

To: Lindsey Tucker, DVHA
From: GMMB
Date: July 25, 2012
RE: Visual Identity Recommendation for Vermont Health Benefit Exchange



NAME

“Vermont Health Connect” is where Vermonters will go to find both private and public health insurance plans. This name received the highest rating in focus groups, with participants reacting positively to its mention of Vermont, the clarity of the word “Connect,” and the name’s ability to be both descriptive and concise. Unlike other names, there were no negative reactions.

TAG LINE

In stated preferences and comments, focus group participants liked “Find the plan that’s right for you” because it is straightforward, plainspoken and not “sales-y.” This tag line offers a clear call-to-action while conveying the concept of choice.

MARK and COLORS

The logo’s “mark” of Camel’s Hump and evergreen trees, and the two shades of dark green may look familiar as they are currently featured in the Green Mountain Care logo. Among the four “marks” presented in focus groups, this tested the best. Participants offered that it looked like Vermont and they were drawn to the “safe” and “comforting” color palette of darker greens.

LOCK UP

The logo’s lock up – that is, the composite layout of name, tagline, font, colors and mark – reads as both trustworthy and approachable, two qualities that are essential in health care. Also, by being roughly square, this logo lockup can be used across a variety of offline and online mediums.

CONNECT vs. CONNECTOR vs. CONNECTION

We understand the observation that, unlike the Massachusetts Health Connector, Vermont Health Connect does not offer a noun that could be used as an offhand abbreviation for the Exchange. Using

the term “connector” in Vermont raises two concerns – (1) residents may think that the Vermont Health Benefit Exchange was not designed with Vermont exclusively in mind, and (2) due to the close proximity of the two states and overlapping media markets, there might be confusion as to which destination is the right one for Vermonters. We explored an alternate name, “Vermont Health Connection,” however, some concerns we have with making this change include a lengthier name and that this name does not readily offer an abbreviated name. Because none of the focus group participants mentioned the lack of an abbreviation for “Vermont Health Connect” as a concern, we recommend keeping “Connect” in the name. And, unlike “Connection,” “Connect” is active rather than passive.

CONTEXT

Lastly, because we understand that the new name of the Exchange will frequently occur in the context of descriptive language or outreach messages, we wanted to offer an example. The specifics of the language will change and are provided only to provide a sense of how the name could be used.

Vermont Health Connect is a new website that makes it easy to compare a variety of quality public and private health insurance plans available in our state. With side-by-side comparisons of benefits and prices in easy-to-understand language, Vermonters will be able to choose a plan that fits their needs and their budget. Whether you’re looking for public or private health insurance, *Vermont Health Connect* is the place to start.

Please let us know your team’s feedback on the visual identity and if you have any questions.