

CIGNA.com VISUAL STYLE GUIDE

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01 Introduction

This style guide defines the standard for visual design and editorial content for Cigna.com. Here, you'll find a set of rules designed to help maintain consistency throughout the site and provide enough flexibility for Cigna.com to grow and evolve.

This guide includes brand global elements, description of the grid system, and all the modules suitable for use throughout the experience. It also provides instructions for expanding the current design system by adding or modifying different templates modules and page configurations.

02 BRAND ELEMENTS

Cigna.com Primary Colors



C= 70 M= 100 Y= 0 K= 30
R= 98 G= 19 B= 109
Hex = 62136D



C= 3 M= 2 Y= 2 K= 0
R= 255 G= 200 B= 46
Hex = FFC82E



C= 100 M= 90 Y= 0 K= 45
R= 14 G= 30 B= 99
Hex = 0E1E63

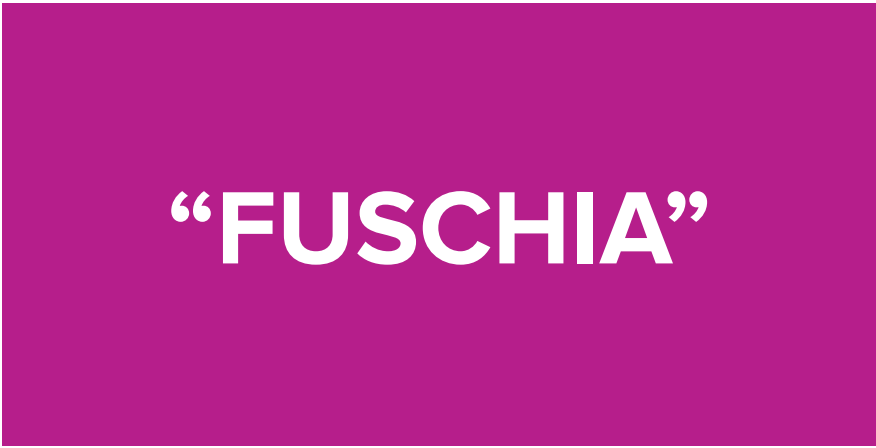
Cigna.com Secondary Colors



C= 69 M= 0 Y= 100 K= 0
R= 84 G= 185 B= 72
Hex = 2EB135

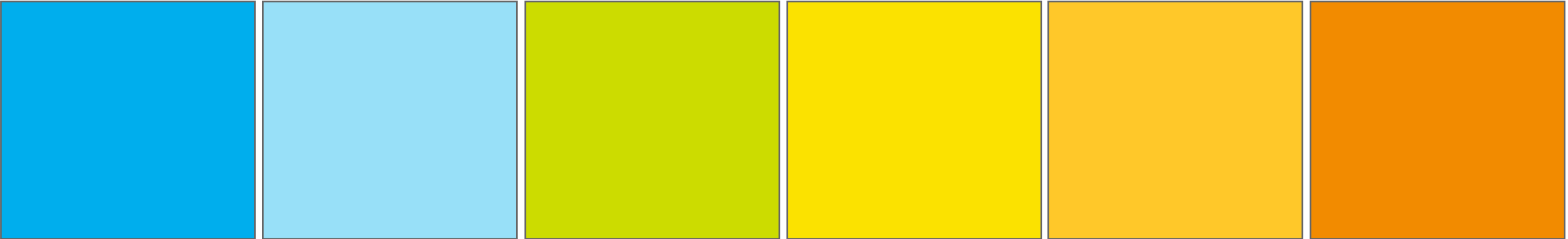


C= 0 M= 58 Y= 0 K= 0
R= 248 G= 151 B= 29
Hex = FF4E00

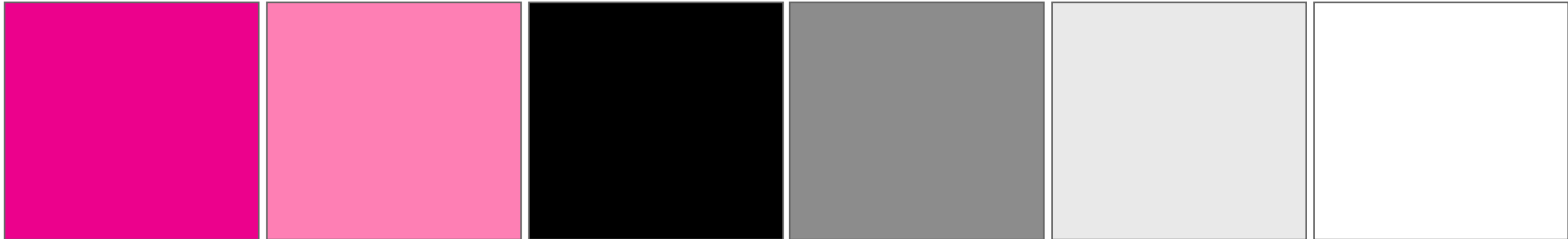


C= 34 M= 100 Y= 0 K= 0
R= 184 G= 29 B= 104
Hex = B81D8C

Cigna.com Color Palette



C=100 M=0 Y=0 K=0 R=0 G=74 B=239 Hex= #00aeef	C=40 M=0 Y=0 K=0 R=153 G=223 B=249 Hex= #99dff9	C=30 M=0 Y=100 K=0 R=190 G=214 B=0 Hex= #bed600	C=5 M=4 Y=100 K=0 R=249 G=227 B=0 Hex= #f9e00	C=0 M=21 Y=88 K=0 R=255 G=200 B=46 Hex= #ffc82e	C=0 M=58 Y=100 K=0 R=248 G=151 B=29 Hex= #ef8200
---	---	---	---	---	--



C=0 M=100 Y=0 K=0 R=238 G=0 B=140 Hex= #ec008c	C=0 M=84 Y=5 K=0 R=255 G=126 B=182 Hex= #ff7eb6	C=75 M=67 Y=68 K=90 R=0 G=0 B=0 Hex= #000000	C=41 M=33 Y=34 K=1 R=157 G=157 B=157 Hex= #9d9d9d	C=6 M=4 Y=4 K=0 R=237 G=237 B=237 Hex= #ededed	C=0 M=0 Y=0 K=0 R=255 G=255 B=255 Hex= #ffffff
--	---	--	---	--	--

Font Styles

Font List:

- Proxima Nova Bold
- Proxima Nova Medium
- Arial Regular

Proxima Nova Bold / Headlines

ABC0123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Proxima Nova Medium / Sub-Headlines

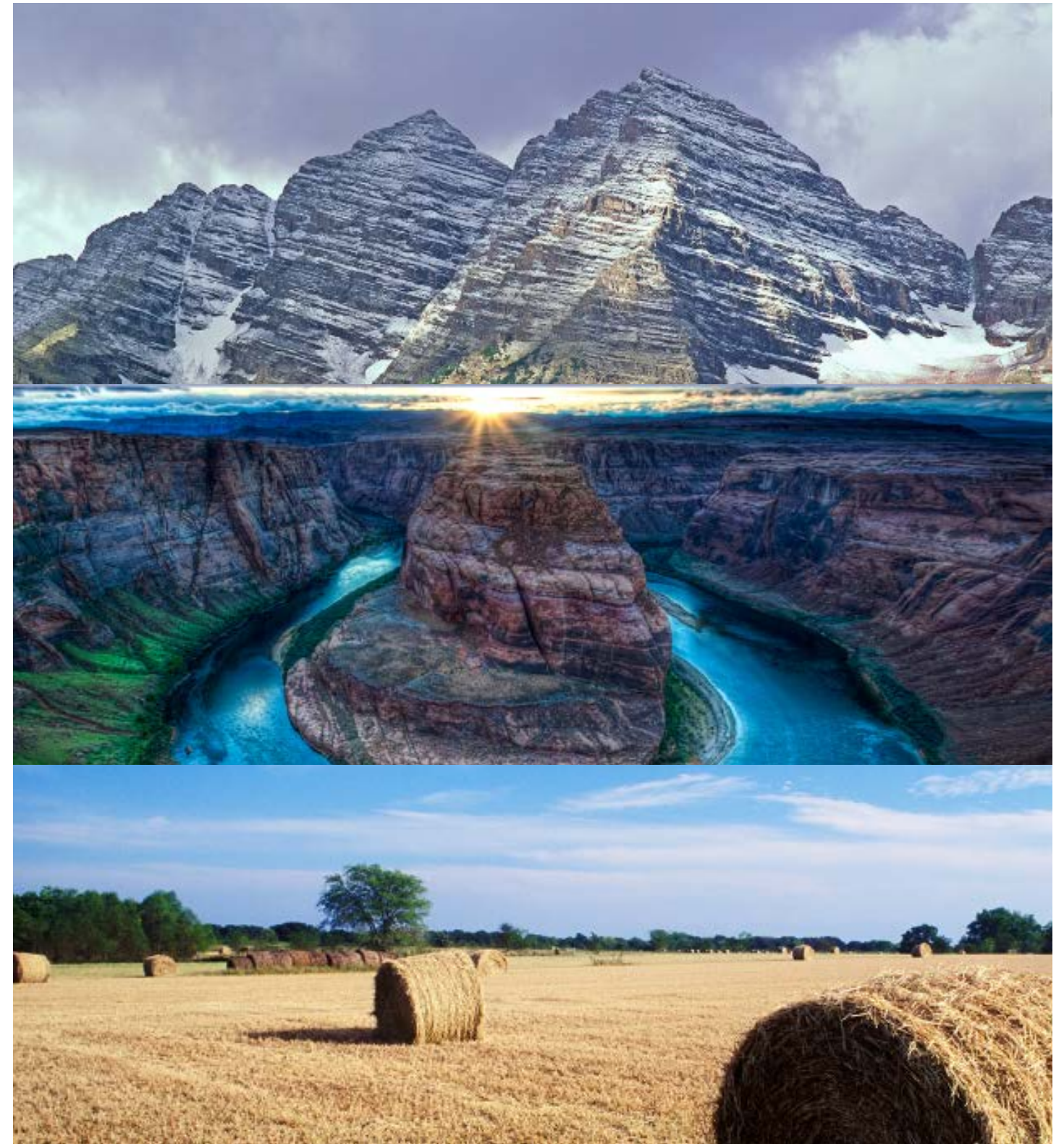
ABC0123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular / Body Copy

ABC0123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Cigna.com IFP State Page Photography

Whenever possible, Cigna.com should utilize appropriate photography to enhance the overall site experience.



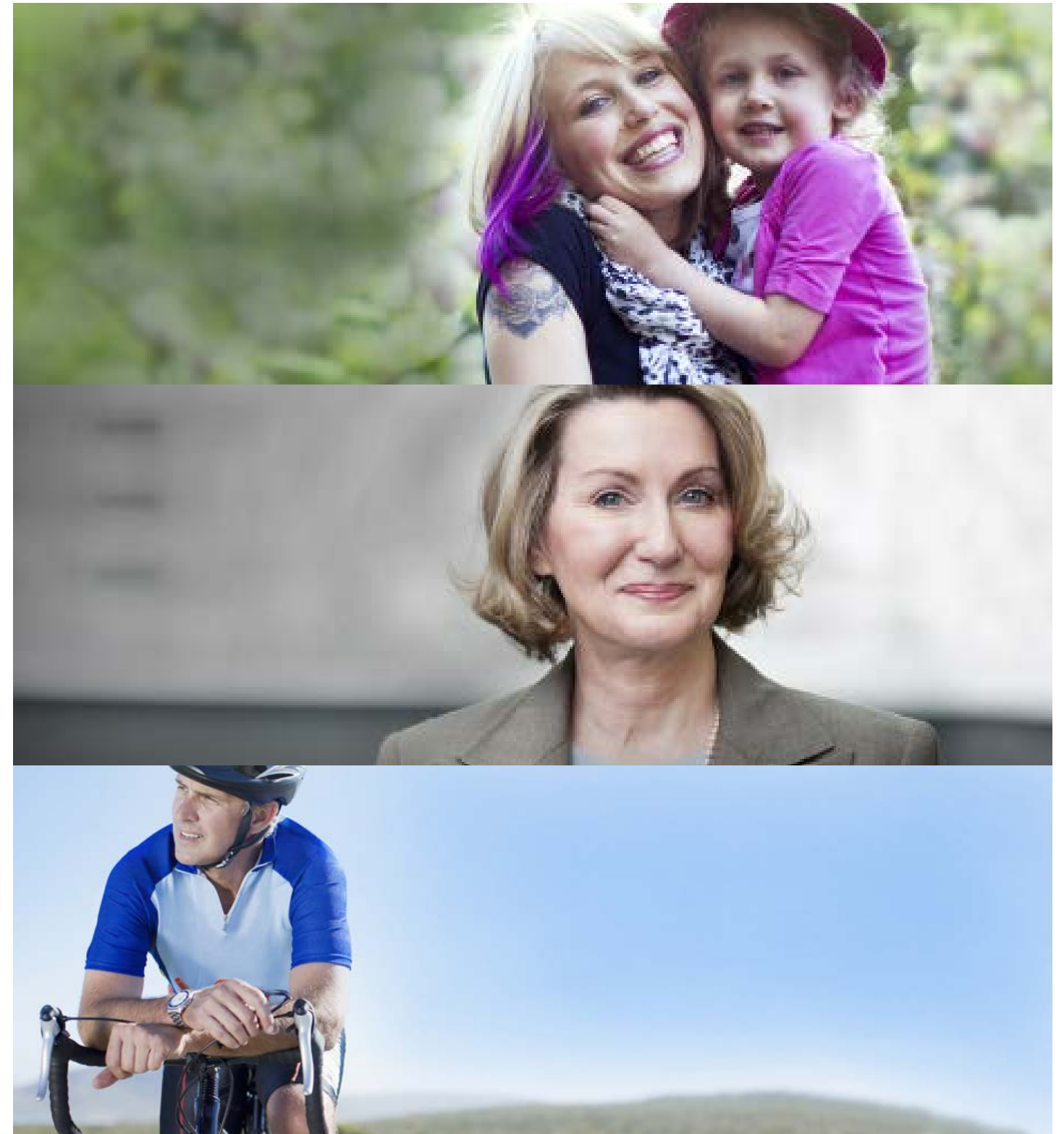
Cigna.com Portrait Photography

Our imagery is authentic. No models or perfect people, just real people in real settings doing real things. Our images should reveal the “true you” that makes each individual unique.

Choose images that stand apart from clichéd health care photos and distinguish us from competitors. This means no staged scenes or yoga on the beach. Images that are genuine help our communications feel honest.

It is important that images reflect the vitality and diversity of our customers. Avoid stereotypical depictions of gender, age and ethnicity.

Select a single, engaging photograph. Avoid montages. People do not have to be in every shot.



ICONS

Iconography is simple, bold, graphic and memorable. Just like Cigna. In fact, that's why we like to use it whenever we can. Using iconography in place of photography whenever possible is one more way we can distinguish Cigna from our competitors. Icons are two-dimensional, flat color with no shading.

When representing people, take care to avoid stylized figures that feel like our tree of life symbol. Avoid realistic, silhouetted style people.



03 GRID & RESPONSIVE DESIGN

Sophisticated layout structures offer more flexibility and enhance the visual experience for visitors. They create consistency on the page, making it easier for visitors follow and developers to update content. The grid creates a systematic and consistent rule for placing objects, and creates a visual rhythm that makes it easier for the eye to scan objects on the page.

The grid structure and page types collectively form the framework of the modular design system. The grid consists of guides to which type and graphic elements are aligned. The guides imply a fixed column structure and fixed vertical layout within the columns. Responsive Grid systems allows for the grid and page elements to shift as the browser is scaled larger or smaller. This allows more content to fill the browser screen.

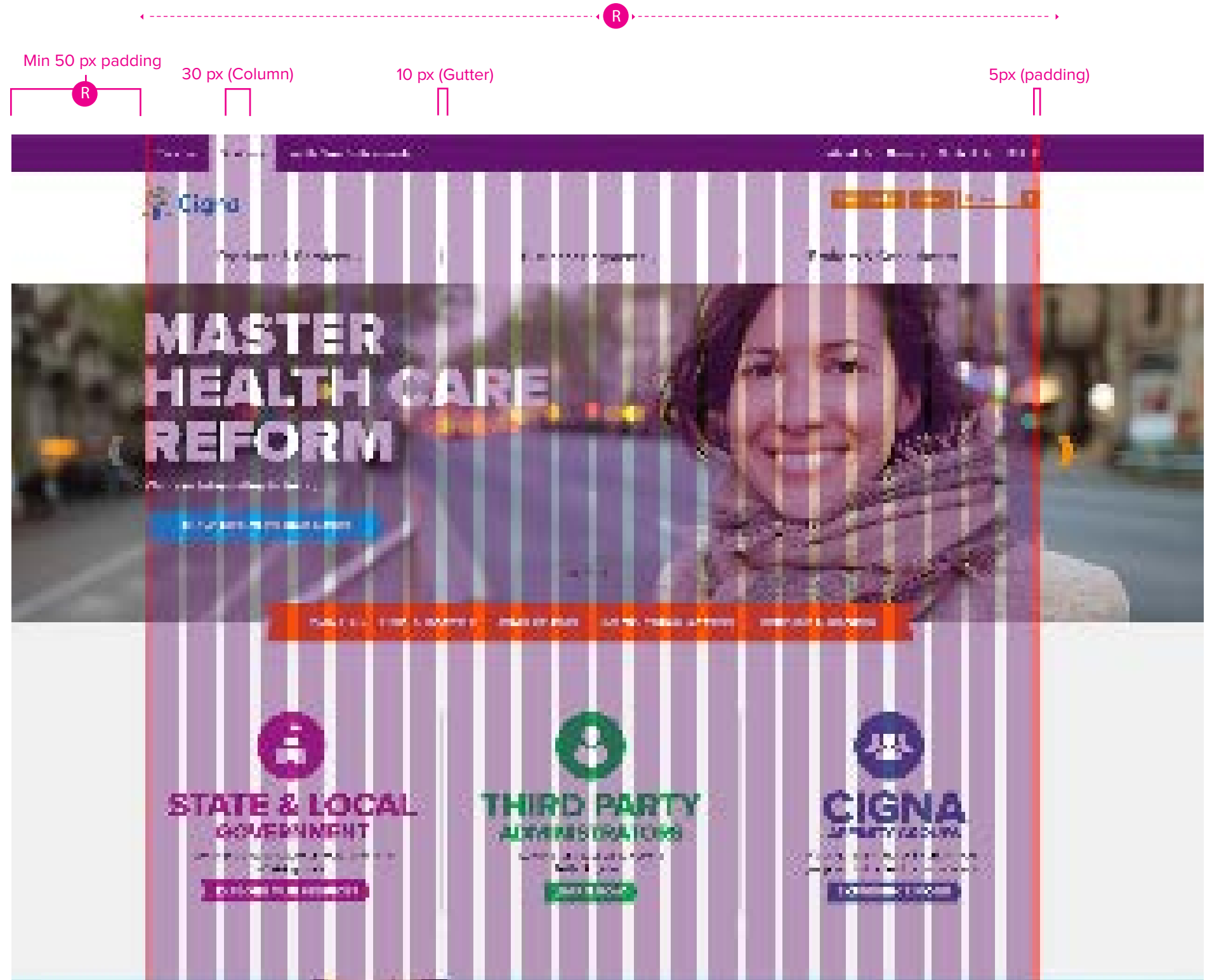
The presentation template defines the position of modules to form the screen. The top of the master template is reserved for identity elements, global and secondary navigation, and the bottom is reserved for the footer.

Web Grid:
Width starting from
1280 px to 960 px

R Responsive Size

960 px wide (content) 1280 px Wide whole thing

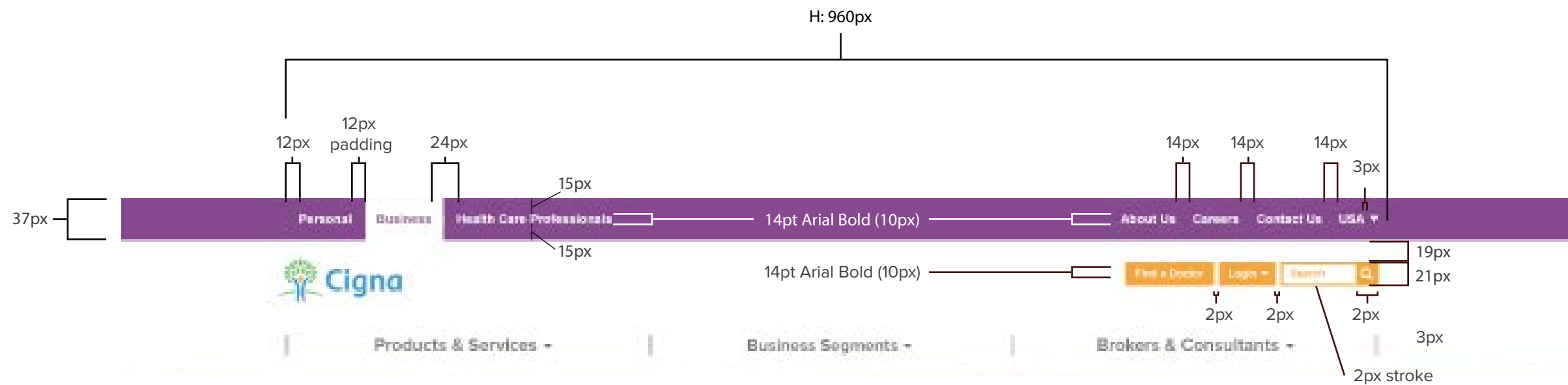
75% (Content Area)



WEB GLOBAL NAV

FONTS

A Arial Bold 14pt (10px)

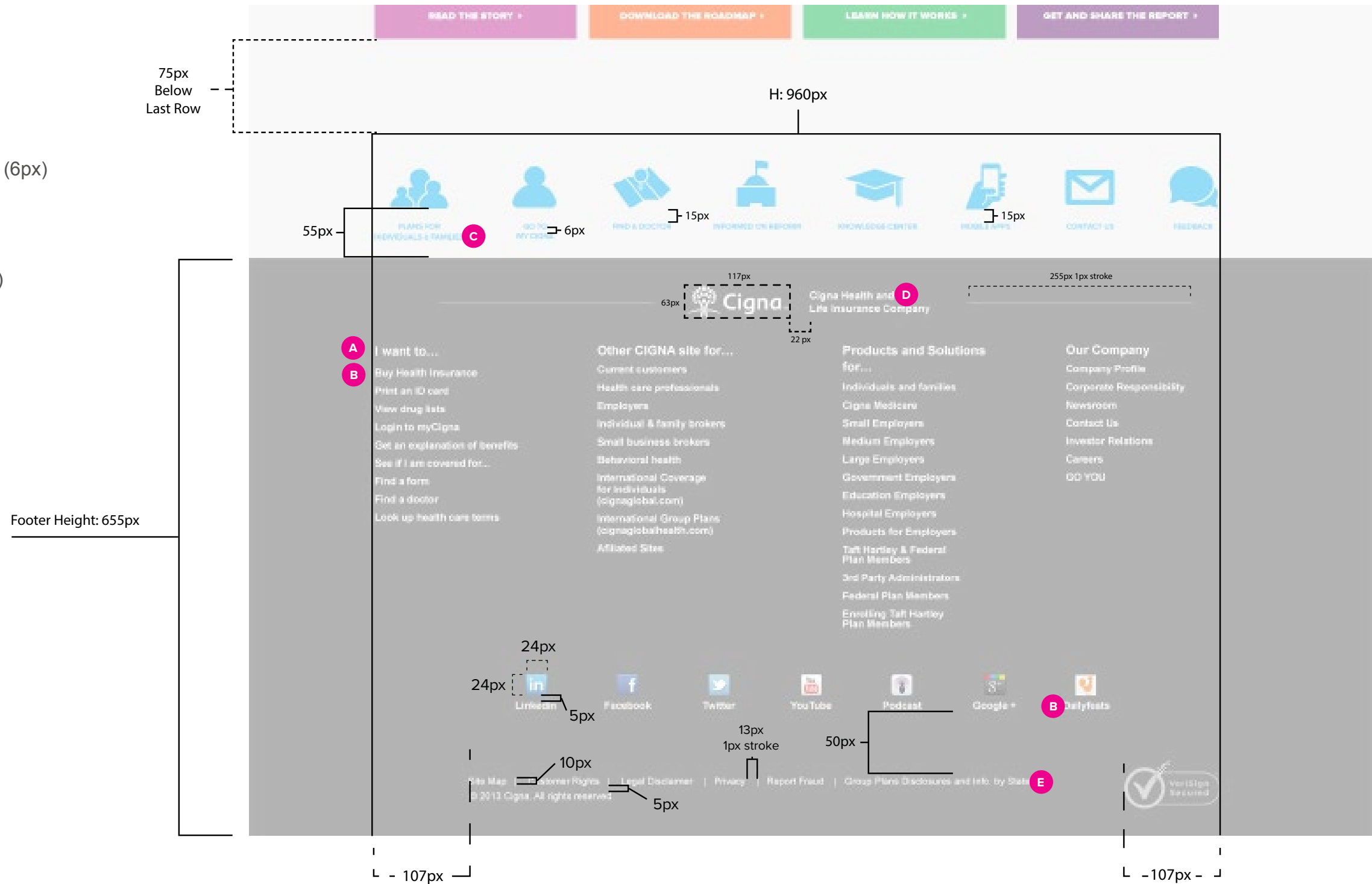


WEB GLOBAL NAV DROPDOWNS (NYS)

WEB GLOBAL FOOTER

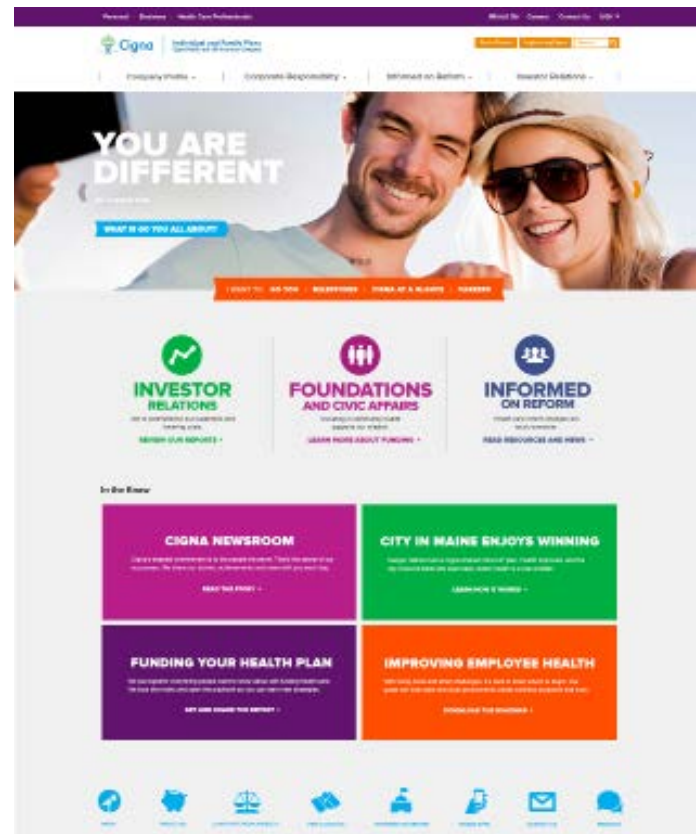
FONTS

- A** Arial Bold 19pt (11px)
- B** Arial Bold 15pt (9px)
- C** Proxima Nova Bold 12pt (6px)
- D** Arial Bold 12pt (11px)
- E** Arial Regular 11pt (10px)



04 PAGES & MODUALS

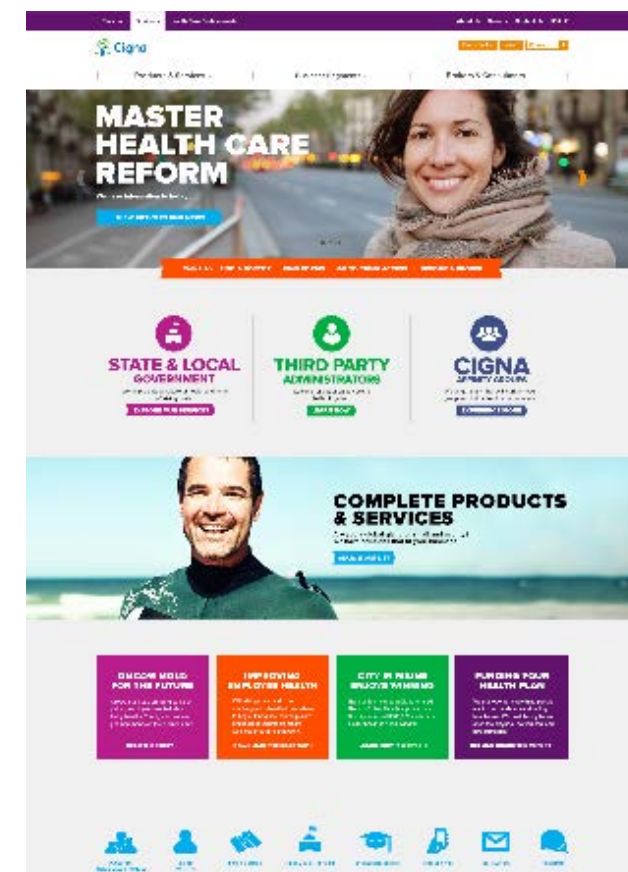
LEVEL ONE PAGES



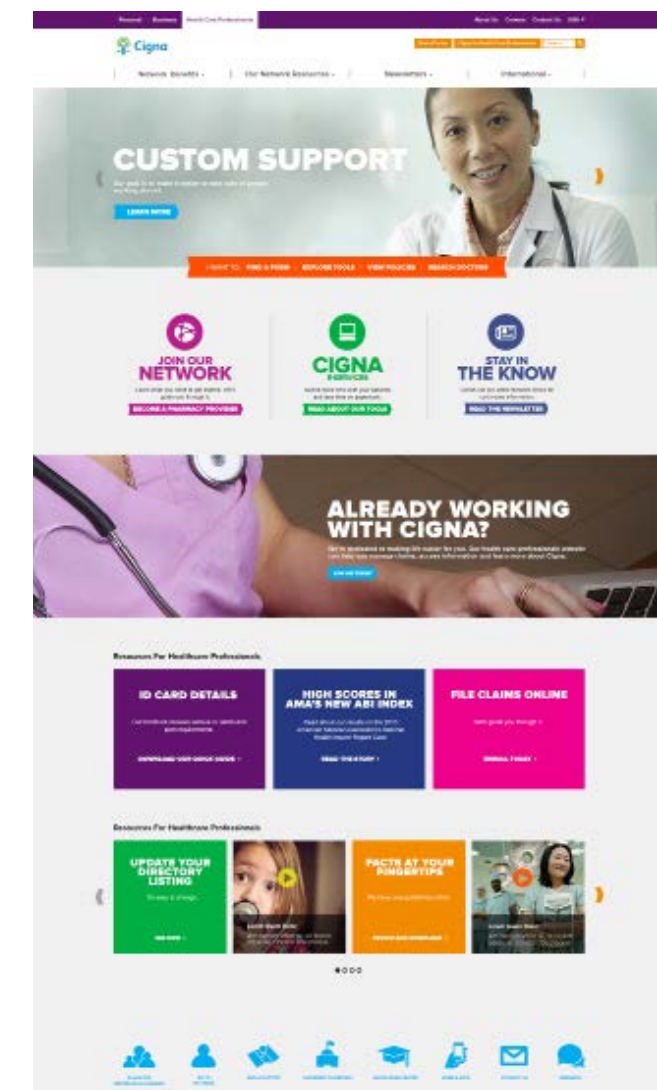
ABOUT CIGNA



PERSONAL



BUSINESS



HCP

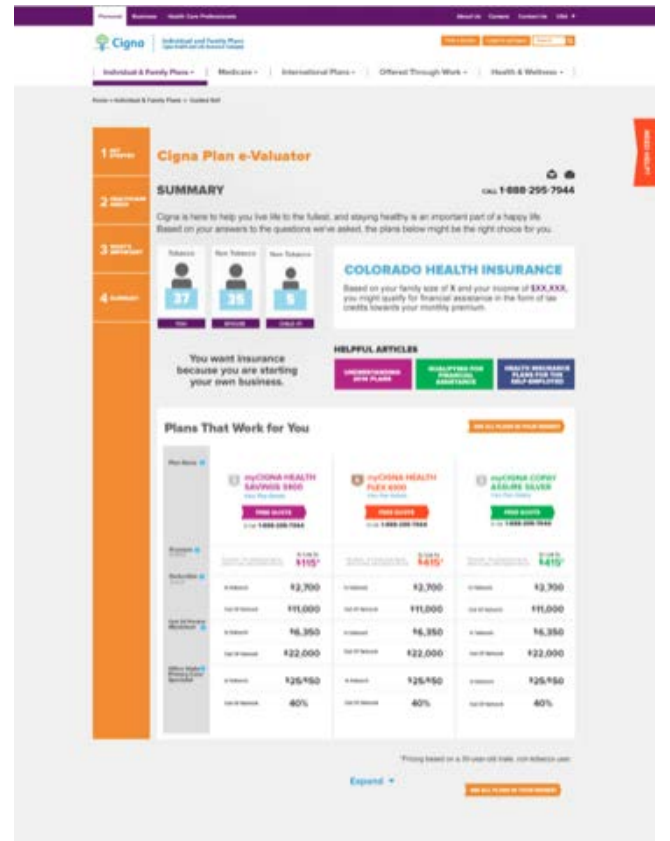
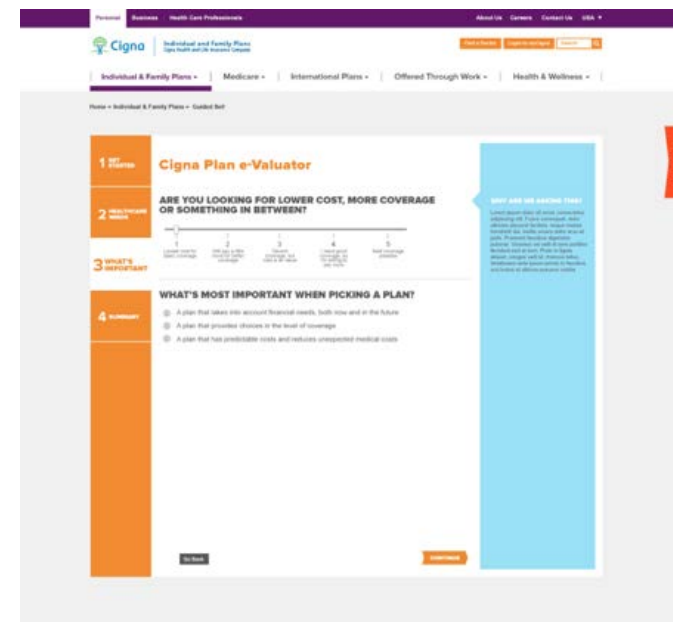
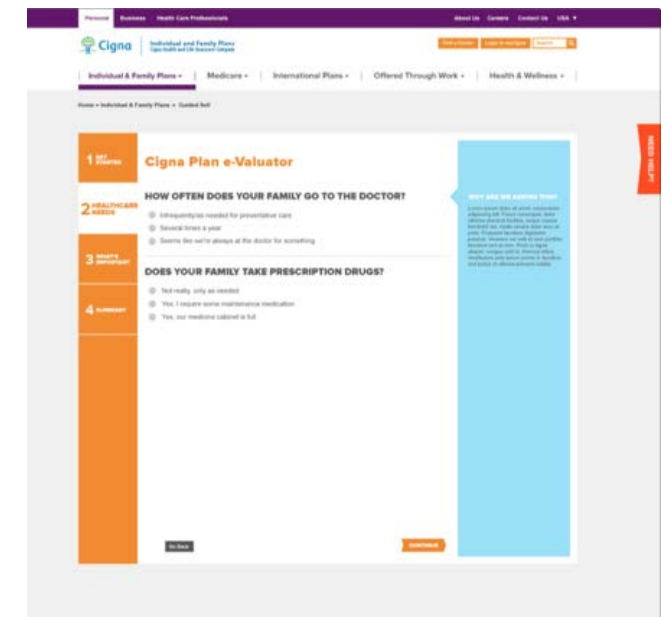
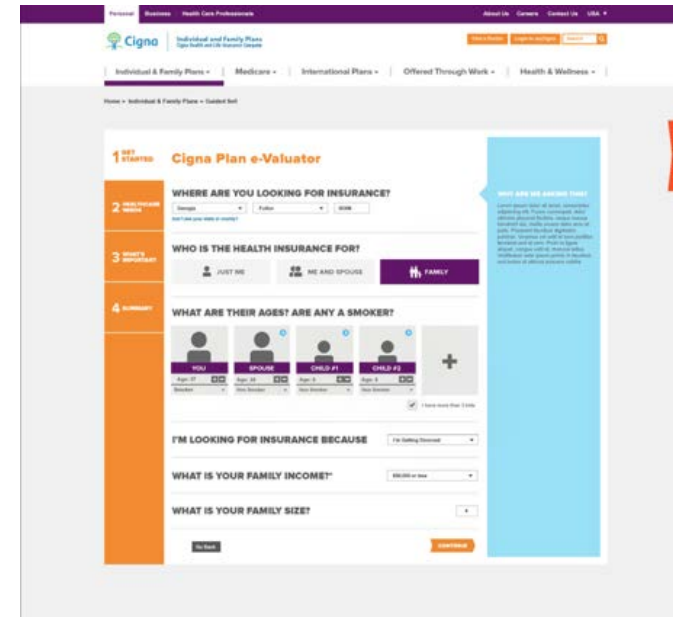
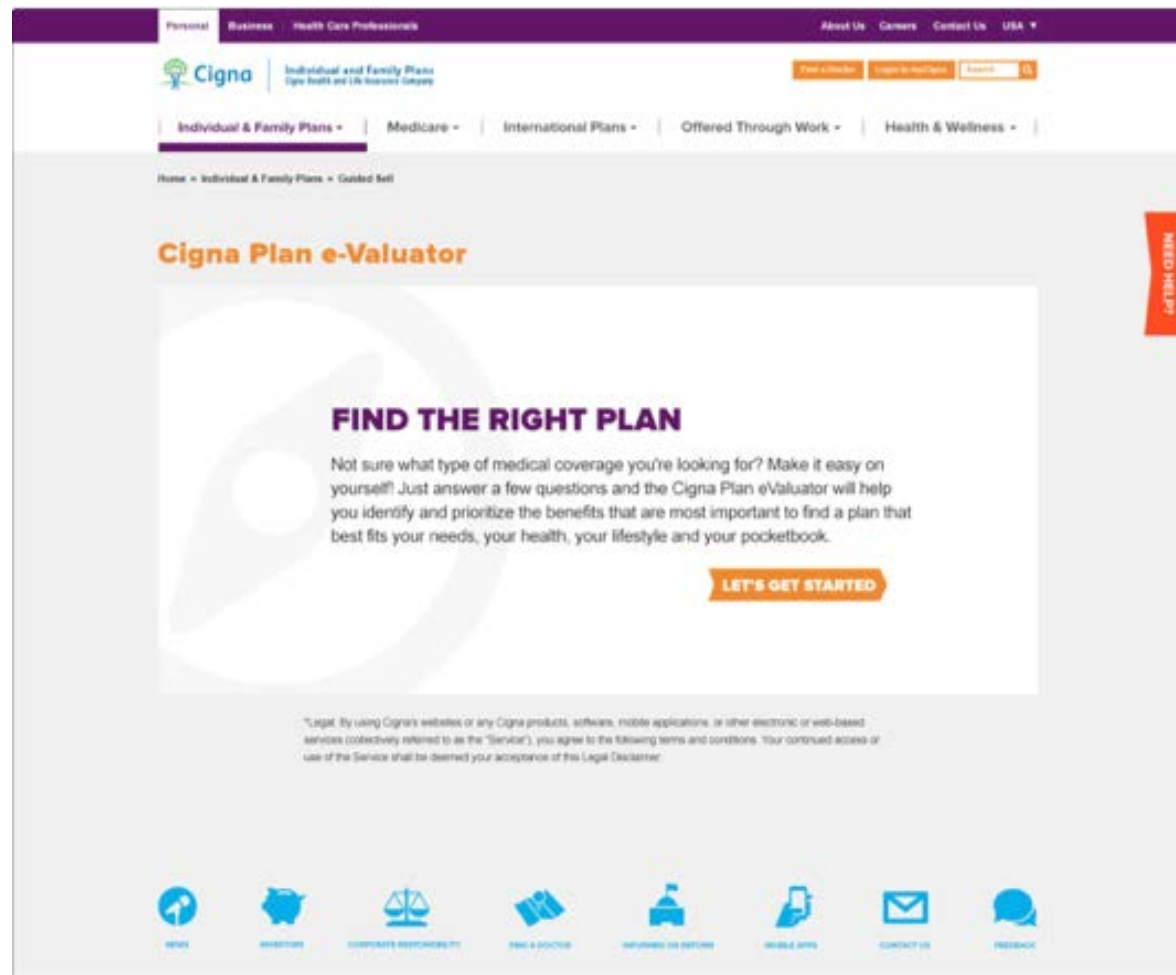
LEVEL TWO PAGES

LEVEL TWO NAVIGATION

LEVEL THREE PAGES

LEVEL FOUR PAGES

GUIDED SELL



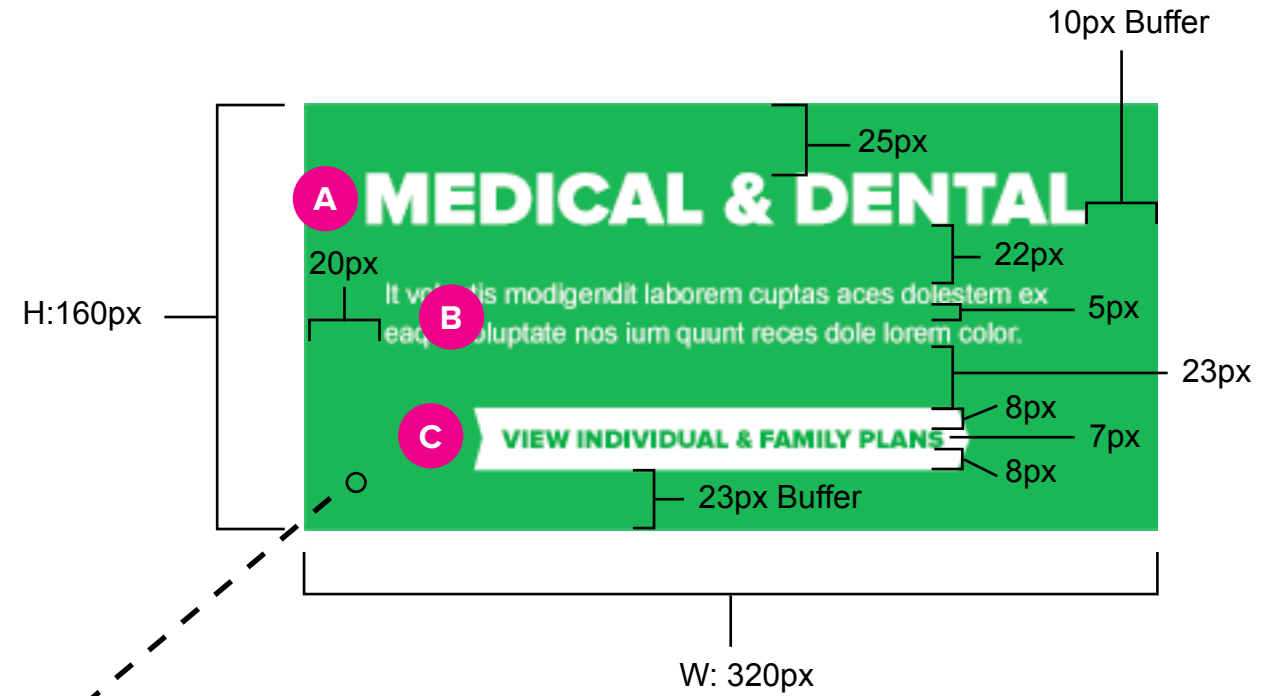
WEB MODUALS | HEROS

FONTS

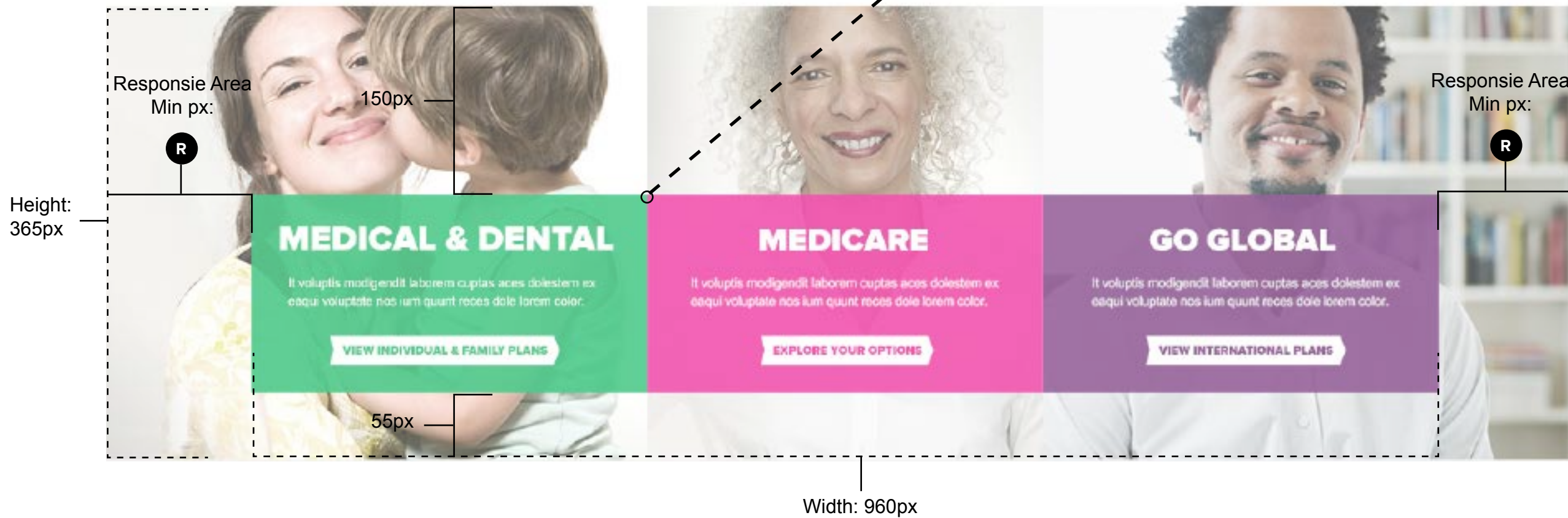
- A** Proxima Nova Bold 35pt (20px)
- B** Arial Regular 14pt (8px)
- C** Proxima Nova Bold 18pt (7px)

RULES

Each color modual box contains a character count of XXX. XX in the header and xxx in the footer. The call to action button contains a max count of xxx. Titles and buttons are to be centered with a padding of xxx. Copy left aligned.



HERO 1



WEB MODUALS | HEROS

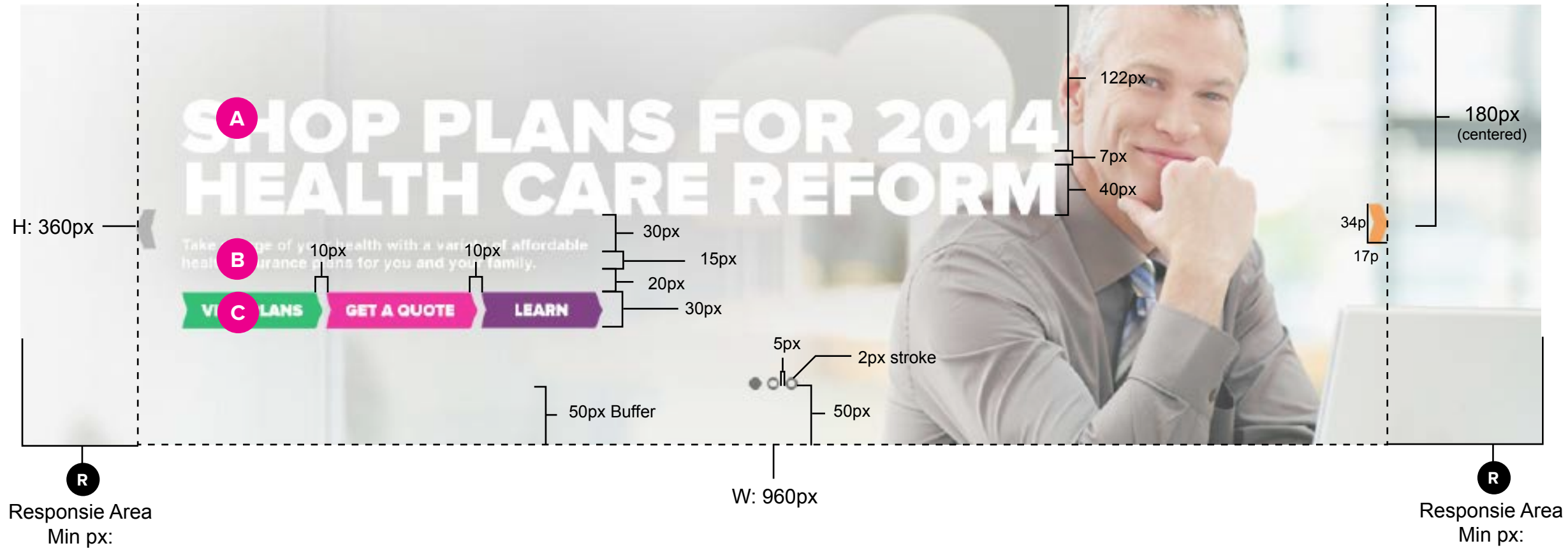
FONTS

- A** Proxima Nova Bold 35pt (40px)
- B** Arial Regular 14pt (9px)
- C** Proxima Nova Bold 18pt (7px)

RULES

All fonts are to be left aligned. Max character count for the 35 pt Proxima Nova is to be XXX. Description text (arial regular 14pt) is to have a max character count of XXX. Buttons will follow the "button rules".

HERO 2



WEB MODUALS | HEROS

FONTS

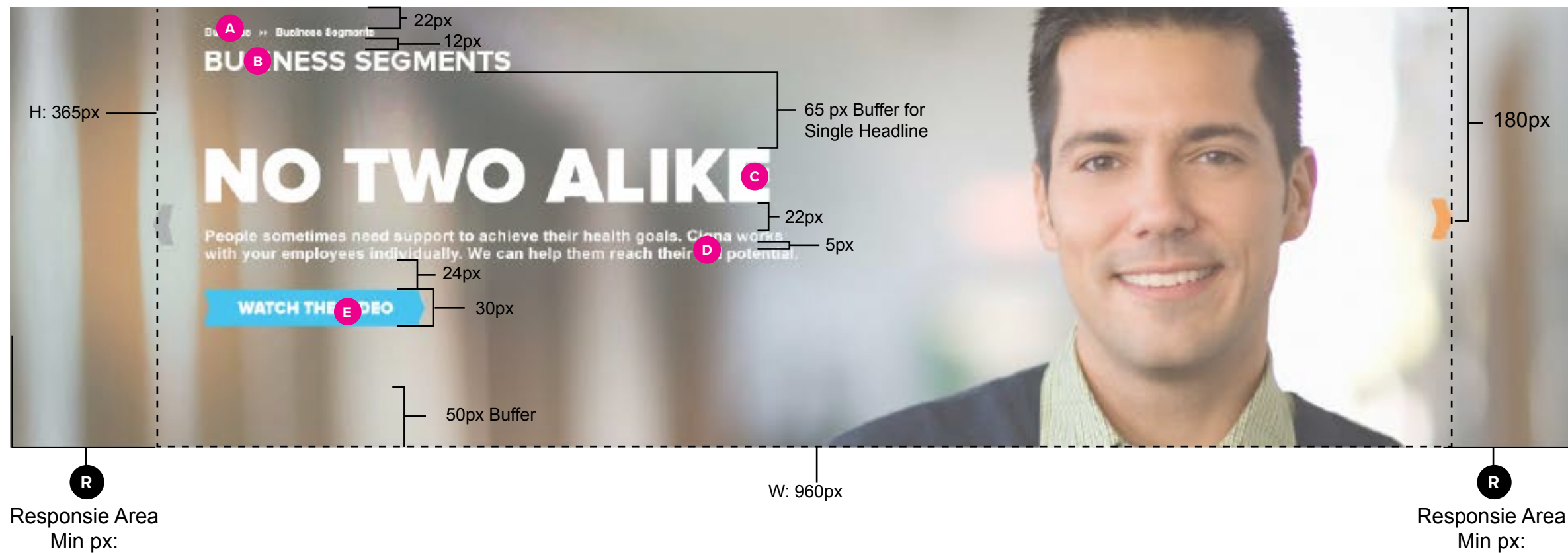
- A** Arial Bold 11pt (6px)
- B** Proxima Nova Bold 24pt (16px)
- C** Proxima Nova Bold 51pt (44px)
- D** Arial Bold 16pt (6px)
- E** Proxima Nova Bold 21pt (9px)

RULES

All fonts are to be left aligned. Max character count for the 35 pt Proxima Nova is to be XXX. Description text (arial regular 14pt) is to have a max character count of XXX. Buttons will follow the “button rules”.

- R** **RESPONSIVE AREA** left Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus a lorem non magna vestibulum ornare a ferme ntum tellus Ut ut felis. SHOULD THIS BE WRITTEN OUT?

HERO 2-B



WEB MODUALS | HEROS

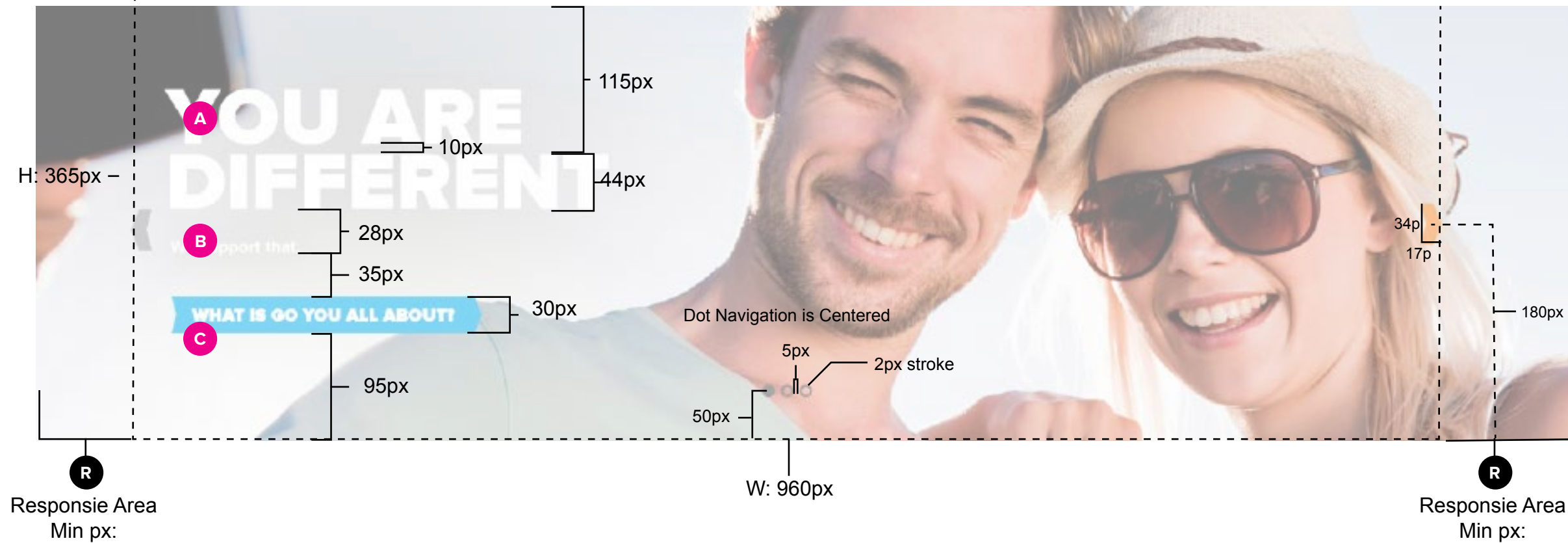
FONTS

- A** Proxima Nova Bold 35pt (44px)
- B** Arial Regular 14pt (9px)
- C** Proxima Nova Bold 18pt (10px)

RULES

All fonts are to be left aligned. Max character count for the 35 pt Proxima Nova is to be XXX. Description text (arial regular 14pt) is to have a max character count of XXX. Hero 3 will only have one button and will follow the "button rules".

HERO 3



FIND HERO 4 EXAMPLE

WEB MODUALS - ARTICLES

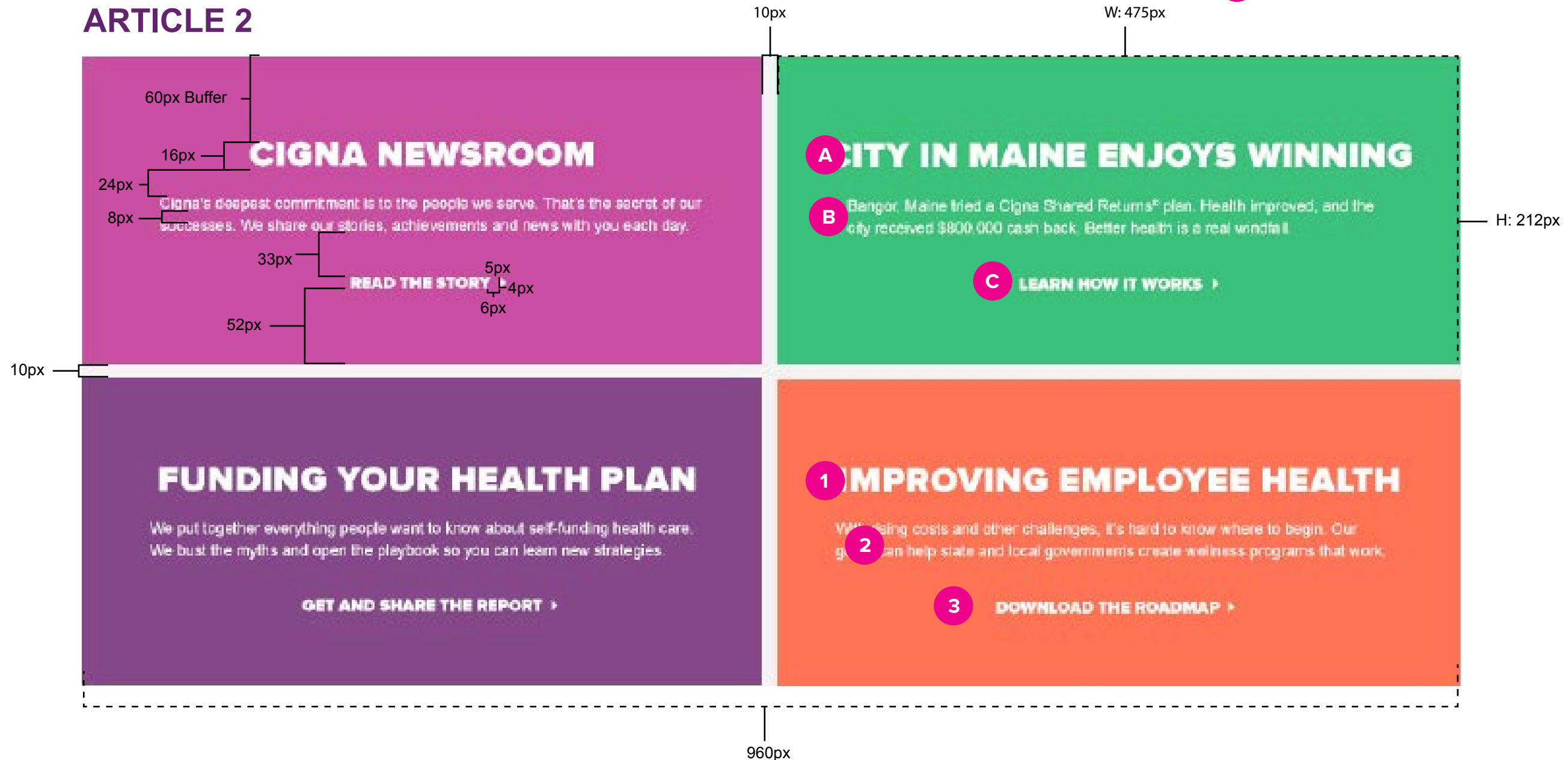
FONTS

- A** Proxima Nova Bold 32pt (16px)
- B** Proxima Nova Bold 32pt (8px)
- C** Arial Regular 14pt (7px)

RULES

- 1** Charter count:
- 2** Charter count:
- 3** Charter count:

ARTICLE 2



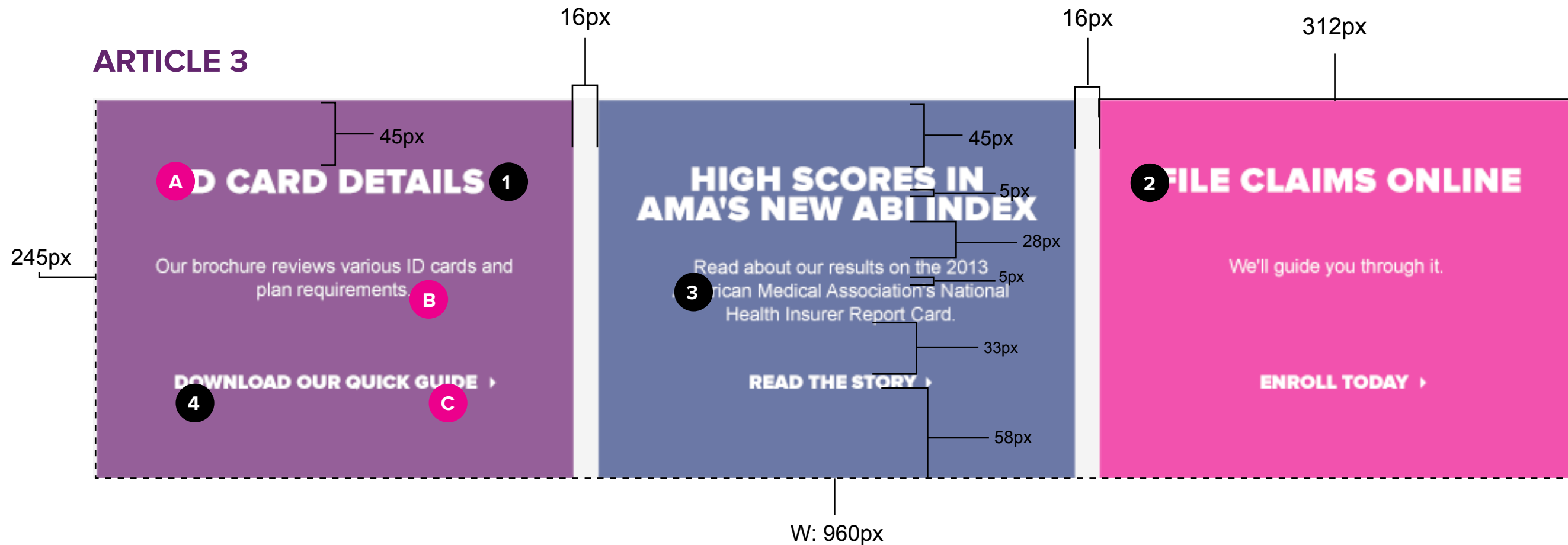
WEB MODUALS - ARTICLES

FONTS

- A** Proxima Nova Black 30pt (16px)
- B** Arial Regular 16pt (8px)
- C** Proxima Nova Black 18pt (8px)

RULES

- 1** Center All copy & CTAs
- 2** Character Count Header: XXXX
- 3** Character Count Body: XXXX
- 4** Character Count CTA: XXXX



WEB MODUALS - ARTICLES

FONTS

- A** Proxima Nova Black 30pt
- B** Arial Regular 16pt
- C** Proxima Nova Black 18pt

RULES

- 1** Center All copy & CTAs
- 2** Character Count Header: XXXX
- 3** Character Count Body: XXXX
- 4** Character Count CTA: XXXX

ARTICLE 4



WEB MODUALS - NEWS

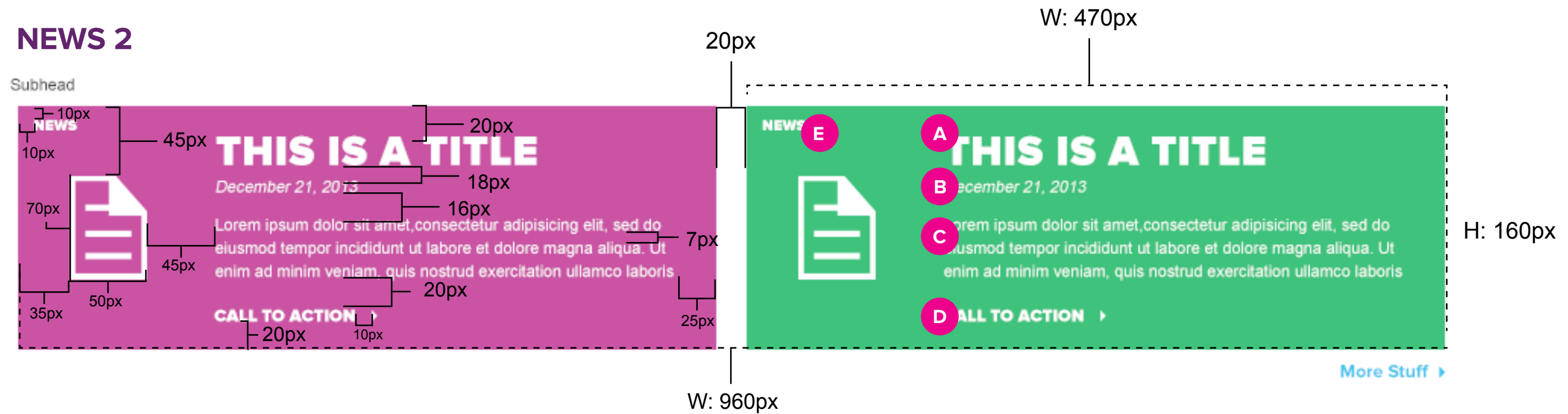
FONTS

- A** Proxima Nova Black 28pt (20px)
- B** Arial Regular Italic 11pt (8px)
- C** Arial Regular 11pt (8px)
- D** Proxima Nova 16pt (8pt)
- E** Proxima Nova 18pt (9pt)

RULES

- 1** Left align all copy and CTAs 130px from left side
- 2** Character Count Header: XXXX
- 3** Character Count Body: XXXX
- 4** Character Count CTA: XXXX

NEWS 2



WEB MODUALS - NEWS

FONTS

- A** Proxima Nova Black 28pt (20px)
- B** Arial Regular Italic 11pt (8px)
- C** Proxima Nova 16pt (8px)
- D** Proxima Nova 18pt (9px)

RULES

- 1** Center align all copy and CTAs
- 2** Character Count Header: XXXX
- 3** Date Characteristics
- 4** Character Count CTA: XXXX
- 5** Center Graphic

NEWS 3

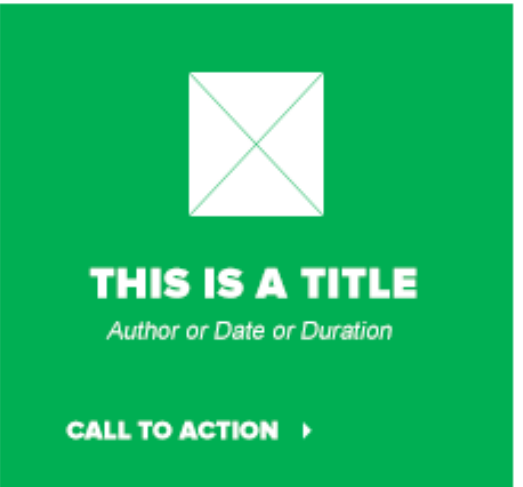


WEB MODUALS - NEWS

FONTS

- A** XXXXX
- B** XXXXX
- C** XXXXX

NEWS 4



MISC

A

B

C

INTERNATIONAL EMPLOYERS

Cigna offers service in 150 languages and local expertise. Review International services for your global employees

[READ MORE](#)

GOVERNMENT EMPLOYERS

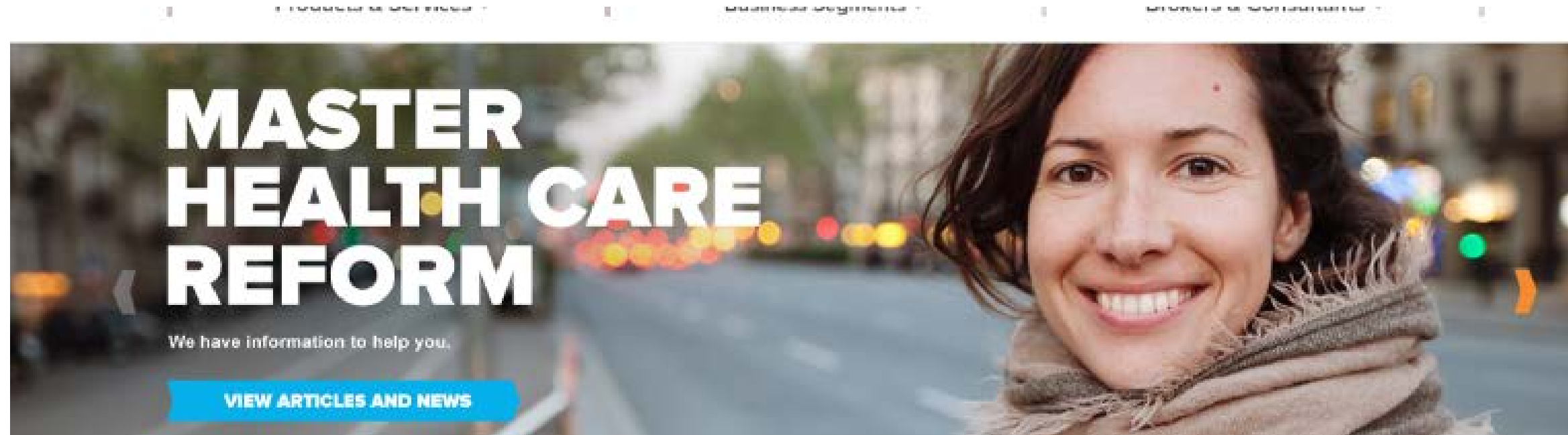
Governments can experience better health and lower costs. Learn more about our flexible offerings

[READ MORE](#)

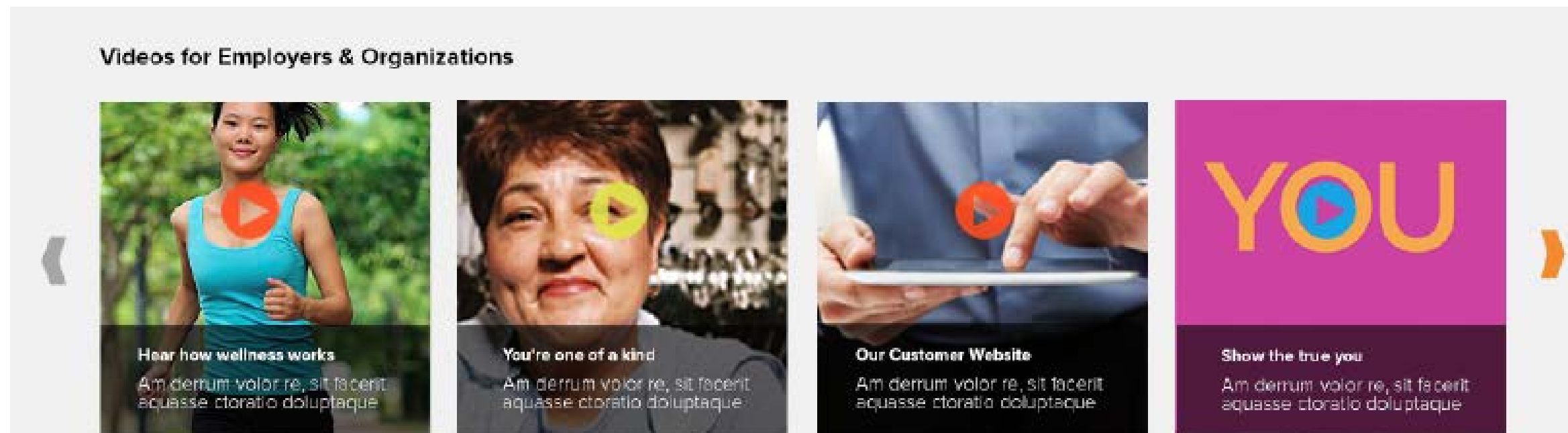
I WANT TO: [FIND A DOCTOR](#) | [FIND FORMS](#) | [GO TO CIGNA ACCESS](#) | [BECOME A BROKER](#)

WEB MODUALS - CAROUSELS

CAROUSEL 1



CAROUSEL 2



RAIL MODULES

FONTS

- A** Proxima Nova Bold 22pt
- B** Proxima Nova Bold 16pt
- C** Proxima Nova Bold 15pt
- D** Proxima Nova Bold 28pt
- E** Arial Regular 12pt
- F** Proxima Nova Bold 18pt
- G** Proxima Nova Bold 16pt

This diagram shows a rail module layout with the following specifications:

- Top Section (Red background):**
 - Width: 210px (with 10px padding on each side)
 - Height: 125px
 - Icon: 30x30px (icon)
 - Text: **TRY OUR PLAN E-EVALUATOR** (Font A)
 - Text: **HELP ME FIND INSURANCE** (Font B)
 - Internal padding: 16px
- Middle Section (Light Gray background):**
 - Height: 110px
 - Text: **INITIATIVE AMERICANS/ AMERICAN INDIANS** (Font A)
 - Text: FOR DETAILS AND PRICING ON 2014 PLANS, PLEASE CALL 999-999-9999 (Font C)
 - Internal padding: 5px, 16px, 8px, 16px
- Bottom Section (Light Gray background):**
 - Height: 70px
 - Text: **UNDERSTAND 2014 PLANS** (Font A)
 - Text: LOREM IPSUM DOLOR SET (Font C)
 - Internal padding: 12px, 5px, 12px, 12px
- Overall Spacing:** 10px padding on the top, bottom, and sides.

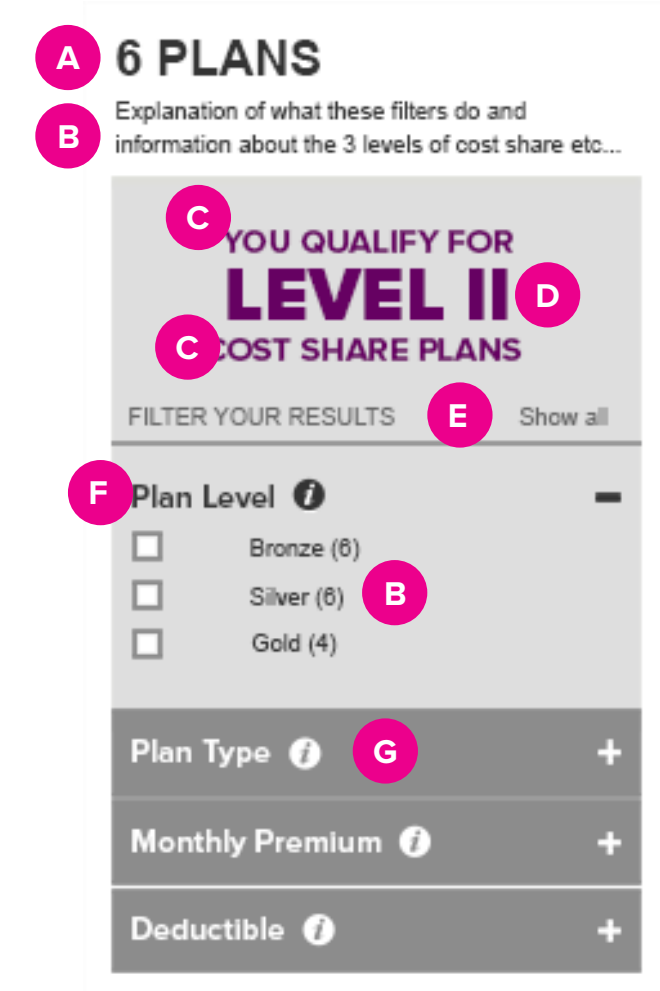
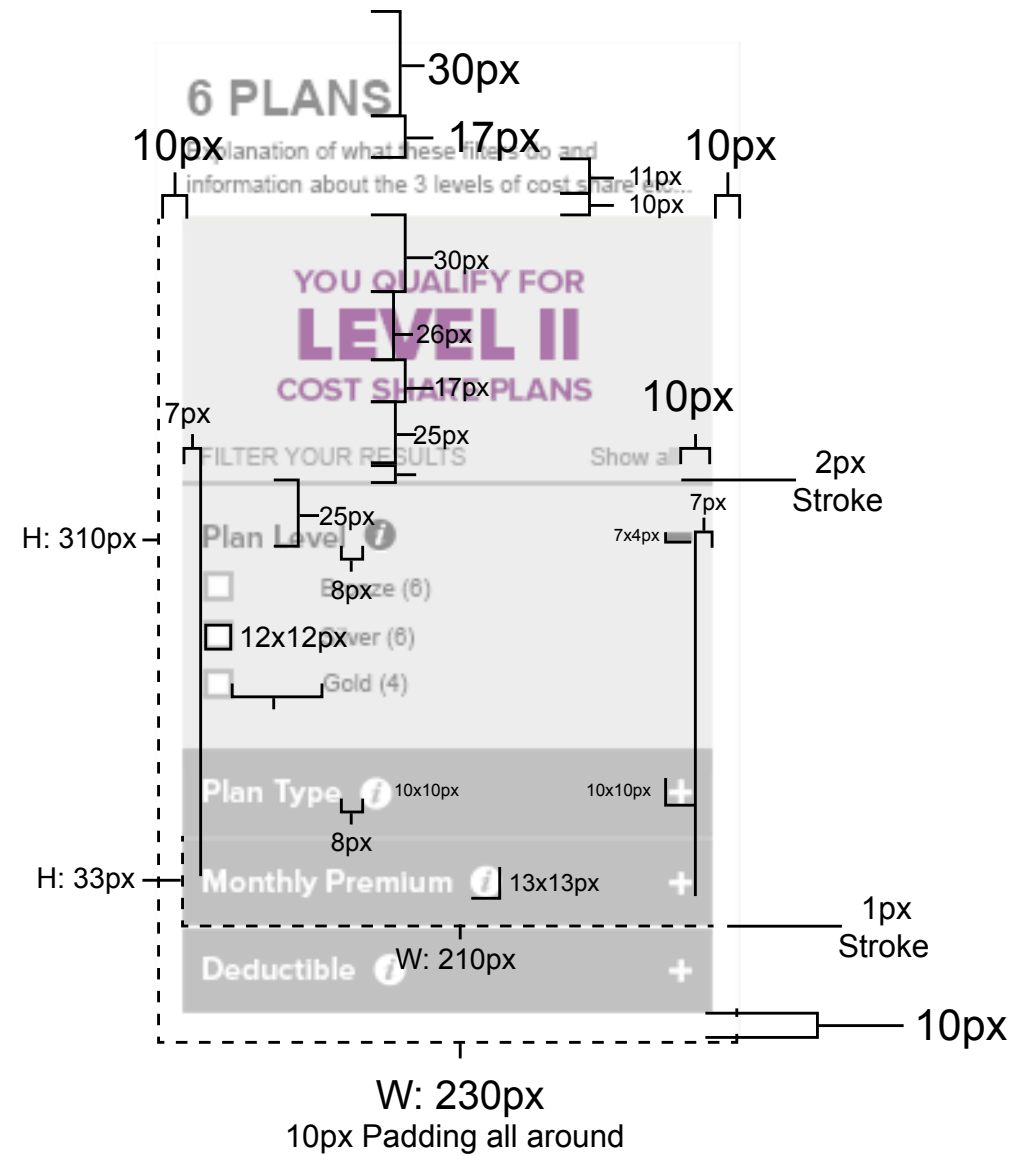
This diagram shows a rail module layout with the following specifications:

- Top Section (White background):**
 - Height: 30px
 - Text: Plan Documentations:
 - List of links:
 - DOWNLOAD SUMMARY OF BENEFITS (25px)
 - DOWNLOAD OUTLINE OF COVERAGE (25px)
 - DOWNLOAD PLAN COMPARISON (25px)
 - DRUG LIST (25px)
 - Internal padding: 15px, 8px
- Middle Section (Blue background):**
 - Height: 135px
 - Text: **FINANCIAL ASSISTANCE CALCULATOR**
 - Text: Lorem Ipsum Dolor Set Amet dolor heo nonummy iso holfg theros ipsum chono asos logos dolor.
 - Text: **DO I QUALIFY?**
 - Internal padding: 10px
- Bottom Section (Gray background):**
 - Height: 140px
 - Text: **RELATED ARTICLES**
 - List of article titles:
 - Lorem Ipsum Dolor Set Amet
 - Lorem Dolor Nonummy Placeholder
 - Placeholder Article Here
 - Lorem Ipsum Dolor Set Amet Lomo
 - Lorem Dolor Nonummy
 - Internal padding: 10px

RAIL MODULES

FONTS

- A** Arial Bold 25pt
- B** Arial Regular 12pt
- C** Proxima Nova Bold 17pt
- D** Proxima Nova Bold 28pt
- E** Arial Regular 12pt
- F** Proxima Nova Bold 18pt
- G** Proxima Nova Bold 16pt



RAIL MODULES

FONTS

- A** Proxima Nova Bold 14pt
- B** Proxima Nova Bold 33pt
- C** Arial Bold 12pt
- D** Proxima Nova Bold 27pt
- E** Proxima Nova Bold 22pt
- F** Arial Regular 17pt
- G** Proxima Nova Bold 18pt
- H** Arial Regular 12pt

