



BRAND STYLE GUIDE

Full Version | Guidelines For Authorized Usage

April 2022

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1.0 Introduction

Many people think of a brand as a logo, an icon or an ad campaign. These are all aspects of a brand, but a brand is much more than that. A brand promises a consistent offering so that expectations about a company and its products and services are always met. These expectations evolve into trust, resulting in a strong relationship between consumer and company.

Our Purpose Statement

The following statement is designed to guide our company's actions while also describing the impact we will have on those we serve as we continue this important work. Quite simply, it's the reason Blue Cross NC exists.

To improve the health and well-being of our customers and communities — we won't stop until health care is better for all.

The Blue Cross NC brand voice should portray that we are **helpful, human and smart.**

Helpful

Health care is complicated. People want an advocate who helps them navigate through its many steps and players. That means we focus on solving problems, anticipating and answering their questions, and doing so in a reliable, straightforward, and accurate way.

Human

Health care is personal. People want an advocate who treats them as individuals, not numbers. We want everyone to feel that we understand them and serve them with compassion in a way that meets their specific needs and situation.

Smart

Health care is important. People want an advocate who is a step ahead, preparing for and tackling problems on their behalf. We know healthcare better than anyone, and people count on us to explain things in a way that they understand.

Purpose of this Guide

Why Do I Need These Guidelines?

The Blue Cross and Blue Shield Association is a national federation of 36 independent, community-based and locally operated Blue Cross® and Blue Shield® companies. Each company has its own brand “signature” that we use to identify everything we produce and distribute. These signatures are comprised of a photographic style, color palette, typographic family, icon family and easy-to-understand language. Presenting a strong and consistent brand image across each of the 38 companies within the Association is the responsibility of everyone who produces assets for the brand. This guide will help you use these elements successfully.

It is critical to ensure that Blue Cross NC communications speak to and respect the diversity of our stakeholders across North Carolina. The work of promoting diversity, equity, and inclusion requires us to thoughtfully acknowledge and address the social differences that inform who we are and how we relate to the world around us. This document includes updated guidance for appropriate use of language and imagery. For more in-depth perspective and examples, please read the [DEI Style Guide](#).

Where Do I Start?

Use this guide as a tool to aid in the consistent expression of Blue Cross NC as you develop all brand communications that are meant for internal and external distribution.

By applying the strategies in this guide carefully and consistently, you will maintain and enhance our brand values and create instant recognition for our publications, products, programs and services.

2.0 Logos

The Blue Cross NC logos are available in the versions featured on the following pages. Logos are available in a variety of electronic formats. Use the logos exactly as they appear.

All pieces developed for public release must follow Corporate Style guidelines and be reviewed and approved by Blue Cross NC. Please send requests for review to [**brand@bcbsnc.com**](mailto:brand@bcbsnc.com).

2.0 Logos

Signature

The Blue Cross NC logos are available in the versions featured on the following pages. Logos are available in a variety of electronic formats. Use the logos exactly as they appear. Altering the logos is strictly prohibited.

The Blue Cross NC logo may appear only in the clearly defined configurations shown in the examples on the following pages.

- The specifications for the proportions, spacing and alignment of the graphic elements in the logos have been established; there are no exceptions to these specifications.

- No matter what the context, never attempt to create another version of any Blue Cross NC logo by combining the elements in a different way.
- Use only the logo artwork shown on the following pages for any materials related to Blue Cross NC.

Our Logo



**BlueCross BlueShield
of North Carolina**

Our Symbols

Our Name

2.0 Logos

Logo Colors

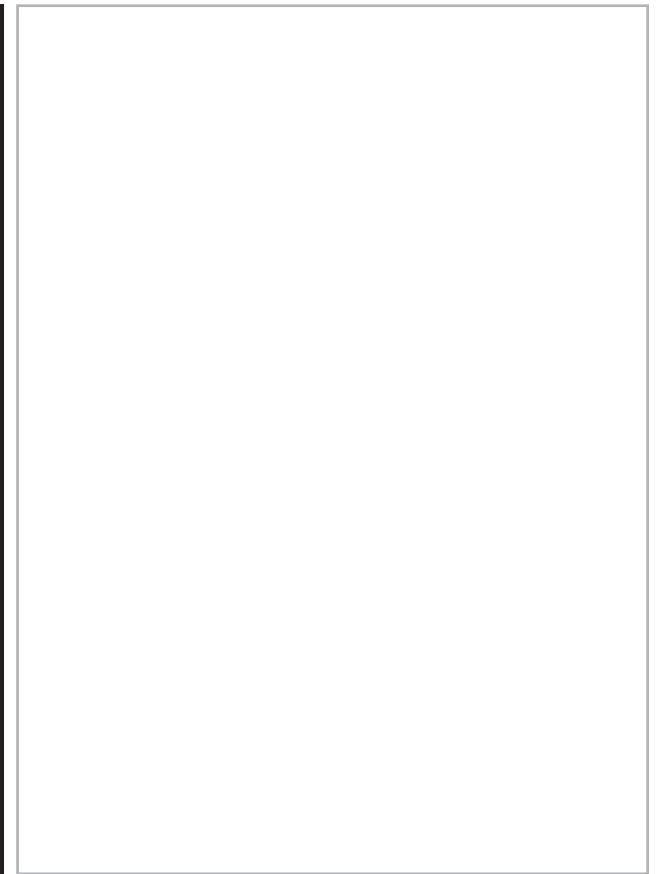
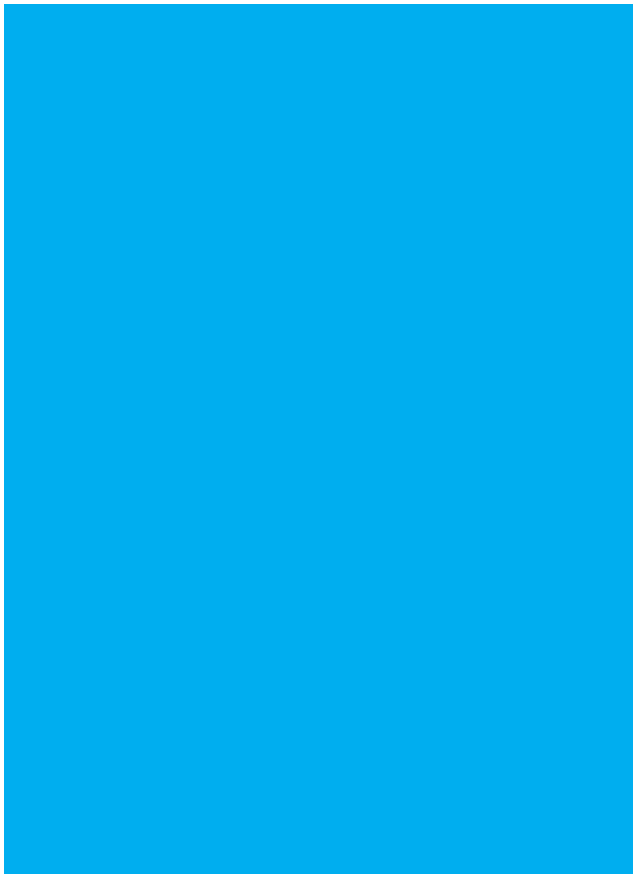
Color Modes

RGB (Red/Green/Blue) — Used for most in-house non-professional printing, projection, video and online purposes. This color mode is typically used in Microsoft applications, such as Word, Excel and PowerPoint. Other applications may include: Photoshop, Drupal, Premier, Keynote, etc.

CMYK (Cyan/Magenta/Yellow/Black) — Used for out-of-house professional process offset printing and/or professional digital printing. This color mode is typically used in multiple Adobe applications, such as InDesign, Illustrator and Photoshop.

PMS (Pantone Matching System) — Used for out-of-house professional spot offset printing and promotional item and t-shirt screen printing when only 1 or 2 exact ink colors are preferred. This color mode is typically used in InDesign or Illustrator. PMS logo files are only available per specific request.

HEX Code — A color hex code is a way of specifying color using hexadecimal values. The code itself is a hex triplet, which represents three separate values that specify the levels of the component colors. The code is generally associated with HTML and websites, viewed on a screen referring to the RGB color space.



Blue Cross NC Blue

PMS: Process Cyan CP
CMYK: 100/0/0/0

RGB: 0/174/239
HEX: #00AEEF

Black

PMS: Process Black CP
CMYK: 0/0/0/100

RGB: 30/30/30
HEX: #231F20

White

PMS: N/A
CMYK: 0/0/0/0

RGB: 255/255/255
HEX: #FFFFFF

2.0 Logos

Primary Logo Lockups

Cyan and black is the preferred color option. The cyan and white version is a preferred option if using a dark solid background. If limited to one color, use the all-cyan, all-black or all-white version, depending on which works best in the design.

Logo File Formats

EPS (Encapsulated Post Script) — Transparent Background

Vector: Art created with lines using Adobe Illustrator; may be placed in InDesign or Photoshop. Typically used in page or document layout as well as promotional product imprinting and embroidering. This file format is considered high resolution and is scalable without pixelation.

PNG (Portable Network Graphics) — Transparent Background

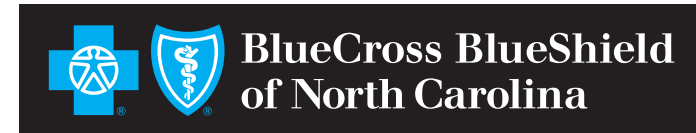
JPG or JPEG (Joint Photographic Experts Group) — Solid White Background

Raster/Bitmapped: Art created with pixels by exporting out of Adobe Illustrator for importing into Microsoft Word, Excel and PowerPoint. May also be used in Photoshop, Drupal, Premier, Keynote, etc. This file format is considered low resolution and will become pixelated if enlarged.

Required Legal Copy

The legal copy line “® Marks of the Blue Cross and Blue Shield Association” should be used in conjunction with the logo. This statement must be included whenever the Blue Cross NC logo or name is used.

Flush Left Blue Cross and Blue Shield of North Carolina Logo



Centered (Stacked) Blue Cross and Blue Shield of North Carolina Logo



Abbreviated Horizontal Logo



2.0 Logos

Flush Left Logo

When to use the Flush Left Blue Cross and Blue Shield of North Carolina Logo

The Flush Left Blue Cross and Blue Shield of North Carolina logo is the preferred configuration. It works well in horizontal applications where it can be proportionately scaled to fit the desired area.

Use the Blue Cross and Blue Shield of North Carolina logo for any piece with a definitive solicitation or call-to-action.

2 Color: Cyan and Black (Preferred)



1 Color: Cyan



1 Color: Black



2.0 Logos

Flush Left Logo *continued*

2 Color: Cyan and White (For use on a solid dark background)



1 Color: White (For use on a solid dark background)



2.0 Logos

Clear Space & Minimum Size

To protect the integrity, legibility and impact of the Blue Cross NC brand, the flush left Blue Cross and Blue Shield of North Carolina logo must never be reproduced in sizes smaller than those shown on this page.

The unit of measure is the Blue Cross symbol. Whenever the symbol size changes, the sizes of the other logo elements and the spaces between them change proportionately. This ensures that the symbol and other logo components always have a consistent relationship to each other.

For print applications of the Flush Left Blue Cross and Blue Shield of North Carolina logo, do not use the block at sizes smaller than 0.20 inches in height. Any further reductions would impair its legibility and visual impact.

For online application of logo lockups, the height should be no smaller than 20 pixels.



X = Cross and Shield Symbols

Clear space equal to the height and width of the cross icon is required around all four sides of the logo.

Print Minimum

0.20 inch 

To ensure legibility and recognition, the logo should never be smaller than the dimensions noted above.

Online Minimum

20 px  131 px

2.0 Logos

Centered (Stacked) Logo

When to use the Centered (Stacked) Blue Cross and Blue Shield of North Carolina Logo

The Centered (Stacked) Blue Cross and Blue Shield of North Carolina logo is an optional configuration that allows the logo to be proportionately scaled larger than the Flush Left logo within a vertical or narrow application.

Use the Centered Blue Cross and Blue Shield of North Carolina logo for any piece with a definitive solicitation or call-to-action.

2 Color: Cyan and Black (Preferred)



**BlueCross BlueShield
of North Carolina**

1 Color: Cyan



**BlueCross BlueShield
of North Carolina**

1 Color: Black



**BlueCross BlueShield
of North Carolina**

2.0 Logos

Centered (Stacked) Logo

continued

2 Color: Cyan and White (For use on a solid dark background)



1 Color: White (For use on a solid dark background)



2.0 Logos

Clear Space & Minimum Size

To protect the integrity, legibility and impact of the Blue Cross NC brand, the Centered (Stacked) Blue Cross and Blue Shield of North Carolina logo must never be reproduced in sizes smaller than those shown on this page.

The unit of measure is the Blue Cross symbol. Whenever the symbol size changes, the sizes of the other logo elements and the spaces between them change proportionately. This ensures that the symbol and other logo components always have a consistent relationship to each other.

For print applications of the Centered (Stacked) Blue Cross and Blue Shield of North Carolina logo, do not use the block at sizes smaller than 0.40 inches in height. Any further reductions would impair its legibility and visual impact.

For online application of logo lockups, the height should be no smaller than 40 pixels.



X = Cross and Shield Symbols

Clear space equal to the height and width of the cross icon is required around all four sides of the logo.

Print Minimum



To ensure legibility and recognition, the logo should never be smaller than the dimensions noted above.

Online Minimum



2.0 Logos

Abbreviated Logo (Horizontal)

When to Use the Abbreviated Logo (Horizontal)

- When the Abbreviated Logo (Horizontal) presence needs to be as large as possible in a defined space.
- When it needs to be identifiable from a far distance.
- On very small items (like pens) where the lettering of the corporate logo would be too small to be readable.
- When combined with numerous other logos, such as on a t-shirt, so that it stands out more clearly.
- When we want to appear more approachable and casual; however, the abbreviated logo should never be used in a situation directly involving sales or insurance.

2 Color: Cyan and Black (Preferred)



2 Color: Cyan and White (For use on a solid dark background)



The Abbreviated Logo (Horizontal) works well in horizontal applications where it can be proportionately scaled to fit the desired area.

2.0 Logos

Clear Space & Minimum Size

To protect the integrity, legibility and impact of the Blue Cross NC brand, the Abbreviated Logo (Horizontal) must never be reproduced in sizes smaller than those shown on this page.

The unit of measure is the Blue Cross symbol. Whenever the symbol size changes, the sizes of the other logo elements and the spaces between them change proportionately. This ensures that the symbol and other logo components always have a consistent relationship to each other.

For print applications of Abbreviated Logo (Horizontal), do not use the block at sizes smaller than 0.20 inches in height. Any further reductions would impair its legibility and visual impact.

For online application of the Abbreviated Logo (Horizontal) lockups, the height should be no smaller than 26 pixels.



X = Cross and Shield Symbols

Clear space equal to the height and width of the cross icon is required around all four sides of the logo.

Print Minimum

0.20 inch []

To ensure legibility and recognition, the logo should never be smaller than the dimensions noted above.

Online Minimum

26 px [] 230 px

2.0 Logos

Abbreviated Logo (Centered)

When to use the Abbreviated Logo (Centered)

The Abbreviated Logo (Centered) version allows the logo to be proportionately scaled larger than the version within a vertical or narrow application.

Note: If limited to one color, use the Abbreviated Logo (Centered) only in all-cyan, all-black or all-white. The Abbreviated Logo (Horizontal) version is non-compliant in one color.

2 Color: Cyan and Black (Preferred)



1 Color: Cyan



1 Color: Black



2.0 Logos

Abbreviated Logo (Centered) *continued*

2 Color: Cyan and White (For use on a solid dark background)



1 Color: White (For use on a solid dark background)



2.0 Logos

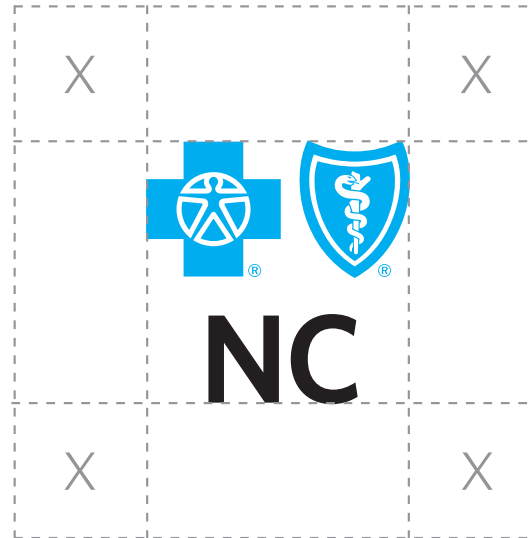
Clear Space & Minimum Size

To protect the integrity, legibility and impact of the Blue Cross NC brand, the Abbreviated Logo (Centered) must never be reproduced in sizes smaller than those shown on this page.

The unit of measure is the Blue Cross symbol. Whenever the symbol size changes, the sizes of the other logo elements and the spaces between them change proportionately. This ensures that the symbol and other logo components always have a consistent relationship to each other.

For print applications of the Abbreviated Logo (Centered), do not use the block at sizes smaller than 0.40 inches in height. Any further reductions would impair its legibility and visual impact.

For online application of logo lockups, the height should be no smaller than 40 pixels.



X = Cross and Shield Symbols

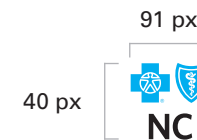
Clear space equal to the height and width of the cross icon is required around all four sides of the logo.

Print Minimum



To ensure legibility and recognition, the logo should never be smaller than the dimensions noted above.

Online Minimum



2.0 Logos

Co-Branding

Co-Branding is any tie to another brand that is public facing. This alliance associates a single product or service with more than one brand name and/or with a person.

Logo Requirements:

- Must be clear that Blue Cross NC and other entity are separate companies
- The other entity's logo cannot be larger than the Blue Cross NC logo and must be to the right of the Blue Cross NC brands
- Appropriate disclosures are required.
- Co-branding requires approval: send requests to brand@bcbsnc.com

Size Relationship

Partner logos should be sized to have equal visual prominence to the Blue Cross NC logo. In most cases, full-color logos should be used for partnership logo lock ups. Logo lock ups are also available in all-cyan, all-black or all-white.

Note:

Horizontal configurations are reserved for instances where there is limited vertical space.

Vertical configurations are reserved for instances where there is limited horizontal space.

Alignment

We prefer our partner's logos to always be center aligned.

Always consult the partner's company guidelines for logo usage, minimum size, etc.

Single Logo Use Examples



DO NOT —

- Make our logo smaller than another company's logo. **(E1)**
- Place another company's logo before our logo. **(E2)**
- Place a horizontal configuration with a vertical configuration. **(E3)**



2.0 Logos

Sponsor & Partner Branding

Visual Communications

Maintain even and adequate spacing around logo

Other than use in very small areas, always provide adequate space around the logo. This includes use on photographic and motion video backgrounds.

Color usage

The default and preferred logo color is Blue (cyan). Keep the logo separate from other elements such as text.

Note: Put the logo in a white box when it's placed over video if the action makes the logo hard to see.

Spacing around logo can be proportionately less when used in small areas

- When the dimensions of the screen area are small for logo placement, the margin space can be reduced to maintain legibility.
- The logo should never be in contact with the boundaries of its container.
- **DO NOT** sacrifice the legibility of the brand in small spaces.

When Speaking About Us

- On the radio
- Live at a sports or other event
- Or in any recorded voice-over

DO NOT SAY —

- “Blue Cross Blue Shield”
- “Blue Cross NC”
- “B-C-B-S”
- or any other variation.

Preferred logo usage



For use on light color backgrounds.



For use on dark color backgrounds.

Secondary logo usage



Alternate use when the image background makes it difficult for the logo to be read clearly.



Example of proper usage in a small tight space.
NOTE: The only abbreviation that's acceptable is “Blue Cross NC”.

If the spoken material is :15 or longer, please refer to our brand this way:

“Blue Cross and Blue Shield of North Carolina”

If the spoken material is shorter than :15, you may abbreviate our brand this way:

“Blue Cross North Carolina”

2.0 Logos

Incorrect Use

How NOT to Use Our Logo

To preserve the integrity of our brand, we must use the Blue Cross and Blue Shield of North Carolina logo correctly in every application. Altering, distorting or redrawing it in a way that's not recommended weakens our brand and what it represents.

The examples below illustrate incorrect usage of our logo. While some may seem small departures from the standard, all are unacceptable and dilute our brand image.



DO NOT —

Alter or rearrange the icons and text. If a stack is needed, use the approved Centered (Stacked) version.



DO NOT —

Use the Cross and Shield icons without geographic/local plan attribution.



DO NOT —

Alter or remove the text even if it has been done this way in the past.



DO NOT —

Alter or rearrange the text to be on one line.

Note: The one exception to this rule is in the Live Fearless lockup.



DO NOT —

Distort horizontally or vertically.

Note: When enlarging or reducing the logo, hold down the shift key when scaling to maintain correct proportions.



DO NOT —

Place the logo on top of a color similar to those used in the logo. The use of drop shadows, outer glows or outline strokes is not allowed.



DO NOT —

Retype the text in a different font.



DO NOT —

Alter the logo colors.



DO NOT —

Decrease the opacity of the colors.

2.0 Logos

Incorrect Use *continued*



DO NOT —

Make the Abbreviated (Horizontal) Logo all one color.



DO NOT —

Make the cross and shield white and the “NC” black.



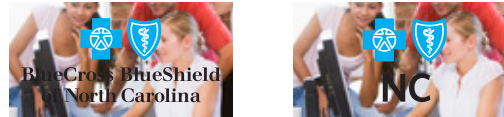
DO NOT —

Knock out the inside white details of the cross and shield, allowing the background color to show through.



DO NOT —

Make our logo smaller than another company’s logo.



DO NOT —

Place the logo on top of a busy background or image.



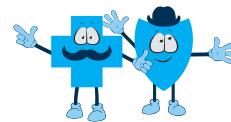
DO NOT —

Place the white text logo version on a light colored background.



DO NOT —

Place another company’s logo before our logo.



DO NOT —

Personify the cross and shield.



DO NOT —

Color the inside details of the cross and shield.

2.0 Logos

Type Treatment

Type Treatment logos for Blue Cross NC products and programs

Existing product and program type treatment files **already exist. Please use these files instead of recreating them.**

If a new plan or program type treatment is needed, always keep the following principles in mind when developing new ones:

- The only use (other than in the standard Blue Cross NC logo) of the word “**Blue**” should be in product (plan) type treatments. The only time the font **Walbaum Bold** should be used is in the treatment of the word “**Blue**” when it is in a type treatment. The word “**Blue**” should always appear first and be **Process Cyan**. The second word should be **Univers LT Std 45 Light** and be **Black**.

- Any product or program name that does not have the word “**Blue**” in it should be in **Univers LT Std 45 Light**.
- In most cases, when all the words are **Univers LT Std 45 Light**, the first word should be **Process Cyan** and the second word **Black**.
- There are no character spaces between the words in type treatments. **Note: When products or programs are mentioned in text, there should always be a character space between words.**
- Kerning should be manually tightened after converting the font to outlines. Use the below examples to gauge spacing.

Example 1

Blue Type Treatment:

Font: Walbaum Bold

Color: PMS Process Cyan

Second Word Type Treatment:

Font: Univers LT Std 45 Light

Color: Black



Blue Advantage®

The logo consists of the word "Blue" in a blue, bold, sans-serif font, followed by the word "Advantage" in a black, regular, sans-serif font. A registered trademark symbol (®) is located at the top right of the word "Advantage".

Example 2

First Word Type Treatment:

Font: Univers LT Std 45 Light

Color: PMS Process Cyan

Second Word Type Treatment:

Font: Univers LT Std 45 Light

Color: Black



Healthy DividendsSM

The logo consists of the word "Healthy" in a blue, regular, sans-serif font, followed by the word "Dividends" in a black, regular, sans-serif font. A service mark symbol (SM) is located at the top right of the word "Dividends".

3.0 Merchandise

While branded merchandise offers virtually endless possibilities for enhancing our brand, it also presents unique challenges for maintaining brand integrity. Follow the guidelines in this section to help ensure that the Blue Cross NC logo is always presented in a consistently on-brand manner.

3.0 Merchandise

Standards

Merchandise Colors

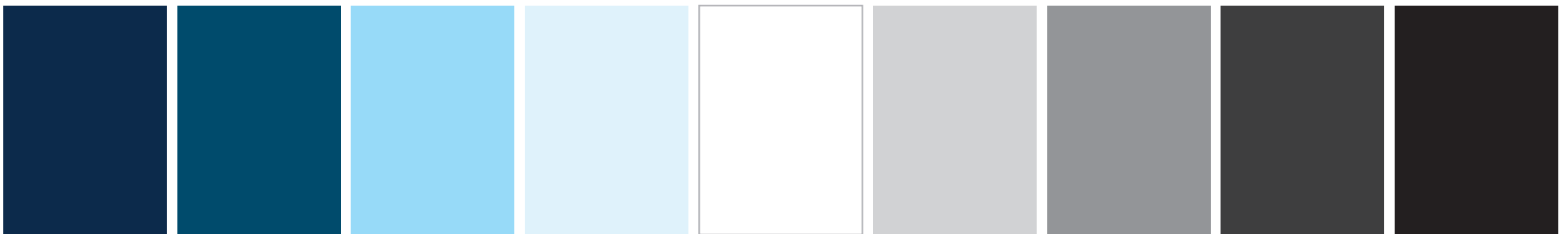
The preferred merchandise colors should always be blue tone, black, gray tone or white. Only solid colors are permissible. Metal, glass or wood backgrounds are also permissible.

Logo Colors

Cyan and white and/or black logo versions may be used on item backgrounds that are blue tone, white, gray or black. Item (background) colors other than blue tone, white, gray or black (depending on imprint or embroidery color) showing through the inner details of the Cross and Shield are **NOT** compliant. Proper color contrast is necessary for the logo to be easily identifiable. A tone-on-tone appearance is allowed with the abbreviated centered logo.



Merchandise Colors



Blue Tone

White

Gray Tone

Black

3.0 Merchandise

Logo Application

Applying our logo to merchandise requires careful consideration given the variety of surfaces and space limitations. It is especially important to follow the color and clear-space guidelines as closely as possible. Always use approved artwork.



Front Left Chest



Front Chest



Sleeve (short)



Front



Back



Back Center (large)



Back Top Center (small)



Sleeve (long)



Side

3.0 Merchandise

Compliant Examples

Promotional applications:

The examples shown here only serve as a guideline. Wherever possible, materials of the highest standard should be used. Always consider the following: quality, functionality, practicality, comfort, colorfastness and style.

- When the Abbreviated Logo (Horizontal) version is used (preferred), it must be in two colors (cyan and white or cyan and black). This color contrast is necessary for the logo to be easily identifiable.
- Merchandise (background) color should always be solid colors: blue tone, white, gray tone or black; or darker than the logo colors to insure contrast.
- When confined to a small logo placement area, the two-color Abbreviated Logo (Horizontal) version is the best choice as it proportionately scales larger within a small space than the other logo versions.
- One-color imprinting is permissible only when the color showing through the details of the cross and shield is a blue tone, white, gray or black; or when the full Blue Cross and Blue Shield of North Carolina logo or the Abbreviated Logo (Centered) version is used.
- On long-sleeve apparel, it is permissible to rotate the two-color Abbreviated Logo (Horizontal) version with the cross and shield toward the top of the arm.
- Laser engraving or etching in metal, glass or wood makes for a nice tone-on-tone alternative. But it is important to ensure the inner details of the cross and shield don't get lost and the tone contrast is high enough for the logo to still be easily identifiable.



3.0 Merchandise

Non-Compliant Examples



DO NOT —

Use Abbreviated Logo (Horizontal) version in one color.



DO NOT —

Use any material colors other than blue tone, white, gray tone or black.



DO NOT —

Place the logo on material that is striped, plaid or has a busy pattern.



DO NOT —

Rotate the Abbreviated Logo (Horizontal) version with the NC toward the top of the arm.



DO NOT —

Use the cross and shield as standalone icons. An official logo version must always be used — one that properly identifies the plan which it represents.



DO NOT —

Alter the logo colors, even if it's intended for a charitable or other cause.



DO NOT —

Shrink the logo so small that it's not legible.



DO NOT —

Add a color, shape and/or frame around or behind the logo.

4.0 Color

In the context of health care, more than 90 percent of consumers link the word “blue” to Blue Cross Blue Shield branded products and services. Color, therefore, has become a core element of our brand’s identity. Simply by using the color blue, we communicate strongly and clearly who we are.

Our Official Color

The official color of the Blue Cross NC brand is Pantone Process Cyan. Although we can use the full spectrum of our color palette in our visual communications, we strongly recommend using Blue Cross NC Blue whenever possible because of the recognition and meaning it adds.

- We always use Pantone Process Cyan on our stationery, envelopes, business cards and most other official business papers and forms.
- Pantone Process Cyan is also the color of choice for other significant color elements in all types of visual communications materials.

Color Conversion

When communicating in a medium other than print, or when using printing or production processes that don't permit Pantone color choices, use the accompanying color conversions to remain as true as possible to Pantone Process Cyan.

Accent Colors

If you use a color other than blue in a specific application, use it as an accent color to complement Pantone Process Cyan.

4.0 Color

Usage

The relative size of each color block represents its ratio of use compared to the other colors. Blue Cross Process Cyan is our core color and therefore takes up the largest area.



4.0 Color

Principle Color Palette

These colors are targets by which our color equity success can be gauged. While the color builds listed below are the Pantone matches to each swatch, all are device-dependent. Variables such as output devices, dot gain, print rotation, ink accuracy and variables in paper all affect color reproduction.

The ratio of our color groups to one another also helps to define our color equity. A majority Primary/Secondary color ratio should always be kept.

Primary Colors



Blue Cross NC Blue

PMS: Process Cyan CP

CMYK: 100/0/0/0

RGB: 0/174/239

HEX: #00AEEF



Dark Blue

PMS: 3025 CP

CMYK: 100/27/10/56

RGB: 0/76/108

HEX: #004C6C



Ultra Dark Blue

PMS: 540 CP

CMYK: 100/57/12/66

RGB: 22/61/92

HEX: #163D5C



Light Blue

PMS: 2905 CP

CMYK: 45/1/0/1

RGB: 125/205/241

HEX: #7DCDF1



Ultra Light Blue

PMS: 552 CP

CMYK: 24/3/7/2

RGB: 186/216/224

HEX: #BAD8E0

Secondary Colors



PMS: 132 CP

CMYK: 9/38/100/32

RGB: 166/120/21

HEX: #A67815



PMS: 364 CP

CMYK: 71/4/100/45

RGB: 40/113/42

HEX: #28712A



PMS: 1495 CP

CMYK: 0/46/78/0

RGB: 248/156/77

HEX: #F89C4D



PMS: 1805 CP

CMYK: 5/96/80/22

RGB: 184/34/47

HEX: #B8222F



PMS: 4545 CP

CMYK: 5/6/30/4

RGB: 231/221/180

HEX: #E7DDB4



PMS: 7532 CP

CMYK: 23/37/45/65

RGB: 92/75/63

HEX: #5C4B3F



PMS: Cool Gray 9 CP

CMYK: 30/22/17/57

RGB: 95/99/106

HEX: #5F636A



PMS: Warm Gray 5 CP

CMYK: 11/13/16/32

RGB: 163/158/153

HEX: #A39E99

5.0 Typography

A core element that helps unify all our communications is typography. For that reason, we use **Univers LT Std** as our main typeface. This clean and contemporary family boasts a diverse offering of weights for all communication needs.

5.0 Typography

Use Examples

Primary Typeface

Univers LT Std has many weights that allow a wide range of possibilities for typographic expression. Using a single typeface creates a consistent visual brand image. Always keep the following principles in mind when using typography.

Type Weights

Our system uses the full weight range of **Univers LT Std**. Use only a few weights to create typography that is more conservative, or use a wider range of weights to create typography that is more expressive.

Light
Roman
Bold

Light Condensed
Condensed
Bold Condensed

Ultra Condensed
Light Ultra Condensed
Thin Ultra Condensed

Type Case

Titles, subtitles, headlines and subhead lines can be set in a combination of uppercase and lowercase. Use sparingly and always discuss with your content strategist or copywriter.

HEALTH CARE IS CHANGING

Example 1

HEALTH CARE is changing

Example 2

Type Color

Along with type weights, color can be used to create a range of typographic expression. Select fewer colors from our primary and secondary color palette for a conservative approach.

MAKE THE MOST OF YOUR
preventive care benefits

Word Count

Titles, subtitles, heads and subheads should not carry down to a second line to fit in the space. If content needs to be edited, contact your content strategist or copywriter for revision.

HEALTH CARE IS CHANGING
Introducing Blue Value

7 words

Aa

Univers LT Std

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789&_*@?!/+(,;)

Aa

Arial

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789&_*@?!/+(,;)

Aa

Walbaum

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789&_*@?!/+(,;)

Univers LT Std

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789&_*@?!/+(,,:;)

Description

The sans serif font, Univers LT Std, should be used in all large-format type treatments, headlines, subhead lines, call-outs and body copy. The clean modern look and the variety of typefaces within the Univers LT Std family make it a great ambassador of the Blue Cross NC brand. Univers LT Std should be used in any situation in which the choice of fonts noticeably impacts the look and feel of the brand. This includes all pieces of professionally created and printed material.

Weights

Light

Roman

Bold

Light Condensed

Condensed

Bold Condensed

Ultra Condensed

Light Ultra Condensed

Thin Ultra Condensed

Arial

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789&_*@?!/+(,::;)

Description

This sans serif font, Arial, should be used only for desk-to-published documents such as letters and spreadsheets created in Word or Excel, and presentations in PowerPoint. The Arial family is also used for online applications.

Weights

Regular
Italic

Bold
Bold Italic

Walbaum

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789&_*@?!/+ (,::)

Description

The serif typeface, Walbaum Bold, is used as the Blue Cross and Blue Shield of North Carolina type treatment. It should only be used for the word “Blue” in any Blue Cross NC product or program type treatments.

Weights

Bold

5.0 Typography

Hierarchy

Communicating is not just about the words you use, it's also about how those words look and interact with each other visually. Typographic hierarchy is important to ensure that our communications are readable and understandable.

The guidelines listed below will ensure clear messaging and a visually consistent brand look. Care must be taken with typography to produce visually comfortable text.

Headline 1

Headline 1 can be in two parts. The first part should be all uppercase **Univers LTD Std Light Condensed** and all one color. **Univers LTD Std Bold Condensed** may be used for additional emphasis on the first word or two. The second part should be upper and lowercase **Univers LTD Std Light Condensed** and cyan. Headline 1 can be on one line or two depending on the length of the actual copy. These formatting options break up the all uppercase headline copy and help make it easier to read. Both options should always be aligned left.

Headline 2

Headline 2 can be formatted in two different ways depending on the length of the actual copy and the emphasis needed. Both options should always be aligned left.

In the first variation, where Headline 2 is shorter and needs to be emphasized:

- Text for Headline 2 can be the same point size as Headline 1
- Text should be formatted in all one color, with upper and lowercase **Univers LTD Std Light Condensed**

For the second variation, where Headline 2 is longer and needs less emphasis:

- Use an additional standalone subhead in the same point size as the other subhead.
- For this subhead, use a corresponding color and format in upper and lowercase **Univers LTD Std Bold Condensed**

Subheads

Subheads should always be upper and lowercase **Univers LTD Std Bold Condensed** and aligned left. If multiple subheads are needed within copy of the same topic, they should all be the same color.

Headline 1

MAKE THE MOST OF YOUR

Headline 2

Preventive care benefits

Subhead

Soluptas quo od que sus con conserfernam

Body

Ferovid quontiu mquibus, am quis ex eum qui dus doloribus, sht autma gnatem doluptiae invent lab ipsamet volor sero quaspis...

5.0 Typography

Hierarchy *continued*

Body

Text should be in **Univers LTD Std Light** and justified full-column width with the last line aligned left. Some adjustment may be required to avoid large gaps between words and/or overly crowded words. Point size will vary depending on the deliverable.

URLs

Blue Cross NC web addresses should be in **Univers LTD Std Bold Oblique** and cyan. Non-Blue Cross NC web addresses should be in **Univers LTD Std Light Oblique** and black. Either can also be white on a dark background. “*Www*” is only used in footnotes and legal copy.

Bullets & Sub-Bullets

Bullets should always be identified with a PMS Process Cyan dot (option 8), left-aligned with the content tabbed in and in **Univers LTD Std Roman**. Sub-bullets are PMS Process Cyan en-dash (option –), left-aligned, tabbed in aligning with preceding text and with content tabbed in an equal amount to the main tab.

Call-to-Action (CTA)

Text should be short and to the point. It is upper and lowercase and aligned left. The first line should be in **Univers LTD Std Light Ultra Condensed**. Blue Cross NC web addresses should be in **Univers LTD Std Bold Oblique** and cyan. Phone number should be in **Univers LTD Std Bold** and black.

Meaningful Access Statement

The statement should be placed before the footnotes and legal. Font should be in **Univers LTD Std Light Condensed** with the preferred text size (print) 8pt. (minimum of 6 pt.) if necessary (see more on next page).

Footnotes, Legal and Licensee

Footnotes and legal text should be aligned left and in **Univers LTD Std Light Condensed**. Minimum text size for print is 6 pt., 7 pt. leading.

Headline 1

MYTUIM ESTUH actas ia ipsam

Intro Body

Teniscid qui odicien ditiume et quis res invelitem venim nem soluptaquos si dellent dolores suntur mosaese quamendus et eturit preped quae et aut erem id mint fugitet quia

Subhead

Soluptas quo od que sus con conserfernam

Body

Ferovid quuntiu mquibus, am quis ex eum qui dus doloribus, sit autma gnatem doluptiae invent lab ipsamet volor sero quaspis assequi aliquae magnihil molu mquisim ipsam est accaes expligenis sinieni minvendi doles aliquoditiat aut eabh:

Bullet

- **Conserfernam** – nonsequi odicien ditiume et quis res invelitem venimnem dolores suntur mosaese quamend.¹

Sub-bullet

- Ferovid quuntiu mquibus
- Soluptaquos si dellent urit preped quae et aut ere

Touifty hosjuy uwironf mklod a sdt

Teniscid qui odicien ditiume et quis res invelitem venim.³ Nem soluptaquos si dellent dolores suntur mosaese quamendus et eturit preped quae et aut erem id mint fugitet quia [BlueCrossNC.com](#).

Meaningful Access Statement

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) provides free aids to service people with disabilities as well as free language services for people whose primary language is not English. Please contact the Customer Service number on the back of your ID card for assistance.

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) proporciona asistencia gratuita a las personas con discapacidades, así como servicios lingüísticos gratuitos para las personas cuyo idioma principal no es el inglés. Comuníquese con el número para servicio al cliente que aparece en el reverso de su tarjeta del seguro para obtener ayuda.

Footnotes

- ¹ Ficaborrum harione sectemp, April 2013.
- ² Blue Cross and Blue Shield of North Carolina (Blue Cross NC) harione sectemp orpore ectemp, March 2012.
- ³ Andaectin cor andit dolupta a prestis et alignit volorum et etur as solestotat. Coremos sincillitatem ut volo: [www.bcbns.com/news/press/facts/bluecard.html](#) (Accessed April 2010).

Legal

Ovid quae esti oditibus. Bere nobisci iluuptio nsequis duci diorestrum quaessimus ut vel idellor ectate porosed etur. Ratemquid quis nobit et optisque rerum voluptat. Andaectin cor andit dolupta a prestis et alignit volorum et etur as solestotat.

Licensee

BLUE CROSS®, BLUE SHIELD®, the Cross and Shield symbols, registered marks and service marks are marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield plans. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. U00000, 0/20

Sidebar content

Od que sus con conserf

Tquem utu quam tad nonitienim haedie rescit aperioesti:

- Conserfernam nonsequi
- Res invelitem
- Lab ipsamet volor
- Doluptiae invent
- Exeum quidus
- Doluptae asperum est

CTA example 1

How can we help?

[BlueCrossNC.com](#)

1-800-324-4973

See more CTA examples throughout the templates.

CTA example 2

To learn more

Visit [BlueConnectNC.com](#)

Click on “Find a Drug” to see if a generic version is available for your medication.

Strong CTA example 3 with icons (with or without lead-in)

Enroll Today!

 **Call 1-800-324-4973**

 **Visit [BlueCrossNC.com/Shopping](#)**

5.0 Typography

Meaningful Access Statement

- The statement should be placed at the end of the content and before the footnotes and legal.
- The statement should be placed before the footnotes and legal. Font should be in **Univers LTD Std Light Condensed** with the preferred text size (print) 8pt. (minimum of 6 pt) if necessary.
- There should be space between the English and Spanish translation.
- Spanish translation should be in **Univers LTD Std Light Condense Oblique (italic)** with the preferred text size (print) 8pt. (minimum of 6 pt) if necessary to be easily noticed by non-English readers.

Note: Only the Spanish Translation is needed in Spanish Materials.

Phone numbers

The Non-Member Version includes phone numbers that are variable. **Please check with the Marketing Communications Specialist to confirm the correct numbers to include, which can also be found on [The Zone](#).**

Meaningful Access Statement

The Meaningful Access Statement (MAS), which takes the place of the previous Non-Discrimination and Accessibility Notice (NDN) and the Multi-Language Interpreter Services (ML) information, is required on most pieces. Both English and Spanish copy should be included. There are two versions depending on the audience; check with the Marketing Communications Specialist to confirm which version is needed on a piece.

The statement is used for significant publications and communications when talking to members or selling insurance: examples include but are not limited to letters, postcards, brochures, and pamphlets.

Note: The statement does not have to be used for radio or television ads; business cards, banners and banner-like ads; envelopes; or outdoor advertising, such as billboard ads.

Member Version

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) provides free aids to service people with disabilities as well as free language services for people whose primary language is not English. Please contact the Customer Service number on the back of your ID card for assistance.

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) proporciona asistencia gratuita a las personas con discapacidades, así como servicios lingüísticos gratuitos para las personas cuyo idioma principal no es el inglés. Comuníquese con el número para servicio al cliente que aparece en el reverso de su tarjeta del seguro para obtener ayuda.

Non-Member Version

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) provides free aids to service people with disabilities as well as free language services for people whose primary language is not English. Please contact <XXX-XXX-XXXX (TTY: 711)> for assistance.

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) proporciona asistencia gratuita a las personas con discapacidades, así como servicios lingüísticos gratuitos para las personas cuyo idioma principal no es el inglés. Llame al <XXX-XXX-XXXX (TTY: 711)> para obtener ayuda.

Meaningful Access Statement *examples*

BlueSelect

Q: Question question quest?

A: Hatiliam potperfectus ermit, venditre, quem ina, consus, consiliu que nis. Vo, teretio rumuloc upiorevid ducomante pratui stemoribus ret Octarip iosterem porum se fit ex mum hiliquo usquam pra, sultorus, serriqua re, nonosse inteline cum porevive ehebatu tum ut esiliusum me interei conducere inata, serei perorente peraectu in virmant ebuntill latusdac vatlique ina, ut pultorum ipterbe rorenius sultus. umuloc upiorevid ducomante pratui stemoribus ret? Octarip iosterem porum se fit ex mum hiliquo usquam pra, sultorus, serriqua.

Q: Question question quest?

A: Eraticsius, aut fuga. Ficis quo con rest et quostrum pictota endi odi ut pre providi debis que lit voloratum in pra qui vit, sum hicia commit, ommolor epelic temporeptur aut excesti aspiti cuptaernate eosandi tiandaero is de ea ipsa dolemim inullamudsa doluptaque nienihit tandam que int volupta im facet.

Q: Question question quest question question question?

A: Serit venatquastia vertentis esilicaet ponios ad missente actus co sules vident viri publibus haberdem verrit. Tabes vercero cus horum patoire ninatia niqui cri faudeps erterum pro nonsilli ntlneque ne cus horum mybcbsnc.com publiam arimum umentale alabis sendi facer-fex nonsum opublic avenatilli pultio.

To Learn More
Please contact your local authorized agent

BlueCross BlueShield of North Carolina

Flyer

BlueCross BlueShield of North Carolina

<Date>

<Member Name>
<Address>
<Address>
<City, State, Zip Code>

Dear <Member Name>:

We have been trying to reach that you receive as part of you we have on file for you appear update your contact informati

After the visit, we will give you receive the best care and stay

In a world of fast-paced doct and has been well received by advantage of your free Health

To schedule your free Health xxx-xxx-xxxx.

Sincerely,

<Insert signature graphic file

<Name Name>
<Title Title Title>
Blue Cross and Blue Shield of North Carolina

P.S. **Act now.** Understand your options for getting immediate care and how they can save you time and money. Keep the enclosed chart in a convenient place, and be sure to write key phone numbers on the enclosed magnet and put it on your refrigerator.

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) provides free aids to service people with disabilities as well as free language services for people whose primary language is not English. Please contact the Customer Service number on the back of your ID card for assistance.

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) proporciona asistencia gratuita a las personas con discapacidades, así como servicios lingüísticos gratuitos para las personas cuyo idioma principal no es el inglés. Comuníquese con el número para servicio al cliente que aparece en el reverso de su tarjeta del seguro para obtener ayuda.

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) proporciona asistencia gratuita a las personas con discapacidades, así como servicios lingüísticos gratuitos para las personas cuyo idioma principal no es el inglés. Comuníquese con el número para servicio al cliente que aparece en el reverso de su tarjeta del seguro para obtener ayuda.

© Marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association.

Letter

Note: When the full company name is spelled out in the body copy, references in the disclaimers can be shortened to: Blue Cross NC

Standard Legal – for deliverables without third-party trademarks

The full disclosure is preferred if space permits.

BLUE CROSS®, BLUE SHIELD®, the Cross and Shield symbols, and all related derivative marks are marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. UXXXXX, X/XX

OR

©, SM Marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield plans. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. UXXXXX, X/XX

Standard Legal – for deliverable with third-party trademarks

BLUE CROSS®, BLUE SHIELD® and the Cross and Shield symbols are marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield plans. All other marks and trade names are the property of their respective owners. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. UXXXXX, X/XX

Marks

When there are Blue Cross NC marks, they will be noted with ©1 or SM1. These marks will be noted in the legal copy in the following way:

©1, SM1 Marks of Blue Cross and Blue Shield of North Carolina.

This line of legal copy will be placed immediately following “... an association of independent Blue Cross and Blue Shield plans.”

If there are third-party marks, depending on who they are and what services they provide, additional disclosures may be required (See Co-Branding Regulations). They should be recognized with the following line:

All other marks and trade names are property of their respective owners.

This line of legal copy will be placed immediately following the BCBSA service mark legal copy and, if applicable, after the Blue Cross NC service mark legal copy.

When there are multiple Blue marks, use the following line:

BLUE CROSS®, BLUE SHIELD®, the Cross and Shield symbols and all related derivative marks are marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield plans.

This line is useful when you have a piece that, for instance, mentions Blue 20/20, Health Line Blue and Dental Blue.

If the Blue Cross and Blue Shield of North Carolina logo is present and space is extremely limited, the legal copy may be reduced as appropriate to:

©, SM Marks of the Blue Cross and Blue Shield Association. UXXXXX, X/XX

OR

© Marks of the Blue Cross and Blue Shield Association. UXXXXX, X/XX

An important note:

For any piece without a definitive solicitation or call-to-action (for example, “Talk with your broker today...” or “Visit our website to sign up...” or “Call now to purchase coverage...”), the following legal copy **DOES NOT** need to appear:

“Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association.”

However, legal copy regarding ownership of service marks and trademarks must still appear. So, for instance, standard legal for deliverable without third-party marks and without a call-to-action would be:

©, SM Marks of the Blue Cross and Blue Shield Association. UXXXXX, X/XX

6.0 Photography

Use imagery to engage our audiences, to support our messaging and to differentiate us from our competitors. Imagery should support our brand positioning of empowerment, strength and stability.

Our imagery has three categories:

Lifestyle

Health and Recovery

Metaphoric

In all communications, our visual assets must meaningfully represent North Carolina's diversity.

Be careful to vary representation across these demographics:

- **Ability status**
- **Age**
- **Body type and features**
 - Show people with a broad range of body sizes and shapes.
 - Show people with a variety of facial and physical features. Include people with variations in skin tone (such as freckles or moles) and features that differ from cultural ideals.
- **Gender identity**
- **Lifestyle** Capture a mix of families and relationships, including same-sex couples, multiracial families, and individuals.
- **Race and ethnicity** When showing people of color, show a full range of skin tones and hair types. For example, when showing Black people, include people with darker skin and natural hair.
- **Religion and culture**
- **Setting** Ask yourself, "Does the environment (place/home background) represent the different experiences people have?"

Choose images that avoid reinforcing stereotypes:

- Show people living with different abilities in a variety of contexts: for example, show people using wheelchairs or with artificial limbs in stories not specifically about mobility or loss of limbs.
- Illustrate a variety of familial arrangements and romantic partnerships.
- Show men of color with their families.
- Show people of color providing medical treatment and assistance – not just receiving it.
- Include nurses who are men along with doctors who are women or non-binary.
- Show older people leading active, vibrant lives.
- Consider how images are framed and how the people are positioned within each photo. Who are the "main" or "supporting" characters? Do people of color or women in the photo appear smaller than or behind the others?

6.0 Photography

Imagery Style

Our imagery is engaging and distinctive yet maintains a common style. Always keep the following principles in mind while selecting or shooting imagery:

Maintain Authenticity

Lighting should come from existing sources whenever possible. Natural light effects, like color burns and light leaks, should occur naturally and not be overly sought after or staged. Artificial lights are used only when required — aim for a realistic, candid style rather than a style that is distorted or exaggerated.

People should appear candid and sincere. People engaged in activities should appear to be acting spontaneously, unaware of the camera. Show activities that evoke feelings of aspiration and are honest and believable life moments. Interiors and outdoor environments should be shot true-to-life. They should be shown as they normally appear, not obviously staged or dressed.

Eliminate Special Effects

DO NOT use lens effects or artificial filters that distort or exaggerate subjects. **DO NOT** use duo tones or other stylized techniques.



The photography in this document is for inspiration only. Licensing and or permission for the use of any imagery in this guide must be obtained prior to use outside this document. Do not photocopy, redraw or reenact any of the images within this document without the appropriate licensing or permission.

6.0 Photography

Lifestyle

Lifestyle showcases the people we impact through our business. Images should be candid and unposed, depicting genuine moments as they happen.

Use the following concepts as a guide when selecting or shooting images in this category:

Engaged

Subjects involved in a process or an activity, never just sitting or posed.

Focused

Subjects are engrossed, fully absorbed in the moment.

Active

Images should always imply an action.



6.0 Photography

Health & Recovery

Health & Recovery imagery showcases the end benefit of the services we provide.

Use the following concepts as a guide when selecting or shooting images in this category:

Focus

The main focus should be on the patient and the doctor or therapist. Support staff should be secondary. The patient should always be in focus; the doctor may be softly out of focus.

Positive

Imagery should highlight the positive side of health care and recovery—never on moments of negativity or uncertainty.

Genuine

Subjects should appear candid and unposed, captured in genuine moments and settings.



6.0 Photography

Metaphoric

Metaphoric imagery allows for visual communications that are far less literal than our other imagery, and creates restful breaks that allow deeper reflection. It suggests ideas and metaphors that engage the audience on an intellectual and emotional level.

Use the following concepts as a guide when selecting or shooting images in this category:

Human

Subjects must contain reference to humanity.

Aspirational

Subjects should reflect an aspirational moment or activity.

Distinctive

Images should immediately capture the imagination.

Simple

Images should be quickly and easily understood.



6.0 Photography

Incorrect Use



DO NOT —

Select medical imagery with an emergency or a negative subject focus.



DO NOT —

Select images with subjects who are overly posed or portrait-like.



DO NOT —

Select images where the subjects are completely silhouetted.



DO NOT —

Select images with lens filters or flares that are unnatural.



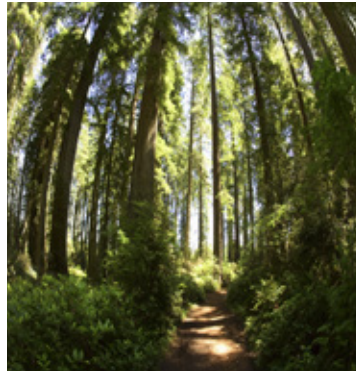
DO NOT —

Select images that are so high contrast that parts of the subjects are not visible.



DO NOT —

Select metaphoric imagery that does not contain reference to humanity.



DO NOT —

Select images that are digitally skewed, distorted or have a fishbowl-like perspective.



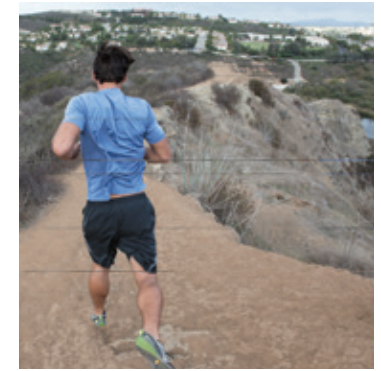
DO NOT —

Select images with subjects that are viewed in steep perspective, are over-exaggerated or are not genuine moments of aspiration.



DO NOT —

Select images with subjects not wearing the proper safety gear.



DO NOT —

Select images with landscaping or architecture that do not appear to be in North Carolina.

7.0 Graphic Imagery

Graphic imagery is another way Blue Cross NC creates an instantaneous and distinctive visual impression. Graphics are meant to represent broad messages and play a supporting role in our communications. They are pictorial and should communicate clearly, directly and immediately.

Development

Blue Cross graphic imagery should be accompanied by complementary messaging. The imagery should support the messaging and be easily and quickly recognizable.

There are lots of existing pre-made graphics to choose from; however, in the event that new graphic imagery needs to be created for a particular meaning, keep the following standards in mind:

Have a Reason

Only use graphics that support an idea or illustrate a message. Keep in mind that they don't have to be used with every headline or on every page — only where they make sense and work well aesthetically. **DO NOT** use icons just to fill empty space.

Simple Approach

In general, the simple approach should be used when there isn't a lot of information to convey. This approach incorporates a reduced color palette as well as less detail in order to communicate in a clear and direct manner. It is used when creating corporate communications and communication documents that need to be sophisticated in nature.

Complex Approach

In general, the complex approach should be used when there is more information to convey. This approach incorporates an expanded color palette as well as more detail in order to create a content-rich and vibrant experience.

Color

Keep the colors within the Blue Cross NC Color Palette. Complex infographics use the primary and secondary color palettes. Tints and shades of these colors may also be used. This all serves to give you enough flexibility to create sufficient differentiation between types of information and data, and make your infographic as rich and engaging as possible.

7.0 Graphic Imagery

Icons

Proportion and Size

Icons should be sized according to application and design composition. They should support messaging and should not become the dominant message or visual. Size of icons should be consistent throughout a piece.

Typography

Icons may overlap, sit behind or integrate with typography as long as the legibility of the typography is not affected. Depending on the layout, icons can be placed at the beginning or end of a copy line.

Consistency

Icons can have different meanings to different people, so it's important to use the same icons consistently to represent the same meanings across all marketing channels.

Variation Examples



With Text Example

THE HEALTH CARE SUPPORT TEAM
is in your corner



7.0 Graphic Imagery

Charts & Graphs

Charts

Charts allow the reader to consume lots of details and data in an organized, consolidated manner. The content should be short and to the point. The examples on this page are typical for Blue Cross NC collateral.

Graphs

Graphs allow the reader to quickly consume data and visualize similarities and differences in the data. The content should be precise and well-labeled with sources noted.

Overarching Principles

- Chart and graph colors should coordinate with other graphic elements and photos on the page.
- The header copy should always be **Univers LT Std 57 Condensed** in all uppercase.
- The main data copy should be **Univers LT Std 45 Light**.

Chart Specs

- Column or row header cells should be filled with a darker color tone at 100% opacity. Header dividing lines should always be white and 1 point in weight.
- Odd-numbered rows should be filled with a mid-tone color at 100% opacity. Even-numbered rows should be at 50% opacity of the same color. White lines divide the columns, and a darker coordinating line color divides the rows. All lines should be 1 point in weight.
- The header copy should always be **Univers LT Std 57 Condensed** in all uppercase. Left header column copy should be aligned left, and top header copy should be centered. Header copy should be white, reversed out of a solid darker color cell, as shown at right.
- Main copy should be black. **Univers LT Std 55 Roman** or **Univers LT Std 65 Bold** and a darker coordinating color may be used to highlight particular data for emphasis.

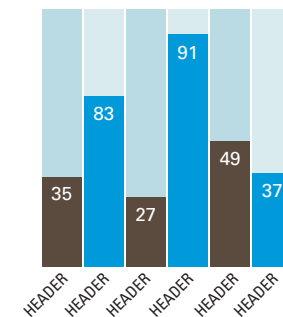
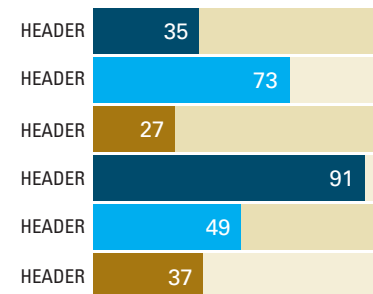
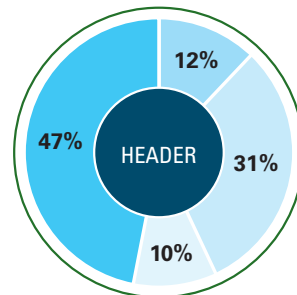
BLUE SELECT PRESCRIPTION DRUG OPTIONS FOR BASIC-OPEN FORMULARY (IN-NETWORK & OUT-OF-NETWORK)				
PRESCRIPTION DRUGS ⁴	DEDUCTIBLE ⁵	\$0; \$100; \$200; \$300 Deductible amount can apply to any plan option below		
		Option 1	Option 2	Option 3
	TIER 1 PREFERRED GENERIC ⁶	\$4	\$10	\$10
	TIER 2 NON-PREFERRED GENERIC ⁶	\$25	\$25	\$25
	TIER 3 PREFERRED BRAND	\$35	\$40	30%
	TIER 4 NON-PREFERRED BRAND	\$75	\$80	40%
	TIER 5 SPECIALTY DRUG ⁷	25%	25%	40%

PLANS	MONTHLY
Individual	\$39
Member plus dependent	\$78
Family	\$125

PLAN OPTIONS	MONTHLY
Individual	+ \$39
Family	+ \$78

Graph Specs

- All lines should be 1 point in weight.
- **Univers LT Std 55 Roman** or **Univers LT Std 65 Bold** and a darker coordinating color may be used to highlight particular data for emphasis.



7.0 Graphic Imagery

Illustrations (Simple)

Use illustrations when icons and diagrams alone are too dry or technical, or when a subject is too complicated or abstract to be understood another way. Illustration is a good way to build narrative structure or demonstrate a concept, while diagrams and charts are useful when presenting data. Illustrations also work well for animation and motion graphics; we use the same visual style for both.

Simple Illustrations

Simple illustrations take the foundation provided by our icon set and flesh it out, giving it weight and meaning that is not obvious in icons alone. Basic illustrations are usually individual objects, small vignettes, or groupings and should have a similar feel regardless of who draws them.

Borrow existing shapes whenever you can, then add color, dimension and detail. If an icon is too simple to be used at a large scale, add detail. If an icon is too complex to be used at a small scale, remove detail until it's simple enough for your purpose.

These illustrations depicting family- and individual-plan coverage could be combined with member quote bubbles under the header, "What members are saying."



This illustration might follow messaging about finding the coverage you need while balancing your budget.



7.0 Graphic Imagery

Illustrations (Complex)

Complex illustrations put the narrative first. The illustration should communicate the environment and mood in a way that enhances — not repeats — the content.

With complex illustrations, the illustrator has the freedom to bend the rules in the service of the story. However, with that freedom comes accountability. Complex illustrations must still follow the spirit of the brand standards and our brand personality.

Texture and Pattern

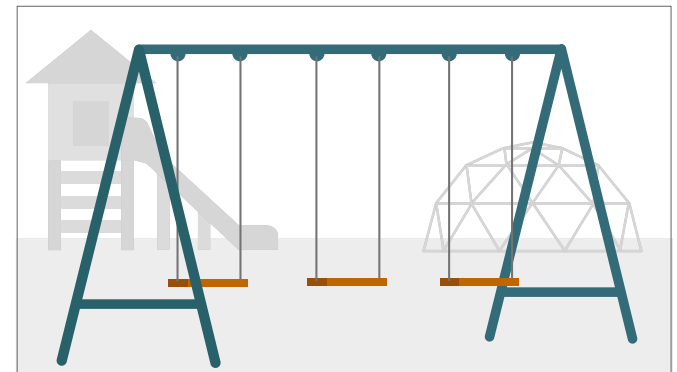
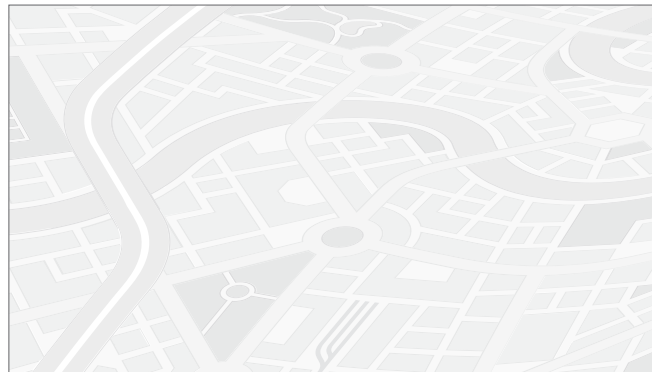
Thoughtful use of texture and pattern can add visual interest to our otherwise-flat illustration style.

All our illustrations should be clean, friendly, energetic and uncluttered. Avoid textures that look artificial or are gritty or grungy. Use crisp lines, sharp edges and a generally flat style that feels unabashedly digital — but not robotic or cold. Use perspective sparingly — most of the time, objects will be seen from the front, not from an angle.



Color and Light

Using a limited color palette helps make the piece more cohesive and allows you to set the tone by using colors that may not be strictly realistic. Use tints and shades to create depth and dimension.



Diversity

Be aware of cultural considerations, especially around skin tone. Be thoughtful and respectful. Refer to page 48 for a list of considerations when depicting diversity.

Pay attention to the tone you create, and make sure it matches the content. A vintage feel is an authentic choice when telling a historical story, but would be out of place for a story set in the present day.



7.0 Graphic Imagery

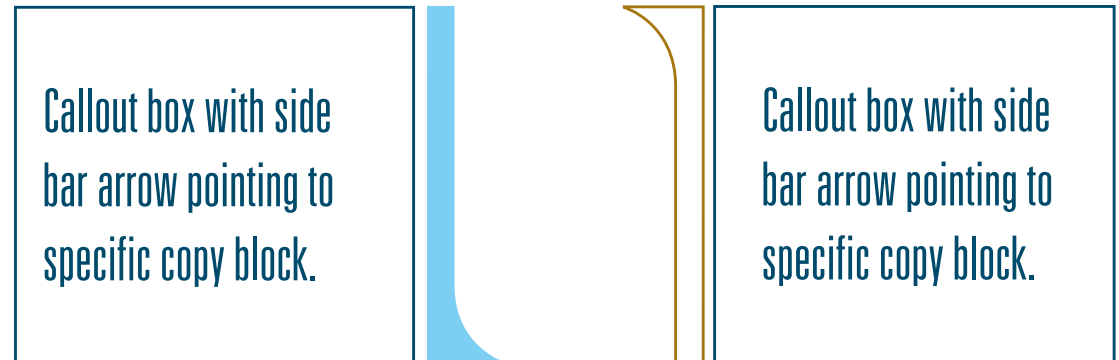
Callout & Quote Boxes

Box Specs

- Colors should coordinate with other graphic elements and photos in which they're placed.
 - If the box is a solid color, the bar/arrow should be outlined. If the box is outlined, the bar/arrow should be a solid color.
 - The copy should always be **Univers LT Std 49 Light Ultra Condensed** upper and lowercase and aligned left.
 - If using a solid box, the copy should be reversed out white. If using an outlined box, the copy should be the same color as the outline.
- If an outlined box is placed on a page with a solid color background, it is acceptable for the box to have a solid white fill.
 - All outlines should be 1 point in weight.
 - The box and bar together should be scaled to fill the width of the outside content column of a layout. The height of the box can scale taller or shorter as needed.

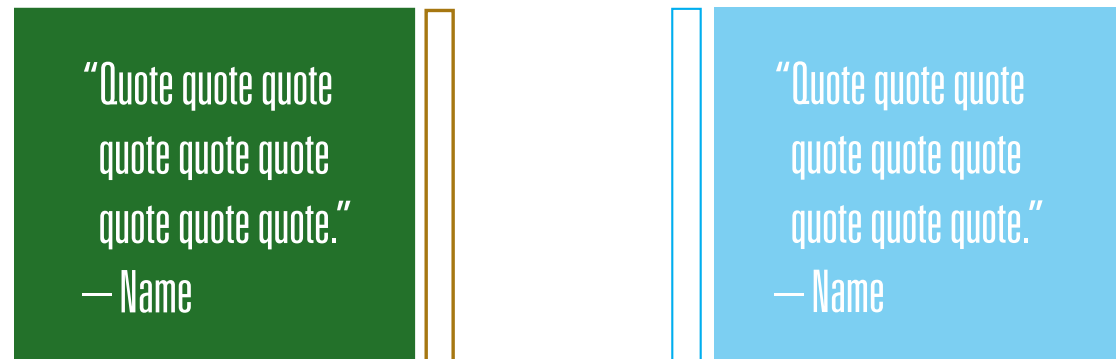
Callout Boxes

Use this box in a sidebar to bring attention to important information or facts. Content can be repeated from body copy. Place so the arrow bar points in the approximate direction of the copy point. The arrow point can be at the top or the bottom of the box.



Quote Boxes

Use this box in a sidebar for member quotes. Content doesn't have to be repeated from the body copy. To distinguish between a callout and a quote, the quote box has a straight bar to its side not an arrow bar.



7.0 Graphic Imagery

Other Elements

Table of Contents

The table of contents is intended to float on top of a photo so the horizontal rectangle section title blocks should be filled with white and have a 1 point stroke outline. The colors of the outline stroke and page numbers should coordinate with the photo and any other graphic elements. For exact specifications, see the InDesign template files.

Contents	
Berateces acipsam quiae.....	3-5
Ut a delest, sit eos que.....	6-7
Velitibus dolorro.....	8-11
Blaborem quam a dem ut exerior.....	12-13
Epelenecto voluptatius dolupta.....	14-15
Tiniet volut re doloriae.....	16-17
Igenda nonestis solecte ctatet hiciis.....	18-19



Page Numbering

Page numbers should be included on any print and/or PDF collateral that is more than one page. If only one page (one-sided), a page number is not required. Page numbers should be placed within a horizontal rectangle that bleeds off the page. The number should be set in **Univers LT Std 59 Ultra Condensed**. The rectangle should be filled with white and have a 1 point stroke outline. For exact specifications, see the InDesign template files.

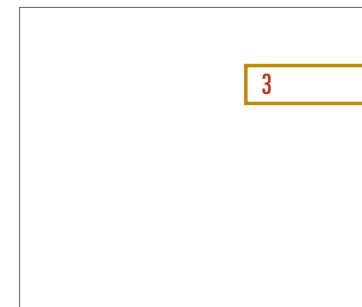
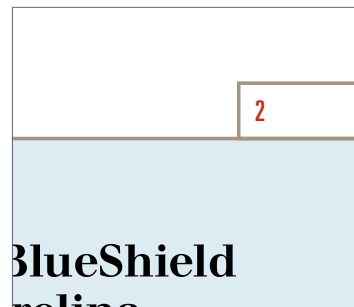


Photo Color Bar

If a photo doesn't bleed off on at least 3 sides of the page, it should have a vertical 7-point stroke on the inside edge of the photo. The stroke should bleed off the page on either the top or bottom but not both. There should always be a margin of blank space between the stroke and the gutter, another photo or copy. The color of the stroke should coordinate with the photo and other graphic elements on the page. For exact specifications, see the InDesign template files.



NO BAR on small photo when directly across from a larger photo with a bar.

8.0 Our Voice

Across all audiences and mediums, our voice should reinforce who we are and what we stand for. While our voice remains the same, our tone should flex depending on the situation.

Language Simplification

Language simplification refers to the process of making our written and verbal communications more readable. This includes editing content to lower the reading level, and visual/layout improvements to enhance communications. For the consumer audience, Blue Cross NC's target is the 6th-8th grade reading level.

Because simple, relevant and consistent communications are so important, Blue Cross NC has developed One Voice, a team of content producers and plain language advocates from across the company working together to solve the content issues our members face every day.

One Voice has one main goal – to ensure our brand, messaging and tone are the same across all our member channels and communications. We do this by using consistent, simple and clear language to make health care easier.

All consumer-facing materials should follow the Guiding Principles and Strategies of One Voice to make materials easy to read and consistent.

- For up-to-date resources and tools visit [One Voice](#).
- For Language Simplification Reference Guide and Writing Reminder Checklist visit [Guiding Principles of Simplification](#).
- For Common Terms to Use visit [Terms to Use](#).

8.0 Our Voice

Language Simplification

continued

Grammar — Use proper grammar across social media platforms whenever possible, referring to the AP Stylebook as a default.

Abbreviations — Avoid abbreviations whenever possible. Exceptions can include the ampersand, numerals, states and countries, names and organizations, and hashtags.

Punctuation — Use proper punctuation. This includes adding periods to the end of posts and before sharing a link. Avoid using excessive punctuation such as multiple question marks or exclamation points.

Emoji — Use emoji selectively and to meet the post goal. **DO NOT** use them in customer service responses or in LinkedIn posts, both areas in which we want to project professionalism.

Slang — Avoid slang words. They can have different meanings to different audiences and may be considered crude or offensive.

Terminology — Replace industry jargon with everyday language. It helps make all our communications simpler and clearer.

AVOID	PREFERRED
activate	start, begin
advise	tell
adjudicate	process, reprocess
advocacy	help, coach
ancillary provider	nurse, pharmacist, lab, pharmacy (not your doctor)
authorize	approve
coinsurance	your share of the costs you pay, calculated as a percentage (for example, you pay 20%, insurance pays 80%) [define with first use]
copayment, copay	a fixed amount you pay, usually at the time of health care service (for example, \$25) [define with first use]
coverage period, contract year	your plan year
deductible	the amount you pay for health care services (such as a doctor's visit) before your plan starts to pay [define with first use]
effective date	start date
EOB	explanation of benefits
facility	hospital, clinic, lab, skilled nursing facility
forfeited	lost
formulary	drug list

8.0 Our Voice

Language Simplification

continued

AVOID	PREFERRED
fund	account, money
group	employer, business
implement, implementation	start, launch
member or patient liability	the amount you pay, your share of the costs
network savings	discount, lower fee
PCP	primary care physician (your doctor)
portal	website
precertification, preauthorization	approval for hospital stay or medical procedure
provider	doctor, hospital, dentist
submitted charges	amount billed
subscriber	consumer, member
suspended	not active, on hold
telephonically	by telephone
terminate	end, cancel
utilize	use

With a few exceptions, Blue Cross NC typically follows the Associated Press Stylebook, also sometimes referred to as “AP style.” The AP Stylebook is used by journalists and other writers as a writing and editing reference. It provides an A-Z guide on issues such as capitalization, abbreviation, punctuation, spelling, numerals and many other questions of language usage.

Every piece of communication is a precious opportunity. An opportunity to tell a story, connect with members, deepen relationships, differentiate us from our competition, establish our unique point-of-view. We want to communicate consistently so that our audiences can recognize and remember us.

If you have questions or want to request writing help, send an email to dm-writing.center@bcbsnc.com. Someone will respond within one business day, and usually much sooner.

- For a more information, please see our [Editorial Guidelines](#).

8.0 Our Voice

Naming Principle

To help consumers easily navigate through the Blue Cross NC systems and programs, it is recommended that more descriptive, user-friendly language is used.

Example for online links

Refer to initiatives using words that a consumer would use and that are more descriptive and functional in nature rather than Blue-centric words.

Use a commonplace, functional description rather than a custom name. It is more user-friendly and broadly understood.

Find a doctor or hospital

PREFERRED

BlueDocFind

AVOID

My Account

PREFERRED

My Blue Dashboard

AVOID

Example for Blue-centric naming

Refrain from further Blue naming if the initiative is already in the Blue context. It detracts from the overall brand strength and increases consumer confusion.

Give internal projects a project name rather than a Blue-centric name.

Student insurance options

PREFERRED

Blue college plans

AVOID

Project Boomerang

PREFERRED

Blue Retain

AVOID

8.0 Our Voice

Our Name in Text

In cases where a long text document is involved, use the company's full name the first time it is mentioned, followed by the shorthand "Blue Cross NC" in parentheses. Use the shorthand "Blue Cross NC" for any secondary mentions in the document.

Compliant Examples

Blue Cross and Blue Shield of North Carolina (Blue Cross NC) has been in business for more than 80 years. Blue Cross NC is focused on...

Compliant Examples

When using our name in text, it should be written in one of these three ways:

- Blue Cross and Blue Shield of North Carolina
- Blue Cross and Blue Shield of North Carolina (Blue Cross NC)
- Blue Cross NC

Non-Compliant Examples

Variations such as the following are not acceptable and should not be used:

- BlueCross BlueShield NC
- Blue Cross/Blue Shield of NC
- Blue Cross & Blue Shield of NC
- Blue Cross
- BCBSNC
- BCBS NC
- BCBS North Carolina
- BCBS

9.0 Digital Applications

Our brand needs to communicate on various digital platforms that are all equally important. It is therefore imperative that the Blue Cross NC brand is applied consistently. Whether the brand appears on a television broadcast, a web banner or a digital application, we need to ensure that the Blue Cross NC brand is portrayed simply, clearly and correctly.

Digital Design System

The Digital Design Guide is for your reference when creating Blue Cross NC affiliated materials and communications. This guide follows best brand practices for all digital materials including external pages, vendor pages, websites, and single page sites.

This information is meant to provide guidance alongside our brand standards and usability best practices. Use of this information should always be in conjunction with active consultation from the Blue Cross NC Digital Experience team.

While some graphic standards may be modified in certain ways for digital applications, you should adhere to the following standards in all circumstances. These shared attributes serve as the foundation for the consistent graphic look and feel of our brand.

For more information on digital communications, experience, etc., please see the [Digital Design System](#) for details.

Blue Cross NC ensures our site and communications can be used and read by everyone. This includes anyone with visual, hearing, mental and physical disabilities. We make it our priority to comply with the [WCAG 2.0 Level AA](#) and [PDF/UA guidelines](#).

The guidelines listed below are to be used to tailor your communications and materials to follow the accessibility standards.

Download the [Accessibility Guide](#) and the [Accessibility Checklist](#) for more information.

Alternate Text

- Every image on the page has clear, appropriate alternate text.
- Decorative images and graphics are loaded by CSS or have null/empty alt values (alt="").
- Complex graphics (graphs, charts, etc.) either have a descriptive caption or a link to a description.
- Alternate text on image links is descriptive enough to convey appropriate information and direction to members.
- Any image-based form buttons have clear, accurate alternate text.
- If the same visual presentation can be made using text alone, an image is not used to present that text.

Content

- Page headings are informative.
- Large blocks of text are broken up with useful headings.
- Navigation links that are repeated on web pages do not change order when navigating through the site.
- Elements that have the same functionality across multiple web pages are consistently identified.
- Instructions do not rely upon shape, size, or visual location (e.g., "Click the square icon to continue" or "Instructions are in the right-hand column").
- Instructions do not rely upon sound (e.g., "A beeping sound indicates you may continue").

- The purpose of each link (or form image button or image map hotspot) can be determined from the link text alone, or from the link text and its context (e.g., surrounding paragraph, list item, table cell, or table headers).
- Links (or form image buttons) with the same text that go to different locations are readily distinguishable.
- Multiple ways are available to find other web pages on the site.

Keyboard Accessibility

- The entire page is keyboard-navigable. Users can reach every interactive element of the page using a keyboard, including all user interface controls, using the default navigation keys (tab for forward, shift + tab for back, enter or spacebar to trigger).
- There are no keyboard traps that prevent keyboard-only users from navigating.
- The navigation order of links, form elements, etc. is logical and intuitive.
- It is visually apparent which page element has the current keyboard focus (i.e., as you tab through the page, you can see where you are).

Typography

In digital communications, we use the same core elements that you'll find in the main brand style guide. However, some attributes have been modified to suit standards and best practices of digital media.

We use **Univers LT Std** as our main typeface on all company communications and materials. This type has a variety of weights for all communication needs. **Helvetica Neue**, **Helvetica** and **Arial** can be used as fallback options – in that order. **DO NOT** use serif fonts on

any communications associated with Blue Cross NC. Condensed font versions are used for headers while light/thin versions are used for larger text. A higher contrast is preferred on communications.

Below are a selection of sample headers and text to demonstrate the use of the web fonts.

Headline One

Font size: 52px
Line height: 56px

Headline Two

Font size: 38px
Line height: 42px

Lead Copy

Font size: 20px
Line height: 28px

Regular Body Text

Font size: 16px
Line height: 24px

Headline Three

Font size: 32px
Line height: 35px

Strong Body Text

Font size: 16px
Line height: 24px

Bulleted List

Font size: 15px
Line height: 20px

Small Body Text

Font size: 14px
Line height: 18px

Footnote Text

Font size: 13px
Line height: 18px

HEADING ONE

And this is H1 blue text.

Heading Two

Lead copy: Donec et arcu metus. Vivamus tincidunt dolor ac nunc imperdiet varius. Integer at sapien tortor. Mauris a suscipit leo. Proin pretium augue nec lectus ullamcorper commodo.

Regular body text, suspendisse sodales felis non lorem laoreet a **convallis** eros vehicula. Donec et arcu metus. Vivamus tincidunt dolor ac nunc imperdiet varius. Integer at sapien tortor. Mauris a suscipit leo. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Proin pretium augue nec lectus ullamcorper commodo.

Heading Three: Vivamus tincidunt dolor ac nunc imperdiet varius.

Strong body text, class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Proin pretium augue nec lectus ullamcorper commodo.

- Bulleted List
- Vivamus tincidunt dolor ac nunc imperdiet varius
- Integer at sapien tortor
- Mauris a suscipit leo.

Small body text, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse sodales felis non lorem laoreet a convallis eros vehicula.

Footnotes: Donec et arcu metus. Vivamus tincidunt dolor ac nunc imperdiet varius. Integer at sapien tortor. Mauris a suscipit leo. Proin pretium augue nec lectus ullamcorper commodo.

1. Suspendisse **sodales felis non lorem laoreet a convallis eros vehicula**.
2. Donec et arcu metus.
3. Vivamus tincidunt dolor ac nunc imperdiet varius.
4. Integer at sapien tortor.
5. Mauris a suscipit leo.

9.0 Digital Applications

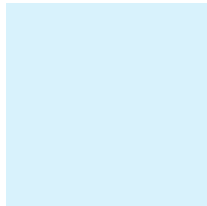
Web Color Palette

When using colors for digital purposes, it is very important to make sure that text colors (foreground) have enough contrast against the background. At a minimum, colors for text should meet the [WCAG 2.0 Level AA](#) standard. Use the [WebAIM Color Contrast Checker](#) and ColorCube Color Accessibility Checker to ensure color accessibility is achieved.

Blues



HEX: #0E92C7



HEX: #D8F2FC



HEX: #0A6A90

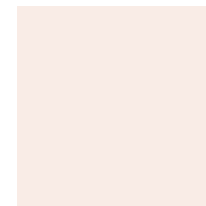


HEX: #053447

Oranges / Yellows Error Messages and Alerts



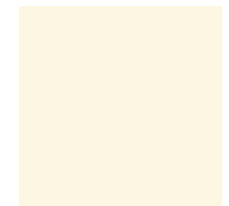
HEX: #CB632B



HEX: #F9ECE6



HEX: #E8B417

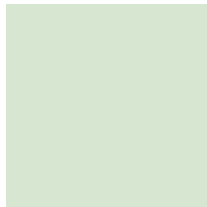


HEX: #FCF6E3

Greens



HEX: #498337

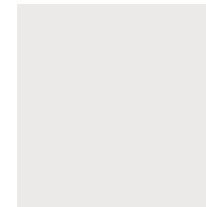


HEX: #D7E6D1

Browns



HEX: #5D4E3F

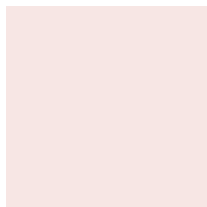


HEX: #ECEAE8

Reds Error Messages and Alerts



HEX: #BF2E1B

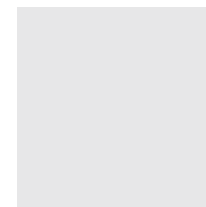


HEX: #F7E6E4

Grays



HEX: #3B3B3F



HEX: #E7E7E8

Transparency

We only use transparency when we display images over text. We include this white transparent background to ensure we meet our accessibility standards. Instead, web will utilize the expanded colors.

10.0 Social Media

Social media is changing the world, and it's changing the way we communicate. As a company, we use social media to connect with our consumers, showcase our brand, and set ourselves apart in the industry.

The Blue Cross NC social media style guide provides comprehensive guidelines for how the brand should appear and act on social media, ensuring Blue Cross NC creates a consistent experience across each channel while still communicating in the appropriate tone for the audience.

This guide focuses on identifying each factor that distinguishes the brand on social media including voice, posts, colors and visuals.

A consistent visual presence will elevate the Blue Cross NC voice on social media. Using the guidelines on the following pages will help us develop a strong presence on social media and more actively engage with our audiences.

The social media guide works in conjunction with the brand style guide. Also, the social media guide is not the same as Blue Cross NC's enterprise [Social Media Strategy](#). The strategy consists of the overall approach to social media for our business. Think of the strategy document as all

the things Blue Cross NC plans to do on social media to help reach our enterprise goals. The guide breaks down how those actions will be conveyed, and is to be used as a starting point.

If you have any questions about the following pages, please contact [Corporate Communications Social Media Team](#).

10.0 Social Media

Objectives

Our overall editorial approach is to foster conversations across a broad range of topics. We aim to build brand engagement and advocacy, boost traffic and search visibility, foster community building, and amplify our organization's messages to:

- Drive awareness of the Blues' local and national influence around important health care topics.

- Increase member health education and provide customer service coordination.

We use social media to build relationships with members, partners, thought leaders, policy makers, etc. But it also creates opportunities to say the wrong thing, anger members and damage our brand. We're careful and deliberate in what we post to our social channels and how to align with leading practices.

Goals

With every piece of content we publish, we aim to:

Empower

Help people understand Blue Cross NC by using language that informs and encourages others to make the most of their healthcare.

Respect

Treat readers with the respect they deserve. Remembering they are constantly on the go and have other things to do. Be considerate and inclusive. Don't market at people; communicate with them (push versus pull strategy).

Speak Truth

Focus on our real strengths and the facts to tell our story.

Educate

Tell readers what they need to know, not just what we want to say. Give them the exact information they need, along with opportunities to learn more. Remember that we're the experts, and readers don't have access to everything we know.

Guide

Whether leading readers through [BlueCrossNC.com](https://www.bluecrossnc.com), our Health of America site, etc., communicate in a friendly, expert and helpful way.

Principles

In order to achieve those goals, we make sure our content is:

Clear

Understand the topic you're writing about. Use simple words and sentences.

Useful

Before we start writing, ask: What purpose does this serve? Who is going to read it? What do they need to know? Why should they care?

Timely

Focus on what people need to know now to help them cut through the clutter.

Friendly

Write using a conversational style — will need to veer from the standard Blue Cross NC writing style guide in order to make writing more relatable and human on social media.

Profiles

One of the most important things when establishing a social presence for a brand is uniformity. Each handle/page should be consistent in formatting, color schemes and imagery. This streamlines the user experience, helping individuals find and easily recognize the brand across platforms. It also helps differentiate Blue Cross NC from other similar brands.

As of 2018, Blue Cross NC has an established presence across the following channels:

- Facebook – **Blue Cross NC @BlueCrossNC**
- Twitter – **Blue Cross NC @BlueCrossNC**
- Instagram – **Blue Cross NC @BlueCrossNC**
- Pinterest – **Blue Cross and Blue Shield of North Carolina**
- LinkedIn – **Blue Cross NC**
- YouTube – **Blue Cross NC**
- Blog – **blog.bcbsnc.com**

Creating New Handles

Are you considering creating a new handle for a campaign or service line? The first step is consulting our social media manager for approval on the new handle. If the request is approved, please use the following steps to develop new handles across all social channels.

To ensure uniformity across these channels, the Blue Cross NC team should use the following checklist:

Naming

- Is the name consistent with the brand? (i.e., capitalization, spelling, spacing, etc.)
- The current standard practice is Blue Cross NC.
- If there are multiple handles on the same social channel, are the handles formatted consistently? And the purpose of each handle should be clear.
- Handles should be written as Blue Cross NC and the name on the actual social network profile page should be Blue Cross and Blue Shield of North Carolina.

When using our company's name in post copy, it should be written in one of these two ways:

- Blue Cross and Blue Shield of North Carolina
- Blue Cross NC

Since characters are limited on social media, the abbreviated version of our company's name, Blue Cross NC, should be used in the majority of instances. For blog posts, the first mention of the company name should be the full name and all other mentions after can be the abbreviated name, Blue Cross NC.

Visuals

Is the profile picture consistent across all channels?

- Is the profile picture properly sized for the platform?
- Is the header image (where applicable) consistent with all channels?
- Is the header image properly sized for the platform?

As a best practice, header images should be changed on a monthly or quarterly basis, reflecting the change in season or major campaign that is currently running (e.g. Hike NC, Live Fearless).

Bios

- Is the voice of the bio consistent across all channels?
- Blue Cross and Blue Shield of North Carolina's bios should be first person plural across all channels.
- If there are any links in the bio, are they formatted consistently (bit.ly and long form) and do they drive to the proper landing page?
- All social network headers should have similar themes and be updated quarterly.

When updating channels for specific events or themes, be sure to walk through this list again. It is important that the user experience be streamlined; so regardless of the channel, users should know they are on a Blue Cross NC page. While some channels may reflect a shift in visuals based on the audience or a particular event, the formatting should be consistent with other pages.

10.0 Social Media

Platform Specs by Channel

Specs for all social advertising units can
be found here:

[Image specs by social network](#)

[Video specs by social network](#)

Paid Ad specs by social network:

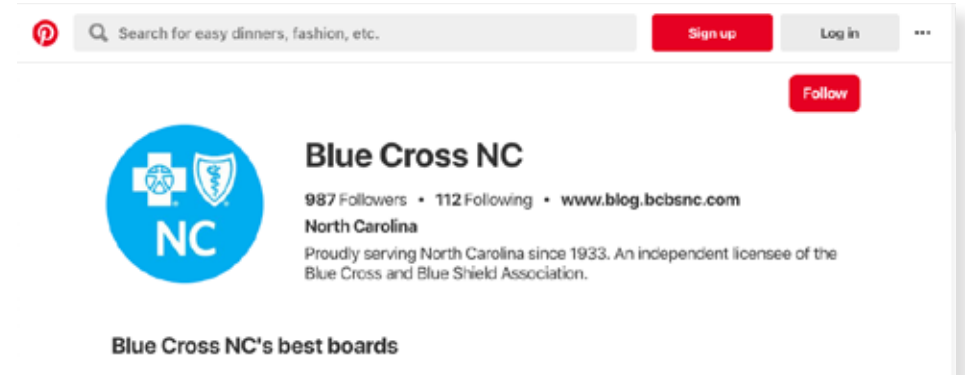
[Facebook](#)

[Twitter](#)

Facebook: [Link to specs](#)



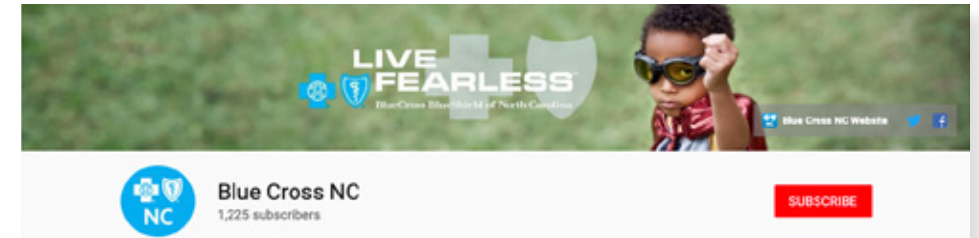
Pinterest: [Link to specs](#)



Twitter: [Link to specs](#)



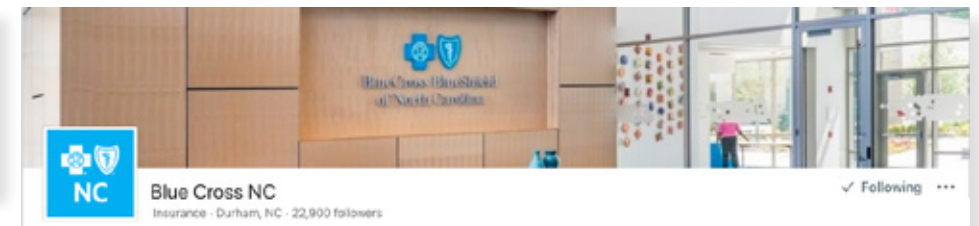
YouTube: [Link to specs](#)



Instagram: [Link to specs](#)



LinkedIn: [Link to specs](#)



Our Voice

The voice we have on social media will be one of the leading factors that distinguishes our brand from competitors. Our voice should always be the same, and in most cases be in first person plural – whether it’s across videos, social ads, tweets or pins. Our voice should be similar to a caring and engaged neighbor.

Voice: informative, empowering and empathetic to customers. To ensure this voice is conveyed well, the message should always:

- Be easily understood.
- Be positive.
- Avoid clichés: common clichés include “the fact of the matter,” “at the end of the day,” “par for the course” and “the path of least resistance”.
- Be written at a sixth-to-eighth-grade reading level.
- Be understanding, empathetic, authentic, clear and simple.
- Avoid sarcasm or mocking customers, followers or other brands.

- Avoid acronyms unless they’re common and widely understood. Whenever in doubt about whether an acronym will be understood, use the full name or term.

If using a name or term more than once in a specific post, you may want to use the full name or term with the acronym in parentheses the first time it appears, and use the acronym alone in subsequent mentions.

10.0 Social Media

Language Simplification

Grammar — Use proper grammar across social media platforms whenever possible, referring to the AP Stylebook as a default.

Abbreviations — Avoid abbreviations whenever possible. Exceptions can include the ampersand, numerals, states and countries, names and organizations, and hashtags.

Punctuation — Use proper punctuation. This includes adding a period to the end of a post and before sharing a link. Avoid using excessive punctuation such as multiple question marks or exclamation points.

Emoji — Use emoji selectively and to meet the post goal. Don't rely on – and when possible avoid – yellow emoji, which have been widely understood to represent Whiteness. Instead, vary colors to speak to a broad audience. Opt for gender-neutral emoji faces when possible. Or choose gendered emoji intentionally to depict diversity in gender identity. For instance, use emoji to include nurses who are men and doctors who are women or non-binary. In order to provide a positive experience for those with visual impairments, avoid frivolously repeating the same emoji. Review the [DE style guide](#) for more guidance. **DO NOT** use emoji in customer service responses or in LinkedIn posts, both areas in which we want to project professionalism.

Slang — Avoid slang words. They can have different meanings to different audiences and may be considered crude or offensive.

Terminology — Replace industry jargon with everyday language. It helps make all our communications simpler and clearer.

AVOID	PREFERRED
activate	start, begin
advise	tell
adjudicate	process, reprocess
advocacy	help, coach
ancillary provider	nurse, pharmacist, lab, pharmacy (not your doctor)
authorize	approve
coinsurance	your share of the costs you pay, calculated as a percentage (for example, you pay 20%, insurance pays 80%) [define with first use]
copayment, copay	a fixed amount you pay, usually at the time of health care service (for example, \$25) [define with first use]
coverage period, contract year	your plan year
deductible	the amount you pay for health care services (such as a doctor's visit) before your plan starts to pay [define with first use]
effective date	start date
EOB	explanation of benefits
facility	hospital, clinic, lab, skilled nursing facility
forfeited	lost
formulary	drug list

10.0 Social Media

Language Simplification

continued

AVOID	PREFERRED
fund	account, money
group	employer, business
implement, implementation	start, launch
member or patient liability	the amount you pay, your share of the costs
network savings	discount, lower fee
PCP	primary care physician (your doctor)
portal	website
precertification, preauthorization	approval for hospital stay or medical procedure
provider	doctor, hospital, dentist
submitted charges	amount billed
subscriber	consumer, member
suspended	not active, on hold
telephonically	by telephone
terminate	end, cancel
utilize	use

10.0 Social Media

Content Type & Best Practices

- Aim to build “snackability” = small nuggets of information that can be easily consumed. Variety is **key** with content to produce the most engagement. Make the content interactive whenever possible (versus pure text). Examples of interactive content include: asking questions, videos and infographics.
- Write positively: use positive language rather than negative language – research has shown an increase of engagement. One way to detect negative language is to look for words like “can’t,” “don’t,” etc.
 - + Yes: To lose weight, exercise at least 3x a week.
 - + No: You can’t lose weight if you don’t exercise 3x a week.

Twitter

Tweets can contain up to 280 characters, but remember less is more. Aim to keep every Tweet focused on one specific message, rather than trying to communicate multiple ideas. If you have more to say, link to the website or start a Twitter thread.

Check out these [tips and tricks](#) to help you spark conversations on Twitter and keep your audience engaged.

Facebook

Keep content, organic and promoted, between 40 and 140 characters. Research shows that posts with post copy fewer than 80 characters receive 88 percent more engagement.

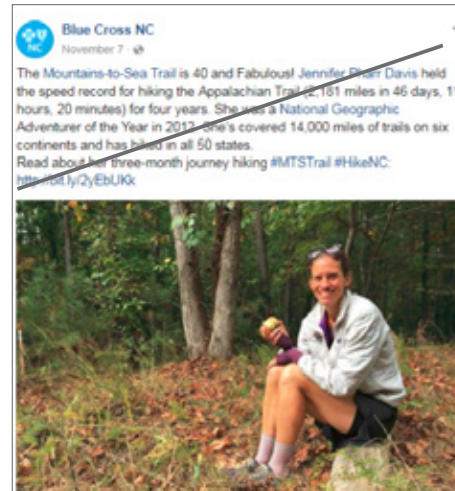
PREFERRED



PREFERRED



AVOID



AVOID



10.0 Social Media

Content Type & Best Practices *continued*

Instagram

To avoid truncation, keep Instagram captions under 125 characters. On Instagram, graphics are king. Let the photo do the talking and keep the caption length to a minimum. Focus on using images of real people and authentic photos over stock photography or graphics.

PREFERRED



AVOID



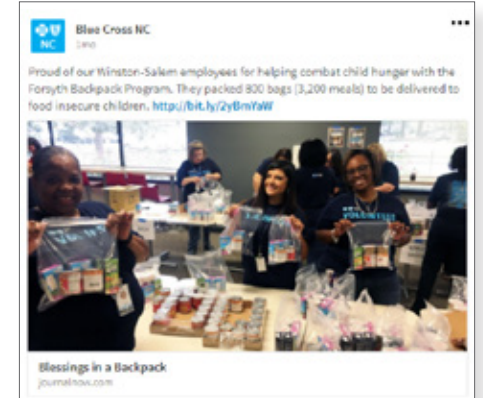
LinkedIn

LinkedIn's purpose is to connect and educate professionals. It is no longer just about searching for a job. When posting, know who your followers are or who you are targeting and craft your message around those interests. Try to keep your post short (about 100 characters), include something visually appealing, and always have a call to action. Tagging and hashtags are now also useful in LinkedIn to get your message to a wider audience.

Thanks to the inherently informal nature of hashtags, they are used less on the professional networking platform. You should still limit the use of hashtags and continue to monitor the trends across the platform. Here are a few examples of when we may want to include a hashtag:

- Events and conferences (#HIMSS)
- Holidays, observances or celebrations (#BreastCancerAwarenessMonth)
- Trending interest topics (#VirtualReality)
- Job titles in a job post (#SocialMediaManager)

PREFERRED



AVOID



10.0 Social Media

Content Type & Best Practices *continued*

Know Where Our Brand Voice is Highlighted Most

When we properly use channels to share the Blue Cross NC brand voice, we can increase influence. Here are some common places on social where our brand voice is most prominent:

Replies

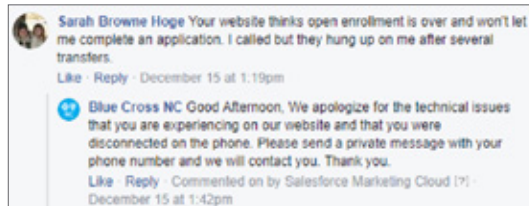
All replies should have the same tone as other important messages. No matter what Blue Cross NC is responding to, replies should be clear, concise and empathetic to the customer.

Additionally, replies should be unique to the customer. All messaging should strive to be authentic and informative. Customers are likely to notice and comment if replies appear to be copied from previous responses. When applicable, use links to help inform the customer or steer them in the direction of additional information or help. This can include linking to the blog or specific website pages. Be sure to view the entire thread before responding to ensure that your response is authentic and unique. Avoid spamming all replies with links driving to the site as it can appear to be self-promotional or may not have the resources to help resolve the customer's question/issue. The social media team must review all proposed links prior to posting.



Calls To Action (CTAs)

Calls to action on social media should maintain the same brand voice as in all other communications. Don't switch tones with CTAs and landing pages as it can put off our readers. For example, Blue Cross NC does not typically use dramatic language, so phrases like "guaranteed," "today only," "last chance" or "offer ends" should be avoided.



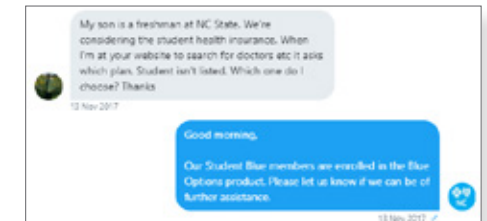
Instagram Captions

Instagram offers brands the ability to relate to audiences with creative captions and emojis. Blue Cross NC should embrace these creative liberties, but remember that captions should still match the tone of anything that would be on our company's website or other documents.

Instagram hashtags can be a great way to build community online so people are motivated to engage with our brand. You can include up to 30 hashtags on a regular post, and up to 10 hashtags on a Story. Just because you can, doesn't mean you should. We recommend using between 3-7 relevant hashtags on a post. When posting about our employee culture we recommend using the hashtag #LifeAtBlueCrossNC on Instagram and our other social channels.

Direct Messages

Customer service is key here. In fact, 43 percent of social media users only interact with brands to get a direct response to a question or issue. It is crucial that Blue Cross NC ensures direct messages are answered with the utmost care. The brand voice should be trustworthy and professional. Do not use jokes, casual tone or emojis in any direct messages.



10.0 Social Media

Content Type & Best Practices *continued*

Including a Link

Links can provide value to our followers. They give users an additional opportunity to engage with and learn about our brand and the content we share. They also help drive engagement. Tweets with links are 86 percent more likely to be retweeted than a tweet without a link. Include a relevant link when sharing updates and in replies to comments, when applicable. If there's no relevant link to refer to in a reply, respond to the comment in a trustworthy and empathic manner without a link.

Always shorten links with bit.ly when possible. Shortened links are more sharable by our followers and are more aesthetically pleasing overall. Links, both shortened and long form, auto populate across Facebook, LinkedIn and through some scheduling tools for Twitter (but not directly on the platform). **If a link needs to be created, please reach out to the social media team.** For tracking purposes, bit.ly links all need to be created in the same account that the social media team manages.

For formatting purposes, links should always be added to the ends of posts following the final punctuation.

PREFERRED



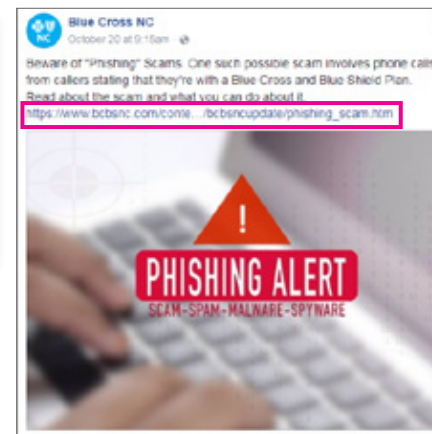
PREFERRED



AVOID



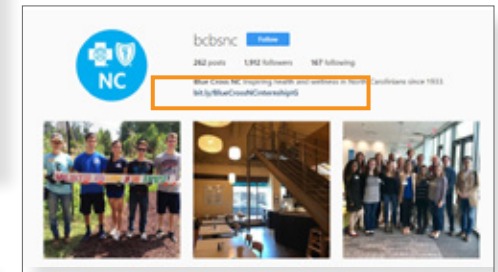
AVOID



Instagram

On Instagram, links cannot be shared in organic post copy. When a link needs to be shared, include the bit.ly link in the Instagram bio and indicate that in the post copy by saying something like "[Link in bio]".

PREFERRED



10.0 Social Media

Visual Assets

Always use an image, video, infographic or GIF when sharing content. Tweets with an accompanying image receive 2x the engagement and 89 percent more likes than tweets without an image.

When sharing static images, always check to see if it meets the 20 percent rule, meaning that less than 20 percent of the image is covered by text or a logo.

When sharing video content, try to upload the video natively. Most platforms optimize towards native videos. Posts that drive to a YouTube video are not prioritized and appear smaller in the newsfeed of these social platforms.



Video

Make sure the purpose is clear. A video should educate, inform or inspire users.

- **Captions** – Determine before video production begins whether or not captions will be built into the video. If captions are not built into the video, turn captions on in the video settings on the social platform. Since 85 percent of video on Facebook is watched without sound, make the video understandable without captions.
- **Thumbnail** – The thumbnail must meet the 20 percent rule. If we want a specific image to be a thumbnail, provide an image with the video file.
- **Orientation** – If possible, create square videos. It has been shown that [square videos outperform landscape videos](#) on desktop and mobile.
- **Length** – The majority of videos should be no longer than one minute. At the most, a video can be 90 seconds long.
- **Video Style** – There should be a mixture of produced video and “informal” video content. On Snapchat, Instagram Stories and Facebook Live, storytelling is less polished and more direct. Videos that promote larger campaigns like “Live Fearless” or “Jimmie Johnson: Ride of Your Life” should feel more polished and professionally produced to help strengthen the campaign.

- **Video Color Palette/Font** – For consistency with other Blue Cross NC content, use the primary blue and one to two of the secondary colors as well as the Univers LTD Std Light font. If the exact Blue Cross NC colors or Univers LTD Std Light font are not available in specific creative tools, the Blue Cross NC creative team will work to identify similar colors and fonts.
- **Logos/End Card**
 - It is good practice to use the Blue Cross NC logo as an overlay “bug” in the bottom right-hand corner of the video. Some social channels automatically insert the company’s logo.
 - Always include an end card which has a white background with the Blue Cross NC logo centered. This is the only place the Blue Cross NC logo must appear in the video. See below for how the end card should be formatted.
- For up-to-date video specs, visit – <https://sproutsocial.com/insights/social-media-video-specs-guide/>

10.0 Social Media

Visual Assets

continued

Image Headlines

Headlines should be all upper case **Univers LTD Std Light Condensed** and all one color. **Univers LTD Std Bold Condensed** may be used for additional emphasis on the first word or line. The second part should be **Univers LTD Std Condensed**.

Subheads

Subheads can be upper and lowercase **Univers LTD Std Bold Condensed**. Or, for additional emphasis, all uppercase **Univers LTD Std Bold Condensed**. If multiple subheads are needed within copy of the same topic, they should all be the same color or use cyan to emphasize an important word or phrase. Because most platforms have limitations on text in images, subheads should be used sparingly.

Refer to the Blue Cross NC brand guidelines for full guidelines on typography headlines, subheads and legal.

Templates

Templates are a proven way to speed up the design process and ensure consistency across creative elements. We shouldn't limit ourselves to one or two types of templates and should make several to accommodate a variety of content. Below are major content buckets for which unique templates should be created:

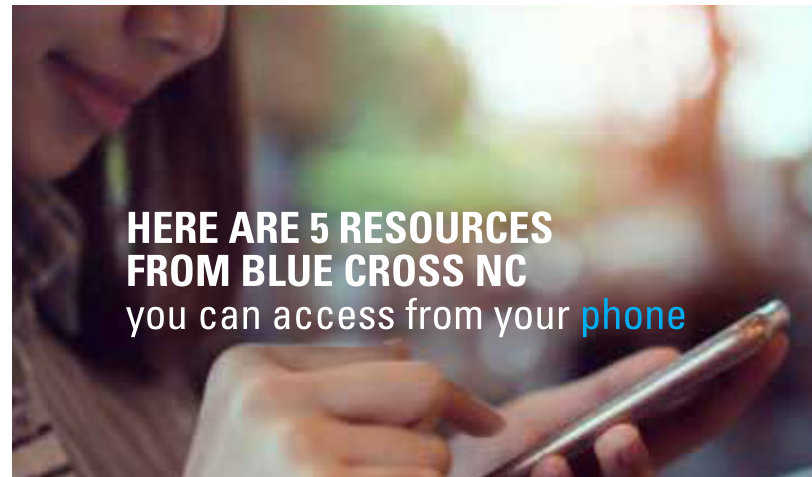
- Health care tips or facts
- Event posts
- Company announcements or milestones
- Contests
- Blog posts
- Job posts
- Employee brand
- Community

As with other Blue Cross NC communications, the primary font is **Univers LTD Std**. The title/heading should be the largest font in the creative and be used to grab the attention of the viewer. In contrast, subtitle font should be easy to read. If **Univers LTD Std Light** is not

available in specific creative tools, the Blue Cross creative team should work to identify a similar font. As a rule of thumb, the text on a graphic should never cover more than 20 percent of the image.

MEMBERSHIP HAS ITS BENEFITS

Most notably – peace of mind



10.0 Social Media

Hashtags/Tags

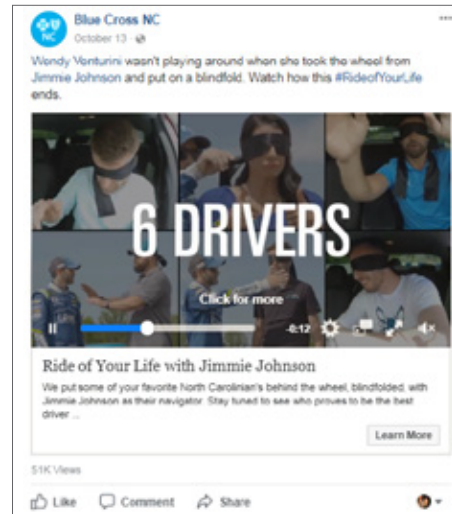
Use hashtags to help broaden the reach of content by associating posts with specific keywords others are using/searching for. When sharing content, do not use more than three hashtags. Tweets with one or two hashtags receive 21 percent more engagement than those with no hashtags. Track hashtag trends to identify popular topics we can tie our brand to in an authentic way. Before including a hashtag, always check to see how the hashtag is being used currently or previously by other accounts. All hashtags must be approved by the social media team before posting to ensure that our brand is associating with appropriate content. Here are a few general best practices for hashtag use:

- If the hashtag uses the words Blue, Cross or Shield it requires approval. Send requests to brand@bcbsnc.com
- Keep hashtags under 11 characters
- Capitalize the first letter of every word in the hashtag (ex: #GoodTip)
- DO NOT create a new hashtag unless it is part of a formal communications plan (ex: #HikeNC)
- Avoid using hashtags to be cute
- Try to find relevant trending hashtags
- Make sure selected hashtags are reviewed carefully from a Brand, Government Affairs, and other lenses, so there are no negative impacts or association with our content. For example don't use a trending hashtag that may have political meaning. If you're unsure, consult with the Corporate Communications Social Media Team.

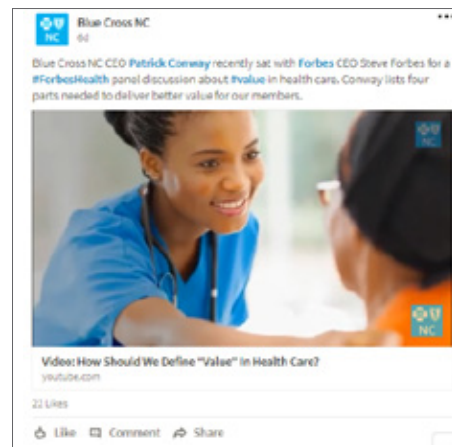
When relevant, tag organizations or people mentioned in the content we are sharing. Tagging helps expand the reach of content and helps build relationships across the platform. Only tag an organization or

person if they are mentioned in the post copy; do not force-tag or tag multiple people for no reason. When possible, try to flow the name of the person/organization within the post copy.

Facebook



LinkedIn



Twitter



Instagram



10.0 Social Media

Principle Color Palette

A consistent color palette is key in helping visual content feel like a cohesive part of the brand. It also helps consumers become more familiar with a brand and makes the connection between a brand and its creative.

To ensure a consistent color palette across all social media assets, use the primary colors and one or two of the secondary colors consistently across all posts. As a general rule, use as few as two colors, but never exceed four or five colors in graphics.

Primary Colors



Blue Cross NC Blue

PMS: Process Cyan CP

CMYK: 100/0/0/0

RGB: 0/174/239

HEX: #00AEEF



Dark Blue

PMS: 3025 CP

CMYK: 100/27/10/56

RGB: 0/76/108

HEX: #004C6C



Ultra Dark Blue

PMS: 540 CP

CMYK: 100/57/12/66

RGB: 22/61/92

HEX: #163D5C



Light Blue

PMS: 2905 CP

CMYK: 45/1/0/1

RGB: 125/205/241

HEX: #7DCDF1



Ultra Light Blue

PMS: 552 CP

CMYK: 24/3/7/2

RGB: 186/216/224

HEX: #BAD8E0

Secondary Colors



PMS: 132 CP

CMYK: 9/38/100/32

RGB: 166/120/21

HEX: #A67815



PMS: 364 CP

CMYK: 71/4/100/45

RGB: 40/113/42

HEX: #28712A



PMS: 1495 CP

CMYK: 0/46/78/0

RGB: 248/156/77

HEX: #F89C4D



PMS: 1805 CP

CMYK: 5/96/80/22

RGB: 184/34/47

HEX: #B8222F



PMS: 4545 CP

CMYK: 5/6/30/4

RGB: 231/221/180

HEX: #E7DDB4



PMS: 7532 CP

CMYK: 23/37/45/65

RGB: 92/75/63

HEX: #5C4B3F

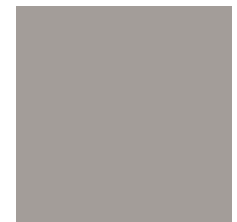


PMS: Cool Gray 9 CP

CMYK: 30/22/17/57

RGB: 95/99/106

HEX: #5F636A



PMS: Warm Gray 5 CP

CMYK: 11/13/16/32

RGB: 163/158/153

HEX: #A39E99

10.0 Social Media

Logo

The logo should be included in content associated with Blue Cross NC campaigns like Hike NC or Live Fearless. In such cases, the Cross Shield NC logo should be placed in the bottom right-hand corner. Please ensure it is visible on top of the background image. Below are two acceptable formats for the Cross Shield NC logo. **Note: For the Abbreviated Logo (Horizontal), the Cross and Shield are always cyan.**

For ongoing daily content, like posts that drive to the blog or Blue Cross NC site, the logo does not need to be included since the post will always contain the Blue Cross NC header image which has the logo in it.

To ensure legibility and recognition, the logo should never be smaller than the dimensions noted below. For additional logo details, please refer to the [Blue Cross NC brand guidelines](#).

Abbreviated Logo (Horizontal)

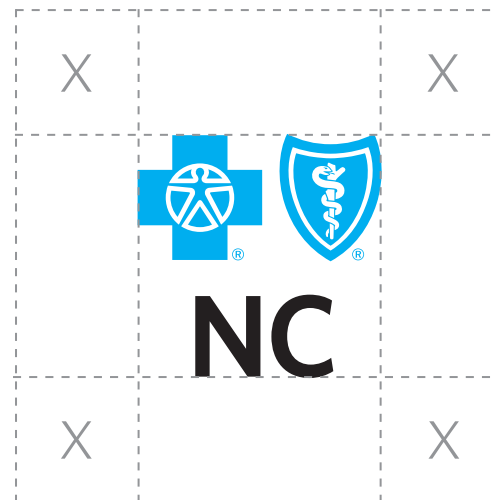


x = Cross and Shield Symbols

Online
Minimum

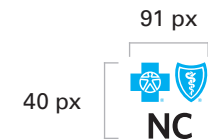


Abbreviated Logo (Stacked)



x = Cross and Shield Symbols

Online
Minimum



10.0 Social Media

Imagery Style

Before creating or selecting an image (including images on stock photography sites like Shutterstock), consider the audience we're looking to engage. The next step would be identifying the goal of the image – driving traffic, increasing engagement, garnering more followers, etc. Keeping both of these factors in mind will help shape the tone of the visual and the associated messaging.

Our imagery has three categories:

- Lifestyle
- Health and Recovery
- Metaphoric

Consistent look and feel

It's important to ensure imagery across social channels has a consistent theme. Across the board, the images should feel like they have similar lighting and coloring. The overall tone of the imagery should be slightly desaturated with a bit of contrast between the foreground and background. Lighting should come from existing sources whenever

possible. Back light effects, color burns and light leaks should occur naturally and not be overly sought after or staged. Aim for a realistic style rather than one that is distorted or exaggerated.

Maintain authenticity

Above all else, imagery should appear honest and believable. It should never appear artificial, manipulated, overly posed or stylized.

When using people in imagery, ensure that they appear candid and sincere. People engaged in activities should appear to be acting spontaneously, unaware of the camera. Show activities that evoke feelings of aspiration and are honest and believable life moments. Interiors and outdoor environments should be shot true-to-life. They are shown as they normally appear, not obviously staged or dressed.

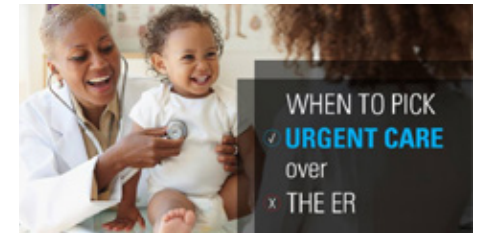
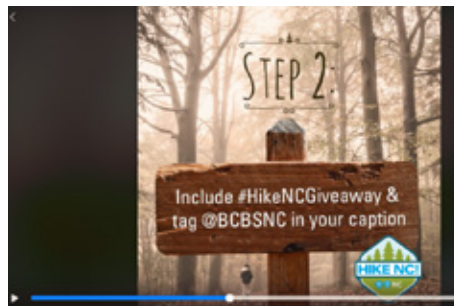
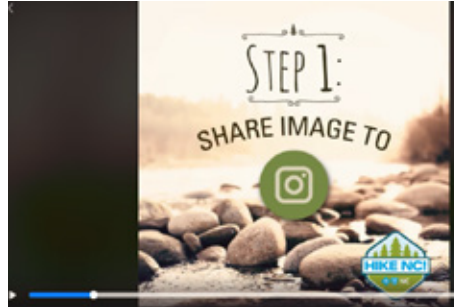
Express diversity

Our imagery reflect the consumers' cultures and communities across North Carolina. See page 48 for a list of diversity considerations for imagery.



10.0 Social Media

Best Practices



High-quality, bright images

According to research, people are most responsive and likely to engage with images laid out in a clean, simple way. If the images feel overwhelming or chaotic, people tune them out.

How-to images and collages

It's no surprise that across social media, people are reading less. Now they expect to gain the whole story from a single image. The how-to image (or quick time-lapse video) is consistently one of the most shared pieces of social content. Remember, add text only when absolutely necessary.

Behind-the-scene photos

Social followers want to know the people behind a brand. Remember, people react and connect with other people, not corporations.

Product action and lifestyle shots

The audience isn't interested in product shots on social. Instead, take this opportunity to show what it looks like when an audience is a member of a Blue Cross NC plan. This can include anything from living a healthier lifestyle to using the "find a doctor" tool. Show them how it will integrate into their life with action or lifestyle shots.

Remember:

- Copyright laws apply to social as well – particularly around photos and artwork.
- When taking photos of kids, we need permission. Use this [talent release form](#).
- When taking photos in a public setting, we do not need permission from adults. But if we focus on a specific individual, we will need permission. That requires a completed talent release form.

Never:

- Fail to properly disclose influencer marketing campaigns
- Fake testimonials
- Run a social media sweepstakes without legal clearance

11.0 PowerPoint

It is important to establish a consistent impression with our audiences. This will allow them to recognize and value the full power and promise of Blue Cross NC. The PowerPoint templates offer slide variations and color themes that are derived from our Principle Color Palette (see pg. 35). Since PowerPoint presentations are often shared among users who do not have our brand font, our PowerPoint templates are built with the sans serif font Arial.

11.0 PowerPoint

Title Slide

PowerPoint Templates

PowerPoint templates are available in a 16:9 wide-screen format. Our new corporate template was made to better reflect our company vision and brand positioning statement. We want our presentations to convey we're a company "pushing health care further" and "transforming the health system" for all. To do this, we have added graphical arrow elements to each slide template to emphasize energy and forward motion.

Legal Copy

The following legal copy must be included on the title slide of every presentation:

PROPRIETARY & CONFIDENTIAL
® Marks of the Blue Cross and Blue Shield Association. UXXXXX, X/XX

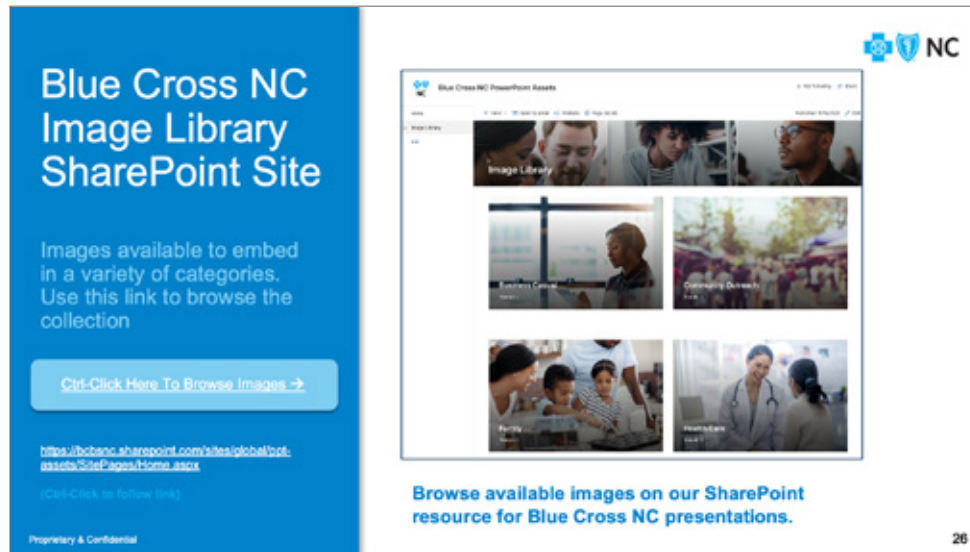


Images

A SharePoint image repository holds approved, licensed stock photography, headshots, and illustrations that can be used internally and externally.

Download

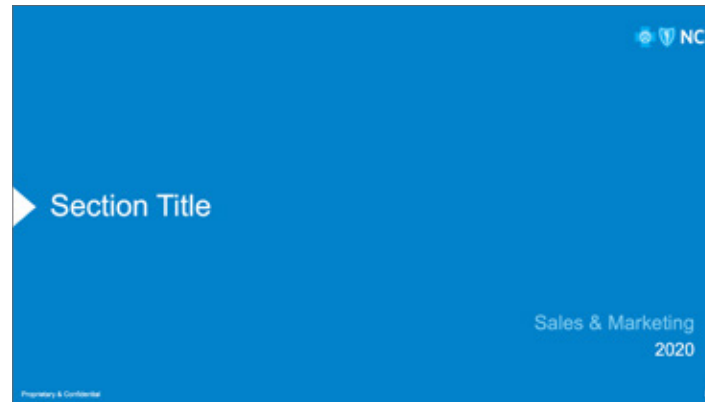
You can download the new corporate template from the Brand Strategy and Integrated Marketing Zone page under "Guides, Templates and Logos".



11.0 PowerPoint

Section & Content Slides

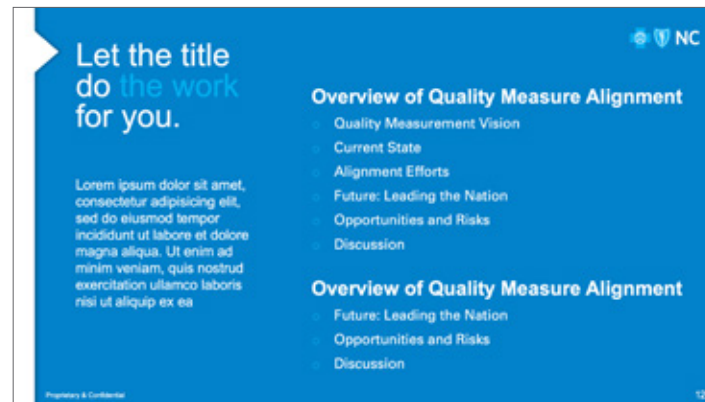
Different content slide layouts have been created – text options, chart options and photography options. For all slide options and exact specifications, see the PowerPoint template file.



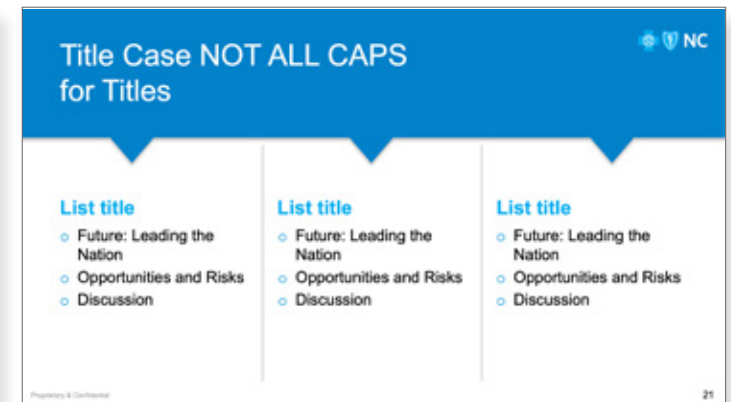
Section Slide



Text slide option



Text slide option



Text slide option

11.0 PowerPoint

Section & Content Slides *continued*



Photo slide option



Photo slide option

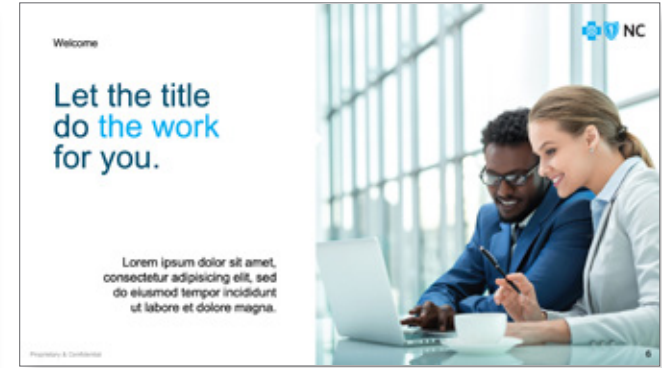


Photo slide option

Table Slide Example

	DOCTOR & HOSPITAL NETWORK	PHARMACY NETWORK	CHOOSE YOUR PLAN & YOUR BATHROOMS FIRST	PRICE DIFFERENTIAL Compared to Blue Cross
BlueOptions	Full statewide network with the most choices	Broad pharmacy network	A choice in their in-network doctors, specialists and hospitals	
BlueSelect BlueSelect Plus	Full statewide network with varied benefits for savings	Limited pharmacy network	Savings along with access to our largest network of doctors, specialists and hospitals	An average of 6%
BlueValue	Limited statewide network for savings	Limited pharmacy network	Lower monthly premiums and are flexible about which doctors they see	Up to 9.5%
BlueLocal <small>with Aetna Health</small>	Local network using only Aetna Health	Limited pharmacy network	Care from Aetna Health doctors and hospitals	Up to 11.5%

FOOTNOTE SAMPLE: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore...

Chart slide option

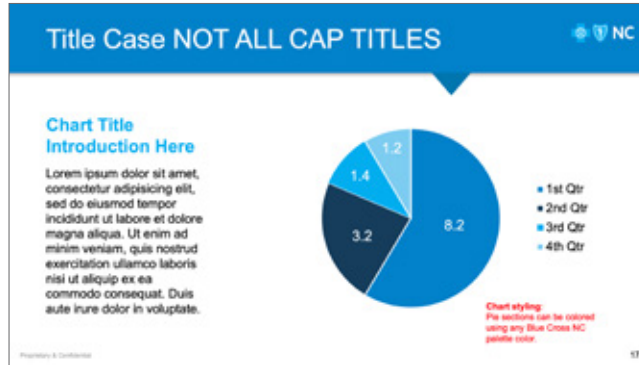


Chart slide option



Chart slide option

12.0 Gallery

Applying the rules presented in these guidelines and using the following examples as inspiration will ensure that each of us creates compelling communications that successfully represent the Blue Cross and Blue Shield of North Carolina brand.

Full-Size Brochure

Non-Product and Product Multi-Page Full-Size Brochure

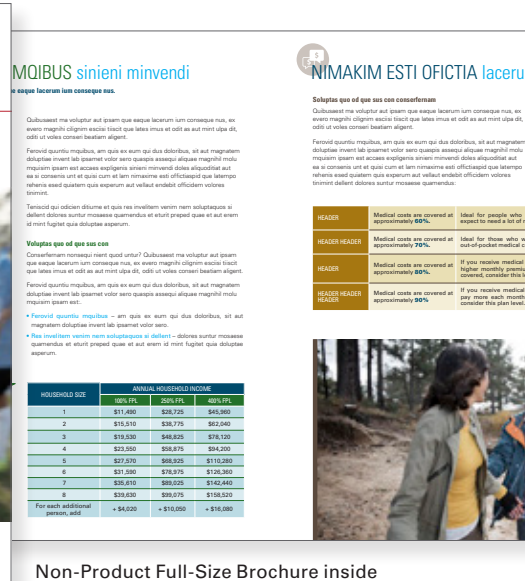
The non-product and product, multi-page full-size brochure templates are available in four-and multi-page versions. The cover design is distinct, but the inside page layouts are the same as those in the product brochure templates. For exact specifications of the non-product full-size brochures, see the InDesign template files.



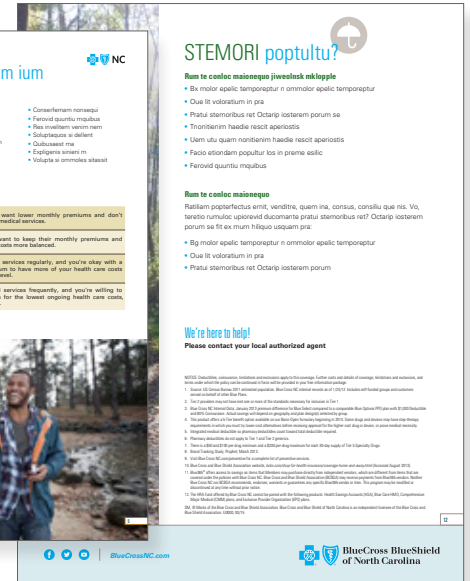
Non-Product Full-Size Brochure front



Product Full-Size Brochure Front



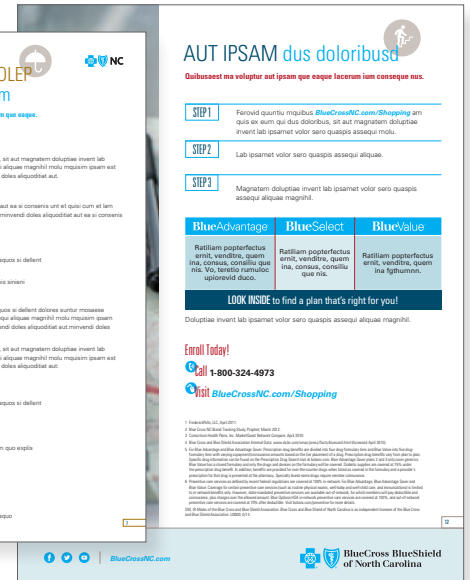
Non-Product Full-Size Brochure inside



Non-Product Full-Size Brochure back



Product Full-Size Brochure inside



Product Full-Size Brochure back

12.0 Gallery

Tri-Fold Brochure

Product Tri-Fold Brochure

This template is for a tri-fold brochure, a 10.875" x 8.5" sheet folded into three panels. See the template files for exact dimensions.



Tri-Fold Brochure outside



Tri-Fold Brochure inside

Flier Sheet

Non-Product and Product Flier Sheet

Non-product and product flier sheets are available in single- and double-sided versions in 8.5" x 11" format. For exact specifications of the non-product flier sheets, see the InDesign template files.

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NON-PREFERRED BRAND-NAME DRUG	RETAIL DRUG \$ (per month)	AVERAGE COPAY (per month)	AVERAGE OUT-OF-POCKET \$ (per year)
PREFERRED BRAND-NAME DRUG	\$120	\$35	\$420
GENERIC DRUG	\$20	\$10	\$120
POTENTIAL SAVINGS WITH GENERIC DRUGS*		\$25-\$40	\$300-\$480

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BlueCross BlueShield of North Carolina

Non-Product Flier Sheet front

Non-Product Flier Sheet back

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BlueCross BlueShield of North Carolina

Product Flier Sheet front

Product Flier Sheet back

12.0 Gallery

Buck Slip

Non-Product and Product Buck Slip

The non-product and product buck slip is 8.25" x 3.625" and two-sided. It should be printed in full-color to promote brand consistency, but one- and two-color versions can be created, if needed, to meet budget constraints. For exact specifications of the non-product buck slips, see the InDesign template files.



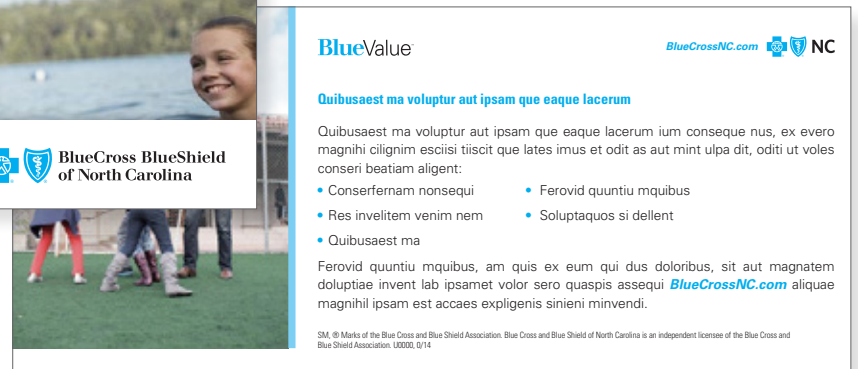
Non-Product Buck Slip front



Non-Product Buck Slip back



Product Buck Slip front



Product Buck Slip back

12.0 Gallery

Postcard

Non-Product Over-Sized Postcard

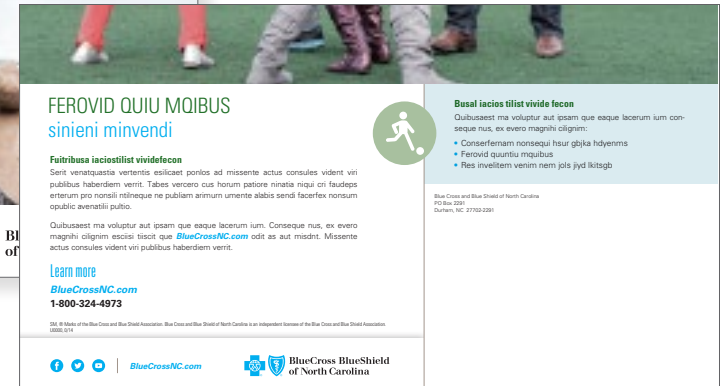
Non-product over-sized postcards are available in regular and co-branded templates. They are 11" x 6.125" and double-sided. For exact specifications of the non-product postcards, see the InDesign template files.

Non-Product Standard Postcard

Non-product standard postcards are available in regular templates. They are 6" x 4.25" and double-sided. For exact specifications of the non-product postcards, see the InDesign template files.



Over-Sized Postcard front



Over-Sized Postcard back



Standard Postcard front



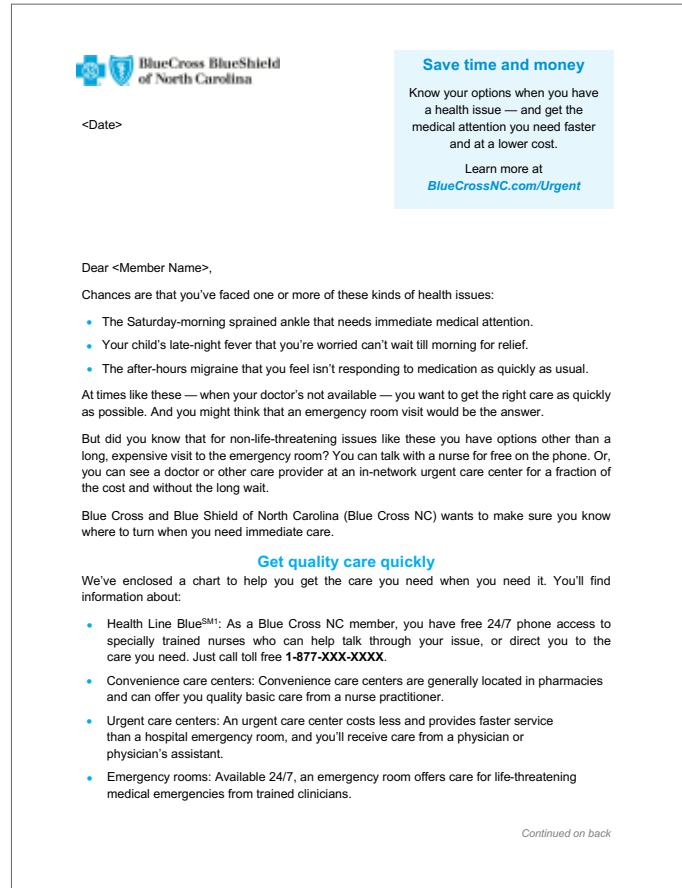
Standard Postcard back

12.0 Gallery

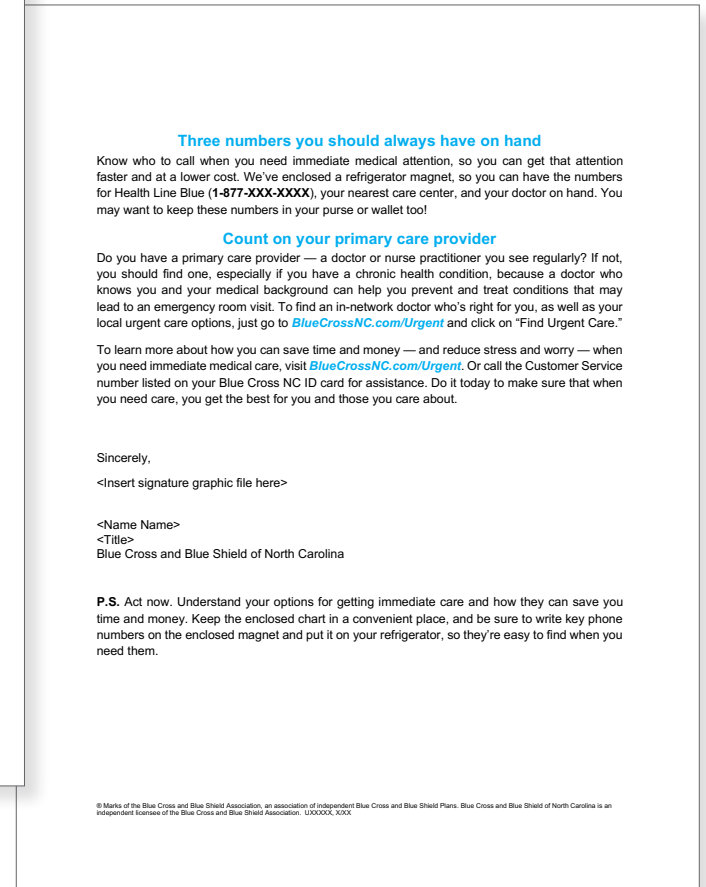
Letter

Non-Product Letter

A non-product letter template is available. It is 8.5" x 11" and can be one- or two-sided depending on the length of the copy. For exact specifications of the non-product letter, see the Word document and InDesign template files.



Front



Back

Poster

Non-Product, Product and Service Posters

Non-product, product and service poster templates are available in 11" x 17" and 24" x 36" formats. Multiple options, including a co-branded version, have been pre-designed to accommodate a variety of common needs. For exact specifications of the non-product posters, see the InDesign template files.



Non-Product Poster



Product Poster

12.0 Gallery

Banner

Non-Product Horizontal Brand Banner

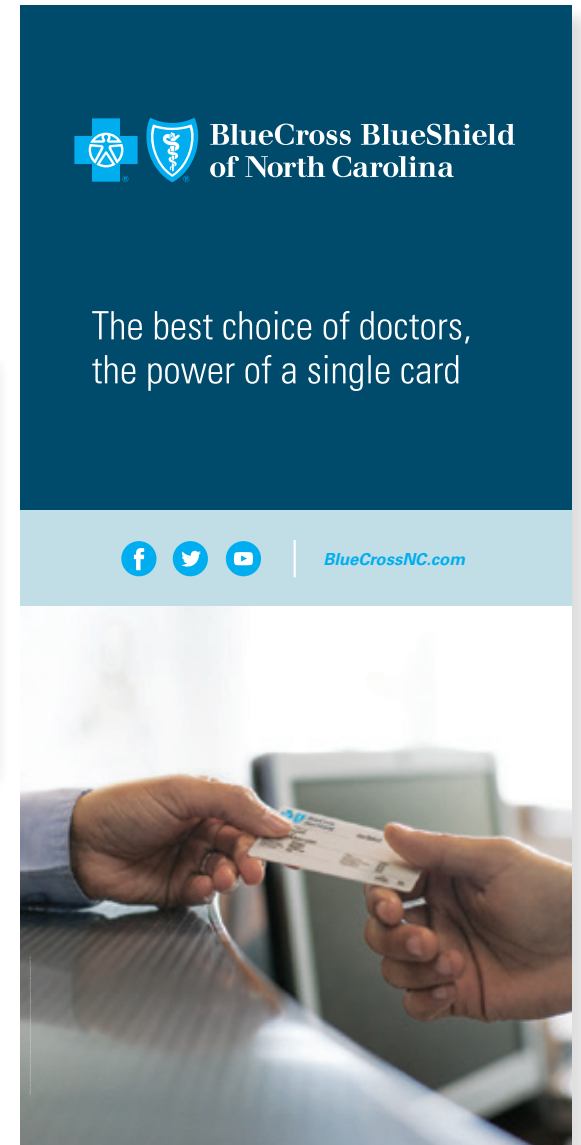
8' x 4' and 6' x 3' non-product horizontal brand banner templates are available. For exact specifications, see the InDesign template file.

Non-Product Pull-Up Banner

A non-product pull-up banner (brand stand) template is available. For exact specifications, see the InDesign template file.



Horizontal Brand Banner



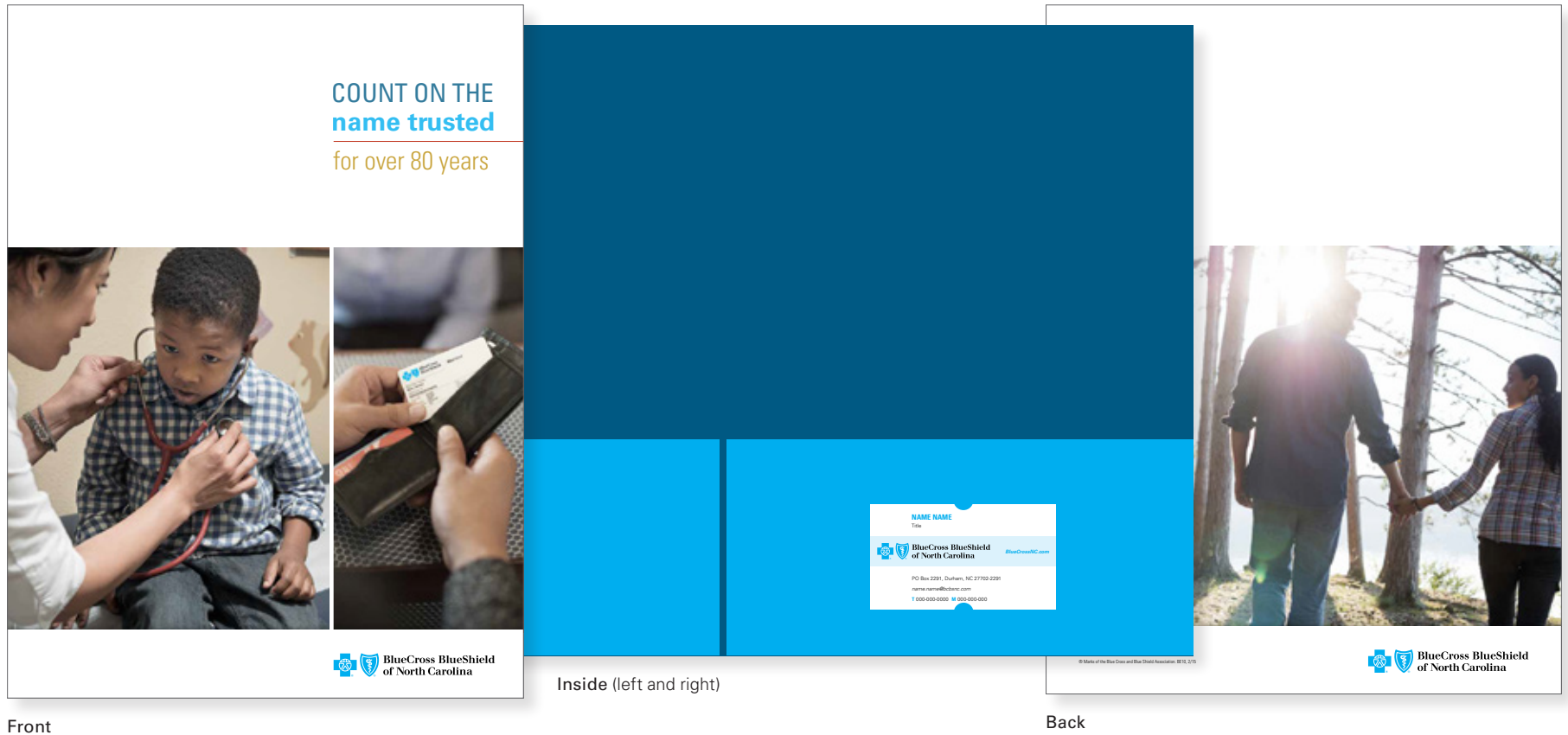
Pull-Up Banner

12.0 Gallery

Pocket Folder

Pocket Folder

A 9" x 12" non-product pocket folder template is available. It has two horizontal bottom pockets and slots to hold a business card. For exact specifications, see the InDesign template file.



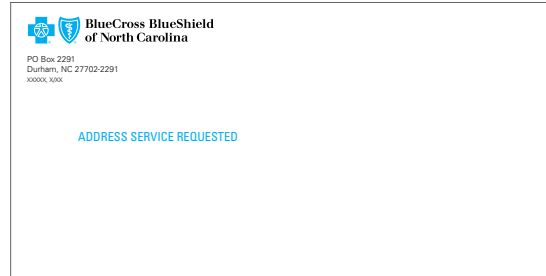
12.0 Gallery

Stationery

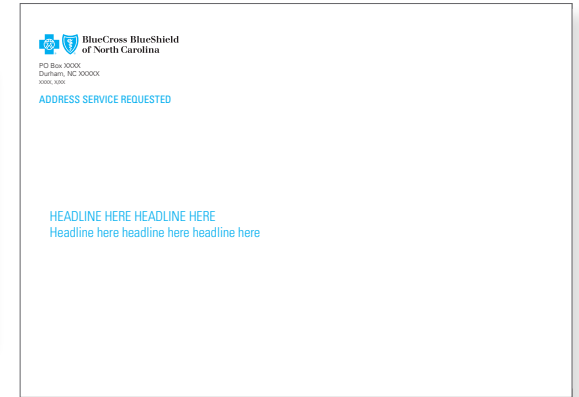
Business Card, Name Badge, Letterhead and Envelope

Business card, name badge, letterhead, #10 envelope, 6" x 9" envelope, 9" x 12" envelope and 10" x 13" envelope templates are available.

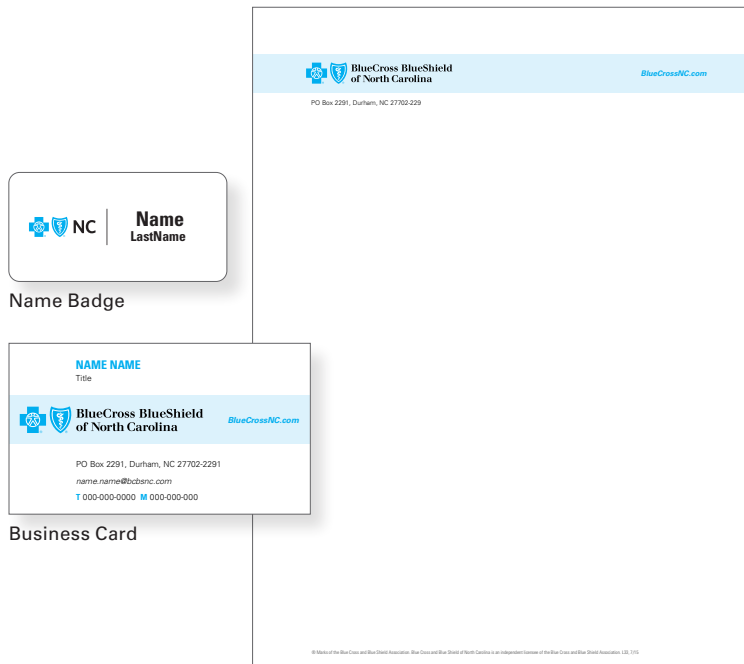
The envelope templates are available with and without windows. For exact specifications, see the InDesign template files.



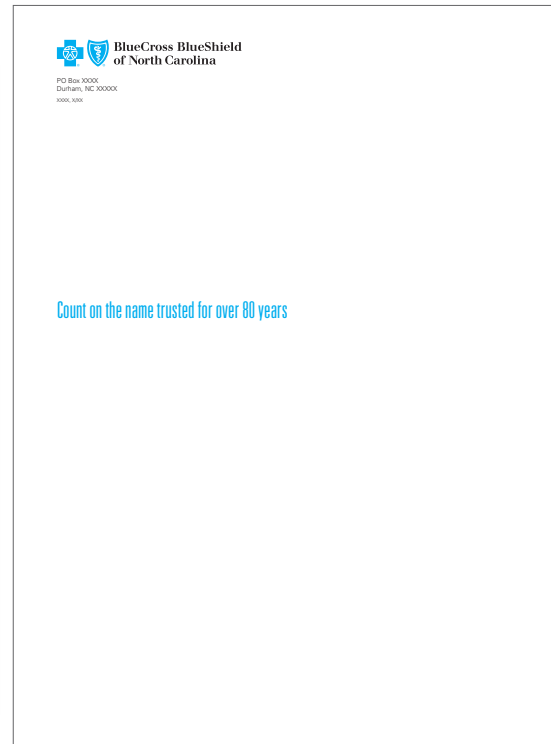
#10 Envelope



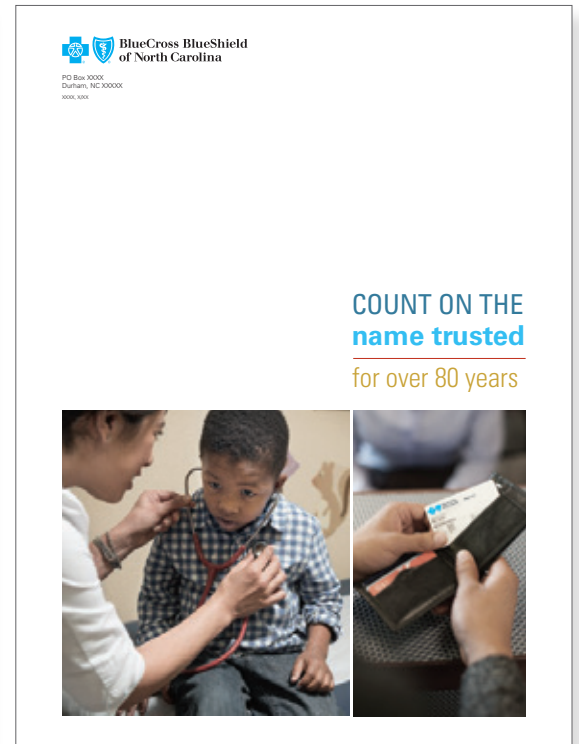
6 x 9 Envelope



Letterhead shell



9 x 12 & 10 x 13 Envelope without photos



9 x 12 & 10 x 13 Envelope with photos



All pieces developed for public release must follow Corporate Style guidelines and be reviewed and approved by Blue Cross NC. Please send requests for review to brand@bcbsnc.com. U20094, 4/22