



Regence BlueCross BlueShield of Oregon is an Independent  
Licensee of the Blue Cross and Blue Shield Association

**Agents' Media Guidelines for Using  
Regence Logos, Name and Benefit Information  
in Print and Web Advertising  
2007**

**Regence BlueCross BlueShield of Oregon**

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## Introduction

Regence BlueCross BlueShield of Oregon welcomes agents to use our logo and benefit information for communications – in print, in electronic media, and on the Internet – to clients, prospects and the marketplace at large. We believe it is a practice that works for both of us.

Regence BlueCross BlueShield of Oregon is held to strict standards governing the content of advertising and public communications. Plus, our national Blue Cross and Blue Shield Association has specific requirements governing the use of the Blue Shield name and symbol. These regulations apply to everything with our name on it, whether we publish it or not. Please carefully review the following information for appropriate usage.

Please let us know if you need additional information regarding the use of our logo, name, and/or plan information.

## How to Use our Logos

Print and Internet media inevitably overlap; however, it is important to view specific guidelines for logo usage based on your chosen media.

### Print Media Usage

- ❖ Color – The logo must be blue, black or white (reversed). It cannot be any other color. This applies exclusively to print media.
- ❖ Tagline – The logo must include the following tagline and should not be separated from the logo by borders or colors. The tagline **MUST** line up with the “R” in Regence:  
See example.



Regence BlueCross BlueShield of Oregon is an Independent Licensee of the Blue Cross and Blue Shield Association

(tagline)

*Regence BlueCross BlueShield of Oregon is an Independent Licensee of the Blue Cross and Blue Shield Association.*

\*Tagline is aligned with the “R” in Regence.

\*Tagline is separated after “independent,” creating two lines.

- ❖ The white space inside the Shield should always be white. It should never be a different color when placed on a color field.
- ❖ “Blue” and “Shield” blend with both words being capitalized. “BlueShield”.
- ❖ Please do not place the name in upper case, such as: REGENCE BLUECROSS BLUESHIELD OF OREGON.
- ❖ Our logo must not be the prominent logo on your layout. It must be smaller than yours or the sponsoring entity’s name or logo and **NOT** be placed at the top.

- ❖ The ad must not appear to be from Regence BlueCross BlueShield of Oregon or any Regence affiliates.

### **Internet Logo Usage**

For electronic media and Internet use, please go to our logo page and download [pre-approved images](#). If you require customization or different size(s), please contact [Web services](#).

#### **Internet Media Usage**

- ❖ Do not manipulate, resize, or change the existing Web-approved logos ([see logo guidelines](#)).
- ❖ If you require logo customization please contact [Web services](#).
- ❖ Logo alt-tag must read as follows:

(alt-tag)

“Regence BlueCross BlueShield of Oregon is an Independent Licensee of the Blue Cross and Blue Shield Association.”

- ❖ Any Web page where you apply the Regence BlueCross BlueShield of Oregon logo must be approved by [Regence Web Services](#) before the page goes live on the Web.
- ❖ Before your Web page goes live, please have it approved by [Web Services](#).

### **How to Use Our Name**

#### **Print & Internet Media Usage**

- ❖ Use the full legal name - Regence BlueCross BlueShield of Oregon. Do not abbreviate to “Regence” or “RBCBSO.”

### **How to Use Our Benefit Information**

#### **Print & Internet Media usage**

- ❖ Advertising must not include disparaging comparisons to other carriers. If you are comparing information from two carriers, it must be accurate and complete.
- ❖ If you are summarizing benefit information or including rates, use the following tagline:

(tagline)

*“This is a brief summary of benefits; it is not a certificate of coverage. For full coverage provisions, including a description of waiting periods, limitations and exclusions, refer to a benefits brochure and contract.”*

- ❖ If including rates, you must specify what the rates apply to – plan, subscriber or spouse, etc. – and their effective date. All rate information must be current. You can copy this from our current benefit literature.
- ❖ If including references to statistics, reference in the document the source material from which the statistics were pulled. Information must not be exaggerated or misleading; all information must be accurate.

- ❖ Medicare Supplement advertising must be filed with the Department of Insurance a minimum of 30 days prior to use.
- ❖ Regence BlueCross BlueShield of Oregon is not an insurance company and must not be referred to as such. Regence BlueCross BlueShield of Oregon is a health-care services contractor. We can be referred to as a health plan.

Regence BlueCross BlueShield of Oregon runs local and state-wide advertising campaigns, which includes print ads. While we appreciate the interest in our ads, it is not possible to customize our existing print ads with your company name/logo.

## **Internet Media Usage**

### **Service Areas**

Because Web sites are accessed from anywhere in the world, agents are responsible for clearly defining the service areas for each product or plan. You will always find current service area information available on Regence BlueCross BlueShield of Oregon's Web site.

### **Accuracy of Benefits, Rates and Plan Information**

Agents are responsible for the accuracy of all Web-based content on their Web sites and for content authorized by the agent and placed on a third-party Web site. If an agent fails to represent a product, plan benefits or rates accurately, the broker or agent will be responsible for all costs associated with the inaccurate information. Current information must be provided on all Web sites.

### **Benefit Summaries, Requests for Information, Applications**

Agent Web sites that supply benefit information and invite members to apply "online" or request applications or benefit packets must meet special Web advertising requirements.

### **Online Applications**

Agents are responsible for providing a secure environment for transmitting data between themselves and members or potential members. If brokers and agents are soliciting confidential information from potential members, a minimum level of security is recommended (such as Secured Socket Layers-SSL) or similar format.

If a member's or potential member's confidential information is compromised by insufficient security on the agent's Web site(s), the agent will be responsible for damages sustained by the member.

When agent Web sites supply an "online application" form, agents must clearly detail the following:

- ❖ Filling out an online application form does not guarantee coverage. The potential member will still be required to fill out and sign the company's application.
- ❖ Proof of residency is required before coverage can begin.
- ❖ When agent Web site(s) supply a form to download and complete, these forms must be approved by Regence BlueCross BlueShield of Oregon. Forms that can be downloaded will be available in Microsoft Word® and in an Adobe® PDF format for inclusion on agent Web site(s).

### **Purchasing Functionality**

When an agent makes an “invitation to purchase” products or plans, the agent is required to supply the following to potential members:

- ❖ Plan limits and exclusions
- ❖ Disclaimers
- ❖ Eligibility requirements
- ❖ Copays and deductibles
- ❖ An accurate summary of benefits

This information must be provided through the agent’s Web site(s) or provided in a follow-up mailing prior to the potential member signing up for a medical or dental plan.

### **Linking to Regence BlueCross BlueShield Web Page(s)**

We encourage agents to link to our Web pages: <http://www.or.regence.com>. Please link to provider directories rather than attempting to download directory information from our Web site(s).

### **BCBSA Web site**

If you sell plans that include membership outside the Regence BlueCross BlueShield of Oregon service area, be sure to provide links to the Blue Cross and Blue Shield Association (BCBSA) Web site. This Web site contains a convenient national “Provider Finder” that will help your clients who are eligible to participate in the BlueCard® Program find a provider in their area. The BCBSA Web site is located at <http://www.bluecares.com>.

### **Review and Approval Process**

Prior to publishing any print and/or Internet media, submit layouts to Regence BlueCross BlueShield of Oregon for review and approval.

For **Print Media** contact: [Agent Relations](#)

Provide us with a sample layout of your print piece (final artwork/photo’s are not necessary) and include your copy text. Please allow two weeks for review of your print media advertising. If we request changes we will notify you and request a final copy of your material prior to publication.

For **Internet Media** contact: [Web Services](#)

Please allow two weeks for review of your Web site and/or screen shots. In certain cases, we may need more time to allow for our legal review. If we need additional time, we will notify you within 48 hours of receipt. If we request changes we will notify you and request a final copy of your material prior to pages going live.