Blue Cross® and Blue Shield® of Minnesota Foundation

LOGO USAGE GUIDELINES

These guidelines provide standards for consistent use of the Blue Cross and Blue Shield of Minnesota Foundation logo. Please sign and date this form to indicate your understanding and acceptance of these guidelines.

BASIC REQUIREMENTS

- The logo must be in all blue (Pantone Process Blue C or process equivalent). Preference is use on a white background but other colors may be acceptable if contrast is appropriate.
- Registration marks "®" must appear with the cross and shield emblems, as shown.
- The logo may not be used on any out-of-state communications or communications distributed nationally; it may only be used within Minnesota.

Include our licensee line

The licensee line "The Blue Cross® and Blue Shield® of Minnesota Foundation is a nonprofit independent licensee of the Blue Cross and Blue Shield Association" is an integral part of our logo and must be included as shown.

Using our name in text copy or when speaking

Blue Cross and Blue Shield of Minnesota Foundation must be used in its entirety on first reference in all materials. It may be shortened to "Blue Cross Foundation" after that. When writing out the name, note the important spaces between the words "Blue" and the words "Cross" and "Shield."

No changes, please

No changes to, deletions or rearrangements of our logo or word and letter forms are permitted.

Review and approval

- Send this completed form to Foundation@bluecrossmnfoundation.org. The Foundation will then provide the logo.
- Then, please send a copy of your intended use of the logo to Foundation@bluecrossmnfoundation.org. Blue Cross must review and approve any use of our logo to make sure it complies with usage standards. Send any questions to that same email address and they will be answered as quickly as possible.

Please sign to indicate that you understand and accept these guidelines and agree to cease use of the logo if this approval is revoked. Prior approval of use is mandatory.

MN Foundation

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Name and title | Organization | Date

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