



UnitedHealthcare Quickstart Guide

A quick resource for logos, icons and more

Welcome

This guide gives you the basic resources you need to create experiences that look and feel like UnitedHealthcare. From our colors to our logos and icons, our visual assets are an important part of our brand – helping to build familiarity, trust and consistency with other member materials.

Please use this guide as you create enrollment and member engagement materials. Throughout, you'll find links that will take you directly to the elements you need, including:

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A note about logos and icons

When you need a logo or icon, always download it from our official brand library – not from a Google search, which can be outdated, low-quality or inaccurate.

If you have any issues, **[contact us here](#)**.



Our brand

Colors

Our main brand colors are UHC Blue and White. Use these colors most of the time.

If you need to highlight something important, you can use Sky Blue as a secondary background color – it should never be used for text.



UHC Blue: HEX #002677

White: HEX #ffffff

Sky Blue: HEX #D9F6FA

Fonts

Headlines – Use **Georgia bold** 36 point font size / 46 line height / HEX #002677

Subheads – Use **Arial bold** 24 point font size / 32 line height / HEX #002677

Body copy – Use Arial regular 16 point font size / 24 line height / HEX #002677 or HEX #333333

Logo guidelines

Best practice is to use the stacked wordmark most of the time. If you don't have much vertical space, you may use the horizontal wordmark. Our logos come in UHC Blue and White. Click the download link below or go to pages 6-7 for more information.

UHC stacked wordmark (preferred)

[Download logo >](#)



Minimum digital height = 28 px

Clearspace is equal to the height of an “e” in UnitedHealthcare.

UHC horizontal wordmark

[Download logo >](#)



Minimum digital height = 12 px

Clearspace is equal to the height of an “e” in UnitedHealthcare.

UHC Oxford stacked wordmark (preferred)

[Download logo >](#)



Minimum digital height = 28 px

Clearspace is equal to the height of an “e” in UnitedHealthcare.

UHC Oxford horizontal wordmark

[Download logo >](#)



Minimum digital height = 12 px

Clearspace is equal to the height of an “e” in UnitedHealthcare.



Logo watchouts

These guidelines help ensure our brand and logo remain recognizable, professional and consistent.



Do not use colors or tints other than UHC Blue, White and Black.



Do not place logos on background colors other than UHC Blue, White or Sky Blue.



Do not use drop shadows.



Do not compress or stretch the logos.



Do not rotate the logos.



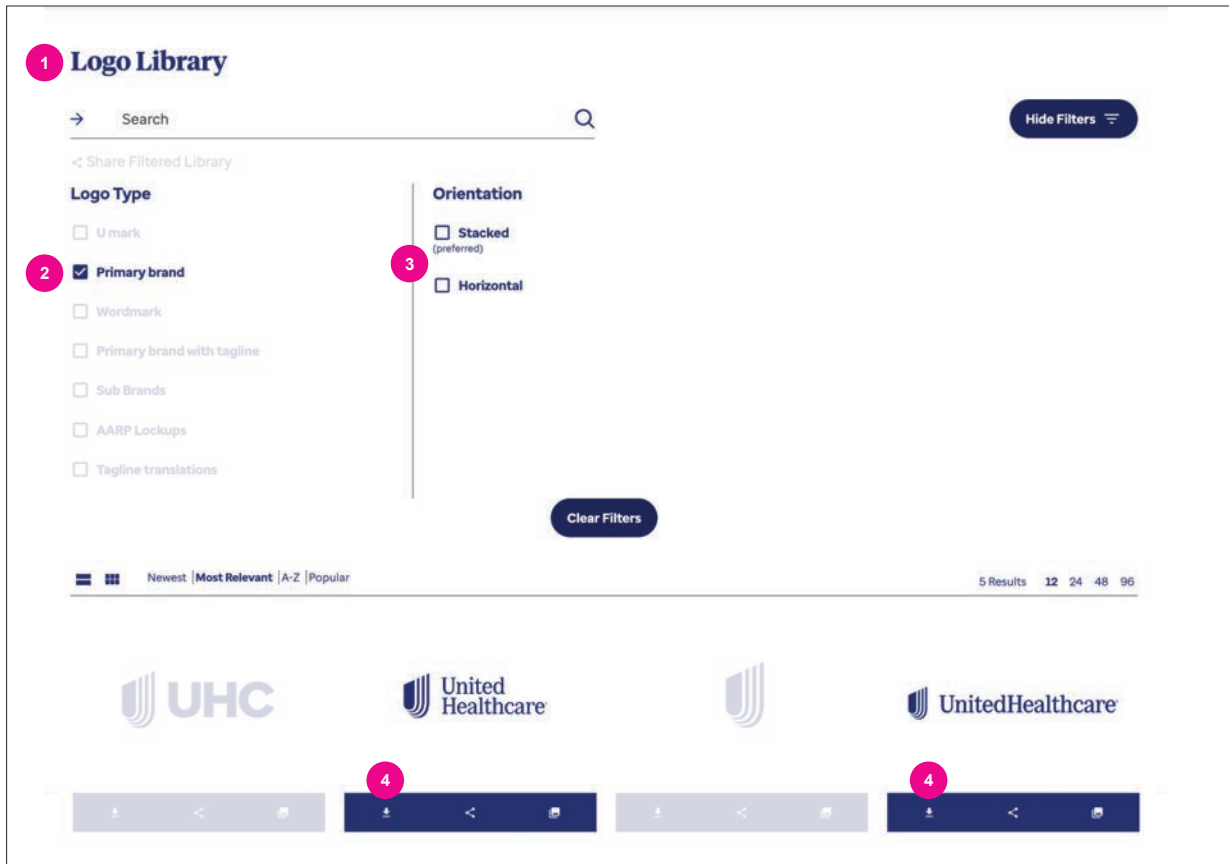
Do not duplicate the U-mark in layouts.

Searching for UHC logos

There are 2 ways to download: by clicking the download link on page 4 or by searching the Logo Library. Either way, you'll need to log in to brand.uhc.com – if you need access, [request it here](#).

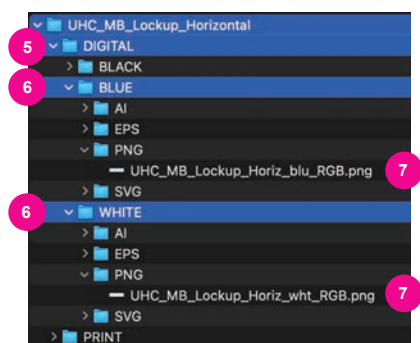
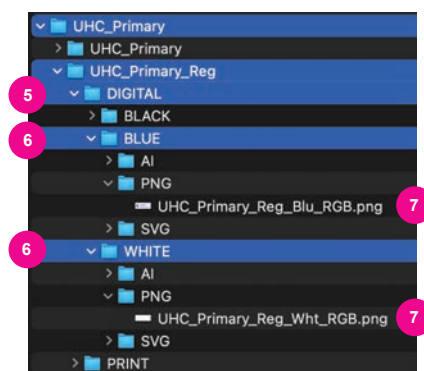
To search for logos:

1. Go to the **Logo Library**
2. Check the box next to Primary brand
3. Select the orientation you need
4. Click the down arrow to download



Once the download completes, open the zipped folder.

5. Click on the folder named DIGITAL
6. Choose the BLUE or WHITE folder, depending on the color you need
7. Select the PNG file



Note: Make sure you use the logo with the registration mark ®.

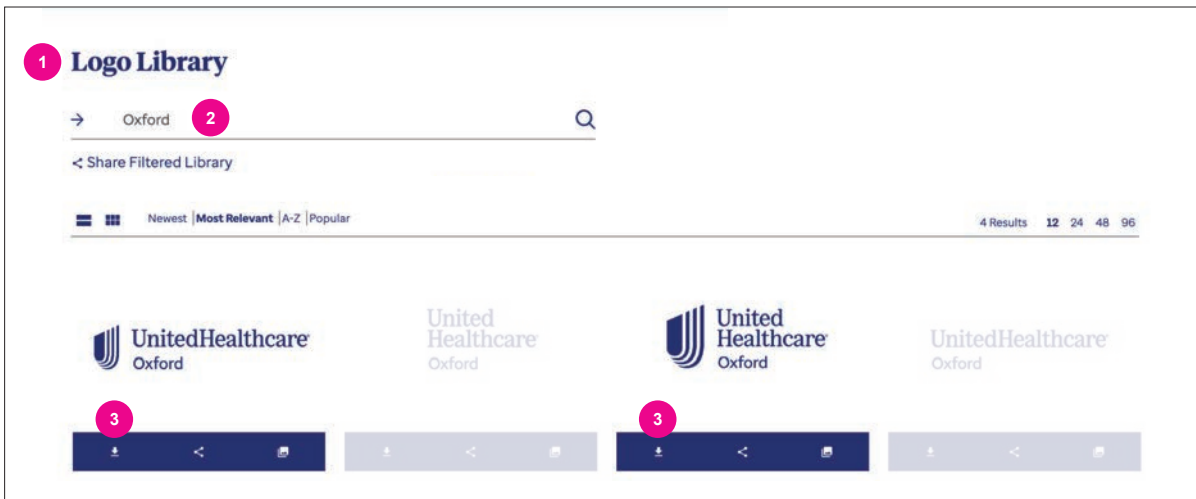


Searching for UHC Oxford logos

There are 2 ways to download: by clicking the download link on page 4 or by searching the Logo Library. Either way, you'll need to log in to brand.uhc.com – if you need access, [request it here](#).

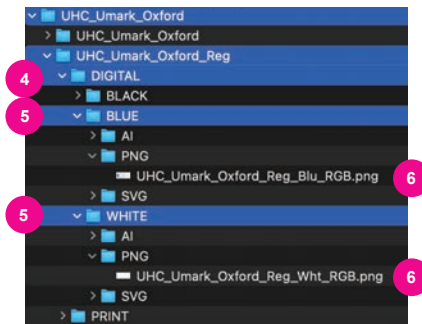
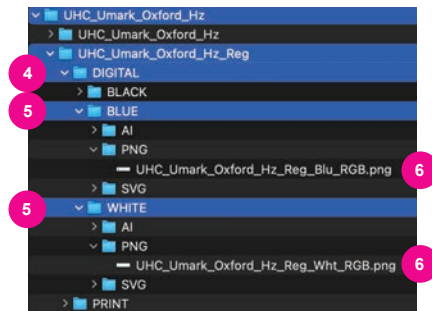
To search for logos:

1. Go to the **Logo Library**
2. In the search bar, type “Oxford”
3. Click the down arrow to download



Once the download completes, open the zipped folder.

4. Click on the folder named DIGITAL
5. Choose the BLUE or WHITE folder, depending on the color you need
6. Select the PNG file



Note: Make sure you use the logo with the registration mark ®.

Icons

Sometimes adding an icon next to your content can make it easier to understand. These are our most commonly used icons, grouped by category and topic. To download, click the name below each one or go to page 11 for more information.

Behavioral health			Dental	Digital engagement			
							
Heart	Mental health	Wellness	Toothbrush	Mobile phone	Self service	Video chat	
Financial			Fitness/health				
							
Cost	Dollars processed	Piggy bank	Bicycle	Health	Tennis shoe		
Health services			Incentive programs				
							
Clinic	Document multiple	Health access	Award	Gift	Star		
Medical plans			Member support				
							
Magnifying glass - plus	Network	Stethoscope	Chat	Clipboard - checked	Handshake		
Pharmacy		Preventive care			Supplemental		
							
Pill	Pill bottle	0	Calendar	Syringe	Ambulance	Wheelchair	
Value		Vision					
							
Care	Eye						



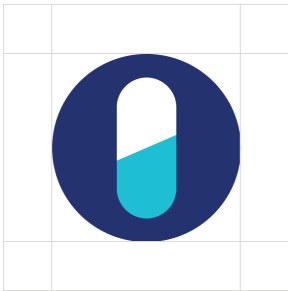
Program-specific icons

These icons are used to introduce specific programs and services. To download, click the name below each icon or go to page 11 for more information.

24/7 Virtual Visits  Virtual care	Behavioral Health Solutions  Mental health	Calm Health  Wellness	Cancer Support Program  Care	Care Cash  Bank card
Contact Capture form  Clipboard	Digital Tools  Laptop	Employee Assistance Program  Phone	Financial accounts (HSA, FSA, HRA)  Piggy bank	How a health plan works  Medicare Advantage PD
Maternity Support and Maven  Baby	One Pass Select  Weights	Quit For Life  No smoking	Real Appeal  Scale	Tips for choosing a health plan  Checkmark
Transferring care  Process	UnitedHealthcare app  Mobile phone	UHC Rewards  Gift	Value of UHC  Star	Wellness 1  Tennis shoe
Wellness 2  Health	Wellos  Healthy food			

Icon guidelines

It is best practice that our icons are always accompanied by text to aid in wayfinding and to support messaging.



Minimum digital height = 48 px
Recommended digital height = 64 px

Clearspace is 1/4 of the height of the holding shape.

Color options



2-color icons may be used on White, Sky Blue or UHC Blue.

Icon watchouts

To keep our brand looking its best, please follow the guidelines above and avoid changing the icons in any way. For example:



Do not place icons over photography or illustrations.



Do not place icons on secondary background colors or change icon color.



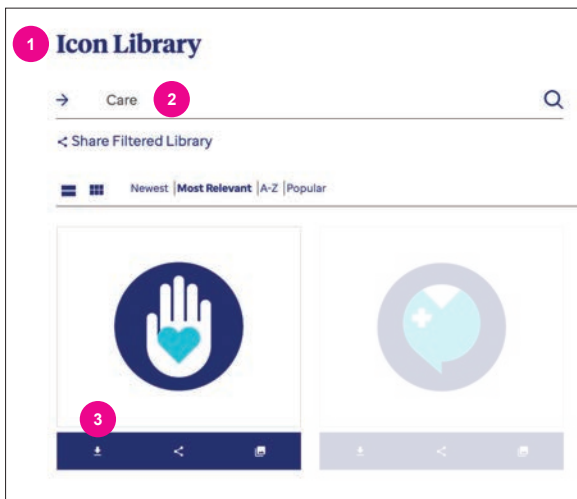
Do not stretch or compress icons.

Searching for icons

There are 2 ways to download: by clicking the link on page 8 or by searching the Icon Library. Either way, you'll need to log in to brand.uhc.com – if you need access, [request it here](#).

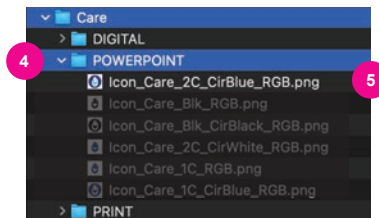
To search for icons:

1. Go to the **Icon Library**
2. In the search bar, type the name listed under the icon on page 8
3. To download, click the down arrow



Once the download completes, open the zipped folder.

4. Click on the folder named **POWERPOINT**
5. Select the 2C Circle Blue icon PNG file



Note: Our icons are updated occasionally, so they may not match what you see on page 8. Always use the icons from the Brand website for the most current versions.

Thank you

Questions?

Contact brand support at brand.uhc.com/contact

**United
Healthcare®**