

Essential Logo Standards



BlueCross BlueShield of Tennessee | Reviewed 03.16.20

Logo & Signature

Together the terms logo and signature are used to describe the combination of the Cross and Shield symbols with the company's trade name, BlueCross BlueShield of Tennessee.

The Company Name

Both the BlueCross and BlueShield symbols and the BlueCross and BlueShield names are independent registered marks. When the symbols are combined with the company name, registration indicia only need to appear beside the Cross and Shield. This serves as appropriate notification for both the plan name and symbols. The BlueCross BlueShield of Tennessee name or the of Tennessee text always appears in the Walbaum typeface when used in the company logo/signature. The four words "Blue Cross Blue Shield" are combined to form "BlueCross" and "BlueShield." When combined, both the letter "C" in Cross and the letter "S" in Shield are capitalized. Neither the word "and" or an ampersand appears between BlueCross BlueShield of Tennessee. See examples within for proper formatting.

Symbols & Registration Indicia

When used together, the BlueCross symbol must appear to the left of the BlueShield symbol. Since both symbols are separately registered trademarks, they both must have an official registration indicia included as show. It is never acceptable for only one registration indicia to be used for both symbols.

Logo/Signature Configurations

Approved logo/signature configurations for use on the public communications published by BlueCross BlueShield of Tennessee are shown below.



Horizontal



of Tennessee

Centered

The preferred configuration for the majority of communications produced by BlueCross BlueShield of Tennessee is the Horizontal version.

Logo/Signature Color Specifications

The word "Blue" and the color blue are both integral elements of the BlueCross BlueShield brand equity. To reinforce the identity, Pantone Matching System (PMS) 300 blue is the color specified for the Cross and Shield symbols. Whenever possible, it is preferable to reproduce the BlueCross BlueShield of Tennessee logo/signature in blue and black on a white background.

PMS 300			
CMYK	100/62/07/01	LAB	36/-10/-62
RGB	00/93/185	HEX	005db9
HSB	210/100/73		

When only one color is available for reproduction, it is permissible to reproduce both the cross and shield symbols and plan name in either all black or all PMS 300.



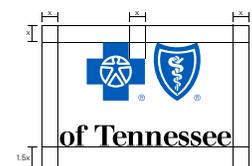
It is acceptable to reproduce the logo/signature in white by reversing it out of a blue or black field.



In certain situations, such as company plaques, it is permissible to use either metallic silver or gold in reproducing the logo/signature.

Logo/Signature Minimum Clear Space

A minimum amount of clear space is required around the circumference of the BlueCross BlueShield of Tennessee logo/signature to protect its visual integrity and enhance recognition. Additional clear space around the logo/signature will further enhance easy recognition.



Disclosure Requirement

Most company documents should contain the disclosure line shown below. This disclosure lines include the official company name and statement of our affiliation with the national association. Examples of exceptions to this requirement are business cards, envelopes, company signs and promotional items.

BlueCross BlueShield of Tennessee, Inc., an Independent Licensee of the BlueCross BlueShield Association.