

PLEASE READ THE ENTIRE EMAIL FOR IMPORTANT INFORMATION ABOUT LOGO USAGE.

The use of our logo/artwork must have prior approval from our The Caring Foundation team before printing or publishing digitally. *

Direct all logo use questions to TheCaringFoundation@bcbsal.org.

Logo Use

- Prior approval from our The Caring Foundation team is required before using the logo/artwork. Please allow up to 14 days for approval responses.
- Logo Image Assets for digital or printed materials will be sent with in the approval email if you are awarded funding.
- Refer to the company as "Blue Cross and Blue Shield of Alabama" or "The Caring Foundation of Blue Cross and Blue Shield" initially, and "Blue Cross" for subsequent references.
- Email submission proofs of all planned printed and digital materials to TheCaringFoundation@bcbsal.org.

Ad Requests

- Ad requests must be submitted at least **14 days** before the need-by date provided. We cannot guarantee an ad if requests come in later.
- To request an Ad, please send the following to TheCaringFoundation@bcbsal.org.
 1. Organization Name
 2. Contact Name
 3. Contact Email and Phone Number
 4. Need-by Date
 5. Brief description of need and intended use for the ad.
 6. Ad size
 7. Format needed (PNG, JPG, etc.)
 8. Black/White or Color preference

Social Media Posts

- Prior approval is needed for posting our logo on social media. Please allow up to 14 days for approval responses.
- Email image and verbiage to TheCaringFoundation@bcbsal.org for approval.
- **Tagging and Hashtags:** Please tag our Facebook pages and include our hashtag:
[@TheCaringFoundation](#)
[@BCBSAL](#)
[#TheCaringFoundation](#).

*Please note it can take up to 14 days for logo and Ad requests to be reviewed.



Checklist

LOGO

- ☐ There should be clear space around The Caring Foundation and/or Blue Cross logos, so the event name or other sponsor logos don't appear to be part of the BCBSAL logo. It should be evident BCBSAL is a sponsor, not host of the event or the charity.
- ☐ The Caring Foundation and/or Blue Cross logo must not be stretched wide or compressed to fit a space. It should be in the original logo proportions. Suggest the Centered logo or Horizontal logo to match the space better.
- ☐ The minimum height for the Cross and Shield symbols in the logo is 1/4 inch, including for digital use.
- ☐ No drop shadows, glow effects, 3D, or special effects should be applied to or behind the logo.
- ☐ The Cross and Shield symbols should not be re-colored or rearranged in any way. The entire logo must be used.

COMPANY NAME

- ☐ The company name should either be the logo or the name written out in full, The Caring Foundation of Blue Cross and Blue Shield of Alabama or Blue Cross and Blue Shield of Alabama..
- ☐ The company name should not be loosely abbreviated as BCBS, BCBS of AL, BCBSAL, Blue Cross of AL, etc.
- ☐ The words, "Blue Cross" and "Blue Shield" should not be separated by a line break, the two words should appear on the same line of text.
- ☐ "The" should be capitalized in The Caring Foundation.

COLOR

- ☐ The logo should be an approved color: blue with black text, blue with white text, solid black, blue, or white.
- ☐ Where four-color printing is possible and BCBSAL is the main or only logo present – the white (reversed) logo should only be positioned on a background color of blue, black, dark grey or darker shades of blue.
- ☐ For 1-color printing, such as on T-shirts or signs, the logo may be printed in white on dark background colors.

BLUE DERIVATIVES

- ☐ Blue derivatives may not be created by other companies. Derivatives are created by adding Association trademarked words—Blue, Blue Cross, Blue Shield, BCBS or BCBSAL—to slogans, product names, headlines, award names, program names, or vanity URLs.
- ☐ Please use a non-derivative title, while retaining name recognition. For example, "2025 Blue Cross Health Fair" is a derivative and not permitted – an acceptable title would be "2025 Health Fair presented by [BCBSAL Logo] or [Blue Cross and Blue Shield of Alabama]".