Help Us Help You

Creating the perfect ad can be a tricky business. You want something that will stand out, something that will catch someone’s eye. Have you thought about using an ad that includes our logo? It’s easily recognizable and instantly lets the viewer know the ad is for health insurance.

If you have used an ad that includes our logo, you know we have some rules. We updated our logo in 2008 to focus on the Cross and Shield, highly recognized symbols of strength and security. The rules exist to make sure this holds true. Incorrect usage of our logo can negatively affect your ad and our logo. Overuse of our logo can also weaken it; that is why you must be approved to use it. We base approval on sales history and other considerations. A new agent starting out who shows ambition and drive may be just as likely to be approved as an agent who has been a strong seller for years.

Group & Individual Marketing Communications must approve all uses of our logo. We’ve created the attached advertising guide to show how to get approval to use our logo and how to use it in an ad, sign, business card, etc. If you are interested in using our logo, to promote your BlueCross sales and marketing efforts further, please read the guide carefully. If you have any questions, contact your marketing representative.
Frequently Asked Questions

Q. How do I get approval?
A. You MUST first receive approval from the vice president of Agency Sales to use the BlueCross logo. Once he grants approval, you need to send a draft of your ad or communication piece to your marketing representative. The marketing representative will send the piece to the Marketing Communications department for branding approvals. Please allow adequate processing times (5 to 10 business days) for approvals.

Q. What are the consequences for not receiving approvals?
A. The use of the BlueCross logo is a privilege an agent or agency must be granted before any usage. Unauthorized use of the logo or subsidiaries’ names, logos or emblems could result in administrative action up to probation, termination of the agent or agency’s appointment and legal ramifications from the Blue Cross and Blue Shield Association.

Q. What does the BlueCross logo represent?
A. The BlueCross logo was updated in May 2008 to focus on the Cross and Shield — symbols of strength and security. The power of our logo is diminished by misuse. The privilege of using the BlueCross logo will help you take advantage of the strength and reputation our company has built with customers and members.

Q. Are the rules regarding logo usage suggested or mandatory?
A. The standards that apply to logo usage were created to maximize our communications effectiveness and to protect our brand. These rules are mandatory and should be strictly followed.

Q. Is it always necessary to “go through channels” to create an advertising or promotional piece?
A. It is necessary and required. It will also benefit you to discuss your advertising and communications ideas with the G&I Marketing department. It ensures we avoid duplication of effort, have consistency with the logo and all approvals have been secured to avoid sanctions.

Q. What should I do if I see a logo violation?
A. We are constantly monitoring all media advertising to protect our brand. As part of your due diligence in protecting our brand, we would appreciate it if you report violations you come across to the supervisor of Marketing Communications or your marketing representative. Please include the name of the agent or agency that appears in the ad and the name of the print media. If possible include a copy of the ad. For Web or social media violations, please send us the Web address.

Q. Whom should I contact if I have additional questions?
A. For any questions your marketing representative cannot answer, please contact the G&I Marketing department at Mktg.Communications@bcbssc.com.
General Rules

All agent advertising that uses BlueCross BlueShield of South Carolina or its subsidiaries’ names, logos or emblems must be approved first through your marketing rep and then through a marketing communications coordinator. We base approval on criteria that includes, but is not limited to, agent production, text and design accuracy of the advertisement and the intended media.

Your ad must specify in front of the name, logo or emblem that you are Representing or an Authorized Agent for the company. For example:

Authorized Agent For

![Logo of BlueCross BlueShield of South Carolina](image)

A registered mark symbol must accompany the BlueCross and BlueShield symbols in subscript as shown in the logo above. If you only mention the name, the registered mark symbols are placed in superscript next to each name. For example:

BlueCross® BlueShield® of South Carolina

This tagline must accompany the BlueCross BlueShield of South Carolina name, logo and emblem:

BlueCross BlueShield of South Carolina is an independent licensee of the Blue Cross and Blue Shield Association

When using the name “BlueCross BlueShield of South Carolina,” remember that “BlueCross” is one word and “BlueShield” is one word. There is no “and” in between the names and you cannot abbreviate “South Carolina.” Do not use “BCBSSC.” When mentioning the Blue Cross and Blue Shield Association (such as in the tagline) they are separate words.

When mentioning certain BlueCross BlueShield of South Carolina products, you must use the appropriate registered mark or service mark symbol. For example:

Business Blue℠ Basic

Personal Blue℠

These rules apply to all types of advertising, including print media, electronic media, business cards, letters and letterhead. BlueCross logos used on building signage do not require taglines.
Yellow Pages Advertising

You are allowed to place your own ads in the Yellow Pages using the BlueCross BlueShield of South Carolina or its subsidiaries’ names, logos or emblems. You MUST receive approval from the vice president of Agency Sales. Once he grants approval, you need to send a draft of their ad to the marketing communications coordinator for branding approvals.

To qualify for a Yellow Page ad using the BlueCross logo, you generally must meet one of these requirements:

- Sold 50 lives in the past 12 months
- Sold 75 lives in the past 24 months

We run production reports on a monthly basis to determine eligibility. Please allow adequate time for reports and approvals. BlueCross does not provide financial contributions to Yellow Page advertising.

Web Advertising

If your website contains BlueCross BlueShield of South Carolina or its subsidiaries’ names, logos or emblems, it must first be approved by your marketing representative and then through a marketing communications coordinator BEFORE it goes live. Linking to the BlueCross website without prior approval is not allowed.

Radio Advertising

If you want to use BlueCross BlueShield of South Carolina or its subsidiaries’ names in radio advertising, you must submit the script for approval through a marketing communications coordinator.

Medicare Options Advertising

You may develop generic advertising for Medicare options, but cannot specifically mention Medicare Advantage. Medicare products that include the BlueCross BlueShield of South Carolina or its subsidiaries’ names, logos, emblems or product names are not allowed. BlueCross will provide trained agents with pre-approved marketing materials for Medicare Advantage and Medicare prescription drug coverage.

If you want to use BlueCross BlueShield of South Carolina or its subsidiaries’ names in a Medicare Option ad you MUST receive approval from the vice president of Agency Sales. Once he grants the approval, you will send a draft of your ad to the marketing communications coordinator for branding approvals.

Financial Responsibility

BlueCross BlueShield of South Carolina does NOT subsidize agent advertising. You are responsible for all expenses incurred during the creation and distribution of the advertisement.

Violations

Unauthorized use of the logo or subsidiaries’ names, logos or emblems could result in administrative action up to probation, termination of the agent or agency’s appointment and legal ramifications from the Blue Cross and Blue Shield Association.