

# Joint Logo Guidelines

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# 1.0 Rules For Use

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The intent is to show how the integrated delivery and financing system connects care and coverage for Highmark BCBS members and prospects to deliver value-based care, particularly those who also use AHN.

# 1.1 Highmark BCBS | Allegheny Health Network

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## Preferred



## Alternate



## May be used when\*:

- communicating the benefits or availability of a joint Highmark Blue Cross Blue Shield (BCBS) and Allegheny Health Network (AHN) program, service, product or sponsorship or;
- Highmark BCBS chooses to launch new programs with AHN first, exclusively (possibly for a limited time), or jointly or;
- Highmark BCBS has a program that is jointly conceived of, designed, developed, or implemented with AHN for the benefit of Highmark's members or;
- Highmark BCBS provides a grant to develop access or services for the benefit of its members or;
- Highmark BCBS is featuring AHN as one of the providers in its network

\*Subject, however, to other requirements as well. (i.e. tax/governance/other implications)

NOTE: Standard brand license disclaimer must be included on materials where joint logos appear.

# 1.2 Allegheny Health Network | Highmark BCBS

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## BCBSA Preferred



## Alternate



This Alternate version is to be used only in situations where the limited width of the joint logo area prevents minimum readability in the horizontal format (see section 3.2 for details). This will be reviewed and approved for use on a case-by-case basis.

## May be used when\*:

- Allegheny Health Network launches new programs for Highmark BCBS members first or exclusively if funded by Highmark BCBS or;
- an AHN service is jointly conceived of, designed, developed or implemented with Highmark BCBS for the benefit of its members even if it is available to other AHN patients or;
- AHN is featuring Highmark BCBS as one of the health plans it accepts

\*Subject, however, to other requirements as well. (i.e. tax/governance/other implications)

NOTE: Standard brand license disclaimer must be included on materials where joint logos appear.

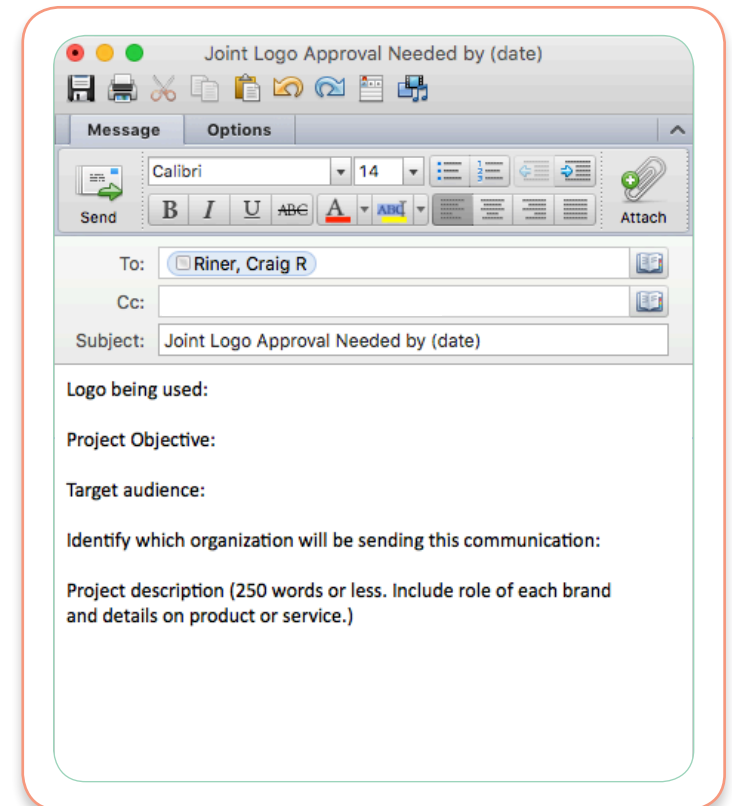
## 2.0 Approval Process For Use

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Please note that this is a demonstration project granted by the BCBSA , and it has limited use and purpose. To ensure Highmark and Allegheny Health Network comply with the spirit of the project, it is critical that requesters get the proper approval for use before developing and releasing any materials with these joint logos. Our preference is to maximize use of the joint logo. So, please consider on all projects in WPA Market. However, it is critical that you get proper approval before use.

# 2.1 Steps for Receiving Approval

1. Be sure the business need is appropriate for use of a joint logo as outlined in the Joint Logo Rules For Use in section 1.0 and meets Highmark, Inc./AHN guidelines for governance, tax, privacy, etc.
2. Communicate which logo to use via:
  - Marketing Brief
  - Project Initiation Form
  - Highmark Marketing Intake – HighWire form HW632 or UMO New Project
    - Under Branding, check “Other”
    - Under Any Mandatory Information, identify which logo to use (naming conventions for logos in section 1.0)  
*NOTE: Do not put this information anywhere else. It MUST go in Mandatory Information section for tracking purposes.*
3. Email Craig Riner with your request for use of a Joint Logo. It is important to get this approval prior to starting creative.
  - Use the subject line: Joint Logo Approval Need by (date)
  - Use the information template for project description (no attachments please)
3. After developing materials, go through your regular legal approval, adding Christine McMillan, Will Pivik and Diana Leech. Include Craig’s reply in your routing for legal to reference.
4. Christine McMillan/Will Pivik will provide BCBSA approval.  
*NOTE: BCBSA approval can be received on drafts for context/use.*



## 2.2 Contact Information

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Cindy Donohoe  
EVP Chief Marketing Officer  
Cynthia.Donohoe@highmarkhealth.org  
412-544-7890  
Executive Escalation (Tier 1 Projects)

Christine McMillan  
Counsel  
Christine.McMillan@highmark.com  
412-544-7707  
BCBSA legal review & approval

Craig Riner  
VP Strategic Marketing  
Craig.Riner@highmarkhealth.org  
412-544-5270  
Approves strategic use of joint logos

Will Pivik  
Counsel  
William.Pivik@highmark.com  
570-200-6445  
Back up for BCBSA legal review & approval

Maria Bowers  
Creative Director, Brand  
Maria.Bowers@highmarkhealth.org  
412-544-0569  
Creative input/guidance

Diana Leech  
Senior Counsel  
Diana.Leech@highmarkhealth.org  
412-544-7551  
Finance & governance legal review & approval



## 3.0 Design Guidelines

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In no way are the logos in this document to be altered or distorted in any way from their original and provided form. This includes color, proportions and content.

All artwork and design using a Joint Logo, regardless of where the design originated, must be submitted through the approval process as detailed in section 2.0 of this document: Approval Process for Use.

## 3.1 Conditions

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**Do not make the logo smaller than the given minimum size.**

**If the mark appears on a white background and cannot be printed in color, the all black version must be used.**

**If the mark appears on a photo or full color background, the all white version must be used.**

**In no way are the logos in this document to be altered or distorted in any way from their original and provided form. This includes color, proportions and content.**

## 3.2 Minimum Size

To make sure the logo is always clear and legible, below is the minimum size requirement for each Joint mark.



Highmark BCBS | Allegheny Health Network: Preferred



Highmark BCBS | Allegheny Health Network: Alternate



Allegheny Health Network | Highmark BCBS: Preferred



Allegheny Health Network | Highmark BCBS: Alternate

## 3.3 Color/Black/White Versions

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### Highmark BCBS | Allegheny Health Network - PREFERRED

In no way are these logos to be altered or distorted from the below approved and provided versions.



## 3.3 Color/Black/White Versions

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### Highmark BCBS | Allegheny Health Network - ALTERNATE

In no way are these logos to be altered or distorted from the below approved and provided versions.



## 3.3 Color/Black/White Versions

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### Allegheny Health Network | Highmark BCBS - PREFERRED

In no way are these logos to be altered or distorted from the below approved and provided versions.



## 3.3 Color/Black/White Versions

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### Allegheny Health Network | Highmark BCBS - ALTERNATE

In no way are these logos to be altered or distorted from the below approved and provided versions.

