

# Color Palette

In the context of health care, more than 90% of consumers link the word “blue” to Blue Cross and Blue Shield branded products and services. Color, therefore, has become a core element of our brand identity. Simply by using the color blue, we communicate strongly and clearly who we are.

## Our Official Color

The official color of the Blue Cross and Blue Shield brand is called Blue Cross and Blue Shield blue (Pantone® 3005). Although we can use the full spectrum of our palette colors in our visual communications, we strongly recommend using Blue Cross and Blue Shield blue whenever possible because of the recognition and meaning it adds.

We always use Blue Cross and Blue Shield blue on our stationery, envelopes, business cards and most other official business papers and forms. Blue Cross and Blue Shield blue is also the color of choice for other significant color elements in all types of visual communications.

## Color Conversion

When communicating in a medium other than print (on the web, for example), or when using printing or production processes that don't permit Pantone color choices, use the accompanying color conversions to remain as true as possible to Blue Cross and Blue Shield blue.

## Accent Colors

If you use a color other than blue in a specific application, use it as an accent color to complement the predominant color, Blue Cross and Blue Shield blue.

## Color Matters

The colors shown below represent our brand color palette. Our primary color is Blue Cross and Blue Shield blue (Pantone 3005). The other colors are mainly for complements and accents, but can be used as secondary colors.

## How Much Color Matters

The ratio of our color groups to one another also helps to define our color equity. Overall, the predominant color should be blue.

The example ratios are within tolerance. While they are good examples, they should not be considered the only possible combinations. Use our blues as dominant and the other colors to accent.

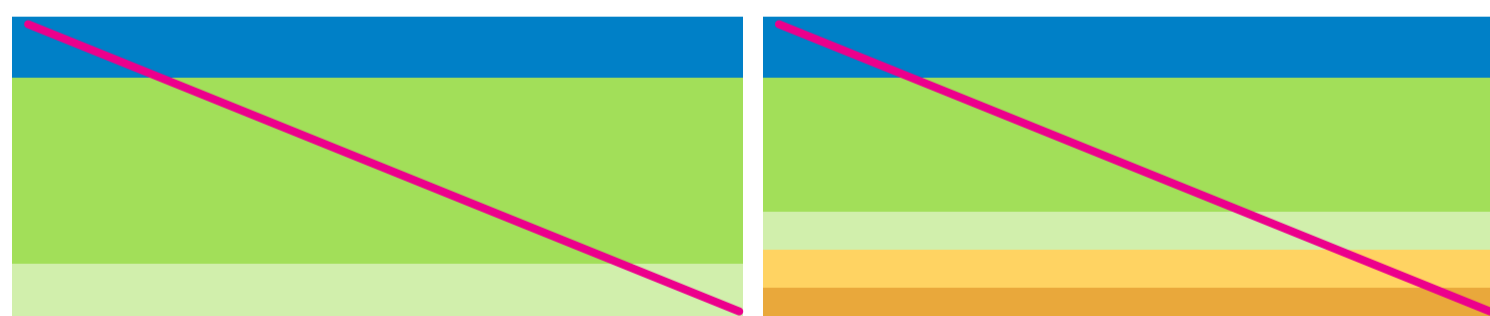
## Acceptable

The below examples show a range of primary, secondary and tertiary colors ratios in use.

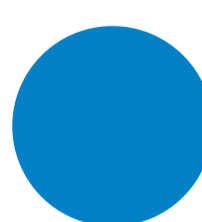


## Off Brand

As you can see below, using a majority of secondary and tertiary ratios of color loses the brand equities of Blue Cross and Blue Shield blue. It should be considered off brand. This same palette, however, could work if shown in combination with an image or color that is predominantly Blue Cross and Blue Shield blue.




## Primary Brand Color




**BCBS Primary Blue**  
Pantone 3005 C & U  
CMYK 100 / 34 / 0 / 2  
RGB 0 / 128 / 199  
HEX #0080c7  
For web text use - #0F6DBE

## Secondary Colors




**BCBS Green**  
Pantone 367 C & U  
CMYK 40 / 0 / 84 / 0  
RGB 162 / 223 / 89  
HEX #A2DF59




**BCBS Teal**  
Pantone 319 C & U  
CMYK 69 / 0 / 24 / 0  
RGB 31 / 191 / 201  
HEX #1FBFC9



**BCBS Orange**  
Pantone 143 C & U  
CMYK 8 / 36 / 89 / 0  
RGB 233 / 168 / 59  
HEX #E9A83B



**Blue +1**  
Pantone 7694 C & U  
CMYK 100 / 77 / 34 / 20  
RGB 0 / 61 / 97  
HEX #003D61



**Blue**  
Pantone 7692C & 2945U  
CMYK 100 / 45 / 0 / 45  
RGB 0 / 85 / 135  
HEX #005587



**Blue -1**  
Pantone 644 C & U  
CMYK 39 / 19 / 6 / 0  
RGB 148 / 179 / 205  
HEX #94B3CD



**Blue -2**  
Pantone 656 C & U  
CMYK 12 / 6 / 3 / 0  
RGB 232 / 238 / 244  
HEX #E8EEF4