HIGHMARK AFFILIATE

Logo Usage Guidelines

2023

Highmark Plan Logo

Use our primary logo with care, maintaining the proportions and relationship of all its elements.

Clear Space and Minimum size

Use the "H" height from our mark to determined minimum clear space. Maintain clear space proportionately as the mark is enlarged or reduced in size.

Maintain a minimum H cap height of ¼" so the mark is readable and undistorted.

Content Alignment

When aligning logos with text and objects above or below, use the left vertical of the "H" as the alignment point.

Ensure the edge of the swoosh is at least an "H" height away from the page edge.

When aligning logos with any text and objects to the left or right, use the baseline of the logo as the alignment point.

Icon Knock-out Detail

fig. a

fig. b

fig. c

The knock-out detail in the cross and shield icons is always white (fig. a), the approved Highmark Blue (fig. b), or black (fig. c).

If you are using the full white logo with transparent knock-out detail it must appear on an approved Highmark Blue color. The full white logo with black knock-out detail is used for placement on top of photos where you can't use full color or in instances of one color printing.

Logo Library Samples

There are preferred horizontal and alternate stacked versions of each affiliate mark; Highmark Blue Cross Blue Shield, Highmark Blue Shield.

Stacked versions are used primarily in wayfinding, signage, and digital or small space capacities.

Each version includes an option with and without our licensee tagline.

Do not modify any mark elements in proportion or alignment.

Highmark Plan Logo Colors

The colors below are those used in the full color assets for the Highmark affiliates.

Swoosh Blue
CMYK 90, 11, 0, 0
RGB 0, 162 226
PMS 2995C

Black
CMYK 0, 0, 0, 100
RGB 0, 0, 0
PMS Black

MX914352