



Aetna logo guidelines for external partners

November 2023



Logo

The Aetna logo represents our health care benefits offering and is available in a variety of file formats to cover all reproduction needs.

- The Aetna logo is available in violet, white and black.
- Use the violet Aetna logo whenever possible.
- A black version of the logo is available for black-and-white printed materials only.
- Use approved electronic artwork. Don't redraw or separate logo components.
- Never alter the spacing, relative size or orientation of the logo.



Clear space

Clear space is the area surrounding a logo that is kept free of all other visual elements (e.g., graphics, partner logos or typography).

The minimum amount of clear space (x) around our logo must equal the height of the heart.

Whenever possible, more clear space is preferred to ensure our logo stands out in communications.



Minimum size

Our logo must be sized large enough to be legible in every application. Whenever possible, the logo should appear larger than the minimum size.

When space limitations require sizes smaller than minimum size, use the small-use version.

Minimum size for print



 0.209"/5.31mm

Minimum size for digital



 27px

