

CO-BRANDING GUIDELINES

Background

Each Blue Cross and Blue Shield plan is licensed by the Blue Cross and Blue Shield Association to use the Blue Cross and/or Blue Shield names and symbols in their respective service area. The licensing is limited to that specific service area only and does not generally allow for usage outside of the service area. For Blue Cross and Blue Shield of Florida, Inc. DBA Florida Blue, usage by Florida Blue is limited to Florida only.

General Usage:

- This license allows Florida Blue to use the names, brands and symbols on our websites, press releases, etc. and in communications to our members, providers, sales agents and to promote our company within Florida.
- The license does not allow Florida Blue to give the rights to other companies to use or display the Blue names or symbols. Due to this licensing restriction, other companies are not allowed to create, re-post or link to press releases, blog posts, social media, business networking posts or any other communications by or about Florida Blue.
- Limited usage is allowed by sales agents within Florida and by providers who participate in a provider network.
- Providers who contract with Florida Blue to participate in one or more of our provider networks may place small signs on their premises and issue communications within Florida indicating that they are participating providers with Florida Blue. A provider's website could only display that they are a network provider for Florida Blue if the website or section of the website is intended for use primarily by residents or businesses in Florida. Please note that a company providing Utilization Management services is not considered a provider and therefore cannot use the Blue names or symbols.

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Communications with Florida Blue Members by companies approved to co-brand with Florida Blue:

- These approved companies are called Co-branding Partners.
- All materials created by Co-branding partner for Florida Blue members/providers must be approved by Florida Blue prior to use.
- On materials produced by Co-branding partner the Co-Branding Partner's name or brands may not appear more prominently than the Blue Plan's name or brands.
- Communications should clearly indicate who the collateral is coming from, what it is about or who is providing the services to the member. Communications must clearly convey that the Co-branding partner is an independent company and separate from Florida Blue.
- Communications should not use "We", "Us" or "Our" to insinuate that the co-branding partner and Florida Blue are speaking in one voice.
- Florida Blue cannot be used by the Co-branding Partner in communications to Florida Blue members that also include additional companies that contract with the Co-branding Partner and not with Florida Blue.
- Co-branding Partners are not permitted to use the Florida Blue logo or make any written references to Florida Blue on a main page of their website. With approval from Florida Blue, the Co-branding Partner may be permitted to use the Florida Blue logo or name on a password protected portion of the site that is only accessible to members, agents, or providers.