



**BlueCross. BlueShield.**

Illinois • Montana • New Mexico  
Oklahoma • Texas



# Branding Rules

for Indirect Sales  
by Authorized Agents

Blue Cross and Blue Shield of Illinois, Blue Cross and Blue Shield of Montana, Blue Cross and Blue Shield of New Mexico, Blue Cross and Blue Shield of Oklahoma, and Blue Cross and Blue Shield of Texas

Divisions of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association





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## GUIDELINES AND RULES ON THE USE OF THE BLUE CROSS® AND BLUE SHIELD® SERVICE MARKS BY AUTHORIZED AGENTS

### Ownership and Licensors of Blue Brands

The Blue Cross and Blue Shield Association (the “Association”) is the owner and licensor of the Blue Cross® and Blue Shield® names and symbols (“Blue Brands”) and has licensed these valuable service marks to Blue Cross and Blue Shield Plans in Illinois, Montana, New Mexico, Oklahoma and Texas (“Plans”). We and the Association value the relationships authorized agents have with the Blue Plans, and it is important that such persons and/or their organizations use the Blue Brands properly.



Do not create alternative versions of the logo. You can download your plan logos [here](#).

### Rules and Regulations for Use in Materials

This guide will provide you with the rules and regulations for usage of our company name, brand, logo, symbols and marks. They must be used appropriately in all communications. A communication means any communication from the Agent using a mark of the Association, including, without limitation:

- Advertising
- Brochures
- Informational materials
- Newsletters
- Business cards, stationery and envelopes
- Websites, email and social media

### Specific Rules for Channels and Platforms

We find frequent confusion regarding how the Blue Brands can be used in print materials, websites and social media platforms (such as Facebook, Twitter and LinkedIn), so please take note of the rules specific to those contexts.

### Expectations and Enforcement

These important guidelines that follow cover the use of the Blue Brands by authorized agents. In the event of violations, guidelines will be enforced to protect these valuable service marks.

**Thank you for making every effort to adhere to these guidelines.**



## AUTHORIZED AGENTS' REQUIREMENTS FOR BRAND USE

- Must have a valid agent license from the state where the agent works, be an appointed and/or authorized agent and have met any requirements as defined in your contract.
- Must adhere to the brand guidelines outlined in this document
- **Individual Markets Agents:** Must have a minimum of 25 individual policies within a 12-month period or have prior approval from Blue Cross and Blue Shield management to use our information or logo.
- **Submit for review any use of the brands in any communication medium to be reviewed and approved to ensure compliance with Brand Use Rules and the Association Brand Regulations.**

## PROHIBITED USE OF THE MARKS

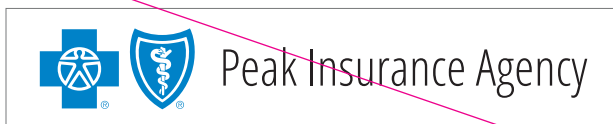
Please be aware the Association does not authorize, and specifically prohibits, any form of misleading advertising using the Blue Cross® or Blue Shield® marks, including without limitation:

- Any advertising or use of the marks that implies that the agent or the agent's business organization is:
  - the same entity as the Plans, another Blue Plan and/or the Association;
  - employed by the Plans, another Blue Plan, and/or the Association; or
  - a sales or claims office of the Plans.
- Any advertising or use of the marks that misleads the public about the type of coverage available or the agent's geographic territory.

The words "blue," "cross," and "shield," or their visual, phonetic or numeric equivalents or any variant thereof, or the letters "b," "c," or "s" in reference to the same, may not be used in the authorized agent's name, phone number, or internet address, including, without limitation, website URLs, domain-name registrations, email accounts or any social media account name or identifier.

Blue Cross and Blue Shield reserves the right to audit and revoke any usage. Failure to follow these Brand Use Rules may result in termination of your agent agreement.

Posting or erecting signage with the Blue Cross and Blue Shield name is not permitted.



## PROPER USE OF THE BRAND IN COPY

### Correct Usage:

- Blue Cross and Blue Shield of Illinois (BCBSIL)
- Blue Cross and Blue Shield of Montana (BCBSMT)
- Blue Cross and Blue Shield of New Mexico (BCBSNM)
- Blue Cross and Blue Shield of Oklahoma (BCBSOK)
- Blue Cross and Blue Shield of Texas (BCBSTX)
- BCBSIL, BCBSMT, BCBSNM, BCBSOK, or BCBSTX may be used after the first reference to the full name.

### Incorrect Usage:

- Blue Cross, Blue Cross and Blue Shield,
- Blue Cross Blue Shield, Blue Cross/Blue Shield,
- BlueCross and BlueShield of Illinois,
- Blue Cross Blue Shield of Illinois,
- BLUECROSS AND BLUESHIELD OF

Our company issues insurance policies within Illinois, Montana, Oklahoma, New Mexico and Texas. To avoid reader confusion, always refer to the appropriate state brand at the beginning of any lead generating ad or communication.

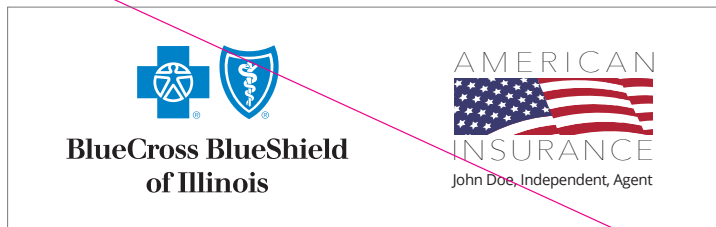
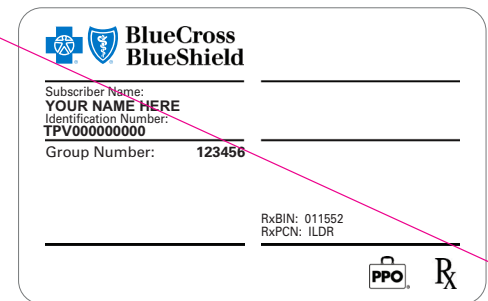
After the state identity is established, you may use the names without the reference to the state, for example, "Blue Cross and Blue Shield health plans."

When using the brand or logo of other companies that identify owners of other marks, always use the following text:

Blue Cross®, Blue Shield®. The Cross and Shield symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of Independent Blue Cross and Blue Shield Plans.

## REQUIREMENTS FOR USE OF THE MARKS IN ADVERTISING

- Any communication must make clear that the Agent is an “Authorized Agent” of the Plans. The Agent’s name and designation as an “Authorized Agent” must appear on all communications immediately above the logo. Agents are not authorized to re-use or modify previously approved lead generating ads or other documents.  
**Please use the Individual Agent logos that are available on BrandSource (3005brand.com). Do not create your own versions.**
- Use the agency name first in the ad.
- Make sure that the name of the agency is larger than the BCBS logo.
- Ads should NOT begin with the words Blue Cross and Blue Shield or BCBS or BCBSIL, BCBSMT, BCBSNM, BCBSOK or BCBSTX.
- Phone numbers should not read "800 251-BCBS" or use BCBS in any way. Phone numbers cannot be answered as the Plan name it must be the Agency's name.
- URLs cannot include “b”, “c”, “s” or the BCBS(IL) initials such as bcbsagents.com or ILBCBSAGENT.COM or BCBSILAGENCY.COM.
- If selling across state lines, check the rules of each state’s Department of Insurance. Some ads or ad copy may need to be filed with and approved by a state’s Department of Insurance.
- The display of the official website of the Association, a Blue Cross and Blue Shield Plan website, or a BCBS member ID card on an agent website site or in marketing materials is prohibited.





## REQUIREMENTS FOR USE OF THE MARKS ON BUSINESS CARDS, STATIONERY & ENVELOPES

The name of the Agent and his/her/its address must be used on all business cards, stationery and envelopes. If any of the Blue Brands are also used on the business cards, stationery, or envelopes, the Agent must also indicate that they are an “Authorized Agent” for [Plan Name]. This language (“Authorized Agent”) and the symbols, if used must be to the right or below the authorized agent information. It may not be larger than the agent’s names and addresses at the top of the business cards, stationery or envelopes. **Please use the Individual Agent logos that are available on BrandSource (3005brand.com). Do not create your own versions.**

- Identify yourself clearly with the words, “Independent, Authorized Agent.” Your name or the name of your agency must be clearly and prominently displayed and must be placed above or to the left of the Blue Cross and Blue Shield name/logo.
- The Agent’s logo and/or company name must be the dominant element on the business card to avoid any confusion.
- There must be adequate space between the Agent’s logo and/or the BCBS plan name.
- The display of the logo and/or company name should not imply that the agent’s company and BCBS are affiliated/integrated.
- The BCBS logo and/or name should be the same size as the logo/name of other insurance companies that the agent represents.

### Example:



## USE OF THE MARKS SPECIFICALLY ON ENVELOPES

All business-return envelopes (used for clients to return mail to the agents) must be addressed to the agent’s name first. Only then can the agent indicate that he/she is an authorized agent for the Plans. The words, “Authorized Agent,” must be as large as the print used for the agent’s name and the Plan’s name. Thus, agents may use any of the following as the return envelope address (according to their authorized agent affiliations):

Example:

- |  |  |
|--|--|
| 1. ABC Agency  | 2. Jane Doe  |
| Authorized Agent for [Blue Cross and Blue Shield of State] | Authorized Agent for [Blue Cross and Blue Shield of State] |
| Address  | Address  |
| City/State/Zip   | City/State/Zip   |

Do not shorten the plan name in any way.

## REQUIREMENTS FOR USE OF THE MARKS IN ELECTRONIC COMMUNICATIONS

### Domain Names, Email Addresses and URLs

All use of the BCBS logos/name, tagline, product names, and information on the Internet must comply with BCBS Brand Use Rules and BCBSA Brand Regulations. It is unacceptable for domain names, email addresses or URLs to use the words "blue," "cross," "shield," or their visual, phonetic or numeric equivalents or any variant thereof, or the letters "b," "c," or "s."

Avoid using any key words or phrases with the Blue Cross and Blue Shield names in your domain names, URLs or in registering with or purchasing from an Internet search engine. **It is not appropriate for a third party to own a Blue domain name, even if the third party is an independent, authorized agent.**

**Correct:** ABCAgency.com      **Incorrect:** BlueCross@agent.com  
BSEnrollment@agent.com  
BlueCrossAgent.com

**These are only a few examples of prohibited names, listings, email addresses, and URLs; any implication that the agency and a Plan are connected in any manner other than as an authorized agent is prohibited.**

**Do not use words or graphics that could mislead an Internet user to think the Agent's website is a BCBS website or the BCBSA website. For example, it is unacceptable to use "BCBSLeadGenerator.com."**

## REQUIREMENTS FOR USE OF THE MARKS ON SOCIAL AND DIGITAL MEDIA

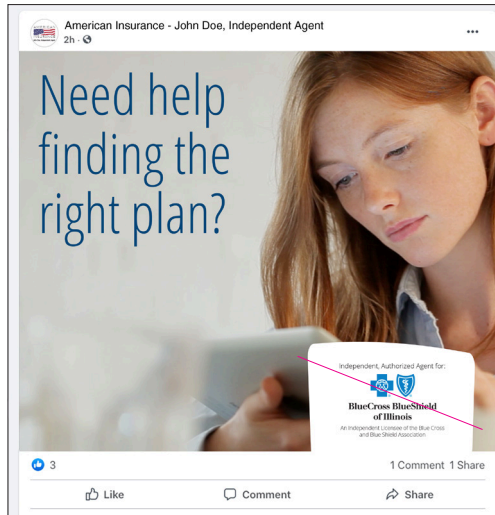
### Example: Facebook, Twitter, LinkedIn

If you are using social or digital media, all content must be in compliance with the BCBS Brand Use Roles and BCBSA brand regulations.

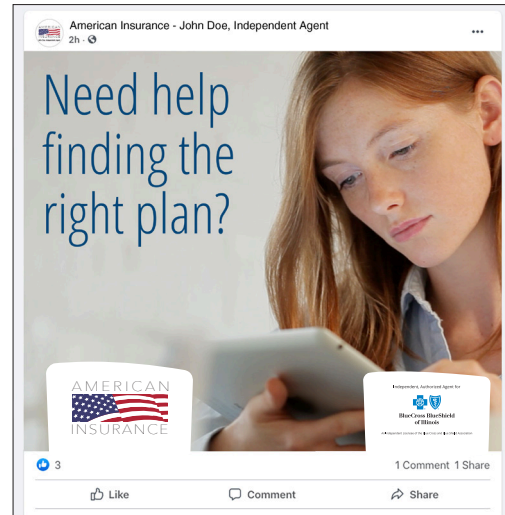
- Be clear to consumers, with no chance of confusion, that the communication is from the agent/agency and NOT the Plan. Agent/agency name must appear before the licensee.
- The agent/agency must be the one to make the post using their agent/agency name. There should be no mention of BCBS in the name of the person/business making the post.
- Any links in post or posts must link to the agency website not the Plan website.
- Any agent/agency phone numbers must be answered by the agent/agency NOT the Plan.
- It must be clear that the post for the agent/broker is offering the product of a specific Licensee in the Licensee's Service Area.
- Because posts can be shared with users outside the Licensee Plan state a factual statement regarding the agency name and that they are an "Authorized Agent" of BCBSXX is required. If the "Authorized Agent" Plan logo is justified for use the agent/agency name/logo must be more prominent and first with significant space between logos.
- Digital media buy must be targeted to the agent/broker selling in the Licensee's Service Area. If this cannot be accommodated then the post is not allowed.
- All social media posts and digital media buys must be reviewed and approved by the Agent's Plan representative to ensure adherence to the regulations. The Plan may approve or deny the request for social media/digital advertising at its discretion.

## REQUIREMENTS FOR USE OF THE MARKS ON SOCIAL AND DIGITAL MEDIA

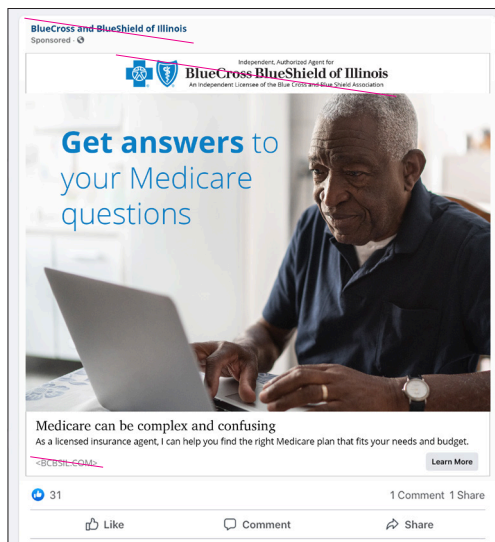
### Examples:



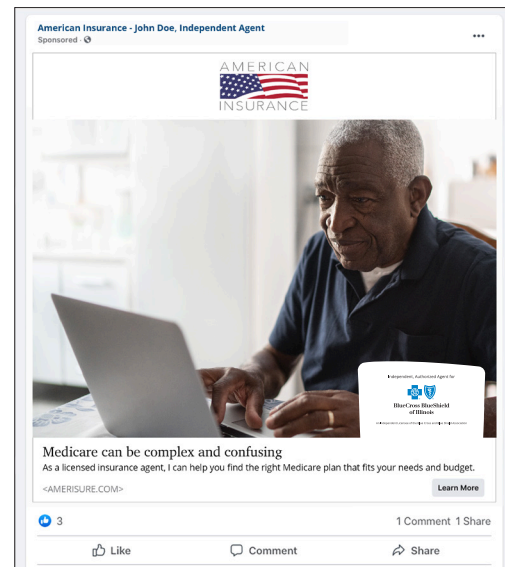
Incorrect



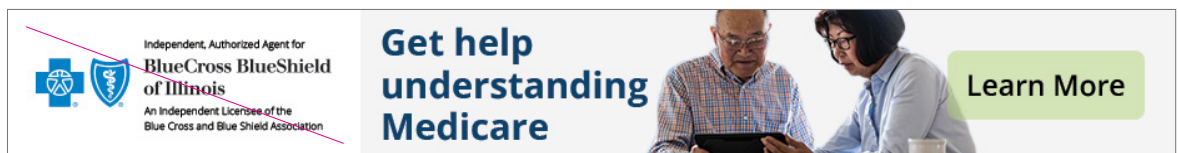
Correct



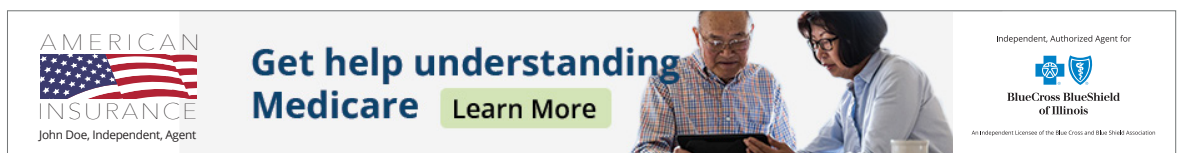
Incorrect



Correct



Incorrect



Correct




## UPDATED DESIGN REQUIREMENTS FOR AGENT MATERIALS

Marketing and sales materials need to clearly identify themselves of coming from the agent. The recommendations in the next two pages will help clarify that difference for the intended audience.

**Agent logo should be prominent at the top, cover or first page of the piece.**

**Agent Logo**  
(Agent's logo must be prominent on cover to show who the communication is coming from.)



# SAVE MORE. GET MORE.

**Copy should be in the agent voice.**

<Agency Name> is here to help you get more from your Medicare benefits. We'll walk through the Medicare plans, answer questions, and help you make the best choices for you.

As a <Blue Cross and Blue Shield of <STATE> member>, you know firsthand the advantages of having a trusted health care partner. In addition to getting the benefits you need to stay healthy, you can count on expert advice. That's especially true now as you prepare to move to Medicare and take advantage of all the benefits and savings it provides.

**Call <1-000-000-0000> (TTY:711) today.**

Important Plan Information  
Y0096\_MAPDEXMEMFSLM

<244221.0222>

## Choose wisely & enjoy life's moments

Making sense of all your Medicare options can feel overwhelming. Fortunately, you aren't alone. As a Blue Cross and Blue Shield of <STATE> independent agent, <I'm> here to guide you through the process. We'll help you understand your choices, and get more from your Medicare benefits.

### Get more & save more with Medicare Advantage

This popular plan offers everything you'd expect from Medicare Parts A and B plus prescription drug coverage and extra health and wellness benefits.

- Affordable monthly premiums** that fit both your budget and health care needs
- Prescription drug coverage** with copays as low as \$0 for some drugs at preferred pharmacies
- Telehealth services** so you can see a doctor from the comfort and safety of your home
- SilverSneakers® Fitness Program** to save you money while pursuing a healthy lifestyle
- Dental, Vision and Hearing care** that provides savings on exams and more

**Call now for more information about Medicare.**

Your 65th birthday will arrive soon. Call now to get your questions answered and feel confident about the plan you choose.

**<Agent First and Last Name>  
<Agency Name>  
<1-000-000-0000> (TTY: 711)**

**Agent Logo**  
(Agent's logo should be bigger than BCBS logo)

Independent, Authorized Agent for  
**Blue Cross Blue Shield of Illinois**  
An Independent Licensee of the Blue Cross and Blue Shield Association

<HMO, HMO-POS and PPO plans provided by Blue Cross and Blue Shield of Illinois, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company (HCSC). HMO plan provided by Illinois Blue Cross Blue Shield Insurance Company (ILBCBSIC). HCSC and ILBCBSIC are Independent Licensees of the Blue Cross and Blue Shield Association. HCSC and ILBCBSIC are Medicare Advantage organizations with a Medicare contract. Enrollment in HCSC's and ILBCBSIC's plans depends on contract renewal.>

REPLACE TEXT <Blue Cross and Blue Shield of Illinois complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-877-774-8592 (TTY 711). UWAGA: Jeżeli mówisz po polsku, możesz skorzystać z bezpłatnej pomocy językowej. Zadzwoń pod numer 1-877-774-8592 (TTY 711).>

<The relationship between identified vendors and Blue Cross and Blue Shield of Illinois (BCBSIL) is that of independent contractors. BCBSIL makes no endorsement, representations or warranties regarding any products or services offered by the above-mentioned vendors.>

**Authorized Agent Plan logo should come second.**

### Page 1 and 2 of an FSI

The color palette below is our recommendation for differentiating materials from the brand but still keeping the items in the family.

- BCBS Blue +1
- BCBS Primary Green at 40%
- Gray Background
- BCBS Primary Blue - used in the Plan logo.

**BCBS Primary Blue should not be a prominent color in the layout.**



## SAVE MORE. GET MORE.

As a current member, you know firsthand the advantages of having a trusted health care partner. In addition to getting the benefits you need to stay healthy, you can count on knowledgeable advice. That's especially true now as you prepare to move to Medicare and take advantage of all the benefits and savings it provides.

<Agency Name> will walk you through the Medicare plans, answer questions, and help you make the best choices for you.

**Call <1-000-000-0000> (TTY:711) today.**

**Agent Logo**  
(Agent's logo should be bigger than BCBS logo)

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**Blue Cross Blue Shield of Illinois**  
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## Choose wisely & enjoy life's moments

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### Get more & save more with Medicare Advantage

This popular plan offers everything you'd expect from Medicare Parts A and B plus prescription drug coverage and extra health and wellness benefits.

- Affordable monthly premiums** that fit both your budget and health care needs
- Prescription drug coverage** with copays as low as \$0 for some drugs at preferred pharmacies
- Telehealth services** so you can see a doctor from the comfort and safety of your home
- SilverSneakers® Fitness Program** to save you money while pursuing a healthy lifestyle
- Dental, Vision and Hearing care** that provides savings on exams and more

**Call now for more information about Medicare.**

Your 65th birthday will arrive soon. Call now to get your questions answered and feel confident about the plan you choose.

**<Agent First and Last Name>  
<Agency Name>  
<1-000-000-0000> (TTY: 711)**

**Agent Logo**  
(Agent's logo should be bigger than BCBS logo)

Independent, Authorized Agent for  
**Blue Cross Blue Shield of Illinois**  
An Independent Licensee of the Blue Cross and Blue Shield Association

<HMO, HMO-POS and PPO plans provided by Blue Cross and Blue Shield of Illinois, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company (HCSC). HMO plan provided by Illinois Blue Cross Blue Shield Insurance Company (ILBCBSIC). HCSC and ILBCBSIC are Independent Licensees of the Blue Cross and Blue Shield Association. HCSC and ILBCBSIC are Medicare Advantage organizations with a Medicare contract. Enrollment in HCSC's and ILBCBSIC's plans depends on contract renewal.>

REPLACE TEXT <Blue Cross and Blue Shield of Illinois complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-877-774-8592 (TTY 711). UWAGA: Jeżeli mówisz po polsku, możesz skorzystać z bezpłatnej pomocy językowej. Zadzwoń pod numer 1-877-774-8592 (TTY 711).>

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**Incorrect**

## UPDATED DESIGN REQUIREMENTS FOR AGENT MATERIALS

**Let's connect!**  
Set up a no-obligation, one-on-one appointment for more information.

By returning this card and providing your telephone number and/or email address, you agree to authorized representative or licensed agent from agency name may call you on your landline (home phone), cell or text your cellular phone, or email you to answer questions and provide additional information about Medicare products, health plan benefits and programs. Standard cellular phone and/or text message charges may apply from your wireless provider.

EPID0000000000

**Please complete and return**

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Detach here. Fold, moisten and seal before placing in mail.

Follow these instructions before placing in mail

Agent Logo  
(Agent's logo must be prominent on cover to show who the communication is coming from.)

[Company]  
[Address]  
[City, State Zip if no Address 2]  
[Sample A. Sample]  
[1234 Street]  
[APT #123]  
[City, ST 12345-6789]  
[Bar Code]

U.S. POSTAGE  
FIRST CLASS  
PERMIT NO. 1234  
ANYCITY US

**Envelope and/or return address should come from the agency/agent and not the Plan.**

\*You may be eligible if at least two members reside in the same household and are enrolled in a Blue Cross and Blue Shield of Illinois Medicare Supplement Insurance Plan effective on or after May 1, 2019.  
Not covered with or endorsed by the U.S. Government or Federal Medicare Program.  
Medicare Supplement Insurance Plans are offered by Blue Cross and Blue Shield of Illinois, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association.  
\*Source: Continuous Tracking Program 2019, SPH Analytics, LLC  
Blue Cross and Blue Shield of Illinois complies with applicable federal and state laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. ANYCITY, IL is a public entity, therefore, it is subject to the provisions of the Illinois Freedom of Information Act (FOIA). Any information requested under the Act shall be provided to the requester in accordance with the Act. Any information requested under the Act shall be provided to the requester in accordance with the Act. Any information requested under the Act shall be provided to the requester in accordance with the Act.  
Blue Cross and Blue Shield of Illinois 300 E. Randolph St., Chicago, IL 60601

**Plans That Meet Your Needs**

While Original Medicare covers some health care costs, it does not pay for everything.

That's where Medicare Supplement Insurance Plans from Blue Cross and Blue Shield of Illinois can help. Together, we can find a plan that's right for you.

**99%**  
Customer Satisfaction Rating<sup>1</sup>

**Copy and call to action should be in the agent voice and clearly identify who the communication is coming from.**

**Call [Agency Name] today** to discuss important Medicare Supplement Insurance Plan options

Together, we can review the many benefits available to you with a Blue Cross and Blue Shield of Illinois Medicare Supplement Insurance Plan. These plans give you the freedom and flexibility to visit any doctor or hospital in the U.S. that accepts Medicare and can help cover things like:

- Doctor Visits
- Inpatient Hospital Care
- X-rays and Lab Tests
- Physical Therapy
- Foreign Travel Emergency Care

You may be eligible for a discount if at least two members live in the same household\* and are enrolled in a Blue Cross and Blue Shield of Illinois Medicare Supplement Insurance Plan.

**Call me and let's find the right plan for you!**

Agent Signature

**Now's the time to plan for a healthy future**

**Don't Wait!**  
Simply call me at the number below and I'll help select a plan that will cover your needs.

[Agent First and Last Name]  
[Agency Name]  
[Phone Number]  
[Email]  
[Website]

Trusted Name  
More than 85 years of experience in the health care industry

Customer-owned  
Meaning owners and customers are one and the same, unlike some national, publicly traded health insurance companies

Independent, Authorized Agent for  
**Blue Cross Blue Shield of Illinois**  
An Independent Licensee of the Blue Cross and Blue Shield Association

**Authorized Agent Plan logo should come second.**

EPID0000000000

Detach here. Fold, moisten and seal before placing in mail.

**BUSINESS REPLY MAIL**  
FIRST CLASS MAIL PERMIT NO. 1234 ANYCITY US  
POSTAGE WILL BE PAID BY ADDRESSEE

XYZ CORPORATION  
1234 INDUSTRIAL CIR  
ANYCITY US 12345-1234

**Urgent Communication please rush**

Agent Logo  
(Agent's logo must be bigger than BCBS logo)

Detach here. Fold, moisten and seal before placing in mail.

**Agent logo should be prominent on cover of the piece.**

**BCBS Primary Blue should not be a prominent color in the layout.**

**Let's connect!**  
Set up a no-obligation, one-on-one appointment for more information.

By returning this card and providing your telephone number and/or email address, you agree to authorized representative or licensed agent from agency name may call you on your landline (home phone), cell or text your cellular phone, or email you to answer questions and provide additional information about Medicare products, health plan benefits and programs. Standard cellular phone and/or text message charges may apply from your wireless provider.

EPID0000000000

**Please complete and return**

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

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Follow these instructions before placing in mail

Agent Logo  
(Agent's logo must be prominent on cover to show who the communication is coming from.)

[Company]  
[Address]  
[City, State Zip if no Address 2]  
[Sample A. Sample]  
[1234 Street]  
[APT #123]  
[City, ST 12345-6789]  
[Bar Code]

U.S. POSTAGE  
FIRST CLASS  
PERMIT NO. 1234  
ANYCITY US

**Envelope and/or return address should come from the agency/agent and not the Plan.**

\*You may be eligible if at least two members reside in the same household and are enrolled in a Blue Cross and Blue Shield of Illinois Medicare Supplement Insurance Plan effective on or after May 1, 2019.  
Not covered with or endorsed by the U.S. Government or Federal Medicare Program.  
Medicare Supplement Insurance Plans are offered by Blue Cross and Blue Shield of Illinois, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association.  
\*Source: Continuous Tracking Program 2019, SPH Analytics, LLC  
Blue Cross and Blue Shield of Illinois complies with applicable federal and state laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. ANYCITY, IL is a public entity, therefore, it is subject to the provisions of the Illinois Freedom of Information Act (FOIA). Any information requested under the Act shall be provided to the requester in accordance with the Act. Any information requested under the Act shall be provided to the requester in accordance with the Act. Any information requested under the Act shall be provided to the requester in accordance with the Act.  
Blue Cross and Blue Shield of Illinois 300 E. Randolph St., Chicago, IL 60601

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**Call me and let's find the right plan for you!**

Agent Signature

**Now's the time to plan for a healthy future**

**Don't Wait!**  
Simply call me at the number below and I'll help select a plan that will cover your needs.

[Agent First and Last Name]  
[Agency Name]  
[Phone Number]  
[Email]  
[Website]

Trusted Name  
More than 85 years of experience in the health care industry

Customer-owned  
Meaning owners and customers are one and the same, unlike some national, publicly traded health insurance companies

Independent, Authorized Agent for  
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An Independent Licensee of the Blue Cross and Blue Shield Association

**Authorized Agent Plan logo should come second.**

EPID0000000000

Detach here. Fold, moisten and seal before placing in mail.

**BUSINESS REPLY MAIL**  
FIRST CLASS MAIL PERMIT NO. 1234 ANYCITY US  
POSTAGE WILL BE PAID BY ADDRESSEE

XYZ CORPORATION  
1234 INDUSTRIAL CIR  
ANYCITY US 12345-1234

**Urgent Communication please rush**

Agent Logo  
(Agent's logo must be bigger than BCBS logo)

Detach here. Fold, moisten and seal before placing in mail.

## REQUIREMENTS FOR INTERNET MARKETING

The distribution of advertising or other information online provides just as much, if not more, opportunity for confusion. The vast reach of the World Wide Web and the internet and the ease with which others might remove, add or manipulate valuable trademarks depicted online makes compliance with the following guidelines particularly important.

- Agents who are marketing their services or websites online and displaying the BCBS logo/name or product/company information must display the BCBS logo/name or product/company information so that the BCBS name has the same emphasis as other names and brands being promoted.
- Agents cannot mislead the viewer to think the Agent's advertisement/promotional information is from BCBS or the BCBSA.
- Products/plans promoted with the BCBS logo must be products offered by BCBS.
- The Agent's logo and/or company name must be the dominant element on the web page to avoid any confusion.
- Any use of the BCBS logo on any Agent's web must include both the logo and the legal tagline. Please use the individual agent logos available on BrandSource (3005brand.com) Do not create your own logos.
- There must be enough space between the Agent's logo and the BCBS logo/name. (See example of Business Cards).
- The BCBS logo/name should be the same size as the logo/name of other listed companies whom the Agent represents.
- The display of the official website of the Association, a Blue Cross and Blue Shield Plan site or a BCBS member ID card on an agent Website site is prohibited.

**Correct:** An agent's internet site offering rate quotes for various health plans displays the correct BCBS logo and tagline. The agent's logo is the dominant graphic. The text disclaimer tells the viewers the agent is independent. The BCBS logo is the same size as the logos of other listed companies the Agent represents.





## REQUIREMENTS FOR GEO-TARGETED MARKETING

Because agents serve a specific geographic area, cautious use of the internet must be maintained to avoid confusion. It is important that your website clearly states that you serve one or more of the states below and that you identify who is eligible for coverage.

- Illinois
- Montana
- New Mexico
- Oklahoma
- Texas

Suggested language includes:

- Serving Illinois
- Serving Montana
- Serving New Mexico
- Serving Oklahoma
- Serving Texas
- or "Serving residents and businesses in Illinois / Montana / New Mexico / Oklahoma / Texas."

This language is required only on your home page. After initial use of the words below, you no longer have to use them.

- of Illinois
- of Montana
- of New Mexico
- of Oklahoma
- of Texas



