



L.A. Care
*Covered*TM



COVERED
CALIFORNIA

LACC

Creative library



Creative Approach

Bold Colors

Large field of yellow and teal create a strong recognizable presence. This approach ensures headline stand out, captures attention quickly, and builds consistent recognition across all channels.

Circle Accents

Simple circle accents keeps the design modern and flexible. The design element adapts across billboards, social, digital and member materials, ensuring consistency and flexibility.

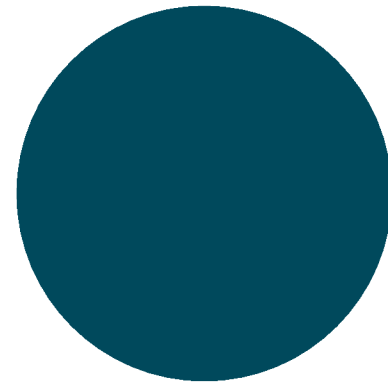
Human Centered Imagery

Photography highlights real people in authentic everyday moments. This grounds the campaign in community connection and makes the messaging feel approachable and relatable.

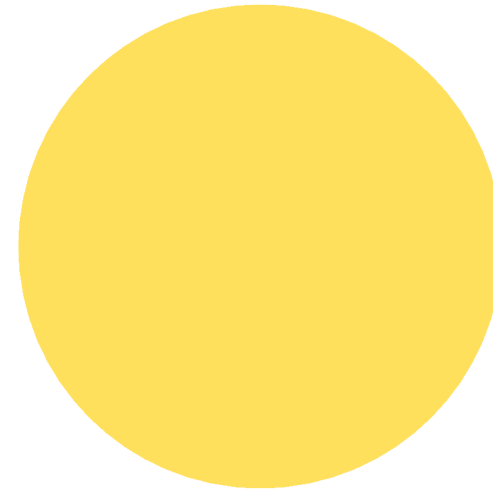


Colors

PRIMARY COLORS:

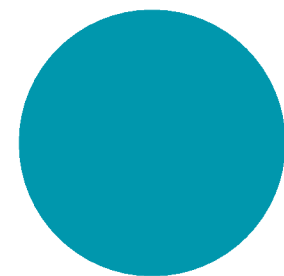


#00495C

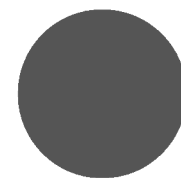


#FFE05C

ACCENT COLORS:



#0097AD



#555555

Empowering our LACC brand

Our color strategy is simple and direct: we are leading with the core LACC color palette. This approach strengthens our brand identity and leverages the recognition we've already built within the community.

- **LACC Dark Teal:** adds depth, professionalism, and a sense of trustworthiness.
- **LACC Yellow:** is bold and energetic, it grabs attention in crowded spaces and communicates optimism.
- **LACC Medium Teal:** Conveys health, wellness and gender inclusivity, making it approachable and balanced.
- **Foundation Gray:** provided clarity, modern balance and easy readability.

All together: Support campaign intent, capture attention, build trust and help connect with our community.

Iconography

Icons will be used for digital ads, printed materials and email campaigns



AFFORDABILITY



COMMUNITY & CONNECTION



CONVENIENT CARE



WELLNESS & PREVENTION



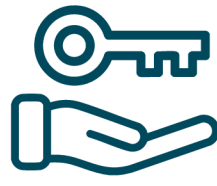
NETWORK



TRUST



MENTAL HEALTH



ACCESS

Why icons are essential in digital marketing:

Communicate Quickly – They convey ideas faster than text.

Enhance UX – Icons make content easier to scan, especially on mobile.

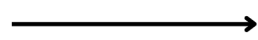
Support Branding – Custom icons create a consistent, recognizable look.

Boost Engagement – They draw attention and encourage interaction.

Aid Accessibility – Paired with text, icons improve clarity for all users.

Typography

Primary
Montserrat: Bold



Budget-friendly health plans that are more “I’ve got this.”

Secondary
Barlow Condensed: Regular



Take the next step on your path to wellness.

Tertiary
Barlow Condensed: Regular



Choose from a wide network of top doctors, including 2,713 primary care doctors, 5,978 specialists, 61 hospitals, and 129 urgent care centers across L.A. County.

Font exploration:

Choosing the right font was essential to balance personality, readability, and to ensure functionality in all campaign formats.

Montserrat Bold –Strong, modern, and eye catching for primary headlines.

Barlow Condensed–Strategically used for longer messaging, condensed form fits more copy while staying legible.

The two fonts create strong contrast while maintaining harmony. Monserrat grabs attention, Barlow supports details. This ensures clear hierarchy and easy legibility across every format.

Creative Sample's

Hey North Hollywood,
**Have You Met L.A.'s
Most Affordable Health Plan?**
DISCOVER OUR DIFFERENCE
LACareCovered.org

Meet Diamond Bar's
most affordable health plan.
Rooted in L.A., Committed to Angelenos
DISCOVER OUR DIFFERENCE
LACareCovered.org

**Member Benefit & Resource Guide
2026**

**You're always at home
WITH L.A. CARE**
We are committed, now more than ever, to providing you and your loved ones with access to quality, affordable health care. L.A. Care Covered™, through L.A. Care, is able to offer a wide array of health plan choices to you and your family as a Qualified Health Plan (QHP) of Covered California™.

Budget-friendly health plans that are more "I've got this."
Take the next step on your path to wellness.

Choose from a wide network of top doctors, including **2,713** primary care doctors, **5,978** specialists, **61** hospitals, and **129** urgent care centers across L.A. County.

Health plans start below \$40/month
LACareCovered.org

Turning 26?
We love that for you.

**You've got big plans.
We've got health coverage to match.**





L.A. Care
*Covered*TM

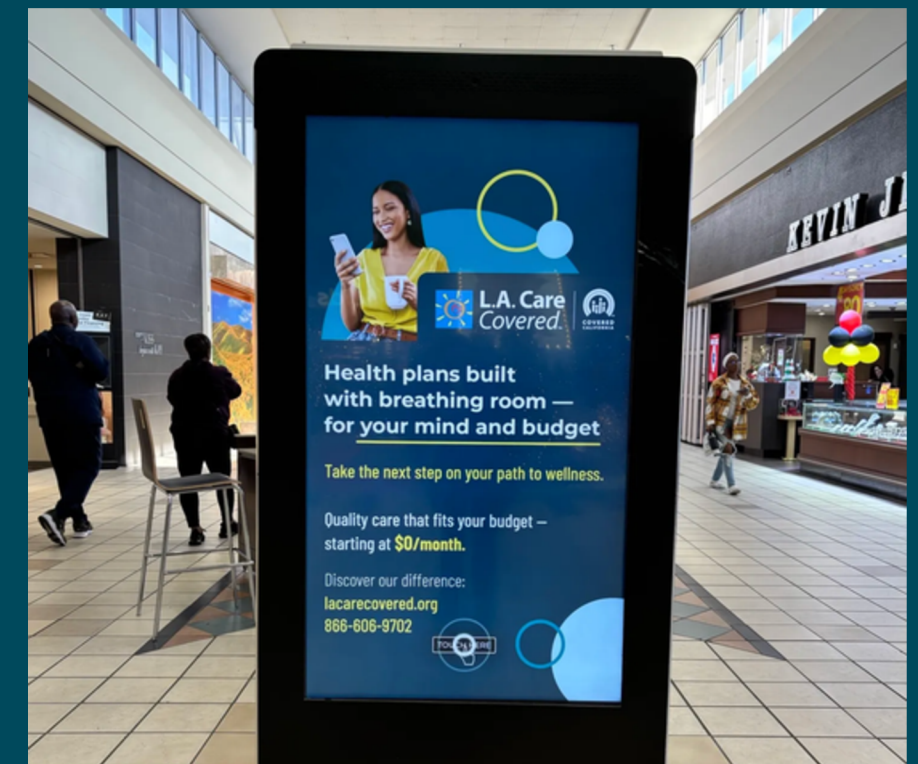
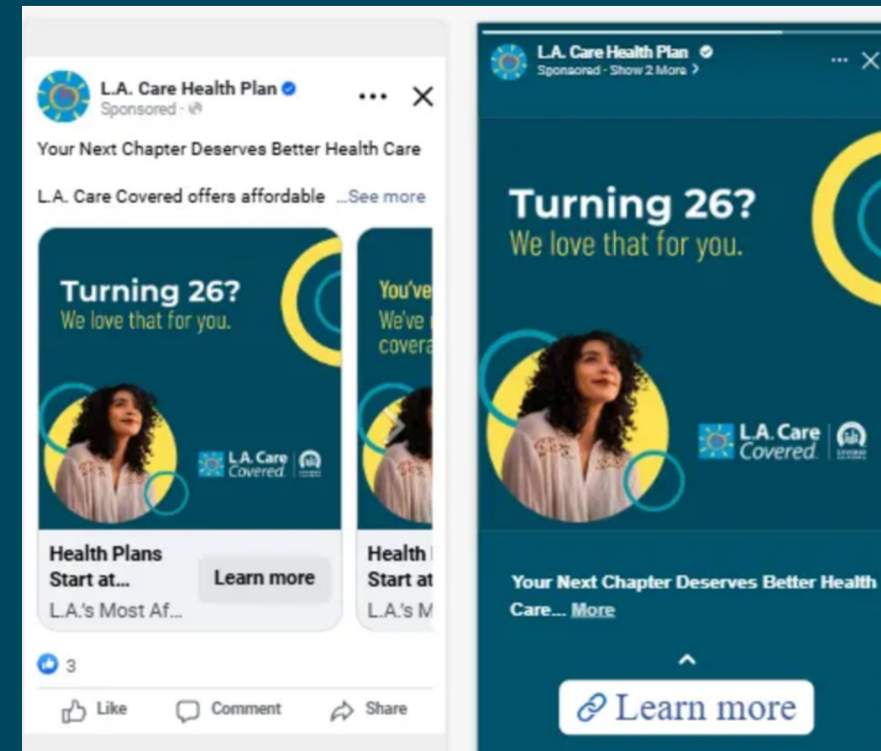
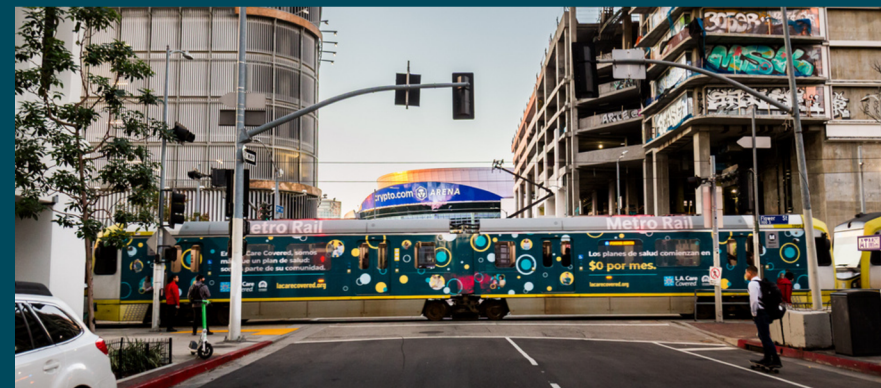


COVERED
CALIFORNIA

CREATIVE FINAL SHEETS OEP

FY2026





LACC_OEP_Traditional_Digital Bulletins_Clear Channel_English

English_V1



Meet San Gabriel's
most affordable health plan.
Rooted in L.A., Committed to Angelenos

Discover our difference: lacarecovered.org



English_V2



Meet Baldwin Park's
most affordable health plan.
Rooted in L.A., Committed to Angelenos

Discover our difference: lacarecovered.org



English_V3



Meet San Fernando Valley's
most affordable health plan.
Rooted in L.A., Committed to Angelenos

Discover our difference: lacarecovered.org



English_V4



Health plans built with
breathing room — for
your mind and budget.
Health plans start at **\$0/month**

Discover our difference: lacarecovered.org



[Link to final artwork delivered](#)



LACC_OEP_Traditional_Bulletin_Outfront_English

English_V1



Meet L.A.'s
most affordable health plan.
Discover our difference: lacarecovered.org



English_V2



Meet South L.A.'s
most affordable health plan.
Rooted in L.A., Committed to Angelenos
Discover our difference: lacarecovered.org



English_V3



Meet Pico Union's
most affordable health plan.
Rooted in L.A., Committed to Angelenos
Discover our difference: lacarecovered.org



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LACC_OEP_Traditional_Interior Cards_Intersection_English

English_V1



Quality care for every stage of life. Health plans for every budget.

Health plans start at **\$0/month**

Discover our difference: lacarecovered.org



English_V2



At L.A. Care Covered, we're more than a health plan — we're part of your community.

Trusted by California, #1 Choice for L.A.

Discover our difference: lacarecovered.org



[Link to final artwork delivered](#)



LACC OEP_Traditional_Mall Posters_Blue Outdoor_English

English_V1



The poster features a yellow background with a photograph of two women in yellow clothing smiling and talking. The L.A. Care Covered and Covered California logos are positioned below the photo. The headline is in a large, bold, dark blue font. Below it, a sub-headline and a call to action are in a smaller, lighter blue font. The website and phone number are at the bottom left.

Budget-friendly health plans that are more "I've got this."

Take the next step on your path to wellness.

Affordable health plans for every stage of life.

Discover our difference:
lacarecovered.org
866-606-9702

English_V2



The poster features a dark teal background with a photograph of a woman in a yellow top smiling while looking at her phone. The L.A. Care Covered and Covered California logos are positioned below the photo. The headline is in a large, bold, white font. Below it, a sub-headline and a call to action are in a smaller, lighter teal font. The website and phone number are at the bottom left.

Health plans built with breathing room — for your mind and budget

Take the next step on your path to wellness.

Quality care that fits your budget — starting at **\$0/month.**

Discover our difference:
lacarecovered.org
866-606-9702



[Link to final artwork delivered](#)



LACC_OEP_Traditional_Poster _Outfront_English

English_V1



Meet Pacoima's
most affordable health plan.
Rooted in L.A., Committed to Angelenos

Discover our difference: lacarecovered.org



English_V2



Meet Rosemead's
most affordable health plan.
Rooted in L.A., Committed to Angelenos

Discover our difference: lacarecovered.org



English_V3



Meet South Central's
most affordable health plan.
Rooted in L.A., Committed to Angelenos

Discover our difference: lacarecovered.org



English_V4

Meet Monterey Park's
most affordable health plan.
Rooted in L.A., Committed to Angelenos

Discover our difference: lacarecovered.org



English_V5



Meet Vermont Knolls'
most affordable health plan.
Rooted in L.A., Committed to Angelenos

Discover our difference: lacarecovered.org



English_V6

Meet La Puente's
most affordable health plan.
Rooted in L.A., Committed to Angelenos

Discover our difference: lacarecovered.org



English_V7



Meet South Gate's
most affordable health plan.
Rooted in L.A., Committed to Angelenos

Discover our difference: lacarecovered.org



[Link to final artwork delivered](#)



LACC_OEP_Traditional_Bus Kings_Outfront_English

English_V1



Budget-friendly health plans that are more, “I’ve got this.”

Health plans start at **\$0/month.**

Discover our difference: lacarecovered.org

English_V2



Health plans built with breathing room — for your mind and budget.

Health plans start at **\$0/month.**

Discover our difference: lacarecovered.org



[Link to final artwork delivered](#)

LACC_OEP_Traditional_Full Wraps_Outfront_English

English_Full covered side_V1



At **L.A. Care Covered**, we're more than a health plan —
we're part of your community.

Discover our difference: lacarecovered.org



English_Side with windows and doors_V1



Health plans start at \$0

Discover our difference: lacarecovered.org



English_BackSide_V1




Meet L.A.'s Most Affordable Health Plan

Discover our difference: lacarecovered.org



[Link to final artwork delivered](#)



LACC_OEP_Traditional_Kevani Tower_English_Spanish

English_V1



**Trusted by California,
#1 Choice for L.A.**

At L.A. Care Covered, we're more than a health plan – we're part of your community.

Plans start at **\$0/month**



English_V2



**Trusted by California,
#1 Choice for L.A.**

At L.A. Care Covered, we're more than a health plan – we're part of your community.

Plans start at **\$0/month**



Spanish_V1



**Con la confianza de California,
la opción n.º 1 en Los Ángeles.**

En L.A. Care Covered, somos más que un plan de salud: somos parte de su comunidad.

Planes de salud a partir de **\$0 al mes.**



Spanish_V2



**Con la confianza de California,
la opción n.º 1 en Los Ángeles.**

En L.A. Care Covered, somos más que un plan de salud: somos parte de su comunidad.

Planes de salud a partir de **\$0 al mes.**



lacarecovered.org



[Link to final artwork delivered](#)



LACC_OEP_Digital_YouTube_Verical_Videos_Spanish

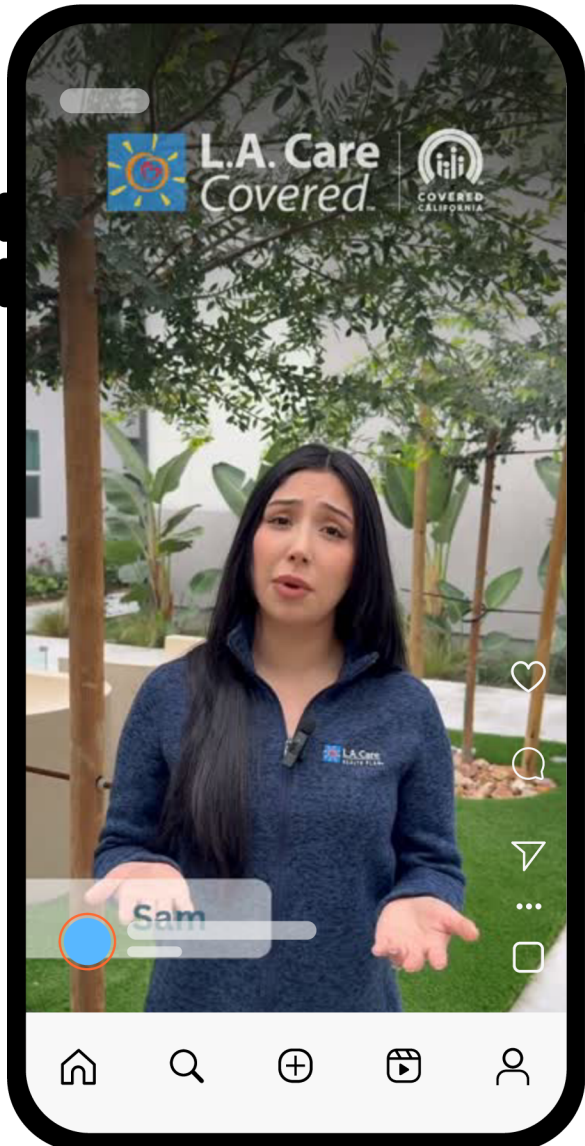
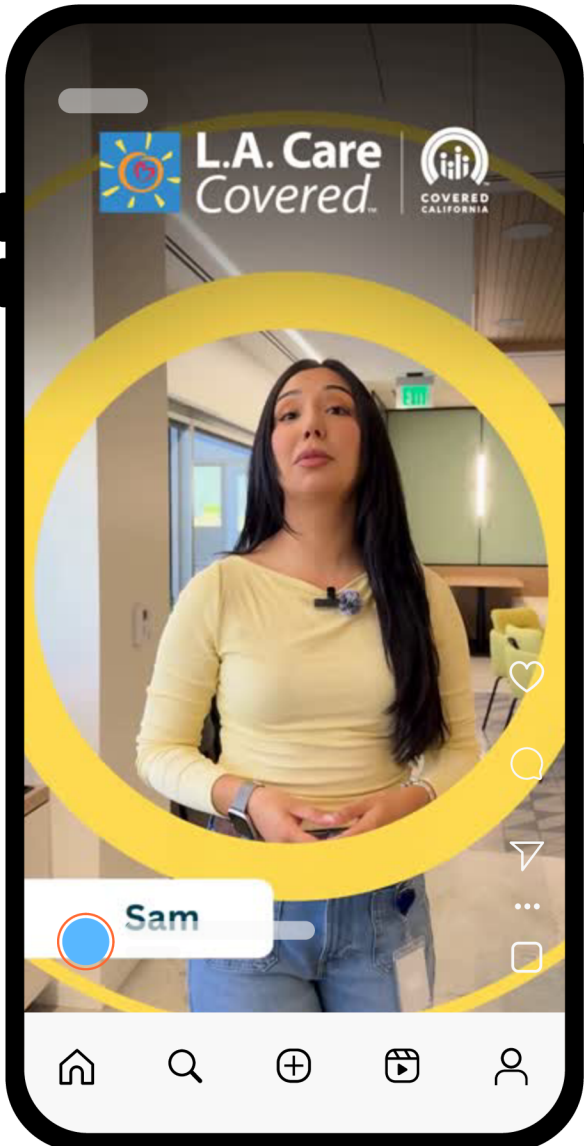
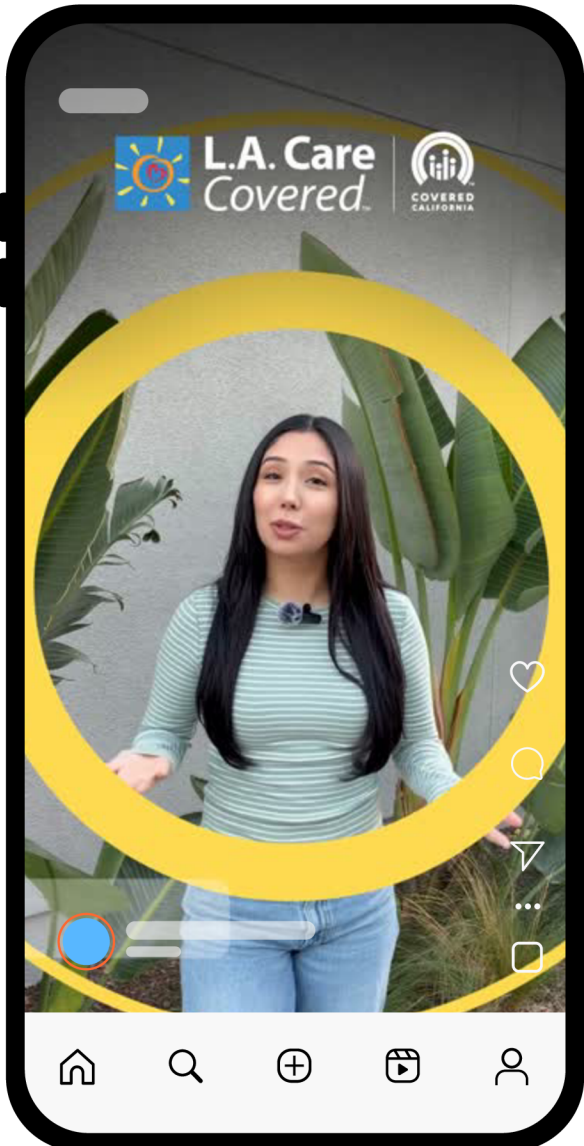
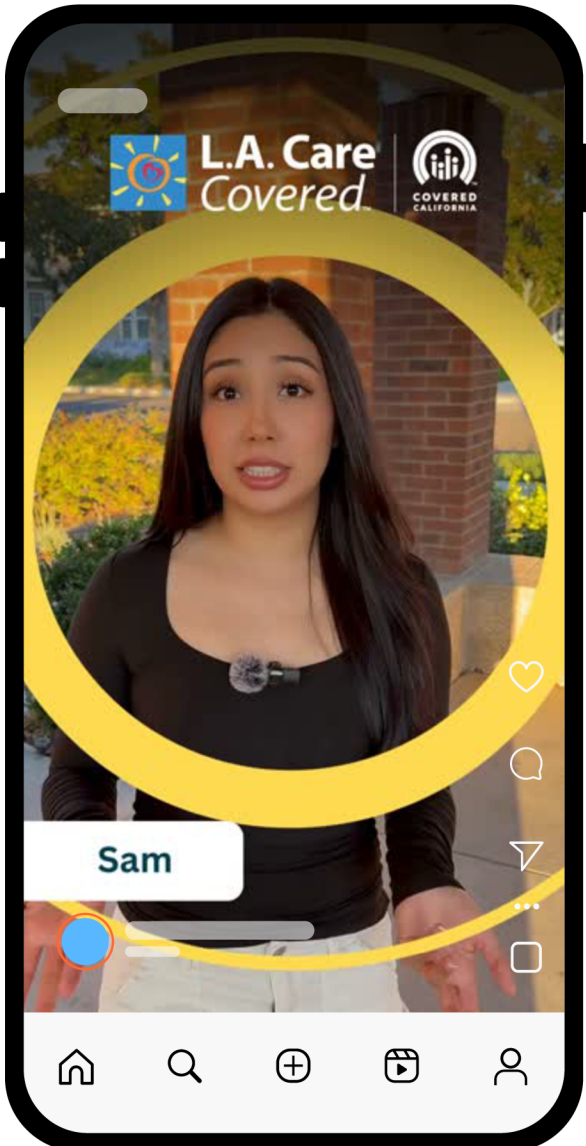
November

Spanish_V1

Spanish_V2

Spanish_V3

Spanish_V4



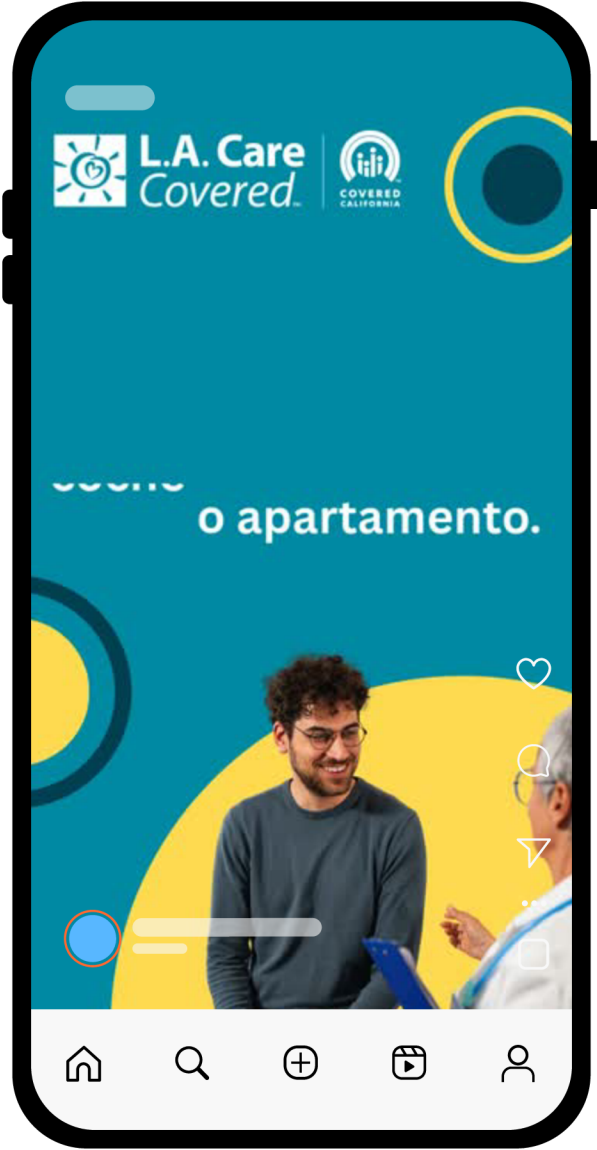
[Link to final artwork delivered](#)



LACC_OEP_Digital_YouTube_Vertical_Videos_Spanish

December

English_V1



English_V2



English_V3



[Link to final artwork delivered](#)

LACC_OEP_Traditional_DigitalKiosk_EN_SP

English_V1



 | 

Budget-friendly health plans that are more, "I've got this."

Health plans start at **\$0/month**

lacarecovered.org

Spanish_V1



 | 

Planes de salud económicos que son más bien del tipo "pan comido".

Los planes de salud comienzan en **\$0 por mes**

lacarecovered.org



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LACC OEP - Traditional - Chinatown Station Domination_EN_SP_CH

English_Wrap_003



Spanish_Wrap_003



Chinese_Wrap_001



English_Trestle



[Link to final artwork delivered](#)





L.A. Care
*Covered*TM



COVERED
CALIFORNIA

CREATIVE FINAL SHEETS SEP

FY2026

Creative Lead: Samantha Chavez



LACC_SEP_Traditional_Kevani Tower_EN

English_01

The image displays five vertical banners for L.A. Care Covered, each with a dark teal background and light blue circular accents. Each banner features the L.A. Care Covered logo at the top left, which includes a sun icon and the text "L.A. Care Covered" and "COVERED CALIFORNIA". The main text on each banner reads "Open Enrollment ends in:" followed by a yellow rounded rectangle containing a calendar icon and a number of days. Below this, it says "Don't miss your chance to enroll with L.A.'s most affordable health plan!" and "lacarecovered.org" at the bottom.

Open Enrollment ends in:
Tomorrow!
2 days!
3 days!
4 days!
5 days!

lacarecovered.org



[Link to final artwork delivered](#)

