;  
  padding-top: 7px;  
  position: relative;  
  text-align: center;  
  top: -2px;  
  vertical-align: middle;  
  width: 169px;  
  z-index: 2;  
}
```

## Imagery

# Still and video images

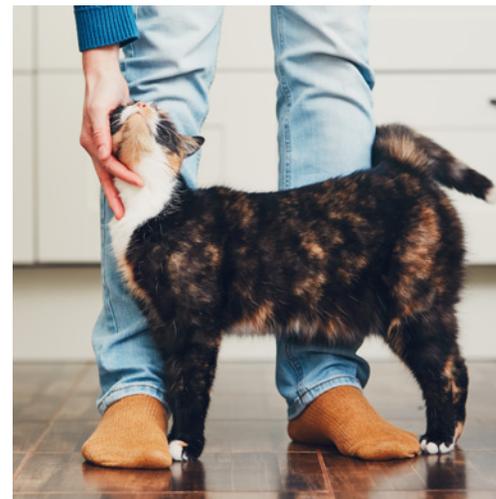
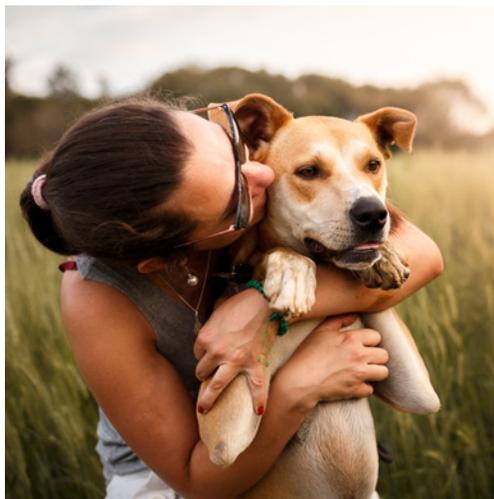
Our imagery conveys the empathy felt between pet parent and pet. Showing this visual connection helps support our tagline — **Love. Loyalty. And fur.**

Photos should be in natural, everyday settings in relatable situations.

### Blog Image Specs:

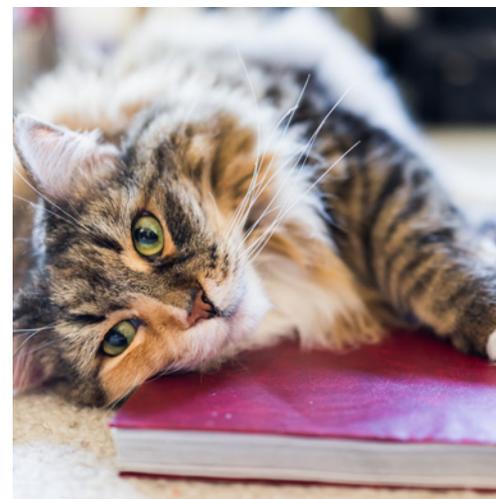
Featured Image: >450px wide  
Standard Image: 469x300  
Infographic or  
Full Width Image: 670px wide

Request user permission for all images sourced outside stock imagery (i.e. Getty)



### With people

Show affection between Pet Parent and pet



### Dog or cat only

Show activity or engagement with camera

## Legal Disclaimers

To ensure legal compliance show these disclaimers in full where indicated.

### Plan coverage

Show in digital footer and any printed materials.

Plan coverage varies based on the age of the pet at enrollment and the deductible and reimbursement levels chosen at enrollment. Exclusions and restrictions apply. All descriptions or highlights of the insurance being provided are for general information purposes only, do not address state-specific notice or other requirements and do not amend, alter or modify the actual terms or conditions of an insurance policy. Please refer to the terms and conditions of the policy, which set forth the scope of insurance being provided and address relevant state requirements.

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### Chubb

Show in all digital and print materials.

Policies are underwritten and issued by ACE American Insurance Company, Indemnity Insurance Company of North America, ACE Property & Casualty Insurance Company, Atlantic Employers Insurance Company, members of the Chubb Group.

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### State licensing

Show in digital footer and any printed materials.

Healthy Paws Pet Insurance & Foundation is the brand name for the program operations of Healthy Paws Pet Insurance LLC. Healthy Paws Pet Insurance, LLC is a licensed producer in all states (TX license # 1636108); operating in California as Healthy Paws Pet Insurance Services, LLC (CA license # 0H16053), and in New York, Healthy Paws Pet Insurance Agency, LLC.

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### Copyright

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FAQ

# Questions?

contact us at [marketing@healthypaws.com](mailto:marketing@healthypaws.com)

