Aetna logo usage guidelines

September 2019
Our logo is central to our brand. It represents who we are, what we do and what we believe in.

Our logo combines the CVS Health heart icon with the wordmark, signifying the strength of the two combined companies — an exciting change for health care.

**Usage**

The redesigned logo:

- Incorporates a CVS Health heart icon in Aetna’s primary color violet to reflect Aetna’s important role in the CVS Health enterprise
- Demonstrates the enterprise commitment to transform health care
- Is a symbol of our enterprise-wide purpose of helping people on the path to better health
- Is now only available in two colors — violet and white
- A black logo is available ONLY for black-and-white printed materials
Logo

**Key principles**

Our logo must be right aligned at the bottom on all Aetna communications, with exceptions for digital and mobile technical limitations only.

Violet is our lead brand color. It should be exclusively used for all business- and operational-related items and materials.

**Aetna in text**

When writing the company name, we spell it with an initial capital letter ("A"). The company name is always written as “Aetna.”

**Aetna in foreign language translation**

We don’t translate the company name into foreign languages. The company name is always written as “Aetna.”

Examples include brochures, flyers, postcards and posters.
Digital position
Left alignment is necessary to ensure brand visibility on any device.

Examples include email and websites.
Logo

Mega brand
When the logo is the only asset, it should be centered and focal.

Examples include signage and billboards.
Specs

Keep the logo clear of competing text, images or graphics by maintaining the minimum amount of clear space, which is equal to the height of the “t” in Aetna.

Keep the logo legible by always using the wordmark at sizes greater than 0.105” for print and 16px for digital applications.

Please note: The small-scale logo trademark (TM) symbol is larger in proportion to the Aetna wordmark so that it remains legible at smaller sizes.

Print

Minimum size for regular use

\[ \text{aetna} \] 0.209” / 5.31mm

Minimum size for small use

\[ \text{aetna} \] 0.105” / 2.67mm

Digital

Minimum size for regular use

\[ \text{aetna} \] 27px

Minimum size for small use

\[ \text{aetna} \] 16px
Aetna Foundation

The Aetna Foundation has its own logo, due to its unique tax and legal status. Except for the logo, the Aetna Foundation follows all other Aetna design standards and guidelines (for example, font, use of color and photography).

Logo color

We only use violet for the Aetna Foundation logo color (or a white logo on colored backgrounds). A black logo should be used on black-and-white printed materials.

Clear space

Keep the logo clear of competing text, images and graphics by maintaining the minimum amount of clear space, which is equal to the height of the “t” in Aetna.

Print

Minimum size for **regular** use

<table>
<thead>
<tr>
<th><strong>♥ aetna</strong></th>
<th>0.44” / 11.176mm</th>
</tr>
</thead>
</table>

Minimum size for **small** use

<table>
<thead>
<tr>
<th>♥ aetna</th>
<th>0.28” / 7.11mm</th>
</tr>
</thead>
</table>

Digital

Minimum size for **regular** use

<table>
<thead>
<tr>
<th>♥ aetna</th>
<th>69px</th>
</tr>
</thead>
</table>

Minimum size for **small** use

<table>
<thead>
<tr>
<th>♥ aetna</th>
<th>43px</th>
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Aetna.com