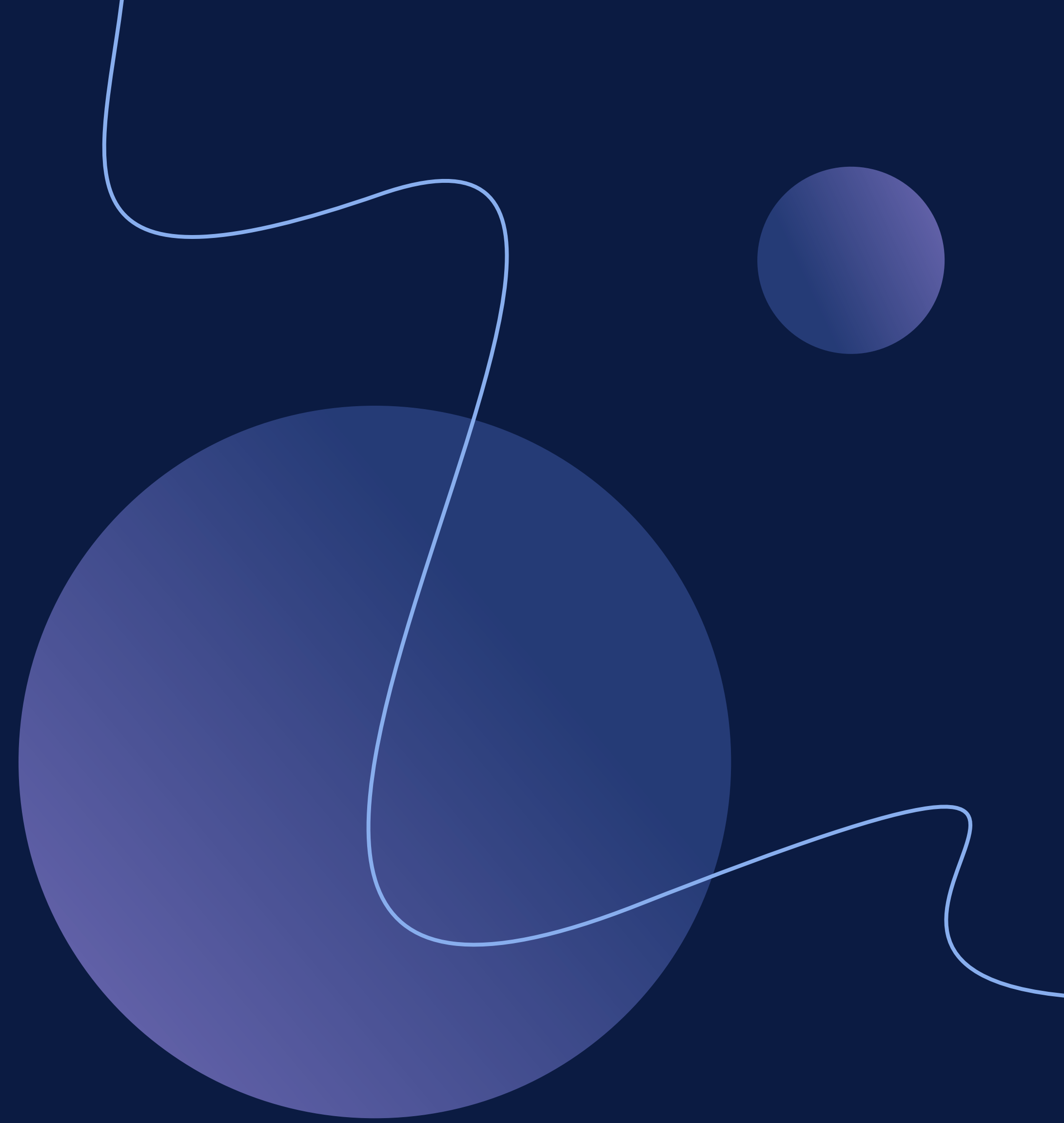


# Brand Guidelines

**Nayya**



# Contents

01	Intro
02	Brand Pillars
03	Logo
04	Color
05	Type
06	Brand Elements
07	Photography
08	Icons
09	Application

# The Power of a Brand

A brand is much more than the logo, colors, and fonts. A brand is the **experience**, the **connection**, and the **feeling** that a person has when they interact with an organization.

The focus of branding, therefore, is to ensure that those who interact with Nayya walk away with a consistent, positive, and memorable experience.

This experience, though difficult to articulate and define, is reinforced through consistency in visuals, message, and delivery. In the pages that follow, some of the most visible and widely utilized communication tools of Nayya are documented, and standards are given for how they are to be designed and used.

We believe that our brand is one of Nayya's most valuable assets, and consider these brand guidelines to be a tool to ensure the brand is maintained, consistent, and engaging.

# Brand Pillars

---

## Welcoming

Use of a warm pastel color palette, friendly typography, and simple illustrations to evoke a sense of welcome for users

---

## Inspiring

Use of light flares as a metaphor for the meaning of company name “Nayya,” which means “newness” and also the mission of shedding a light on the confusing and ambiguous world of healthcare benefits. Use of light color palette. Use of modern illustrations.

---

## Human

Choice of a very personable typeface “Circular Medium” which exudes a ton of personality. Use of human-centric illustrations.

---

## Transparent

Use of light flares and play of different opacities and glow. Use of messaging to convey transparency of information.

---

## Communicative

Choice of human-centric typeface and also through tone of voice and messaging.

Nayya

# The Logo

**Nayya**

## The Logo

The logo is the most visible element of the Nayya identity. The following guidelines have been designed to help ensure the proper application of the logo across all mediums.

**Nayya**

## Logo Anatomy & Minimum Size

The Nayya logo should appear as shown in all print and/or electronic applications. The Nayya logo is a logotype (“Nayya”) without a logomark for simplicity, legibility, and recognizability.

To protect legibility and impact, the Nayya logo must be reproduced no smaller than shown on this page. When reproduced in sizes smaller than this minimum, the logo loses its legibility and impact.

---

Primary Logo



Nayya

---

Minimum Vertical Size  
375in./30px.



Nayya

## Clear Space

Every logo lives in a variety of environments, surrounded by various design elements – patterns, images, graphic elements or even other logos.

For this reason, the space allotted around the logo is essential to properly represent the brand. The logo should be surrounded on all sides by clear space equal to the width of the second “a” in the logotype.





# Nayya

## Misuse

To establish and reinforce awareness and recognition of the Nayya logo, consistent reproduction is essential.

To ensure consistency, never alter the color or typeface of the logo. Always use the approved logo art provided in the electronic templates included in these guidelines. The Nayya logo must never be typeset (manually typed out or attempted to be recreated).

**Use only the approved digital files that accompany these guidelines.**



Do not use incorrect colors



Do not skew



Do not overlap with other elements



Do not use Drop Shadow



Do not use an outline



Do not alter the Logotype

## Social Avatars

The Nayya logo is the first to be seen in all social platforms. To keep the brand consistency, it is important to maintain best practices of ensuring that it is visually centered on the x and y axis.

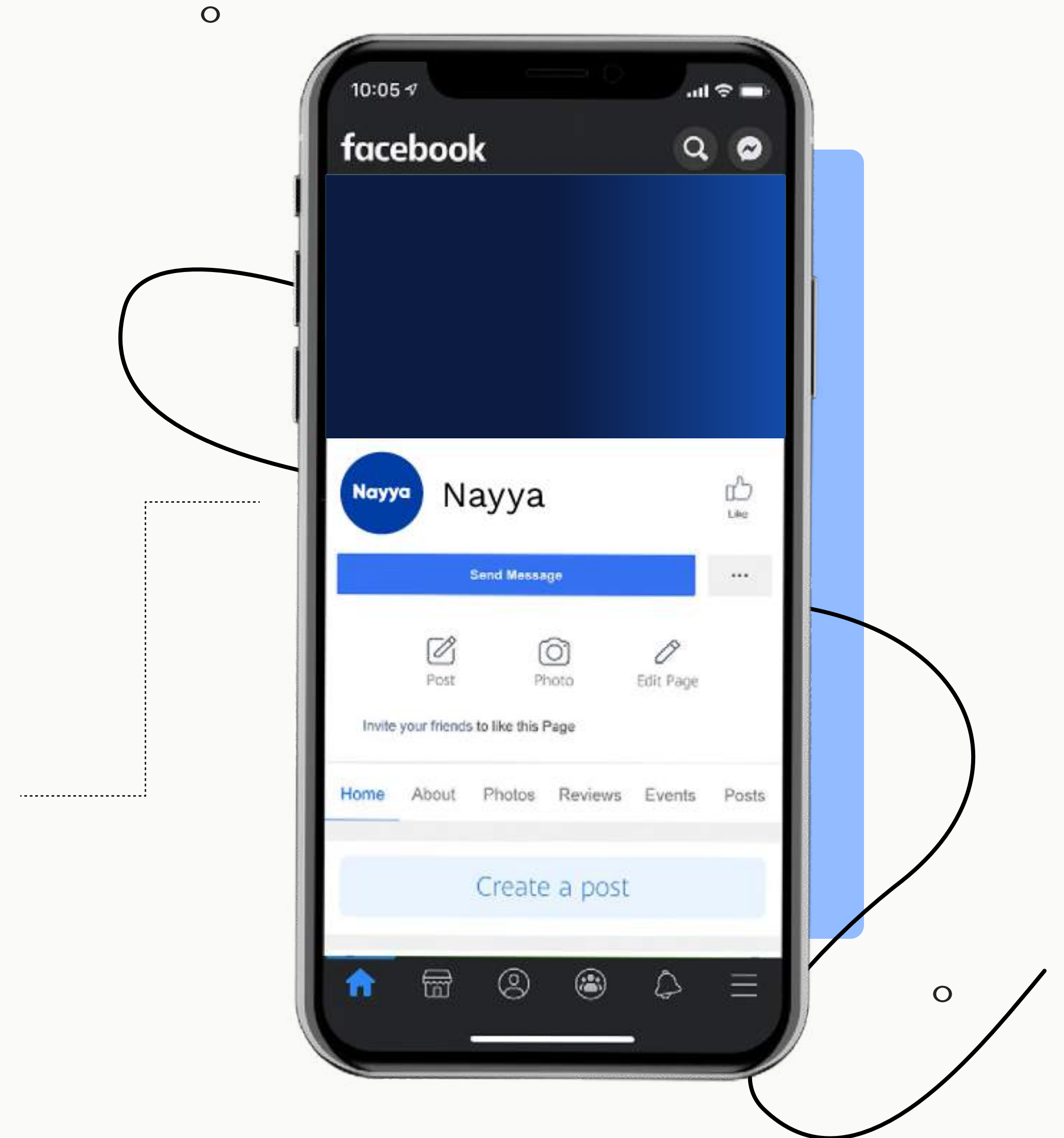
All social avatars are to remain in the primary blue with the blush to bold yellow gradient. There are different social platforms that will have a square format such as LinkedIn. Be sure to maintain the same layout practices all across.



Square Format



Circle Format



## Color Formats

Choosing the right color mode for a project is key to maintaining color consistency. Files are labeled with one of the following color designations.

### **PMS**

The Pantone® colors in these files offer the highest color accuracy for the brand. When color is crucial, use these. (Use coated formulas unless otherwise noted).

### **BLACK**

When color isn't available, greyscale files use only tints of black to represent the logo. These are specifically created to ensure readability and contrast when color is absent.

### **CMYK**

When printing with PMS colors isn't available, CMYK files offer a close alternative. CMYK refers to the four colors in the process-color printing method (cyan, magenta, yellow, and black).

### **REV**

When the logo is placed on dark backgrounds, these files use reversed color (white) to ensure readability.

### **RGB**

For digital uses of the brand, RGB colors offer the highest available accuracy. These files are made to match on-screen color values with printed values, keeping the brand consistent.

## File Formats

When creating a new piece for Nayya, it's important to use the right file format. Learn more about the included file formats and when to use them:

### EPS

An Encapsulated Post-Script file is a vector-based format that is primarily used for print purposes. Since they are vector-based, EPS files scale infinitely without any loss in quality and are used in a wide variety of applications. EPS files can even sometimes be imported into some programs (Like Microsoft® Office) even if a computer can't display the EPS file on its own.

**Color Options:**  
**CMYK, PMS**

### PNG

A Portable Network Graphics file is a raster-based format that is primarily used for digital purposes. Unlike an EPS file, PNGs are entirely rasterized – meaning that at no time should it ever be used at more than 100% of its original size. A major benefit of PNGs over other raster-based file-types is the presence of a true alpha channel. This means no more pesky white box around your logo.

**Color Options:**  
**RGB**

### JPG

While JPGs are a popular file-format, they're intended for photographs and not logos. The absence of an alpha channel and the manner in which it compresses data make it an inferior option to PNGs for logo files. Therefore, it's not recommended that you use a JPG to represent your brand.

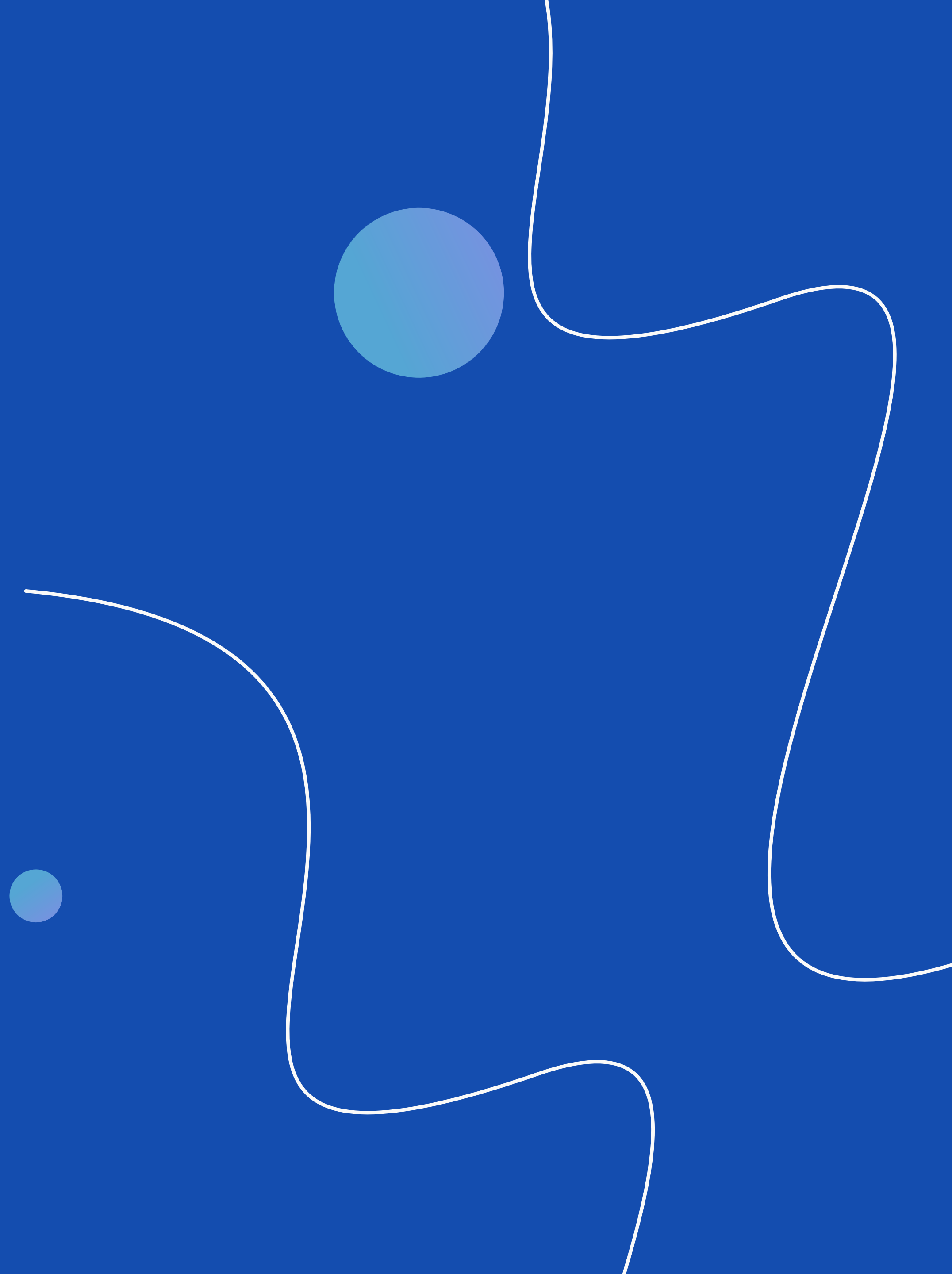
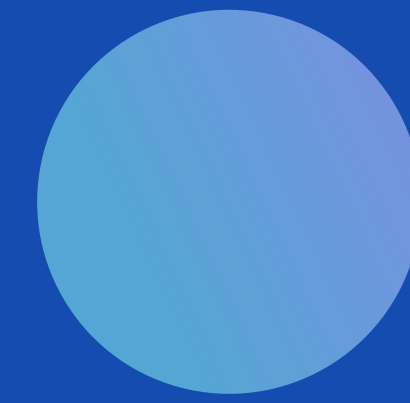
### SVG

A Scalable Vector Graphic (SVG) is a unique type of image format used for digital applications. Unlike other varieties, SVGs don't rely on unique pixels to make up the images you see. Instead, they use 'vector' data. By using SVGs, you get images that can scale up to any resolution, which comes in handy for web design among plenty of other use cases.

**Color Options:**  
**RGB**

Nayya

# Color



# Nayya

## Color

Staying true to a brand's color palette goes a long way in creating a consistent brand experience across all mediums. The Nayya colors are soft and inviting, while also conveying a strong sense of professionalism and trustworthiness. Across applications and mediums, the Nayya color palette must remain consistent and correctly executed for the highest level of brand awareness.

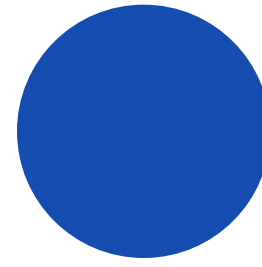
## Color Palette

The primary color palette should be the most heavily used colors of the Nayya brand, and is considered the visual foundation of all branded communication pieces. The secondary palette helps to give balance, and should be used in a smaller proportion

Gradients are only used as accents to highlight specific texts or elements of the brand across both digital and print assets.

For illustrations, tints and shades of the primary color palette can be used.

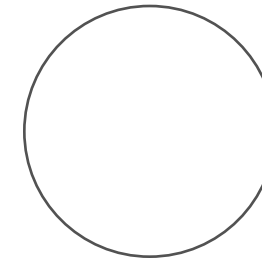
### Primary



#### Nayya Blue

#144DAF  
R20 G77 B175  
C93 M71 Y0 K0  
Pantone 300

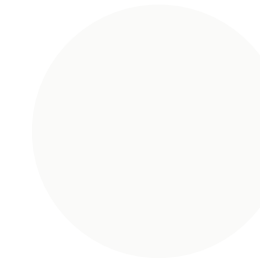
Color for Logo, Titles, Backgrounds, Buttons, Illustrations, Emphasis Text, Hover Navigation



#### White

#FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0

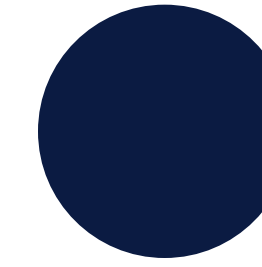
Background 1, Text, Style Elements



#### Light Grey

#FAF9F9  
R250 G250 B250  
C2 M1 Y2 K0  
Pantone Cool Gray 1

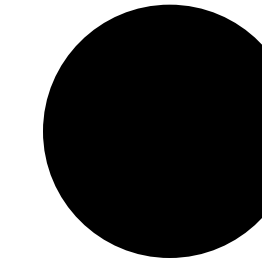
Background 2, Button (CTA section)



#### Dark Blue

#0B1B42  
R11 G27 B66  
C100 M94 Y45 K45  
Pantone 289

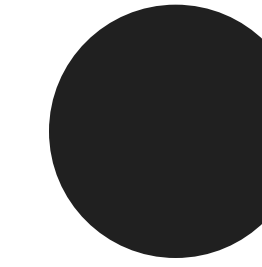
Background 3



#### Black

#000000  
R0 G0 B0  
C0 M0 Y0 K100  
Pantone Neutral Black

Text, Style Elements

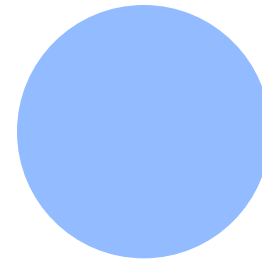


#### Dark Grey

#202020  
R32 G32 B32  
C75 M60 Y75 K80  
Pantone 426

Text, Style Elements

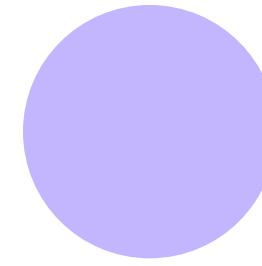
### Secondary



#### Blue

#93BBFF  
R147 G187 B255  
C45 M21 Y0 K0  
Pantone 277

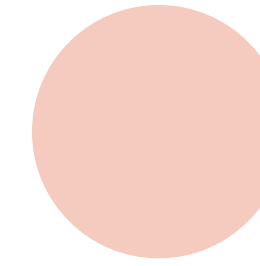
Backgrounds, Icon's Elements



#### Lilac

#C4B5FF  
R196 G181 B255  
C29 M32 Y0 K0  
Pantone 2635

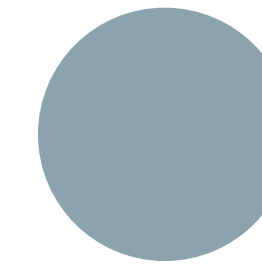
Backgrounds, Icon's Elements



#### Peach

#F5CABF  
R196 G181 B255  
C29 M32 Y0 K0  
Pantone 2635

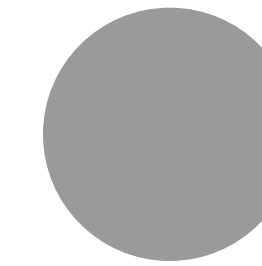
Accents



#### Green-Grey

#8BA3AD  
R139 G163 B173  
C49 M26 Y26 K5  
Pantone 7543

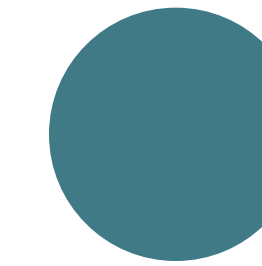
xxxxxx



#### Grey

#9A9A9A  
R154 G154 B154  
C41 M32 Y32 K11  
Pantone Cool Gray 7

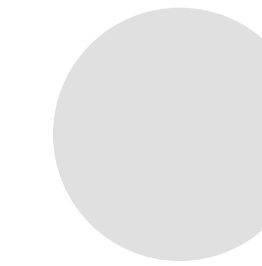
xxxxxx



#### Green

#407A87  
R64 G122 B125  
C74 M35 Y35 K16  
Pantone 7698

xxxxxx

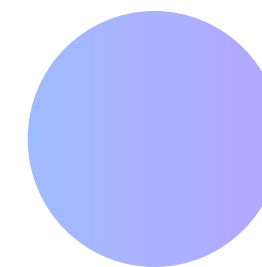


#### Light Grey 2

#E0E0E0  
R64 G122 B125  
C15 M10 Y11 K0  
Pantone Warm Gray 1

xxxx

### Gradients



#### Blue Pink Gradient

#9AC2FF, #BBA0FF

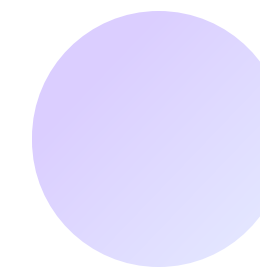
Backgrounds, Icon's Elements



#### Light Gradient 1

#E8F4FF, #BBA0FF

Backgrounds (Testimonial, Header sections)



#### Light Gradient 2

#E8F4FF, #DBCEFF

Backgrounds (Testimonial, Header sections)

Nayya

# Typography



## Typography

When it comes to properly representing a brand, the consistency of the typefaces that accompany the logo is just as important as the logo itself. The following typefaces are the primary ones to be used with the Nayya brand. If these aren't available, choose ones that closely resemble them.

The image displays three large, bold, blue letters: 'A', 'B', and 'C'. These letters are rendered in a clean, modern, sans-serif typeface, demonstrating the primary typography for the Nayya brand. The letters are set against a white background and are positioned in the center of the right-hand page.

## Typefaces

Circular STD should be used as the primary typeface for the brand. Multiple weights within this family make it a versatile option for multiple applications.

As secondary fonts, is Inter. It is available for free to download, as well as for use with Google Fonts. Its usage ranges from Sub-headlines to body copy. When Inter is unavailable, it should be substituted with Calibri.

Circular Std

Circular STD Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789?!@#%&

Circular STD Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789?!@#%&

Inter

Inter Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789?!@#%&

Inter Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789?!@#%&

Inter Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789?!@#%&

Inter Extra Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789?!@#%&

# Hierarchy

The following hierarchy should be considered for using Circular Std family and Inter typefaces together in a layout.

Circular Medium  
48pt, -0% Letter Spacing  
58 Line Spacing  
#144DAF, #FFFFFF

Inter Medium  
38 pt, -0% Letter Spacing  
50 Line Spacing  
#144DAF

Inter Bold  
38 pt, -0% Letter Spacing  
50 Line Spacing  
#144DAF

Inter Medium,  
25pt, -0% Letter Spacing  
38 Line Spacing  
#FFFFFF, #8BA3AD, #000000

# H1 Headline

## H2 Headline (Testimonial Section)

### H3 Headline (Social Media)

#### Medium text (screenshot's section)

Inter Regular,  
18pt, -1% Letter Spacing  
25 Line Spacing  
#FFFFFF, #000000

Inter Regular,  
18pt, 0% Letter Spacing  
25 Line Spacing  
#FFFFFF, #000000

Inter SemiBold,  
18pt, 0% Letter Spacing  
25 Line Spacing  
#FFFFFF, #000000

Inter Italic  
18pt, -0% Letter Spacing  
140% Line Spacing  
#000000

Inter Medium,  
16pt, -0% Letter Spacing  
21 Line Spacing  
#FFFFFF, #000000

Inter SemiBold,  
16pt, -0% Letter Spacing  
19.4 Line Spacing  
#FFFFFF, #000000

**Body copy regular**  
(basic body copy)

**Body copy heavy**  
(basic body copy)

**Learn more**  
(regular text underlined)

*Body copy 3*  
(testimonial section)

**Body copy small regular**  
Footer text


**Body copy small heavy**  
Header navigation  
Copy in buttons  
Footer text

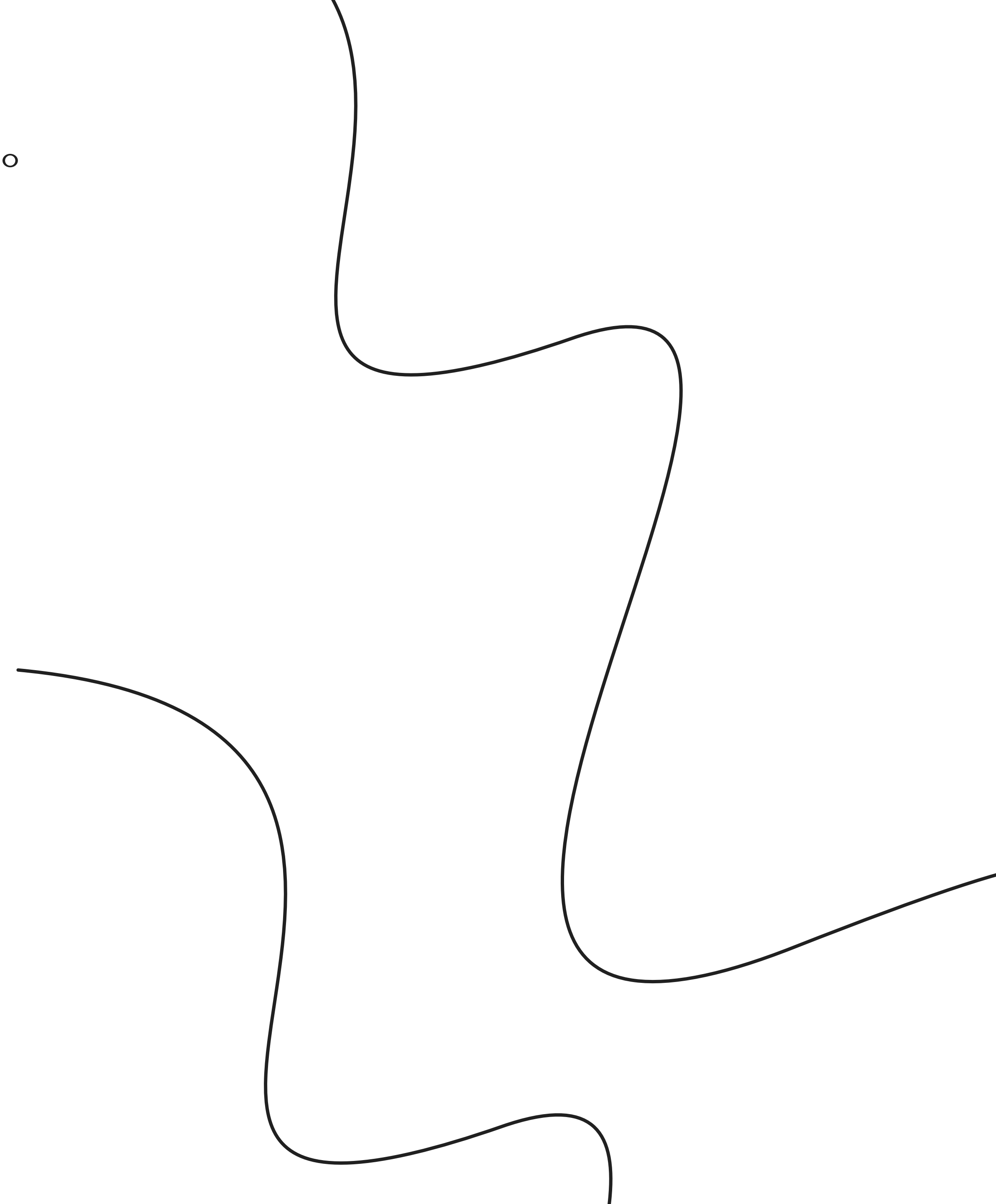
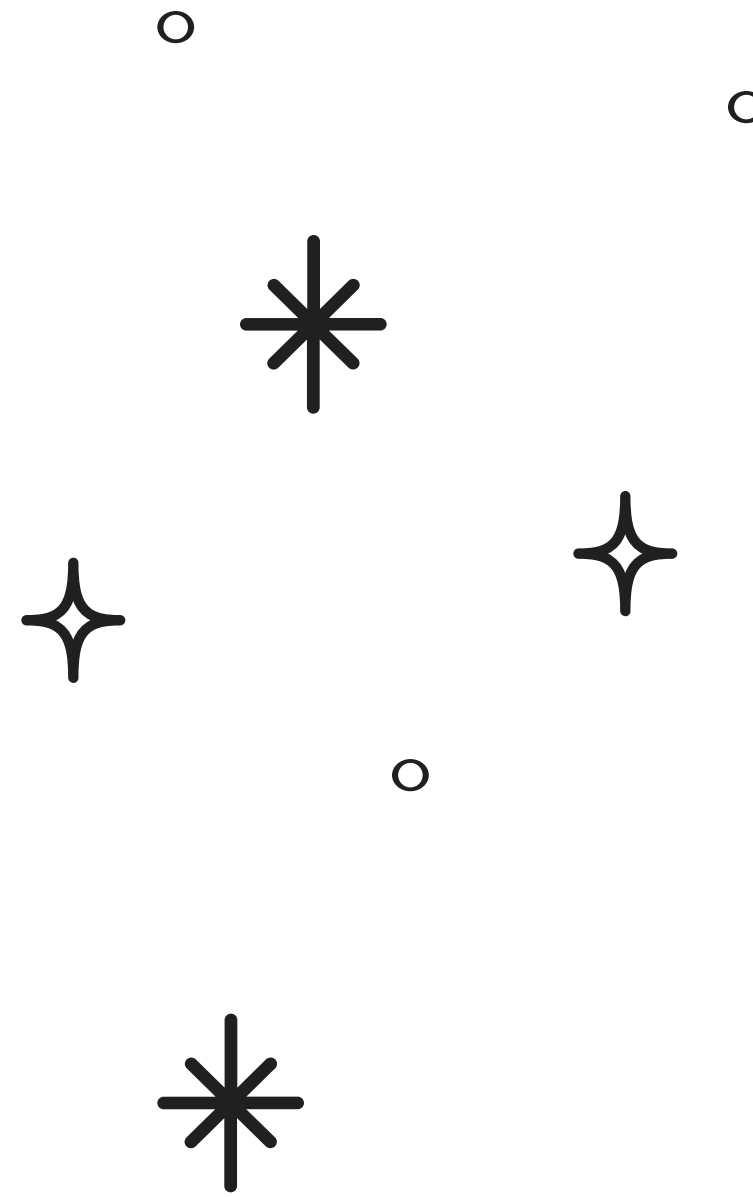
Nayya

# Brand Elements

## Graphic Elements

Graphic elements are created to add visual interest to Nayya communication. The elements should always be applied in a subtle way and they should not be overused.

Recomended Stroke 3p 



## Texture, Shadows & Blurs

The purpose of the Blur is when screens, specific images or graphics have to be emphasized or something important has to be pointed out. In that case, it is placed over the blur. Empty blur does not work as a cover or background.



**CTA section background**

#144DAF, #FFFFFF



**Screenshot section blur**

#37DBFF

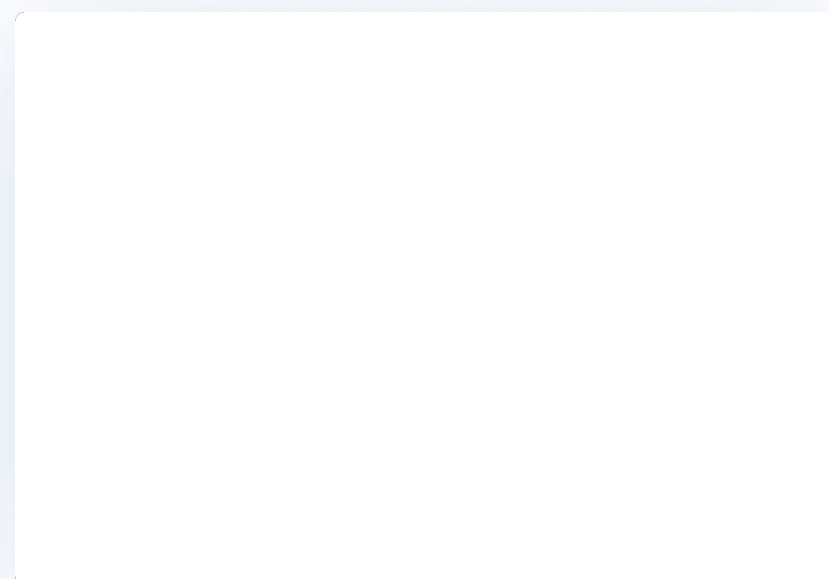
Transparency: 45%, Layer Blur: 148



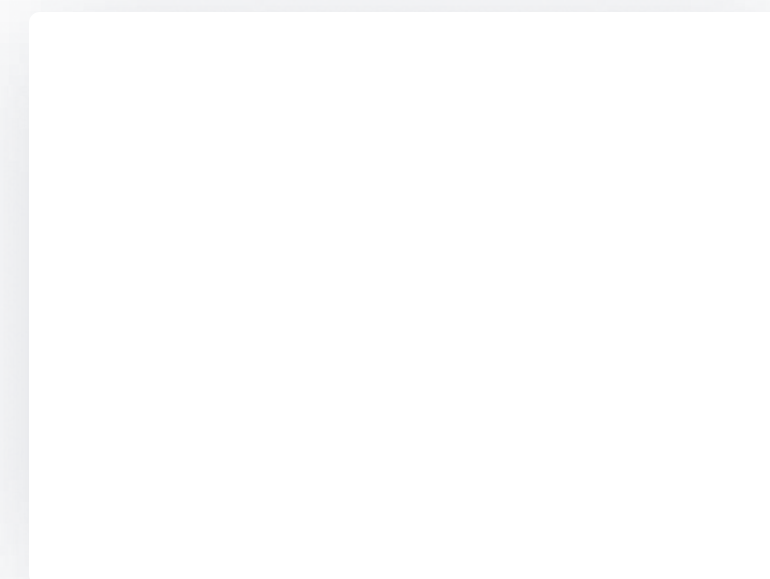
**Screenshot section blur 2**

#37DBFF

Transparency: 45%, Layer Blur: 148



**Shadow 1**



**Shadow 1**

Screenshots

# Gradient Shapes

Gradient shapes can be used in any shade of gradient from the color palette, on light backgrounds. They can be combined with both photographs and graphic elements.

Gradient Shape  
+ Photography



Gradient Shape  
+ Graphic Lines



Nayya

# Photography



**Nayya**

## Photography Approach

Photos are a significant contributor to the overall perception and experience of the Nayya brand. And because the organization is involved with a wide range of services and complex operations, every photo should be carefully selected.

Nayya Brand Guides 2022



# Nayya



## People at the Core

Helping people is the core of what Nayya does and it is important to showcase how these people feel when interacting with the brand. Photography focused on people should express the positive impact Nayya has on their lives.

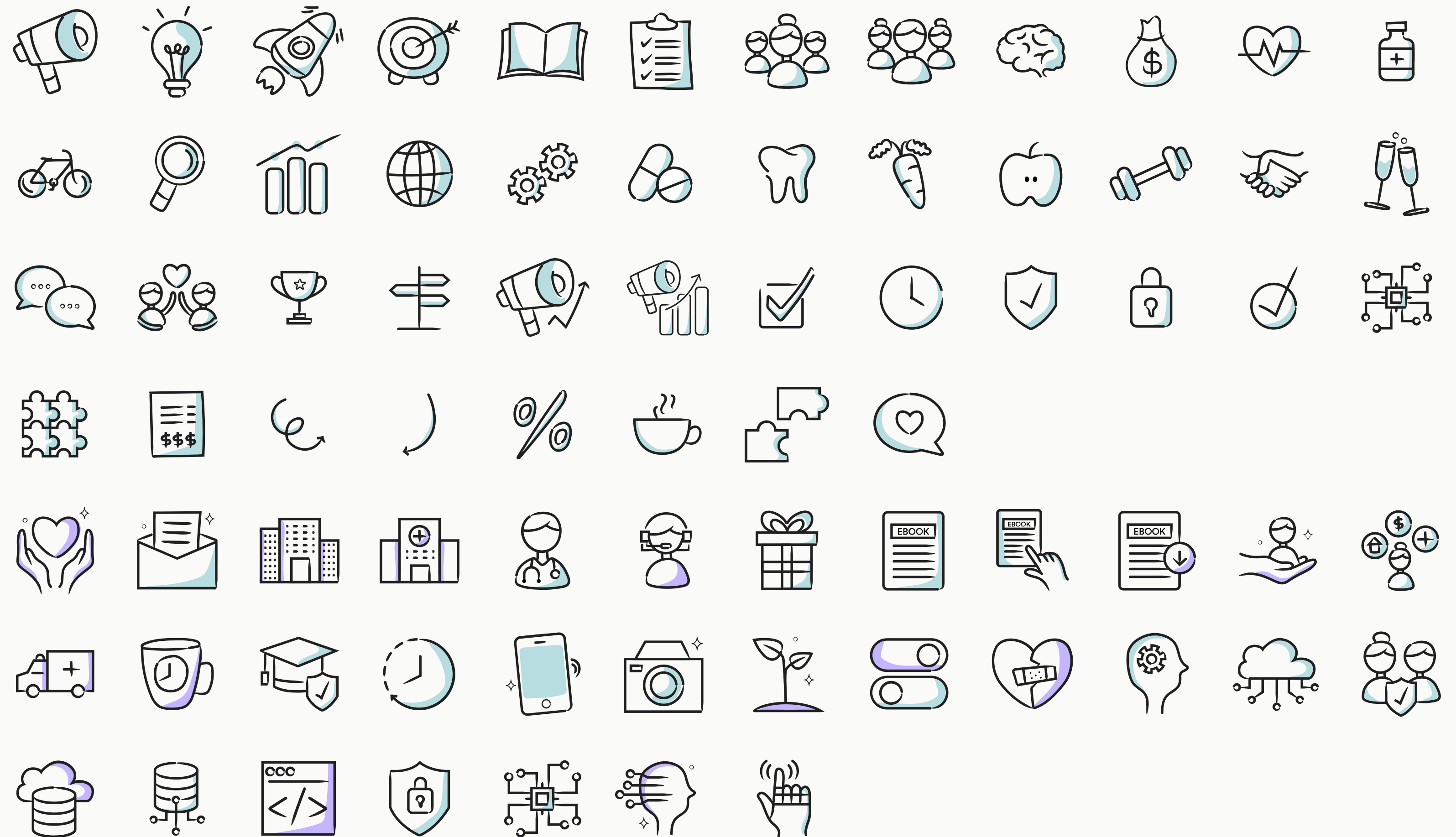


Nayya

# Icons

## Icons

Our icons are intended to be playful and consistent with our brand's originality. They consist of hand-made strokes and an additional brand color to deepen the shapes.



Nayya

# Application

## Minimum Size for Apparel

To protect legibility and impact, the Nayya logo must be reproduced on apparel no smaller than shown on this page.

For screen printing and embroidery, the logo should be no smaller 1.25 inches tall.

Depending on the final application technique, the apparel vendor may suggest adjusting the logo size to ensure the type remain legible.

Screen Print



Minimum Logo Height  
Size For Screen Printing

**Nayya** ] 1.25in.

Embroidered



Minimum Logo Height Size  
For Embroidery

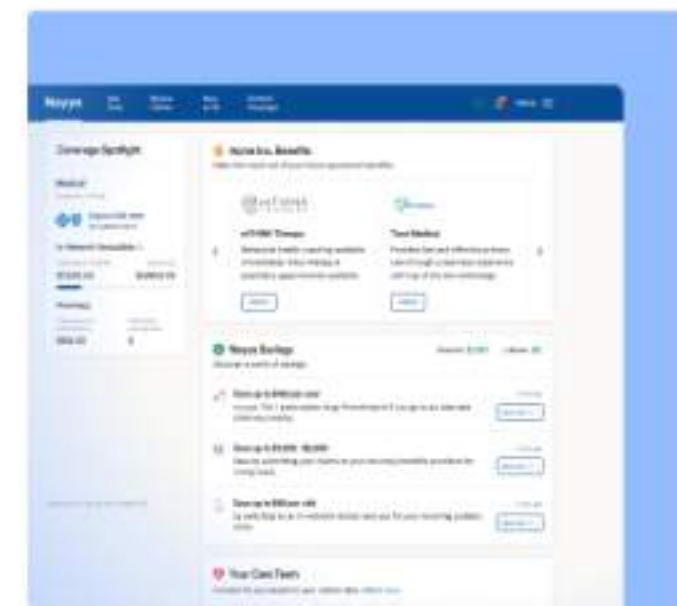
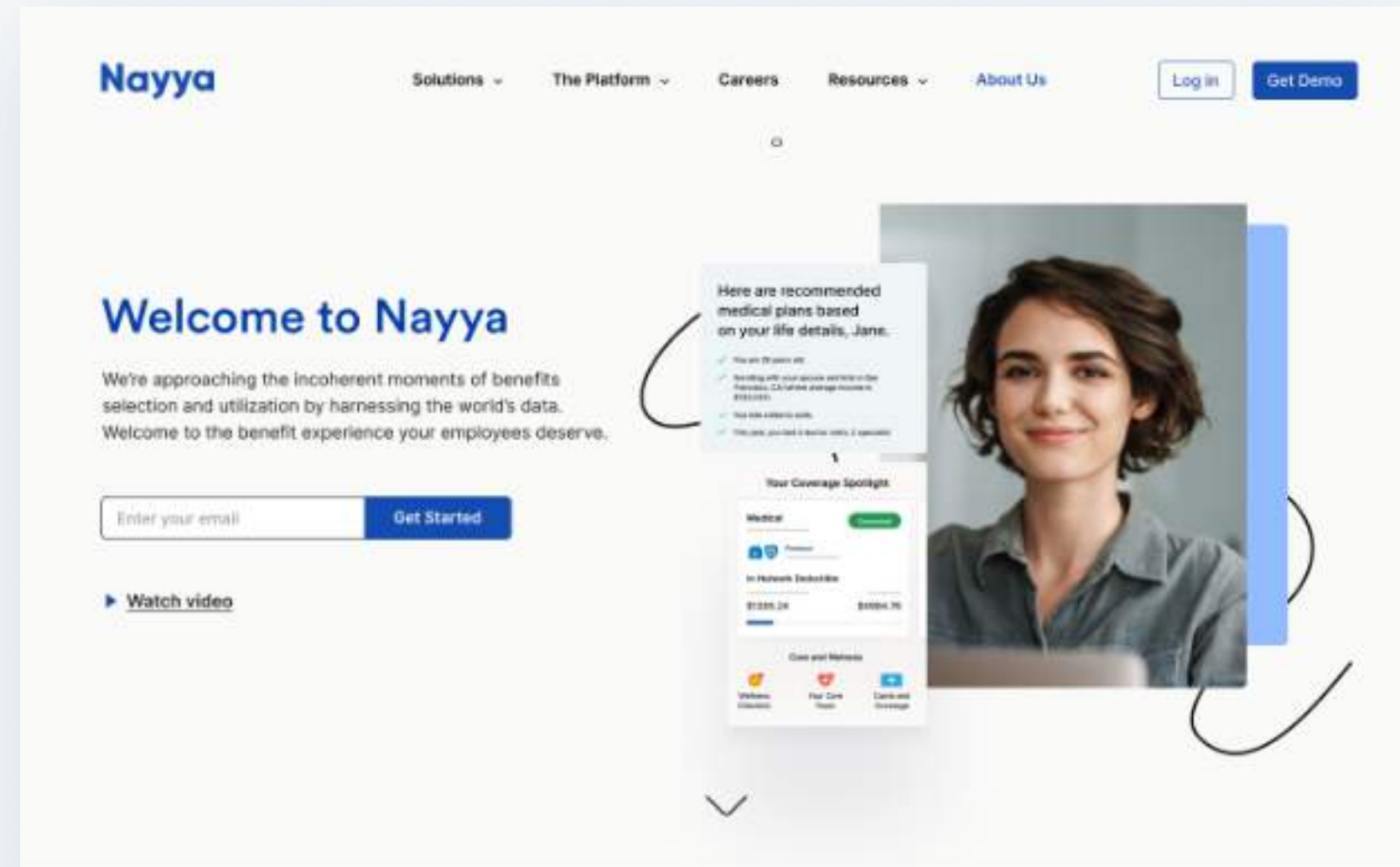
**Nayya** ] 1.25in.

**Nayya**

**Merchandise**



## Landing Pages



Choose Benefits Use Benefits

Benefits aren't broken, recommendations are. Transform the open enrollment experience by offering **step-by-step decision support** that's powered by census and **individual data** to provide a **personalized recommendation**.

[Learn more](#)

### Who do we work with?

**Employers**  
Leading organizations who put people first. Midsize to enterprise, we work directly with employers and benefits strategy stakeholders.  
[Learn more](#)

**Carriers**  
Innovative carriers, such as Guardian, Unum, APL, and others are leveraging Nayya to offer a more powerful benefits experience.  
[Learn more](#)

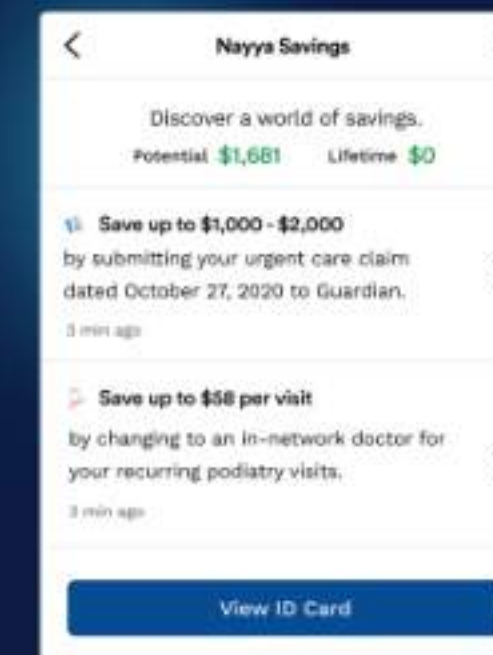
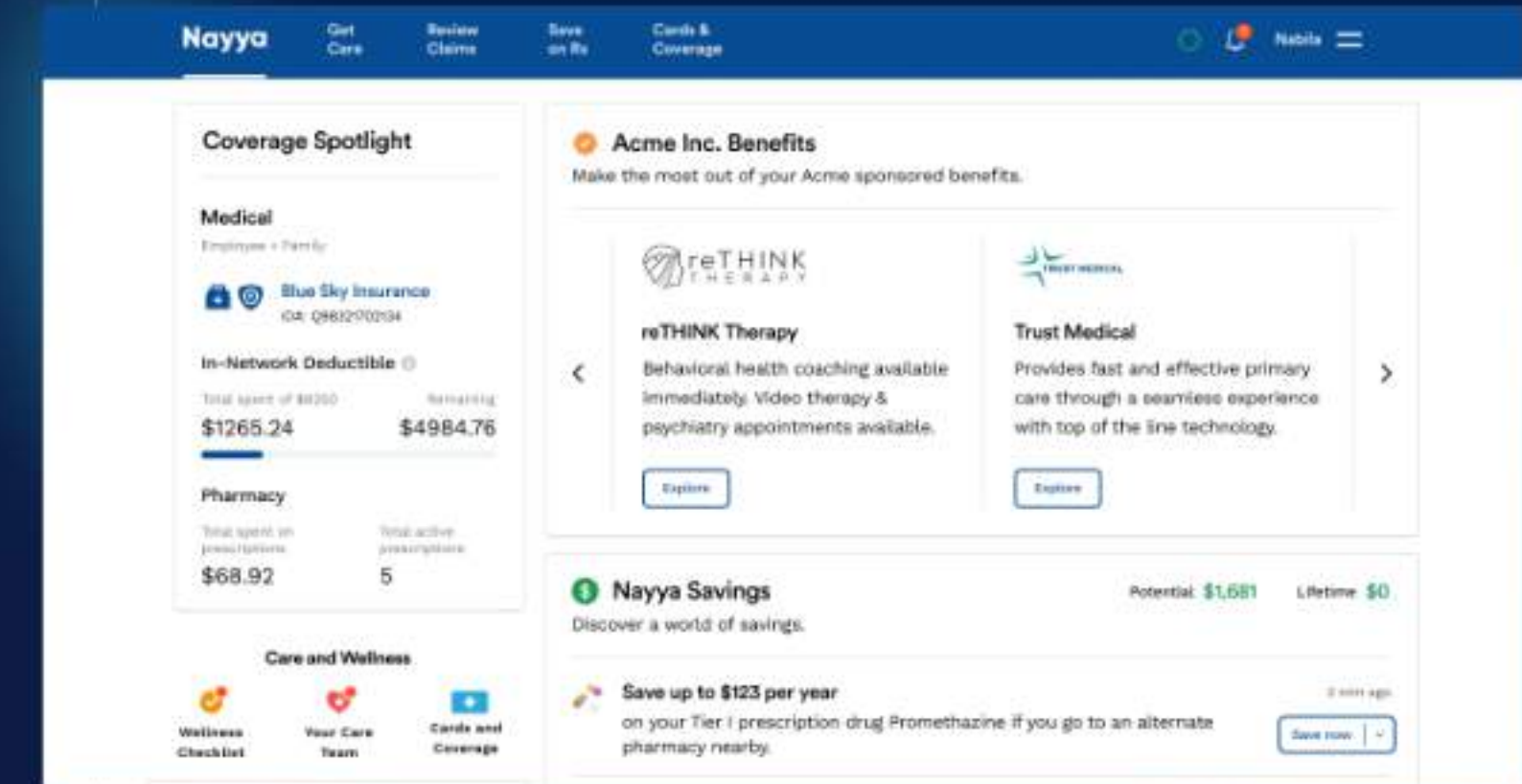
**Brokers and Advisors**  
The next generation of brokers seeking to deliver better outcomes for their clients, expand their portfolio, and take a personalized approach.  
[Learn more](#)

**Strategic Partners**  
Partners across the HCM, Ben Admin, and Digital Health Solutions space. Our integrated experience leads to increased engagement and utilization.  
[Learn more](#)

### What makes us smarter?

Nayya's patented system uses machine learning to create a **personalized benefits recommendation engine**.

[Get Demo](#)



Fueled by data from over 200M+ claims, 6K+ networks, and 3B external consumer data points, Nayya leverages AI to provide personalized benefits recommendations to consumers across America.



No one can predict the future, but Nayya can paint a more complete picture of the benefits ecosystem so that employees can feel confident in the benefits decisions they are making for themselves and their families.



## Landing Pages

**Nayya** Solutions ▾ The Platform ▾ Careers Resources ▾ About Us ▾ [Log in](#) [Get Demo](#)

**FEATURED**

### Is Compensation Enough to Retail Top Talent?

Id nibh eget nunc imperdiet a purus ullamcorper diam sit. Enim in ultrices nisl adipiscing dolor, laoreet hendrerit...

[Read more](#)

### Join Our Newsletter

Working through mental health problems such as depression

[Subscribe](#)

[Blog Posts](#) [Hot Topics](#) [Case Studies](#) [Research](#) [Webinars](#) [News](#)

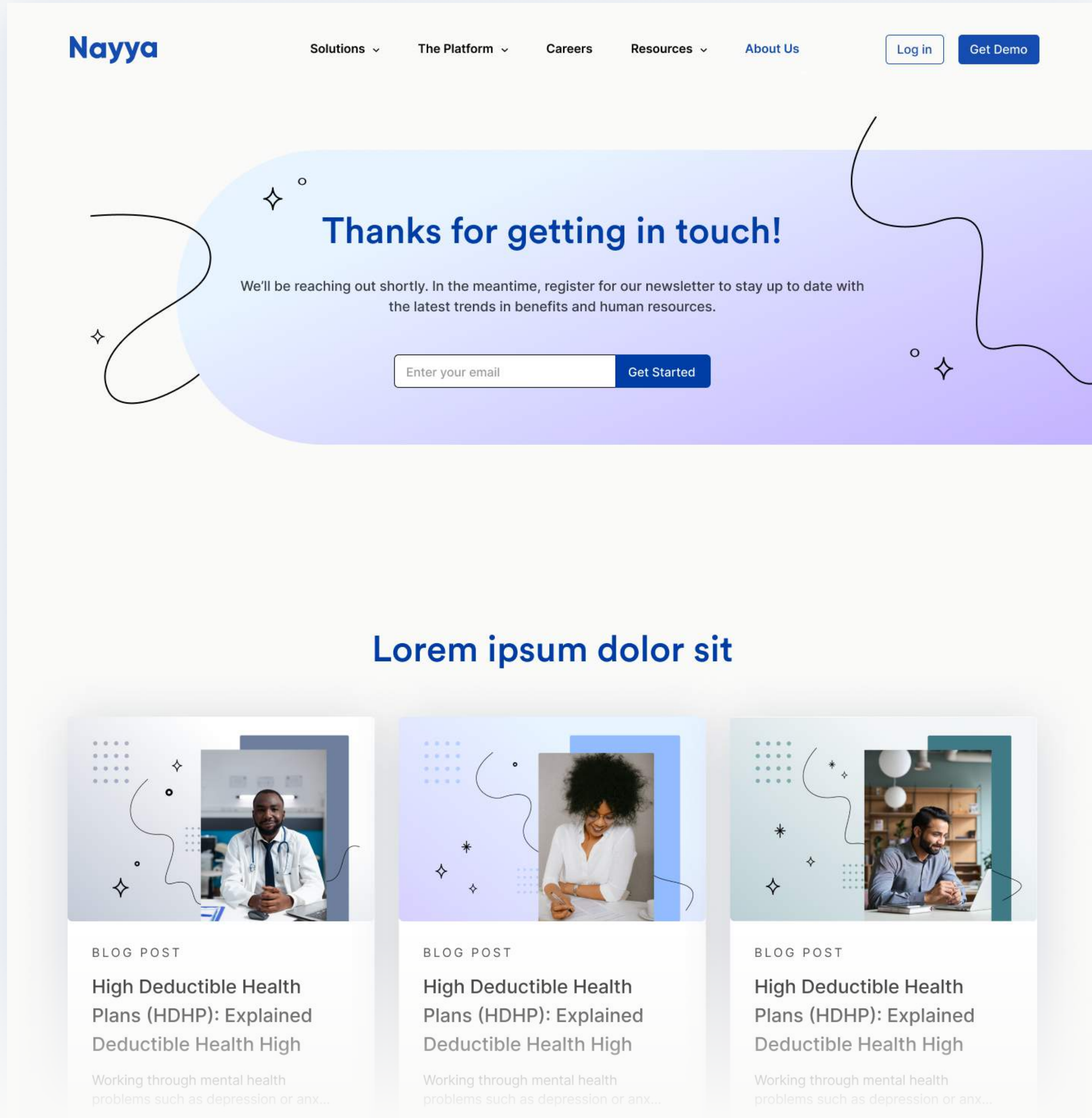
[Benefits](#) [Health Equity](#) [Engagement & Participation](#) [Data & Privacy](#) [Looking for something specific?](#)

**BLOG POST**

#### High Deductible Health Plans (HDHP): Explained Deductible Health High

Working through mental health problems such as depression or anx...

[Read more](#)



**Nayya** Solutions ▾ The Platform ▾ Careers Resources ▾ About Us Log in Get Demo

## Discover How Pegasus Senior Living Embraced Data Science to Transform Their Employee Benefits Experience

Download Case Study

### Download Your Free Copy

For most employees, choosing and using their benefits is difficult and confusing. This impacts company efforts and employee wellbeing.

As an employer how do you improve the benefits process for your employees? How do you make benefits administration easier for your team?

Read this case study to learn how Nayya helped Pegasus Senior Living reduce admin burden, improve engagement and increase employee satisfaction.

First name\*  
Enter your first name

Last name\*  
Enter your last name

Email\*  
Enter your email

I am a\*  
I am a ▾

Submit ✨

Nayya

## How The Hilb Group Empowers their Employees During Open Enrollment

Increasing plan participation and improving the employee experience with data-driven decision support



### Meet The Hilb Group

The Hilb Group is a mid-market insurance brokerage that specializes in serving small to medium sized businesses. Founded in 2009, they have a presence in multiple markets across the U.S. and have grown to over 500 employees. The firm has over 30 industry specialities with an expertise in property and casualty, employee benefits, and retirement services.

### The Challenge

When they decided to partner with us, The Hilb Group was in the process of moving towards an all-digital benefits experience. As they modernized their internal benefits offerings, they sought out a solution that would provide additional guidance to their employees. Before leveraging Nayya, The Hilb Group had not previously used any decision support tools or platform.

That's where we came in.

Coming into their first open enrollment with Nayya, The Hilb Group's main goal was to increase overall plan and voluntary benefits participation while improving the overall employee experience. They were also offering additional lines of coverage for the first time and wanted a way to communicate the value-add to their employees.

### The Solution

At Nayya, our mission is to bring our users peace and confidence when it comes to their health and wellness. We had a successful first open enrollment with The Hilb Group.

Traditionally, open enrollment without decision support can take hours. However, with Nayya, The Hilb Group's employees completed enrollment in an average of just 11 minutes. HR Analytics & Total Rewards Manager Samantha Boughton shared, "During open enrollment, we usually get a lot of phone calls. Thanks to Nayya, we have had way fewer questions surrounding benefits enrollment coming our way which has been a huge help and relief for the HR team. Nayya has helped provide our employees with more confidence."

HIPAA and SOC2 compliant

Learn more at [nayya.com](https://www.nayya.com) | Contact us at [marketing@nayya.com](mailto:marketing@nayya.com)



Nayya offered way more functionality and represented more types of benefits than any other decision support tool that we looked at.



**Melissa Harvey**  
HR Benefits Specialist

Employees took advantage of The Hilb Group's benefits packages through HDHP adoption, pre-tax savings accounts, and selecting voluntary coverage. Employees who used Nayya were more likely to take advantage of HSA and FSA offerings and enroll in ancillary benefits, including critical illness, pet, and hospital indemnity insurance. "Historically, a lot of our employees didn't understand ancillary benefits or consider enrolling in accident and critical illness insurance. To have those included in the decision support was definitely cool and a big help," said Samantha.



**85%**  
of employees who started Nayya received a recommendation

**Over 85%**  
of employees were satisfied with at Open Enrollment

**84%**  
of employees thought Nayya made their benefits decisions very easy

**82%**  
of employees felt more confident in their benefits decisions during open enrollment

Overall increase in voluntary benefits participation observed in employees who used Nayya. **37% increase in critical illness enrollment** for Nayya users, while 12% increase for non-Nayya users.

HIPAA and SOC2 compliant

Learn more at [nayya.com](https://www.nayya.com) | Contact us at [marketing@nayya.com](mailto:marketing@nayya.com)

## Embedded Integration Guide

Nayya is integrated with many of America's largest benefits administration systems, meaning we're able to provide employees with a seamless enrollment experience within their benefits administration system.

### Embedded Integrations

With an embedded integration, Nayya is accessed directly within the Ben Admin as part of the benefits enrollment workflow. These integrations provide employees with a seamless benefits enrollment experience during open enrollment, as new hires, and while experiencing major life events.

#### To deploy a group, Nayya requires:

- Employee census data
- Classes of benefits eligibility
- Summary of Benefits and Coverage
- Plan rates and contribution amounts



### ease

Ease enables health insurance brokers to move enrollment online for businesses.

- Programmatic Census Transfer
- Programmatic Plan, Rates, and Employee Class Data
- Recommendations Pre-Populate Elections

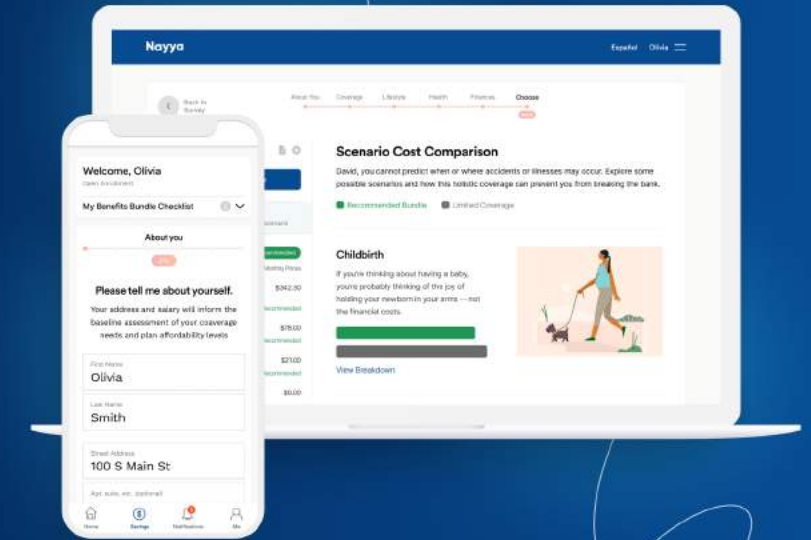
#### Getting started:

- The deployment process starts with the employer or broker navigating the Ease marketplace and making a request for Nayya.
- Nayya programmatically connects to Ease to retrieve data and automatically populates all requirements (including plan names, plan rates, SBCs, metadata, fees, and benefits enrollment class information).

▶ [Video Demo](#)

## There's a Better Way to Choose Benefits

Benefits aren't broken, recommendations are. Transform the enrollment experience by offering step-by-step decision support that's powered by census and individual data to provide personalized recommendations.



### Benefits are stressful and challenging. We're here to help.



#### Simple, guided enrollment

Our step-by-step assessment walks employees through enrollment, helping them select their benefits in just 8 minutes on average.



#### Personalization, powered by AI

Billions of data points are analyzed— alongside each user's unique family, lifestyle, financial, and medical profiles— to provide truly individualized guidance.



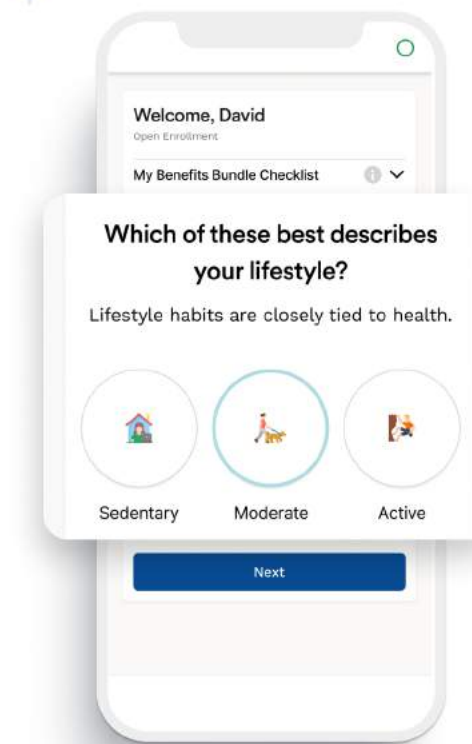
#### Let us do the math

Nayya bundles all benefits into one transparent, easily digestible recommendation alongside cost and savings estimations, better-preparing users for unexpected expenses and retirement.



#### Privacy and security forward

Feel confident in not only choosing your benefits but in knowing that your data is safe with us. We're SOC2 and HIPAA compliant, meaning all sensitive data is handled with care.



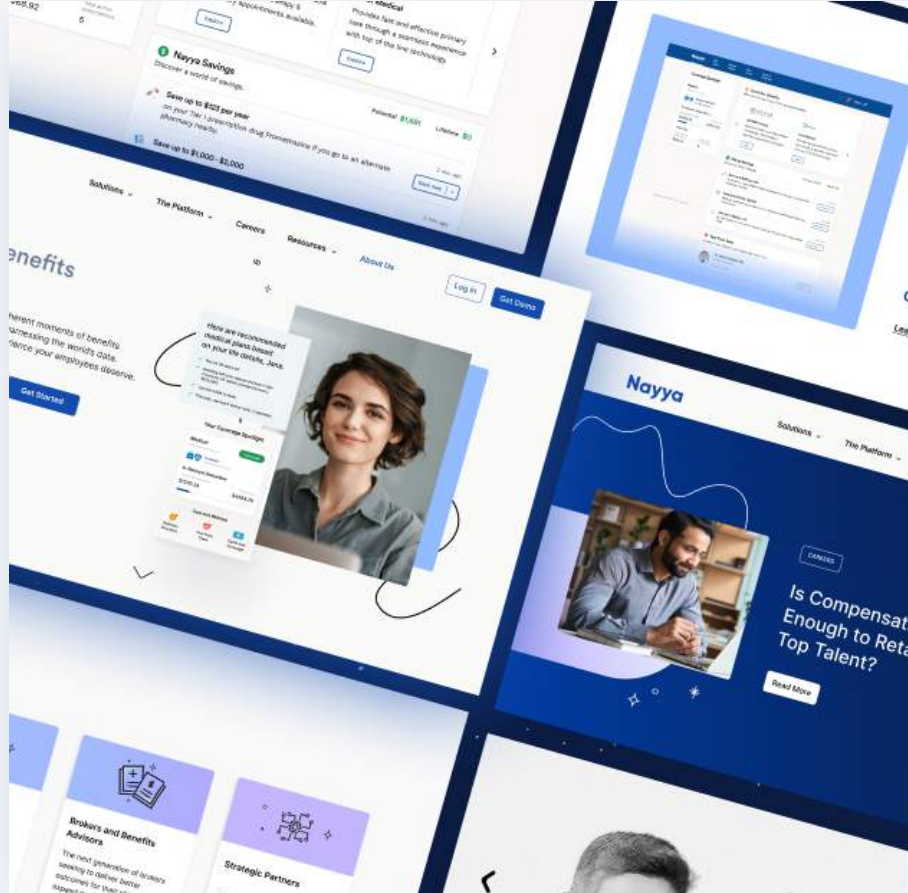
“

Incorporating Nayya into our open enrollment was a small action that had **large positive outcomes** in educating our employees on our many benefits options.

– Elizabeth Durkin, People Operations Manager at Just Global

Nayya

Social  
Ads




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Get Demo


Nayya



❖ **American Airlines, you can transform the benefits experience for your employees**

We want to meet with you at HRE  
April 5 - 7, 2022  
Booth number: 526

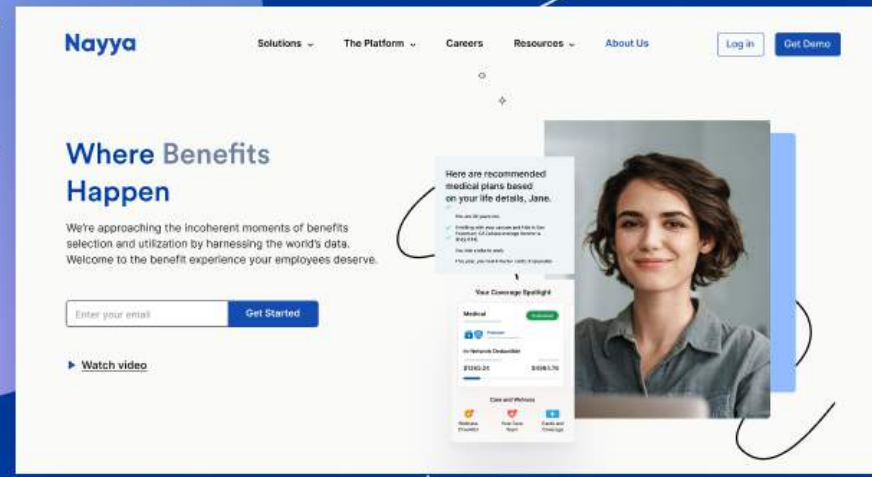
American Airlines **Nayya** Executive HEALTH & BENEFITS LEADERSHIP CONFERENCE



❖ **There's a better way to Choose and Use Benefits**

Meet us at HRE  
Booth number: 526

Nayya Executive HEALTH & BENEFITS LEADERSHIP CONFERENCE



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Do you have any  
questions or ideas?

Contact us [marketing@nayya.com](mailto:marketing@nayya.com)

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