



BRAND GUIDELINES

# BlueCross Bowl

Updated November 2025





2025

# Primary Logo

To be used as often as possible when referring to Football events.

**Note:** Full color logos take priority over one color renditions and should be used whenever reproduction capabilities allow.





2025

## Secondary Logo

To be used as an alternate solution where vertical spacing is limited.

**Note:** Full color logos take priority over one color renditions and should be used whenever reproduction capabilities allow.



2025

# Word mark

To be used as a supporting element in conjunction with either the BCBST logo or the primary logo.





## BLUECROSS BOWL

# Brand Colors

Our colors are dominant and easily recognizable in the health insurance industry and local community.



**PMS 300**

**CMYK:** 91/67/0/0

**RGB:** 0/93/185

**HEX:** #005DB9

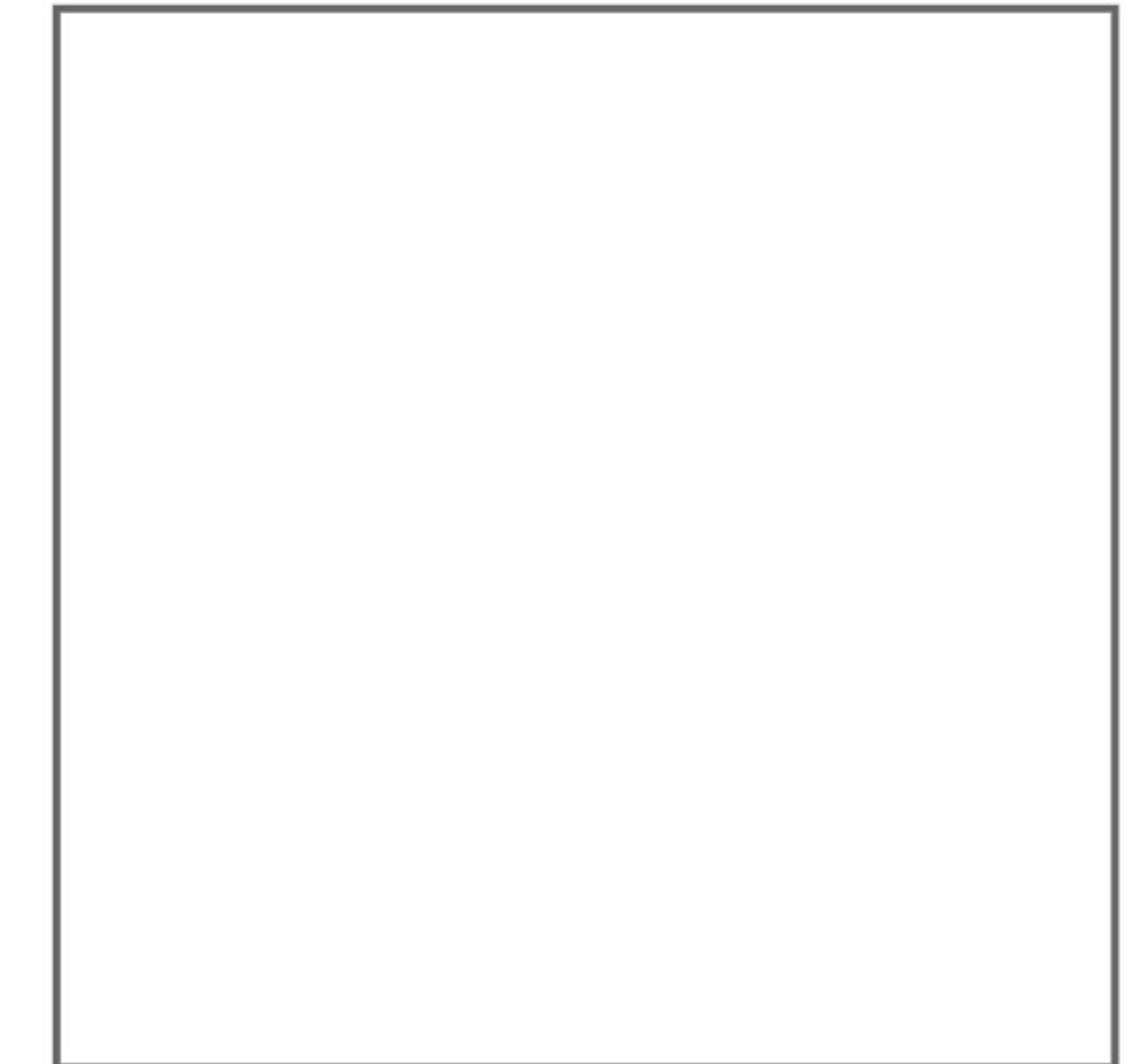


**PMS 297**

**CMYK:** 56/3/4/0

**RGB:** 95/196/231

**HEX:** #5FC4E7



**WHITE**

**CMYK:** 0/0/0/0

**RGB:** 255/255/255

**HEX:** #FFFFFF

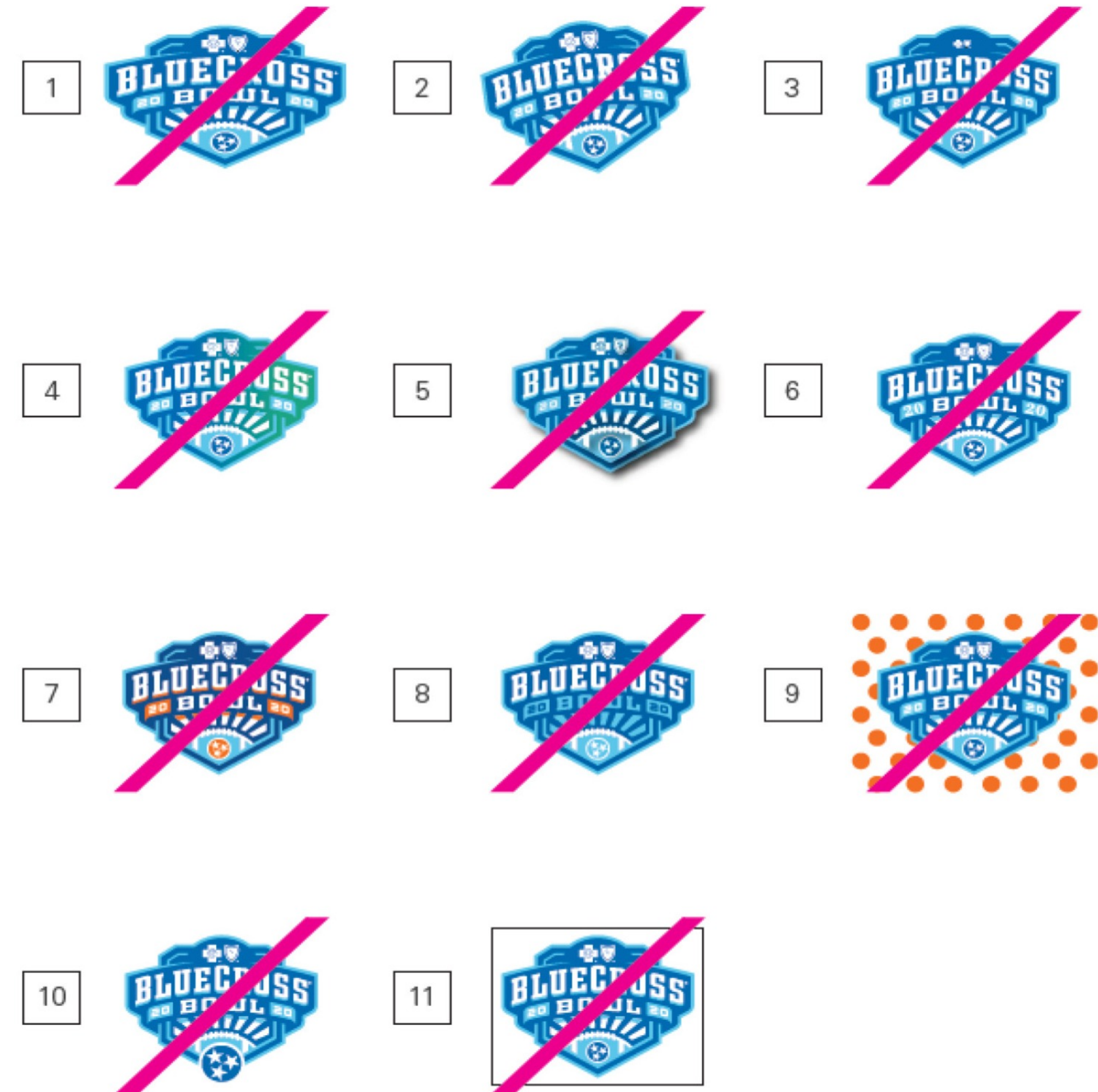


## BRAND GUIDE

# Incorrect Usage

Any alteration of our logos diminish their impact and is not permitted. Only approved variations should be used.

1. Do not stretch or skew any variation of our logo.
2. Do not rotate or tilt any of the approved lock-ups.
3. Do not scale or change the proportions/positioning of the BlueCross Shield and Cross in any variation of our logo.
4. Do not add gradients, filters, outlines, embossing, beveling, or drop shadows to any of our logos.
5. Do not add effects to any variation of our logo.
6. Do not alter the logo type in any variation of our logo.
7. Do not recreate the logos using unapproved colors.
8. Do not misuse approved colors.
9. Do not place logo on bold, unsight colors, patterns and/or imagery.
10. Do not reposition or change the logo or its elements.
11. Do not add lines or surround the logo with a stroke to any of our logos.



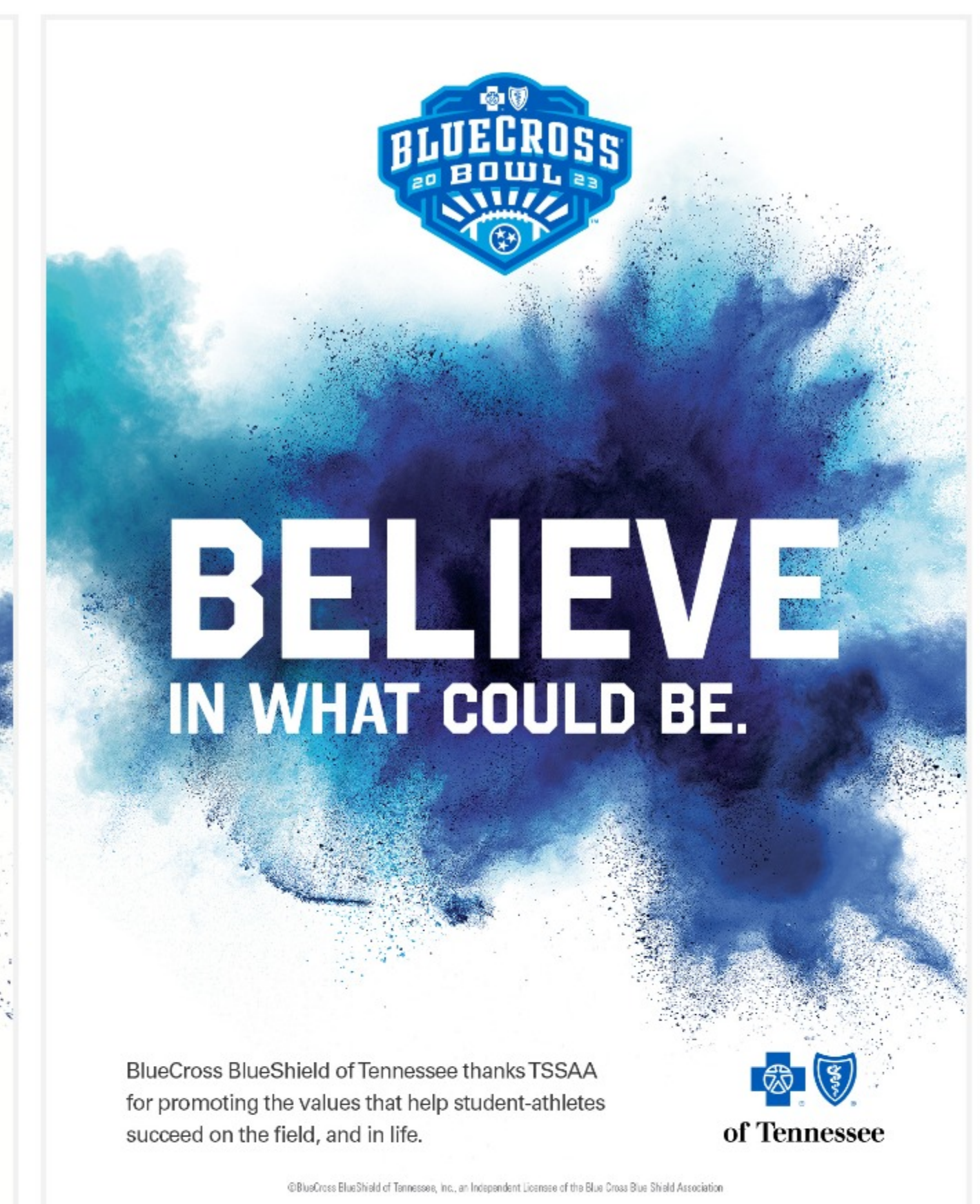
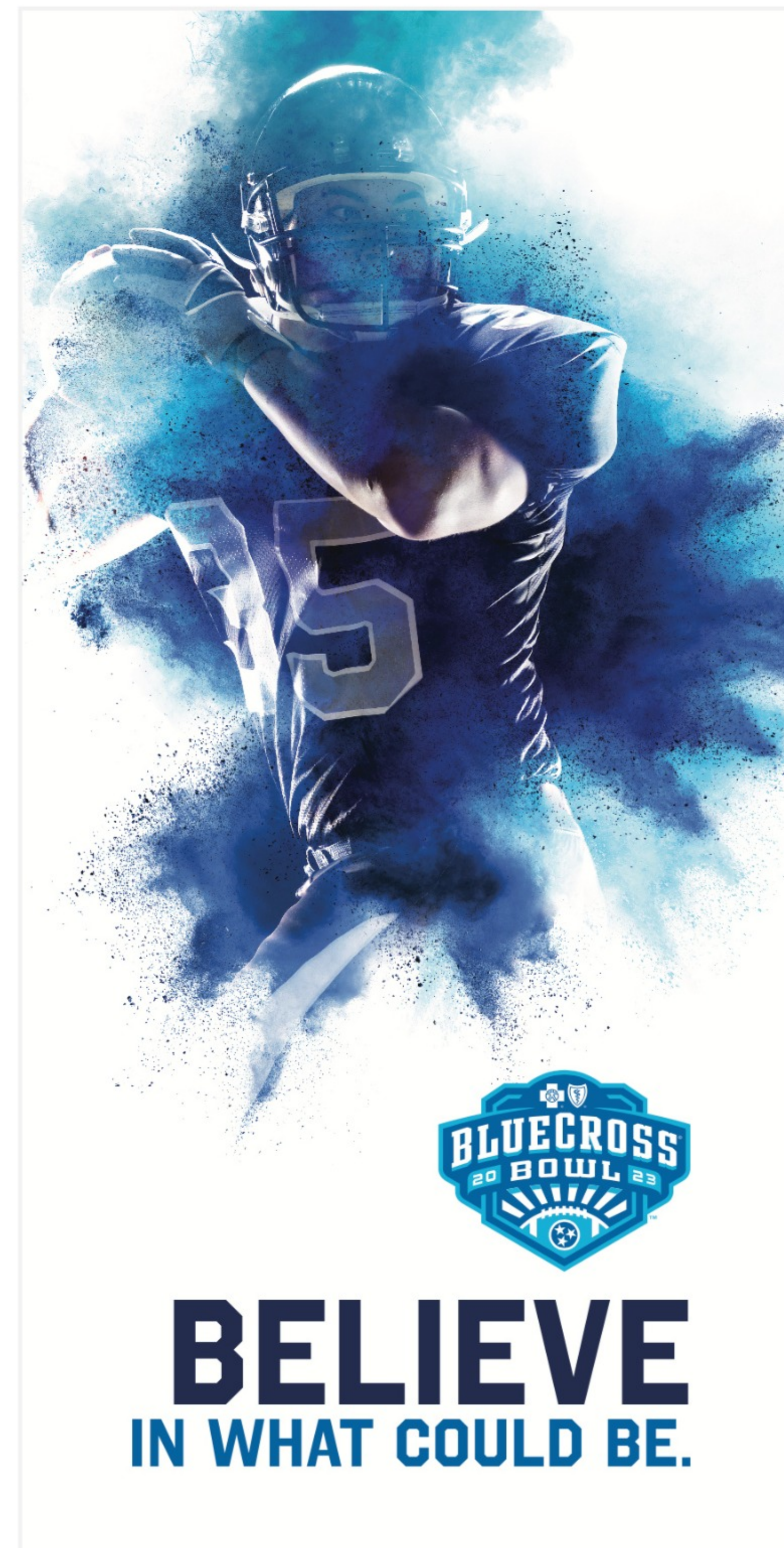


## BLUECROSS BOWL

# Sample Usage

BlueCross Bowl 2023.

- Elevator Decal
- Wall
- Print Ad
- Digital Display





## RESOURCES

# Assets and Files

Please visit our **BlueCross Bowl Media** page to download resources and vector logo assets.



<https://bcbstnews.com/bcbowl/>

