

Agent Guidelines for Advertising and Marketing - The Basics

The BlueCross BlueShield logo is one of the most widely recognized symbols in the world. BCBST strives to maintain a high level of brand awareness through the proper use, placement and position of the company's name and logo.

To maintain brand positioning, BCBST requires responsible use of the company logo and name by its own employees and carefully evaluates each request for the use of the brand by people or organizations outside the company.

Agents, who have a signed agent agreement with BCBST, may use the company's name and logo in advertising and marketing materials. Please remember that we can only quote business in Tennessee. Logos for use in advertising and marketing materials are available upon request from the Marketing Communications Department.

Any materials that include the BCBST name or logo, must follow the specified guidelines and must be approved prior to use by the Marketing Communications Department of BCBST. BCBST will use all legal remedies to enforce compliance. Unapproved use of the BCBST name or logo by an agent can result in the immediate termination of the agent's agreement.

General Restrictions for Advertising and Marketing Materials

1. You may not represent yourself or your agency as an employee or office of BCBST in any advertising and marketing materials. All materials produced by agents must be worded and designed so that the reader understands that the material is coming from the agent or agency and not BCBST.
2. You must use the phrase "an authorized agent (or agency) for" or "offering" before the name or the logo at least one time in the materials.
3. You must use the full name or full logo in your materials. The logo may be used only as provided. The logo cannot be distorted or used in a way not explicitly approved by BCBST or described in the brand regulations from the BlueCross BlueShield Association. See examples below for the correct name and logo:

Correct Name: BlueCross® BlueShield® of Tennessee

Correct Logos:



4. If you use the name only, you must include a register mark after BlueCross and a register mark after BlueShield on the first or most prominent use of the name. Example: BlueCross® BlueShield® of Tennessee
5. All materials using the logo must contain the following legal disclaimer somewhere. It can be in very small print (6 or 8 point type).
BlueCross BlueShield of Tennessee, Inc., an Independent Licensee of the BlueCross BlueShield Association
® Registered marks of the BlueCross BlueShield Association, an Association of Independent BlueCross BlueShield Plans
6. The BCBST name or logo may not be used on your business cards.
7. Approval to use the BCBST name or logo on one particular type of material does not imply approval for any other use. Additional uses of the name or logo must also be submitted for approval.
8. BCBST will not allow its name or logo to be used on endorsements of any kind.
9. You may not use the logo in connection with any local sponsorships in which you choose to participate.
10. When used in conjunction with other insurance carriers, the BCBST logo must be displayed in a size no greater than that of any other carrier.
11. By using the BCBST logo, you are committed to channeling any prospective customer that BCBST cannot service to the BlueCross BlueShield Association.
12. All materials are subject to the approval of the BCBST Legal Division and must comply with BlueCross BlueShield Association brand regulations contained in these guidelines.
13. Use caution when listing other lines of non-BCBST products, such as life or auto insurance. You must not give the appearance that these products are also offered by BCBST.
14. Agents are not allowed to include Guaranteed Issue products in any advertising or sales solicitation materials.

Please click here, for complete Agent Guidelines for Advertising and Marketing.