

ICON STYLE GUIDE

Certified Assister Icon





BeWell Brand Stewardship

Please adhere to these guidelines to preserve the integrity of the BeWell brand in all external and internal communications including the Certified Assister icon. This outline offers guidance in ensuring consistent, cohesive icon usage.



BeWell NM Certified Assister Logo Badge

The Certified Assister partner icon publicly validates the partner's legitimacy, expertise, and credibility in providing qualified assistance to consumers, typically regarding health insurance marketplaces or other public service programs. The icon serves several key purposes:

ESTABLISH TRUST

IDENTIFY QUALIFIED ASSISTANCE

ENSURE STANDARDS

DEMONSTRATE EXPERTISE

ATTRACT CLIENTS

OFFICIAL RECOGNITION

BRAND REACH

The Purpose of the BeWell Certified Assister Logo Badge

The Certified Assister icon helps individuals easily identify trained experts who can provide free, unbiased, and knowledgeable help with the complex process of understanding health coverage options.

The icon is a symbol of quality and reliability, assuring consumers that the assister has met specific training and certification requirements and is endorsed by BeWell.

The icon helps attract individuals seeking qualified and reliable help, potentially increasing business opportunities, community reach and brand awareness.

Icon Usage



The minimum size of the icon should be 1" tall (96 pixels).

BeWell Cap Height  BeWell

The clear space is equal to the cap height of BeWell.

CLEAR SPACE

The Certified Assister icon works best when it has space around it. Please make sure that there is empty space equal to the size of the BeWell cap height on all sides, as shown above.

MINIMUM SIZE

The icon should be reproduced at a reasonable size to maintain legibility in all media. Do not size the icon less than 1 inch tall or 96 pixels.

Logo Restrictions

The BeWell Certified Assister logo is to be used exactly as it has been designed. Please do not reinterpret the logo or change its appearance in any way.

