

BROKER SEAL

DC licensed Insurance Brokers who have successfully completed the DC Health Link Broker Training, including all required training and appointments with each carrier for the markets in which they intend to sell, are hereby authorized by the DC Health Benefit Exchange Authority to use the DC Health Link Authorized Broker Seal to signify that they have met the requirements necessary and are approved to sell insurance products through DC Health Link.



MARKETING GUIDELINES FOR BROKER SEAL USE:

- The DC Health Link logo may not be used or displayed on marketing materials developed by any unapproved producer. Only approved DC Health Link Producers who have completed all of the requirements are authorized to use the Seal for their own advertising and marketing and on their own websites
- Insurance producers authorized by the DC Health Benefit Exchange Authority to sell plans through DC Health Link will receive the DC Health Link Authorized

Broker Seal, and must adhere to the marketing guidelines and the formatting specifications when displaying the Seal on their advertising and marketing materials

- All presentations and materials produced by the DC Health Benefit Exchange Authority must be properly cited for presentation and cannot be altered. PowerPoint presentations and handouts in (PDF) files may not be altered or reproduced without the consent of the DC Health Benefit Exchange Authority

BROKER SEAL USAGE

The logo should be used in any of the three configurations shown below. No elements of the logo should be modified. Some examples of what should be avoided are also shown. Avoiding these common mistakes helps maintain the visual integrity of the brand and allows for a cohesive look across all materials.



Full Color (CMYK, RGB)



Grayscale



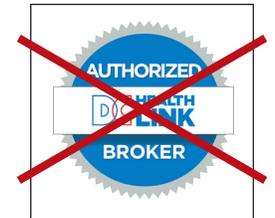
reverse to white
on dark color background



Do not tilt the seal.



Do not change the colors of the seal.



Do not add a box around the seal.



Do not use the seal over complex imagery.



Do not stretch the seal.

PLEASE NOTE: If an organization would like to use the broker seal logo on new materials or altered versions of existing materials, **they must submit those materials to our Business Development Specialist Giselle M. Sorial at Giselle.sorial@dc.gov**. We will do our best to turn around those requests as quickly as possible.