

DEPARTMENT OF HEALTH AND HUMAN SERVICES
OFFICE OF DIRECTOR

ACTION REFERRAL

TO <i>Singleton</i>	DATE <i>9-23-13</i>
------------------------	------------------------

DIRECTOR'S USE ONLY	ACTION REQUESTED
1. LOG NUMBER <i>000116</i>	<input type="checkbox"/> Prepare reply for the Director's signature DATE DUE _____
2. DATE SIGNED BY DIRECTOR _____ <i>cleared 10/2/13, letter attached</i>	<input checked="" type="checkbox"/> Prepare reply for appropriate signature DATE DUE <i>10-2-13</i> <input type="checkbox"/> FOIA DATE DUE _____ <input type="checkbox"/> Necessary Action

APPROVALS (Only when prepared for director's signature)	APPROVE	* DISAPPROVE (Note reason for disapproval and return to preparer.)	COMMENT
1.			
2.			
3.			
4.			



Medicaid Health Plans of South Carolina

Lea B. Kerrison, Esq. - Executive Director

845 Lowcountry Boulevard, Suite J
Mount Pleasant, South Carolina 29464
Phone: (843) 606-2242
Fax: (843) 606-2787
Email: lea@kerrisonlaw.com

RECEIVED

SEP 20 2013

Department of Health & Human Services
OFFICE OF THE DIRECTOR

September 19, 2013

Via Email and U.S. Mail

Deirdra T. Singleton
Deputy Director for Health Services
South Carolina Department of Health & Human Services
P.O. Box 8206
Columbia, South Carolina 29202-8206

RE: Request for Formal Policy Declarations – Healthy Connections Logo

Dear Deirdra,

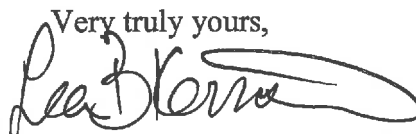
As we discussed, I hereby request the following formal policy declarations of the Department respecting the new Healthy Connections logo:

1. Each health plan may deplete its current stock of letterhead, proof of coverage cards and other printed material utilizing the old Healthy Connections logo before implementing use of the new Healthy Connections logo; and
2. The Department shall develop and forward to the plans a two-color version of the Healthy Connections logo acceptable for use by the health plans on their printed materials.

I make this request due to the waste plans would experience from immediately transitioning to the new logo before exhausting their current stocks and the additional cost of printing four colors. Please do not hesitate to contact me should you need additional supporting information or rationale.

If these declarations are acceptable, please communicate them to the plans and direct appropriate personnel to expediently develop, authorize and forward the two color logo version.

Thank you for your consideration, and I look forward to your reply.

Very truly yours,

Lea B. Kerrison

LBK

DEPARTMENT OF HEALTH AND HUMAN SERVICES
OFFICE OF DIRECTOR

Response
attached - 10/2/13
✓

ACTION REFERRAL

TO <u>Singleton</u>	DATE <u>9-23-13</u>
------------------------	------------------------

DIRECTOR'S USE ONLY	ACTION REQUESTED
1. LOG NUMBER <u>000116</u>	<input type="checkbox"/> Prepare reply for the Director's signature DATE DUE _____
2. DATE SIGNED BY DIRECTOR <u>✓</u>	<input checked="" type="checkbox"/> Prepare reply for appropriate signature DATE DUE <u>10-2-13</u>
	<input type="checkbox"/> FOIA DATE DUE _____
	<input type="checkbox"/> Necessary Action

APPROVALS (Only when prepared for director's signature)	APPROVE	* DISAPPROVE (Note reason for disapproval and return to preparer.)	COMMENT
1.			
2.			
3.			
4.			



Medicaid Health Plans of South Carolina

Lea B. Kerrison, Esq. - Executive Director

845 Lowcountry Boulevard, Suite J
Mount Pleasant, South Carolina 29464
Phone: (843) 606-2242
Fax: (843) 606-2787
Email: lea@kerrisonlaw.com

RECEIVED

SEP 20 2013

Department of Health & Human Services
OFFICE OF THE DIRECTOR

September 19, 2013

Via Email and U.S. Mail

Deirdra T. Singleton
Deputy Director for Health Services
South Carolina Department of Health & Human Services
P.O. Box 8206
Columbia, South Carolina 29202-8206

RE: Request for Formal Policy Declarations – Healthy Connections Logo

Dear Deirdra,

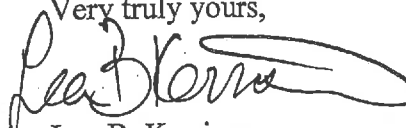
As we discussed, I hereby request the following formal policy declarations of the Department respecting the new Healthy Connections logo:

1. Each health plan may deplete its current stock of letterhead, proof of coverage cards and other printed material utilizing the old Healthy Connections logo before implementing use of the new Healthy Connections logo; and
2. The Department shall develop and forward to the plans a two-color version of the Healthy Connections logo acceptable for use by the health plans on their printed materials.

I make this request due to the waste plans would experience from immediately transitioning to the new logo before exhausting their current stocks and the additional cost of printing four colors. Please do not hesitate to contact me should you need additional supporting information or rationale.

If these declarations are acceptable, please communicate them to the plans and direct appropriate personnel to expediently develop, authorize and forward the two color logo version.

Thank you for your consideration, and I look forward to your reply.

Very truly yours,

Lea B. Kerrison

LBK

Deirdra Singleton

From: Nathaniel Patterson
Sent: Friday, October 04, 2013 3:37 PM
To: Deirdra Singleton; Kim Cox
Cc: Evan Gessner; Stephanie Cox; Jennifer Campbell
Subject: Fwd: Healthy Connections Logo
Attachments: Kerrison, Lea 10.2.2013.pdf; ATT00001.htm; Healthy Connections Style Guide.pdf; ATT00002.htm; image001.png; ATT00003.htm

Our response to the Log Letter from Lea Kerrison.

Thanks,

Nathaniel J. Patterson, MHA
DrPH Candidate
(803) 898-2018 | Office
(843) 367-9903 | Cell
pattnat@scdhhs.gov

Sent from my iPhone

Begin forwarded message:

From: "Stephanie Cox" <Stephanie.Cox@scdhhs.gov>
To: "Lea Kerrison" <lea@kerrisonlaw.com>
Cc: "Nathaniel Patterson" <PATTNAT@scdhhs.gov>
Subject: Healthy Connections Logo

Mr. Kerrison,

I hope you're doing well. Attached is a response to your September 19, 2013 Request for Formal Policy Declarations. In addition to a written response, I am also attaching a copy of the Healthy Connections Style Guide for your reference. If you have any other questions or need additional information, please do not hesitate to contact us.

Thank you,

Stephanie Cox
Program Coordinator, Managed Care
S.C. Department of Health & Human Services
1801 Main Street
Columbia, SC 29202
Office: 803.898.1406
Fax: 803.255.8209
stephanie.cox@scdhhs.gov <<mailto:stephanie.cox@scdhhs.gov>>
[logo] <<https://www.scdhhs.gov/>>



October 2, 2013

Lea B. Kerrison
Executive Director
845 Lowcountry Boulevard, Suite J
Mount Pleasant, South Carolina 29464

Re: September 19, 2013 Letter Request for Formal Policy Declarations – Healthy Connections Logo

Dear Mr. Kerrison,

This letter serves as a response to the letter you submitted to the South Carolina Department of Health and Human Services ((SCDHHS); aka "Department") on September 20, 2013.

As part of a comprehensive effort to update the Health Connections Logo, the Department is providing a style guide to all Medicaid Managed Care Organizations (MCOs) currently operating within our state. Official and final implementation deadlines and requirements will be communicated to each MCO by the Department's Program Directors in the coming weeks. A formal announcement regarding the Department's policies will be delivered to MCOs during the next MCO Operations Meeting—currently scheduled for October 9, 2013. Special requests for inventory depletion will be addressed on a case-by-case basis. Please refer to the attached Healthy Connections Style Guide for additional information and guidance.

The contact person within our Department regarding technical details about the Style Guide is Kim Cox. She can be reached by phone at (803) 898-4439 or by email at coxkim@scdhhs.gov.

For questions regarding all other Medicaid Managed Care policies, please contact me by phone at (803) 898-2018 or by email at patnat@scdhhs.gov.

Sincerely



Nathaniel J. Patterson
Program Director, Health Services

cc: Deirdra T. Singleton, Deputy Director
Kim Cox, Program Director
Evan Gessner, Assistant General Counsel

Healthy Connections Style Guide

Special thanks to the
Healthy and Human Services
Department

Primary Logos



Primary logo used for all communications unless alternate logo is approved by the Office of Communications.



SC logo used primarily for out-of-state communications.



SC Medicaid logo used primarily for initial communications where we previously have used the term "Medicaid" before the public becomes more aware of Healthy Connections.

Logo Integrity

Please note that all versions of the logos are provided as uneditable files. Please place them as-is without modifying the logo layout.

Typfaces and Colors

Headline

Museo Sans Rounded 700, 32 pt

Heading

Museo Sans Rounded 500, 24 pt (may use green)

Subheading: Museo Sans Rounded 500, 14 pt (may use green)

Body Copy: Museo Sans Rounded 100, 12 pt

Body Copy: Museo Sans Rounded 100, 12 pt, all caps, wide tracking

Body Copy: Callibri Regular, 12 pt

Callibri Bold may be used for headlines and headings, etc. if Museo is not available.

LOGO BLUE	LOGO LT BLUE	LOGO ORANGE	LOGO GREEN	LOGO RED
Pantone 285C	Pantone 285C-60M	Pantone 144	Pantone 35C	Pantone 131
CMYK 100, 45, 50, 27	CMYK 50, 28, 50, 0	CMYK 0, 48, 100, 0	CMYK 95, 0, 100, 27	CMYK 0, 100, 61, 33
RGB 0, 55, 28	RGB 101, 124, 186	RGB 227, 217, 0	RGB 0, 100, 32	RGB 239, 17, 15
HTML #003366	HTML #6782C8	HTML #FF9900	HTML #006633	HTML #CC0000

Logo Usage Rules

Primary Logos

Logo Usage Rules

Proportional Scale

Please constrain when scaling to maintain proportions so as to not squeeze or squash the logo.



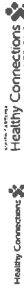
Relative to Baseline

Please do not rise or flip the logo.

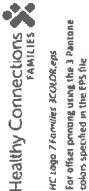


Minimum Size & Clear Space

Please make sure the logo is no less than 0.375 inches tall for logos that contain the word "HEALTHY CONNECTIONS". Also, be sure the logo is at least as far away from other text as the height of the logo. If the symbol in the logo is tall in other words, if the symbol of the logo is 0.35 inches tall, the text must be at least 0.35 inches of space around it. If the symbol is 0.5 inches tall, there must be at least 0.5 inches of space around it.



There is no maximum size, but please place the logo at an appropriate size for the space it is in without it being too big.



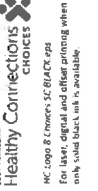
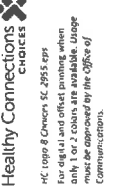
HC Logo 7 Families UNIVERSE.eps



is is Logo Green Please use only the colors for color specifications.



HC, Logo & Croixes SC INVERSE.eps



ES is Logo Blue. Please use only the colors for color specifications.

Healthy Connections SENIORS

HC Logo 9 Seniors CMYK.eps
For laser, digital and offset printing

Healthy Connections SENIORS

HC Logo 9 Seniors 4COLOR.eps
For offset printing using the 4 Pantone colors specified in the EPS file.

Healthy Connections SENIORS

HC Logo 9 Seniors LIGHT.eps
For laser, digital and offset printing when placed on a dark background.

Healthy Connections SENIORS

HC Logo 9 Seniors INVERSE.eps
For laser, digital and offset printing when placed on a non-white or dark background.

Healthy Connections SENIORS

HC Logo 9 Seniors BLACK-600K.eps
For digital and offset printing when only 1 or 2 colors are available. Usage must be approved by the Office of Communications.

Healthy Connections SENIORS

HC Logo 9 Seniors 2555.eps
For digital and offset printing when only 1 or 2 colors are available. Usage must be approved by the Office of Communications.

Healthy Connections SENIORS

HC Logo 9 Seniors GREY.eps
For laser, digital and offset printing when only solid black ink is available but can support grayscale.

Healthy Connections SENIORS

HC Logo 9 Seniors BLACK.eps
For laser, digital and offset printing when only solid black ink is available.

Usage Notes
When used in full color, the Division Color for SENIORS is 60% Black. Please use only the colors as shown on this page for all occurrences. See page 2 for color specifications.
RGB versions of some logos are available for on-screen usage in both JPEG and TIFF formats. The JPEG has a white background, but the TIFF has a transparent background. Please refer to Usage Rules for all logos on pages 6-7.

Usage Notes
When used in full color, the Division Color for SENIORS is 60% Black. Please use only the colors as shown on this page for all occurrences. See page 2 for color specifications.
RGB versions of some logos are available for on-screen usage in both JPEG and TIFF formats. The JPEG has a white background, but the TIFF has a transparent background. Please refer to Usage Rules for all logos on pages 6-7.

Healthy Connections BEHAVIORAL HEALTH

HC Logo 10 Behavioral CMYK.eps
For laser, digital and offset printing

Healthy Connections BEHAVIORAL HEALTH

HC Logo 10 Behavioral 4COLOR.eps
For offset printing using the 4 Pantone colors specified in the EPS file.

Healthy Connections BEHAVIORAL HEALTH

HC Logo 10 Behavioral LIGHT.eps
For laser, digital and offset printing when placed on a dark background.

Healthy Connections BEHAVIORAL HEALTH

HC Logo 10 Behavioral INVERSE.eps
For laser, digital and offset printing when placed on a non-white or dark background.

Healthy Connections BEHAVIORAL HEALTH

HC Logo 10 Behavioral 2555.eps
For digital and offset printing when only 1 or 2 colors are available. Usage must be approved by the Office of Communications.

Healthy Connections BEHAVIORAL HEALTH

HC Logo 10 Behavioral 2555.eps
For digital and offset printing when only 1 or 2 colors are available. Usage must be approved by the Office of Communications.

Healthy Connections BEHAVIORAL HEALTH

HC Logo 10 Behavioral GREY.eps
For laser, digital and offset printing when only solid black ink is available but can support grayscale.

Healthy Connections BEHAVIORAL HEALTH

HC Logo 10 Behavioral BLACK.eps
For laser, digital and offset printing when only solid black ink is available.

Usage Notes
When used in full color, the Division Color for BEHAVIORAL HEALTH is Logo Blue. Please use only the colors as shown on this page for all occurrences. See page 2 for color specifications.
RGB versions of some logos are available for on-screen usage in both JPEG and TIFF formats. The JPEG has a white background, but the TIFF has a transparent background. Please refer to Usage Rules for all logos on pages 6-7.

Usage Notes
When used in full color, the Division Color for BEHAVIORAL HEALTH is Logo Blue. Please use only the colors as shown on this page for all occurrences. See page 2 for color specifications.
RGB versions of some logos are available for on-screen usage in both JPEG and TIFF formats. The JPEG has a white background, but the TIFF has a transparent background. Please refer to Usage Rules for all logos on pages 6-7.

Healthy Connections BEHAVIORAL HEALTH

HC Logo 10 Behavioral CMYK.eps
For laser, digital and offset printing

Healthy Connections BEHAVIORAL HEALTH

HC Logo 10 Behavioral 4COLOR.eps
For offset printing using the 4 Pantone colors specified in the EPS file.

Healthy Connections BEHAVIORAL HEALTH

HC Logo 10 Behavioral LIGHT.eps
For laser, digital and offset printing when placed on a dark background.

Healthy Connections BEHAVIORAL HEALTH

HC Logo 10 Behavioral INVERSE.eps
For laser, digital and offset printing when placed on a non-white or dark background.

Healthy Connections BEHAVIORAL HEALTH

HC Logo 10 Behavioral 2555.eps
For digital and offset printing when only 1 or 2 colors are available. Usage must be approved by the Office of Communications.

Healthy Connections BEHAVIORAL HEALTH

HC Logo 10 Behavioral 2555.eps
For digital and offset printing when only 1 or 2 colors are available. Usage must be approved by the Office of Communications.

Healthy Connections BEHAVIORAL HEALTH

HC Logo 10 Behavioral GREY.eps
For laser, digital and offset printing when only solid black ink is available but can support grayscale.

Healthy Connections BEHAVIORAL HEALTH

HC Logo 10 Behavioral BLACK.eps
For laser, digital and offset printing when only solid black ink is available.

Usage Notes
When used in full color, the Division Color for BEHAVIORAL HEALTH is Logo Blue. Please use only the colors as shown on this page for all occurrences. See page 2 for color specifications.
RGB versions of some logos are available for on-screen usage in both JPEG and TIFF formats. The JPEG has a white background, but the TIFF has a transparent background. Please refer to Usage Rules for all logos on pages 6-7.

Usage Notes
When used in full color, the Division Color for BEHAVIORAL HEALTH is Logo Blue. Please use only the colors as shown on this page for all occurrences. See page 2 for color specifications.
RGB versions of some logos are available for on-screen usage in both JPEG and TIFF formats. The JPEG has a white background, but the TIFF has a transparent background. Please refer to Usage Rules for all logos on pages 6-7.