

Version 2.0



Brand Guide

PREMERA

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The Premera brand platform and visual language are a symbol of who we are and what we do. If applied properly, they can powerfully communicate our message, reinforce our position in the marketplace and distinguish us from the competition. Improper application can diminish value and dilute our brand.

Adaptable to internal and external communication materials, the brand platform and visual language provides a foundation for all Premera communications.

The following specifications are designed to ensure consistent representation of the Premera brand. Strict adherence is required. There may be exceptions that justify slight departures from these guidelines. For these and other questions regarding the guidelines, please contact the Brand Creative team at creativetraffic@premera.com.

Please familiarize yourself with these standards and faithfully apply them. Your cooperation will ensure that Premera maintains consistency and integrity in all communications.

OUR BRAND ESSENCE

Passionate Advocate

OUR PURPOSE

Improve customers' lives by making healthcare work better.

OUR BRAND VALUES

The customer is the center of all we do.

- + Identify with the Customer
- + Act with Urgency
- + Be Excellent
- + Challenge Convention
- + Do the Right Thing
- + Work Together

WHAT OUR CUSTOMERS WILL SAY

You take great care of me and make it simple and easy.

OUR BRAND PROMISE

To improve purposefully, to serve passionately.

OUR ATTRIBUTES

- + **Leader**
We advocate for positive changes in healthcare through purposeful decision-making.
We adopt tools, technologies and practices that contribute to broad-based improvement.
- + **Customer Focused**
We make our customers the focus of everything we do. We listen carefully and use that feedback to continuously improve in ways that serve our entire population of customers.
- + **Easy to Use**
We make it easy for our customers to understand, use and pay for the right care, whenever they need it.
- + **Friendly**
We hire people who embody our brand's values. We bring compassion, empathy and humanity to everything we do.
- + **Stable & Secure**
As part of Blue Cross Blue Shield, we are highly valued throughout the U.S.
BCBS is the choice of leading employers and at least one in every three Americans.
- + **Local**
Serving the Northwest for over 80 years, we are the only local health plan headquartered in the state. We take an active role in our local communities and look for opportunities to make a meaningful difference.

OUR PERSONALITY

- + **Dynamic**
We exude energy and life. Our vibe is progressive and inviting.
- + **Passionate**
This is more than a job. We are personally and emotionally invested.
- + **Trustworthy**
We do what we say. We show up for our customers and for each other.
- + **Compassionate**
We connect through our shared humanity. We care deeply and sincerely.

Tone & Voice

Words can engage and motivate. An identifiable brand voice can add value and differentiate. When used together intentionally and consistently, they create an authentic and meaningful experience for Premera customers, which contributes to feelings of affinity, loyalty and trust. That's why it's critical that we demonstrate a consistent brand voice across every communication channel we use.

Here you'll find some helpful guidelines and principles you can use to capture Premera's brand voice. If we all use these guidelines as a starting point, we'll be better equipped to create an experience that is meaningful and relevant for our customers.

WHY IS TONE OF VOICE IMPORTANT?

Our tone of voice helps set us apart from our competitors. It builds trust. It can influence and persuade. And it adds to the desired experience.

Industry jargon may make it easier to explain something to a colleague, but it can leave a customer feeling isolated by their lack of understanding. Using analogies and everyday language reinforces the feeling that we make it simple and easy for our customers.

Tone & Voice (continued)

OUR PERSONALITY IS EXPRESSED IN OUR VOICE

We want to be our customers' Passionate Advocate. We want to improve their lives by making healthcare work better. Our voice needs to convey our passion, our willingness to help and our commitment to simplify.

The new Premera brand voice is:

Straightforward. Approachable. Earnest.

Straightforward

We choose our words with purpose. We use simple, plain language. We avoid jargon and complex explanations. We create a sense of order in all communications. That means calling out the action customers need to take and listing next steps. We close correspondence personally.

Straightforward is confident, consistent, and clear but not abrupt.

Approachable

We meet our customers where they are. We're here for our customers when and how they need us. We stay in the present and communicate our willingness to listen. We proactively solve problems and don't give homework. We're humble and gracious. We use conversational language, including contractions.

Approachable is welcoming, responsive, and open but not irreverent.

Earnest

We care deeply. Healthcare includes good experiences and some bad ones, too. We celebrate the good. We show kindness and respect in the bad. We're inclusive and always offer to help. We take the time to break things down and act as a guide when concepts are complex or challenging. We advocate for our customers.

Earnest is committed, impassioned, and sincere but not apologetic.

Logo Portfolio

Premera's blue logo portfolio includes a version for Western Washington, Eastern Washington, and Alaska, as well as a corporate logo.

The Premera Blue Cross and Blue Cross Blue Shield logos are the most visible part of our identity. Altering them in any way dilutes their value. These logos should only be used within their designated markets.

Whenever using the Premera Blue Cross or Blue Cross Blue Shield logos, a licensee statement must also appear. The licensee statement needs to appear only once per document and must be legible. The text of the statement should be as follows:

If adjacent to or on the same page as the logo: "An Independent Licensee of the Blue Cross Blue Shield Association"

If on a page without a logo, such as the back of a brochure:

In Washington: "Premera Blue Cross is an Independent Licensee of the Blue Cross Blue Shield Association"

In Alaska: "Premera Blue Cross Blue Shield of Alaska is an Independent Licensee of the Blue Cross Blue Shield Association"

If circumstances require an exception to the clear space, a lock-up version of the logo may be used which includes the licensee statement. When this logo is used, no separate licensee statement is needed.

PBC WESTERN WASHINGTON



LOGO LOCK-UP



PREMERA CORPORATE

PREMERA

PBC EASTERN WASHINGTON



PBC ALASKA



Logo Colors

The Premera Blue Cross logos are 2 colors—Process Blue and Black. This is our preferred use.

If Process Blue is unavailable, use 100% black for the logos.

For any case needing to use the reversed version of the logo, the three adjacent options are available.

When printing on a dark color, print the elements that are Process Blue at 85% to increase contrast and readability.

If Process Blue is unavailable, reverse the entire logo out to white. The text and figures inside the logo will be either black or blue to best suit the design.

Whenever using the Premera logo, an associated licensee statement should also be used. This statement can appear anywhere within the piece the logo is displayed, or alternatively, there's a lock-up option of the logo which includes the licensee statement (see page 7).

LOGO COLOR OPTIONS



Logo Size & Clearspace

Always size the logo so that the company name is legible and the elements in the icon(s) are clear.

The Premera Blue Cross logos should not appear smaller than 0.5 inches in height, measuring from the top of the "P" to the bottom of the horizontal bar.

For maximum size, unless the logo is being used for a poster or other piece where it would need to be recognizable from a distance, it should be no more than 2 inches wide, with proportional height.

Always allow a clean visual separation of the logo from all other elements.

A. The preferred clearspace is equal to the height of the logo, from the top of the "P" to the bottom of the horizontal bar.

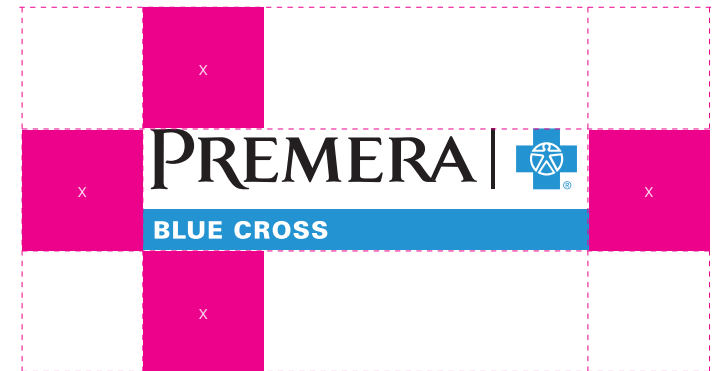
B. The minimum clearspace is equal to the height of the horizontal bar.

In some instances, a smaller or larger logo may be necessary. If this case, please contact the Marketing Department for approval.

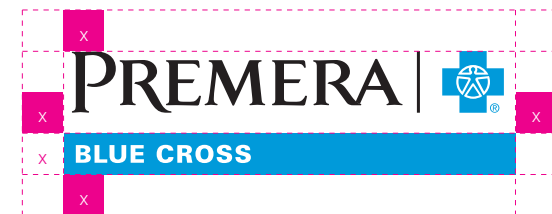
MINIMUM SIZE



A. PREFERRED CLEARSPACE



B. MINIMUM CLEARSPACE



Color Backgrounds

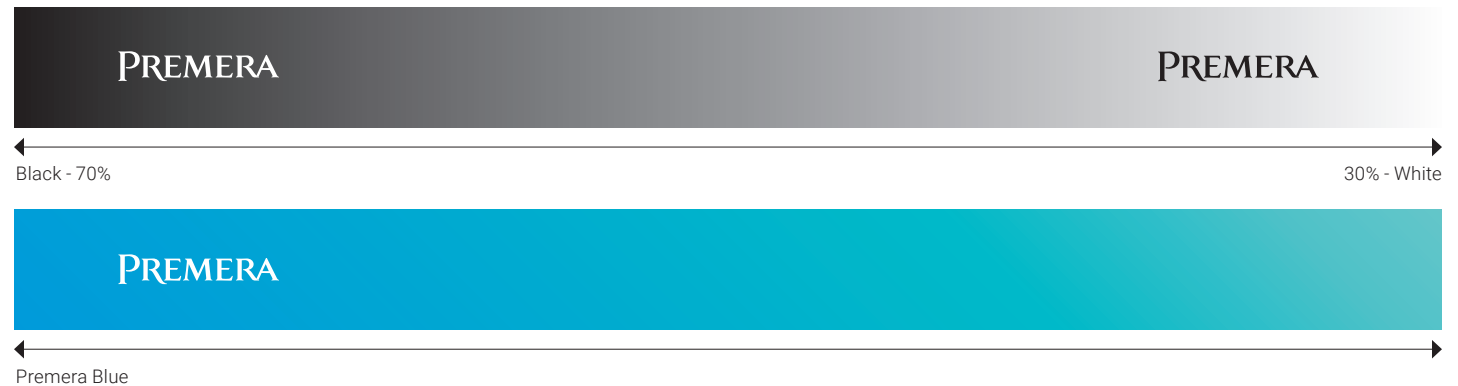
The logo will undoubtedly need to appear on a variety of backgrounds—on products, in environments, and against materials.

Assess the gray value of the background (approximately how dark it is in terms of shades of gray) upon which the logo needs to appear. If the gray value of the background is light (white to 30% gray), use a full-color logo or black logo. For backgrounds that are darker than 30% gray, use the reversed version of the logo.

When using the Premera Blue Cross reversed logo, the preference is to use the version with the Process Blue bar and cross. For offset printing, if Process Blue is unavailable, reverse the entire logo out to white. The text and figures inside the logo will be either black or blue to best suit the design.

When using the gradient as a background, the Premera Corporate reversed logo should always be placed on the Process Blue end of the spectrum.

CORPORATE LOGO COLOR



BLUE CROSS LOGO COLOR



Logos & Co-branding

When designing a co-branded piece, the logo relationship should clearly communicate Premera as the primary partner.

Make the partner logo less prominent and approximately two-thirds of the Premera logo.

Disclosures: Co-branded communications must clearly convey that the unlicensed entity is an independent and/or separate company, and state the nature of the services it provides in supporting the Premera product.

Account vendor waiver: An account vendor has an agreement directly with the group/ employer to provide services.

[Company name], an independent provider of [Description of services], does not provide Blue Cross Blue Shield products or services. [Company name] is solely responsible for its products and services.

Support company waiver: A support company contracts with Premera directly.

[Company name], an independent provider of [Description of services], does not provide Blue Cross Blue Shield products or services. [Company name] is solely responsible for its products and services.

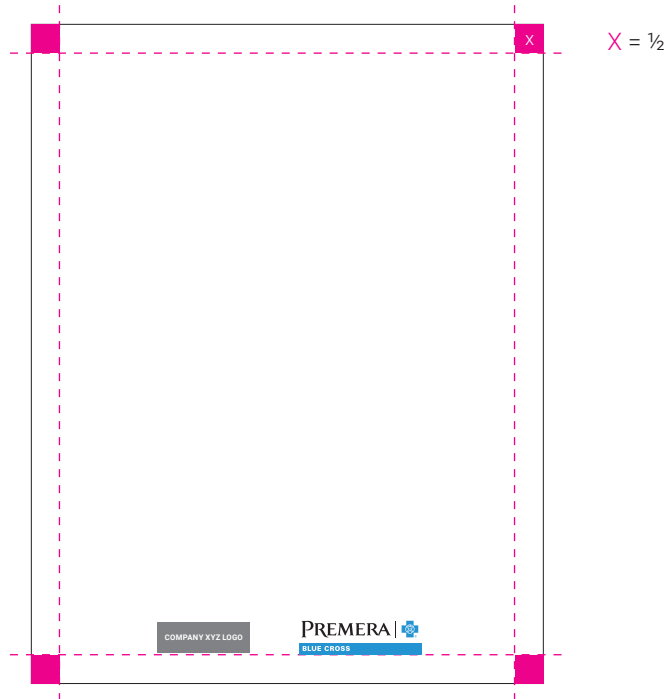
CO-BRANDING HIERARCHY



Primary – Premera Logo



Secondary – Company XYZ Logo (66%)



Color Palette

Premera's color palette helps us communicate with a recognizable and unified voice. Color can convey different emotions, and color use should be explored and selected to create the desired impact. Respect our brand by using only those colors included in our palette.

Ink colors are affected by many variables including printing method, paper color and texture. Our objective is to achieve a very close color match to the approved color palette.

Do not use this reproduction for color matching; refer to the Pantone® swatch books when specifying ink colors.

Pantone® is a registered trademark of Pantone® Inc.

PRIMARY BRAND COLORS



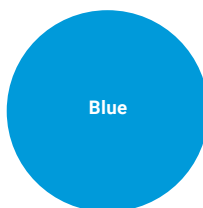
Gray

Pantone
Cool Gray 10 CP

CMYK
40/30/20/66

RGB
99/102/106

Hex
#63666A



Blue

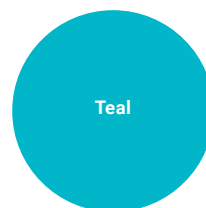
Pantone
Process Blue

CMYK
100/13/1/2

RGB
0/133/202

Hex
#0099D8

SECONDARY BRAND COLORS



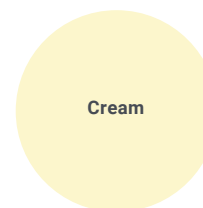
Teal

Pantone
7710CP

CMYK
81/0/23/0

RGB
0/167/181

Hex
#00A7B5



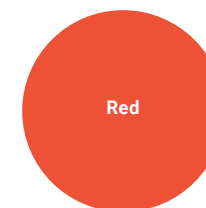
Cream

Pantone
7499CP

CMYK
1/2/24/0

RGB
241/230/178

Hex
#F1E6B2



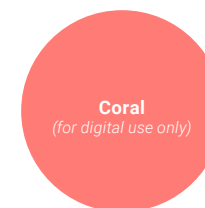
Red

Pantone
7417CP

CMYK
1/83/85/0

RGB
224/78/57

Hex
#E04E39



Coral
(for digital use only)

Pantone
2029CP

CMYK
0/65/45/0

RGB
255/124/118

Hex
#FF7C76

Typography

Lora Regular and Roboto Light are our primary typefaces. The classic serif has an editorial feel that is confident, yet approachable. The sans-serif typeface complements the classic serif. Together they feel contemporary and engaging.

These type families were chosen for their clarity, style and versatility. Consistent use of these typefaces will contribute to a unified brand image.

The horizontal hash mark is part of the typographic system that can be used with the cover or section headline to reinforce hierarchy of message.

The hash mark is generally a 4pt. rule, 0.5 inches in length for 8.5x11 or 11x17 page or spread. Scale length and point size relative to the size of the piece.

Placement above or below the headline depends on the combination of content types being used:

- + Standalone headline—place it above, following the “X” height rule at right
- + Graphic subhead and headline—place it above, following the “X” height rule
- + Headline with intro copy—place it below
- + Headline with body copy—place it below following the “2X” height rule

There is flexibility for its placement or removal based on need.

PRIMARY FONTS

Lora Regular
 ABCDEFGHIJKLMNOPQRST
 UVWXYZabcdefghijklmnopqrstuvwxyz
 1234567890

Roboto Bold
 ABCDEFGHIJKLMNOPQRST
 UVWXYZabcdefghijklmnopqrstuvwxyz
 1234567890

Roboto Light
 ABCDEFGHIJKLMNOPQRS
 TUVWXYZabcdefghijklmnopq
 rstuvwxyz1234567890

Both fonts are available for download at fonts.google.com.

BASIC TYPOGRAPHY

LOREM IPSUM DOLOR ————— Graphic subhead
 Roboto Light
 12/17pt

½ X
 X **Lorem ipsum** ————— Headline
 Lora Regular
 38/42pt

X
 X **& dolor sit.**

X
 X **Nunc in est faucibus, congue orci** ————— Intro copy
 Roboto Bold
 12/17pt

**convallis tellus. Phasellus lacus nisl,
 interdum non vulputate ut.**

2X
 X **Faucibus congue convallis tellus.** ————— Subhead
 Roboto Bold
 9.5/14pt

Phasellus lacus nisl, interdum non vulputate ut, pretium sit amet lorem. Suspendisse commodo metus leo, vel tincidunt dolor mollis eu. ————— Body copy
 Roboto Light
 9.5/14pt

Gradient & Frame

The gradient provides a sense of peace and ease for our customers. It also signals transformation and change for Premera.

The frame is a unifying element that brings focus and clarity to the message.

Strategic use of the gradient and frame together help to make our brand more unique and engaging. The sample applications on pages 21-26 are guidelines on how these elements come to life.

The gradient can be used as a background or within a frame and should always flow at an angle, either 45°, -45°, 135°, or -135°. The direction depends on the emphasis desired and can vary to maintain interest.

The frame element can be used as an inset border or as a framing device. The thickness for a 8.5x11 or 11x17 piece is between a 4-7pt. rule. Scale the thickness relative to the size of the piece and use. Even though thickness can vary based on the size of the medium, it should remain consistent once defined within the same piece or experience.

GRADIENT



▲
100c 13m 1y 2k
Or 133g 202b
(Premera Blue)

▲
81c 0m 23y 0k
Or 167g 181b
(Pantone 7710)



Customer Photography

Photography is a key component of our brand's visual identity.

Our customer photography is journalistic and intimate in style; the viewer is part of the joy, contentment and sense of relief experienced in the moment. Feels unguarded and authentic. Black and white portraits as hero, supported by full-color lifestyle photography.

Stills and detailed shots complement lifestyle moments. Should be used sparingly as extensions of a scene and as part of a larger story.

Please try to shoot and select photos using the same consistent criteria and style.

STYLE REFERENCE



Employee & Partner Photography

Our employees, producers and professionals are shot to appear engaged with the viewer. The moment feels unguarded and authentic, and evokes a sense of thoughtfulness and purpose.

Please try to shoot and select photos using the same consistent criteria and style.

STYLE REFERENCE



Hierarchy of Elements

The typography, photography and graphic elements are designed to be flexible. However, it's critical for these elements to work together as a holistic system to build a strong, cohesive Premera brand. Too much of any single element can dilute or clutter the overall impact. Please take time to practice good design sensibility.

Refer to this guide of Level 1-4 hierarchy of elements and strategically apply based on where the audience is in their journey.

Level 1 type of communication is generally the first touchpoint of the Premera brand. It should be high level, emotional and visually impactful. Consider this the window into the brand. Therefore, it should feel grounded and trustworthy, leading with a symmetrical approach, with the visual elements centered on the page. Level 1 are generally covers, direct mailers, and environmental graphics.

Level 2 is the next step into the brand experience, signaling transformation and a forward-thinking organization. The visual elements become more flexible, layered and dynamic in their use. Level 2 are generally inside spreads, secondary pieces, and further extensions of environmental graphics.

Levels 3 and 4 are more content-driven communication pieces.

LEVEL 1

- + Typically black and white portrait or lifestyle hero shot (although some applications like direct mail may use color photography)
- + Gradient frame or centered gradient box
- + Lora headline with hash mark



Variation A

Use this layout when featuring the image and headline as equally important. Use short impact statements.



Variation B

Use this layout as an alt to Variation A.

The white border can be an important design element. It provides breathing space and keeps the overall layout feeling light and airy.



Hierarchy of Elements

To prevent the overuse of the frame element, Level 1–Alts are examples of how the gradient bar or box can also be used as a pop of color to feature black and white photography and/or messaging.

Refer to Level 1–Alts for direct mail examples that require more flexibility and longer headlines.

LEVEL 1–ALTS

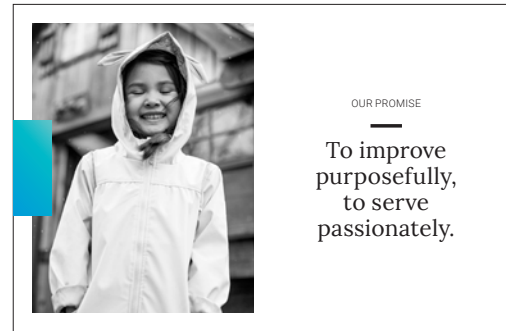
- + Typically black and white portrait or lifestyle hero shot (although some applications like direct mail may use color photography)
- + Gradient box or bar
- + Lora headline with hash mark



Variation A

The gradient box as a layered background provides a pop of color to the black and white photography that ties back to the Premera brand.

Use as a square corner element, floating behind the image. When used as a square corner element, it should not bleed off the edges.



Variation B

The gradient bar provides a pop of color to the black and white photography that ties back to the Premera brand.

If the gradient is more of a vertical or horizontal bar element, it can bleed off the page (as shown in variation B and C). Vertically center the gradient bar on the page to maintain a level of symmetry.

See brochure cover sample on page 22 to see how this bar element can also work over full bleed images and left justified to align with the headline.



Variation C

In addition to bleeding off the page, the gradient bar can extend and scale to accommodate a longer headline. Vertically center the gradient bar to maintain a level of symmetry.

Hierarchy of Elements

LEVEL 2

- + Black and white or color photography
- + Gradient frame
- + Lora headline with hash mark



Making healthcare better.

How do we become the company we aspire to be? We start by becoming a high-performing team integrated around a common set of objectives.

During the statement, "You take great care of me and make it simple and easy," we make profound change at Premera and in healthcare that only do business that degree of empowerment is possible. I know that Premera is uniquely positioned to do it. Doing so starts with being obsessed with our customer and their needs, integrating a high-performing, collaborative team focused on what is our customer, and working passionately on issues so personal and meaningful to our customer—their health and quality of life.

In 2015, we launched our purpose and values to begin this transformation. The year brings two more components:

- **The Five Imperatives**, which represent our most important solutions for improving customers' lives and making healthcare work better.
- **A Strong and Clear Brand**, which sharpens our focus on the customer and shows the way we create a simple and easy experience.

In the following pages, we lay out our Five Imperatives and how they fit to the statements we most often hear from our customers.

Just as important to our long-term success is a focus on whom we serve and why. The customer is the center of all we do. Our new brand promise is to improve personally to serve passionately. In the face of challenges that in today's health plan marketplace, our relationship with customers and our passion to serve can make healthcare work better and increase satisfaction, health, and retention.


Healthcare works best when committed people work together with passion on behalf of our customers. In that spirit, thank you for your partnership in the months and years to come.

PREMERA
Blue Cross
042023 (06-19-2017)

The visual elements become more flexible, layered and dynamic in their use. Incorporate color photography in subsequent pages or visual journey. The gradient frame can be an element that highlights certain expressions or moments in the photo. Intentional use of white space is important to create an open and inviting layout.

LEVEL 3

- + Black and white or color photography
- + Gradient frame
- + Lora headline



Premera Wellness Program
OVERVIEW

The Premera Wellness Program is here for you—head to toe, inside and out
No matter where you're going, it's good to know the lay of the land before you head out. And if you run into bumps along the way, it's reassuring to know there's help available.

Online Health Assessment
The online health assessment lets you see what you're doing well and what areas may need some extra attention. With this information, you're on the road to success as you work toward your health goals.

After taking the assessment, you'll get an interactive report showing:

- Your risk for common health conditions
- Tips for how to improve your health

Lifestyle Guidance Resources:
Whether your work-life balance is out of whack, finances are rocky, relationships have hit a snag, or you need some legal advice, we're here for you.

Access to Masters- and PhD-level experts and online resources:

- Emotional support
- Work-life solutions
- Legal guidance
- Financial resources

Services are free, confidential, and available 24/7.

PREMERA
Blue Cross
042023 (06-19-2017)

When there is a deeper level of content, focus on a simple and pleasing typographic layout using color photography as a supportive element.

There may be times when the gradient frame is not necessary and/or using color photography works better for the piece.

LEVEL 4

- + Lora headline

Lifestyle Guidance Resources
PREMERA WELLNESS PROGRAM

Sometimes we all need a little extra support
Whether your work-life balance is out of whack, finances are rocky, relationships have hit a snag, or you need some legal advice, we're here for you.

Masters- and PhD-level experts and online resources offer confidential help 24/7 for:

- Managing stress
- Family/spousal relationships
- Child and elder care
- Surviving grief and loss
- Changing a career
- Dealing with illness or trauma
- Legal concerns
- Financial problems or planning

Get started today
Call: 844-862-0998
TTY: 800-487-0353
Online: guidanceresources.com
App: GuidanceResources® Now
Web ID: premierawellness

Sign in online for articles, podcasts, videos, and slideshows. Plus, "Ask the Expert" personal responses to your questions!

PREMERA
Blue Cross
042023 (06-19-2017)

When content is detailed, focus on a simple and pleasing typographic layout.

Sample Applications

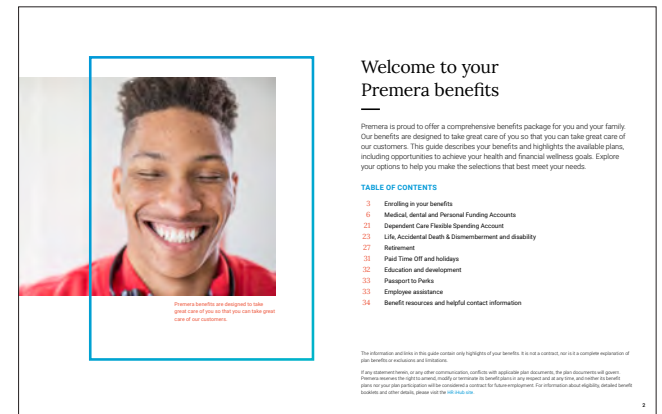
BRAND SNAPSHOT 1



Lobby Brand Impression



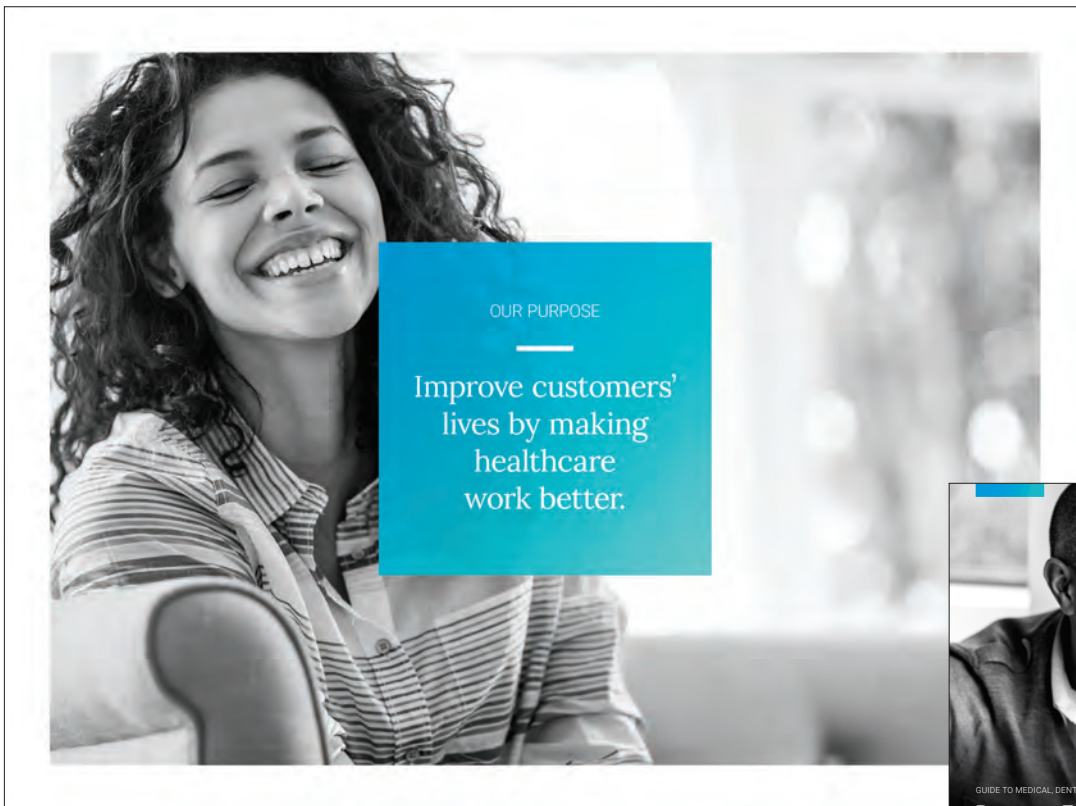
Powerpoint Title Slide



Brochure Cover and Inside Spread

Sample Applications

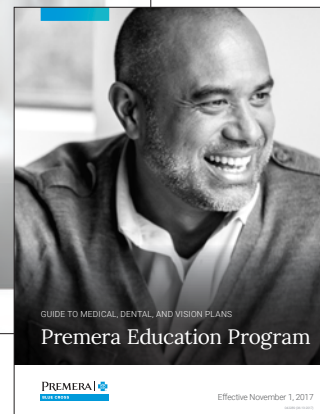
BRAND SNAPSHOT 2



Lobby Brand Impression



Powerpoint Title Slide



Brochure Cover and Inside Spread



Brochure Cover and Inside Spread

Sample Applications

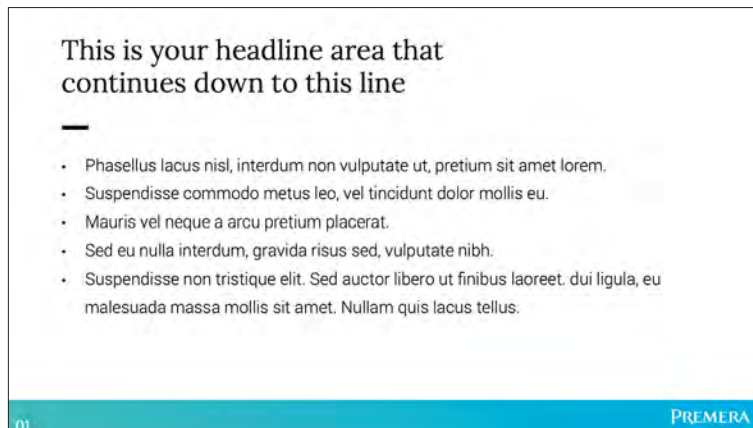
POWERPOINT SLIDES



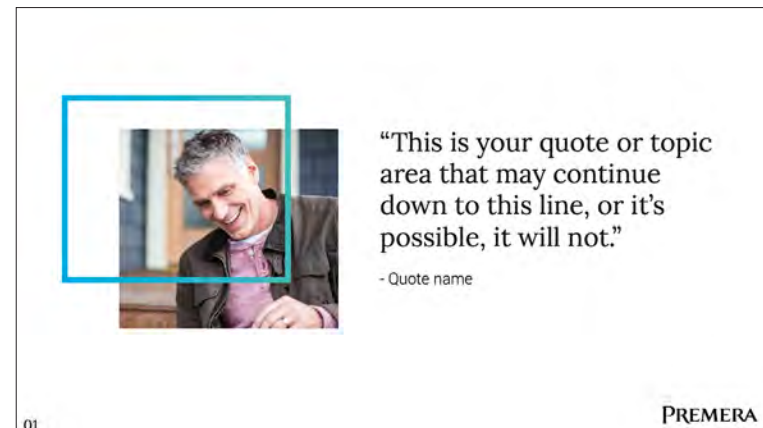
Powerpoint Title Slide – Variation A



Powerpoint Title Slide – Variation B



Powerpoint Content Slide



Powerpoint Quote/Visual Slide

Please Don't

GRAPHIC EXAMPLES



Do not place square boxes off-centered for Level 1 type communication. For Level 1 general rules, see page 18. If a centered layout will not work, then explore Level 1-Alts. The gradient box should either commit to a fully centered approach, or move away from it entirely.

Do not use Lora Bold Italics.

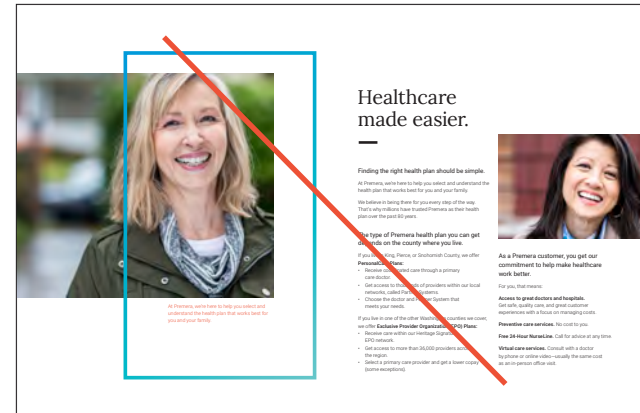


Do not use all caps Roboto for headlines. All caps Roboto Light should only be used for short descriptor graphic subheads.

Be mindful of the use of blue text. Too much red and blue text in close proximity could become visual clutter.

Limit the use of multiple visual elements on a single page.

PHOTOGRAPHY EXAMPLES



Do not use photos with the same face expression on the same page or spread. Varied expressions keep the viewer engaged and communicates a more honest and authentic, fuller expression of the brand (joyful, happy, confident, contemplative, sincere, quirky, etc.).

One photo should include a person looking at the camera to connect with the viewer. All other photos should be of people looking off camera.

Balance portraits with lifestyle, varied demographic and ethnicity.

Do not use black and white photography that is flat with little contrast.

Be sure the photography has a rich black and strong contrast. See previous examples of black and white photography for reference.



Thank you

We hope you find these guidelines helpful in developing messaging and design for Premera brand communications. Our goal was to address as many common applications as possible—but we also anticipate questions and welcome comments. Please contact the Brand Creative team at creativetraffic@premera.com to discuss these guidelines or your projects in more detail.

PREMERA

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Mountlake Terrace, WA 98043-2160

premera.com