



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.



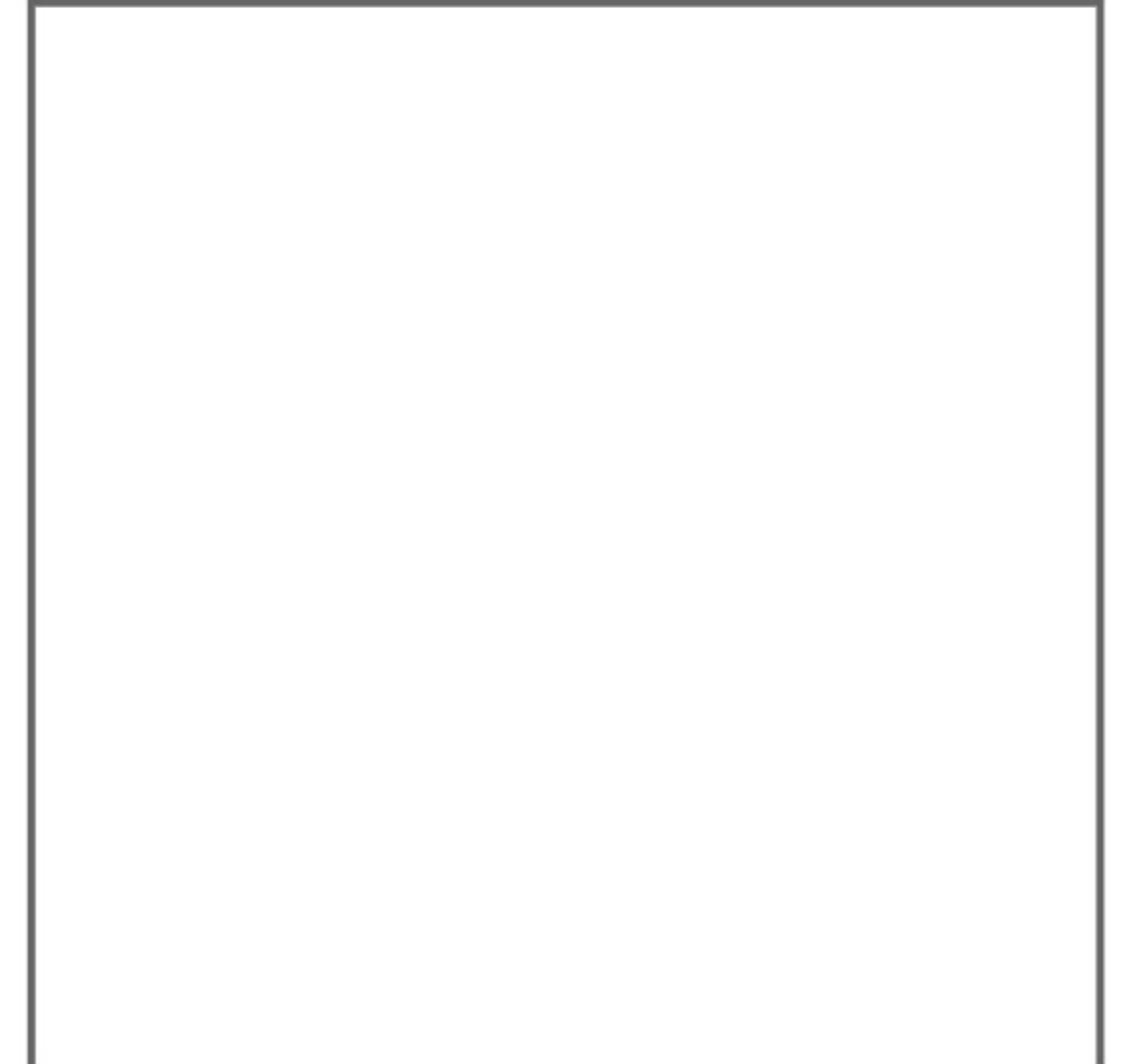
PMS 300

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

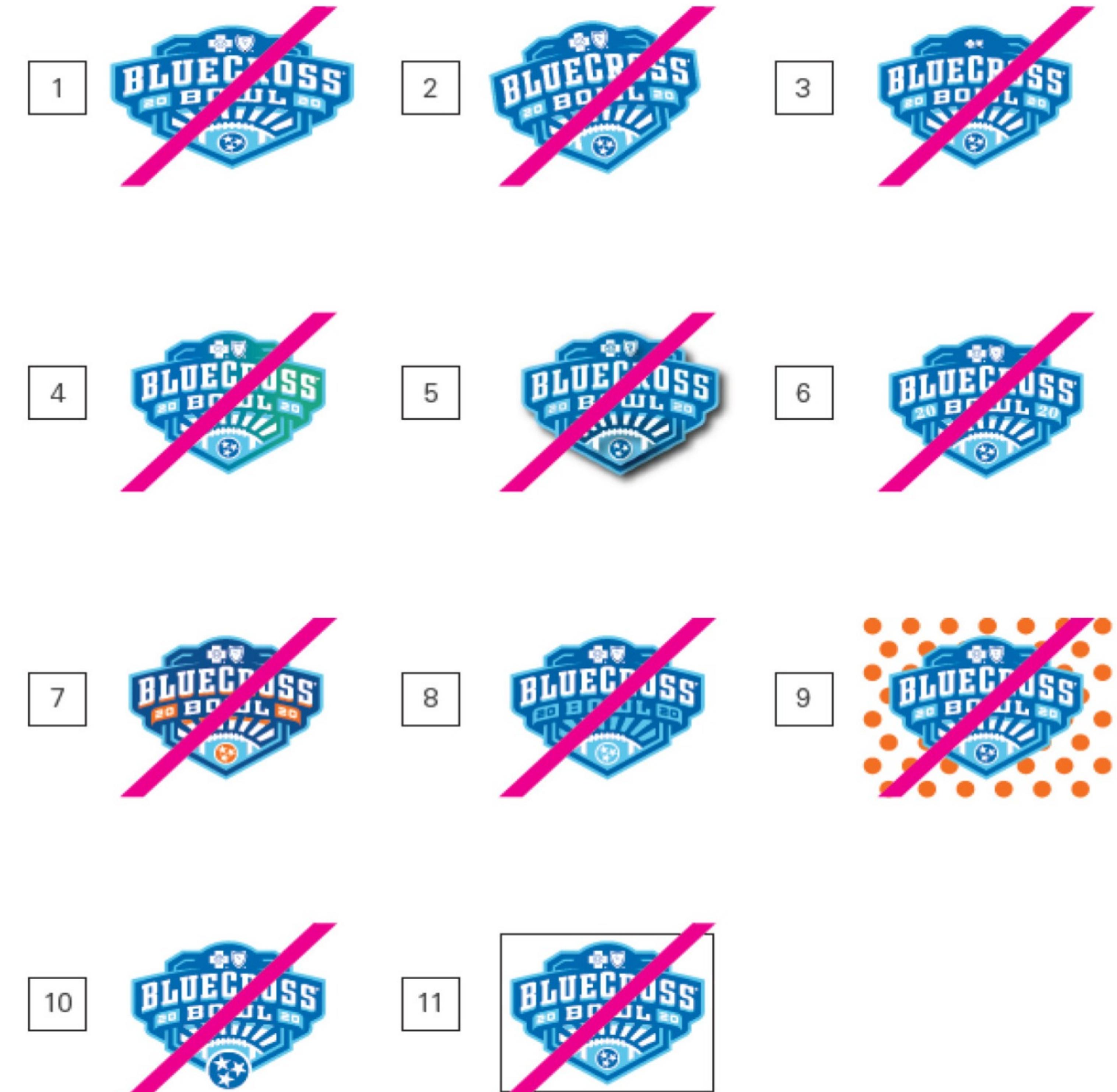
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF

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, unsightly 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/>

