



Guidelines

for Independent Producers

BCBSIL

Use of Blue Cross® and
Blue Shield® of Illinois
Names and Symbols

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For more than 60 years, Blue Cross and Blue Shield of Illinois (BCBSIL) has been one of the most recognized and trusted names in the health care insurance industry, providing health care benefits that are innovative, affordable and easy to use.

As an independent, authorized producer, you have chosen to provide a quality product that you can offer with confidence. You have decided to represent one of the nation's leaders in the health care insurance industry, and you can benefit from the stellar reputation of the Blue Cross and Blue Shield brands.

To maximize these benefits, use the Blue Cross and Blue Shield names and service marks appropriately in all your marketing communications.

There are three fundamental principles to keep in mind:

- To maintain both their protection and a strong brand image, the Blue Cross and Blue Shield words and symbol marks must be used with care and consistency.
- Blue Cross and Blue Shield plans have defined service areas within which they can offer Blue Cross and Blue Shield branded products. Any communication must clearly indicate the service area—in our case, Illinois.
- Producers are not employees or subsidiaries of Blue Cross and Blue Shield of Illinois and this distinction must be clear in all appropriate communication.

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General Use

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Producer Use Guidelines:

- **Must have a valid license in Illinois**
- **Must have 15 or more paid individual policies within a 6 month period or 5 or more active group accounts**
- **Must adhere to the brand guidelines outlined in this document**
- **Blue Cross and Blue Shield of Illinois reserves to right to audit and revoke any usage at its discretion.**

Use of Symbols:

The registration symbols ® must be used at least one time when the “Blue Cross® and Blue Shield®” word marks are used, typically the first reference or most prominent appearance. Two registration symbols ® must be used.

The registration symbol ® should be used at least once in connection with each symbol, generally with the first use or the most prominent appearance. When using the names and/or symbols, (together they are the brands) it is wise to help protect them by identifying the Blue Cross and Blue Shield Association as owner of the brands.

CORRECT: Blue Cross® and Blue Shield® of Illinois



INCORRECT: Blue Cross® and Blue Shield® of Illinois

Two registration symbols ® must be used.





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Design Basics

- **PMS 3005 blue is widely used and officially endorsed.** The Blue Cross and Blue Shield solid symbol marks may be in blue or black, but blue is highly preferred because it is recognizable and customers link the color blue to the Blue Cross and Blue Shield plans.
- **Interior designs, if used, must be white.** Symbols must always be printed in the same color, both blue or both black, never one of each, and they must be the same size.
- **Walbaum is the endorsed typeface for BCBSIL signatures.** The “BlueCross BlueShield of Illinois” signature uses Walbaum Roman.

CORRECT:



BlueCross BlueShield
of Illinois



BlueCross BlueShield
of Illinois

INCORRECT:



BlueCross BlueShield
of Illinois

Symbols must always be
printed in the same color.



BlueCross BlueShield
of Illinois

Walbaum is the endorsed typeface
for BlueCross BlueShield of Illinois



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As you know, BCBSIL can issue contracts only within Illinois. To avoid confusion, it's important that you clearly refer to Blue Cross and Blue Shield of Illinois initially and prominently in your communication.

Once your geographic area is established, you may use the names without the word, "Illinois," as in "Blue Cross and Blue Shield health plans." Always use initial capital letters for the names and use spaces between words.

CORRECT: [Blue Cross and Blue Shield of Illinois](#)

INCORRECT: [BlueCross and BlueShield of Illinois](#)
[Bluecross and Blueshield of Illinois](#)
[Blue Cross Blue Shield of Illinois](#)
[BLUECROSS AND BLUESHIELD OF ILLINOIS](#)

Always use the Blue Cross and Blue Shield ownership legend if you are also using the ownership legend of other marks.

The acceptable legend is, "Blue Cross ®, Blue Shield ®, and the Cross and Shield symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans."



Business Cards, Stationery and Return Envelopes

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Identify yourself clearly with the words, "Independent Producer." The words, "Independent Producer" – referring to your name or the name of your agency - must be clearly and prominently displayed and must be placed above or before any use of the Blue Cross and Blue Shield of Illinois names. Avoid any use that could suggest that you are employed by BCBSIL or that your agency is a sales or claim office.

CORRECT:



INCORRECT:



The words, "Independent Producer" must be as large as the Blue Cross and Blue Shield names and/or marks. The "Independent Producer" language, and the ® registration symbols, if they are used, must be placed together at the bottom of the stationery, envelope and/or business card.

All return envelopes must be addressed to your name first. After your name appears, you can indicate that you are an independent producer of Blue Cross and Blue Shield of Illinois.



Listings *and* Advertisements in Telephone Directories

White and Yellow pages:

Use your name first. After you and/or your agency is identified, follow up with the words, "Independent Producer" of Blue Cross and Blue Shield of Illinois. You may not use the Blue Cross and Blue Shield name first in a telephone directory listing.

CORRECT: Doe, Jane, Independent Producer,
Blue Cross and Blue Shield of Illinois

INCORRECT: Blue Cross and Blue Shield of Illinois, Jane Doe,
Independent Producer

You may use your name alone in block or partial page advertisements, or you can use your name followed by the words, "Independent Producer for Blue Cross Blue Shield of Illinois."

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Web Sites

Creating Your Own Site

Avoid using any key words or phrases with the Blue Cross and Blue Shield names in your domain names, URLs or in registering with or purchasing from an Internet search engine, unless you use the words, "Independent Producer for Blue Cross and Blue Shield of Illinois."

ACCEPTABLE: ABCAgency.com

UNACCEPTABLE: BlueCross@agent.com

BSenrollment@agent.com

www.bluecrossagent.com

The same rules apply for use of the BCBSIL brands on the Internet as in printed communications.

Because you serve a specific geographic area, cautious use of the Internet must be maintained to avoid confusion. Since the World Wide Web can send your message across the globe, it is important that your Web site clearly states that you serve Illinois only, and that you identify who is eligible for coverage. It is suggested that you state: "Serving Illinois" or "Serving residents and businesses in Illinois." This is required only on your home page. Using the words, "Blue Cross and Blue Shield of Illinois," suffices for the statement. After initial use of the words, "of Illinois," you may drop them.



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Creating Your Own Site (cont'd)

If you use the brands on your Web site with other brands, as in joint advertising, the size of the BCBSIL name and brands may not be bigger than that of any other company that you list.



HOME QUOTES CONTACT US

We are an "Independent Agent" serving residents and businesses in Illinois. We represent a number of different insurance companies. This allows us to help you choose the best company to fit your needs.

AMERICAN INSURANCE
123 Main Street
Chicago, IL

COMPANIES WE REPRESENT:





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Advertising on other Sites

If you advertise on other Web sites, use only those sites that are accessed by potential customers or those already served. For example, your banner advertisement for Blue Cross and Blue Shield of Illinois is appropriate for the site of a local newspaper for a city within your service area. You may not place a banner advertisement for all Internet users who access Yahoo.com, for example, unless those in your service area can reach your banner by means of a password or other technology.

You may use the BCBSIL brands on Internet health insurance sales, distribution and enrollment channels or sections of channels that are limited to those served within Illinois.

Avoid channels that serve national accounts.



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Links

Linking to the BCBSIL Web site from your Web site is allowed. It is important to remember that the Blue Cross and Blue Shield service marks are the trademarks of the Association and you must comply with the Association's policies on their use. Also, BCBSIL reserves the right to revoke permission to link at any time, for any reason.

Framing – or displaying live content from the official BCBSIL Web site – can be an effective way to ensure that the product information on your Web site is accurate and up to date. However, framing requires written authorization from Blue Cross and Blue Shield of Illinois.